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By Jan Hillenmeyer | 12/08/2011 1:50:00 PM

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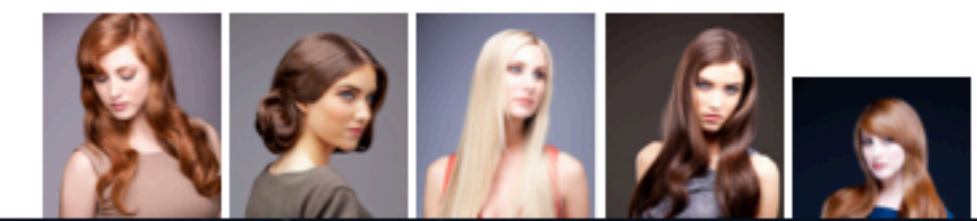
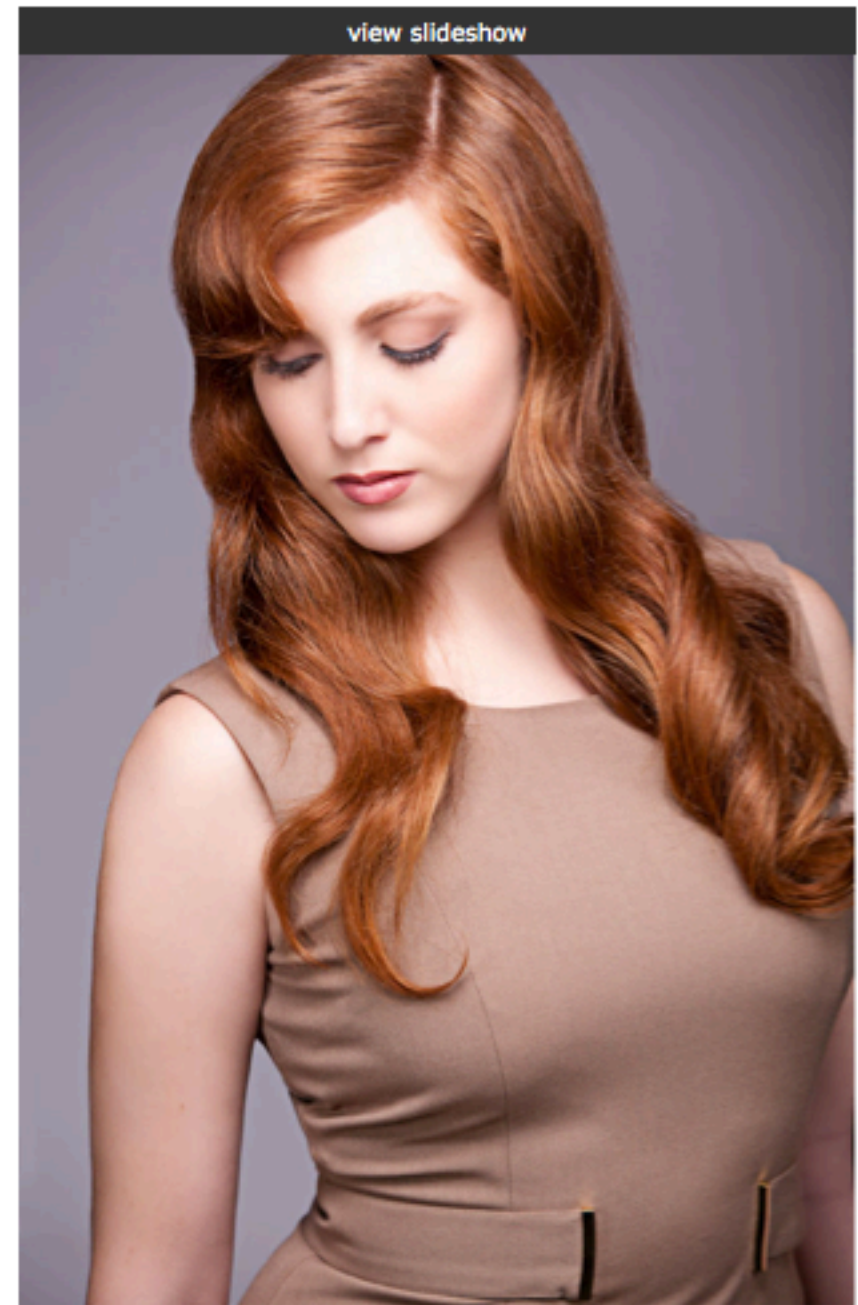
Everyone knows Kenra for its wide range of hair care and styling products, Next month, The company will launch Kenra Color at the International Salon Spa Expo (ISSE) in Long Beach, California January 28-30, 2012. The new color will be in salons nationwide by May 2012.

Kenra Color will give colorists an extensive array of hues with 70 shades of low-ammonia Permanent Coloring Crème and 40 shades of ammonia –free Demi-Permanent Coloring Crème. Along with this color palette Kenra Color includes a dust-free Lightening Powder and a Color Correcting System that removes oxidative pigments and leaves hair ready for a new color service. Kenra's Balancing Complex 5 adds shine, condition and manageability. And, one more thing: it offers 100 percent gray coverage.

Kenra backs every new product launch with education and training provided by its Professional Artistic Team under the direction of Artistic Director Robb Dubre, and there will be plenty of education from Robb and company, beginning at ISSE.

"Hair color is still the growth driver for most salons' bottom lines," says Robb, " and with the launch of Kenra Color, Kenra Professional will help salons enhance both their artistry and their profits."

Robb created the following styles to showcase the beauty and versatility of Kenra Color. Check out more information at ColorMeKenra.com or visit facebook.com/KenraProfessional.



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