



NEW CHRONOLOGISTE

YOUTH REVITALIZING CARE 青春焕发护理
FOR SCALP & HAIR 头皮和头发

ABYSSINE + HYALURONIC ACID + VITAMIN E

RESTORES YOUTHFUL DIMENSIONS TO SCALP & FIBRE
FOR HAIR SEEMINGLY UNTOUCHED BY TIME.

67%

WOMEN WORRY ABOUT
AGING SCALP

+11%

WOMEN IN 26 - 35 YO AGE
GROUP IN 2019 VS 2009 IN SG

ANTI-AGING A BIG OPPORTUNITY

TARGET AUDIENCE:

-FEMALE

-26-35 YEARS OLD

-LUXURY SKINCARE USERS

ANTI-AGING

#2

RISING SEARCH FOR SKINCARE ON
GOOGLE SG



FOR THE FIRST TIME
KÉRASTASE COMBINES

首次
卡诗结合

HIGH & LUXURIOUS
TECHNOLOGY & SENSORIALITY
高科技 奢侈感官

FOR
COMPLETE REVITALIZATION
焕然新生

[SCALP - ROOTS - LENGTHS - ENDS]
头皮于秀发

A SENSORIAL EXPERIENCE INSPIRED BY SKINCARE INSTITUTES
USING THE MOST PROFESSIONAL INGREDIENTS
非凡体验灵感来自于护肤院所采用最专业配料



EFFECTIVE & LUXURIOUS INGREDIENTS

有效成分

Inspire by skin care known to:
启发于皮肤护理而闻名:

K

VITAMIN E

维生素E

DAILY SHIELD AGAINST DEGENERATION
抵抗衰老

Protects from external aggressors
thanks to
anti-oxidant properties
保护免受外来侵扰
抗氧化性能

Prevents damage from UV,
pollution & free-radicals
防止受到紫外線, 污染和自由基的損害

HYALURONIC ACID

玻尿酸

INTENSELY PLUMPS & HYDRATES
饱满&保湿

Moisturizes & hydrates
滋润和保湿

Plumps fiber for fuller
effect
纤维饱满, 效果更佳

ABYSSINE

海源微生物

DEEP SEA MIRACLE MOLECULE
深海奇迹分子

Invigorates & revitalizes
Fiber
振兴及赋活秀发

Provides a flawless finish
美无瑕的效果

NEW CHRONOLOGISTE

YOUTH REVITALIZING CARE FOR SCALP & HAIR

NEW
全新



PRE-CLEANSÉ
RÉGÉNÉRANT

SCALP & ROOTS

UPGRADED
升级版



BAIN
RÉGÉNÉRANT

SCALP & HAIR

UPGRADED
升级版



MASQUE INTENSE
RÉGÉNÉRANT

SCALP & HAIR

NEW
全新



SÉRUM
UNIVERSEL

SCALP & ROOTS

NEW
全新



THERMIQUE
RÉGÉNÉRANT

LENGTHS & ENDS

UPGRADED
升级版



HUILE
DE PARFUM

LENGTHS & ENDS

IN SALON ONLY
限于发廊



RITUEL
D'EXCEPTION

SCALP & HAIR

FOCUS ON 3 NEW PRODUCTS

专注于3组全新产品

YOUTH REVITALIZING CARE



PRE-CLEANSE
REGENERANT



SERUM
UNIVERSEL



THERMIQUE
REGENERANT

NEW PRE-CLEANSE REGENERANT

YOUTH REVITALIZING PURIFYING PRE-SHAMPOO



UP TO
96%
MORE
POLLUTION
PARTICLES
REMOVED*
去除更多污染颗粒*
粒*

“

CHARCOAL IS AN UNRIVALLED
INGREDIENT TO GET RID **ALL THE**
IMPURITIES ON YOUR SCALP.

木炭是一种必不可少的成分，可以消除头皮上的所有杂质

IT ACTS **AS A MAGNET** TO CAPTURE
POLLUTION OR ANY PARTICLES THAT CAN
COME INTO CONTACT WITH THE SCALP
像磁铁般从头皮中排出杂质

IT **DETOXIFIES** YOUR HAIR IN DEPTH,
IMMEDIATELY RESTORING **ITS PURITY AND**
SHINE.

净化秀发，立即恢复光泽

”

*Instrumental test, after application of Pré-Cleanse versus classical shampoo

NEW THERMIQUE REGENERANT

YOUTH REVITALIZING BLOW-DRY CARE

“

THANKS TO **A UNIQUE FORMULATION**, THE THERMIQUE REGENERANT IS A MUST HAVE.!

独特配方, THERMIQUE REGENERANT, 是个必须品!

IT PROTECTS YOUR HAIR AGAINST THE HEAT **UP TO 230°**. HAIR TEXTURE IS **REFINES**, CUTICLES ARE **SEALED**.
保护秀发免受高达230°的高温影响。密封角质层。

THE THERMIQUE REGENERANT WILL **FACILITATES THE STYLING** FOR A **MAGNIFICENT FINAL RESULT.**

超凡效果, 在秀发吹干后

”



THERMO-PROTECTION UP TO*
防热保护高达*
230°

96H
ANTI-FRIZZ ACTION**
防毛躁功效**

* Instrumental test, after application of [Sérum Universel]. For [Thermique Régénérant] extrapolation is available for all countries (except USA - need to wait the test on final formula)

** Instrumental test, after application of [Thermique]

CHRONOLOGISTE

FOCUS ON THE 3 UPGRADED PRODUCTS

UPGRADED UPGRADED



BAIN
RÉGÉNÉRANT

SCALP & HAIR



MASQUE INTENSE
RÉGÉNÉRANT

SCALP & HAIR

Two new ingredients 两种新成分

- 1. HYALURONIC ACID:** known for Moisturizes and hydrates both scalp & fibre, plumps fibre from within for fuller effect
- 2. VITAMIN E:** known for Protects from external aggressors, improves scalp elasticity and blood circulation, prevents damage from UV, pollution and free-radicals

UPGRADED



HUILE
DE PARFUM

LENGTHS & ENDS

More concentrated 更浓缩

Now with **2X THE CONCENTRATION OF FINE FRAGRANCE** for a more intense, luxurious and long-lasting effect.

A FINE FRAGRANCE 精细香氛

FOR INGULGENT SENSORIALITY THROUGHOUT THE RANGE

ALBERTO MORILLAS

CREATED BY THE MOST
FAMOUS NEZ
OF FINE PERFUMERY
由著名的专业调香大师

Acqua di Giò - Armani
Flower by Kenzo - Kenzo
Omnia - Bulgari



TOP NOTES 前香

The playful vibrancy of Persian Lime
with Green Cardamom & refreshing
crisp Green Tulips



HEART NOTES 中香

Tea Rose and Peony encompassing
the velvety richness of
Magnolia



BASE NOTES 尾香

The base notes bring sensuous depth
with Light Woods, spicy Cedar and
earthy Musk to create a luxurious and
sensorial experience



THE BENEFITS OF CHRONOLOGISTE

益处

+ 55% 

SCALP HYDRATION***

头皮保湿***



PROTECT AGAINST EXTERNAL AGGRESSOR

防护污**



6X 

MORE SHINE*

光泽*

+ 31%

Scalp Elasticity**

头皮弹性

*after application of bain and masque

**("based on a corneometer instrumental measure on 33 subjects immediately after application")



10ml / 200ml

1199785

PRÉ-CLEANSE RÉGÉNÉRANT

Pré-Shampooing revitalisant jeunesse - Cuir chevelu et racines
Youth revitalizing purifying pre-shampoo - Hair & roots
[ABYSSINE + HYALURONIC ACID + VITAMIN E + CHARCOAL]

TEXTURE

Black gel

BENEFITS

Purifying & detoxifying pre-wash to promote a healthy scalp:

- Deeply cleanses scalp and roots
- Removes dead skin cells and flakey skin
- Unclogs scalp pores by removing pollution particles
- Tones the scalp, leaving it feeling tighter

CLAIMS

- Deep cleansing on hair & scalp*
- Removes up to 96% more pollution particles than a regular shampoo*

APPLICATION

Apply to wet scalp and roots before shampooing. Massage.
Rinse thoroughly. Follow with Bain Régénérant.

TARGETTED DIMENSIONS OF AGEING SCALP & HAIR

DRY
SCALP

SENSITIVE
SCALP

SLACK
SCALP

DULL
FIBRE

BRITTLE
FIBRE

FINE
FIBRE



10ml / 80ml / 250ml / 1000ml

1199765 B

BAIN RÉGÉNÉRANT

Shampooing revitalisant jeunesse - Cheveux et cuir chevelu

Youth revitalizing shampoo - Hair and scalp

[ABYSSINE + HYALURONIC ACID + VITAMIN E]

TEXTURE

Clear transparent gel

BENEFITS

Revitalizing and invigorating shampoo to fight the signs of ageing scalp & hair :

- Gently removes impurities from the scalp and fibre
- Reveals stronger hair
- Nourishes and moisturizes fibre
- With hyaluronic acid to plump and hydrate hair
- Restores shine

CLAIMS

- +55% hydration**
- X6 more shine**
- +31% scalp elasticity

APPLICATION

Apply on wet hair, massage. Rinse.

Follow with Masque Intense Régénérant

TARGETTED DIMENSIONS OF AGEING SCALP & HAIR

DRY
SCALP

SENSITIVE
SCALP

SLACK
SCALP

DULL
FIBRE

BRITTLE
FIBRE

FINE
FIBRE

*Instrumental test. Bain.

**Instrumental test. Bain + Masque.

MASQUE INTENSE RÉGÉNÉRANT

Masque revitalisant jeunesse - Cheveux et cuir chevelu

Youth revitalizing hair masque

[ABYSSINE + HYALURONIC ACID + VITAMIN E]



15ml / 75ml / 200ml / 500ml

1199768

TEXTURE

Rich lustrous cream

BENEFITS

Nourishing & softening care for durable moisture & shine:

- Instantly transforms fibre
- Long-lasting moisture
- Added softness
- Restores beautiful healthy shine

CLAIMS

- +55% hydration*
- 6x more shine*
- 31% more scalp elasticity**

APPLICATION

Apply from roots to ends after shampoo.

Rinse after 5 minutes.

TARGETTED DIMENSIONS OF AGEING SCALP & HAIR

DRY
SCALP

SENSITIVE
SCALP

SLACK
SCALP

DULL
FIBRE

BRITTLE
FIBRE

FINE
FIBRE



150ml

1199789 C

THERMIQUE RÉGÉNÉRANT

Soin brushing revitalisant jeunesse - Longueurs et points
Youth revitalizing blow-dry care - Lengths and ends
[ABYSSINE + HYALURONIC ACID + VITAMIN E]

TEXTURE

White silky cream

BENEFITS

Refining and smoothing leave-in for healthy texture and protection :

- Hair texture is refined
- Cuticles are sealed
- Protects against heat
- Facilitates styling

CLAIMS

- Thermo protection up to 230°*
- 24h frizz-control in 80% humidity*

APPLICATION

Apply to damp hair. Blow-dry and heat style.

TARGETTED DIMENSIONS OF AGEING SCALP & HAIR

DRY
SCALP

SENSITIVE
SCALP

SLACK
SCALP

DULL
FIBRE

BRITTLE
FIBRE

FINE
FIBRE



40ml

1199774 D

SERUM UNIVERSEL

Sérum-en-perles revitalisant essential – Cheveux et cuir chevelu
Essential revitalizing serum-in-pearls – Hair and scalp
[ABYSSINE + HYALURONIC ACID + VITAMIN E]

TEXTURE

White silky gel serum encapsulated in black caviar pearls

BENEFITS

Refining and smoothing leave-in for healthy texture and protection :

- Scalp is hydrated
- Scalp and hair seem revitalized
- Plumps roots for fuller hair
- Hair is transformed with intense nourishment

APPLICATION

Gently apply 2 or 3 pumps on wet, damp or dry scalp and hair.
Can also use as overnight serum. Leave-In.

CLAIMS

- +55% hydration*
- 6x more shine*
- 31% more scalp elasticity**

TARGETTED DIMENSIONS OF AGEING SCALP & HAIR

DRY
SCALP

SENSITIVE
SCALP

SLACK
SCALP

DULL
FIBRE

BRITTLE
FIBRE

FINE
FIBRE



100ml

1199766 B

HUILE DE PARFUM

Parfum en huile - Longueurs et points
Fragrance-in-oil - Lengths and ends

TEXTURE

Clear smooth oil

BENEFITS

Nourishing oil with exceptional combination of notes from fine fragrance:

- Beautiful fragrance designed by Alberto Morillas
- High concentration of perfume (2x current formula)
- Reduces breakage
- Provides strength
- Added shine

NOTES

- TOP: Persian lime, green cardamon, green tulips
- MIDDLE: rose tea, peony, magnolia
- BASE: light woods, cedar, musk

APPLICATION

Apply 1 or 2 pumps on dry hair. Leave-in.

TARGETTED DIMENSIONS OF AGEING SCALP & HAIR

DRY
SCALP

SENSITIVE
SCALP

SLACK
SCALP

DULL
FIBRE

BRITTLE
FIBRE

FINE
FIBRE

IN SALON ONLY



Vital Concentrate Pearls: 8 x 8ml
Masque: 250ml

Vital Concentrate Pearls: 1051944 E
Masque: 1199768

RITUEL D'EXCEPTION RÉGÉNÉRANT

Rituel revitalisant jeunesse - Cheveux et cuir chevelu
Essential revitalizing rituel - Hair and scalp
[ABYSSINE + HYALURONIC ACID + VITAMIN E]

TEXTURE

Vital Concentrate Pearls: Grey mimetic caviar beads
Essential Revitalizing Masque: Rich lustrous cream

BENEFITS

Luxurious ritual for instant transformation with durable moisture, softness and shine

CLAIMS

- +55% hydration*
- 6x more shine*
- 31% more scalp elasticity**

APPLICATION

Mix a single dose of Vital Concentrate Pearls with the Masque.
Apply from root to ends. Leave for 5-10 minutes. Rinse thoroughly.

TARGETTED DIMENSIONS OF AGEING SCALP & HAIR

DRY
SCALP

SLACK
SCALP

SENSITIVE
SCALP

BRITTLE
FIBRE

FINE
FIBRE

DULL
FIBRE



NEW
CHRONOLOGISTE
LE RITUEL
D'EXCEPTION
RÉGÉNÉRANT

THE EXCEPTIONAL YOUTH REVITALIZING RITUAL
FOR SCALP & HAIR 青春焕发卓越发廊护理

NEW CHRONOLOGISTE

STEPS OF HAIR & SCALP RITUAL - 60'

STYLING STATION

- 

1. WELCOMING GUEST
- 

2. DIAGNOSIS
- 

3. OPENING GESTURE
(DRY BRUSHING WITH ESSENTIAL OILS)

HUILE STIMULANTE HUILE RAFRAICHISSANTE HUILE RELAXANTE
- 

4. INTRO MASSAGE
- 

5. PRE-CLEANSE RÉGÉNÉRANT
- 

6. BAIN RÉGÉNÉRANT

STYLING STATION

BACKBAR

STYLING STATION

- 

7. PREPARE THE MIX
(VITAL CONCENTRATE PEARLS + MASQUE)
- 

8. APPLY THE MIX WITH THE BRUSH
- 

9. CARE MASSAGE WITH NECK WAVE LIGHT DEVICE
- 

10. RINSE
- 

11. THERMIQUE RÉGÉNÉRANT
- 

12. BLOW DRY
- 

13. HUILE DE PARFUM

Q & A

a) What is Chronologiste 什么是 Chronologiste?

Ans: Chronologiste is our most luxurious range that restore scalp & hair. Complete with anti-ageing ingredients for a unique sensorial experience inspired by the finest skincare practices
Chronologiste 是我们最奢华的系列, 结合抗老成分, 振兴头皮和秀发, 启发于护肤效益带来独特感官体验

b) Who is the Target? 目标观众 ?

Ans: Chronologiste is made for clients looking to preserve their appearance and wanting an anti-ageing solution for scalp & hair. It is also for those who are looking for the ultimate sensorial experience in salon
专为客人寻找保持头皮和秀发青春以及抗老解决方案。 也适于客人在发廊寻找卓越的感官体验

c) How does it works? 如何操作?

Ans: All hair types but specifically targets those who have dull & brittle hair. It protect against the 6 dimensions of ageing to maintain a youthful appearance.

所有秀发但特别适合那些秀发暗淡及脆弱, 同时保护头皮和秀发抵抗六组老化, 保持青春

Main Ingredients 主要成分:

Hyaluronic Acid 玻尿酸- Moisture and hydrates scalp and hair 滋润和保湿头皮及秀发

Vitamin E 维生素E- Protect against aggressors, improve scalp elasticity 保护免受外来侵损, 改善头皮弹性

Abyssine 深海奇迹分子- Regenerates & invigorates for bounce & youth 焕发活力, 恢复青春