



Kérastase created a whole new category,
hair care that liberated women and looked toward the future.

INVENTION

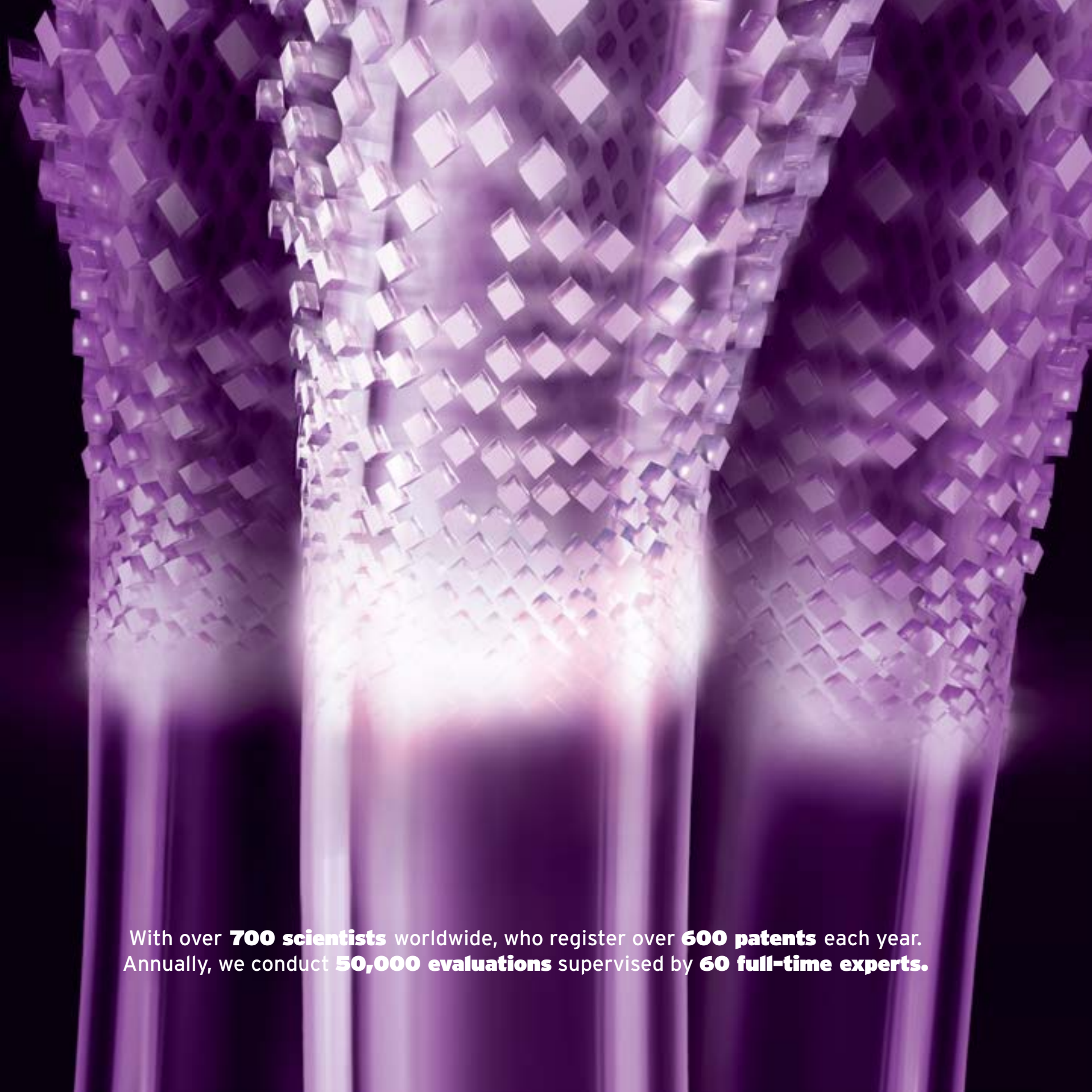
Imagine yourself in the Paris of 1964. The whole world was changing.
Women's lives were filled with choices that had barely existed a year or two before.

But hair care seemed stuck in the past. Coiffures were shellacked into place, which meant that clients rarely shampooed between trips to the salon. Scalp problems and dried-out, heat-stressed hair were the norm.

Until someone decided to rethink hair care.

Envisioning scientifically formulated, treatment-oriented products that would create a pleasurable experience for both stylist and client, Francois Dalle, the CEO of L'Oréal, decided to capitalize on hairdressers' knowledge of clients' needs. The new line, Kérastase, would be made with wonderful smells, pleasurable textures, and the kind of concentrated formulas capable of effecting instant transformation and lasting change.

From its beginning, Kérastase set new standards in luxury salon service. Now, 50 years later, Kérastase continues to empower its partners with the world's most sought-after line of personal, prescriptive hair care.



INNOVATION

The secret to Kérastase's continual innovation: a **worldwide network of laboratories**

headed by L'Oréal's unmatched Centre Mondial de Recherche Capillaire outside Paris.

Opened in 2012 at the cost of hundreds of millions of euros, the nearly 54,000-square-foot,

state-of-the-art laboratory situated in Saint-Ouen employs over 500 full-time specialists,

including chemists, physicists, statisticians, and other technicians working in continual collaboration.

With over **700 scientists** worldwide, who register over **600 patents** each year. Annually, we conduct **50,000 evaluations** supervised by **60 full-time experts.**