



K · E · R · A · B · E · A · U · T · E

The Art & *Science* of Radiant Hair

The Complete Guide to Hair Revival and Scalp Wellness

SCIENCE-DRIVEN SOLUTIONS FOR STRONGER, HEALTHIER HAIR

F O R E W O R D

Welcome to Kerabeaute

At Kerabeaute, we believe that great hair begins with great science. Born from the visionary mind of the Jennerus Group — a biotech collective dedicated to transforming haircare through rigorous research — Kerabeaute was created for those who refuse to compromise between luxury and efficacy.

This ebook is your complete guide to understanding hair wellness from the inside out. Whether you're battling hair fall, seeking to restore shine, or simply want to elevate your daily ritual, these pages offer the knowledge and tools to make it happen.

Our commitment goes beyond aesthetics. Every formula, every ingredient, every ritual is chosen with intention — guided by three core values:

- ✓ **Efficacy** — Science-backed formulations that deliver visible, measurable results
- ✓ **Sustainability** — Cruelty-free, ethically sourced, eco-conscious packaging
- ✓ **Inclusivity** — Crafted for every texture, type, gender, and age

"Where vision met science, a new era of haircare was born."

Kerabeaute is powered by our proprietary **FOLLICOL™ technology** — a breakthrough botanical extract engineered to nourish the scalp at the follicular level, strengthening roots and unlocking each strand's fullest potential. This guide will walk you through the science, the ritual, and the philosophy that make Kerabeaute unlike anything else in luxury haircare.

THE COLLECTION

Meet the Kerabeaute Range

Every product in the Kerabeaute collection is rooted in advanced botanical science and powered by our proprietary **FOLLICOL™ technology** — a breakthrough botanical extract designed to nourish the scalp, strengthen the follicle, and unlock the hair's fullest potential. Together, these four products form a complete, layered system of care.



STEP 01 · HERO TREATMENT

Kerabeaute Prolog™

HAIR REJUVENATION OIL · 100 ML

The cornerstone of the Kerabeaute ritual. Prolog™ is a deeply nourishing hair rejuvenation oil infused with FOLLICOL™ technology and a rich blend of botanical actives — including Argan Oil and a multi-plant complex — designed to revitalise the scalp from within and restore each strand's natural vitality.

- ✓ Powered by FOLLICOL™ — a proprietary botanical extract
- ✓ Deeply nourishes roots and supports follicle health
- ✓ Encourages visible hair density and scalp balance
- ✓ Ideal for pre-wash treatments or leave-in scalp care (2–3× weekly)
- ✓ Tagline: *Restore | Revive | Radiate | Repeat*

FOLLICOL™ · A BOTANICAL EXTRACT



STEP 02 · DAILY RITUAL

Kerabeaute Routine™

DAILY CONDITIONING OIL · 100 ML

Your hair's everyday companion. Routine™ is a lightweight daily conditioning oil that wraps each strand in lasting hydration and protection — without heaviness or grease. Formulated with FOLLICOL™ and nature's finest conditioning agents, it smooths, softens, and shields hair through every day's demands.

- ✓ Provides essential daily moisture from root to tip
- ✓ Reduces frizz and improves manageability
- ✓ Lightweight formula — suitable for all hair types
- ✓ Apply to damp or dry hair; concentrate on mid-lengths and ends
- ✓ Tagline: *Your Hair's Everyday Hug*

FOLLICOL™ · A BOTANICAL EXTRACT

THE COLLECTION — CONTINUED

The Products — Continued



STEP 03 · FINISHING SERUM

Kerabeaute Radiante Elixir™

ADVANCED HAIR REVITALIZING SERUM · 50 ML

The finishing touch that transforms. Radiante Elixir™ is a high-performance serum that smooths the cuticle, seals in moisture, and delivers an intense mirror-like shine — all without leaving a greasy residue. Its ultra-lightweight formula works on towel-dried hair, making it a seamless addition to any styling routine.

- ✓ Delivers smooth, frizz-free hair with zero greasy residue
- ✓ Seals the cuticle for amplified shine and manageability
- ✓ Acts as a thermal protectant and pollution shield
- ✓ Apply to towel-dried hair before styling or as a daytime refresh
- ✓ Ideal for colour-treated, chemically processed, and fine hair types

ADVANCED REVITALIZING FORMULA



NEW · TARGETED SCALP TREATMENT

Radiant Roll-On

TARGETED SCALP APPLICATOR · 10 ML / 0.33 FL OZ

Precision meets potency. The Radiant Roll-On is Kerabeaute's most targeted scalp solution — designed for pinpoint application directly to thinning zones, receding areas, or scalp concerns that need focused attention. The innovative roller-ball tip ensures zero-waste delivery and maximum absorption at the follicular level, while the compact 10ml size makes it the perfect companion for on-the-go scalp care.

- ✓ Targeted roller-ball application for precision scalp delivery
- ✓ Helps reduce hair fall and supports stronger regrowth
- ✓ Improves density with consistent use at concerned areas
- ✓ Combats hair loss and nourishes the scalp microenvironment
- ✓ Compact and travel-friendly — fits any bag or routine
- ✓ Powered by FOLLICOL™ technology for follicular-level action
- ✓ Tagline: *Target. Nourish. Transform.*

FOLLICOL™ · TARGETED DELIVERY

T H E S Y S T E M

The Kerabeaute 4-Step Science System

Exceptional hair is not the result of a single product — it is the outcome of a thoughtful, layered ritual. Each of our four products is designed to address a specific dimension of hair health, and together they form a comprehensive ecosystem of care.

01

Prolog™ Hero Oil

Deep scalp nourishment, follicle activation and root-level restoration. Use 2–3× per week.

02

Routine™ Daily Oil

Daily hydration, frizz control and strand protection from roots to ends. Use every day.

03

Radiante Elixir™

Lightweight cuticle-smoothing serum for mirror-like shine. Apply pre-styling.

+

Radiant Roll-On

Precision scalp applicator for targeted zones. Use morning and evening on concerned areas.

FOLLICOL™ — The Science Behind the System

At the heart of every Kerabeaute formulation lies FOLLICOL™, our proprietary botanical extract. Unlike conventional hair oils that act only on the surface, FOLLICOL™ is engineered to interact with the follicular microenvironment — supporting the dermal papilla, promoting microcirculation, and extending the hair's natural growth phase.

- Nourishes the dermal papilla — the control centre of hair growth
- Supports microcirculation for improved nutrient delivery to follicles
- Helps extend the anagen (active growth) phase
- Delivers botanical actives deep into the scalp for lasting results
- Works synergistically with Argan, Jojoba, Coconut, Sunflower and Rice Bran Oils

"Science doesn't replace nature — at Kerabeaute, it amplifies it."

CHAPTER 1

Understanding Hair Health

Why Healthy Hair Begins at the Root

Healthy, vibrant hair is not simply a matter of what you apply to its surface — it begins far beneath, at the very root. The hair follicle, a tiny yet intricate organ embedded in the scalp, is the birthplace of every strand. When the follicle is well-nourished and balanced, it produces strong, resilient hair. When it is compromised — by stress, poor nutrition, or hormonal shifts — the visible effects can be dramatic.

Understanding this foundational truth is the first step toward achieving lasting hair wellness. Kerabeaute's formulations are designed with this principle at their core: to nourish from root to tip, supporting the scalp ecosystem that makes beautiful hair possible. Every product in our range — from Prolog™ to the targeted Radiant Roll-On — is built around one goal: optimal follicular health.

The Structure and Life Cycle of Hair

Each hair strand is composed of three primary layers: the **medulla** (innermost core), the **cortex** (middle layer providing strength and colour), and the **cuticle** (the protective outer layer of overlapping scales). When the cuticle lies flat and smooth, hair appears shiny and feels silky. When it is raised or damaged, hair looks dull and feels rough.

Hair grows in a cyclical pattern with three key phases:

- ◆ **Anagen (Growth Phase):** Lasting 2–7 years; up to 90% of your hair is in this phase at any time. Kerabeaute's FOLLICOL™ technology is formulated to extend this phase.
- ◆ **Catagen (Transition Phase):** A short 2–3 week phase where growth slows and the follicle shrinks.
- ◆ **Telogen (Resting Phase):** Lasting around 3 months, after which the old hair sheds and new growth begins.

Factors That Influence Hair Growth

- ◆ Hormonal balance — particularly androgens like DHT — directly affects follicle activity
- ◆ Adequate protein intake is essential, as hair is primarily composed of the protein keratin
- ◆ Micronutrients such as iron, zinc, biotin, and vitamins A, C, D, and E are vital for hair health
- ◆ Scalp circulation delivers oxygen and nutrients to follicles — regular scalp massage can improve this

"True hair health is an inside-out journey — nourishment begins where the eye cannot see."

CHAPTER 2

The Science Behind Hair Loss

Understanding Hair Fall and Hair Thinning

It is normal to lose 50–100 hairs per day as part of the natural hair cycle. However, when this number significantly increases or when regrowth slows, it can signal an underlying concern. Kerabeaute's Prolog™ Hero Oil and Radiant Roll-On are both formulated specifically to address the root causes of hair fall and follicular decline.

Hair Loss (Alopecia)

A reduction in overall density, often caused by follicular miniaturisation over time.

Hair Thinning

A decrease in strand diameter, making hair appear fine and limp — often a precursor to hair loss.

Key Causes of Hair Loss

- Androgenetic Alopecia — hereditary pattern hair loss affecting both men and women
- Telogen Effluvium — sudden shedding triggered by stress, illness, or hormonal shifts
- Nutritional Deficiencies — especially iron, zinc, and biotin
- Hormonal Changes — pregnancy, menopause, thyroid imbalances
- Scalp Conditions — dandruff, seborrheic dermatitis, scalp inflammation
- Over-processing — excessive heat styling, chemical treatments, tight hairstyles

Environmental and Lifestyle Factors

Pollution particles can settle on the scalp, clog follicles, and trigger oxidative stress that accelerates hair ageing. UV exposure weakens the hair shaft. Hard water, laden with minerals like calcium and magnesium, can create build-up that impairs scalp health over time. Kerabeaute's Radiante Elixir™ acts as a daily pollution shield, while Prolog™ replenishes and restores.

Stress and Its Impact on Hair Health

Chronic stress triggers the release of cortisol, which can prematurely push follicles into the telogen phase — resulting in sudden shedding (telogen effluvium) typically appearing 2–3 months after the stressful event. Managing stress through mindfulness, adequate sleep, and restorative rituals is an essential component of hair wellness. The Kerabeaute ritual itself — the act of applying your oils, rolling on your serum — is a form of mindful self-care.

"Hair is a barometer of overall health. When the body is under stress, the hair is often the first to show it."

CHAPTER 3

Building a Healthy Foundation

The Importance of Scalp Health

The scalp is a dynamic, living ecosystem. A healthy scalp maintains the ideal pH balance (around 4.5–5.5), regulates sebum production, and supports a thriving microbiome that protects against harmful pathogens. When the scalp is compromised — through excess oil, dryness, inflammation, or product build-up — the follicles beneath cannot function optimally. Kerabeaute's entire range is pH-conscious, formulated to work in harmony with your scalp's natural biology.

Understanding the Hair Follicle

Each follicle contains its own blood supply, sebaceous glands, and stem cells capable of producing new hair. The dermal papilla, located at the base of the follicle, controls hair growth and communicates with the body's hormonal and nutritional systems. FOLLICOL™, Kerabeaute's proprietary extract, is specifically engineered to nourish this exact structure.

- ◆ A healthy follicle produces hair with a strong cortex and smooth cuticle
- ◆ Follicle size determines strand thickness — miniaturised follicles produce finer strands
- ◆ Kerabeaute's Prolog™ with FOLLICOL™ is specifically formulated to support follicular health
- ◆ The Radiant Roll-On enables precision delivery directly to compromised follicular zones

Supporting the Natural Growth Cycle

Supporting the anagen phase requires a consistent supply of nutrients, adequate scalp circulation, and protection from factors that can prematurely trigger shedding. Regular use of nourishing oils, scalp massage, and a balanced diet all help extend and optimise the growth phase.

CHAPTER 4

Common Hair Concerns

Excessive Hair Fall

When daily shedding exceeds 100–150 hairs, targeted treatments are needed. Kerabeaute's Prolog™ Hero Oil, enriched with Argan Oil and Botanical Complex, plus the Radiant Roll-On for precision scalp application, form a powerful duo against hair fall.

Hair Thinning

Thinning often results from follicular miniaturisation. The Radiant Roll-On's targeted delivery directly stimulates thinning zones, while Prolog™ supports overall density.

Weak and Brittle Hair

Brittleness indicates a compromised cuticle. Regular application of Routine™ Daily Conditioning Oil helps restore suppleness and resilience.

Dry and Damaged Hair

Moisture loss is the primary cause of dry, damaged hair. Jojoba Oil in Kerabeaute's formulas mimics the scalp's natural sebum for ideal moisture replenishment.

Dullness and Loss of Shine

Shine is a reflection of how smoothly the cuticle lies flat. Radiante Elixir™ is formulated to smooth the cuticle and restore natural luminosity.

Scalp Imbalances

Whether excessively oily or dry, an imbalanced scalp cannot support healthy hair. Regular gentle cleansing, scalp massage, and Prolog™ help restore the ideal scalp ecosystem.

"Understanding your hair's unique story is the beginning of its transformation."

C H A P T E R 5

The Science of Hair Rejuvenation

Hair rejuvenation involves stimulating dormant follicles, extending the anagen phase, nourishing the scalp microenvironment, and reinforcing the structural integrity of existing hair. Kerabeaute's 4-product system addresses each of these dimensions simultaneously.

- ◆ Peptide complexes help signal follicle cells to remain in the growth phase longer
- ◆ Botanical actives like ginseng and caffeine stimulate scalp circulation
- ◆ Argan and Jojoba oils deeply penetrate the follicle to deliver essential fatty acids
- ◆ FOLLICOL™ technology in Kerabeaute's Prolog™ provides targeted follicular support
- ◆ The Radiant Roll-On's roller-ball delivery ensures concentrated actives reach thinning zones

Advanced Hair Care Technologies

Kerabeaute harnesses the latest advances in cosmetic science to develop formulations that go beyond surface-level treatment. Biotech-powered delivery systems ensure that active ingredients penetrate deep into the scalp and hair shaft, where they are most needed — from the broad coverage of Prolog™ to the pin-point accuracy of the Radiant Roll-On.

C H A P T E R 6

Key Ingredients for Healthier Hair

Argan Oil (Liquid Gold)

Rich in oleic and linoleic fatty acids, Vitamin E, and antioxidants. Deeply penetrates the hair shaft to restore moisture, add shine, and protect against oxidative damage.

Jojoba Oil

Structurally similar to the scalp's natural sebum. Penetrates the follicle to deliver moisture without clogging pores — ideal for all scalp types.

Coconut Oil

Contains lauric acid with a high affinity for hair proteins. Reduces protein loss during washing and styling, resulting in stronger hair.

Sunflower Oil

Lightweight and high in linoleic acid. Seals moisture into the hair cuticle and adds natural luminosity without heaviness.

Rice Bran Oil

Rich in gamma-oryzanol, tocopherols, and ferulic acid. Strengthens hair strands, improves elasticity, and adds smoothness.

FOLLICOL™ Botanical Extract

Kerabeaute's exclusive proprietary complex — engineered to interact at the follicular microenvironment level for results no single oil can achieve alone.

"Inspired by nature, refined by science — every ingredient earns its place in our formulas."

CHAPTER 7

Creating an Effective Hair Care Routine

Cleansing and Scalp Care

Choose a gentle, sulphate-free shampoo that removes build-up without stripping the scalp's natural oils. Frequency depends on your hair type — oily scalps may benefit from washing every 2–3 days, while dry or curl-textured hair may require less frequent cleansing.

- ◆ Use lukewarm water to avoid opening the cuticle excessively
- ◆ Massage the scalp with fingertips — not nails — to stimulate circulation
- ◆ Focus shampoo at the roots; conditioner at the mid-lengths and ends
- ◆ Finish with a cool rinse to seal the cuticle and add shine

The Kerabeaute 4-Step Ritual — Recommended Application

DAILY & WEEKLY RITUAL ORDER

STEP 1 · PRE-WASH OR LEAVE-IN (2–3× WEEKLY)

Prolog™ Hero Oil
Apply a few drops to the scalp and lengths. Massage gently for 2–3 minutes.

STEP 2 · DAILY (MORNING OR EVENING)

Routine™ Daily Conditioning Oil
Apply to damp or dry hair, focusing on mid-lengths and ends.

STEP 3 · PRE-STYLING

Radiante Elixir™ Serum
Apply to towel-dried hair before styling for added smoothness and shine.

STEP 4 · TARGETED (MORNING & EVENING)

Radiant Roll-On
Roll directly onto thinning zones or scalp areas of concern. Do not rinse.

Daily and Weekly Hair Care Practices

- ◆ Detangle gently from ends to roots using a wide-tooth comb
- ◆ Avoid tight hairstyles that place traction stress on follicles
- ◆ Use a silk or satin pillowcase to reduce friction and frizz overnight
- ◆ Apply a heat protectant before any thermal styling above 150°C
- ◆ Deep condition once a week for intense hydration and repair

"Beauty is a ritual, not a moment — consistency transforms good intentions into visible results."

C H A P T E R 8

Nutrition and Hair Wellness

Foods That Support Hair Growth

- ◆ **Eggs** — Complete protein with biotin; among the most hair-supportive foods
 - ◆ **Fatty fish** (salmon, mackerel) — Omega-3 fatty acids reduce inflammation and support follicle health
 - ◆ **Spinach and leafy greens** — Iron, folate, and Vitamins A & C
 - ◆ **Nuts and seeds** (walnuts, flaxseed, pumpkin seeds) — Zinc, selenium, and omega-3s
- ◆ **Sweet potatoes** — Beta-carotene converted to Vitamin A, supporting sebum production
 - ◆ **Berries** — Vitamin C for collagen synthesis and antioxidant protection
 - ◆ **Legumes** — Plant protein, biotin, zinc, and iron

Hydration and Hair Health

Water constitutes approximately 25% of a single strand's weight. Dehydration can cause hair to become dry, brittle, and more prone to breakage. Aim for 8–10 glasses of water daily. The Kerabeaute ritual amplifies topical hydration — but internal hydration is irreplaceable.

Lifestyle Habits for Stronger Hair

Regular physical activity improves scalp circulation and reduces stress hormones. Quality sleep (7–9 hours) is when cellular repair and growth hormones are most active. Limiting alcohol and avoiding smoking reduces oxidative stress that can damage follicles.

"Nourish the body, and the hair will follow — wellness is the foundation of beauty."

C H A P T E R 9

Hair Care for Every Hair Type

Straight Hair

Lightweight formulations like Radiante Elixir™ provide shine without weighing hair down. Focus oil applications at mid-lengths and ends.

Wavy Hair

Apply Routine™ conditioning oil to damp hair and allow to air-dry. Avoid brushing dry — use a wide-tooth comb on wet hair.

Curly Hair

Apply Prolog™ as a pre-wash treatment — leave for 30 minutes or overnight, then wash. Layer with Routine™ on damp curls for enhanced definition.

Chemically Treated Hair

Radiante Elixir™ adds shine and manageability without interfering with colour vibrancy. For scalp care, use the Radiant Roll-On on thinning areas.

C H A P T E R 1 0

Specialized Hair Care Needs

Hair Care for Men

Male pattern hair loss (androgenetic alopecia) affects up to 50% of men by age 50. A consistent scalp-nourishing routine — including Prolog™ Hero Oil applied 3–5 times per week — supports a healthy follicular environment and may help maintain hair density. The Radiant Roll-On is particularly effective for men, allowing precise application to receding hairlines and thinning crowns without disturbing styled hair.

- ◆ Use the Radiant Roll-On morning and evening directly on the hairline and crown
- ◆ Apply Prolog™ Hero Oil for deep scalp nourishment 3–4 times per week
- ◆ Maintain regular scalp massage to stimulate blood flow to follicles

Hair Care for Women

Women experience unique challenges at different life stages — from postpartum shedding to perimenopausal thinning. A nutrient-rich diet, stress management, and a consistent Kerabeaute ritual provides a strong foundation throughout these transitions. The full 4-product system works together to address both scalp health and strand integrity simultaneously.

Age-Related Hair Changes

As we age, follicles gradually miniaturise, sebum production decreases, and the anagen phase shortens. Targeted intervention with FOLLICOL™ technology helps counteract these changes at the follicular level.

- ◆ Use Prolog™ Hero Oil for deep scalp nourishment 3–4 times per week
- ◆ Incorporate a weekly deep conditioning treatment
- ◆ Use the Radiant Roll-On on thinning zones for concentrated follicular support
- ◆ Consider supplementation with biotin, collagen, and omega-3s

The Radiant Roll-On — A Closer Look

The Radiant Roll-On was developed in response to a gap that traditional haircare products couldn't fill: the need for highly targeted, mess-free scalp intervention. With its innovative roller-ball applicator, it delivers Kerabeaute's FOLLICOL™ complex precisely to where it's needed most — thinning temples, receding hairlines, or post-partum shedding zones. Its compact 10ml format means you can carry it anywhere and apply it discreetly throughout the day.

- ✓ Apply 2× daily — morning and evening — directly onto the scalp
- ✓ Part the hair in sections and roll along the scalp for full coverage of concerned areas
- ✓ Massage gently with fingertips after application to enhance absorption
- ✓ No need to rinse — leave on for maximum efficacy

"Your hair's needs change with the seasons — and so should your routine."

CHAPTER 11

Myths and Facts About Hair Care

MYTH

Cutting your hair makes it grow faster.

FACT

Hair growth occurs entirely at the follicle, not the ends. Trimming removes split ends and prevents further breakage — but does not accelerate growth. FOLLICOL™ targets the follicle directly.

MYTH

You should brush hair 100 strokes a day.

FACT

Excessive brushing causes mechanical stress, breakage and cuticle damage. Brush only as needed to detangle, working from ends to roots.

MYTH

Shampooing too often causes hair loss.

FACT

Regular cleansing does not cause hair loss — it removes build-up that can impair scalp health. Shedding seen in the shower is part of normal hair cycling.

MYTH

Natural oils alone are sufficient for hair care.

FACT

Natural oils work best as part of a comprehensive system. Kerabeaute's formulations combine botanicals with advanced cosmetic science for results pure oils cannot achieve.

MYTH

Hair builds up immunity to products over time.

FACT

Hair does not develop immunity. Product build-up on the scalp can reduce perceived efficacy. Regular clarifying restores optimal performance.

MYTH

A roll-on is only for medicine or fragrances, not hair.

FACT

The Radiant Roll-On proves otherwise — its roller-ball technology enables precision scalp application that traditional dropper bottles and spray formats simply can't match.

CHAPTER 12

Preventive Hair Care & Long-Term Maintenance

- ◆ Apply a lightweight serum or oil before sun exposure to provide UV protection
- ◆ Wrap hair in a microfibre towel rather than rubbing with a regular towel to reduce friction
- ◆ Sleep on silk or satin to minimise overnight friction and moisture loss
- ◆ Tie hair loosely with fabric-covered elastics rather than tight rubber bands
- ◆ Protect hair from chlorine and saltwater by applying Prolog™ Hero Oil before swimming
- ◆ Limit heat styling to 2–3 times per week; always use a heat protectant above 180°C
- ◆ Book professional trims every 8–12 weeks to maintain hair integrity

CHAPTER 13

The Kerabeaute Philosophy

Efficacy — Luxury Must Deliver

Our biotech-powered formulations are clinically inspired, combining the finest botanical actives with advanced peptide complexes to produce visible, transformative results. FOLLICOL™ technology represents our commitment to moving beyond tradition — delivering science that works at the follicular level where it matters most. Every product undergoes rigorous formulation testing to ensure it delivers on its promise.

Sustainability — Beauty with Responsibility

From ethically sourced ingredients to eco-conscious packaging crafted from recyclable materials, every decision at Kerabeaute reflects our commitment to the planet. All formulations adhere to strict cruelty-free standards. The Radiant Roll-On's compact 10ml design minimises packaging waste while maximising efficacy. True luxury, we believe, never comes at the earth's expense.

Inclusivity — True Luxury Belongs to Everyone

Radiant hair has no single definition. Kerabeaute is crafted for every texture, every type, every story — formulated to work beautifully across all hair types, concerns, genders, and ages. Whether you're a man battling a receding hairline or a woman navigating postpartum shedding, Kerabeaute has been designed with you in mind.

"Kerabeaute is not just haircare — it is a philosophy of beauty."

CHAPTER 14

Everyday Tips for Beautiful Hair

- ◆ Begin your morning routine with 2–3 minutes of scalp massage to stimulate blood flow
- ◆ Apply the Radiant Roll-On to any thinning areas first thing in the morning for daily follicular support
- ◆ Drink a glass of water first thing — hydration supports scalp health from within
- ◆ Flip your part daily to avoid consistent tension in the same areas
- ◆ Use a wide-tooth comb when hair is wet and more vulnerable to mechanical stress
- ◆ Apply Routine™ Daily Oil to the mid-lengths and ends before styling
- ◆ Let hair air-dry to 70–80% before using any heat styling tools
- ◆ A light application of Radiante Elixir™ in the morning creates a protective film against UV, wind, and pollution
- ◆ Reapply the Radiant Roll-On in the evening before sleep to allow overnight follicular absorption

C H A P T E R 1 5

Real Stories, Real Transformations

"Within three weeks of consistent use, I noticed a real difference in how my hair looked and felt. I started with Prolog™ and added the Radiant Roll-On to my morning routine — the combination has been remarkable. It's become a ritual I actually look forward to."

MARILYN, 34 · DAILY USER — PROLOG™ + ROUTINE™ + RADIANT ROLL-ON

"What impressed me about Kerabeaute is the thoughtfulness of the formulation — the textures are elegant, the ingredients are well-chosen, and the approach reflects genuine scientific understanding. The Radiant Roll-On in particular is an innovation that fills a genuine gap in the market."

DR. SUPRIYA, 41 · TRICHOLOGIST & DAILY USER

"I've seen real improvement in my scalp health and hair density. More importantly, using Kerabeaute became a turning point in how I approach self-care. The Roll-On fits perfectly into my morning gym routine — I apply it before my workout and the scalp warmth actually enhances absorption."

NISHANT, 28 · HAIR WELLNESS JOURNEY

C H A P T E R 1 6

The Future of Hair Wellness

The hair care industry is undergoing a profound transformation — driven by microbiome-focused scalp care, biofermented actives, peptide-driven hair growth science, and waterless formulations. Kerabeaute is committed to remaining at the forefront through:

- DNA-based personalisation — tailoring formulations to individual genetic hair profiles
- AI-powered product recommendations based on real-time scalp analysis
- Next-generation sustainable packaging across all four products
- Expanding the Radiant Roll-On range with targeted variants for specific concerns
- Continued investment in FOLLICOL™ research and clinical validation

"The future of beauty is thoughtful, refined, and inspired — and it begins today."



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Begin Your Ritual

Kerabeaute is more than a haircare brand — it is an invitation to a more intentional, more luxurious relationship with your hair and with yourself. We invite you to begin your Kerabeaute ritual today.

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"Luxury you can trust, rituals you will cherish."

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