

**WELCOME TO
THE WORLD OF KEUNE**

KEUNE 
HAIRCOSMETICS



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INTRODUCTION

Our journey begins in Amsterdam, 1922. Dutch pharmacist Jan Keune embarks on a mission to create the best possible hair products backed by science. Fast-forward 100 years, and Keune is a global innovator in the hair industry. Still run by the Keune family. Still proudly loyal to the hair stylist.

And we're far from done yet.

Because at Keune, we believe character runs the world. It's about grit, standing for something and doing what you believe in. Much like the talented hair stylists we serve around the world. That's why we'll continue to invest in better products, a better company, and a better planet for future generations. For another 100 years and beyond.



A BIG THANK YOU FROM THE KEUNE FAMILY

First of all, thank you. To our business partners, salons, hair stylists and consumers: thank you for celebrating 100 years of Keune with us. It's been spectacular celebrating this special occasion with you. A huge milestone for the business and our family, with the Royal Predicate as a crowning achievement. And it's only the beginning.

Looking to the future, some things won't change. Like our loyalty to the hair stylists we serve. Other things will, as we continue to work hard to innovate, improve, and make things better – and that includes our planet.

Our ambitious sustainability commitments include reducing our carbon footprint and expanding our social responsibility for a sustainable future for generations to come.

And our campaigns are more powerful than ever, too. From the relaunch of our beloved Tinta Color, a new range for curls, a special collaboration with fashion brand Stieglitz, and many more. All with one goal: not to be the biggest, but the best. We look forward to continuing the ride and achieving this goal with you.

However exciting our plans, one thing is certain – we've been loyal to the hair stylist for over a century and we will continue to keep you, the hair stylist, at the heart of everything we do. You deserve it.

George Keune sr. & Eelco Keune



100 YEARS OF KEUNE

A century of science, innovation, and boundless creativity

It all started 100 years ago, in Amsterdam. Founding father Jan Keune knew: science is key. His drive to create the best possible hair products laid the foundations for the company Keune is today: a global innovator with strong family values, high standards and creativity at its core.

SCAN TO WATCH THE MOVIE





100 years of business success

BECOMING ROYAL KEUNE

A crowning achievement for 100 years of business success, Keune Haircosmetics has been awarded the Royal Predicate. The Dutch King may grant this title when a company holds an important place in its industry, it's of national significance and has been in business for at least 100 years. We're deeply honored and absolutely overjoyed to now operate as Royal Keune.



In case you didn't notice, this is our logo ;)



NITRON

The meaning of the Nitron sign in our logo has been surrounded by myth for a long time. It's been suggested to be...

CHAPTER 2

NITRON

A molecule from the periodic table symbolizing our science-first approach

A hairbrush illustrating our full dedication to the hair stylist

A lady in hair rollers in reference to the invention of the first perm liquid by founder Jan Keune in 1922

A crown representing our royal predicate and proving our high standards as a business for a century and counting

What do you see? Is it really one of these? Or do you think our logo means something else entirely?

Slide into our Insta DMs and let us know!

EVENTS FOR THOSE WITH CHARACTER

We proudly organize large-scale events to inspire, celebrate and unite the Keune business family. Whether to educate, exchange knowledge or simply to celebrate the craft of hair: we believe there's power in numbers.



POWERFUL PRODUCTS, UNLIMITED CREATIVITY

Building on 100 years of experience, we continue to innovate in close collaboration with the hair stylist. And science is at the heart of everything. We develop, test – always cruelty-free – and produce all Keune products in our own lab and factory at the Dutch headquarters in Soest.



COLORS LIKE NO OTHER

With Keune's color range, the sky is the limit. Or should we say like the rainbow?



Keune Color is the answer to your hair and color dreams. From vibrant reds to ultimate gray coverage with Tinta Color; from Semi Color's illuminating toners and glazes to beautiful blondes with the Ultimate Blonde range. You name it, Keune Color delivers it. Now, it's literally in your hands to create colors like no other.

SCAN FOR THE COMPLETE ASSORTMENT



TINTA COLOR



Up to 75%
**more fiber
nourishment***

Color protection
and up to 59%
less UV damage**

**Improved
conditioning**
effect by up to 20% with
the After Color Program***

Tinta hair coloring tubes are
made of 100%****
recycled aluminum

With the addition of 3
colors, the Tinta Color
portfolio increases from
**165 to +/- 650 new
color options**

*Instrumental test. When used with the new ACP vs non-conditioning shampoo
** Instrumental test. Tinta Color with Color Protection Complex vs Tinta Color without Color Protection Complex
*** Instrumental test. Shampoo + Balsam. New formulation vs. previous formulation
**** Of which ≥95% post-consumer recycled aluminum

SEMI COLOR

With long-lasting color
result—up to 24 washes

**Vegan, gluten, and
ammonia-free**

**Leaves hair silky smooth
and soft**

Delivers up to **67% shinier***
and up to **55% smoother***
hair

Up to **70% gray blending**

Incredible shine boosted
by the unique Shine complex,
based on Mirasil infused with
Sea Buckthorn



*Instrumental test, compared to untreated hair

COLOR CHAMELEON

9 intense direct dyes

2 shade shifters to
pastelize or deepen

Your go-to for **vibrant,
fashion-forward color**

**With long-lasting color
result**—up to 24 washes





ULTIMATE BLONDE

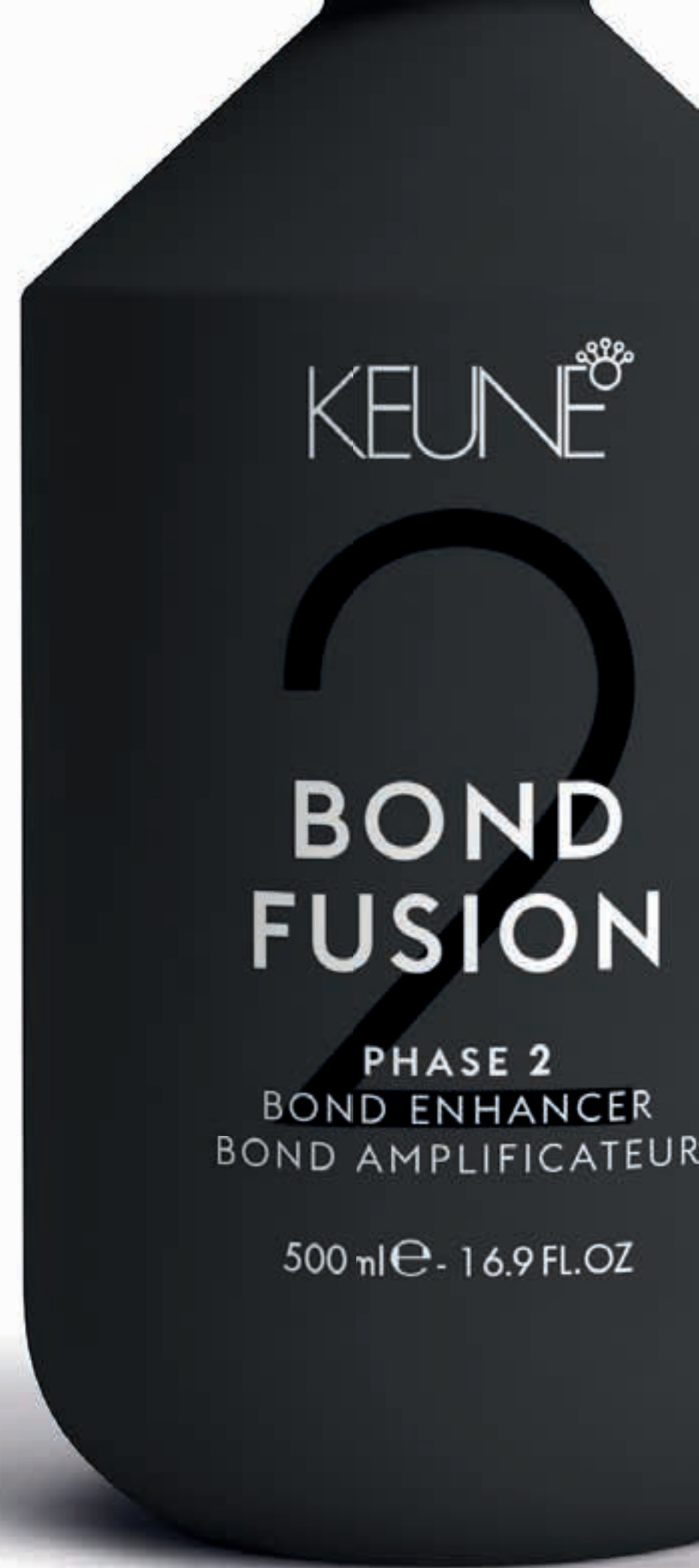
Contains Bond Fuser anti-damage technology, which:

Shields disulfide bonds and creates **new bonds while lifting***

Significantly **reduces hair damage.***

Ultimate Blonde After Blonde Treatment with **long lasting conditioning effect**

*Based on instrumental testing with Power Blonde



BOND FUSION

Maximum reinforcement

Guaranteed to strengthen the hair 2 times as much as colored hair without Bond Fusion

For hair that is **easier to comb**

Up to 43% less hair breakage

CARE

It starts with the basics: a well-balanced scalp and healthy hair. That's where the Keune Care range comes in.



SCAN FOR THE COMPLETE ASSORTMENT



WE COULDN'T CARE MORE

The science-backed formula contains Essential Mineral Complex, based on long-established scientific practices proven to boost hair and scalp health. The complex consists of 5 minerals that work together:

Zinc

An antioxidant that stimulates the development of new cells.

Copper

Promotes hair growth by boosting the formation of disulfide cross linkages.

Silicium

Plays a vital role in the formation of collagen and connective tissues that make up hair.

Iron

Essential for protein formulation and oxygen distribution throughout the body, energizing the scalp and making hair gorgeously glossy.

Magnesium

Sustains energy production and ensures a healthy mineral balance.

YOU NAME IT, WE'VE GOT IT

And that's not all. Our professional haircare range consists of 15 (!) different ranges for hair and scalp health. As each range is scientifically formulated to tackle a specific hair concern, there's essentially a product for every hair need and goal. From bleached hair to sensitive scalps and ultimate nourishment and volume. We've got you covered.



THE TRUE GENIE IN A BOTTLE



**“KEUNE STYLE IS
MY FAVORITE” –
EVERY BACKSTAGE
HAIR STYLIST EVER**



STYLE

Styling is about creativity, vision, and adding the best styling essentials to your client's daily routine. Enter stage: Keune Style, the versatile range of hair styling staples.

SCAN FOR THE COMPLETE ASSORTMENT





CREATE WITHOUT LIMITS

The Style range brings it all together. So texturize, tame, smooth, set and match—create all your on-trend styles with our Style heroes. Did you know our Style range is also extremely popular backstage at fashion shows and photo shoots?

THE SECRET OF KEUNE STYLING

Styling is about creativity, vision, and adding the best styling essentials to your client's daily routine. Enter stage: Keune Style, the versatile range of hair styling staples.

High quality ingredients

Our Research & Development team handpicks the world's best ingredients and applies the latest techniques to develop our products.

Perfected by science

The products are thoroughly tested in our lab and by hair stylists, so that every product claim is backed by solid science and approved by professionals.

Styling services

Our educational program is especially developed to support all in-salon styling services. The Styling Sessions offer inspiration to realize hair goals and cover everything from fundamental techniques to building complete looks.

Keune Style inventions

George Keune Sr. invented hair gel and hair mousse—and those aren't the last innovations to be born in our lab.



1922 BY J.M. KEUNE

The 1922 by J.M. Keune range is a collection of timeless grooming essentials. In 1922, Jan Keune dared to be different and created a revolutionary new hair care brand: Keune Haircosmetics. His son and grandsons have captured his courageous spirit and bottled it for the bold.



**TIMELESS
GROOMING
ESSENTIALS
WITH CLASS**



SCAN FOR THE COMPLETE ASSORTMENT

A BLEND OF ATTITUDE AND FLAIR

1922 by J.M. Keune is a homage to our founder, the daring chemist from Amsterdam, and our apothecary heritage. It's a century of expertise, a tribute to science, and a true reflection of our passion for excellent styling.

1922

The legend Henk Schiffmacher working on our collab

CONNECTING THE FREE-SPIRITED WORLDWIDE

SO PURE

The sustainable So Pure products are known for both their strong performance and their kindness to the planet. The revolutionary refill concept has a range of powerful characteristics:

Vegan

Cruelty Free

Reduced Plastic



SCAN FOR THE COMPLETE ASSORTMENT



MAXIMUM HAIR RESULTS, MINIMUM PLANET IMPACT





FORMING

From curly to straight, from tight curls to wavy locks, from straight to even straighter—it can all be done with Keune Forming. The range includes the professional tools you need for any successful transformation.



**HAIR IN
EVERY WAY,
SHAPE AND
FORM**

CHAPTER 4

KEUNE GLOBAL

OUR HAIR TEMPLES AROUND THE WORLD

Active in more than 85 countries, Keune truly is a global brand. And that goes beyond our product footprint of thousands (and counting) of hair stylists across the globe using our products. There's also the international Keune Hairstylist Awards, where we give the stage to the best hair stylists in the world. We've opened our Global Academy in the Netherlands. And we even have our very own flagship store in London. A big thank you to all of our business partners: none of this would have been possible without you by our side.



THIS IS WHERE THE MAGIC HAPPENS

You can find us in the most stunning salons around the world, where our products are used by international hair stylists and clients alike. To us, that's pure magic. It's why we do what we do.



SALON REMY FERRET, MOUSCRON, BELGIUM

© @remyferret



SALON LANC - TILBURG, THE NETHERLANDS

📍 @lanc.salon



SALON LA DUTTI - OSIJEK, CROATIA

📍 @la_dutti



BEAUTY SALON STUDIO KEUNE - TBILISI, GEORGIA

📍 @keune.ge



SALON HAIR ARTIST BOMBÓN - HELSINKI, FINLAND

📍 @hairartistbombon



SALON UNIQUE ARTIST HAIR, NEW SOUTH WALES, AUSTRALIA

📍 @uniqueartisthair



SALON FRISØRVERDEN AS, KRISTIANSUND, NORWAY

📍 @frisorverden



BEAUTY SALON FARAH, ISLAMABAD, PAKISTAN

📍 @farahbeautysalonofficial



SALON JONAS FRISEURE, OSNABRÜCK, GERMANY

📍 @jonasfriseure



KEUNE ACADEMY, SAO PAULO, BRAZIL

📍 @keunebrasil



SALON 3-6-0, PAYERNE, SWITZERLAND

📍 @salon_3_6_o



KEUNE

HEXAGONE, COIFFURE, LILLE, FRANCE

📍 @hexagone_coiffure



TAO OF HAIR, PERTH, AUSTRALIA

📍 @taoofhair

THE GLOBAL ACADEMY FOR GLOBAL SUCCESS

Knowledge shared is knowledge squared. A belief brought to life at the brand new Global Academy at our Dutch headquarters in Soest. The heart of all things Keune. From trainings to product testing, and everything in between.



GLOBAL ACADEMY KEUNE, SOEST, THE NETHERLANDS



GLOBAL ACADEMY KEUNE, SOEST, THE NETHERLANDS

Then 1922



A MOMENT OF SCIENCE, PLEASE

Keune equals continuous innovation. It started a century ago with Jan Keune, who spent all his time in his pharmacy and lab. His innate curiosity and desire to improve is deeply ingrained in our DNA. After the renewal and expansion of our in-house lab, immediately next to our Dutch headquarters in Soest, we now have twice the space to develop, create and test our products—cruelty-free, of course.

Now



SEE THE SOUL OF KEUNE IN THE HEART OF LONDON

At our flagship store in central London, you can find our 5,700 square meter training academy and 29-seat salon fitted with state-of-the-art equipment (and its own coffee shop and bakery). It's the place to discover all Keune products, participate in our educational trainings, and where everyone is welcome to get their hair styled to perfection. It's where Keune truly comes to life.





Keep calm, kick back and relax in the luxurious and spacious backwash area. Visit at your own risk: you may never want to leave.



If you ask us, the best bar is a color bar. Especially when it has backlit retail displays that perfectly showcase your full hair care ranges.

Nothing says 'we care about sustainability' like a moss wall. Although it could do with a drop of nourishing serum.



Celebrating our founder's heritage, the barber area echoes the feel of a traditional barber shop. Something old, something new—now just for the borrowed and blue...



Keune Hairstylist Awards

GIVING THE INTERNATIONAL STAGE TO TALENT



We believe talent deserves a stage. That's why the Keune Hairstylist Awards offer hair stylists a chance at the spotlight and the opportunity to share their best work with the world. With a world-famous jury, a range of amazing prizes, and everyone welcome to compete, this truly is a shot at becoming the best hairstylist of your country—or the world.



IF IT'S NOT ON SOCIAL MEDIA, DID IT EVEN HAPPEN?

In our rapidly evolving industry, it's vital to stay up to date. Discover our close-knit community and everything you need to know on our social channels, now including TikTok.

Follow us for daily updates on:

- New products
- Inspirational shoots
- Upcoming campaigns and collaborations
- The science behind great hair
- How the right products make a difference
- And much more

 [keunehaircosmetics](#)

 [keune-haircosmetics](#)

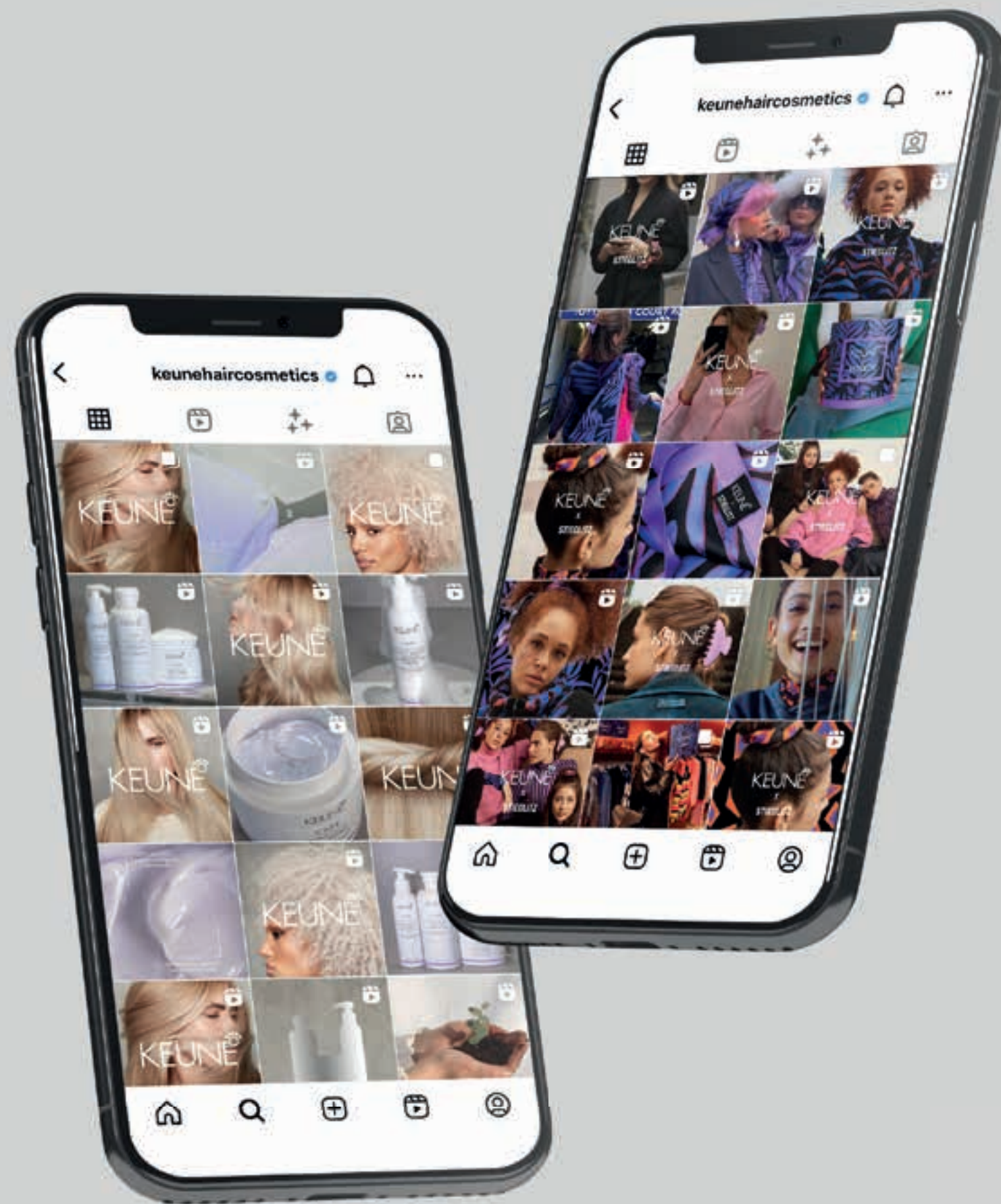
 [keunehaircosmetics](#)

 [keunehaircosmetics](#)



FOLLOW US
HERE

In 2022 our social media content has been viewed more than 25 million times!



CHAPTER 5

EMPOWERING HAIR STYLISTS WORLDWIDE

WHEN BUSINESS BECOMES FAMILY

Expanding the Keune family with hair stylists around the world

Today, a century after Keune was founded, the business is still run by the Keune family. Founder Jan Keune's son, George Keune, and his grandson, Eelco Keune, manage the company in the same passionate vein. And these family values extend to the hair stylists around the world. At Keune, business becomes family.



THE KEUNE AMBASSADOR PROGRAM

**SALON STUDIO BINAMAR
AMERSFOORT, THE NETHERLANDS**

📍 @studiobinamar

Since the introduction of the Keune Ambassador Program, we've welcomed a large number of Ambassadors. This partner program focuses on professionalization and growth—in that order. Every salon is welcome to join. All you have to do is meet the Ambassador Program's requirements. And participating pays. The Ambassador Program helps Ambassadors stay ahead and discover new market opportunities. We provide them with the support they need to fulfil their business dreams and become a successful player in their own field.

3 PILLARS OF SUCCESS

1. YOU BECOME PART OF OUR FAMILY

We're 100% family-owned and operated. Trust and dependency are key in working with us. We're loyal, personal, and always near.

You can reach our company owners 24/7. Just like true family, we're just a phone call away.

We're in it to win it—together. A personal Business Developer is by your side to help you fill those bookings and sell these products.

You get a dedicated Educator to support and guide you through all trainings. Hey—we're family, after all.

Every year you achieve your goals, you get a Business Fund to spend on education, events and extras. That's because we believe in long-term commitment.





SALON LANC - TILBURG, THE NETHERLANDS

📍 @lanc.salon

2. YOUR LIFE BECOMES EASIER

You want to focus on what you love and do best: creating beautiful hair. With Keune, you won't have to worry about anything else.

We ensure highly satisfied customers and high retail sales by offering a complete range of high-quality products.

We help you stand out from the crowd with the latest in-salon materials and outdoor utilities for a premium salon appearance.

We make sure you attract and maintain skilled and motivated staff with our educational program.

We help you to uplift your salon sales with creative marketing campaigns, strong promotions and marketing support.

We help expand your business by offering the latest digital services.



ANNUAL AMBASSADOR EVENT, THE NETHERLANDS

3. YOU CAN ACHIEVE YOUR GOALS

Whatever your business and creative aspirations may be, we bring them within reach.

Perhaps you want to open more salons? We can help with financing and business support.

We offer tailored Business Consultancy to help you create long-term salon growth plans and achieve your business goals.

To help you thrive as a professional and support your personal growth, we facilitate the Keune Ambassador Business Club.

If you want to give your work international visibility, you can take the stage at the biennial Keune Hairstylist Awards.

You're invited to the big Keune fashion shows and Ambassador Events to expand your network and find fresh inspiration.

WE'RE HERE FOR YOU

From business support to training services

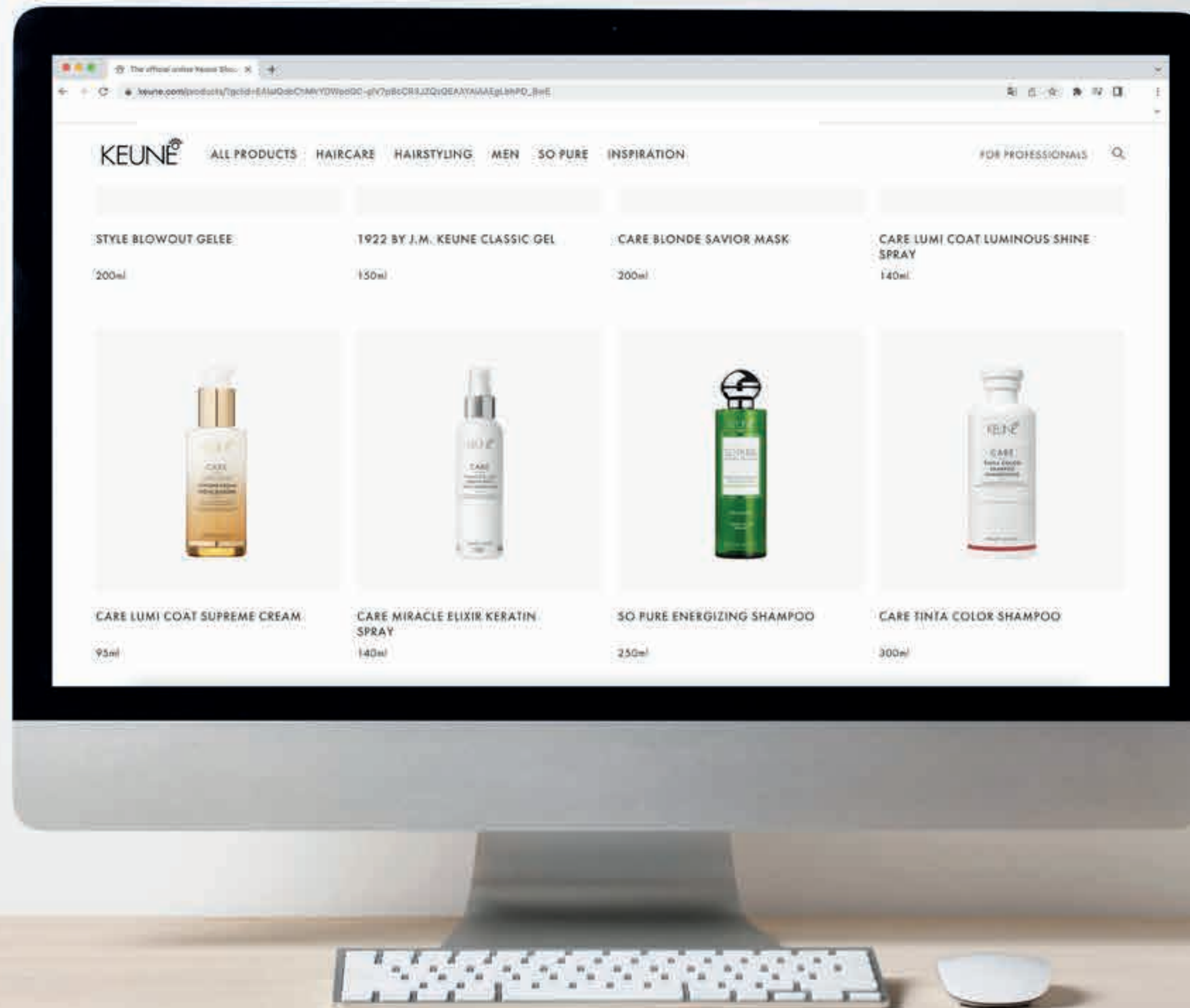
We're proud to be more than a supplier. We're part of a family business, on a mission to support salons and hair stylists around the world with everything they need to succeed. From marketing tools that support your salon's online presence to innovative training courses and digital support: we're here for you.



SALON LANC - TILBURG, THE NETHERLANDS

© @lanc.salon

SET UP YOUR ONLINE KEUNE SHOP



Give your clients direct access to their favorite products and grow your business with your own online shop. How does it work? You connect to our website and share your unique link on your website and socials. We take care of online payments, shipping, and returns. You keep the profits on the products sold.

Expanding the digital experience

When it comes to digital, there's a lot more on the way. We're working on extending the business-to-consumer shop to new regions, as well as improving our business-to-business platform. All to be of even better service to our salons.



KEUNE X AIMY

Measure the facts with the Keune Quick Scan

Get real-time salon data at the click of a button. From stock information to client spending patterns and your salon's performance compared to other salons: just a few examples of how the Keune Quick Scan helps you stay on track and ahead of the competition.

Get access to exclusive features. As a Keune partner, you get access to exclusive features, including:

Stock management software to order products and manage stock

Integrated tools to manage your social media accounts and stay in touch with your community

How can we help you?

You can even use the data from the Keune Quick Scan to get the best advice and support for your business from dedicated Keune Business Developers and Business Unit Managers. All to help you realize your salon's ambitions.

Note: this service is not available in all countries yet.

KEUNE DYNAMIC EDUCATION: BECAUSE KNOWLEDGE IS BEST WHEN SHARED

Our training programs are the powerful glue that hold our products, techniques, services, clients, and salons together. Trying new things and learning new techniques gives a new perspective on our craft. That's the power of education. Our programs are developed by our Global Education Team, in close collaboration with carefully selected international Keune Ambassadors.

How it works. Our teaching method, Keune Dynamic Education, is based on 2 principles:

1. People learn in different ways: creatives learn mainly by doing
2. The 70:20:10 rule: people get 70% of their knowledge through hands-on experience, 20% through coaching and feedback, and 10% from formal education



George Alderete live in the new Global Academy.

Our training programs are a mix of hands-on creative activities, inspirational sessions, and theory. Fresh, fun, and on-trend—with lots of opportunities for student interaction. Our course leaders have an important dual role as personal coaches and educators.

KeunePro

Staying in the loop is easier than ever with KeunePro on Instagram. This is where we share and comment on trends in an educational way. We give professional information about products and campaigns that you as a stylist can respond to. And you may even recognize the work of your peers. Or perhaps you want to share your own? The KeunePro feed covers the best creations and tips from our talented followers around the globe. So follow KeunePro to stay up to date, get involved and share your work with the world.



Keune E-learning

Color, Care, Style, and 1922 by J.M Keune: many modules of the Keune E-learning platform have been completed, with So Pure on its way. The biggest difference? Training has become much more interesting thanks to monthly new products and techniques to help you retrain in a practical and convenient way. Simply log in for a few minutes each day to boost your professional development as a hair stylist. The ease—and fun—of use, as well as the option to translate into any language, make the platform popular in so many countries.



NOT ALL HEROES WEAR CAPES

The Keune Global Collective brings together creativity with technical know-how and connects hair stylists, educators, and consumers all over the world. The collective is represented by multiple Global Ambassadors. They're involved in Fashion Week, photo shoots, content creation, the Keune Hairstylist Awards, and much more—offering invaluable technical knowledge and creativity.

Daniël Yap working his magic on set of the Style limited edition shoot.

OUR GLOBAL AMBASSADORS

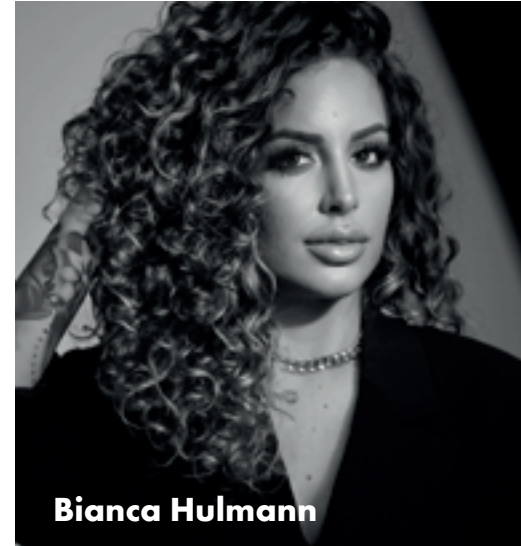


Mark van Westerop

The Netherlands – Global Ambassador Color and Style

SUPERPOWER
Avant-garde, develops his own collections

📍 @markvanwesterop



Bianca Hulmann

Brazil – Global Ambassador Curl

SUPERPOWER
To make women confident in their curly, waves and coily hair

📍 @biahulmann

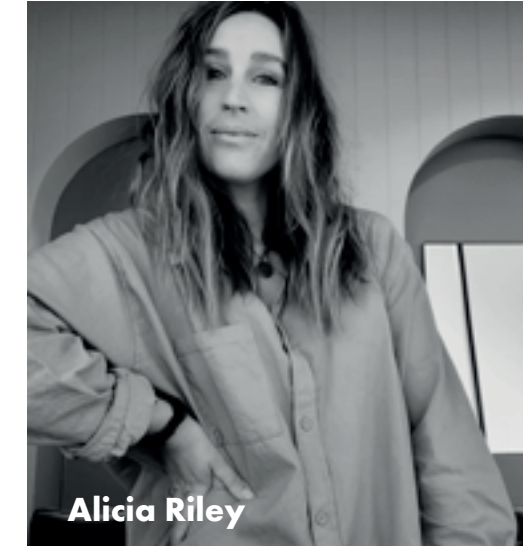


Daniel Yap

Australia – Global Ambassador Color Chameleon

SUPERPOWER
Extreme blonding, creative color, braiding, creative updos

📍 @gammut



Alicia Riley

Australia – Global Ambassador Color

SUPERPOWER
Blondes, lived-in color work

📍 @uniqueartisthair



Joeri Rouffa

Belgium – Global Ambassador Style and Color

SUPERPOWER
Wigs, styling, editorial

📍 @joerirouffa



Adrian Pop

Romania – Global Ambassador Cutting and Styling

SUPERPOWER
Hair cutting educator, precision cutting

📍 @pop_adi_



Ioana Pop

Romania – Global Ambassador Color

SUPERPOWER
Hair color expert, lighting techniques

📍 @ioana_pop_johnny

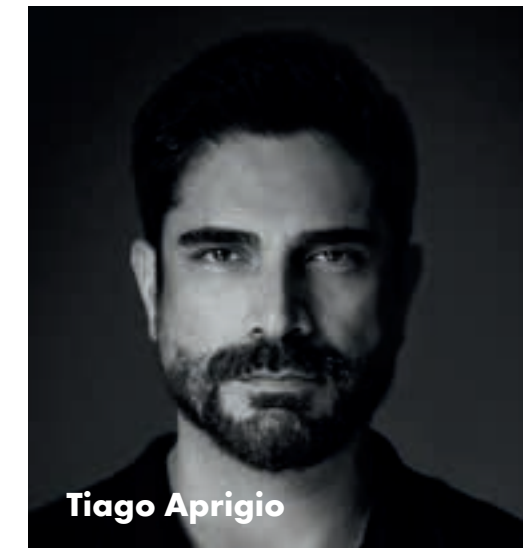


Joffrey Conings

Belgium – Global Ambassador Color and Style

SUPERPOWER
Creative, intricate, sophisticated hairwork

📍 @joffreyconings



Tiago Aprigio

Brazil – Global Ambassador Ultimate Blonde

SUPERPOWER
Blonde expert, highlights

📍 @aprigiotiago



James Beaumont

United Kingdom – Global Ambassador 1922 by J.M. Keune

SUPERPOWER
Barbering, precision cutting, editorial

📍 @james_beaumont



Mark van Westerop on set of the SoPure shoot.

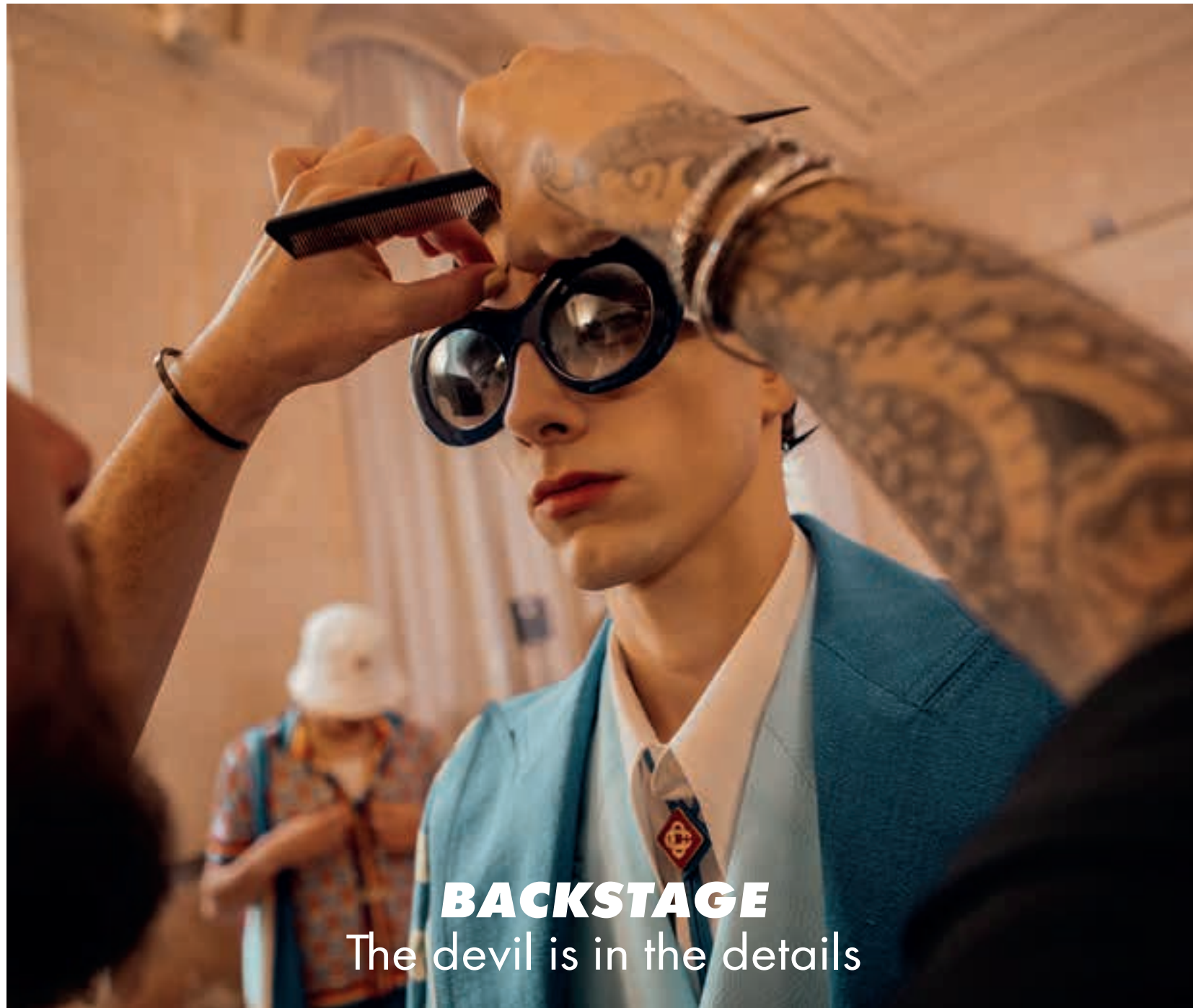
CHAPTER 6

COLLABS

**WE PUT
THE HAIR IN
CHARACTER**

Showcasing extraordinary campaigns

Each year, we run a number of creative campaigns. Whether we give the stage to our products, collaborate with famous artists, or put the spotlight on special events or occasions: you recognize Keune in a heartbeat. Bold, unique, and powerful to boot.



BACKSTAGE
The devil is in the details

PARIS FASHION WEEK

Behind every powerful look you see strutting down the runway, is a team of talented artists. They work their magic off-stage through sheer grit, passion and character.

SCAN
FOR MORE



KEUNE  X CASA
BLANCA

FRONTSTAGE
Devilish good looks



BACKSTAGE
Made with fun



FRONTSTAGE
Act with style



BACKSTAGE
No reason to hide



KEUNE  CASA
X BLANCA

FRONTSTAGE
Every reason to flaunt

KEUNE



X

JOSÉPH KLIBANSKY



CHAPTER 6

KEUNE X KLIBANSKY

Keune x Klibansky

LIMITED EDITION

An ode from one artist to another, the bold, unique, and colorful collaboration with contemporary artist Joseph Klibansky collab inspires you to create without limits.



SCAN FOR MORE



COLORFUL ACCESSORIES, POWERFUL HAIRCARE

KEUNE[®]
X
STIEGLITZ

At Keune, we believe that character runs the world. The ones who really stand for something, make a difference. Just like fellow Amsterdam-born brand; Stieglitz, which empowers women through timeless prints and colorful fashion statements. When two powerhouses join forces, you get the best of both worlds!

Tell your story. Show your talent. Do what you believe in. Choose your own path, even if it's a bumpy road. Because your originality and power will always find a way.

Welcome to the world of Keune x Stieglitz.



KEUNE 

X

VICE



AN ODE TO MOTHERHOOD

In this campaign, 3 powerful women share how they navigate motherhood. They tell us about the good, the bad, and the challenging. And what better place to share these personal stories than in the hair stylist's chair?



CHAPTER 7

**CARING FOR OUR PLANET
AND GENERATIONS TO COME**

OUR SUSTAINABILITY GOALS FOR A BETTER TOMORROW

We continue to work hard to make things better. Our products, our company, and the planet. As a family-owned business, we feel a strong responsibility to look after future generations. Our ambitious sustainability goals—and achievements—reflect that. And we're only just getting started.

Keune's sustainability commitments

"Because of our own history, we operate in terms of generations. It's in our DNA to always look ahead. So it only makes sense to look at how we can—and will—make things better for the next generations. That includes our company, and the planet."

– Eelco Keune, CEO



SCAN FOR THE
FULL REPORT

Our sustainability pact

10 COMMITMENTS TO YOU AND MOTHER EARTH

1

Every year, Keune invests in employee happiness and well-being

2

Every year, Keune supports sustainable growth of communities

3

By 2030, we will have reduced the carbon footprint of our operations by 50%

4

By 2030, 90% of all water used in the Keune factory will be reused or recycled



5

By 2030, 90% of all factory and office waste will be reused or recycled

6

By 2030, 100% of our new packaging will be made with recycled or bio-based materials

7

By 2028, 100% of all packaging will be recyclable, reusable and/or refillable



8

By 2030, 100% of all natural ingredients we use in our products and packaging will be traceable and sustainable

9

Keune will continue to increase transparency and drive sustainable growth throughout the entire supply chain

10

Under no circumstance do we test on animals

FOR THOSE WITH CHARACTER

At Keune, we believe character is key. Character is about standing for something, following your own path, and showing grit. Just like the creative, dedicated hair stylists do as they hone their craft. And that deep-seated belief is now reflected in our pay-off: For those with character.



CHARACTER

char·ac·ter ~ ker-ik-tər

~ the qualities that enable a person or group to stand out, stand up, and stand for something

~ authentic, inspiring, optimistic, resilient

Character

That's what the world needs today

It's those with character who don't let others decide which road to take

They are free, optimistic, and always bounce back

Those with character follow their dreams

They stand out

They're authentic

They inspire

And they aren't afraid to show who they are

We call on them

The brave

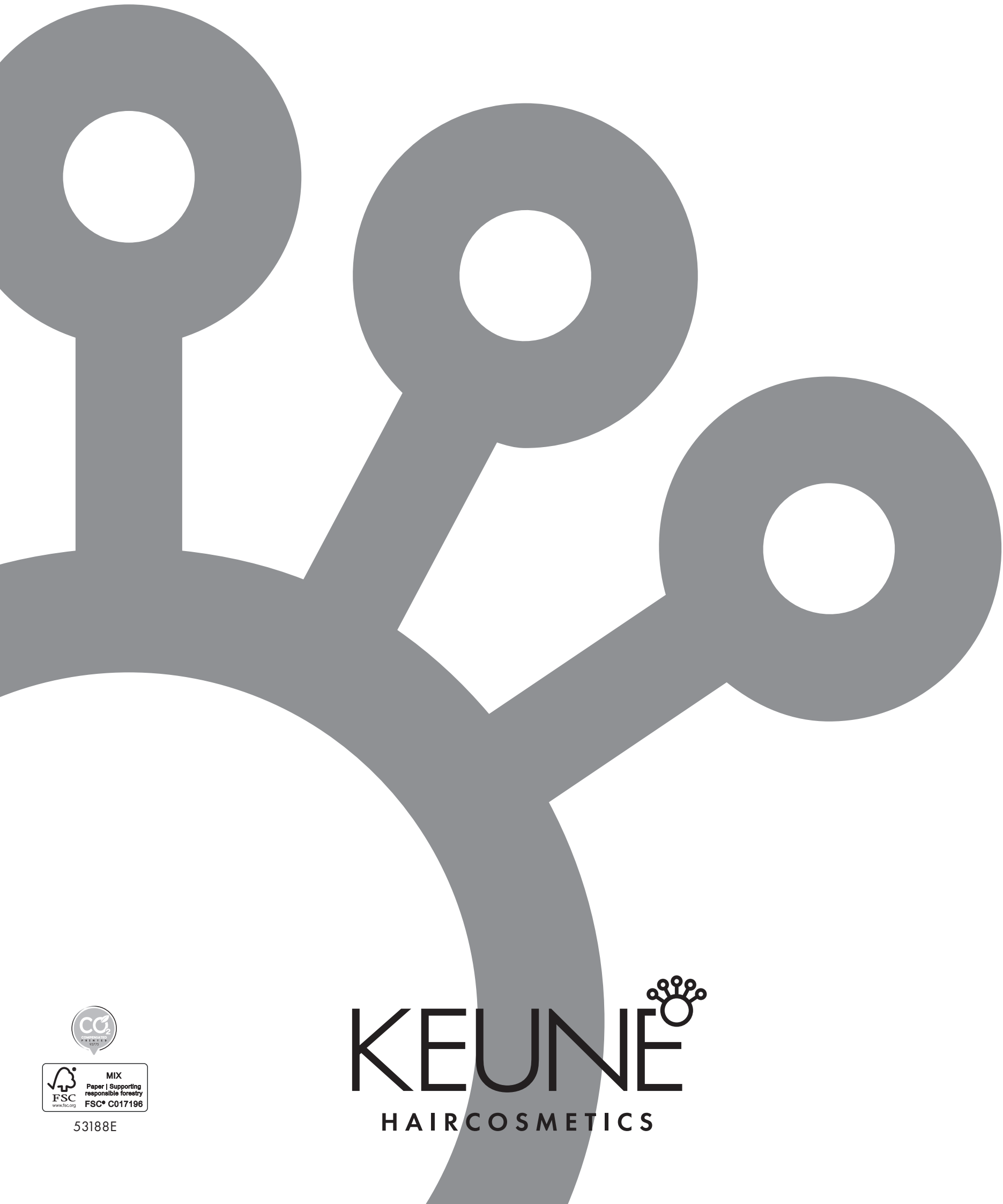
The pioneers

The ones who dare to make a difference

Keune Haircosmetics, for those with character

**THOSE
WITH
CHARACTER
DARE TO
STAND
OUT**





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KEUNE 
HAIRCOSMETICS