

L'ORÉAL  
PROFESSIONNEL  
PARIS



# MYTHIC OIL

PROFESSIONAL  
highly concentrated  
OILS

**DIGITAL TECHNICAL  
GUIDE**





# MYTHIC OIL

PROFESSIONAL  
highly concentrated  
OILS

BREAKTHROUGH  
TECHNOLOGIES

SIGNATURE  
FRAGRANCE

SUSTAINABLE  
COMMITMENT

# PARABEN-FREE & DERMATOLOGICALLY-TESTED



TREATMENT SERVICES



LEAVE-INS



HAIRCARE SYSTEM



OILS



# WHO IS THE MYTHIC OIL WOMAN?



**Luxurious  
Fashionable**



**Social Media Savvy  
Beauty Conscious**



**Confident  
Socialite**



# BREAKTHROUGH TECHNOLOGIES

Enriched with 10 carefully selected natural oils and extracts, our promise is high performance benefits with visible results.



## **COLZA OIL**

Calms and tames hair



## **MYRRH EXTRACT**

Nourishes and preserves healthy hair



## **SAFFLOWER OIL**

Promotes scalp cell health



## **AVOCADO OIL**

Lightweight nourishment



## **JOJOBA OIL**

Smooths and conditions



## **GINGER OIL**

Strengthen lengths and soothe scalp



## **OSMANTHUS EXTRACT**

Caring antioxidants



## **ALMOND OIL**

Soothes and adds shine



## **CRANBERRY OIL**

Protective antioxidants



## **ARGAN OIL**

Intense, deep nourishment and vibrant shine

### **A SUSTAINABLE COMMITMENT**

Featuring fairly traded Argan Oil, our commitment is to ensure the communities of origin a fair return and improvement on their quality of life in exchange.



# SIGNATURE FRAGRANCE

Adorned with jasmine and sandalwood, the intoxicating fragrance notes transport you through the world.

TOP



**Lychee**



**Freesia**

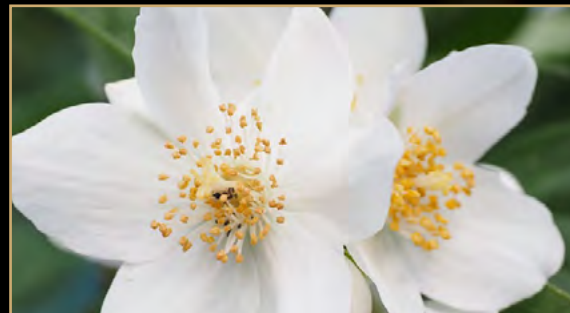


**Pomegranate**

MIDDLE



**White Peony**



**Jasmine**



**Neroli**

BOTTOM



**Musk**



**Sandalwood**



**Amber**





# PREMIUM IN-SALON SERVICES

Inspired by time-tested ancient beauty rituals, tailored to your client's hair type for intense nourishment, shine and smoothness



## HUILE INITIALE

10% Blend of Colza Oil &  
Safflower Oil

**Bi-phase pre-shampoo**

### FOR THICK HAIR OIL BATHING

Inspired by Indian rituals



## EMULSION ULTRAFINE

10% Blend of Jojoba Oil &  
Avocado Oil + Osmanthus Extract

**Micronized oil particles**

### FOR NORMAL TO FINE HAIR OIL LAYERING

Inspired by Egyptian rituals



# MYTHIC MOMENTS

## 4 SERVICES TO FIT YOUR CLIENT'S NEEDS

	THICK HAIR		NORMAL TO FINE HAIR	
	Grand Bliss	Royal Bliss	Grand Bliss	Royal Bliss
Time	15	7	15	7
Suggested Service Price	\$30-\$45	\$15-\$30	\$30-\$45	\$15-\$30
No. of Steps	4	3	4	3
Benefits	 Argan Oil  Myrrh Extract		 Ginger Oil  Osmanthus Extract	
Result	Shine ++++ Control ++++ Smoothness ++++	Shine +++ Control +++ Smoothness +++	Shine ++++ Softness ++++ Smoothness ++++	Shine +++ Softness +++ Smoothness +++



# THICK HAIR MYTHIC MOMENT

## GRAND BLISS 15 MINUTE INTENSE SALON TREATMENT

### STEP 1 TREAT

Colza + Safflower Oils



#### Huile Initiale

- At nape, take 1-inch sections on dry hair.
- Shake the product and apply up to 4 pumps on each section.
- Work up towards the hairline and repeat application.
- Leave on for 5 minutes.
- Do not rinse.

### STEP 2 CLEANSE

Argan Oil + Myrrh Extract



#### Thick Hair Shampoo

- Layer Shampoo directly over treatment.
- Cleanse the scalp and ends.
- Rinse thoroughly.

### STEP 3 CONDITION



#### Thick Hair Conditioner

- Apply from mid-lengths to ends and then rinse thoroughly.

OR

#### Thick Hair Masque

- Apply from mid-lengths to ends and leave on for 3 minutes.
- Rinse thoroughly.

### STEP 4 PROTECT

Argan + Almond Oils / Argan Oil /  
Argan + Cranberry Oils



#### Crème Universelle

- Apply a dime-sized amount of cream.
- Blow-dry to style.

#### Huile Originale OR Huile Radiance

- Apply 1 to 2 pumps on dry mid-lengths and ends.

### TIP

Cocktail the two for very thick, coarser hair.

### STEP 5

**Recommend your client's at-home regimen to maintain their results.**





# THICK HAIR MYTHIC MOMENT

## ROYAL BLISS 7 MINUTE INSTANT SALON TREATMENT

### STEP 1 CLEANSE

Argan Oil + Myrrh Extract



#### Thick Hair Shampoo

- Massage scalp and ends for 2 minutes to cleanse the hair.
- Rinse thoroughly.

### STEP 2 CONDITION



#### Thick Hair Conditioner

- Apply on cleansed, damp hair from mid-lengths to ends.
- Rinse thoroughly.

### STEP 3 PROTECT

Argan + Almond Oils / Argan Oil / Argan + Cranberry Oils



#### Crème Universelle

- Apply a dime-sized amount of cream.
- Blow-dry to style.

#### Huile Originale OR Huile Radiance

- Apply 1 to 2 pumps on dry mid-lengths and ends.

#### TIP

Cocktail the two for very thick, coarser hair.



### STEP 5

**Recommend your client's at-home regimen to maintain their results.**



# THICK HAIR AT-HOME REGIMEN

## AT-HOME NOURISHMENT & DISCIPLINE

Argan Oil + Myrrh Extract

Evening Primrose Oil

Argan + Almond Oils

Argan Oil

Argan + Cranberry Oils



### Thick Hair Shampoo

- Tames unruliness
- Helps soften and add shine to hair



### Thick Hair Conditioner

- Helps detangle hair
- Enhances shine



### Thick Hair Masque

- Provides control and manageability
- Enhances shine



### Sérum de Force

- Strengthens damaged hair
- Nourishes scalp to fortify follicles
- Intensifies shine and softness



### Crème Universelle

- Smooths hair fiber
- Can be used as a blow-dry cream, conditioner and/or pre-shampoo treatment



### Huile Originale

- Heat protection up to 230°C/446°F
- 48h humidity and frizz protection\*
- Adds shine and softness
- Perfect for blow-dries and finishing

\*Instrumental test vs. non-conditioning shampoo



### Huile Radiance

- For color-treated hair
- Heat protection up to 230°C/446°F
- 48h humidity and frizz protection\*
- UV filter protection
- Adds shine and softness
- Perfect for blow-dries and finishing

\* Instrumental test vs. non-conditioning shampoo



# NORMAL TO FINE HAIR MYTHIC MOMENT

## GRAND BLISS 15 MINUTE INTENSE SALON TREATMENT

### STEP 1 CLEANSE

Osmanthus Extract + Ginger Oil



#### Normal to Fine Hair Shampoo

- Cleanse the scalp and ends.
- Rinse thoroughly.

### STEP 2 TREAT

Johoba Oil + Avocado Oil + Osmanthus Extract



#### Emulsion Ultrafine

- On cleansed, damp hair, spray section-by-section, 1-inch from the scalp through the ends.
- Gently massage into hair.
- Do not rinse.

### STEP 3 CONDITION

Osmanthus Extract + Ginger Oil



#### Normal to Fine Hair Masque

- Layer masque directly over Emulsion Ultrafine and leave on for 3 minutes.
- Rinse thoroughly.

### STEP 4

Argan Oil / Argan + Cranberry Oils



#### Huile Originale OR Huile Radiance

- Apply 1 to 2 pumps on damp or dry mid-lengths to ends.
- Leave in and style as usual.



### STEP 5 Recommend your client's at-home regimen to maintain their results.



# NORMAL TO FINE HAIR MYTHIC MOMENT

## ROYAL BLISS 7 MINUTE INSTANT SALON TREATMENT

### STEP 1 CLEANSE

Osmanthus Extract + Ginger Oil



#### Normal to Fine Hair Shampoo

- Cleanse the scalp and ends.
- Rinse thoroughly.

### STEP 2 TREAT

Joboba Oil + Avocado Oil + Osmanthus Extract



#### Emulsion Ultrafine

- On cleansed, damp hair, spray section-by-section, 1-inch from the scalp through the ends.
- Gently massage into hair and then rinse thoroughly.

### STEP 3 CONDITION

Osmanthus Extract + Ginger Oil



#### Oil Detangling Spray

- Apply on damp, hair.
- Leave in and style as usual.



### STEP 5 Recommend your client's at-home regimen to maintain their results.



# NORMAL TO FINE HAIR AT-HOME REGIMEN

## AT-HOME NOURISHMENT & VITALITY

Osmanthus Extract + Ginger Oil

Evening Primrose Oil

Argan + Almond Oils

Argan Oil

Argan + Cranberry Oils



### Normal to Fine Hair Shampoo

- Helps soften and add shine to hair



### Normal to Fine Hair Masque

- Helps detangle and control hair
- Enhances shine



### Oil Detangling Spray

- Helps detangle hair with lightweight conditioning
- Enhances shine



### Sérum de Force

- Strengthens damaged hair
- Nourishes scalp to fortify follicles
- Intensifies shine and softness



### Crème Universelle

- Smooths hair fiber
- Can be used as a blow-dry cream, conditioner and pre-shampoo treatment
- Use sparingly on fine hair



### Huile Originale

- Heat protection up to 230°C/446°F
- 48h humidity and frizz protection\*
- Adds shine and softness
- Perfect for blow-dries and finishing

\*Instrumental test vs. non-conditioning shampoo



### Huile Radiance

- For color-treated hair
- Heat protection up to 230°C/446°F
- 48h humidity and frizz protection\*
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- Adds shine and softness
- Perfect for blow-dries and finishing

\*Instrumental test vs. non-conditioning shampoo



**FAQ**



# FREQUENTLY ASKED QUESTIONS

## 1. WHAT IS DIFFERENT ABOUT MYTHIC OIL?

The latest from Mythic Oil consists of treatment services, leave-ins, a haircare system, and oils. The changes elevate the brand and better align its luxury positioning. The simplified portfolio that segments products for thick versus normal to fine hair also allows for easier navigation for both stylists and clients.

## 2. WHAT IS DIFFERENT ABOUT THE TREATMENT SERVICES?

The Mythic Oil treatments are tailored to thick versus normal to fine hair. Previous Mythic Oil treatments were tailored for nourishment and color protection. The different oils and calibrations of the ingredients in each treatment product provide benefits to each hair type without weighing it down. The new service protocols also allow more flexibility in the amount of time the client spends in her Mythic Moment.

## 3. WHY IS THERE NO CONDITIONER IN THE NORMAL TO FINE HAIR RANGE?

For finer hair types, the leave-in Oil Detangling Spray can be used in place of a conditioner. It is an emulsion that detangles hair. For clients who are seeking an in-shower conditioner, you can recommend the Crème Universelle 3-in-1 product.

## 4. WHAT IS THE DIFFERENCE BETWEEN SÈVE PROTECTRICE AND CRÈME UNIVERSELLE?

Sève Protectrice was a functional blow-dry cream. New Crème Universelle is a 3-in-1 product. It can be used as a pre-shampoo, rinse-out conditioner and a blow-dry cream.

## 5. HOW DO YOU USE CRÈME UNIVERSELLE AS A PRE-SHAMPOO?

On damp hair, apply from mid-lengths to ends. Do not rinse. Shampoo hair with the prescribed Mythic Oil Shampoo as usual.

## 6. HOW DO YOU USE CRÈME UNIVERSELLE AS A RINSE-OUT CONDITIONER?

Like a traditional conditioner, on shampooed, damp hair, apply from mid-lengths to ends. Then rinse thoroughly.

## 7. WHAT SHOULD RICH OIL FROM THE PREVIOUS MYTHIC OIL BE REPLACED WITH?

In place of Rich Oil for thick, coarser hair types, you can mix equal parts of Crème Universelle and Huile Originale/Huile Radiance and then blow-dry to style. This combination will provide better control.

## 8. WHAT SHOULD THE REINFORCING MILK FROM PREVIOUS MYTHIC OIL BE REPLACED WITH?

In place of the Reinforcing Milk for finer hair types, you can use the Oil Detangling Spray.

## 8. CAN A MYTHIC MOMENT SERVICE BE PERFORMED AFTER A COLOR SERVICE?

Yes, a Mythic Moment service is highly recommended after a color services. It will provide smoother, softer and shinier results your client will see and feel.



# TRANSITION GUIDE



# IN-SALON TREATMENTS

A simpler way to generate service revenue

CURRENT



**HUILE INITIALE**  
For Thick Hair



**EMULSION ULTRAFINE**  
For Normal/Fine Hair

PREVIOUS



**Scalp Clarifying  
Concentrate**



**Nourishing  
Concentrate**



**Color-Protecting  
Concentrate**



# RETAIL PRODUCTS

Segmented by hair type for easier customer navigation.

CURRENT



**Thick Hair Regimen**  
Shampoo, Conditioner, Masque



**Fine Hair Regimen**  
Shampoo, Masque,  
Oil Detangling Spray



**Serum  
de Force**



**Crème Universelle**  
Blow-Dry Cream,  
Conditioner,  
Pre-Shampoo



**Oils**  
Huile Originale,  
Huile Radiance

PREVIOUS



**Nourishing Haircare**  
Shampoo, Conditioner, Masque



**Souffle d'Or**  
Shampoo & Conditioner



**Serum  
de Force**



**Sève  
Protectrice**



**Oil**  
Reinforcing Milk, Nourishing Oil,  
Colour Glow Oil, Rich Oil