



SERIE **EXPERT**

BESPOKE PROFESSIONAL HAIRCARE FOR PERFECT SALON HAIR EVERYDAY

L'ORÉAL
PROFESSIONNEL
PARIS

THE NEW SERIEEXPERT

OUR #1 HAIRCARE BRAND WORLDWIDE



AN ELEVATED CLIENT EXPERIENCE

- Product regimens for every client need
- Premium eco-friendly packaging
- Personalized in-salon treatments with instant results

VITAMINO A-OX

FOR COLOR-TREATED HAIR



*L'Oréal IPSOS

THE IDEAL CLIENT

The client who wants an insurance policy on his or her color service

DID YOU KNOW?

58% of women color their hair*

INGREDIENTS

- Vitamin E
- Vitamin B5

WHAT IT DOES

- Protects the fiber to maintain color and shine
- Formulated with UV filters
- Leaves hair softer and shinier

LUMINO CONTRAST

FOR HIGHLIGHTED HAIR



*Mintel - Home Hair Color, US February 2015

THE IDEAL CLIENT

The client who is looking for color protection and damage repair

DID YOU KNOW?

Twice as many women get their hair highlighted in the salon than do it themselves at home*

INGREDIENTS

- Vitamin E
- Nutricéride

WHAT IT DOES

- Formulated with a UV filter
- Makes highlights look brighter and shinier
- Combats lipid loss without weighing the hair down
- Replenishes the hair fiber
- Formulated with Nutricéride to complement Blond Studio Platinum

NOURISHMENT & REPAIR

NUTRIFIER

FOR NORMAL TO DRY, UNDERNOURISHED HAIR



*Top 10 Women's Hair Concern Worldwide Study, L'Oréal, IndexMundi

THE IDEAL CLIENT

The client who needs that deep drink of hydration, regardless of texture

DID YOU KNOW?

Dry hair is a concern for 1 out of 3 women*

INGREDIENTS

- Glycerol
- Coconut Oil
- Silicone-free

WHAT IT DOES

- Deeply nourishes and softens
- Adds enhanced shine

ABSOLUT REPAIR LIPIDIUM

FOR VERY DRY, DAMAGED HAIR



*H&B Panel Research

THE IDEAL CLIENT

The client who loves trying the latest trend... regardless of what it does to his or her hair

DID YOU KNOW?

1 in 2 women claim to have very damaged or ultra-damaged hair*

INGREDIENTS

- Lactic Acid
- Phyto-Keratin + Ceramides
- Lipids

WHAT IT DOES

- Strengthens the weakened parts of the hair fiber
- Adds intense nourishment without weighing the hair down

TEXTURE MANAGEMENT

LISS UNLIMITED

FOR COARSE AND UNRULY HAIR



*Kantar 2013 **Instrumental test.

THE IDEAL CLIENT

The client who wants smooth or defined texture

DID YOU KNOW?

22% of women suffer from frizz*

INGREDIENTS

- Keratinoil Complex
- Kukui Nut Oil
- Evening Primrose Oil

WHAT IT DOES

- Smooths hair and controls frizz, whether wearing textured or smooth hair
- Adds softness and shine
- Double Serum provides up to 4 days of smooth hair**

VOLUMETRY

FOR FINE HAIR



THE IDEAL CLIENT

The client who wants big, bouncy hair that lasts

DID YOU KNOW?

28% percent of Americans look for volumizing haircare products while 19% look for thickening haircare products*

INGREDIENTS

- Salicylic Acid
- Intra-Cylane
- HydraLight

WHAT IT DOES

- Removes oil buildup at the scalp
- Creates a volumizing effect

*Mintel - Shampoo, Conditioner and Hairstyling Products, US April 2016

NEW! STRENGTH

INTRODUCING INFORCER

FOR NORMAL TO FRAGILE HAIR



*Mintel - Shampoo, Conditioner and Hairstyling Products, US April 2015

THE IDEAL CLIENT

The client who is prone to breakage, especially from blow-drying, ironing or with age

DID YOU KNOW?

Prevention to damage and breakage is a growing concern. 53% of women (of all ages!) are interested in haircare products that offer anti-aging benefits, such as reduced hair loss and strength*

INGREDIENTS

- Vitamin B6
- Biotin

WHAT IT DOES

- Strengthens the hair fiber
- Reduces future breakage
- Prevents tangling
- Adds softness and shine

NEW! STRENGTH



NEW! STAR PRODUCTS

NIGHT ANTI-BREAKAGE SERUM

BENEFITS

- Helps strengthen hair overnight and reduce breakage
- Reduces tangling
- Overnight masque to make hair more manageable in the morning

BRUSH PROOF

BENEFITS

- Reduces breakage while brushing
- Adds softness
- Prevents breakage
- Detangles difficult knots



SERIE**EXPERT** PORTFOLIO

COLOR CARE

VITAMINO COLOR A-OX

COLOR-TREATED HAIR

Prolonged Protection

POWERMIX



COLOR

Instant Shine

INGREDIENTS

Vitamin E & Vitamin B5

5.1 fl.oz.

1.CLEANSE



SHAMPOO

10.1 fl.oz.
16.9 fl.oz.
50.7 fl.oz.



SOFT CLEANSER SULFATE-FREE SHAMPOO

5.1 fl.oz.
16.9 fl.oz.

2.CONDITION



CONDITIONER

6.7 fl.oz.
25.3 fl.oz.



MASQUE

8.4 fl.oz.
16.9 fl.oz.



FRESH FEEL SULFATE-FREE MASQUE

6.7 fl.oz.
16.9 fl.oz.

3.PREP



COLOR 10 IN 1

6.4 fl.oz.



COLOR CORRECTOR BLONDES

5.1 fl.oz.



COLOR CORRECTOR BRUNETTES

5.1 fl.oz.

COLOR CARE

LUMINO CONTRAST

HIGHLIGHTED HAIR

Radiance & Shine

POWERMIX



COLOR

Instant Shine

INGREDIENTS

Vitamin E & Vitamin B5

5.1 fl.oz.

1.CLEANSE



SHAMPOO

10.1 fl.oz.
16.9 fl.oz.
50.7 fl.oz.

2.CONDITION



MASQUE

8.4 fl.oz.
16.9 fl.oz.

3.PREP

NOURISHMENT & REPAIR

NUTRIFIER

NORMAL TO DRY, UNDERNOURISHED HAIR
Complete Nutrition

POWERMIX



NUTRI

Deep Nutrition

INGREDIENTS
Glycerol

5.1 fl.oz.

1.CLEANSE



SHAMPOO

10.1 fl.oz.
16.9 fl.oz.
50.7 fl.oz.

2.CONDITION



CONDITIONER

6.7 fl.oz.
25.3 fl.oz.

3.PREP



DD BALM

1.35 fl.oz.



MASQUE

8.4 fl.oz.
16.9 fl.oz.

NOURISHMENT & REPAIR

ABSOLUT REPAIR LIPIDIUM

VERY DRY, DAMAGED HAIR
Triple Action Repair

POWERMIX



REPAIR

Instant Resurfacing

INGREDIENTS

Lactic Acid,
Amino Acids &
Ionène G

5.1 fl.oz.

1.CLEANSE



SHAMPOO

10.1 fl.oz.
16.9 fl.oz.
50.7 fl.oz.

2.CONDITION



CONDITIONER

6.7 fl.oz.
25.3 fl.oz.

3.PREP



BLOW-DRY CREAM

4.2 fl.oz.



MASQUE

8.4 fl.oz.
16.9 fl.oz.



DOUBLE SERUM

1.0 fl.oz.

STRENGTH&REINFORCEMENT

INFORCER

NORMAL TO FRAGILE HAIR

Strength & Reinforcement

POWERMIX



FORCE

Instant Strength

INGREDIENTS
Vitamin B6 & Biotin

5.1 fl.oz.

1.CLEANSE



SHAMPOO

10.1 fl.oz.
16.9 fl.oz.
50.7 fl.oz.

2.CONDITION



CONDITIONER

6.7 fl.oz.
25.3 fl.oz.

3.PREP



LEAVE-IN

5.1 fl.oz.



MASQUE

8.4 fl.oz.
16.9 fl.oz.



BRUSH PROOF

1.3 fl.oz.



NIGHT ANTI-BREAKAGE SERUM

5.1 fl.oz.

TEXTURE MANAGEMENT

LISS UNLIMITED

COARSE, UNRULY HAIR
Control & Smoothness

POWERMIX



LISS

Intense
Smoothness

INGREDIENTS
Pro-Keratin

5.1 fl.oz.

1.CLEANSE



SHAMPOO

10.1 fl.oz.
16.9 fl.oz.
50.7 fl.oz.

2.CONDITION



CONDITIONER

6.7 fl.oz.
25.3 fl.oz.

3.PREP



BLOW-DRY CREAM

5.1 fl.oz.



MASQUE

8.4 fl.oz.
16.9 fl.oz.



DOUBLE SERUM

1.0 fl.oz.

TEXTURE MANAGEMENT

VOLUMETRY

FINE HAIR
Voluminous Body

POWERMIX

ANY POWERMIX ADDITIVE

Recommend
any Powermix
for lightweight results.

1.CLEANSE



SHAMPOO

10.1 fl.oz.
50.7 fl.oz.

2.CONDITION



CONDITIONER

6.7 fl.oz.
25.3 fl.oz.

3.PREP





ROOT LIFT SPRAY



4.2 fl.oz.

L'ORÉAL

PROFESSIONNEL

PARIS

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