



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 to prevent fading
- Vitamin B5 to nourish the hair fiber

WHAT IT DOES

- Prolongs color radiance
- Enhances shine and protects against UV rays
- Formulated with Ionène G to complement our color portfolio

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 to prevent fading
- Nutricéride to protect and infuse hair fiber with nutrition

WHAT IT DOES

- Stops natural oxidation
- Prolongs highlights' shine and contrast
- Softens and nourishes the hair fiber
- Targets the sensitized zones of the hair
- 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, a humectant, that prevents dryness
- Coconut Oil, an emollient, that hydrates without weighing down
- Silicone-free

WHAT IT DOES

- Deeply nourishes and softens
- Adds enhanced shine
- Protects against future dryness

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 to reconstruct the hair's cortex and re balance the pH
- Phyto-Keratin + Ceramides to promote a healthy fiber structure
- Lipids to lock in nutrients and shine

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

THE IDEAL CLIENT

The client who wants smooth or defined texture

DID YOU KNOW?

22% of women suffer from frizz*

INGREDIENTS

- Keratinoil Complex to hydrate and strengthen the hair fiber
- Kukui Nut Oil to protect against humidity
- Evening Primrose Oil to facilitate smoothing through Omega 6 acids

WHAT IT DOES

- Smoothes hair and controls frizz, whether wearing textured or smooth hair
- Offers protection against humidity
- Adds softness and shine

VOLUMETRY

FOR FINE HAIR



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

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 to purify and remove oil buildup without stripping
- Intra-Cylane to fill hair fiber at the cortex to increase density
- HydraLight to hydrate and smooth

WHAT IT DOES

- Removes oil buildup at the scalp
- Adds lasting body and density

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 to strengthen the hair fiber
- Biotin to promote healthy hair development

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

- Camouflages split ends and defines ends
- Reduces breakage while brushing
- Adds softness, shine and conditioning

The background of the entire image is a close-up, high-resolution shot of a white, viscous substance, likely cream or paint, being swirled. The texture is smooth and glossy, with soft highlights and shadows that emphasize the fluid, undulating nature of the swirls. The colors are various shades of off-white and light gray, creating a clean and sophisticated aesthetic.

SERIE**EXPERT** PORTFOLIO

COLORCARE

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.

COLORCARE

LUMINO CONTRAST

HIGHLIGHTED HAIR

Radiance & Shine

POWERMIX

1.CLEANSE

2.CONDITION

3.PREP



SHAMPOO

8.4 fl.oz.
16.9 fl.oz.
50.7 fl.oz.



MASQUE

6.7 fl.oz.
16.9 fl.oz.

NOURISHMENT&REPAIR

NUTRIFIER

NORMAL TO DRY, UNDERNOURISHED HAIR

Complete Nutrition

POWERMIX



NUTRI

Deep Nutrition

INGREDIENTS

Glycerol

5.1 fl.oz.

1.CLEANSE



SHAMPOO

8.4 fl.oz.
16.9 fl.oz.
50.7 fl.oz.

2.CONDITION



CONDITIONER

5.0 fl.oz.
25.3 fl.oz.

3.PREP



DD BALM

1.35 fl.oz.



MASQUE

6.7 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.

TEXTUREMANAGEMENT

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.

TEXTUREMANAGEMENT

VOLUMETRY

FINE HAIR

Voluminous Body

POWERMIX

1.CLEANSE

2.CONDITION

3.PREP



SHAMPOO

8.4 fl.oz.
50.7 fl.oz.



CONDITIONER

5.0 fl.oz.
25.3 fl.oz.



ROOT LIFT SPRAY

4.2 fl.oz.

L'ORÉAL

PROFESSIONNEL

PARIS

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