

# SERIE EXPERT POWERMIX

Personalized treatments made from a high concentration of pure ingredients and rich conditioning agents that, once combined, instantly transforms the hair.

## PROFESSIONAL CONCENTRATION



## WHAT IS IT?

Highly concentrated treatment to suit any client's specific hair needs and concerns.

## WHAT'S THE TECHNOLOGY?

Powermix is a combination of a base liquid and an additive liquid mixed to create a lightweight, creamy masque. The Micellar technology adds nourishment and shine to the hair, without weighing it down.

**L'ORÉAL**  
PROFESSIONNEL  
PARIS



# 3 EASY STEPS TO APPLY POWERMIX



## 1. COMBINE

Combine .34 fl.oz (10ml) of base and .34 fl.oz (10ml) of one additive of choice into bowl.

**NOTE:** The amount of base and additive mixture may increase or decrease based on the length and density of the hair.



## 2. WHISK

Whisk with spatula until a gel-masque consistency forms.

**\*Pro Tip:** Make your client feel special by mixing right in front of them.



## 3. APPLY

Apply to client's hair. For best results, leave on for up to 5 minutes.



# HAIR TYPE

# POWERMIX

FOR DRY HAIR



**NUTRI**  
Deep Nutrition

FOR DAMAGED HAIR



**REPAIR**  
Instant Repair

FOR BREAKAGE-  
PRONE HAIR



**FORCE**  
Instant Strength

FOR COLOR-TREATED  
HAIR



**COLOR**  
Instant Shine

FOR COARSE  
OR UNRULY HAIR



**LISS**  
Intense smoothness





## POWERMIX A-OX FOR COLOR-TREATED HAIR

### VITAMIN E: FIGHT VS. OXIDATIVE STRESS

Absorbs oxidizing molecules to limit damage.

Applied to hair before exposure to UV rays, it reduces the alteration of protein 4.

### PRO VITAMIN B5 (Panthenol): PROTECTIVE ACTION

Nourishes hair fiber and prevents drying.



## POWERMIX REPAIR GOLD QUINOA + PROTEIN FOR DAMAGED HAIR

### FORTIFYING LACTIC ACID

Lactic acid neutralizes minerals ions that break the hair bond, consolidating the structure of the hair.

### HYDROLIZED WHEAT PROTEIN

Contains 17 amino acids naturally present in hair, to fill in areas that have been damaged.

### IONENE G

Ionene G is a conditioning agent, that target damaged areas.



# POWERMIX NUTRI FOR DRY HAIR

## GLYCEROL

Glycerol is a simple polyol compound often used as an emollient.

The glycerol backbone is found in all lipids known as triglycerides.

In combination with the base, the additive delivers hydration and nutrition to dry hair, for a smoothed cuticle and enhanced beauty.

# POWERMIX FORCE FOR BREAKAGE-PRONE HAIR

## VITAMIN B6

Vitamin B6 is particularly well known for its involvement in protein metabolism and energy production, and it plays a beneficial role in hair growth.

## BIOTIN (VITAMIN B8): PROTECTIVE ACTION

Biotin is involved in fatty acid metabolism and the synthesis of vitamins B9 and B12, which are essential components in hair's development and beauty.

# POWERMIX LISS FOR COARSE OR UNRULY HAIR

## PRO KERATIN

It is the association of 3 amino acids that are naturally present in hair (arginine, serine and glutamic acid) and a wheat protein optimized by the graft of positively charged groups.

They contribute to the disappearance of surface irregularities by filling in zones with less matter, and make hair smoother and softer.





# PROFESSIONAL RESULTS



**BEFORE**



**AFTER**



Results achieved using Powermix Color & Powermix Liss

## GROW THE BUSINESS WITH IN-SALON TREATMENTS!



**1 BASE + 1 ADDITIVE (30 SERVICES) =**

***\$674***

**PROFIT FOR THE SALON!**

Assuming salon price per service at \$25. \$674 profit =  
\$25/service x 30 services - \$76 (cost of 2 Powermix)



# CONTINUE THE CARE WITH THE AT HOME ROUTINE

## COLOR CARE



### VITAMINO COLOR FOR COLOR-TREATED HAIR

Protects & revives.  
Professional formula  
with antioxidants.



### BLONDIFIER FOR BLONDE HAIR

Neutralizes & enhances  
Professional formula  
with Açai Berry extract.



### SILVER FOR GREY, WHITE HAIR

Neutralizes yellow tones.  
Professional formula  
with Magnesium.

## DEEP CARE



### ABSOLUT REPAIR FOR DAMAGED HAIR

Reduces hair  
surface damage.  
Professional formula  
with Gold Quinoa  
+ Protein.



### NUTRIFIER FOR DRY HAIR

Deeply nourishes  
without weighing down.  
Professional formula  
with coconut oil.  
Silicone-free.



### INFORCER FOR BREAKAGE-PRONE HAIR

Strengthens.  
Professional formula  
with Vitamin B6 & Biotin.

## END LOOKS



### VOLUMETRY FOR FINE HAIR

Adds volume.  
Professional formula  
with Salicylic Acid.



### LISS UNLIMITED FOR COARSE OR UNRULY HAIR

Anti-frizz effect.  
Professional formula  
with Prokeratin.