



L'ORÉAL
PROFESSIONNEL
PARIS

DECEMBER 2018

UNIQUE ART

INTRODUCING **SERIE EXPERT** **BLONDIFIER**

BESPOKE PROFESSIONAL CARE
TO REVIVE YOUR BLONDE

For highlighted and color-treated blonde hair



BLONDES HAVE MORE SPECIFIC HAIR CONCERNS THAN ANY OTHER HAIRCOLOR

BLONDIFIER BENEFITS:

ILLUMINATES and restores blonde hair

COMBATS BRASSINESS and warmth

PROVIDES PROTECTION, softness and shine



The **shampoo** gently cleanses the hair and emphasizes multidimensional shine of blonde hair.



The lightweight **conditioner** helps to enhance the multidimensional radiance of blonde hair and leaves hair soft, shiny and easy to detangle from lengths to ends.

FACT:

Lightening services are the fastest growing service in the hair coloring category.

BESPOKE APPROACH



BLONDIFIER CARE SYSTEM

PERFECT FOR

Illuminating and restoring for blonde hair.

WHAT IT DOES?

It gently cleanses and conditions the hair while emphasizing the multidimensional shine of blonde hair. Infused with polyphenols contained in the açai berry extract, it provides intense nourishment and helps to smooth damaged hair.

— *GET* **20% OFF** —
YOUR PURCHASE

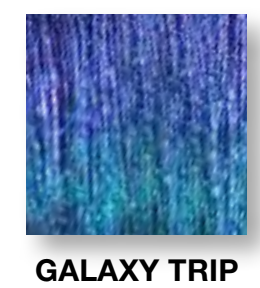
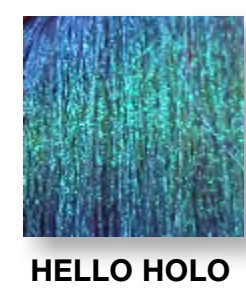
AND a Blondifier Shampoo 16.9 fl.oz. when you purchase \$130 or more of **SÉRIE EXPERT** Vitamino Color A-Ox, Absolut Repair Lipidium, Silver, and Blondifier (Mix and Match).



#lorealproux #colorfulhairflashus

NEW SHADE! #COLORFULHAIR FLASH SILVER LINING

GET THE LATEST GLITTER SHADE FOR THE HOLIDAYS



GLITTERS

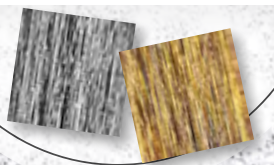
DARK BASES or TOPCOAT

IRIDESCENT EFFECT
TO BE MIXED WITH OTHER SHADES
OR USED ALONE ON DARK BASES



 [LEARN MORE](#)

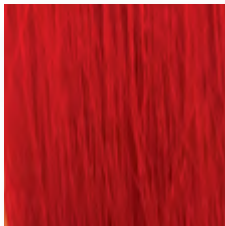
NEED HOLIDAY INSPIRATION?
CREATE A FESTIVE HAIR COLOR LOOK USING **SILVER LINING & GOLD DIGGER!**



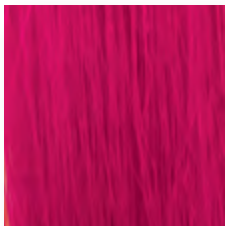
#COLORFULHAIR FLASH PORTFOLIO

MATTES

ALL BASES



RED HOT

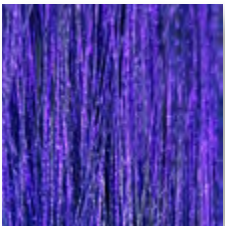


MIDNIGHT FUCHSIA

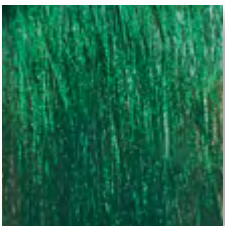
VERY VISIBLE

VELVETS

ALL BASES



PURPLE REIGN

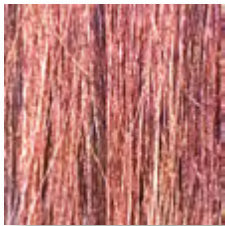


MYSTIC FOREST

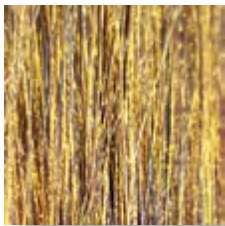


SPICE IS NICE

DARK BASES



DANCING PINK

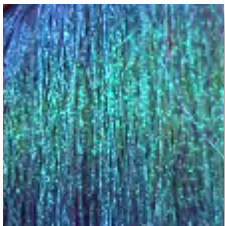


GOLD DIGGER

VISIBLE SHIMMERY EFFECT

GLITTERS

DARK BASES or TOPCOAT



HELLO HOLO



GALAXY TRIP



SILVER LINING

IRIDESCENT EFFECT
TO BE MIXED WITH OTHER SHADES
OR USED ALONE ON DARK BASES

PRO TIP: ONLY LOOSE HAIR + MYTHIC OIL

PRO TIP: ACCENTUATES UPDOS

PRO TIP: WET LOOK + SLEEK LOOK

MASTER THE MAKE-UP TREND



LEARN MORE



VIEW HOW-TO'S



WATCH TUTORIALS

TIPS FOR THE PERFECT FLASH APPLICATION

WHEN APPLYING:

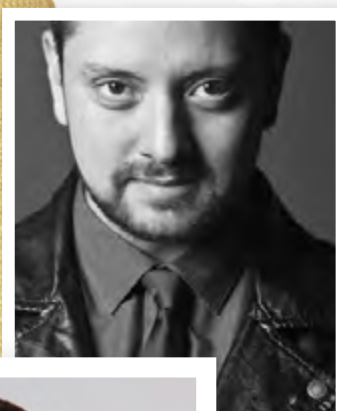
- Only work on sections of the hair (no full head)
- Apply on dry hair only
- Mix with [Mythic Oil Huile Originale](#) for a smooth application and soft reflect
- Mix with Dual Stylers for a controlled, high visibility look
- Start the application with a small amount of product
- Work it deeply through the hair for an even result
- For soft, diffused looks, brush after **#COLORFULHAIR FLASH** is fully dried

HOW TO APPLY

- Utilize the L'Oréal Professionnel **#COLORFULHAIR FLASH** Brush for precision application
- Mix **#COLORFULHAIR FLASH** colors together on a L'Oréal Professionnel Planchette to create truly personalized color looks
- Mix with [Mythic Oil Huile Originale](#) in your hands and finger comb through hair

SHARE THE GIFT OF RETAIL THIS SEASON

RETAIL TIPS & TRICKS FROM EL SALON OWNER & L'ORÉAL PROFESSIONNEL ARTIST RON LOPEZ



INCENTIVIZE YOUR STYLISTS

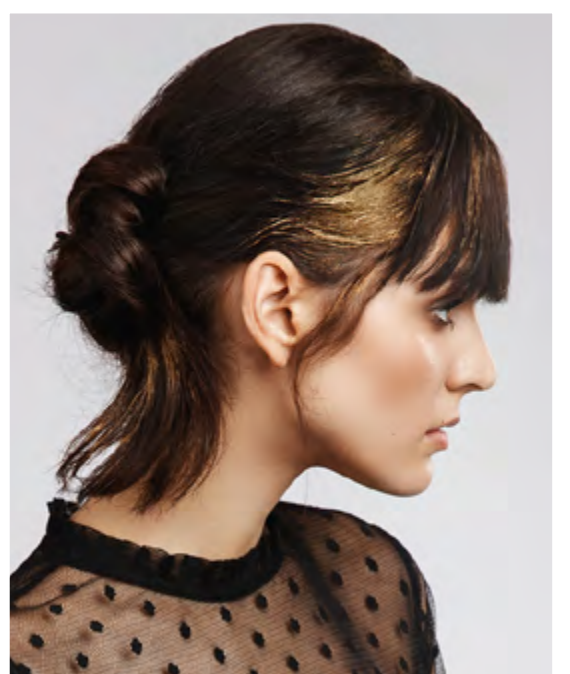
“The standard 10% commission rate isn’t engaging,” says Lopez. Instead, he recommends creating a tiered approach that incentivizes stylists to sell more during the holiday season. **“The more you sell, the more commission you get—in increments of 10%, 15%, up to 20%.”**

PERFORM A HOLIDAY CONSULTATION

Tailor your consultation to the season. “What are your holiday plans? Do we need to book around any events? Discuss the support products your client needs to maintain their look during the season.”

INTRODUCE ADD-ON SERVICES

With spending on the rise during December, it is easier than ever to add on services, says Lopez. **“People want to feel more special.** Recommend a product, like Tecni.Art Morning After Dust, or a service like Powermix, DIA or FLASH, to help your clients achieve that glam look for a party or event.”



Tecni.
ART

SPRAY YOUR WAY TO HOLIDAY STYLE

STOCK UP FOR THE SEASON WITH TECNI.ART SPRAYS



NEXT DAY HAIR
Dry Finishing Spray

TEXTURE



EXTREME LACQUER
Extreme Hold Hairspray



INFINIUM 4
Strong Hold Hairspray



INFINIUM 3
Medium Hold Hairspray

HOLD



FRESH DUST
Dry Shampoo
for Medium to Thick Hair



MORNING AFTER DUST
Cleansing Dry Shampoo
for Fine to Medium Hair

STYLE REVIVERS



SWEETHEART CURLS
Bi-Phase Spray

CURLS

**PURCHASE 1
TECNI.ART SPRAY,
RECEIVE THE SECOND
50% OFF***

YOUR CHOICE:

- Next Day Hair
- Extreme Lacquer
- Infinium 4
- Infinium 3
- Fresh Dust
- Morning After Dust
- Sweetheart Curls

*Discounted item must be of equal or lesser value

THANK YOU FOR AN AMAZING YEAR!

CELEBRATING THE L'ORÉAL PROFESSIONNEL **COLOR SUCCESSES**

STILL TRENDING

Color
ADDICT

Majirel
METALS

METALS For pre-lightened hair



PLATINUM
.12/BV



AMETHYST
.22/VV



ROSE GOLD
.24/VC

DIA RICHESSE
METALS

For pre-lightened hair



SILVER
.11/BB



ROSE GOLD
.24/VC

Majirel
SHIMMERS

SHIMMERS For Dark Bases 2-5



.11/BB



.13/BG

COOL FACTOR

NEW SHADES

Majirel

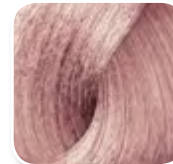
inOIA™



10.1/10B



9.02/9NV



9.22/9VV
High Resist

DIA LIGHT

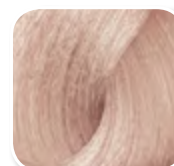
MILKSHAKE Shades



9.1/9B



9.21/9VB



10.23/10VG

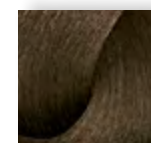
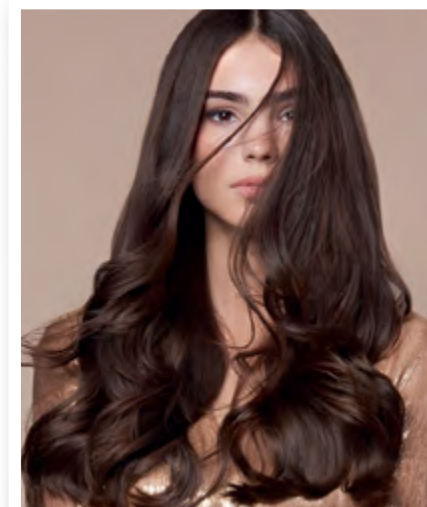
SEE MORE MILKSHAKES

"In California, we have the market for a ton of blondes and DIA Light has such a wide variety of choices. The level 9's and 10's are my go-tos! Plus, DIA Light's crème consistency has much better placement control."

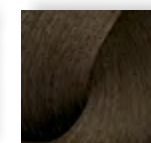
-Nicole Leal, 901 Salon comments on DIA Light Milkshake Shades

BEST SELLERS

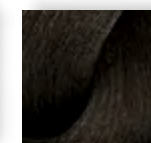
Majirel
—COOL COVER—



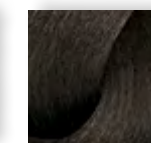
CC 7.17/7BGr



CC 6.17/6BGr



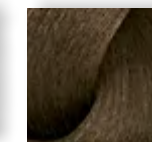
CC 5.1/5B



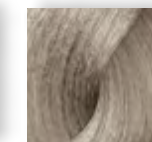
CC 6.1/6B



CC 7.1/7B



CC 8.1/8B



CC 9.1/9B

 **DISCOVER MORE**

THANK YOU FOR AN AMAZING YEAR!

CELEBRATING THE L'ORÉAL PROFESSIONNEL **RETAIL INNOVATIONS**

SERIEEXPERT EXTENDING COLOR-TREATED HAIR OPTIONS



Silver
Best for Levels 8-10



Blondifier
For all Levels of Blonde

TECNI.ART STYLIST ESSENTIALS COME TO THE U.S.



"Technology is something to get excited about. Having a pomade-gel combination allows for the hold and last as well as the definition and detail that a pomade offers my short hair clients"

**-L'Oréal Professionnel Artist
Chelsea James comments
on the new Tecni.ART Web**



INSTANT ROOT FIX HAIR touch up COMPLETING THE HAIR TOUCH UP LINE

**WARM
BROWN**



**LIGHT WARM
BLONDE**



STAY TUNED FOR AN EVEN BETTER 2019...

COMING TO SALONS MARCH 2019

INTRODUCING
SOURCE
essentielle

REFINED FROM THE ESSENTIALS

- Silicone-free, sulfate-free, paraben-free formulas
- Vegan formulas
- Inclusion of sensorial flowers and leaves



#findyoursource

YOU DESERVE THE BEST THIS SEASON... GIVE YOURSELF THE GIFT OF ADVENTURE!

L'Oréal Professionnel Academy education offers the ultimate experience, delivering an in-depth study of your artistic craft, in a sought after locale. Our National Artists curate an exclusive journey, tailored to challenge your assumptions and expand your expectations of what it means to truly push the boundaries of your art. Take your new skills into the new year, while remembering to take time for yourself during this season of giving!

 **GET A GLIMPSE** of the Academy Experience

LP ACADEMY NYC

CLASSES AVAILABLE:

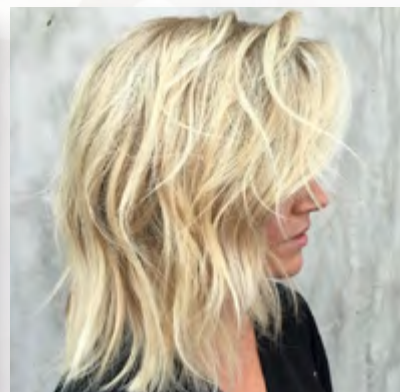
December 2-3 Color Commitment-featuring Suzie Bond and Alexa Joly
December 9-10 Balayage Live!-featuring Jennifer Luszczak and Laura Gibson
December 16-17 The Ultimate Shift-featuring Daniel Mason Jones and Jessica Todd

LP ACADEMY WEST

CLASSES AVAILABLE:

December 2-3 Trend Cutting-featuring Heath Grout and Drew Schaefering
December 10 All About Blondes with 901 Academy-featuring Nicole Leal
December 16-17 Color Commitment-featuring Shelley Mohr and Sean Stotts

Connect with us to find our more! www.pro.us.lorealprofessionnel.com/academy/



DISCOVER THE L'ORÉAL PROFESSIONNEL DIGITAL TOOLS

RESOURCES FOR ALL YOUR DIGITAL NEEDS



STYLE MY HAIR APP

Transform your client consultation with our virtual hair makeover tool

Download on the App Store and Android Store:



INSIDER NEWSLETTER

Sign up now to receive exclusive access to pro hair tips and the latest trends. Discover the newest in hair color and styles, product news and special offers.

www.pro.us.lorealprofessionnel.com/newsletter

LP PLUS

Download brand images and videos for free or customize & purchase in-salon marketing materials

www.lorealprofessionnelplus.com

DIGITAL SCREENS

Enhance your salon and engage your guests with digital screens that feature real time content

Ask your SSC for more information or visit LEVEL Loyalty rewards to discover screens you can purchase with points

www.levelloyaltyrewards.com

PROFESSIONAL WEBSITE

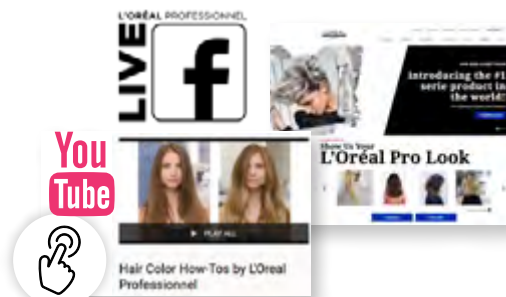
Discover premium products and explore our education offerings. Re-create top hair color trends with our elevated techniques, and access salon support resources.

www.pro.us.lorealprofessionnel.com

L'ORÉAL PROFESSIONNEL CONTENT LAB

Social media posts for your salon focused on driving clients into the salon

To register, visit www.lpregister.com/lpcontentlab/



SOCIAL MEDIA

Be in the know and follow us on social:

@[@lorealproeducationus](#) @[@lorealpro](#) f[@lorealprofessionnel.us](#) #lorealprou #learnwithlp

For a chance to have your work featured on our social channels and website, please be sure to tag us [@lorealproeducationus](#) and use our hashtag: **#lorealprou**

Share your class experience with our education hashtag: **#learnwithlp**

Majirel

IONÈNE G
incell™

PALE BLONDE	LIGHT BLONDE	BLONDE	DARK BLONDE	LIGHT BROWN	BROWN
☐ 10/10N P1535200	☐ 8/8N 43008301	☐ 7/7N 43006701	☐ 6/6N 43004801	☐ 5/5N 43002901	☐ 4/4N P1531000
☐ 10.01/10NB P1535300	☐ 8.01/8NB P1533800	☐ 7.01/7NB 43006711	☐ 6.01/6NB P1532100	☐ 5.015/5NBRV P1403000	☐ 4.3/4G P1531100
☐ 10.21/10VB P1535400	☐ 8.03/8NG P1535700	☐ 7.014/7NBC P1344900	☐ 6.014/6NBC P1345000	☐ 5.023/5NVG P1403300	☐ 4.35/4GRv P1531200
	☐ 8.07/8NGr P0626800	☐ 7.015/7NBRv P1403100	☐ 6.025/6NVRv P1345300	☐ 5.025/5NVRv P1345400	☐ 4.45/4CRv 43002201
	☐ 8.1/8B P1533900	☐ 7.03/7NG P1535600	☐ 6.03/6NG P1535500	☐ 5.041/5NCB P1345200	☐ 4.55/4CRvRv P1226000
	☐ 8.13/8BG 43008501	☐ 7.035/7NGRv P1403200	☐ 6.07/6NGr P1532800	☐ 5.07/5NGr P1531900	☐ 4.56/4RvR P1453500
	☐ 8.3/8G P1534100	☐ 7.041/7NCB P1345100	☐ 6.1/6B 43005001	☐ 5.1/5B 43003101	☐ 4.8/4M P0855200
	☐ 8.30/8GGG 43008701	☐ 7.042/7NCB P1345500	☐ 6.13/6BG P1453600	☐ 5.18/5BM P1164100	
	☐ 8.34/8GC 43008901	☐ 7.1/7B P1533100	☐ 6.23/6VG P0047000	☐ 5.3/5G P1531500	DARK BROWN
	☐ 8.43/8CG 43009001	☐ 7.12/7BV P1051800	☐ 6.3/6G P1532300	☐ 5.32/5GV 43003701	☐ 3/3N P1530900
	☐ 8.45/8CRV P1452800	☐ 7.13/7BG P1533200	☐ 6.32/6GV P1501800	☐ 5.35/5GRv P1460300	BLACK
	☐ 8.8/8M P0856800	☐ 7.18/7BM P1164200	☐ 6.34/6GC P1532400	☐ 5.4/5C P1531700	☐ 1/1N 43009601
		☐ 7.23/7VG P0066600	☐ 6.35/6GRv P1532500	☐ 5.5/5Rv P1531800	
		☐ 7.3/7G 43007101	☐ 6.45/6CRV 43005702	☐ 5.6/5R P1530700	
		☐ 7.31/7GB P1533400	☐ 6.6/6R P1532600	☐ 5.8/5M P0855600	
		☐ 7.35/7GRv P1533500	☐ 6.62/6RV P1532700		
		☐ 7.4/7C P1533600	☐ 6.8/6M P0856000		
		☐ 7.43/7CG P0066700			
		☐ 7.8/7M P0856400			



EXTRA COVERAGE	MAJIREL COOL COVER
☐ 4.0/4NN P0048600	☐ CC 4/4N P0963500
☐ 5.0/5NN P0048700	☐ CC 5/5N P0963700
☐ 6.0/6NN P0048800	☐ CC 5.1/5B P0963800
☐ 7.0/7NN P0049000	☐ CC 5.3/5G P0963900
☐ 8.0/8NN P0049100	☐ CC 6/6N P0964000
	☐ CC 6.1/6B P0964100
	☐ CC 6.11/6BB P1021500
	☐ CC 6.17/6BGr P1021900
	☐ CC 6.3/6G P0964200
	☐ CC 7/7N P0964300
	☐ CC 7.1/7B P0964400



MAJIROUGE
☐ 6.60/6RRR LUMAX 43010331
☐ 6.64/6RC RUBILANE P1608000
☐ 6.65/6RRv P1536600
☐ 7.40/7CCC RUBILANE P1608100



MAJIROUGE CARMILANE
☐ C3.66/C3RR P1225400
☐ C4.16/C4BR P1225500
☐ C4.55/C4RvRv P1226000
☐ C5.20/C5VVV P1225700
☐ C5.60/C5RRR P1075700
☐ C6.46/C6CR P1453100
☐ C6.64/C6RC P1075500



HIGH LIFT
☐ Ash+ .11/BB P1115900
☐ Ash .1/B P1116000
☐ Neutral.0/N P1116300
☐ Beige .13/BG P1116400
☐ Violet .2/V P1116200



MAJILIFT
☐ 607 NGr P1536700
☐ 601 NB 43010541
☐ 600 S P1536900



MAJIBLOND ULTRA
☐ 901 S NB 43091331
☐ 900S NN P1536100

MAJIREL DEVELOPERS



MAJICRÈME 33.8 OZ.

- ☐ 20-vol.
P1537100
- ☐ 30-vol.
43011060
- ☐ 40-vol.
P1537300

LUOCOLOR



☐ 10/10N P1524800	☐ 5/5N 40071031
☐ 9/9N P1525400	☐ 4/4N 40071021
☐ 9.1/9B P1524600	☐ 4.20/4VVV 40071221
☐ 8/8N P1525500	☐ 4.65/4RRv 40071191
☐ 7/7N P1525600	
☐ 7.1/7B P1524700	PASTELS
☐ 6/6N P1525100	☐ P01/NB P0056800
☐ 6.3/6G P0042700	☐ P02/NV P1524900
☐ 6.4/6C P0042500	☐ P0/N P1525000



LUO DEVELOPER
33.8 FL.OZ.
☐ 25-vol.
P1537000



LUO SHAMPOO
50.7 FL.OZ.
☐ 40234133

Majirel METALS



PLATINUM
☐ .12/BV
P1578300



AMYTHEST
☐ .22/VV
P1578600



ROSE GOLD
☐ .24/VC
P1578700

Majirel SHIMMERS



FOR DARK BASES
☐ .11/BB
P1625400



☐ .13/BG
P1625500

BLOND Studio

Your Ultimate toolbox



OIL

- ☐ Sunkissed Lightening Oil
33.8 fl.oz.
U1800600



CREAM

- ☐ Majimèches Highlighting Cream
2.1 oz.
P1176000
- ☐ Majimèches Accelerator Packettes
6 x 1.0 oz.
E1476501



POWDER

- ☐ Freehand Techniques Powder
14.1 oz.
U1800900
- ☐ Multi-Techniques Powder
32 oz.
P1175800
- ☐ Freehand Techniques Powder
12.3 oz.
U2806500



PASTE

- ☐ Platinum Plus (Store Only)
17.6 oz.
E1474901
- ☐ Platinum Ammonia-Free
17.6 oz.
E1475101



NUTRI-DEVELOPERS, S(FOR PLATINUM ONLY)

- ☐ 20-Vol.
33.8 fl.oz.
E1476600
- ☐ 30-Vol.
33.8 fl.oz.
E1476700
- ☐ 40-Vol.
33.8 fl.oz.
E1476800

TOOLS



BALAYAGE ARTIST TOOLKIT

- ☐ U1863900

New Specialized Balayage toolkit containing:
2 brushes,
2 planchettes
1 wisk
Set of 5 clips



INSTANT HIGHLIGHTS

- ☐ Heating Iron
P1630300
- ☐ Crème Lightener
E2677700
- ☐ Aluminum Foil
E2794600

INOA™



CLEAR

☐ **CLEAR**
P0961500

MIXERS

☐ **Blue**
P1029300

☐ **Green**
P1029400

PALE BLONDE

☐ **10/10N**
P0541800

☐ **10.01/10NB**
P0708100

☐ **10.1/10B**
P0544000

☐ **10.13/10BG**
P0707900

☐ **10.21/10VB**
P0708000

☐ **10.23/10VG**
P1296400
High Resist

VERY LIGHT BLONDE

☐ **9/9N**
P0541100

☐ **9.0/9NN**
P1018500

☐ **9.01/9NB**
P0708200

☐ **9.04/9NC**
P0981300

☐ **9.1/9B**
P0583300

☐ **9.11/9BB**
P1029200

☐ **9.12/9BV**
P1296700
High Resist

☐ **9.13/9BG**
P0544300

☐ **9.2/9V**
P0544500

☐ **9.3/9G**
P0543600

☐ **9.3/9G**
P1018300
Gold Naturals

☐ **9.8/9M**
P1158900

LIGHT BLONDE

☐ **8/8N**
P0540900

☐ **8.0/8NN**
P1018400

☐ **8.1/8B**
P0543200

☐ **8.13/8BG**
P0583000

☐ **8.21/8VB**
P1296500
HIGH RESIST

☐ **8.3/8G**
P0541700

☐ **8.3/8G**
P1018200
Gold Naturals

☐ **8.31/8GB**
P0544600

☐ **8.34/8GC**
P0543400

BLONDE

☐ **7/7N**
P0540800

☐ **7.0/7NN**
P0708400

☐ **7.07/7NGr**
P0890000

☐ **7.1/7B**
P0543800

☐ **7.13/7BG**
P0543100

☐ **7.11/7BB**
P1363500
High Resist

☐ **7.17/7BGr**
P1029100

☐ **7.18/7BM**
P1159100

☐ **7.23/7VG**
P0543700

☐ **7.3/7G**
P0541400

☐ **7.3/7G**
P1018100
Gold Naturals

☐ **7.31/7GB**
P0542800

☐ **7.34/7GC**
P0583400

☐ **7.35/7GRv**
P0543300

☐ **7.4/7C**
P0981200

☐ **7.43/7CG**
P0543000

☐ **7.44/7CC**
P0755800

☐ **7.8/7M**
P0862000

DARK BLONDE

☐ **6/6N**
P0540600

☐ **6.0/6NN**
P0708300

☐ **6.07/6NGr**
P0755700

☐ **6.1/6B**
P0542700

☐ **6.11/6BB**
P0861300

☐ **6.13/6BG**
P0584700s

☐ **6.15/6BRv**
P0708600

☐ **6.17/6BG**
P1028800

☐ **6.23/6VG**
P0542500

☐ **6.3/6G**
P0541300

☐ **6.3/6G**
P1018000
Gold Naturals

☐ **6.31/6GB**
P0861400

☐ **6.32/6GV**
P0542100

REDS

☐ **4.56/4RvR**
P1362800
High Resist

☐ **5.5/5Rv**
P1362700
High Resist

☐ **5.56/5RvR**
P1362900
High Resist

☐ **5.60/5RRR**
P0755500
DMS

☐ **5.62/5RV**
P0544900

☐ **5.64/5RC**
P0755200

LIGHT BROWN

☐ **5/5N**
P0540700

☐ **5.0/5NN**
P0712600

☐ **5.1/5B**
P0709100

☐ **5.12/5BV**
P1362600
High Resist

☐ **5.15/5BRv**
P1362500
High Resist

☐ **5.17/5BGr**
P0583800

☐ **5.18/5BM**
P1159000

☐ **5.20/5VVV**
P0754900

☐ **5.3/5G**
P0541500

☐ **5.3/5G**
P1017900
Gold Naturals

☐ **5.31/5GB**
P0708500

☐ **5.32/5GV**
P0542600

☐ **5.35/5GRv**
P0542000

☐ **5.4/5C**
P0543500

☐ **5.45/5CRv**
P0583100

☐ **5.8/5M**
P0861800

BROWN

☐ **4/4N**
P0541000

☐ **4.0/4NN**
P0712500

☐ **4.15/4BRv**
P0541900

☐ **4.20/4VVV**
P0544400

☐ **4.26/4VR**
P0545000

☐ **4.3/4G**
P0542200

☐ **4.35/4GRv**
P0542400

☐ **4.45/4CRv**
P0544100

☐ **4.8/4M**
P1158800

DARK BROWN

☐ **3/3N**
P0541200

☐ **3.0/3NN**
P0712400

DARKEST BROWN

☐ **2.10/2BBB**
P0584800

BLACK

☐ **1/1N**
P0541600



RICH DEVELOPERS 32.0 FL.OZ.

☐ **10-vol.**
P0610800

☐ **20-vol.**
P0610600

☐ **30-vol.**
P0968100

INOA POST SHAMPOO 50.7 FL.OZ.

☐ E2158900

INOA SUPRÊME



BLONDE

☐ **8.31/8GB**
P0784800

☐ **8.32/8GV**
P0784900

☐ **8.34/8GC**
P0785000

DARK BLONDE

☐ **7.14/7BC**
P0784100

LIGHT BROWN

☐ **6.23/6VG**
P0783800

☐ **6.54/RvC**
P0784000

INOA Carmilane™



INOA CARMILANE

☐ **C5.6/C5R**
P0937900

☐ **C5.62/C5RV**
P0946400

☐ **C6.64/C6RC**
P0938000

☐ **C6.66/C6RR**
P0938100

smartbond®

OUR BOND STRENGTHENING SYSTEM

FOR STRONG & PROTECTED HAIR
DURING TECHNICAL SERVICE



**SMARTBOND STEP 1
ADDITIVE**
E2620500



**SMARTBOND STEP 2
PRE SHAMPOO**
E2298000



**SMARTBOND STEP 3
CONDITIONER**
U2437900



SMARTBOND SALON KIT
E2096300

1 x Step 1 Additive, 16.9 fl.oz.
2 x Step 2 Additive, 16.9 fl.oz.
Dispenser for Step 1



SMARTBOND TRIAL KIT
P1427500

1 x Step 1 Additive, 4.2 fl.oz.
1 x Step 2 Additive, 8.45 fl.oz.

DIAL RICHESSE



CLEAR

☐ **CLEAR**
P0582000

VERY LIGHT BLONDE

☐ **9/9N**
P0742401

☐ **9.01/9NB**
P1477901

☐ **9.02/9NV**
P1478000

☐ **9.11/9BB**
P0742601

☐ **9.13/9BG**
P0743201

☐ **9.3/9G**
P0996801

☐ **9.31/9GB**
P0640101

LIGHT BLONDE

☐ **8/8N**
P0581801

☐ **8.02/8NV**
P0640200

☐ **8.13/8BG**
P0743300

☐ **8.3/8G**
P0742901

☐ **8.31/8GB**
P0581900

☐ **8.34/8GC**
P1190900

BLONDE

☐ **7/7N**
P0581500

☐ **7.01/7NB**
P0639801

☐ **7.13/7BG**
P0640601

☐ **7.14/7BC**
P0743001

☐ **7.23/7VG**
P0640500

☐ **7.30/7GGG**
P0581600

☐ **7.31/7GB**
P0581700

☐ **7.32/7GV**
P0640301

☐ **7.34/7GC**
P1024001

☐ **7.35/7GRv**
P0743101

☐ **7.40/7CCC**
P1024101

☐ **7.43/7CG**
P0891101

☐ **7.8/7M**
P0890801

DARK BLONDE

☐ **6/6N**
P0581100

☐ **6.01/6NB**
P0640000

☐ **6.02/6NV**
P0641400

☐ **6.12/6BV**
P0641300

☐ **6.13/6BG**
P0581200

☐ **6.23/6VG**
P0641100

☐ **6.24/6VC**
P0743600

☐ **6.3/6C**
P0742701

☐ **6.31/6GB**
P0891701

☐ **6.32/6GV**
P1190800

☐ **6.34/6GC**
P0581301

☐ **6.35/6GRv**
P0581400

☐ **6.4/6C**
P0890901

☐ **6.40/6CCC**
P0641500

☐ **6.45/6CRv**
P0744000

☐ **6.8/6M**
P0890701

REDS

☐ **4.62/4RV**
P0580301

☐ **5.5/5RV**
P0743900

☐ **5.54/5RvC**
P0581001

☐ **5.60/5RRR**
P0826701

☐ **5.65/5RRv**
P0891201

☐ **6.55/6RvRv**
P0891300

☐ **6.64/6RC**
P0826601

LIGHT BROWN

☐ **5/5N**
P0580400

☐ **5.01/5NB**
P0742500

☐ **5.07/5NGr**
P0891501

☐ **5.12/5BV**
P0641201

☐ **5.13/5BG**
P0580501

☐ **5.15/5BRv**
P0580601

☐ **5.3/5G**
P0742801

☐ **5.31/5GB**
P0580800

☐ **5.32/5GV**
P0580901

☐ **5.35/5GRv**
P0640801

☐ **5.42/5CV**
P0743400

☐ **5.8/5M**
P0890600

BROWN

☐ **4/4N**
P0580000

☐ **4.01/4NB**
P0639900

☐ **4.15/4BRv**
P0580100

☐ **4.20/4VVV**
P0580201

☐ **4.26/4VR**
P0743700

☐ **4.3/4G**
P0996701

☐ **4.8/4M**
P0890501

DARK BROWN

☐ **3/3N**
P0579900

☐ **3.00/3NN**
P0639700

DARKEST BROWN

☐ **2.10/2BBB**
P0640901

BLACK

☐ **1/1N**
P0579801

DIAL RICHESSE

HI-VISIBILITY



SHADES

☐ **.35/GRV**
P1279000

☐ **.43/CG**
P1279200

☐ **.3/G**
P1361900

☐ **.46/CR**
P1279100

☐ **.34/GC**
P1362000

☐ **.64/RC**
P1362100

DIAL RICHESSE

METALS



☐ **.11**
P1630400

☐ **.24**
P1630500

HAIR touch up



SHADES

☐ **DARK BROWN/BLACK**
P1343800

☐ **BROWN**
P1343900

☐ **WARM BROWN**
P1524100

☐ **LIGHT BROWN**
P1344000

☐ **BLONDE/DARK BLONDE**
P1344100

☐ **LIGHT WARM BLONDE**
P1524000

☐ **AUBURN**
P1344200

DIAL LIGHT



CLEAR

☐ **CLEAR**
P0587000

PALE BLONDE

☐ **10.12/10BV**
P0641800

☐ **10.13/10BG**
P0641900

☐ **10.21/10VB**
P0827200

☐ **10.22/10VV**
P1171000

☐ **10.23/10VG**
P1650300

☐ **10.32/10GV**
P0744400

VERY LIGHT BLONDE

☐ **9.01/9NB**
P0586600

☐ **9.1/9B**
P1650100

☐ **9.02/9NV**
P0586700

☐ **9.03/9NG**
P0586800

☐ **9.11/9BB**
P0744300

☐ **9.12/9BV**
P0826800

☐ **9.13/9BG**
P0586900

☐ **9.21/9VB**
P1650200s

☐ **9.3/9G**
P0585200

☐ **9.31/9GB**
P1403400

LIGHT BLONDE

☐ **8/8N**
P0586300

☐ **8.1/8B**
P0997000

☐ **8.23/8VG**
P0892400

☐ **8.3/8G**
P0586400

☐ **8.34/8GC**
P0586500

BLONDE

☐ **7/7N**
P0641700

☐ **7.12/7BV**
P0826900

☐ **7.13/7BG**
P0996900

☐ **7.31/7GB**
P0586100

☐ **7.35/7GRv**
P1403500

☐ **7.4/7C**
P0827000

☐ **7.40/7CCC**
P0744600

☐ **7.43/7CG**
P0586200

☐ **7.8/7M**
P1158700

DARK BLONDE

☐ **6/6N**
P0585700

☐ **6.1/6B**
P0997100

☐ **6.13/6BG**
P0585800

☐ **6.23/6VG**
P0892300

☐ **6.3/6G**
P0585900

☐ **6.34/6GC**
P0586001

☐ **6.45/6CRv**
P0892000

☐ **6.46/6CR***
P1024400

REDS

☐ **4.65/4RRv**
P0585300

☐ **6.64/6RC**
P0827100

☐ **5.54/5RvC**
P0827500

☐ **5.66/5RR**
P0585600

LIGHT BROWN

☐ **5/5N**
P0641600

☐ **5.1/5B**
P0891900

☐ **5.07/5NGr**
P0744200

☐ **5.26/5VR**
P0827400

☐ **5.31/5GB**
P0585401

☐ **5.32/5GV**
P0892200

☐ **5.35/5GRv**
P0642001

☐ **5.4/5C***
P1024200

☐ **5.52/5RvV**
P0585500

☐ **5.8/5M**
P1158600

BROWN

☐ **4/4N**
P0584900

#COLORFUL HAIR

SEMI PERMANENT HAIRCOLOR

10 True-to-tone shades and
1 clear for unlimited possibilities



PINK SORBET
E2540200



SUNSET CORAL
E2540400



HYPNOTIC MAGENTA
E2540100



ELECTRIC VIOLET
E2540300



NAVY BLUE
E2539900



CARIBBEAN BLUE
E2540600



RED LIPSTICK
E2637500



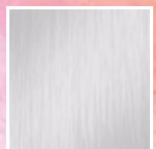
YELLOW SUN
E2637100



SUGAR LILAC
E2723000



TWINKLE FUSCHIA
E2722600



CRYSTAL CLEAR
E2540500

#COLORFUL HAIR

FLASH PRO HAIR MAKE-UP



MYSTIC FOREST
E2776600



MIDNIGHT FUCHSIA
E2776700



SPICE IS NICE
E2777000



GOLD DIGGER
E2776500



SILVER LINING
E2899000



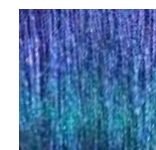
HELLO HOLO
E2777300



RED HOT
E2776300



DANCING PINK
E2776400



GALAXY TRIP
E2777200



PURPLE REIGN
E2776900

SERIE EXPERT

IN-SALON

Powermix Treatments



+



Powermix Base

5.1 fl.oz.

30 applications

E2504900

Powermix Color

5.1 fl.oz.

30 applications

E2505100

Powermix Liss

5.1 fl.oz.

30 applications

E2505200

Powermix Repair

5.1 fl.oz.

30 applications

E2505000

Powermix Force

5.1 fl.oz.

30 applications

E2505300

Powermix Nutri

5.1 fl.oz.

30 applications

E2505400

Backbar

Absolut Repair Lipidium



Shampoo

Conditioner

Masque

50.7 fl.oz.

25.3 fl.oz.

16.9 fl.oz.

E2218501

E2218800

E2219001

Nutrifier



Shampoo

Conditioner

Masque

50.7 fl.oz.

25.3 fl.oz.

16.9 fl.oz.

E2364400

E2364700

E2365100

Liss Unlimited



Shampoo

Conditioner

Masque

50.7 fl.oz.

25.3 fl.oz.

16.9 fl.oz.

E2223700

E2222200

E2222600

Lumino Contrast



Shampoo

Masque

50.7 fl.oz.

16.9 fl.oz.

E2355500

E2355800

Inforcer



Shampoo

Conditioner

Masque

50.7 fl.oz.

25.3 fl.oz.

16.9 fl.oz.

E2229202

E2229500

E2229900

Vitamo Color A-OX



Shampoo

Sulfate-Free Soft Cleanser

Conditioner

Gel-Masque

Fresh Feel Masque

50.7 fl.oz.

16.9 fl.oz.

25.3 fl.oz.

16.9 fl.oz.

16.9 fl.oz.

E2225901

E2228700

E2226200

E2226600

E2227300

Volumetry



Shampoo

Conditioner

50.7 fl.oz.

25.3 fl.oz.

E2507901

E2363300

Silver



Shampoo

50.7 fl.oz.

U2828300

Blondifier



Shampoo

Conditioner

50.7 fl.oz.

33.8 fl.oz.

E2740900

E2363300

AT-HOME

Absolut Repair Lipidium



— Shampoo —

Conditioner

Masque

Blow-Dry Cream

Double Serum

16.9 fl.oz.

10.1 fl.oz.

6.7 fl.oz.

8.4 fl.oz.

5.1 fl.oz.

1.0 fl.oz.

E2218401

E2218300

E2218700

E2219601

E2219300

E2219801

Nutrifier



— Shampoo —

Conditioner

Masque

DD Balm

16.9 fl.oz.

10.1 fl.oz.

6.7 fl.oz.

8.4 fl.oz.

1.35 fl.oz.

E2364200

E2364000

E2364500

E2364900

E1744400

Liss Unlimited



— Shampoo —

Conditioner

Masque

Blow-Dry Cream

Double Serum

16.9 fl.oz.

10.1 fl.oz.

6.7 fl.oz.

8.4 fl.oz.

5.1 fl.oz.

1.0 fl.oz.

E2221900

E2220600

E2222100

E2222400

E2222800

E2223200

Lumino Contrast



— Shampoo —

Masque

16.9 fl.oz.

8.4 fl.oz.

E2317400

E2317200

E2355600

Silver



— Shampoo —

16.9 fl.oz.

10.1 fl.oz.

U2828400

U2828500

Blondifier



— Shampoo —

Conditioner

16.9 fl.oz.

10.1 fl.oz.

6.7 fl.oz.

E2740700

E2740500

E2741800

Inforcer



— Shampoo —

Conditioner

Masque

Leave-In

Night Anti-Breakage Serum

Brush Proof

16.9 fl.oz.

10.1 fl.oz.

6.7 fl.oz.

8.4 fl.oz.

5.1 fl.oz.

5.1 fl.oz.

1.3 fl.oz.

E2229100

E2229000

E2229400

E2229600

E2230200

E2230600

P1437200

Vitamo Color A-OX



— Shampoo —

Sulfate-Free Soft Cleanser

Conditioner

Gel-Masque

Fresh Feel Masque

Color 10 in 1

Color Corrector Blondes

Color Corrector Brunettes

16.9 fl.oz.

10.1 fl.oz.

5.1 fl.oz.

6.7 fl.oz.

8.4 fl.oz.

6.7 fl.oz.

6.4 fl.oz.

5.1 fl.oz.

5.1 fl.oz.

E2225800

E2228600

E2227000

E2226100

E2226300

E2227200

E2228001

E2227400

E2227800

Volumetry



Shampoo

Conditioner

Root Spray

10.1 fl.oz.

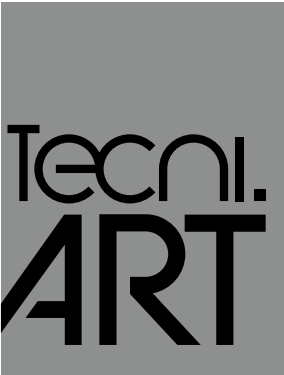
6.7 fl.oz.

4.2 fl.oz.

E2362800

E2363100

E0718000



HOLD

STAR

NEW

Extreme Laquer

10.2 oz.
P1053200

Infinium 3

10.2 oz.
P1054100

Infinium 4

10.2 oz.
P1054200

Web

5.1 oz.
E0940602

TEXTURE

STAR

Next Day Hair

6.8 oz.
P1053300

Architexture

1.7 oz.
P1053500

STYLE REVIVERS

NEW

Fresh Dust

3.4 oz.
P1053700

Morning After Dust

6.76 oz.
E1584100

VOLUME

STAR

STAR

NEW

Liss & Pump Up

5.0 fl.oz.
E1574100

Volume Envy Extra

8.2 oz.
E1442600

Densité

4.2 fl.oz.
P1053900

Super Dust

0.25 oz.
E0940301

SMOOTH

NEW

NEW

Sleek & Swing

5.0 fl.oz.
E1573900

Liss Control

5.0 oz.
E0962302

Liss Control +

1.69 oz.
E0962503

SHINE

Lumi.Contrôle

1.7 oz.
P1053600

CURL

Bouncy & Tender

5.0 fl.oz.
E1045202

Spiral Queen

6.52 oz
E1977200

Siren Waves

5.0 oz
E1474301

Sweetheart Curls

5.0 oz
E0949001

Wave Fatales

5.0 oz
E0949102



AT-HOME

Styling

Strong

5.0 fl.oz.
E0975000

Sculpte

5.0 fl.oz.
E1599101

Wax

1.7 fl.oz.
E1110900

Mat

2.7 fl.oz.
E1599600

Clay

1.7 fl.oz.
E1601200

Poker Pastes

2.6 oz.
U2835700



IN-SALON

Normal to Fine Hair

Emulsion Ultrafine

5.0 fl.oz.
E1857800

Shampoo

33.8 fl.oz.
E1858000

Masque

16.9 fl.oz.
E1858101

Thick Hair

Huile Initiale

5.0 fl.oz.
E1861400

Shampoo

33.8 fl.oz.
E1857300

Conditioner

33.8 fl.oz.
E1857400

Masque

16.9 fl.oz.
E1857500

AT-HOME

Normal to Fine Hair

Shampoo

8.45 fl.oz.
E1860600

Masque

6.7 fl.oz.
E1859801

Thick Hair

Shampoo

8.45 fl.oz.
E1860000

Conditioner

6.7 fl.oz.
E1860100

Masque

6.7 fl.oz.
E1860500

Leave-Ins

Serum de Force

1.7 fl.oz.
E0985600

Creme Universelle

5.0 fl.oz.
E1977300

Huile Originale

3.4 fl.oz.
E2505600

Huile Radiancie

3.4 fl.oz.
E2505700



RETAIL TRAVEL SIZES

SERIE **EXPERT**

Tecni.
ART

MYTHIC
OIL

Vitamo Color A-OX



Shampoo

3.4 fl.oz.
E1573500



Masque

2.55 fl.oz.
E1573701



Color 10 in 1

1.5 fl.oz.
E2548600

Absolut Repair Lipidium



Shampoo

3.4 fl.oz.
E1121500



Masque

2.55 fl.oz.
E1121401

Inforcer



Shampoo

3.4 fl.oz.
E2547500



Masque

2.5 fl.oz.
E2547600

Nutrifier



Shampoo

3.4 fl.oz.
E1745600



Masque

2.5 fl.oz.
E1745800



Extreme Laquer

2.1 oz.
P1106100



Next Day Hair

2.1oz.
P1053400

Thick Hair



Shampoo

2.50 fl.oz.
E2507400



Masque

2.50 fl.oz.
E2507600

Normal to Fine Hair



Shampoo

2.50 fl.oz.
E2507300



Masque

2.50 fl.oz.
E2507500

Oils and Leave-ins



Huile Originale

1.01 fl.oz.
E2308500



Crème Universelle

1.69 fl.oz.
E2529100

PRO|FIBER

PROFESSIONAL HAIR DAMAGE SCIENCE

IN-SALON

Revive		Restore		Recover		RE-CREATE	
							
Shampoo	Concentrate — Box of 10 —	Shampoo	Concentrate — Box of 10 —	Shampoo	Concentrate — Box of 10 —	Shampoo	Concentrate — Box of 10 —
34 fl.oz. E1629300	0.51 fl.oz. E1628800	34 fl.oz. E1629400	0.51 fl.oz. E1628900	34 fl.oz. E1629500	0.51 fl.oz. E1629000	34 fl.oz. E2022400	0.51 fl.oz. E2022600

AT-HOME

Revive		Restore		Recover		RE-CREATE	
							
Shampoo	Conditioner	Masque	Leave-In	Shampoo	Conditioner	Shampoo	Conditioner
8.45 fl.oz. E1627600	6.76 fl.oz. E1627900	6.76 fl.oz. E1628200	2.54 fl.oz. E1628500	8.45 fl.oz. E1627700	6.76 fl.oz. E1628000	8.45 fl.oz. E1627800	6.76 fl.oz. E1628100

3 STEPS to Instant Damage Repair



IN SALON

1 INITIATE
Instant Repair

AT-HOME

2 REACTIVATE
In-Salon Treatments

3 PROLONG
Up to 6 Weeks

ACCESSORIES



DIA ACCESSORIES

- ☐ **DIA HOLSTER (TOOL BELT)**
E0305900

BALAYAGE ACCESSORIES

- ☐ **BALAYAGE COMPLETE ARTIST KIT**
(includes all the accessories below in a durable carryall case)
U1863900
- ☐ **BALAYAGE KIT LARGE PLANCHETTE**
U1863500
- ☐ **BALAYAGE KIT SMALL PLANCHETTE**
U1863600

LIGHTENER ACCESSORIES

- ☐ **LIGHTENER SMALL PLANCHETTE**
40703764
- ☐ **LIGHTENER MEDIUM PLANCHETTE**
E9845200

MÈCHES

- ☐ **EASI-MÈCHES LONG**
40703764
- ☐ **QUICK-MÈCHES LONG**
40700052
- ☐ **SWEET MÈCHES**
E1980400
- ☐ **ALUMINUM FOIL**
E2794600

SMARTBOND ACCESSORIES

- ☐ **SMARTBOND DISPENSER**
E2254800

L'ORÉAL PROFESSIONEL BRANDED ACCESSORIES

- ☐ **APRON**
40703772
- ☐ **APPLICATOR BOTTLE**
40702444
- ☐ **BOWL**
E2492000
- ☐ **MINI HAIRCOLOR BRUSH**
40702729
- ☐ **SMALL HAIRCOLOR BRUSH**
40702728
- ☐ **CAPE**
40703771
- ☐ **COLOR RACK**
For use with INOA, Majirel, DIA & LUO, each rack holds 18-21 tubes
U0841800
- ☐ **COLOR WHISK**
40701660
- ☐ **SHAKER**
U2127500
- ☐ **DIGITAL TIMER**
U1395400
- ☐ **TUBE KEY**
40703163
- ☐ **GRIP CLIPS**
(set of 4)
U2747100

MYTHIC OIL ACCESSORIES

- ☐ **BACKBAR SHAMPOO PUMP**
E2011800
- ☐ **BACKBAR CONDITIONER PUMP**
E0668900

PRO FIBER ACCESSORIES

- ☐ **BACKBAR SHAMPOO PUMP**
E160500
- ☐ **MEASURING SPOON**
E2115400

SERIE EXPERT ACCESSORIES

- ☐ **BACKBAR SHAMPOO PUMP**
E1599400
- ☐ **BACKBAR CONDITIONER PUMP**
E0519700
- ☐ **POWERMIX BASE CHAMBER**
E2414000
- ☐ **POWERMIX BOWL & SPATULA**
E2414300