



L'ORÉAL
PROFESSIONNEL
PARIS

NOVEMBER 2018

UNIQUE ART



MAKE A STATEMENT *with* PARISIAN COOL COLOR

CLIENTS ARE SEARCHING FOR ASH COLOR RESULTS



#ashblonde
624K Posts
& growing rapidly

Google

+100%
Ash Blonde v.
Honey Blonde searches



+42% Ash Blonde Highlights
+30% Ash Brown Balayage

Darker regrowth area
and lowlights throughout

by L'Oréal Professionnel Artist
Jackie Epperson, @jackiepp

**DIMENSIONAL
COOL COLOR**
with the
**COLOR ME
FRENCH TECHNIQUE**
using the
**PARISIAN
COOL PALETTE**

Contrast with lighter shades
through lengths and ends

#lorealprou

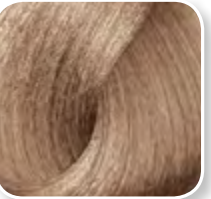


PARISIAN COOL PALETTE

ASH VIOLET

Majirel
#majirelus

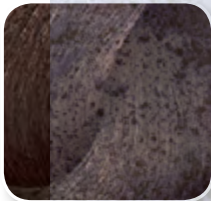
NEW



7.12/7BV 9.12/9BV 9.02/9NV 9.22/9VV .12
High Lift Violet

inoA™
AMMONIA-FREE
#inoaus

NEW



5.12/5BV High Resist 9.12/9BV High Resist 9.2/9V 9.22/9VV High Resist 8.21/8VB High Resist 10.21/10VB

GLOSS WITH
DIALIGHT
MILKSHAKE SHADES
#diaus



7.12/7BV 9.12/9BV 10.12/10BV 9.02/9NV 10.22/10VV



PARISIAN COOL PALETTE

ASH

Majirel

#majirelus

Majirel
— COOL COVER —



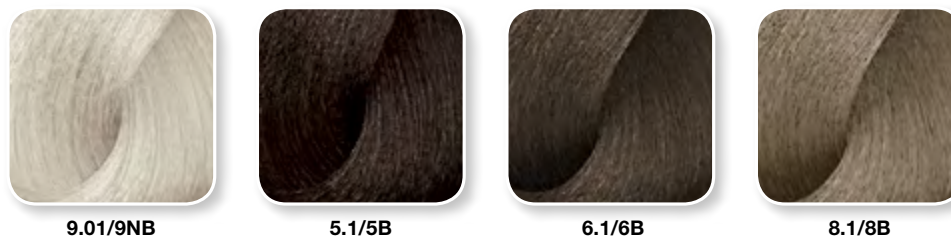
inoA™

AMMONIA-FREE

#inoaus



GLOSS WITH
DIALIGHT
MILKSHAKE SHADES
#diaus



PARISIAN COOL PALETTE

ULTRA ASH

Majirel

#majirelus

Majirel
— COOL COVER —



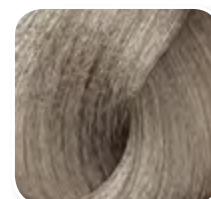
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CC7.11/7BB



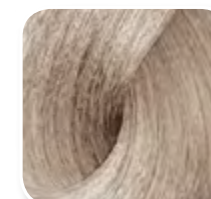
CC8.11/8BB



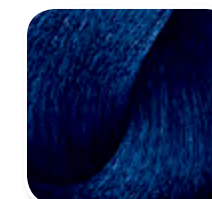
CC9.11/9BB



11/BB
Shimmers



High Lift Ash+
Blue Mix



Blue Mix

inoA™

AMMONIA-FREE

#inoaus



6.11/6BB



7.11/7BB
High Resist



9.11/9BB

GLOSS WITH
DIALIGHT
MILKSHAKE SHADES
#diaus



9.11/9BB

OUR ARTISTS' TAKES ON THE TREND

COLOR ME FRENCH SERVICES FEATURING THE PARISIAN COOL PALETTE

ASH BLONDE

By Jackie Epperson
@jackiepp



Base: INOA 5.1/5B + 6.1/6B + 10-vol. INOA Rich Developer
Lowlight: DIA Light 7.12/7BV + 6-vol. DIActiveur Developer
Highlight: Freehand Techniques Powder
+ 30-vol. Majicrème Developer
Gloss: DIA Light Clear + 10.21/10VB + 6-vol.
DIActiveur Developer

DARK ASH VIOLET

By Sebastian Langman-Kirtley
@sebastiancolorist



Regrowth: INOA $\frac{2}{3}$ 5.12/5BV + $\frac{1}{3}$ 4.20/4VV
+ 10-vol. INOA Rich Developer
Midlengths & Ends: Alternate Regrowth Formula
& INOA 5.12/5BV + 20-vol. INOA Rich Developer
Gloss: DIA Light $\frac{2}{3}$ 7.12/7BV + $\frac{1}{3}$ 4.20/4VV
+ 9-vol. DIActiveur Developer

FOR FULL STEP BY STEPS,



OUR ARTISTS' TAKES ON THE TREND

COLOR ME FRENCH SERVICES FEATURING THE PARISIAN COOL PALETTE

SOFT ASH VIOLET

By Christine Fitzpatrick
@hairandmakeupbytine



Regrowth: INOA ½ 6.1/6B + ½ 7/7N + 10-vol.
INOA Rich Developer
Pull through in zig-zag sections

Gloss: DIA Light 7.12/7BV + 6-vol. DIActiveur Developer

ULTRA ASH

Tara Faye Brzycki
@tarafayehair



Prep: DIA Light 9.11/9BB + 6-vol. DIActiveur Developer

Root Shadow: Majirel 6.11/6BB + 20-vol. Majicrème Developer

Pull-Through: Majirel 7.11/7BB + 20-vol. Majicrème Developer
alternate with ½ 8.11/8BB + ½ 9.11/9BB
+ 20-vol. Majicrème Developer

FOR FULL STEP BY STEPS, [CLICK HERE](#)

OUR ARTISTS' TAKES ON THE TREND

COLOR ME FRENCH SERVICES FEATURING THE PARISIAN COOL PALETTE

CARMEL ASH

By Brandon Curtis
@brandoncurtis

Before *After*

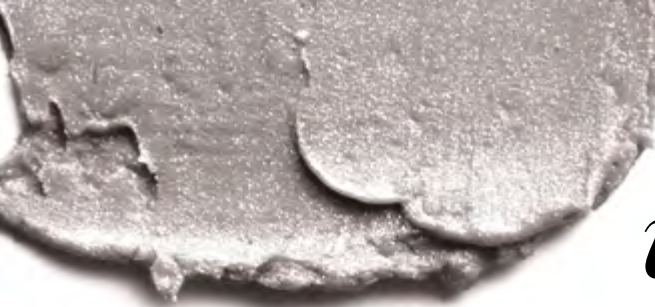


Regrowth: Majirel 5.1/5B + 20-vol. Majicrème Developer

Mid-lengths and ends: Majirel $\frac{3}{4}$ 6.1/6B + $\frac{1}{4}$ 7.1/7B
+ 20-vol. Majicrème Developer

Gloss: DIA Light 8.1/8B + 6-vol. DIActiveur Developer

FOR FULL STEP BY STEPS, [CLICK HERE](#)



use the **DEMAND FOR TRENDS** *to* **DRIVE YOUR BUSINESS**

PROMOTION IDEAS

- Make a trend-focused color appointment, receive a complimentary **Tecni.ART Next Day Hair**
- Experience our **glossing service** & book your next appointment to receive a complimentary **SERIEEXPERT Powermix** treatment at your next service

CONSULTATION TIPS

- Keep up with the trends to make the conversation with clients easier – check out our **Color Me French Services** and follow **@lorealpro**, and **@lorealproeducationus**
- Always **offer to upgrade your client's look** to give her something different than last time – she'll come to expect a fun, creative experience every time and give you the freedom to create!

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

BESPOKE PROFESSIONAL CARE
TO REVIVE YOUR BLONDE

For highlighted and color-treated blonde hair



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 **SERIEEXPERT** Vitamino Color A-Ox, Absolut Repair Lipidium, Silver, and Blondifier (Mix and Match).

PROFESSIONNEL ON THE GO

ACHIEVE PERFECT SALON HAIR WHEREVER YOU ARE WITH
L'ORÉAL PROFESSIONNEL TRAVEL SIZE PRODUCTS

OFFER YOUR CLIENTS OUR BEST-SELLING PRODUCTS IN TRAVEL SIZE!



SERIE EXPERT



Vitamino Color A-OX



Absolut Repair Lipidium



Inforcer



Nutrifier



Thick Hair



Normal to Fine Hair



Oils and Leave-ins

Tecni.
ART



Styling Sprays

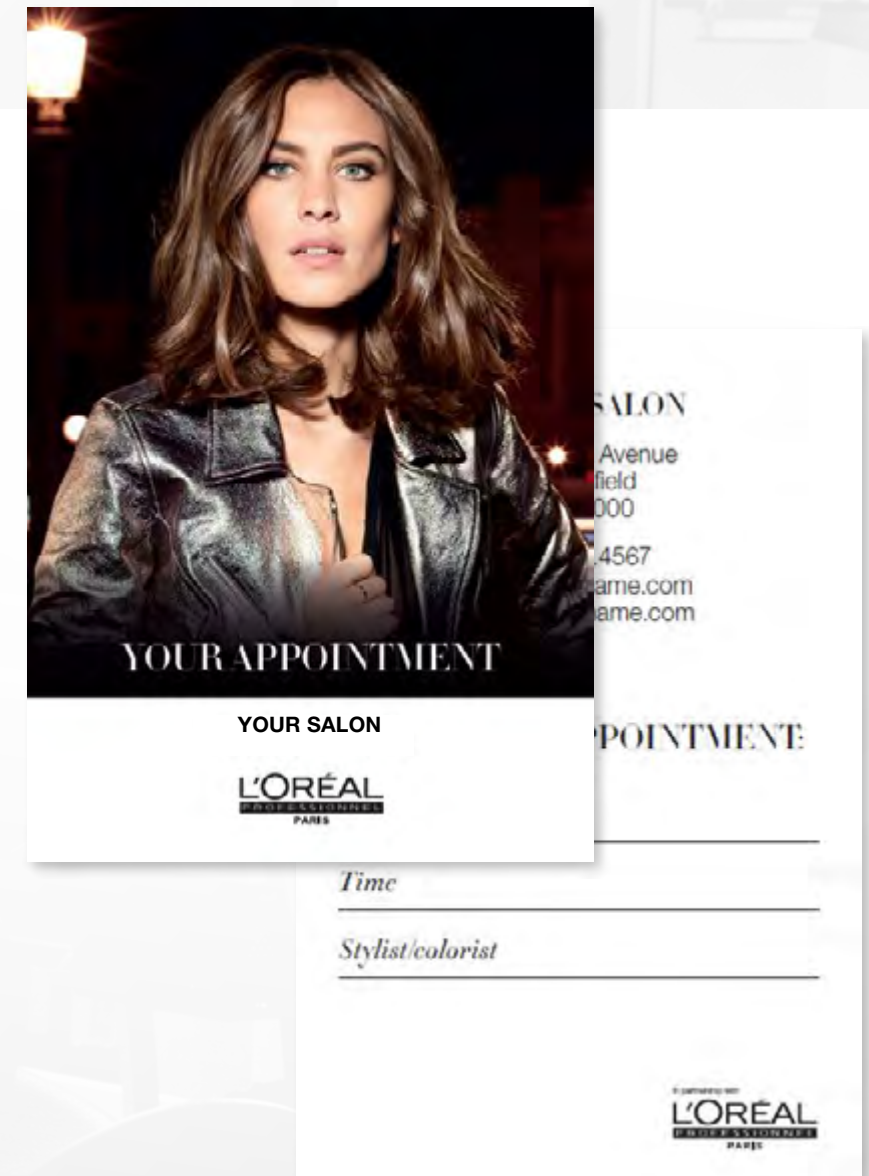
EXCLUSIVE MARKETING MATERIALS

INSPIRE YOUR CLIENTS AND PROMOTE IN-SALON OFFERINGS

USE YOUR LEVEL POINTS FOR A VOUCHER REDEEMABLE TO LP PLUS

- Customize in-salon marketing materials with your salon's information
 - Print out L'Oréal Professionnel model and product imagery
1. Go to LevelLoyaltyRewards.com and redeem your voucher for LP Plus.
You will then receive an order number on your confirmation email.
 2. Visit LOrealProfessionnelPlus.com to place your order and on the order form, enter your Level Loyalty order number in the Level Loyalty voucher box.

*Complimentary Images and Videos are also available for download in the Image and Video Library on LorealProfessionnelPlus.com



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

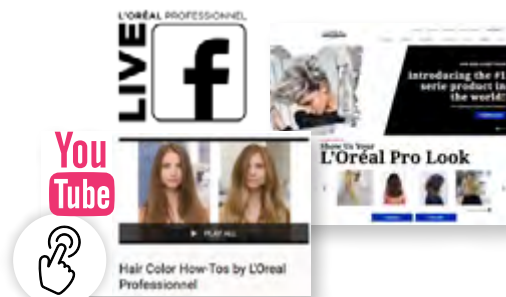
Discover premium products and explore our education offerings. Re-create top hair color trends with our elevated techniques, and access salon support resources.

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 and use our hashtag: **#lorealprou**

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

ESCAPE THE ORDINARY... WITH L'ORÉAL PROFESSIONNEL ACADEMY EDUCATION!

Do you love what you do? In this vast beauty universe and innovative creative industry, we all need inspiration from within. Learn how to harness your passion and effectively discover your best self, then present it to the rest of the world. Your adventure awaits...

LP ACADEMY NYC

CLASSES AVAILABLE:

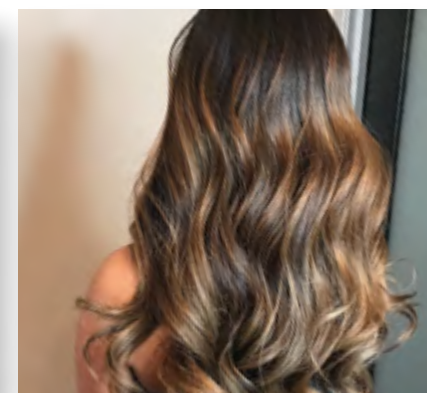
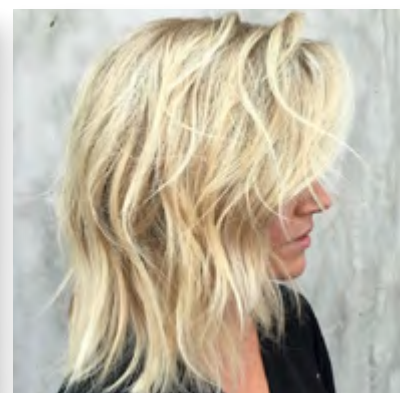
November 11-12 Camera Ready-featuring Jennifer MacDougall and Matthew Collins
November 11-12 An Exclusive Event-featuring Belinda Gambuzza
November 18-19 Balayage Techniques-featuring DJ McGinley and Jessica Todd
November 18-19 Trend Cutting-featuring Drew Schaefering and Chelsea James
December 2-3 Color 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:

November 4-5 Color Addict-featuring Laura Gibson and Theresa Adams
November 11-12 Balayage Techniques-featuring Min Kim and Sebastian Langman-Kirtley
November 18-19 Painted Haircut-featuring Nancy Braun and Travis Parker
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.lorealparis.com/academy/



BEYOND THE CHAIR

TRANSFORMING YOUR SALON

We sat down with salon owner, Alisha Deluca, from **Studio Seven** Salon in Pittsburgh, Pennsylvania to discuss how her salon renovations took her from having a 14% retail to service ratio to being a NAHA Salon/School Design finalist with a 22% retail to service ratio.



@studiosevenhair



WHAT MADE YOU DECIDE TO RENOVATE YOUR SALON?

In 2014, I was not seeing the growth I had hoped for so I decided to make some changes to my business. I attended the Summit Salon Training program where I developed the business skills I needed to run my salon. I then ensured that I had a great team and staff who were talented and passionate about the salon. The last item on my checklist to experience growth was the salon renovation. After spending hours on social media searching for an aesthetic I liked, I finally came across Dr. Leon Alexander, the creative director and president of Eurisko, a design, consulting, and distribution source servicing the salon and spa industry. After meeting Alexander at a conference he was speaking at, I ran up to him afterwards with my salon floorplan and pleaded for him to take on this project. Once he agreed, the real fun began.

WHAT WAS DIFFERENT ABOUT THIS SPECIFIC RENOVATION?

Working with Alexander opened my eyes to so many other things that should be considered when developing a salon.

He used behavioral psychology to create my salon space and determine what the client journey should look like. We considered questions such as: Why does someone turn left instead of right when entering a retail space? Why is it important to place items on a shelf at eye-level? All of these behavioral questions helped to inform the “why” behind our salon space. Alexander helped me see the importance of viewing shopping and spending money through the lens of researching human behavior. Now, when a customer enters my salon, they have a seamless client experience.

WHAT RESULTS HAVE YOU SEEN SINCE COMPLETING THE RENOVATION?

Our retail to service ratio has increased from 14% to 22%. Clients now come into my salon to hang out, relax, and enjoy a luxury experience. Before they even begin their appointment, customers are shopping in our retail area and leaving products at the front desk to take home after their service. When our clients leave the salon now, they stand up taller, and are referring more and more of their friends to come here.

Additionally, ever since we were nominated as a NAHA Salon/School Design finalist, we have received both local and national press, which has greatly raised our visibility within our community.

DO YOU HAVE ANY ADVICE FOR OTHER SALON OWNERS?

Invest in your salon. Before doing this renovation, I had always chosen to spend money on new hair technology instead of buying a new carpet, but I now understand the importance of investing in your salon space. Seeing how our client’s attitudes have changed and how our salon has become “the place to be,” I will be sure to continue investing in our space moving forward to ensure it stays modernized and luxurious.

If considering your own renovation, be sure to spend time searching online and through social media to find an aesthetic and a designer that you resonate with. By understanding human behavior and adjusting your salon space to be complementary to that research, you will be able to see your salon status and profits increase.

“SEEING HOW OUR CLIENT’S ATTITUDES HAVE CHANGED AND HOW OUR SALON HAS BECOME ‘THE PLACE TO BE,’ I WILL BE SURE TO CONTINUE INVESTING IN OUR SPACE MOVING FORWARD TO ENSURE IT STAYS MODERNIZED AND LUXURIOUS.”

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

50.7 fl.oz.
E2218501

Conditioner

25.3 fl.oz.
E2218800

Masque

16.9 fl.oz.
E2219001

Nutrifier



Shampoo

50.7 fl.oz.
E2364400

Conditioner

25.3 fl.oz.
E2364700

Masque

16.9 fl.oz.
E2365100

Liss Unlimited



Shampoo

50.7 fl.oz.
E2223700

Conditioner

25.3 fl.oz.
E2222200

Masque

16.9 fl.oz.
E2222600

Lumino Contrast



Shampoo

50.7 fl.oz.
E2355500

Masque

16.9 fl.oz.
E2355800

Inforcer



Shampoo

50.7 fl.oz.
E2229202

Conditioner

25.3 fl.oz.
E2229500

Masque

16.9 fl.oz.
E2229900

Vitamo Color A-OX



Shampoo

50.7 fl.oz.
E2225901

Sulfate-Free Soft Cleanser

16.9 fl.oz.
E2228700

Conditioner

25.3 fl.oz.
E2226200

Gel-Masque

16.9 fl.oz.
E2226600

Fresh Feel Masque

16.9 fl.oz.
E2227300

Volumetry



Shampoo

50.7 fl.oz.
E2507901

Conditioner

25.3 fl.oz.
E2363300

Silver



Shampoo

50.7 fl.oz.
U2828300

Blondifier



Shampoo

50.7 fl.oz.
E2740900

Conditioner

33.8 fl.oz.
E2363300

AT-HOME

Absolut Repair Lipidium



— Shampoo —

16.9 fl.oz.
E2218401

Conditioner

10.1 fl.oz.
E2218300

Masque

6.7 fl.oz.
E2218700

Blow-Dry Cream

8.4 fl.oz.
E2219601

Double Serum

5.1 fl.oz.
E2219300

1.0 fl.oz.
E2219801

Nutrifier



— Shampoo —

16.9 fl.oz.
E2364200

Conditioner

10.1 fl.oz.
E2364000

Masque

6.7 fl.oz.
E2364500

DD Balm

8.4 fl.oz.
E2364900

1.35 fl.oz.
E1744400

Liss Unlimited



— Shampoo —

16.9 fl.oz.
E2221900

Conditioner

10.1 fl.oz.
E2220600

Masque

6.7 fl.oz.
E2222100

Blow-Dry Cream

8.4 fl.oz.
E2222400

Double Serum

5.1 fl.oz.
E2222800

1.0 fl.oz.
E2223200

Lumino Contrast



— Shampoo —

16.9 fl.oz.
E2317400

Masque

10.1 fl.oz.
E2317200

8.4 fl.oz.
E2355600

Silver



— Shampoo —

16.9 fl.oz.
U2828400

10.1 fl.oz.
U2828500

Blondifier



— Shampoo —

16.9 fl.oz.
E2740700

10.1 fl.oz.
E2740500

Conditioner

6.7 fl.oz.
E2741800

Inforcer



— Shampoo —

16.9 fl.oz.
E2229100

Conditioner

10.1 fl.oz.
E2229000

Masque

6.7 fl.oz.
E2229400

8.4 fl.oz.
E2229600

Leave-In

5.1 fl.oz.
E2230200

Night Anti-Breakage Serum

5.1 fl.oz.
E2230600

Brush Proof Serum

1.3 fl.oz.
P1437200

Vitamo Color A-OX



— Shampoo —

16.9 fl.oz.
E2225800

10.1 fl.oz.
E2228600

Sulfate-Free Soft Cleanser

5.1 fl.oz.
E2227000

Conditioner

6.7 fl.oz.
E2226100

Gel-Masque

8.4 fl.oz.
E2226300

Fresh Feel Masque

6.7 fl.oz.
E2227200

Color 10 in 1

6.4 fl.oz.
E2228001

Color Corrector Blondes

5.1 fl.oz.
E2227400

Color Corrector Brunettes

5.1 fl.oz.
E2227800

Volumetry



Shampoo

10.1 fl.oz.
E2362800

Conditioner

6.7 fl.oz.
E2363100

Root Spray

4.2 fl.oz.
E0718000

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



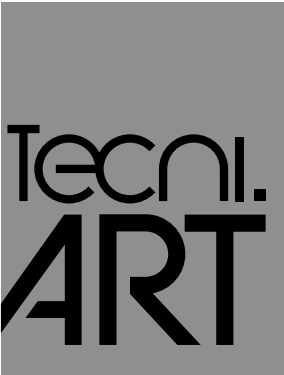
IN SALON

1 INITIATE
Instant Repair

AT-HOME

2 REACTIVATE
In-Salon Treatments

3 PROLONG
Up to 6 Weeks



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

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	BLONDE	DARK BLONDE	REDS	LIGHT BROWN	BROWN	DARKEST BROWN
☐ CLEAR P0582000	☐ 7/7N P0581500	☐ 6/6N P0581100	☐ 4.62/4RV P0580301	☐ 5/5N P0580400	☐ 4/4N P0580000	☐ 2.10/2BBB P0640901
VERY LIGHT BLONDE	☐ 7.01/7NB P0639801	☐ 6.01/6NB P0640000	☐ 5.5/5RV P0743900	☐ 5.01/5NB P0742500	☐ 4.01/4NB P0639900	BLACK
☐ 9/9N P0742401	☐ 7.13/7BG P0640601	☐ 6.02/6NV P0641400	☐ 5.54/5RvC P0581001	☐ 5.07/5NGr P0891501	☐ 4.15/4BRv P0580100	☐ 1/1N P0579801
☐ 9.01/9NB P1477901	☐ 7.14/7BC P0743001	☐ 6.12/6BV P0641300	☐ 5.60/5RRR P0826701	☐ 5.12/5BV P0641201	☐ 4.20/4VVV P0580201	
☐ 9.02/9NV P1478000	☐ 7.23/7VG P0640500	☐ 6.13/6BG P0581200	☐ 5.65/5RRv P0891201	☐ 5.13/5BG P0580501	☐ 4.26/4VR P0743700	
☐ 9.11/9BB P0742601	☐ 7.30/7GGG P0581600	☐ 6.23/6VG P0641100	☐ 6.55/6RvRv P0891300	☐ 5.15/5BRv P0580601	☐ 4.3/4G P0996701	
☐ 9.13/9BG P0743201	☐ 7.31/7GB P0581700	☐ 6.24/6VC P0743600	☐ 6.64/6RC P0826601	☐ 5.3/5G P0742801	☐ 4.8/4M P0890501	
☐ 9.3/9G P0996801	☐ 7.32/7GV P0640301	☐ 6.3/6C P0742701		☐ 5.31/5GB P0580800	DARK BROWN	
☐ 9.31/9GB P0640101	☐ 7.34/7GC P1024001	☐ 6.31/6GB P0891701		☐ 5.32/5GV P0580901	☐ 3/3N P0579900	
LIGHT BLONDE	☐ 7.35/7GRv P0743101	☐ 6.32/6GV P1190800		☐ 5.35/5GRv P0640801	☐ 3.00/3NN P0639700	
☐ 8/8N P0581801	☐ 7.40/7CCC P1024101	☐ 6.34/6GC P0581301		☐ 5.42/5CV P0743400		
☐ 8.02/8NV P0640200	☐ 7.43/7CG P0891101	☐ 6.35/6GRv P0581400		☐ 5.8/5M P0890600		
☐ 8.13/8BG P0743300	☐ 7.8/7M P0890801	☐ 6.4/6C P0890901				
☐ 8.3/8G P0742901		☐ 6.40/6CCC P0641500				
☐ 8.31/8GB P0581900		☐ 6.45/6CRv P0744000				
☐ 8.34/8GC P1190900		☐ 6.8/6M P0890701				

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	VERY LIGHT BLONDE	LIGHT BLONDE	BLONDE	DARK BLONDE	LIGHT BROWN	BROWN
☐ CLEAR P0587000	☐ 9.01/9NB P0586600	☐ 8/8N P0586300	☐ 7/7N P0641700	☐ 6/6N P0585700	☐ 5/5N P0641600	☐ 4/4N P0584900
PALE BLONDE	☐ 9.1/9B P1650100	☐ 8.1/8B P0997000	☐ 7.12/7BV P0826900	☐ 6.1/6B P0997100	☐ 5.1/5B P0891900	
☐ 10.12/10BV P0641800	☐ 9.02/9NV P0586700	☐ 8.23/8VG P0892400	☐ 7.13/7BG P0996900	☐ 6.13/6BG P0585800	☐ 5.07/5NGr P0744200	
☐ 10.13/10BG P0641900	☐ 9.03/9NG P0586800	☐ 8.3/8G P0586400	☐ 7.31/7GB P0586100	☐ 6.23/6VG P0892300	☐ 5.26/5VR P0827400	
☐ 10.21/10VB P0827200	☐ 9.11/9BB P0744300	☐ 8.34/8GC P0586500	☐ 7.35/7GRv P1403500	☐ 6.3/6G P0585900	☐ 5.31/5GB P0585401	
☐ 10.22/10VV P1171000	☐ 9.12/9BV P0826800		☐ 7.4/7C P0827000	☐ 6.34/6GC P0586001	☐ 5.32/5GV P0892200	
☐ 10.23/10VG P1650300	☐ 9.13/9BG P0586900		☐ 7.40/7CCC P0744600	☐ 6.45/6CRv P0892000	☐ 5.35/5GRv P0642001	
☐ 10.32/10GV P0744400	☐ 9.21/9VB P1650200s		☐ 7.43/7CG P0586200	☐ 6.46/6CR* P1024400	☐ 5.4/5C* P1024200	
	☐ 9.3/9G P0585200		☐ 7.8/7M P1158700	REDS	☐ 5.52/5RVV P0585500	
	☐ 9.31/9GB P1403400			☐ 4.65/4RRv P0585300	☐ 5.8/5M P1158600	



DIACTIVATEUR
33.8 FL.OZ.

☐ 6-vol. P0591700
☐ 9-vol. P0591800
☐ 15-vol. P0591900

#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
HELLO HOLO E2777300	RED HOT E2776300	DANCING PINK E2776400	GALAXY TRIP E2777200
		PURPLE REIGN E2776900	

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	
	☐ 8.43/8CG 43009001	☐ 7.12/7BV P1051800	☐ 6.3/6G P1532300	☐ 5.32/5GV 43003701	
	☐ 8.45/8CRV P1452800	☐ 7.13/7BG P1533200	☐ 6.32/6GV P1501800	☐ 5.35/5GRv P1460300	
	☐ 8.8/8M P0856800	☐ 7.18/7BM P1164200	☐ 6.34/6GC P1532400	☐ 5.4/5C P1531700	
		☐ 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 MIX
☐ 4.0/4NN P0048600	☐ Blue P1304200
☐ 5.0/5NN P0048700	☐ Violet P1304100
☐ 6.0/6NN P0048800	☐ Green P1304300
☐ 7.0/7NN P0049000	☐ Copper P0205900
☐ 8.0/8NN P0049100	☐ Red P026000

MAJIREL COOL COVER
☐ CC 4/4N P0963500
☐ CC 5/5N P0963700
☐ CC 5.1/5B P0963800
☐ CC 5.3/5G P0963900
☐ 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
☐ CC 7.11/7BB P1021600
☐ CC 7.17/7BGr P1022000
☐ CC 7.3/7G P0964500
☐ CC 8/8N P1020700
☐ CC 8.1/8B P1020800
☐ CC 8.11/8BB P1021700
☐ CC 9/9N P1021000
☐ CC 9.1/9B P1021100
☐ CC 9.11/9BB P1021800

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	
☐ 6/6N P1525100	
☐ 6.3/6G P0042700	
☐ 6.4/6C P0042500	

PASTELS

☐ P01/NB P0056800
☐ P02/NV P1524900
☐ 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

ACCESSORIES

L'ORÉAL
PROFESSIONNEL
PARIS

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