



L'ORÉAL
PROFESSIONNEL
PARIS

FEBRUARY 2019

UNIQUE ART

IMPROVE YOUR CLIENT LOYALTY WITH THE LUXURY PERFORMANCE OF INOA



The Keep, An Ammonia Free Salon
Owner & Stylist Sebastian Langman-Kirtley walks us through his decision to go completely ammonia-free and what difference it's making for his business

“I have built my **client loyalty** with the help of INOA hair color services.”

AN ELEVATED EXPERIENCE IN THE CHAIR

- No odor
- More comfortable processing experience



THE CONSULTATION DIFFERENCE

- Explain how the oil base in INOA makes your client's experience possible!
- Healthy hair means that the color lasts longer - that's worth the investment



TECH TALK:

INOA ODS2 Oil Delivery System
technology uses the power of oil to maximize the effectiveness of the hair coloring process with minimal concentration of alkaline agent.

A low dose of MEA slightly opens the cuticle while the ODS2 technology envelops the hair fiber in a film of oil, propelling the water-based colorant.

 [LEARN MORE](#)

ARE YOU HARNESSING THE POWER OF INOA?

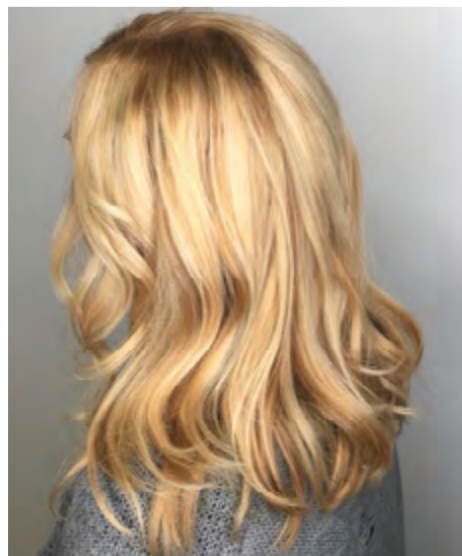
INOA POSSIBILITIES BY SEBASTIAN LANGMAN-KIRTLEY



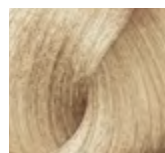
HIGH LIFT BLONDE

Natural Level 5

"This natural level 5 client came to me wanting to be 'Country Club Blonde' but is sensitive to ammonia. INOA's lightening power is incredible!"



LIGHTEN



¾ 10/10N

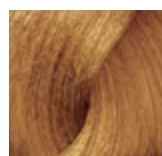


¼ Clear



30-vol. INOA
Rich Developer

LOWLIGHT



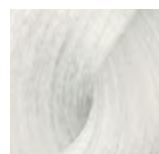
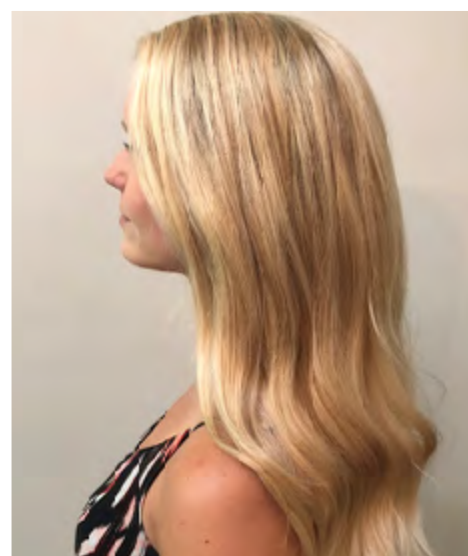
8.34/8GC



10-vol. INOA
Rich Developer

BASE ADJUSTMENT

"Yes, shifting the base with an ammonia-free permanent works!"



Clear



10-vol. INOA
Rich Developer

RED/COPPER

Natural Level 6

"The healthier the hair, the longer the color lasts! That's why when INOA launched, my redheads were the first clients I switched!"



BASE



½ 6.3/6G



½ 7.43/7CG



20-vol. INOA
Rich Developer

DOUBLE DIP



DIA Richesse



½ 7.43/7CG

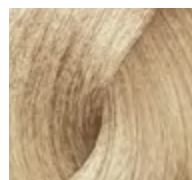


15-vol.
DIActivateur
Developer

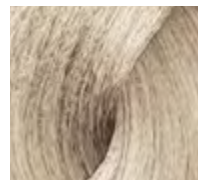
NATURAL, COOL COLOR RESULTS



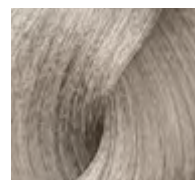
THE BEST OF INOA'S COOL BLONDE SHADES



10.01/10NB



10.1/10B



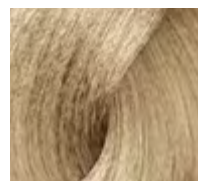
9.01/9NB



9.1/9B



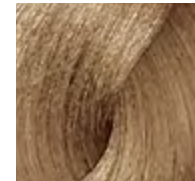
9.11/9BB



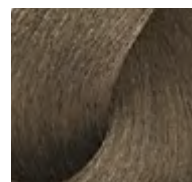
9.13/9BG



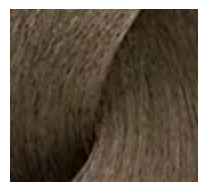
8.1/8B



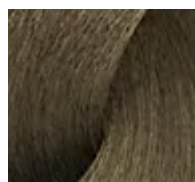
8.13/8BG



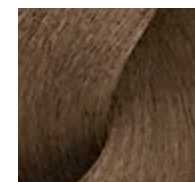
7.1/7B



**7.11/7BB
HIGH RESIST**



7.17/7BGr



7.13/7BG

TECH TALK

Sebastian's Developer Tips

- Go to for White: 20-vol.
- Resistant White: 10-vol. with Cool Shades
- Lowlights that won't fade: 10-vol.
- High Lift: 30-vol. with a 10-level shade and ¼ Clear

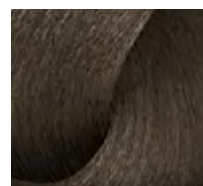


SHARE YOUR WORK WITH US!
#INO AUS #LOREALPROUS

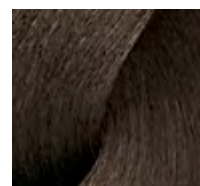
NATURAL, COOL COLOR RESULTS



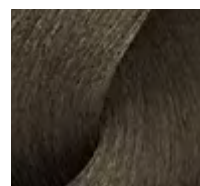
BRUNETTE COOL PALETTE — WITH 2 NEW SHADES!



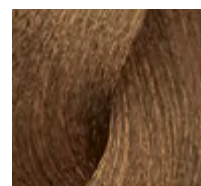
6.1/6B



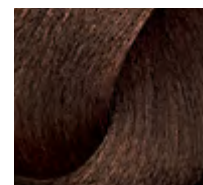
6.11/6BB



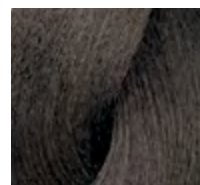
6.17



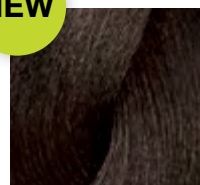
6.13/6BG



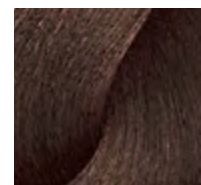
6.23/6VG



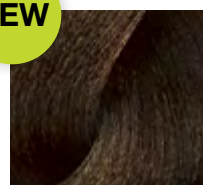
5.1/5B



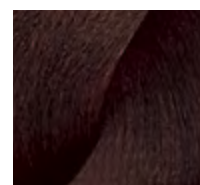
5.11/5BB



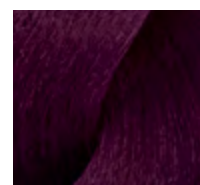
5.12/5BV
HIGH RESIST



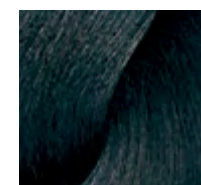
5.13/5BG



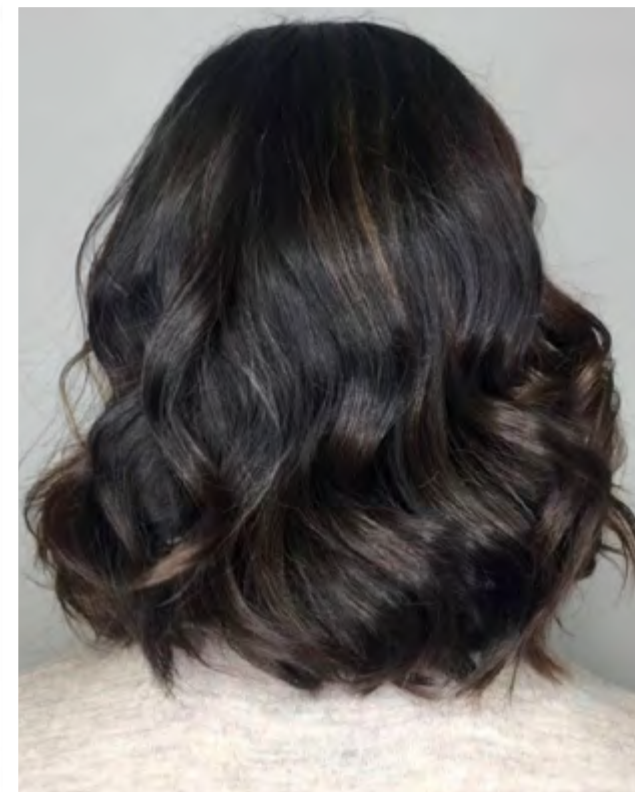
4.15/4BRv



4.20/4VVV



2.10/2BBB



by @sebastiancolorist
featuring the **NEW** Shades!
INOA 5.11/5BB & 5.13/5BG



SHARE YOUR WORK WITH US!
#INO AUS #LOREALPROUS

CLIENTS ARE LIVING THE DIFFERENCE

IMPROVE YOUR CLIENT LOYALTY WITH THE LUXURY PERFORMANCE OF INOA



Client of Salon Vanity,
Montclair, NJ

Client Profile: 100% white, recurring appointment every 3 weeks

- 100% white hair
- Recurring appointment every 3 weeks
- Cool INOA formula

*“ I’ve been coloring my hair for over 25 years. After switching to a L’Oréal Professionnel Salon I have noticed a huge change. **My hair is softer, smoother, and more manageable.** I notice I don’t need the heavy conditioners I used to! My colorist explained that it’s the amazing technology of INOA hair color with oil. **I’m never using anything else!** ”*

FOR AMMONIA-FREE INFO FOR YOUR CLIENT, [!\[\]\(003082e50e3009141f59bd5df831749f_img.jpg\) CLICK HERE](#)



DON'T LET THE COOL SHADES FADE!

WHAT IF YOU HAD MORE LONG-LASTING PERMANENT COLOR?

Google

POPULAR SEARCH TERMS:

Ash Blonde **27K+** per month
Ash Brown Hair **22K+** per month



GROWING PINTEREST SEARCH

“icy blonde hair dark roots”

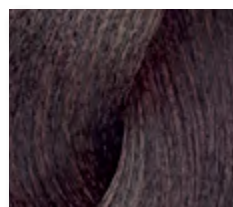
+174%
YoY

SOUGHT-AFTER INOA TECHNOLOGY NOW IN MAJIREL



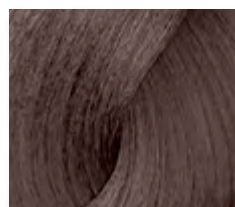
Majirel HIGH RESIST

NEW SHADE

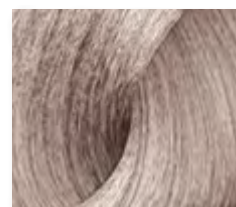


5.23/5VG

NOW WITH HIGH RESIST TECHNOLOGY



7.12/7BV

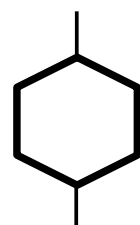


9.12/9BV

- High resistance to fading
- Long-lasting cool coverage
- Reduction in the yellow/red base to appear more natural

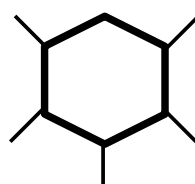
LONGER-LASTING COOL TONED COVERAGE

BASE



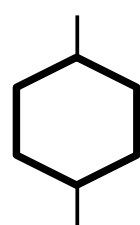
+

COUPLER



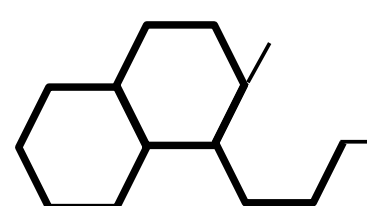
Classic Dye

BASE



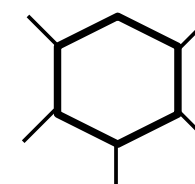
+

HIGH RESIST BASE



+

COUPLER



High Resist Dye

SHARE YOUR WORK WITH US FOR A CHANCE TO BE FEATURED!

#MAJIRELUS #LOREALPROUS AND TAG @LOREALPROEDUCATIONUS



L'Oréal Professionnel Artist Jackie Epperson
Using Majirel **HIGH RESIST**

“I absolutely loved the results of the new Majirel High Resist! My client's hair comes back to me having maintained that cool tone!”

- Jackie Epperson



**2 FORMULA
BALAYAGE**





#lorealproux #findyoursource

L'ORÉAL
PROFESSIONNEL
PARIS

NEW
SOURCE
essentielle



COMING IN MARCH



OPPORTUNITY WITH NATURAL HAIRCARE

**NATURAL & ETHICAL
PRODUCTS ARE IMPORTANT**

2/3
OF WOMEN

**NATURAL HAIRCARE
MARKET IS GROWING!**

+10%
VS. +3.7% FOR
ALL PROFESSIONAL HAIRCARE

INTRODUCING **SOURCE** essentielle

Refined from the Essentials

- Sulfate-free, silicone-free, paraben-free formulas
- Vegan formulas
- Inclusion of sensorial flowers and leaves



INGREDIENTS



ALL HAIR TYPES

STAR INGREDIENT:

ALOE ESSENCE

INCLUSION: ACACIA LEAVES

Improves the hair's body and suppleness, leaving it lightweight with gorgeous shine



TOP AROMA NOTES:

MAGNOLIA, GALBANUM ROOTS, BLACK PEPPER



DRY HAIR

STAR INGREDIENT:

SESAME OIL

INCLUSION: JASMINE FLOWERS

Deeply nourishes the hair while providing softness and manageability



TOP AROMA NOTES:

BERGAMOT, ORANGE, OAT MILK



DELICATE SCALP

STAR INGREDIENT:

CHAMOMILE FLOWERS EXTRACT

INCLUSION: CALENDULA FLOWERS

Gently cleanses the hair while regaining lightness, suppleness and shine. Delicately untangles all knots.

*Suitable for sensitive scalps. Tested under dermatological control.



TOP AROMA NOTES:

GREEN, CITRUS



COLOR-TREATED HAIR

STAR INGREDIENT:

FIG PULP

INCLUSION: EVERLASTING FLOWERS

Gently cleanses to maximize the longevity and radiance of hair color



TOP AROMA NOTES:

COTTON FLOWER, GREEN ACCORD

ALL OUR INCLUSIONS ARE STABILIZED IN FRANCE
THANKS TO A RESPECTFUL PROCESS OF THERMIZATION BASED ON THE HEAT'S POWER

GROW YOUR BUSINESS WITH THE UNIQUE SOURCE ESSENTIELLE SHAMPOO REFILL SYSTEM



SO MANY WAYS TO USE IN YOUR SALON:

1. REFILL YOUR CLIENT'S SHAMPOOS
2. BACKBAR DISPENSER
3. VISUAL MERCHANDISING TO ENTICE CLIENT RETAIL PURCHASE

***SHELVING NOT INCLUDED**

SUSTAINABILITY BENEFITS



REFILL SHAMPOO SYSTEM

-35% CARBON FOOTPRINT
AFTER 3RD REFILL

SQUARE BOTTLES

REDUCE PLASTIC

STACKABLE SHAMPOOS

REDUCE SHIPMENT PACKAGING

THE SOURCE ESSENTIELLE SALON EMOTION

CLIENT JOURNEY

To enhance the in-salon experience & drive sell-through



5 WAYS TO PROMOTE SOURCE RETAIL IN YOUR SALON



IN-SALON PROMOTIONS

PROMO #1

Receive a complimentary Source Essentielle tote bag with the purchase of a Source Essentielle Shampoo + Conditioner/Masque

DO IT YOURSELF: Promo Easel & Tote Bags included in Master Offer

PROMO #2

Receive your third Source Essentielle shampoo refill complimentary with the purchase of a Source Essentielle Shampoo and 2 refills

DO IT YOURSELF: Back bar included in all offers & Source Essentielle Loyalty Card available via LP Plus

TOOLS TO PROMOTE RETAIL

TOOL #1

Display Shelf Talkers to promote hair needs and types

DO IT YOURSELF: Shelf Talkers & inserts available in Master and Complete Offers

TOOL #2

Display Price List to demonstrate the discount when a client refills their shampoo

DO IT YOURSELF: Source Essentielle Price List available via LP Plus

TOOL #3

Showcase the shampoo refill with mirror clings at the stylist station

DO IT YOURSELF: Source Essentielle Mirror Cling available via LP Plus

BECOME AN EXPERT IN ALL THINGS L'ORÉAL PROFESSIONNEL!

Have you truly found your passion in life? How does becoming an Expert at something you love--and earning more money as a result--sound?

The Expert Network program consists of six full days, in which our highly trained Expert Network Educators will share their wealth of knowledge about the products, the tools and the technical foundation of our beautiful L'Oréal Professionnel brand!

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—EXPERT NETWORK—

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PROFESSIONNEL
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New York, NY
Brewster, NY
Princeton, NY
Royal Oak, MI
Douglasville, PA

St. Petersburg, FL
Wheaton, IL
Las Vegas, NV
Chandler, AZ
Lees Summit, MO
Lenexa, KS

Denver, CO
Mission Viejo, CA
Pasadena, CA
Stockton, CA
Santa Monica, CA
Dallas, TX

Issaquah, WA
Sumner, WA
Clackamas, OR
Boise, ID
San Diego, CA

Price \$795 (\$3,500 value) Points 53,000

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#lorealprousl #learnwithlp

Majirel

IONÈNE G
incell

	PALE BLONDE ☐ 10/10N P1535200 ☐ 10.01/10NB P1535300 ☐ 10.21/10VB P1535400 VERY LIGHT BLONDE ☐ 9/9N 43009101 ☐ 9.01/9NB P1534600 ☐ 9.03/9NG P1453400 ☐ 9.1/9B P1534700 ☐ 9.12/9BV P1052200 ☐ 9.13/9BG P1534800 ☐ 9.21/9VB P1052000 ☐ 9.22/9VV 43009401 ☐ 9.3/9G P1535000 ☐ 9.31/9GB P1535100	LIGHT BLONDE ☐ 8/8N 43008301 ☐ 8.01/8NB P1533800 ☐ 8.03/8NG P1535700 ☐ 8.07/8NGr P0626800 ☐ 8.1/8B P1533900 ☐ 8.13/8BG 43008501 ☐ 8.3/8G P1534100 ☐ 8.30/8GGG 43008701 ☐ 8.34/8GC 43008901 ☐ 8.43/8CG 43009001 ☐ 8.45/8CRV P1452800 ☐ 8.8/8M P0856800	BLONDE ☐ 7/7N 43006701 ☐ 7.01/7NB 43006711 ☐ 7.014/7NBC P1344900 ☐ 7.015/7NBRv P1403100 ☐ 7.03/7NG P1535600 ☐ 7.035/7NGRv P1403200 ☐ 7.041/7NCB P1345100 ☐ 7.042/7NCB P1345500 ☐ 7.1/7B P1533100 ☐ 7.12/7BV P1051800 ☐ 7.13/7BG P1533200 ☐ 7.18/7BM P1164200 ☐ 7.23/7VG P0066600 ☐ 7.3/7G 43007101 ☐ 7.31/7GB P1533400 ☐ 7.35/7GRv P1533500 ☐ 7.4/7C P1533600 ☐ 7.43/7CG P0066700 ☐ 7.8/7M P0856400	DARK BLONDE ☐ 6/6N 43004801 ☐ 6.01/6NB P1532100 ☐ 6.014/6NBC P1345000 ☐ 6.025/6NVRv P1345300 ☐ 6.03/6NG P1535500 ☐ 6.07/6NGr P1532800 ☐ 6.1/6B 43005001 ☐ 6.13/6BG P1453600 ☐ 6.23/6VG P0047000 ☐ 6.3/6G P1532300 ☐ 6.32/6GV P1501800 ☐ 6.34/6GC P1532400 ☐ 6.35/6GRv P1532500 ☐ 6.45/6CRV 43005702 ☐ 6.6/6R P1532600 ☐ 6.62/6RV P1532700 ☐ 6.8/6M P0856000	LIGHT BROWN ☐ 5/5N 43002901 ☐ 5.015/5NBRv P1403000 ☐ 5.023/5NVG P1403300 ☐ 5.025/5NVRv P1345400 ☐ 5.041/5NCB P1345200 ☐ 5.07/5NGr P1531900 ☐ 5.1/5B 43003101 ☐ 5.18/5BM P1164100 ☐ 5.3/5G P1531500 ☐ 5.32/5GV 43003701 ☐ 5.35/5GRv P1460300 ☐ 5.4/5C P1531700 ☐ 5.5/5Rv P1531800 ☐ 5.6/5R P1530700 ☐ 5.8/5M P0855600	BROWN ☐ 4/4N P1531000 ☐ 4.3/4G P1531100 ☐ 4.35/4GRv P1531200 ☐ 4.45/4CRv 43002201 ☐ 4.55/4RvRv P1226000 ☐ 4.56/4RvR P1453500 ☐ 4.8/4M P0855200 DARK BROWN ☐ 3/3N P1530900 BLACK ☐ 1/1N 43009601	 EXTRA COVERAGE ☐ 4.0/4NN P0048600 ☐ 5.0/5NN P0048700 ☐ 6.0/6NN P0048800 ☐ 7.0/7NN P0049000 ☐ 8.0/8NN P0049100  MAJIREL MIX ☐ Blue P1304200 ☐ Violet P1304100 ☐ Green P1304300 ☐ Copper P0205900 ☐ 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	 MAJILIFT ☐ 607 NGr P1536700 ☐ 601 NB 43010541 ☐ 600 S P1536900	 MAJIBLOND ULTRA ☐ 901 S NB 43091331 ☐ 900S NN P1536100	HIGH LIFT ☐ Ash+ .11/BB P1115900 ☐ Ash .1/B P1116000 ☐ Neutral.0/N P1116300 ☐ Beige .13/BG P1116400 ☐ Violet .2/V P1116200
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Majirel METALS



MAJICRÈME 33.8 OZ.

- ☐ 20-vol.
P1537100
- ☐ 30-vol.
P1524900
- ☐ 40-vol.
P1537300



PLATINUM

- ☐ .12/BV
P1578300



AMYTHEST

- ☐ .22/VV
P1578600



ROSE GOLD

- ☐ .24/VC
P1578700

Majirel SHIMMERS

FOR DARK BASES



- ☐ .11/BB
P1625400



- ☐ .13/BG
P1625500

Majirel — COOL COVER —



- ☐ CC 6.17/6BGr



- ☐ CC 7.17/7BGr



- ☐ CC 6.11/6BB



- ☐ CC 7.11/7BB



- ☐ CC 8.11/8BB



- ☐ CC 9.11/9BB



- ☐ CC 5.1/5B



- ☐ CC 6.1/6B



- ☐ CC 7.1/7B



- ☐ CC 8.1/8B



- ☐ CC 9.1/9B



- ☐ CC 4/4N



- ☐ CC 5/5N



- ☐ CC 6/6N



- ☐ CC 7/7N



- ☐ CC 8/8N



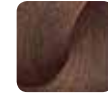
- ☐ CC 9/9N



- ☐ CC 5.3/5G



- ☐ CC 6.3/6G



- ☐ CC 7.3/7G

LUOCOLOR



- ☐ 10/10N
P1524800
- ☐ 9/9N
P1525400
- ☐ 9.1/9B
P1524600
- ☐ 8/8N
P1525500
- ☐ 7/7N
P1525600
- ☐ 7.1/7B
P1524700
- ☐ 6/6N
P1525100
- ☐ 6.3/6G
P0042700
- ☐ 6.4/6C
P0042500
- ☐ 5/5N
40071031
- ☐ 4/4N
40071021
- ☐ 4.20/4VVV
40071221
- ☐ 4.65/4RRv
40071191

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

INOA™



CLEAR

☐ CLEAR
P0981500

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
☐ 6.34/6GC
P0542300
☐ 6.40/6CCC
P0755300
Rubilane
☐ 6.45/6CRv
P0542900
☐ 6.46/6CR
P0543900
☐ 6.8/6M
P0861900
☐ 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 BROWWN

☐ 5/5N
P0540700
☐ 5.32/5GV
P0542600
☐ 5.35/5GRv
P0542000
☐ 5.4/5C
P0543500
☐ 5.45/5CRv
P0583100
☐ 5.8/5M
P0861800
☐ 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

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

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



RICH DEVELOPERS
32.0 FL.OZ.

☐ 10-vol.
P0610800
☐ 20-vol.
P0610600
☐ 30-vol.
P0968100

INOA POST SHAMPOO
50.7 FL.OZ.

☐ E2158900

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

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



INSTANT HIGHLIGHTS

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



PASTE

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



NUTRI-DEVELOPERS, (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



BALAYAGE BRUSHES

- ☐
- ☐



SEMI PERMANENT HAIRCOLOR

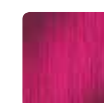
10 **True-to-tone** shades and 1 **clear** for unlimited possibilities



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

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 TRIAL KIT
P1427500

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

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



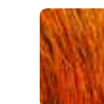
FLASH PRO HAIR MAKE-UP



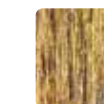
MYSTIC FOREST
E2776600



MIDNIGHT FUCHSIA
E2776700



SPICE IS NICE
E2777000



GOLD DIGGER
E2776500



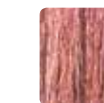
SILVER LINING
E2899000



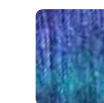
HELLO HOLO
E2777300



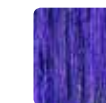
RED HOT
E2776300



DANCING PINK
E2776400



GALAXY TRIP
E2777200



PURPLE REIGN
E2776900

DIALRICHESSÉ



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

DIALRICHESSÉ

HI-VISIBILITY



SHADES

☐ .35/GRV
P1279000

☐ .3/G
P1361900

☐ .34/GC
P1362000

☐ .43/CG
P1279200

☐ .46/CR
P1279100

☐ .64/RC
P1362100

DIALRICHESSÉ

METALS



☐ .11
P1630400



☐ .24
P1630500

DIALIGHT



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



DIACTIVATEUR
33.8 FL.OZ.

☐ 6-vol.
P0591700

☐ 9-vol.
P0591800

☐ 15-vol.
P0591900

DIALIGHT MILKSHAKES



☐ 9.01/9NB



☐ 9.12/9BV



☐ 10.22/10VV



☐ 9.1/9B



☐ 9.21/9VB



☐ 10.23/10VG



☐ 9.02/9NV



☐ 10.12/10BV



☐ 10.32/10GV



☐ 9.03/9NG



☐ 10.13/10BG



☐ 9.11/9BB



☐ 10.21/10VB

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.

33.8 fl.oz.

16.9 fl.oz.

E2218501

E2742800

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.

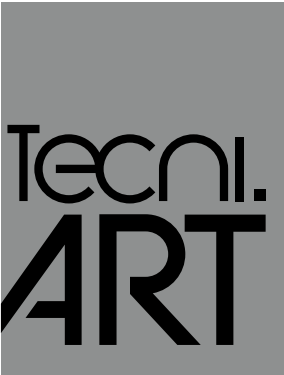
6.7 fl.oz.

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

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