



L'ORÉAL
PROFESSIONNEL
PARIS

JANUARY 2019

UNIQUE ART

Alexa Chung wears INOA

inoA™

CELEBRATING 10 YEARS OF INOA
AMMONIA-FREE HAIRCOLOR

THANK YOU FOR YOUR PARTNERSHIP
IN ELEVATING OUR INDUSTRY
EVERY DAY!

#lorealproux #inoaus

10 YEARS OF LIVING THE DIFFERENCE

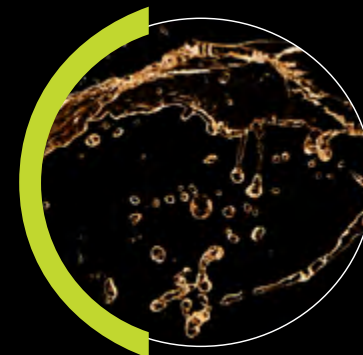


ARTISTS AND THEIR CLIENTS CONTINUE TO LOVE
THE EASE, RESULTS, INNOVATION, AND EXPERIENCE OF INOA



EASE

1:1 mixing ratio
Creamy, smooth consistency



INNOVATION

60% oil
No ammonia
Supreme respect for the hair*



RESULTS

Intense hydration and nourishment
Full coverage, natural finish
50% more shine**



EXPERIENCE

Fragrance-free
Odor free

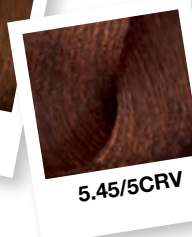
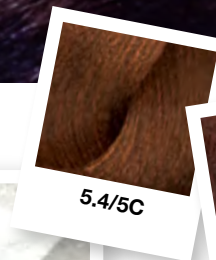
PAINTING WITH INOA FOR THE LATEST TREND: BALAYAGE AMBRÉ

THE PERFECT BALANCE OF COOL & WARM REFLECTS
FOR A NATURALLY BEAUTIFUL RESULT



by *Laura Gibson*
@lgibsoncolorist

“I offer special INOA color services because of the incredible shine and finish the product gives my client. They always notice!”



LAURA'S FORMULA:

½ INOA 5.4/5C + ½ INOA 5.45/5CRv
No gloss necessary when painting with INOA

TECHNIQUE:

L'Oréal Professionnel
Balayage Method – Triple Point Sections

PRO TIP:

“Make sure your consistency is smooth as you are painting. If you want to go lighter, ensure you have very even saturation. INOA doesn't swell. It's a very gentle way to color or lift the hair.” - **Laura Gibson**

TREND ALERT: BALAYAGE AMBRÉ



FORMULA 1

INOA 6.23/6VG + 20-Vol.
INOA Rich Developer



6.23/6VG

PERSONALIZATION WITH 1 SHADE



Before



- Apply Formula 1 as a global new growth application.
- Paint on select pieces to create contrast with existing color.

After



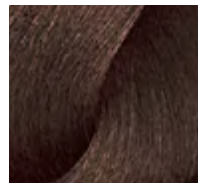
VIEW FULL STEP BY STEP  **CLICK HERE**

TREND ALERT: BALAYAGE AMBRÉ



FORMULA 1

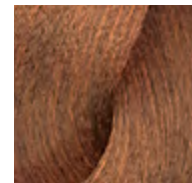
INOA High Resist 5.15/5BRv
+ 10-Vol. INOA Rich Developer



**HIGH RESIST
5.15/5BRV**

FORMULA 2

INOA 7.4/7C + 20-Vol.
INOA Rich Developer



7.4/7C

EXTEND YOUR
ARTISTRY WITH A
MIX OF 2 SHADES



Before



- Apply Formula 1 as a global new growth application.
- Paint Formula 1 & 2, alternating select pieces to create contrast between the two reflects.

After



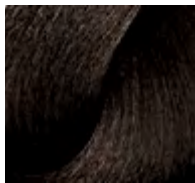
VIEW FULL STEP BY STEP  **CLICK HERE**

TREND ALERT: BALAYAGE AMBRÉ

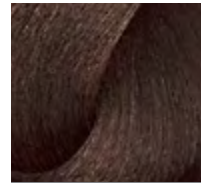


FORMULA 1

INOA 4/4N + High Resist 5.12/5BV
+ 20-vol. INOA Rich Developer



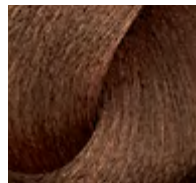
4/4N



HIGH RESIST
5.12/5BV

FORMULA 2

INOA 6.32/6GV + 20-vol.
INOA Rich Developer



6.32/6GV

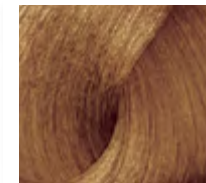
FORMULA 3

Blond Studio Platinum Plus
Ammonia-Free + 20-vol. Nutri-Developer



FORMULA 4

DIA Light 8.23/8VG
+ 6-vol DIA Light DIActivateur

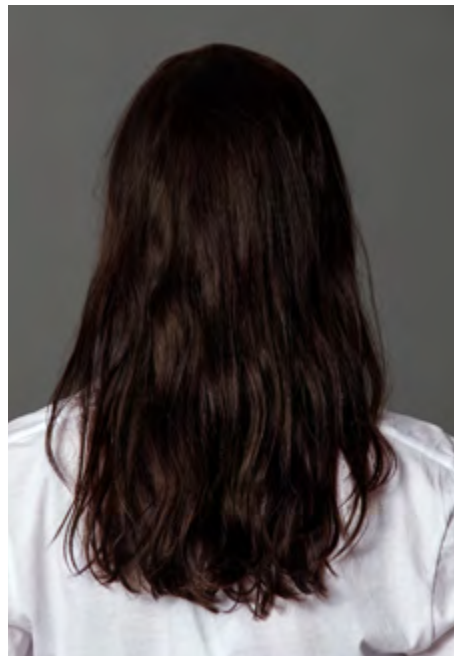


8.23/8VG

TRANSFORM WITH
AMMONIA-FREE
LIGHTENER & COLOR



Before



- Apply Formula 1 as a global new growth application.
- Paint Formulas 2 & 3, alternating select pieces to create light and shadow.
- Process & gloss with Formula 4 to maintain reflect and tone.

After



VIEW FULL STEP BY STEP  **CLICK HERE**



#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

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



INTRODUCING THE ESSENTIAL PORTFOLIO

STEP 1: HAIR CONCERN



Available in Backbar size

BODY AND SHINE
DAILY SHAMPOO
10.1 fl.oz.
\$16 salon price



Available in Backbar size

DRYNESS
NOURISHING SHAMPOO
10.1 floz.
\$16 salon price



Available in Backbar size

DELICATE SCALP
DELICATE SHAMPOO
10.1 floz.
\$16 salon price

STEP 2: HAIR TYPE



FINE TO MEDIUM HAIR
DAILY DETANGLING CONDITIONER
6.7 fl.oz.
\$17 salon price



Available in Backbar size

MEDIUM TO COARSE HAIR
NOURISHING MASQUE
10.1 floz.
\$24 salon price



ALL HAIR TYPES
DESIRING EXTRA SHINE
RADIANCE MASQUE
8.4 fl.oz
\$21 salon price

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



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

GROW CLIENT BUSINESS IN 2019 WITH SERIEEXPERT



BUILD THE RIGHT CONVERSATION, BUILD LOYALTY

PERFORM THE THREE-STEP JOURNEY



1

PREP

Start the ultimate in-salon experience with a relaxing & personalized shampoo massage.

TIP: Perform a detailed consultation before the backbar. When you reach the bowl, describe the benefits of the products you'll be applying—even letting her smell the product to build a connection.



2

TREAT

Think of treatments as the proof your clients need to understand the contribution haircare has to long-lasting results.

TIP: During the consultation, recommend the Powermix treatment that treats the client's main hair concern. Target other needs and longer-lasting benefits with at-home retail products.



3

STYLE

Demonstrate how Perfect Salon Hair can be achieved each and every day with fool-proof & caring styling products.

TIP: Treat your client to a how-to. Explain each step, focusing slightly on the technique and going into detail on how the product can help to recreate the salon look at home.

GROW THE BUSINESS WITH IN-SALON TREATMENTS!



**1 BASE + 1 ADDITIVE (30 SERVICES) =
\$674 (or 784%)
REVENUE FOR THE SALON!***

 **LEARN MORE**



*Assuming salon price per service at \$25 \$674 Revenue = \$25/service X 30 services - \$76 (cost of 2 Powermix)

SELL-THROUGH TIPS WITH SERIEEXPERT

Sell-
through
Strategy!
WITH
SERIEEXPERT

Purchase:



Receive:

POWERMIX TREATMENT

**TRAVEL-FRIENDLY SHAMPOO, MASK,
OR TEXTURIZING SPRAY**



THE SALON EMOTION

CLIENT JOURNEY

TO ENHANCE THE IN-SALON EXPERIENCE & DRIVE SELL-THROUGH



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
- ☐ 4.55/4CRvRv
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



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



- ☐ 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

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

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

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

☐ 6.0/6NN
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

☐ 6.34/6GC
P0542300

☐ 6.40/6CCC
P0755300
Rubilane

☐ 6.45/6CRv
P0542900

☐ 6.46/6CR
P0543900

☐ 6.8/6M
P0861900

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

☐ 5.0/5NN
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

inoA supreme



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, 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



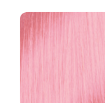
BALAYAGE BRUSHES

- ☐
- ☐

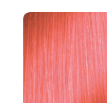


SEMI PERMANENT HAIRCOLOR

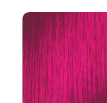
10 **True-to-tone** shades and 1 **clear** for unlimited possibilities



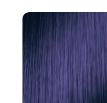
PINK SORBET
E2540200



SUNSET CORAL
E2540400



HYPNOTIC MAGENTA
E2540100



ELECTRIC VIOLET
E2540300



NAVY BLUE
E2539900



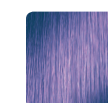
CARIBBEAN BLUE
E2540600



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

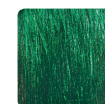
SMARTBOND SALON KIT
E2096300

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



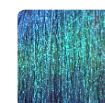
SPICE IS NICE
E2777000



GOLD DIGGER
E2776500



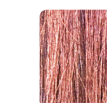
SILVER LINING
E2899000



HELLO HOLO
E2777300



RED HOT
E2776300



DANCING PINK
E2776400



GALAXY TRIP
E2777200



PURPLE REIGN
E2776900

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

DARKEST BROWN

☐ 2.10/2BBB
P0640901

BLACK

☐ 1/1N
P0579801

DARK BROWN

☐ 3/3N
P0579900
☐ 3.00/3NN
P0639700

DIAL RICHESSE

HI-VISIBILITY



SHADES

☐ .35/GRV
P1279000
☐ .3/G
P1361900
☐ .34/GC
P1362000
☐ .43/CG
P1279200
☐ .46/CR
P1279100
☐ .64/RC
P1362100

DIAL RICHESSE

METALS



☐ .11
P1630400



☐ .24
P1630500

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

DIAL LIGHT 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



DIACTIVATEUR
33.8 FL.OZ.

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

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

33.8 fl.oz.
E2742800

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.
E2219300

Double Serum

5.1 fl.oz.
E2219801

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

Conditioner

10.1 fl.oz.
U2828500

Blondifier



— Shampoo —

16.9 fl.oz.
E2740700

Conditioner

10.1 fl.oz.
E2740500

6.7 fl.oz.
E2741800

Inforcer



— Shampoo —

16.9 fl.oz.
E2229100

Conditioner

10.1 fl.oz.
E2229000

Masque

6.7 fl.oz.
E2229400

Leave-In

8.4 fl.oz.
E2229600

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

Conditioner

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



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

Thick Hair

Emulsion Ultrafine

5.0 fl.oz.
E1857800

Shampoo

33.8 fl.oz.
E1858000

Masque

16.9 fl.oz.
E1858101

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

Thick Hair

Leave-Ins

Shampoo

8.45 fl.oz.
E1860600

Masque

6.7 fl.oz.
E1859801

Shampoo

8.45 fl.oz.
E1860000

Conditioner

6.7 fl.oz.
E1860100

Masque

6.7 fl.oz.
E1860500

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	Masque	Color 10 in 1
3.4 fl.oz. E1573500	2.55 fl.oz. E1573701	1.5 fl.oz. E2548600

Absolut Repair Lipidium



☐	☐
Shampoo	Masque
3.4 fl.oz. E1121500	2.55 fl.oz. E1121401

Inforcer



☐	☐
Shampoo	Masque
3.4 fl.oz. E2547500	2.5 fl.oz. E2547600

Nutrifier



☐	☐
Shampoo	Masque
3.4 fl.oz. E1745600	2.5 fl.oz. E1745800



☐	☐
Extreme Laquer	Next Day Hair
2.1 oz. P1106100	2.1oz. P1053400

Thick Hair



☐	☐
Shampoo	Masque
2.50 fl.oz. E2507400	2.50 fl.oz. E2507600

Normal to Fine Hair



☐	☐
Shampoo	Masque
2.50 fl.oz. E2507300	2.50 fl.oz. E2507500

Oils and Leave-ins



☐	☐
Huile Originale	Crème Universelle
1.01 fl.oz. E2308500	1.69 fl.oz. E2529100

PRO|FIBER

PROFESSIONAL HAIR DAMAGE SCIENCE

IN-SALON

Revive

Shampoo
34 fl.oz.
E1629300

Concentrate
— Box of 10 —
0.51 fl.oz.
E1628800

Restore

Shampoo
34 fl.oz.
E1629400

Concentrate
— Box of 10 —
0.51 fl.oz.
E1628900

Recover

Shampoo
34 fl.oz.
E1629500

Concentrate
— Box of 10 —
0.51 fl.oz.
E1629000

RE-CREATE

Shampoo
34 fl.oz.
E2022400

Concentrate
— Box of 10 —
0.51 fl.oz.
E2022600

Renew Activating
Masque
16.9 fl.oz.
E1629200

AT-HOME

Revive

Shampoo
8.45 fl.oz.
E1627600

Conditioner
6.76 fl.oz.
E1627900

Masque
6.76 fl.oz.
E1628200

Leave-In
2.54 fl.oz.
E1628500

Restore

Shampoo
8.45 fl.oz.
E1627700

Conditioner
6.76 fl.oz.
E1628000

Masque
6.76 fl.oz.
E1628300

Leave-In
5.1 fl.oz.
E1628600

Recover

Shampoo
8.45 fl.oz.
E1627800

Conditioner
6.76 fl.oz.
E1628100

Masque
6.76 fl.oz.
E1628400

Leave-In
2.54 fl.oz.
E1628700

RE-CREATE

Shampoo
8.45 fl.oz.
E2022300

Conditioner
6.76 fl.oz.
E2022500

Leave-In
5.1 fl.oz.
E2022700

Re-Charge
— Box of 6 —
0.68 fl.oz.
E1629100

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