



L'ORÉAL
PROFESSIONNEL
PARIS

JUNE 2019

UNIQUE ART

THE PERFECT SOLUTION FOR *TOUGH HAIRCOLOR CHALLENGES*

1

Worrying about brassiness
between appointments?



FIGHT BRASS

Warm underlying pigment is neutralized, even on resistant bases, for a true-to-tone result with no brassiness.

2

Desiring a coloring service
that resists fading?



FIGHT FADE

Tested in extreme conditions of heat, sun, and frequent shampooing* to create lasting color results that resist fading.

*Instrumental test conducted in Mexico

3

Fighting hair extremely resistant
to white coverage?



FIGHT RESISTANT WHITE

Specially formulated for a deeper, denser taste of color and maximum coverage of 70-100% white hair.

OUR BEST KEPT SECRET

Majirel COOL·COVER

WHAT MAKES MAJIREL COOL COVER UNIQUE?

1 PERMANENT HAIRCOLOR SPECIALLY FORMULATED FOR:

- Opaque coverage
- Ultra cool tones
- Fighting brass and oxidation
- Fighting fade
- Fighting hard to cover white hair

2 TECHNOLOGY OF TONES

TONES INFLUENCE DEPTH!



Majirel Cool Cover shade
will appear about a half of a level
darker than its corresponding
Majirel shade.

3 ALL WITH IONÈNE G & INCELL

- Permanent color.
- Protects and conditions.
- Rich and shiny results.

23 COOL COVER SHADES

NEUTRALIZE UNWANTED WARMTH

LEVEL
3-5

MIXING WITH A NATURAL
IS NOT NECESSARY

LEVEL
6+

FOR MORE OPAQUE COVERAGE:

Mix $\frac{1}{2}$ tube of the desired shade
with $\frac{1}{2}$ tube of a natural shade at
the same level



BECAUSE COOL COVER *DESERVES TO STAND OUT*

NO FORMULA CHANGE!



NEW
COOL COVER
CARTON!

Cool Cover is the first Majirel Collection to be launched
in renovated packaging! Stay tuned for more...

SHOWCASE YOUR EXPERTISE

GIVE CLIENTS THE COOLEST RESULTS



DJ MCGINLEY
@djlp_pro

REGROWTH: Majirel Cool Cover CC5/5N + 20-vol. Majicrème Developer

MIDLENGTHS & ENDS: Majirel Cool Cover CC6.3/6G + 20-vol. Majicrème Developer



JACKIE EPPERSON
@jackieepp

REGROWTH: Majirel Cool Cover CC4.1/4B + 20-vol. Majicrème Developer

FOILYAGE: Blond Studio Platinum Plus + 30-vol. Nutri-Developer

GLOSS: DIA Light 8/8N + 6-VOL. DIActiveur Developer



JENNIE LATONA
@jennielatona

REGROWTH: Majirel Cool Cover CC6/6N + 20-vol. Majicrème Developer

HIGHLIGHTS: Blond Studio Multi-Techniques Powder + 30-vol. Majicrème Developer

LOWLIGHT: DIA Light 7.23/7VG + 9-vol. DIActiveur Developer

GLOSS: Equal Parts DIA Light 10.12/10BV + Clear + 6-vol. DIActiveur Developer

#lorealproux #majirelus



NEW

*INTRODUCING
2 NEW STYLERS*

TECNI
ART.

TRANSFORMERS

PREP & FINISH YOUR CLIENTS WITH TRANSFORMERS

*WET OR DRY HAIR,
INFINITE POSSIBILITIES*

1

TRANSFORMER LOTION

Prep on wet hair: Apply blowdry lotion to prep, smooth, and protect.

Finish on dry hair: Work paste through hands and apply for definition and texture.

2

TRANSFORMER GEL

Prep on wet hair: Gently emulsify the gel into a foam. Apply from roots to ends to achieve volume and lift.

Finish on dry hair: Apply the gel on short cuts for control or on curls for definition without stiffness.

Application: Both Transformers offer a cleaner touch, leaving little residue or the need to wash hands after use.



TRANSFORMER LOTION'S POINT OF DIFFERENCE

NEW



Transformer Lotion

Format: Lotion-to-paste

Heat Protection: Yes

Hold: Level 3

Finished Look: Limitless looks for controlled blowouts, short styles, definition and texture

Point of Difference: Ability to use on wet and dry hair, cleaner touch



Liss Control

Format: Lightweight cream/lotion

Heat Protection: No

Hold: Level 2

Finished Look: Smooth blowouts with long-lasting touchable hold

Point of Difference: Offers a more intense shine and humidity control



Web

Format: Paste

Heat Protection: No

Hold: Level 5

Finished Look: Structured or tousled look, defined strands

Point of Difference: Gives you the benefits of a pomade and gel for flexible, elastic high hold

TRANSFORMER GEL'S POINT OF DIFFERENCE

NEW



Transformer Gel

Format: Gel-to-foam

Heat Protection: No

Hold: Level 3

Finished Look: Limitless looks for volume, short cuts, bouncy curls

Point of Difference: Ability to use on wet and dry hair, cleaner touch



Volume Envy Extra

Format: Mousse

Heat Protection: No

Hold: Level 5

Finished Look: Blowouts with body, updos with a natural or catwalk-worthy volume.

Point of Difference: Volume and hold without the weigh down

SALON SUCCESS WITH **SOURCE** essentielle

MICHAEL ANGELO SALON WELLINGTON, FLORIDA

We caught up with Michael Razzo, the owner, to learn about his staff's experience launching this new naturally-derived haircare line.

Q&A

Q: Why Source Essentielle?

A: We were in Rome and stopped into the academy when we saw the refill bottles. We were intrigued and very impressed with the "green" concept of the line. We love to launch and introduce new products to our clients. This was a natural for us, no pun intended!

Q: What product does your team love the most?

A: The Nourishing Masque with Sesame Oil feels so clean, moisturized and full of body at the same time! It's our favorite, and our clients' favorite too!

Q: What is the demand for natural hair care products?

A: We meet clients that have illnesses and they are very happy to have a natural product that performs as well as the products with all the additives. It's wonderful to have a choice now. It is also wonderful to be able to offer it to parents with young children.

Q: What has been the reaction to the Shampoo Refill System?

“The refill display is so pretty and people are asking about it.”

A: It's nice to be able to tell them how it will help reduce our carbon footprint moving forward. Especially with the improvement on reducing shipping and plastics materials.

Q: How did you launch the line in your salon?

A: We did a fun launch where we used only Source all day at the back bar and offered a complimentary SERIE EXPERT Powermix with the purchase of a shampoo and conditioner. We did a "flower power" 70's theme and everyone dressed in bohemian style. Even our photo shoot corner is decorated with flowers. We have been campaigning via social media, email and press release.





ARE YOU A LEVEL LOYALTY REWARDS MEMBER?

ENROLL TODAY TO START EARNING POINTS!

LEVEL
LOYALTY REWARDS

DID YOU KNOW?

- Members earn points on every L'Oréal Professionnel purchase to use toward FREE education, business resources, back bar and more.
- Plus, members can earn points on purchases for Redken, Pureology, Matrix, Pulp Riot, Baxter of California, Mizani, Kérastase, and Shu Uemura Art of Hair so you can earn rewards faster!
- The robust rewards catalog is filled with education offerings, all designed to help you build your business. From educational adventures to business coaching, L'Oréal Professionnel adds new and innovative class offerings every day.
- Take advantage of exclusive promotions only available to LEVEL members.

Visit www.LevelLoyaltyRewards.com to enroll today!



KÉRASTASE
PARIS

L'ORÉAL
PROFESSIONNEL
PARIS

MATRIX

PUREOLOGY
serious colour care

REDKEN
5TH AVENUE NYC

shu uemura
art of hair

Baxter
OF CALIFORNIA

PULPRIOT

MIZANI

TRANSFORM YOUR SALON

WITH THE L'ORÉAL PROFESSIONNEL DIGITAL TOOLS

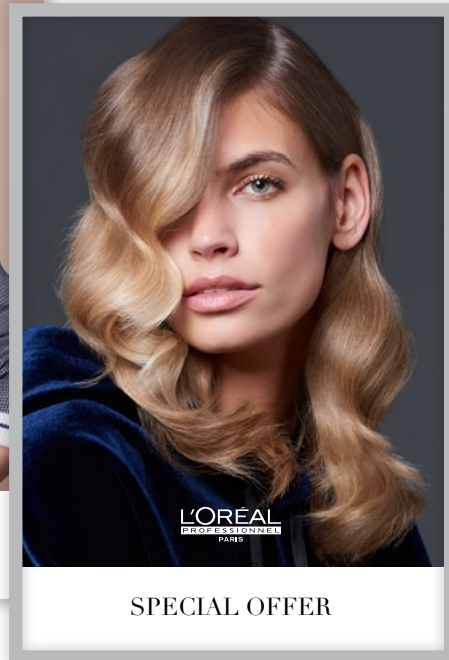
Print in-salon marketing promotions and download images for all your salon needs with
L'ORÉAL PROFESSIONNEL PLUS



YOUR APPOINTMENT

L'ORÉAL
PROFESSIONNEL
PARIS

Appointment Card



SPECIAL OFFER

Lightbox Image

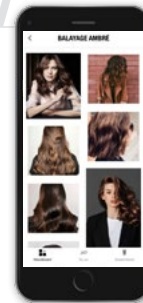
www.LorealProfessionnelPlus.com

#lorealprou

Engage your clients in their hair color consultation with the

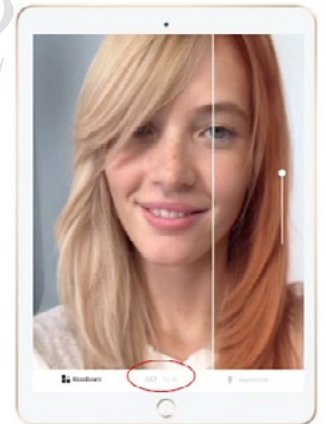
NEW STYLE MY HAIR PRO APP

1



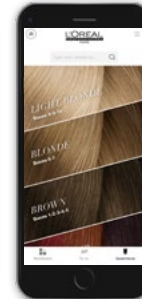
Inspire your clients with the **Style My Hair Pro** moodboards

2



Wow them with **3-D Try On**

3



Find the perfect shade in the **digital swatchbook**

Available for download on



INOA™



CLEAR	PALE BLONDE	VERY LIGHT BLONDE	LIGHT BLONDE	BLONDE	DARK BLONDE	REDS	LIGHT BROWN	BROWN	DARK BROWN	DARKEST BROWN
☐ CLEAR P0981500	☐ 10/10N P0541800	☐ 9/9N P0541100	☐ 8/8N P0540900	☐ 7/7N P0540800	☐ 6/6N P0540600	☐ 4.56/4RvR P1362800 High Resist	☐ 5/5N P0540700	☐ 5.32/5GV P0542600	☐ 4/4N P0541000	☐ 2.10/2BBB P0584800
	☐ 10.01/10NB P0708100	☐ 9.0/9NN P1018500	☐ 8.0/8NN P1018400	☐ 7.0/7NN P0708400	☐ 6.0/6NN P0708300	☐ 5.5/5Rv P1362700 High Resist	☐ 5.0/5NN P0712600	☐ 5.35/5GRv P0542000	☐ 4.0/4NN P0712500	
MIXERS	☐ 10.1/10B P0544000	☐ 9.01/9NB P0708200	☐ 8.1/8B P0543200	☐ 7.07/7NGr P0890000	☐ 6.07/6NGr P0755700	☐ 5.56/5RvR P1362900 High Resist	☐ 5.1/5B P0709100	☐ 5.4/5C P0543500	☐ 4.15/4BRv P0541900	
☐ Blue P1029300	☐ 10.13/10BG P0707900	☐ 9.04/9NC P0981300	☐ 8.13/8BG P0583000	☐ 7.1/7B P0543800	☐ 6.1/6B P0542700	☐ 5.60/5RRR P0755500 DMS	☐ 5.11/5BB P1665000	☐ 5.45/5CRv P0583100	☐ 4.20/4VVV P0544400	BLACK
☐ Green P1029400	☐ 10.21/10VB P0708000	☐ 9.1/9B P0583300	☐ 8.21/8VB P1296500 HIGH RESIST	☐ 7.13/7BG P0543100	☐ 6.11/6BB P0861300	☐ 5.62/5RV P0544900	☐ 5.12/5BV P1362600 High Resist	☐ 5.8/5M P0861800	☐ 4.26/4VR P0545000	☐ 1/1N P0541600
	☐ 10.23/10VG P1296400 High Resist	☐ 9.11/9BB P1029200	☐ 8.3/8G P0541700	☐ 7.11/7BB P1363500 High Resist	☐ 6.13/6BG P0584700s	☐ 6.66 P0938100	☐ 5.13/5BG P1665100		☐ 4.3/4G P0542200	
		☐ 9.12/9BV P1296700 High Resist	☐ 8.3/8G P1018200 Gold Naturals	☐ 7.17/6BGGr P1029000	☐ 6.15/6BRv P0708600		☐ 5.15/5BRv P1362500 High Resist		☐ 4.35/4GRv P0542400	
		☐ 9.13/9BG P0544300	☐ 8.31/8GB P0544600	☐ 7.18/7BM P1159100	☐ 6.17/6BGGr P1028800		☐ 5.17/5BGGr P0583800		☐ 4.45/4CRv P0544100	
		☐ 9.2/9V P0544500	☐ 8.34/8GC P0543400	☐ 7.23/7VG P0543700	☐ 6.23/6VG P0542500		☐ 5.18/5BM P1159000		☐ 4.8/4M P1158800	
		☐ 9.22/9VV P1633500 High Resist		☐ 7.3/7G P0541400	☐ 6.3/6G P0541300		☐ 5.20/5VVV P0754900			
		☐ 9.3/9G P1018300 Gold Naturals		☐ 7.3/7G P1018100 Gold Naturals	☐ 6.3/6G P1018000 Gold Naturals		☐ 5.3/5G P0541500			
		☐ 9.31/9GB P0583500		☐ 7.31/7GB P0542800	☐ 6.31/6GB P0861400		☐ 5.3/5G P1017900 Gold Naturals			
		☐ 9.8/9M P1158900		☐ 7.34/7GC P0583400	☐ 6.32/6GV P0542100		☐ 5.31/5GB P0708500			
				☐ 7.35/7GRv P0543300						
				☐ 7.4/7C P0981200						
				☐ 7.43/7CG P0543000						
				☐ 7.44/7CC P0755800						
				☐ 7.8/7M P0862000						

INOA SUPRÊME



BLONDE	DARK BLONDE	LIGHT BROWN
☐ 8.31/8GB P0784800	☐ 7.14/7BC P0784100	☐ 6.23/6VG P0783800
☐ 8.32/8GV P0784900		☐ 6.54/RvC P0784000
☐ 8.34/8GC P0785000		

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.

- ☐ 40335672

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

DIARICHESSE



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 P0540901
	☐ 7.01/7NB P0639801	☐ 6.01/6NB P0640000	☐ 5.5/5RV P0743901	☐ 5.01/5NB P0742500	☐ 4.01/4NB P0639900	
VERY LIGHT BLONDE	☐ 7.13/7BG P0640601	☐ 6.02/6NV P0641400	☐ 5.54/5RVc P0743900	☐ 5.07/5NGr P0891501	☐ 4.15/4BRv P0580100	
☐ 9/9N P0742401	☐ 7.14/7BC P0743001	☐ 6.12/6BV P0641300	☐ 5.60/5RRR P0826701	☐ 5.12/5BV P0641201	☐ 4.20/4VVV P0580201	
☐ 9.01/9NB P1477901	☐ 7.23/7VG P0640500	☐ 6.13/6BG P0581200	☐ 5.65/5RRv P0891201	☐ 5.13/5BG P0580501	☐ 4.26/4VR P0743700	
☐ 9.02/9NV P1478000	☐ 7.30/7GGG P0581600	☐ 6.23/6VG P0641100	☐ 6.55/6RVrV P0891300	☐ 5.15/5BRv P0580601	☐ 4.3/4G P0996701	
☐ 9.11/9BB P0742601	☐ 7.31/7GB P0581701	☐ 6.24/6VC P0743600	☐ 6.64/6RC P0826601	☐ 5.3/5G P0742801	☐ 4.8/4M P0890501	
☐ 9.13/9BG P0743201	☐ 7.32/7GV P0640301	☐ 6.3/6C P0742701		☐ 5.31/5GB P0580800		
☐ 9.3/9G P0996801	☐ 7.34/7GC P1024001	☐ 6.31/6GB P0891701		☐ 5.32/SGV P0580901	☐ 3/3N P0579900	
☐ 9.31/9GB P0640101	☐ 7.35/7GRv P0743101	☐ 6.32/6GV P1190800		☐ 5.35/5GRv P0640801	☐ 3.00/3NN P0639700	
	☐ 7.40/7CCC P1024101	☐ 6.34/6GC P0581301		☐ 5.42/5CV P0743400		
LIGHT BLONDE	☐ 7.43/7CG P0891101	☐ 6.35/6GRv P0581401		☐ 5.8/5M P0580600		
☐ 8/8N P0581801	☐ 7.8/7M P0890801	☐ 6.4/6C P0890901				
☐ 8.02/8NV P0640200		☐ 6.40/6CCC P0641500				
☐ 8.13/8BG P0743300		☐ 6.45/6CRv P0744000				
☐ 8.3/8G P0742901		☐ 6.8/6M P0890701				
☐ 8.31/8GB P0581901						
☐ 8.34/8GC P1190901						

DIARICHESSE

HI-VISIBILITY

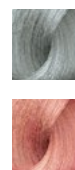


☐ .35/GRV P1279000	☐ .43/CG P1279200
☐ .3/G P1361900	☐ .46/CR P1279100
☐ .34/GC P1362000	☐ .64/RC P1362100

BLACK
☐ **1/1N**
P0579801

DIARICHESSE

METALS



☐ .11 P1630400
☐ .24 P1630500

DIALIGHT



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
	☐ 9.1/9B P1650100	☐ 8.1/8B P0997000	☐ 7.12/7BV P0826900	☐ 6.1/6B P0997100	☐ 5.1/5B P0891900	
PALE BLONDE	☐ 9.02/9NV P0586700	☐ 8.23/8VG P0892400	☐ 7.13/7BG P0998900	☐ 6.13/6BG P0585800	☐ 5.07/5NGr P0744200	
☐ 10.12/10BV P0641800	☐ 9.03/9NG P0586800	☐ 8.3/8G P0586400	☐ 7.31/7GB P0586100	☐ 6.23/6VG P0582300	☐ 5.26/5VR P0827400	
☐ 10.13/10BG P0641900	☐ 9.11/9BB P0744300	☐ 8.34/8GC P0586500	☐ 7.35/7GRv P1403500	☐ 6.3/6G P0585900	☐ 5.31/5GB P0585401	
☐ 10.21/10VB P0827200	☐ 9.12/9BV P0826800		☐ 7.4/7C P0827000	☐ 6.34/6GC P0586001	☐ 5.32/5GV P0892200	
☐ 10.22/10VV P1171000	☐ 9.13/9BG P0586900		☐ 7.40/7CCC P0744600	☐ 6.45/6CRv P0892000	☐ 5.35/5GRv P0642001	
☐ 10.23/10VG P1650300	☐ 9.21/9VB P1650200		☐ 7.43/7CG P0586200	☐ 6.46/6CR* P1024400	☐ 5.4/5C* P1024200	
☐ 10.32/10GV P0744400	☐ 9.3/9G P0585200		☐ 7.8/7M P1158700		☐ 5.52/5RVV P0585500	
	☐ 9.31/9GB P1403400			REDS	☐ 5.8/5M P1158600	
				☐ 4.65/4RRv P0585300		
				☐ 6.64/6RC P0827100		
				☐ 5.54/5RVc P0827500		
				☐ 5.66/5RR P0585600		

DIACIVATEUR
33.8 FL.OZ.

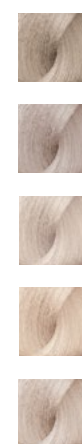
☐ 6-vol. P0591700
☐ 9-vol. P0591800
☐ 15-vol. P0591900



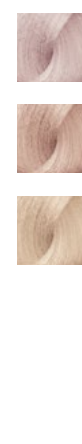
DIALIGHT MILKSHAKES



☐ 9.01/9NB
☐ 9.1/9B
☐ 9.02/9NV
☐ 9.03/9NG
☐ 9.11/9BB



☐ 9.12/9BV
☐ 9.21/9VB
☐ 10.12/10BV
☐ 10.13/10BG
☐ 10.21/10VB



☐ 10.22/10VV
☐ 10.23/10VG
☐ 10.32/10GV

BLOND Studio

YOUR ULTIMATE TOOLBOX



OIL

- ☐ SunKissed Lightening Oil
33.8 fl.oz.
U1800900



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

- ☐
- ☐



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 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.



FLASH PRO HAIR MAKE-UP



MYSTIC FOREST
E2776600



MIDNIGHT FUSCHIA
E2776700



SPICE IS NICE
E2777000



GOLD DIGGER
E2776500



SILVER LINING
E2899000



HELLO HOLO
E2777300



RED HOT
E2776300



DANCING PINK
E2776400



GALAXY TRIP
E2777200

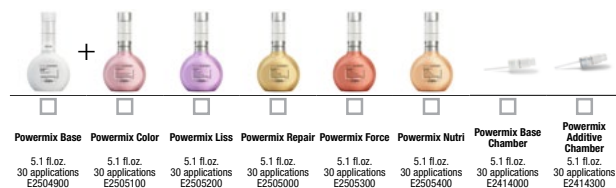


PURPLE REIGN
E2776900

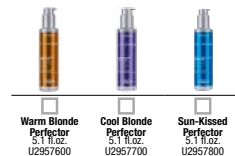
SERIE EXPERT

IN-SALON

Powermix Treatments



Blondifier



Backbar

Absolut Repair Lipidium



Nutrifier



Liss Unlimited



Lumino Contrast



Inforcer



Vitmino Color A-OX



Volumetry



Silver

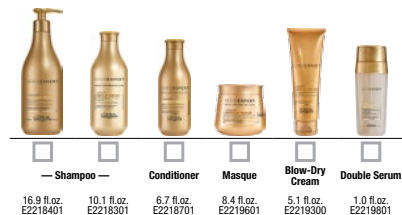


Blondifier



AT-HOME

Absolut Repair Lipidium



Nutrifier



Liss Unlimited



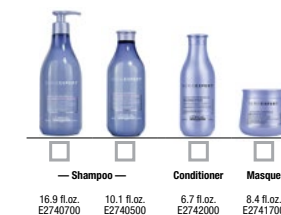
Lumino Contrast



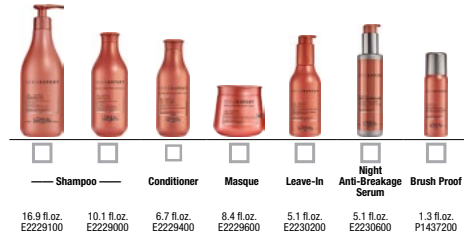
Silver



Blondifier



Inforcer



Vitmino Color A-OX



Volumetry



#lorealprou

SOURCE

essentielle

IN-SALON



Daily Shampoo
50.7 Fl. oz.
E2924000

Delicate Shampoo
50.7 Fl. oz.
E2925200

Nourishing Shampoo
50.7 Fl. oz.
E2924400



Nourishing Masque
16.9 Fl. oz.
E2924500



Double Shampoo Refill System
W11 x D7.25 x H21.75



Single Shampoo Refill System
W5.5 x D7.25 x H21.75



Refill System Push Pull
E2666701

"must have in order for shampoo refill to dispense"

AT-HOME



Daily Shampoo
10.1 Fl. oz.
E2923800



Daily Detangling Conditioner
6.7 Fl. oz.
E2923900



Nourishing Shampoo
10.1 Fl. oz.
E2924100



Nourishing Masque
10.1 Fl. oz.
E2924200



Delicate Shampoo
10.1 Fl. oz.
E2925100



Radiance Masque
8.4 Fl. oz.
E2924700

Techni. ART

HOLD



Extreme Laquer
10.2 oz.
P1053200

Infinium 3
10.2 oz.
P1054100

Infinium 4
10.2 oz.
P1054200

Web
5.1 oz.
E0940602

TEXTURE



Next Day Hair
6.8 oz.
P1053300

Archtexture
1.7 oz.
P1053501

STYLE REVIVERS



Fresh Dust
3.4 oz.
P1053700

Morning After Dust
6.76 oz.
E1584100

VOLUME



Liss & Pump Up
5.0 fl. oz.
E1025202

Volume Envy Extra
8.2 oz.
E1442601

Densité
4.2 fl. oz.
P1053900

Super Dust
0.25 oz.
E0940301

TRANSFORMERS



Transformer Lotion
5.1 fl. oz.
E2909000

Transformer Gel
5.1 fl. oz.
E2908700

SMOOTH



Sleek & Swing
5.0 fl. oz.
E1045102

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

HOMME



Strong
5.0 fl. oz.
E0975000

Sculpte
5.0 fl. oz.
E1599101

Mat
2.7 fl. oz.
E1599600

Clay
1.7 fl. oz.
E1601200

Poker Paste
2.6 oz.
U2835700

MYTHIC OIL

IN-SALON

Normal to Fine Hair

Thick Hair

					
Emulsion Ultrafine	Shampoo	Masque	Huile Initiale	Conditioner	Masque
5.0 fl.oz. E1857800	33.8 fl.oz. E1858000	16.9 fl.oz. E1858101	5.0 fl.oz. E1861400	33.8 fl.oz. E1857400	16.9 fl.oz. E1857500

AT-HOME

Normal to Fine Hair

Thick Hair

Leave-Ins

								
Shampoo	Masque	Shampoo	Conditioner	Masque	Serum de Force	Creme Universelle	Huile Originale	Huile Radiance
8.45 fl.oz. E1860600	6.7 fl.oz. E1859801	8.45 fl.oz. E1860000	6.7 fl.oz. E1860100	6.7 fl.oz. E1860500	1.7 fl.oz. E0985600	5.0 fl.oz. E1977300	3.4 fl.oz. E2505600	3.4 fl.oz. E2505700

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 —	Renew Activating Masque	Shampoo	Concentrate — Box of 10 —
34 fl.oz. E1628300	0.51 fl.oz. E1628800	34 fl.oz. E1629400	0.51 fl.oz. E1628900	34 fl.oz. E1629500	0.51 fl.oz. E1629000	16.9 fl.oz. E1629200	34 fl.oz. E2022400	0.51 fl.oz. E2022600

AT-HOME

Revive

Restore

Recover

RE-CREATE

													
Shampoo	Conditioner	Masque	Leave-In	Shampoo	Masque	Leave-In	Shampoo	Conditioner	Leave-In	Shampoo	Conditioner	Leave-In	Re-Charge — Box of 6 —
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. E1628300	5.1 fl.oz. E1628600	8.45 fl.oz. E1627800	6.76 fl.oz. E1628100	2.54 fl.oz. E1628700	8.45 fl.oz. E2022301	6.76 fl.oz. E2022500	5.1 fl.oz. E2022700	0.68 fl.oz. E1629100



RETAIL TRAVEL SIZES

SERIE EXPERT

Vitmino 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. E2546101

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

**Tecni.
ART**



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

**MYTHIC
OIL**

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

**L'ORÉAL
PROFESSIONNEL**
PARIS

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 PROFESSIONNEL 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

SERIE EXPERT ACCESSORIES

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

SOURCE ESSENTIELLE

- ☐ BACKBAR SHAMPOO PUMP
E2666600

MYTHIC OIL ACCESSORIES

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

PRO FIBER ACCESSORIES

- ☐ BACKBAR SHAMPOO PUMP
E160500
- ☐ MEASURING SPOON
E2115400



Majirel



- ☐ LP MJ MAJIREL ABSOLU 6
43004801
- ☐ LP MJ MAJIREL ABSOLU 7
43006701
- ☐ LP MJ MAJIREL ABSOLU 5
43002901
- ☐ LP MJ MAJIREL ABSOLU 8
43008301
- ☐ LP MJ MAJIREL SUPERIOR COVERAGE 6.0
P0048800
- ☐ LP MJ MAJIREL SUPERIOR COVERAGE 7.0
P0049000
- ☐ LP MJ MAJIREL SUPERIOR COVERAGE 5.0
P0048700
- ☐ LP MJ MAJIREL ABSOLU 9
43009101
- ☐ LP MJ MAJIREL ABSOLU 4
P1531000
- ☐ LP MJ MAJIREL SUPERIOR COVERAGE 8.0
P0049100

Majirel COOL COVER



- ☐ LP MJ COOL COVERAGE 6
P0964000
- ☐ LP MJ COOL COVERAGE 7
P0964300
- ☐ LP MJ COOL COVERAGE 5
P0963700
- ☐ LP MJ COOL COVER 8
P1020700
- ☐ LP MJ COOL COVERAGE 7.1
P0964400
- ☐ LP MJ COOL COVERAGE 4
P0963500
- ☐ LP MJ COOL COVERAGE 6.1
P0964100
- ☐ LP MJ COOL COVER 8.11
P1021700
- ☐ LP MJ COOL COVER 7.11
P1021600
- ☐ LP MJ COOL COVERAGE 5.1
P0963800

INOA™



- ☐ LP INOA 2P 6
P0540600
- ☐ LP INOA 2P 7
P0540800
- ☐ LP INOA 2P 5
P0540700
- ☐ LP INOA 2P 8
P0540900
- ☐ LP INOA 2P 6.0
P0540600
- ☐ LP INOA 2P 7.0
P0708400
- ☐ LP INOA 2P 4
P0541000
- ☐ LP INOA 2P 5
P0712600
- ☐ LP INOA 2P 9
P0541100
- ☐ LP INOA 2P 8.0
P0540900

DIALIGHT



- ☐ DIA LIGHT CLEAR
P0587000
- ☐ DIA LIGHT 10.12 (MILKSHAKE)
P0641800
- ☐ DIA LIGHT 9.01 (MILKSHAKE)
P0586600
- ☐ DIA LIGHT 10.21 (MILKSHAKE)
P0827200
- ☐ DIA LIGHT 9.12 (MILKSHAKE)
P0826800
- ☐ DIA LIGHT 9.11 (MILKSHAKE)
P0744300
- ☐ DIA LIGHT 8
P0586300
- ☐ DIA LIGHT 10.13 (MILKSHAKE)
P0641900
- ☐ DIA LIGHT 9.13
P0586700
- ☐ DIA LIGHT 9.13
P0586900

TOP RETAIL MUST-HAVES



☐
Vitamino Shampoo
300ml
E2228600



☐
Vitamino Conditioner
200ml
E2226100



☐
Vitamino 10n1
190ml
E2228001



☐
Vitamino CC Blonde
150ml
E2227400



☐
ARL Masque
250ml
E2219601



☐
Inforcer Shampoo
300ml
E2229000



☐
Inforcer Conditioner
200ml
E2229400



☐
Inforcer Masque
250ml
E2229600



☐
Volumetry Root Spray
125ml
E0718000



☐
Mythic Oil Originale
100ml
E2505600

Tecni.ART



☐
Next Day Hair
6.8 oz
P1053300



☐
Infinium 4
10.2 oz
P1054200



☐
Volume Envy Extra
8.2 oz
E1442600



☐
Architexture
1.7 oz
P1053501



☐
Transformer Lotion
5.1 oz
E2909000

SERIE EXPERT POWERMIX



☐
POWERMIX REPAIR
5.1 fl.oz.
E2505000



☐
POWERMIX NUTRI
5.1 fl.oz.
E2505400



☐
POWERMIX COLOR
5.1 fl.oz.
E2505100



☐
POWERMIX LISS
5.1 fl.oz.
E2505200



☐
POWERMIX FORCE
5.1 fl.oz.
E2505300



☐
POWERMIX BASE
5.1 fl.oz.
E2504900