

PRO|FIBER

PROFESSIONAL HAIR DAMAGE SCIENCE

DIGITAL TECHNICAL GUIDE

L'ORÉAL
PROFESSIONNEL
PARIS

PRO|FIBER
PROFESSIONAL HAIR DAMAGE SCIENCE

RE-CREATE

Système de soin longue durée*:
Shampooing
Cheveux affaiblis par l'endommagement
Long-lasting haircare system*:
Shampoo
Hair thinned by damage

250ml 8.5 fl.oz.
L'ORÉAL
PROFESSIONNEL
PARIS

320ml 10.9 fl.oz.
L'ORÉAL
PROFESSIONNEL
PARIS

Long-lasting haircare system*:
Shampoo
Cheveux affaiblis par l'endommagement
Long-lasting haircare system*:
Shampoo
Hair thinned by damage

RE-CREATE

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RESTORE

Système de soin longue durée*:
Sérum biphasé
Cheveux abîmés
Long-lasting haircare system*:
Bi-phasic serum
Damaged hair

150ml 5.1 fl.oz.
L'ORÉAL
PROFESSIONNEL
PARIS

150ml 5.1 fl.oz.
L'ORÉAL
PROFESSIONNEL
PARIS

Long-lasting haircare system*:
Sérum biphasé
Cheveux abîmés
Long-lasting haircare system*:
Sérum biphasé
Damaged hair

RESTORE

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REVIVE

Système de soin longue durée*:
Shampooing
Cheveux légèrement abîmés
Long-lasting haircare system*:
Shampoo
Slightly damaged hair

250ml 8.5 fl.oz.
L'ORÉAL
PROFESSIONNEL
PARIS

320ml 10.9 fl.oz.
L'ORÉAL
PROFESSIONNEL
PARIS

Long-lasting haircare system*:
Shampoo
Cheveux légèrement abîmés
Long-lasting haircare system*:
Shampoo
Slightly damaged hair

REVIVE

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RECOVER

Système de soin longue durée*:
Masque
Cheveux très abîmés
Long-lasting haircare system*:
Masque
Very damaged hair

200ml/6.76 fl. oz.

320ml 10.9 fl.oz.
L'ORÉAL
PROFESSIONNEL
PARIS

Long-lasting haircare system*:
Masque
Cheveux très abîmés
Long-lasting haircare system*:
Masque
Very damaged hair

RECOVER

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RESTORE

Système de soin longue durée*:
Soin à rincer
Cheveux abîmés
Long-lasting haircare system*:
Conditioner
Damaged hair

6.76 fl.oz.
L'ORÉAL
PROFESSIONNEL
PARIS

6.76 fl.oz.
L'ORÉAL
PROFESSIONNEL
PARIS

Long-lasting haircare system*:
Soin à rincer
Cheveux abîmés
Long-lasting haircare system*:
Conditioner
Damaged hair

RESTORE

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REVIVE

Système de soin longue durée*:
Sérum
Cheveux légèrement abîmés
Long-lasting haircare system*:
Sérum
Slightly damaged hair

5.1 fl.oz.
L'ORÉAL
PROFESSIONNEL
PARIS

5.1 fl.oz.
L'ORÉAL
PROFESSIONNEL
PARIS

Long-lasting haircare system*:
Sérum
Cheveux légèrement abîmés
Long-lasting haircare system*:
Sérum
Slightly damaged hair

REVIVE

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RECOVER

Système de soin longue durée*:
Shampooing
Cheveux très abîmés
Long-lasting haircare system*:
Shampoo
Very damaged hair

8.5 fl.oz.
L'ORÉAL
PROFESSIONNEL
PARIS

8.5 fl.oz.
L'ORÉAL
PROFESSIONNEL
PARIS

Long-lasting haircare system*:
Shampooing
Cheveux très abîmés
Long-lasting haircare system*:
Shampoo
Very damaged hair

RECOVER

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PRO|FIBER

A REVOLUTIONARY TECHNOLOGY
15 YEARS IN THE MAKING

PRO|FIBER

L'ORÉAL PROFESSIONNEL'S
1ST LONG-LASTING
HAIRCARE TREATMENT

Hailey Baldwin for L'Oréal Professionnel



INTRODUCING

APTYL100

Revolutionary Damage Repair Molecule

AMINOSILANE

Internal action

Fortifies hair fiber from within



CATIONIC POLYMER

External action

Instantly resurfaces for soft and smooth hair

UNPRECEDENTED GRIPPING POWER

Damaged hair fiber has a high negative charge.

The positively charged Aptyl 100 molecules target the most damaged areas on the hair fiber.



AFTER **PRO FIBER** SHAMPOO

APTYL 100 stays gripped to the hair fiber even after 4 shampoos.



AFTER **TRADITIONAL** SHAMPOO

Traditionally, haircare molecules are washed out after a single shampoo.

The Treatment for Long-Lasting Care



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

IN SALON

Initiate and Repair



STEP 1

SHAMPOO

Prepare hair for treatment

Shampoo hair twice.
Rinse and towel-dry.

STEP 2 LAYERED TREATMENT

CONCENTRATE

Nourishing care
Instant resurfacing



RENEW ACTIVATING MASQUE

Deposits Aptyl 100
Activates long-lasting care

Apply appropriate concentrate to mid-lengths and ends.
Immediately layer Renew Activating Masque directly over concentrate.

Mixing Ratio: 1 part (15 ml / 0.5 fl.oz.) Concentrate
+ 1.5 parts (23 ml / 0.75 fl.oz.) Renew Activating Masque*

Leave in for 5 minutes. Add water to emulsify. Rinse out thoroughly.

*For short hair, use half of the suggested dosage: Concentrate (8 ml / 0.25 fl.oz.) + Renew Activating Masque (12 ml / 0.38 fl.oz.)
For very long and damaged hair, use an additional half dosage: Concentrate (23 ml / 0.75 fl.oz.) + Renew Activating Masque (35 ml / 1.13 fl.oz.)

STEP 3

LEAVE-IN

Heat-protecting
& strengthening

Apply appropriate
leave-in before heat styling.

AT HOME

Reactivate In-Salon Treatments



SHAMPOO

Reactivates Aptyl 100
and treats damage

Shampoo surfactants prolong the Pro Fiber
treatment by reactivating Aptyl 100 molecules.

Cationic polymers smooth damaged hair.



CONDITIONER or MASQUE

Ceramides fortify
and nourish hair

Conditioners and masques provide
a lightweight feel.

Prescribe a conditioner or masque
based on client hair texture.
Recommend the conditioner for clients
with fine hair, and the masque for
clients with thick or coarse hair.

Conditioners can be rinsed immediately
after application. Masques are left in
hair for 5 minutes and then rinsed out.

AT HOME

Prolong up to 6 Weeks



RE-CHARGE

Replenishes Aptyl 100 to prolong Pro Fiber treatment

After every 4th shampoo, use in place of conditioner or masque to deposit Aptyl 100.

One pack of Re-Charge (6 ampules), an essential for at-home care, will prolong the benefits of the Pro Fiber treatment for up to 6 weeks.



LEAVE-IN

Heat-protecting & strengthening*

Use leave-ins before heat-styling to help protect against heat and help strengthen hair.

Uniquely formulated with hydrating, smoothing, and softening agents for each level of damage and texture.

* Leave-in Benefits vary by range

CUSTOMIZE YOUR CLIENT'S TREATMENT

Every client should be treated with a customized PRO FIBER consultation to assess hair texture and damage level.



REVIVE

For Slightly Damaged Hair

Dry and/or rough hair that is less vibrant and has less shine

Demi-permanent color & mechanical damage



RESTORE

For Damaged Hair

Rough and/or uneven, split ends, oxidizing, dull hair

Permanent color and/or highlights & mechanical damage



RECOVER

For Very Damaged Hair

Disintegrating strands, breaking, very faded, matte hair

Permanent color and/or highlights & mechanical damage



RE-CREATE

For Hair Thinned By Damage

Brittle, hollow lifeless hair, broken by damage

Permanent color and/or highlights, extreme chemical & mechanical damage

The Solution For All Levels of Damage

*Mechanical damage caused by heat styling tools, such as: blow-dryer, flat iron, and/or curling iron

DIAGNOSE

Based on Damage and Texture

Every client should be treated to a customized Pro Fiber consultation to assess hair texture and damage level.

	HAIR TYPE	TEXTURE	ENDS	COLOR	SHINE
 new! RE-CREATE	Hair Thinned by Damage	Brittle	Broken	Hollow	Lifeless
 RECOVER	Very Damaged Hair	Disintegrating	Breaking	Very Faded	Matte
 RESTORE	Damaged Hair	Rough and/or Uneven	Splitting	Uneven and/or Oxidizing	Dullness
 REVIVE	Slightly Damaged Hair	Dry and/or Rough	Thinning	Less Vibrant	Less Shine

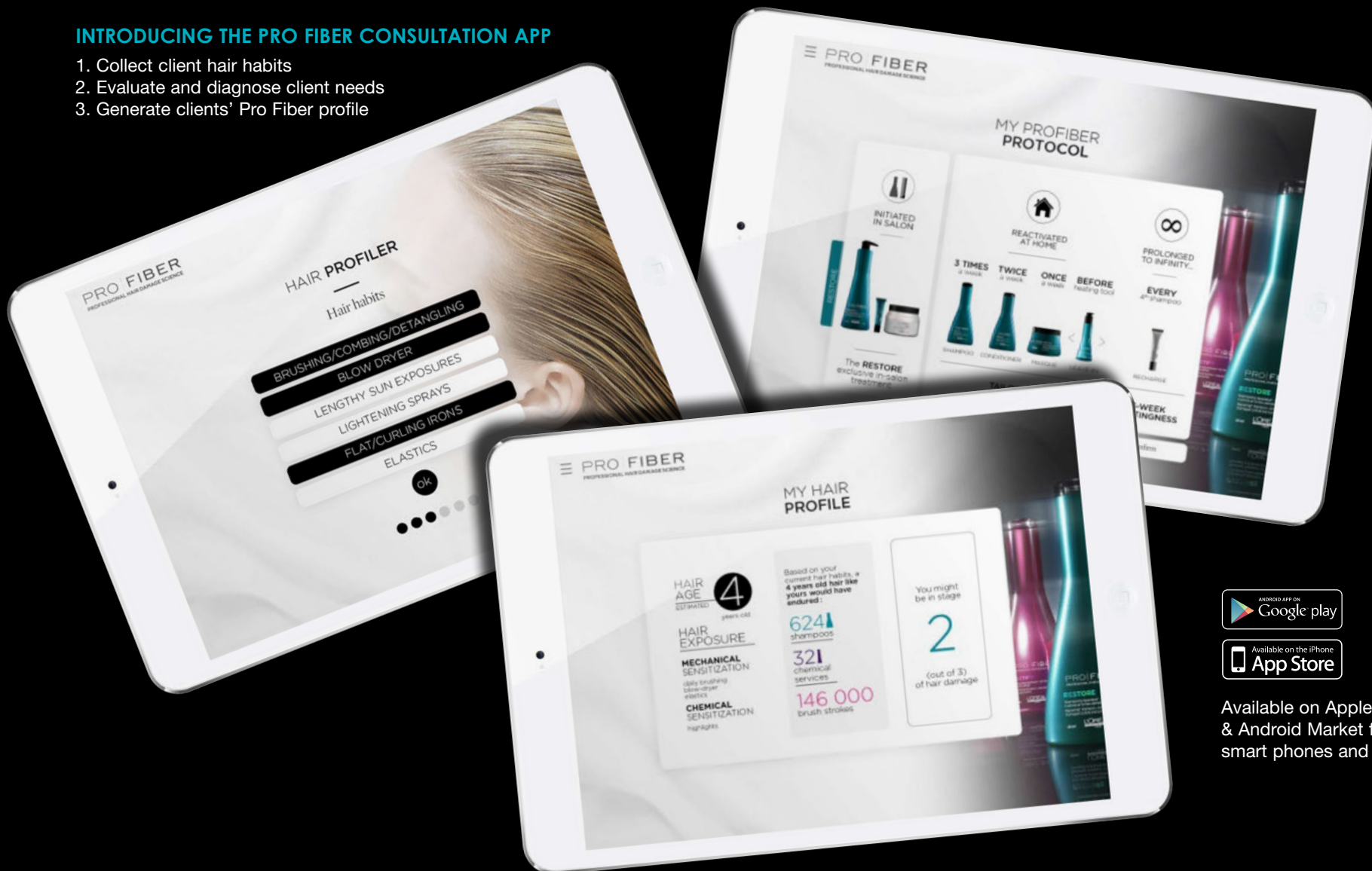
Choose appropriate Pro Fiber range based on damage and texture

EVOLVE

Your Client Consultations

INTRODUCING THE PRO FIBER CONSULTATION APP

1. Collect client hair habits
2. Evaluate and diagnose client needs
3. Generate clients' Pro Fiber profile



Available on Apple Store
& Android Market for
smart phones and tablets.

Frequently Asked Questions

1. HOW IS PRO FIBER REVOLUTIONARY?

- A. For the 1st time, there is a haircare solution that instantly repairs, is long-lasting, and reactivates itself. The Pro Fiber salon treatment benefits can be prolonged with the at-home care routine.

2. WHAT IS THE DIFFERENCE BETWEEN PRO FIBER AND SÉRIE EXPERT?

- A. Pro Fiber is a new premium haircare brand specially formulated for the treatment and long-lasting care of all levels of damaged hair. Pro Fiber damage repair is initiated in the salon treatment, and the effects of the treatment are prolonged at home.

Série Expert is a prescriptive range of haircare for varying hair concerns.

3. WHAT IS APTYL 100? HOW DOES THE TECHNOLOGY ACTUALLY WORK?

- A. Aptyl 100 is a compound of two molecules: **aminosilane**, which strengthens and reinforces the hair fiber up to the cortex and a **cationic polymer**, which resurfaces the cuticle for a soft and silky feel. The cationic polymer has strong attraction to negatively-charged damaged hair fibers, which helps retain the aminosilane inside the hair fiber for longer.

Healthy hair fiber has a naturally negative charge. As the hair fiber's protective lipids are stripped away, the negative charge grows stronger, resulting in frizz, rough texture, split-ends, and breakage. Aptyl 100 is a positively-charged molecule that targets these damaged areas of the hair fiber, fortifying hair from within and instantly resurfacing for soft and smooth hair.

4. DURING THE IN-SALON TREATMENT, CAN I USE ONLY THE CONCENTRATE OR ONLY THE RENEW ACTIVATING MASQUE?

- A. No. You must layer the two products. Each product has different ingredients that contribute to the cosmetic and long-lasting results of the treatment. The treatment must be layered with the concentrate first, with the Renew Activating Masque applied generously directly on top.

5. WHY ARE THE DOSAGE AND RATIO SO IMPORTANT?

- A. The prescribed ratios ensure optimal performance. Otherwise, hair could be left feeling weighed down.

6. WHEN IS IT ACCEPTABLE TO USE LESS THAN ONE DOSE OF THE IN-SALON CONCENTRATE?

- A. The Pro Fiber concentrates have been measured to treat hair that is medium or medium-long in length. For clients with short hair, such as short bobs, you can use half of a tube per treatment. For clients with very long and damaged hair, you can use an additional half of a tube per treatment. It is important to always keep the ratio of 1.5 parts Renew Activating Masque per 1 part Concentrate.

7. WHAT ARE THE DIFFERENCES BETWEEN THE FOUR PRO FIBER RANGES?

- A. There will be differences in cosmetic repair and results, due to varying concentrations of nourishing lipids and silicones, and differences in leave-in serum texture.

8. ARE PRO FIBER SHAMPOOS SULFATE-FREE?

- A. Pro Fiber shampoos are not sulfate-free. However, the range is formulated to be safe for even the most delicate hair.

9. DOES IT MATTER IF MY CLIENT HAS OILY HAIR OR CURLY HAIR?

- A. No. Pro Fiber can be used on all hair types.

10. IF MY CLIENT HAS OMBRÉ OR BALAYAGE, WHICH RANGE SHOULD I USE?

- A. It is recommended to prescribe the Pro Fiber range that reflects the level of damage at the mid-lengths. This will ensure the results are not too heavy.

To treat the damage at the ends, prescribe the appropriate leave-in.

11. WHAT IF I PRESCRIBE THE INCORRECT RANGE?

- A. A proper diagnosis is crucial. If the incorrect range is prescribed, the hair fiber may not get the full benefits of the Aptyl 100 active ingredient.

12. CAN I MIX THE PRO FIBER RANGES?

A. No. The range used in-salon should match the client's at-home regimen. The only products that can be used interchangeably are the leave-ins.

13. HOW OFTEN SHOULD CLIENTS COME IN FOR THEIR PRO FIBER SALON TREATMENTS?

A. At least once every 6 weeks. Clients should purchase a pack of Re-Charge following their salon service. These at-home products will help prolong the salon treatment benefits.

14. SHOULD I BE CONCERNED THAT SMOKE APPEARS DURING THE BLOW-DRY?

A. No. The smoke is residue of the concentrates and leave-ins evaporating during heat styling.

15. IS IT POSSIBLE TO OFFER A PRO FIBER IN-SALON TREATMENT FOLLOWING A COLOR SERVICE OR HIGHLIGHTS?

A. Yes. It is possible following a color service or highlights.

Instead of washing twice with Pro Fiber shampoo, first wash with a post-color shampoo and use the appropriate Pro Fiber shampoo for the second wash.

16. IS IT POSSIBLE TO OFFER A PRO FIBER IN-SALON TREATMENT FOLLOWING A TEXTURE SERVICE?

A. It is not recommended to combine the Pro Fiber treatment on the same day as a texture service.

The actives in texture services continue to react for 48 hours after the service. It is recommended to wait a minimum of 48 hours between the two services.

17. HOW FREQUENTLY SHOULD I USE THE RE-CHARGE?

A. Use the Re-Charge following every 4th shampoo. The Aptyl 100 in the Re-Charge is at a concentration that replenishes the Aptyl 100 that is gradually rinsed out. After 6 weeks, your client should revisit the salon for the Pro Fiber salon service.

Each Re-Charge has been dosed to treat hair that is medium length. For short hair, such as short bobs, a client can use half a tube of Re-Charge to replenish after every 4th shampoo.

18. CAN MY CLIENT USE ANOTHER AT-HOME REGIMEN WITH THE PRO FIBER SALON SERVICE?

A. Clients who are treated with the Pro Fiber salon service should only use the appropriate Pro Fiber at-home regimen to guarantee the reactivation and benefits of the salon service. The Pro Fiber at-home care has been formulated to prolong the benefits of the salon treatment.

19. WHAT IS THE DIFFERENCE BETWEEN THE AT-HOME CONDITIONER AND MASQUE?

A. Prescribe a conditioner or masque based on your client's care routine and hair texture. Both help to optimize the benefits of the Pro Fiber salon treatment.

Conditioner: recommend for a client who has fine hair or does not have time to leave a treatment in her hair.

Masque: recommend for a client who has thick, coarse hair or prefers a more nourishing treatment. The masque must be left on the hair for 5 minutes.

20. WHAT ARE THE BENEFITS OF INCLUDING A LEAVE-IN INTO THE ROUTINE?

A. Leave-ins provide heat protection during styling and help strengthen hair.

RANGE	BENEFIT
REVIVE	Heat Protection
RESTORE	Heat Protection
RECOVER	Strengthening
RE-CREATE	Bodifying

The texture of each leave-in has been formulated specifically to address each damage level and porosity.

21. HOW LONG SHOULD MY CLIENT CONTINUE TO USE PRO FIBER?

A. Pro Fiber can be recommended as a long-term solution for damaged hair. Your client can have soft, shiny, smooth, and strong hair as long as she regularly receives the Pro Fiber in-salon treatment and maintains the treatment with the appropriate at-home care.

Other hair care regimens will not be able to prolong or replicate Pro Fiber's benefits and signature touch.

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