



L'ORÉAL
PROFESSIONNEL
PARIS

JANUARY 2020

UNIQUE
ART

Dear L'Oréal Professionnel Family & Friends,

We hope you had a wonderful holiday and we welcome you this new year with so much excitement and anticipation! 2019 was a great year with the celebration of the 110 year anniversary of the brand as well as celebrating 10 years of INOA and great innovations in Majirel with the launch of Majirel Glow. We also can't forget the launch of Source Essentielle, the relaunch of Absolut Repair with the introduction of the Resurfacing Golden Masque as well as the repackaging of Tecni.Art.

We look forward to introducing you to our next generation of professional lightener with Blond Studio 9. Stay tuned for some exciting news in our all-time favorites Majirel, INOA and DIA!

We will also have some amazing upcoming experiences this year, where we can reconnect in person. Our global iconic hair competition, *Color & Style Trophy* is back! And the much anticipated *Global Experiences* will be making it's next stop in Milan...Ciao Milano! You'll also be learning about new offerings at *the Academy* that will keep you coming back for more.

We can't wait for you to play with these innovations, to see you at our one-of-a kind experiences, and for you to continue your learning journey. We thank you always for your partnership and loyalty and we hope these are just some ways we can deliver on the highest expectations you set forth for L'Oréal Professionnel.

Merci,



EMILIE POISSON, GENERAL MANAGER
L'Oréal Professionnel USA
emilie.poisson@loreal.com

NEW

BLOND
9 **STU**
Dio

OUR NEXT
GENERATION OF
PROFESSIONAL
LIGHTENER

#lorealprou *#blondstudio9*

UP TO
9 LEVELS OF LIFT

OPTIMAL NEUTRALIZATION
CLEANER RESULTS

OIL
ENRICHED

SMOOTHS THE HAIR CUTICLE
CREAMY TEXTURE FOR EASE OF
MIXING AND APPLICATION

VISIBLE WITHIN
10 MINUTES

MAXIMUM LIFT ON THE DARKEST BASES
ACCELERATED LIGHTENING ACTION

TWO DIFFERENT TECHNOLOGIES ONE POWERFUL PROCESS

OIL BASED DEVELOPERS

BOOSTS LIGHTENER
PERFORMANCE
PROVIDES SMOOTH FINISH

WHEN TO USE

20-VOL
ON SCALP, LENGTHS AND ENDS

30-VOL
LENGTHS AND ENDS ONLY



1 LITER

17.6 OZ

9 LEVEL POWDER LIGHTENER

MAXIMUM
PERFORMANCE

OPTIMAL
NEUTRALIZATION

EVENNESS OF TONE

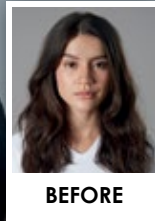
ACCELERATED LIFT
VISIBLE WITHIN
10 MINUTES

DEDICATED FOILS MUST USE FOR ENCLOSED TECHNIQUES

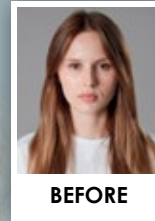


THESE FOILS WILL CONTROL THE POWER OF THE POWDER, ALLOWING THE RIGHT AMOUNT OF HEAT TO ESCAPE THE FOIL, RESULTING IN AN EVEN LIFT.

A LIGHTENING TECHNIQUE FOR EVERY CLIENT

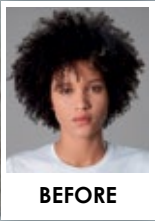


1-POINT TECHNIQUE FRENCH BALAYAGE







MULTI-POINT TECHNIQUE FOILYAGE

To be used exclusively with Blond Studio 9 Aluminum Foil




GLOBAL APPLICATION

-  **TIMING**
UP TO 50 MIN
-  **MIXING RATIO**
1:1
-  **BALAYAGE**
Mix equal parts Blond Studio 9 Powder + 30-Vol Blond Studio 9 Oil Developer







STEP 1

-  **GLOSS**
Mix DIA Light 9.13 and 9-Vol DIActivateur Developer 1:1.5 ratio


*Balayage Techniques can be used with 20 or 30 Volume Oil Developer

STEP 2

-  **TIMING**
UP TO 50 MIN
-  **MIXING RATIO**
1:1.5
-  **FOILS**
Mix Blond Studio 9 Powder + 30-Vol Blond Studio 9 Oil Developer 1:1.5 ratio







STEP 1

-  **GLOSS**
Mix DIA Light 9.02 and 9-Vol DIActivateur Developer 1:1.5 ratio


*Foil Techniques can be used with 20 or 30 Volume Oil Developer

STEP 2

-  **TIMING**
UP TO 50 MIN
-  **MIXING RATIO**
1:2 OR 1:3
-  **ROOTS**
Mix Blond Studio 9 Powder + 20-Vol Blond Studio 9 Oil Developer 1:2 ratio
- MID-LENGTHS/ENDS**
Mix Blond Studio 9 Powder + 30-Vol Blond Studio 9 Oil Developer 1:3 ratio



STEP 1

-  **GLOSS**
Mix DIA Light 9.01 and 9-Vol DIActivateur Developer 1:1.5 ratio

*Global Techniques should be used with 20-Volume Oil Developer

STEP 2

Discover all Step-by-Steps and more technical information on prouslorealprofessionnel.com

CUSTOMIZE & CARE WITH

DIALIGHT

Luxurious, gel crème gloss providing care for all blondes



DEVELOPMENT
TIME

UP TO

10
MIN



ADD TONE TO CUSTOMIZE

to complement your client's
skin tone and eye color

A LUMINOUS TOP COAT

resulting in high shine and
care for the hair

TRY BLOND STUDIO 9 WITH ABSOLUTE CONFIDENCE

20% OFF

YOUR PURCHASE OF ANY BLOND STUDIO 9 PRODUCT:

- BLOND STUDIO 9 POWDER LIGHTENER
- BLOND STUDIO 9 20-VOL OIL DEVELOPER
- BLOND STUDIO 9 30-VOL OIL DEVELOPER
- DEDICATED ALUMINUM FOILS

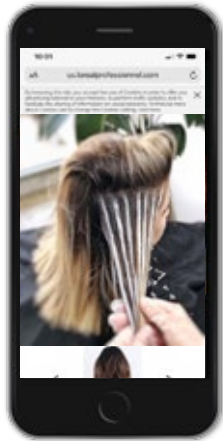


1 LITER

17.6 OZ.

BECOME THE BLONDING & BALAYAGE BOSS

LEVEL UP YOUR SKILLS, IMPRESS CLIENTS, & GET INSPIRED WITH THE LATEST ON BLOND STUDIO 9 & BALAYAGE EDUCATION



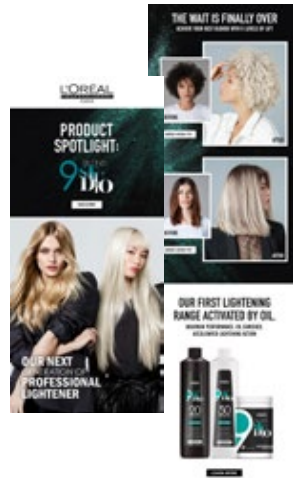
INSTAGRAM

GET INSPIRED

Follow our dedicated education page @lorealproeducationus for the latest blanding & Balayage tips, short cuts, hacks, class updates, and so much more!

BE FEATURED

Don't forget to tag #lorealprou and #lbalayage for a chance to be featured!

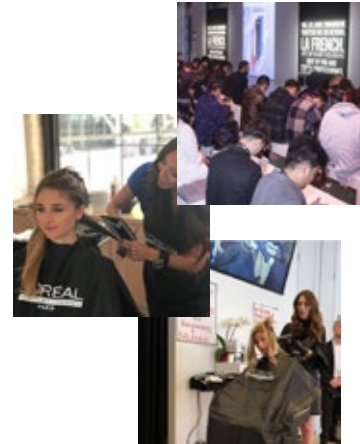


EMAIL

You've got mail! Register for Balayage emails and receive monthly updates on new techniques, trends, product launches and online and in-person certifications & trainings.

SIGN UP at

prou.lorealfprofessional.com/newsletter



EDUCATION

24/7 ACCESS TO EDUCATION WHEN YOU WANT IT, WHERE YOU WANT IT

Learn our signature Balayage French methodology. The certification program will help you grow and specialize behind the chair.

Access our education 24/7 and join us at:

STORE	ACADEMY
SALON	ACCESS



WEBSITE

Get inspired with looks you can create with L'Oréal Professionnel's signature French Balayage method. Explore How To's featuring on lightening techniques for every client using Blond Studio 9, GLOW Up services with Majirel Glow and Cool Results with Majirel Cool Cover.

Visit the How To's on Pro Site!

<https://prou.lorealfprofessional.com>

FURTHER YOUR CARE FOR LIGHTENED HAIR WITH SERIE EXPERT

Prescribe the perfect bundle to protect blonde hair in between color appointments



**USE SILVER TO NEUTRALIZE
YELLOW TONE AND REVIVE
COOL BLONDE HAIR.**

PERFECT FOR TONE LEVELS 9+

The formula, infused with violet-micro pigments, neutralizes unwanted yellow tones and returns hair to a beautiful and natural cool tone.



**USE BLONDIFIER TO ILLUMINATE
AND RESTORE ALL TYPE
OF BLONDE HAIR.**

PERFECT FOR TONE LEVELS 8 AND BELOW

With no pigments inside, the shampoo gently cleanses hair and emphasizes multidimensional shine of blonde hair.



COMING FEBRUARY! 2020 NEW USER KITS EXPAND YOUR L'ORÉAL PROFESSIONNEL PORTFOLIO

When You Offer More L'Oréal Professionnel Pillars in Your Salon:

1

Increase the number of classes you receive per year

2

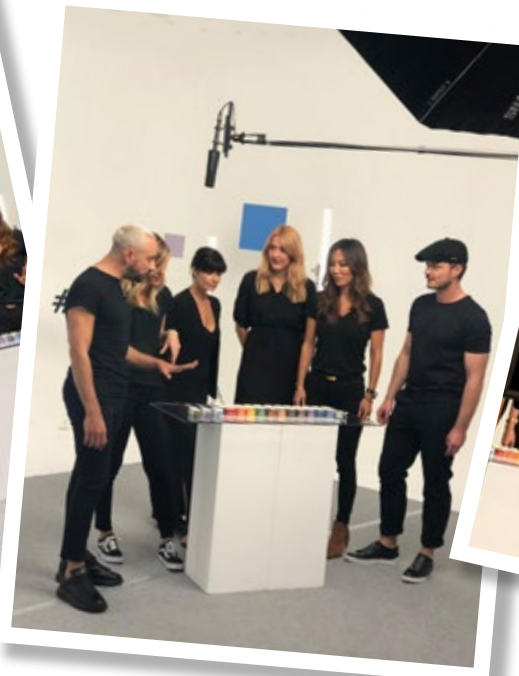
Qualify for exclusive Level Loyalty promotions

3

Grow your business with premium pricing in all categories

BEHIND THE SCENES

STAY TUNED FOR THE EXCITING CHANGES TO THE MAJIREL BRAND



“As an artist who uses Majirel, I can be as creative as I choose without having to compromise quality or desired results. I cannot wait for you to see what we have in store for Majirel and L'Oréal Professionnel.”

Min Kim
L'Oréal Professionnel Artist
@minkimcolorist

COMING SOON Majirel

WE HAVE CHANGED EVERYTHING, BUT THE ICONIC FORMULA

Soon, you will begin to see Majirel's renovated packaging in your deliveries and in-store. Thank you for your partnership as we renovate sustainably and phase into this new beautiful packaging.

We have more exciting innovation coming in 2020 – stay tuned!



**NO FORMULA
CHANGES**

2020 JANGANZA

\$100-\$299

OF MAJIREL, INOA, DIA, #COLORFUL HAIR, HAIR TOUCHUP, LUO
CHOOSE ONE OF THE 3 SAMPLE KITS FOR FREE



SERIE EXPERT VITAMINO COLOR SAMPLE KIT

1 VITAMINO COLOR SHAMPOO 1500 ML
1 BACKBAR 1500 ML PUMP
1 VITAMINO COLOR CONDITIONER 1000 ML
1 BACKBAR 1000 ML PUMP

\$300-\$499

OF MAJIREL, INOA, DIA, #COLORFUL HAIR, HAIR TOUCHUP, LUO
CHOOSE THREE OF THE 6 SAMPLE KITS FOR FREE



SERIE EXPERT ABSOLUT REPAIR SAMPLE KIT

1 ABSOLUT REPAIR SHAMPOO 1500 ML
1 BACKBAR 1500 ML PUMP
1 ABSOLUT REPAIR CONDITIONER 1000 ML
1 BACKBAR 1000 ML PUMP

\$500 OR MORE

OF MAJIREL, INOA, DIA, #COLORFUL HAIR, HAIR TOUCHUP, LUO
CHOOSE ONE OF THE 3 STARTER KITS FOR FREE
OR
CHOOSE FIVE OF THE 6 SAMPLE KITS FOR FREE



SERIE EXPERT BACK BAR STARTER KIT

2 POWERMIX BASE
1 POWERMIX VITAMINO COLOR
1 POWERMIX ABSOLUT REPAIR
4 POWERMIX CHAMBERS
1 POWERMIX VITAMINO COLOR SHAMPOO 1500ML
1 VITAMINO COLOR CONDITIONER 1000ML
1 ABSOLUT REPAIR SHAMPOO 1500ML
1 ABSOLUT REPAIR CONDITIONER 1000ML
1 BACKBAR 1500ML PUMP
1 BACKBAR 1000ML PUMP

2020 JANGANZA



TECNI.ART SAMPLE KIT

- 1 MORNING AFTER DUST 6.8 OZ
- 1 INFINIUM 4 10.2 OZ
- 1 NEXT DAY HAIR 6.8 OZ
- 1 TRANSFORMER GEL 5.10Z



MAJIREL REDS/COPPERS SAMPLE KIT

- 7 MAJIREL RED/COPPER SHADES:
 - C6.64/6RC CARMILANE
 - 7.40/7CCC RUBILANE
 - 4.55/4RVRV
 - 6.62/6RV
 - 4.45/4CRV
 - 6.65/6RRV
 - 5.64/5RC



SOURCE ESSENTIELLE SAMPLE KIT

- 1 NOURISHING SHAMPOO 1500 ML
- 1 NOURISHING MASK 500 ML
- 1 BACKBAR 1500ML PUMP



MAJIREL GLOW SAMPLE KIT

- 6 MAJIREL GLOW SHADES:
 - D.11/BB
 - D.12/BV
 - L.13/BG
 - L.12/BV
 - L.18/BM
 - CLEAR
- 1 12.5-VOL. MAJICRÈME DEVELOPER



SERIE EXPERT COLOR CARE STARTER KIT

- 1 VITAMINO COLOR SHAMPOO 1500 ML
- 1 VITAMINO CONDITIONER 1000 ML
- 1 VITAMINO COLOR MASQUE 500 ML
- 1 BLONDIFIER SHAMPOO 1500 ML
- 1 BLONDIFIER CONDITIONER 1000 ML
- 1 BLONDIFIER MASK 500 ML
- 1 SILVER SHAMPOO 1500 ML
- 5 VITAMINO COLOR 10-IN-1 190ML
- 3 BACKBAR 1500 ML PUMP
- 2 BACKBAR 1000 ML PUMP



TOP 10 HAIRCARE & STYLING STARTER KIT

- 2 VITAMINO 10-IN-1 200 ML
- 2 VITAMINO SHAMPOO 300 ML
- 2 VITAMINO CONDITIONER 200 ML
- 2 ABSOLUT REPAIR MASK 250 ML
- 2 INFORCER SHAMPOO 300 ML
- 2 VOLUMETRY SPRAY 125 ML
- 2 NEXT DAY HAIR 6.8 OZ
- 2 INFINIUM 4 10.2 OZ
- 2 MORNING AFTER DUST 6.8 OZ
- 1 MYTHIC OIL HUILE ORIGINALE 100 ML

JANGANZA

TRY ALL L'ORÉAL PROFESSIONNEL HAS TO OFFER



Majirel REDS

3 REASONS TO TRY

- Red and Copper color clients are a salon's most loyal
- Majirel contains superior red technology for your most discerning clients
- On-tone color and long-lasting results



SERIE EXPERT VITAMINO COLOR

3 REASONS TO TRY

- Prolongs color radiance
- Enhances shine and protects environmental stressors that fade color
- Nourishes and adds moisture after coloration



Majirel GLOW

3 REASONS TO TRY

- No level for 4X more translucency*
- High reflect concentration to neutralize
- Permanent creme color

*versus Majirel Classic



SERIE EXPERT ABSOLUT REPAIR

3 REASONS TO TRY

- Damaged hair surface is instantly transformed with softness, shine and lightweight touch.
- Reduces your client's hair SURFACE DAMAGE by 77%*
- 7X SHINIER HAIR**

*SHAMPOO Absolut Repair + INSTANT RESURFACING MASQUE AFTER 5 APPLICATIONS.

**Non-Conditioning SHAMPOO + INSTANT RESURFACING MASQUE OR RESURFACING GOLDEN MASQUE versus unwashed hair

JANGANZA

TRY ALL L'ORÉAL PROFESSIONNEL HAS TO OFFER



SERIE EXPERT POWERMIX

3 REASONS TO TRY

- Transform your client's hair with a customized treatment that suits any client's specific hair needs and concerns
- Give intense nutrition and shine to your client's hair without weighing it down
- Increase your monthly profit by \$674* or more!

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



TECNI ART.

3 REASONS TO TRY

- Trust our color? Trust our styling products perform just as well
- Enhance your color services with products that bring that Parisian look to life
- Its new modern look has the premium feel to complement your business



SOURCE essentielle

3 REASONS TO TRY

- Offer retail to a new client in your salon
- Enjoy a higher profit margin with refillable shampoos
- Become a more sustainable salon




L'ORÉAL PROFESSIONNEL PARIS

HAIRCARE & STYLING TOP 10

3 REASONS TO TRY

- Explore stylist favorites for true taste of the portfolio
- Experience premium results firsthand
- Receive client and stylist feedback before purchasing

Majirel

	PALE BLONDE	LIGHT BLONDE	BLONDE	DARK BLONDE	LIGHT BROWN	BROWN	EXTRA COVERAGE
<input type="checkbox"/> 10/10N P1535200	<input type="checkbox"/> 8/8N P1533700	<input type="checkbox"/> 7/7N P1532900	<input type="checkbox"/> 6/6N P1532000	<input type="checkbox"/> 5/5N 43002901	<input type="checkbox"/> 4/4N P1531000	<input type="checkbox"/> 4.0/4NN P0048600	<input type="checkbox"/> 4.0/4NN P0048600
<input type="checkbox"/> 10.01/10NB P1535300	<input type="checkbox"/> 8.01/8NB P1533800	<input type="checkbox"/> 7.01/7NB P1533000	<input type="checkbox"/> 6.01/6NB P1532100	<input type="checkbox"/> 5.015/5NBRv P1403000	<input type="checkbox"/> 4.3/4G P1531100	<input type="checkbox"/> 5.0/5NN P0048700	<input type="checkbox"/> 5.0/5NN P0048700
<input type="checkbox"/> 10.21/10VB P1535400	<input type="checkbox"/> 8.03/8NG P1535700	<input type="checkbox"/> 7.015/7NBRv P1403100	<input type="checkbox"/> 6.014/6NBC P1345000	<input type="checkbox"/> 5.023/5NVG P1403300	<input type="checkbox"/> 4.35/4GRv P1531200	<input type="checkbox"/> 6.0/6NN P0048800	<input type="checkbox"/> 6.0/6NN P0048800
<input type="checkbox"/> 10.1/10B P1643700	<input type="checkbox"/> 8.07/8NGr P0626800	<input type="checkbox"/> 7.03/7NG P1535800	<input type="checkbox"/> 6.025/6NVRv P1345300	<input type="checkbox"/> 5.025/5NVRv P1345400	<input type="checkbox"/> 4.45/4CRv 43002201	<input type="checkbox"/> 7.0/7NN P0049000	<input type="checkbox"/> 7.0/7NN P0049000
VERY LIGHT BLONDE	<input type="checkbox"/> 8.1/8B P1533900	<input type="checkbox"/> 7.035/7NGRv P1403200	<input type="checkbox"/> 6.03/6NG P1535500	<input type="checkbox"/> 5.041/5NCB P1345200	<input type="checkbox"/> 4.56/4RvR P1453500	<input type="checkbox"/> 8.0/8NN P0049100	<input type="checkbox"/> 8.0/8NN P0049100
<input type="checkbox"/> 9/9N P1534500	<input type="checkbox"/> 8.13/8BG P1534000	<input type="checkbox"/> 7.041/7NCB P1345100	<input type="checkbox"/> 6.07/6NGr P1532800	<input type="checkbox"/> 5.07/5NGr P1531900	<input type="checkbox"/> 4.65/4RRv P1164100	<input type="checkbox"/> 4.55/4CRvRv P1225000	<input type="checkbox"/> 4.55/4CRvRv P1225000
<input type="checkbox"/> 9.01/9NB P1534600	<input type="checkbox"/> 8.3/8G P1534100	<input type="checkbox"/> 7.042/7NCV P1345500	<input type="checkbox"/> 6.1/6B P1532200	<input type="checkbox"/> 5.1/5B 43003101	<input type="checkbox"/> 4.8/4M P0855200	<input type="checkbox"/> 4.56/4C6CR P1453100	<input type="checkbox"/> 4.56/4C6CR P1453100
<input type="checkbox"/> 9.02/9NV P1648800	<input type="checkbox"/> 8.34/8GC P1534300	<input type="checkbox"/> 7.1/7B P1533100	<input type="checkbox"/> 6.13/6BG P1453600	<input type="checkbox"/> 5.18/5BM 43003101	<input type="checkbox"/> 4.8/4M P0855200	<input type="checkbox"/> 4.64/4C6CR P1075500	<input type="checkbox"/> 4.64/4C6CR P1075500
<input type="checkbox"/> 9.03/9NG P1453400	<input type="checkbox"/> 8.43/8CG P1534400	<input type="checkbox"/> 7.12/7BV P1676300 HIGH RESIST	<input type="checkbox"/> 6.23/6VG P0047000	<input type="checkbox"/> 5.23/5VG P1676200 HIGH RESIST	<input type="checkbox"/> 4.8/4M P0855200	<input type="checkbox"/> 4.66/4C6RR P1075600	<input type="checkbox"/> 4.66/4C6RR P1075600
<input type="checkbox"/> 9.1/9B P1534700	<input type="checkbox"/> 8.45/8CRV P1453300	<input type="checkbox"/> 7.13/7BG P1533200	<input type="checkbox"/> 6.3/6G P1532300	<input type="checkbox"/> 5.3/5G P1531500	DARK BROWN	<input type="checkbox"/> 4.66/4C6RR P1075600	<input type="checkbox"/> 4.66/4C6RR P1075600
<input type="checkbox"/> 9.12/9BV P1676400 HIGH RESIST	<input type="checkbox"/> 8.8/8M P0856800	<input type="checkbox"/> 7.18/7BM P1164200	<input type="checkbox"/> 6.32/6GV P1501800	<input type="checkbox"/> 5.32/5GV 43003701	<input type="checkbox"/> 3/3N P1530900	<input type="checkbox"/> 4.66/4C6RR P1075600	<input type="checkbox"/> 4.66/4C6RR P1075600
<input type="checkbox"/> 9.13/9BG P1534800		<input type="checkbox"/> 7.23/7VG P0066600	<input type="checkbox"/> 6.34/6GC P1532400	<input type="checkbox"/> 5.35/6GRv P1460300	BLACK	<input type="checkbox"/> 4.66/4C6RR P1075600	<input type="checkbox"/> 4.66/4C6RR P1075600
<input type="checkbox"/> 9.21/9VB P1052000		<input type="checkbox"/> 7.3/7G P1533300	<input type="checkbox"/> 6.35/6GRv P1532500	<input type="checkbox"/> 5.4/5C P1531700	<input type="checkbox"/> 1/1N P1530800	<input type="checkbox"/> 4.66/4C6RR P1075600	<input type="checkbox"/> 4.66/4C6RR P1075600
<input type="checkbox"/> 9.22/9VV P1534900		<input type="checkbox"/> 7.31/7GB P1533400	<input type="checkbox"/> 6.45/6CRv P1452900	<input type="checkbox"/> 5.5/5Rv P1531800		<input type="checkbox"/> 4.66/4C6RR P1075600	<input type="checkbox"/> 4.66/4C6RR P1075600
<input type="checkbox"/> 9.3/9G P1535000		<input type="checkbox"/> 7.35/7GRv P1533500	<input type="checkbox"/> 6.6/6R P1532800	<input type="checkbox"/> 5.6/5R P1530700		<input type="checkbox"/> 4.66/4C6RR P1075600	<input type="checkbox"/> 4.66/4C6RR P1075600
<input type="checkbox"/> 9.31/9GB P1535100		<input type="checkbox"/> 7.4/7C P1530800	<input type="checkbox"/> 6.60/6RRR LUMAX 43010331	<input type="checkbox"/> 5.8/5M P0855600		<input type="checkbox"/> 4.66/4C6RR P1075600	<input type="checkbox"/> 4.66/4C6RR P1075600
		<input type="checkbox"/> 7.40/7CCC RUBLANE P1608100	<input type="checkbox"/> 6.62/6RV 43006201	<input type="checkbox"/> 5.64/5RC 43004501		<input type="checkbox"/> 4.66/4C6RR P1075600	<input type="checkbox"/> 4.66/4C6RR P1075600
		<input type="checkbox"/> 7.43/7CG P0066700	<input type="checkbox"/> 6.64/6RC RUBLANE P1608000	<input type="checkbox"/> 5.62/5RV P1536400		<input type="checkbox"/> 4.66/4C6RR P1075600	<input type="checkbox"/> 4.66/4C6RR P1075600
		<input type="checkbox"/> 7.8/7M P0856400	<input type="checkbox"/> 6.65/6RRv P1532700			<input type="checkbox"/> 4.66/4C6RR P1075600	<input type="checkbox"/> 4.66/4C6RR P1075600
			<input type="checkbox"/> 6.8/6M P0856000			<input type="checkbox"/> 4.66/4C6RR P1075600	<input type="checkbox"/> 4.66/4C6RR P1075600

	MAJIROUGE CARMILANE	HIGH LIFT
<input type="checkbox"/> C4.16/C4BR P1225500	<input type="checkbox"/> Ash+ .11/BB P1115900	<input type="checkbox"/> Ash .1/B P1116000
<input type="checkbox"/> C4.55/C4RvRv P1226000	<input type="checkbox"/> Neutral 0/N P1116300	<input type="checkbox"/> Beige .13/BG P1116400
<input type="checkbox"/> C5.20/C5VVV P1225700	<input type="checkbox"/> Violet .2/V P1116200	
<input type="checkbox"/> C5.60/C5RRR P1075700		
<input type="checkbox"/> C6.46/C6CR P1453100		
<input type="checkbox"/> C6.64/C6CR P1075500		
<input type="checkbox"/> C6.66/C6RR P1075600		
	MAJIREL MIX	
<input type="checkbox"/> Blue P1304200	<input type="checkbox"/> Blue P1304200	
<input type="checkbox"/> Violet P1304100	<input type="checkbox"/> Violet P1304100	
<input type="checkbox"/> Green P1304300	<input type="checkbox"/> Green P1304300	
<input type="checkbox"/> Copper P0215000	<input type="checkbox"/> Copper P0215000	
<input type="checkbox"/> Red P0206000	<input type="checkbox"/> Red P0206000	
	MAJILIFT	
<input type="checkbox"/> 607 Ncr P1536700	<input type="checkbox"/> 607 Ncr P1536700	
<input type="checkbox"/> 601 NB 43010541	<input type="checkbox"/> 601 NB 43010541	
<input type="checkbox"/> 600 S P1536900	<input type="checkbox"/> 600 S P1536900	
	MAJIBLOND ULTRA	
<input type="checkbox"/> 901 S NB 430091331	<input type="checkbox"/> 901 S NB 430091331	
<input type="checkbox"/> 900S NN P1536100	<input type="checkbox"/> 900S NN P1536100	

NEW

Majirel GLOW



<input type="checkbox"/> CLEAR P1782100	LIGHT COLLECTION FOR BASES 6-10	DARK COLLECTION FOR BASES 1-5
<input type="checkbox"/> .11/BB P1781600	<input type="checkbox"/> .12/BV P1782200	<input type="checkbox"/> .11/BB P1625401
<input type="checkbox"/> .12/BV P1781700	<input type="checkbox"/> .13/BG P1781700	<input type="checkbox"/> .12/BV P1781900
<input type="checkbox"/> .13/BG P1781700	<input type="checkbox"/> .21/VB P1781800	<input type="checkbox"/> .13/BG P1625501
<input type="checkbox"/> .21/VB P1781800	<input type="checkbox"/> .22/VV P1782400	<input type="checkbox"/> .20 /VVV P1782000
<input type="checkbox"/> .22/VV P1782400	<input type="checkbox"/> .01/NB P1816900	<input type="checkbox"/> .17/BGr P1782200
<input type="checkbox"/> .01/NB P1816900	<input type="checkbox"/> .10/BBB P1817000	<input type="checkbox"/> .01/NB P1817500
<input type="checkbox"/> .10/BBB P1817000	<input type="checkbox"/> .02/NV P1816800	<input type="checkbox"/> .22/VV P1817400
<input type="checkbox"/> .02/NV P1816800	<input type="checkbox"/> .18/BM P1816700	<input type="checkbox"/> .21/VB P1817300
<input type="checkbox"/> .18/BM P1816700	<input type="checkbox"/> .28/VM P1817200	
<input type="checkbox"/> .28/VM P1817200		

Majirel COOL COVER

	<input type="checkbox"/> CC 6.17/6BGr P1021900	<input type="checkbox"/> CC 5.1/5B P0963800	<input type="checkbox"/> CC 3/3N P1769000	<input type="checkbox"/> CC 9/9N P1021000
<input type="checkbox"/> CC 7.17/7BGr P1022000	<input type="checkbox"/> CC 6.1/6B P0964100	<input type="checkbox"/> CC 4/4N P0963500	<input type="checkbox"/> CC 10/10N P1768900	
<input type="checkbox"/> CC 6.11/6BB P1021500	<input type="checkbox"/> CC 7.1/7B P0964400	<input type="checkbox"/> CC 5/5N P0963700	<input type="checkbox"/> CC 5.3/5G P0963900	
<input type="checkbox"/> CC 7.11/7BB P1021600	<input type="checkbox"/> CC 8.1/8B P1020800	<input type="checkbox"/> CC 6/6N P0964000	<input type="checkbox"/> CC 6.3/6G P0964200	
<input type="checkbox"/> CC 8.11/8BB P1021700	<input type="checkbox"/> CC 9.1/9B P1021100	<input type="checkbox"/> CC 7/7N P0964300	<input type="checkbox"/> CC 7.3/7G P0964500	
<input type="checkbox"/> CC 9.11/9BB P1021800	<input type="checkbox"/> CC 10.1/10B P1769100	<input type="checkbox"/> CC 8/8N P1020700		

			
MAJICRÈME 33.8 OZ.			
<input type="checkbox"/> 12.5-vol. P1901900	<input type="checkbox"/> 20-vol. P1537100	<input type="checkbox"/> 30-vol. P1537200	<input type="checkbox"/> 40-vol. P1537300

LUO COLOR

<input type="checkbox"/> 10/10N P1524800	<input type="checkbox"/> 5/5N 40071031
<input type="checkbox"/> 9/9N P1525400	<input type="checkbox"/> 4/4N P1525300
<input type="checkbox"/> 9.1/9B P1524600	<input type="checkbox"/> 4.65/4RRv 40071191
<input type="checkbox"/> 8/8N P1525500	
<input type="checkbox"/> 7/7N P1525600	PASTELS
<input type="checkbox"/> 7.1/7B P1524700	<input type="checkbox"/> P01/NB P0056800
<input type="checkbox"/> 6/6N P1525100	<input type="checkbox"/> P02/NV P1524900
	<input type="checkbox"/> P0/N P1525000
	
LUO DEVELOPER 33.8 FL.OZ.	LUO SHAMPOO 50.7 FL.OZ.
<input type="checkbox"/> 25-vol. P1537000	<input type="checkbox"/> 40234133

INOA™



CLEAR

CLEAR
P0981500

PALE BLONDE

10/10N
P0541800

10.01/10NB
P0708100

10.1/10B
P0544000

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

9.3/9G
P1019300
Gold Naturals

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
P0706400

7.07/7NGr
P0890000

7.1/7B
P0543800

7.13/7BG
P0543100

7.11/7BB
P1363500
High Resist

7.17/6BGGr
P1029000

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

7.43/7CC
P0543000

7.44/7CC
P0755800

7.8/7M
P0862000

DARK BLONDE

6/6N
P0540600

6.07/6NGr
P0755700

6.45/6CRv
P0542900

6.46/6CR
P0584700

6.8/6M
P0861900

6.1/6B
P0542700

6.11/6BB
P0861300

6.13/6BG
P0584700s

6.15/6BRv
P0708600

6.17/6BGr
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

5.56/5RV
P1362900
High Resist

5.60/5RRR
P0755500
DMS

5.62/5RV
P0544900

6.66
P0538100

LIGHT BROWN

5/5N
P0540700

5.0/5NN
P0712600

5.1/5B
P0709100

5.11/5BB
P1665000

5.12/5BV
P1362600
High Resist

5.13/5BG
P1665100

5.15/5BRv
P1362500
High Resist

5.17/5BGr
P0583800

5.3/5G
P0541500

5.3/5G
P1017900
Gold Naturals

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

4.3/4G
P0542200

DARK BROWN

3/3N
P0541200

3.0/3NN
P0712400

DARKEST BROWN

2.10/2BBB
P0584800

BLACK

1/1N
P0541600

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.
P0610900

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

#COLORFUL HAIR

SEMI PERMANENT HAIRCOLOR

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



PINK SORBET
E2540200



SUNSET CORAL
E2540400



HYPNOTIC MAGENTA
E2540100



ELECTRIC VIOLET
E2540300



NAVY BLUE
E2539900



CARIBBEAN BLUE
E2540600



RED LIPSTICK
E2637500



YELLOW SUN
E2637100



SUGAR LILAC
E2723000



TWINKLE FUSCHIA
E2722600



CRYSTAL CLEAR
E2540500

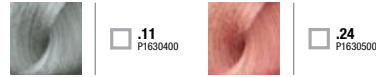
DIARICHESSE



CLEAR	BLONDE	DARK BLONDE	REDS	LIGHT BROWN	BROWN	DARKEST BROWN
<input type="checkbox"/> CLEAR P0582000	<input type="checkbox"/> 7/7N P0581500	<input type="checkbox"/> 6/6N P0581100	<input type="checkbox"/> 4.62/4RV P0580301	<input type="checkbox"/> 5/5N P0580400	<input type="checkbox"/> 4/4N P0580000	<input type="checkbox"/> 2.10/2BBB P0584091
VERY LIGHT BLONDE	<input type="checkbox"/> 7.01/7NB P0640000	<input type="checkbox"/> 6.01/6NB P0640000	<input type="checkbox"/> 5.5/5RV P0743301	<input type="checkbox"/> 5.01/5NB P0742500	<input type="checkbox"/> 4.01/4NB P0639900	BLACK
<input type="checkbox"/> 9/9N P0742401	<input type="checkbox"/> 7.13/7BG P0640601	<input type="checkbox"/> 6.02/6NV P0641400	<input type="checkbox"/> 5.54/5RVc P0743900	<input type="checkbox"/> 5.07/5NGr P0891501	<input type="checkbox"/> 4.15/4BRV P0580100	<input type="checkbox"/> 1/1N P0579801
<input type="checkbox"/> 9.01/9NB P1477901	<input type="checkbox"/> 7.14/7BC P0743001	<input type="checkbox"/> 6.12/6BV P0641300	<input type="checkbox"/> 5.60/5RRR P0826701	<input type="checkbox"/> 5.12/5BV P0641201	<input type="checkbox"/> 4.20/4VVV P0580201	CREAM
<input type="checkbox"/> 9.02/9NV P1478001	<input type="checkbox"/> 7.23/7VG P0640500	<input type="checkbox"/> 6.13/6BG P0581200	<input type="checkbox"/> 5.65/5RRv P0891201	<input type="checkbox"/> 5.13/5BG P0580501	<input type="checkbox"/> 4.26/4VR P0743700	<input type="checkbox"/> Majimèches Highlighting Cream 2.1 oz. P1176000
<input type="checkbox"/> 9.11/9BB P0742601	<input type="checkbox"/> 7.30/7GGG P0581600	<input type="checkbox"/> 6.23/6VG P0641100	<input type="checkbox"/> 6.55/6RVrV P0891300	<input type="checkbox"/> 5.15/5BRv P0580601	<input type="checkbox"/> 4.3/4G P0996701	<input type="checkbox"/> Majimèches Accelerator Packettes 6 x 1.0 oz. E1476501
<input type="checkbox"/> 9.13/9BG P0743201	<input type="checkbox"/> 7.31/7GB P0581701	<input type="checkbox"/> 6.3/6C P0742701	<input type="checkbox"/> 6.64/6RC P0826601	<input type="checkbox"/> 5.3/5G P0742801	<input type="checkbox"/> 4.8/4M P0890501	POWDER
<input type="checkbox"/> 9.3/9G P0996801	<input type="checkbox"/> 7.32/7GV P0640301	<input type="checkbox"/> 6.31/6GB P0891701	<input type="checkbox"/> 5.31/5GB P0580800	<input type="checkbox"/> 5.3/5G P0742801	<input type="checkbox"/> 4.8/4M P0890501	<input type="checkbox"/> Blond Studio 9 Powder 17.6 oz. P1905400
<input type="checkbox"/> 9.31/9GB P0640101	<input type="checkbox"/> 7.34/7GC P1024001	<input type="checkbox"/> 6.34/6GC P0581301	<input type="checkbox"/> 5.32/SGV P0580901	<input type="checkbox"/> 5.3/5G P0742801	<input type="checkbox"/> 4.8/4M P0890501	<input type="checkbox"/> Freehand Techniques Powder 14.1 oz. P1907500
LIGHT BLONDE	<input type="checkbox"/> 7.35/7GRv P0743101	<input type="checkbox"/> 6.35/6GRv P0581401	<input type="checkbox"/> 5.35/5GRv P0640801	<input type="checkbox"/> 5.3/5G P0742801	<input type="checkbox"/> 4.8/4M P0890501	<input type="checkbox"/> Multi-Techniques Powder 32 oz. P1175800
<input type="checkbox"/> 8/8N P0581901	<input type="checkbox"/> 7.40/7CCC P1024101	<input type="checkbox"/> 6.4/6C P0890901	<input type="checkbox"/> 5.8/5M P0890600	<input type="checkbox"/> 5.31/5GB P0580800	<input type="checkbox"/> 4.8/4M P0890501	<input type="checkbox"/> Freehand Techniques Powder 12.3 oz. U2806500
<input type="checkbox"/> 8.02/8NV P0640200	<input type="checkbox"/> 7.43/7CG P0891101	<input type="checkbox"/> 6.45/6CRV P0744000		<input type="checkbox"/> 5.32/SGV P0580901	<input type="checkbox"/> 3/3N P0579900	INSTANT HIGHLIGHTS
<input type="checkbox"/> 8.13/8BG P0743300	<input type="checkbox"/> 7.8/7M P0890801	<input type="checkbox"/> 6.8/6M P0890701		<input type="checkbox"/> 5.35/5GRv P0640801	<input type="checkbox"/> 3.00/3NN P0639701	<input type="checkbox"/> Healing Iron P1630300
<input type="checkbox"/> 8.3/8G P0742901				<input type="checkbox"/> 5.8/5M P0890600		<input type="checkbox"/> Crème Lightener E2677700
<input type="checkbox"/> 8.31/8GB P0581901						<input type="checkbox"/> Aluminum Foil E2794600
<input type="checkbox"/> 8.34/8GC P1190901						

DIARICHESSE

METALS



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

- Blond Studio 9 Powder
17.6 oz.
P1905400
- Freehand Techniques Powder
14.1 oz.
P1907500
- Multi-Techniques Powder
32 oz.
P1175800
- Freehand Techniques Powder
12.3 oz.
U2806500

INSTANT HIGHLIGHTS

- Healing 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

- Medium
U2746900
- Large
U2747300

OIL-BASED DEVELOPERS

- 20-Vol
33.8 fl.oz.
P1905200
- 30-Vol
33.8 fl.oz.
P1905500



DIALIGHT



CLEAR	VERY LIGHT BLONDE	LIGHT BLONDE	BLONDE	DARK BLONDE	LIGHT BROWN	BROWN
<input type="checkbox"/> CLEAR P0587000	<input type="checkbox"/> 9.01/9NB P0586600	<input type="checkbox"/> 8/8N P0586300	<input type="checkbox"/> 7/7N P0641700	<input type="checkbox"/> 6/6N P0585700	<input type="checkbox"/> 5/5N P0641600	<input type="checkbox"/> 4/4N P0584900
PALE BLONDE	<input type="checkbox"/> 9.1/9B P1650100	<input type="checkbox"/> 8.1/8B P0997000	<input type="checkbox"/> 7.12/7BV P0826900	<input type="checkbox"/> 6.1/6B P0997100	<input type="checkbox"/> 5.1/5B P0891900	
<input type="checkbox"/> 10.12/10BV P0641800	<input type="checkbox"/> 9.02/9NV P0586700	<input type="checkbox"/> 8.23/8VG P0692400	<input type="checkbox"/> 7.13/7BG P0998300	<input type="checkbox"/> 6.11/6BB NEW P11770300	<input type="checkbox"/> 5.07/5NGr P0744200	
<input type="checkbox"/> 10.13/10BG P0641900	<input type="checkbox"/> 9.03/9NG P0586800	<input type="checkbox"/> 8.3/8G P0586400	<input type="checkbox"/> 7.31/7GB P0586100	<input type="checkbox"/> 6.13/6BG P0585800	<input type="checkbox"/> 5.31/5GB P0585401	
<input type="checkbox"/> 10.21/10VB P0827200	<input type="checkbox"/> 9.11/9BB P0744300	<input type="checkbox"/> 8.34/8GC P0586500	<input type="checkbox"/> 7.4/7C P0827000	<input type="checkbox"/> 6.23/6VG P0892300	<input type="checkbox"/> 5.32/5GV P0892200	
<input type="checkbox"/> 10.22/10VV P1171000	<input type="checkbox"/> 9.12/9BV P0826300		<input type="checkbox"/> 7.40/7CCC P0744600	<input type="checkbox"/> 6.3/6G P0585900	<input type="checkbox"/> 5.4/5C* P1024200	
<input type="checkbox"/> 10.23/10VG P1650300	<input type="checkbox"/> 9.13/9BG P0586900		<input type="checkbox"/> 7.43/7CG P0586200	<input type="checkbox"/> 6.34/6GC P0586001		
<input type="checkbox"/> 10.32/10GV P0744400	<input type="checkbox"/> 9.21/9VB P1650200		<input type="checkbox"/> 7.8/7M P1158700	<input type="checkbox"/> 6.45/6CRv P0892000		
	<input type="checkbox"/> 9.3/9G P0585200			<input type="checkbox"/> 6.46/6CR* P1024400		
	<input type="checkbox"/> 9.31/9GB P1403400			REDS		
				<input type="checkbox"/> 6.64/6RC P0827100		
				<input type="checkbox"/> 5.54/5RVc P0827500		
				<input type="checkbox"/> 5.66/5RR P0585600		

DI-ACTIVATEUR 33.8 FL.OZ.

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



DIALIGHT MILKSHAKES

<input type="checkbox"/> 9.01/9NB	<input type="checkbox"/> 9.12/9BV	<input type="checkbox"/> 10.22/10VV
<input type="checkbox"/> 9.1/9B	<input type="checkbox"/> 9.21/9VB	<input type="checkbox"/> 10.23/10VG
<input type="checkbox"/> 9.02/9NV	<input type="checkbox"/> 10.12/10BV	<input type="checkbox"/> 10.32/10GV
<input type="checkbox"/> 9.03/9NG	<input type="checkbox"/> 10.13/10BG	
<input type="checkbox"/> 9.11/9BB	<input type="checkbox"/> 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 E2988400	Powermix Force 5.1 fl.oz. 30 applications E2505300	Powermix Nutri 5.1 fl.oz. 30 applications E2505400	Powermix Base Chamber 5.1 fl.oz. 30 applications E2414000	Powermix Additive Chamber 5.1 fl.oz. 30 applications E2414300
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Blondifier



Warm Blonde Perfector 5.1 fl.oz. U2957600	Cool Blonde Perfector 5.1 fl.oz. U2957700	Sun-Kissed Perfector 5.1 fl.oz. U2957800
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Backbar

Absolut Repair



Shampoo 50.7 fl.oz. E2218501	Conditioner 33.8 fl.oz. E2742900	Instant Resurfacing Mask 16.9 fl.oz. E2987700	Resurfacing Golden Mask 16.9 fl.oz. E2985300
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Nutrifier



Shampoo 50.7 fl.oz. E2364400	Conditioner 33.8 fl.oz. E2743100	Masque 16.9 fl.oz. E2365100
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Liss Unlimited



Shampoo 50.7 fl.oz. E2223700	Conditioner 25.3 fl.oz. E2222200
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Inforcer



Shampoo 50.7 fl.oz. E2228202	Conditioner 25.3 fl.oz. E2228500	Masque 16.9 fl.oz. E2228900
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Vitamino Color



Shampoo 50.7 fl.oz. E2225901	Sulfate-Free Soft Cleanser 16.9 fl.oz. E2228700	Conditioner 33.8 fl.oz. E2742900	Gel-Masque 16.9 fl.oz. E2228600	Fresh Feel Masque 16.9 fl.oz. E2227300
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Volumetry



Shampoo 50.7 fl.oz. E2507901	Conditioner 25.3 fl.oz. E2363300
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Silver



Shampoo 50.7 fl.oz. U2828300

Blondifier



Shampoo 50.7 fl.oz. E2740900	Conditioner 33.8 fl.oz. E2742000	Masque 16.9 fl.oz. E2741700
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AT-HOME

Absolut Repair



Shampoo 16.9 fl.oz. E2988800	Conditioner 10.1 fl.oz. E2988600	Instant Resurfacing Mask 6.7 fl.oz. E2987700	Resurfacing Golden Mask 8.4 fl.oz. E3078100	Resurfacing Golden Mask 8.4 fl.oz. E2989100	Blow-Dry Cream 5.1 fl.oz. E2988100	Serum 1.0 fl.oz. E2987800	10 in 1 6.4 fl.oz. E2989500
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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	DD Balm 1.35 fl.oz. E2365500
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Liss Unlimited



Shampoo 16.9 fl.oz. E2221900	Conditioner 10.1 fl.oz. E2220600	Masque 6.7 fl.oz. E2221200	Blow-Dry Cream 8.4 fl.oz. E2224400	Masque 5.1 fl.oz. E2222800	Masque 16.9 fl.oz. E2222600
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Silver



Shampoo 16.9 fl.oz. U2828400	Shampoo 10.1 fl.oz. U2828500
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Blondifier



Shampoo 16.9 fl.oz. E2740700	Conditioner 10.1 fl.oz. E2740500	Masque 6.7 fl.oz. E2742000	Masque 8.4 fl.oz. E2741700
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Inforcer



Shampoo 16.9 fl.oz. E2229100	Conditioner 10.1 fl.oz. E2229000	Masque 6.7 fl.oz. E2229400	Masque 8.4 fl.oz. E2229600	Leave-In 5.1 fl.oz. E2230200	Night Anti-Breakage Serum 5.1 fl.oz. E2230600	Brush Proof 1.3 fl.oz. P1437200
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Vitamino Color



Shampoo 16.9 fl.oz. E2225800	Shampoo 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
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Volumetry



Shampoo 10.1 fl.oz. E2362800	Conditioner 6.7 fl.oz. E2363100	Root Spray 4.2 fl.oz. E2363401
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Accessories



Shampoo PUMP 1500ML E1599400	Conditioner PUMP 1000ML E2936500
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TECNI ART.

HOLD



<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extreme Laquer	Infinium 3	Infinium 4
10.2 oz. P1053201	10.2 oz. P1054101	10.2 oz. P1054201

VOLUME



<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Volume Envy Extra	Densité	Super Dust
8.2 oz. E2909300	4.2 fl.oz. P1053900	0.25 oz. E2907300

CURL



<input type="checkbox"/>	<input type="checkbox"/>
Bouncy & Tender	Siren Waves
5.0 fl.oz. E2906000	5.0 oz. E2906100

TEXTURE



<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Next Day Hair	Morning After Dust	Architecture	Web	Fix Polish
6.8 oz. P1053301	6.76 oz. E2907800	1.7 oz. P1053504	5.1 oz. E2906400	2.5 oz. E2908500

TRANSFORMERS



<input type="checkbox"/>	<input type="checkbox"/>
Transformer Lotion	Transformer Gel
5.1 fl.oz. E2909000	5.1 fl.oz. E2908700

SMOOTH



<input type="checkbox"/>	<input type="checkbox"/>
Liss Control	Liss Control +
5.0 oz. E2906200	1.69 oz. E2906300

HOMME



<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strong	Sculpte	Mat	Clay	Poker Paste
5.0 fl.oz. E0975000	5.0 fl.oz. E1599101	2.7 fl.oz. E1599600	1.7 fl.oz. E1601200	2.6 oz. U2835700

SOURCE essentielle

IN-SALON



<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daily Shampoo	Delicate Shampoo	Nourishing Shampoo	Nourishing Masque	Double Shampoo Refill System	Single Shampoo Refill System	Refill System Push Pull
50.7 Fl. oz. E2924000	50.7 Fl. oz. E2925200	50.7 Fl. oz. E2924400	16.9 Fl. oz. E2924500	W11 x D7.25 x H21.75	W5.5 x D7.25 x H21.75	E2666701

AT-HOME



<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daily Shampoo	Daily Detangling Conditioner	Nourishing Shampoo	Nourishing Masque	Delicate Shampoo	Radiance Masque
10.1 Fl. oz. E2923800	6.7 Fl. oz. E2923900	10.1 Fl. oz. E2924100	10.1 Fl. oz. E2924200	10.1 Fl. oz. E2925100	8.4 Fl. oz. E2924700



RETAIL TRAVEL SIZES

SERIE EXPERT

Absolut Repair



- Shampoo 3.4 fl.oz. E2988500
- Instant Resurfacing Mask 2.55 fl.oz. E2987600
- Resurfacing Golden Mask 2.55 fl.oz. E2989400
- Repair 10 n 1 1.5 fl.oz. E2989600

Inforcer



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

Blondifier



- Shampoo 3.4 fl.oz. E2799100
- Masque 2.5 fl.oz. E2799400

Silver



- Shampoo 3.4 fl.oz. E2547901



- Extreme Laquer 2.1 oz. P1106101
- Next Day Hair 2.1 oz. P1053401



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 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

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



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 9.02 (MILKSHAKE)
P0586700
- DIA LIGHT 9.13
P0586900

TOP RETAIL MUST-HAVES



- Vitamino Color Shampoo**
10.1 fl.oz.
E2228600
- Vitamino Color Conditioner**
6.7 fl.oz.
E2226100
- Color 10 in 1**
6.4 fl.oz.
E2228001
- Vitamino Color Color Corrector**
5.1 fl.oz.
E2227400
- Absolut Repair Masque**
8.4 fl.oz.
E2987400
- Inforcer Shampoo**
10.1 fl.oz.
E2229000
- Inforcer Conditioner**
6.7 fl.oz.
E2229400
- Inforcer Masque**
8.4 fl.oz.
E2229600
- Volumetry Root Spray**
4.2 fl. oz.
E2363401
- Mythic Oil Originale**
3.4 fl.oz.
E2505600

SERIE EXPERT POWERMIX



- POWERMIX REPAIR**
5.1 fl.oz.
E2988400
- 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

TECNI ART™



- Next Day Hair**
6.8 oz
P1053301
- Infinium 4**
10.2 oz
P1054201
- Volume Envyy Extra**
8.2 oz
E2909300
- Architexture**
1.7 oz
P1053504
- Transformer Lotion**
5.1 oz
E2909000

