

L'ORÉAL
PROFESSIONNEL
PARIS

DECEMBER 2019

UNIQUE ART





**OUR NEXT
GENERATION OF
PROFESSIONAL
LIGHTENER**

NEW
BLOND
9 Studio
Dio

COMING SOON

UP TO
9 LEVELS OF LIFT

- Optimal Neutralization
- Cleaner Results

ENRICHED WITH
OLICARE COMPLEX™

- Improves Hair Cosmeticity*
- Creamy texture for ease of mixing and application

VISIBLE WITHIN
10 MINUTES

- Maximum lift on the darkest bases
- Accelerated Lightening Action

DISCOVER

*versus without OliCare Complex

TWO DIFFERENT TECHNOLOGIES ONE POWERFUL PROCESS

OIL DEVELOPERS

OIL BASED

These developers work in tandem with the 9-level lightener. The oil within the developer is formulated to boost the lighteners performance.

WHEN TO USE

20-VOL

ON SCALP, LENGTHS AND ENDS

30-VOL

LENGTHS AND ENDS ONLY



1 LITER

17.6 OZ

DISCOVER 20-VOL

DISCOVER 30-VOL

DISCOVER LIGHTENER

DISCOVER FOIL

9 LEVEL POWDER LIGHTENER

ENRICHED WITH OLICARE COMPLEX™

A caring blend of ingredients within the lightening powder formulated to improve cosmeticity of the hair.

DEDICATED FOILS

WHEN TO USE

Blond Studio 9 is optimized to be partnered with these foils for all enclosed techniques.

Their Aluminum Purity allows the lightening mixture to quickly & evenly lift the hair.

#blondstudious #lorealproux

Majirel

NEW PACKAGING

COMING SOON

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.

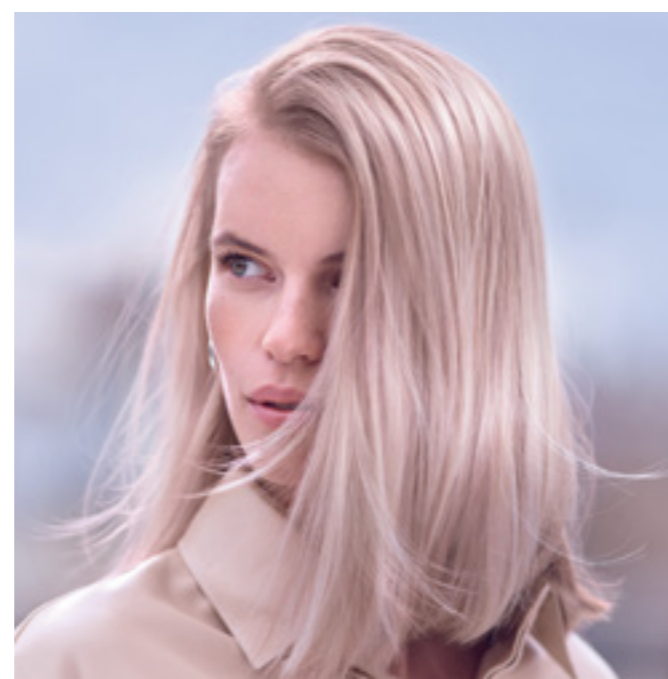
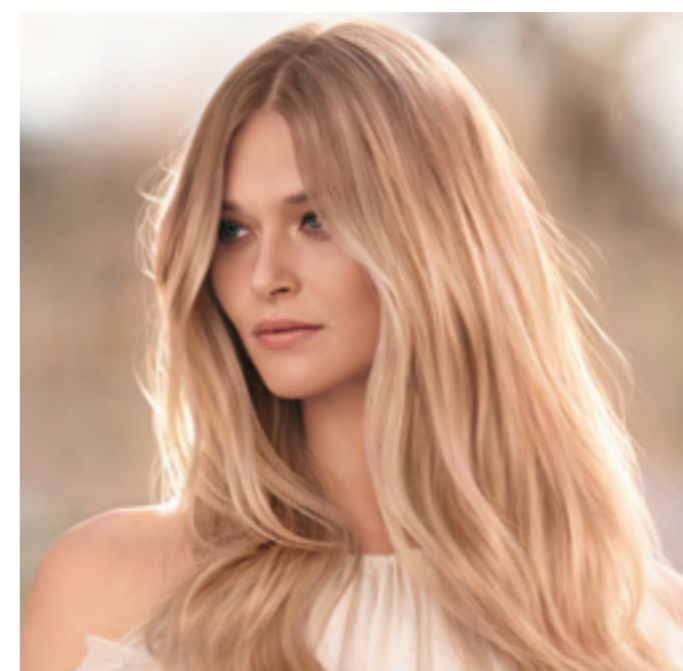
We have more exciting innovation coming in 2020 – stay tuned!



**NO FORMULA
CHANGES**



IT HAPPENED IN
2019



Majirel

NEW TECHNOLOGY & A NEW LOOK

Majirel COOL·COVER

DEEP COVERAGE, NEUTRALIZING RESULTS



3 NEW SHADES

to complete your toolkit for the toughest haircolor challenges



CC 3/3N



CC 10/10N



CC 10.1/10B

Majirel HIGH·LIFT

LONGER-LASTING, COOL-TONED COVERAGE



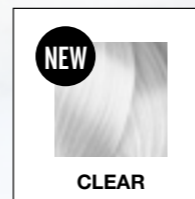
@jackiepp

Majirel GLOW

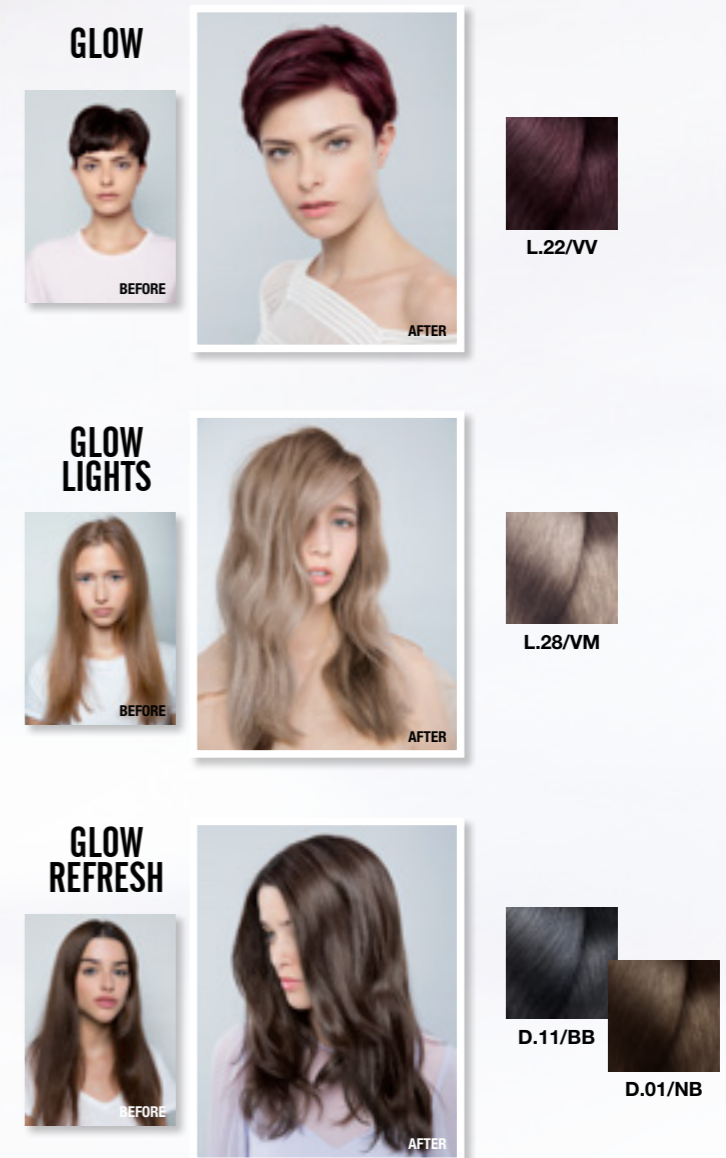
SHEER. LUMINOUS. PRISMATIC SHINE.



- No level for 4X more translucency vs. Majirel Classic
- High reflect concentration to neutralize



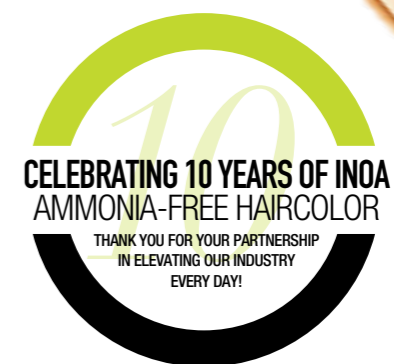
GLOW UP YOUR COLOR SERVICES



FIND FULL STEP-BY-STEP ON OUR PRO SITE
WWW.PROUS.LOREALPROFESSIONNEL.COM

INOA™

TOGETHER, WE CELEBRATED



WATCH VIDEO



“ INOA was the answer to a question I had for a very long time, ‘how can hair color be more gentle?’ ”

JENNIFER LUSZCZAK
@hairpaintedbyjen
Colorist, Matthew Morris Salon

“ I trust INOA because it has changed my salon world’s life! ”

SUZIE BOND
@suziebond
Salon Owner, Bond Beauty



VIEW SWATCHBOOK



FRENCH BALAYAGE + GLOSS WITH DIALIGHT



HOLLIE HASKINS
@HOLLIEHASKINSHAIR
THE GLAM ROOM
KANSAS CITY, MO



CASSI PINDER
@CASSIPINDER
LORDS & LADIES
PHILADELPHIA, PA



SEBASTIAN LANGMAN-KIRTLEY
@SEBASTIANCOLORIST
THE KEEP
CAPE COD, MA

[VIEW DIA INSPIRATION GUIDE](#)

DIALIGHT MILKSHAKES

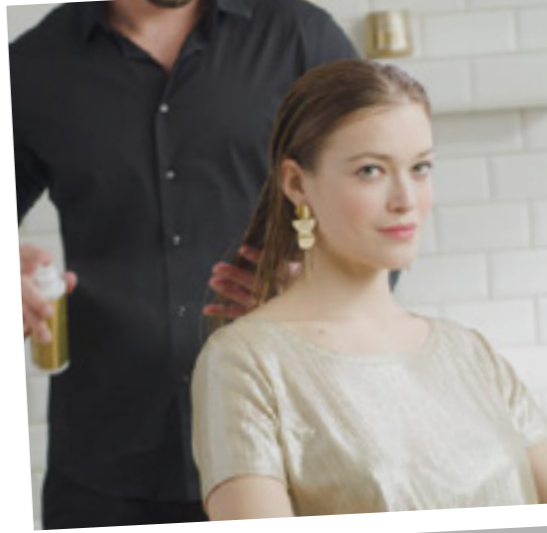
ARTIST
FAVORITE



NEW
SHADES
COMING 2020



[VIEW SWATCHBOOK](#)



SERIE EXPERT WE INTRODUCED TOP SELLERS

with most powerful pure ingredients in professional concentration



ACAI POLYPHENOL BLONDIFIER

For Color-treated or
highlighted blondes



GOLD QUINOA + PROTEIN ABSOLUT REPAIR

For damaged hair

#serieexpertus #lorealprou

**TECNI
ART.**

AN EXCITING TRANSFORMATION

NEW MUST-HAVE PRODUCTS AND NEW MODERN & CHIC PACKAGING

TRANSFORMERS

Multi-purpose products to
prep and finish the hair



FIX POLISH

A compact gel-in-wax that
guarantees targeted retouching

MASTER FRENCH HAIRSTYLING WITH TECNI.ART

Join us on prou.lorealfprofessional.com for styling videos featuring international artists, including Anh Co Tran!



SOURCE essentielle

A LOOK BACK AT SALON SUCCESSES

“New clients are purchasing retail in the salon”

THE GLAM ROOM & INDIGO SALON

“Offering salon services partnering Source Essentielle and INOA”

SQUARE SALON & MUSE SALON

“Creating excitement with the Shampoo Refill System and merchandising displays”

MICHAEL ANGELO SALON & VANITY SALON



for all Source Essentielle products on saloncentric.com

TO LEARN MORE SALON BEST PRACTICES WITH SOURCE ESSENTIELLE, JOIN US ON PROUS.LOREALPROFESSIONNEL.COM

#lorealprous #findyoursource



@holliehaskinshair



@danielmasonjones



@vosssalondallas

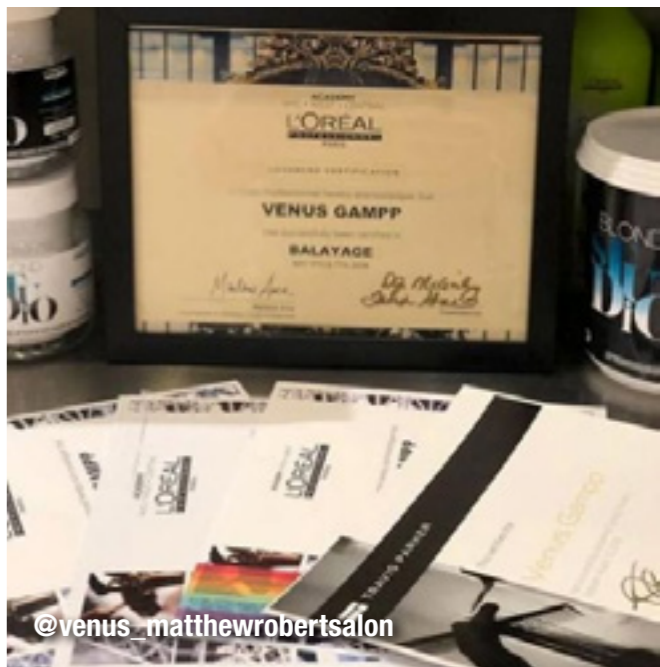


@ssophiacolor

CHEERS TO AN AMAZING YEAR ON SOCIAL!

Thanks to YOU, our hairdresser community, for sharing your work and talent with us. Your posts have made our social media channels dynamic, authentic and a showcase of amazing talent! Here are just some of the top posts our followers have loved from 2019!

#lorealprou [@lorealproeducationus](#)



@venus_matthewrobertsalon



@brandoncurtis



@jennielatona



@minkimcolorist

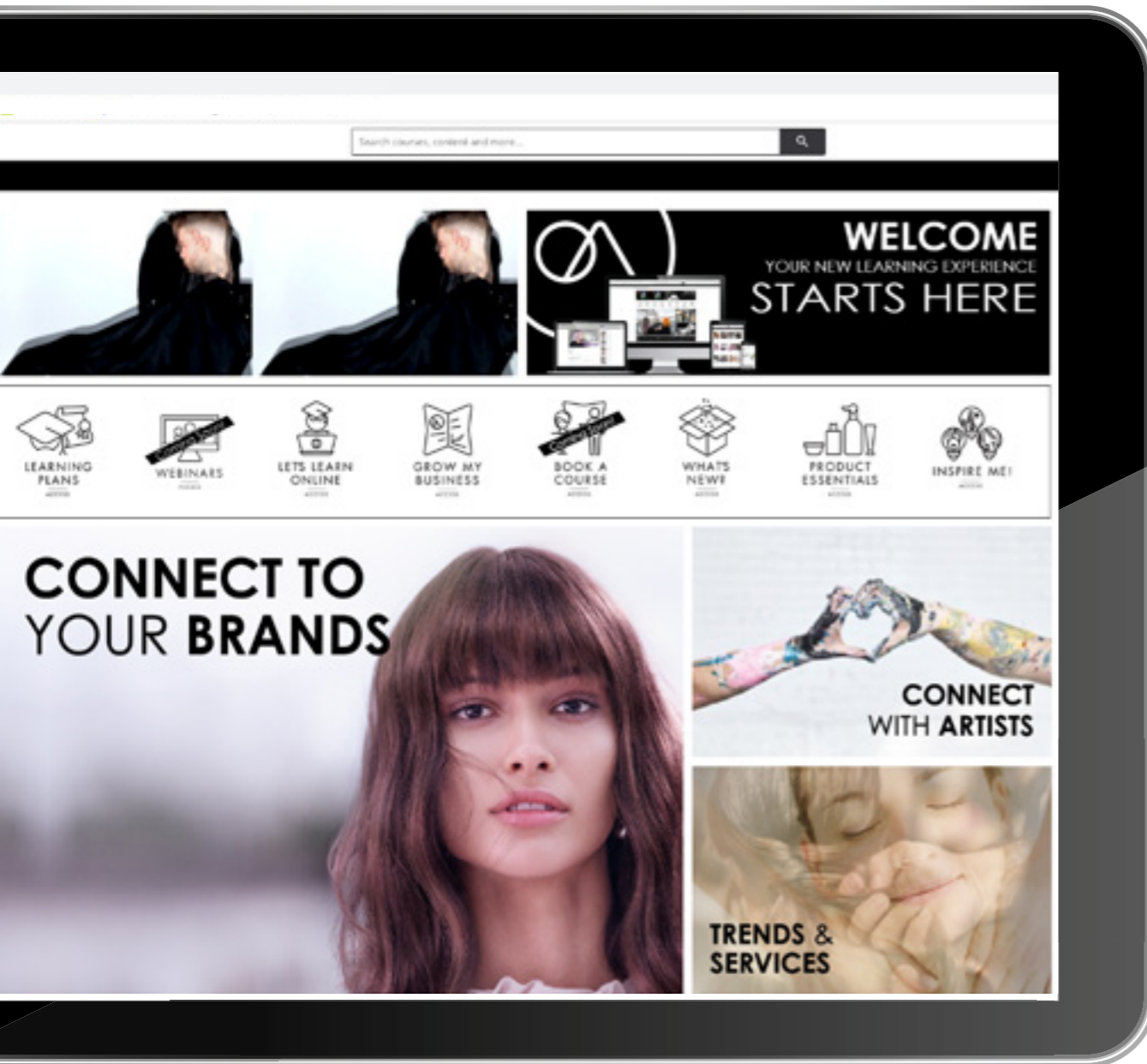


@theresaadamscolor

UNLOCK YOUR POTENTIAL

VIEW TRENDS, EXCLUSIVE EDUCATIONAL CONTENT & CONNECT WITH L'ORÉAL PROFESSIONNEL ARTISTS

Embracing all brands and open to all salon professionals



Let's Connect

WWW.LOREALACCESS.COM/US



@LOREALPROEDUCATIONUS

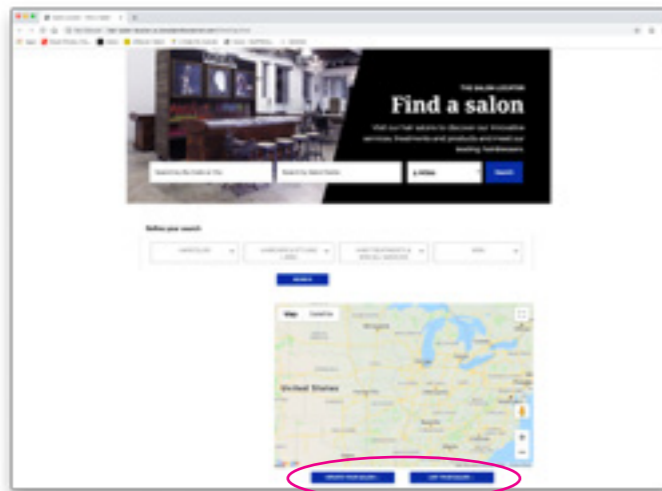
#learnwithlp #lorealprou

SALON LOCATOR

HOW TO ADD OR EDIT YOUR SALON

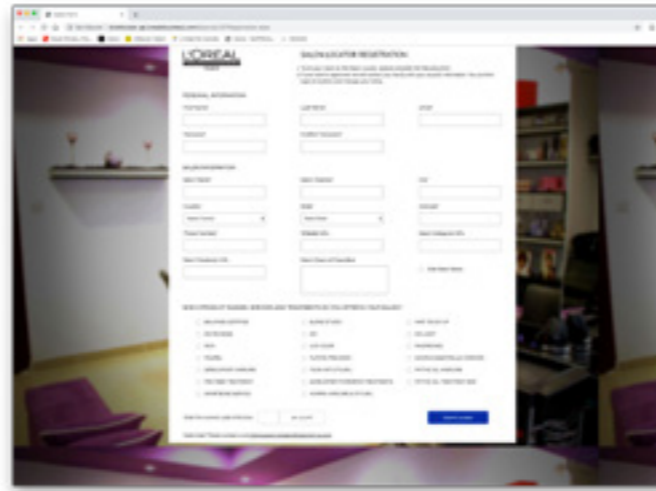
GET STARTED

- Visit LPSalons.com
- To list your salon on the locator, click on “List Your Salon”
- To update your salon locator listing, click on “Update Your Salon”



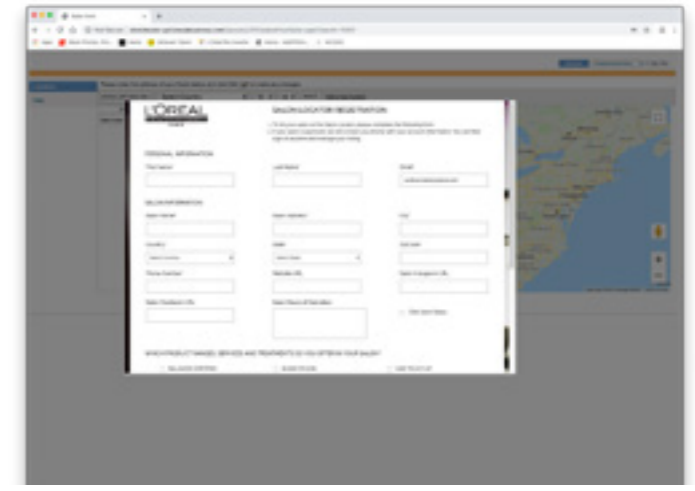
LIST YOUR SALON

- Fill in your personal & salon information
- Tell us which products and services you offer
- You'll receive an email once your salon has been approved to go live on the locator
 - Remember the email address and password you create so that you can update your listing in the future



UPDATE YOUR SALON

- Log in with your email address and password you created for your salon locator account
- Under your salon name and address, click on the Paper/Pencil icon to edit your listing
- Update your listing information and click “Save Changes”



DID YOU KNOW?

- Over 40,000 Potential Clients have visited the Salon Locator page in 2019
- Potential Clients spend over 3 minutes looking for a L'Oréal Professionnel salon

Make sure your salon is featured on the salon locator so potential clients find you!

Having Trouble? Use the Contact Us feature on the Pro Site and we'll help ensure your salon is listed on the locator.