



L'ORÉAL  
PROFESSIONNEL  
PARIS

OCTOBER 2019

# UNIQUE ART

# Majirel GLOW

THE NEXT TREND IN HAIRCOLOR

## GLOW UP YOUR HAIRCOLOR LUMINOUS, SHEER, PRISMATIC SHINE

- 10 tone-focused shades
- 1 Clear to mix or use alone



### 5 SHADES FOR LIGHT BASES

Specially formulated for levels 6-10.

Use alone on any light base or mix with light Majirel shades.

**NEW** SHADES

	L.11/BB	L.12/BV	L.13/BG	L.21/VB	L.22/VV
9					
8					
7					
6					

LEVEL



**NEW**

**INTRODUCING**  
Majirel GLOW CLEAR

Use alone or mix with  
GLOW to soften tone

## 5 SHADES FOR DARK BASES

Specially formulated for levels 1-5.

Use alone on any dark base or mix with dark Majirel shades.

**NEW** SHADES

	D.17/BGr	D.11/BB	D.12/BV	D.13/BG	D.20/VV
5					
4					
3					
2					



# LA FRENCH WITH MAJIREL COOL COVER *BEYOND COVERAGE*

## FIGHT BRASS



## FIGHT FADE



## FIGHT RESISTANT WHITE



By @freshicatodd



CC 9.1/9B



CC 10/10N



CC 10.1/10B

### BASE:

Majirel Cool Cover CC 9.1/9B +  
20-vol. Majicrème Developer

### MIDLENGTHS & ENDS 1:

Majirel Cool Cover 10/10N + 10.1/10B +  
20-vol. Majicrème Developer



VISIT OUR YOUTUBE CHANNEL @LOREALPROUS  
FOR THE STEP-BY-STEP PROCESS



# COOL COVER IN ACTION

## *SPICE UP YOUR SINGLE PROCESS*

Discover how L'Oréal Professionnel Artist Jessica Todd used Majirel Cool Cover to give this client an unmatched result!



### BASE:

Majirel Cool Cover CC 3/3N +  
20-vol. Majicrème Developer

### MIDLENGTHS & ENDS 1:

Majirel Cool Cover 7.1/7B +  
20-vol. Majicrème Developer

### MIDLENGTHS & ENDS 2:

Majirel Cool Cover  
CC 6.17/6BGr + 20-vol.  
Majicrème Developer



“Majirel Cool Cover is a staple in my salon because it cuts warmth and fights brass in one step while keeping the shine in the hair.”

**JESSICA TODD**  
@freshicatodd

By @freshicatodd



Show us what you can do with Majirel Cool Cover.  
**SHARE YOUR LOOKS USING THE HASHTAGS**  
**#LOREALPROUS #MAJIRELUS FOR A CHANCE TO BE FEATURED**

# THE TOOLS YOU NEED TO GO BEYOND COVERAGE *CHOOSE FROM 23 COOL COVER SHADES*

Neutralize unwanted warmth with extreme cool coverage.



# GOING ON VACATION? HAIR TOUCH UP IS THE PERFECT FIX TO COVER GREYS IN BETWEEN COLOR SERVICES!



DARK BROWN/  
BLACK

BROWN

WARM BROWN

LIGHT BROWN

BLONDE/  
DARK BLONDE

LIGHT WARM  
BLONDE

AUBURN

\*For shade matching chart, see Digital Hair Touch Up Stylist Consultation Tool



# WINTER WAVES

SHINE WITH DIA, SPARKLE WITH TECNI.ART

## 2019 HOLIDAY HAIR GUIDE

Gloss and Styling looks created by  
L'Oréal Professionnel Artists

VISIT THE PRO SITE FOR THE FULL STEP-BY-STEPS

DIALIGHT

TECNI  
ART.

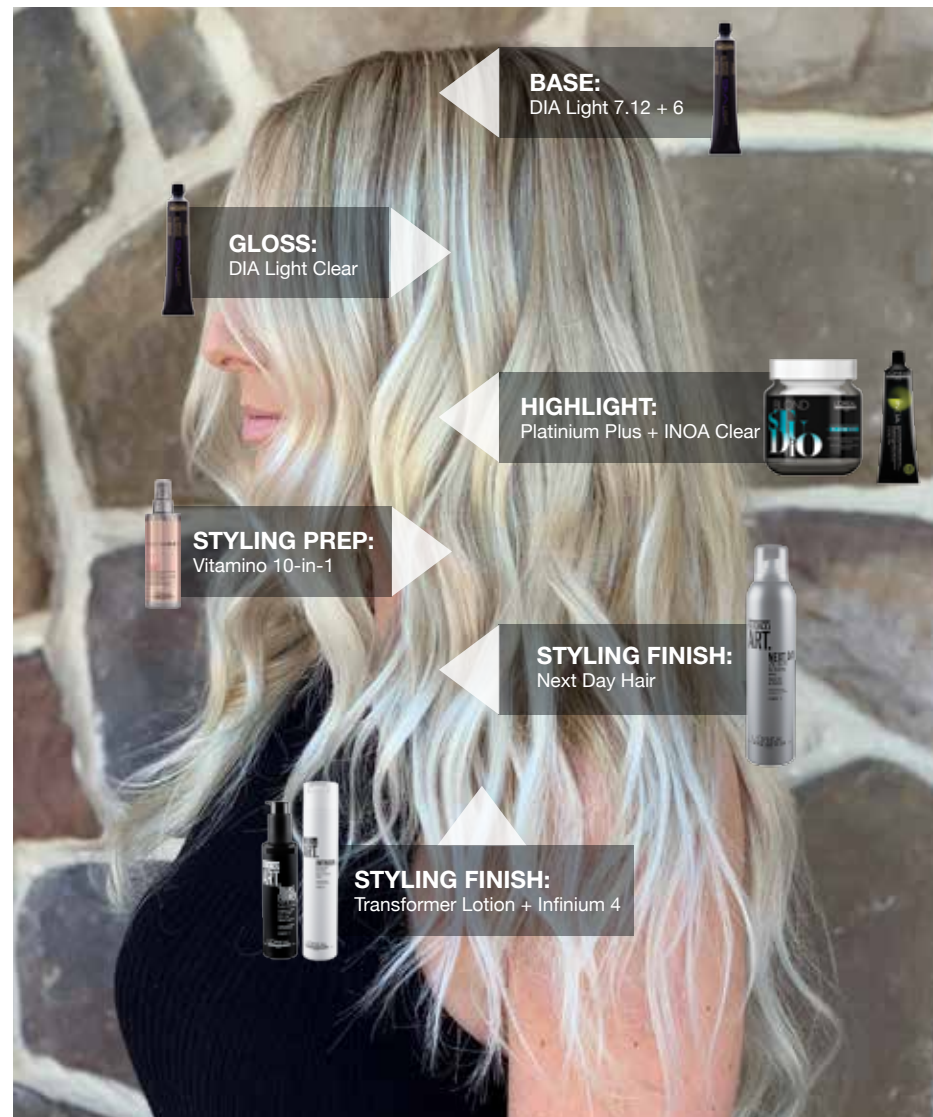
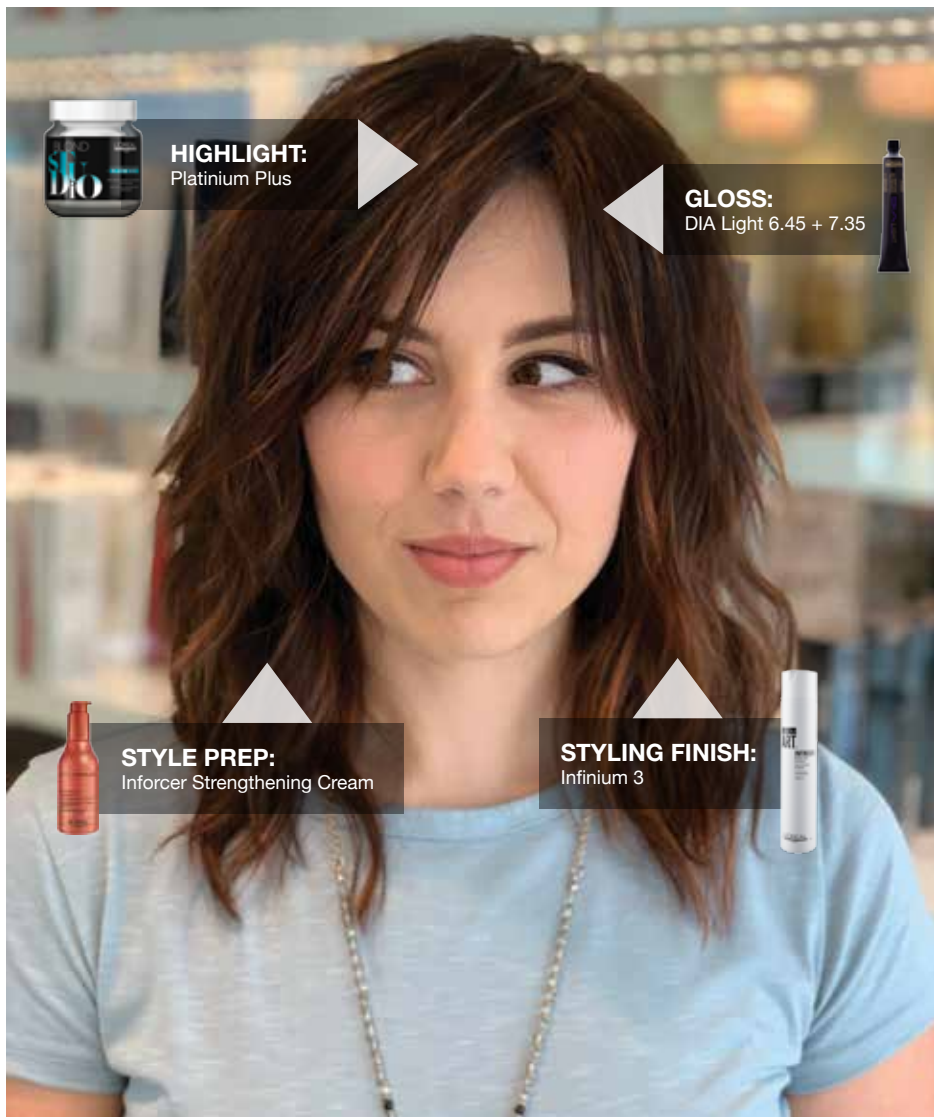
#lorealprou #diaus #tecniartus



“ Adding violet into copper formulas is a fun way to change it up for red-heads this season. It offers a fresh take on their look, while staying true to the tones they love. ”



**BRANDON CURTIS** @brandoncurtis  
Alex Emilio Salon, Royal Oak, MI



“ For this shag style, start with a strengthening product such as Inforcer Strengthening Anti-Breakage Smoothing Cream! ”



**TRAVIS PARKER** @travisparkerhair  
Travis Parker Salon, Solana Beach, CA

“ To maintain their #blondegoals, I recommend that all of my blonde clients use the SERIE EXPERT Silver Shampoo at home! ”



**CASSI PINDER** @cassipinder  
Lords & Ladies, Philadelphia, PA



# BUY 1 GET 1 50% OFF ANY BLOND STUDIO LIGHTENER

NO LIMIT. DOES NOT INCLUDE DEVELOPERS.



**MULTI-TECHNIQUES POWDER**



**MAJIMÈCHE PACKETTES  
+ CRÈME**



**FREEHAND TECHNIQUES  
POWDER**



**PLATINIUM PLUS  
(STORE ONLY)**



**PLATINIUM PLUS  
AMMONIA-FREE**



**SUNKISSED  
LIGHTENING OIL**



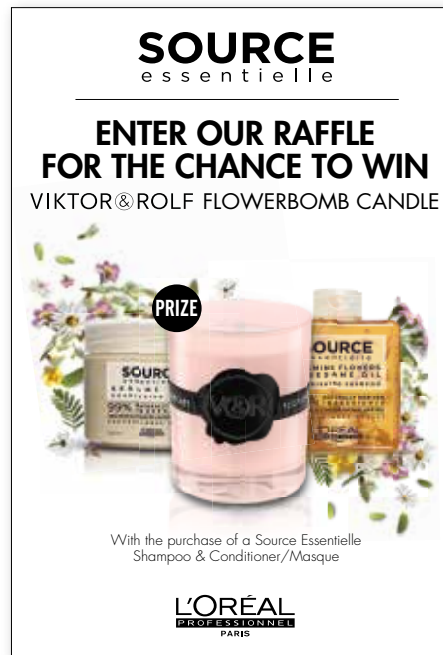
# GIVE THE GIFT OF LUXURY WITH SOURCE ESSENTIELLE



NOURISHING SHAMPOO  
— WAS CHOSEN AS THE —  
**BEST SHAMPOO OF 2019**  
BY ELLE INTERNATIONAL

# HOST AN IN-SALON RAFFLE FOR THE HOLIDAYS TO ENCOURAGE SELL-THROUGH

For every Source Essentielle purchase or refill, a client receives a chance to win a luxury candle.



## USE OUR RAFFLE PROMOTION TOOLKIT TO BRING THE RAFFLE TO LIFE!

# SALON SUCCESS WITH **SOURCE** essentielle

## VANITY SALON MONTCLAIR, NJ

We caught up with Nicole Piccione & Anthony Cimolo, the salon owners, to learn about the staff's experience launching this new naturally-derived haircare line.

### Q&A

**Q: What have you done differently with the merchandising of Source Essentielle to excite your clients?**

**A:** We embraced the natural aspect of the line: everything from our shelf which was handmade from up-cycled wood from Thailand to our moss lined shelves and an array of weekly fresh flowers from the front desk to the retail shelf all displayed in old apothecary jars.

**Q: How do your stylists recommend Source over other haircare lines during the consultation?**

**A:** Our stylists recommend Source to clients by using the history, science and knowledge of L'Oréal Professionnel products that our clients already know and trust, with the advantage of all naturally-derived ingredients with a specific purpose for each product.

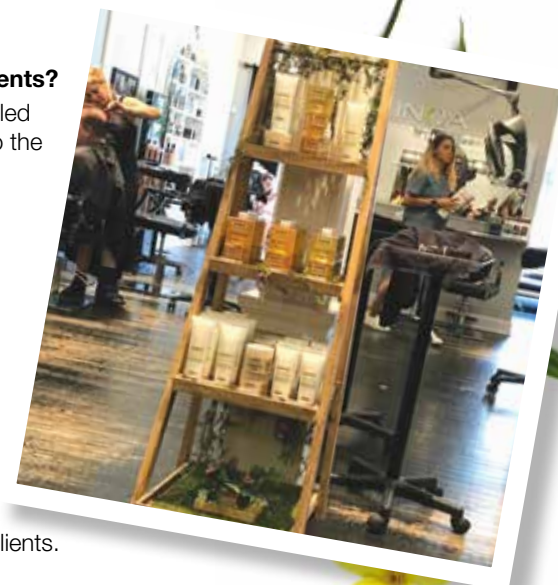
**Q: Do your stylists do anything special at the backbar to create an experience with the products?**

**A:** “ We have been using the Nourishing Masque as a deep conditioning treatment option for clients that normally don't receive a POWERMIX treatment. ”

We have also paired some essential oils in the shampoo basin to create an aromatic experience for the clients.

**Q: What is a successful Source Essentielle in-salon promotion you have done in the salon?**

**A:** We have been successful with a simple bundle promotion: Purchase a Shampoo & Conditioner, receive your first Refill Shampoo complimentary.





# SERIE EXPERT

## EXCITE YOUR CUSTOMERS WITH SERIE EXPERT GIFT SETS

**20%**  
of savings  
\$56 suggested  
retail price



### **ABSOLUT REPAIR GIFT SET:**

- 1 Absolut Repair Shampoo
- 1 Absolut Repair Mask



### **INFORCER GIFT SET:**

- 1 Inforcer Shampoo
- 1 Inforcer Mask



### **VITAMINO GIFT SET:**

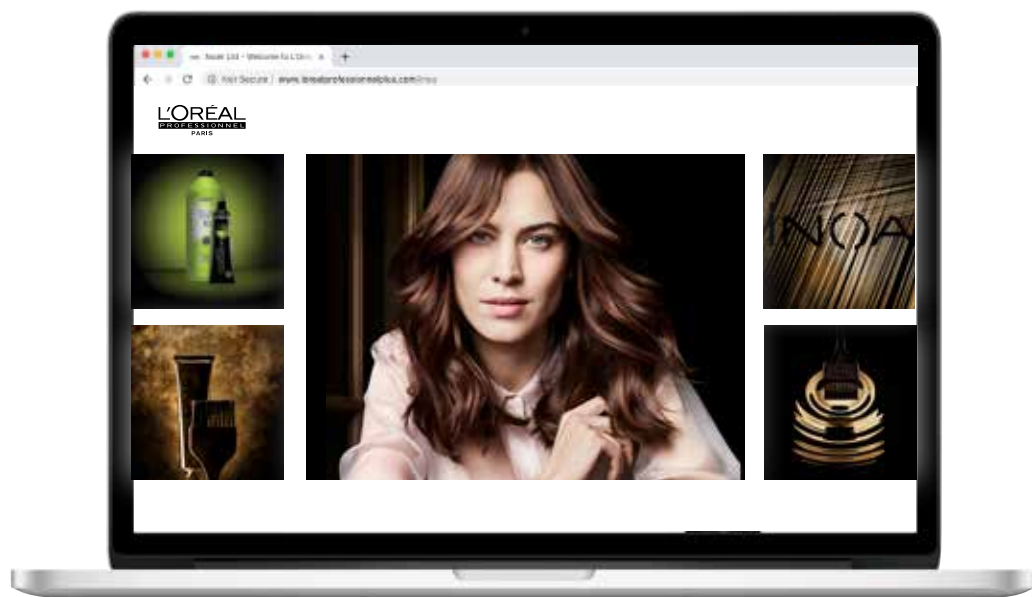
- 1 Vitamino Shampoo
- 1 Vitamino Mask

NOW IN SALON

# PROMOTE IN-SALON OFFERINGS

## WITH EXCLUSIVE MARKETING MATERIALS FROM L'ORÉAL PROFESSIONNEL PLUS

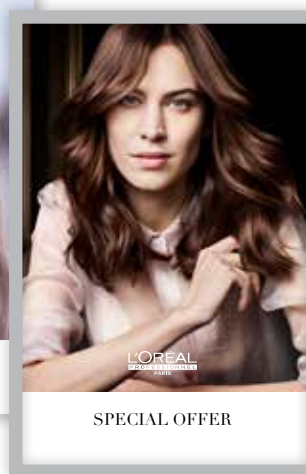
Order printed in-salon marketing materials or download L'Oréal Professionnel model or product imagery, as well as custom social media assets from the comfort of your salon! These marketing materials and assets can help brand your salon, peak client interest in new products and services and drive potential clients to your business.



Social Assets



Appointment Card



Lightbox Image

### FEATURES

**DOWNLOAD FREE IMAGERY AND VIDEOS**

[www.LorealProfessionnelPlus.com/Asset/List](http://www.LorealProfessionnelPlus.com/Asset/List)

**ORDER PRINTED MATERIALS**

[www.LorealProfessionnelPlus.com/Print-Marketing](http://www.LorealProfessionnelPlus.com/Print-Marketing)

### BENEFITS

**USE LEVEL LOYALTY POINTS TO ORDER  
PRINTED MARKETING MATERIALS**

[www.levelloyaltyrewards.com](http://www.levelloyaltyrewards.com)

# GET SOCIAL!

 @LOREALPROEDUCATIONUS



Follow our Instagram page to discover the latest trends, product innovations, education offerings, and inspirational work.

Be featured on our page! Be sure to hashtag #lorealprous #learnwithlp and tag @lorealproeducationus in stories!

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#lorealprous #learnwithlp

# GET INSPIRED!



Sign up for the L'Oréal Professionnel Newsletter to learn about trending looks, product spotlights, educational offerings, and business building tips!

**Sign up here:**

<https://prous.lorealprofessionnel.com/newsletter>

## TRANSFORM YOUR HAIRCOLOR CONSULTATIONS WITH THE STYLE MY HAIR PRO APP



Available for download on

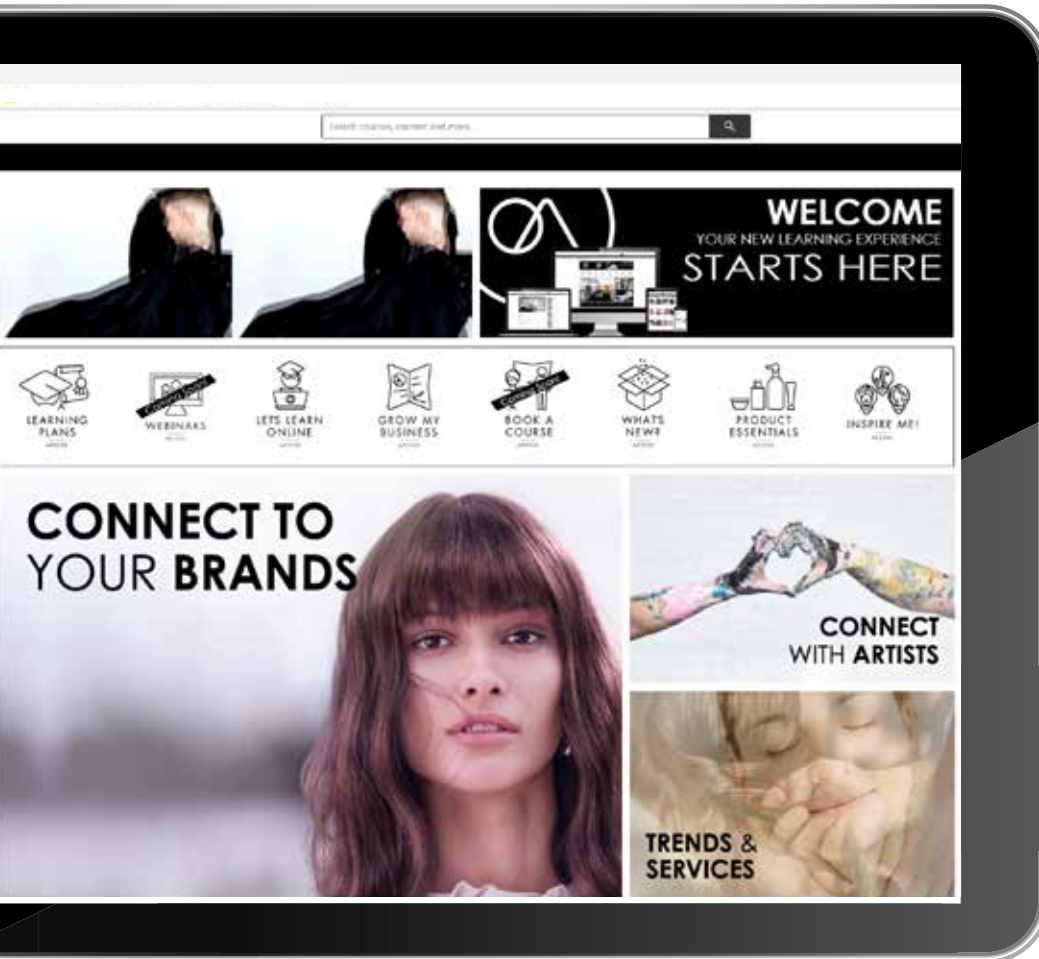




# UNLOCK YOUR POTENTIAL

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](http://WWW.LOREALACCESS.COM/US)



@LOREALPROEDUCATIONUS

#learnwithlp

# Majirel

	<b>PALE BLONDE</b>	<b>LIGHT BLONDE</b>	<b>BLONDE</b>	<b>DARK BLONDE</b>	<b>LIGHT BROWN</b>	<b>BROWN</b>	<b>EXTRA COVERAGE</b>		<b>MAJIROUGE CARMILANE</b>		<b>HIGH LIFT</b>		
<input type="checkbox"/>	<b>10/10N</b> P1535200	<input type="checkbox"/>	<b>8/8N</b> P1533700	<input type="checkbox"/>	<b>7/7N</b> P1532900	<input type="checkbox"/>	<b>6/6N</b> P1532000	<input type="checkbox"/>	<b>4.0/4NN</b> P0048600	<input type="checkbox"/>	<b>4.0/4NN</b> P0048600	<input type="checkbox"/>	<b>Ash+ .11/BB</b> P1115900
<input type="checkbox"/>	<b>10.01/10NB</b> P1535300	<input type="checkbox"/>	<b>8.01/8NB</b> P1533800	<input type="checkbox"/>	<b>7.01/7NB</b> P1533000	<input type="checkbox"/>	<b>6.01/6NB</b> P1532100	<input type="checkbox"/>	<b>5.0/5NN</b> P0048700	<input type="checkbox"/>	<b>4.5/4NRv</b> P1226000	<input type="checkbox"/>	<b>Ash .1/B</b> P1116000
<input type="checkbox"/>	<b>10.21/10VB</b> P1535400	<input type="checkbox"/>	<b>8.03/8NG</b> P1535700	<input type="checkbox"/>	<b>7.015/7NBRv</b> P1403100	<input type="checkbox"/>	<b>6.014/6NBC</b> P1345000	<input type="checkbox"/>	<b>6.0/6NN</b> P0048800	<input type="checkbox"/>	<b>5.20/05VVV</b> P1225700	<input type="checkbox"/>	<b>Neutral 0/N</b> P1116300
<input type="checkbox"/>	<b>10.1/10B</b> P1643700	<input type="checkbox"/>	<b>8.07/8NGr</b> P0626800	<input type="checkbox"/>	<b>7.03/7NG</b> P1535800	<input type="checkbox"/>	<b>6.025/NVRv</b> P1345300	<input type="checkbox"/>	<b>4.45/4CRv</b> P1345400	<input type="checkbox"/>	<b>5.60/05RRR</b> P1453100	<input type="checkbox"/>	<b>Beige 13/BG</b> P1116400
<input type="checkbox"/>	<b>VERY LIGHT BLONDE</b>	<input type="checkbox"/>	<b>8.1/8B</b> P1533900	<input type="checkbox"/>	<b>7.035/7NGRv</b> P1403200	<input type="checkbox"/>	<b>6.03/6NG</b> P1535500	<input type="checkbox"/>	<b>4.56/4RvR</b> P1453500	<input type="checkbox"/>	<b>6.64/06CRC</b> P1075500	<input type="checkbox"/>	<b>Violet .2/V</b> P1116200
<input type="checkbox"/>	<b>9/9N</b> P1534500	<input type="checkbox"/>	<b>8.13/8BG</b> P1534000	<input type="checkbox"/>	<b>7.041/7NCB</b> P1345100	<input type="checkbox"/>	<b>6.07/6NGr</b> P1532800	<input type="checkbox"/>	<b>4.65/4RRv</b> P1164100	<input type="checkbox"/>	<b>6.64/06CRC</b> P1075500		
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<input type="checkbox"/>	<b>9.02/9NV</b> P1648800	<input type="checkbox"/>	<b>8.34/8GC</b> P1534300	<input type="checkbox"/>	<b>7.1/7B</b> P1533100	<input type="checkbox"/>	<b>6.13/6BG</b> P1453600	<input type="checkbox"/>	<b>MAJIREL MIX</b>	<input type="checkbox"/>	<b>Blue</b> P1304200		
<input type="checkbox"/>	<b>9.03/9NG</b> P1453400	<input type="checkbox"/>	<b>8.43/8CG</b> P1534400	<input type="checkbox"/>	<b>7.12/7BV</b> P1676300 HIGH RESIST	<input type="checkbox"/>	<b>6.23/6VG</b> P1047000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Violet</b> P1304100		
<input type="checkbox"/>	<b>9.1/9B</b> P1534700	<input type="checkbox"/>	<b>8.45/8CRV</b> P1453300	<input type="checkbox"/>	<b>7.13/7BG</b> P1533200	<input type="checkbox"/>	<b>6.3/6G</b> P1532300	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Green</b> P1304300		
<input type="checkbox"/>	<b>9.12/9BV</b> P1676400 HIGH RESIST	<input type="checkbox"/>	<b>8.8/8M</b> P0856800	<input type="checkbox"/>	<b>7.18/7BM</b> P1164200	<input type="checkbox"/>	<b>6.32/6GV</b> P1501800	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Copper</b> P0215000		
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<input type="checkbox"/>	<b>9.21/9VB</b> P1052000			<input type="checkbox"/>	<b>7.31/7GB</b> P1533400	<input type="checkbox"/>	<b>6.35/6GRv</b> P1532500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
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# 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
- 9.2/9V P0544300
- 9.22/9VV P1633500 High Resist
- 9.3/9G P1018300 Gold Naturals
- 9.31/9GB P0583500

## 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
- 7.17/7BBGr 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
- 7.43/7CG P0543000
- 7.44/7CC P0755800
- 7.8/7M P0862000

## DARK BLONDE

- 6/6N P0540600
- 6.34/6GC P0542300
- 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
- 5.56/5RvR P1362900 High Resist
- 5.60/5RRR P0755500 DMS
- 5.62/5RV P0544900
- 6.66 P0938100

## LIGHT BROWNW

- 5/5N P0540700
- 5.0/5NN P0712600
- 5.1/5B P0709100
- 5.11/5BB P1665000 NEW
- 5.12/5BV P1362600 High Resist
- 5.13/5BG P1665100 NEW
- 5.15/5BRv P1362500 High Resist
- 5.17/5BGr P0583800
- 5.18/5BM P1159000
- 5.20/5VV P0754900
- 5.3/5G P0541500
- 5.3/5G P1017900 Gold Naturals
- 5.31/5GB P0708500

- 5.32/5GV P0542600
- 5.35/5GRv P0542000
- 5.4/5C P0543500
- 5.45/5CRv P0583100
- 5.8/5M P0861800

## BROWN

- 4/4N P0541000
- 4.0/4NN P0712500
- 4.15/4BRv P0541900
- 4.20/4VVV P0544400
- 4.26/4VR P0545000
- 4.3/4G P0542200
- 4.35/4GRv P0542400
- 4.45/4CRv P0544100
- 4.8/4M P1158800

## DARK BROWN

- 3/3N P0541200
- 3.0/3NN P0712400

## DARKEST BROWN

- 2.10/2BBB P0584800

## BLACK

- 1/1N P0541600

# INOA 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



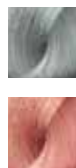
CLEAR	BLONDE	DARK BLONDE	REDS	LIGHT BROWN	BROWN	DARKEST BROWN
<input type="checkbox"/> CLEAR P0582000	<input type="checkbox"/> 7/7N P0581500	<input type="checkbox"/> 6/6N P0581100	<input type="checkbox"/> 4.62/4RV P0580301	<input type="checkbox"/> 5/5N P0580400	<input type="checkbox"/> 4/4N P0580000	<input type="checkbox"/> 2.10/2BBB P0540901
<b>VERY LIGHT BLONDE</b>	<input type="checkbox"/> 7.01/7NB P0639801	<input type="checkbox"/> 6.01/6NB P0640000	<input type="checkbox"/> 5.5/5RV P0743901	<input type="checkbox"/> 5.01/5NB P0742500	<input type="checkbox"/> 4.01/4NB P0639900	<b>BLACK</b>
<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	
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<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	
<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	<b>DARK BROWN</b>	
<input type="checkbox"/> 9.31/9GB P0640101	<input type="checkbox"/> 7.34/7GC P1024001	<input type="checkbox"/> 6.32/6GV P1190801		<input type="checkbox"/> 5.32/SGV P0580901	<input type="checkbox"/> 3/3N P0579900	
<b>LIGHT BLONDE</b>	<input type="checkbox"/> 7.35/7GRv P0743101	<input type="checkbox"/> 6.34/6GC P0581301		<input type="checkbox"/> 5.35/5GRv P0640801	<input type="checkbox"/> 3.00/3NN P0639701	
<input type="checkbox"/> 8/8N P0581801	<input type="checkbox"/> 7.40/7CCC P1024101	<input type="checkbox"/> 6.35/6GRv P0581401		<input type="checkbox"/> 5.42/5CV P0743400		
<input type="checkbox"/> 8.02/8NV P0640200	<input type="checkbox"/> 7.43/7CG P0891101	<input type="checkbox"/> 6.4/6C P0890901		<input type="checkbox"/> 5.8/5M P0830600		
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<input type="checkbox"/> 8.31/8GB P0581901		<input type="checkbox"/> 6.8/6M P0890701				
<input type="checkbox"/> 8.34/8GC P1190901						

# DIARICHESSE HI-VISIBILITY



SHADES	
<input type="checkbox"/> 35/GRV P1278000	<input type="checkbox"/> 43/CG P1279200
<input type="checkbox"/> 46/CR P1279100	<input type="checkbox"/> 64/RC P1362100

# DIARICHESSE METALS



<input type="checkbox"/> .11 P1630400
<input type="checkbox"/> .24 P1630500

# DIALIGHT



CLEAR	VERY LIGHT BLONDE	LIGHT BLONDE	BLONDE	DARK BLONDE	LIGHT BROWN	BROWN
<input type="checkbox"/> CLEAR P0587000	<input type="checkbox"/> 9.01/9NB P0586800	<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
<b>PALE BLONDE</b>	<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 P0892400	<input type="checkbox"/> 7.13/7BG P0998900	<input type="checkbox"/> 6.11/6BB <b>NEW</b> P1770300	<input type="checkbox"/> 5.07/5NGr P0744200	
<input type="checkbox"/> 10.13/10BG P0641900	<input type="checkbox"/> 9.03/9NG P0586900	<input type="checkbox"/> 8.3/8G P0586400	<input type="checkbox"/> 7.31/7GB P0586100	<input type="checkbox"/> 6.13/6BG P0583900	<input type="checkbox"/> 5.26/5VR P0827400	
<input type="checkbox"/> 10.21/10VB P0827200	<input type="checkbox"/> 9.11/9BB P0744300	<input type="checkbox"/> 8.34/8GC P0586500	<input type="checkbox"/> 7.35/7GRv P1403500	<input type="checkbox"/> 6.23/6VG P0892300	<input type="checkbox"/> 5.31/5GB P0585401	
<input type="checkbox"/> 10.22/10VV P1171000	<input type="checkbox"/> 9.12/9BV P0826800		<input type="checkbox"/> 7.4/7C P0827000	<input type="checkbox"/> 6.3/6G P0585900	<input type="checkbox"/> 5.32/5GV P0892200	
<input type="checkbox"/> 10.23/10VG P1650300	<input type="checkbox"/> 9.13/9BG P0586800		<input type="checkbox"/> 7.40/7CCC P0744600	<input type="checkbox"/> 6.34/6GC P0586001	<input type="checkbox"/> 5.35/5GRv P0642001	
<input type="checkbox"/> 10.32/10GV P0744400	<input type="checkbox"/> 9.21/9VB P1650200		<input type="checkbox"/> 7.43/7CG P0586200	<input type="checkbox"/> 6.45/6CRv P0892000	<input type="checkbox"/> 5.4/5C* P1024200	
	<input type="checkbox"/> 9.3/9G P0585200		<input type="checkbox"/> 7.8/7M P1158700	<input type="checkbox"/> 6.46/6CR* P1024400	<input type="checkbox"/> 5.52/5RVV P0585500	
	<input type="checkbox"/> 9.31/9GB P1403400			<b>REDS</b>	<input type="checkbox"/> 5.8/5M P1158600	
	<b>DIACTIVATEUR</b> 33.8 FL.OZ.			<input type="checkbox"/> 6.64/6RC P0827100		
	<input type="checkbox"/> 6-vol. P0591700			<input type="checkbox"/> 5.54/5RVc P0827500		
	<input type="checkbox"/> 9-vol. P0591800			<input type="checkbox"/> 5.66/5RR P0585600		
	<input type="checkbox"/> 15-vol. P0591900					

# DIALIGHT MILKSHAKES



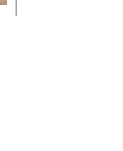
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<input type="checkbox"/> 10.22/10VV
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<input type="checkbox"/> 10.32/10GV

# BLOND Studio Dio

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

- Freshand Techniques Powder  
14.1 oz.  
U1800900
- Multi-Techniques Powder  
32 oz.  
P1175800
- Freshand Techniques Powder  
12.3 oz.  
U2806500



### 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



### INSTANT HIGHLIGHTS

- Heating Iron  
P1630500
- Crème Lightener  
E2677700
- Aluminum Foil  
E2794600



### 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



FLASH PRO HAIR MAKE-UP



MYSTIC FOREST  
E2776600



MIDNIGHT FUCHSIA  
E2776700



SPICE IS NICE  
E2777000



GOLD DIGGER  
E2776500



SILVER LINING  
E2899000



HELLO HOLO  
E2777300



RED HOT  
E2776300



DANCING PINK  
E2776400



GALAXY TRIP  
E2777200



PURPLE REIGN  
E2776900

# SERIE EXPERT

IN-SALON

## Powermix Treatments



<b>Powermix Base</b> 5.1 fl.oz. 30 applications E2504900	<b>Powermix Color</b> 5.1 fl.oz. 30 applications E2505100	<b>Powermix Liss</b> 5.1 fl.oz. 30 applications E2505200	<b>Powermix Repair</b> 5.1 fl.oz. 30 applications E2988400	<b>Powermix Force</b> 5.1 fl.oz. 30 applications E2505300	<b>Powermix Nutri</b> 5.1 fl.oz. 30 applications E2505400	<b>Powermix Base Chamber</b> 5.1 fl.oz. 30 applications E2414000	<b>Powermix Additive Chamber</b> 5.1 fl.oz. 30 applications E2414300
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## Blondifier



<b>Warm Blonde Perfector</b> 5.1 fl.oz. U2957600	<b>Cool Blonde Perfector</b> 5.1 fl.oz. U2957700	<b>Sun-Kissed Perfector</b> 5.1 fl.oz. U2957800
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## Backbar

### Absolut Repair



<b>Shampoo</b> 50.7 fl.oz. E2218501	<b>Conditioner</b> 33.8 fl.oz. E2742800	<b>Instant Resurfacing Mask</b> 16.9 fl.oz. E2987700	<b>Resurfacing Golden Mask</b> 16.9 fl.oz. E2989300
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### Nutrifier



<b>Shampoo</b> 50.7 fl.oz. E2364400	<b>Conditioner</b> 33.8 fl.oz. E2743100	<b>Masque</b> 16.9 fl.oz. E2365100
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### Liss Unlimited



<b>Shampoo</b> 50.7 fl.oz. E2223700	<b>Conditioner</b> 25.3 fl.oz. E2222200
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### Inforcer



<b>Shampoo</b> 50.7 fl.oz. E2229202	<b>Conditioner</b> 25.3 fl.oz. E2229500	<b>Masque</b> 16.9 fl.oz. E2229900
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### Vitamo Color A-OX



<b>Shampoo</b> 50.7 fl.oz. E2225901	<b>Sulfate-Free Soft Cleanser</b> 16.9 fl.oz. E2228700	<b>Conditioner</b> 33.8 fl.oz. E2742900	<b>Gel-Masque</b> 16.9 fl.oz. E2226600	<b>Fresh Feel Masque</b> 16.9 fl.oz. E2227300
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### Volumetry



<b>Shampoo</b> 50.7 fl.oz. E2507901	<b>Conditioner</b> 25.3 fl.oz. E2363300
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### Silver



<b>Shampoo</b> 50.7 fl.oz. U2828300
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### Blondifier



<b>Shampoo</b> 50.7 fl.oz. E2740900	<b>Conditioner</b> 33.8 fl.oz. E2742000	<b>Masque</b> 16.9 fl.oz. E2741700
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AT-HOME

## Absolut Repair



<b>Shampoo</b> 16.9 fl.oz. E2988800	<b>Conditioner</b> 10.1 fl.oz. E2988600	<b>Instant Resurfacing Mask</b> 6.7 fl.oz. E2987100	<b>Resurfacing Golden Mask</b> 8.4 fl.oz. E3078100	<b>Blow-Dry Cream</b> 8.4 fl.oz. E2989100	<b>Serum</b> 5.1 fl.oz. E2988100	<b>10 in 1</b> 1.0 fl.oz. E2967800	<b>10 in 1</b> 6.4 fl.oz. E2989500
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## Nutrifier



<b>Shampoo</b> 16.9 fl.oz. E2364200	<b>Conditioner</b> 10.1 fl.oz. E2364000	<b>Masque</b> 6.7 fl.oz. E2364500	<b>DD Balm</b> 8.4 fl.oz. E2364900	<b>DD Balm</b> 1.35 fl.oz. E2365500
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## Liss Unlimited



<b>Shampoo</b> 16.9 fl.oz. E2221900	<b>Conditioner</b> 10.1 fl.oz. E2220600	<b>Masque</b> 6.7 fl.oz. E2221100	<b>Blow-Dry Cream</b> 8.4 fl.oz. E2224400	<b>Double Serum</b> 5.1 fl.oz. E2222800	<b>Double Serum</b> 1.0 fl.oz. E2223200
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## Silver



<b>Shampoo</b> 16.9 fl.oz. U2828400	<b>Shampoo</b> 10.1 fl.oz. U2828500
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## Blondifier



<b>Shampoo</b> 16.9 fl.oz. E2740700	<b>Conditioner</b> 10.1 fl.oz. E2740500	<b>Masque</b> 6.7 fl.oz. E2742000	<b>Masque</b> 8.4 fl.oz. E2741700
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## Inforcer



<b>Shampoo</b> 16.9 fl.oz. E2229100	<b>Conditioner</b> 10.1 fl.oz. E2229000	<b>Masque</b> 6.7 fl.oz. E2229400	<b>Masque</b> 8.4 fl.oz. E2229600	<b>Leave-in</b> 5.1 fl.oz. E2230200	<b>Night Anti-Breakage Serum</b> 5.1 fl.oz. E2230600	<b>Brush Proof</b> 1.3 fl.oz. P1437200
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## Vitamo Color A-OX



<b>Shampoo</b> 16.9 fl.oz. E2225800	<b>Shampoo</b> 10.1 fl.oz. E2228600	<b>Sulfate-Free Soft Cleanser</b> 5.1 fl.oz. E2227000	<b>Conditioner</b> 6.7 fl.oz. E2226100	<b>Gel-Masque</b> 8.4 fl.oz. E2226300	<b>Fresh Feel Masque</b> 6.7 fl.oz. E2227200	<b>Color 10 in 1</b> 6.4 fl.oz. E2228001	<b>Color Corrector Blondes</b> 5.1 fl.oz. E2227400	<b>Color Corrector Brunettes</b> 5.1 fl.oz. E2227800
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## Volumetry



<b>Shampoo</b> 10.1 fl.oz. E2362800	<b>Conditioner</b> 6.7 fl.oz. E2363100	<b>Root Spray</b> 4.2 fl.oz. E2363401
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## Accessories



<b>Shampoo PUMP</b> 1500ML E1599400	<b>Conditioner PUMP</b> 1000ML E2936500
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# TECNI ART.

## HOLD



<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extreme Laquer	Infinium 3	Infinium 4	Web
10.2 oz. P1053201	10.2 oz. P1054101	10.2 oz. P1054201	5.1 oz. E2906400

## TEXTURE



<input type="checkbox"/>	<input type="checkbox"/>
Next Day Hair	Architecture
6.8 oz. P1053301	1.7 oz. P1053503

## STYLE REVIVERS



<input type="checkbox"/>
Morning After Dust
6.76 oz. E1584100

## VOLUME



<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liss & Pump Up	Volume Envy Extra	Densité	Super Dust
5.0 fl.oz. E1025202	8.2 oz. E2909300	4.2 fl.oz. P1053900	0.25 oz. E0940301

## 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"/>	<input type="checkbox"/>
Steek & Swing	Liss Control	Liss Control +
5.0 fl.oz. E1045102	5.0 oz. E0962302	1.69 oz. E0962503

## CURL



<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bouncy & Tender	Siren Waves	Wave Fatales
5.0 fl.oz. E1045202	5.0 oz. E1474301	5.0 oz. E0949102

## 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"/>
<b>Daily Shampoo</b>	<b>Delicate Shampoo</b>	<b>Nourishing Shampoo</b>	<b>Nourishing Masque</b>	<b>Double Shampoo Refill System</b>	<b>Single Shampoo Refill System</b>	<b>Refill System Push Pull</b>
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"/>
<b>Daily Shampoo</b>	<b>Daily Detangling Conditioner</b>	<b>Nourishing Shampoo</b>	<b>Nourishing Masque</b>	<b>Delicate Shampoo</b>	<b>Radiance Masque</b>
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

# MYTHIC OIL

AT-HOME

Normal to Fine Hair		Thick Hair		Leave-Ins		
						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Shampoo</b>	<b>Masque</b>	<b>Shampoo</b>	<b>Masque</b>	<b>Creme Universelle</b>	<b>Huile Originale</b>	<b>Huile Radiance</b>
8.45 fl.oz. E1860600	6.7 fl.oz. E1859801	8.45 fl.oz. E1860000	6.7 fl.oz. E1860500	5.0 fl.oz. E1977300	3.4 fl.oz. E2505600	3.4 fl.oz. E2505700



# RETAIL TRAVEL SIZES

## SERIE EXPERT

### Vitamo Color A-OX



Shampoo 3.4 fl.oz. E2547300

Masque 2.55 fl.oz. E2546200

Color 10 in 1 1.5 fl.oz. E2548600

### 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 in 1 1.5 fl.oz. E2989600

### Inforcer



Shampoo 3.4 fl.oz. E2547500

Masque 2.5 fl.oz. E2547600

### Nutrier



Shampoo 3.4 fl.oz. E1745600

Masque 2.5 fl.oz. E1745800



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



# 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

## PRO FIBER ACCESSORIES

- BACKBAR SHAMPOO PUMP E160500
- MEASURING SPOON E2115400

