



L'ORÉAL
PARIS
PROFESSIONNEL

PRODUCT
Guide 2012

BY THE WORLD'S GREATEST HAIRSTYLISTS



L'ORÉAL *Professionnel*

Parisian House of Hairdressing.

Since 1909, L'Oréal Professionnel has engaged the passion of hairdressers around the world to continually reinvent the most beautiful of professions



*Together,
we reinvent the most
beautiful profession,
everyday*

Originating from Paris, the capital of arts and high fashion, L'Oréal Professionnel is at the forefront of today's trends. Inspired by catwalks, architecture, cinema and other influential arts, we work with the world's most talented hairdressers to create exciting colour collections and on-trend looks.

Dream Excel Succeed Together

OUR MISSION

To be the #1 partner of Canadian hairdressers. As global ambassadors of Parisian fashion and sophistication, our vision is to build a community of creative and successful professionals who strive to excel together.





COLOR TROPHY
TECHNICAL TRAINING
ARTISTIC TRAINING
HAUTE COIFFURE FRANÇAISE
BUSINESS PROGRAMS
MARKETING SUPPORT





HAIRCARE

Regardless of her hair type or specific hair needs, L'Oréal Professionnel offers every woman advanced, expert haircare solutions - personalized just for her.



 série expert

Made by Experts, for Experts.

série expert is the ideal haircare partner to the technical services you perform in salon.

A complete precision haircare system, série expert is your expert reflex when it comes to meeting your clients' specific haircare needs.

MOLECULAR PRECISION HAIRCARE



ZONE A

The surface: the outer part of the hair fibre.

ZONE B

The cuticle: composed of scales held together by intercellular cement.

ZONE C

The cortex: a group of cells composed of keratin chains.



VITAMINO COLOR

COLOURED HAIR

Protects colour / Double-locking colour protection / Shine protection

TECHNOLOGY

HYDRO-RESIST + INCELL™

The 1st Double-locking colour protection system.



1st level of protection - **ZONE A**

Hydro-Resist forms a protective shield around the hair which keeps water out.

2nd level of protection - **ZONE B**

Incell reinforces the hair fibre and increases the longevity of the colour.

RESULT

95% of women* agree that their colour lasts longer. Radiant colour.



COLOR PROTECTING SHAMPOO

Gently eliminates residue while protecting coloured hair.

Hair is light and easy to detangle, soft and shiny.



COLOR PROTECTING CONDITIONER

Locks in colour with lightweight protection while intensely nourishing the hair fibre.



COLOR PROTECTING GEL-MASQUE

Protects and locks in the colour. Repairs and intensely nourishes in 1 minute with extreme lightness.



IN SALON TREATMENT

POWERDOSE COLOR

Ionène G

Post-colour treatment.

Locks in and protects colour, and reinforces the hair fibre.

Hair is light, soft and shiny.



DELICATE COLOR

DELICATE COLOURED HAIR

Prevents fading / Sulfate-free formula / Reds, Coppers, Sensitized Blondes

RESULT

Delicate colour is preserved shampoo after shampoo.



PROTECTING SHAMPOO FOR DELICATE COLOR

Extremely mild sulfate-free protecting shampoo for delicate coloured hair.



* Among 160 women with coloured hair.

ABSOLUT REPAIR CELLULAR

CHEMICALLY DAMAGED HAIR

Cellular Repair / Strength / Suppleness

RESULT *

In 10 days, hair regains the qualities of healthy hair.
Deep repair for restructured, soft and shiny hair.

TECHNOLOGY LACTIC ACID™

Recreates ionic junctions.
Reestablishes the cellular cohesion of the cortex.



Before

After



REPAIRING SHAMPOO

Lactic Acid™

Restructures the fibre and restores strength, resilience and shine to very damaged hair.



CELLULAR REPAIRING MASQUE

Lactic Acid™

Deeply repairs and nourishes damaged hair.
Softness and shine.



REPAIRING CLEANSING BALM

Lactic Acid™

Gentle foaming balm deeply repairs leaving the hair fibre strong and soft.
Reduction of volume, brilliant shine.

Alternate use with shampoo + masque duo.



REPAIRING CREAM

Neofibrine

Provides added nutrition, instant suppleness and protection for the ends.



THERMOCELL REPAIRING MILK

Amidocell

Thermo-active.
Offers thermal protection and ease of blow-drying while repairing the hair.



TREATMENT SERUM FOR VERY DAMAGED ENDS

Unifibrine

Repairs damaged ends.
Smooths the hair fibre.
Silky, non-greasy.



IN SALON TREATMENT

RENEW-C PRE-SHAMPOO REPAIRING TREATMENT

AHA Lipid Guard

Very damaged hair.



IN SALON TREATMENT

POWERCELL REPAIR

Lactic Acid™

Reinforces intercellular cement.
Single dose in-salon cellular repair treatment for very damaged hair.



For optimal benefit, use **renew c** and **powercell repair** in conjunction with each other.



INTENSE REPAIR

NATURAL, DRY HAIR

Hydration / Unparalleled Detangling / Smoothness

RESULT

Sensitized hair is revitalized and hydrated, giving unparalleled detangling and smoothness.

TECHNOLOGY CUTI LISS SYSTEM

Activated wheat proteins, bio-mimetic ceramide, vitamin B6 and UV filters combine in a complete salon system to hydrate and nourish natural, dry hair.



NUTRITION SHAMPOO

Enriches and repairs dry hair for renewed shine



INTENSE NUTRITION MASQUE

Intensely nourishes, repair and conditions dry hair.



VOLUME EXPAND

FINE HAIR

Volume / Density / Lightweight

RESULT

Hair is infused with weightless body, bounce and structure.

TECHNOLOGY

Action 1: MINERAL CA TECHNOLOGY Keeps hair feeling lightweight. Gives hair body and fullness for optimal volume.

Action 2: MINERAL SYNERGY MINERAL SI Creates a double network of contact points for a volumizing effect.



VOLUMIZING SHAMPOO

Gives body and fullness to fine hair, without weighing it down.



LIGHT NOURISHING MASQUE

Hair has body, is nourished and remains lightweight.



VOLUMIZING CONDITIONER

Gives hair lightweight volume.



VOLUMIZING ROOT LIFT SPRAY

Gives hair long-lasting control with volume from the root.



VOLUMIZING NOURISHING MOUSSE

Gives hair lightweight volume.





LUMINO CONTRAST

HIGHLIGHTED HAIR

Targets highlights / Nourishes / Intensifies contrast

RESULT

Highlights are targeted and treated without weighing hair down. Shine and contrasts are intensified.

TECHNOLOGY NUTRICERIDE®

Ceramide and nutritive oils. Perfect for use in conjunction with Platinum. Cationic polymers target and treat highlights.



RADIANCE SHAMPOO FOR HIGHLIGHTED HAIR

Targets highlights. Corrects lipid rate without weighing hair down. Gel texture.



RADIANCE MASQUE

Targets highlights. Deeply restores the hair fibre's lipidic rate.



IN SALON TREATMENT

POWERDOSE CONTRAST

Post-highlight treatment. Treats and intensifies highlights. Selectively targets highlights for instant repair.



LISS ULTIME

UNMANAGEABLE FRIZZY HAIR

Smoothness / Control / Suppleness

RESULT

Rebellious hair is controlled, smoothed and has brilliant shine.

TECHNOLOGY POLYMER AR

Dual action care: nutrition and protection. Nourishing argan and olive oils. Shielding polymer that provides protection against humidity.



SMOOTHING SHAMPOO

Long-lasting nourishment, smoothness and frizz control.



SMOOTHING MASQUE

Nourishes, provides frizz control and protects against humidity.



SMOOTHING TREATMENT

Care, control and protection against humidity.



SHINE PERFECTING SERUM

Control, shine and suppleness.



THERMO-SMOOTHING OIL

To be used with heat-styling tools. Lubricates the fibre, reduces volume, maximizes shine.





CURL CONTOUR

CURLY AND WAVY HAIR

Definition / Nourishment / Shine

RESULT

Radiant curls are infused with bounce, shine and definition.

TECHNOLOGY HYDRACELL

Incell: reinforces the intercellular cement and prevents the hair from drying out.

Micro-Emulsion + Glycerine: perfect lightweight nutrition and definition to curly or wavy hair.

NOURISHING AND ENHANCING SHAMPOO FOR CURLY HAIR

Nourishes the hair fibre.
Defines and helps maintain curls' shape.
Shine and bounce are maintained.



NOURISHING AND ENHANCING MASQUE FOR CURLY HAIR

Nourishes and repairs curly hair.
Facilitates detangling, adds shine.
Defines and helps maintain curls' shape.



NOURISHING AND ENHANCING SPRAY FOR CURLY HAIR

Weightlessly nourishes the hair fibre.
Defines and helps maintain the shape and bounce of curls.
Facilitates detangling and adds shine.



ANTI-FRIZZ NOURISHING AND DEFINING CREAM FOR CURLY HAIR

Weightlessly nourishes the hair fibre and facilitates detangling.
Defines and maintains the bounce of curls.
Adds shine.



FORCE VECTOR

MECHANICALLY DAMAGED HAIR

Deep reinforcement / Fortifies and nourishes hair fibre / Supple and natural feel

RESULT

Fragile, brittle hair fibre is strengthened and reinforced.
Hair is silky and shiny.

TECHNOLOGY GLYCOCELL

Zone A: DELIVERS AMINO ACIDS → Royal Jelly extract delivers amino acids to the fibre.

Zone b: FUSION OF STRENGTH → Highly concentrated Incell™ is injected directly inside the fibre.

→ Fortified with five times more Incell™ than traditional shampoo for stronger hair fibre.

REINFORCING ANTI-BREAKAGE SHAMPOO

Consolidates and fortifies the hair fibre making hair stronger and shinier.



REINFORCING ANTI-BREAKAGE MASQUE

Deeply conditions and fortifies the hair fibre.
For hair that's soft and shines with strength.



REINFORCING ANTI-BREAKAGE THERMO-ACTIVE TREATMENT

Thermo-active leave-in treatment for use with heat-styling tools.
Hair fibre is fortified and nourished, leaving hair soft and shiny.





SHINE BLONDE

BLONDE HAIR

Luminous shine / Neutralizes yellow tones / Radiance

TECHNOLOGY CERAFLASH
AN UNUSUAL COMBINATION:
Ceramide® + active illuminators.

RESULT
Dual action strength and brightening for blondes that always want to look their best.



BRIGHTENING AND REPAIRING SHAMPOO

Active illuminators, repairing ceramides, lemon extract and anti-hard water agents.



BRIGHTENING AND REPAIRING CONDITIONER

Nourishes and strengthens the hair fibre.



SILVER

GREY OR WHITE HAIR

Anti-yellowing action / Brightens grey or white hair

TECHNOLOGY GLOSS PROTECT SYSTEM
Anti-yellowing agents neutralize yellow tones. Amino acids + cationic agents make hair supple.

RESULT
Radiant and shiny grey or white hair.



SHINE SHAMPOO

Anti-yellowing action.
Grey or white hair that's shiny and radiant.



SOLAR SUBLIME

SUN-EXPOSED HAIR

Protection / Repair

RESULT
Hair is restored and protected from the harmful effects of sun exposure.

TECHNOLOGY MEXORYL S.O
UV-PROTECT
Provides a protective shield against UV rays.
Adheres to the hair fibre for a lasting effect.



AFTER-SUN PROTECTIVE SHAMPOO

Eliminates residue (salt, chlorine, sand).
Facilitates detangling.



AFTER-SUN NOURISHING BALM

Moisturizes the scalp.
Deeply conditions and nourishes the hair.
Adds softness and shine.



ADVANCED PROTECTION CONDITIONING SPRAY

Forms a protective shield around the fibre.
Non-greasy texture.
Natural shine.





AGE SUPREME

MATURE HAIR THAT IS LOSING DENSITY

Density enhancing / Strengthening

RESULT

Combats all signs and effects of ageing. Hair regains suppleness and resilience. Radiant and dense hair with a more youthful-looking shine.

TECHNOLOGY OMEGA-6 + INTRA-CYLANE™

Intra-Cylane™: Fibre-building action at the hair's core → DENSITY ENHANCING

Omega-6: Defuses dryness at the root → RE-NOURISHMENT

Broad-spectrum antioxidant: Neutralizes external ageing factors that cause dullness → RADIANCE



DENSITY-ENHANCING SHAMPOO

Omega-6

Hair becomes more dense, supple and easier to style.



REPLENISHING RADIANCE MASQUE

Omega-6 + Intra-cylane™

Hair is reenergized, supple and radiant.



FIBERCEUTIC

OVER-PROCESSED HAIR

Instant fibre reconstruction / Fortification

RESULT

The hair fibre is reconstructed and strengthened, restoring hair to its original healthy state. It's like Botox for your hair!

TECHNOLOGY INTRA-CYLANE™

Restructures the hair fibre by creating a strong and durable glass-like network deep at the core of the fibre.

IN SALON TREATMENT

FIBER-FILLING SERUM FOR OVER-PROCESSED HAIR

Penetrates deep in the hair fibre to reconstruct and strengthen it.



IN SALON TREATMENT

RESTORATIVE HAIR SEALING TREATMENT FOR FINE HAIR

Weightlessly replenishes and restores the hair fibre.



IN SALON TREATMENT

RESTORATIVE HAIR SEALING TREATMENT FOR THICK HAIR

Weightlessly replenishes and restores the hair fibre.



FIBER-FILLING MASQUE

Formula powered with Intra-cylane™ technology works to replenish damaged hair fibre, strengthening it from the core.





PRECISION

FOR SPECIFIC SCALP NEEDS

SENSI BALANCE

IRRITATED SCALP

Soothes / Protects

RESULT

Immediately reduces scalp irritation and discomfort.



TECHNOLOGY

SORBITWIN™

Polysorbate-21

Vitamin PP

SOOTHING SHAMPOO

Soothes itchiness and moisturizes the scalp.
For daily use.

PURE RESOURCE

NORMAL TO OILY HAIR

Purifies the scalp

RESULT

Balances Sorbitwin production to regulate the scalp.



TECHNOLOGY

CITRAMINE

Vitamin E derivative

PURIFYING SHAMPOO

Gently removes excess sebum.
Rebalances the pH of the scalp.

INTENSE CLEAR

SCALP WITH DANDRUFF

Long-lasting / Anti-dandruff action / Soothing

RESULT

Hair is deeply cleaned, purified and instantly rid of dandruff.



TECHNOLOGY

EQUA PUR SYSTEM™ & PYRITHIONE

Zinc pyrithione: eliminates dandruff.

A-bisabolol: reduces itching.

PURIFYING SHAMPOO

Anti-dandruff, purifying shampoo.
Works to eliminate dandruff.

OPTIMIZING SHAMPOOS

FOR COLOUR AND LIGHTENING

PRO CLASSICS COLOR

POST-COLOUR SHAMPOO



FEATURES

Neutralizes any traces of residual oxidation.
Gently cleanses the hair.
To be used the same day as colour application.

APPLICATION

After the colour service, apply to wet hair.
Lather and rinse well.

RESULT

Coloured hair that is rich, shiny, and radiant.

PRO CLASSICS TEXTURE

PRE-TEXTURE SHAMPOO



FEATURES

Removes any excess substances and residue.

APPLICATION

Before any perming or smoothing service,
apply to wet hair. Lather and rinse well.
Repeat, if necessary.

RESULT

Hair is prepared prior to a perm or long-lasting
smoothing treatment.

INOA POST

INOA POST-COLOUR SHAMPOO



FEATURES

Gently cleanses INOA coloured hair. Eliminates residual traces of oxidation. Rebalances the scalp. Gentle on hands. Returns hair to its natural PH.

APPLICATION

After the colour service, finish with 2 shampoos of INOA post.
Apply to wet hair: lather and rinse well.

RESULT

INOA colour result is optimized and scalp is soothed.

LUOPOST

LUOCOLOR SPECIFIC SHAMPOO



FEATURES

Nutrigel cosmetic.
Optimizes Luocolor.
Smooths scales, strengthens hair.

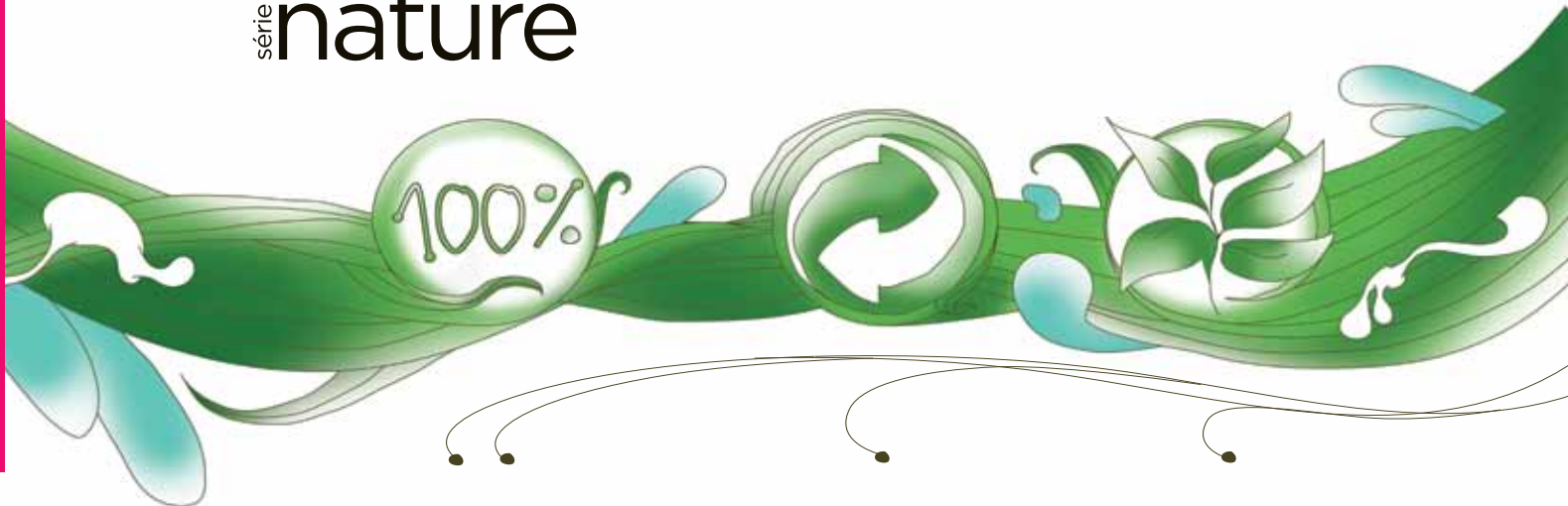
APPLICATION

After the Luocolor service, apply to wet hair.
Lather and rinse well.

RESULT

Luocolor colour result is optimized and scalp is soothed.

L'ORÉAL^{PARIS}
PROFESSIONNEL
série nature



*Conceptualized by
L'Oréal Advanced Research,
série nature offers
unique natural,
high performance products.*

Our Goal

make natural haircare products without compromising effectiveness.

**MAXIMUM DEGREE OF NATURAL INGREDIENTS
IN THE FORMULAS**

- Paraben and silicon-free formulas.
- 100% natural fragrances.
- Colorant-free or 100% natural colorants.

ECO-FRIENDLY

- Printing on FSC Certified paper.

FORMULAS MADE FROM EFFECTIVE NATURAL INGREDIENTS

- Proven hair benefits.
- Sufficient quantity to have lasting benefits to the hair.



CACAO

FINE HAIR

Volume / Strength / Vitality

RESULT

Boosts fine, lifeless hair with volume and body.

INGREDIENTS

CACAO EXTRACT

enriched with magnesium and vitamins A, E and B2.



ABONDANCE DE CACAO SHAMPOO

Paraben-Free. Silicon-Free.

Volumizing and invigorating shampoo for fine hair



CACAO MASQUE

Volumizing masque for fine hair. 100% natural colouring.



TENDRESSE

FOR KIDS

Tear-Free / Easy detangling

RESULT

Leaves kids' hair soft and easy to detangle.

INGREDIENTS

PEACH MILK



TENDRESSE KIDS SHAMPOO

Shampoo for children.

Paraben-free, silicon-free.



TENDRESSE KIDS DETANGLING CONDITIONER

Leave-in detangling conditioner for children.

100% natural colouring.





MYTHIC OIL

INSPIRED BY ORIENTAL TRADITIONS,
A NEW MYTH IS BORN

The blend of two exceptional oils - avocado oil and grape seed oil - adorns the hair with legendary radiance.

In just a few drops, the mystery is revealed...
The hair fibre is deeply nourished and perfectly controlled.

Avocado oil: nourishes and strengthens. Grape seed oil: lightweight, natural antioxidant.

A MULTI-PURPOSE BEAUTY OIL

FOR CONSTRUCTION

Delivers smoothness, suppleness, easier blow-dry glide, reduction in blow-drying time and intense shine.

FOR FINISHING

Seals the look after styling, to repair split and dry ends and give shine, long-lasting anti-frizz protection and softness to hair.







STYLING

L'Oréal Professionnel arms you with innovative and flexible tools to create infinite looks, whether you want something edgy and fun or haute couture and high-fashion. Let your creativity run free!



Discover PEARL-INFUSED PROFESSIONAL HAIRSPRAY

INFINITE HOLD AND SHINE

A formula enriched with mother of pearl extract; anti-dullness action infuses hair with extraordinary shine.

- Ultra-dry spray.
- Ultra-fine diffusion.
- Sublime shine.
- Zero residue.
- Ultimate hold power that combs out in seconds.



FORCE
3

EXTRA STRONG
HOLD

500 ml



FORCE
4

EXTREME
HOLD

500 ml



tec
ni
art

Styling

Essential STYLING PRODUCTS

TO CREATE EXTRAORDINARY STYLES.

ULTIMATE RESPECT FOR THE HAIR

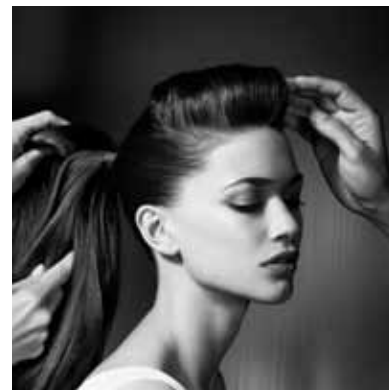
Light, non-sticky textures that leave no residue behind.

IMPECCABLE RESULTS

Formulas tested by more than 300,000 stylists around the world to ensure the highest quality. Easy-to-use products that enable you to create the most professional of styles.

A COMPLETE RANGE

Whatever you're looking for: hold, volume, sleek or shine, tecni.art is the simple solution for creating the look you and your client want.



Discover
the product line
that corresponds to
your styling desires.

CHOOSE YOUR HOLD

FORCE 1

discipline

FORCE 2

light
hold

FORCE 3

flexible
hold

FORCE 4

strong
hold

FORCE 5

extra strong
hold

FORCE 6

maximum
hold

tec
ni
art

FIX CHOOSE THE HOLD YOU WANT

FORCE 4 strong hold



FIX MOVE

100 ml
finishing

Light hold gel
For short or medium-length hair, for flexible movement and control.



FIX ANTI-FRIZZ

400 ml
finishing

Strong anti-frizz fixing spray
To finish any style and eliminate frizz.



AIR FIX

400 ml
finishing

Extra strong fixing spray
To finish any style and fight frizz.



FIX DESIGN

200 and 750 ml
finishing

Directional fixing spray
For strand by strand definition.



CONTORSION FIX

150ml
finishing

Extra strong hold gel
Flexible resistance.



FIX MAX

200 ml
finishing

Extra strong sculpting gel
Ideal for creating extreme styles.

VOLUME VARY THE VOLUME AND THE STYLE

FORCE 3 flexible hold



VOLUME LIFT

250 ml
sculpting

Root lift spray-mousse
Boosts roots with volume without weighing down the lengths and ends.



VOLUME ARCHITECT

125 ml
sculpting

Thickening blow-dry lotion
Extra volume and a natural feel.



VOLUME INFLATOR

200 ml
sculpting

Volume and body fluid gel
Supple hold and long-lasting volume.



PLI

125 ml
sculpting

Thermal fixing spray for thicker-looking hair
Weightless texture.



CONSTRUCTOR

150 ml
sculpting

Thermo-active texturizing sculpting spray
Texture, hold and volume.

FORCE 4 strong hold



FULL VOLUME

250 ml
sculpting

Extra hold volumizing mousse
Volume and control.



VOLUME RICHE

250 ml
sculpting

Strong hold nourishing mousse
Long-lasting volume.



FULL VOLUME EXTRA

250 ml
sculpting

Extra volume fixing mousse
Extra volume and super strong hold.

FORCE 5 extra strong hold

LISS DISCOVER VARIOUS SLEEK LOOKS

light hold



NATURAL LISS

150 ml
sculpting

Natural smoothing effect
Ideal for an ultra-modern look for fine hair.



LISS CONTROL +

50 ml
sculpting and finishing

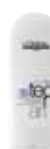
Control smoothing serum
For smooth and shiny hair. Ideal for taming flyaways and frizz.



LISS CONTROL

150 ml
sculpting

Smooth control gel-cream
Sleek or curl control for curly or frizzy hair.



IRON FINISH

150 ml
sculpting

Thermo smoothing milk, natural control

Perfect for blow-drying or flat-ironing hair to create smooth silky styles.

FORCE 3 flexible hold

GLOSS ILLUMINATE YOUR HAIR

FORCE 1 discipline



CRYSTAL GLOSS

100 ml
sculpting and finishing

Long-lasting shine spray
Light, long-lasting shine.

FORCE 2 light hold



METALLIC GLOSS

50 ml
finishing

Shine and definition wax
Ideal for deconstructed short hair.

CURL DEFINE AND SHAPE YOUR CURLS

FORCE 2 light hold



CURL MEMORY UP SPRAY

125 ml

Energy and vitality spray
for curly hair
Long-lasting curl definition with
ultimate shine and bounce.

HAIRMIX STYLING FOR MEDITERRANEAN HAIR

FORCE 2



SPIRAL SPLENDOUR

150 ml
sculpting and finishing

Nutri-control cream
Nourishes dry curly hair
and defines curls.

FORCE 3



SUPREME SMOOTH

200 ml

Nutri-smoothing cream
for dry hair
Adds moisture, tames
and smoothes hair while
controlling frizz.



play ball

Increasingly innovative and colourful PACKAGING.
 ORIGINAL AND BOLD TEXTURES.
 AMAZING AND DELICIOUS FRAGRANCES.
 SURPRISING NAMES that trigger the imagination
 and perfectly describe the product and its texture.

“SERIOUS FUN”

Serious: play ball products are effective and rigorously developed in our labs.

Fun: play ball products and packaging are fun. Textures, scents and names are bold and entertaining.

Edgy: play ball wows the hottest hairdressers! Products push the boundaries, enabling you to create innovative and trendy looks.

FORCE 1 discipline

PEARL WHIP

100 ml

Whipped pearlescent finishing cream
 For all hair lengths.

Look: Create a glamorous look with a lush, pearlescent finish.

Fragrance: Vanilla



FORCE 4 strong hold

DEVIATION PASTE

100 ml

Deconstructing definition paste
 For short hair.

Look: Give hair the deconstructed look!

Fragrance: Almonds



FORCE 4 strong hold

DENSITY MATERIAL

100 ml

Texturizing wax-paste
 For short or medium hair.

Look: Style and restyle hair when you want!

Fragrance: Melon Banana



extra strong hold

FORCE 5

FORCE 5 extra strong hold

FIBER MESS

100 ml

Defining elastic paste
 For short hair.

Look: Texturize, tousle and create structured or rebellious looks.

Fragrance: Citrus fruit



NEW WORKING GUM

100 ml

Reworkable fixing wax-gum
 For short or medium hair.

Look: create and recreate your look in infinite ways.

Fragrance: Citrus Bergamot



FORCE 1 discipline

SLICK CARAMEL

150 ml

Hairstyling smoothing cream
 For unmanageable hair.

Look: Tame unruly hair into smooth, manageable locks!

Fragrance: Toffee



FORCE 3 flexible hold

CURL CANDY

150 ml

Curl defining gel cream
 For curly hair.

Look: Define delicious curls with a wet look!

Fragrance: Cherry Haribo



FORCE 3 flexible hold

NEW CRISPY CURL

150 ml

Fizzing mousse for bouncy curls
 For long hair.

Look: Give curls renewed bounce. Experience body that knows no bounds!

Fragrance: Mint Rose



FORCE 5 extra strong hold

NEW SUPER-SIZE MOUSSE

150 ml

Expansive mousse volume XXL
 For long hair.

Look: Boost hair with extreme volume and perfect hold!

Fragrance: Pear and Green Apple





texture expert
te

Haute couture styling **TEXTURE TRANSFORMATION**

CUTTING-EDGE FORMULAS FOR MADE-TO-MEASURE RESULTS: DISCOVER THE FIRST HAIRCARE STYLING LINE MADE SPECIFICALLY FOR PROFESSIONALS.

All hair types are not created equal. That's why the texture expert formulas were tailored to meet the needs of each different hair texture.

The balance between styling and pearl-derived emollients is calibrated to the different hair thickness levels. Emollients, known for their nutritional value, soften the hair for easy styling. Filming polymers act as binding agents, encasing the hair fibre to protect it.

FINE HAIR COLLECTION

Volume, strength and maintenance



SMOOTH ESSENCE

125 ml

Weightless smoother

Shine and softness that won't weigh hair down during blow-drying.



EXPANSION

200 ml

Body activating mousse

Texture and body for styles that require long-lasting volume.



ARCHITEXTURE

45 g

Matt defining paste

Gives structure, definition and a flexible hold, while creating a matt effect.



VOLUME ÉLEVATION

140 ml

Volumizing serum-gel

Weightless volume, structure and shine.



DENSITÉ

125 ml

Thickening primer

Body and densifying action.

MEDIUM HAIR COLLECTION

Sculpted hair with controlled movement



SMOOTH VELOURS

150 ml

Smoothing lotion

Thermo-protection against blow-drying damage.



LUMICONTRÔLE

50 ml

Defining polish

For separation, control and definition. Supple hold.

THICK HAIR COLLECTION HIGH-DEFINITION FINISHING COLLECTION

Suppleness and easy styling



SMOOTH ULTIME

150 ml

Discipline crème

Instantly reduces volume. Long-lasting humidity protection.

Brilliant shine and texture



FRESH DUST

96 g

Texturizing hair powder / dry shampoo

Instantly refreshes all hair types. Volume. Soft touch.



L'ORÉAL PARIS
PROFESSIONNEL
HOMME

SHAMPOO



ENERGIC HIGH FOAM ENERGIZING SHAMPOO

Intense foam that instantly refreshes the scalp.

TECHNOLOGY

ICE MINT, essential mint oil for an intense fresh feel.

GINSENG, to energize the scalp.

RESULT

Easy detangling.
Clean, shiny hair.
Intense, fresh feeling.



TONIQUE TONIQUE SHAMPOO

Daily use.
All hair types.
Gives hair vitality.

TECHNOLOGY

MAGNESIUM TECHNOLOGY

+ Antioxidant Polyphenols
+ Cocoa beans

Fortifies the hair fibre.
Protects against environmental stressors.
Protects the scalp.
Recommended for use after Cover 5[®] service.

RESULT

Groomed, clean and natural look.
Vitality and easy styling.

STYLING

3
FORCE



SCULPTE

SCULPTING FIBRE PASTE

Medium to fine hair.
A messy or structured look.
Flexible hold.



MAT

MATTE SCULPTING POMADE

Separation and texture.
Matte finish.
Easy to style and re-style.
Short to medium hair.
Use on damp or dry hair.

5
FORCE



CLAY

STRONG HOLD MATT CLAY

Texture and separation.
Extra matte finish.
Strong hold.
For all hair types and lengths.
Use on dry hair.
Ultra clean finish.

6
FORCE



STRONG

STRONG GEL

Structures and sculpts the hair.
Eliminates dandruff.
Maximum hold.



COVER 5'

SERVICE FOR MEN

Blend away grey hair in only 5 minutes.



FEATURES

Ammonia-free permanent hair colorant.

Chrono-Blend technology.

Naturally blends away grey hair, without creating an opaque effect.

Works in 5 minutes.

Creamy gel for easy and gentle application.

Spreads evenly and covers up to 50% of grey hair.





COLOUR & *Texture*

INOA

Colour & Texture



FLARE MAGAZINE
BEAUTY INNOVATION
OF 2011

THE HAIRCOLOUR OF THE FUTURE

NO AMMONIA. ODOURLESS.
OPTIMUM COMFORT FOR THE SCALP.
OPTIMAL RESPECT OF THE HAIR FIBRE.*
INFINITE HAIRCOLOUR POWER. OUTSTANDING SHINE.
COVERS UP TO 100% OF GREY HAIR.

**ODS Technology
(Oil Delivery System):
A breakthrough oil base that
maximizes the efficiency of
the haircolour system while
preserving the hair's natural
protective layer.**

*Preserves the hair's lipids and essential amino acids. www.inoa.ca



OLÉO GEL 1 000 ML	RICH DEVELOPER 10, 20, 30 VOL. 1 000 ML	HAIRCOLOUR GEL TUBE 8 G	INOA POST SHAMPOO 1 500 ML
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PREPARATION: 1 DOSE



TARGET

All women.

RESULT

Shiny, intense permanent oxidative haircolour.
True neutralizing cool shades, vibrant and luminous warm shades.

TECHNOLOGY

ODS - Oil Delivery System.

GREY COVERAGE

100% grey coverage.
85 exact and predictable shades.

DEVELOPMENT TIME

35 minutes



iNOA suprême

Age-defying, Ammonia-Free Haircolour with ODS Technology + Densilum

TARGET

For women with 70% to 100% grey hair.

RESULT

Dual luminous reflects for colours that complement complexion and give a youthful appearance. Adds a bodifying effect and softness to the hair.

TECHNOLOGY

ODS Technology and Densilum (Ionène G + Cationic polymers) for a redensified and respected hair fibre.

GREY COVERAGE

For 70% to 100% grey hair only.
13 beautiful shades.

DEVELOPMENT TIME

30 minutes

Majirel

Beauty colour cream | Infinite colour, deep conditioning

Majiblond

Majirouge

Majicontrast

Majirel



TARGET

Sophisticated, chic women.

RESULT

Rich, uniform opaque haircolour.

TECHNOLOGY

INCELL AND IONÈNE G

GREY COVERAGE

100% grey coverage.
Over 100 beautiful and
unique shades.

DEVELOPMENT TIME

35 minutes



Colour & Texture

MAJICRÈME 20, 30 AND 40 VOLUME DEVELOPERS



20 vol. :

Used for covering white,
darkening/colouring
on the same level and
lightening up to 2 levels.



30 vol. :

Used for lightening
up to 3 levels.



40 vol. :

Used for lightening up to 4 levels;
can only be used with Majiblond
ultra + Majicontrast.

Majirel



DIA RICHESSE LIGHT

0% ammonia | 100% flexibility | Diamond shine

The ultimate demi-permanent toolkit

A complete system for **maximum flexibility** and **infinite business opportunities**.

- **2 complementary technologies** to offer maximum technical precision.
- **3 developers** to vary coverage and reflect intensity.
- **8 consumer-directed services** to offer something to every woman.
- **Flexible development time** – 5 to 30 minutes.

THE DIACTIVATEURS

3 developers can be used with both technologies:
6 vol., 9 vol., 15 vol.



DIARICHESSE

The recruitment tool for natural hair

TARGET

Women who have never coloured their hair and are looking to enhance their natural colour.

RESULT

Intensely shiny colour with rich, deep reflects.

TECHNOLOGY

Alkaline demi-permanent hair colour, offering up to 1.5 levels of lift.

DEVELOPMENT TIME

Flexible development time
5 – 30 minutes.

GREY COVERAGE

Up to 70% natural coverage of grey.

IDEAL FOR ...

- Adding a first reflect.
- Darkening up to 4 levels.
- Naturally covering 1st greys.



DIALIGHT

The technical tool for coloured/sensitized hair

TARGET

Women with coloured or sensitized hair looking to enhance and revive their colour gently.

RESULT

Zero Lift of natural colour, hair is perfectly coloured with **zero sensitization** and healthy with vinyl-shine.

TECHNOLOGY

Acid gel demi-permanent haircolour.
Zero lift. Zero Sensitization.

DEVELOPMENT TIME

Flexible development time
5 – 30 minutes.

IDEAL FOR ...

- Toning highlights without affecting the natural base.
- Adding a veil of shine to dull hair.
- Colour Matching to revive faded lengths and ends.
- Correcting faded or unwanted reflects.
- Colouring hair the same day as a texture service.



LUOCOLOR[®]

Nutrigel, luminous permanent colouring / Fresh colour, fresh shine

Colour & Texture

LUOCOLOR

43



TARGET

Young, dynamic, urban women.

RESULT

Luminous, multidimensional, radiant permanent haircolour.

TECHNOLOGY

NUTRISHINE

Powered with grape seed oil.

GREY COVERAGE

0 to 70% coverage.

DEVELOPMENT TIME

20 minutes



LUOCOLOR 25

VOLUME DEVELOPER:

Use with Luocolor to lighten up to 3¹/₂ levels.



PLATINIUM

AND OTHER LIGHTENERS

Spectacular blonde / Extreme softness



PLATINIUM

FEATURES & BENEFITS

- **Platinum Plus**. For darker bases and heads more difficult to lighten.
- **Platinum Ammonia free**. For lighter bases and for heads easy to lighten.
- Nutriceride™ technology + white beeswax.
- Respects hair fibre: lipids are 100% preserved.
- Lightening result that is pure, clean and uniform; up to 7 levels of lift.
- Creamy texture is safe and easy to use.



PLATINE PRECISION

FEATURES & BENEFITS

- High performance, high precision lightening powder for natural or coloured hair.
- Up to 7 levels of lift.



PLATIFIZ PRECISION

FEATURES & BENEFITS

- High performance, high precision lightening powder for natural hair.
- Up to 7 levels of lift.



MAJIMÈCHES

FEATURES & BENEFITS

- **Ammonia Free**
- Lightening accelerator cream for up to 5 levels of lift on natural or coloured hair.
- Ideal for partial techniques only (off the scalp).





x-tenso® Moisturist™

BRAZILIAN STRAIGHTENING

Unparalleled smoothness and cosmeticity / Lasts 8 weeks / Nutri-cationic technology

FEATURES

NUTRI-CATIONIC TECHNOLOGY

A dual concentration of cationic polymers: immediate injection of cosmetic ingredients that smooth the fibre while targeting fragile areas.

EMOLLIENT AGENTS AND SOFTENING WAXES

For hair that's exceptionally soft and smooth.

FLARE MAGAZINE
BEAUTY INNOVATION
OF 2011



Guaranteed 100% formaldehyde free.

RESULTS

Smoother: volume control / easier to blow-dry, neutralizes frizz and protects the hair against humidity.

Silkier: deep down nourishment.

Shinier: a smooth surface for extreme shine.



AFTER: styled smooth



Before



AFTER: styled wavy

X-TENSO MOISTURIST IS AVAILABLE IN 3 STRENGTHS

 Natural resistant hair

 Natural hair

 Sensitized hair



DULCIA advanced

L'Oréal Professionnel's long-lasting texture service with IONÈNE-G



TECHNOLOGY

Alkaline perm technology with Ionène-G. Our revolutionary molecule by L'Oréal's Advanced Research easily penetrates into the core of the hair, repairing the damaged zones while creating luscious, beautiful curls.

BENEFITS

The hair fibre is restructured and respected.
A longer-lasting curl.

DULCIA ADVANCED IS AVAILABLE IN 3 STRENGTHS



Natural very resistant hair



Natural hair



Sensitized hair



TECHNICAL *Precision Tools*

L'Oréal Professionnel's exclusive lightening, highlighting and colour removing products to perfect technical precision.



EFFASOR TOWELETTES:

Individual colour stain-removing towelettes for skin and scalp; practical, effective and gentle on skin.



EFFASOL COLOR REMOVER:

Artificial colorant remover. Gently cleanses or deep cleanses unwanted colorants from the hair. Quick and easy to use with hot water, Majicrème 20 or 30 volume.



QUICK MÈCHES:

Special thermic strips for highlights, coloured lights and slices; simple, quick and comfortable.



SWEET MÈCHES:

Unique strips, perfectly compatible with all highlighting and slicing techniques; perfectly adapted for use with Platinum lightening pastes.



EASI MECHE:

Special non-slip sheets for highlighting and colouring techniques; allows for closer root application.

L'ORÉAL PARIS PROFESSIONNEL



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Consumer Care Center
Toll Free Number: 1.877.625.4735

www.lorealprofessionnel.ca