

Welcome to L'Oréal Professionnel.

Introduction booklet.

L'ORÉAL
PROFESSIONNEL
PARIS



WELCOME TO
L'ORÉAL
PROFESSIONNEL
 PARIS

We are the professional pioneer from Paris.

Our values.



Professional.
 We anchor our deep hair expertise in technical services and products, co-developed with professionals.



Pioneer.
 We invent game-changing innovations, powered by science, with an obsession for safety and hair integrity, through our 44 labs located around the world.

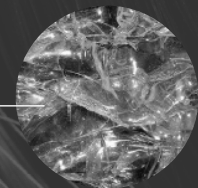


Performance.
 We develop products, services and experiences to provide best for professional and clients.

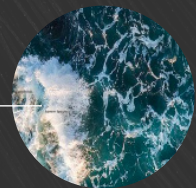


Sustainability.
 We leverage our global impact to lead sustainability challenges in the professional world.

Our commitments.



Reducing the use of virgin plastic, by using 100% recycled plastic for Serie Expert bottles, Majirel / Inoa / Dialight caps & Blond Studio jars.



Recycling 100% of the water used for industrial processes in our Burgos plant, our first waterloop factory.



Reducing the use of virgin aluminium, by using 100% recycled aluminium for new Dialight tubes, starting in September.



Reducing our carbon footprint. All Hair Colour is proudly made locally in Montreal, Canada, in our carboneutral plant.

FOLLOW US ON SOCIAL MEDIA



Our ToolBox

Discover our complete toolbox from hair colour, to retail, to tools.



PERMANENT HAIR COLOUR



MAJIREL
 Beauty colouring cream for rich permanent results



INOA
 The 1st permanent ammonia-free hair colour

TONE ON TONE HAIR COLOUR

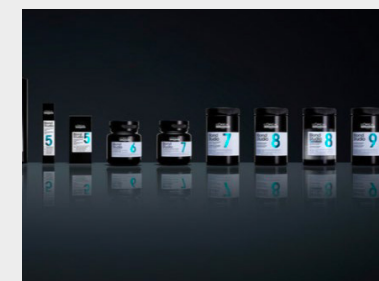


DIA RICHESSE
 Demi-permanent tone on tone rich ammonia-free hair colour



DIA LIGHT
 Acidic Gloss Colour. Tone on tone ammonia-free hair colour

LIGHTENERS



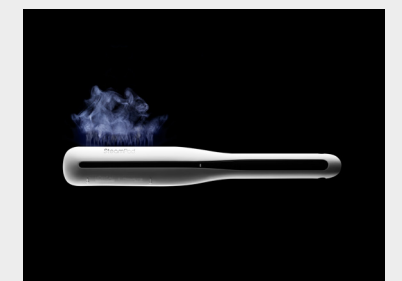
BLOND STUDIO
 Complete blonding toolbox to create the softest to more extreme blonds.

HAIR CARE



SERIE EXPERT
 The haircare tech pioneer. Designed by pros for pros.

TOOLS



STEAMPOD
 The first steam styler to straighten or wave any hair type: 2x faster, 2x smoother and with 78% less hair damage than a regular styler.



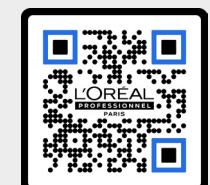
SCAN ME

Learn more on Access, our free e-learning platform.



SCAN ME

Join our Excellence Program today and get Excellence points with every intro to spend on education & merchandise.



SCAN ME

Sign up to our newsletter & get the chance to win \$1000 hair colour.

Our signature services

French Balayage



Always natural looking, whatever your balayage desire.
2-step technique associating perfectly blended lightening (Blond Studio) and Dia Light nourishing gloss to neutralize warmth.

French Glossing



Gradient colour with exclusive glossing treatment.
Permanent hair colour (Majirel or Inoa) at the regrowth for perfect grey coverage, and Dia Light Gloss treatment in the lengths for unique professional shine.

Recommended shades

The below shade assortment is recommended by the L'Oréal Professionnel team as a starter toolbox: it covers all family of reflects & encompasses our top selling shades that reflect market trends. You can also contact your education consultant to build your personalized selection.

Majirel

FUNDAMENTAL:
1 / 3 / 4 / 5 / 6 / 7 / 8 / 9

ASH:
GLOW L.12 / COOL COVER 6.1 / COOL COVER 7.1 / COOL COVER 8.11 / COOL COVER 5.1 / HIGH LIFT ASH+ (.11) / COOL INFORCED 5.1 / COOL INFORCED 4.1 / COOL INFORCED 7.1 / COOL INFORCED 8.1

IRIDESCENT:
5.20 / 7.12 / 9.12 / 9.02

GOLD: 8.3 / 4.3 / 6.3

COPPER: 7.4 / 5.4 / 6.46

RED:
CAR 4.65 / DM5 6.60 / MAJICONTRAST MAGENTA

MATTE: Cool Cover 6.17 / 6.07

MOCHA: 5.8 / 7.8 / 6.8

COOL BROWN:
7.13 / 7.23 / GLOW D.11 / 9.13 / GLOW L.13 / GLOW D.13 / COOL INFORCED 8.13

WARM BROWN: 5.35 / 4.35

INOA

FUNDAMENTAL:
1 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / 6.0 / 5.0 / 10

ASH:
5.1 / 6.11 / 7.1 / 5.11 / 8.1 / 9.1 / 10.1

IRIDESCENT: 5.20

GOLD:
GOLD FUNDAMENTAL 6.3 / 8.3 / 7.3 / 6.34 / 4.3 / GOLD FUNDAMENTAL 5.3 / 8.34

COPPER: 7.43 / 6.45 / 5.4

RED: 5.62 C / 5.60

MATTE: 6.17 / 7.07

MOCHA: 6.8 / 7.8
8.13 / 7.31 / 5.13 / 4.15 / 6.23 / 7.13

WARM BROWN:
5.35 / 6.32 / 7.35 / 5.32

DIA

MILKSHAKE:
DIA LIGHT 10.12 / DIA LIGHT 9.12 / DIA LIGHT 10.13 / DIA LIGHT CLEAR / DIA LIGHT 9.01 / DIA LIGHT 10.02 / DIA LIGHT 10.32 / DIA LIGHT 10.01 / DIA LIGHT 10.21 / DIA LIGHT 9.21

FUNDAMENTAL:
DIA RICHELSE 4 / DIA RICHELSE 6 / DIA RICHELSE 5 / DIA RICHELSE 9 / DIA RICHELSE 7 / DIA RICHELSE CLEAR / DIA RICHELSE 8 / DIA LIGHT 8 / DIA RICHELSE 3

ASH:
DIA LIGHT 9.11 / DIA RICHELSE 6.01 / DIA RICHELSE 7.01 / DIA RICHELSE 4.01 / DIA RICHELSE 5.12 / DIA LIGHT 8.21 / DIA RICHELSE 9.01 / DIA RICHELSE 7.01

IRIDESCENT:
DIA RICHELSE 8.02 / DIA RICHELSE 9.02

GOLD: DIA LIGHT 9.03 / DIA RICHELSE 8.3

MATTE: DIA RICHELSE 5.07

COPPER:
DIA RICHELSE 6.34 / DIA LIGHT 8.34 / DIA RICHELSE 7.43

RED: DIA RICHELSE 5.60

MOCHA:
DIA RICHELSE 7.8 / DIA RICHELSE 6.8

COOL BROWN:
DIA LIGHT 9.13 / DIA LIGHT 8.23 / DIA RICHELSE 9.13 / DIA RICHELSE 4.15 / DIA RICHELSE 7.23 / DIA RICHELSE 8.13

WARM BROWN:
DIA RICHELSE 7.32

Hair colour offers

Purchase hair colour shades, receive essentials.

# OF SHADES	PURCHASE	RECEIVE	SAVINGS	EXCELLENCE POINTS
25	25 Majirel shades - \$233.75 25 Inoa shades - \$238.75 25 Dia shades - \$238.75	Majirel Swatchbook + Majicrème 20VOL (value \$45) Inoa Swatchbook + Inoa Developer 20VOL (value \$45) Dia Swatchbook + Diactivateur 9VOL (value \$45)	16% SAVINGS	700+ points
45	45 Majirel shades - \$420.75 45 Inoa shades - \$447.75 45 Dia shades - \$402.75	Gratuities of previous offer (value \$45) + 1 x Apron Colour Cape Colour Bowl Colour Brush Colour Shaker (Total value \$135)	24% SAVINGS	1250+ points
90	90 Majirel shades - \$832.15 90 Inoa shades - \$895.50 90 Dia shades - \$805.50	Gratuities of previous offer (value \$135) + 2 x Metal Detox Spray 500ml 1 x Metal Detox Shampoo 1500ml Metal Detox Care 500ml Metal Detox Msk. 500ml Serie Expert Pump (Total value \$302)	27% SAVINGS	2500+ points

*Each tier can be reached by purchasing a mix match between Majirel, Inoa and/or Dia. Based on Insider level 1\$ on colour = 3 points. Must create Excellence account prior to purchase to receive points.

Purchase lighteners, receive essentials.

BLOND STUDIO	PURCHASE	RECEIVE	SAVINGS	EXCELLENCE POINTS
BLOND STUDIO 9	6 x Blond Studio 9 powders 500G \$209.70	3 x Oil Developer 20VOL Oil Developer 30VOL (value \$283.20)	26% SAVINGS	600+ points
BLOND STUDIO CLAY POWDER 7	6 x Blond Studio Clay Powder 7 500G \$234.90	3 x Majicrème 20VOL Majicrème 30VOL (value \$296.10)	21% SAVINGS	690+ points

*Based on Insider level 1\$ on colour = 3 points

Hair Care intros.

Complete offer.

Purchase 2x each retail product and receive 1x each backbar product.

Purchase

2x
Vitamino Color Sh. 300ml
Vitamino Color Sh. 500ml
Vitamino Color Cd. 200ml
Vitamino Color Cd. 500ml
Vitamino Color Msk. 250ml
Vitamino Color 10-1 190ml

2x
Blondifier Sh. 300ml
Blondifier Sh. 500ml
Blondifier Sh. Cool 300ml
Blondifier Sh. Cool 500ml
Blondifier Cd. 200ml
Blondifier Cd. 500ml
Blondifier Cd. Cool 200ml
Blondifier Msk. 250ml

2x
Silver Sh. 300ml
Silver Sh. 500ml
Silver Cd. 200ml

2x
Fluidifier Cream. 150ml

2x
Absolut Repair Sh. 300ml
Absolut Repair Sh. 500ml
Absolut Repair Cd. 200ml
Absolut Repair Cd. 500ml
Absolut Repair Msk. 250ml
Absolut Repair Gold Msk. 250ml
Absolut Repair Serum. 90ml

2x
Pro Longer Sh. 300ml
Pro Longer Sh. 500ml
Pro Longer Cd. 200ml
Pro Longer Cd. 500ml
Pro Longer Msk. 250ml

12x
Pro Longer Ampoule 15ml

2x
Inforcer Sh. 300ml
Inforcer Sh. 500ml
Inforcer Cd. 200ml
Inforcer Cd. 500ml
Inforcer Msk. 250ml

2x
Liss Sh. 300ml
Liss Sh. 500ml
Liss Msk. 250ml
Liss Serum. 125ml

2x
Pure Resource Sh. 300ml
Pure Resource Sh. 500ml

2x
SensiBalance Sh. 300ml
SensiBalance Sh. 500ml

2x
Metal Detox Sh. 300ml
Metal Detox Msk. 250ml
Metal Detox Msk. 500ml
Metal Detox Spray 500ml

Receive

1x
Vitamino Color Sh. 1500ml
Vitamino Color Cd. 750ml
Vitamino Color Msk. 500ml
Vitamino Color Rinse 400ml

1x
Blondifier Sh. 1500ml
Blondifier Sh. Cool 1500ml
Blondifier Cd. 750ml
Blondifier Msk. 500ml
Blondifier Rinse 400ml

1x
Absolut Repair Sh. 1500ml
Absolut Repair Cd. 750ml
Absolut Repair Msk. 500ml

1x
Pro Longer Sh. 1500ml
Pro Longer Cd. 750ml
Pro Longer Msk. 500ml
Pro Longer Rinse 400ml

1x
Inforcer Sh. 1500ml
Inforcer Cd. 750ml
Inforcer Msk. 500ml

1x
Metal Detox Sh. 1500ml
Metal Detox Cd. 500ml

1x
Silver Sh. 1500ml

8x 1500ml Pump
100x Samples

Salon Price \$2040.26

Salon Value \$3007.84



17% savings

Vitamino offer.

Purchase retail routine and receive backbar routine.

Purchase

3x
Vitamino Color Sh. 500ml
Vitamino Color Cd. 500ml
Vitamino Color Msk. 250ml
Vitamino Color 10-1 190ml
2x
Vitamino Color Sh. 300ml
Vitamino Color Cd. 200ml
1x
Vitamino Color Rinse 400ml

Receive

1x
Vitamino Color Sh. 1500ml
Vitamino Color Cd. 750ml
1500ml Pump



Salon Price \$362.98

Salon Value \$436.50



18% savings

Absolut Repair offer.

Purchase

3x
Absolut Repair Sh. 500ml
Absolut Repair Cd. 500ml
Absolut Repair Serum. 90ml
Absolut Repair Msk. 250ml
Absolut Repair Gold Msk. 250ml

Receive

1x
Absolut Repair Sh. 1500ml
Absolut Repair Cd. 750ml
1500ml Pump



Salon Price \$329.73

Salon Value \$403.25



18% savings

Metal Detox offer.

Purchase

3x
Metal Detox Sh. 300ml
Metal Detox Msk. 250ml
Metal Detox Spray 500ml
2x
Metal Detox Care. 500ml
Metal Detox Msk. 500ml

Receive

1x
Metal Detox Sh. 1500ml
Metal Detox Spray 500ml
1500ml Pump



Salon Price \$340.94

Salon Value \$416.44



17% savings

Pro Longer offer.

Purchase

3x
Pro Longer Sh. 500ml
Pro Longer Cd. 500ml
Pro Longer Msk. 250ml
12x
Pro Longer Ampoule 15ml
1x
Pro Longer Rinse 400ml

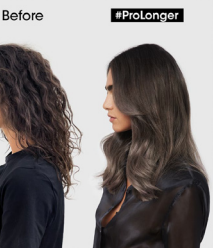
Receive

1x
Pro Longer Sh. 1500ml
Pro Longer Cd. 750ml
1500ml Pump



Salon Price \$349.85

Salon Value \$423.37



Top seller offer.

Purchase

2x
Vitamino Color Sh. 500ml
Vitamino Color Cd. 500ml
Absolut Repair Sh. 500ml
Absolut Repair Cd. 500ml
Absolut Repair Serum. 90ml
Pro Longer Sh. 500ml
Pro Longer Cd. 500ml

2x
Metal Detox Sh. 300ml
Metal Detox Msk. 250ml
Metal Detox Spray 500ml

Receive

1x
Blondifier Rinse 400ml
Vitamino Color Rinse 400ml
Pro Longer Rinse 400ml
Fluidifier Cream. 150ml

20x Samples



Salon Price \$447.70

Salon Value \$613.65

17% savings

Blondifier offer.

Purchase

3x
Blondifier Sh. 500ml
Blondifier Sh. Cool 500ml
Blondifier Sh. Cool 300ml
Blondifier Cd. 500ml
Blondifier Msk. 250ml

1x
Blondifier Rinse 400ml

Receive

1x
Blondifier Sh. 1500ml
Blondifier Cd. 750ml
1500ml Pump



Salon Price \$354.05

Salon Value \$427.57



32% savings

27% savings

Styling intros.

Legendary Salon offer.

Purchase

5x

LP TNA19 Constructor 150ml
 LP TNA19 FIX Anti Frizz 400ml
 LP TNA19 Liss Control 150ml
 LP TNA19 Trans Lotion 150ml
 LP TNA19 Trans Gel 150ml

Receive

10x

Pro Longer Sh. Sachets
 Pro Longer Msk. Sachets

Salon Price **\$330.94**

Salon Value **\$473.25**

30%
savings



Legendary Stylist offer.

Purchase

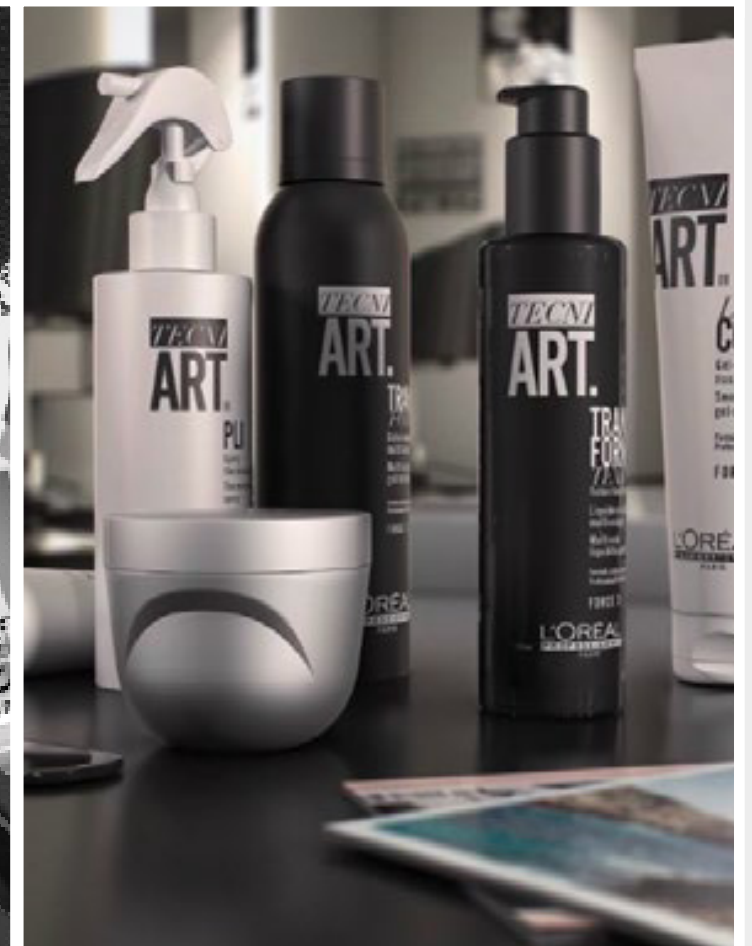
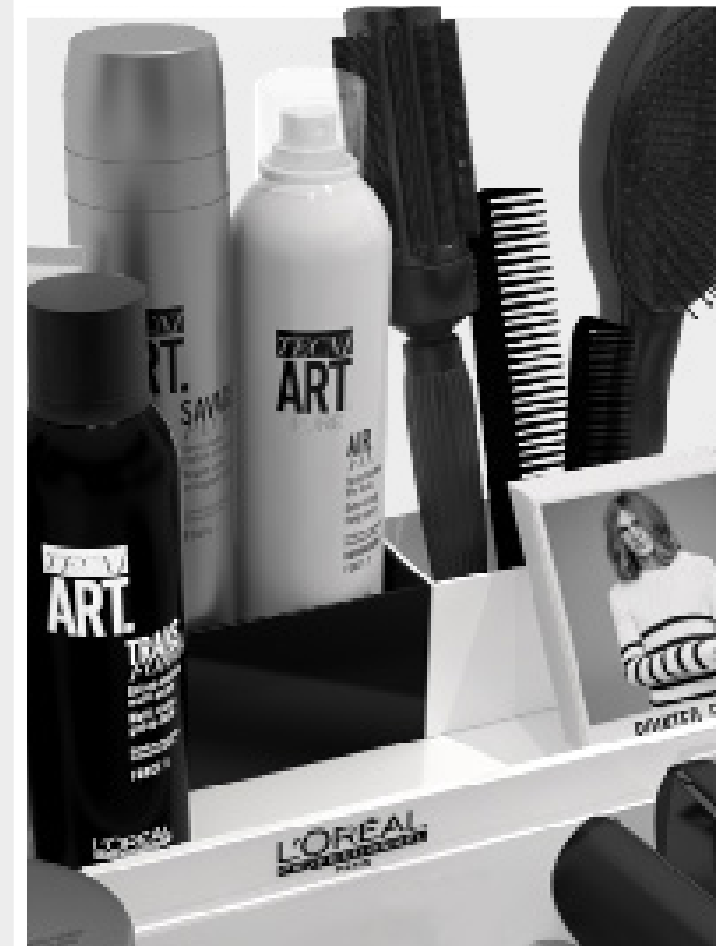
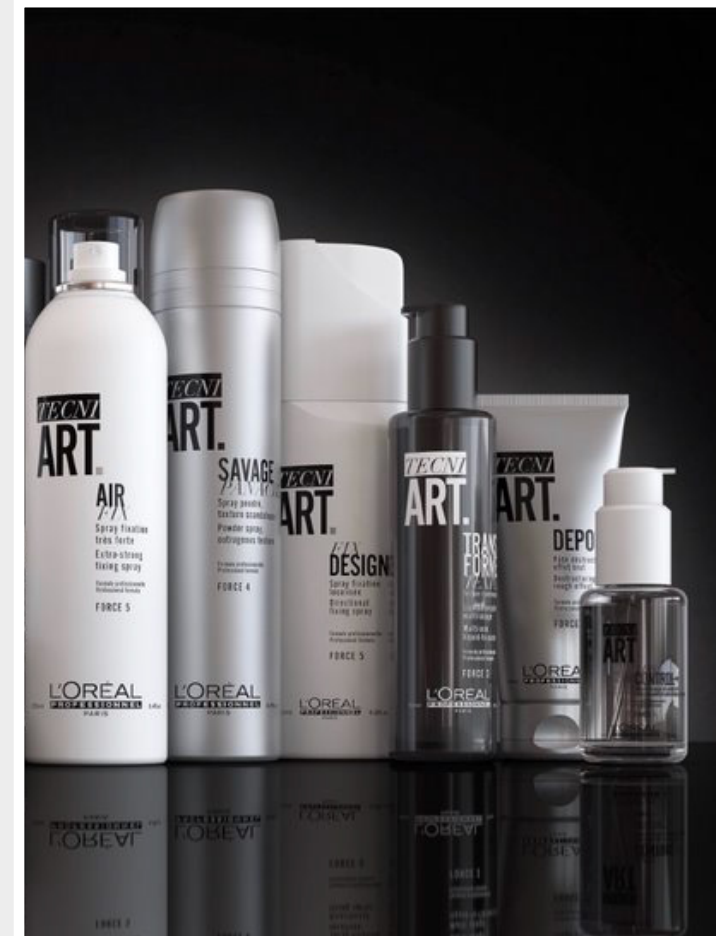
1x

LP TNA19 Constructor 150ml
 LP TNA19 FIX Anti Frizz 400ml
 LP TNA19 Liss Control 150ml
 LP TNA19 Trans Lotion 150ml
 LP TNA19 Trans Gel 150ml

Salon Price **\$75.01**

Salon Value **\$88.25**

15%
savings



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