

PRODUCT GUIDE

2020



Table of Content

Hair Colour

Page 4

Hair Care

Page 36

Hair Styling

Page 68

Hair Colour

CATEGORY

Majirel

Page 6

Inoa

Page 18

Dia

Page 22

Blond Studio

Page 30





NEW Majirel HAIR COLOUR

BEAUTY COLOURING CREAM FOR RICH PERMANENT RESULTS

Acts like a treatment thanks to technology Ionène G and Incell complex.

Lightens up to 3 levels in 35 minutes.

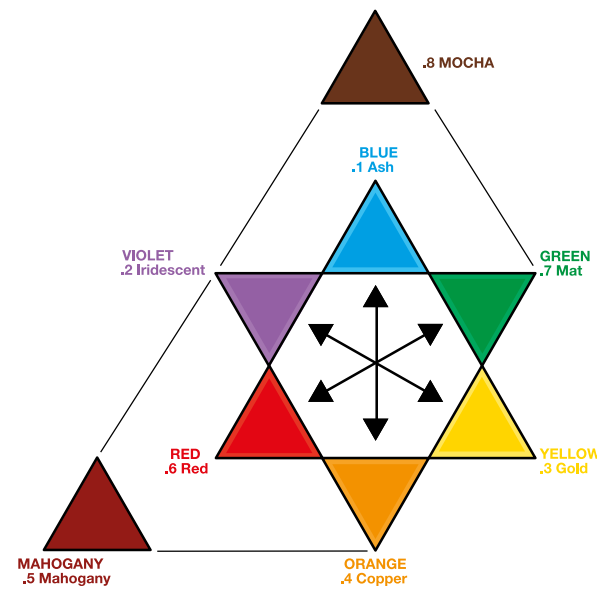
Covers up to 100% grey hair.

Rich, intense, true-to-tone colour results.

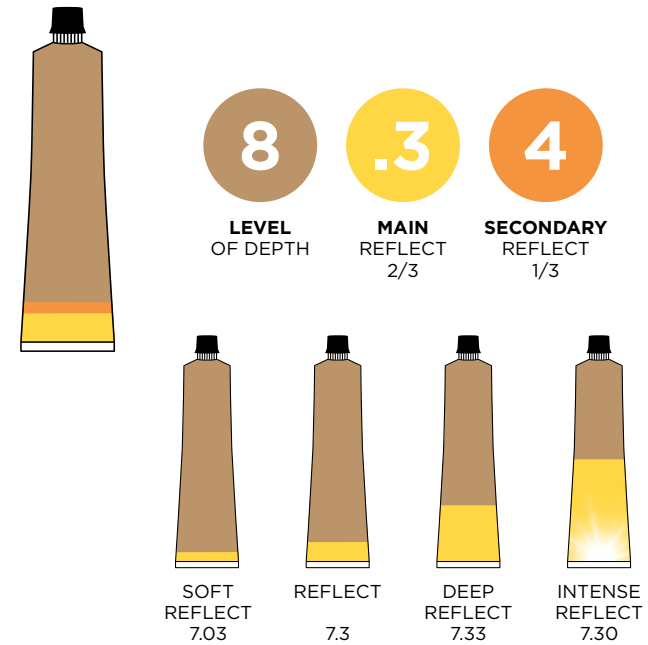
Majirel

HAIR COLOUR

COLOUR WHEEL



THE NUMBERING SYSTEM



NATURAL LEVELS/DOMINANT PIGMENTS

NATURAL LEVELS	DOMINANT PIGMENTS	NEUTRALISATION	
10 Lightest blonde	10 Lightest yellow	.2 IRIDESCENT	
9 Very light blonde	9 Light yellow		
8 Light blonde	8 Yellow		
7 Blonde	7 Yellow orange		
6 Dark blonde	6 Orange		.1 ASH
5 Light brown	5 Red orange		
4 Brown	4 Red		.7 MAT
3 Dark brown	3 Red		
2 Darkest brown	2 Red		
1 Black			

Majirel

HAIR COLOUR

BEAUTY COLOURING CREAM FOR RICH PERMANENT RESULTS



50 ML TUBE

1000 ML DEVELOPERS

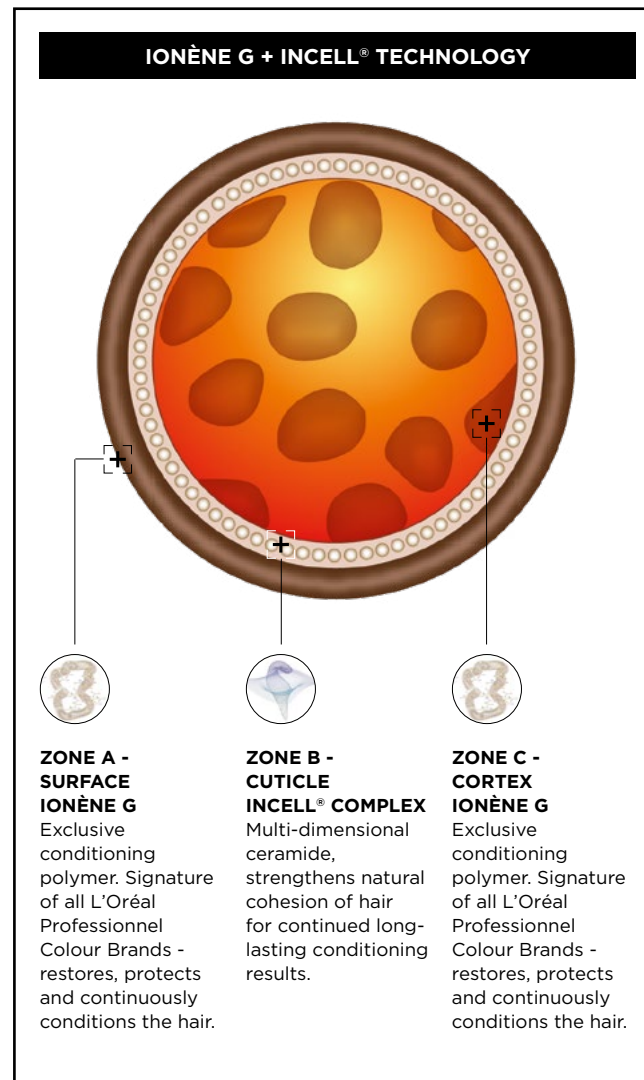
Developers rules:
12.5 vol.: Deposit, lift up to 1 level.
20 vol.: Grey coverage, lift up to 1 or 2 levels.
30 vol.: Lift up to 2 to 3 levels.

CHARACTERISTICS

- Acts like a treatment thanks to technology Ionène G and Incell Complex.
- Lightens up to 3 levels in 35 minutes.
- Covers up to 100% grey hair.
- Rich, intense, true-to-tone colour results.

TECHNOLOGY

- A unique technology: Ionène G + Incell.
- Both of these active ingredients treat the 3 layers of the hair fiber.
- Ionène G acts on the surface and cortex as a conditioning polymer.
- Incell acts on the cuticle as a multi-dimensional ceramide for natural cohesion.



APPLICATION & DEVELOPMENT

RATIO: 1:1.5



GREY HAIR COVERAGE

- LESS THAN 50% GREY HAIR

Simply use your target shade.

- MORE THAN 50%

In a 1:1 ratio*, mix your target shade with its corresponding base level

COOL REFLECTS

1/2 target shade +
1/2 same level basic shade

WARM REFLECTS

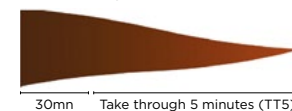
1/2 target shade + 1/2 same level golden basic shade

*If you want to prioritize the reflect, you can mix 3/4 tube of your target shade with 1/4 tube of its corresponding level of tone.

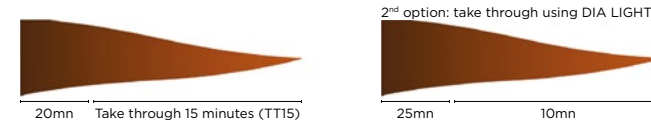
COLOUR MAINTENANCE

Depending on how much the colour has faded, you can determine when to take through the lengths and ends. Always add 5 to 15 ml of warm water to your existing formula for the take through:

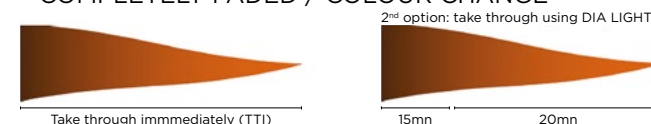
- SAME / SLIGHTLY FADED COLOUR



- MODERATELY FADED COLOUR



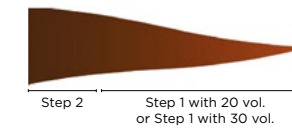
- COMPLETELY FADED / COLOUR CHANGE



At the end of the development time, emulsify very gently, rinse until water runs clear, and shampoo.

VIRGIN HAIR

Start application on lengths and ends, then apply to roots and leave on for 35 mn.



*You can use higher developer on lengths and ends.

LONG REGROWTH

Begin application on intermediate zone, then apply to roots. Take through and leave on for 35mn

Apply with a brush on unwashed dry hair. After processing time, rinse abundantly with Pro Classics Colour shampoo.

RECOMMENDATION

- Read the safety instruction before use.
- Wear suitable disposable gloves during the preparation, application and rinsing of the product.
- Avoid contact with eyes. Rinse eyes immediately if product comes into contact with them. If wearing contact lenses, remove them before rinsing the eyes.
- Rinse well after development time.
- Do not use heat (except with Majicontrast).

RUBILANE, CARMILANE & DM5

- Long-lasting result.
- 100% grey coverage.
- Intense red family shade.

MAJIROUGE RUBILANE

- To achieve red coppers.

MAJIROUGE CARMILANE

- To achieve red, blue pigments.
- More deep, more tenacious.

MAJIROUGE DM5

- To achieve red, violet pigments.



Majirel Cool Cover

HAIR COLOUR

MAJIREL'S COOLER SIBLING FOR SHIMMERING COLD REFLECTS AND OPTIMAL NEUTRALISATION, EVEN ON DARK BASES



CHARACTERISTICS

- Extreme and long-lasting neutralisation.
- Perfect, deep and long-lasting coverage, high resistance to extreme conditions.
- Predictable & precise results with reliable numbering.
- 100% grey hair coverage... no need to mix with a fundamental.



Reflect:
35 to 40%

*The final result could appear 1/2 level darker because of the cool neutralisation .

APPLICATION & DEVELOPMENT

RATIO: 1:1.5



GREY HAIR COVERAGE
Simply apply your target shade.

Majirel Glow

HAIR COLOUR

MAJIREL'S TRANSLUCENT SIBLING FOR NEUTRALIZED FINISH AND EXTREME LUMINOSITY



CHARACTERISTICS

- Boosted with cool reflects for an optimal neutralised result.
- 50%+ light reflexion for extreme luminosity.
- 4x more transparency thanks to a new pigment balance.
- Flexible technique: one shade for different levels of depth.
- Up to 3 levels of lift.



Reflect:
Up to 80%

*Colour results may vary depending on the diameter of the hair, the revealed undercoat, the developer level and the percentage of grey hair.

On natural and coloured bases 5 & 6, it is possible to mix light shades and dark shades to create medium shades. ie. L11 + D11 = M11.

APPLICATION & DEVELOPMENT

RATIO: 1:1.5



GREY HAIR COVERAGE

- **0 TO 30%:** No perfect coverage but an aesthetic result. Ultra glow result guaranteed.
- **30 TO 50%:** Add 1/4 of fundamental Majirel core range shade on the roots to better cover white hair.
- **MORE THAN 50%:** NO GLOW RESULT POSSIBLE... However, for regrowth maintenance, it is possible to use Majirel or Majirel COOL COVER on the roots in order to obtain a perfect coverage or even a slightly deeper "shadow roots" effect and then, use Majirel GLOW on the lengths and ends.

CLEAR USAGE

THE TRANSLUCENCY OF MAJIREL GLOW CAN BE EVEN MORE IMPORTANT BY USING THE CLEAR SHADE.

On natural or compatible coloured bases, if the chosen shade comes out too neutralised or has reflects that are too intense, anticipate by integrating from 1/4 to 1/2 of CLEAR in the mix in order to reduce its intensity.

On prelightened bases, to create delicate pastels & maintain a glow effect, 4 times more CLEAR than colouring mix can be added in the mix.

Majirel High Lift

HAIR COLOUR

Majirel Majicontrast

HAIR COLOUR

MAJIREL'S SUPER LIGHTENING SIBLING FOR THE ULTIMATE COOL BLONDE

ONLY IN ONE STEP: LIFT AND DEPOSIT

CHARACTERISTICS

- Perfect consistency from from regrowth to ends, ideal for global applications.
- Up to 4.5 levels of lift while toning simultaneously, no prior discolouration.
- Ultra-neutralising ICIUM+ technology: absorbs warm reflects deep inside the hair fiber for cool, icy results.
- Majirel Incell and Ionène G conditioning technology: 2 active ingredients reinforcing and strengthening the entire hair fiber, for beautiful and healthy-looking hair.

APPLICATION & DEVELOPMENT

RATIO: 1:2



COLOUR MAINTENANCE

On unwashed dry hair, use a brush and start with regrowth. Take through 5mn before the end of the development time.

VIRGIN HAIR

Start application on lengths and ends. Leave on for 10-15mn before applying to roots. Apply to regrowth and leave on for 50mn.

LONG REGROWTH

Begin application on intermediate zone then, take through. Apply to roots and leave on for 50mn.

NATURAL LEVELS/ DEVELOPER TO USE

- **Natural base level 6-7:** 30 vol.
- **Natural base level 5 fine hair:** 30 vol.
- **Natural base level 5 coarse hair:** 40 vol.
- **Natural base level 4:** 40 vol.

*On natural base level 4 & 5, result could be warmer.

CHARACTERISTICS

- Hi.Chroma technology for visible colour results on natural or coloured dark bases without having to prelift the hair.
- Achieve one-step long-lasting contrasts in just 15 minutes, with adding heat.
- Dark natural bases 1, 2, 3, 4, 5.
- Dark coloured bases 4, 5 & 6.

APPLICATION & DEVELOPMENT

RATIO: 1:1.5



1st APPLICATION

On unwashed dry hair. Apply using individual mèches, balayage or veil technique. Separate the strands covered in Majicontrast with some Quick Mèches or some professional foil papers.

NOTE

Do not apply to scalp nor entire hair.

DEVELOPERS RULES

- **20 volume:** Subtle reflect.
- **30 volume:** More intense reflect.
- **40 volume:** Intense and luminous reflect.

*Always keep in mind the porosity of the hair prior to choose the right oxydant.



Majirel Mix

HAIR COLOUR

THE EXPERT TOOL FOR COLOURISTS



CHARACTERISTICS

- 5 concentrates of pure reflects: copper, red, violet, blue and green.
- To mix with Majirel and Majirouge to intensify, neutralise or create special effects.

PREPARATION

RATIO: 1:1.5



WITH 5 CONCENTRATES OF PURE REFLECTS = 2 POSSIBLE USAGE

5 PURE REFLECTS CONCENTRATES



INTENSIFY A MAJIREL OR MAJIROUGE SHADE

Mix the Majirel Mix shade with Majirel ou Majirouge. ie. 1 tube of Majirel 5.20 + 1/4 of Majirel Mix Violet tube + 75 ml of 20 vol developer = The Mix Violet shade reinforces the iridescent aspect of the Majirel 5.20 shade. Rinse abundantly and wash the hair with Pro Classics Colour shampoo.





inoA

THE FIRST PERMANENT AMMONIA-FREE HAIR COLOUR

Ammonia-free oxydative hair colour.

Oil Delivery System (ODS) technology:
an unparalleled oil-base that potentiates the action of the hair colouring process.

Lightens up to 3 tones in 35 minutes.

Covers up to 100% grey hair.

Easy to use, optimal scalp comfort, no odour.

INOA

THE FIRST PERMANENT AMMONIA-FREE HAIR COLOUR



60 ML TUBE

1000 ML DEVELOPERS

1500 ML INOA POST SHAMPOO

CHARACTERISTICS

- Ammonia-free oxydative hair colour.
- Lightens up to 3 tones in 35 minutes.
- Covers up to 100% grey hair.
- Easy to use, optimal scalp comfort, no odour.

TECHNOLOGY

- Oil Delivery System (ODS) technology.
- Unparalleled oil-base that potentiates the action of the hair colouring process.
- Helps to respect the natural protective layer of the hair.
- Ammonia-free, no odour.

PREPARATION



For an INOA application, 2 products to mix:

RATIO: 1:1



10 vol. to lift 1 level, 20 vol. to lift 2 levels, 30 vol. to lift 3 levels.

Mix with whip until you obtain a homogeneous and creamy texture.

APPLICATION

- Take the mix through on the regrowth, do not just lay down.
- Apply on the entire regrowth and if necessary, on the lengths and ends (see take through techniques).
- Thanks to its thick texture, the product stays on the hair.

EMULSION & RINSE

- After a few minutes of emulsion, rinse abundantly until water is clear.
- Finish with 2 applications of specific shampoo for coloured hair: INOA Post.

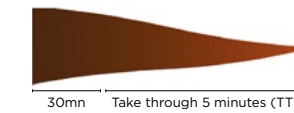
RECOMMANDATIONS

- Do not use heat.
- Wear appropriate single-use disposable gloves.
- Use only with recommended developers, 30 vol. (9%) maximum.
- Respect the instructed proportions.
- Do not use any metallic tools (brush, comb, bowl,...)
- If using a shaker, open immediately after mixing to avoid the shattering of the shaker and harmful projections of the product.
- Always store the INOA developers with the head up.

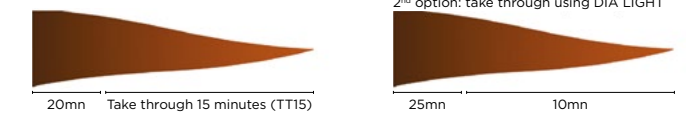
TAKE-THROUGH

- Take-through must be done without adding any water in the mix. The processing time starts after the regrowth application.

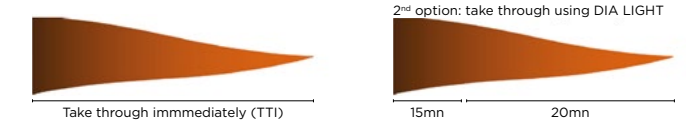
• SAME / SLIGHTLY FADED COLOUR



• MODERATELY FADED COLOUR



• COMPLETELY FADED / COLOUR CHANGE



- Note: if grey coverage mix is applied at the regrowth, take-through with reflect only.
- Tip: take-through can be done with the Dia Light shade or mix corresponding with Diactivateur 9 vol.

TECHNICAL RULES

GREY HAIR COVERAGE

• **COVERS UP TO 70%**

For a vibrant multi-reflect hair colour: apply the selected shade. Processing time: 35 min.

• **FOR MORE THAN 70% GREY HAIR**

For optimal coverage with modern reflects: mix 1/2 tube of the selected shade with 1/2 of a fundamental with the same base level, apply and let process for 35 min. For optimal coverage with warm and vibrant reflects, mix 1/2 tube of the warm shade selected with 1/2 tube of gold fundamental (.3) with the same base level, apply and let process for 35 min. For deep and intense coverage, mix 1/2 a tube of the cold shade selected with 1/2 of deep fundamental (.0) with the same base level, apply and let process for 35 min.

CLEAR SHADE

The clear shade allows to reduce the intensity of a reflect without changing its nature (the mix ratio between Clear and the shade is determined by the desired result without more than 1/2).

INOA HIGH RESIST Discover the High Resist technology: our long-lasting shades that last up to 42 shampoos*

HIGH RESIST PIGMENT

1 BASE Coverage

+

1 BASE HIGH RESIST Coverage + reflect

+

2 COUPLERS Reflect

Bigger, the High Resist pigment boosts the strength of the colour and stays anchored longer.

* Instrumental tests



DIA

RICHESSE

**DEMI-PERMANENT TONE ON TONE
RICH AMMONIA-FREE HAIR COLOUR**

Ideal for natural or colour-treated hair.

Cream texture.

Lightens up to 1.5 level.

Covers up to 70% of grey hair.

Deep and rich tones.

Exceptional softness.

DIA RICHESSE

DEMI-PERMANENT TONE ON TONE RICH AMMONIA-FREE HAIR COLOUR



50 ML TUBE

1000 ML DEVELOPERS

CHARACTERISTICS

- Demi-permanent
- Ideal for natural or colour-treated hair.
- Cream texture.
- Lightens up to 1.5 level.
- Covers up to 70% of grey hair.
- Deep and rich tones.
- Exceptional softness.
- Darkens up to 4 tones without pre-colouring.

TECHNOLOGY

- Advanced Alkaline Technology.
- Before colour: on natural hair, the cuticle scales are closed.
- During colour: the alkaline agents slightly open the hair fiber allowing colourants to penetrate the cuticle.
- After colour: DIA Richesse has the ability to lighten up to 1.5 level, cover up to 70% grey hair and create rich, profound tones.

PREPARATION

In an applicator bottle or bowl, pour 50 ml of a DIA Richesse tube + 75 ml of 9 vol. (2.7%) or 15 vol. (4.5%) Mix.

RATIO: 1:1.5



DEVELOPERS RULES

- **6 volume:** Less lift, subtle reflect, perfect to achieve tone on tone colour.
- **9 volume:** Less lift, perfect balance to reveal reflection and depth.
- **15 volume:** Up to 1.5 level of lift, perfect reveal reflection, to achieve best result on grey hair.

APPLICATION

- Apply with brush or applicator bottle on regrowth, lengths and ends.
- Shampoo and rinse abundantly and finish with a Pro Classics Colour shampoo.
- Do not use heat.

FUTURE APPLICATIONS

- Apply the mix on the regrowth only and let process 20 minutes.
- Take through lengths for the 5 last minutes.
- If hair colour is well maintained, simply take through with emulsion.
- Shampoo and rinse thoroughly and finish with a Pro Classics Colour Shampoo.

ESSENTIAL USES

TO COVER FIRST GREY HAIR

- To cover up to 30% grey hair, use Diactivateur 9 vol.
- To cover between 30% and 70% grey hair, use Diactivateur 15 vol.

Processing time: 20 min

TO BRING A FIRST REFLECT OR COLOUR TO NATURAL HAIR

- To give a first reflect to a same base level, use Diactivateur 9 vol.
- To give a reflect and lighten, use Diactivateur 15 vol.

Processing time: 20 min

TIPS

- Ideal to colour and/or cover grey hair the day of a texture service (9 vol only).
- Ideal to darken or go back to a natural base.
- The CLEAR shade allows to reduce the reflect of all DIA Richesse by mixing it to the selected shade: 1/4 CLEAR + 3/4 selected shade or 1/2 CLEAR + 1/2 selected shade.



DI LIGHT

**DEMI-PERMANENT TONE ON TONE LUMINOUS
AMMONIA-FREE ACID HAIR COLOUR**

Acidic Technology.

Gel-cream texture.

Luminous tones.

Zero lift.

Vinyl shine.

Intense care for the hair.

DIA LIGHT

DEMI-PERMANENT TONE ON TONE LUMINOUS AMMONIA-FREE ACID HAIR COLOUR



50 ML TUBE

1000 ML DEVELOPERS

CHARACTERISTICS

- Demi-permanent.
- Gel-cream texture.
- Luminous tones.
- Zero lift.
- Vinyl shine.
- Intense care for the hair.
- Ideal for sensitized hair.
- Darkens up to 2 tones on coloured or sensitized hair.

TECHNOLOGY

- Gentle Acid Technology.
- Before colour: on colour-treated and sensitized hair, the cuticle scales are already opened.
- During colour: DIA Light has an acid pH close to the natural pH of the hair. There is no lift with gentle penetration of colourants for long-lasting colour.
- After colour: The cationic polymers in DIA Light have a resurfacing effect on the cuticle, leaving the hair with amazing shine and softness.

PREPARATION

In an applicator bottle or bowl, pour 50 ml of a DIA Light tube + 75 ml of 6 vol. (1,8%) or 9 vol. (2,7%). Mix.

RATIO: 1:1.5



DEVELOPERS RULES

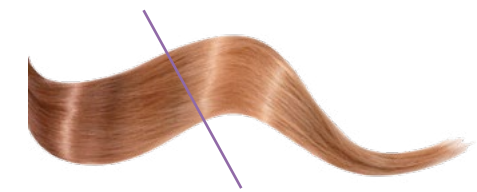
- **6 volume:** Subtle reflect, perfect to achieve tone on tone colour.
- **9 volume:** Perfect balance to reveal reflection and depth, darkens up to 2 levels.
- **15 volume:** Intensity and best reveal reflection.

APPLICATION

- Apply with brush or applicator bottle.
- Shampoo and rinse abundantly and finish with a specific post-colour shampoo.
- Do not use heat.

FUTURE APPLICATIONS

- To take-through colour with acid pH.
- Apply the oxydative colour (Majirel, Inoa) on the regrowth et take through with the corresponding Dia Light shade with 9 vol.



ex: INOA 6.34

ex: DIA LIGHT 6.34 with 9 vol. (5 to 20 minutes)

Processing time: 20 min

TO TONE BLONDES (HIGHLIGHTS OR COLOUR)

- For a discreet result, use the 6 vol.
- For a more sustained result, use the 9 vol.
- For a more intense results, use the 15 vol.
- Apply on towel-dried hair.

SHADES DEDICATED TO TONE HIGHLIGHTS TO MIX TO CREATE INFINITE EFFECTS.

Processing time: 5 to 20 min

TIPS

- Ideal to correct warm reflects and to darken up to 2 levels (with 9 vol.).
- Ideal to revive the hair colour and bring shine the day of the permanent service: - to recolor or bring shine, use the 6 vol. - for an effect up to 1 tone darker, use the 9 vol.
- The CLEAR shade allows to reduce the reflect of all DIA Light shades when mixing it to the selected shade.



BLOND
Studio

**THE LIGHTENING TOOLBOX DEVELOPED BY
COLOURISTS FOR COLOURISTS.
ULTRA-SIMPLE. ULTRA PERFORMING.**

BLOND STUDIO

THE BLONDING TOOL BOX DEVELOPED BY COLOURISTS FOR COLOURISTS

PASTES



PLATINIUM PLUS

Fast-action lightening paste, ideal for dark bases.

FEATURES

- Lightening paste.
- Nutriceride + beeswax.
- Balm texture.

BENEFITS

- Optimal respect of the hair fiber.
- Comfort and security.
- Optimum lightening and shine.

	DEVELOPER	MIXING RATIO		
		20 vol.	30 vol.	40 vol.
GLOBAL ★	● ●			●
ENCLOSED ✓	● ●	● ●		
OPEN AIR ✓	● ● ●	● ●		
FREEHAND	● ● ●	● ●		



PLATINIUM

Ammonia-free lightening paste, ideal for light bases.

FEATURES

- Lightening paste.
- Nutriceride + beeswax.
- Balm texture.

BENEFITS

- Optimal respect of the hair fiber.
- Comfort and security.
- Optimum lightening and shine.

	DEVELOPER	MIXING RATIO		
		20 vol.	30 vol.	40 vol.
GLOBAL ★	● ●			●
ENCLOSED ✓	● ●	● ●		
OPEN AIR ✓	● ● ●	● ●		
FREEHAND	● ● ●	● ●		

POWDERS



MULTI-TECHNIQUES 8

FEATURES

- Multi-techniques lightening powder.
- High performance formula.
- Enriched with Pro-Keratin.
- Low odour technology.
- Balayage and open air techniques.

BENEFITS

- Non-volatile texture.
- High adherence.

	DEVELOPER	MIXING RATIO		
		20 vol.	30 vol.	40 vol.
GLOBAL	● ●			●
ENCLOSED ★	● ●			●
OPEN AIR ★	● ● ●	● ●		
FREEHAND	● ● ●	● ●		



FREEHAND TECHNIQUES 6

FEATURES

- Multi-techniques lightening powder.
- High performance formula.
- Enriched with Pro-Keratin.
- Low odour technology.
- Balayage and open air techniques.

BENEFITS

- Non-volatile texture.
- High adherence.

	DEVELOPER	MIXING RATIO		
		20 vol.	30 vol.	40 vol.
OPEN AIR ★	● ● ●			●
FREEHAND ★	● ● ●			●

CREAMS



Up to
5
levels
Up to
35
min

MAJIMÈCHES

FEATURES

- Ammonia-free highlighting cream.
- Non volatile formula.
- Advanced conditioning agents.
- Fresh modern fragrance.
- Cream + sachet + developer.
- Can be used under heat for 15 mn (20/30 VOL only).

BENEFITS

- No ammonia: no odour.
- Controlled, high precision lightening for even colour results.
- Luminous, clean blonde results.

MIX (ratio 1 + 1 + 1)



OILS



Up to
2
levels

SUNKISSED OIL

Ammonia-free.

FEATURES

- Ammonia-free lightening oil.
- Gel texture.

BENEFITS

- No ammonia, no odour.
- For a natural sunkissed effect in less than 30 minutes.

3 NEW SERVICES

- SUNKISSED BLUR SERVICE
"Break the base"
20 vol. → 1 + 2 → Lift 1/2 level

5
min

- SUNKISSED LIFT
30 vol. → 1 + 2 → 1 level

15
min

- SUNKISSED SOMBRÉ
20/30 vol. → 1 + 2 → 2 levels

30
min

MIX (ratio 1 + 2)



EFASSOR



PERMANENT COLOUR REMOVER

FEATURES

- Effective results.
- Easy to use.
- Multi-usage.

PREPARATION

Depending on the degree of desired lighting, Efassor should be use:

- Mix with hot water (mild cleanse).
- Mix with a developer 20 vol. or 30 vol. (deep cleanse).

GENTLE CLEANSE	Mix with 1 sachet (28g)	Development time	Method of application
<ul style="list-style-type: none"> • Build up of colour. • Gentle cleanse before deep cleanse. 	60 ml of hot water	5-20 min	<ul style="list-style-type: none"> • A full quickly throughout the hair. • Partial application where required with a sponge.
<ul style="list-style-type: none"> • Light shade up to 1 level lighter. 	60 ml of hot water	10-20 min	<ul style="list-style-type: none"> • Partial application where required with a sponge.
DEEP CLEANSE	Mix with 1 sachet (28g)	Development time	Method of application
<ul style="list-style-type: none"> • Medium shade up to 2 levels lighter. 	75 ml of 20 vol.	15-40 min	<ul style="list-style-type: none"> • Partial application where required with a colour brush.
<ul style="list-style-type: none"> • Dark shades heavy build up of colour. 	75 ml of 30 vol.	35-60 min	<ul style="list-style-type: none"> • Partial application where required with a colour brush.

SHAMPOO



PRO CLASSICS POST COLOUR SHAMPOO

FEATURES

- On the day of the service, it gently cleanses without impairing the colour result.
- Protects colour-treated hair and enhances colour radiance.



Hair Care

CATEGORY

Serie Expert

Page 38

Serioxyl

Page 56

Source Essentielle

Page 62



SERIE EXPERT

**EXPERT PROFESSIONAL HAIR CARE FORMULAS FOR EVERY HAIR TYPE.
CHOOSE YOUR EXPERT.**

Canadians expect nothing less than personalisation. With ground-breaking molecular precision technology, L'Oréal Professionnel offers expert professional hair care for all hair types. If your hair is your identity; a fundamental part of your expression, then Série Expert is the prescription

to empower you and answer your needs. In 2020, Série Expert offers 13 different experts specific to those needs. Discover our expert formulas by way of Shampoo, Conditioner and/or Treatments and choose your expert today.



SERIE EXPERT

Absolut Repair

EXPERT CARE FOR DRY DAMAGED HAIR

PROFESSIONAL HAIR CARE ROUTINE ENRICHED WITH GOLD QUINOA & PROTEIN FOR 77% LESS DAMAGED & 7X SHINIER HAIR* *FULL ROUTINE



300 ML
500 ML
1500 ML

INSTANT RESURFACING SHAMPOO

RESULT

The professional formula of the Instant Resurfacing Shampoo immediately cleanses and restructures damaged hair, while leaving it with a lightweight touch.

HOW TO USE

Shampoo the hair twice: first to cleanse, second to treat.



200 ML
1000 ML

INSTANT RESURFACING CONDITIONER

RESULT

The professional formula of the Instant Resurfacing Conditioner immediately restructures damaged hair. Nourishes the fiber while leaving it with a lightweight touch.

HOW TO USE

Apply evenly on shampooed hair, in the direction of hair growth, twist lengths for better penetration. Rinse.



250 ML
500 ML

INSTANT RESURFACING MASK

RESULT

The professional formula of the Instant Resurfacing Mask leaves hair 7x shinier and smooth, for an overall controlled look. Suitable for thicker hair types.

HOW TO USE

In substitution of the Instant Resurfacing Conditioner, apply to the lengths and ends of towel-dried hair, leave in for 3 to 5 minutes then rinse thoroughly.



250 ML
500 ML

INSTANT RESURFACING GOLDEN MASK

RESULT

The professional formula of the Instant Resurfacing Golden Mask leaves hair 7x shinier and smooth, for an overall controlled look. Suitable for all hair types leaving a lightweight touch.

HOW TO USE

In substitution of the Instant Resurfacing Conditioner, apply to the lengths and ends of towel-dried hair, leave in for 3 to 5 minutes then rinse thoroughly.



190 ML

10-IN-1 PERFECTING MULTIPURPOSE SPRAY

RESULT

The professional formula of the Instant Resurfacing perfecting spray instantly protects damaged hair. One action for 10 benefits:

- 1 • Protection against heat up to 230°C/450°F degrees
- 2 • Nourishment
- 3 • Resurfacing
- 4 • Split ends reduction
- 5 • Detangling
- 6 • Facilitates blow-dry
- 7 • Hydration
- 8 • Anti-breakage
- 9 • Anti-split ends
- 10 • Anti-frizz

HOW TO USE

Apply to shampooed, towel-dried hair from root to tip. Do not rinse. Blow-dry and style as usual.



50 ML

NOURISHING SERUM

RESULT

The professional formula of the Nourishing Serum leaves hair more manageable. Hair is shiny, silky-to-touch and non-greasy.

HOW TO USE

Massage between the fingertips before running through the lengths and ends of hair for control and shine after blow drying.



125 ML

ANTI BREAKAGE + HEAT PROTECTING CREAM

RESULT

The professional formula of the Anti-Breakage + Heat Protection Blow-dry Cream protects your hair from breakage and heat up to 230°C/450°F*. Hair is smooth and shiny.

HOW TO USE

With a small amount of cream warmed in the palms of your hands apply the cream on towel-dried hair in the direction of hair growth. Do not rinse. Blow dry and style as usual.

SERIE EXPERT

Vitamins Color

EXPERT CARE FOR COLOURED HAIR

PROFESSIONAL HAIR CARE ROUTINE ENRICHED WITH RESVERATROL FOR 8 WEEKS OF COLOUR PROTECTION* *FULL ROUTINE



300 ML
500 ML
1500 ML

COLOUR RADIANCE SHAMPOO

RESULT

The professional formula of the Colour Radiance Shampoo gently cleanses hair from impurities leaving it instantly soft.

HOW TO USE

Shampoo the hair twice: first to cleanse, second to treat.



200 ML
1000 ML

COLOUR RADIANCE CONDITIONER

RESULT

The professional formula of the Colour Radiance Conditioner strengthens, hydrates and leaves hair easier to detangle.

HOW TO USE

Apply evenly on shampooed hair, in the direction of hair growth, twist lengths for better penetration. Rinse.



250 ML
500 ML

COLOUR RADIANCE MASK

RESULT

The professional formula of the Colour Radiance Mask maintains the strength of the hair fiber from root to tip. Coloured hair is left vibrant.

HOW TO USE

In substitution of the Colour Radiance Conditioner, apply to the lengths and ends of towel-dried hair, leave in for 3 to 5 minutes then rinse thoroughly.



190 ML

10-IN-1 PERFECTING MULTIPURPOSE SPRAY

RESULT

The professional formula of the Colour Radiance perfecting spray instantly protects coloured hair. One action for 10 benefits:

- 1 • Protection against heat up to 230°C/450°F degrees
- 2 • Shine
- 3 • Softness
- 4 • Smoothness of hair fiber
- 5 • Detangling
- 6 • Facilitates blow-dry
- 7 • Hydration
- 8 • Anti-breakage
- 9 • Anti-split ends
- 10 • Anti-frizz

HOW TO USE

Apply to shampooed, towel-dried hair from root to tip. Do not rinse. Blow-dry and style as usual.



125 ML

COLOUR CORRECTING CREAM CC-BLONDE

RESULT

The professional formula of the CC-Blonde Cream neutralises yellow undertones for a pure blonde. Easy to distribute with a no-drip formula.

HOW TO USE

Apply evenly to your hair after shampooing and leave in for 5-10 minutes. Rinse thoroughly.

SERIE EXPERT

Inforcer

EXPERT CARE FOR WEAK HAIR

PROFESSIONAL HAIR CARE ROUTINE ENRICHED WITH B6 + BIOTIN FOR INSTANT REDUCTION OF HAIR BREAKAGE* *FULL ROUTINE



300 ML
500 ML
1500 ML

REINFORCING SHAMPOO

RESULT
The professional formula of the Reinsforcing Shampoo instantly reduces breakage with daily use. Gently cleanses hair from impurities while leaving it instantly soft.

HOW TO USE
Shampoo the hair twice: first to cleanse, second to treat.



200 ML
1000 ML

REINFORCING CONDITIONER

RESULT
The professional formula of the Reinsforcing Conditioner instantly reduces breakage with daily use. Hair is strengthened, hydrated and easier to detangle.

HOW TO USE
Apply evenly on shampooed hair, in the direction of hair growth, twist lengths for better penetration. Rinse.



250 ML
500 ML

REINFORCING MASK

RESULT
The professional formula of the Reinsforcing Mask instantly reduces breakage with daily use. Hair is intensely conditioned.

HOW TO USE
In substitution of the Reinsforcing Conditioner, apply to the lengths and ends of towel-dried hair, leave in for 3 to 5 minutes then rinse thoroughly.

SERIE EXPERT

Silver

EXPERT CARE FOR GREY & WHITE HAIR

PROFESSIONAL HAIR CARE ROUTINE TO INTENSELY BRIGHTEN AND NEUTRALISE WHITE HAIR* *FULL ROUTINE



300 ML
500 ML
1500 ML

NEUTRALISING SHAMPOO

RESULT
The professional formula of the Silver Shampoo is highly concentrated in blue and violet pigments. Instantly erases yellow undertones whilst softening with a glossy effect.

HOW TO USE
Shampoo the hair twice: first to cleanse, second to treat.



200 ML
1000 ML

NEUTRALISING CREAM

RESULT
The professional formula of the Silver Neutralising Cream is enriched with Ceramide and Babassu oil. Yellow undertones are instantly contrasted whilst hair is left softer and lightweight.

HOW TO USE
Apply evenly on shampooed hair, in the direction of hair growth, twist lengths for better penetration. Rinse.



37 G

ANTI-BREAKAGE SPRAY

RESULT
The professional formula of the Anti-breakage Spray eliminates breakage during brushing.

HOW TO USE
Spray for up to 5 seconds directly onto your brush head. Depending on hair length and thickness, re apply if necessary. Brush through hair. Do not rinse.

SERIE EXPERT Blondifier

EXPERT CARE FOR BLONDE HAIR

PROFESSIONAL HAIR CARE ROUTINE ENRICHED WITH ACAI BERRY EXTRACT + POLYPHENOLS FOR MULTIDIMENSIONAL BLONDE SHINE* *FULL ROUTINE



300 ML
500 ML
1500 ML

NEUTRALISING SHAMPOO

RESULT
The professional formula of the Neutralising Shampoo is enriched with violet pigments for a cool blonde. Gently cleanses the hair fiber.

HOW TO USE
Shampoo the hair twice: first to cleanse, second to treat.



300 ML
500 ML
1500 ML

ILLUMINATING SHAMPOO

RESULT
The professional formula of the Illuminating Shampoo gently cleanses the hair fiber while emphasizing the multidimensional shine of blonde hair.

HOW TO USE
Shampoo the hair twice: first to cleanse, second to treat.



200 ML
1000 ML

ILLUMINATING CONDITIONER

RESULT
The professional formula of the Illuminating Conditioner enhances the multidimensional radiance of blonde hair. Hair is instantly shiny, soft and easy to detangle.

HOW TO USE
Apply evenly on shampooed hair, in the direction of hair growth, twist lengths for better penetration. Rinse.

RESTORING AND ILLUMINATING MASK

RESULT
The professional formula of the Restoring and Illuminating Mask replenishes, smoothes and nourishes the hair fiber, enhancing the multidimensional shine and radiance of blonde hair.

HOW TO USE
In substitution of the Illuminating Conditioner, apply to the lengths and ends of towel-dried hair, leave in for 3 to 5 minutes then rinse thoroughly.



250 ML
500 ML

SERIE EXPERT Nutrifier

EXPERT CARE FOR DRY HAIR

PROFESSIONAL HAIR CARE ROUTINE ENRICHED WITH GLYCEROL + COCO OIL FOR LIGHTWEIGHT HYDRATING TRANSFORMATION* *FULL ROUTINE



300 ML
500 ML
1500 ML

NOURISHING SHAMPOO

RESULT
The professional formula of the Nourishing Shampoo cleanses and nourishes, hair feels instantly softer and more supple.

HOW TO USE
Shampoo the hair twice: first to cleanse, second to treat.



200 ML
1000 ML

NOURISHING CONDITIONER

RESULT
The professional formula of the Nourishing Conditioner adds shine and softness whilst making hair easier to detangle.

HOW TO USE
Apply evenly on shampooed hair, in the direction of hair growth, twist lengths for better penetration. Rinse.



250 ML
500 ML

NOURISHING MASK

RESULT
The professional formula of the Nourishing Mask intensely conditions.

HOW TO USE
In substitution of the Nourishing Conditioner, apply to the lengths and ends of towel-dried hair, leave in for 3 to 5 minutes then rinse thoroughly.



125 ML

NOURISHING HEAT PROTECTION CREAM

RESULT
The professional formula of the Nourishing Heat Protection Blow-dry Cream protects your hair from damage and heat up to 230°C/450°F*. Hair is smooth and shiny.

HOW TO USE
With a small amount of cream warmed in the palms of your hands apply the cream on towel-dried hair in the direction of hair growth. Do not rinse. Blow dry and style as usual.

SERIE EXPERT

Liss Unlimited

EXPERT CARE FOR REBELLIOUS HAIR

PROFESSIONAL HAIR CARE ROUTINE ENRICHED WITH PRO KERATIN + KUKUI OIL FOR HIGH SHINE SMOOTHING TRANSFORMATION* *FULL ROUTINE



ANTI-FRIZZ DISCIPLINARY SHAMPOO

RESULT
The professional formula of the Disciplinary Shampoo cleanses and nourishes, hair feels instantly softer and more disciplined for up to four days.

HOW TO USE
Shampoo the hair twice: first to cleanse, second to treat.



ANTI-FRIZZ DISCIPLINARY CONDITIONER

RESULT
The professional formula of the Disciplinary Conditioner adds high shine and softness whilst making hair easier to detangle and protected against frizz.

HOW TO USE
Apply evenly on shampooed hair, in the direction of hair growth, twist lengths for better penetration. Rinse.



ANTI-FRIZZ DISCIPLINARY MASK

RESULT
The professional formula of the Disciplinary Mask smooths and protects from humidity. Shine is enhanced and control is regained.

HOW TO USE
In substitution of the Disciplinary Conditioner, apply to the lengths and ends of towel-dried hair, leave in for 3 to 5 minutes then rinse thoroughly.

ANTI-FRIZZ DISCIPLINAR OIL

RESULT
The professional formula of the Disciplinary Oil leaves hair shinier and smoother to the touch.

HOW TO USE
Massage between the fingertips before running through the lengths and ends of hair for control and shine after blow drying.



SERIE EXPERT

Volumetry

EXPERT CARE FOR FINE HAIR

PROFESSIONAL HAIR CARE ROUTINE ENRICHED WITH INTRA CYLANE FOR VOLUMISING EXTREME SHINE TRANSFORMATION* *FULL ROUTINE



VOLUMISING SHAMPOO FOR FINE HAIR

RESULT
The professional formula of the Volumising Shampoo cleanses and nourishes, hair feels instantly volumised with extreme shine for up to 72 hours.

HOW TO USE
Shampoo the hair twice: first to cleanse, second to treat.



VOLUMISING CONDITIONER FOR FINE HAIR

RESULT
The professional formula of the Volumising Conditioner adds softness whilst making hair easier to detangle. Hair is visibly volumised.

HOW TO USE
Apply evenly on shampooed hair, in the direction of hair growth, twist lengths for better penetration. Rinse.



VOLUMISING MASK FOR FINE HAIR

RESULT
The professional formula of the Volumising Mask smooths, intensely conditions and adds shine.

HOW TO USE
In substitution of the Volumising Conditioner, apply to the lengths and ends of towel-dried hair, leave in for 3 to 5 minutes then rinse thoroughly.

VOLUMIZING ROOT SPRAY

RESULT
The professional formula of the Volumising Root Spray targets the root to provide an instant bodifying effect with hydration and shine without weighdown.

HOW TO USE
Spray on cleansed hair, directly on the root. Blow dry and style as usual.



SERIE EXPERT

Curl Contour

EXPERT CARE FOR CURLY HAIR

PROFESSIONAL HAIR CARE ROUTINE ENRICHED WITH INCELL + GLYCERIN FOR DEEPLY NOURISHED AND DEFINED CURLS* *FULL ROUTINE



300 ML
1500 ML

DEFINING SHAMPOO

RESULT

The professional formula of the Defining Shampoo cleanses and nourishes. Hair fiber is elasticized and curls perfectly.

HOW TO USE

Shampoo the hair twice: first to cleanse, second to treat.



250 ML

DEFINING MASK

RESULT

The professional formula of the Defining Mask smooths, intensely conditions and adds shine whilst bringing definition and elasticity to each curl.

HOW TO USE

Apply to the lengths and ends of towel-dried hair, leave in for 3 to 5 minutes then rinse thoroughly.



150 ML

DEFINING CREAM

RESULT

The professional formula the Defining Cream nourishes the hair fiber and protects your hair from frizz caused by humidity.

HOW TO USE

With a small amount of cream warmed in the palms of your hands apply the cream on towel-dried hair in the direction of hair growth. Do not rinse. Blow dry and style as usual.

SERIE EXPERT

Solar Sublime

EXPERT CARE FOR SUN DAMAGED HAIR

PROFESSIONAL HAIR CARE ROUTINE ENRICHED WITH UV FILTERS + ALOE VERA FOR AFTER-SUN REPARATION AND PROTECTION* *FULL ROUTINE



300 ML

SUN-PROTECTING SHAMPOO

RESULT

The professional formula of the Restorative Shampoo instantly erases damaging elements from the fiber (for example, salt) whilst providing deep hydration. UV Filters deposited on the fiber block UVA and UVB rays protecting from further damage.

HOW TO USE

Shampoo the hair twice: first to cleanse, second to treat.



250 ML

SUN-PROTECTING MASK

RESULT

The professional formula of the Restorative Mask provides intense nourishment to help regenerate the natural protective film of the hair fiber once exposed to and damaged by the sun.

HOW TO USE

Apply to the lengths and ends of towel-dried hair, leave in for 3 to 5 minutes then rinse thoroughly.



125 ML

SUN-PROTECTING SPRAY

RESULT

The professional formula of the Restorative Spray provides instant conditioning protection to hair during sun-exposure, shielding from drying effects, while leaving sun-exposed hair super shiny.

HOW TO USE

Apply liberally to the lengths and ends of the hair depending on hair length.

SERIE EXPERT

Pure Resource

EXPERT CARE FOR PURIFIED HAIR

PROFESSIONAL HAIR CARE ENRICHED WITH CITRAMINE + VITAMIN E FOR INTENSE CLEANSING* *SHAMPOO ONLY



300 ML
500 ML

CLARIFYING SHAMPOO

RESULT

The professional formula of the Clarifying Shampoo gently cleanses daily buildup from the fiber whilst providing an intense and refreshing feeling.

HOW TO USE

Shampoo the hair twice: first to cleanse, second to treat.

Sensibalance

EXPERT CARE FOR SENSITIVE SCALPS

PROFESSIONAL HAIR CARE ENRICHED WITH SORBITOL FOR INSTANT RELIEF FROM SCALP SENSITIVITY* *SHAMPOO ONLY



300 ML
500 ML

BALANCING SHAMPOO

RESULT

The professional formula of the Balancing Shampoo very gently comforts sensitive scalps whilst removing impurities.

HOW TO USE

Shampoo the hair twice: first to cleanse, second to treat.

SERIE EXPERT

Pro Longer

EXPERT CARE FOR LONG, THINNING HAIR

PROFESSIONAL HAIR CARE ROUTINE ENRICHED WITH AMINO ACIDS AND FILLER-A100 FOR 38% THICKER, 66% LESS SPLIT ENDS* *FULL ROUTINE



300 ML
500 ML
1500 ML

LENGTHS RENEWING SHAMPOO

RESULT

The professional formula of the Lengths Renewing Shampoo instantly provides strength and shine whilst gently cleansing the hair fiber.

HOW TO USE

Shampoo the hair twice: first to cleanse, second to treat.



200 ML
1000 ML

LENGTHS RENEWING CONDITIONER

RESULT

The professional formula of the Lengths Renewing Conditioner instantly renews the lengths of hair with deep conditioning and shine.

HOW TO USE

Apply evenly to shampooed hair in the direction of hair growth. Leave for 2 - 3 minutes. Rinse.



250 ML
500 ML

LENGTHS RENEWING MASK

RESULT

The professional formula of the Lengths Renewing Mask deeply strengthens and conditions from root to tip for hair lengths that look instantly renewed.

HOW TO USE

Apply evenly to shampooed hair in the direction of hair growth, twist lengths of hair to ensure deep penetration. Leave for 3-5 minutes. Rinse.

STAR PRODUCT



15 ML

ENDS FILLER CONCENTRATE

RESULT

The professional formula of the ends filler concentrate instantly provides strength and durable thickness to the last 7cm of the hair fiber.

HOW TO USE

Once a week, replace the Lengths Renewing Conditioner or Mask with the Ends Filler Concentrate. Break the tip of the concentrate

and apply the entire dose directly to towel-dried ends. Twist to penetrate deeply leave on for 5 minutes and then rinse.

INGREDIENTS

An exclusive combination of Filler-A100 and Amino Acid to renew lengths and fill-in ends of long thinning hair. The Filler-A100 is a patented ingredient owned only by L'Oréal Profes-

sionnel composed of Filloxane and Polyquaternium PQ6. FILLOXANE acts as a thickening agent. It targets sections of fragility and deeply penetrates for visible thickness.

POLYQUATERNIUM PQ6 acts as a resurfactant, it envelops damaged portions of the fiber with care and deep conditioning for renewed hair health.

SERIE EXPERT

PowerMix

EXPERT PROFESSIONAL TREATMENT FORMULAS FOR EVERY HAIR NEED

FIVE FORMULAE POWERED BY MICELLAR TECHNOLOGY AND HIGHLY CONCENTRATED IN CONDITIONING AGENTS FOR INSTANT RESULTS



POWERMIX BASE *SALON EXCLUSIVE*

DEEP PENETRATING CARE
FOR ALL HAIR TYPES

POWERMIX REPAIR *SALON EXCLUSIVE*

INSTANT REPARATION
FOR VERY DRY DAMAGED HAIR

RESULT
The professional formula of the Power Mix Repair treatment is precisely enriched with proteins to repair damaged hair.

POWERMIX COLOR *SALON EXCLUSIVE*

INSTANT SHINE
FOR COLOURED HAIR

RESULT
The professional formula of the PowerMix Color treatment is precisely enriched with anti-oxidants to protect coloured hair.

POWERMIX FORCE *SALON EXCLUSIVE*

INSTANT ANTI-BREAKAGE
PROTECTION FOR WEAK HAIR

RESULT
The professional formula of the PowerMix Force treatment is precisely enriched with vitamins to instantly strengthen weak hair and increase resistance to breakage.

POWERMIX NUTRI *SALON EXCLUSIVE*

INSTANT, INTENSE NOURISHMENT
FOR DRY HAIR

RESULT
The professional formula of the PowerMix Nutri treatment is precisely enriched with hydrating acids to instantly deliver hydration and nutrition.

POWERMIX LISS *SALON EXCLUSIVE*

INSTANT SMOOTHING, ANTI-FRIZZ
FOR REBELLIOUS HAIR

RESULT
The professional formula of the PowerMix Liss treatment is precisely enriched with Pro-Keratin to instantly smooth the cuticle of rebellious hair.

WHAT IS MICELLAR TECHNOLOGY?

Micellar technology relies on micelles (cleansing agents) that attach to undesired oil and dirt and gently remove impurities without damage whilst utilizing highly concentrated conditioning agents for **INTENSE + INSTANT RESULTS**.

PowerMix utilizes a combination of rich oil based conditioning agents for intense deep nutrition and a aqueous base that provides **LIGHTNESS AND BRILLIANT SHINE**.

HOW TO USE

- 1 • Choose your combination of BASE + ADDITIVE from the PowerMix range above.
- 2 • 5ml of base + 5ml of additives
- 3 • Squeeze the PowerMix bottle with measuring chamber attached to precisely dose 1x BASE + 1x ADDITIVE.
- 4 • Pour each into your PowerMix bowl and mix with a brush or spatula until the mixture is light and creamy.
- 5 • Apply the treatment formula directly to shampooed and towel-dried hair. Leave in for up to 5 minutes, rinse.

NEW SERIOXYL™/MC

PROFESSIONAL CARE ROUTINES FOR HAIR LACKING DENSITY #HAIRCONFIDENCE

Almost 70% of Canadian Males and 20% of Females will experience hair loss at some point in their life and when hair loss kicks in, confidence is kicked out. The solution? Serioxyl. Born from 10 years of research, Serioxyl offers professional care routines for hair lacking density. In 2020 we

offer instant relief from hair loss by way of five volumising and colouring sprays covering areas of hair thinning through to long term solutions for hair loss by way of our Denser Serum, providing denser looking hair in as little as 6 weeks. Regain #HAIRCONFIDENCE today.



SERIOXYL™/MC

Serums

FOR THINNING HAIR LACKING DENSITY



90 ML

DENSER HAIR

RESULT

Denser hair in 6 weeks with daily application.

HOW TO USE

Divide hair into 4 equal sections and apply 1 pipette to the scalp evenly throughout each section. Gently massage into the scalp until absorbed. Do not rinse. Leave to dry. Apply directly to the scalp every day for three months. Avoid any contact with eyes, in case of contact with eyes rinse them immediately and thoroughly.

INGREDIENTS

STEMOXYDINE

A patented molecule with a maximized 5% concentration that awakens dormant hair follicles.

RESVERATROL

A powerful antioxidant that potentiates the effect of Stemoxydine for quicker results.



90 ML

THICKER HAIR

RESULT

Thicker-looking hair, instantly.

HOW TO USE

Apply on wet hair a few pumps evenly along the lengths and ends. Leave to dry naturally or blow dry using a hairdryer. Suitable for natural or coloured hair.

INGREDIENTS

INTRA-CYLANE

Intra-Cylane penetrates deep into each hair fiber to temporarily thicken the hair fiber diameter and thus thicker fuller hair in totality.

SERIOXYL™/MC

Shampoos

FOR NATURAL OR COLOURED HAIR LACKING DENSITY



250 ML
1000 ML

SHAMPOO FOR NATURAL HAIR

RESULT

The professional formula of the Shampoo for Natural Hair is suitable for sensitive scalps. Cleanses the scalp of impurities, whilst densifying the hair. Hypoallergenic.

HOW TO USE

Apply evenly to wet hair and the scalp. Use a massaging action to lather the scalp surface. Rinse off. In case of contact with eyes, rinse them immediately and thoroughly.

INGREDIENTS

POLYSORBATE 21

An agent known for its soothing properties.

MAGNESIUM SULFATE

An agent known for its bodyfying effects on the hair fiber.



250 ML
1000 ML

SHAMPOO FOR COLOURED HAIR

RESULT

The professional formula of the Shampoo for Coloured Hair is suitable for sensitive scalps and safe on colour. Cleanses the scalp of impurities, whilst densifying the hair. Hypoallergenic.

HOW TO USE

Apply evenly to wet hair and the scalp. Use a massaging action to lather the scalp surface. Rinse off. In case of contact with eyes, rinse them immediately and thoroughly.

INGREDIENTS

POLYSORBATE 21

An agent known for its soothing properties.

MAGNESIUM SULFATE

An agent known for its bodyfying effects on the hair fiber.

Conditioner

FOR THINNING HAIR LACKING DENSITY



150 ML
1000 ML

CONDITIONER

RESULT

The professional formula of the Conditioner for thinning hair is suitable for sensitive scalps and colour safe. Cares for & detangles the fiber without weighing it down, whilst thickening the appearance of hair for an immediate densifying effect.

HOW TO USE

After using the appropriate Serioxyl shampoo, apply evenly to damp, shampooed hair. Leave on for 1 to 3 minutes. Rinse off. In case of contact with eyes, rinse them immediately and thoroughly.

INGREDIENTS

POLYSORBATE 21

An agent known for its soothing properties.

MAGNESIUM SULFATE

An agent known for its bodifying effects on the hair fiber.

Sprays

FOR THINNING HAIR LACKING DENSITY



200 ML

VOLUMISING & BODYFYING COLOURED SPRAYS

RESULT

The professional formulas of the Volumising and Bodifying Coloured Sprays are suitable for sensitive scalps. Conceals sparse areas on the scalp, for natural-looking instant coverage.

HOW TO USE

Shake well, spray approximately 15 cm from the roots onto a dry scalp. Leave approximately for 1 minute before styling as usual. In case of contact with eyes, rinse them immediately.

HOW TO CHOOSE YOUR SPRAY

BLACK/DARK BROWN HAIR:

Pick the black spray.

DARK/MEDIUM BROWN HAIR

Pick the darker brown spray.

MEDIUM/LIGHT BROWN HAIR

Pick the lighter brown spray.

BLONDE HAIR

Pick the blond spray.

SILVER HAIR

Pick the grey spray.





SOURCE

essentielle

TRULY NATURAL. TRULY PROFESSIONAL.
#FINDYOURSOURCE

Formulated with 80-100% high-quality, naturally derived ingredients, Source Essentielle is our very first award winning range of natural, professional hair care products refillable up to 3 times in salon. Source Essentielle includes shampoos, oils and balms. In total, nine formulas originating from the

plant world in four different ranges (nourishing, radiance, delicate suitable for sensitive scalp and coloured hair) #FINDYOURSOURCE and discover an unparalleled natural, sensory hair care experience.



SOURCE
essentielle

Daily Routine

FOR NORMAL HAIR



300 ML
1500 ML

DAILY SHAMPOO

RESULT

The professional formula of the Daily Shampoo gently cleanses the hair which, deeply hydrated regains lightness, tonicity and shine.

HOW TO USE

Apply on wet hair. Emulsify. Rinse. In case of contact with eyes, rinse them immediately. Suitable for daily use in association with the Daily Detangling Cream.

INGREDIENTS

Source Daily routines contain Acacia leaves, known for their calming properties, and Aloe essence to hydrate and purify.



250 ML

DAILY DETANGLING CREAM

RESULT

The professional formula of the Daily Detangling moisturizing cream improves the hair hydration up to + 83 % while leaving the hair fluid and lightweight. Gently cleanses the hair which, deeply hydrated regains lightness, tonicity and shine.

HOW TO USE

Apply evenly on shampooed and towel dried hair. Leave on for 1 minute. Rinse thoroughly. In case of contact with eyes, rinse them immediately.

INGREDIENTS

Source Daily routines contain Acacia leaves, known for their calming properties, and Aloe essence to hydrate and purify.

SOURCE
essentielle

Nourishing Routine

FOR DRY HAIR



300 ML
1500 ML

NOURISHING SHAMPOO

RESULT

The professional formula of the Nourishing Shampoo gently cleanses dry hair which, regains suppleness & softness.

HOW TO USE

Apply on wet hair. Emulsify. Rinse. In case of contact with eyes, rinse them immediately. Suitable for daily use in association with the Nourishing Balm.

INGREDIENTS

Source Nourishing routines contain jasmin flower, known for its soothing properties, and sesame oil in order to deeply nourish.



300 ML
500 ML

NOURISHING BALM

RESULT

The professional formula of the Nourishing Balm provides deep care for an intense nourishment. In association with the Nourishing Shampoo, it boosts nutrition up to 64%*. Its resurfacing action transforms for a silkier, suppler and shinier hair fiber.

HOW TO USE

Apply evenly on shampooed and towel dried hair. Leave on for 5 minutes. Rinse thoroughly. In case of contact with eyes, rinse them immediately.

INGREDIENTS

Source Nourishing routines contain jasmin flower, known for its soothing properties, and sesame oil in order to deeply nourish.



70 ML

NOURISHING OIL

RESULT

The professional formula of the Nourishing Oil deeply nourishes the hair while providing softness and manageability.

HOW TO USE

Apply 3 to 6 drops of oil depending on the thickness of the hair thin or thick, preheat then spread over damp or dry lengths.

INGREDIENTS

Source Nourishing routines contain jasmin flower, known for its soothing properties, and sesame oil in order to deeply nourish.

SOURCE
essentielle

Delicate Routine

FOR SENSITIVE SCALPS



300 ML
1500 ML

DELICATE SHAMPOO

RESULT

The professional formula of the Delicate Shampoo respects the scalp and gently cleanses the hair, which regains lightness, suppleness and shine.

HOW TO USE

Apply on wet hair. Emulsify. Rinse. In case of contact with eyes, rinse them immediately. Suitable for daily use in association with any Source Essentielle balm or cream.

INGREDIENTS

Source Delicate routines contain Calendula flowers, known for their revitalizing yet soothing properties, and Chamomile extract to reinforce and add shine.

SOURCE
essentielle

Radiance Routine

FOR COLOURED HAIR



250 ML
450 ML

RADIANCE BALM

RESULT

The professional formula of the Radiance Balm deeply cares for a vibrant colouration. In association with the Radiance Oil this all-in-one care, helps to maintain the shine of the colour-treated hair up to 28 shampoos.

HOW TO USE

Apply evenly on shampooed and towel dried hair. Leave on for 5 minutes. Rinse thoroughly. In case of contact with eyes, rinse them immediately.

INGREDIENTS

Source Radiance routines are infused with fig pulp and everlasting flowers. The everlasting flower known for its detoxifying characteristics, and fig for nourishment.



70 ML

RADIANCE OIL

RESULT

The professional formula of the Radiance Oil deeply cares for a vibrant colouration. In association with the Radiance Balm hair colour is protected for up to 28 shampoos.

HOW TO USE

Apply 3 to 6 drops of oil depending on the thickness of the hair thin or thick, preheat then spread over damp or dry lengths.

INGREDIENTS

Source Radiance routines are infused with fig pulp and everlasting flowers. The everlasting flower known for its detoxifying characteristics, and fig for nourishment.

Hair Styling

CATEGORY

Tecni.Art

Page 70

Steampod

Page 84





TECNI ART.

CREATED BY STYLISTS, FOR STYLISTS

Welcome to a new era in professional styling. An era in which irreverent artistic impulse intersects superior professional expertise.

An era where L'Oréal Professionnel Tecni.Art is solely created by stylists, for stylists. The range is 100% co-developed with top stylists.

Our Tecni Art range provides a toolbox of essentials and is simplified by coding our professional formulas by colour and range. The white range offers the essentials in order to create classic styles. The grey range offers texturizers for dimensional styles and better workability. The black range offers evolutive formulas for customization in styling.



TECNI
ART

Hold



400 ML

AIR FIX

EXTRA STRONG FIXING SPRAY • L'Oréal Professionnel Tecni.Art Air Fix Spray allows **extra-strong, long-lasting, quick drying hold without crunchiness. A must-have to keep it tight.**

HAIR TYPE
All.

HOW TO USE
Can be applied on damp roots to add volume. On dry hair for long-lasting extra strong hold & shine.

RESULT
Extra strong hold. Enhanced shine. Quick dry. No residue.

HAIR STYLE
Long-lasting shiny hair. Ultra secured updos.



400 ML

AIR FIX PURE

EXTRA STRONG FIXING SPRAY • L'Oréal Professionnel Tecni.Art Pure Air Fix Spray allows **extra-strong, long-lasting, quick drying hold without crunchiness. a must-have to keep it tight.** It now exists in a PURE version formulated without added fragrance for improved comfort.

HAIR TYPE
All.

HOW TO USE
Can be applied on damp roots to add volume. On dry hair for long-lasting extra strong hold & shine.

RESULT
Extra strong hold. Enhanced shine. Quick dry. No residue.

HAIR STYLE
Long-lasting shiny hair. Ultra secured updos.



400 ML

FIX ANTI-FRIZZ

ANTI-FRIZZ HAIRSPRAY • L'Oréal Professionnel Tecni.Art Fix Anti-Frizz is a **24hr anti-frizz and anti-static hold spray.** It lets you take control of your style: a must-have to fight flyaways and keep it tight.

HAIR TYPE
Hair prone to frizz. Hair full of static electricity.

HOW TO USE
Can be applied to damp hair to tame frizz, or dry hair for long-lasting hold.

RESULT
Strong fix. Anti-frizz. Anti-static. No residue. Shine.

HAIR STYLE
Expect a long-lasting, humidity-resistant smooth hold and shine.



400 ML

FIX ANTI-FRIZZ PURE

ANTI-FRIZZ HAIRSPRAY • L'Oréal Professionnel Tecni.Art Fix Anti-Frizz Pure is a **24hr anti-frizz and anti-static hold spray.** It lets you take control of your style: a must-have to fight flyaways and keep it tight. For the first time the formula turns pure without added fragrance.

HAIR TYPE
Hair prone to frizz. Hair full of static electricity.

HOW TO USE
Can be applied to damp hair to tame frizz, or dry hair for long-lasting hold.

RESULT
Strong fix. Anti-frizz. Anti-static. No residue. Shine.

HAIR STYLE
Expect a long-lasting, humidity-resistant smooth hold and shine.



200 ML
1000 ML

FIX DESIGN

STRONG HOLD SPRAY • L'Oréal Professionnel Tecni.Art Fix Design is a **directional fixing and finishing pump spray for high precision application.** It brings a natural-looking shine holds styles all day long.

HAIR TYPE
All.

HOW TO USE
As a usual pump spray: on pre-dried to dry hair. Overall diffusion or localized application.

RESULT
Fixing. No visible residue.

HAIR STYLE
Secured updos, defined looks.



200 ML

FIX MAX

EXTRA HOLD GEL • L'Oréal Professionnel Tecni.Art Fix Max Shaping Gel for **extra hold.** Tecni.Art Fix Max comes with a pleasant and refreshing fragrance. This gel won't make your hair sticky and won't leave any residue on the scalp but only soft and shiny hair.

HAIR TYPE
All.

HOW TO USE
Apply with hands for overall hold, or use fingers to define individual strands.

RESULT
Maximum hold. No visible residue.

HAIR STYLE
Slicked back or spiky hairstyles.



250 ML

6-FIX PURE

TRIPLE DIFFUSION SPRAY • L'Oréal Professionnel Tecni.Art 6-FIX Pure is **our strongest fixing spray**. Triple diffusion dry mist without fragrance, 24-hour extreme hold* and humidity protection, extra-strong, long-lasting, quick drying hold without crunchiness. a must-have to keep it tight. *Instrumental test.

HAIR TYPE
All.

HOW TO USE
Spray 35cm from hair for extreme and instant hold. Fast drying, no visible residue. In case of clogging rinse the nozzle with warm water.

RESULT
Extra secured-updos. Frizz-control. Extreme hold.

HAIR STYLE
Extra-secured updos, frizz-control super sleek ponytails, shiny blowdries under control.



75 ML

FIX POLISH

COMPACT WAX-IN-GEL • L'Oréal Professionnel Tecni.Art Fix Polish is a **compact wax-in-gel with plant derived caramel for hold, discipline, definition and shine**.

HAIR TYPE
All.

HOW TO USE
Mistake-proof and super easy to apply! For overall shine and hold, rub a small amount between hands and apply evenly. Apply with fingertips, to retouch and tame fly-aways on dry or towel-dried hair. warm water.

RESULT
Hold. Discipline. Definition. Shine.

HAIR STYLE
Tames fly-aways. Shiny slicked back buns and frizz-free updos.

**TECNI
ART.**

Shine



150 ML

RING LIGHT PURE

HIGH SHINE SPRAY • L'Oréal Professionnel Tecni.Art Ring Light Pure Spray is **the first micro-dispersed professional high shine spray for the lightest yet gleamiest ring-light effect**. Formulated without added fragrance for the cleanest use and comfort.

HAIR TYPE
All.

HOW TO USE
Overall diffusion for a light veil. Layering for a localized shine. In case of clogging, rinse the nozzle under warm water.

RESULT
Ultra shiny. Slicked. No residue.

HAIR STYLE
Overall shine for all looks, slicked, and ultra shiny updos and ponytails.



150 ML

EXTREME SPLASH

ELASTIC WET LOOK GEL • Inspired by the explosion of the wet look trend on runways and red carpets, L'Oréal Professionnel Tecni.Art brings you Extreme Splash. **This gel, gives provocative shine with runway tested hold, which resists hot backstage lighting**. This ultra-shiny styler was selected by our top stylists for the formula which is enriched with shining agents and styling polymers.

HAIR TYPE
All.

HOW TO USE
Apply generously onto dry or damp hair. Comb gel from roots to mid-lengths.

RESULT
Wet look. Shine. Elastic hold. No visible residue. Non greasy.

HAIR STYLE
Create your wet hair look your way, from slicked back, after pool locks to the wet look ballerina bun. If you love a shiny look, or a look that is just a little bit more 'out there', this is an absolute must have for your styling toolbox.

**TECNI
ART.**

Volume



250 ML

VOLUME LIFT

ROOT LIFT SPRAY-MOUSSE • L'Oréal Professionnel Tecni.Art Volume Lift is a **root-lift-light mousse that will leave ends light and supple whilst creating volume at the roots.**

HAIR TYPE

All. Fine or flat.

HOW TO USE

You can spray abundantly on dry to damp hair without weighing it down. Style or dry with a heat tool to set any shape.

RESULT

Root lift and volume. Supple and light lengths & ends.

HAIR STYLE

Textured, crimped or wavy with added body for fine hair.



250 ML

FULL VOLUME EXTRA

EXTRA VOLUME & STRONG HOLD MOUSSE • L'Oréal Professionnel Tecni.Art Full Volume Extra Mousse **creates big boudoir hair: extra volume, extra strong hold without weighing hair down.**

HAIR TYPE

Fine hair.

HOW TO USE

Shake and hold upside down. Before blowdry, spread a mandarin-size amount onto damp hair with fingers.

RESULT

Extra volume. Strong hold.

HAIR STYLE

XL blowdries, volumised hair.



190 ML

PLI

THERMO-MODELLING SPRAY • L'Oréal Professionnel Tecni.Art Pli is a **thermo-modelling shape memory spray.** Hot tools' best friend to create wave-set styles. Can also be used as a styling primer to add body and discipline, while keeping soft texture and natural feel.

HAIR TYPE

Thick hair

HOW TO USE

Spray liberally onto towel-dried hair, lifting the roots as you blow-dry or using rollers for added volume. Style hair with a hot tool to build waves and curls.

RESULT

Shape memory, grip & hold. Bouncy curls & wavy hairstyles. Volume & Root lift.

HAIR STYLE

Wavy or souple blowdries, wave-set styles.



250 ML

REBEL PUSH-UP

TEXTURISING & VOLUMISING POWDER-IN-MOUSSE • L'Oréal Professionnel Tecni.Art Rebel Push-up is a **texturising and volumising powder-in-mousse.**

HAIR TYPE

All.

HOW TO USE

Shake and hold upside down. Apply to towel-dried roots and lengths, blow-dry with fingers or a round brush. Tip: double layer for extra volume and texture. In case of clogging, run warm water over the nozzle.

RESULT

Long-lasting big hair. Intense root lift. Matte finish. No powdery deposits. No rough touch.

HAIR STYLE

Oversized XXL blowdries, thick and messy ponytails, outrageous root lift, 60's beehive, thick braids, volumised pompadours.

**TECNI
ART.**

Texture



100 ML



150 ML



150 ML



250 ML



250 ML



150 ML

DEPOLISH

DESTRUCTURING & WORKABLE PASTE • Depolish is L'Oréal Professionnel's **destructuring and workable paste**. The Tecni.Art must-have to deconstruct and matify hair for a rough, unpolished look you can endlessly remodel.

HAIR TYPE
All.

HOW TO USE
Apply it on dry hair with hands for a disheveled matte finish. Work with fingers for definition and strands separation.

RESULT
Deconstructed look. Texturising and volume effect. Matte finish.

HAIR STYLE
Rough effect, defined strands, matte and natural finish.

BEACH WAVES

TEXTURIZING SALT SPRAY • L'Oréal Professionnel Tecni.Art Beach Waves **texturizing salt spray** gives you that on-trend beachy hair effect, **without the rough touch**. The styling essential for a matte texturized look.

HAIR TYPE
All.

HOW TO USE
Spray onto dry or damp hair and work with fingers. You can also apply it before using hot tools to create texturized, matte waves. Brush through the curls with fingers and dishevel ends for a messy finish.

RESULT
Beach waves. Messy look. Texturised effect. No rough touch. Matte finish.

HAIR STYLE
Texturized beach waves, messy look.

CONSTRUCTOR

THERMO-ACTIVE SPRAY • L'Oréal Professionnel Tecni.Art Constructor is a **thermo-active spray for texture and flexible hold for voluminous and wavy hairstyles**.

HAIR TYPE
Fine hair.

HOW TO USE
You can spray abundantly on dry to damp hair without weighing it down. Style or dry with a heat tool to set any shape.

RESULT
Texture-boost. Volume. Thermo-active. No residue.

HAIR STYLE
Textured, crimped or wavy with added body for fine hair.

SAVAGE PANACHE

TEXTURIZING POWDER SPRAY • L'Oréal Professionnel Tecni.Art Savage Panache is a **dry touch texturizing powder spray**. The perfect product to add grip and texture to enhance any hairstyles.

HAIR TYPE
All.

HOW TO USE
Overall diffusion for a wild messy effect. Directional diffusion on roots for bouffants and backcombs.

RESULT
Big hair, oversized volume. Intense wild texture. Matte finish. No powdery deposits.

HAIR STYLE
Messy and texturized mane, thick and secured braids and updos, 60's XXL hairstyles.

SAVAGE PANACHE PURE

TEXTURIZING POWDER SPRAY • L'Oréal Professionnel Tecni.Art Savage Panache Pure is a **dry touch texturizing powder spray**. The perfect product to add grip and texture to enhance any hairstyles. Savage Panache Spray now exists without added fragrance for an improved comfort of use.

HAIR TYPE
All.

HOW TO USE
Overall diffusion for a wild messy effect. Directional diffusion on roots for bouffants and backcombs.

RESULT
Big hair, oversized volume. Intense wild texture. No rough touch. No powdery deposits.

HAIR STYLE
Messy and texturized mane, thick and secured braids and updos, 60's XXL hairstyles.

WEB

DESIGN SCULPTING PASTE • L'Oréal Professionnel Tecni.Art Web is a **sculpting fibrous paste to mould, shape and define the hair with a natural-looking shiny finish**.

HAIR TYPE
All.

HOW TO USE
On dry hair. Rub a nut-sized amount between the palm of the hands. Pull hands apart to stretch out fibers. Run through hair for texture.

RESULT
Definition. Tousled & textured look.

HAIR STYLE
Structured or tousled look, defined strands.

TECNI
ART.

Transformers



7 G

SUPER DUST

VOLUME & TEXTURE POWDER • L'Oréal Professionnel Tecni.Art Super Dust is a **volume & texture powder with a matte finish.**

HAIR TYPE
All.

HOW TO USE
You can spray abundantly on dry to damp hair without weighing it down. Style or dry with a heat tool to set any shape.

RESULT
Volume & texture. Grip. Strong bodyfying effect. Matte finish.

HAIR STYLE
Textured, crimped or wavy with added body for fine hair.



100 ML

DENSITY MATERIAL

TEXTURIZING WAX-PASTE • L'Oréal Professionnel Tecni.Art Density Material is a **densifying wax-paste, for texture and hold.**

HAIR TYPE
All hair types, best on short.

HOW TO USE
Work a small amount of product into hands. Apply evenly through towel-dried or dry hair.

RESULT
Body. Definition. Hold. Matt finish.

HAIR STYLE
Textured yet flexible & defined short cuts.



100 ML

MORNING AFTER DUST

INVISIBLE DRY SHAMPOO • L'Oréal Professionnel Tecni.Art **oil-absorbing invisible* dry shampoo, 24-hour encapsulated fresh fragrance**, no-alcohol.** (*no visible white residue after brushing out) (** sensory test).

HAIR TYPE
All.

HOW TO USE
Shake well. Spray onto roots. Massage with fingertips and brush through. To add volume, generously apply onto the crown and backcomb.

RESULT
Ultra-absorbant. No residue. 96 hours of perfume. Volume & grip.

HAIR STYLE
Perfect second-day hair, next-day hair low bun, texturized lengths and refreshed roots.



150 ML

TRANSFORMER LOTION

TEXTURIZING LOTION • L'Oréal Professionnel Tecni.Art Transformer Lotion is **the first multi-use liquid-to-paste styler that you can transform in your hands.** Super versatile, it works from a thermo-protective bodyfying blowdry lotion to a fibrous texturizing paste.

HAIR TYPE
All.

HOW TO USE
Can be used on wet hair as a blowdry lotion to prep and protect. On dry hair: work through hands to get a disheveling fibrous paste for definition and texture. Further rub into hands to get a finishing wax paste.

RESULT
Texturize lengths & curls. Smooth Blowdry. Quick dry.

HAIR STYLE
Limitless looks: from grown-out buzz cuts to long locks. Controlled & disciplined smooth blowdries, defined short styles, texturized lengths & curls.



150 ML

TRANSFORMER GEL

TEXTURIZING GEL • L'Oréal Professionnel Tecni.Art Transformer Gel is **the first multi-use gel-to-foam styler that you can transform in your hands.** Super versatile, it works from a light hold control gel to a volume foam.

HAIR TYPE
All.

HOW TO USE
On dry hair: it comes out as a gel that can be applied on short cuts for control and movement or on curls for definition without stiffness. On wet hair: gently emulsify the gel into a foam. Apply from roots to lengths to get volume and body.

RESULT
Extra Control. Volume. Movement. No residue.

HAIR STYLE
Limitless looks: from controlled short quiffs & pompadours to thick ponytails, volumised blowdries & bouncy curls.

TECNI
ART.

Waves & Curls



150 ML

SIREN WAVES

DEFINING ELASTO-CREAM • L'Oréal Professionnel Tecni.Art Siren Waves is a **defining elasto-cream, movement and natural shine**. Instrumental test: curl retention, 2x hold after 24 hours.

HAIR TYPE
All.

HOW TO USE
Evenly distribute on wet lengths, dry with a diffuser or hairdryer or let dry naturally. Tip on dry hair: wrap small sections around your finger, hold for 15 - 30 seconds and let it loose.

RESULT
Shiny soft curls. Defined curly bobs.

HAIR STYLE
Shiny soft curls, S-Waves, curly bobs, wavy short cuts, defined permed hair.



150 ML

BOUNCY & TENDER

CURLS SCULPTING CREAM & GEL DUO • L'Oréal Professionnel Tecni.Art Bouncy & Tender is a **curls sculpting cream + Intra-Cylane™ gel duo. Anti-humidity, anti-frizz action**. Instrumental test: 72 hours frizz control, 72 hours curl retention.

HAIR TYPE
Wavy & curly hair.

HOW TO USE
Press the target button to get the right balance of cream and gel. Mix together & apply on damp hair. Sculpt curls with fingers, dry with a diffuser or let dry naturally.

RESULT
Bouncy & defined curls. Soft touch - no crunch. Anti-fluffiness. Anti-humidity protection.

HAIR STYLE
Defined and tonic curls without stiffness.



200 ML

SPIRAL QUEEN

NOURISHING MOUSSE CONTOURED CURLS • L'Oréal Professionnel Tecni.Art Spiral Queen is a **nourishing mousse for contoured curls**.

HAIR TYPE
Medium to thick hair.

HOW TO USE
Distribute evenly through damp hair. Dry with a diffuser or air dry. Tip: once dried, apply Siren Waves cream for extra definition.

RESULT
Generous. Glamorous. Defined curls. Waves.

HAIR STYLE
Generous and glamorous defined curls, waves.

TECNI
ART.

Smooth



150 ML

LISS CONTROL

SMOOTH CONTROL GEL-CREAM • L'Oréal Professionnel Tecni.Art Liss Control is a **smooth control gel-cream, 24h-hour humidity control**.

HAIR TYPE
Unruly hair.

HOW TO USE
Apply 1 to 2 hazelnut-size drops onto shampooed and towel dried hair. Spread evenly with a comb on to lengths and ends. For smooth results, blow-dry hair. To control curls' definition, allow to dry naturally.

RESULT
Smooth effect. Volume controlled. UV filter.

HAIR STYLE
From extra-sleek to supple blow dries with shine & softness.



50 ML

LISS CONTROL +

INTENSE CONTROL SMOOTHING SERUM • L'Oréal Professionnel Tecni.Art Liss Control + Serum is an **intense control smoothing serum, 24-hour* humidity control**. *Instrumental test.

HAIR TYPE
All.

HOW TO USE
Evenly apply a small quantity to shampooed and towel dried hair. Blow dry to smooth hair, or dry naturally to control curls.

RESULT
Smooth. Volume controlled.

HAIR STYLE
Shiny sleek ponytails, frizz control for disciplined blowdries.



SteamPod

DISCOVER THE POWER OF STEAM

Transform instantly your hair with the patented steam technology: 2x smoother & faster*, yet -78% damage** while styling your hair. Optimal fiber respect use after use. Long-lasting

hairstyles, natural flow and softer hair, whatever the hair type. Colour protection and velvet-like effect.



*Instrumental test vs regular straightener

**Instrumental test vs regular straightener after 15 uses

SteamPod



STEAMPOD PROFESSIONAL STEAM STYLER



HAIR TYPE
All.

HOW TO USE
Insert demineralized water into the water tank. Choose the temperature according to your hair type: no need to over heat! SteamPod offers better straightening results and discipline at a 50° lower temperature than an average styler*. Place the strand of hair in the middle of the plates and make sure the arrows are pointing down while styling. Move the tool slowly to get the best results.

RESULT
Long-lasting. Straight. Waves. Curls.

HAIR STYLE
For perfectly straight and shiny hair, or playful and voluptuous wavy curls.



150 ML

STEAMPOD SMOOTHING CREAM

HAIR TYPE
Normal to thick hair.
Sensitized hair.

HOW TO USE
Apply a coin-sized amount of the Steam-Activated Cream on your damp hair lengths and ends, before blow-drying your hair. When your hair is dry, style it with SteamPod Professional Styler to activate the cream and get the best results. Hair will feel smooth and frizz-free for a perfect straight or wavy hair look that does not feel weighted down!

RESULT
Less breakage.
Smooth hair: velvet-like effect.
Heat protection up to 210°.
Anti-frizz effect.
Colour-protection.



150 ML

STEAMPOD SMOOTHING MILK

HAIR TYPE
Fine hair.

HOW TO USE
Apply a coin-sized amount of the Steam-Activated Milk on your damp hair lengths and ends, before blow-drying it. When your hair is dry, style it with SteamPod Professional Styler to activate the milk and get the best results. Hair will feel smooth and frizz-free for a perfect long-lasting straight or wavy hair look!

RESULT
Less breakage.
Smooth hair: velvet-like effect.
Heat protection up to 210°.
Anti-frizz effect.
Colour-protection.



50 ML

STEAMPOD PROTECTIVE SMOOTHING SERUM

HAIR TYPE
All.
Damaged hair.
Highly sensitised hair.

HOW TO USE
After having straightened or waved your hair with SteamPod Straightener, put 1-2 drops of the product in the palm of your hand. Distribute it evenly on the tips to ensure maximum shine, humidity and frizz protection.

RESULT
Repairing.
Anti-frizz.
Smooth.
Long-lasting straightening.

PRO TIP
Add 1 or 2 drops of the Ends-Protecting Concentrated Serum to the Steam-Activated Milk or Cream (applied on damp hair before using SteamPod) for additional protection especially for sensitized zones of your hair.

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