

L'ORÉAL
PROFESSIONNEL
PARIS

#COLORFUL
HAIR

IS CRAZY THE NEW
HAIR NORM?



8 INTERMIXABLE SHADES

PRE-MIXED PASTELS



COMPLETE PERSONALISATION



A **FEW WASHES** WITH PASTEL SHADES
UP TO **15 SHAMPOOS** WITH VIBRANT TONES

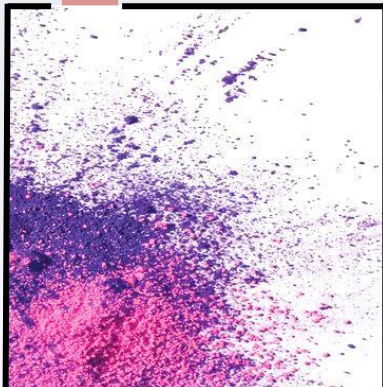
*Depending on porosity of hair, at-home hair care & amount of Crystal Clear used, results may vary.

^Pastel mixes include Sunset Coral, Pink Sorbet and any mixes with Crystal Clear.

UNRIVALLED TECHNOLOGY

PAIRING STUNNING COLOUR PIGMENTS
WITH A UNIQUE CARE TRIO COMPLEX

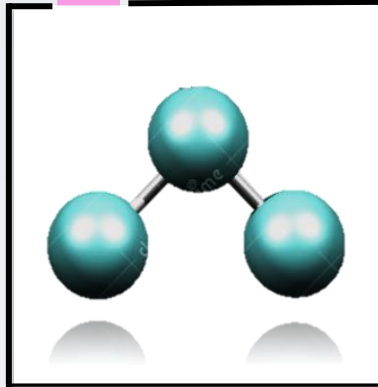
1



COLORFUL PIGMENTS



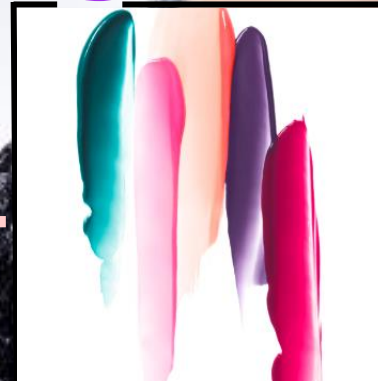
2



CARE TRIO COMPLEX



3



UNIQUE TEXTURE



THE PERFECT COMBINATION
FOR **SHINE & VIBRANCY**



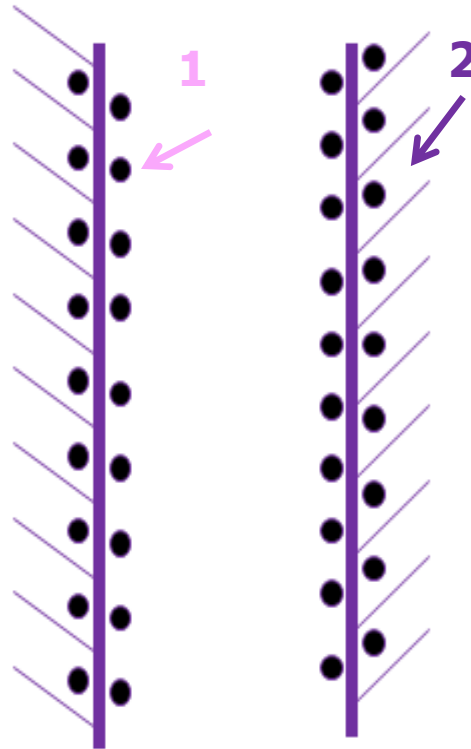
DIRECT DYE PIGMENT

HOW DO THEY WORK?

1

SMALL COLOUR
MOLECULE

penetrates
cuticle and sits
on edge of
cortex. **No
oxydant needed.**



2

ABSORBENT
FIBRE

Also **holds the
molecule**
through several
shampoos

STARTS TO **GENTLY FADE** AFTER FIRST SHAMPOO
BUT STAYS **TRUE TO TONE**



3 STEP SIMPLE APPLICATION

1. APPLY

START ON A CLEAN PALE
YELLOW UNDERCOAT.

**APPLY TO WET PRE-
SHAMPOOED HAIR.**

2. LEAVE

LEAVE FOR
5 TO 20 MINS.

TIME ON HAIR AFFECTS
LONGEVITY NOT VIBRANCY

3. RINSE

RINSE HAIR WELL
WITH WATER
WITHOUT
SHAMPOOING.

WITH PRE-LIGHTENER



#COLORFULHAIR

DIAL IT UP OR DIAL IT DOWN

- # 8 intermixable shades, 1000's of possibilities.
- # Ultra-chromatic dyes for extremely vibrant results.
- # Care trio complex for softness & shine
- # Exclusive gel-cream texture for precise application.
- # Unparalleled vibrancy that lasts up to 15 shampoos*.
- # Pastel mixes^ for new colourful clients, that last a few shampoos

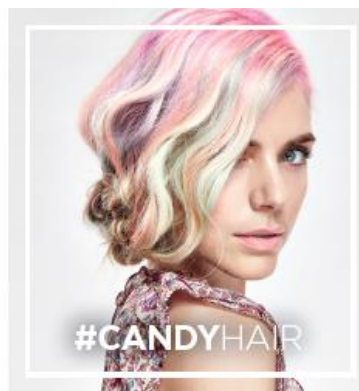
*Depending on porosity of hair, at-home hair care & amount of Crystal Clear used, results may vary.

^Pastel mixes include Sunset Coral, Pink Sorbet and any mixes with Crystal Clear.



#COLORFULHAIR IS THE NEW NORM

DIAL IT UP OR DIAL IT DOWN WITH 5 NEW SERVICES



GET THE LOOK

LAVENDER HAIR

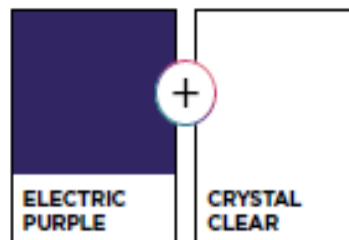
ROOT MELT TECHNIQUE

Seamlessly blend violet into a **softer lavender hue**.

PERFECT FOR: A client that wants **dialed up colour**, with the new must-have shade from root to tip.

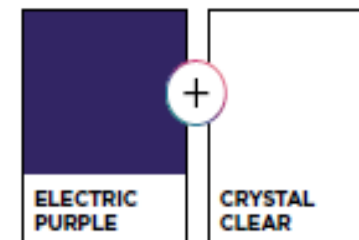
MIX

ROOTS



1:3 mixing ratio

MID-LENGTHS



1:4 mixing ratio



GET THE LOOK

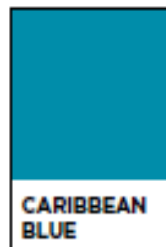
PEEKABOO HAIR

STROBING TECHNIQUE

For pops of colour that peek through
when the hair is styled.

PERFECT FOR: A client that wants dialed down colour, that
they can choose to show at the weekend.

MID-LENGTHS & ENDS



GET THE LOOK

PASTELAGE

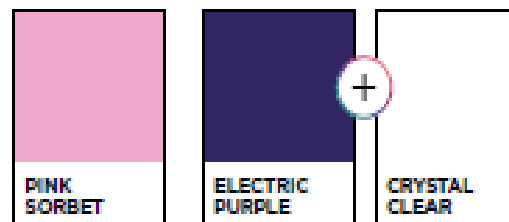
BAYALAGE TECHNIQUE

Playful tones are gradually blended through the ends of the hair

PERFECT FOR: A client that an old balayage and they want to update their look with a pastel hue that lasts a few washes.

MIX

MID-LENGTHS & ENDS



1:3 mixing ratio



GET THE LOOK

CANDY HAIR

BLENDING TECHNIQUE

Mix and layer a variety of complementary shades

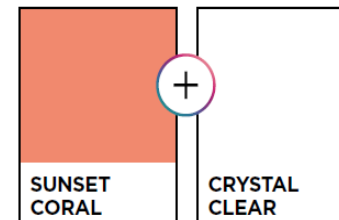
PERFECT FOR: Enticing a home colourer into salon services.
By showcasing bespoke **creative placement** of colour.

MIX

ROOTS

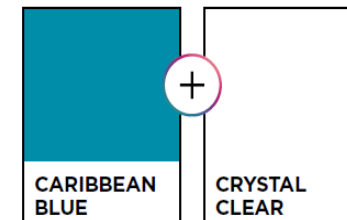


MID-LENGTHS



1:3 mixing ratio

ENDS



1:5 mixing ratio



GET THE LOOK

MERMAID HAIR

CONTOURING TECHNIQUE

For all out, insanely gorgeous ocean-inspired masterpieces.

PERFECT FOR: The colour bold, that long for dailed up ultra-vibrant colour that lasts.

MIX

FULL HEAD



DON'T JUST TAKE OUR WORD FOR IT

ENDORSED BY SOCIAL MEDIA INFLUENCERS & UK & IRELAND BY SALONS



RATED 4.8 OUT OF 5 STARS*



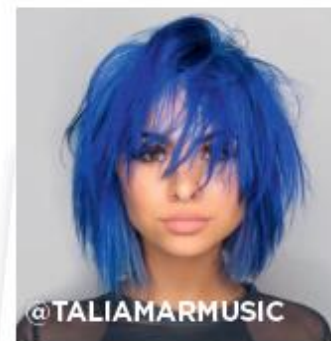
"I'm so happy with my **vibrant mermaid hair**... available in your local L'Oréal Professionnel salon in April"



"Cannot explain how **happy I am** with my hair transformation"



"Still can't believe my hair transformation. My hair is feeling so **strong & healthy**"



"Comes out in salons in **April**. Would highly recommend, I am **OBSESSED** with it... It's Insane..."

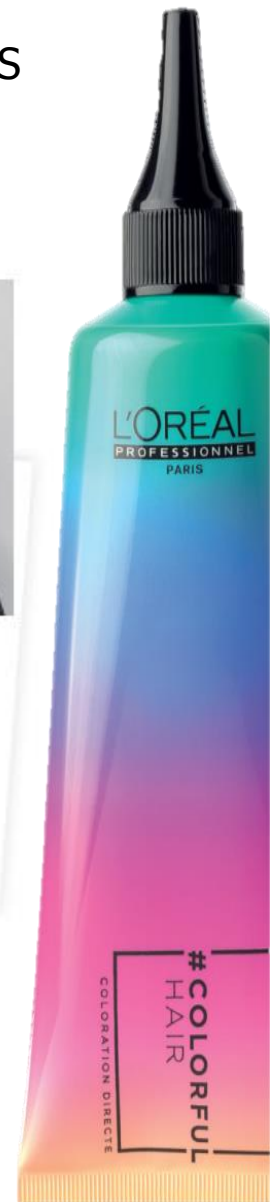
Become a **#COLORFULHAIR** stockist and appear on our salon locator.



HEAR FROM SALONS



SALON REVIEWS



THE WHOLESALE EXPERIENCE



3 ONLINE

1 PRE STORE

STORE
EMOTION



2 IN STORE



Barker