



L'ORÉAL
PROFESSIONNEL
PARIS


JUNE 2020

UNIQUE ART



IT'S TIME TO MAKE A
COLOR COMEBACK





At L'Oréal Professionnel, we are a family - and during a crisis, we come together more than ever. The Back to Business Collectif is a guide filled with various methods of communication, education and inspiration. We have partnered with industry leaders, salon trailblazers and educational motivators to fill your hearts and brains with impactful content. In the coming months, we will continue to add to these pages.

L'ORÉAL
PROFESSIONNEL
PARIS

MAKE A COLOR COMEBACK **WITH THE BACK TO BUSINESS COLLECTIF**

BUSINESS BUILDING CONTENT DEVELOPED TO HELP SALONS DURING A CRISIS



VOLUME I
**THE PRE-OPENING
EDITION**

Communication Kit

Virtual Consultation

Expert Advice

Steps to Re-Opening



VOLUME II
**THE OPENING
EDITION**

Revenue Generators

Expert Advice

Booking and Pricing Structure



VOLUME III
**THE SERVICE
EDITION**

Color Comeback Service Menu

Go-To Star Products

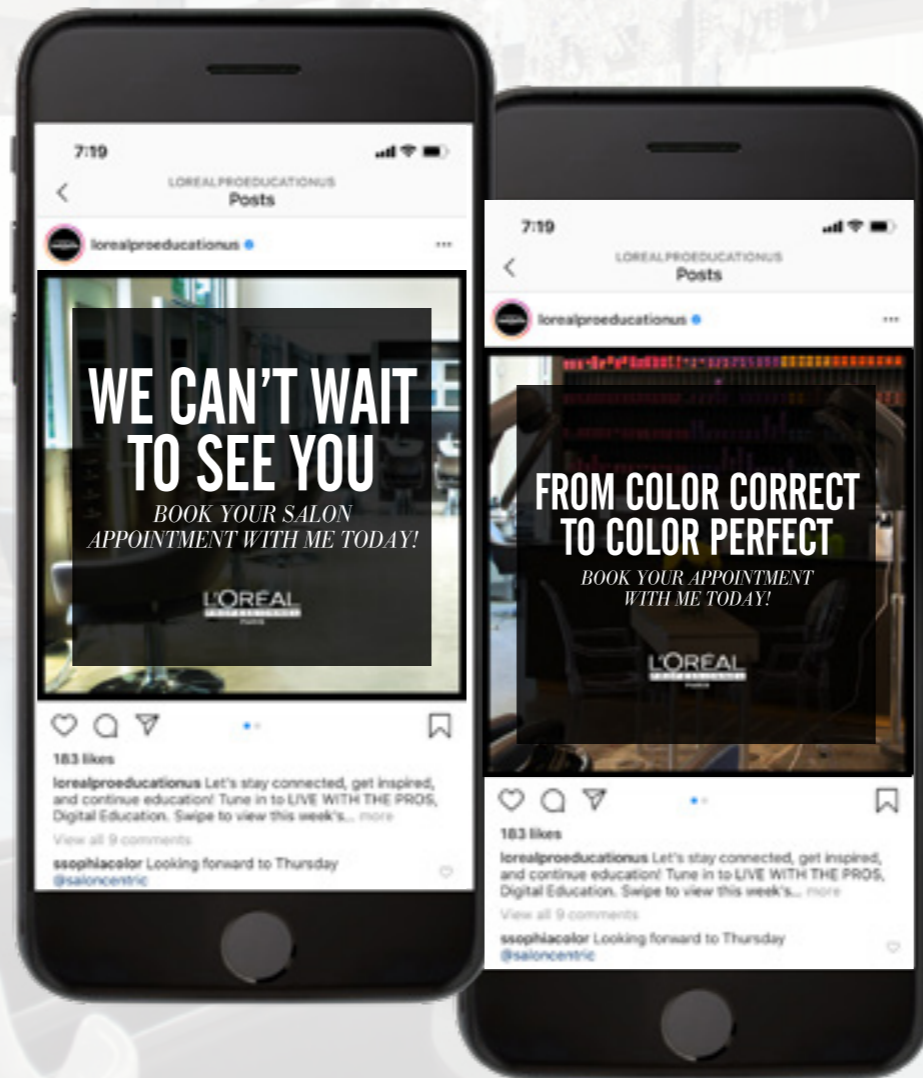
Expert Advice

Common Mistakes to Avoid

VISIT PRO BEAUTY CENTRAL ON [SALONCENTRIC.COM](https://www.saloncentric.com) STARTING JUNE 1 TO DISCOVER!

A LOOK INTO THE COLLECTIF **THE COMMUNICATION KIT**

DOWNLOAD THIS SOCIAL TOOLKIT TO HELP BRING CLIENTS BACK TO YOUR SALON



DOWNLOAD NOW

HOW TO HOST AN EFFECTIVE VIRTUAL CONSULTATION



CALL CLIENT ON FACETIME

Ask Client:

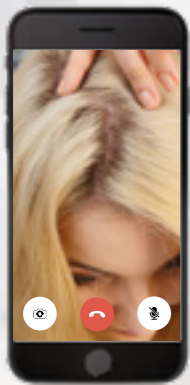
- “Let’s talk about your hair and what you want to accomplish with your look. Is that ok? “



OPEN STYLE MY HAIR PRO APP

- Ask for and upload a picture of the client or take one in app
- Try on different haircolors
- Once desired color is found, create folders for each client and save photos
- If you’re in need of some shades, order color directly from STYLE MY HAIR PRO APP, available for iPhone and Andriod.

DOWNLOAD IN APP STORE  



HAVE CLIENT SIT/STAND IN A WELL LIT AREA

Have them show the Front, Side, Back and Parted to Show Scalp

Ask Client:

- “What are you loving about your hair?”
- “What would you change about your hair?”
- “What’s the shortest/longest your comfortable with?”
- “What have you done to your hair since last time I saw you? (color, chemical)”
- “What do envision on your next visit (cut, color)?”

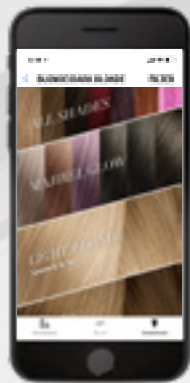


REVIEW CUT, COLOR, AND STYLE SELECTED WITH CLIENT

Discuss which Serie Expert products are needed to maintain

*Add some Serie Expert Favorites to prolong color - such as CC Blondes/CC Brunettes/Serie Silver/Blondifier

DISCOVER SERIE EXPERT



LISTEN AND REPHRASE

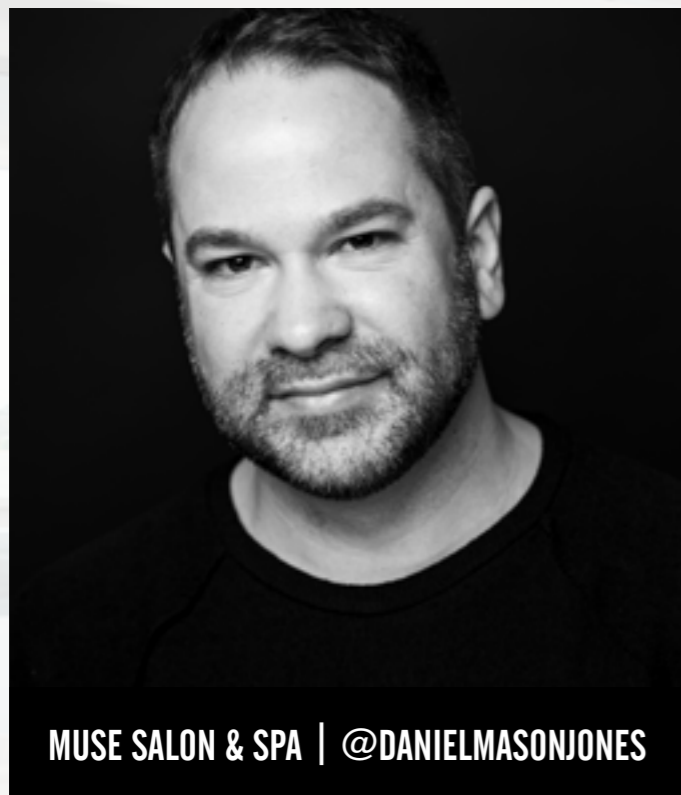
The key to being aligned

- “It seems like you’re saying that...”
- “May I make some suggestions?”



VERBALLY GIVE SERVICE ESTIMATE AND CONFIRM WITH CLIENT BOOK SERVICE(S)

A LOOK INTO THE COLLECTIF **EXPERT ADVICE FROM INDUSTRY LEADERS**



Q&A WITH **DANIEL MASON-JONES**

What was one of the first things you did for your salon to get it prepared for re-opening?

We ordered additional tubes of the colors that are most frequently used. We understand that our guests have gone for a long period of time without coloring so we will be using up more than usual. Being proactive will save us additional stress. Also, I wanted to be ahead of things by making sure that we had enough PPE to operate for 4 to 6 weeks.

What are some precautionary measures that your salon is taking as an operating business amidst COVID-19?

Contactless temperature checks will need to be taken at the door and we will log down their name, time the temperature was taken and what it was. Gloves will be changed between every guest and masks will be worn all day- clients must wear masks too. All stations will be sanitized between each guest and each station will need to have its own sanitizer. Capes will be washed between each guest and all door knobs, light switches will be wiped down every 15 minutes!

Are you conducting consultations prior to opening? What is the majority service that you are getting requests for anticipate getting requests for?

We are using virtual consultations! This allows you to see how in-depth your color corrections or color services will be. It also allows you to see in advance how long these bookings need to be booked for. We are anticipating a lot of color corrections, which we typically by the hour.

If there was one piece of advice that you could offer to a fellow salon owner/hairstylist, what would it be?

Try to remain patient during this time, there will be more feelings and emotions than ever imagined. Make sure to keep yourself in a positive state of mind as best you can and make sure to come up with plan A, B and C. I am also here for any of the salon owners that need help.

THE COLOR COMEBACK SERVICE MENU

REVIVE ME



At-home box color correction

REBALANCE ME



Extended root area and severe demarcation



Extended root area & severe demarcation for Balayage

REFRESH ME



Extreme fade & brassiness

FORMULA	<p>DECOLORIZATION</p> <ul style="list-style-type: none"> • 2-3 Scoops of Multi-Techniques 8 Bonder Inside • 20-volume Majicrème Developer (depending on hair length) 	<p>EXAMPLE</p> <ul style="list-style-type: none"> • ½ 6.1 + ½ 6N Majirel or INOA • 20-volume Majicrème or INOA Rich Developer 	<p>HIGHLIGHT</p> <ul style="list-style-type: none"> • Multi-Techniques 8 Bonder Inside • 30-volume Majicrème Developer <p>LOWLIGHT</p> <ul style="list-style-type: none"> • DIA Richesse 7.32 • 9-volume DIActivateur Developer 	<p>EXAMPLE MID-LENGTH & ENDS</p> <ul style="list-style-type: none"> • 7N Majirel or INOA • 9-volume DIActivateur Developer 		
	TIMING	2-3 hours depending on depth of work required	45-60 minutes	1-2 hours depending on depth of work required and length	60-120 minutes	
		SUGGESTED SERVICE PRICE	<p>BEGINNING AT \$215</p> <p>\$95 Majirel retouch \$60 (2) Effasol treatment \$40 Color match</p>	<p>BEGINNING AT \$180</p> <p>\$95 Retouch \$25 Extra color \$40 DIA colormatch \$20 Powermix</p>	<p>BEGINNING AT \$250</p> <p>\$150 Balayage \$80 (2) Gloss/Lowligh \$20 Powermix</p>	<p>BEGINNING AT \$195</p> <p>\$95 Retouch \$80 (2) Gloss \$20 Powermix</p>

MAKE A COLOR COMEBACK WITH THE STAR PRODUCTS

ENSURE YOU HAVE EVERYTHING YOU NEED TO TACKLE ALL CORRECTIVE SERVICES



“**Multi-Techniques 8 Bonder Inside** is your chance to really protect your client’s hair when painting or correcting something someone has done at home.”

Suzie Bond, Bond Beauty
@suziebond



“You need to create an even canvas before you start your process. This is where **Effasol** comes in. If hairdressers are trying to lighten they might Balayage or foil prior-which is something you absolutely should not do.”

Shelley Mohr, DiPietro Todd Salon
@shelleymohr

VISIT SALONCENTRIC.COM TO SHOP THESE STAR PRODUCTS.

BLOND
Studio
Dio

THE LIGHTENING PORTFOLIO

WITH PURPOSE



SHOP NOW

#blondstudio #lorealproux



BLONDER. FASTER. STRONGER.

WITH MULTI-TECHNIQUES 8 BONDER INSIDE

BOND & LIGHTEN - UP TO 8 LEVELS IN ONE STEP



32 oz.

BLONDER

Neutralizes as it lifts

FASTER

Lightens and protects
in one step

STRONGER

Bonding complex
maintains the integrity
of the hair

TRY IT, LOVE IT



Single use packette
1 oz.



Mini developer
2.5 oz.

SHOP NOW

#blondstudio #lorealprou

DIALIGHT

NEW COOL SHADES

INTRODUCING FOUR COOL SHADES FOR LIGHT AND DARK BASES



7.01/7NB
NATURAL FROST



8.21/8VB
ICY SORBET



10.01/10NB
SOFT FROSTY MILKSHAKE



10.02/10NV
SOFT PEARLY MILKSHAKE

NEW LEVEL 10's

BLONDER

2 New neutralizing level
10's: 10.01, 10.02

FASTER

2-10 minutes to tone

STRONGER

Crème based technology
seals the cuticle and cares
for the hair

SHOP NOW

#diaus #lorealprou

SERIEEXPERT

BACK TO BUSINESS

ESSENTIALS

GUARANTEE YOU'RE STOCKED WITH BACKBAR & IN-SALON TREATMENTS



[SHOP NOW](#)

WHY YOUR BUSINESS NEEDS POWERMIX NOW

- Instant results for all hair types and needs
- Quick service with high concentration of active ingredients
- Increases salon profitability



[LEARN MORE](#)

#serieexpertus #lorealprou

SERIE EXPERT **TECNI
ART.**

KEEP HAIRCARE ROUTINES PROFESSIONAL

ALL TECNI.ART & SERIE EXPERT 10.1 OZ. SHAMPOOS AND 6.7 OZ. CONDITIONERS



SHOP NOW

#serieexpertus #lorealprou

Majirel

IONÈNE G + INCELL®



PALE BLONDE	LIGHT BLONDE	BLONDE	DARK BLONDE	LIGHT BROWN	BROWN	MAJIREL MIX	MAJIROUGE CARMILANE
<input type="checkbox"/> 10/10N P1535201	<input type="checkbox"/> 8/8N P1533701	<input type="checkbox"/> 7/7N P1532901	<input type="checkbox"/> 6/6N P1532001	<input type="checkbox"/> 5/5N P1531301	<input type="checkbox"/> 4/4N P1531001	<input type="checkbox"/> Blue P1304201	<input type="checkbox"/> C4.16/C4BR P1225500
<input type="checkbox"/> 10.01/10NB P1535301	<input type="checkbox"/> 8.01/8NB P1533801	<input type="checkbox"/> 7.01/7NB P1533001	<input type="checkbox"/> 6.01/6NB P1532101	<input type="checkbox"/> 5.015/5NBRv P1403000	<input type="checkbox"/> 4.3/4G P1531100	<input type="checkbox"/> Violet P1304100	<input type="checkbox"/> C4.55/C4RvRv P1226000
<input type="checkbox"/> 10.21/10VB P1535401	<input type="checkbox"/> 8.03/8NG P1535701	<input type="checkbox"/> 7.015/7NBRv P1403100	<input type="checkbox"/> 6.03/6NG P1535501	<input type="checkbox"/> 5.023/5NVG P1403300	<input type="checkbox"/> 4.35/4GRv P1531201	<input type="checkbox"/> Green P1304300	<input type="checkbox"/> C5.20/C5VVV P1225701
<input type="checkbox"/> 10.1/10B P1649700	<input type="checkbox"/> 8.07/8NGr P0626800	<input type="checkbox"/> 7.03/7NG P1535600	<input type="checkbox"/> 6.07/6NGr P1532801	<input type="checkbox"/> 5.07/5NGr P1531900	<input type="checkbox"/> 4.45/4CRv P1531200	<input type="checkbox"/> Copper P0205900	<input type="checkbox"/> C5.60/C5RRR P1075700
VERY LIGHT BLONDE	<input type="checkbox"/> 8.1/8B P1533901	<input type="checkbox"/> 7.035/7NGRv P1403200	<input type="checkbox"/> 6.1/6B P1532201	<input type="checkbox"/> 5.1/5B P1531401	<input type="checkbox"/> C4.55/C4RvRv P1226000	<input type="checkbox"/> Red P0206000	<input type="checkbox"/> C6.46/C6CR P1453100
<input type="checkbox"/> 9/9N P1534501	<input type="checkbox"/> 8.13/8BG P1534001	<input type="checkbox"/> 7.041/7NCB P1345100	<input type="checkbox"/> 6.13/6BG P1453600	<input type="checkbox"/> 5.18/5BM P1164100	<input type="checkbox"/> 4.56/4RvR P1453500		<input type="checkbox"/> C6.64/C6RC P1075500
<input type="checkbox"/> 9.01/9NB P1534601	<input type="checkbox"/> 8.3/8G P1534101	<input type="checkbox"/> 7.1/7B P1533101	<input type="checkbox"/> 6.23/6VG P0047001	<input type="checkbox"/> 5.23/5VG P1676200 HIGH RESIST	<input type="checkbox"/> 4.65/4RRv P1536300		<input type="checkbox"/> C6.66/C6RR P1075600
<input type="checkbox"/> 9.02/9NV P1649800	<input type="checkbox"/> 8.34/8GC P1534301	<input type="checkbox"/> 7.12/7BV P1676301 HIGH RESIST	<input type="checkbox"/> 6.3/6G P1532301	<input type="checkbox"/> 5.3/5G P1531501	<input type="checkbox"/> 4.8/4M P0855200		
<input type="checkbox"/> 9.03/9NG P1453400	<input type="checkbox"/> 8.43/8CG P1534401	<input type="checkbox"/> 7.13/7BG P1533201	<input type="checkbox"/> 6.32/6GV P1501800	<input type="checkbox"/> 5.32/5GV P1453200			
<input type="checkbox"/> 9.1/9B P1534701	<input type="checkbox"/> 8.45/8CRV P1453300	<input type="checkbox"/> 7.18/7BM P1164200	<input type="checkbox"/> 6.34/6GC P1532401	<input type="checkbox"/> 5.35/6GRv P1460301	DARK BROWN		
<input type="checkbox"/> 9.12/9BV P1676400 HIGH RESIST	<input type="checkbox"/> 8.8/8M P0856800	<input type="checkbox"/> 7.23/7VG P0066601	<input type="checkbox"/> 6.35/6GRv P1532500	<input type="checkbox"/> 5.4/5C P1531701	<input type="checkbox"/> 3/3N P1530901		
<input type="checkbox"/> 9.13/9BG P1534801	<input type="checkbox"/> 7.3/7G P1533301	<input type="checkbox"/> 7.3/7G P1533301	<input type="checkbox"/> 6.45/6CRv P1452900	<input type="checkbox"/> 5.5/5Rv P1531800	BLACK		
<input type="checkbox"/> 9.21/9VB P1052000	<input type="checkbox"/> 7.31/7GB P1533401	<input type="checkbox"/> 7.31/7GB P1533401	<input type="checkbox"/> 6.6/6R P1532601	<input type="checkbox"/> 5.6/5R P1530701	<input type="checkbox"/> 1/1N P1530801		
<input type="checkbox"/> 9.22/9VV P1534901	<input type="checkbox"/> 7.35/7GRv P1533500	<input type="checkbox"/> 7.35/7GRv P1533500	<input type="checkbox"/> 6.60/6RRR LUMAX 43010331	<input type="checkbox"/> 5.8/5M P0855601	EXTRA COVERAGE		
<input type="checkbox"/> 9.3/9G P1535001	<input type="checkbox"/> 7.4/7C P1533601	<input type="checkbox"/> 7.4/7C P1533601	<input type="checkbox"/> 6.62/6RV P1532700	<input type="checkbox"/> 5.64/5RC P1536500	<input type="checkbox"/> 4.0/4NN P0048601		
<input type="checkbox"/> 9.31/9GB P1535101	<input type="checkbox"/> 7.40/7CCC RUBILANE P1608100	<input type="checkbox"/> 7.40/7CCC RUBILANE P1608100	<input type="checkbox"/> 6.64/6RC RUBILANE P1608000	<input type="checkbox"/> 5.62/5RV P1536401	<input type="checkbox"/> 5.0/5NN P0048701		
	<input type="checkbox"/> 7.43/7CG P0066701	<input type="checkbox"/> 7.43/7CG P0066701	<input type="checkbox"/> 6.65/6RRv P1536600		<input type="checkbox"/> 6.0/6NN P0048801		
	<input type="checkbox"/> 7.8/7M P0856401	<input type="checkbox"/> 7.8/7M P0856401	<input type="checkbox"/> 6.8/6M P0856000		<input type="checkbox"/> 7.0/7NN P0049001		
					<input type="checkbox"/> 8.0/8NN P0049101		
							NEW MAJIREL COOL INFORCED
							<input type="checkbox"/> CI 4.1 P1907900
							<input type="checkbox"/> CI 5.1 P1908000
							<input type="checkbox"/> CI 6.1 P1908100
							<input type="checkbox"/> CI 7.1 P1908300
							<input type="checkbox"/> CI 8.1 P1908500
							<input type="checkbox"/> CI 9.1 P1908700
							<input type="checkbox"/> CI 10.1 P1907700
							<input type="checkbox"/> CI 6.13 P1908200
							<input type="checkbox"/> CI 7.13 P1908400
							<input type="checkbox"/> CI 8.13 P1908600
							<input type="checkbox"/> CI 9.13 P1908800



HIGH LIFT
<input type="checkbox"/> Ash+ .11/BB P1115901
<input type="checkbox"/> Ash .1/B P1116001
<input type="checkbox"/> Neutral.0/N P1116301
<input type="checkbox"/> Beige .13/BG P1116400
<input type="checkbox"/> Violet .2/V P1116201
MAJIBLOND ULTRA
<input type="checkbox"/> 901 S NB P1536201
<input type="checkbox"/> 900S NN P1536101

Majirel GLOW



CLEAR	LIGHT COLLECTION FOR BASES 6-10	DARK COLLECTION FOR BASES 1-5
<input type="checkbox"/> CLEAR P1782100	<input type="checkbox"/> .11/BB P1781600	<input type="checkbox"/> .11/BB P1625401
	<input type="checkbox"/> .12/BV P1782300	<input type="checkbox"/> .12/BV P1781900
	<input type="checkbox"/> .13/BG P1781700	<input type="checkbox"/> .13/BG P1625501
	<input type="checkbox"/> .21/VB P1781800	<input type="checkbox"/> .20/VVV P1782000
	<input type="checkbox"/> .22/VV P1782400	<input type="checkbox"/> .17/BGr P1782200
	<input type="checkbox"/> .01/NB P1816900	<input type="checkbox"/> .01/NB P1817500
	<input type="checkbox"/> .10/BBB P1817000	<input type="checkbox"/> .22/VV P1817400
	<input type="checkbox"/> .02/NV P1816800	<input type="checkbox"/> .21/VB P1817300
	<input type="checkbox"/> .18/BM P1816700	
	<input type="checkbox"/> .28/VM P1817200	

Majirel COOL COVER



<input type="checkbox"/> CC 6.17/6BGr P1021900	<input type="checkbox"/> CC 5.1/5B P0963800	<input type="checkbox"/> CC 3/3N P1769000	<input type="checkbox"/> CC 9/9N P1021000
<input type="checkbox"/> CC 7.17/7BGr P1022000	<input type="checkbox"/> CC 6.1/6B P0964100	<input type="checkbox"/> CC 4/4N P0963500	<input type="checkbox"/> CC 10/10N P1768900
<input type="checkbox"/> CC 6.11/6BB P1021500	<input type="checkbox"/> CC 7.1/7B P0964400	<input type="checkbox"/> CC 5/5N P0048701	<input type="checkbox"/> CC 5.3/5G P0963900
<input type="checkbox"/> CC 7.11/7BB P1021600	<input type="checkbox"/> CC 8.1/8B P1020800	<input type="checkbox"/> CC 6/6N P0048801	<input type="checkbox"/> CC 6.3/6G P0964200
<input type="checkbox"/> CC 8.11/8BB P1021700	<input type="checkbox"/> CC 9.1/9B P1021100	<input type="checkbox"/> CC 7/7N P0049001	<input type="checkbox"/> CC 7.3/7G P0964500
<input type="checkbox"/> CC 9.11/9BB P1021800	<input type="checkbox"/> CC 10.1/10B P1769100	<input type="checkbox"/> CC 8/8N P0049101	



MAJICRÈME 33.8 OZ.

<input type="checkbox"/> 12.5-vol. P1901900	NEW
<input type="checkbox"/> 20-vol. P1537100	
<input type="checkbox"/> 30-vol. P1537200	
<input type="checkbox"/> 40-vol. P1537300	

LUO COLOR



<input type="checkbox"/> 10/10N P1524800	<input type="checkbox"/> 5/5N 40071031
<input type="checkbox"/> 9/9N P1525400	<input type="checkbox"/> 4/4N P1525300
<input type="checkbox"/> 9.1/9B P1524600	<input type="checkbox"/> 4.65/4RRv 40071191
<input type="checkbox"/> 8/8N P1525500	PASTELS
<input type="checkbox"/> 7/7N P1525600	<input type="checkbox"/> P01/NB P0056800
<input type="checkbox"/> 7.1/7B P1524700	<input type="checkbox"/> P02/NV P1524900
<input type="checkbox"/> 6/6N P1525100	<input type="checkbox"/> P0/N P1525000



LUO DEVELOPER
33.8 FL.OZ.
 25-vol.
P1537000



LUO SHAMPOO
50.7 FL.OZ.
 40234133

INOA™



CLEAR

CLEAR
P0981500

PALE BLONDE

10/10N
P0541800

10.01/10NB
P0708100

10.1/10B
P0544000

10.23/10VG
P1296400
High Resist

VERY LIGHT BLONDE

9/9N
P0541100

9.0/9NN
P1018500

9.01/9NB
P0708200

9.04/9NC
P0981300

9.1/9B
P0583300

9.11/9BB
P1029200

9.12/9BV
P1296700
High Resist

9.13/9BG
P0544300

9.3/9G
P1018300
Gold Naturals

LIGHT BLONDE

8/8N
P0540900

8.0/8NN
P1018400

8.1/8B
P0543200

8.13/8BG
P0583000

8.21/8VB
P1296500
HIGH RESIS

8.3/8G
P0541700

8.3/8G
P1018200
Gold Naturals

8.31/8GB
P0544600

8.34/8GC
P0543400

BLONDE

7/7N
P0540800

7.0/7NN
P0708400

7.07/7NGr
P0890000

7.1/7B
P0543800

7.13/7BG
P0543100

7.11/7BB
P1363500
High Resist

7.17/6BGr
P1029000

7.23/7VG
P0543700

7.3/7G
P0541400

7.3/7G
P1018100
Gold Naturals

7.31/7GB
P0542800

7.34/7GC
P0583400

7.35/7GRv
P0543300

7.4/7C
P0981200

7.43/7CG
P0543000

7.44/7CC
P0755800

7.8/7M
P0862000

DARK BLONDE

6/6N
P0540600

6.0/6NN
P0708300

6.07/6NGr
P0755700

6.1/6B
P0542700

6.11/6BB
P0861300

6.13/6BG
P0584700s

6.15/6BRv
P0708600

6.17/6BGr
P1028800

6.23/6VG
P0542500

6.3/6G
P0541300

6.3/6G
P1018000
Gold Naturals

6.31/6GB
P0861400

6.32/6GV
P0542100

6.34/6GC
P0542300

6.45/6CRv
P0542900

6.46/6CR
P0584700

6.8/6M
P0861900

REDS

4.56/4RvR
P1362800
High Resist

5.5/5Rv
P1362700
High Resist

5.56/5RvR
P1362900
High Resist

5.60/5RRR
P0755500
DM5

5.62/5RV
P0544900

6.66
P0938100

LIGHT BROWN

5/5N
P0540700

5.0/5NN
P0712600

5.1/5B
P0709100

5.11/5BB
P1665000

5.12/5BV
P1362600
High Resist

5.13/5BG
P1665100

5.15/5BRv
P1362500
High Resist

5.17/5BGr
P0583800

5.3/5G
P0541500

5.3/5G
P1017900
Gold Naturals

5.32/5GV
P0542600

5.35/5GRv
P0542000

5.4/5C
P0543500

5.45/5CRv
P0583100

5.8/5M
P0861800

BROWN

4/4N
P0541000

4.0/4NN
P0712500

4.15/4BRv
P0541900

4.20/4VVV
P0544400

4.3/4G
P0542200

DARK BROWN

3/3N
P0541200

3.0/3NN
P0712400

DARKEST BROWN

2.10/2BBB
P0584800

BLACK

1/1N
P0541600

INOA Carmilane™



INOA CARMILANE

C5.6/C5R
P0937900

C5.62/C5RV
P0946400

C6.64/C6RC
P0938000

C6.66/C6RR
P0938100



RICH DEVELOPERS 32.0 FL.OZ.

10-vol.
P0610800

20-vol.
P0610600

30-vol.
P0968100



INOA POST SHAMPOO 50.7 FL.OZ.

40335672

HAIR touch up



SHADES

DARK BROWN/BLACK
P1343800

BROWN
P1343900

WARM BROWN
P1524100

LIGHT BROWN
P1344000

BLONDE/DARK BLONDE
P1344100

LIGHT WARM BLONDE
P1524000

AUBURN
P1344200

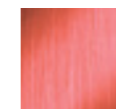
#COLORFUL HAIR

SEMI PERMANENT HAIRCOLOR

10 True-to-tone shades and 1 Clear for unlimited possibilities



PINK SORBET
E2540200



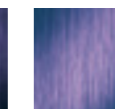
SUNSET CORAL
E2540400



HYPNOTIC MAGENTA
E2540100



ELECTRIC VIOLET
E2540300



SUGAR LILAC
E2723000



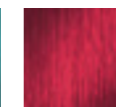
TWINKLE FUSCHIA
E2722600



NAVY BLUE
E2539900



CARIBBEAN BLUE
E2540600



RED LIPSTICK
E2637500



YELLOW SUN
E2637100



CRYSTAL CLEAR
E2540500

DIARICHESSE



CLEAR	BLONDE	DARK BLONDE	REDS	LIGHT BROWN	BROWN	DARKEST BROWN
<input type="checkbox"/> CLEAR P0582000	<input type="checkbox"/> 7/7N P0581500	<input type="checkbox"/> 6/6N P0581100	<input type="checkbox"/> 4.62/4RV P0580301	<input type="checkbox"/> 5/5N P0580400	<input type="checkbox"/> 4/4N P0580000	<input type="checkbox"/> 2.10/2BBB P0640901
VERY LIGHT BLONDE	<input type="checkbox"/> 7.01/7NB P0639801	<input type="checkbox"/> 6.01/6NB P0640000	<input type="checkbox"/> 5.5/5Rv P0743901	<input type="checkbox"/> 5.01/5NB P0742500	<input type="checkbox"/> 4.01/4NB P0639900	BLACK
<input type="checkbox"/> 9/9N P0742401	<input type="checkbox"/> 7.13/7BG P0640601	<input type="checkbox"/> 6.02/6NV P0641400	<input type="checkbox"/> 5.54/5RvC P0743900	<input type="checkbox"/> 5.07/5NGr P0891501	<input type="checkbox"/> 4.15/4BRv P0580100	<input type="checkbox"/> 1/1N P0579801
<input type="checkbox"/> 9.01/9NB P1477901	<input type="checkbox"/> 7.14/7BC P0743001	<input type="checkbox"/> 6.12/6BV P0641300	<input type="checkbox"/> 5.60/5RRR P0826701	<input type="checkbox"/> 5.12/5BV P0641201	<input type="checkbox"/> 4.20/4VvV P0580201	
<input type="checkbox"/> 9.02/9NV P1478001	<input type="checkbox"/> 7.23/7VG P0640500	<input type="checkbox"/> 6.13/6BG P0581200	<input type="checkbox"/> 5.65/5RRv P0891201	<input type="checkbox"/> 5.13/5BG P0580501	<input type="checkbox"/> 4.26/4VR P0743700	
<input type="checkbox"/> 9.11/9BB P0742601	<input type="checkbox"/> 7.30/7GGG P0581600	<input type="checkbox"/> 6.23/6VG P0641100	<input type="checkbox"/> 6.55/6RvRv P0891300	<input type="checkbox"/> 5.15/5BRv P0580601	<input type="checkbox"/> 4.3/4G P0996701	
<input type="checkbox"/> 9.13/9BG P0743201	<input type="checkbox"/> 7.31/7GB P0581701	<input type="checkbox"/> 6.3/6C P0742701	<input type="checkbox"/> 6.64/6RC P0826601	<input type="checkbox"/> 5.3/5G P0742801	<input type="checkbox"/> 4.8/4M P0890501	
<input type="checkbox"/> 9.3/9G P0996801	<input type="checkbox"/> 7.32/7GV P0640301	<input type="checkbox"/> 6.31/6GB P0891701		<input type="checkbox"/> 5.31/5GB P0580800	DARK BROWN	
<input type="checkbox"/> 9.31/9GB P0640101	<input type="checkbox"/> 7.34/7GC P1024001	<input type="checkbox"/> 6.34/6GC P0581301		<input type="checkbox"/> 5.32/SGV P0580901	<input type="checkbox"/> 3/3N P0579900	
LIGHT BLONDE	<input type="checkbox"/> 7.35/7GRv P0743101	<input type="checkbox"/> 6.35/6GRv P0581401		<input type="checkbox"/> 5.35/5GRv P0640801	<input type="checkbox"/> 3.00/3NN P0639701	
<input type="checkbox"/> 8/8N P0581801	<input type="checkbox"/> 7.40/7CCC P1024101	<input type="checkbox"/> 6.4/6C P0890901		<input type="checkbox"/> 5.8/5M P0890600		
<input type="checkbox"/> 8.02/8NV P0640200	<input type="checkbox"/> 7.43/7CG P0891101	<input type="checkbox"/> 6.45/6CRv P0744000				
<input type="checkbox"/> 8.13/8BG P0743300	<input type="checkbox"/> 7.8/7M P0890801	<input type="checkbox"/> 6.8/6M P0890701				
<input type="checkbox"/> 8.3/8G P0742901						
<input type="checkbox"/> 8.31/8GB P0581901						
<input type="checkbox"/> 8.34/8GC P1190901						

DIARICHESSE
METALS

.11
P1630400

.24
P1630500

BLOND STUDIO YOUR ULTIMATE TOOL BOX



OIL	CREAM	POWDER	BALAYAGE ARTIST TOOLKIT
<input type="checkbox"/> Sunkissed Lightening Oil 33.8 fl.oz. U1800600	<input type="checkbox"/> Majimèches Highlighting Cream 2.1 oz. P1176000	<input type="checkbox"/> Blond Studio 9 Powder 17.6 oz. P1905401	<input type="checkbox"/> New Specialized Balayage toolkit containing: 2 brushes 2 planchettes 1 wisk Set of 5 clips U1863900
<input type="checkbox"/> Platinum Plus (Store Only) 17.6 oz. E1474901	<input type="checkbox"/> Majimèches Accelerator Packettes 6 x 1.0 oz. E1476501	<input type="checkbox"/> Freehand Techniques Powder 14.1 oz. P1907500	
<input type="checkbox"/> Platinum Ammonia-Free 17.6 oz. E1475101		<input type="checkbox"/> Multi-Techniques Powder 32 oz. P1175800	
		<input type="checkbox"/> Freehand Techniques Powder 12.3 oz. U2806500	
			BALAYAGE BRUSHES
			<input type="checkbox"/> Medium U2746900
			<input type="checkbox"/> Large U2747300

DIALIGHT



CLEAR	VERY LIGHT BLONDE	LIGHT BLONDE	BLONDE	DARK BLONDE	LIGHT BROWN	BROWN
<input type="checkbox"/> CLEAR P0587000	<input type="checkbox"/> 9.01/9NB P0586600	<input type="checkbox"/> 8/8N P0586300	<input type="checkbox"/> 7/7N P0641700	<input type="checkbox"/> 6/6N P0585700	<input type="checkbox"/> 5/5N P0641600	<input type="checkbox"/> 4/4N P0584900
PALE BLONDE	<input type="checkbox"/> 9.1/9B P1650100	<input type="checkbox"/> 8.1/8B P0997000	<input type="checkbox"/> 7.01/7NB NEW P1972200	<input type="checkbox"/> 6.1/6B P0997100	<input type="checkbox"/> 5.1/5B P0891900	
<input type="checkbox"/> 10.01/10NB NEW P1971700	<input type="checkbox"/> 9.02/9NV P0586700	<input type="checkbox"/> 8.21/8VB NEW P1972100	<input type="checkbox"/> 7.12/7BV P0826900	<input type="checkbox"/> 6.11/6BB P1770300	<input type="checkbox"/> 5.07/5NGr P0744200	
<input type="checkbox"/> 10.02/10NV NEW P1971800	<input type="checkbox"/> 9.03/9NG P0586800	<input type="checkbox"/> 8.23/8VG P0892400	<input type="checkbox"/> 7.13/7BG P0996900	<input type="checkbox"/> 6.13/6BG P0585800	<input type="checkbox"/> 5.31/5GB P0585401	
<input type="checkbox"/> 10.12/10BV P0641800	<input type="checkbox"/> 9.11/9BB P0744300	<input type="checkbox"/> 8.3/8G P0586400	<input type="checkbox"/> 7.31/7GB P0586100	<input type="checkbox"/> 6.23/6VG P0892300	<input type="checkbox"/> 5.32/5GV P0892200	
<input type="checkbox"/> 10.13/10BG P0641900	<input type="checkbox"/> 9.12/9BV P0826800	<input type="checkbox"/> 8.34/8GC P0586500	<input type="checkbox"/> 7.4/7C P0827000	<input type="checkbox"/> 6.3/6G P0585900	<input type="checkbox"/> 5.4/5C* P1024200	
<input type="checkbox"/> 10.21/10VB P0827200	<input type="checkbox"/> 9.13/9BG P0586900		<input type="checkbox"/> 7.40/7CCC P0744600	<input type="checkbox"/> 6.34/6GC P0586001		
<input type="checkbox"/> 10.22/10VV P1171000	<input type="checkbox"/> 9.21/9VB P1650200		<input type="checkbox"/> 7.43/7CG P0586200	<input type="checkbox"/> 6.45/6CRv P0892000		
<input type="checkbox"/> 10.23/10VG P1650300	<input type="checkbox"/> 9.3/9G P0585200		<input type="checkbox"/> 7.8/7M P1158700	<input type="checkbox"/> 6.46/6CR* P1024400		
<input type="checkbox"/> 10.32/10GV P0744400	<input type="checkbox"/> 9.31/9GB P1403400					
				REDS		
				<input type="checkbox"/> 6.64/6RC P0827100		
				<input type="checkbox"/> 5.54/5RvC P0827500		
				<input type="checkbox"/> 5.66/5RR P0585600		



DIACIVATEUR
33.8 FL.OZ.

6-vol.
P0591700

9-vol.
P0591800

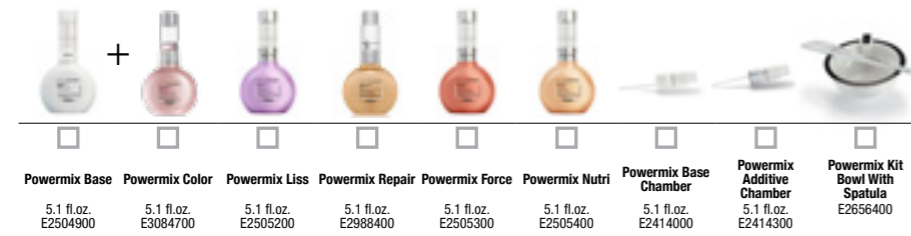
15-vol.
P0591900

DIALIGHT MILKSHAKES

<input type="checkbox"/> 9.01/9NB	<input type="checkbox"/> 9.12/9BV	<input type="checkbox"/> 10.13/10BG
<input type="checkbox"/> 9.1/9B	<input type="checkbox"/> 9.21/9VB	<input type="checkbox"/> 10.21/10VB
<input type="checkbox"/> 9.02/9NV	<input type="checkbox"/> 10.01/10NB	<input type="checkbox"/> 10.22/10VV
<input type="checkbox"/> 9.03/9NG	<input type="checkbox"/> 10.02/10NV	<input type="checkbox"/> 10.23/10VG
<input type="checkbox"/> 9.11/9BB	<input type="checkbox"/> 10.12/10BV	<input type="checkbox"/> 10.32/10GV

SERIE EXPERT

Powermix Treatments for all hair types - 30 applications per bottle



Vitamino Color For Color-Treated Hair



Blondifier For Blonde Hair



Silver For Grey, White Hair



Absolut Repair For Damaged Hair



Nutrifier For Dry Hair



NEW Pro Longer For longer, thicker hair



Inforcer For Breakage-Prone Hair



Volumetry For Fine Hair



Liss Unlimited For Coarse or Unruly Hair



Accessories



TECNI ART.

HOLD



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

TEXTURE



<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Next Day Hair	Morning After Dust	Architecture	Web	Fix Polish
6.8 oz. P1053301	6.76 oz. E2907800	1.7 oz. P1053504	5.1 oz. E2906400	2.5 oz. E2908500

MYTHIC OIL

AT-HOME



<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shampoo	Masque	Shampoo	Masque	Creme Universelle	Huile Originale	Huile Radiance
8.45 fl.oz. E1860600	6.7 fl.oz. E1859801	8.45 fl.oz. E1860000	6.7 fl.oz. E1860500	5.0 fl.oz. E1977300	3.4 fl.oz. E2505600	3.4 fl.oz. E2505700

VOLUME



<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Volume Envy Extra	Densité	Super Dust
8.2 oz. E2909300	4.2 fl.oz. P1053901	0.25 oz. E2907300

TRANSFORMERS



<input type="checkbox"/>	<input type="checkbox"/>
Transformer Lotion	Transformer Gel
5.1 fl.oz. E2909000	5.1 fl.oz. E2908700

SMOOTH



<input type="checkbox"/>	<input type="checkbox"/>
Liss Control	Liss Control +
5.0 oz. E2906200	1.69 oz. E2906300

CURL



<input type="checkbox"/>	<input type="checkbox"/>
Bouncy & Tender	Siren Waves
5.0 fl.oz. E2906000	5.0 oz. E2906100

HOMME



<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strong	Sculpte	Mat	Clay	Poker Paste
5.0 fl.oz. E0975000	5.0 fl.oz. E1599101	2.7 fl.oz. E1599600	1.7 fl.oz. E1601200	2.6 oz. U2835700



RETAIL TRAVEL SIZES

SERIE EXPERT

Absolut Repair



Shampoo Resurfacing Golden Mask REPAIR 10 IN 1
 3.4 fl.oz. E2988500 2.55 fl.oz. E2989400 1.5 fl.oz. E2989600

Inforcer



Shampoo Masque
 3.4 fl.oz. E2547500 2.5 fl.oz. E2547600

Blondifier



Shampoo Masque
 3.4 fl.oz. E2799100 2.5 fl.oz. E2799400

Silver



Shampoo
 3.4 fl.oz. E2547901

Vitamo Color



Shampoo Conditioner Masque COLOR 10 IN 1
 3.4 fl.oz. E3083900 3.4 fl.oz. E3084000 2.5 fl.oz. E3084100 1.5 fl.oz. E3084200



Extreme Laquer Next Day Hair
 2.1 oz. P1106101 2.1oz. P1053401



Thick Hair



Shampoo Masque
 2.50 fl.oz. E2507400 2.50 fl.oz. E2507600

Normal to Fine Hair



Shampoo Masque
 2.50 fl.oz. E2507300 2.50 fl.oz. E2507500

Oils and Leave-ins



Crème Universelle Huile Radiance
 1.69 fl.oz. E2529100 1.01 fl.oz. E2505700



ACCESSORIES

DIA ACCESSORIES

- DIA HOLSTER (TOOL BELT)
E0305900

BALAYAGE ACCESSORIES

- BALAYAGE COMPLETE ARTIST KIT
(includes all the accessories below in a durable carryall case)
U1863900
- BALAYAGE KIT LARGE PLANCHETTE
U1863500
- BALAYAGE KIT SMALL PLANCHETTE
U1863600

LIGHTENER ACCESSORIES

- LIGHTENER SMALL PLANCHETTE
40703764
- LIGHTENER MEDIUM PLANCHETTE
E9845200

MÈCHES

- EASI-MÈCHES LONG
40703764
- QUICK-MÈCHES LONG
40700052
- SWEET MÈCHES
E1980400
- ALUMINUM FOIL
P2009400

L'ORÉAL PROFESSIONNEL BRANDED ACCESSORIES

- APRON
40703772
- APPLICATOR BOTTLE
40702444
- BOWL
E2492000
- MINI HAIRCOLOR BRUSH
40702729
- SMALL HAIRCOLOR BRUSH
40702728
- CAPE
40703771
- COLOR RACK
For use with INOA, Majirel, DIA & LUO, each rack holds 18-21 tubes
U0841800
- COLOR WHISK
40701660
- SHAKER
U2127500
- DIGITAL TIMER
U1395400
- TUBE KEY
40703163
- GRIP CLIPS
(set of 4)
U2747100

SERIE EXPERT ACCESSORIES

- BACKBAR SHAMPOO PUMP
E1599400
- BACKBAR CONDITIONER PUMP
E0519700
- POWERMIX BASE CHAMBER
E2414000
- POWERMIX BOWL & SPATULA
E2414300
- POWERMIX ADDITIVE CHAMBER
E2414300



Majirel

IONÈNE G + INCELL



- LP MJ MAJIREL ABSOLU 6
43004801
- LP MJ MAJIREL ABSOLU 7
43006701
- LP MJ MAJIREL ABSOLU 5
43002901
- LP MJ MAJIREL ABSOLU 8
43008301
- LP MJ MAJIREL SUPERIOR COVERAGE 6.0
P0048800
- LP MJ MAJIREL SUPERIOR COVERAGE 7.0
P0049000
- LP MJ MAJIREL SUPERIOR COVERAGE 5.0
P0048700
- LP MJ MAJIREL ABSOLU 9
43009101
- LP MJ MAJIREL ABSOLU 4
P1531000
- LP MJ MAJIREL SUPERIOR COVERAGE 8.0
P0049100

Majirel COOL COVER



- LP MJ COOL COVERAGE 6
P0964000
- LP MJ COOL COVERAGE 7
P0964300
- LP MJ COOL COVERAGE 5
P0963700
- LP MJ COOL COVER 8
P1020700
- LP MJ COOL COVERAGE 7.1
P0964400
- LP MJ COOL COVERAGE 4
P0963500
- LP MJ COOL COVERAGE 6.1
P0964100
- LP MJ COOL COVER 8.11
P1021700
- LP MJ COOL COVER 7.11
P1021600
- LP MJ COOL COVERAGE 5.1
P0963800

INOA™



- LP INOA 2P 6
P0540600
- LP INOA 2P 7
P0540800
- LP INOA 2P 5
P0540700
- LP INOA 2P 8
P0540900
- LP INOA 2P 6.0
P0540600
- LP INOA 2P 7.0
P0708400
- LP INOA 2P 4
P0541000
- LP INOA 2P 5
P0712600
- LP INOA 2P 9
P0541100
- LP INOA 2P 8.0
P0540900

DIA LIGHT



- DIA LIGHT CLEAR
P0587000
- DIA LIGHT 10.12 (MILKSHAKE)
P0641800
- DIA LIGHT 9.01 (MILKSHAKE)
P0586600
- DIA LIGHT 10.21 (MILKSHAKE)
P0827200
- DIA LIGHT 9.12 (MILKSHAKE)
P0826800
- DIA LIGHT 9.11 (MILKSHAKE)
P0744300
- DIA LIGHT 8
P0586300
- DIA LIGHT 10.13 (MILKSHAKE)
P0641900
- DIA LIGHT 9.02 (MILKSHAKE)
P0586700
- DIA LIGHT 9.13
P0586900

TOP RETAIL MUST-HAVES



**Color
10-in-1**
6.4 fl.oz.
E3083500



**Vitamino Color
Shampoo**
16.9 fl.oz.
E3082800



**Repair
10-in-1**
6.4 fl.oz.
E2989500



**Absolut Repair
Instant Masque**
8.4 fl.oz.
E2987400



**Blondifier
Shampoo**
16.9 fl.oz.
E2740700



**Volumetry
Root Spray**
4.2 fl. oz.
E2363401



**Mythic Oil
Originale**
3.4 fl.oz.
E2505600



Next Day Hair
6.8 oz
P1053301



Infinium 4
10.2 oz
P1054201



**Morning After
Dust**
6.8 oz.
E2907800

SERIE EXPERT POWERMIX



**POWERMIX
REPAIR**
5.1 fl.oz.
E2988400



**POWERMIX
NUTRI**
5.1 fl.oz.
E2505400



**POWERMIX
COLOR**
5.1 fl.oz.
E3084700



**POWERMIX
LISS**
5.1 fl.oz.
E2505200



**POWERMIX
FORCE**
5.1 fl.oz.
E2505300



**POWERMIX
BASE**
5.1 fl.oz.
E2504900