

L'ORÉAL  
PROFESSIONNEL  
PARIS



MARCH 2020

UNIQUE  
ART

# Majirel

IONÈNE G+INCELL®

## NEW PACK DESIGN EASY TO READ, EASY TO USE

1

**EASIER TO SHOP**  
COLOR CODED PACK  
BY COLOR FAMILY

SHADE NUMBER PRINTED  
ON FRONT OF CARTON

2

**MORE SUSTAINABLE**  
NEW 100% RECYCLED CAP  
SAVING 7 TONS OF PLASTIC  
EACH YEAR

NO FORMULA  
CHANGES





# Majirel

IONÈNE G+INCELL®

- TRUE-TO-TONE, LONG-LASTING COLOR WITH UP TO 100% GREY COVERAGE
- PREDICTABLE, PRECISE RESULTS
- +45% MORE CONDITIONED HAIR WITH MAJIREL\*\*

# Majirel

IONÈNE G + INCELL®

## MAJIREL HAS COOLED DOWN

WITH 11 NEW COOL INFORCED SHADES  
IN THE SAME ICONIC MAJIREL FORMULA

- BOOSTED WITH COOL REFLECTS
- UP TO 6 WEEKS NEUTRALIZATION\*
- ANTI-BRASSINESS EFFECT

Use alone or mix with Majirel Classic shades  
*Same mixing guidelines as Majirel Classic*



Look for the  
**CI LASER MARKING**  
on front of pack

Look for the **DARK BLUE  
COOL INFORCED**  
shade labels

Majirel  
**8.1  
8B**  
COOL  
INFORCED

\*Instrumental test

#lorealprou #majirelus

# NEW! MAJIREL SHADES FOR ULTIMATE COOLNESS

The new cool palette for neutralization & anti-brassiness color up to 6 weeks.\*



## WHITE COVERAGE

Over 50% white: 1/2 tube of the desired Majirel shade + 1/2 tube of the corresponding level Natural shade (N)

Under 50% white: Choose the client's desired Majirel shade

UP TO  
**3 LEVELS**  
OF LIFT

**1:1.5**  
MIXING RATIO

**20- OR 30-VOLUME**

MAJICRÉME DEVELOPER OPTIONS

Use alone or mix with Majirel Classic shades

*Same mixing guidelines as Majirel Classic*

\*Instrumental Test

#lorealprou #majirelus



FIND ALL MAJIREL COOL INFORCED SHADES  
ON STYLE MY HAIR PRO APP!

Available for download on



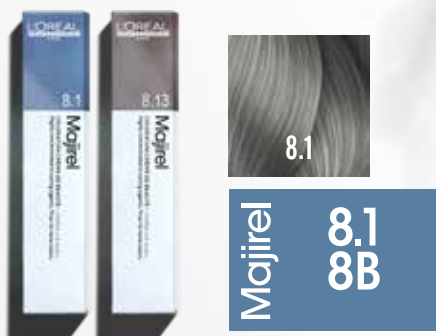
# CHOOSE YOUR COOL PALETTE

## MAJIREL

### CLASSIC

True-to-tone, long-lasting color

CLIENT: Current Majirel Client



### COOL INFORCED

True-to-tone, long-lasting color boosted in cool reflects for optimal neutralization

CLIENT: Majirel client seeking a cooler result without the deep opacity of Majirel Cool Cover



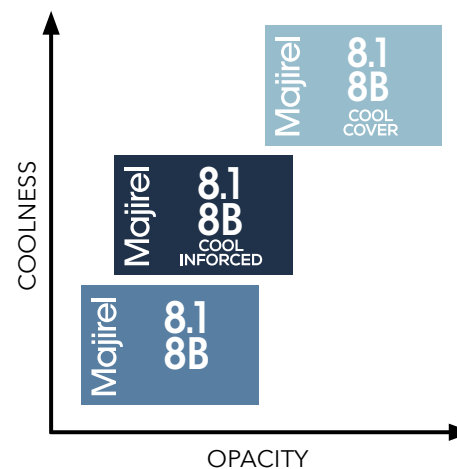
## SPECIAL TECHNOLOGY: MAJIREL COOL COVER

Intense cool reflects for extreme cool coverage and perfect neutralization of warm tones

CLIENT: Resistant grey client who desires long-lasting coolness, deep opacity and neutralization



## COLOR POSITIONING



# DISCOVER HOW OUR ARTISTS ARE USING MAJIREL COOL INFORCED

## SMOKY ASH BRUNETTE



BEFORE

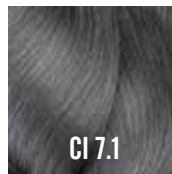


AFTER

BY MIN KIM @MINKIMCOLORIST



CI 5.1



CI 7.1

### REGROWTH

Majirel 5.1/5B Cool Inforced with 20-vol. Majicrème Developer

### MID-LENGTHS AND ENDS

Majirel 5.1/5B Cool Inforced with 20-vol. Majicrème Developer  
Majirel 7.1/7B Cool Inforced with 30-vol. Majicrème Developer

## SANDY GOLDEN BLONDE

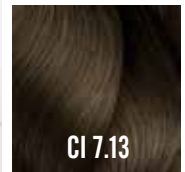


BEFORE

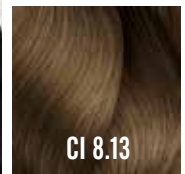


AFTER

BY CHARLOTTE CATHERIN @CHARLOTTE\_CATHERIN



CI 7.13



CI 8.13

### REGROWTH

Majirel 7.13/7BG Cool Inforced with 20-vol. Majicrème Developer

### MID-LENGTHS AND ENDS

Majirel 8.13/BG with 20-vol. Majicreme Developer  
Blond Studio 9 with 20-vol. Blond Studio 9 Oil Developer

Discover all Step-By-Steps and even more technical information at [prouslorealprofessionnel.com](https://prouslorealprofessionnel.com)



# SHOW AND TELL!

## HEAR WHAT HAIRDRESSERS ARE SAYING ABOUT MAJIREL COOL INFORCED...

"Majirel Cool Inforced is perfect for first-time permanent color clients since it gives cool, natural results. You can use the .1 Shades for extra cool reflects and the .13 For more neutral cool reflects. A modern taste of color, it really responds to what women want today."

**MIN KIM**

L'ORÉAL PROFESSIONNEL ARTIST

"I love using Majirel Cool Inforced on my younger clients who want that trendy, cool result but don't need the deep, opaque coverage that comes with Majirel Cool Cover."

L'ORÉAL PROFESSIONNEL HAIRDRESSER

"I love mixing the Cool Inforced shades with the Majirel Classic shades to neutralize and cool down without deepening the level."

L'ORÉAL PROFESSIONNEL HAIRDRESSER





# BECOME A MAJIREL MAVEN

## GET CREATIVE WITH YOUR HAIR COLOR SERVICES USING THESE ACCESSIBLE DIGITAL TOOLS



### ACCESS

Get to know our permanent color line or brush up product knowledge and get immediate access to online education on haircolor and more!

Visit  
[www.lorealaccess.com](http://www.lorealaccess.com) then select US



### PRO SITE

Learn formulas and processes behind some of our top colorists' permanent services

Visit  
[www.us.lorealprofessionnel.com/](http://www.us.lorealprofessionnel.com/)



### STYLE MY HAIR PRO APP

Use as your Majirel swatchbook, learn the latest shades and transform any hair color consultation with the Style My Hair Pro App

Available for download



### YOUTUBE

Sound on! Watch our artists in action as they share their tips and tricks using Majirel.

Visit  
[www.youtube.com/lorealprou](http://www.youtube.com/lorealprou)



✓ Joined

### LP Groupies

Group • 5.8K members

An unofficial and unaffiliated group of stylists and Artists to share our love of the brand and our industry. Only for...



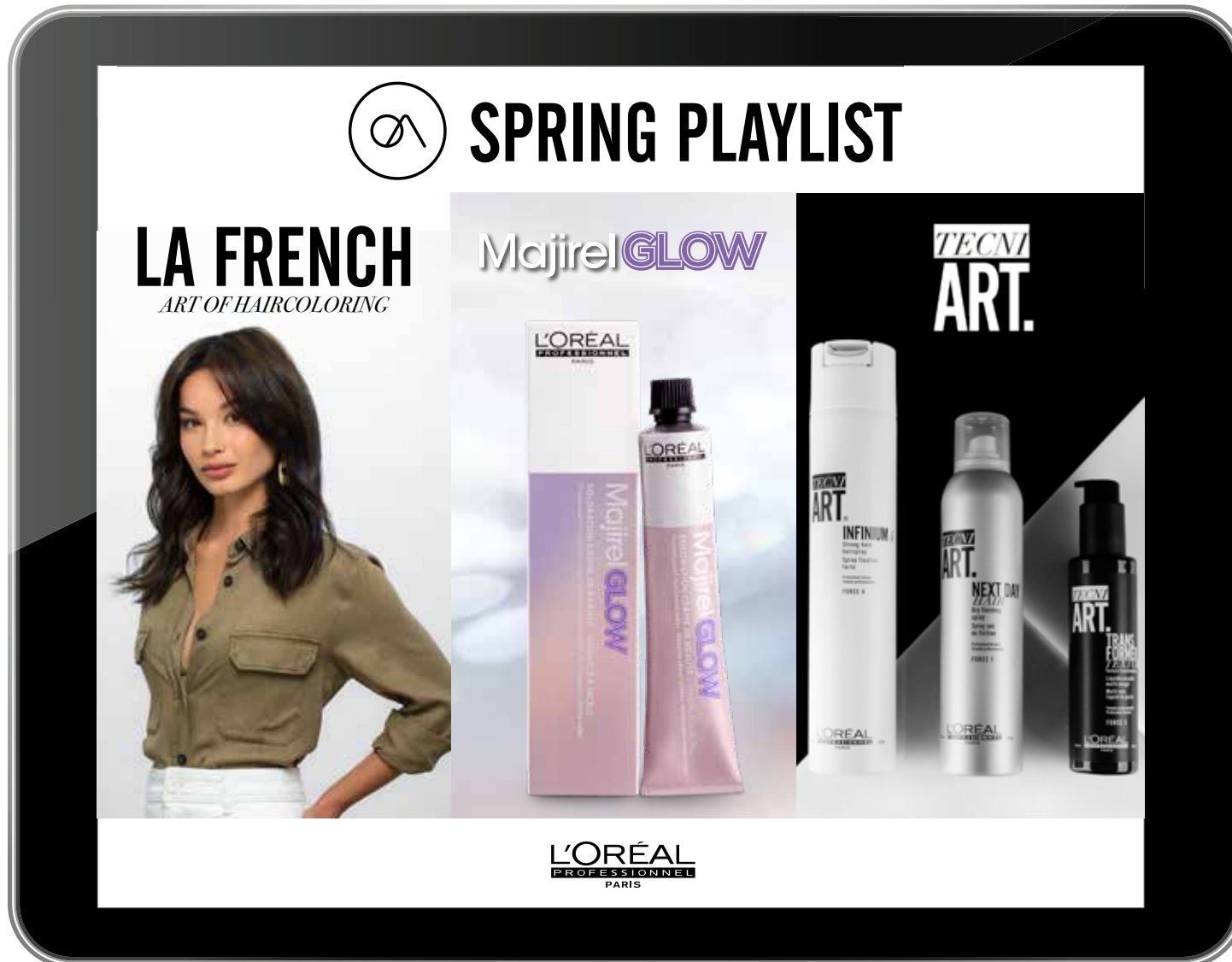
### LP GROUPIES

Created by hairdressers for hairdressers, this Facebook group allows you to get peer to peer recommendations, tips on products, and even help with formulations with formulations and so much more.

Search for "LP Groupies" in Facebook or visit:  
[www.facebook.com/groups/294979440888928/](http://www.facebook.com/groups/294979440888928/)

# L'ORÉAL PROFESSIONNEL SPRING PLAYLIST FOR ACCESS

INVEST IN YOURSELF! Log onto ACCESS and register for these E-learnings in the Connect to Your Brands section. Upscale your skills to give your clients a new spring color.



The graphic is framed to look like a tablet. At the top center is the L'Oréal logo (a stylized 'L' and 'O' in a circle) followed by the text "SPRING PLAYLIST". Below this, the content is divided into three vertical sections. The left section features the text "LA FRENCH" in large bold letters, with "ART OF HAIRCOLORING" in smaller letters underneath. Below the text is a photograph of a woman with long, dark, wavy hair, wearing a light-colored button-down shirt and white pants. The middle section is titled "Majirel GLOW" in a purple and white font. It shows a box and a tube of the product. The right section is titled "TECNI ART." in white on a black background. It displays three products: a white spray bottle labeled "INFINIUM", a silver spray bottle labeled "NEXT DAY", and a black spray bottle labeled "TRANSFORM". At the bottom center of the graphic is the L'Oréal Professionnel Paris logo.

# THE DEDICATED FOILS

## WHY DO I NEED THEM?

Blond Studio 9 is optimized to be partnered with these foils for all enclosed techniques.

Without the use of these foils, we cannot verify the quality of the results.



## NO SURPRISES

THESE FOILS CONTROL THE POWER OF THE 9-LEVEL POWDER. WHILE TRADITIONAL FOILS ARE BUILT TO TRAP IN HEAT, THESE FOILS ALLOW THE RIGHT AMOUNT TO ESCAPE, RESULTING IN A QUICK & EVEN LIFT.

## THE RIGHT SHAPE & SIZE

THESE FOILS WERE CREATED WITH THE CORRECT THICKNESS AND COMPOSITION TO MEET THE L'ORÉAL PROFESSIONNEL STANDARD.

# LIFT HER HIGHER WITH **NEW** **9** BLOND **Studio** **Dio**



“FOILING WITH BLOND STUDIO 9 IS A GAME CHANGER FOR STYLISTS WORKING BEHIND THE CHAIR! THE CREAMY TEXTURE APPLIES SO SMOOTHLY AND EVENLY. PAIR IT WITH THE DEDICATED FOILS TO GET YOUR BEST LIFT, ROOT TO END. IT'S A WIN FOR EVERY TYPE OF FOILING TECHNIQUE!”



**HEATHER PSORAS**  
L'Oréal Professionnel Artist &  
Co-Owner of Meraki Studio



“RINSE YOUR FOILS DOWN AS THEY ARE READY - THIS WILL KEEP ALL OF YOUR HIGHLIGHTS AT THE SAME LEVEL. YOU WANT YOUR GLOSS TO BE THE POLISH, NOT THE CORRECTIVE”



**BRANDON CURTIS**  
L'Oréal Professionnel Artist &  
Colorist at Alex Emilio Salon

To learn more about Blond Studio 9's usage guidelines, read and follow the 9 Golden Rules available on the Pro Website



# VITAMINO COLOR FOR COLOR-TREATED HAIR NOW INFUSED WITH RESVERATROL

PROTECTS HAIR AGAINST BREAKAGE WHILE  
MAINTAINING SHINE ON COLOR-TREATED HAIR  
FOR A PERFECT LUMINOUS RESULT.

#lorealprou #serieexpertus

# VITAMINO COLOR

## FURTHER YOUR CARE FOR COLOR-TREATED HAIR

6X more shine and 95% less breakage\*



**BEST  
SELLER**



**SHAMPOO**  
Color radiance  
system shampoo

**CONDITIONER**  
Color radiance system  
conditioner

**MASQUE**  
Color radiance  
system masque

**COLOR 10-IN-1**  
Perfecting  
multipurpose spray

**COLOR  
CORRECTOR  
BLONDES**  
Color correcting  
cream anti-yellowing

**COLOR  
CORRECTOR  
BRUNETTES**  
Color correcting  
cream anti-red  
reflects

**POWERMIX COLOR**  
IN-SALON ONLY

**NEW!**  
CO-EMULSION TECHNOLOGY -  
High cosmeticity and lightness

\*System of shampoo + conditioner vs. unwashed hair



Members can earn points on purchases from all of these brands:

# LEVEL

LOYALTY REWARDS

KÉRASTASE  
PARIS

L'ORÉAL  
PROFESSIONNEL  
PARIS

MATRIX

PUREOLOGY  
serious colour care

REDKEN  
5TH AVENUE NYC

shu uemura  
art of hair

Baxter  
OF CALIFORNIA

PULPRIOT

MIZANI

Visit [www.LevelLoyaltyRewards.com](http://www.LevelLoyaltyRewards.com) to enroll today!

# JOIN LEVEL LOYALTY REWARDS

## DID YOU KNOW?

- Members earn points on every L'Oréal Professionnel purchase to use toward FREE education, business building, back bar, branded merchandise and more.
- The robust rewards catalog is filled with education offerings, designed to help you build your business.
- Take advantage of exclusive promotions, only available to LEVEL members.



# Majirel



PALE BLONDE	LIGHT BLONDE	BLONDE	DARK BLONDE	LIGHT BROWN	BROWN	MAJIREL MIX	MAJIREL COOL INFORCED
<input type="checkbox"/> 10/10N P1535200	<input type="checkbox"/> 8/8N P1533700	<input type="checkbox"/> 7/7N P1532900	<input type="checkbox"/> 6/6N P1532000	<input type="checkbox"/> 5/5N 43002901	<input type="checkbox"/> 4/4N P1531000	<input type="checkbox"/> Blue P1304200	<input type="checkbox"/> 4.1 P1907900
<input type="checkbox"/> 10.01/10NB P1535300	<input type="checkbox"/> 8.01/8NB P1533800	<input type="checkbox"/> 7.01/7NB P1533000	<input type="checkbox"/> 6.01/6NB P1532100	<input type="checkbox"/> 5.015/5NBRV P1403000	<input type="checkbox"/> 4.3/4G P1531100	<input type="checkbox"/> Violet P1304100	<input type="checkbox"/> 5.1 P1908000
<input type="checkbox"/> 10.21/10VB P1535400	<input type="checkbox"/> 8.03/8NG P1535700	<input type="checkbox"/> 7.015/7NBRV P1403100	<input type="checkbox"/> 6.014/6NBC P1345000	<input type="checkbox"/> 5.023/5NVG P1403300	<input type="checkbox"/> 4.35/4GRV P1531200	<input type="checkbox"/> Green P1304300	<input type="checkbox"/> 6.1 P1908100
<input type="checkbox"/> 10.1/10B P1649700	<input type="checkbox"/> 8.07/8NGr P0626800	<input type="checkbox"/> 7.03/7NG P1535800	<input type="checkbox"/> 6.025/5NVRV P1345300	<input type="checkbox"/> 5.025/5NVRV P1345400	<input type="checkbox"/> 4.45/4CRV 43002201	<input type="checkbox"/> Copper P0205900	<input type="checkbox"/> 7.1 P1908300
<b>VERY LIGHT BLONDE</b>	<input type="checkbox"/> 8.1/8B P1533900	<input type="checkbox"/> 7.035/7NGRV P1403200	<input type="checkbox"/> 6.03/6NG P1535500	<input type="checkbox"/> 5.041/5NCB P1345200	<input type="checkbox"/> 4.55/4CRVrV P1225000	<input type="checkbox"/> Red P0206000	<input type="checkbox"/> 8.1 P1908500
<input type="checkbox"/> 9/9N P1534500	<input type="checkbox"/> 8.13/8BG P1534000	<input type="checkbox"/> 7.041/7NCB P1345100	<input type="checkbox"/> 6.07/6NGr P1532800	<input type="checkbox"/> 5.07/5NGr P1531900	<input type="checkbox"/> 4.56/4RRV P1453500	<input type="checkbox"/> 9.1 P1908700	<input type="checkbox"/> 10.1 P1907700
<input type="checkbox"/> 9.01/9NB P1534600	<input type="checkbox"/> 8.3/8G P1534100	<input type="checkbox"/> 7.042/7NCV P1345500	<input type="checkbox"/> 6.1/6B P1532200	<input type="checkbox"/> 5.1/5B 43003101	<input type="checkbox"/> 4.65/4RRV P1536300	<input type="checkbox"/> 6.13 P1908200	<input type="checkbox"/> 6.13 P1907400
<input type="checkbox"/> 9.02/9NV P1649800	<input type="checkbox"/> 8.34/8GC P1534300	<input type="checkbox"/> 7.1/7B P1533100	<input type="checkbox"/> 6.13/6BG P1164100	<input type="checkbox"/> 5.18/5BM P1164100	<input type="checkbox"/> 4.8/4M P0855200	<input type="checkbox"/> 7.13 P1908400	<input type="checkbox"/> 7.13 P1906400
<input type="checkbox"/> 9.03/9NG P1453400	<input type="checkbox"/> 8.43/8CG P1534400	<input type="checkbox"/> 7.12/7BV P1676300 HIGH RESIST	<input type="checkbox"/> 6.23/6VG P0047000	<input type="checkbox"/> 5.23/5VG P1676200 HIGH RESIST	<b>DARK BROWN</b>	<input type="checkbox"/> 8.13 P1908600	<input type="checkbox"/> 8.13 P1908800
<input type="checkbox"/> 9.1/9B P1534700	<input type="checkbox"/> 8.45/8CRV P1453300	<input type="checkbox"/> 7.13/7BG P1533200	<input type="checkbox"/> 6.3/6G P1532300	<input type="checkbox"/> 5.3/5G P1531500	<input type="checkbox"/> 3/3N P1530900	<input type="checkbox"/> 9.13 P1908800	
<input type="checkbox"/> 9.12/9BV P1676400 HIGH RESIST	<input type="checkbox"/> 8.8/8M P0856800	<input type="checkbox"/> 7.18/7BM P1164200	<input type="checkbox"/> 6.32/6GV P1501800	<input type="checkbox"/> 5.32/5GV 43003701	<b>BLACK</b>		
<input type="checkbox"/> 9.13/9BG P1534800	<input type="checkbox"/> 7.23/7VG P0066600	<input type="checkbox"/> 7.37/7G P1533300	<input type="checkbox"/> 6.34/6GC P1532400	<input type="checkbox"/> 5.35/6GRV P1460300	<input type="checkbox"/> 1/1N P1530800		
<input type="checkbox"/> 9.21/9VB P1052000	<input type="checkbox"/> 7.31/7GB P1533400	<input type="checkbox"/> 7.37/7G P1533300	<input type="checkbox"/> 6.35/6GRV P1532500	<input type="checkbox"/> 5.4/5C P1531700	<b>EXTRA COVERAGE</b>		
<input type="checkbox"/> 9.22/9VV P1534900	<input type="checkbox"/> 7.35/7GRV P1533500	<input type="checkbox"/> 7.37/7G P1533300	<input type="checkbox"/> 6.45/6CRV P1452900	<input type="checkbox"/> 5.5/5RV P1531800	<input type="checkbox"/> 4.0/4NN P0048600	<input type="checkbox"/> 607 NGr P1536700	
<input type="checkbox"/> 9.3/9G P1535000	<input type="checkbox"/> 7.40/7CC P1533600	<input type="checkbox"/> 7.35/7GRV P1533500	<input type="checkbox"/> 6.6/6R P1532800	<input type="checkbox"/> 5.6/5R P1530700	<input type="checkbox"/> 5.0/5NN P0048700	<input type="checkbox"/> 601 NB 43010541	
<input type="checkbox"/> 9.31/9GB P1535100	<input type="checkbox"/> 7.40/7CC P1533600	<input type="checkbox"/> 7.40/7CC P1533600	<input type="checkbox"/> 6.62/6RRR LUMAX 43010331	<input type="checkbox"/> 5.8/5M P0855600	<input type="checkbox"/> 6.0/6NN P0048800	<input type="checkbox"/> 600 S P1536900	
	<input type="checkbox"/> 7.40/7CC RUBLANE P1608100	<input type="checkbox"/> 7.40/7CC RUBLANE P1608100	<input type="checkbox"/> 6.62/6RV 43006201	<input type="checkbox"/> 5.64/5RC 43004501	<input type="checkbox"/> 7.0/7NN P0049000		
	<input type="checkbox"/> 7.43/7CG P0066700	<input type="checkbox"/> 7.43/7CG P0066700	<input type="checkbox"/> 6.64/6RC P1608000	<input type="checkbox"/> 5.62/5RV P1536400	<input type="checkbox"/> 8.0/8NN P0049100		
	<input type="checkbox"/> 7.8/7M P0856400	<input type="checkbox"/> 7.8/7M P0856400	<input type="checkbox"/> 6.65/6RRV P1532700				
		<input type="checkbox"/> 6.8/6M P0856000					



**NEW**



- HIGH LIFT**
- Ash+ .11/BB  
P1115900
  - Ash .1/B  
P1116000
  - Neutral.0/N  
P1116300
  - Beige .13/BG  
P1116400
  - Violet .2/V  
P1116200



- MAJIBLOND ULTRA**
- 901 S NB  
43291331
  - 900S NN  
P1536100



- MAJIROUGE CARMILANE**
- C4.16/C4BR  
P1225500
  - C4.55/C4RVrV  
P1226000
  - C5.20/C5VVV  
P1225700
  - C5.60/C5RRR  
P1075700
  - C6.46/C6CR  
P1453100
  - C6.64/C6RC  
P1075500
  - C6.66/C6RR  
P1075600

**MAJILIFT**

- 607 NGr  
P1536700
- 601 NB  
43010541
- 600 S  
P1536900

## Majirel GLOW



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

## Majirel COOL COVER



<input type="checkbox"/> CC 6.17/6BGr P1021900	<input type="checkbox"/> CC 5.1/5B P0963800	<b>NEW</b>	<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 P0963700	<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 P0964000	<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 P0964300	<input type="checkbox"/> CC 7.3/7G P0964500
<input type="checkbox"/> CC 9.11/9BB P1021800	<input type="checkbox"/> CC 10.1/10B P1769100	<b>NEW</b>	<input type="checkbox"/> CC 8/8N P1020700	



MAJICRÈME 33.8 OZ.

- 12.5-vol. **NEW**  
P1901900
- 20-vol.  
P1537100
- 30-vol.  
P1537200
- 40-vol.  
P1537300

## LUO COLOR



- 10/10N  
P1524800
  - 9/9N  
P1525400
  - 9.1/9B  
P1524600
  - 8/8N  
P1525500
  - 7/7N  
P1525600
  - 7.1/7B  
P1524700
  - 6/6N  
P1525100
  - 5/5N  
40071031
  - 4/4N  
P1525300
  - 4.65/4RRV  
40071191
- PASTELS**
- P01/NB  
P0056800
  - P02/NV  
P1524900
  - 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  
P1019300  
Gold Naturals

## LIGHT BLONDE

8/8N  
P0540900

8.0/8NN  
P1018400

8.1/8B  
P0543200

8.13/8BG  
P0583000

8.21/8VB  
P1296500  
HIGH RESIST

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  
P0706400

7.07/7NGr  
P0890000

7.1/7B  
P0543800

7.13/7BG  
P0543100

7.11/7BB  
P1363500  
High Resist

7.17/7BGGr  
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

6.07/6NGr  
P0755700

6.45/6CRv  
P0542900

6.46/6CR  
P0584700

6.8/6M  
P0861900

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

## REDS

4.56/4RvR  
P1362800  
High Resist

5.5/5Rv  
P1362700  
High Resist

5.56/5RV  
P1362900  
High Resist

5.60/5RRR  
P0755500  
DMS

5.62/5RV  
P0544900

6.66  
P0538100

## 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.  
P0610900

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



# 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/ARV P0580301	<input type="checkbox"/> 5/5N P0580400	<input type="checkbox"/> 4/4N P0580000	<input type="checkbox"/> 2.10/2BBB P0640901
<b>VERY LIGHT BLONDE</b>	<input type="checkbox"/> 7.01/7NB P0640000	<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	<b>BLACK</b>
<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	<b>CREAM</b>
<input type="checkbox"/> 9.02/9NV P1478001	<input type="checkbox"/> 7.23/7VG P0640300	<input type="checkbox"/> 6.13/6BG P0581200	<input type="checkbox"/> 5.65/5RRv P0891201	<input type="checkbox"/> 5.13/5BG P0580301	<input type="checkbox"/> 4.26/4VR P0743700	<input type="checkbox"/> Majimeches Highlighting Cream 2.1 oz. P1178000
<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"/> Majimeches Accelerator Packettes 6 x 1.0 oz. E1476501
<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	<b>POWDER</b>
<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	<input type="checkbox"/> 5.3/5G P0742801	<input type="checkbox"/> 4.8/4M P0890501	<input type="checkbox"/> Blond Studio 9 Powder 17.6 oz. P1905400
<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"/> 5.3/5G P0742801	<input type="checkbox"/> 4.8/4M P0890501	<input type="checkbox"/> Freehand Techniques Powder 14.1 oz. P1907500
<b>LIGHT BLONDE</b>	<input type="checkbox"/> 7.35/7GRv P0743101	<input type="checkbox"/> 6.35/6GRv P0581401	<input type="checkbox"/> 5.35/5GRv P0640801	<input type="checkbox"/> 5.3/5G P0742801	<input type="checkbox"/> 4.8/4M P0890501	<input type="checkbox"/> Multi-Techniques Powder 32 oz. P1175800
<input type="checkbox"/> 8/8N P0581901	<input type="checkbox"/> 7.40/7CCC P1024101	<input type="checkbox"/> 6.4/6C P0890901	<input type="checkbox"/> 5.8/5M P0890600	<input type="checkbox"/> 5.31/5GB P0580800	<input type="checkbox"/> 4.8/4M P0890501	<input type="checkbox"/> Freehand Techniques Powder 12.3 oz. U2806500
<input type="checkbox"/> 8.02/8NV P0640200	<input type="checkbox"/> 7.43/7CG P0891101	<input type="checkbox"/> 6.45/6CRV P0744000		<input type="checkbox"/> 5.32/SGV P0580901	<input type="checkbox"/> 4.8/4M P0890501	
<input type="checkbox"/> 8.13/8BG P0743300	<input type="checkbox"/> 7.8/7M P0890801	<input type="checkbox"/> 6.8/6M P0890701		<input type="checkbox"/> 5.35/5GRv P0640801	<input type="checkbox"/> 4.8/4M P0890501	
<input type="checkbox"/> 8.3/8G P0742901				<input type="checkbox"/> 5.8/5M P0890600	<input type="checkbox"/> 4.8/4M P0890501	
<input type="checkbox"/> 8.31/8GB P0581901					<input type="checkbox"/> 3/3N P0579900	
<input type="checkbox"/> 8.34/8GC P1190901					<input type="checkbox"/> 3.00/3NN P0639701	

**DIARICHESSE**  
METALS

# BLOND STUDIO

YOUR ULTIMATE TOOLBOX

**OIL**

- SunKissed Lightening Oil  
33.8 fl.oz.  
U1900600

**CREAM**

- Majimeches Highlighting Cream  
2.1 oz.  
P1178000
- Majimeches Accelerator Packettes  
6 x 1.0 oz.  
E1476501

**POWDER**

- Blond Studio 9 Powder  
17.6 oz.  
P1905400
- Freehand Techniques Powder  
14.1 oz.  
P1907500
- Multi-Techniques Powder  
32 oz.  
P1175800
- Freehand Techniques Powder  
12.3 oz.  
U2806500

**PASTE**

- Platinum Plus (Store Only)  
17.6 oz.  
E1474901
- Platinum Ammonia-Free  
17.6 oz.  
E1475101

**NUTRI-DEVELOPERS (FOR PLATINUM ONLY)**

- 20-Vol.  
33.8 fl.oz.  
E1476600
- 30-Vol.  
33.8 fl.oz.  
E1476700
- 40-Vol.  
33.8 fl.oz.  
E1476800

**TOOLS**

**BALAYAGE ARTIST TOOLKIT**

- U1863900

New Specialized Balayage toolkit containing:  
2 brushes,  
2 planchettes,  
1 wisk  
Set of 5 clips

**BALAYAGE BRUSHES**

- Medium  
U2746900
- Large  
U2747300

**OIL-BASED DEVELOPERS**

- 20-Vol  
33.8 fl.oz.  
P1905200
- 30-Vol  
33.8 fl.oz.  
P1905500

# 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
<b>PALE BLONDE</b>	<input type="checkbox"/> 9.1/9B P1650100	<input type="checkbox"/> 8.1/8B P0997000	<input type="checkbox"/> 7.12/7BV P0826900	<input type="checkbox"/> 6.1/6B P0997100	<input type="checkbox"/> 5.1/5B P0891900	
<input type="checkbox"/> 10.12/10BV P0641800	<input type="checkbox"/> 9.02/9NV P0586700	<input type="checkbox"/> 8.23/8VG P0692400	<input type="checkbox"/> 7.13/7BG P0998300	<input type="checkbox"/> 6.11/6BB <b>NEW</b> P11770300	<input type="checkbox"/> 5.07/5NGr P0744200	
<input type="checkbox"/> 10.13/10BG P0641900	<input type="checkbox"/> 9.03/9NG P0586800	<input type="checkbox"/> 8.3/8G P0586400	<input type="checkbox"/> 7.31/7GB P0586100	<input type="checkbox"/> 6.13/6BG P0585800	<input type="checkbox"/> 5.31/5GB P0585401	
<input type="checkbox"/> 10.21/10VB P0827200	<input type="checkbox"/> 9.11/9BB P0744300	<input type="checkbox"/> 8.34/8GC P0586500	<input type="checkbox"/> 7.4/7C P0827000	<input type="checkbox"/> 6.23/6VG P0892300	<input type="checkbox"/> 5.32/5GV P0892200	
<input type="checkbox"/> 10.22/10VV P1171000	<input type="checkbox"/> 9.12/9BV P0826300		<input type="checkbox"/> 7.40/7CCC P0744600	<input type="checkbox"/> 6.3/6G P0585900	<input type="checkbox"/> 5.4/5C* P1024200	
<input type="checkbox"/> 10.23/10VG P1650300	<input type="checkbox"/> 9.13/9BG P0586900		<input type="checkbox"/> 7.43/7CG P0586200	<input type="checkbox"/> 6.34/6GC P0586001		
<input type="checkbox"/> 10.32/10GV P0744400	<input type="checkbox"/> 9.21/9VB P1650200		<input type="checkbox"/> 7.8/7M P1158700	<input type="checkbox"/> 6.45/6CRv P0892000		
	<input type="checkbox"/> 9.3/9G P0585200			<input type="checkbox"/> 6.46/6CR* P1024400		
	<input type="checkbox"/> 9.31/9GB P1403400			<b>REDS</b>		
				<input type="checkbox"/> 6.64/6RC P0827100		
				<input type="checkbox"/> 5.54/5RvC P0827500		
				<input type="checkbox"/> 5.66/5RR P0585600		

DI-ACTIVATEUR  
33.8 FLOZ.



# DIALIGHT MILKSHAKES

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

# SERIE EXPERT

IN-SALON

## Powermix Treatments

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Powermix Base</b>	<b>Powermix Color</b>	<b>Powermix Liss</b>	<b>Powermix Repair</b>	<b>Powermix Force</b>	<b>Powermix Nutri</b>	<b>Powermix Base Chamber</b>	<b>Powermix Additive Chamber</b>
5.1 fl.oz. 30 applications E2504900	5.1 fl.oz. 30 applications E3084700	5.1 fl.oz. 30 applications E2505200	5.1 fl.oz. 30 applications E2988400	5.1 fl.oz. 30 applications E2505300	5.1 fl.oz. 30 applications E2505400	5.1 fl.oz. 30 applications E2414000	5.1 fl.oz. 30 applications E2414300

## Blondifier

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Warm Blonde Perfector</b>	<b>Cool Blonde Perfector</b>	<b>Sun-Kissed Perfector</b>
5.1 fl.oz. U2957600	5.1 fl.oz. U2957700	5.1 fl.oz. U2957800

## Backbar

### Absolut Repair

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Shampoo</b>	<b>Conditioner</b>	<b>Instant Resurfacing Mask</b>	<b>Resurfacing Golden Mask</b>
50.7 fl.oz. E2218501	33.8 fl.oz. E2742900	16.9 fl.oz. E2987700	16.9 fl.oz. E2985300

### Nutrifier

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Shampoo</b>	<b>Conditioner</b>	<b>Masque</b>
50.7 fl.oz. E2364400	33.8 fl.oz. E2743100	16.9 fl.oz. E2365120

### Liss Unlimited

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Shampoo</b>	<b>Conditioner</b>	<b>Masque</b>
50.7 fl.oz. E2223700	25.3 fl.oz. E2222200	16.9 fl.oz. E2222800

### Inforcer

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Shampoo</b>	<b>Conditioner</b>	<b>Masque</b>
50.7 fl.oz. E2229202	25.3 fl.oz. E2229500	16.9 fl.oz. E2229900

### Vitamins Color **NEW**

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Shampoo</b>	<b>Conditioner</b>	<b>Gel-Masque</b>
50.7 fl.oz. E3083000	33.8 fl.oz. E3082500	16.9 fl.oz. E3083400

### Volumetry

<input type="checkbox"/>	<input type="checkbox"/>
<b>Shampoo</b>	<b>Conditioner</b>
50.7 fl.oz. E2507901	25.3 fl.oz. E2363300

### Silver

<input type="checkbox"/>
<b>Shampoo</b>
50.7 fl.oz. U2828300

### Blondifier

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Shampoo</b>	<b>Conditioner</b>	<b>Masque</b>
50.7 fl.oz. E2740900	33.8 fl.oz. E2742000	16.9 fl.oz. E2741700

AT-HOME

## Absolut Repair

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Shampoo</b>	<b>Conditioner</b>	<b>Instant Resurfacing Mask</b>	<b>Resurfacing Golden Mask</b>	<b>Blow-Dry Cream</b>	<b>Serum</b>	<b>10 in 1</b>	
16.9 fl.oz. E2988800	10.1 fl.oz. E2988600	6.7 fl.oz. E2987700	8.4 fl.oz. E3078100	8.4 fl.oz. E2989100	5.1 fl.oz. E2988100	1.0 fl.oz. E2987800	6.4 fl.oz. E2989500

## Nutrifier

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Shampoo</b>	<b>Conditioner</b>	<b>Masque</b>	<b>DD Balm</b>
16.9 fl.oz. E2364200	10.1 fl.oz. E2364000	6.7 fl.oz. E2364500	8.4 fl.oz. E2364900

## Liss Unlimited

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Shampoo</b>	<b>Conditioner</b>	<b>Masque</b>	<b>Blow-Dry Cream</b>	
16.9 fl.oz. E2221900	10.1 fl.oz. E2220600	6.7 fl.oz. E2221100	8.4 fl.oz. E2222400	5.1 fl.oz. E2222800

## Silver

<input type="checkbox"/>	<input type="checkbox"/>
<b>Shampoo</b>	
16.9 fl.oz. U2828400	10.1 fl.oz. U2828500

## Blondifier

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Shampoo</b>	<b>Conditioner</b>	<b>Masque</b>
16.9 fl.oz. E2740700	10.1 fl.oz. E2740500	8.4 fl.oz. E2742000

## Inforcer

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Shampoo</b>	<b>Conditioner</b>	<b>Masque</b>	<b>Leave-In</b>	<b>Brush Proof</b>	
16.9 fl.oz. E2229100	10.1 fl.oz. E2229000	6.7 fl.oz. E2229400	8.4 fl.oz. E2229600	5.1 fl.oz. E2230200	1.3 fl.oz. P1437200

## Vitamins Color **NEW**

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Shampoo</b>	<b>Conditioner</b>	<b>Masque</b>	<b>Color 10-in-1</b>	<b>Color Corrector Blondes</b>	<b>Color Corrector Brunettes</b>	
16.9 fl.oz. E3082800	10.1 fl.oz. E3082600	6.7 fl.oz. E3082300	8.4 fl.oz. E2226300	6.4 fl.oz. E3083500	5.1 fl.oz. E2227400	5.1 fl.oz. E2227800

## Volumetry

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Shampoo</b>	<b>Conditioner</b>	<b>Root Spray</b>
10.1 fl.oz. E2362800	6.7 fl.oz. E2363100	4.2 fl.oz. E2363401

## Accessories

<input type="checkbox"/>	<input type="checkbox"/>
<b>Shampoo PUMP</b>	<b>Conditioner PUMP</b>
1500ML E1599400	1000ML E2936500

# TECNI ART.

## HOLD



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

## VOLUME



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

## CURL



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

## TEXTURE



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

## TRANSFORMERS



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

## SMOOTH



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

## HOMME



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

# SOURCE essentielle

## IN-SALON



<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Daily Shampoo</b>	<b>Delicate Shampoo</b>	<b>Nourishing Shampoo</b>	<b>Nourishing Masque</b>	<b>Double Shampoo Refill System</b>	<b>Single Shampoo Refill System</b>	<b>Refill System Push Pull</b>
50.7 Fl. oz. E2924000	50.7 Fl. oz. E2925200	50.7 Fl. oz. E2924400	16.9 Fl. oz. E2924500	W11 x D7.25 x H21.75	W5.5 x D7.25 x H21.75	E2666701

## AT-HOME



<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Daily Shampoo</b>	<b>Daily Detangling Conditioner</b>	<b>Nourishing Shampoo</b>	<b>Nourishing Masque</b>	<b>Delicate Shampoo</b>	<b>Radiance Masque</b>
10.1 Fl. oz. E2923800	6.7 fl. oz. E2923900	10.1 Fl. oz. E2924100	10.1 Fl. oz. E2924200	10.1 Fl. oz. E2925100	8.4 Fl. oz. E2924700

# MYTHIC OIL

## AT-HOME

Normal to Fine Hair		Thick Hair		Leave-Ins		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Shampoo</b>	<b>Masque</b>	<b>Shampoo</b>	<b>Masque</b>	<b>Creme Universelle</b>	<b>Huile Originale</b>	<b>Huile Radiance</b>
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



# RETAIL TRAVEL SIZES

## SERIE EXPERT

Absolut Repair



Shampoo 3.4 fl.oz. E2988530

Resurfacing Golden Mask 2.55 fl.oz. E2989400

Repair 10 n 1 1.5 fl.oz. E2989630

Inforcer



Shampoo 3.4 fl.oz. E2547530

Masque 2.5 fl.oz. E2547600

Blondifier



Shampoo 3.4 fl.oz. E2799100

Masque 2.5 fl.oz. E2799400

Silver



Shampoo 3.4 fl.oz. E2547901

### TECNI ART



Extreme Laquer 2.1 oz. P1106101

Next Day Hair 2.1 oz. P1053401

## MYTHIC OIL

Thick Hair



Shampoo 2.50 fl.oz. E2507400

Masque 2.50 fl.oz. E2507600

Normal to Fine Hair



Shampoo 2.50 fl.oz. E2507300

Masque 2.50 fl.oz. E2507500

Oils and Leave-ins



Huile Originale 1.01 fl.oz. E2308500

Crème Universelle 1.69 fl.oz. E2529100

# L'ORÉAL PROFESSIONNEL ACCESSORIES

PARIS

### 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 E2794600

### 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

### SOURCE ESSENTIELLE

- BACKBAR SHAMPOO PUMP E2666600



# Majirel



- 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

# DIALIGHT



- 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

10.1 fl.oz.  
E3082600



Repair  
10-in-1

6.4 fl.oz.  
E2989500



Absolut Repair  
Instant Masque

8.4 fl.oz.  
E2987400



Blondifier  
Shampoo

10.1 fl.oz.  
E2740500



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