

L'Oréal Professionnel haircare.

E-card.



L'Oréal Professionnel haircare.

*Preformance haircare pioneer.
By pros for pros.*

#lorealprou

Designed by pros for pros with our expert scientists and hair artists, working hand in hand, in each part of the world. Together, they tested and selected the best performing technologies to deliver the best technical performance for every service.

Premium Packaging.

Perfect for eye catching retailing.

Premium Technology.

For all types of hair protected by 43 patents worldwide.

Premium Services.

Innovative and profitable treatment portfolio for every hair type.



New sustainable packaging.

Made from up to 100% recycled plastic and produced in CO₂ neutral factory.

Color care.



[Metal Detox]

For color treated or lightened hair

[Click for details](#)



[Blondifier]

For blonde or highlighted hair

[Click for details](#)



[Vitamino Color]

For color-treated hair

[Click for details](#)



[Silver]

For brassy hair

[Click for details](#)

Deep care.



[Pro longer]

For thinned ends

[Click for details](#)



[Volumetry]

For fine hair

[Click for details](#)



[Absolut Repair]

For sensitized hair

[Click for details](#)



[Liss Unlimited]

For frizzy hair

[Click for details](#)



[Inforcer]

For fragile hair

[Click for details](#)



[Fluidifier]

For all hair types

[Click for details](#)

[New]

Metal Detox.

For color-treated or lightened hair.



Metal Detox.

The disruptive innovation for color, balayage & lightening services.

Results

87% less breakage. 100% reliable color results. Pro guarantee your color, balayage & lightening services.

3 reasons to love it:

- Neutralizes metal before a color, balayage or lightening service.
- Provides 87% less breakage.
- Delivers 100% reliable color results.

Glicoamine.

Glicoamine is the only active agent small enough to trap and neutralize metal inside the fiber.

Patented technology.

Backed by 7 years of research.

Metal Detox.

Compatible with all color & lightener brands, so hairdressers get the best results regardless of what color/lightener brands they use.

Metal Detox.

The complete range.

[Technical products]



Metal
Neutralizer
Pre-treatment

Sulfate-free
Shampoo

Conditioner

Mask

[Retail products]

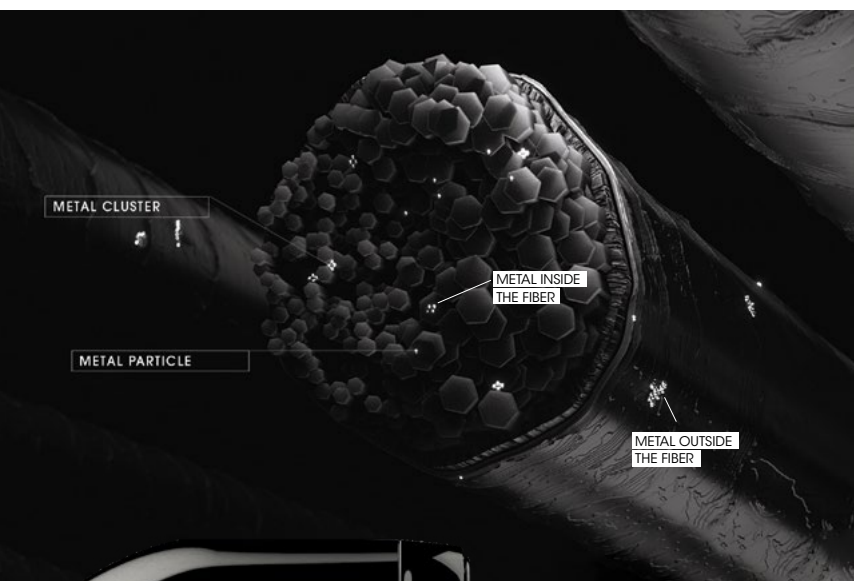


Sulfate-free
Shampoo

Mask

Metal Detox.

Revolutionary innovation.



[Metal Neutralizer Pre-treatment]

A pre-treatment that neutralizes metal inside the hair fiber before color, balayage and lightening services.

Metal Detox.

15 minute protocol.



01

Metal Neutralizer Pre-treatment

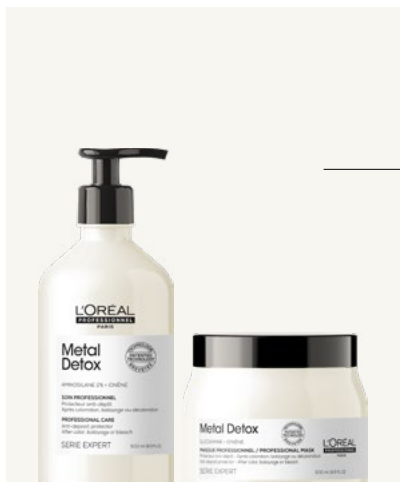
Neutralize metal inside the hair fiber before a color or lightening service.



02

Sulfate-Free Shampoo

Gently remove metal.



03

Conditioner and or mask

Provide softness and nourishment. After color or lightening service.

Vitamino Color.

For color-treated hair.



Vitamino Color.

Shine unlocker and color shield treatment for color-treated hair.

Results

Intense shine and color protection in between salon visits.

3 reasons to love it:

- Protects even the most sensitive colors, preventing fadeage.
- Hydration and luminosity for the hair strands.
- Made with antioxidants that enhances hair fiber regeneration.

Resveratrol.

Technology rich in polyphenols.

Powerful antioxidant present in the skin and seeds of grapes, which has the role of preserving hair color.

Co-emulsion.

The active ingredients penetrate deeply into the fiber, forming a thin, homogeneous film, perfecting the surface of the hair.

Micro-emulsion.

Technology that guarantees nourished, hydrated and luminous hair without leaving the hair feeling heavy.

Vitamins color.

The complete range.

[Technical products]



Shampoo



Conditioner



Mask



Concentrate

[Retail products]



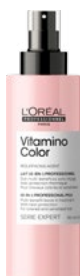
Shampoo



Conditioner



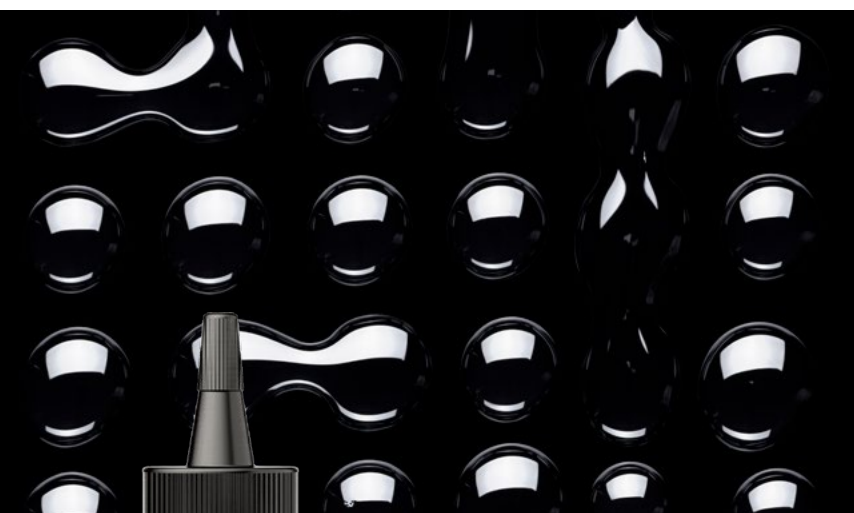
Mask



Leave-in

Vitamino color.

Star product.



[Professional concentrate treatment]

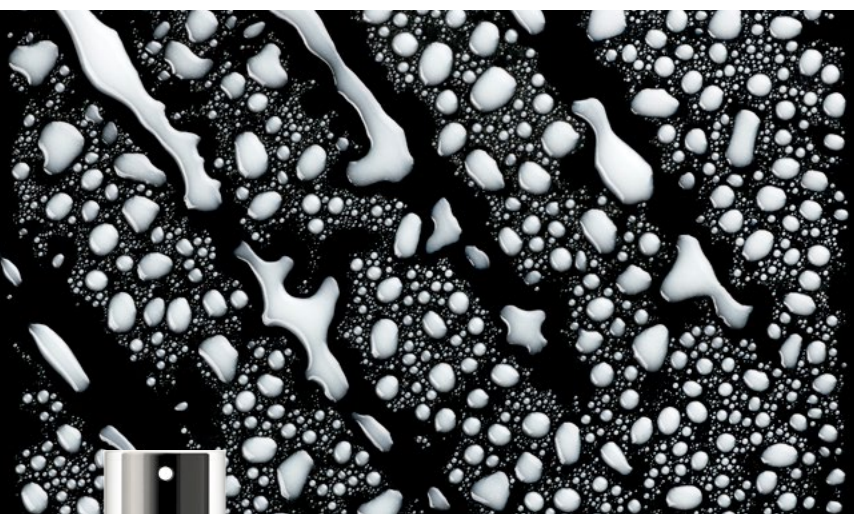
Acidic conditioning lotion for waterproofing the fiber, locks in and preserves the color of the hair strands.

pH4.5

Seals the fiber instantly, protects hair color, 6x more shine after application and 81% reduction in hair breakage.

Vitamino color.

Star product.



[Multipurpose spray]

10 in 1

Multipurpose renovating leave-in spray.

1 product with 10 benefits:

- Anti-breakage action.
- Heat protection up to 450°F.
- Antioxidant action.
- Protects the color.
- 9X more nourished & hydrated.
- Anti-pollution & anti-humidity.
- 24-hour frizz control.
- Facilitates brushing.
- High gloss shine.
- Smooths & softens hair fibers.

Vitamins color.

10 minute protocol.



01

Color radiance
system **shampoo**.

Rinse.

50.7 fl.oz.



02

Remove excess
water and apply the
concentrate.
Shake well before use.

Rinse.

13.5 fl.oz.



03

Multi benefit
leave-in spray.
Heat protection.

No rinse.

6.4 fl.oz.

Blondifier.

For blonde or highlighted hair.



Blondifier.

Illuminating treatment for
blonde or highlighted hair.

Results

Nourished blonde hair.

3 reasons to love it:

- Intense nutrition and shine.
- Antioxidant protection.
- Enhance multi-dimensional shine of blonde hair.

Açaï polyphenols.

Açaï polyphenols are important antioxidants that prevent wear and tear (oxidation) of blonde or highlighted hair, which is sensitive to climatic exposures, pollution, etc.

Blondifier.

The complete range.

[Technical products]



Shampoo



Conditioner



Mask



Concentrate

[Retail products]



Shampoo



Conditioner



Mask

Blondifier.

Star product.



[Professional concentrate treatment]

The concentrate with Gluco Polyphenol Complex formula strengthens, replenishes lipids and has an antioxidant effect on the hair.

Treatment developed for use after color services. The result is stronger, revitalized hair with an intense shine. Exclusive salon product.

Blondifier.

10 minute protocol.



01

Blonde regenerator and illuminating **shampoo**.

Rinse.

50.7 fl.oz.



02

Remove excess water and apply the **concentrate**.

Rinse.

13.5 fl.oz.

Silver.

For brassy hair.



Silver.

Purple shampoo for
brassy hair.

Results

Eliminates yellow tones and
revives hair's natural shine.

3 reasons to love it:

- Neutralizes yellow tones in the hair.
- Provides nutrients for the hair without weighing it down or drying it out.
- Intense shine.

Magnesium.

Essential mineral in the formation of proteins such as keratin, which forms the hair strands. It acts as a revitalizer and strengthens the hair fiber.

Anti yellow agent.

Dye specially formulated to neutralize the yellowing capillary fiber, without pigmentation.

Amino acids.

The amino acids contribute to the health of the hair, mitigating the effects caused by external agents.

Silver.

The complete range.

[Technical products]



Shampoo

[Retail products]

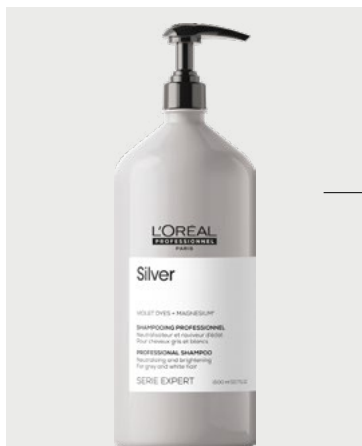


Shampoo

Conditioner

Silver.

10 minute protocol.



01

Neutralizing purple
shampoo.

Rinse.

50.7 fl.oz.



02

Neutralizing purple
conditioner.

Rinse.

6.7 fl.oz.

Pro Longer.

For thinned ends.



Pro longer.

Professional treatment
for longer, thicker hair.

Results

Filled ends and renewed length for
longer, thicker, shiny, frizz-free hair.

3 reasons to love it:

- Instantly fills ends.
- Visibly reduces split ends.
- Thicker and shinier hair.

Filler A-100.

An exclusive technology formed by two active ingredients, filoxane, which penetrates and fills the surface of the fiber making the ends thicker again and PQ6 which coats the outer layer protecting the strand.

Amino acid.

Strength-renewing ingredient for hair. Allows length renewal preventing breakage and making hair stronger.

Pro longer.

The complete range.

[Technical products]



Shampoo



Conditioner



Mask



Concentrate

[Retail products]



Shampoo



Conditioner



Mask



Concentrate



Leave-in

Pro longer.

Star product.



[Ends filler concentrate]

Pre-shampoo concentrate with Filler-A100 formula and Amino Acids instantly fills and thickens ends. The Filler-A100 fills the surface of the fiber while the amino acids renew the hair.

The result is filled and stronger ends. After use, there is a 66% reduction in split ends. Exclusive salon product.

Pro longer.

Star product.



L'ORÉAL
PROFESSIONNEL
PARIS

Pro longer

FILLER A100 + AMINO ACID

SOIN CONCENTRÉ PROFESSIONNEL

Combleur instantané de pointes

PROFESSIONAL CONCENTRATE TREATMENT

Instant ends filler

[Ends filler concentrate ampoule]

It's Filler-A100 formula and Amino Acids instantly fill and thicken the ends. The Filler-A100 fills the surface of the fiber while the amino acids renew the hair making it more resistant.

The result is filled and stronger ends. After use, there is a 20% reduction in split ends. Product for consumer use.

Pro longer.

15 minute protocol.



01

Ends filler concentrate.

Wet hair and apply to the ends.

Rinse.

13.5 fl.oz.



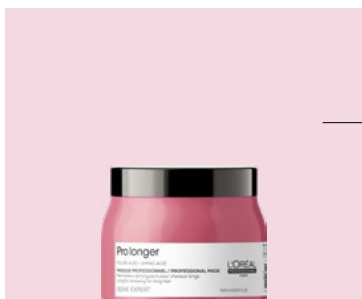
02

Length renewal shampoo

Lather 2X.

Rinse.

50.7 fl.oz.



03

Nutrition mask.

Rinse.

16.9 fl.oz.



04

Leave-in nourishing. Heat protector.

No rinse.

5.1 fl.oz.

Absolut Repair.

For sensitized hair.



Absolut repair.

**Instant deep hydration
and reparative treatment
for sensitized hair.**

Results

Hydrated, softer and smoother
hair with a lightweight feel.

3 reasons to love it:

- Instant tailor-made hair repair.
- Deep hydration without weighing down the hair.
- Smoother and shinier hair.

Hydrolyzed wheat protein.

Vegetable protein that seals the cuticles by retaining the nutrients and water inside the fiber, maintaining hydration.

Gold quinoa + protein.

Technology rich in golden quinoa: it has the internal structure of 9 essential amino acids that repairs hair strands (cortex). It has the antioxidant action of vitamin E, nourishes and protects from external aggravators due to the presence of the B complex.

Co-emulsion.

The active ingredients penetrate deeply into the fiber, forming a thin, homogeneous film and perfecting the surface of the hair. Technology present in the shampoo and conditioner.

Absolut repair.

The complete range.

[Technical products]



Shampoo



Conditioner



Golden Mask



Mask

[Retail products]



Shampoo



Conditioner



Golden Mask



Mask



Leave-in

Absolut repair.

Star product.



[Light golden mask]

It repairs without weighing down the hair, its golden gel cream texture was developed to instantly repair fine hair for a lighter and more delicate control effect.

Pro tip

It can be used as a pre-treatment, before washing the hair.

Absolut repair.

Star product.



[10-in-1 Oil]

Oil with a lightweight feel for normal to sensitized hair.

1 action with 10 benefits:

- Nourishes the hair.
- Instantly resurfaces the fiber.
- Leaves the hair with a lightweight feel.
- Makes the hair softer.
- Detangles the hair.
- Conditions the fiber.
- Makes the hair manageable.
- Adds shine.
- Protects the fiber.
- Soothes the hair.

Absolut repair.

10 minute protocol.



01

Shampoo.

Gentle cleaning with co-emulsion technology.

Rinse.

50.7 fl.oz.



02

Resurfacing golden mask.

Rinse.

16.9 fl.oz.



03

10-in 1 oil.

Leave in treatment.

No rinse.

3.04 fl.oz.

Inforcer.

For fragile hair.



Inforcer.

Anti-breakage strengthening
supplement for fragile hair.

Results

Hair supplemented with strength, healthy growth and breakage prevention.

3 reasons to love it:

- Hair that is more resistant to breakage.
- Healthy growth.
- Nourished strands.

Inforcer.

Capillary supplementation that promotes strength, healthy growth and breakage prevention.

Vitamin B6.

Stimulates blood circulation, taking nutrients to the hair strands, maintaining healthy growth.

Biotin.

Vitamin B Complex, also known as vitamin B7 or H, which promotes strength, preventing dryness and breakage.

Inforcer.

The complete range.

[Technical products]



Shampoo



Conditioner



Mask

[Retail products]



Shampoo



Conditioner



Mask

Inforcer.

10 minute protocol.



01

Shampoo.

Anti-breakage
strengthening clean.

Rinse.

50.7 fl.oz.



02

Anti-breakage
strengthening **mask.**

Rinse.

16.9 fl.oz.

Volumetry.

For fine hair.



Volumetry.

Anti-gravity volume
treatment for fine hair.

Results

Delivers body and volume to
fine hair, keeping it hydrated.

3 reasons to love it:

- Gives hair body and volume.
- Cleans and purifies the scalp without drying out the hair strands.
- Anti-gravity action.

Intra-cylane.

Filling action molecule that, due to its molecular weight, acts on the cuticles giving body to the hair strands, giving the perception of thicker hair.

Hydralight.

Technology with hydrating active ingredients, keeping the hair strands lightweight.

Salicylic acid.

Purifies the scalp, contributing to strengthening the roots providing (volume). Anti-greasy action with no dryness.

Volumetry.

The complete range.

[Technical products]



Shampoo

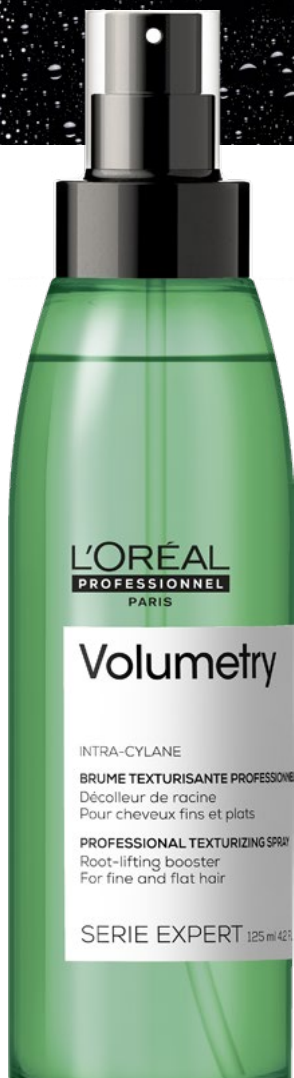
[Retail products]



Shampoo Leave-in

Volumetry.

Star product.



[Root Lifting Booster]

Volume spray for fine and thin hair. With the Intra Cyane technologies, which strengthen the hair (temporary effect, not reconstructive) and Salicylic Acid, which removes the oil from the hair root, it guarantees volume and strong roots. Use in conjunction with shampoo to give the hair extra volume.

Volumetry.

5 minute protocol.



01

Shampoo.

Anti-gravity volume
effect clean.

Rinse.

50.7 fl.oz.



02

Leave in.

Root-lifting booster.

No rinse.

4.2 fl.oz.

Liss Unlimited.

For frizz prone hair.



Liss unlimited.

**Long-lasting straight
treatment for frizz prone hair.**

Results

Long-lasting straight hair, nourished and reinforced fiber and protection against humidity.

3 reasons to love it:

- Long-lasting straight hair without frizz.
- Nourished and strengthened fibers.
- Anti-humidity protection and shine.

Prokeratin.

Mix of amino acids made up of oils and keratin, extra cuticular reinforcement, keeping the fiber hydrated and strong.

Evening primrose and kukui oil.

Evening primrose oil is rich in essential fatty acids, promoting strength and softness for the hair strands. Kukui oil, on the other hand, will work as an anti-humidity barrier on the fiber, keeping the hair strands aligned for much longer.

Xylose.

Xylose is a type of sugar with a heat-protective function that helps the hair to disperse heat, attaching itself to the hair fiber to retain moisture and protect the hair.

Liss unlimited.

The complete range.

[Technical products]



Shampoo



Mask

[Retail products]



Shampoo



Mask



Leave-in

Liss unlimited.

Star product.



[Shine enhancing serum]

Shine-enhancing serum, with evening primrose oil, creates a long-lasting anti-humidity protective shield to control your hair and keep frizz at bay. Keratinoil Complex technology, rich in keratin, acts in the recovery and reconstruction of hair fibers. Leaves hair nourished, with shine, softness and no frizz.

Liss unlimited.

10 minute protocol.



01

Shampoo.

Nourishing clean
long-lasting straight.

Rinse.

50.7 fl.oz.



02

Nourishing clean
long-lasting **mask**.

Rinse.

16.9 fl.oz.



03

Shine **serum**
long-lasting straight.

No rinse.

4.2 fl.oz.

Blow-dry Fluidifier.

For heat protection.



Blow-dry Fluidifier.

Thermo-reactive agent.

Results

Multi-benefit leave-in treatment to bring long-lastingness & protection. Up to 4 days long lasting blow-dry results.

3 reasons to love it:

- A longlasting result. 1 action for 10 benefits.
- A protected result. 450° f thermo-protective action.
- A reshapable result. Heat tool reactivable formula to refresh or reshape unlimited ends-looks.

10 Benefits.

Heat protection up to 450°F, anti-frizz, shape control, blow-dry facilitation, formula reactivation to reshape with heat tools at 300°F, shine, anti-breakage, nourishment, smoothness, & discipline.

Vegetal proteins.

Vegetal proteins are blend of 17 amino acids naturally present in the hair fiber, derived from soy, corn & wheat proteins.

