

Absolut Repair Molecular

Visibly fight 2 years of damage in 1 use*



L'ORÉAL
PROFESSIONNEL
PARIS

*With system of shampoo + rinse-off serum + leave-in mask.

NEW

Absolut Repair Molecular Mask



**Plump up hair's
moisture &
strengthen at the
molecular level.***

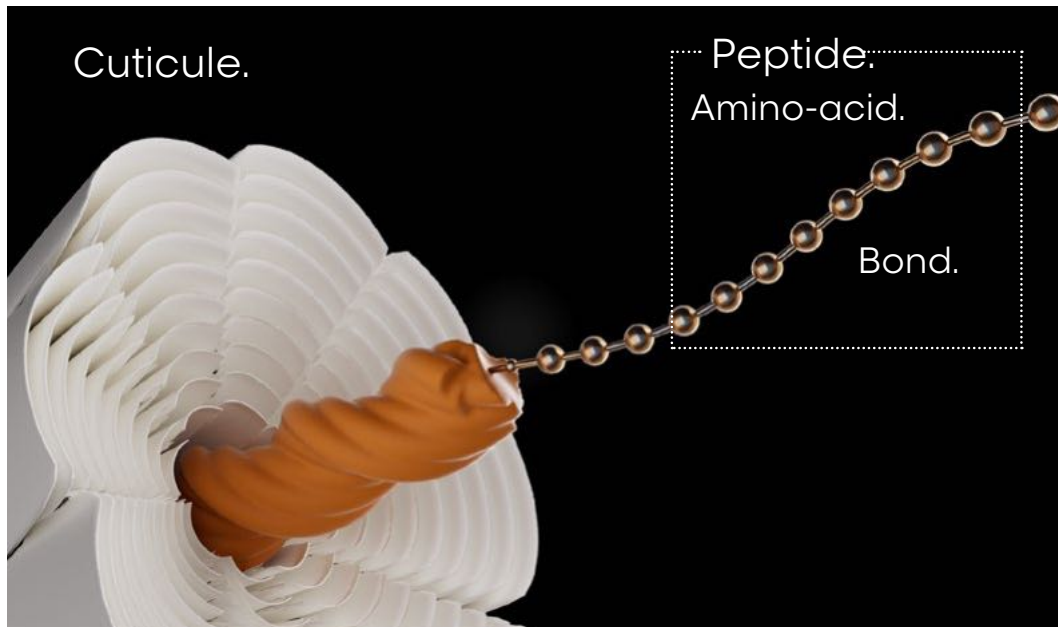
THE TECH

Peptides bonder
+ Amino acids

*With continuous use of the Absolut Repair Molecular
shampoo, rinse-off serum, and mask

The L'Oréal Professionnel labs have discovered
a way to inject Amino acids & Peptides bonder to

Repair the hair's molecular structure.



Hair is made up of Peptides, a combination of linked Amino acids, which are essential for hair integrity. When hair is extremely damaged, Peptides break and the molecular structure becomes fragile. This leads to hair that is brittle, lacking movement, and easily broken, due to no elasticity.

By injecting Amino acids + Peptides bonder, Absolut Repair Molecular repairs the hair's molecular structure.*

Absolut Repair Molecular

is highly concentrated in Peptides bonder and Amino acids to visibly fight 2 years of damage in one use.**

It is scientifically proven to:

1. Repair hair's molecular structure.*
2. Restore strength, elasticity & movement.

Before.



After.

Before.



After.

*With continuous use of rinse-off-serum

**With system of shampoo + rinse-off treatment + mask.

5-step salon service to **Plump up hair's moisture & strengthen at the molecular level.***

How to use.

In-salon



Step 1.

Salon Exclusive
Pre-treatment.

To restore hair's elasticity.

- Our highest concentration of Peptides bonder + Amino acid.

How to use:

Spray 15-20 pumps on damp, towel-dried hair. Do not rinse. Follow with steps 2-4.



Step 2.

Sulfate-free
shampoo.

To gently cleanse.

- Nourish & strengthen.
- Rich, sensorial lather.

How to use:

Lather until a rich foam is obtained. Rinse.



Step 3.

Rinse-off
serum.

To repair hair's molecular structure.**

- 3X stronger hair.**
- Gives body to the hair

How to use:

Apply 4-6 pumps mid-lengths to ends. Distribute & smooth evenly throughout the hair. Rinse.

In-salon & Take home



Step 4.

Rinse-off
mask.

For instant moisture and strength repair.

- 5X stronger hair.**
- Improved elasticity.

How to use:

Separate hair into two sections. Apply and leave on for 1-15 minutes. Rinse.



Step 5.

Leave-in
mask.

To smooth & strengthen the fiber.

- Frizz control.
- Heat protection up to 450°F.

How to use:

Apply on towel-dried hair and leave in.

*With continuous use of the Absolut Repair Molecular shampoo, rinse-off serum, and mask

**With continuous use of rinse-off serum

***Vs non-conditioning shampoo

Grow your business

WITH ABSOLUT REPAIR MOLECULAR

Add an Absolut Repair Molecular treatment to your salon menu.

- Treat every client with damaged hair to Absolut Repair Molecular

THE BOTTLE PAYS FOR ITSELF WITH JUST 1 SERVICE.

$$13 \text{ repair services in 1 bottle} \times \$40 \text{ Absolut Repair Molecular service charge} = \$490 \text{ in incremental profit per bottle.}$$

Upsell take home products.

Prescribe Absolut Repair Molecular to your clients.

Recommended service price: 2X Salon Price.



FAQ.

What is Absolut Repair Molecular? How is it different vs. other hair repair products?

A professional protocol formulated to visibly fight 2 years of damage in one use* by injecting Amino acids + Peptides bonders. Plump up hair's moisture & strengthen at the molecular level** by restoring strength, elasticity, and movement of the hair.

Who should use Absolut Repair Molecular?

Recommended for clients with damaged to very damaged hair due to chemical, mechanical or environmental damage. This protocol is also recommended for clients with less resistant hair that will undergo an intense hair change.

What is the Absolut Repair Molecular protocol? How do you use each Absolut Repair Molecular product in a salon?

[Pre-Treatment (In-salon exclusive)] Spray on towel dried hair from lengths to ends, per section. Apply about 3 pumps per section. Work through the lengths and ends for 1-2 minutes. Do not rinse.

[Sulfate-free shampoo] Apply directly on hair in a layering technique after the pre-treatment. Rinse.

[Rinse-off serum] Use on wet, detangled hair. Divide the hair in 2 sections. Press 2-3 pumps of the serum onto hands. Distribute & smooth evenly from lengths to ends. For very dry hair, apply from roots to ends. If desired, follow with a mask or conditioner from your usual routine. Rinse thoroughly.

[Rinse-off mask] After cleansing, separate wet hair into 2 sections. Apply evenly on towel dried hair and leave on for 1-15 minutes. Rinse thoroughly.

[Leave-in mask] Apply on towel-dried hair. Divide the hair in two. Apply one pump on each side from lengths to ends. Add more if required. Leave in. Proceed to blow dry or air dry.

What Absolut Repair Molecular products can a client take-home to continue their hair repair journey?

[Sulfate-free shampoo] to gently cleanse, nourish and strengthen the fiber.

[Rinse-off serum] to deeply penetrate and repair the hair's molecular structure. It also evens out porosity and gives body to the hair.

[Rinse-off mask] to provide instant moisture and strength repair with improved elasticity.

[Leave-in mask] to smooth & strengthen the hair's fiber. It also provides frizz control and heat protection up to 450°F.

How to use Absolut Repair Molecular on each hair type?

HAIR TEXTURE	IN-SALON	RETAIL
FINE		
MEDIUM/COARSE		

Can I use Metal Detox with Absolut Repair Molecular?

Metal Detox will prevent breakage and color shift. Absolut Repair Molecular will visibly fight molecular damage. Though both can be used together, it is recommended to use each system alone to obtain its full benefits.

If Absolut Repair Molecular visibly fights 2 years of damage in 1 use*, should I only use Absolut Repair Molecular once?

For optimal use, it is recommended to use Absolut Repair Molecular progressively, until the hair feels stronger, looks healthier & has increased movement consistently.

When should I use Absolut Repair Molecular, Metal Detox, or Absolut Repair?

[Absolut Repair Molecular] Use to repair molecular damage on very damaged hair prone to breakage. It leaves the hair feeling smoother with strong elasticity and movement.

[Metal Detox] Use to protect the hair from metals and prevent color shift. It also provides the hair with a combination of what the hair needs after a color service: vibrancy, shine, softness & nourishment in-between color services.

[Absolut Repair] Use to hydrate and add shine to surface-level damaged hair. It creates softer and smoother hair without weighing it down.

How often should I use Absolut Repair Molecular on my client?

For clients with extremely compromised hair, the salon service can be applied weekly. When the hair is not as sensitized or as prone to breakage, Absolut Repair Molecular can be used every 2 weeks.

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**With continuous use of the Absolut Repair Molecular shampoo, rinse-off serum, and mask



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