

Why is L'Oréal Professionnel launching a hair dryer?

Hair dryers have a central place in the service professionals offer, but also in the energy footprint they consume. While there is a large offer today, no hair dryers combine the performance, care for hair and sustainability we expect.

What is AirLight Pro?

- AirLight Pro is the first professional hair dryer by L'Oréal Professionnel augmented with infrared technology for fast drying and no hair damage.
- It was co-developed with Zuvi, an innovative beauty tool company.
- AirLight Pro has been co-developed with pros, for pro use. Tested on all hair types.
- It is equipped with a special 17-blade, high-speed, powerful, and low low-noise motor. It was tested to last through intensive professional use.

What is infrared light?

Infrared light is part of the natural light spectrum and carries heat. We can't see it but can feel in the form of heat:

- The result is faster hair drying, energy consumption and less exposure to heat which can create hair damage.
- AirLight Pro uses this technology, powered by 6 halogen bulbs.
- Infrared light has no color, and it is the filter inside the hair dryer that gives it is blue-green color to showcase temperature level.

What is "Zuvi"?

Zuvi is the high-tech partner L'Oréal Professionnel partnered with to create AirLight Pro. Zuvi is a tech start-up with over 500 global patents in in electronics, robotics, and environmental-tech. It is the inventor of the patented infrared light technology applied to hair dryers.

Is AirLight Pro using only light to dry hair?

- No. AirLight Pro uses an innovative combination of infrared light, heat and wind to dry hair.
- It is this unique combination that enables it to dry faster, with less energy, and without damage.

What is the difference vs. competitors?

- AirLight Pro is our first hair dryer augmented with infrared light technology. Other hair dryers usually rely only on convection heat and wind (with hot coils warming air around your head, creating long dry time, more damage and energy waste).

Is AirLight Pro a sustainable product? Repairable?

- AirLight Pro has been developed following eco-design principles on materials, conception, usage and disposal.

- It is also repairable, and its motor and light have tested to last the equivalent of 10 years of professional usage.

L'Oréal Professionnel is committed to a sustainable future, and we keep integrating recycled materials.

What does AirLight Pro include?

- 2 nozzle accessories: the concentrator (for sleek and all hair types) & the diffuser (for curly and coily hair, or hair styles requiring diffused windspeed).
- 1 removable cleanable filter (already mounted),
- A professional-length power cord (11.5 feet)
- A built-in LCD screen with bluetooth connectivity for optional AirLight Pro app.
- An instruction manual
- A limited 2-year warranty.

Is AirLight Pro customizable?

- Yes. There is a standard mode that features 3 temperature and 3 airflow settings. And a custom pro mode for pre-set sleek, curly, and coily hair settings.
- With the optional AirLight Pro app, you can enter a custom mode to select your own precise temperature and airflow and save it on to your device.
- You can also personalize your hair dryer with save your photos or avatar to be displayed on the LCD screen upon turning on the device!

What is the AirLight Pro app (optional, not require to use the hair dryer)?

- AirLight Pro offers additional features on its app (available in 13 languages)
- Personalize the device with a picture, avatar and name.
- Change name for main screen.
- Customize standard modes.
- Customize pro modes.
- Create a new mode.
- Track usage and energy used.
- Access tips and how-to videos.

What type of device is the app compatible with?

- IOS 13.0 and above, including iPadOS 13.0 and above.
- Android 8.0 (Oreo) and above

- Bluetooth 5.0 and above

How robust is AirLight Pro? How long will it last?

- AirLight Pro was tested to last the equivalent of 10 years of professional use for both motor and light bulbs.

The front light is made out of tempered glass for long-lastingness.