

Welcome to
L'Oréal
Professionnel

L'ORÉAL
PROFESSIONNEL
PARIS



1909

the Skin Allergy Test

1. Apply product to skin
2. Wash with water
3. Apply product again
4. Observe for 48 hours

See the shade you plan to apply. It appears darker on the forehead.

the Tone Level Scale

LIGHTEST BLOND
VERY LIGHT BLOND
LIGHT BLOND
BLOND
DARK BLOND
LIGHT BROWN
BROWN
DARK BROWN
VERY DARK BROWN
BLACK

10
9
8
7
6
5
4
3
2
1

1950

THE TONE LEVEL SCALE

1910

Une leçon de teinture le lundi après-midi à FORÉAT.

L'Ecole de Teinture de L'ORÉAL

7^{ème} Rue du Louvre, 7^{ème} PARIS

Tous les jours les coiffeurs de passage à Paris, peuvent assister à des applications qui sont uniquement faites pour leur montrer ce comment se doivent opérer.

October 25, 1922

Hairdressers' Journal

THE YEAR OF PUBLICATION

COSMETICS • PERFUMERY • TOILET LINES • EQUIPMENT

COLOUR TROPHY TOUR BREAKS ALL RECORDS

Commentary

Stylists were confident that their technique would be victorious in the color, and that the primary work was done in the hair, and not in the color. Although space on the stage was limited, the young artists worked with a quick and accurate touch. The first round the 25 women formed for drawing out was enough. The color here is shown in its right, customary shade. In both places here, it was enough to the first night on Broadway Park and Western Parapet, one of the Wynn City Sales, indeed.

Next week... Back Comes the Top-Knot... Men's Styles from the World Championships

1954

1907

LE SEUL PRODUIT INOFFENSIF contenu en un seul flacon

L'ORÉAL

BREVETS E. SCHUELLER
Chimiste Diplômé de l'Université de Paris

RENDANT AUX CHEVEUX LEUR COULEUR ET LEUR VIGUEUR

IL EST INIMITABLE, CAR IL EST BREVETÉ

CHÂTAÎN CLAIR

MONOPOLE DE LA SOCIÉTÉ FRANÇAISE DE TEINTURE INOFFENSIVE pour CHEVEUX

ORÉOL
vous auréole

1945



Our history
Eugène Schueller.

Born in Paris from a **pioneering spirit**, inventor of the first safe hair dye, skin allergy test, tone level scale, and first hair academy.

Our DNA.

Professional

Pro's are our core – with innovations co-developed by hair pros, inspired by their potential to transform.

hair tech

that elevates you

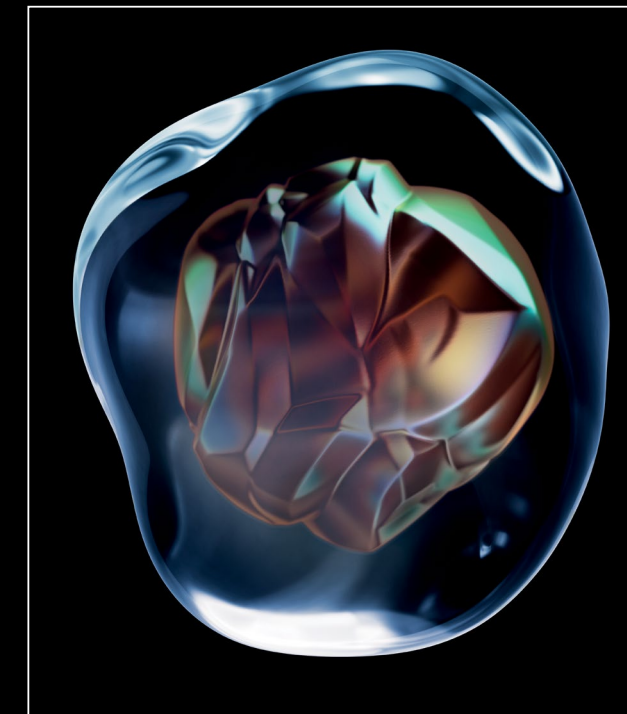
Elevating Pros and Consumers through transformative results, boundless educational opportunities, & commitment to mental wellbeing.

What is hair tech?



tech-nical

Defining the pro industry since 1909 – from the invention of the level scale to the founding of the first hair academy.



tech-nological

Disrupting the pro landscape with first-to-market formulas obtained through advanced research, supercharged with active ingredients and patented technologies for proven results.



beauty-tech

Amplifying client results and improving hair to its highest possible level, augmented by patented technical tools.

Our Commitments.



Champion beauty that values our planet.

In line with L'Oréal for the Future group initiatives, we produce our technical products with 100% Post Consumer Recycled (PCR) material and 100% recycled aluminum. We are committed to shrinking our carbon footprint through carbon neutral factories that produce zero liquid waste.

[Learn more](#)



Support the hair pro community.

Mental health is the #1 challenge facing hairdressers. Head Up is a global program created by L'Oréal Professionnel in partnership with NAMI, to raise awareness of the mental health challenges facing hairstylists and provide them with free mental health resources.

HeadUp
FOR PROS' MENTAL HEALTH

[Learn more](#)

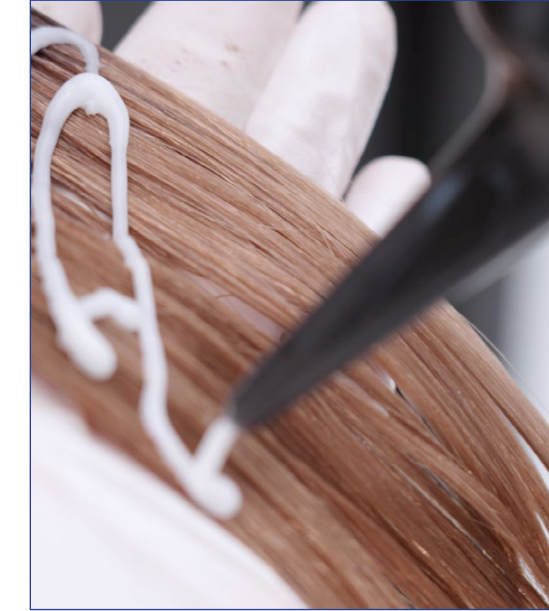


Develop the next generation of beauty professionals.

Scholarships are awarded to support cosmetology students through partnership with Beauty Changes Lives.

**BEAUTY
CHANGES
LIVES** | SCHOLARSHIPS
MENTORSHIP
INSPIRATION

[Learn more](#)



The first ever bachelor's degree program specific for beauty professionals.

The L'Oréal Professional Products Division in partnership with Rolfs Global Institute, has pioneered this online program designed to elevate a new era of leaders in this ever-evolving world of beauty.

Lead | ROLFS
GLOBAL
INSTITUTE
powered
by L'ORÉAL

[Learn more](#)

Iconic Brands.



NO AMMONIA PERMANENT

INOA™

No ammonia permanent color.
Vegan formula*. Oil Delivery
System technology.

100% GREY COVERAGE
Long-lasting results.

VISIBLY HEALTHIER HAIR
Hydrates, conditions,
and adds +48% shine* to hair.

UNCOMPROMISED COMFORT
No dripping. No odor.
Easy & fast to apply.

*No animal-derived ingredients or byproducts.
**vs. unwashed, uncolored hair.



PERMANENT

Majirel

PERMANENT CRÈME COLOR.

PERFECT COVERAGE
Non-drip formula. 100% grey coverage.

EXCEPTIONAL CARE
+45% more conditioning* vs. non-colored hair

RICH COLOR
Ultimate palette of shades and technologies.
True-to-tone, long-lasting results.

*Instrumental testing.



ALKALINE DEMI-PERMANENT

Dia color

ALKALINE CRÈME DEMI.

UP TO 70% GREY COVERAGE.

Up to 1.5 levels of lift.

UP TO 6 WEEKS OF GLOSS COLOR, 2X SHINE.*

Soft demarcation.

FAST PROCESSING.

20 minutes.

*vs. unwashed hair.



ACIDIC DEMI-PERMANENT

Dia light

ACIDIC GEL-CRÈME DEMI.

Zero ammonia. Zero lift. Ultra conditioning.

CONTROLLED APPLICATION.

Gel-crème consistency for precision application.

FLEXIBLE PROCESSING TIME.

2-20 minutes.

+30% MORE CONDITIONING*.

Conditions hair after lightening and color services.

*vs. uncolored hair.

LIGHTENER

Blond Studio

THE PROFESSIONAL LIGHTENING TOOLBOX

WIDEST VARIETY OF LIFT

From 5 to 9 levels

WIDEST CHOICE OF TEXTURE

From powder, to pastes, to cream, to oil enriched lightening systems, with Blond Studio you can deliver any lightening technique.



TECHNIQUES

Discover French Balayage Milky.

Innovation focused on growing our techniques & services inspired by the latest trends.

[Learn more](#)



HAIRCARE

SERIE EXPERT

EXPERIENCE THE PROFESSIONAL DIFFERENCE WITH ADVANCED BREAKTHROUGH TECHNOLOGIES.

PREMIUM TECHNOLOGY
For all hair types protected by 43 patents worldwide.

PREMIUM SERVICES
Innovative and profitable treatment portfolio for every hair type.

PREMIUM PACKAGING
Beautiful, eye-catching products for easy merchandising.

IN-SALON TREATMENTS FOR EVERY CLIENT.

Metal Detox Pre-treatment

Vitamins Color Acidic sealer

Blondifier Gloss concentrate

Absolute Repair Molecular Pre-treatment

Pro longer Ends-filler concentrate



DISRUPTIVE INNOVATION

Metal Detox

Everyone has metals in their hair. The pipes that carry our water erode and accumulate inside the hair fiber that can lead to breakage and unpredictable color results.

Pro Guarantee your color with Metal Detox.

- **87% less hair breakage.***
- **100% true-to-tone color.**

THE TECH

With exclusive Glicoamine.



BREAKTHROUGH TECHNOLOGY

Absolut Repair Molecular

When hair is extremely damaged, peptides break which leads to hair that is brittle, lacking movement, and easily broken.

- **Visibly fights 2 years of damage in 1 use.**

THE TECH

Peptides bonder + Amino acids.



*Instrumental test, after application of Pre-treatment + technical procedure + Shampoo + Mask. Compatible with all color and lightening brands to prevent breakage and color shift.

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

STYLING

TECNI
ART.

THE ART OF STYLING.

HIGH-POWERED STYLERS

Zero residue.

PERFECT FOR

Both detailed styling and everyday looks.

CURATED, COMPLETE PORTFOLIO

Everything your stylists and clients need.



TOOLS

SteamPod

THE 2-IN-1 STRAIGHTENING & CURLING IRON.

A SINGLE PASS TO SMOOTH ANY HAIR TYPE.

Large ceramic plates allow you to take bigger sections when styling.

VISIBLY HEALTHY HAIR.

Offer your clients a luxurious, steamy service that delivers, 24-hour frizz control, instant shine*, & 2X smoother hair**.

*vs. natural hair

**Compared to Steampod without steam and comb (heating plates only)



Signature Education.

Education that elevates the Pro.



L'Oréal Professionnel is the pioneer of professional beauty. With advanced research, we discover new actives and technology with the best science.

We have the best-in-class education, featuring programs for every level; essential, advanced, expert and specialist. Elevate to the next step in your career with inclusive, comprehensive, and customizable offerings.

Whatever your education needs, L'Oréal Professionnel can provide it.

Signature Education

ON | OFF Education.

Available virtually and live. A purposely curated education offering available to everyone.



Virtual Education = ON

Available conveniently from the palm of your hand.

- Virtual Atelier
- Color Ambassador
- Access
- Salon or Suite Virtual Rendezvous



Live Education = OFF

From our Academy Education held in New York City and Los Angeles through to our Store Education and in Salon or Suite Education.

- Academy
- In Store
- In Salon or Suite Rendezvous
- Signature Experiences
- School

VIRTUAL ATELIER



Inspirational, complimentary education for all.

Our Education team host Virtual Ateliers weekly, and they cover many topics from foundational product knowledge through to inspiration and technique. Whether you are new to L'Oréal Professionnel and would like to learn the essential, foundation knowledge to get the best results or if you would like a refresher, learn about an innovation, need inspiration or to learn a new technique we have you covered!

ACADEMY EDUCATION



Our most elevated, immersive, education from coast-to-coast.

Academy Signature Education: Rich in content, these courses curated by L'Oréal Professionnel encompass a variety of techniques including color, balayage, haircutting and hairstyling.

Artistic Expression: Take a peek inside your favorite Artist or Influencer's brain while they showcase techniques that align with the latest trends.



SIGNATURE COLOR COURSES

Follow the ultimate Color Education path from Advanced through Specialist.

Advanced

Color Ambassador.

2 days virtual

\$200 | 13,333 Level Loyalty Points

Expert

Color Certification.

6 days live

\$2,700 | 180,000 Level Loyalty Points

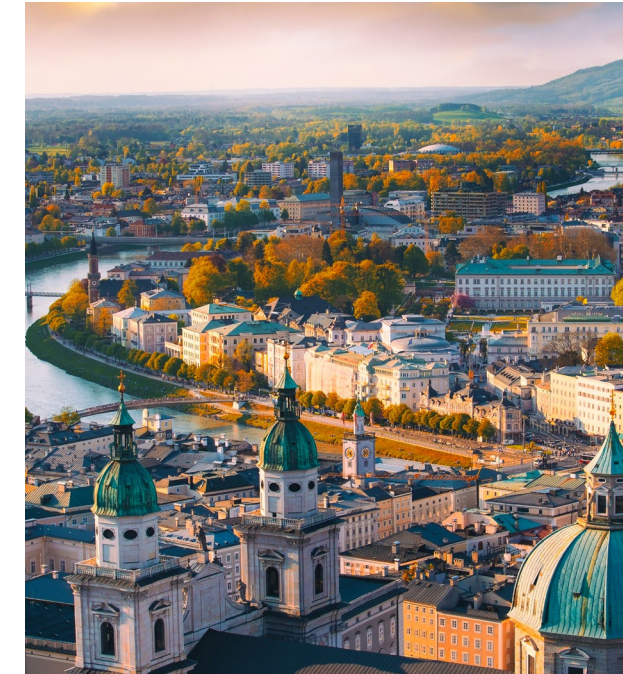
Specialist

Color Specialist.

4 days live + 6 days virtual

\$5,000 | 333,333 Level Loyalty Points on

SIGNATURE EXPERIENCES



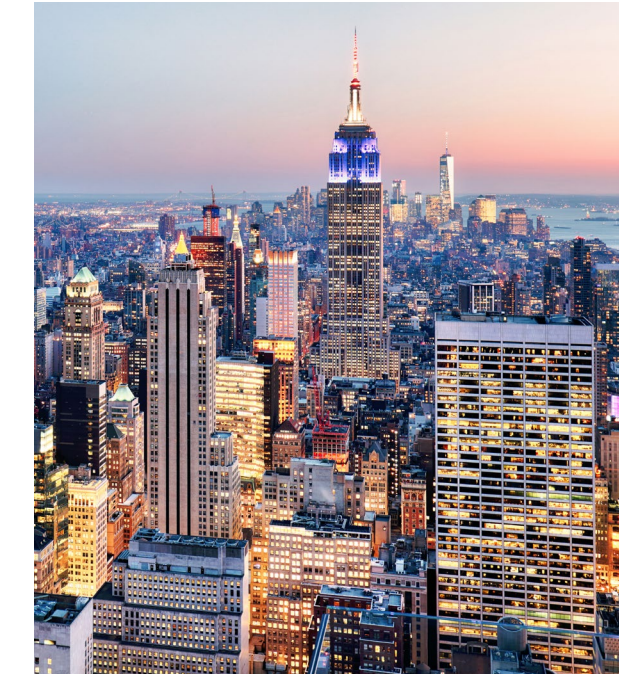
Global Signature Experience.

- When Education meets inspiration in global destinations.
- Experience the destination, local artists and education while connecting with others.
- Five night experience in a unique and beautiful city - Vienna, Austria.



USA Signature Experience.

- When Education meets inspiration across the USA.
- Discover the brand through its best-in class education and exclusive luxury experience.
- Three night experience in one of the coolest USA cities - Los Angeles, California.



Academy Signature Experience.

- Academy Education and a networking experience.
- Two day immersive education experience in the one and only - New York, New York.



BUSINESS BUILDING TOOLS



Elevating the beauty industry for 25 years with proven systems and strategies.

Comprehensive library of tools, workshops, online learning and services paired with custom coaching and training for you and your team.

[Learn more](#)



Get rewarded with LEVEL Loyalty, the loyalty program for licensed professionals.

Shop L'Oréal Professionnel through SalonCentric and State|RDA to earn points. Redeem your points and pick from hundreds of rewards.

[Learn more](#)



Salon/Suite support.

Order printed in-salon marketing materials or download branded images to create in-salon promotions, decorate your salon, and advertise new services and products on your social channels.

[Learn more](#)



**Retail Rewards
Earn up to 20% in rewards per quarter.**

Your retail spend fuels complimentary back bar and station use products which in turns will drive retail sales and improves profitability.

[Learn more](#)

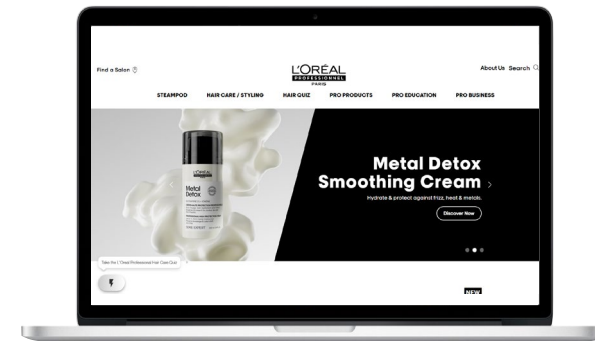
BUSINESS BUILDING TOOLS



Unlock your retail potential.

Boost your salon revenue with our tailored support. We offer strategic merchandising, engaging promotions, and business building education for long-term success.

[Learn more](#)



L'Oréal Professionnel website.

Discover our full product offering for hair lovers and hair professionals as well as all education and business support.

[Learn more](#)



Artists & Ambassadors.

Learn technique tips, social media tricks, and attend classes taught by our network of 140 artists who lead with excellence, artistry, inspiration and professionalism

[Learn more](#)



Be in the know.

Stay up-to-date on our newest classes, launches, and experiences by signing up for our email newsletter.

[Learn more](#)



Follow & engage.

Follow our branded social channels to discover the latest trends, product innovations, education offerings and inspirational work.

[Learn more](#)



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PARIS

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@lorealpro_education_us | #lorealprou | US.LOREALPROFESSIONNEL.COM