

unique art

Nov/Dec 2024



iNOA

Visibly healthier results.
For all hair formations.

AirLight Pro

The next
generation
in hair drying.

**Dazzle
your clients**
with Serie Expert
holiday kits.

L'ORÉAL
PROFESSIONNEL
PARIS

Table of contents



Discover the brilliance of Serie Expert holiday kits. Choose from five full size kits and two mini kits. See pages 14-17.

Pg 04	AirLight Pro	Pg 12	Haircare Essentials	Pg 18	Education
Pg 08	Color Essentials	Pg 14	Serie Expert Holiday Kits	Pg 20	Monthly Offers

Check out the back cover for resources.

Dry with the speed of light.
Without damage.

NEW AirLight Pro

Our first professional hair dryer augmented with infrared light technology.



- 14% faster drying.*
- 11% less energy used.*
- Hydration locked in.

L'ORÉAL
PROFESSIONNEL
PARIS

*AirLight Pro vs. leading premium (\$200+) hair dryer USA 2023.

A breakthrough tech

Enhanced by pros.

with infrared light and heat.

Infrared Light Technology.

A professional calibration of heat, wind, and infrared light for fast drying without damage.

Engineered to last.

for professional use.

Powerful & quiet.

with 130mph wind speed.

Smart filter.

notification for cleaning.

Cool-shot button.

to lock in styles and shapes.

Lightweight.

1.7lbs.

Extended cord.

with no power brick.

Scan



for FAQs.

Includes diffuser & concentrator with magnetic attachment.



Connected, customizable experience

with the AirLight Pro app.



Standard modes:

- 3 heat and 3 airflow settings.
- No app required.

Custom modes:

- Customize your own signature settings with the AirLight Pro app.
- Adjust in increments of 5% for airflow and 15-20°F*



*AirLight Pro app and internet connection required. Available on App Store and Google Play.

Co-developed with pros.

- Engineered to last.
- Ultra precise settings.
- Powerful & quiet.
- Lightweight.

Loved by pros.



"I choose to work with AirLight Pro because the faster drying allows me to save time in the salon and at shows. I love the precise, custom settings to cater to all hair types."

@philipforesto
REDKEN & AirLight Pro Ambassador



"AirLight Pro is revolutionary in maintaining hair integrity, especially on very sensitized hair during a multi-process color service."

@adinapignatara
L'ORÉAL PROFESSIONNEL PARIS & AirLight Pro Ambassador



"I'm not compromising my higher formation client's hair with excessive heat or wind. The auto-detect magnetic diffuser is a game-changer."

@tippishorter
MIZANI & AirLight Pro Ambassador



"AirLight Pro creates high shine by smoothing down the cuticle and showcases my multidimensional color work."

@adrienedara
REDKEN & AirLight Pro Ambassador

iNOA™

No ammonia vegan permanent color.
Visibly healthier results.
For all hair formations.



100% grey coverage.



Maintains curl pattern.



Adds +48% shine.*



Helps improve porosity.

*vs. unwashed, uncolored hair.

Vegan. Powered by Oil



Roots: iNOA 4.35 + iNOA 20 Volume Developer
Length & Ends: iNOA 6.34 + iNOA 20 Volume Developer

Icy Shades.



10.12/10BV



10.21/10VB

10.12
An icy blue-violet tone to cancel unwanted post-blonde yellow.

10.21 A kiss of violet-blue reflect for the timeless iridescent blonde.

All hair types, all formations.

Color with care & confidence.



Cowboy Copper

Roots: iNOA 6.40 + 6.46 + 7.4 + iNOA 20 Volume Developer
 Ends Depth: iNOA 6.40 + 7.44 + iNOA 20 Volume Developer
 End Reflective Pieces: iNOA 7.43 + 8.34 + iNOA 20 Volume Developer

“ iNOA respects all hair formations. The Oil Delivery System allows curls to stay hydrated and reflect more shine! ”

Jennifer Cahill, @the_jen_cahill

Pumpkin Spiced Latte.



iNOA 6.45 + iNOA 7.43
 + iNOA 10 Volume Developer

“ iNOA made my client's natural waves super shiny and soft. Not only is it super versatile, it's also very caring for the hair. ”

Jessica Strange @jessica_strangelovecollective

Sweet Cortado.



iNOA Clear + iNOA 30 Volume Developer.
 Dia light 10.01
 + 9.82 + 6 Volume Diactivateur.

“ My clients and I love how long-lasting the color is, especially on higher curl formations. ”

Jeremiah Cook @jeremiahcookpro

NEW Eco-friendly shampoo refills.

Made with 73% less plastic.*
15% savings vs. 500ml bottle.



Try for \$17
Absolute Repair.
Vitamino Color.



Try for \$19
Metal Detox.
Absolute Repair
Molecular.



Vs .500 ml bottle.

Discover the brilliance of

Serie Expert this holiday season.

Make your hair dreams a reality with the latest technology, exclusively from L'Oréal Professionnel.



Discover NEW mini kits for Metal Detox & Absoluit Repair Molecular.

Travel sets
Shampoo 3.4 oz
Mask 2.5 oz



Dazzle your guests this holiday season with brilliant tech.

	OCTOBER	NOVEMBER	DECEMBER
MERCHANDISING + EVENTS	Merchandise your salon	Host a holiday event	Place the gift sets on the front desk and window to highlight
IN-SALON PROMOTIONS	Announce stylist incentives	Host Small Business Saturday promotion	Place remaining gift sets on markdown
DIGITAL ACTIVITIES	Post picture of salon decorated for the holidays	Post lookbook to promote holiday event	Post teaser videos to promote gift set sell-through



Metal Detox.
For color treated hair.
Kit includes:
Shampoo 16.9 oz
Mask 8.5oz



Absolut Repair Molecular.
For very damaged hair.
Kit includes:
Shampoo 16.9 oz
Rinse-off serum 8.4 oz



Absolut Repair.
For sensitized hair.
Kit includes:
Shampoo 16.9 oz
Conditioner 16.9 oz



Vitamins Color.
For color preservation.
Kit includes:
Shampoo 16.9 oz
Conditioner 16.9 oz



Pro longer.
For thinned ends.
Kit includes:
Shampoo 16.9 oz
Conditioner 16.9 oz



Travel sets
Mini kits include:
Shampoo 3.4 oz
Mask 2.5 oz



2025 Signature Education.

We have 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 for color, haircutting, finishing, and business.

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

Plan your 2025 Education today.



Scan to
learn more.



November Only.

Offers valid 11/1-11/30.



FREE Mini Metal Detox Pre-treatment & shampoo

with purchase of 12-41 tubes of L'Oréal Professionnel color (mix & match).

Salon Price From: \$106.08
Salon Value From: \$128.44



FREE retail size Metal Detox shampoo, mask & oil

with purchase of 42+ tubes of L'Oréal Professionnel color (mix & match).

Salon Price From: \$371.28
Salon Value From: \$439.83



Holiday kits.

- Metal Detox: \$36.00
- Absolut Repair Molecular: \$36.00
- Absolut Repair: \$33.00
- Vitamino Color: \$33.00
- Pro longer: \$33.00

Salon Value From: \$45.32-\$53.82



Mini kits.

- Metal Detox: \$11.00
- Absolut Repair Molecular: \$11.00

December Only.

Offers valid 12/1-12/31.



Buy 1, get 1 50% off

L'Oréal Professionnel Developers.

Salon Price From: \$13.24
Salon Value From: \$17.66

Want more resources?

Swatch charts



Majirel



iNOA



Diallight



Dia color

Education



Signature Edu



Academy



Virtual Atelier



Brand Book

Brochures



Metal Detox



Blond Studio

Support Tools



Stay up-to-date
with our
newsletter



Discover our
full product
catalog



Download
sell-thru assets
on **LEVEL**



Discover free
mental health
resources

LEARN MORE ABOUT L'ORÉAL PROFESSIONNEL AT
US.LOREALPROFESSIONNEL.COM | [@LOREALPRO_EDUCATION_US](https://twitter.com/LOREALPRO_EDUCATION_US) | [#LOREALPRO](https://hashtage.com/#LOREALPRO)