

uniqueart

The launch edition.

Jan/Feb 2025



Metal Detox
New year,
clean slate.

NEW
Metal Detox
starter kit.

NEW
AirLight Pro
Dry with the
speed of light.
Without damage.

L'ORÉAL
PROFESSIONNEL
PARIS

*Metal Detox range scent features salty bergamot, lemon, grapefruit flower and guaiac wood.

New year, clean slate with Metal Detox.

Metals are messing with your color. Start every client with a clean color canvas.



Exclusive Glicoamine neutralizes & removes metals.



Prevents breakage and color shift.



Compatible with all color brands.



No added service time.



The Metal Detox difference.

Before.



Spray on dry hair.
Compatible with
all color & lightener.

During.



Apply color service
as usual. No added
service time.

After.



Reduced breakage.
True-to-tone results
with every service.

Earn up to an extra 35,000 in profit*
per year with Metal Detox.

936 × **\$40** = **\$37,440**

services per year
(18 services per week)

recommended
service charge

in additional revenue

*Based on a product cost of \$1,604.

Start every client with a clean color canvas.



I have been an iNOA lover forever - but I can really up my game with Metal Detox! I know I am starting each client with a clean color canvas, neutralizing metals that can alter my color. Metal Detox gives me peace of mind to achieve my client's color every time with no added service time needed.



Jackie Epperson
L'Oréal Professionnel Artist



New to Metal Detox?

Try the new pro starter kit and grow your business.



Kit includes:

- Salon Exclusive Pre-treatment 3.4oz
- Sulfate-free Shampoo 3.4oz
- Deep Conditioning Mask 2.5oz

7 applications per kit to earn up to \$280*

*recommended service price of \$40, 7 applications per kit.

Become the ultimate color authority in your salon. L'Oréal Pro Color Ambassador.

The L'Oréal Professionnel Color Ambassador program is your all-access virtual pass to mastering the art and science of color.

Over two transformative days, you will:

- Dive deep into the innovative and intuitive world of L'Oréal Professionnel Color, exploring a portfolio brimming with limitless creative possibilities.
- Unlock the secrets behind our brand essentials, gaining key knowledge to position yourself as the go-to L'Oréal Professionnel expert.
- Embrace your role as a true Color Ambassador, armed with the skills and confidence to inspire and lead your fellow stylists and unleash the beauty of your clients.

Are you ready to embrace your true color potential?

Available registration dates in 2025:

February 9-10 August 17-18 October 19-20
April 6-7 June 22-23



Register now.

**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.

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

A breakthrough tech with

Infrared Light Technology.

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

Engineered to last.

Motor and light tested to last 10 years of professional use.*

Powerful & quiet

with 130mph wind speed.

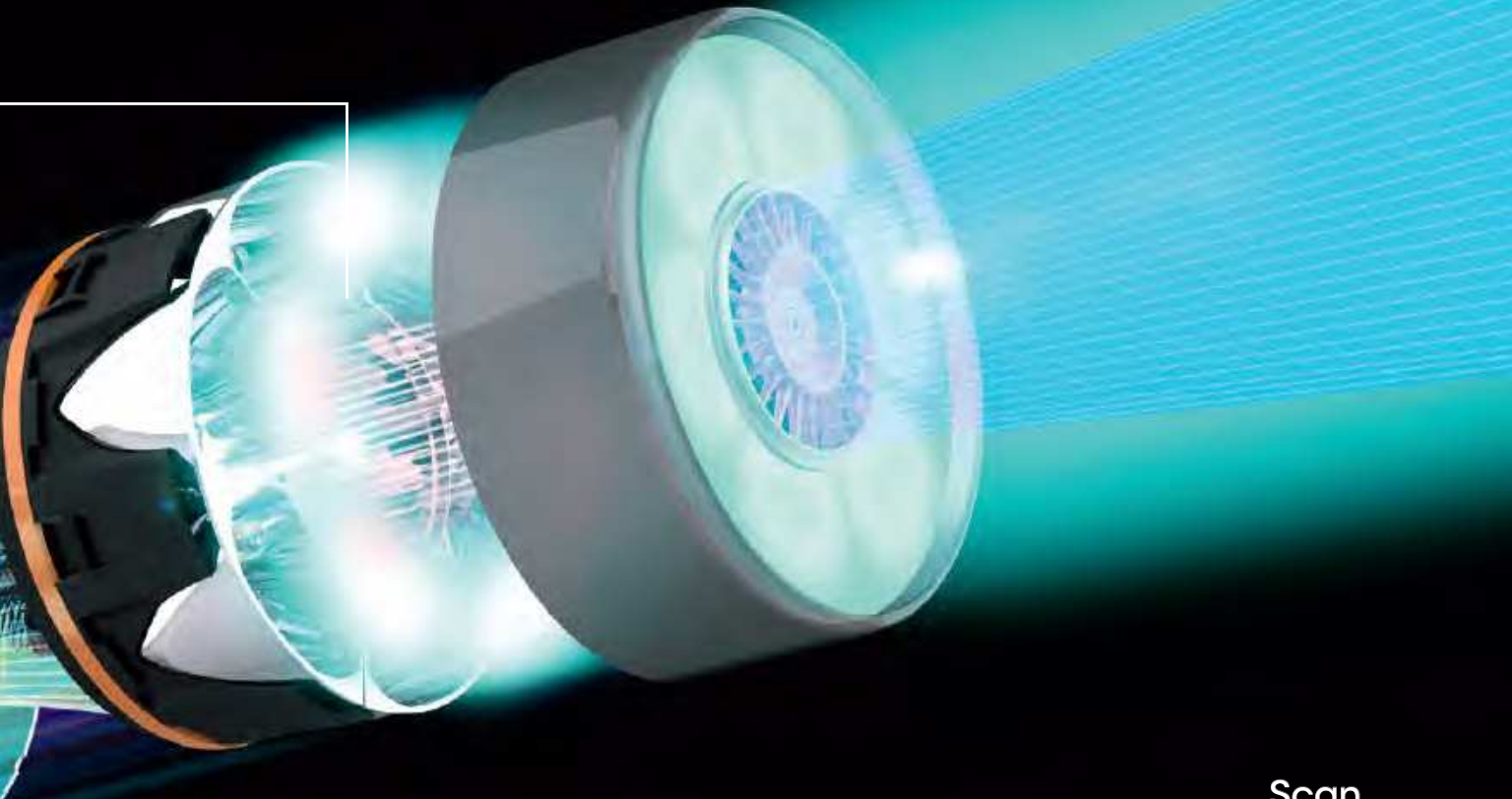
Smart filter

notification for cleaning.



*Corresponding to 2 cumulative hours of use per day, 5 days a week.

infrared light and heat.



Cool-shot button

to lock in styles and shapes.

Lightweight

1.7lbs.

Extended cord

with no power brick.

Scan



for FAQs.

Includes concentrator & diffuser
with magnetic attachment.



Connected, customizable experience

with the AirLight Pro app.



Standard mode:

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

Custom mode:

- 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.
- Powerful & quiet.
- Ultra precise settings.
- 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

5TH AVENUE NYC

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

@adinapignatare

L'ORÉAL PROFESSIONNEL & AirLight Pro Ambassador

PARIS



"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

TEXTURE LOVE SINCE 1991

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

@adrienedara

REDKEN & AirLight Pro Ambassador

5TH AVENUE NYC



Want more resources?

Swatch charts



Majirel



iNOA



Dialight



Dia color

Education



Signature Edu



Academy



Virtual Atelier



Brand Book

Brochures



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 | #LOREALPRO