

# Blow-dry fluidifier



L'ORÉAL  
PROFESSIONNEL  
PARIS





“HAIRDRESSING  
is an  
**art**”

Eugène Schueller

The secret behind the perfect blow-dry is in the professional gesture. But depending on the formula, some are more complicated than others and often times prevent the stylists vision from coming to life, others do not maintain the result for the period wanted by the client. Around the world, hairstylists and clients have been searching for the right haircare treatment to prepare the fiber for the perfect blow-dry.

Today, Serie Expert provides the solution. Introducing BLOW-DRY FLUIDIFIER, our newest Stimuli Responsive Serum for 4 day shape memory, 96H anti-frizz, up to 450F heat protection, and thermo re-shapeable results. Say hello to the perfect blow dry, every time.

# Discover the results



**FOUR DAY**  
LONG LASTING RESULT

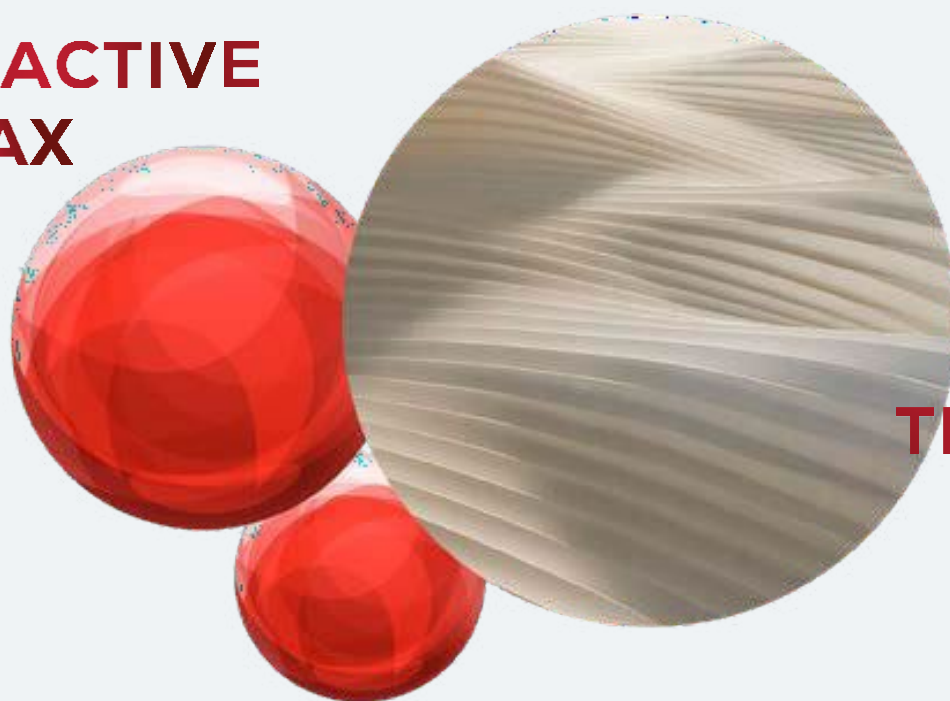
**96H**  
FRIZZ PROTECTION IN UP  
TO 80% HUMIDITY

**RESHAPABLE**  
WITH ANY HEAT TOOL AT  
150C+

**450F**  
HEAT PROTECTION  
FORMULA

# Discover the technology

**THERMO-REACTIVE  
WAX**



**THERMOPLASTIC  
ELASTOMER**

**+VEGETAL PROTEINS**

## **FORMAT**

150 ml

## **TEXTURE**

Lightweight cream

## **TARGET**

Any hair typology for a blow-dry that lasts

## **TECHNOLOGY & INGREDIENT**

SRS (Stimuli Responsive Serum) & Vegetal proteins

## **BENEFITS\***

- 4 days long-lasting result
- Reshapable with any heat tool at 150+ °C
- 96H Anti-Frizz protection up to 80% of humidity
- 230°/450F heat-protection

## **PRO TO PRO - HOW TO USE**

- SET STEP – Set the motion for a long-lasting blow-dry. Apply 2 to 3 pumps to towel-dried hair, from lengths to ends, proceed for a long lasting blow-dry



Vegetal proteins are a blend of **17 AMINO ACIDS** naturally present in the hair fiber, derived from soy, corn and wheat proteins.

Enriched with Vegetal proteins, the formula **TARGETS SENSITIZED AREAS** of the fiber & smoothes the surface **WITHOUT WEIGHING IT DOWN.**



#1

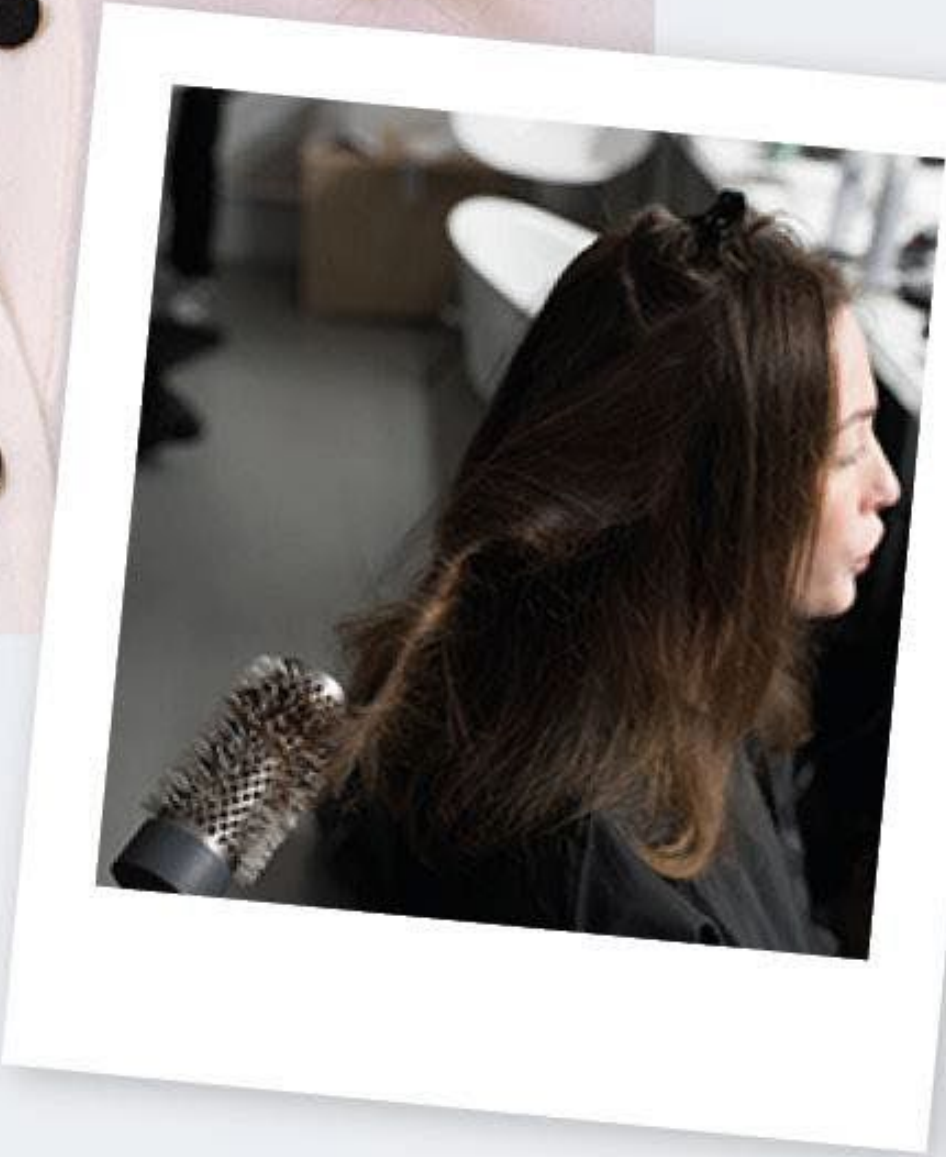
# twisted waves

INSPIRED BY THE FASHION WEEK. REVISITED FOR PROFESSIONALS.



## TIPS

Twist each strand of hair with a brush to get a shiny and wavy result.





# #2

# S shape waves

FAST & ULTRA FRENCHY,  
ADOPT THE S-WAVES STYLE.



## TIPS

To get a real S-wave movement, roll the strand of hair around the brush then fix it with clips in the permanent shaping way.





# #3

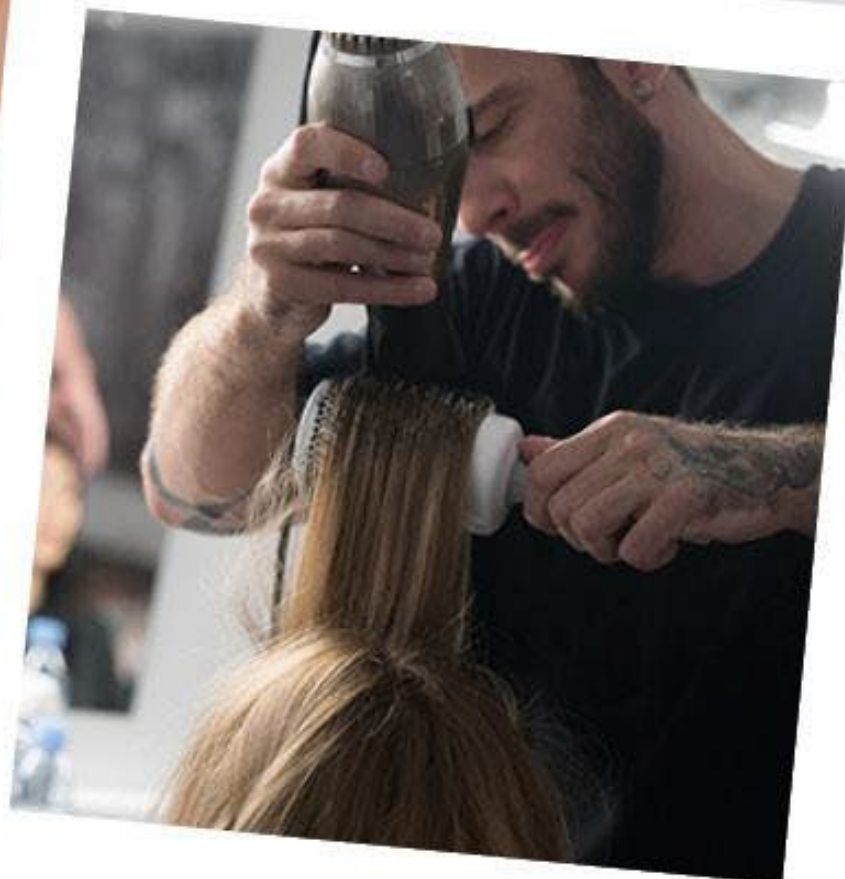
# Symmetric bob

ALWAYS FASHION, THE  
SYMETRIC BOB IS ALSO  
PRACTICAL AND FEMININE.



## TIPS

Make a hairline, lift and smooth the root at 90° to create volume and shine to get a symmetric look.





# #4

# Side swept straight

FROM DAY TO NIGHT, THIS  
TREND HAIRSTYLE WILL  
ALWAYS KEEP YOU LOOKING  
RADIANT.



## TIPS

Lift the strand of hair at 45°. Straighten the roots and lengths to get a perfect side swept straight look.

To go further, create the « S » movement with steampod 3.0.





#5

# Super sleek

TIMELESS LOOK, THE SUPER SLEEK IS STILL NUMBER 1 FOR CHIC AND PRACTICAL HAIRSTYLE



## TIPS

Smooth the hair from the roots to the ends with your hairbrush for a super sleek yet fluid look.





#6

# Baby waves

LIGHT MOVEMENT FOR  
NATURAL AND PERFECT  
FINISH.



## TIPS

After the blow-dry, fix the wave with only 3 long clips to get a baby doll hairstyle.





# #7

# Contoured bob

INSPIRED AND DESIGNED FOR  
A CHARACTERFUL SPIRIT  
AND LOOK.



## TIPS

Heat up in an elevated movement to lift the roots and build a voluminous and fluid look.





# Reshaping

## messy waves



PERFECT COMBINATION  
BETWEEN TRENDY MESSY  
AND BEACHY HAIRSTYLES

### TIPS

Twist the hair with your brush and work with your hand to get a managed messy look.

## layered bob

STAR OF RED CARPETS,  
THE LAYERED BOB IS THE  
IDEAL CUT TO BRING OUT YOUR  
FEATURES



### TIPS

To reshape the bob hairstyle and transform it, lift the roots on one side of the head with your brush and the steampod 3.0.

## brushed wavy



WILD AND PERFECT TO GET AN  
OFF-BEACH LOOK ALL YEAR  
LONG.

### TIPS

Roll and twist the lengths and ends with your brush on all the hair to get a manageable wavy blow-dry.





# Discover more



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