

# SERIE **EXPERT**

## **PRO LONGER**

PROFESSIONAL HAIR CARE ROUTINE ENRICHED WITH  
AMINO ACIDS AND FILLER-A100 FOR  
38% THICKER, 66% LESS SPLIT ENDS

**DISCOVER THE NEW RANGE**



### **A FRAGRANCE DEDICATED TO**

**Floral:** Rose - Frangipani - Cyclamen

**Oriental:** Musk - Powdery - Amber

**Marine:** Apple - Muguet - Ozonic



## **TECHNOLOGY**

### **FILLER-A100**

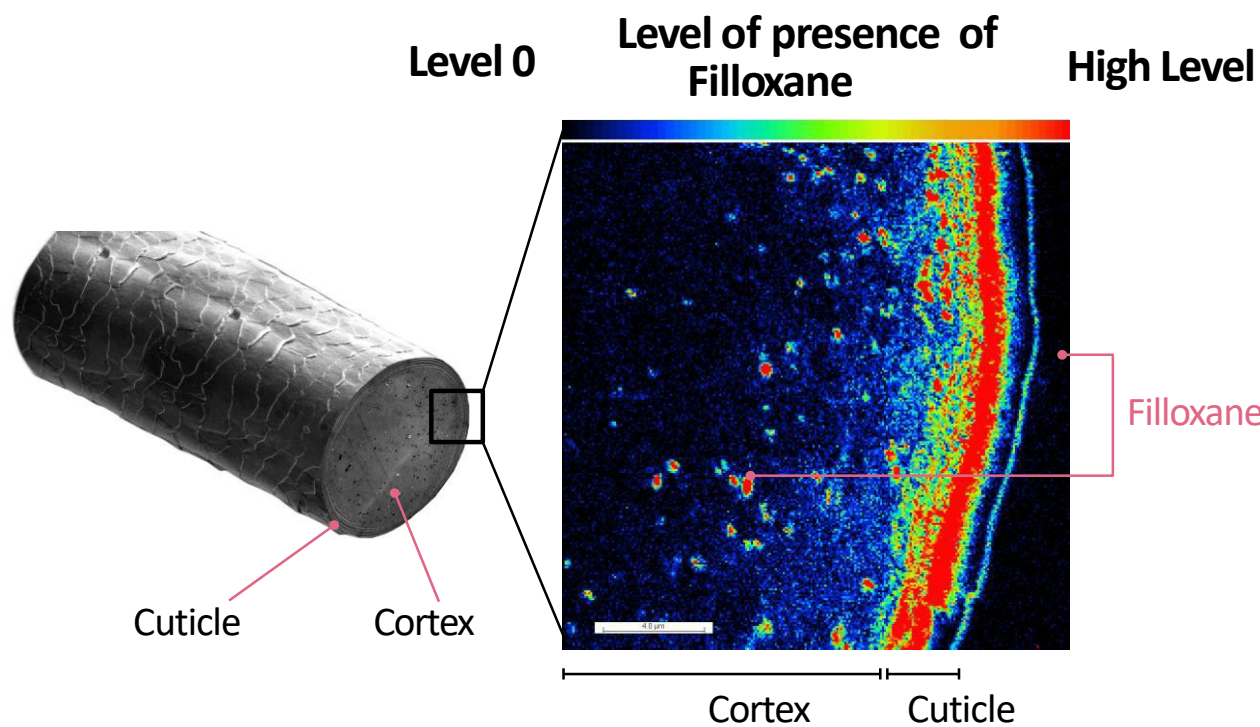
EXCLUSIVE PATENTED FILLING MOLECULE

Patented molecule owned by l'Oréal Professionnel only.

Composed by the combination of two active  
ingredients: Filloxane + Polyquaternium PQ6.

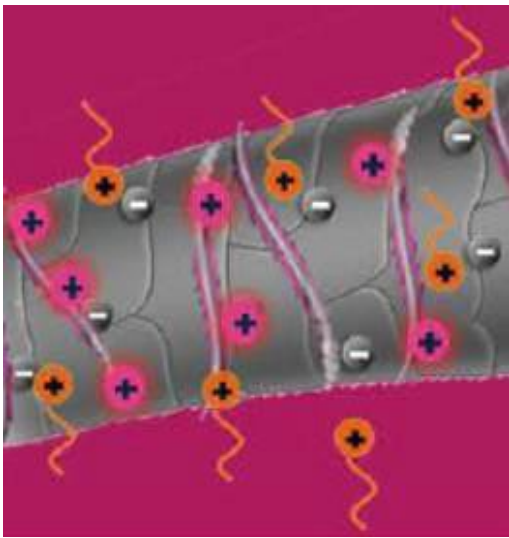


**L'ORÉAL**  
**PROFESSIONNEL**  
**PARIS**



Cross-sectional picture after application after 1 application of a Filloxane on sensitized hair.

« Filloxane » to penetrate the fibre core and thicken.



The Polyquaternium PQ6 carries positive charges that adhere to the negative charges carried by the surface of a sensitized fiber. It allows immediate conditioning.

« PQ6 » to resurface the fibre.

## INGREDIENT - AMINO ACID



### THE STRENGTHENING INGREDIENT FOR LONG HAIR

Allows renewing of lengths: hair is strengthened and new breakage is prevented.



## WHAT'S NEW

### NEW STAR ENDS FILLER CONCENTRATE TO THICKEN ENDS

**LIQUID FILLER-A100 LOTION**  
**= 10% FILLOXANE + 2,6% PQ6**

**ENDS FILLING FROM FIRST APPLICATION\***  
**LONG-LASTING CUMULATIVE RESULTS\***



\*Instrumental test Pro Longer Ends Filler Concentrate  
+ Shampoo + Masque

# ONE ROUTINE AT HOME & IN SALON

## AT HOME: A SERVICE TO THICKEN ENDS



15 ml

FOLLOW THE SAME ROUTINE FOR  
HOME MAINTENANCE

### ENDS FILLER CONCENTRATE

- Wet the hair
- Breake the cannula before starting the application
- Apply the liquid concentrate on end by squeezing the bottle
- Twist ends for better penetration
- Leave in for 5 min



300 ml - 500 ml

### LENGTHS RENEWING SHAMPOO

- Rinse the concentrate from the hair
- Shampoo twice: first to cleanse, secondly to treat

### LENGTHS RENEWING MASQUE/ CONDITIONER



200 ml

or



250 ml

- Apply mask on towel-dried lengths and ends
- Twist strands to fuel lengths with care
- Conditioner provides instant results, leave the mask in the hair for 3-5 minutes
- Rinse out

A mask is 1,5-2X more concentrated than a conditioner in cosmetic agents and fatty compounds for higher cosmetic performance and thicker texture. Ideal for more sensitized hair.

# HOW TO WIN WITH PRO LONGER!



Attract your clients online & offline.  
Showcase new Pro Longer in your window  
& across social networks.



Communicate & animate Pro Longer in your salon: Glorify in retail, and position the back bar service when clients refuse to have a trim



Create the WOW with your client.  
Show, touch and smell the texture with her.



Try before to buy.  
The shampoo is the perfect moment for  
your client to try products before buying it.



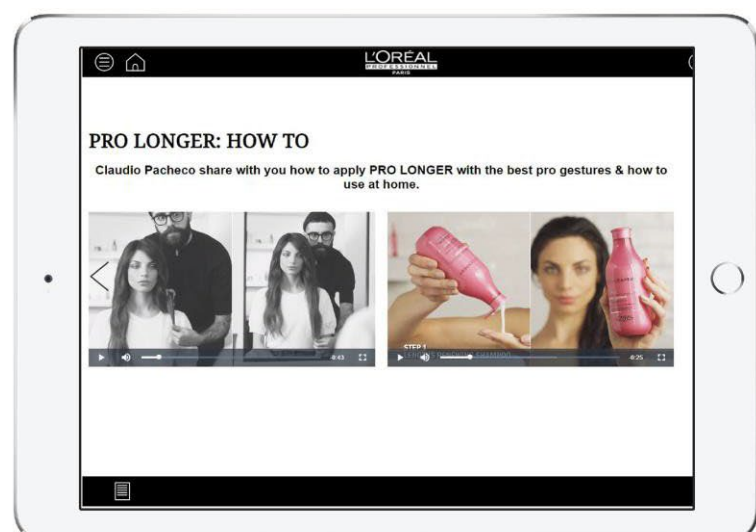
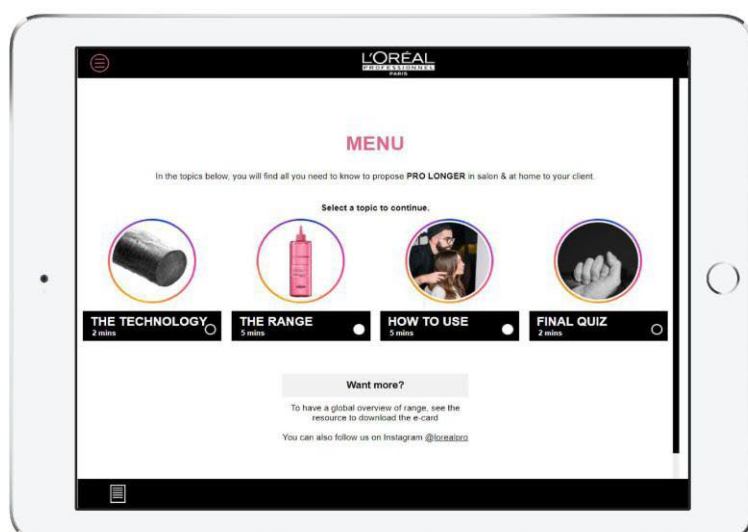
After styling, reveal the result.  
A before and after picture of the service result helps!

## LOG ON ACCESS

To master the launch and the  
technology behind the products



<https://www.lorealaccess.com>



Watch the tutorial routine in salon & at home.

@lorealpro #serieexpert #prolonger #longhair #lorealpro



**L'ORÉAL**  
PROFESSIONNEL  
PARIS



# SERIE **EXPERT** **PRO LONGER**

PROFESSIONAL HAIR CARE ROUTINE ENRICHED WITH AMINO  
ACIDS AND FILLER-A100 FOR  
38% THICKER, 66% LESS SPLIT ENDS



**EXPERT CARE,**  
**FOR LONG THINNING HAIR**

**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS