

SÉRIE EXPERT

EXPERT PROFESSIONAL HAIR CARE FORMULAS FOR EVERY HAIR TYPE. CHOOSE YOUR EXPERT.



Canadians expect nothing less than personalisation.

With ground-breaking molecular precision technology, L'Oréal Professionnel offers expert professional hair care for all hair types. If your hair is your identity; a fundamental part of your expression, then Série Expert is the prescription to empower you and answer your needs.

In 2022, Serie Expert offers 13 different experts specific to those needs. Discover our expert formulas by way of Shampoo, Conditioner and/or Treatments and choose your expert today.



L'ORÉAL
PROFESSIONNEL
PARIS

SERIE **EXPERT**

Absolut Repair

EXPERT CARE FOR DRY DAMAGED HAIR

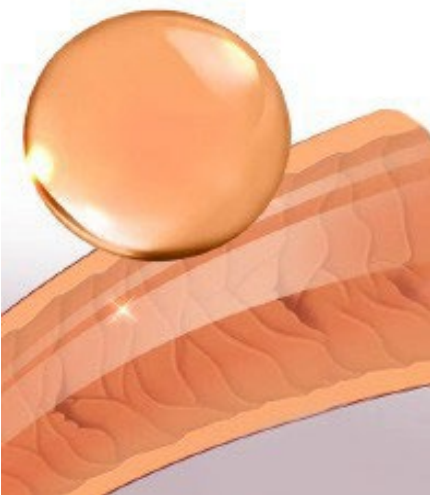
PROFESSIONAL HAIR CARE ROUTINE ENRICHED WITH GOLD QUINOA & PROTEIN FOR

77% LESS DAMAGED & 7X SHINIER HAIR*

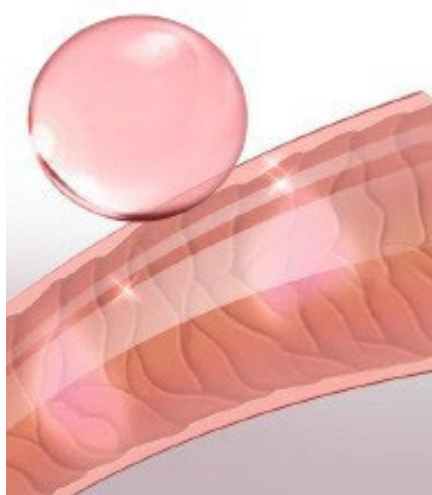
*FULL ROUTINE

EXCLUSIVE CO-EMULSION TECHNOLOGY

- New generation of surface perfectors
- 50 times smaller than classic silicones
- Targets very damaged areas
- Thinner and homogeneous film on hair fibre
- Lightweight touch and feeling



1st generation of surface perfectors



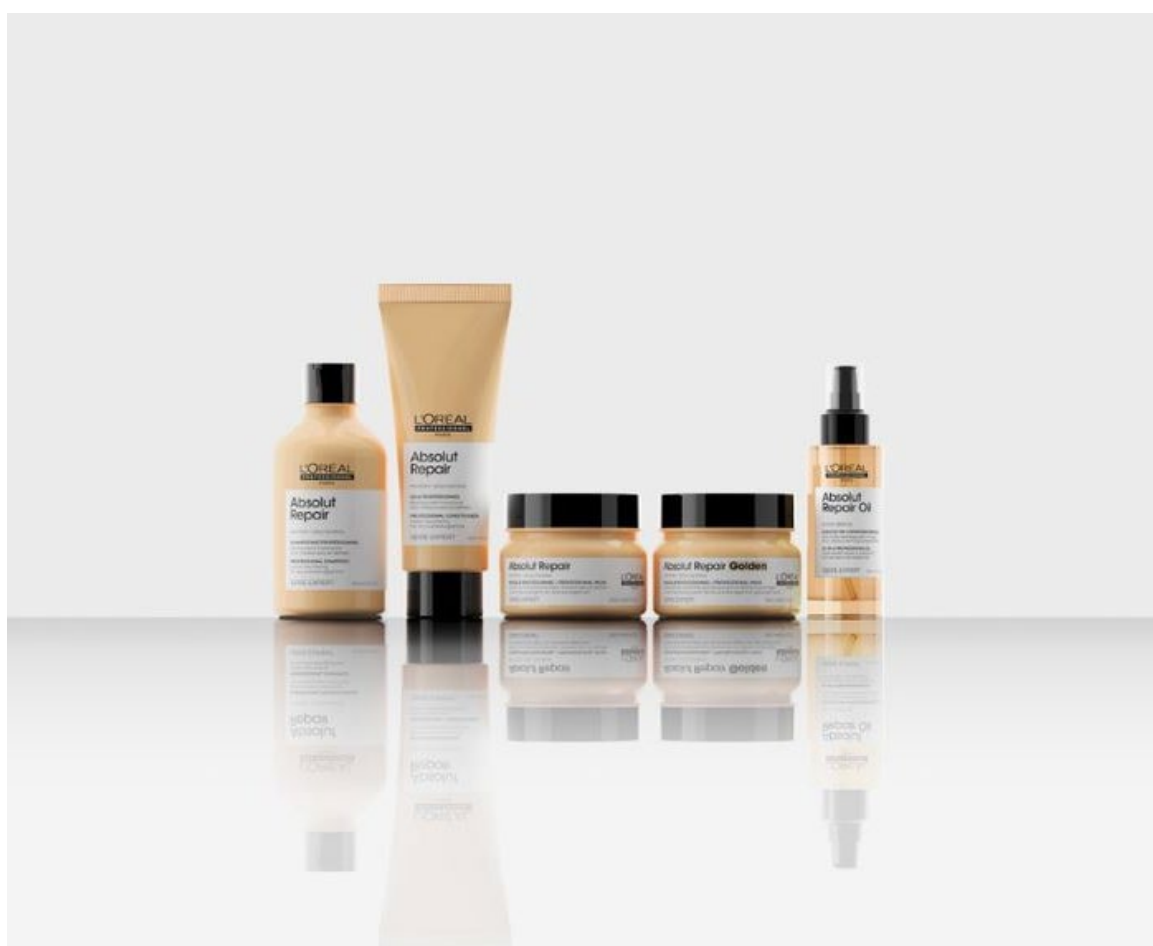
2nd generation of surface perfectors (10 times smaller than 1st generation)



Co-Emulsion technology 3rd generation of surface perfectors (50 times smaller than 2nd generation)

New co-emulsion technology integrates a new generation of silicone. Surface perfector and lightweight.

INGREDIENT - GOLD QUINOA PROTEIN



PROFESSIONAL FORMULA

Infused with Gold Quinoa Bran extract, damaged hair surface is instantly transformed with softness, shine and lightweight touch.

SERIE EXPERT

Absolut Repair

EXPERT CARE FOR DRY DAMAGED HAIR

PROFESSIONAL HAIR CARE ROUTINE ENRICHED WITH GOLD QUINOA & PROTEIN FOR
77% LESS DAMAGED & 7X SHINIER HAIR*

*FULL ROUTINE

SHAMPOO & CONDITIONER



300 ml, 500ml, 1500ml

INSTANT RESURFACING SHAMPOO

RESULT

The professional formula of the Instant Resurfacing Shampoo immediately cleanses and restructures damaged hair, while leaving it with a lightweight touch.

HOW TO USE

Shampoo the hair twice: first to cleanse, second to treat.



200 ml, 500 ml, 750 ml

INSTANT RESURFACING CONDITIONER

RESULT

The professional formula of the Instant Resurfacing Conditioner immediately restructures damaged hair. Nourishes the fiber while leaving it with a lightweight touch.

HOW TO USE

Apply evenly on shampooed hair, in the direction of hair growth, twist lengths for better penetration. Rinse.

MASK



250 ml, 500 ml

INSTANT RESURFACING MASQUE

RESULT

The professional formula of the Instant Resurfacing Mask leaves hair 7x shinier and smooth, for an overall controlled look. Suitable for thicker hair types.

HOW TO USE

In substitution of the Instant Resurfacing Conditioner, apply to the lengths and ends of towel-dried hair, leave in for 3 to 5 minutes then rinse thoroughly.



250 ml, 500 ml

INSTANT RESURFACING GOLDEN MASQUE

RESULT

The professional formula of the Instant Resurfacing Golden Mask leaves hair 7x shinier and smooth, for an overall controlled look. Suitable for all hair types leaving a lightweight touch.

HOW TO USE

In substitution of the Instant Resurfacing Conditioner, apply to the lengths and ends of towel-dried hair, leave in for 3 to 5 minutes then rinse thoroughly.

*SHAMPOO + INSTANT RESURFACING MASQUE AFTER 5 APPLICATIONS.
**SHAMPOO + INSTANT RESURFACING MASQUE OR RESURFACING GOLDEN MASQUE.

LEAVE-IN

**10-IN-1
PROFESSIONAL OIL**

RESULT

The professional formula of the Professional Oil instantly protects damaged hair. One action for 10 benefits:

- 1 • Protection against heat up to 230°C/450°F degrees
- 2 • Nourishment
- 3 • Resurfacing
- 4 • Split ends reduction
- 5 • Detangling
- 6 • Facilitates blow-dry
- 7 • Hydration
- 8 • Anti-breakage
- 9 • Anti-split ends
- 10 • Anti-frizz

HOW TO USE

Apply to shampooed, towel-dried hair from root to tip. Do not rinse. Blow-dry and style as usual.



90 ml

SERIE EXPERT

Absolut Repair

EXPERT CARE FOR DRY DAMAGED HAIR



SERIE EXPERT

Vitamino color

EXPERT CARE FOR COLOURED HAIR

PROFESSIONAL HAIR CARE ROUTINE ENRICHED WITH RESVERATROL FOR 8 WEEKS OF COLOUR PROTECTION * FULL ROUTINE

INGREDIENT - RESVERATROL THE MOST POWERFUL ANTIOXIDANT



WHAT IS RESVERATROL?

Resveratrol is a NATURAL polyphenol extracted from the skin of the grape, highly concentrated in antioxidants. It helps protect the hair against the free radicals and the UVA UVB. It boosts the metabolism of the fiber for a better regeneration when this one is damaged. It also helps to neutralize Oxygen and iron. It's help to prevent de color degradation.



Applied topically, **resveratrol** helps protect **skin's** surface, interrupts and helps rebuff negative environmental influences, and brightens a tired-looking complexion. It also has significant **skin**-calming properties that may help minimize the look of redness.

NEW EXCLUSIVE CO-EMULSION TECHNOLOGY: LAST GENERATION OF SURFACE PROTECTORS



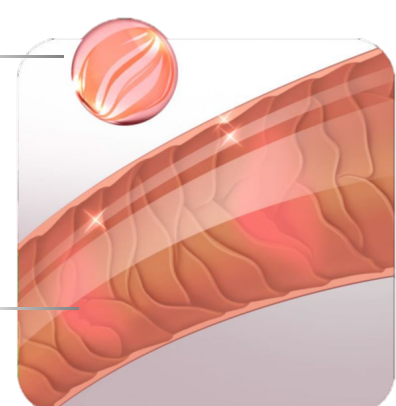
WHAT IS CO-EMULSION TECHNOLOGY ?

The co-emulsion shampoo is the ideal balance between high cosmetics and lightness. Neither too rich nor too light, it adapts to all hair types in need of care and its distributed easily and evenly.

A gentle cleansing base, the combination of surfactants. One brings a strong foaming power, the other softness.

Co-emulsion

Film that marries the natural micro-relief of the fiber while blurring the damaged areas



SERIE EXPERT

Vitamins color

EXPERT CARE FOR COLOURED HAIR

PROFESSIONAL HAIR CARE ROUTINE ENRICHED WITH RESVERATROL FOR 8 WEEKS OF COLOUR PROTECTION * FULL ROUTINE

SHAMPOO & CONDITIONER



300 ml, 500ml, 1500ml

COLOUR RADIANCE SHAMPOO

RESULT

The professional formula of the Colour Radiance Shampoo gently cleanses hair from impurities leaving it instantly soft.

HOW TO USE

Shampoo the hair twice: first to cleanse, second to treat.



200 ml, 500ml, 750 ml

COLOUR RADIANCE CONDITIONER

RESULT

The professional formula of the Colour Radiance Conditioner strengthens, hydrates and leaves hair easier to detangle.

HOW TO USE

Apply evenly on shampooed hair, in the direction of hair growth, twist lengths for better penetration. Rinse

MASK



250 ml, 500 ml

COLOUR RADIANCE MASK

RESULT

The professional formula of the Colour Radiance Mask maintains the strength of the hair fiber from root to tip. Coloured hair is left vibrant.

HOW TO USE

In substitution of the Colour Radiance Conditioner, apply to the lengths and ends of towel-dried hair, leave in for 3 to 5 minutes then rinse thoroughly.

LEAVE-IN & CONCENTRATE



190 ml

10-IN-1 PERFECTING
MULTIPURPOSE
SPRAY

RESULT

The professional formula of the Colour Radiance perfecting spray instantly protects coloured hair. One action for 10 benefits:

- 1 • Protection against heat up to 230°C/450°F degrees
- 2 • Shine
- 3 • Softness
- 4 • Smoothness of hair fiber
- 5 • Detangling
- 6 • Facilitates blow-dry
- 7 • Hydration
- 8 • Anti-breakage
- 9 • Anti-split ends
- 10 • Anti-frizz

HOW TO USE

Apply to shampooed, towel-dried hair from root to tip. Do not rinse. Blow-dry and style as usual.



400 ml

PROFESSIONAL CONCENTRATE
TREATMENT

RESULT

The professional formula of the Acidic Sealer leaves hair 6X shinier, reduces damage by up to 81%, helps to protect colour for up to 8 weeks and provides ultra easy detangling. This formula rebalances the hairs natural acidic pH post-colour and seals the hair cuticle to lock in colour, longer

HOW TO USE

After shampooing with Vitamino Color Shampoo, apply the Acidic Sealer directly onto your lengths and ends in an S motion. Shake well before use. Pull the formula through your lengths and ends with your fingers before rinsing immediately and thoroughly.

A FRAGRANCE DEDICATED TO

TOP NOTES

Apple
Blackcurrant
Strawberry
Mint

HEART NOTES

Jasmine
Raspberry
Violet
Cyclamen

BOTTOM NOTES

Vanilla
Caramel
Sandal
Wood
White Musk

SERIE EXPERT
Vitamino color

EXPERT CARE FOR COLOURED HAIR



SERIE EXPERT

Pro Longer

EXPERT CARE FOR LONG HAIR

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

INGREDIENT – AMINO ACID

THE STRENGTHENING INGREDIENT FOR LONG HAIR

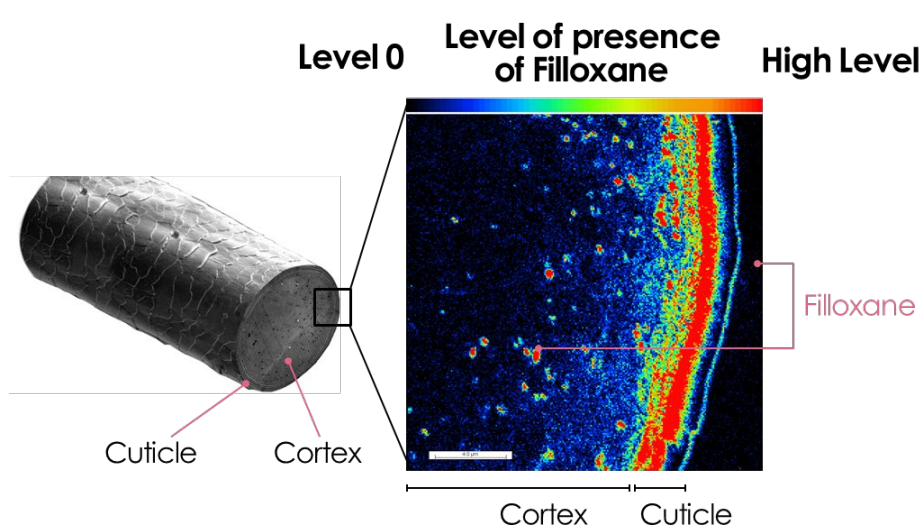


Allows renewing of lengths: hair is strengthened and new breakage is prevented.

FILLER-A100 TECHNOLOGY:

EXCLUSIVE PATENTED FILLING MOLECULE

Patented molecule owned by l'Oréal Professionnel only.
Composed by the combination of two active ingredients:
Filloxane + Polyquaternium PQ6.



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.

SERIE EXPERT

Pro longer

EXPERT CARE FOR LONG HAIR

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

SHAMPOO & CONDITIONER



300 ml, 500 ml, 1500ml

LENGTHS RENEWING SHAMPOO

RESULT

The professional formula of the Lengths Renewing Shampoo instantly provides strength and shine whilst gently cleansing the hair fiber.

HOW TO USE

Shampoo the hair twice: first to cleanse, second to treat.



200 ml, 500ml, 750 ml

LENGTHS RENEWING CONDITIONER

RESULT

The professional formula of the Lengths Renewing Conditioner instantly renews the lengths of hair with deep conditioning and shine.

HOW TO USE

Apply evenly on shampooed hair in the direction of hair growth. Leave for 2 – 3 minutes. Rinse.

MASK



250 ml, 500 ml

LENGTHS RENEWING MASK

RESULT

The professional formula of the Lengths Renewing Mask deeply strengthens and conditions from root to tip for hair lengths that look instantly renewed.

HOW TO USE

Apply evenly on shampooed hair in the direction of hair growth, twist lengths of hair to ensure deep penetration. Leave for 3-5 minutes. Rinse.

MASK



15 ml, 400 ml

LENGTHS RENEWING MASK

RESULT

The professional formula of the Ends Filler Concentrate instantly provides strength and durable thickness to the last 7 cm of the hair fiber.

HOW TO USE

Once a week, replace the Lengths Renewing Conditioner or Mask with the Ends Filler Concentrate. Break the tip of the concentrate and apply the entire dose directly to towel-dried ends. Twist to penetrate deeply leave on for 5 minutes and then rinse.

SERIE EXPERT

Inforcer

EXPERT CARE FOR WEAK HAIR

PROFESSIONAL HAIR CARE ROUTINE ENRICHED WITH B6 + BIOTIN FOR INSTANT REDUCTION
OF HAIR BREAKAGE* *FULL ROUTINE

INGREDIENTS – BIOTIN AND VITAMIN B6 REINFORCING FOR LESS BREAKAGE



VITAMIN B6

Promotes hair growth and stimulates protein metabolism to strengthen the hair fiber



BIOTIN

Boosts fatty acid metabolism to promote healthy hair development

RESULT

The hair regains its resistance to external aggressions with 83% less breakage



Biotin is a water-soluble vitamin that's a part of the vitamin B family. It's also known as vitamin H. Your body needs **biotin** to help convert certain nutrients into energy. It also plays an important role in the health of your hair, skin, and nails

SHAMPOO & CONDITIONER



300 ml, 500ml, 1500ml

REINFORCING SHAMPOO

RESULT

The professional formula of the Reinforcing Shampoo instantly reduces breakage with daily use. Gently cleanses hair from impurities while leaving it instantly soft.

HOW TO USE

Shampoo the hair twice: first to cleanse, second to treat.



200 ml, 500 ml, 750 ml

REINFORCING CONDITIONER

RESULT

The professional formula of the Reinforcing Conditioner instantly reduces breakage with daily use. Hair is strengthened, hydrated and easier to detangle.

HOW TO USE

Apply evenly on shampooed hair, in the direction of hair growth, twist lengths for better penetration. Rinse.

MASK



250 ml, 500 ml

REINFORCING MASK

RESULT

The professional formula of the Reinforcing Mask instantly reduces breakage with daily use. Hair is intensely conditioned.

HOW TO USE

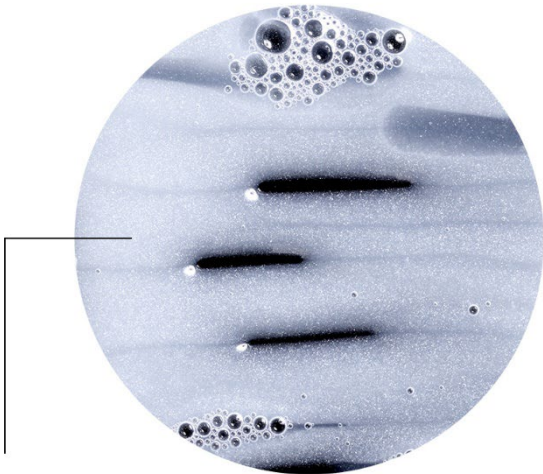
In substitution of the Reinforcing Conditioner, apply to the lengths and ends of towel-dried hair, leave in for 3 to 5 minutes then rinse thoroughly.

SERIE EXPERT

Inforcer

EXPERT CARE FOR WEAK HAIR

#Inforcer



Biotin & Vitamine B6 promote stronger, healthier-looking hair.

#Inforcer

For an instant anti-breakage action.

L'ORÉAL PROFESSIONNEL PARIS

#Inforcer



#Inforcer



SERIE EXPERT

Silver

EXPERT CARE FOR GREY & WHITE HAIR

PROFESSIONAL HAIR CARE ROUTINE TO INTENSELY BRIGHTEN AND NEUTRALISE WHITE HAIR *FULL ROUTINE

INGREDIENT – MAGNESIUM NEUTRALIZE WHITE AND GREY HAIR

SHAMPOO



300 ml, 500ml, 1500ml

NEUTRALISING SHAMPOO

RESULT

The professional formula of the Silver Shampoo is highly concentrated in blue and violet pigments. Instantly erases yellow undertones whilst softening with a glossy effect.

HOW TO USE

Shampoo the hair twice: first to cleanse, second to treat.



Magnesium has an excellent antioxidant action. It strengthens the skin, nails, and hair by deeply mineralizing them.

INGREDIENT – BABASU OIL AND CERAMIDE NEUTRALISE WHITE AND GREY HAIR

CONDITIONER



200 ml

NEUTRALISING CREAM

RESULT

The professional formula of the Silver Neutralising Cream is enriched with Ceramide and Babassu oil. Yellow undertones are instantly contrasted whilst hair is left softer and lightweight.

HOW TO USE

Apply evenly on shampooed hair, in the direction of hair growth, twist lengths for better penetration.



Babassu oil is used in skin and **hair** care as an emollient. It deeply moisturises, inhibits ageing processes and brings elasticity. It is a **natural** sunscreen.

SERIE EXPERT

Blondifier

EXPERT CARE FOR BLONDE HAIR

PROFESSIONAL HAIR CARE ROUTINE ENRICHED WITH ACAI BERRY EXTRACT + POLYPHENOLS
FOR MULTIDIMENSIONAL BLONDE SHINE* *FULL ROUTINE

INGREDIENTS – ACAI BERRY & GLUCO POLYPHENOLS FROM BRAZIL



WHAT THEY ARE ?

Polyphenols are secondary metabolites of plants and are generally involved in **defense against ultraviolet radiation** or aggression by pathogens.



Acai berry, known as a “superfood”, has proven antioxidant qualities

NUTRITION - REPAIR – NEUTRALIZES
YELLOW REFLECTS



High levels of polyphenols in some woods can explain **their natural preservation against rot**. Polyphenols are also found in animals. In arthropods such as insects and crustaceans polyphenols play **a role in epicuticle hardening (sclerotization)**.

SHAMPOO



300 ml, 500ml, 1500ml

ILLUMINATING SHAMPOO

RESULT

The professional formula of the Illuminating Shampoo gently cleanses the hair fiber while emphasizing the multimentional shine of blonde hair.

HOW TO USE

Shampoo the hair twice: first to cleanse, second to treat.

CONDITIONER



200 ml, 500 ml, 750 ml

ILLUMINATING
CONDITIONER

RESULT

The professional formula of the Illuminating Conditioner enhances the multimentional radiance of blonde hair. Hair is instantly shiny, soft and easy to detangle.

HOW TO USE

Apply evenly on shampooed hair, in the direction of hair growth, twist lengths for better penetration. Rinse

TREATMENT



400 ml

PROFESSIONAL CONCENTRATE
TREATMENT

RESULT

Professional resurfacing and illuminating concentrate for highlighted or blonde hair. Enriched with Gluco polyphenol complex, the formula is specifically developed for sensitised bleached hair. Fiber is more resistant to hair breakage. Cuticles are smoothed, hair instantly looks shinier, smoother and stronger.

HOW TO USE

Apply to shampooed, towel-dried hair. Leave in for 2 to 3 minutes. Rinse thoroughly. In case of contact with eyes, rinse immediately and thoroughly. For professional use only.

MASK



250 ml, 500 ml

RESTORING
ILLUMINATING MASK

RESULT

The professional formula of the Restoring and Illuminating Mask replenishes, smoothes and nourishes the hair fiber, enhancing the multidimensional shine and radiance of blonde hair.

HOW TO USE

In substitution of the Illuminating Conditioner, apply to the lengths and ends of towel-dried hair, leave in for 3 to 5 minutes then rinse thoroughly.



SERIE EXPERT

Liss Unlimited

EXPERT CARE FOR REBELLIOUS HAIR

PROFESSIONAL HAIR CARE ROUTINE ENRICHED WITH PRO KERATIN + KUKUI OIL FOR HIGH SHINE SMOOTHING TRANSFORMATION*
*FULL ROUTINE

PRO KERATIN TECHNOLOGY

INGREDIENTS –

KUKUI OIL & EVENING PRIMROSE



KUKUI OIL

is a natural conditioner that penetrates the heart of the hair fiber, making hair soft and shiny like silk: an excellent detangler for dry and damaged hair. The skin and the hair appreciate it very much because it nourishes them intensely. Indeed, it is rich in essential omega-6 fatty acids to which we attribute restorative and regenerating properties

EVENING PRIMROSE OIL

create a protective barrier against moisture and facilitate smoothing.
in addition to being an excellent emollient and nourishing the hair



SMOOTHING - CONTROL - FLEXIBILITY



Kukui oil is from the bancoulier, a tree of Asian origin. More precisely, it is the nut of bancoul, the fruit of the bancoulier which provides this oil.

Evening primrose is a flowering plant with a yellow blossom that mostly grows in North America and Europe. While most flowering plants open with the sunrise, evening primrose opens its petals in the evening. **Evening primrose oil** is extracted from the seeds of the plant.

SHAMPOO



300 ml, 500ml, 1500ml

ANTI-FRIZZ DISCIPLINARY SHAMPOO

RESULT

The professional formula of the Disciplinary Shampoo cleanses and nourishes, hair feels instantly softer and more disciplined for up to four days.

HOW TO USE

Shampoo the hair twice: first to cleanse, second to treat.

MASK



200 ml, 500 ml

ANTI-FRIZZ
DISCIPLINARY
MASK

RESULT

The professional formula of the Disciplinary Mask smooths and protects from humidity. Shine is enhanced and control is regained.

HOW TO USE

In substitution of the Disciplinary Conditioner, apply to the lengths and ends of towel-dried hair, leave in for 3 to 5 minutes then rinse thoroughly.

LEAVE-IN



125 ml

ANTI-FRIZZ
DISCIPLINAR OIL

RESULT

The professional formula of the Disciplinary Oil leaves hair shinier and smoother to the touch.

HOW TO USE

Massage between the fingertips before running through the lengths and ends of hair for control and shine after blow drying.

SERIE EXPERT

Liss Unlimited

EXPERT CARE FOR REBELLIOUS HAIR

#LissUnlimited



#LissUnlimited



SERIE EXPERT

Volumetry

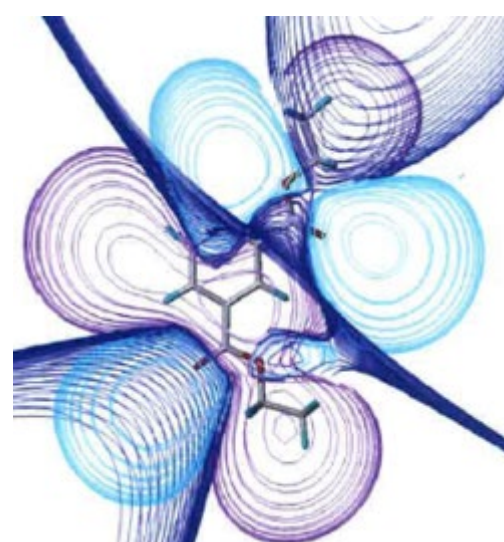
EXPERT CARE FOR FINE HAIR

PROFESSIONAL HAIR CARE ROUTINE ENRICHED WITH INTRA CYLANE FOR VOLUMISING EXTREME SHINE TRANSFORMATION*
*FULL ROUTINE

INGREDIENTS –

INTRA-CYLANE & SALICYLIC ACID

INTRA-CYLANE exceptional molecules developed by L'oreal. It's capable of penetrating to the core of hair fiber to create a flexible and resistant molecular network that fills out and strengthens the fiber. To design it, the researchers were inspired by a chemical process called sol-gel



SALICYLIC ACID is also found in many shampoos and dandruff solutions. It decreases the scales on the scalp, and gives the hair shine and volume. Hair is silky, easier to comb. Salicylic acid is also found in skincare products for oily hair due to its action on sebaceous secretions.

VOLUME - DENSITY - LIGHTNESS



The **sol-gel** process is a wet-chemical technique used for the fabrication of both glassy and ceramic materials. In this process, the sol (or solution) evolves gradually towards the formation of a gel-like network containing both a liquid phase and a solid phase.

SHAMPOO



300 ml, 1500ml

VOLUMISING SHAMPOO FOR FINE HAIR

RESULT

The professional formula of the Volumising Shampoo cleanses and purifies the regrowth. Gives volume and body to hair it feels instantly volumised with extreme shine for up to 72 hours.

HOW TO USE

Shampoo the hair twice: first to cleanse, second to treat.

LEAVE-IN



125 ml

VOLUMIZING
ROOT SPRAY

RESULT

The professional formula of the Volumising Root Spray targets the root to provide an instant bodifying effect with hydration and shine without weighdown.

HOW TO USE

Spray on cleansed hair, directly on the root. Blow dry and style as usual.

SERIE EXPERT
Volumetry

EXPERT CARE FOR FINE HAIR

#Volumetry



#Volumetry



#Volumetry

For a
visible
volume
boost.

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PARIS

#Volumetry

Your 2-step volumising
routine.



SERIE EXPERT

Pure Resource

EXPERT CARE FOR PURIFIED HAIR

PROFESSIONAL HAIR CARE ENRICHED WITH CITRAMINE +
VITAMIN E FOR INTENSE CLEANSING

INGREDIENTS – CITRAMINE & VITAMIN E

SHAMPOO



300 ml, 500 ml, 1500 ml

CLARIFYING SHAMPOO

RESULT

The professional formula of the Clarifying Shampoo gently cleanses daily buildup from the fiber whilst providing an intense and refreshing feeling.

HOW TO USE

Shampoo the hair twice: first to cleanse, second to treat.



A clean sweep for hair and scalp. The purifying aqua crystal formulation, incorporating **Citramine**, lifts residue and product build-up and rinses away hard-water residues. With the ability to deliver a hydro-lipidic film, this multi-tasking shampoo leaves the scalp feeling clean, nourished and protected.

Vitamin E, is acting as an anti oxidant for hair.

Sensibalance

EXPERT CARE FOR SENSITIVE SCALPS

PROFESSIONAL HAIR CARE ENRICHED WITH SORBITOL FOR INSTANT RELIEF FROM SCALP
SENSITIVITY

INGREDIENT –SORBITOL

SHAMPOO



300 ml, 500 ml, 1500 ml

BALANCING SHAMPOO

RESULT

The professional formula of the Balancing Shampoo very gently comforts sensitive scalps whilst removing impurities.

HOW TO USE

Shampoo the hair twice: first to cleanse, second to treat



In chemical terms, **Sorbitol** is a humectant. Along with washing away the dirt, it can also lock the moisture in your scalp. So, sorbitol is a mild surfactant that keeps your scalp and hair away from dryness, dirt, and infections.

SERIE EXPERT

Chroma Crème

Beyond purple shampoo. Color correct & care, like a pro.

the most caring formula**
Co-emulsion with 10x smaller caring agents
targeting the most damaged & porous areas.

A complete range of pigments for all hair colors



For blonde to platinum blonde.





For light to medium brown hair.

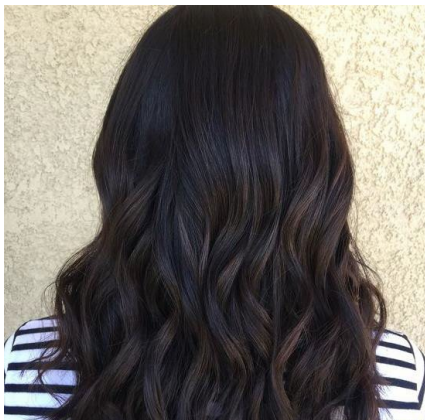





For dark brown to black hair.



PRESCRIPTIONS

				
[Process]	Double bleaching - 2. to 10	Balayage - 4. to 6	Ombre - 4 to 7.13	Color - 1. to 3
[Final undertone]	 Very pale yellow.	 Orange.	 Red on regrowth orange on lengths yellow orange on ends.	 Dark red.
[Shampoo]	 Purple.	 Blue.	 Blue.	 Green.
[Routine]	<ul style="list-style-type: none">— Uses Chroma Crème once a week.— Leaves on 2 min only due to high hair porosity.	<ul style="list-style-type: none">— Uses Chroma Crème every 2-3 shampoos.— Leaves on 5 min.	<ul style="list-style-type: none">— Uses Chroma Crème every 2-3 shampoos.— Leaves on from 5 to 10min on the mid-lengths and lengths.	<ul style="list-style-type: none">— Uses Chroma Crème every 2-3 shampoos.— Leaves on from 5min to 15 min to intensify neutralization.

SERIE EXPERT

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@lorealproeducationcanada



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PARIS

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Curl Expression

Invitation to express in their own way
the uniqueness of each curl pattern.

No matter the curve, twist, spiral or loop, unique curl pattern demands specific care the pro way.

2x more hydration.
11x more definition.
48h frizz-free protection.



3 ACTIVE INGREDIENTS:
G LYCERIN, UREA H AND HIBISCUS SEED

SHAMPOO



500ml, 1500ml

ANTI BUILDUP JELLY

RESULT

Formula with a quick-foaming lightweight texture. Gently eliminates buildup while providing moisture with no itchy feeling or stripping hair. Free from Sulfate, silicone and paraben.

HOWTO USE

Apply Anti-buildup or Intense moisturizing according to the level of buildup on the scalp and the fiber.



500ml, 1500 ml

INTENSE MOISTURIZING CLEANSING CREAM

RESULT

Ultra creamy formula that transforms into a rich and enveloping foam when in contact with water. Gently cleanses curls while providing weightless, long lasting hydration, for healthy and easy- to-detangle curls and coils. Free from Sulfate and paraben.

SERIE EXPERT

Curl Expression

Invitation to express in their own way
the uniqueness of each curl pattern.

No matter the curve, twist, spiral or loop, unique curl pattern demands specific care the pro way.

INTENSIVE MOISTURIZER MASKS



250ml, 500ml

NATURAL FEEL

RESULT

Soft-melting balmy formula that is instantly absorbed by curls to seal in moisture. Deeply hydrates curls and coils while providing shine and frizz- control, for a free-flowing and natural feel.

HOWTO USE

After Curl Expression shampoo, after wringing out the hair, apply either the intensive moisturizer mask or the intensive moisturizer rich mask generously depending on the texture and porosity of the hair and the results expected.



250ml, 500 ml

RICH MASK – LUXURIOUS FEEL

RESULT

Rich soft-melting buttery formula that gently envelops curls to ensure an intense hydration. Intensely hydrates curls and coils while providing shine and frizz-control, for a tamed and luxurious feel.

LONG-LASTING INTENSIVE LEAVE IN MOISTURIZER



200ml

LONG-LASTING INTENSIVE LEAVE IN MOISTURIZER WITH HEAT PROTECTION.

RESULT

Concentrated with plant-based Glycerin 2%, Urea H and Hibiscus Seed for intensely moisturized and fortified curls and coils. It protects hair against heat up to 230°C/450°F. A smooth creamy gliding formula that lasts on hair with no weight down.

HOWTO USE

Apply a small amount of product on your fingertips and spread evenly on lengths. The drier the fiber, the more you can apply.

10-IN-1 CREAM-IN-MOUSSE



250ml

10-IN-1 CREAM-IN-MOUSSE

RESULT

Concentrated with plant-based Glycerin 1%, Urea H and Hibiscus Seed for intensely moisturized and fortified curls and coils. Alcohol-free formula that combines the deep care of a cream with the fluffiness of a mousse in a satisfying whipped cream texture that melts evenly into hair providing hold with care.

HOWTO USE

After rinsing the mask, apply starting from end to lengths with a scrunching motion. Follow with the drying accelerator spray for quicker drying.

DEFINITION ACTIVATOR LEAVE IN



200ml

DEFINITION ACTIVATOR LEAVE IN

RESULT

Concentrated with plant-based Glycerin 2%, Urea H and Hibiscus Seed for intensely moisturized and fortified curls and coils. Unique formula combining the deep care of a cream with the extra hold of a jelly for perfectly defined curls and coils with no crunch

HOWTO USE

Apply a small amount of product on your fingertips and apply on hair using a definition technique gesture like finger coils gesture. It activates curls and coils for 12 times more definition and 3 times more hydration with less frizz. Curls and coils are perfectly defined from root to ends. It protects hair against heat up to 230°C/450°F.

CURLS REVIVER LEAVE IN



250ml

CURLS REVIVER LEAVE IN

RESULT

Concentrated with plant-based Glycerin 3%, Urea H and Hibiscus Seed for intensely moisturized and fortified curls and coils.

HOWTO USE

Spray on curls and coils every morning after pillow friction. Can be used before dry-cutting to revive the pattern without wetting it. For bouncy curls and coils, apply progressively with a scrunching motion, 20 centimeters away from hair. Instantly revives curls every morning for 6 times more definition and 48h frizz- free protection.

