

SERIE EXPERT

Serie Expert geography.



Disruptive tech.	[Metal Detox] Stop hair breakage & color shift. FOR ALL HAIR TYPES. 10% Glicocamine. -87% hair breakage. 100% true-to-tone color.	[Absolut Repair Molecular] Repair 89% of hair molecular structure. FOR DAMAGED TO VERY DAMAGED HAIR. Peptide Units. 100% original strength & elasticity. +95% fiber suppleness.	PRICING - DISRUPTIVE TECH SH 300ML: \$39.50 (+4\$ vs expert) MASQUE 250ML: \$49.50 (+5\$ vs expert)					
	[Scalp Advanced] Reset your scalp w/ ultra potent actives, approved by dermatologists. FOR DEREGULATED SCALPS. Dermatological actives: Niacinamide & Clay 6%. 83% more soothing. Up to 100% visible dandruff removed. 78% less sebum.	[Serioxyl Advanced] Densify hair w/ ultra potent actives, approved by dermatologists. FOR THINNING HAIR. Dermatological actives: 5% Steroxydine & Resveratrol. Denser hair in only 6 weeks.	[Curl Expression] Supercharge your curls & coils with professional hydration. FOR EACH TYPE OF CURLS & COILS. Glycerin 3%, Urea & Hibiscus seed. 2x more hydration. 1x more definition.	[Chroma Crème] Color correct & care, like a pro. FOR COLORED HAIR. Professional tailored dyes. Homogeneous neutralization. Ultimate care. 3x more shine.	PRICING - EXPERT TECH SH 300ML: \$35.50 (+5\$ vs classic) SH 500ML: \$44.50 (+4.50\$ vs classic) MASQUE 250ML: \$44.50			
	[Absolut Repair] Professional care for instantly resurfaced & repaired hair. FOR DRY & DAMAGED HAIR. Protein & Gold quinoa. 77% less damage. 7x shinier hair.	[Vitamo Color] Professional care for color-protected, radiant hair. FOR COLORED HAIR. Resveratrol. Colored hair are protected, radiant & 5x shinier.	[Silver] Professional care for neutralized & bright grey hair. FOR GREY & WHITE HAIR. Violet dyes & magnesium. Anti-brassiness & shine.	[Pro longer] Professional care for longer, thicker, better hair. FOR LONG HAIR. Filler A100 & Amino acid. 94% stronger hair & 5x shinier hair.	[Liss Unlimited] Professional care for intense smoothing & frizz-free hair. FOR UNRULY HAIR. Prokeratin. 96h anti-frizz.	[Volumetry] Professional care for hair with a visible volume boost. FOR FINE HAIR. Salicylic acid. +19% volume.	[Blondifier] Professional care for resurfaced & illuminated highlights or blonde hair. FOR HIGHLIGHTED OR BLONDE HAIR. Apai polyphenols. 3x more nutrition & 6x shinier hair.	[Inforcer] Professional care for instant anti hair breakage action. FOR FRAGILE HAIR. B6 & Biotin. Anti-breakage.

Serie Expert bestsellers.

Serie Expert portfolio is divided in 3 different categories. Each category reflects our different level of expertise.

Disruptive technologies are for patented groundbreaking innovation, never seen before in the market. Metal Detox our anti-breakage hero with 9 patents is the first franchise in the market to protect your hair from breakage from within the fiber.

Expert technologies are for specific needs such as hair density or curly hair. This category is characterized by specific active ingredients.

Classic technologies are for generic needs such as coloured hair, damaged hair.

Reengineered to be more sustainable

All Serie Expert bottles are made of 95% recycled plastic.

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NEW!

[Absolut Repair Molecular]

2% Peptides bonder + 5 Amino acids.

- Rebuilds hair molecular structure**.
- Restores strength, elasticity & movement***.

For stronger, healthy-looking & flowing hair.

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*Instrumental test on the fiber macromolecular structure after application of shampoo + rinse-off serum + leave-in mask. **Instrumental test after 15 applications of rinse-off serum. ***Consumer test after 2 weeks usage of shampoo + rinse-off serum + leave-in mask.

Metal Detox

Stop hair breakage & colour shift.

Scientific discovery.

Wash after wash, metal present in water penetrates the hair fiber. It creates risks of breakage & colour shift.

Our professional solution

Metal Detox

Stop hair breakage & colour shift.

Use it every time you proceed with a colour, balayage or lightening service.

For -87% breakage & 100% true-to-tone long lasting colour.

How our patented technology works?

Glicocamine, a molecule that tracks and neutralizes metal in hair fibers.

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