

TIME TO
RESHINE

COLOUR *REBOOT*
Technical Guide

L'ORÉAL
PROFESSIONNEL
PARIS



OVER-TIRED, OVER-WINTERED HAIR? GET YOUR COLOUR GLOW BACK

New Year resolutions should start with your head. So what to do about that post-party-season, overstressed, under-loved hair? It's time to reboot, refuel, nourish it better and get your shine back on, with new hair spa treatments created by L'Oréal Professionnel & Hari's Hairdressers.

Inspired by the January Detox trend, L'Oréal Professionnel & Hari's Hairdressers have developed the Hair Reboot Menu. Two simple services to entice your clients to *RESHINE* their hair this January.

Hair reboot menu uses techniques developed by Hari's Hairdressers in partnership with innovative colour products & palettes from L'Oréal Professionnel to bring a new take to NEW YEAR, NEW YOU. Inspire your existing clients & recruit new clients this new year with our *REBOOT* Menu.

Colour is **infinite**
smartbond[®]
is **essential**.

For **SOFTER, STRONGER, SHINIER** hair.



COLOUR *REBOOT* CLEANSE YOUR PALETTE

Unwanted Shades are out. New Year is in. Leave brassiness, flat shades and artificial brashness behind, as our Reboot service gently cleanses unwanted tones and lifts out excess colour ready for the new you to shine through.



COLOUR *REFUEL* RECOVER YOUR RADIANCE

Just as our bodies and minds need a little TLC to bounce back from the frenetic demands of the festive season, hair that's been left dull and faded deserves an intensive shot of brilliance. Step forward the L'Oréal Professionnel Refuel service: natural gloss and glow restored.



COLOUR REBOOT

THE PALETTE CLEANSE

Ever been faced with clients who want to remove unflattering tones, keep brassiness at bay or revive flat shades? Think of this service as a palette cleanser for hair. It gently cleanses the unwanted tones and lifts out excess artificial colour for a healthy optimised base before creating a whole new look for your client. Hair is kept in optimum condition throughout by using **Smartbond**.

Best for: Clients who have a build-up of colour or those seeking a full colour transformation.

The Technique: The first step will be a colour cleanse with **Efassor** and **Smartbond**. Followed by a colouring step to meet the client's desire.

STEP 1 COLOUR CLEANSING

Efassor enables you to remove unwanted colour and lifts out excess artificial tones or even go to a lighter shade. We recommend starting with a gentle cleanse for colour build up. If you want to take your coloured hair lighter proceed with a deep cleanse.

1. Gentle cleanse & lightening up to 1 level

To remove an incompatible reflect and eliminates excess colour.

- 1 Pack of **Efassor** + 60ml of hot water
- Add 8ml of **Smartbond** to the **Efassor**
- Apply to coloured hair only
- Development time: **Up to 20mins**

If after performing a gentle cleanse you have not achieved the desired results needed, proceed to a deep cleanse.

2. Deep cleanse & lightening up to 3 levels

Proceed with a deep cleanse to remove a darker shade in order to obtain a lighter shade of more than one level difference and achieve the ideal undercoat.

- 1 Pack of **Efassor** + 75ml of 20Vol or 30Vol **L'Oréal Professionnel Cream Oxydant**
- Add 8ml of **Smartbond** to the **Efassor**
- Apply to coloured hair only
- Development time: **Up to 50mins**

- 3. Once desired level and/or undercoat is achieved, rinse well, shampoo with **L'Oréal Professionnel Post Colour Shampoo**.

TOPTIPS

1. When emulsifying Efassor, direct the product downwards to prevent damage to the cuticle.
2. Apply with a sponge or tint brush quickly, **avoiding** natural hair. Once applied, continuously massage the lengths and ends where Efassor is present.
3. When deep cleansing, always protect the natural root with cotton wool to prevent lightening the natural base.



STEP 2 COLOURING

If the undercoat does not interfere with your colour, use the target shade. Otherwise your neutralisation rules will apply. For more details, check out our simple guide to undercoats & neutralisation below.

For a practical reminder of this information, book onto your nearest colour keys or colour change course.

TO BOOK:

UK: Please call: **0800 028 3448** or
Email: **coursesuk@loreal.com**

Ireland: Please call: **01-604 5916** or
Email: **dublinacademy@loreal.com**

Alternatively contact your L'Oréal Professionnel Education Consultant or Account Manager.

UNDERCOATS & NEUTRALISATION

Understanding the rules of neutralisation is an essential tool for any colourist. Knowing how to deal with excessive red or copper tones makes colour adjustment simple and straightforward.

KNOW YOUR UNDERCOATS

Cleanse to the undercoat of your desired shade. If needed this is a useful guide to show what reflects neutralise each undercoat.

Natural Level	Undercoats	Neutralisation
10 Lightest Blonde	Very Pale Yellow	.2 Iridescent
9 Very Light Blonde	Pale Yellow	.2 Iridescent
8 Light Blonde	Yellow	.2 Iridescent
7 Blonde	Yellow Orange	.1 ash .2 Iridescent
6 Dark Blonde	Orange	.1 ash
5 Light Brown	Orange Red	.1 ash
4 Brown	Red	.7 Metallic .1 ash
3 Dark Brown	Dark Red	.7 Metallic
2 Darkest Brown	Very Dark Red	.7 Metallic
1 Black	Very Very Dark Red	.7 Metallic

NEUTRALISATION RULES

This is the colour wheel made up of 3 primary colours; red, blue & yellow. These can be mixed together to create all our secondary colours.

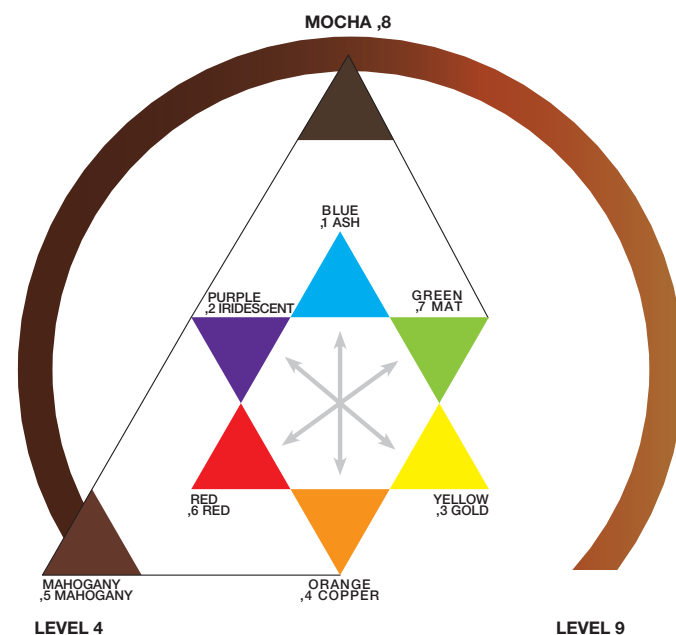
To obtain the complementary shade of a primary, we combine the two other primaries:

- Complementary shade of **blue** = **orange** (red + yellow)
- Complementary shade of **yellow** = **mauve** (blue + red)
- Complementary shade of **red** = **green** (blue + yellow)

A primary and its complement neutralise each other.

Therefore, to neutralise:

- an **orange** undercoat: use **blue** = .11, .1, .01 or **Blue Mix**
- a **yellow** undercoat: use **mauve** = .2, .02 or **Violet Mix**
- a **red** undercoat: use **green** = .17, .07 or **Green Mix**



CASE STUDIES

Case study 1:

Previous colour: **4.15**

Desired Shade: **6.46**

Cleanse to an orange undercoat and apply target shade.

Case study 2:

Previous colour: **4.15**

Desired Shade: **6**

Cleanse to an orange undercoat & apply **6.1** to neutralise the undercoat & achieve a clean 6 result.

Add **Smartbond** to your colour mix to protect the hair while colouring for softer, stronger and shinier hair. Simply add 4ml of **Smartbond Step 1 - Additive** for every 1 tube of colour used.

Once all technical steps are complete, follow with **Smartbond Step 2**.





COLOUR REFUEL

THE RADIANCE REVIVER

Has your client's hair been left over-tired and over-wintered hair after the festive season? Have they booked back in for a blow dry but saving their pennies for February? Entice them to try our simple colour booster to recover hair radiance; natural gloss and glow restored.

Best for: Clients who feel their hair is dull post party season

The Technique: Depending on your client you can deliver this service in 3 easy ways:

1. **Smartbond** Stand Alone Treatment
2. Express Glossing Service with **DIA & Smartbond**
3. Colour Boost with **INOA** or **Majirel & Smartbond**

TECHNIQUE 1 SMARTBOND STANDALONE TREATMENT

SMARTBOND can be used as a stand-alone treatment to strengthen & reinforce weak, damaged hair. Quick and easy to use, resulting in softer, stronger & shinier hair.

1. Prepare 15ml of **Smartbond Step 1 - Additive** with 90ml of water in an applicator bottle.
2. Apply on dry hair, saturate hair and comb through. Leave on for 5mins.
3. Without rinsing, apply **Smartbond Step 2 - Pre Shampoo**, leave on 10mins. Rinse Well.
4. Follow with your usual shampoo and conditioner.

TECHNIQUE 2 EXPRESS GLOSSING SERVICE WITH DIA & SMARTBOND

1. Apply DIA Richesse with Smartbond close to the natural colour for a natural gloss effect. Development time 20 mins.
2. Or use DIA Light with Smartbond to add shine in the hair. Development time up to 20 mins.



TECHNIQUE 3 COLOUR BOOST WITH INOA OR MAJIREL WITH SMARTBOND

1. For clients with a higher percentage of white hair or seeking a permanent result, **Majirel & INOA** with Smartbond are great formulations to give the optimum colour result while giving a glossy cosmetic finish to the hair.



Add **Smartbond** to your colour mix to protect the hair while colouring for softer, stronger and shinier hair. Simply add 4ml of **Smartbond Step 1 - Additive** for every 1 tube of colour used.

Once all technical steps are complete, follow with **Smartbond Step 2**.



THE SECRET'S OUT THE ICONS YOU CAN'T LIVE WITHOUT

30% of professional haircare usage occasions feature a product bought in salon.*
This means there is a huge opportunity for your existing clients to purchase.

Recruit these clients through our professional must-have secrets.

Loved by the media, stylists and consumers alike, plus answering most of the United Kingdom and Ireland market needs...

VITAMINO by SERIE EXPERT

COLOUR RADIANCE AND
SHINE SHAMPOO

FOR ALL COLOURED HAIR

Our #1 Bestselling Shampoo.
Colour illumination gentle cleanser.

BENEFIT: Boosted with A.OX, this shampoo helps to protect the fibre to maintain colour radiance, leaving hair silky and shiny.

HOW TO USE: Apply evenly to wet hair, lather and rinse. Follow with Vitamino Conditioner.



SILVER SHAMPOO by SERIE EXPERT

ANTI-BRASSY
PURPLE SHAMPOO

FOR WHITE, LIGHT BLONDE AND GREY HAIR

The neutralising system, enriched with anti-yellowing agents, counteracts unwanted brassy tones.

BENEFIT: Used by hairdressers to reduce yellowness in the hair, perfect for after lightening services.

HOW TO USE: Distribute evenly through wet hair, lather and rinse.



DENSER HAIR by SERIOXYL

SERUM FOR THICKER,
DENSER LOOKING HAIR

FOR THINNING HAIR

A super serum, that provides a three month programme for denser, fuller looking hair.

BENEFIT: A product born out of 25 years of research. Contains patented, active ingredient, Stemoxydine.

Helps combat hair loss.

HOW TO USE: Apply daily, to dry or towel-dried scalp for 3 months to achieve denser hair.

PLI by TECNI.ART

HEAT-ACTIVATED
MEMORY SPRAY

FOR ALL HAIR TYPES

Our #1 backstage favourite. Thermo-modelling spray provides shape, memory, grip and hold. Think of it as a foundation for hair.

BENEFIT: You can also "undo" hair styles with PLI by blasting hair with a hairdryer on a warm setting.

HOW TO USE: Spray on damp or dry hair liberally before using rollers or heated styling tools.



ORIGINAL OIL by MYTHIC OIL

NOURISHMENT AND
SHINE OIL

FOR ALL HAIR TYPES

Our #1 Bestseller. A nourishing hair oil that provides weightless hydration and ultimate frizz protection. Hair looks shiny, controlled and smooth.

BENEFIT: Endless multi-tasker, enriched with Avocado and Grapeseed Oil.

HOW TO USE: Depending on thickness of hair, dispense 1 to 2 pumps into hands. Warm the product in palms before applying to length and ends.



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