

Vitamins Color Spectrum



PRO GUIDE

MORE INFO
PRO'S ESSENTIALS



L'ORÉAL
PROFESSIONNEL
PARIS

Vitamins Color Spectrum

FERULIC ACID + CITRIC ACID

SHAMPOING PROFESSIONNEL
Fixe les 5 dimensions du spectre de la couleur: Brilliance, Saturation, Contraste, Ton, Luminosité

PROFESSIONAL SHAMPOO
Lock in all 5 dimensions of the color spectrum: Shine, Saturation, Contrast, Tone, Brightness

SERIE EXPERT 300 ml 10.1 FL. OZ.

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SOIN PROFESSIONNEL À RINÇER
Fixe les 5 dimensions du spectre de la couleur: Brilliance, Saturation, Contraste, Ton, Luminosité

PROFESSIONAL DEEP CONDITIONER
Lock in all 5 dimensions of the color spectrum: Shine, Saturation, Contrast, Tone, Brightness

SERIE EXPERT 250 ml 8.5 FL. OZ.

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PROFESSIONAL MASK
System to lock in 5 dimensions of color spectrum: Shine, Saturation, Contrast, Tone, Brightness

SERIE EXPERT 250 ml 8.5 FL. OZ.

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ALPHA-SILANE 5%

PROFESSIONAL GLASS SHINE SERUM
Glass shine. Lasting results up to 5 washes. Anti-frizz & humidity control

SERIE EXPERT 50 ml 1.7 FL. OZ.

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Vitamins Color Spectrum

Lock in day 1 vibrant colour for up to 100 days.*

Concentrated with Ferulic Acid a powerful anti-oxidant + Citric Acid to deeply penetrate the fibre to strengthen and reinforce. Proven efficacy on maintaining the 5 colour dimensions for all hair types:

Shine: Light reflection from a smooth cuticle

Rich, vibrant colours: Maintains the vibrancy and chromaticity of colour

Contrast: The visible difference between shade and reflects

Tone: The warmth or coolness of colour

Brightness: The lightness or darkness of the colour

*Instrumental test after 49 washes using the full Vitamins Color Spectrum routine.



Glass Shine Serum

THE STAR PRODUCT BENEFITS

- Leave-in serum that locks in glass shine for up to 72 hours.*
- Lasting nourishment & softness up to 10 washes.**
- Coloured hair protection against UV damage.***
- Anti-humidity (up to 80% humidity in the air).
- Heat protection up to 230°C (450°F).

*Up to 72hrs after application, instrumental test vs unwashed hair. **Anti-frizz, thermoprotection, nourishment, smoothness, softness up to 10 washes, instrumental tests vs sensitised hair. ***Instrumental tests.

01 Shampoo.



BENEFITS

- Gentle formula
- Hair is shinier & stronger
- Instant softness
- Sulphate Free

02 Neutralising shampoo.



BENEFITS

- **Violet** reflect to neutralise Yellow in blondes level 8-10
- **Blue** reflect to neutralise orange tones level 6-7
- **Green** reflects to neutralise red tones level 5 and below

03 Deep conditioner.



BENEFITS

- Detangles
- Stronger & softer hair
- Use alone or rinse and apply mask for demanding hair

04 Mask.



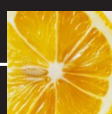
BENEFITS

- Hair is stronger* and up to +44% smoother**

*Instrumental test
**Instrumental visual assessment



The fragrance.



HEAD
Lemon



HEART
Pink Rhubarb



BASE
Sandalwood

The result.

Before

After



Not retouched

Words to engage your consumers.

HOOK

"Have you ever noticed how your hair colour looks stunning right after it's done, but starts to fade and lose its shine over time?"

HIGHLIGHT THE PROBLEM

"By the end of the month, it can look dull and brassy, losing its vibrancy and dimensionality."

PRESENT YOUR SOLUTION

"L'Oréal Professionnel new haircare range is here to change that. It uses a unique blend of 2.5% Citric Acid and Ferulic Acid."

SHOW THE VALUE













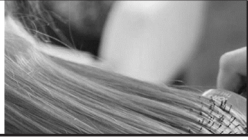




This formula strengthens your hair's bonds and locks in all five dimensions of colour - shine, contrast, saturation, temperature, and brightness—for up to 100 days."

CALL TO ACTION

"Imagine keeping that fresh, vibrant look for months! Give it a try and see the difference for yourself."

Range positioning.

TYPE OF COLOUR

In-salon protocols.	01 Prepare hair with	02 Colour or lightening service	03 Colour removal	04 Leave-in mask or serum	
All oxidative services for even colour root to ends.					
PERMANENT & DEMI PERMANENT iNOA, Majirel, Dia color					
Homecare.	00 Pre	01 Cleanse	01 Treat	03 Prepare	04 Styling
PREVENT Breakage					
MAINTAIN Rich & vibrant colour					
REPAIR Breakage & damage		