

L'ORÉAL  
PROFESSIONNEL  
PARIS



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PROFESSIONNEL  
PARIS

**L'Oréal Professionnel Paris,  
a long-standing partner  
of hairstylists.  
The inside story of  
passionate people serving  
professionals since 1909.**

# Preface.

L'Oréal's story started in a modest Paris apartment, at the turn of the 20<sup>th</sup> century, with a disruptive innovation that changed the rules of hair color.

It all started when a young sharp-minded chemist, called Eugène Schueller, invented the world's first harmless hair dye, which fast became a hit with hairdressers across Europe. The company he founded back in 1909 has since become the world's largest beauty company, with 35 global brands, across all beauty categories, and present in over 150 markets around the world. As a group we have a single mission: To create the beauty that moves the world.

L'Oréal has become the undisputed leader in beauty thanks in part to our unique combination of world-class innovation, entrepreneurial spirit and ability to "seize what's starting." And, over the last decade we have become pioneers in BeautyTech, creating new-to-the-world solutions, like L'Oréal Water Saver – designed with environmental start-up Gjosa.

In these pages, you'll see this recipe for success come to life, through the story of the world's number one professional hair brand, L'Oréal Professionnel Paris. A brand that throughout its long history of disruptive innovation, has constantly reinvented the market. And a brand that is responsible for one of my own career highlights: The launch of the world's first-ever ammonia-free permanent hair color, iNOA, back in 2009.

I'm pleased to dedicate this book to the story of this unique and trailblazing brand.

*Nicolas Hieronimus*

**Chief executive Officer  
of L'Oréal Group.**

Since 1909, our pioneering spirit has made L'Oréal Professionnel Paris the world's leading professional brand. We have achieved this by earning the trust of stylists around the globe and by co-developing our formulas and services with our professional partners. By always seeking to improve what we offer to hair professionals, L'Oréal Professionnel Paris has created a host of innovations that have forged the history of the hairdressing world, inventing the first harmless hair dye, the first cold perm, the first skin allergy tests, the level of depth scale, tone-on-tone color... Innovations we have made accessible to women across the globe, thanks to a combination of our scientific expertise and our stylists' know-how.

**Chronicling the development of L'Oréal Professionnel Paris is to take a look back at the history of hairdressing itself.**

*Omar Hajeri*

**President of  
L'Oréal Professionnal Products.**

Edito.

L'Oréal Professionnel Paris is unique in that it is not only a heritage brand, but also a brand that has remained true to our founding mission since 1909 - to develop the professional hair industry.

Our brand heritage book reveals how we have achieved that - through a pioneering spirit, our passion for the science of hair and our commitment to supporting hair professionals and their clients. That is what makes the brand meaningful to me, and I feel so proud to celebrate this one-of-a-kind journey through these pages.

Our heritage book also demonstrates an exceptional ability for constant reinvention, the reason L'Oréal Professionnel Paris is consistently a leader in the professional industry as the trusted partner of hair professionals. And, marking a profound shift in our culture, also increasingly directly a partner of consumers, as we bring new innovations directly to them.

As the world shifts at an unprecedented pace, with new challenges and opportunities, we at L'Oréal Professionnel Paris feel a keen sense of duty to lead professional haircare into a future that's innovative, inclusive, sustainable and augmented by Tech.

With our mission, as always, to develop, support and elevate hair professionals around the world.

Welcome to the past, present, and future of L'Oréal Professionnel Paris.

*Anne Machet*

**International General Manager  
of L'Oréal Professionnel Paris.**



Welcome  
to our  
world.



# Contents.

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# Chronology.

SINCE OUR INVENTION OF HAIR COLOR MORE THAN 110 YEARS AGO,  
L'ORÉAL PROFESSIONNEL HAS SUPPORTED PROFESSIONAL TALENT THROUGH OUR  
OBSESSION WITH INNOVATION, TECH AND SAFETY FOR STYLISTS AND WOMEN.





Eugène Schueller founded the "Société Française des Teintures Inoffensives pour Cheveux", which would later become L'Oréal.

1909



Establishment of the "École Technique des Arts et de la Coiffure" at 14 Rue Royale in Paris.

1938



Launch of Oréol, the first-ever cold perm.

1945



Launch of Régé Color, the first-ever lightening oxidation color that was applied like shampoo.

1952



Launch of Colorelle Excellence, the first gel color that was applied like shampoo and not like a dye.

1961



Creation of L'Oréal Coiffure, professional products division.

1965



L'Oréal Coiffure becomes the world's No.1 for haircare products.

1987



Introduction of Série Expert, one complete range enabling professionals to meet the haircare needs of every color, every type.

2005



L'Oréal Professionnel launches iNOA, the first-ever ammonia free permanent color powered by oil.

2009

1909 "Société Française des Teintures Inoffensives pour Cheveux".

1939 The "Société Française des Teintures Inoffensives pour Cheveux" changes its name to L'Oréal.

1959 L'Oréal Salon.

1965 L'Oréal Coiffure.

1970 L'Oréal Ligne Professionnelle Exclusive.

1991 L'Oréal Technique Professionnelle.

1997 L'Oréal Professionnel.

2021 L'Oréal Professionnel Paris.

1900 - 1920

1900 - 1920

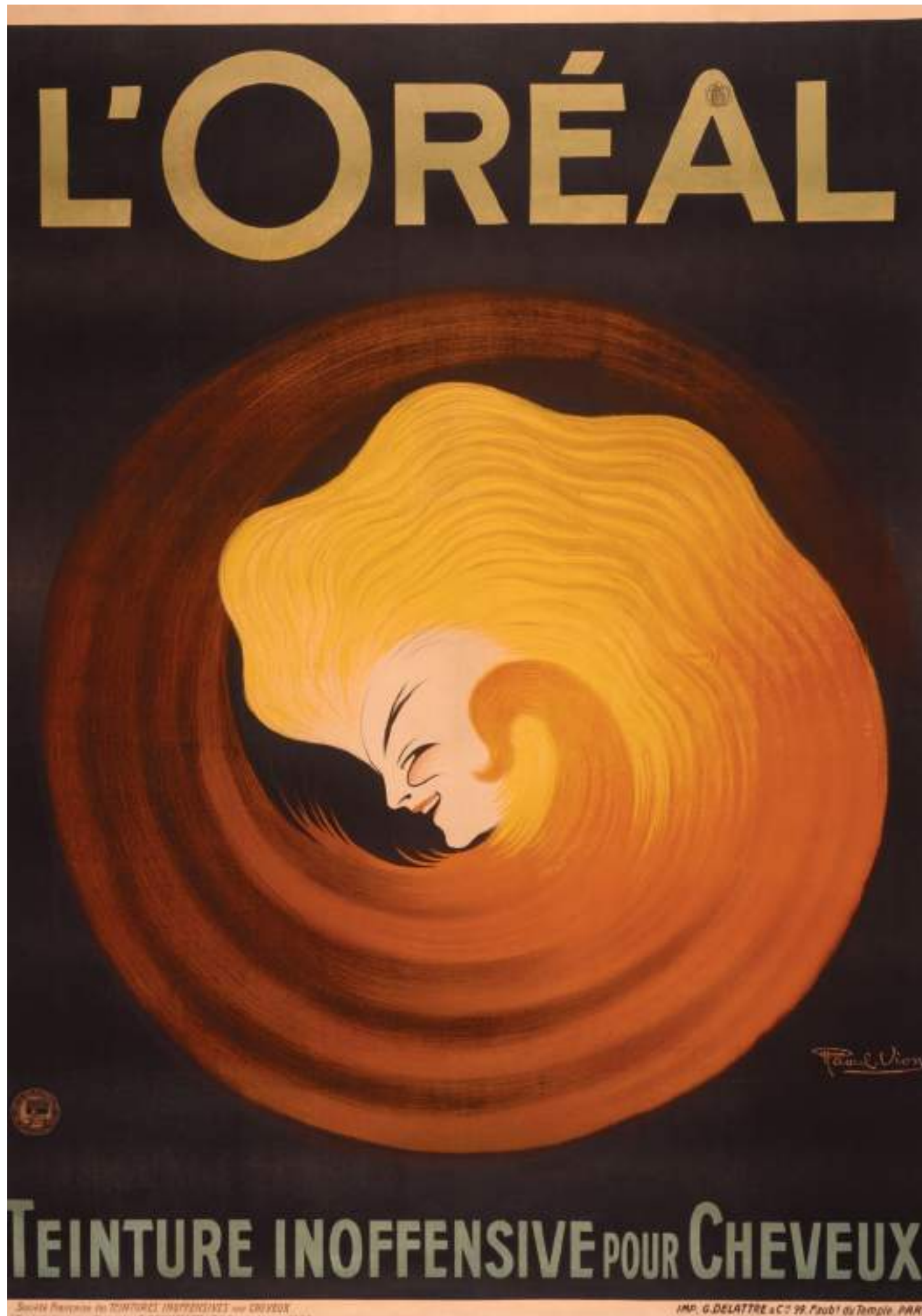
1900 - 1920



[1900 - 1920]

**The beginning:  
research and innovation  
dedicated to beauty.**





Eugène Schueller, a young chemist in his twenties, was about to change the history of hairdressing forever.

It's the Belle Époque, Parisian ladies stroll along the paths of the Bois de Boulogne and along the Champs-Élysées in their gloves and hats. From his Paris apartment, a young chemist in his twenties, who has graduated with honors from the "Institut de Chimie Appliquée" in Paris, (the Institute of Applied Chemistry), was about to change the history of hairdressing forever.

# "Teinture inoffensive", harmless hair dye, a hair revolution.

1907

The story of the brand that would become L'Oréal Professionnel Paris begins with the invention of harmless hair color itself. At the dawn of the 20<sup>th</sup> century, women who wished to cover up white or gray hair had to bleach it with hydrogen peroxide and then dye it with homemade mixtures containing lead or henna. The results were unpredictable and sometimes dangerous.

In 1907, Eugène Schueller developed a harmless hair color dyeing process composed of metallic salts. This homogeneous paste eliminated the use of highly reactive compounds while guaranteeing reliable results. At last, women had a safe product to hide their white or gray hair. Marking the start of an extraordinary human and scientific adventure, the history of modern hairdressing had begun.





## From Rue d'Alger, Paris to conquering Europe.

Certain of the value of his invention and, with just 800 French francs in his pocket, Eugène Schueller founded the "Société Française des Teintures Inoffensives pour Cheveux" (the French Harmless Hair Dye Company), which would go on to become "L'Oréal" in 1939. Passionate about advertising and surrounded by artists and illustrators, Eugène Schueller looked for inspiration for a short name for his products. Inspired by the Greek "Oréa" meaning beauty, and also by the word L'Auréole, a hairstyle popular in France at the time, he first decided upon the name Oréal. This evolved to become L'Oréal. The three vowels of the L'Oréal name make it memorable and easy to pronounce, perfect for a brand name.

Schueller set up his business in his one-bedroom apartment on Rue d'Alger, where the dining room served as the demonstration salon and his kitchen as the laboratory. There, Eugène Schueller worked at creating his products, selling them by canvassing stylists around Paris himself with his bottles and jars after a day's work. Early days proved challenging, but an encounter with an accountant called André Spéry marked a decisive turning point, when Spéry chose to invest in Eugène Schueller's company.





"What we are striving to achieve in our laboratories is to ensure your job is easier. I'd like you to know that L'Oréal is totally dedicated to stylists."

Eugène Schueller, L'Oréal founder and Chief Executive Officer from 1909 to 1957.



**DU NOIR AU BLOND**  
*vous obtenez des nuances magnifiques*



avec  
**L'ORÉAL**  
TEINTURE INOFFENSIVE  
POUR CHEVEUX

VENTE EN GROS : 37 rue J.J. Rousseau, PARIS



Hair color that's easy,  
fast, safe.

The first-ever slogan under the L'Oréal name summed up the benefits of L'Oréal's shaded range of harmless hair dyes: "L'Oréal teint bien, facilement, rapidement, sûrement" (L'Oréal colors well, easily, quickly, safely).

In no time, the reputation of L'Oréal products spread beyond French borders. As early as 1910, Austrian and Italian stylists began using the brand's hair coloring products. By the eve of the First World War, L'Oréal was present in Belgium, Germany, Hungary, the Netherlands, Switzerland, and Russia.

ANNONCES IX





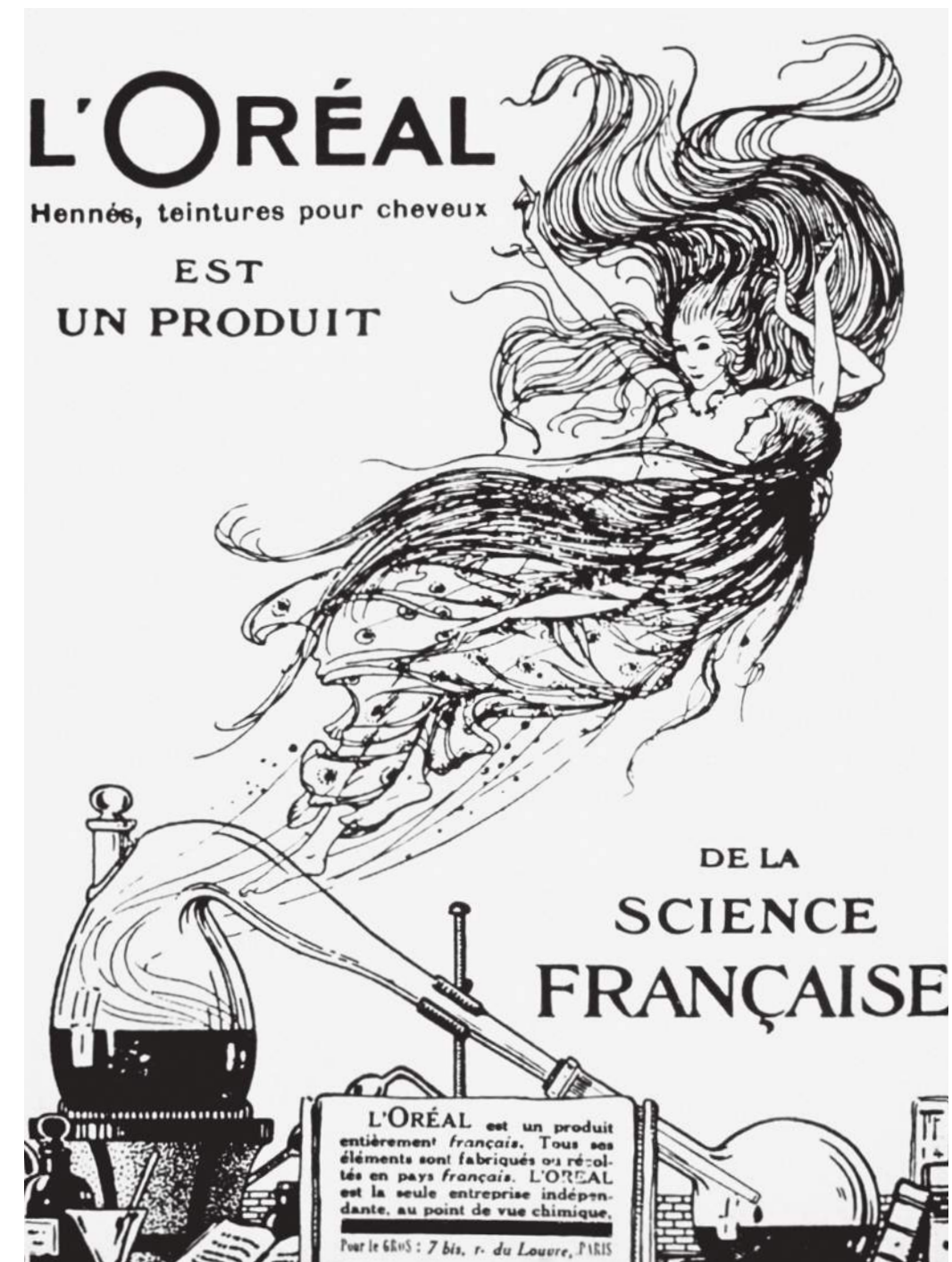
## Innovate, train, promote: the pillars of the relationship with hairstylists.

Eugène Schueller instinctively understood that the success of his business would be linked to that of hairstylists, a sector that was not particularly professional at the time. In 1910, he founded the "École de Teinture" (Hair Color School) on L'Oréal's new premises on the Rue du Louvre in Paris. There, he organized demonstrations of L'Oréal products with Georges Guilmeau, a former hairstylist at the Imperial Court of Russia, laying the foundations for the profession of colorist in its own right.



As a visionary, and a believer in the power of advertising, Eugène Schueller would acquire "Coiffure de Paris" (1909), then "L'Oréal Bulletin" (1923), two professional publications keeping stylists informed of the latest available innovations. Eugène Schueller's talent for communication would prove one of the secrets of L'Oréal's success over the years, thanks to his impactful, innovative, targeted advertising campaigns.

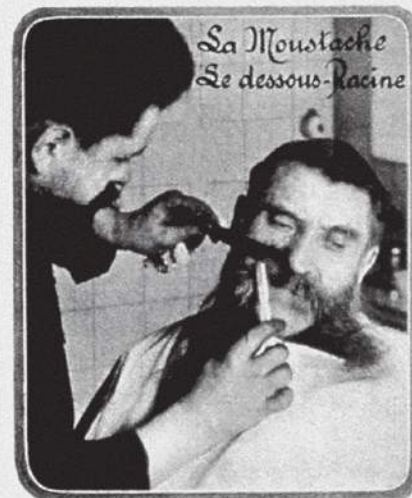
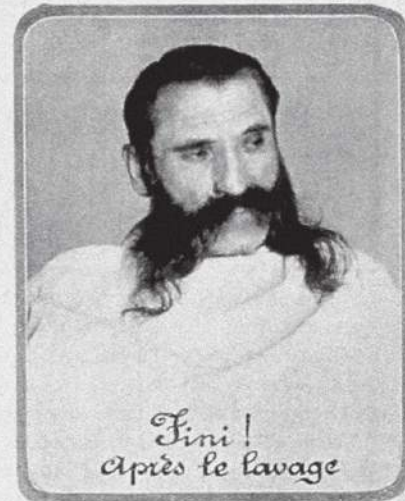
As such, he would lay the milestones for a real partnership with stylists, based on innovation, training and promotion. In a spirit of exchange, L'Oréal set itself the goal of providing stylists with the resources they required to be artistically and economically successful, in order to contribute to the development of an entire profession.



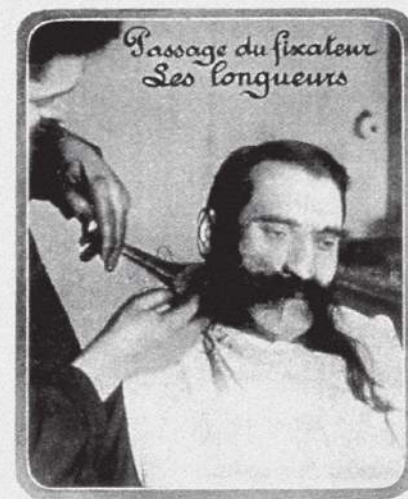
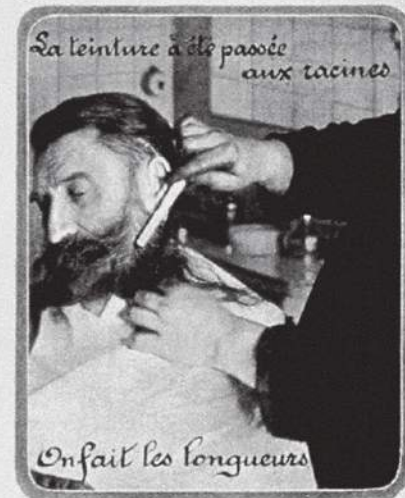


ANNONCES XIV

## LEÇON DE CHOSES



**L'ORÉAL**  
N° 2  
Instantané liquide  
est la plus simple et la plus belle  
des teintures  
pour la barbe et la moustache.  
Demandez-nous un échantillon;  
nous vous l'enverrons gratuitement;  
quand vous l'aurez essayé, vous  
n'en voudrez plus d'autre.  
**L'ORÉAL, 7<sup>bis</sup>, rue du Louvre**



# Innovation, the brand's DNA.

As a trained chemist, Eugène Schueller also knew that L'Oréal's progress lay in research and innovation. He worked tirelessly to improve products, propose new different technologies and pioneer new services for stylists, himself embodying the quest for innovation that forged his Group's identity.

Today, a significant part of L'Oréal's turnover is devoted to scientific research. The first innovations in hair research are reserved for the Professional Products Division, home to L'Oréal Professionnel Paris. Trained stylists are the experts ideally positioned to adopt new products in the right conditions to meet consumers' expectations.

1920 - 1940

1920 - 1940

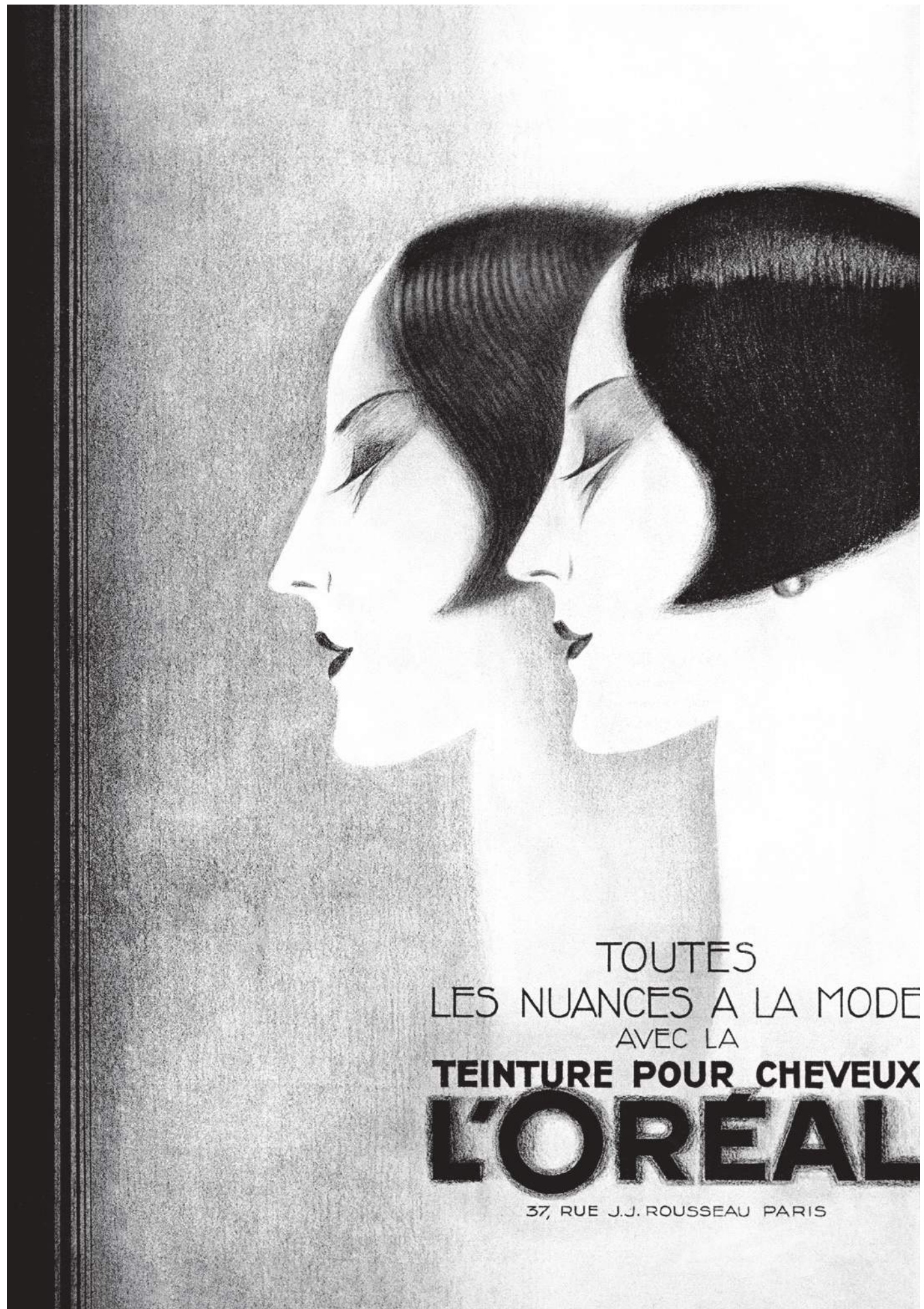




[1920 - 1940]

## The goldilocks years.





The war is finally over: women, who kept the country running in the absence of men, begin to assume new roles in society. Saying goodbye to societal constraints, skirts get shorter and so does hair. The well-known stylist Mr Antoine launches the "coupe à la garçonne" (dutch boy-haircut or bob-style) on the screen star Louise Brooks, which is made popular in France by Coco Chanel.

This new trend led to a boom in coloring products, essential for hiding roots now clearly visible on these shorter cuts.



"One day,  
thousands of brunettes  
will want to be blond."

Eugène Schueller, L'Oréal founder and Chief Executive Officer  
from 1909 to 1957.







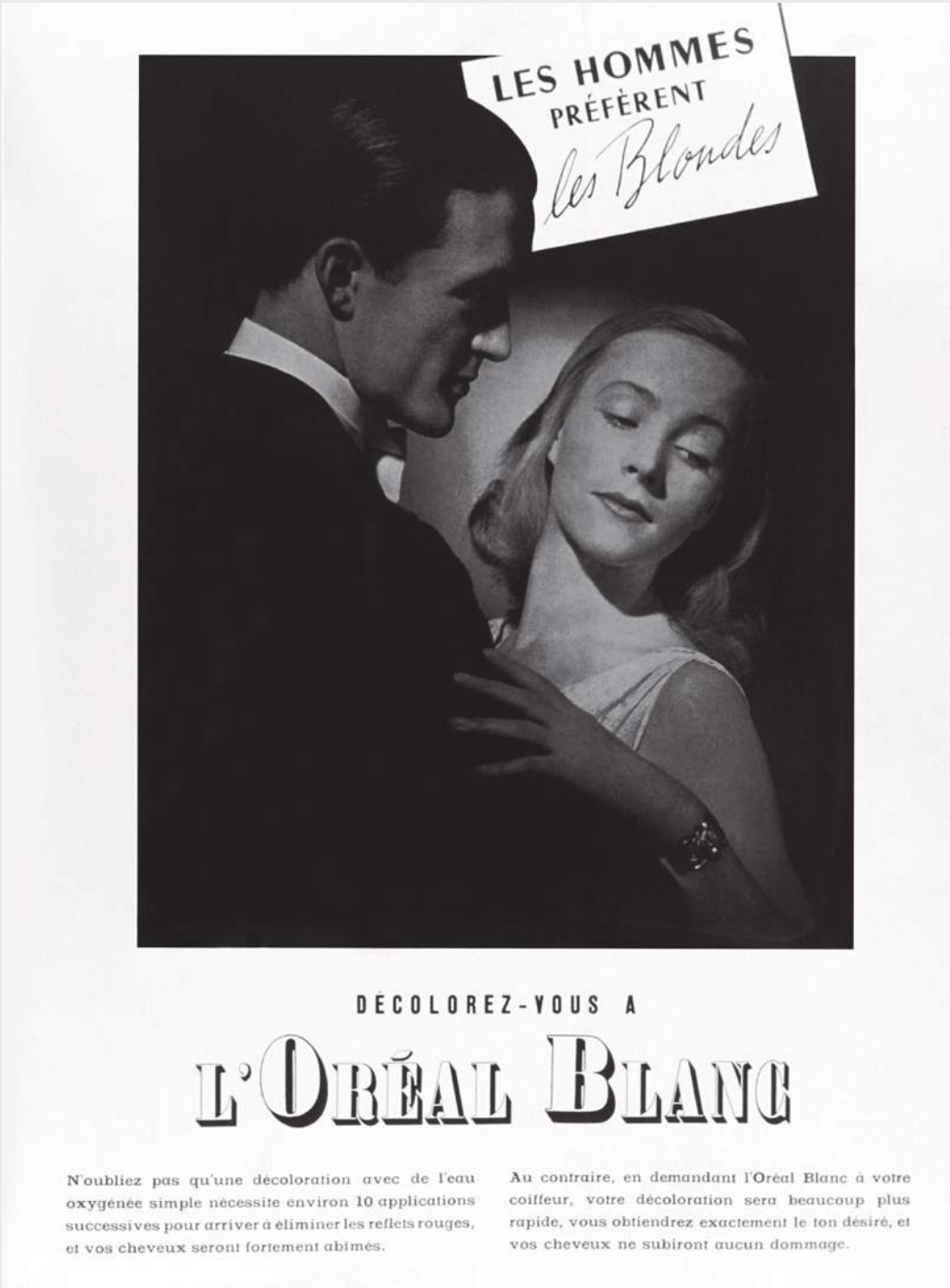
# L'ORÉAL



PARIS, 7 bis, rue du Louvre et 37, rue J.-Jacques-Rousseau.  
LONDON, Belfast Chambers, 7, Beak Street, W. 1.    ☐ ☐ ☐ ☐  
NEW-YORK, Lebeau, 121 West 47 th. Street.    ☐ ☐ ☐ ☐ ☐

AGENTS GÉNÉRAUX & DÉPÔTS :  
*Algérie-Tunisie* : LELLOUCHE FRÈRES, 43, Rue de la Libre, ALGER.  
*Autriche-Allemagne* : Adolf NEZZIGER, Seibergasse 14, WIEN I.  
*Brazil* : Via Brasileira Commercial e Industrial, 45, rue Boissy-d'Anglas, PARIS.  
*Canada* : ANGLO-AMERICAN Agencies Ltd., 11 St-John Street, MONTREAL.  
*Côte du Pacifique (Chili, Pérou, Équateur, Bolivie)* : Valentin SEGUINOT, SANTIAGO-DE-CHILI.  
*Hollande* : Rijk. WERNEKINCK, 105, 1<sup>er</sup> Jan. v. d. Heijdenstraat, AMSTERDAM.  
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*Mexique* : COMPANIA PROVEEDORA, Mexico.  
*Maroc* : CHAUMONT, Institut de Beauté, CASABLANCA.  
*Grèce* : GEORGIANNI, 45, Avenue Saint-Mandé, PARIS.  
*Extrême-Orient* : Robert HAITROFF, 8 bis, Rue Martel, PARIS.  
*Rép. Tchèque-Slovaquie* : Bohumir FOLKERT, Cechovska 10, Král-Vimstady, PRAGUE.  
*Suisse* : ESCHMANN, 4, Rue Pré-Naxos, GENÈVE.  
*Russie et Pologne* : A. ZDRZALIK-KOWALSKY.

d'OR  
Pour Blondes



# Blond, favorite color of the roaring twenties.

At a time when platinum blond reigned in Hollywood, L'Oréal launched its bleaching powder L'Oréal d'Or (1921), a hair-lightening product, then L'Oréal Blanc (1929). These two products would mark the start of a long series of lightening innovations, culminating in the invention of the first-ever anhydrous lightening paste, Platinum, in the early 2000s.

Women seeking to mirror the glamor of the big screen stars dared to experiment with new colors. L'Oréal launched Coloral, a vibrantly colored enhancer that shaded hair just like make-up and could be rinsed off anytime. Pink, copper, platinum, mauve... women dared to be bold!





BABY PLATINE

SUNLIGHT

ROSE IBIS

BOIS DES ILES

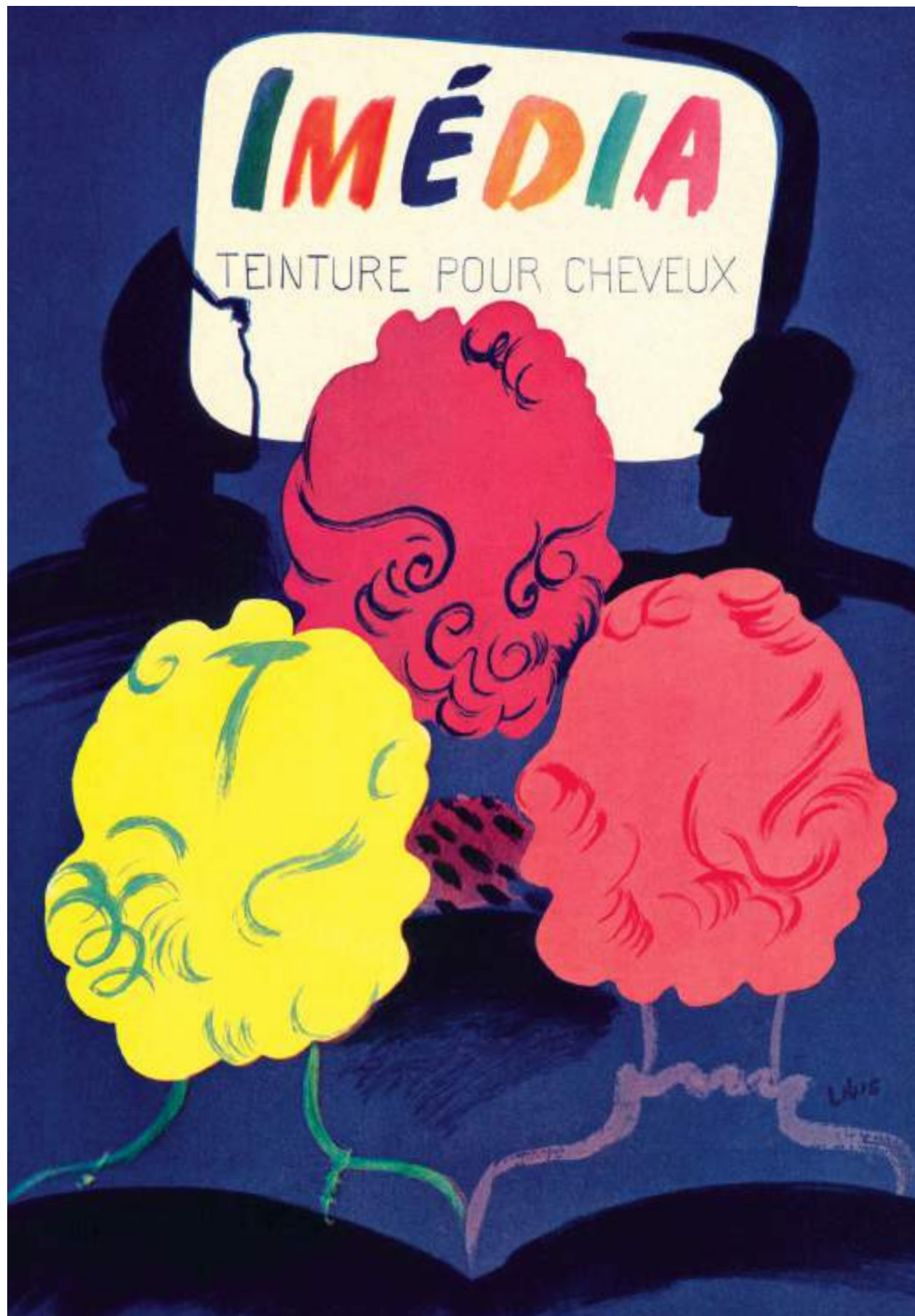
COQ DE ROCHE

LIDO

AUBURN

AMEN





## The two-in-one color and wavy hair innovation.

The rise of the crimped effect and short cuts inspired a major new innovation at L'Oréal. Immedia, patented in 1928, before becoming Imédia in 1931, was a fast and harmless coloring process that could simultaneously create waves. This paraphenylenediamine-based product promoted rapid penetration into the heart of hair fiber, creating longer-lasting, more subtle color. The naturalness of its shades and faster application method were revolutionary compared to formulas used up until then, ensuring its success in France and abroad.

From 1935, the brand distributed Imédia in Italy, Australia, the U.S. and Brazil.



# 14 Rue Royale in Paris, an iconic address.

In 1938, L'Oréal established its head office at **14 Rue Royale, an iconic address** placing the brand in the heart of Paris, at the forefront of French-style elegance. Today, with the birthplace integrated into its name, Paris is a core pillar of the brand identity.



## Safety and performance, first and foremost.

Driven always by the mission to deliver reliable, consistent performances to hairstylists, as early as 1931, when other brands on the market were using large-size container, the laboratories chose to commercialize Imédia in individual doses. This eliminated the risk of oxidation or unexpected color results.

Yet, as far as Eugène Schueller was concerned, color performance had to go hand-in-hand with a concept barely acknowledged at the time, on which he placed great emphasis: safety. For the introduction of Imédia, he raised awareness about potential skin allergies, by advising stylists to carry out "patch testing". Today, this practice is still recommended in hairdressing salons and at home prior to applying any hair color.



1940 - 1950



[1940 - 1950]

## Cool waves on perm.



## The trend for wispy, sculpted curls.



**ORÉOL**

**L'Oréal à froid, c'est le Progrès.**

Plus d'électricité, plus de chauffage, plus d'appareils qui « mécanisent » le cheveu. Un simple liquide qui l'assouplit, le boucle, le transforme, lui donne la structure du cheveu naturellement ondulé.

*L'Oréal est l'auréole de la femme.  
C'est aussi l'auréole du métier de coiffeur.*

It's the 1940s and wispy, sculpted curls, as flaunted by French actresses Michèle Morgan and Arletty, are all the rage. Women rush to salons to have their hair hot permed. The technique, however, is aggressive on hair. At the forefront of innovation, the brand's laboratories, already counting 20 researchers, strive to improve it.









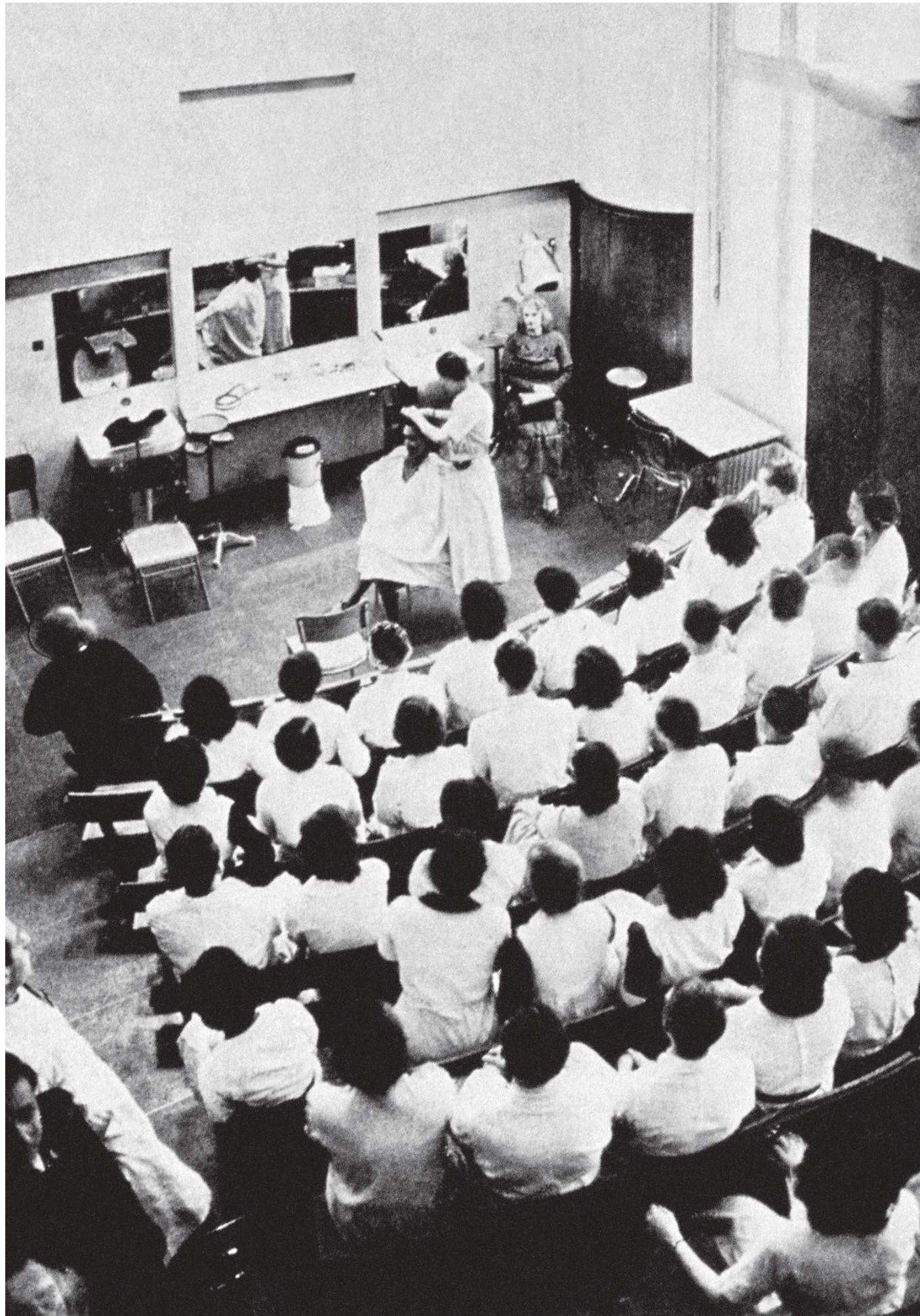
# Oréol, the first cold perm.

1945

In 1945, the brand that would later become L'Oréal Professionnel Paris filed its first patent for a cold wave technique, launching Oréol, the first-ever cold perm. This new method would replace the hot perm with results that were just as satisfying. The brand accompanied Oréol's in-salon launch by also offering a dryer tailored to this new cold perm technique.

This early example of pairing two complementary innovations would be repeated throughout the history of L'Oréal Professionnel Paris.





## The success of hairstylists is at the heart of the brand's development.

Recognizing that the success of stylists is linked to the brand, **Eugène Schueller applied the same innovative spirit to his education policy as he did to his products.** He created training material that trailblazed new levels of educational effectiveness. He was actively involved in creating professional bodies to promote the industry's activities and provide the necessary structure to access the profession.

In 1938, the "École technique des arts et de la coiffure" (Technical School for the Art of Hairdressing) founded in 1927 moved to new premises at 14 Rue Royale. Hairdressing professionals were taught through a focus on case studies, a method later adopted by prestigious business schools. Illustrating the will to create active, modern, enjoyable teaching methods, the brand launched its **"Sections d'Art" sessions in 1949 where stylists helped stylists to learn the latest trends** and how to meet customers' demands for them. These highly successful training sessions expanded quickly across the globe.





1950 - 1960





[1950 - 1960]

## Reinventing color in the salon.

## Women demand movement and blond hair.

It's the 1950s, and hairstyles take on a new twist. In Paris, celebrities rush to Rue du Faubourg Saint-Honoré to the Carita sisters' salon. The new Princess of Monaco, Grace Kelly launches the fashion for a platinum sculpted curly bob. Women demand movement and blond hair: they are counting on their stylist to bring their hair dreams to life.









# The arrival of new ways to color.

After Eugène Schueller's invention of the first harmless, non-lightening dye, followed by lightening powders in the 1920s, L'Oréal Professionnel Paris invented in 1952 Régé Color, the first ever lightening oxidation color applied like shampoo.

Less intimidating than traditional dyes, the invention of Régé Color drew new customers who wished to discreetly highlight their hair. Designed for colored hair, not blonds, Régé Color gave hair shimmering highlights that faded gradually after several washes.





**Un produit tout prêt**  
pour chaque nature de cheveux

**pas d'erreur possible**  
**pas de temps perdu**



*Les Salons de Coiffure ne peuvent  
pas gaspiller de temps  
à de savants calculs pour diluer,  
doser, peser  
— c'est de l'argent perdu.*

Ease-of-use was another factor in its success with stylists: the product took less time to apply, which meant professionals could significantly increase turnover. And to guarantee the predictability of results by guiding stylists in the choice of shade tailored to each customer, Eugène Schueller invented the level of depth scale for Régé Color, which is still used to this day.

Forever driven by the desire to support stylists in their development, L'Oréal Professionnel Paris innovated by inviting professionals to resell products to secure additional income: stylists became distributors.







# Establishing the foundations of modern-day hairdressing.

In 1951, a state-of-the-art innovation halved the time it took stylists to color hair. Imédia Crème D was a cream dye that, for the first time, bleached and re-colored in one. This reduced the time required to color hair by half and increased the options for women to dye their hair using a less aggressive technique.

In 1955, the launch of Plix was a game-changer in styling. Used by stylists in salons to deliver exceptional hold, women could now visit their salon once a week to set their curls, as the style held longer. Next - the first lacquer in an aerosol spray, Oréol Net hair lacquer marked a hair revolution in salons upon its launch in 1957. Stylists unleashed new creativity and styles gained new volume.







"Seizing what Starts',  
is to follow the way the wind  
blows, to allow yourself  
to be swept up and to seize  
every opportunity  
that comes your way.  
The whole of L'Oréal has  
been built on a sense  
of calculated daring."

François Dalle, L'Oréal Chairman and Chief Executive Officer  
from 1957 to 1984.

# Celebrating the profession on a global stage.

In 1954, L'Oréal created an original competition in the UK: **the Colour Trophy**, bringing together stylists from around the world to compete by inventing styles using L'Oréal products. A 300-strong audience watched 17 competitors, judged by a panel of leading names from the hairdressing world in the event's first year. Five years later, 5,000 people rushed to get a seat in the Royal Albert Hall, making the L'Oréal Colour Trophy **the biggest professional hairdressing competition ever**.

Behind the entertainment and emotion, **the brand reiterated one of its founding values: to celebrate and center the hairdressing profession, discover talent and spotlight tomorrow's trends**. Over the years, the L'Oréal Colour Trophy represented the brand's fashion positioning. The event also boosted the brand's influence in countries where it was historically established, while helping conquer new regions including Asia. **This heritage continues today** with the L'Oréal Professionnel Style & Colour Trophy, which discovers talented professionals worldwide. **The competition, now visible online, is open to the public, who votes for the best creation, increasing the event's influence.**







# Let there be color!

L'Oréal Research created a breakthrough with Colorelle in 1955 and in 1961 with Colorelle Excellence, the first gel color applied like shampoo rather than dye. This marked the dawn of fashion trend-led coloring for stylists. This color shampoo also enabled stylists to discreetly suggest customers hide their white or gray hair, while adding highlights. Supported by a high-fashion poster campaign in salon windows, the success of these vibrant shades further diversified the creative arsenal available to stylists.





*Je renais...  
J'ai retrouvé ma jeunesse avec  
la couleur de mes cheveux & le miracle s'est accompli  
en quelques instants par l'Oréal.*

**L'ORÉAL**

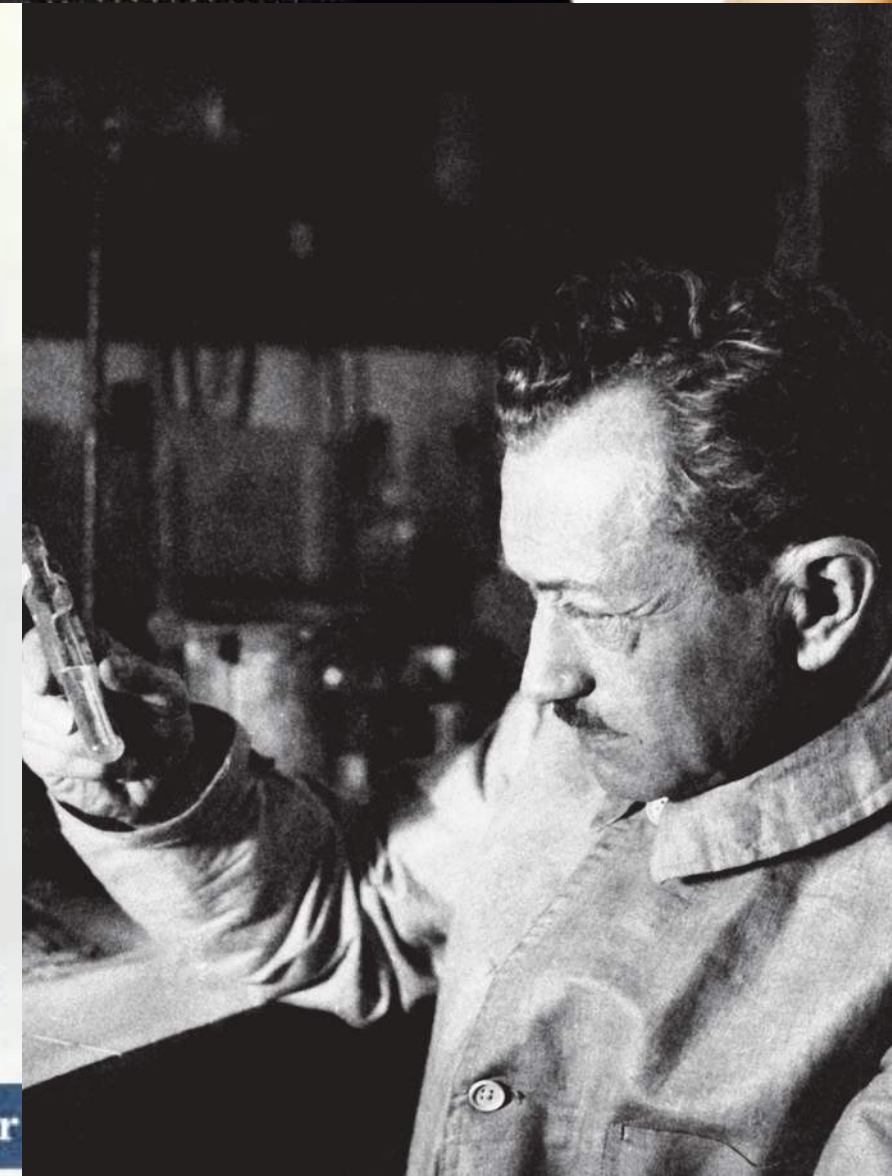
Cheveux jeunes  
Cheveux ga  
Cœur joye

**IMEDIA**  
Crème  
D

**Cheveux Clairs, Foncés ou Gris**

*Réflets*

**RégéColor**





1960 - 1970

1960 - 1970

1960 - 1970



[1960 - 1970]

**Let's twist again.**





## Hair becomes a statement of style.

In the freedom of the 60s, stylists unleash their creativity to rise to the ranks of true artists. The modern-day woman defies definition. The model, Twiggy, brings the short slicked-back pixie cut, created for her by Léonard, a cult Mayfair stylist, to the mainstream. Françoise Hardy and Jane Birkin inject new glamor into long, straight hair, while the iconic Brigitte Bardot makes the XXL bun world-famous. In London, Toni and Guy Mascolo open their first salon in 1963. **Their avant-garde perspective changes the traditional relationship women have with salons.** Women no longer visit a salon simply to look after their hair, but to express their personality and identity through their hairstyle.



## Elnett, dare to be bold.

# 1960

Elnett hair lacquer, launched in salons in 1960, paved the way for new possibilities thanks to special plasticizing anionic polymers that effectively disappeared when hair was brushed. Elnett, a contraction of "Elle" (she) and "Nette" (clear, clean) enjoyed phenomenal success, driven by its iconic golden-brushed packaging and its innovative formula – replacing hard-to-remove existing lacquer gel formulas - which remains unchanged today. In 1968, L'Oréal filed a microdiffusion patent which enabled the spray to be spread even more precisely and uniformly on hair and be removed with the lightest brush through.







# Communication, education, internationalization.

By establishing **the magazine "L'Œil de Paris"**, aimed at the feminine, professional and hairdressing sectors, L'Oréal affirmed its fashion image and its vision for hairdressing, fashion and couture trends.

The brand's hairdressing training school, which Eugène Schueller founded, was transformed into a higher education establishment also offering professional development sessions.





## Influence extended beyond European borders.

**Through the decade, the brand extended its borders, taking professional products beyond Europe.** From 1963, L'Oréal expanded in Japan, marking the start of a journey of inspiration and collaboration where technologies used by Japan's stylists have inspired L'Oréal Professionnel Paris in the quest for innovations. The brand started to sponsor stylists' participation in international competitions to showcase their talent and creativity. L'Oréal also opened the first industrial facility in Brazil to manufacture products intended exclusively for stylists.





Colorelle





VARIANCE Color*e//e*

*ter* **ORÉOL**

*Ni* **DULCIA**

*Pli* **IMÉDIA**

*Mini* **RégéColor**  
*vague*

*CreScendo* **D** *Plix*

**RÉCOLOR** **|** **DULCIA**  
**A** **VITAL**

*COLORAL* **COLOR**

1970 - 1980

1970 - 1980





[1970 - 1980]

**L'Oréal Coiffure,  
a new turning point  
for styling.**



## L'Oréal Coiffure was created in 1965, led by L'Oréal Professionnel.

The UK embraces punk, hairstyles become structured, shorter and gain volume. Men let their hair grow long. Disco culture liberates Afro-style looks which call for tailored care to reveal their full beauty.

Under the leadership of François Dalle, head of the Group since 1957, L'Oréal is restructured. Products for stylists are differentiated from those designed for the public. **L'Oréal Coiffure** (the origins of the professional products division) **was created in 1965**. Grouping together services and powerful, high-performing products, designed for and with stylists and requiring expertise to use, L'Oréal Coiffure also accelerated the development of services to facilitate the work of stylists in salons, all while pursuing its investments in education.

The decade moved fast with innovations and events, distinguished by rapid internationalization. **In 1980, 65% of L'Oréal Coiffure's sales came from abroad versus 3% in 1960.**



# When styling is made easy.

**When it comes to styling, the brand's innovations invited stylists to be bold.** In 1975, Brushing made styling easy thanks to polymers that gave hair body and structure. The following year, Allurelle Elnett hair lacquer further improved the Elnett formula by incorporating a polymer – to help stylists set hair in a more precise way. A gradual build-up lifting effect was now in the past: thanks to the lacquer's strand-to-strand, tip-to-tip setting.

**In 1979, making styling easier and faster, the brand launched its heated comb in salons.** This heated comb is the early ancestor of the SteamPod, the first professional styler powered by dry steam, which would enjoy tremendous success with stylists some thirty years on.



# A new era of innovation: the lonene-G molecule.



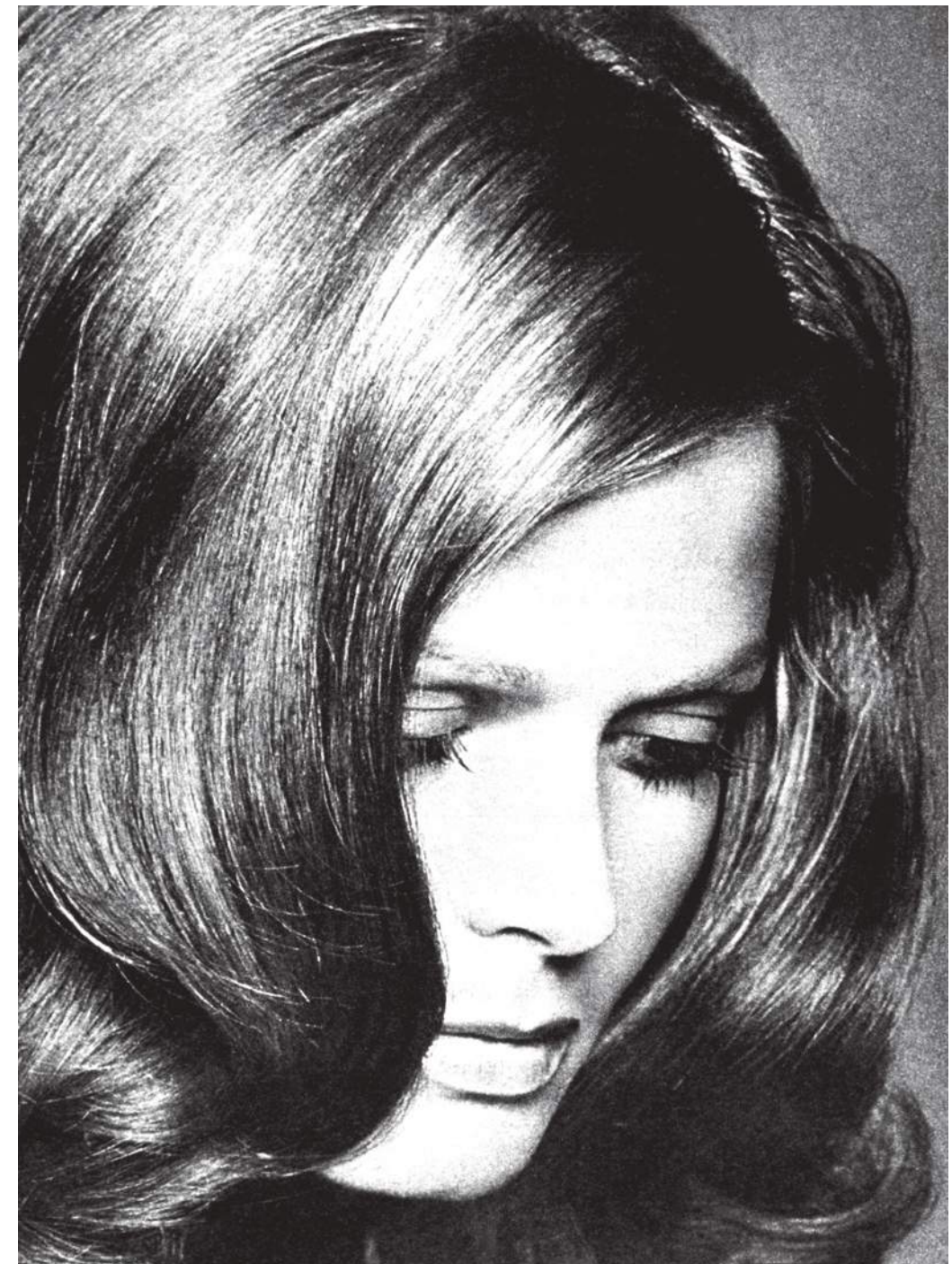
In 1978, seventy years after Eugène Schueller had filed his first patent, **the launch of Majirel represented a major technical breakthrough** as the first-ever protective color. Containing the lonene-G molecule, a cationic polymer that proves a powerful care agent, Majirel marked a real disruption: **from that moment on, hair color protected and enhanced hair.**

In 1980, Dulcia became the first hair perm to also incorporate the lonene-G molecule. A major milestone in the history of hair color: **for the first time ever, color became self-protecting, thanks to a care cream** containing hydrophobic active ingredients to protect hair from the oxidation caused by humidity.

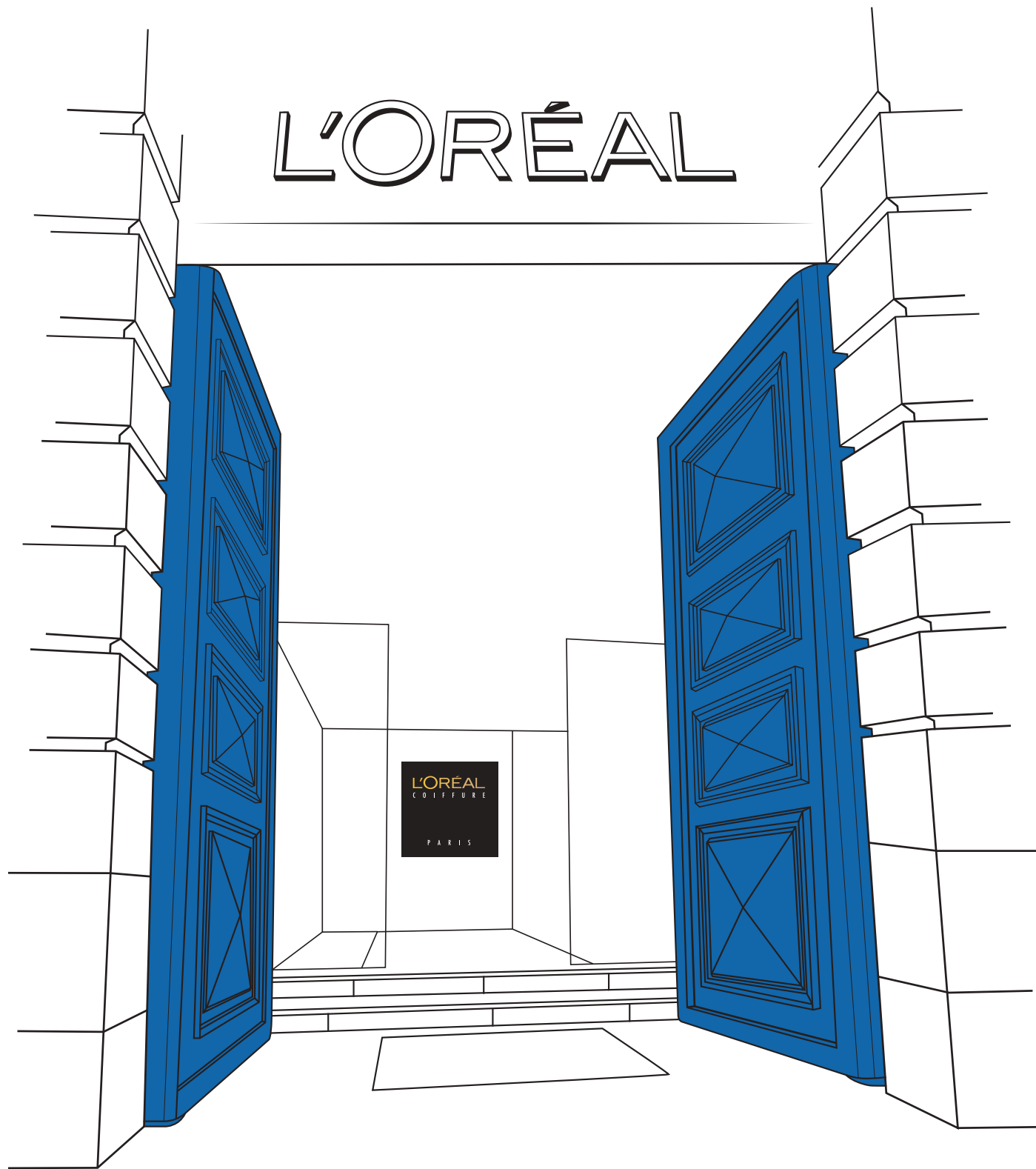


"If I want to create great cuts, then I need beautiful hair to do so. Haircare plays a vital role."

Alexandre de Paris (1922 - 2008),  
famous Parisian hairstylist who styled the hair  
of the greatest celebrities of the 20<sup>th</sup> century.



## L'Oréal Coiffure, where education is the focus.



Accompanying stylists becomes more than ever a brand priority. In 1976, L'Oréal Coiffure opened its premises to professionals from around the globe for the "Festival de la Coiffure" (the Haidressing Festival), promoting connections, inspiration and innovation between professionals across continents. Three years later, the brand inaugurated "Modes et Créations de Paris" (Paris Fashions and Creations) on the Rue Saint-Florentin. **This laboratory, dedicated to trends to watch, would become the profession's most state-of-the-art inspiration center open to professionals.**

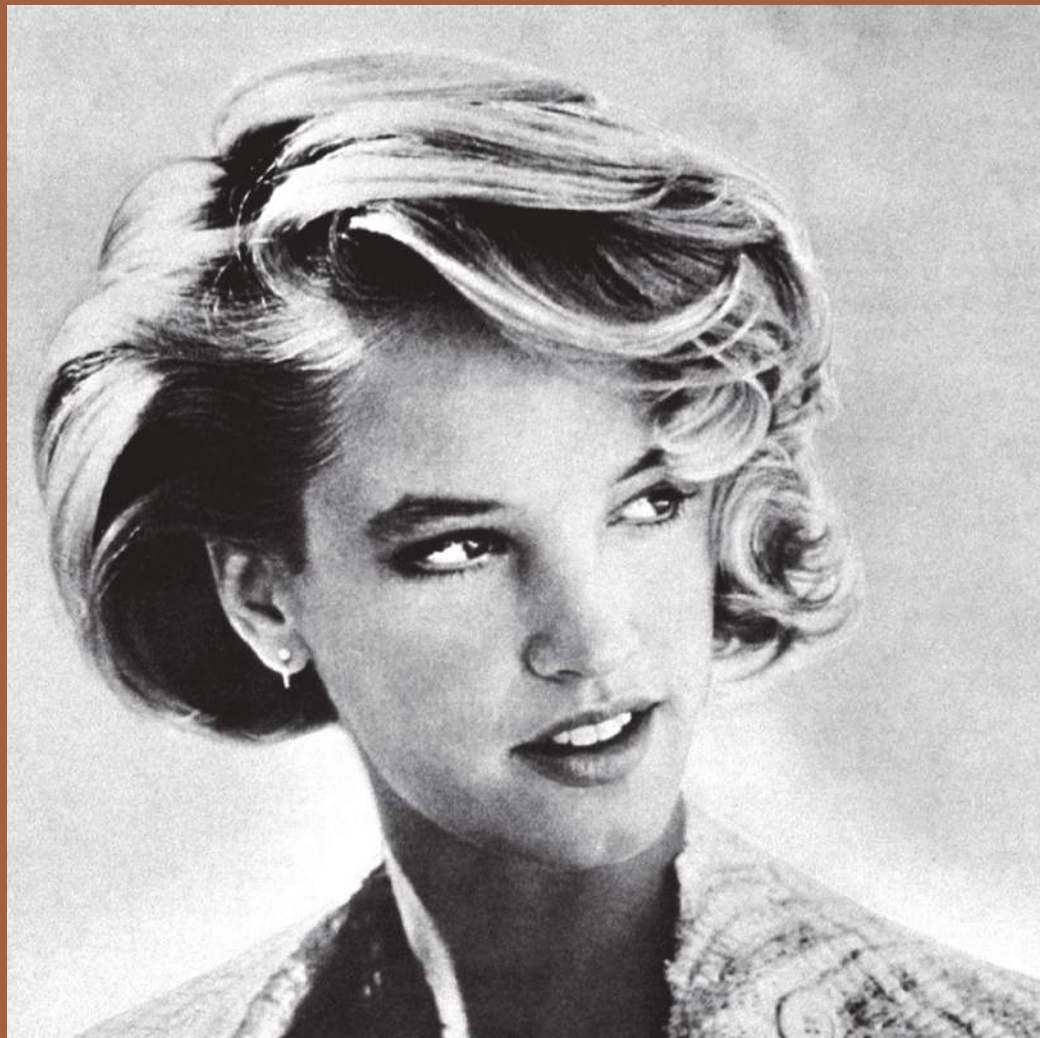
# 1976



1980 - 1990

1980 - 1990

1980 - 1990



[1980 - 1990]

**Choosing innovation  
and differentiation.**

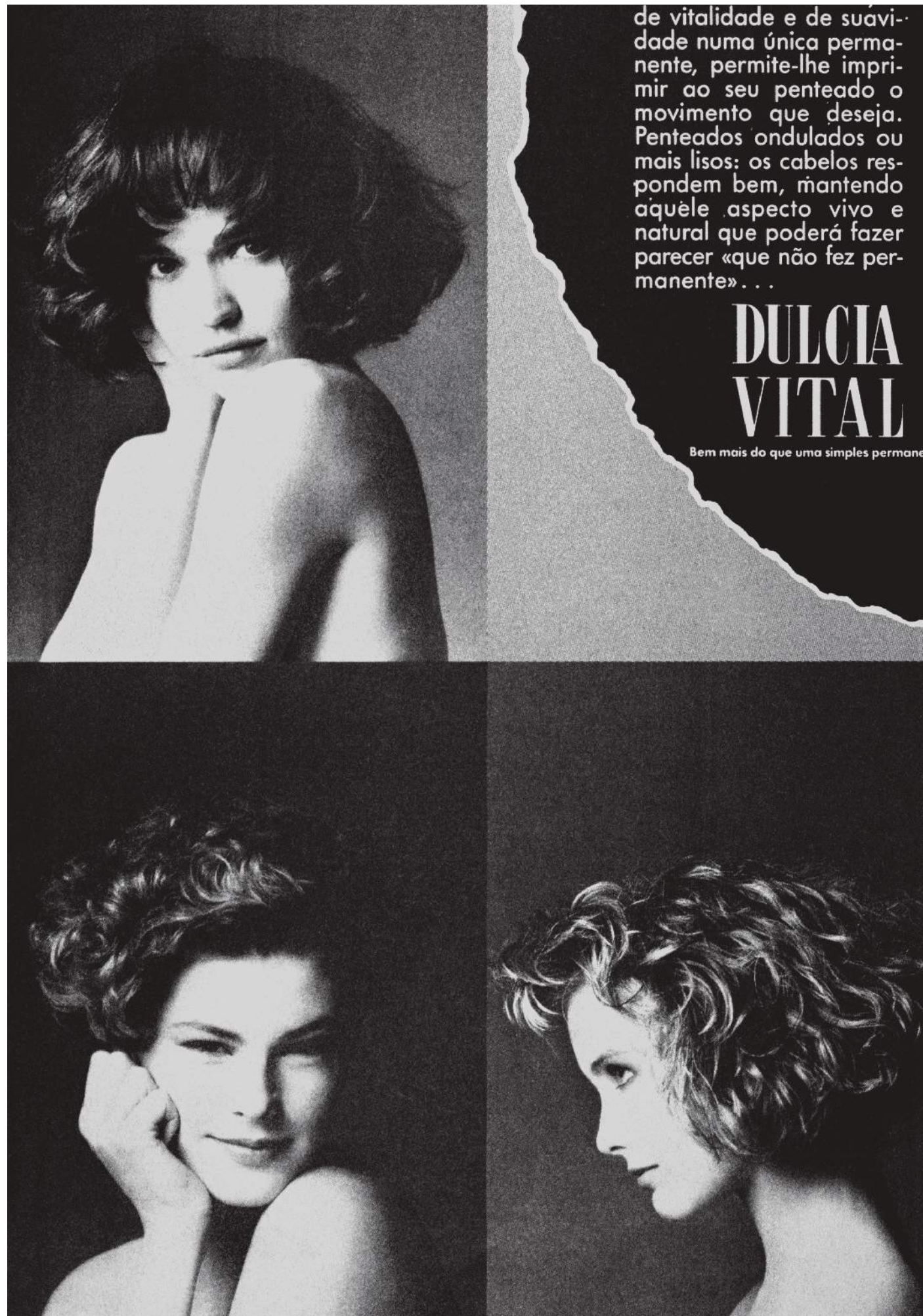




"Pursuing research is deciding to make products that others don't – it's choosing to go beyond what others do, choosing innovation and differentiation."

Charles Zviak, Chief Executive Officer from 1984 to 1988.





de vitalidade e de suavidade numa única permanente, permite-lhe imprimir ao seu penteado o movimento que deseja. Penteados ondulados ou mais lisos: os cabelos respondem bem, mantendo aquele aspecto vivo e natural que poderá fazer parecer «que não fez permanente» . . .

**DULCIA VITAL**

Bem mais do que uma simples permanente

## A true partner for stylists.

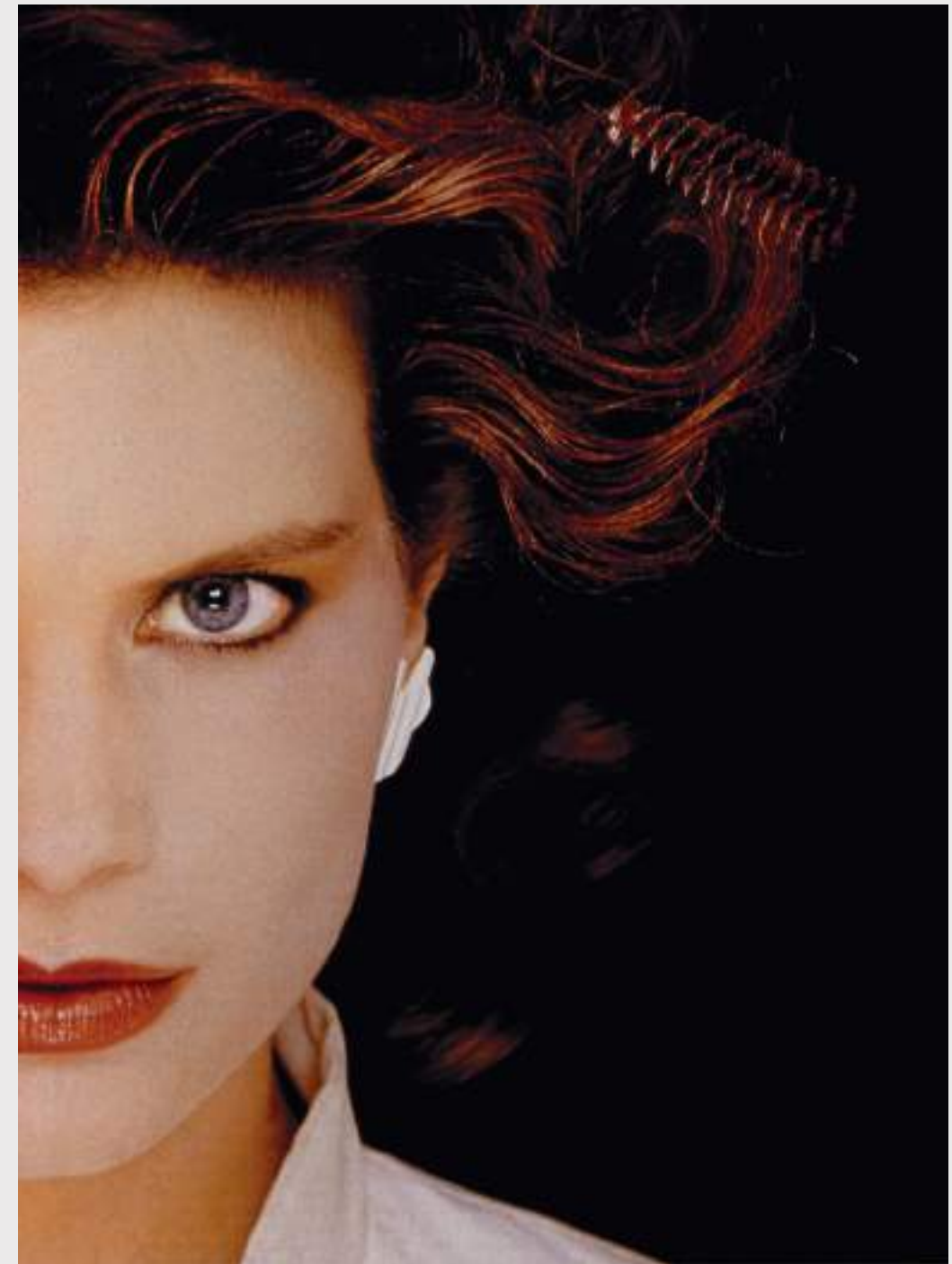
**It's the 80s, and perms are all the rage.** French actresses Sophie Marceau and Isabelle Adjani flick unruly curls, French singer Lio crimps her hair, while Vanessa Paradis and Catherine Deneuve play up straightened, yet high volume glamor. **Women demand movement and volume.** Together with technical innovations, L'Oréal Coiffure reinforces its position as a true partner for stylists.



# Hair, a scientific adventure.

To meet the evolving needs and trends of stylists and their customers across expanding borders, the brand continued to diversify. To cater to the needs of Caribbean and African women's hair in salons, in 1980, L'Oréal Coiffure launched the Goldys and L'Oréal Radiant ranges. With its seven colors, Maquill'mèche (1983) enabled women to make a subtle style change by highlighting their hair. For women seeking volume, Lelia, launched in 1984 was the first perm for sensitive hair, with acidic pH and free from ammonia. For women seeking a blond Californian look, the high-precision lightening powder Look Soleil, launched in 1985, provided colorists with a novel tool to create precise and effective balayage.

In 1987, L'Oréal Coiffure was the world's No.1 for professional haircare products. This success was driven by a young dynamic network of stylists (according to the brand, around 70% of stylists were under 35 years old), high-tech products and the constant quest for innovations adapted to the brand's different markets.











# Training new generations of stylist entrepreneurs.

During this decade, the brand multiplied its stylist-dedicated services, extending training programs to offer professionals **intensive technical and managerial training**, plus events that would **give salons a business edge**.

Taking a pioneering approach to also support stylists in developing the necessary skills to run their business, L'Oréal's **Stylist-Manager program offered training days focused on salon management** and all the expertise indispensable for stylist entrepreneurs: covering everything from understanding business accounts to relationships with bankers, staff leadership and more. Promoting the expertise and talent necessary for the colorist and stylist's profession, industry outreach included the brand's Business Game with the University of Lyon, and the "Coloriste-Conseil" (Colorist-Consultant) 1983 campaign across media and salons.

## Bespoke techniques to support every kind of hair professional.

To support hair professionals, the brand continued to develop the relationship to partner the hair industry in every sense, supplying women and stylists with a complete offer of services, training, and events. From marketing tools in salons to how to apply sessions to accompany launches of new products and new techniques, down to networking events with star stylists, to share the expertise of the best of the best.





## At the avant-garde of fashion and design.



L'Oréal Coiffure spotlighted its fashion positioning. In 1980, the Haute Coiffure summer and winter collections, in the image of fashion houses, showcased the season's hair collections in exceptional settings. The same year, the "Festival de la Coiffure" (Hairdressing Festival), drew 5,000 stylists from across the globe.

In 1989, L'Oréal Coiffure released the **Starck Collection by L'Oréal**, high-design, practical furniture to enhance consumers' experience in our stylists' salons while meeting everyday needs for comfort and ease.

1990 - 2000

1990 - 2000





[1990 - 2000]

**When innovation  
goes hand in hand with  
internationalization  
and inclusion.**



## The first pioneering steps toward sustainability.

The 90s witness rising awareness of environmental issues among stylists and consumers. And in 1993, **the brand that would become L'Oréal Professionnel Paris takes the pioneering step of manufacturing 100% of its packaging from recycled cardboard.**

Among the decade's defining hair trends, women the world over enter salons asking for "the Rachel", the feathered cut of the Friends star, created by stylist Chris McMillan. French singer Mylène Farmer makes a grunge statement with a look of colored streaks paired with a bold fringe.

Meanwhile, inside the labs, co-development fuels innovation.



## Innovations that enter everyday language.

In 1990, L'Oréal released ammonia-free, non-lightening alkaline oxidation color with Diacolor. This famous "tone-on-tone" color, boasting natural shades, was heralded as a major breakthrough on the hairdressing market and immediately acclaimed by women who wanted to discreetly blend their first gray hairs.

Diacolor was then upgraded with Dialight, whose acidic formula was perfect for coloring or patinating (putting a gloss on) weakened hair. Dialight's high-performing technique was reserved for color experts capable of making an accurate diagnosis.

**The No-Lift Haircolor That Goes Beyond Sensational Color...To Brilliant Shine!**

Diacolor's no-lift, no-ammonia formula is so gentle that it can even be used the same day as a perm. It colors hair that's up to 50% gray with beautiful, transparent color.

And L'Oréal's patented conditioning molecule, Ionene G, helps keep hair shining, with vibrance and vitality. The color lasts and lasts, even through repeated shampoos. Because there's no lift, hair grows in naturally with no embarrassing roots. Best of all, it only takes 15 minutes to develop.

Experience Diacolor...the gentle haircolor of the 90's.

**DIACOLOR**  
GELÉE COLORANTE

**KÉRALOGIE®**  
**L'ORÉAL**  
**TECHNIQUE**  
**PROFESSIONNELLE™** PARIS

NET WT. 3.5 OZ. (100g)

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For More Information, Write 6 On Reader Action Card.



# Majimèches seized the booming balayage trend.

In 1996, Majimèches seized the booming balayage trend, an expert technique to highlight hair, with multidimensional color and high precision bleaching. This Maji family was subsequently enriched with Majicontrast, a trend-driven look to intensely lighten hair while adding a red or orange shade. Majiblond (which became Majirel Highlight) offered a new lightening solution for women who wished to go blond without having to bleach their hair. Finally, mahogany and cappuccino streaks made their appearance, paving the way for balayage on brunette hair.

Accompanying professionals at every step, all was thought out to offer stylists a diverse palette of colors, optimize leave-on times, and achieve a hair result that only a stylist could guarantee.



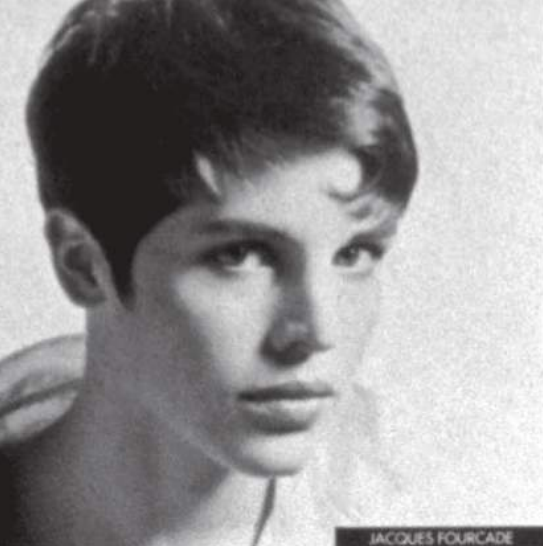
## Co-development, at the heart of innovation.

In 1991, the creation of a new brand identity, **L'Oréal Technique Professionnelle**, reinforced the relationship with hair professionals around the world. Building co-development with stylists, when the laboratories deem a product ready, taking on average six years for color, the International Technical Committee sets up tests with subsidiaries, choosing participating countries based on the type of hair and product in question.

Partner stylists are then invited to pursue the tests on models and share decisive feedback on everything from ease of application to performance. In this co-development approach, some products are abandoned, others improved. Since the outset, L'Oréal Professionnel Paris products have always been in the hands of stylists.







JACQUES FOURCADE



CHRISTIAN CARLOT



FRANCK PROVOST



JEAN-CLAUDE GALLON



HAIR CLUB



HAIR COIF



ERIC GARA

TENDANCES  
PRINTEMPS-ETE 95

LES  
COIFFEURS ASSOCIES

PARIS L'ORÉAL  
TECHNIQUE PROFESSIONNELLE



GERARD VALENTINO



COIFFURE Y



PHILIPPE ANKRI



ERIC ZEMMOUR



ERIC STIPA



ALAIN SCAFARTO



MARIELE BEAUCHAMP



SAINT ALGUE



JACQUES DESSANGE



LUCIE SAINT-CLAIR







# Simultaneous development over five continents.

**Under the group leadership of Lindsay Owen-Jones** (L'Oréal Chairman and Chief Executive Officer, 1988-2006), brand development accelerated. Wherever possible, country subsidiaries replaced sales and distribution agents.

**L'Oréal Technique Professionnelle grew to confirm its position as a global leader for professional products.**

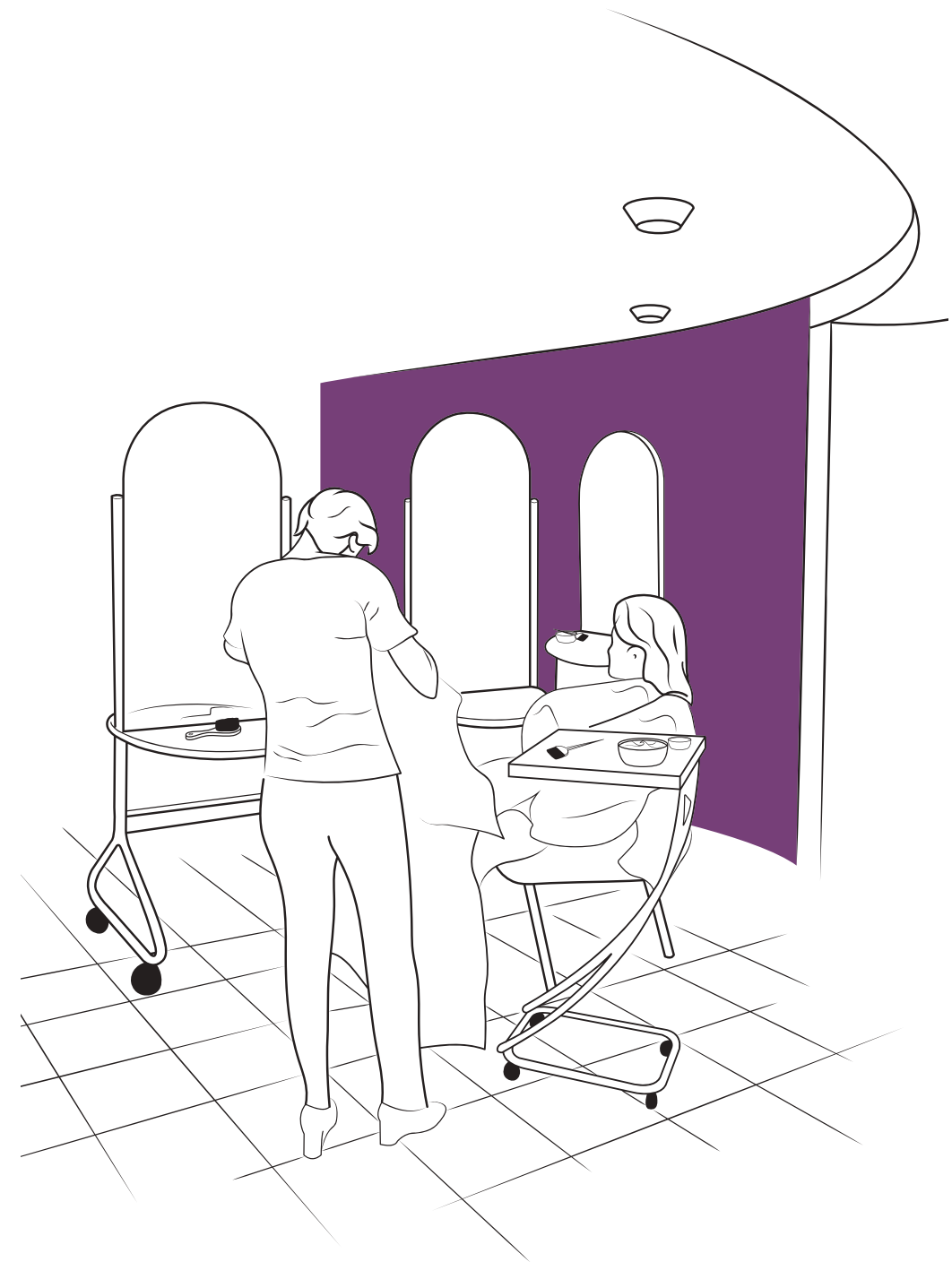
In South Korea, demand for lightening products increased, while in 1992, EquaTon, the first ever color product for men, was introduced in Canada. Two years later, in Asia, L'Oréal Technique Professionnelle launched another new color formula to more harmoniously lighten dark hair. In 1997, a study found that 73% of women in South Korea had been coloring their hair for fewer than three years. In India, the launch of Dulcia Tonica perm in 1998 helped establish the brand's reputation in the country.

# Education designed so every single stylist can succeed.

Brand expansion was supported by a stepped-up education program, with training centers opening in all major capitals. In 1990, L'Oréal's Technical Center in Paris was awarded official recognition for level 3 exams by the Hairdressing Training Board and City & Guilds.

In India, the opening of two Technical Hairdressing Centers in Bombay and New Delhi gave women access to stylist training programs, empowering them also to become experts in professional color, a profession largely unknown in the country before.

Other training programs were created in partnerships with schools, while the brand continued to support the industry's image as a whole. Métamorphose, the first 3D computer-generated video that narrated a journey inside hair, piloted by Belgian television, was a phenomenal global success.





**L'ORÉAL**  
PROFESSIONNEL  
PARIS

**perm energy**  
PUISSANCE MAÎTRISÉE  
À LA BOUCLE PRÈS

**SÉRIE EXPERT** DOSAGES PROFESSIONNELS POUR SOINS HAUTE PRÉCISION  
EN VENTE CHEZ LES GRANDS COIFFEURS DU MONDE ENTIER

## From L'Oréal Technique Professionnelle to L'Oréal Professionnel Paris.

In 1996, L'Oréal Technique Professionnelle became the L'Oréal Professionnel Paris it is today. **This name change symbolized the brand's bond with creator-entrepreneurs, colorists and stylists, centring both the professional and Parisian heritage at its heart.** Underscoring the constant quest for innovation to improve formula performance, L'Oréal Professionnel Paris embodies a brand for hairdressing professionals, expertly-trained to master high-innovation techniques.

To create its new identity, L'Oréal Professionnel Paris worked with a team from outside the cosmetics world, to devise a high-impact campaign. **"Toutes différentes: Uniques"** (all different, all unique). New identity, new packaging: a new beginning was underway.

2000 - 2010





[2000 - 2010]

**L'Oréal Professionnel Paris  
offers all the world's colors.**

## Hair tech fuels new expression.

Always an expression of identity, the new millennium heralds tech advances that make it possible to change hair to match the day. The 2000s embrace hair diversity - colored streaks, zig-zag partings, maxi strands on one side, blond highlights contrasted with a darker base - there are no norms. And men express their style with innovations made for them.



**NOUVEAUTÉ**  
**volume expand**

SOIN<sup>2</sup> AMPLIFORME CHEVEUX FINS  
ENRICHIS EN MINÉRAUX

**≠**  
TOUTES DIFFÉRENTES :  
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# L'Oréal Professionnel Paris forever by stylists' sides.

The 2000s witnessed a revolution in the profession – the rise of the independent, with the number of independent stylists in France and the U.S. rocketing. Ranking as the second largest craft profession in France, in this decade over half of all stylists were independent, without employees; a percentage that increased with the rise of in-home hairdressing, already representing more than one in two stylists in the U.S. and the U.K.

More than ever, L'Oréal Professionnel Paris sought to support these multi-talented entrepreneurs. For this reason, all L'Oréal Professionnel Paris employees, whatever their role, are encouraged to take the French CAP Hairdressing diploma, a professional certificate. Making sure all teams fully understand the hairdressing profession helps to ensure that brand initiatives answer stylists' needs.

# "Dream, excel, succeed."

2006

The "Académie de Coiffure L'Oréal 14 Rue Royale", the world's biggest training center for hair professions opened its doors at the emblematic adress in 2006. Here, in the center of Paris, tomorrow's stylists could sign up to the "Rêver, Exceller, Réussir" program and a range of programs led by L'Oréal Professionnel Paris for the Professional Products Division: from trends and techniques to management.

The Académie 14 Rue Royale becomes a window for L'Oréal Professionnel Paris, then official Fashion Week partner, hosting official shows and events on the fashion calendar, as well as brand events.





"I have a deep admiration for hairdressers. They are both extraordinary artists and gifted craftsmen with exceptional *savoir-faire*. For L'Oréal, they are a source of continuous inspiration, progress, and reinvention. Since day one, we are united by a relationship of trust and respect, and committed to offer the best of beauty to all."

Jean-Paul Agon, Chairman of L'Oréal since 2011 and Chief Executive Officer from 2006 to 2021.





## Ever more targeted innovations for ever more diversity...

**Under the new umbrella of L'Oréal Professionnel Paris, product specialization increased to meet different countries' varied needs.**

The 21<sup>st</sup> century kicked off with Série Expert (2000), a complete haircare range using high molecular precision to target the areas of the fiber to be treated. In Asia, stylists acclaimed the tailored formulas, ideal for the requirements of Asian-type hair, which oxidized very quickly. The Hair Mix range was designed for mixed hair types, while, in 2008, a new complete line dedicated to men was launched with L'Oréal Professionnel Homme.



In Japan, stylists requested color that would simultaneously re-color roots and revive color on lengths without damaging hair. The subsequent launch of Equa would herald the color matching technique later developed in Europe. The innovation? To work on roots without re-sensitizing lengths by using different products to preserve hair: Majirel or iNOA for the roots, matched with a Dialight shade on the tips. This advanced technique, which requires accurate diagnosis and expert application, is taught during the L'Oréal Professionnel Paris training path.



## ... And ever more disruptive.

In 2009, one hundred years after L'Oréal invented the first harmless hair dye, L'Oréal Professionnel Paris developed iNOA, the first hair color with no ammonia powered by oil. This high-power alkaline agent, tolerated by the scalp, had long been used to activate the oxidizing lightening capacity of formulas. iNOA offered the same capacity as Majirel, but with very few alkaline agents, as such eliminating the need for ammonia with its distinctive smell. iNOA, made up of 70% oil, was a state-of-the-art innovation, even more respectful of the hair, and came with a change of technique among stylists who adopted the range.





# The health and safety of our stylists, a key priority.



Guaranteeing stylists' and consumers' safety as well as effective performance on hair has driven L'Oréal Professionnel Paris's approach to research and innovation from the start. Since 1929, bleaching, which would later be referred to as lightening, had been carried out in a powder form containing persulphates, which could potentially be dangerous if inhaled. **Each subsequent generation improved on the bleaching formula**, yet without managing to eliminate persulphate altogether. L'Oréal Professionnel Paris researchers came up with the idea of coating the powder with micro-beads of oil to create a lightening paste that remained as highly performing as a powder. Platinum (2004), marked a technical milestone as L'Oréal Professionnel Paris developed anhydrous lightening pastes that assured stylists' safety as well as an effective color result on hair.





2010 - 2020



[2010 - 2020]

**The digital world:  
forging new engagement  
with stylists and consumers.**





## The new decade sees the graded ombré effect triumph on long hair.

Among the most popular in-salon techniques, balayage continues to reign, combined with wavy-effect curls to soften the contours of the face. The dawn of the new decade sees the graded ombré effect triumph on long hair.

Meanwhile, in the second half of the decade, a rainbow of new colors, blue, pink and green make their way into colorists' palettes while the lob cut, as adopted by actresses like Vanessa Paradis and Scarlett Johansson, becomes 2017's most searched for style.

L'Oréal Professionnel Paris pursues its commitment to showcase stylists' talents, which becomes our "raison d'être" more than ever before.

# A new driving force for L'Oréal Professionnel Paris research and innovation.

For hair experts from around the globe, L'Oréal Professionnel Paris builds the future of the hairdressing industry through research and innovation. For the first time, the brand introduces technology penetrating to the heart of the hair fiber, resulting in the introduction of Intracyclane in Fiberceutic.

2012 marked a new milestone in L'Oréal research with the opening of a 25,000 m<sup>2</sup> world center in Saint-Ouen, in France. Focusing its research programs exclusively on professionals' needs: color, care and styling (perms, straightening, de-frizzing), the center pools the expert talent of 500 chemists, physio-chemists, opticians, material specialists, metrologists, rheologists, IT specialists, statisticians and more to collaborate to offer hair professionals the most effective, safest products.

The center works alongside five research & innovation hubs around the world. Established in Japan, China, India, the U.S. and Brazil, these hubs adapt the innovations proposed by the global center to their markets, inventing new products and techniques that address local expectations.







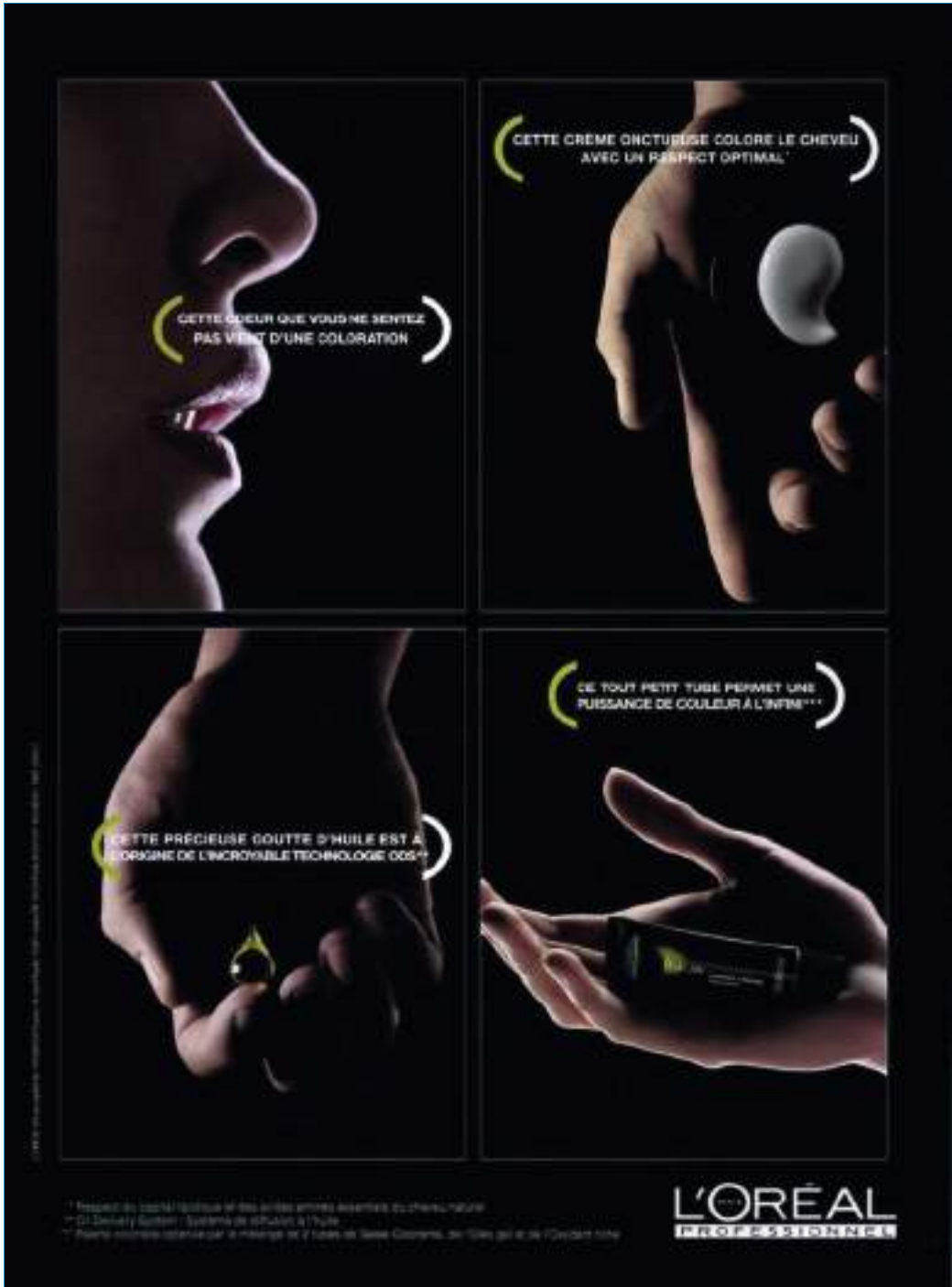


# Giving stylists the confidence to pass onto their customers.

By supporting innovation with education and training, the brand seeks to develop the profession’s creativity and talent around the globe, giving stylists a level of confidence to then bring to their customers.

With iNOA, the hair color powered by oil, and actually requested by women themselves upon entering salons, L’Oréal Professionnel Paris continues to develop the colorist’s arsenal of shades and hair experiences.

To support the profession and celebrate the art of hairdressing, the brand introduced an original free new event, the "Nuit de la Coiffure" (the Hairdressing Night) in 2014, designed to promote hair salons and connect particularly with young consumers. Through free hair sessions, booked online, the "Nuit de la Coiffure" initiative gave women the opportunity to experiment new looks in all the participating salons on the same night, worldwide.







## Offering tomorrow's hairstylists, a world-class hairdressing business school.

To promote the technical skills of hair professionals, in 2015, L'Oréal Professionnel Paris worked with the French National Education Board to create a "BTS Métiers de la Coiffure" Diploma (equivalent to the UK HND Hairdressing Diploma) for France. This new two-year diploma was the result of 18 months' collaboration between a panel of examiners and L'Oréal Professionnel Paris team members, who participated in devising subjects for exams and nominating jury members.

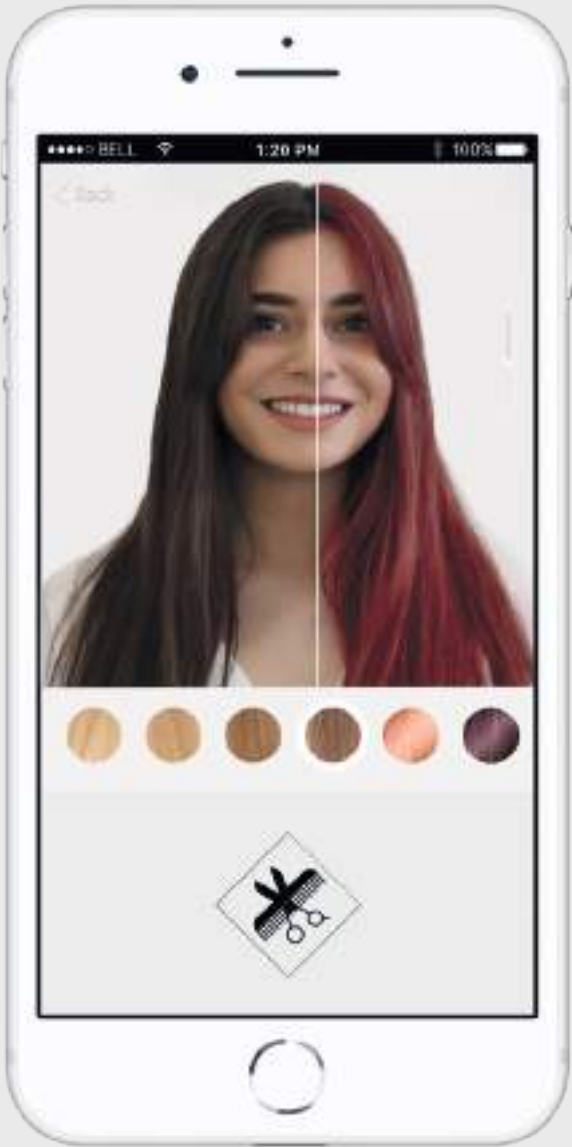
Taking the next step in education to offer a 3-year higher education diploma, in 2019, L'Oréal's school Real Campus opened in Paris. Led by L'Oréal Professionnel Paris, the goal is to offer tomorrow's hair experts a world-class hairdressing business school, the first of a planned network of international schools with an ambitious program strongly focused on science and business: a true business school.

# Digitalization accelerates training.

Digital’s explosion into every aspect of daily life marked a turning point for the brand’s relationship with stylists, and stylists’ relationship with their customers.

The digital transformation of the brand’s education offer opened up new interactions and scaled-up training - with Access, the site grouping the brand’s entire portfolio of training content, now accessible 24/7. The brand’s ecommerce business began in a number of countries.

Digital also transformed the relationship between women and stylists. Hair appointments could now be booked online, while a rise in augmented reality apps gave customers a better preview of looks from both a cut and color viewpoint. Style my Hair and Style My Hair Pro, powered by Modiface technology, facilitated the initial conversation between stylists and women to align on the desired result.







2020s





[2020s]

**From 2020 and beyond.**

"We work tirelessly to invent  
the beauty of the future."

Nicolas Hieronimus, L'Oréal Chief Executive Officer since 2021.









## A professional partner through all times.

L'Oréal Professionnel Paris began the third decade of the 21<sup>st</sup> century proving its commitment to professionals in an unforeseen challenging context. To support stylists during the global pandemic, the brand launched a series of unique measures, from one-to-one check-ins to adapted programs to upskill the hairstylist community online. The "We Stand for Pros" program included payment freezes during salon closures, while the brand participated in government-level discussions on their reopening. L'Oréal Professionnel Paris also developed initiatives to encourage women to return to salons once they reopened, and supplied free hand sanitizer to salons.

**Such measures**, embodied by the #strongerthannevertogether and #westandforpros initiatives, **demonstrate the brand's commitment to supporting hairstylist communities** and their clients around the world.



# When certifying education becomes a real experience.

Taking learning to the next level, L'Oréal Professionnel Paris revamped its approach to education with a complete digital ecosystem alongside a hands-on experience. The brand's entire catalog of training and expertise is open to all stylists upon a simple sign-up to the online platform Access.

For each innovation, whether it's Scalp Keys, Color Keys, or Curl Keys, L'Oréal Professionnel Paris provides the pathway to success: certifying content, entertaining mini episodes, interactive quizzes and more, hosted by industry names. For a world of inspiration, the L'Oréal Professionnel Paris social media community connects 9 million hair pros & hair lovers from around the world to interact and share cross-cultural content.

**"We are taking information that is important for pros to understand on a fundamental level and giving it to them in a super fun way."** explains Min Kim, Color guru based in New York and L'Oréal Professionnel Paris' ambassador.



L'ORÉAL  
PROFESSIONNEL  
PARIS

Style &  
Colour  
Trophy

## An Online + Offline experience to elevate the hairstylist community.

Celebrating the human skill of hairstyling from the beginning, L'Oréal Professionnel Paris pioneers initiatives to both inspire stylists and raise the profile of the global hair lovers' community.

The world-renowned L'Oréal Professionnel Paris Style & Colour Trophy is today the longest-running hair competition in the world, turning the best stylists into international stars since 1954. **In 2021, the competition evolved to reach broader audiences through digital channels**, and opened up to the public with 85,000 people voting on the winning stylist. Leveraging the influence of 22,500 stylists across social media, overall reach topped an estimated 8 million cumulated views of the Style & Colour Trophy's publications.

To further energize the global hair community, L'Oréal Professionnel Paris also launched Run Le Hair Show, its original and innovative YouTube series by pros for pros and hair lovers. Part talk show, part web series, Run Le Hair Show aims to be a unique experience in the industry, celebrating the cultural role of hair pros across the globe while keeping pros and consumers up to speed on trends and innovations. This entertaining format has drawn audiences of more than 20 million online views since its launch in 2021.



# Pioneering performance through an in-depth and disruptive science.

2022

Every stage of the brand's existence has pushed the boundaries of science and technology to advance the profession. Now **fueled by digitalization, the brand's researchers continue to pursue proprietary new molecules to reinvent hair color and haircare solutions** for stylists' needs today.

A recent breakthrough is the molecule Glicoamine. Protected by nine patents, this state-of-the-art innovation at the heart of Metal Detox neutralizes metal particles present in hair fiber, reducing both breakage and color shift. Among other innovations, the new Scalp Advanced range is a co-innovation powered by dermatological actives typically used in skincare. Designed to help professionals solve scalp issues, expert hairstylists from India, China and Japan participated in its development. The ODS system at the heart of iNOA is also unique: the formula, made up of 60% oil, propels pigments into the fiber, providing a luxurious sensorial experience.





## New ways to innovate, by pros for all.

When science meets the salon, innovations are born. Together, by creating powerful synergies, working closely with hair artists across the globe, **L'Oréal Professionnel Paris shapes the future of hair**. The laboratories work hand-in-hand with stylists in a unique co-development process that yields innovative formulas and puts real solutions in the hands of hairstylists everywhere. **This approach based on diversity enables to answer the needs of hair types and women all over the world.**

While hair has always been a means of self-expression, the shift with digital accelerates a social-drive demand for change. The digital native generation runs their own multi-channel image factory, promoted by algorithms that spotlight novelty and variety. Changing hairstyles is a major part of that image creation, with the metaverse as the next frontier of inspiration.



"As part of the co-development team for the Curl Expression range with L'Oréal Professionnel Paris, it is beautiful to be able to have input on something that will affect curly people all over the world."

Derick Monroe, curl expert, celebrity hairstylist and L'Oréal Professionnel Paris' ambassador.





L'OREAL  
PROFESSIONNEL  
PARIS

## Metal Detox

GLUCAMINE + IONENE

HUILE CONCENTRÉE PROFESSIONNELLE

Protecteur anti-dépôt - Usage quotidien, sans rinçage

PROFESSIONAL CONCENTRATED OIL

Anti-deposit protector - Daily leave-in

SERIE EXPERT

50 ml 1.6 FL. OZ.







# Harnessing the power of hair tech.

Seeking to **reflect the diversity of consumers' hair desires, this decade marks an acceleration in innovation** beyond the traditional product portfolio toward new technologies.

This tech obsession heralds a unique portfolio of tech-embedded devices to augment products and drive performance to a new level. Such tech innovations include SteamPod 4, the professional dry steam styler now entering its fourth generation with the most inclusive upgrades, enables women to make their hair curly, wavy or straight. And this without risking damage thanks to its patented steam technology. The new iNOA reinvents the color diagnosis with iNOA [ID], an augmented tool run on Modiface technology that enables women to have a virtual preview and make color decision easily. It is also a pro diagnosis tool, a must-have for all colorists, that enhances the beauty coaching role of the pro.





L'ORÉAL  
PROFESSIONNEL  
PARIS

# Curl Expression

GLYCERIN • UREA 44 • HYDROLYSIS

SHAMPOING PROFESSIONNEL  
Curler pour tous types de cheveux bouclés

PROFESSIONAL SHAMPOO  
Anti-frizz shampooing all types  
For each type of curls and coils

SERIE EXPERT



# A brand committed to sustainability.

As a global leader in professional haircare, whose mission since 1909 has been to develop the hairstyling industry throughout the world, L'Oréal Professionnel Paris considers it part of its environmental responsibility to set new standards for salon partners and the industry at large.

**The brand is committed to making a positive impact in 3 major areas: water use, packaging & energy circularity, and product transparency.**

Among key actions is the arrival of Water Saver, a disruptive technological feature that drastically reduces water use for our salon partners. Developed in partnership with the startup Gjosa, this water efficient showerhead deploys water fragmentation technology to save up to 69%\* of water used at the backbar, with no compromise on rinsing performance.

Progress at the level of packaging includes Série Expert and Blond Studio ranges - now made from 95% recycled plastic bottles, as are the caps on Majirel, iNOA and DiaLight products - while DiaLight tubes are made of 95% recycled aluminum. The sustainable transformation will take time, but the brand has dedicated experts, committed teams around the world, and the entire hair community ready to create the beauty that moves the world with us.

\*water flow reduction compared to average salon flow.

WE ACT

ON WATER.

WE ACT

ON PACKAGING & ENERGY CIRCULARITY.

WE ACT

ON PRODUCT TRANSPARENCY.

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PARIS







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1938: L'Oréal headquarters, 14 Rue Royale, Paris, France, 1953 ©L'Oréal Heritage.

1945: **Sec Oréal** hairdryer advertising, France, 1952 ©L'Oréal Heritage.

1952: **Régé Color** reflection advertising, France, 1955 ©Harry Meerson/L'Oréal Heritage.

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1965: Color advertising, United-States, 1960 ©Harry Meerson/L'Oréal Heritage.

1987: **Maquill'Mèche** hair mascara advertising, France, 1983 ©DR/L'Oréal Heritage.

2005: **Série Expert** still life, 2016 ©Charles Helleu/L'Oréal Professionnel Paris.

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