

## Inspiration:

Use, Beatles, The Rolling Stones, Bon Jovi – our inspiration comes from raw uninhibited expressive **classic rock** look. These bands are self-expressive and their music speaks of **individuality** and **originality**.

We used these to come up with the new IT Looks – RAW Expression meets Modern GLAMOUR. The band's raw emotions are what we wish to capture in the hairstyle. **Raw uninhibited emotions** is shown in the layered, seemingly asymmetrical cuts, yet **tastefully styled** into **tousled waves** and **elegantly coloured**. The Edgy cut speaks of **rebellion** yet portrays **sophistication** through its colour and styling choice.

L'Oréal Professionnel brings you our hottest looks featuring the trendy SHAG cut and combines it with glamour and class to bring you our modern IT Looks Collections for 2015.

## behindthescene



Asymmetric Bangs



SHAG Cut



Trendy Beige Colour



Enhanced Skin Radiance

## INDULGE IN THE ULTIMATE COLOURING EXPERIENCE



“Everyone's hair tells a story. It is our job to craft and shape this story into something wonderful, something triumphant.”

**BERTRAM K**  
L'Oréal Professionnel  
International Ambassador

1



### GET COMFY!

#### Still Cap

- Instant soothing effect on scalp
- Reduce scalp sensitivity\* (Tested on 98 women)
- Prevents sensations of discomfort

2

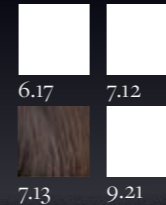


### FLAUNT IT!

#### Majirel

- 2015 Trend colours of the season
- Complements skin tone and enhances radiance

**NEW**  
Try our  
ASH shades!



3



### PROTECT IT!

#### Vitamino Color Shampoo

- Shield your color with hydroresist technology which locks colour in
- Hair will be shiny, soft and tangle free

4



### LOCK IT!

#### Vitamino Color Powerdose

- Instant revitalization for colour radiance
- Experience deep conditioning with Incell technology
- Strengthened hair fibre with our patented Ionène G molecule

5



### VOLUMIZE & STYLE IT!

#### Wild Stylers Next Day Hair

- Instant texture boost and matte effect with no rough touch
- Limitless layering without fear of overdose



#### Serioxyl Thicker Hair Serum

- Enriched with Intra-Cylane™
- Instant thickening effect for thin or fine hair

L'ORÉAL  
PROFESSIONNEL  
PARIS

**RAW**  
Expression

meets

Modern  
**GLAMOUR**

Be  
Creative  
Confident  
Different



IT/LOOKS  
2015

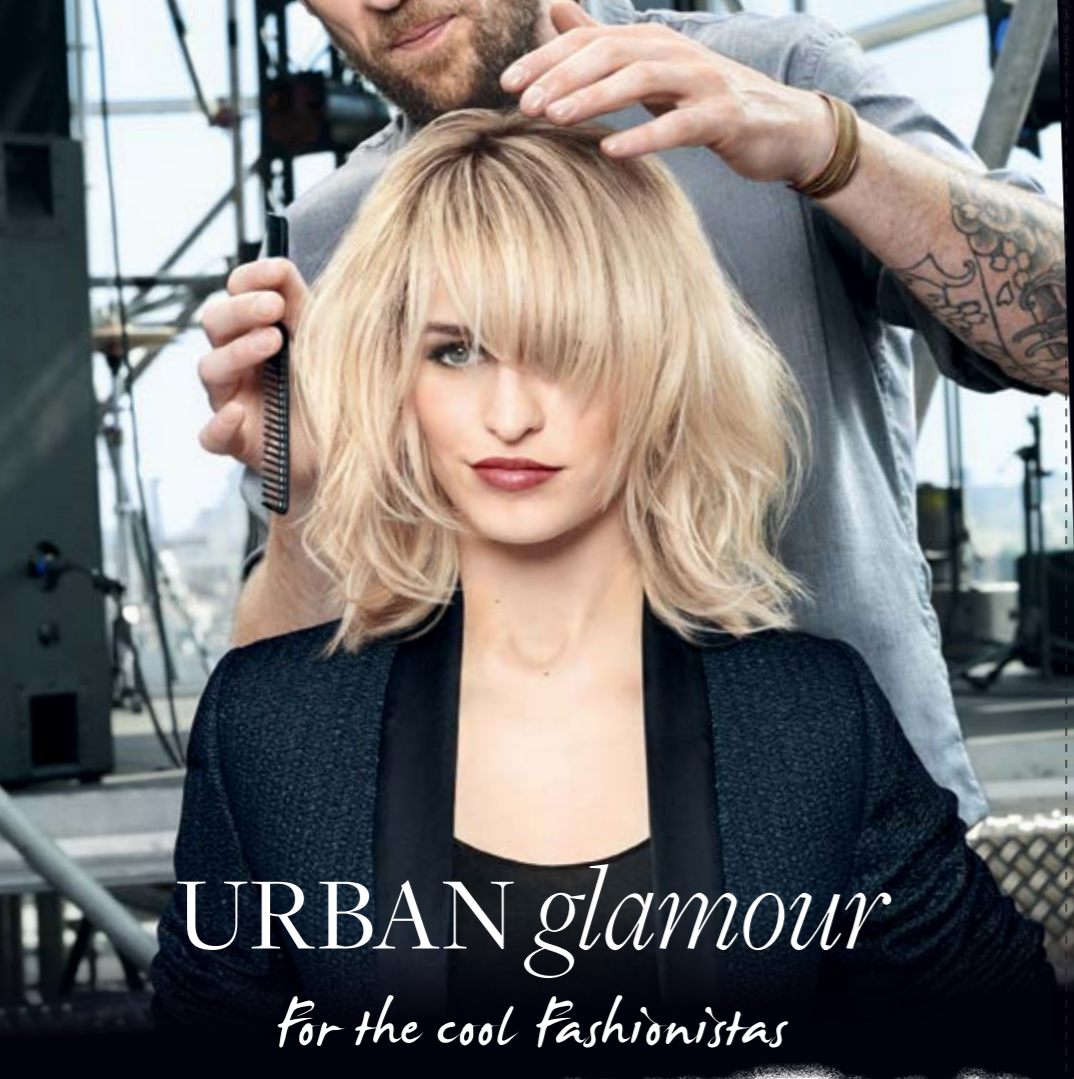
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THE WORLD STAR BRAND FOR HAIR ARTISTS




# URBAN *glamour*

*For the cool Fashionistas*

L'Oréal Professionnel brings to you our first Shag look – Urban Glamour, where edgy meets classy. Blonde shades infused together with wind swept layered hair gives a sophisticated classy vibe to a raw cut, creating the epitome of individualism and class.

This perfect combination of cut, styling and color shouts out your individuality and expresses your true self, yet also totally wearable and perfectly on-trend look to be ready for summer!

**THIS LOOK IS MEANT FOR:** iactam si iam patquam or la veriam ochhui sidit, utuam, C. Nos mum terces firmis dit; hum telum obut ditemo aliceri faudem mortela movero nostium omnequemus nonsuliam.

COLOUR	HAIR CARE	STYLING
 <p>1. Majiblonde 901</p>		




# STREET *chic*

*For the adventurous Office Ladies*

Our second Shag look – Street Chic features tousled waves with Majirel Carmin Red highlights. Embodied by trendsetters as Rihanna or Katy Perry, this new trend enhances red lengths and ends with dark roots. For Spring 2015, hair goes rock: with vibrant red in contrast with black tones on lengths and roots.

Expert color placement creates a soft diffusion between the dark tresses and the vibrant red highlights. Inspired by the self-expressive rock band music, this look of Freedom is a little undone, edgy and fun.

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COLOUR	HAIR CARE	STYLING
 <p>1. Infinité Platine 2. Majirel Cool Cover 4.3 or INOA 4.0 3. Majirouge or INOA C6.64 4. Majirel Cool Cover 5.3 or INOA 5.0</p>		




# TIMELESS *charm*

*For the Modest Girls*

For the girl next door out there daring to be different, we have the perfect look for you – Timeless Charm. Tone down the raw edgy look with a natural Blush Biege shade and textured shine on the gentler waves.

This textured waves and Blush Beige creates a timeless look of old glamour and class inspired from the 70s classic rock music.

**THIS LOOK IS MEANT FOR:** iactam si iam patquam or la veriam ochhui sidit, utuam, C. Nos mum terces firmis dit; hum telum obut ditemo aliceri faudem mortela movero nostium omnequemus nonsuliam.

COLOUR	HAIR CARE	STYLING
 <p>1. Majirel Cool Cover 6.1 2. Majirel 7.12 3. Majirel 9.21</p>		