

Dream
梦想



ORIGINAL BEAUTY

Each season, L'Oréal Professionnel analyses and decodes general trends. The choice of the theme is often closely linked to the textile world or representative of a fashion phenomenon and, in a wider sense, a social phenomenon. This year, L'Oréal Professionnel celebrates its 10th anniversary of colour collections.

The 2011 Autumn/Winter Colour Collection presents **BEAUTÉ ORIGINELLE** (Original Beauty). The natural woman has been presented as a force of beauty and splendour. This seductive image is set to define the mood for this season. From the purity of McQueen, the innocence of Prada, the animalistic instinct at Demeulemeester to the provocative Louis Vuitton, Original Beauty tells a fascinating story of rustic charm for Autumn / Winter Colour Collection.

Beauté Originelle attributes to everything **pure and wild** that nature has instilled in us. Our looks inherit this untamed beauty. They express a **vital and instinctive force** that reveals our true nature. As such, the representations of **Time Master**, **Guardian of Light** and **Legendary Amazon** resemble iconic figures. These three divine women are the modern embodiment of the wild and purified spirit.

The styling focuses on accessories that remind us of ancient tribal ornaments the people wear, symbolizing the encounter between purity and ruggedness. Makeup is pure and mainly enriches the expression and energy of the eyes. For a stylish finish, hair colours are inspired by full-grain hides, greyish beige, fauve or chestnut dress, complemented by an 'Hermès' orange and an intriguing garnet.

Artist Installation 装置艺术



Craftsmanship 手工艺



Painting & Sculpture 画和雕塑



Fashion Series 时装系列



Architecture 建筑设计



Beauty & Hair 美貌与美发



原始之魅

每一季, L'Oréal Professionnel 都会分析和解读流行趋势。我们的色彩系列主题和时尚流行趋势是息息相关的,同时也反映某种社会现象。今年, L'Oréal Professionnel 色彩系列已步入第十个灿烂年头。

2011秋冬色彩系列呈献‘原始之魅’。这一季以大胆诱人的作风为基调。经多方面的巧思妙想,女性的自然美呈现出一种妩媚迷人的风采。从 McQueen 的纯洁、Prada 的天真烂漫、Demeulemeester 的野性和 Louis Vuitton 的挑逗,‘原始之魅’为秋冬色彩系列述说一个自然、绚丽的故事。

‘原始之魅’让我们回归大自然即纯洁又狂野的本色。我们的造型体现了远古的奔放不羁之美。其造型朝气蓬勃,极具魄力,显露真性情。因此 Time Master、Guardian of Light 和 Legendary Amazon 都化身成为时尚女神,聚现代狂野和纯洁于一身。

这一季的造型饰品也洋溢着远古部落饰物的味道,是纯朴和粗犷的巧妙交汇。化妆虽朴实无华,却强调眼影,着重让双眼炯炯有神和充满感情。发色灵感则源自全粒面皮革、灰米色、野兽派或栗色裙,搭配‘Hermès’的橙色和引人注目的深红色。

Wild & Free 狂野和自由



Pure & Calm 纯洁和沉稳



INOA

NO ODOUR, NO AMMONIA
无臭、无氨。



CONCEPT

Hair colour of the future with ODS technology (Oil Delivery System)

A breakthrough oil base that optimises the effectiveness of the colouration system whilst providing 2 times more protection of the lipids found in the natural protective layer of the hair, compared to a traditional permanent hair colourant.

RESULTS

- No more odour. No ammonia
- Optimum scalp comfort
- Optimal respect for the hair fiber
- Infinite colour power. Sublime shine
- Up to 100% white hair coverage

概念: 含有 ODS 优油输色系统的未来染发剂。革新的科技以油为输色介面, 将产品的染发功能推至极限。和一般的染发剂比较, 它能双倍的保护在头发自然保护层里的油质。

效果:

- 无臭、无氨
- 头皮超级舒服
- 秀发尊贵呵护
- 包罗万有的色彩创意。出众亮泽
- 高达 100% 遮盖白发

SHADES 色调



GET IN TOUCH WITH US FOR MORE INFORMATION
与我们联系以了解更多详情

L'ORÉAL
PROFESSIONNEL

3 Killiney Road #09-01/06 Winsland House 1 Singapore 239519
Tel: 65-6738 3113 Fax: 65-6734 6569

For latest updates, [Like](#) us now at
[facebook.com/lorealprofessionnelsingapore](#)

欲知我们的最新消息, 可游览
[facebook.com/lorealprofessionnelsingapore](#)
选择‘Like’我们



TAG US NOW!

- Download the free mobile app at [gettag.mobi](#)
- Scan this tag with your smartphone to access our fan page
- 上网到 [gettag.mobi](#) 下载免费的手机软件
- 利用智能手机扫描此标签, 以浏览我们的 fan page

Succeed 成功



Majirel IONÈNE G incell

ABSOLUTE COLOR. ABSOLUTE CARE. ABSOLUTE CONFIDENCE
完全色彩。完整呵护。完全信赖

CONCEPT

Technological breakthrough with patented active ingredients: Incell & Ionène G that treats 3 zones of hair - cortex, cuticle and hair's surface. For the first time, a color protects and treats hair like treatment.

RESULTS

Hair is more resistant to external aggression and is healthier and stronger from the inside, color after color. Color results are vivid, even and longer-lasting.

概念: 含活性成分的突破性专利技术: 智能基因因子及阳离子聚合物修护秀发的3个区部: 皮质层, 角质层及表层。首次能保护及护理秀发的染发膏。

效果: 秀发能对抗外来的侵害。经多次染发后, 发丝由内至外更健康强韧。发色更持久, 均匀及鲜艳。

SHADES 色调



For Professional Hair Stylists
专为专业美发师设计的课程

Come to our **TREND COLOUR COLLECTION WORKSHOP**
to discover the latest colour techniques and new colour range.

Get creative in our hands-on colouring workshop!

参加我们的潮流色彩系列, 一起探索最新染发技巧及一系列的新染发发彩。工作坊可让您亲身体验, 发挥您的创意。

Please refer to your sales consultant for more information.
请向您的销售顾问询问详情。

Excel
卓越

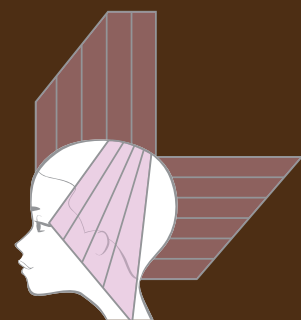
Introducing the looks: Original Beauty using the latest L'Oréal Professionnel's INOA:
Inspired by hide and earth tones, the shades of this collection bring to mind original colours. From the ochre sands of the desert to brown leathers, this winter's shades are enlivened by authentic tones.



Guardian of Light

The bob of Native American tribes is revisited here. On a dark base, a wide garnet red highlight and a few purple reflects enliven the hair and intensify its radiance. This neoclassic bob is ideal for all women.

美洲原住民的鲍勃头在这儿重现！深底色衬托一片宽广的深红色挑染以及几道紫色调，秀发看起来充满朝气，极致亮泽。这新古典主义的鲍勃头适合所有女性。



A classic bob with straight cut fringe at the eyebrow

在眉间直剪刘海的古典鲍勃头

Cut 裁剪

Technique 技巧

Styling Products 造型产品

Dark Base Technique

Garnet and dark purple red brighten up an intense brown base

深底色技巧 - 深红色和深紫红色令深棕底色更亮丽。



INOA	MAJIREL
Extra Burgundy Brown 5.20 + 6%	Light Iridescent Red Brown 5.26 + 6%
Golden Brown 4.3 + 6%	Golden Brown 4.3 + 6%
Intense Light Red Brown 5.60 + 9% for accent	Magenta Red + 9%

tecni.art pli for thermo setting and quick volume injection
热能造型喷雾能给予即时丰郁

tecni.art liss control+ for perfect blow-dry smoothness
给予吹干后的完美顺滑效果



Time Master

This hair with its base reveals itself in two steps. Slicked down in front and highlighted with a dark ash blonde, the hair bursts into a free cascade of defined curls, set off with a copper brown which softens her face. This hairstyle showcases wild yet controlled luxury.

两个步骤就可呈现出这造型的魅力。一头柔美卷曲发，前方的头发以深灰金色挑染，铜棕色让脸型轮廓更柔和。此造型奢华中带一抹狂野，两者间拿捏得恰到好处。



A blunt cut style in an inverted V to create soft layers framing the face

倒置V形的钝剪发，让脸型轮廓柔和，具层次感

Medium Base Technique

Light gold fawn, lightened by small hints of copper and ash

中底色技巧 - 浅金黄棕色，利用一些铜和灰色染浅



INOA	MAJIREL
Intense Copper Brown 7.44 + 9% as lowlights	Extra Intense Copper Blonde 7.40 + 9%
Light Golden Brown 5.3 + 6%	Light Golden Brown 5.3 + 6%
Golden Ash Blonde 7.31 + 9% as highlights	Light Ash Iridescent Blonde 8.12 + 9%

playball curl candy for texture and definition
秀发即富质感，又精美

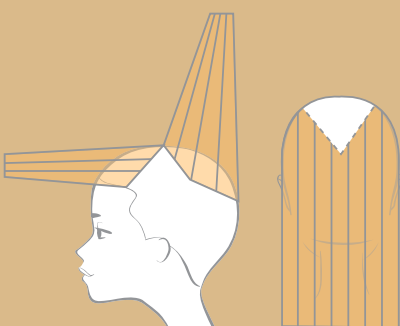
elnett for long-lasting hold with shine and anti-frizz effect
持久定型，抗毛躁，超亮泽



I'm a Legend

Like druids from Celtic tribes, she shows off her long flowing hair with ochre and white clay highlights. This is a look that contrasts with her warrior stature. Like a diamond in the rough that shows two sides, it is at once gentle and strong.

如同凯尔特部落的德鲁伊特，她爱展现披肩秀发，让头发的赭色和白土色尽显光彩。这造型与她武士般矫健的身材成强烈对比，一柔一刚，如同未经雕琢的钻石所呈现的两种不同层次。



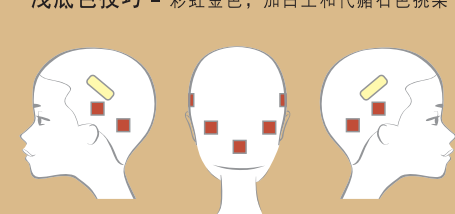
A long flowing cut with thick layering to show off the colour

厚实的层次感长剪，可突显发色

Light Base Technique

Iridescent blond with white clay and ruddle highlights

浅底色技巧 - 彩虹金色，加白土和代赭石色挑染



INOA	MAJIREL
Copper Golden Blonde 7.43 + 6% as lowlights	Extra Copper Mahogany Blonde 7.45 + 6%
Light Iridescent Ash Blonde 8.21 + 6%	Light Ash Blonde 8.1 + 6%
Very Light Ash Blonde 10.1 + 6% on platinum	Lightest Pale Ash Blonde 10% 1.1 + 6% on very pale yellow prelightened hair

hairmix supreme smooth for nutri-smoothing and heat protection
给予滋润顺滑和保护秀发以防热器的高温

série nature oilixir for soft shine
给予柔顺亮丽



BY THE WORLD'S GREATEST HAIRSTYLISTS