

# SUMMER ILLUSION USES THE LATEST L'ORÉAL PROFESSIONNEL'S INOA:

Once upon a time, there was the world of make-believe, with 3 young women each in their own box... Enter a wonder world where reality becomes dream... 夏日幻想世界采用L'ORÉAL PROFESSIONNEL 最新的 INOA 发彩: 在很久很久以前,有三位梦幻世界的年轻少女住在四方盒子里。 让我们进入这新奇美妙真实转换成梦境的世界吧!



# Sasha Blondie

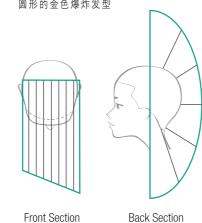
A free-spirited beach babe, Blondie collects starfish. Her look with sessy highlights and like shades, is liberating yet wearable; evocative of her uninhibited nature.

Blondie 是个沙滩可人儿, 爱收集海 星。大胆色彩与相衬的颜色搭配, 既显豪放又耐看, 衬托出她不拘小 节的个性。



# CUT 裁剪

# A blonde afro cut with all round texture 圆形的金色爆炸发型



Sleek straight hair cut for a smooth colour

柔顺笔直的剪裁能突出色彩对比。

Front Section

前部

A finely textured, feminine bob.

后部

前部

# **Sandy Shadow Box**

TECHNIQUE 技巧



IUA	WAJIKEL	
ery Light Beige Blonde 13 + 9%	Very Light Natural Golden Blonde 9.03 + 9%	
ghtest Ash Blonde	Lightest Pale Ash Blonde	

 Prelighten with Platinium
 Prelighten with Platinium Color with Lightest Ash
 Color with Lightest Pale Ash Blonde 10½.1 + 6%

**Sunset Horizon** 

# STYLING PRODUCTS 造型产品

# playball curl candy for texture and definition 给予质感和鲜明度

texture expert fixing mist 4 for overall shine and hold 给予完美亮丽和定型



hairmix supreme smooth for ultimate smoothness 给予极度顺滑感

texture expert sparkling mist for overall shine 给予极致亮泽



# Sea Blue Illusion

Golden Blonde 7.3 + 9% Golden Blonde 7.3 + 9%

 Prelighten with Platinium
 Prelighten with Platinium Color with Very Light Golden
 Ash Blonde 9.31 + 6%
 Golden Blonde 9.3 + 6%

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Ash Mahogany Brown 4.15 + 6%	5.12 + 6%
Blue Black 2.10 + 6%	Blue Black 2.10 + 6%
Prelighten with Platinium     Color with Ash Mahogany Brown 4.15 + 6%	Prelighten with Platinium     Color with Light Ash Iridescent Brown 5.12 + 6%



### texture expert aqua sleek for volume blow-dry 吹干后的质感丰郁

playball beach fizz for loose texture 让秀发质感蓬松



# Inguna Choco Micream

Inguna wears her hair straight with unsuspectingly bold highlights: Honey brown at her crown and sandy blonde at her roots. A daring yet sexy look.

Inguna 的直发染上了让人惊艳的 颜色。头冠呈蜜糖棕褐色,发尾呈 金沙色,大胆又性感。

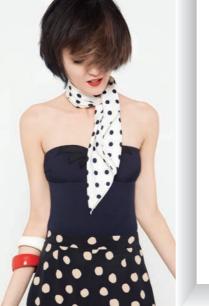


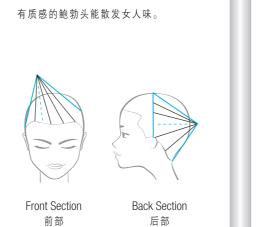
# Trina Brunette

Irina Brunette sports a modish textured bob with jet black hair that accents her red sorbet cherry lips. The most sought-after girl on the love boat.

Irina 有一头层次分明的帅性短发。 乌黑的发色衬托出樱桃冰淇淋般的 双唇, 让她成为在爱之船上男生心 目中的梦中情人。







**Back Section** 

后部

# L'ORÉAL





SPRING SUMMER COLOR COLLECTION 夏日幻想世界 – 春夏色彩系列

BY THE WORLD'S GREATEST HAIRSTYLISTS

Summer Musiom

The 2011 Spring Summer season reveals to be influenced by the surreal and contrasting, a space where dreams and reality live side by side. Be prepared to go on a whirlwind fantasy with L'Oréal Professionnel.

The world as we see it is not always the reality we believe in. This collection is a parable about the unexpected and out of ordinary details.

Summer Illusion, inspired by the peculiarity of art and fairy tales, uses unique colours from a stylist's palette and paints soft, calming colour choices for ladies. Innocent white blondes mix with more stimulating blondes in perfect harmony with teddy bear browns: a mixture of honey browns at the crown and sandy blondes at the ends. Mixed in with these childlike colours, a deep sapphire blue stands out like a climax with a profound depth to its colour.

As the seasons change, now is the chance to use L'Oréal Professionnel Spring Summer 2011 collection — Summer Illusion to bring out your clients' alter-ego.



Dream

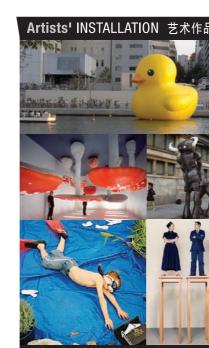
梦想











2011春夏系列充满了超现实与对比的色彩,充分体现了梦幻与现实共舞的微妙。 L'Oréal Professionnel 将带你穿梭绚丽与神奇之间。你准备好了吗?

我们周围的世界或许与我们相信的现实有出入。这系列发彩述说了一个非一般与惊喜相 互交错的故事。

夏日幻想世界的灵感来自艺术的奥妙与童话的天真。它让美发师调色盘上的独特色彩飞扬,为女性朋友们绘制出柔和、典雅的发彩。纯洁的金色里混合了夺目的金色,跟玩具熊褐色搭配得天衣无缝 — 头冠呈蜜糖棕褐色,发尾呈金沙色。深青玉色在这些纯真浪漫的色彩中更显耀眼。

随着季节的变化,现在就让L'Oréal Professionnel 2011春夏系列的夏日幻想世界为你的顾客打造出焕然一新的形象!

# CatWALKS 春夏时尚走秀

BOXYBOXYBOXYBOXYBOXYBOXYBOXY**ruffles**rufflesrufflesrufflesrufflesruffles **over-sized**over-sizedover-si











### ONCEPT

无臭、无氨。

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



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

Get creative in a 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。

# Succeed Succeed

# Majirel IONÈNE C

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科技:智能基因子及阳离子聚合体修护秀发的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



# GET IN TOUCH WITH US FOR MORE INFORMATION 与我们保持联系以了解更多详情

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