

As seen during

13-17 MAY 2015
**SINGAPORE
FASHION
WEEK**

L'ORÉAL
PROFESSIONNEL
PARIS



WLOOK

The **1st**
'Korean face-slimming effect'
hair cut & colour service**

SALONEXCLUSIVE

L'Oréal Professionnel's Spokesperson
Korean Superstar & Beauty Icon,
YOON EUN HYE

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* From L'Oréal Professionnel ** Optical effect delivered by a haircut & colour service

YOUR VLOOK JOURNEY

1 CARE for your hair



PRE-COLOUR TREATMENT

Série Expert Inner Logic

Reconstructive Treatment From Within

- Protects and strengthens hair before colouration
- Softer and shinier hair

2 FLAUNT your hair colour



Consult your hair stylist for your perfect hair colour!

3 LOCK your hair colour

POST-COLOUR TREATMENT



Série Expert Powerdose Colour

Double Colour Locking

- Locks colour in for long-lasting result
- Reinforces hair fibre

4 PROTECT for your hair colour

Premium professional haircare customized to maintain your new look!

Ask your hairstylist which home care product is best suited to your needs.

MYTHIC OIL



Use 1 to 2 drops of Mythic Oil Nourishing Serum, spread onto hands and massage onto hair, from mid length to ends.

For Shine

Série Expert ABSOLUT REPAIR Lipidium



Use 1 to 2 pumps of the double sealing serum, spread onto hands and massage onto hair.

For Reinforcement
of Hair Fibre

Série Expert VITAMINO COLOR A.OX



Sulfate-free + Paraben free shampoo
Ylang Ylang, Anise, Bergamot Orange Extracts for ultra sensorial fragrance
Apply to wet hair at half your usual dose.

Available from June 2015

For Colour Radiance Protection
& Enhanced Shine

Série Expert VITAMINO COLOR A.OX



10 Benefits in 1
Multi purpose spray for all colour treated hair types

Antifade Complex contains UV filters, vitamins and melanin
Keravis + Xylose provides lasting thermal protection up to 230°C
Camelia, Coconut and Olive oil blends ensures easy brushing, softness and shine.
Spray on washed & dried hair. Style, then leave in.

Available from June 2015

For Prolonged Colour Protection,
Anti Frizz & Breakage

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Beauty Trend 2015

Trending across the internet, social media platforms and several magazines, the hottest topic splashed across all media platforms is: Getting the perfect **V-Shape** face.

The **V-Shape** Face is a small, slim face characterized by a pointed chin and soft jawline, forming a **V-Shape**.

However

Sculpting face creams, face contouring massages and plastic surgery are expensive and painful ways in which women try to achieve the perfect **V-Shape** face -

The Standard of Modern Beauty

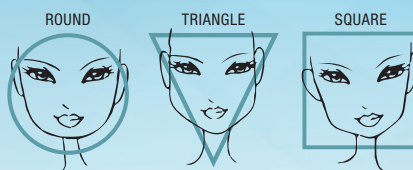
Introducing L'Oréal Professionnel's Exclusive **VLOOK** Service

The 1st VLOOK

'FACE SLIMMING' hair cut + 'FACE CONTOURING' hair colour

3 STEPS TO UNLOCK YOON EUN HYE'S HAIR SECRET

1 Consult your hairstylist



Your stylist will identify your face shape*

*These face shapes are only representative.

2 'Face Slimming' Hair Cut

Top Volume

A bouncy texture on the crown area of your hair serves to create the illusion of a longer and narrower face

Airy Fringe

A see through fringe hides a section of your face, making it look smaller

Face Framing Layers

Softens your jawline to optically reduce the size of the lower part of your face

3 'Face Contouring' Hair Colour

A Lighter Crown Colour

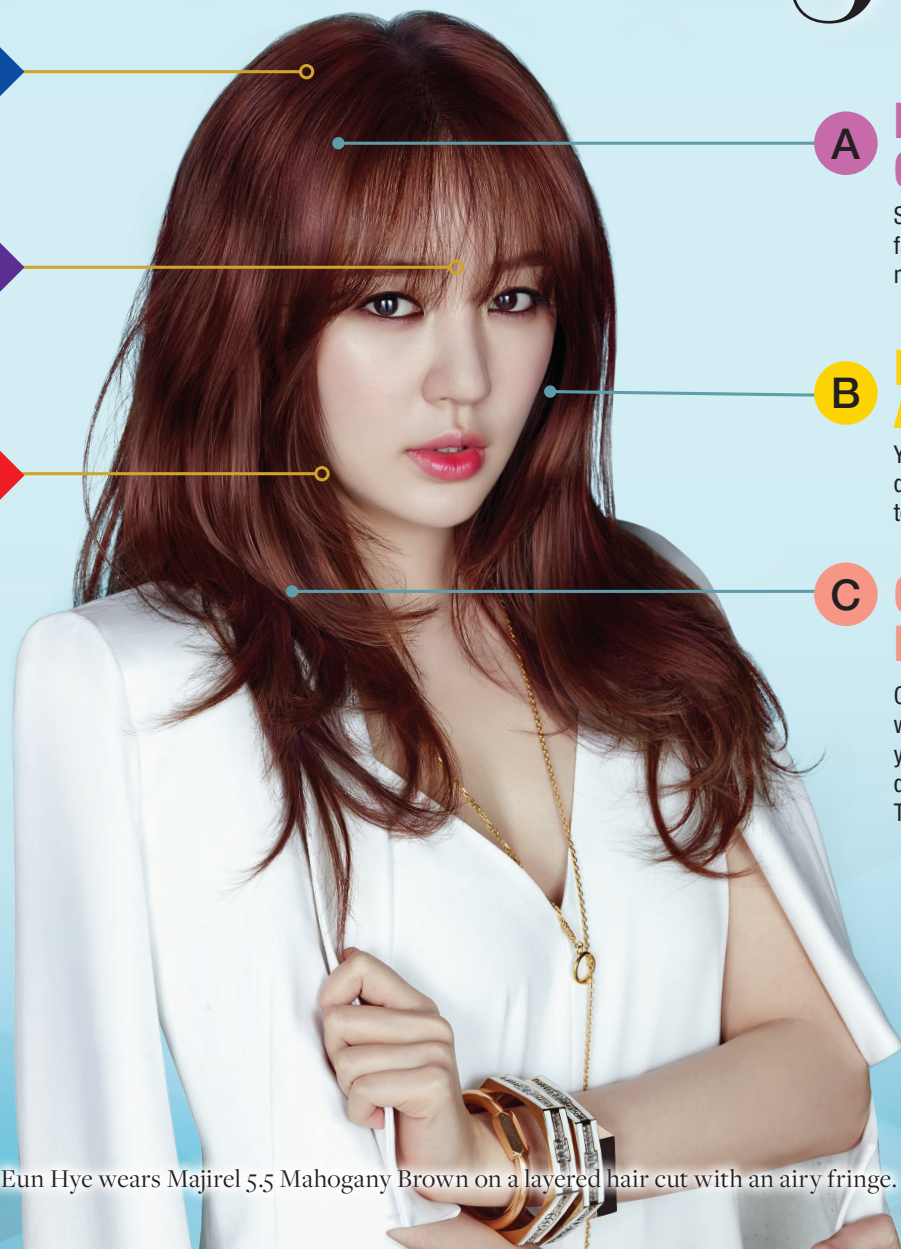
Serves to visually 'elongate' your face because a lighter colour puts more focus on your crown area

B Darker Shade Around Face

Your face will look 'smaller' when depth and 'shadows' are introduced to your total hair look

C Ombré Highlights

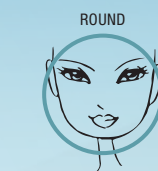
Colours that suit your skin tone will be placed on strategic parts of your hair to create movement and dimension for a good colour contrast. This helps to 'contour' your face



Yoon Eun Hye wears Majirel 5.5 Mahogany Brown on a layered hair cut with an airy fringe.

VLOOK SALONEXCLUSIVE SERVICE

The **VLOOK** Service is a permutation of the different methods of 'face slimming' cut and 'face contouring' colouration, which will be prescribed based on the diagnosis of your face shape.



CUT
1 Top Volume
2 Airy Fringe

COLOUR

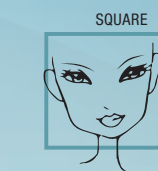
A Lighter Crown Colour
B Darker Shade Around Face



CUT
2 Airy Fringe
3 Face Framing Layers

COLOUR

A Lighter Crown Colour
C Ombré Highlights



CUT
1 Top Volume
3 Face Framing Layers

COLOUR

B Darker Shade Around Face
C Ombré Highlights

YOONEUNHYE L'Oréal Professionnel Spokesperson. Korean Superstar and Beauty Icon.

Being a multi talented actress, singer, entertainer and model, Yoon Eun Hye became an instant superstar in the Korean entertainment scene, having starred in popular dramas such as **Princess Hours** and **Coffee Prince**.

Leveraging on the hot Korean trend that has swept rapidly across Asia in the past 5 years, Yoon Eun Hye is the epitome of beauty, style and fashion.



UP CLOSE WITH YOON EUN HYE

What does L'Oréal Professionnel mean to you?

I'm really excited to be on this journey with such a beautiful brand which **inspires Asian women** around the world to achieve their **true beauty potential**. Furthermore, it makes me proud to be in the same league as inspiring world famous actresses like Kirsten Dunst and Eva Green who are L'Oréal Professionnel's international ambassadors.

A V-shaped face is a dream for most Asian women. You have the perfect V-shaped face. Can you share with us how to achieve this?

My face is not that perfect, in fact it is a little round. **My hairdresser takes care of me** and ensures that I achieve a V-shaped face. Every woman can achieve a **V-LOOK** like me with a suitable cut and colour by your hairstylist to frame and redefine your face.

What do you think of your hair colour?

I love my current hair colour for this V-LOOK. Also, L'Oréal Professionnel has a **wide palette of colours** that I can choose from. Since hair colour is an **absolute fashion accessory** and a must have for me, L'Oréal Professionnel's colours are **my choice**.