

SERIE EXPERT PRO LONGER

PROFESSIONAL HAIR CARE ROUTINE ENRICHED WITH
AMINO ACIDS AND FILLER-A100 FOR
38% THICKER, 66% LESS SPLIT ENDS

DISCOVER THE NEW RANGE



A FRAGRANCE DEDICATED TO

Floral: Rose - Frangipani - Cyclamen

Oriental: Musk - Powdery - Amber

Marine: Apple - Muguet - Ozonic



TECHNOLOGY

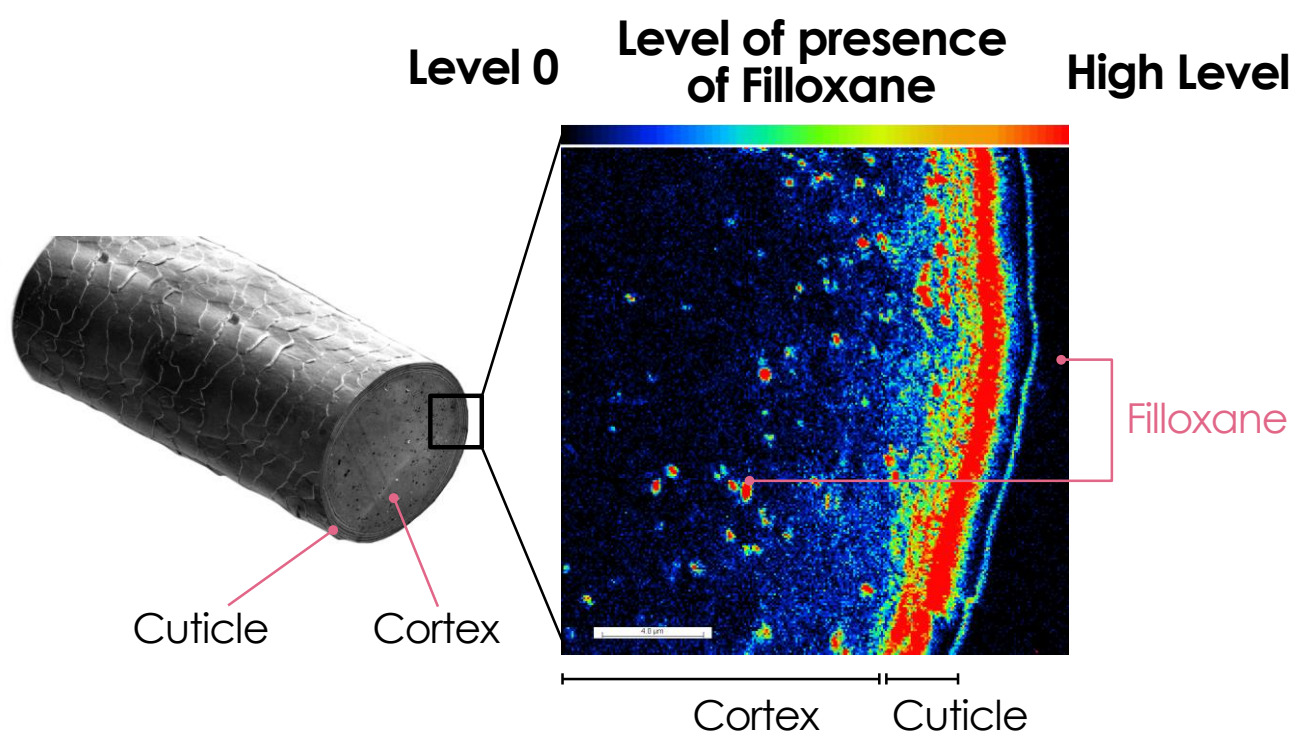
FILLER-A100

EXCLUSIVE PATENTED FILLING MOLECULE

Patented molecule owned by L'Oréal Professionnel only.
Composed by the combination of two active
ingredients: Filloxane + Polyquaternium PQ6.

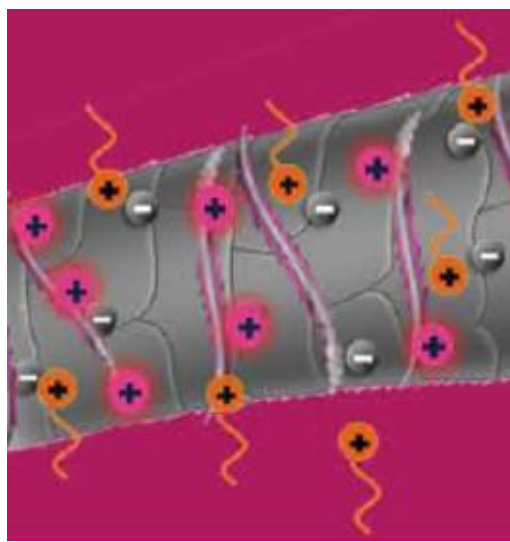


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PARIS



Cross-sectional picture after application after 1 application of a Filloxane on sensitized hair.

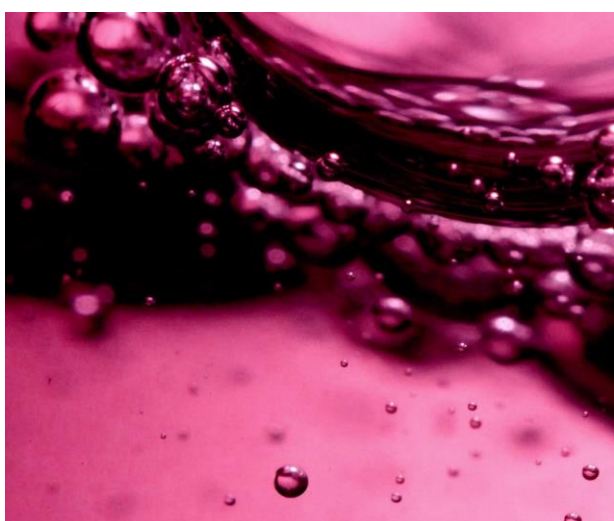
« Filloxane » to penetrate the fibre core and thicken.



The Polyquaternium PQ6 carries positive charges that adhere to the negative charges carried by the surface of a sensitized fiber. It allows immediate conditioning.

« PQ6 » to resurface the fibre.

INGREDIENT - AMINO ACID



THE STRENGTHENING INGREDIENT FOR LONG HAIR

Allows renewing of lengths: hair is strengthened and new breakage is prevented.



WHAT'S NEW

NEW STAR ENDS FILLER CONCENTRATE TO THICKEN ENDS

**LIQUID FILLER-A100 LOTION
= 10% FILLOXANE + 2,6% PQ6**

**ENDS FILLING FROM FIRST APPLICATION*
LONG-LASTING CUMULATIVE RESULTS***



*Instrumental test Pro Longer Ends Filler Concentrate + Shampoo + Masque

ONE ROUTINE AT HOME & IN SALON

AT HOME: A SERVICE TO THICKEN ENDS

FOLLOW THE SAME ROUTINE FOR
HOME MAINTENANCE



15 ml

ENDS FILLER CONCENTRATE

- Wet the hair
- Break the cannula before starting the application
- Apply the liquid concentrate on end by squeezing the bottle
- Twist ends for better penetration
- Leave in for 5 min



300 ml - 500 ml

LENGTHS RENEWING SHAMPOO

- Rinse the concentrate from the hair
- Shampoo twice: first to cleanse, secondly to treat



200 ml

250 ml

LENGTHS RENEWING MASQUE/ CONDITIONER

- Apply mask on towel-dried lengths and ends
- Twist strands to fuel lengths with care
- Conditioner provides instant results, leave the mask in the hair for 3-5 minutes
- Rinse out

A mask is 1,5-2X more concentrated than a conditioner in cosmetic agents and fatty compounds for higher cosmetic performance and thicker texture. Ideal for more sensitized hair.

HOW TO WIN WITH PRO LONGER!



Attract your clients online & offline.
Showcase new Pro Longer in your window
& across social networks.



Communicate & animate Pro Longer in your salon:
Glorify in retail, and position the back bar
service when clients refuse to have a trim



Create the WOW with your client.
Show, touch and smell the texture with her.



Try before to buy.
The shampoo is the perfect moment for
your client to try products before buying it.



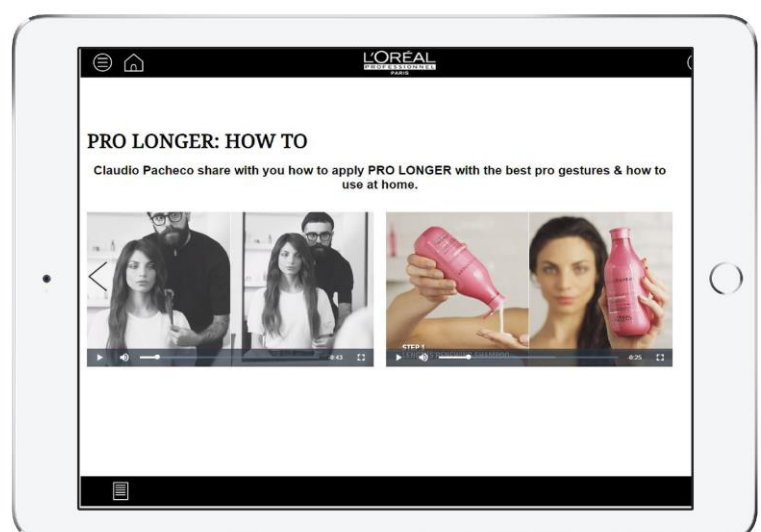
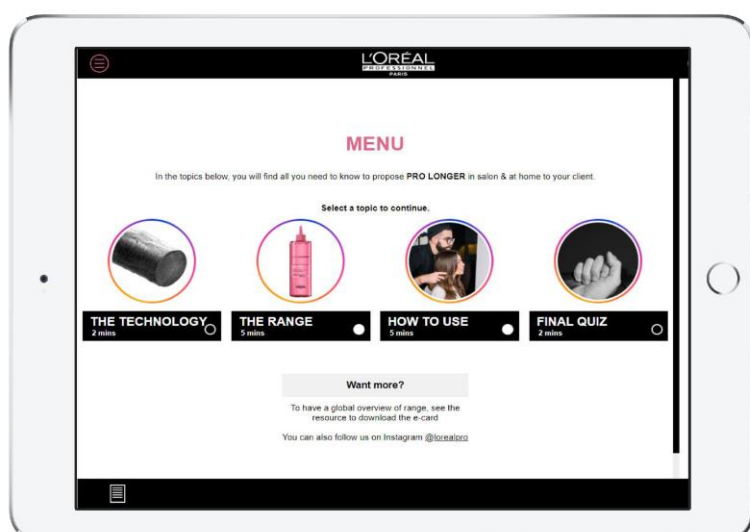
After styling, reveal the result.
A before and after picture of the service result helps!

LOG ON ACCESS

To master the launch and the
technology behind the products



<https://www.lorealaccess.com>



Watch the tutorial routine **in salon** & **at home**.

@lorealpro #serieexpert #prolonger #longhair #lorealpro



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**EXPERT CARE,
FOR LONG THINNING HAIR**

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SEPTEMBER 2020