

Absolut Repair Molecular

E-CARD



NEW

[Absolut Repair Molecular]

Rebuilds hair's molecular structure* for chemically damaged hair.

*Consumer test after 2 weeks of use of Absolut Repair Molecular shampoo + rinse-off serum + leave-in mask

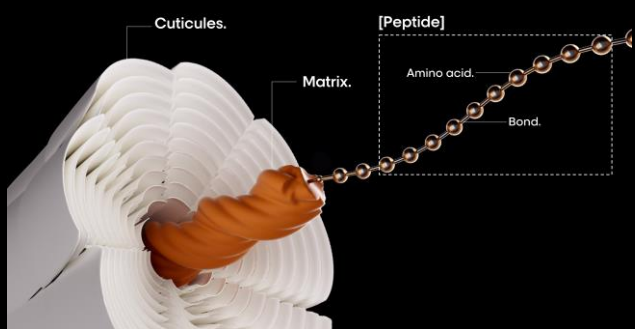
How does Absolut Repair Molecular disrupt the repair market?

[Scientific Discovery]

When hair gets damaged, its molecular structure, composed of peptides, is compromised. Most peptides are too big to be reinjected into the fiber making damage almost irreversible.

Over the years, brands came up with more technical but still partial solutions to repair the inner fiber. Based on this, L'Oréal Professionnel went deeper into the inner fiber study and decoded its smallest molecular structure, the peptides.

The new repair battle is at the peptides' level = molecular level.



MOLECULAR SCANNER

18 amino acids with specific properties each, incl. :

- Glutamic Acid
- Arginin
- Glycin
- Serin
- Tyrosin

Peptide bonds linking amino acids to form structured peptides.

The only repair solution = Amino acids + Peptides bonder.



6 patents

[Absolut Repair Molecular]

The fragrance.

The perfect balance between the codes of fine perfumery & the dimension of professional haircare.

Addictive fragrance.



Vanilla
Bergamot
Salty flower

Peptide bonds + 5 Amino acids

For the first time, L'Oréal Advanced Research achieved to decompose peptides, to inject their components separately into the fiber*.

Once inside, they reform & rebuild the molecular structure of the hair**

Rebuilds hair molecular structure***
Restores strength, elasticity & movement****.

For stronger, healthy-looking & flowing hair.

*Amino acids + peptides bonder
 **Instrumental test after 15 applications of Absolut Repair Molecular shampoo + rinse-off serum+ leave-in mask.
 Instrumental test on the fiber macromolecular structure after application of shampoo + rinse-off serum + leave-in mask. **Instrumental test after 15 applications of shampoo + rinse-off serum + leave-in mask. *Consumer test after 2 weeks usage of shampoo + rinse-off serum + leave-in mask.

The full range.

[Step 1] Shampoo



[Step 2] Rinse-off serum



[Step 3] Leave-in mask



Formulated with Peptides bonder + 5 Amino acids. Sulfate-free

Concentrated with Peptides bonder + 5 Amino acids

Formulated with Peptides bonder + 5 Amino acids

Benefits:

- Cleanses the fiber.
- Strengthens.
- Brings high level of care.
- +86% smoothness*

Benefits:

- Instant transformation.
- Restores original strength*.
- Deep penetration**.
- 3x more strength.***

Benefits:

- +97% more strength.*
- Heat protection up to 230°*.
- +52% smoothness*.
- +85% frizz control*.

* Instrumental test after application of Absolut Repair Molecular shampoo

* Consumer test after 2 weeks usage of shampoo+rinse off serum+ leave in mask.

** Analytical test after application of rinse-off serum.

*** Instrumental test after application of Absolut Repair Molecular rinse-off serum.

* Instrumental test after application of Absolut Repair Molecular leave-in mask

Shampoo.

[Tech]

- Formulated with Peptides bonder + 5 Amino acids.
- 2 patents delivered.
- Sulfate-free.

[Texture]

- Cream-to-foam.



Backbar 1500ml / 300ml

[Product description*]

Professional shampoo, formulated with Peptides bonder + 5 Amino acids to repair hair molecular structure*.

The formula's luxurious texture cleanses, detangles hair, and delivers a high level of care.

Hair is stronger and nourished, with improved elasticity and movement**.

* Instrumental test after 15 applications of Absolut Repair Molecular shampoo + rinse-off serum + leave-in mask.

** Consumer test after application of pre-treatment + shampoo + rinse-off serum

*** Instrumental test after application of Absolut Repair Molecular shampoo

Rinse-off serum.

[Tech]

- Concentrated with Peptides bonder + 5 Amino acids.
- Exclusive tech: new patents submitted.
- To be used instead of regular mask.

[Texture]

- Serum-like.
- No superficial coating



250ml pack backbar & retail

[Product description*]

Professional rinse-off serum, concentrated with Peptides bonder + 5 Amino acids to repair hair molecular structure*.

More than surface repair, it fortifies the core at a molecular level. Inspired by ultra-potent skincare serums, it deeply penetrates the fiber to rebuild hair strength at the molecular level**.

Elasticity and movement are restored**. Instantly, hair is visibly transformed: shine and smoothness are dramatically improved****.

Leave-in mask.

[Tech]

- Formulated with Peptides bonder + 5 Amino acids.
- 1 patent delivered.

[Texture]

- Cream-to-foam.



100ml backbar & retail

[Product description*]

Professional leave-in mask, formulated with Peptides bonder + 5 Amino acids to repair hair molecular structure*. The formula's lightweight texture instantly penetrates and restores strength.

Elasticity and movement are improved**.

Hair is smooth, shiny, healthy looking, and protected against external aggressions. Natural touch.

Heat protection.

*Instrumental test after 15 applications of Absolut Repair Molecular shampoo + rinse-off serum + leave-in mask.

**Consumer test after 2 weeks usage of shampoo+rinse off serum+ leave in mask

Molecular Repair Service.

* Long lasting molecular repair**

[Diagnose]

- To diagnose if the hair is damaged, it's important to take the right questions also to test the hair elasticity.
- To correctly test it, the hair needs to be wet.
- Always keep your hands tight, hold the hair at both ends and pull gently to see if the hair relaxes, or if it comes back in its shape, if it breaks



[Preparation]

Preparation of the client to be relaxed and comfortable:

- Ask her to close her eyes, relaxing is beginning.
- Don't hesitate to let your client smell the product.
- Wet the hair with the shower head. For this routine, the hair needs to be really wet from start to finish.
- Define the most damaged sections. We will start there. (like the crown) , small section (max 2cm).

[1. Wash]



Shampoo

1,5L or 300ml

- Apply on wet hair, emulsify, length and ends, to develop a rich foam.
- Rinse until you get a perfect clean water.

[2. Treat]



Rinse-off Serum

250 ml

- Hair needs to be really wet from start to finish.
- Apply the product from the ends up to the sensitized areas. Take a maximum 2cm section.
- For curly to coily hair, apply it to the roots as well.
- Smooth the product between your fingers on the strand and detangle each section with your fingers.
- Add more product to the most damaged areas if needed.
- Leave product on for 1-2 minutes
- Rinse gently without excessive rubbing.



Leave in Mask

100 ml

- On towel-dried hair, apply the leave in to seal the scales and lock in the treatment.
- Detangle for optimal distribution.
- It protects from heat so you can dry it directly.

Instant and great performance.

On all types of damaged hair.

[Application]

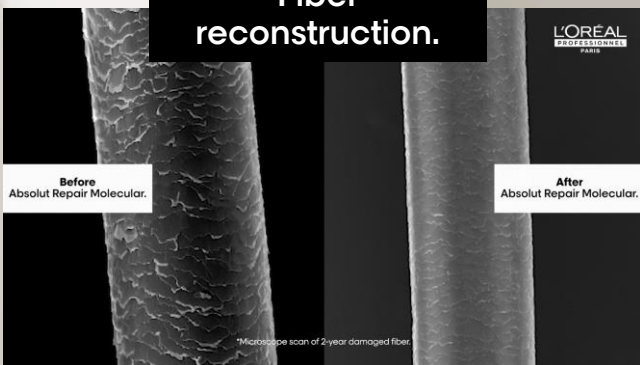


[Hair transformation]



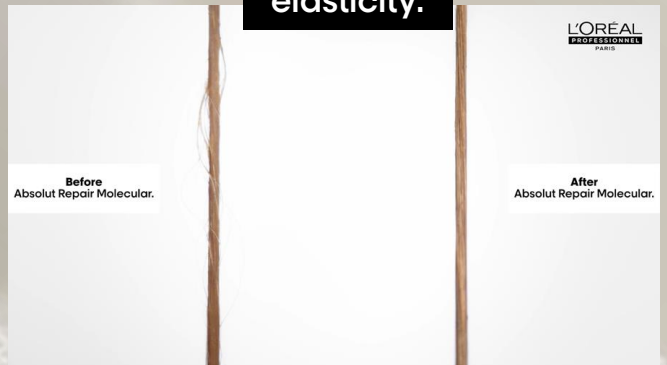
Supported by a complete test plan.

Fiber reconstruction.



Real unretouched, damage MEB scanning.

Restored elasticity.



Complementarity with Metal Detox and Absolut Repair.

[Metal Detox]

Stop breakage and color shift.



Breakage prevention for all hair types.

Colored hair,
Lighten hair,
Detox hair

[Absolut Repair]

For instantly resurfaced & repaired hair.



Repair with nutrition for dry & damaged hair
(mechanical damage)

Dry hair
Split Ends

[Absolut Repair Molecular]

Repairs hair molecular structure*



Repair with strength for damaged to very damaged hair.
(molecular/inner damage)

Deep repair
Chemically damaged hair
Restore, Bond

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C1 - Internal use