

Scalp Advanced. [the technical sheet]



L'ORÉAL
PROFESSIONNEL
PARIS

Scalp
Advanced

ANTI-
Inconfort
Discomfort

NIACINAMIDE

SHAMPOOING PROFESSIONNEL
Dermo-régulateur – effet apaisant*
Pour cuirs chevelus sensibles

PROFESSIONAL SHAMPOO
Dermo-regulator – soothing effect*
For sensitive scalps

SERIE EXPERT 500 ml 16.9 FL.OZ.

L'ORÉAL
PROFESSIONNEL
PARIS

Scalp
Advanced

ANTI-
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Discomfort

NIACINAMIDE

TRAITEMENT PROFESSIONNEL
Apaisant* intense
Pour cuirs chevelus sensibles

PROFESSIONAL TREATMENT
Intense soothing
For sensitive scalps

SERIE EXPERT 200 ml 6.8 FL.OZ.

L'ORÉAL
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PARIS

Scalp
Advanced

ANTI-
Gras
Oiliness

AHA 3%

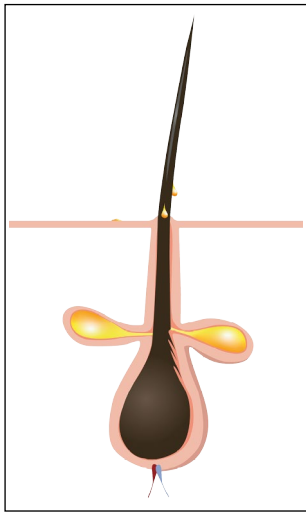
SHAMPOOING PROFESSIONNEL
Dermo-purifiant
Pour cuirs chevelus gras

PROFESSIONAL SHAMPOO
Dermo-purifier
For oily scalps

SERIE EXPERT 500 ml 16.9 FL.OZ.

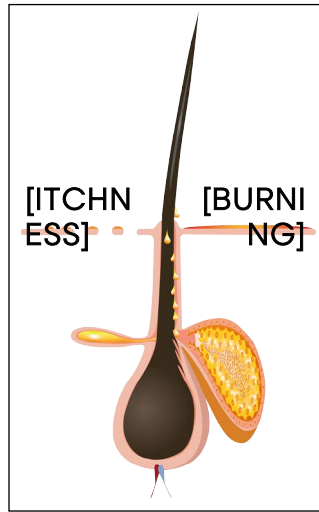
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Why scalp deregulations?



NORMAL

Normal sebum production guarantees a protected and moisturized scalp. Hair is shiny and smooth.

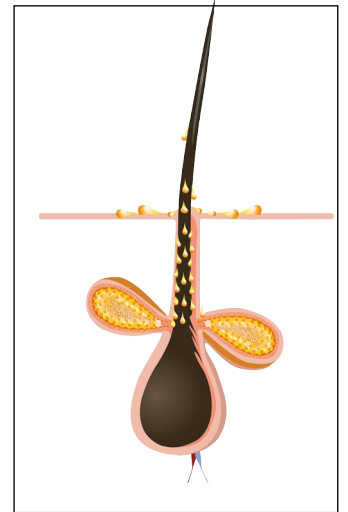


DISCOMFORT

Low sebum production, decreases scalp moisture, that creates scalp micro cracks which creates itchiness.

OR
High sebum production blocks sweat inside due to sebum oxidation, increasing temperature which creates a burning sensation.

ACTIVES' ACTION TO TARGET SOOTHING AND REGULATION.



OILINESS

High sebum production is pushed by scalp muscles through the hair fiber, damping hair and scalp.

ACTIVES' ACTION TARGET PURIFICATION AND UNCLOGGING.

Scientific formula.

2 active ingredients:

- Anti-discomfort: Niacinamide => +83% soothing.
- Anti-oiliness: 3% AHA => -78% sebum.

ANTI-
Inconf
ort
Discon
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[NIACINAMIDE]

Niacinamide: A vitamin from the B3 family, known for its regulating and soothing powers.

ANTI-
Gras
Oilines

[3% AHA]

AHA: Water-soluble acid made from fruits. It helps to purify the surface of your skin so that new skin cells can generate.

Backbar proposition for every scalp routine.

	CLEANSE		CARE		TREAT.
Sensitive Scalps	 <p>X2 Dermo regulator.</p>	+	 <p>Intense soother. Roots +/- Lengths + Ends.</p>		 <p>Density activator. If needed.</p>
Oily-Scalps	 <p>X2 Dermo purifier.</p>	+	 <p>Intense soother. Roots +/- Lengths + Ends.</p>		 <p>Density activator. If needed.</p>
Hair-loss	 <p>X2 Bodifying shampoo.</p>	+	 <p>Intense soother. Roots +/- Lengths + Ends.</p>		 <p>Density activator.</p>
Hair-thinning.	 <p>X2 Bodifying shampoo.</p>	+	 <p>Intense soother. Roots +/- Lengths + Ends.</p>		 <p>Density activator.</p>

Do's and Don'ts.

DO'S

- Use soft tools (brush, comb) to manage hairs.
- When possible, leave hair to dry out naturally.
- Shampoo once daily, when timing allows it (oily scalp).
- Soft massaging when shampooing.
- Rinse well products.
- Sunny days or days outside, wear a hat, a cap.

DON'TS

- Avoid harsh metallic tools on the scalp.
- Avoid excessive heat/blow drying.
- Avoid excessive scratching.
- Avoid excessive hair frictions when shampooing.
- Avoid too thick shampoo formulae in case of coily hairs or dilute them to allow a better diffusion of the product.
- Too frequent hair perming or straightening.
- Avoid hair traction.
- No "home made" recipes.
- Intense sun exposure when non-covered.

Product's knowledge.

[SCALP ADVANCED] For deregulated scalps. Anti discomfort.

TO SOOTHE AND REGULATE SENSITIVE SCALPS. +83% soothing.

ANTI
Inconfort
Disconfort

DERMO REGULATOR

Enriched with Niacinamide, a vitamin from the B3 family, known for its regulating and soothing powers. Gently cleanses while soothing and calming sensitive scalps. Hair is soft, radiant and hydrated.

HOW TO:

Apply evenly on wet scalp and hair. Gently lather with the softest part of the tip of your fingers until a light foam is obtained. Rinse thoroughly. In case of contact with eyes, rinse them immediately and thoroughly



INTENSE SOOTHER

Sebum oxidation and micro cracks on the scalp surface can create all these issues. It's a vicious cycle and you want out. Intensely and instantly calms and soothes scalp discomfort, without weighting down the fiber. Hair is instantly smooth and detangled.

HOW TO:

After shampoo, apply evenly on wet scalp and hair. Gently massage with circular movements and with the softest part of the tip of your fingers. Leave on for 3-5 min. Rinse thoroughly. In case of contact with eyes, rinse them immediately and thoroughly.



[SCALP ADVANCED] Anti-oiliness.

TO PURIFY AND UNCLOG OILY SCALPS. -78% sebum.

ANTI-
Gras
Oiliness

DERMO PURIFIER

Concentrated with 3% AHA, water-soluble acid. It helps to purify the surface of the scalp so that new cells can generate.

HOW TO:

Apply evenly on wet scalp and hair. Gently lather with the softest part of the tip of your fingers and without over-massaging (to not excessively activate the sebum glands). Rinse thoroughly. In case of contact with eyes, rinse them immediately and thoroughly.



L'ORÉAL
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[SERIOXYL ADVANCED]

For thinning hair.

1ST PROFESSIONAL SCALP CARE ULTRA-CONCENTRATED WITH DERMATOLOGICAL ACTIVES TO DENSIFY THINNING HAIR.
Proven efficacy from the root: Denser hair in only 6 weeks.

BODYFYING SHAMPOO

Gently purifies and helps to give the feeling of renewed density. Hair is densified and radiant.
Enriched with Magnesium*, it helps to purify hair roots from buildup that can impact healthy hair growth.

HOW TO:

Apply evenly on wet scalp and hair. Gently lather with the softest part of the tip of your fingers until a light foam is obtained. Rinse thoroughly. In case of contact with eyes, rinse them immediately and thoroughly



*Magnesium salt.

DENSITY ACTIVATOR

[DENSIFY HAIR]: Multiplies the number of hairs with daily use, for a denser hair*. Results from 6 weeks*.

[ULTRA-POTENT ACTIVES]: Concentrated with 5% Stemoxydine and enriched with Resveratrol, to sustain proper stem cell functioning and optimize hair cycles that leads to an improved follicle renewal, inducing an increase in hair density.

HOW TO:

Apply evenly on the scalp (ideally at night, on towel-dried hair). Part the hair in 4 and spray 6 times in each section. Massage with the softest part of the tip of your fingers. Leave on. **FLAMMABLE:** Do not spray on a naked flame or any incandescent material. Keep away from sources of ignition. Avoid spraying towards the eyes or on irritated skin. In case of contact with eyes, rinse them immediately and thoroughly.



*Clinical study with 79 women during 12 weeks.

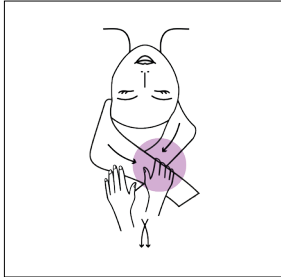
Pro gestures.

PREPARATION.

SHAMPOOS

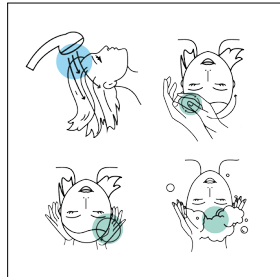
SCALP RISING

PAUSING TIME



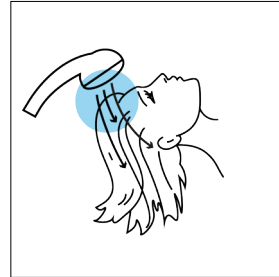
Preparation of the client to be relaxed and comfortable:

- Ask her to close her eyes, relaxing is beginning.
- Place a rolled-up towel over her head and down over her hair. This gesture provides relaxation, comfort and well-being.

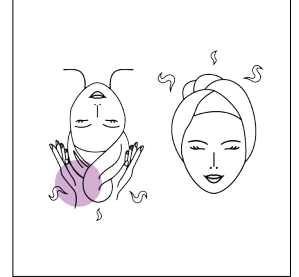
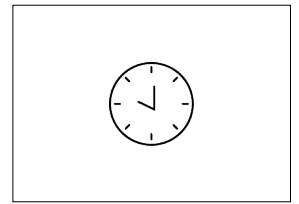


Application of the shampoo:

- Wet the hair with the shower head placed directly on the scalp and massage it in the same time.
- Before applying the shampoo, stimulate the client's senses by kneading the shampoo in the hands near her ears. Apply and massage gently. Then, rinse always touching scalp with shower head. This gesture provides relaxation, comfort and well-being.
- Repeat shampoo application twice.



- Place a rolled-up towel over her head and down over her hair. This gesture provides relaxation, comfort and well-being.
- Rinse gently, always touching scalp with shower head.



- Place a warm wet towel to let the product act and make pressure points to relax the scalp.
- Let it pause.

INTENSE SOOTHER.

FINAL GESTURE

SERUM

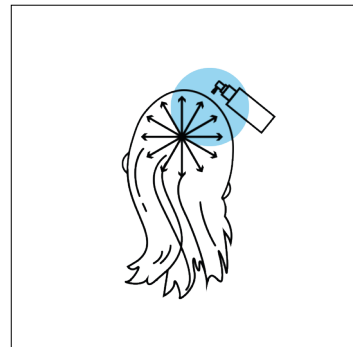


Application of the Intense Soother mask:

- Put some gel cream on the top of the hand, then apply it section by section on scalp. Massage.
- Then, place a warm wet towel to let the product act and make pressure points to relax the scalp.
- Let it pause.
- Then rinse gently, always touching scalp with shower head.



- Place a towel on scalp and press lightly to remove the water and move to the ends.



- Apply density activator.

A key word
as key-message:
SOFTNESS !