L'ORÉAL

PROFESSIONNEL

PARIS

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PROFESSIONNEL
PARIS

L'Oréal Professionnel Paris, a long-standing partner of hairstylists.
The inside story of passionate people serving professionals since 1909.

Preface.

L'Oréal's story started in a modest Paris apartment, at the turn of the 20th century, with a disruptive innovation that changed the rules of hair color.

It all started when a young sharp-minded chemist, called Eugène Schueller, invented the world's first harmless hair dye, which fast became a hit with hairdressers across Europe. The company he founded back in 1909 has since become the world's largest beauty company, with 35 global brands, across all beauty categories, and present in over 150 markets around the world. As a group we have a single mission: To create the beauty that moves the world.

L'Oréal has become the undisputed leader in beauty thanks in part to our unique combination of world-class innovation, entrepreneurial spirit and ability to "seize what's starting." And, over the last decade we have become pioneers in BeautyTech, creating new-to-the-world solutions, like L'Oréal Water Saver – designed with environmental start-up Gjosa.

In these pages, you'll see this recipe for success come to life, through the story of the world's number one professional hair brand, L'Oréal Professionnel Paris. A brand that throughout its long history of disruptive innovation, has constantly reinvented the market. And a brand that is responsible for one of my own career highlights: The launch of the world's first-ever ammonia-free permanent hair color, iNOA, back in 2009.

I'm pleased to dedicate this book to the story of this unique and trailblazing brand.

Nicolas Hieronimus

Chief executive Officer
of L'Oréal Group.

Edito.

Since 1909, our pioneering spirit has made L'Oréal Professionnel Paris the world's leading professional brand. We have achieved this by earning the trust of stylists around the globe and by co-developing our formulas and services with our professional partners. By always seeking to improve what we offer to hair professionals, L'Oréal Professionnel Paris has created a host of innovations that have forged the history of the hairdressing world, inventing the first harmless hair dye, the first cold perm, the first skin allergy tests, the level of depth scale, tone-on-tone color... Innovations we have made accessible to women across the globe, thanks to a combination of our scientific expertise and our stylists' know-how.

Chronicling the development of L'Oréal Professionnel Paris is to take a look back at the history of hairdressing itself.

Omar Hajeri

President of
L'Oréal Professionnal Products.

L'Oréal Professionnel Paris is unique in that it is not only a heritage brand, but also a brand that has remained true to our founding mission since 1909 - to develop the professional hair industry.

Our brand heritage book reveals how we have achieved that - through a pioneering spirit, our passion for the science of hair and our commitment to supporting hair professionals and their clients. That is what makes the brand meaningful to me, and I feel so proud to celebrate this one-of-a-kind journey through these pages.

Our heritage book also demonstrates an exceptional ability for constant reinvention, the reason L'Oréal Professionnel Paris is consistently a leader in the professional industry as the trusted partner of hair professionals. And, marking a profound shift in our culture, also increasingly directly a partner of consumers, as we bring new innovations directly to them.

As the world shifts at an unprecedented pace, with new challenges and opportunities, we at L'Oréal Professionnel Paris feel a keen sense of duty to lead professional haircare into a future that's innovative, inclusive, sustainable and augmented by Tech.

With our mission, as always, to develop, support and elevate hair professionals around the world.

Welcome to the past, present, and future of L'Oréal Professionnel Paris.

Anne Machet

International General Manager
of L'Oréal Professionnel Paris.



Welcome to our world.

◂ Poster of "The Comet" by Raoul Vion, circa 1910 ©L'Oréal Heritage.

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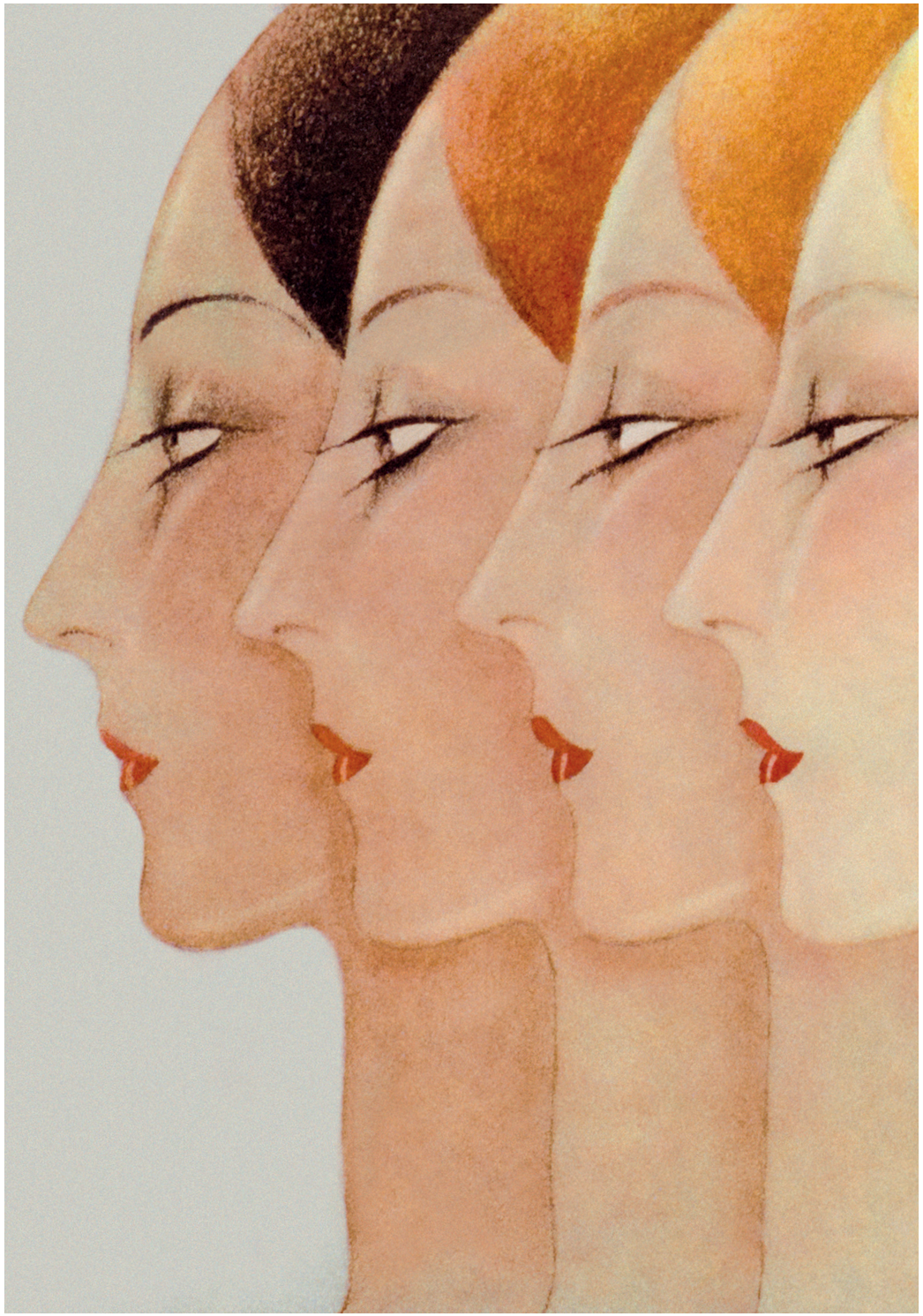
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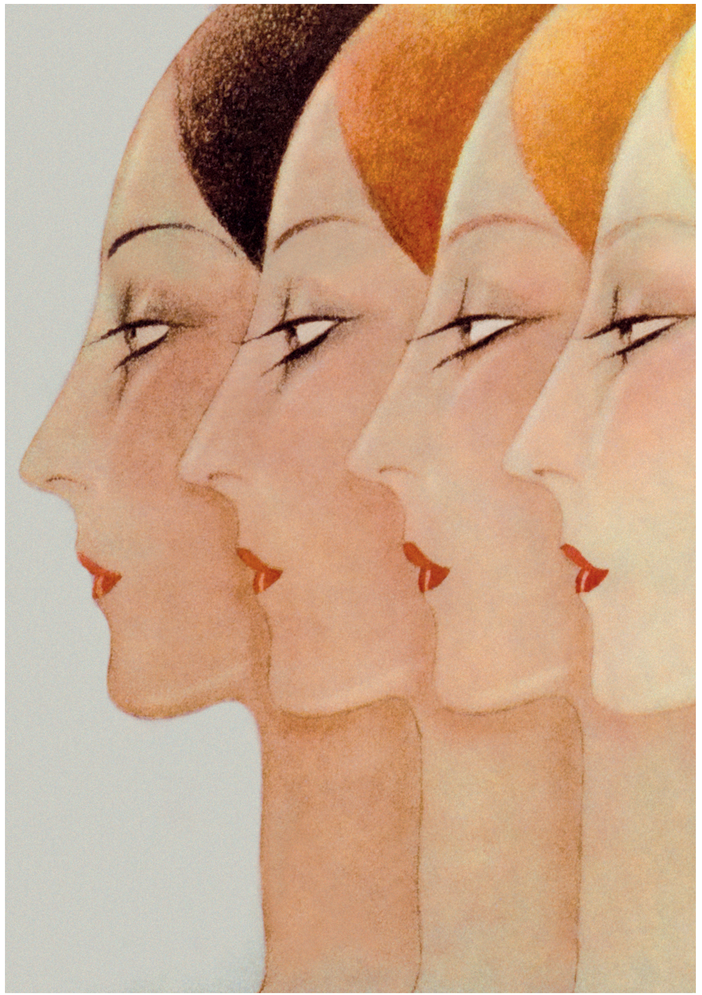
From 2020 and beyond.



Chronology.

SINCE OUR INVENTION OF HAIR COLOR MORE THAN 110 YEARS AGO, L'ORÉAL PROFESSIONNEL HAS SUPPORTED PROFESSIONAL TALENT THROUGH OUR OBSESSION WITH INNOVATION, TECH AND SAFETY FOR STYLISTS AND WOMEN.

◂ **Harmless Hair Dye** advertising, France, 1927 ©L'Oréal Heritage.





Eugène Schueller founded the "Société Française des Teintures Inoffensives pour Cheveux", which would later become L'Oréal.

1909



Establishement of the "École Technique des Arts et de la Coiffure" at 14 Rue Royale in Paris.

1938



Launch of Oréol, the first-ever cold perm.

1945



Launch of Régé Color, the first-ever lightening oxidation color that was applied like shampoo.

1952



Launch of Colorelle Excellence, the first gel color that was applied like shampoo and not like a dye.

1961



Creation of L'Oréal Coiffure, professional products division.

1965



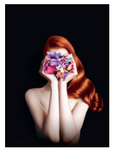
L'Oréal Coiffure becomes the world's No.1 for haircare products.

1987



Introduction of Série Expert, one complete range enabling professionals to meet the haircare needs of every color, every type.

2005



L'Oréal Professionnel launches iNOA, the first-ever ammonia free permanent color powered by oil.

2009

1909
"Société Française des Teintures Inoffensives pour Cheveux".

1939
The "Société Française des Teintures Inoffensives pour Cheveux" changes its name to L'Oréal.

1959
L'Oréal Salon.

1965
L'Oréal Coiffure.

1970
L'Oréal Ligne Professionnelle Exclusive.

1991
L'Oréal Technique Professionnelle.

1997
L'Oréal Professionnel.

2021
L'Oréal Professionnel Paris.

1900 - 1920



[1900 - 1920]

The beginning: research and innovation dedicated to beauty.

◂ **L'Oréal Henné**, natural hair color advertising, France, 1915 ©L'Oréal Heritage.

Eugène Schueller, a young chemist in his twenties, was about to change the history of hairdressing forever.



It's the Belle Époque, Parisian ladies stroll along the paths of the Bois de Boulogne and along the Champs-Elysées in their gloves and hats. From his Paris apartment, a young chemist in his twenties, who has graduated with honors from the "Institut de Chimie Appliquée" in Paris, (the Institute of Applied Chemistry), was about to change the history of hairdressing forever.

◂ Poster of "The Comet" by Raoul Vion, circa 1910 ©L'Oréal Heritage.

"Teinture inoffensive", harmless hair dye, a hair revolution.

1907

The story of the brand that would become L'Oréal Professionnel Paris begins with the invention of harmless hair color itself. At the dawn of the 20th century, women who wished to cover up white or gray hair had to bleach it with hydrogen peroxide and then dye it with homemade mixtures containing lead or henna. The results were unpredictable and sometimes dangerous.

In 1907, Eugène Schueller developed a harmless hair color dyeing process composed of metallic salts. This homogeneous paste eliminated the use of highly reactive compounds while guaranteeing reliable results. At last, women had a safe product to hide their white or gray hair. Marking the start of an extraordinary human and scientific adventure, the history of modern hairdressing had begun.



Harmless Hair Dye advertising, France, 1908 ©L'Oréal Heritage. ▸

From Rue d'Alger, Paris to conquering Europe.

Certain of the value of his invention and, with just 800 French francs in his pocket, Eugène Schueller founded the "Société Française des Teintures Inoffensives pour Cheveux" (the French Harmless Hair Dye Company), which would go on to become "L'Oréal" in 1939. Passionate about advertising and surrounded by artists and illustrators, Eugène Schueller looked for inspiration for a short name for his products. Inspired by the Greek "Oréa" meaning beauty, and also by the word L'Auréole, a hairstyle popular in France at the time, he first decided upon the name Oréal. This evolved to become L'Oréal. The three vowels of the L'Oréal name make it memorable and easy to pronounce, perfect for a brand name.

Schueller set up his business in his one-bedroom apartment on Rue d'Alger, where the dining room served as the demonstration salon and his kitchen as the laboratory. There, Eugène Schueller worked at creating his products, selling them by canvassing stylists around Paris himself with his bottles and jars after a day's work. Early days proved challenging, but an encounter with an accountant called André Spery marked a decisive turning point, when Spery chose to invest in Eugène Schueller's company.



◂ Eugène Schueller portrait in his kitchen transformed into a laboratory, Rue d'Alger, Paris, France, 1907 ©L'Oréal Heritage.

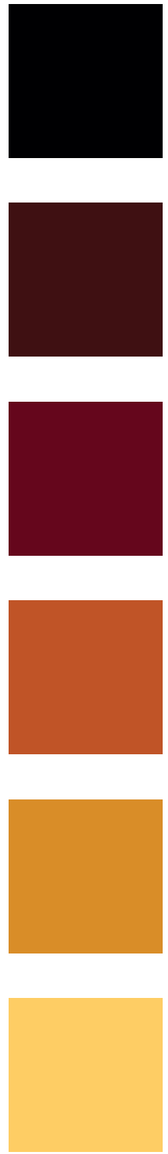
"What we are striving to achieve in our laboratories is to ensure your job is easier. I'd like you to know that L'Oréal is totally dedicated to stylists."

Eugène Schueller, L'Oréal founder and Chief Executive Officer from 1909 to 1957.



Hair and Beard Dye advertising, 1915 ©L'Oréal Heritage. ▸


DU NOIR AU BLOND
vous obtenez des nuances magnifiques
avec
L'ORÉAL
TEINTURE INOFFENSIVE
POUR CHEVEUX
VENTE EN GROS : 37 rue J.J. Rousseau, PARIS



Hair color that's easy, fast, safe.

The first-ever slogan under the L'Oréal name summed up the benefits of L'Oréal's shaded range of harmless hair dyes: "L'Oréal teint bien, facilement, rapidement, sûrement" (L'Oréal colors well, easily, quickly, safely).

In no time, the reputation of L'Oréal products spread beyond French borders. As early as 1910, Austrian and Italian stylists began using the brand's hair coloring products. By the eve of the First World War, L'Oréal was present in Belgium, Germany, Hungary, the Netherlands, Switzerland, and Russia.

L'Oréal Instantané advertising, France, 1912 ©L'Oréal Heritage. ▸





Innovate, train, promote: the pillars of the relationship with hairstylists.

Eugène Schueller instinctively understood that the success of his business would be linked to that of hairstylists, a sector that was not particularly professional at the time. In 1910, he founded the "École de Teinture" (Hair Color School) on L'Oréal's new premises on the Rue du Louvre in Paris. There, he organized demonstrations of L'Oréal products with Georges Guilmeau, a former hairstylist at the Imperial Court of Russia, laying the foundations for the profession of colorist in its own right.

◂ The Hair Dye School, France, 1913 ©L'Oréal Heritage.

As a visionary, and a believer in the power of advertising, Eugène Schueller would acquire "Coiffure de Paris" (1909), then "L'Oréal Bulletin" (1923), two professional publications keeping stylists informed of the latest available innovations. Eugène Schueller's talent for communication would prove one of the secrets of L'Oréal's success over the years, thanks to his impactful, innovative, targeted advertising campaigns.

As such, he would lay the milestones for a real partnership with stylists, based on innovation, training and promotion. In a spirit of exchange, L'Oréal set itself the goal of providing stylists with the resources they required to be artistically and economically successful, in order to contribute to the development of an entire profession.

L'Oréal Henné natural hair color advertising, France, 1915 ©L'Oréal Heritage. ▸





Innovation, the brand's DNA.

As a trained chemist, Eugène Schueller also knew that L'Oréal's progress lay in research and innovation. He worked tirelessly to improve products, propose new different technologies and pioneer new services for stylists, himself embodying the quest for innovation that forged his Group's identity.

Today, a significant part of L'Oréal's turnover is devoted to scientific research. The first innovations in hair research are reserved for the Professional Products Division, home to L'Oréal Professionnel Paris. Trained stylists are the experts ideally positioned to adopt new products in the right conditions to meet consumers' expectations.

◂ **Beard and Mustache Dye** advertising, France, 1912 ©L'Oréal Heritage.

1920 - 1940



[1920 - 1940]

The goldilocks years.

◂ **L'Oréal Blanc** lightening powder advertising, 1932 ©L'Oréal Heritage.



The war is finally over: women, who kept the country running in the absence of men, begin to assume new roles in society. Saying goodbye to societal constraints, skirts get shorter and so does hair. The well-known stylist Mr Antoine launches the "coupe à la garçonne" (dutch boy-haircut or bob-style) on the screen star Louise Brooks, which is made popular in France by Coco Chanel.

This new trend led to a boom in coloring products, essential for hiding roots now clearly visible on these shorter cuts.

◂ **Color Hair Dye** advertising, France, 1927 ©L'Oréal Heritage.

"One day, thousands of brunettes will want to be blond."

Eugène Schueller, L'Oréal founder and Chief Executive Officer from 1909 to 1957.



Coloral hair blush advertising, France, 1947 ©L'Oréal Heritage. ▸

1920 - 1940.







L'ORÉAL

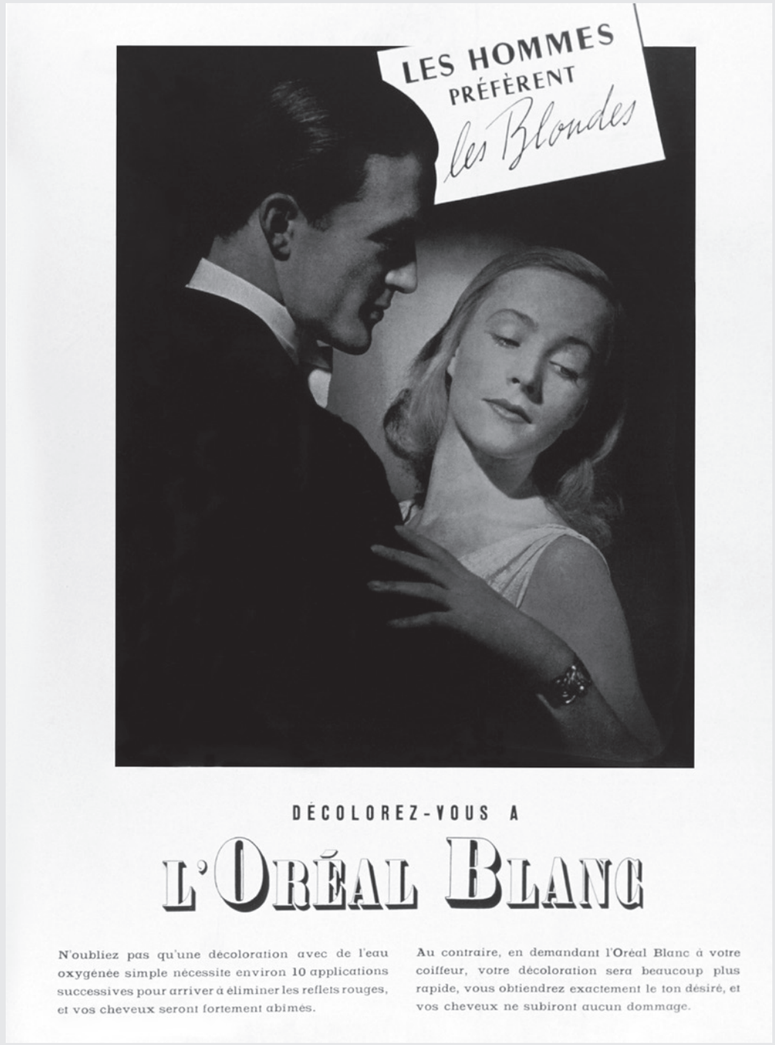


PARIS, 7 bis, rue du Louvre et 37, rue J.-Jacques-Rousseau.
LONDON, Belfast Chambers, 7, Beak Street, W. I. :: :: :: ::
NEW-YORK, Lebeau, 121 West 47 th. Street. :: :: :: :: ::

AGENTS GÉNÉRAUX & DÉPOTS :

Algérie-Tunisie : LELLOUCHE FRÈRES, 42, Rue de la Lyre, ALGER.
Autriche allemande : Adolf NEFZGER, Seilergasse 14, WIEN I.
Brésil : *Cia Brazileira Commercial e Industrial*, 35, rue Boissy-d'Anglas, PARIS.
Canada : ANGLO-AMERICAN, Agencies Ltd. 22 St-John Street, MONTRÉAL.
Côte du Pacifique (Chili, Pérou, Equateur, Bolivie) : Valentin SEGUINIOL, SANTIAGO-DE-CHILI.
Hollande : Rich. WERNEKINCK, 105, 2e Jan. v. d. Heidjenstraat, AMSTERDAM.
Italie : Alberto BELFIORE, Via Bertola 29, TURIN.
Mexique : COMPANIA PROVEEDORA, MEXICO.
Maroc : CHAUMONT, Institut de Beauté, CASABLANCA.
Orient : GEOHAMY, 43, Avenue Saint-Mandé, PARIS.
Extrême-Orient : Robert DALTROFF, 8 *bis*, Rue Martel, PARIS.
Rép. Tchéco-Slovaque: Bohumir FOLKERT, Cerchovska 10, Král-Vinohrady, PRAGUE.
Suisse : TSCHANZ, 6, Rue Pré Naville, GENÈVE.
Russie et Pologne : A. ZDRZALIK KOWALSKY.

d'OR
Pour Blondir



Blond, favorite color of the roaring twenties.

At a time when platinum blond reigned in Hollywood, L'Oréal launched its bleaching powder L'Oréal d'Or (1921), a hair-lightening product, then L'Oréal Blanc (1929). These two products would mark the start of a long series of lightening innovations, culminating in the invention of the first-ever anhydrous lightening paste, Platinum, in the early 2000s.

Women seeking to mirror the glamor of the big screen stars dared to experiment with new colors. L'Oréal launched Coloral, a vibrantly colored enhancer that shaded hair just like make-up and could be rinsed off anytime. Pink, copper, platinum, mauve... women dared to be bold!

◂ **L'Oréal Blanc** lightening powder advertising, France, 1939 ©Monneret/Harry Meerson/L'Oréal Heritage.


BABY PLATINE
SUNLIGHT
ROSE IBIS
BOIS DES ILES
LIDO
COQ DE ROCHE
AUBURN



The two-in-one color and wavy hair innovation.

The rise of the crimped effect and short cuts inspired a major new innovation at L'Oréal. Immedia, patented in 1928, before becoming Imédia in 1931, was a fast and harmless coloring process that could simultaneously create waves. This paraphenylenediamine-based product promoted rapid penetration into the heart of hair fiber, creating longer-lasting, more subtle color. The naturalness of its shades and faster application method were revolutionary compared to formulas used up until then, ensuring its success in France and abroad.

From 1935, the brand distributed Imédia in Italy, Australia, the U.S. and Brazil.

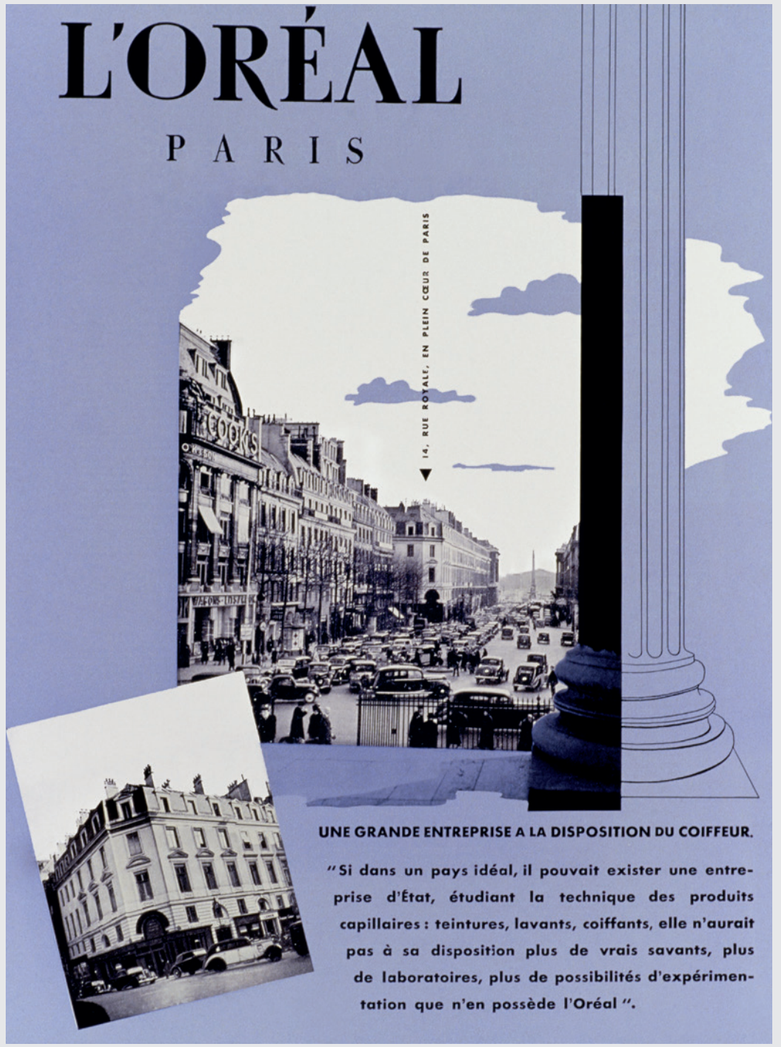
◂ **Imédia** color advertising, France, 1938, Herbert Libiszewski ©Libis/L'Oréal Heritage ©ADAGP 2022.

14 Rue Royale in Paris, an iconic address.

1938

In 1938, L'Oréal established its head office at **14 Rue Royale, an iconic address** placing the brand in the heart of Paris, at the forefront of French-style elegance. Today, with the birthplace integrated into its name, Paris is a core pillar of the brand identity.

14 Rue Royale advertising, Paris, France, 1939 ©L'Oréal Heritage. ▸





Safety and performance, first and foremost.

Driven always by the mission to deliver reliable, consistent performances to hairstylists, as early as 1931, when other brands on the market were using large-size container, the laboratories chose to commercialize Imédia in individual doses. This eliminated the risk of oxidation or unexpected color results.

Yet, as far as Eugène Schueller was concerned, color performance had to go hand-in-hand with a concept barely acknowledged at the time, on which he placed great emphasis: safety. For the introduction of Imédia, he raised awareness about potential skin allergies, by advising stylists to carry out "patch testing". Today, this practice is still recommended in hairdressing salons and at home prior to applying any hair color.

◂ **Harmless Hair Dye** advertising, 1923 ©Claude/L'Oréal Heritage.

1940 - 1950



[1940 - 1950]

Cool waves on perm.

◂ **Oréol** cold perm advertising, France, 1948 ©Lucien Lorelle/L'Oréal Heritage.

The trend for wispy, sculpted curls.



It's the 1940s and wispy, sculpted curls, as flaunted by French actresses Michèle Morgan and Arletty, are all the rage. Women rush to salons to have their hair hot permed. The technique, however, is aggressive on hair. At the forefront of innovation, the brand's laboratories, already counting 20 researchers, strive to improve it.

◂ **Oréol** cold perm advertising, France, 1947 ©L'Oréal Heritage.



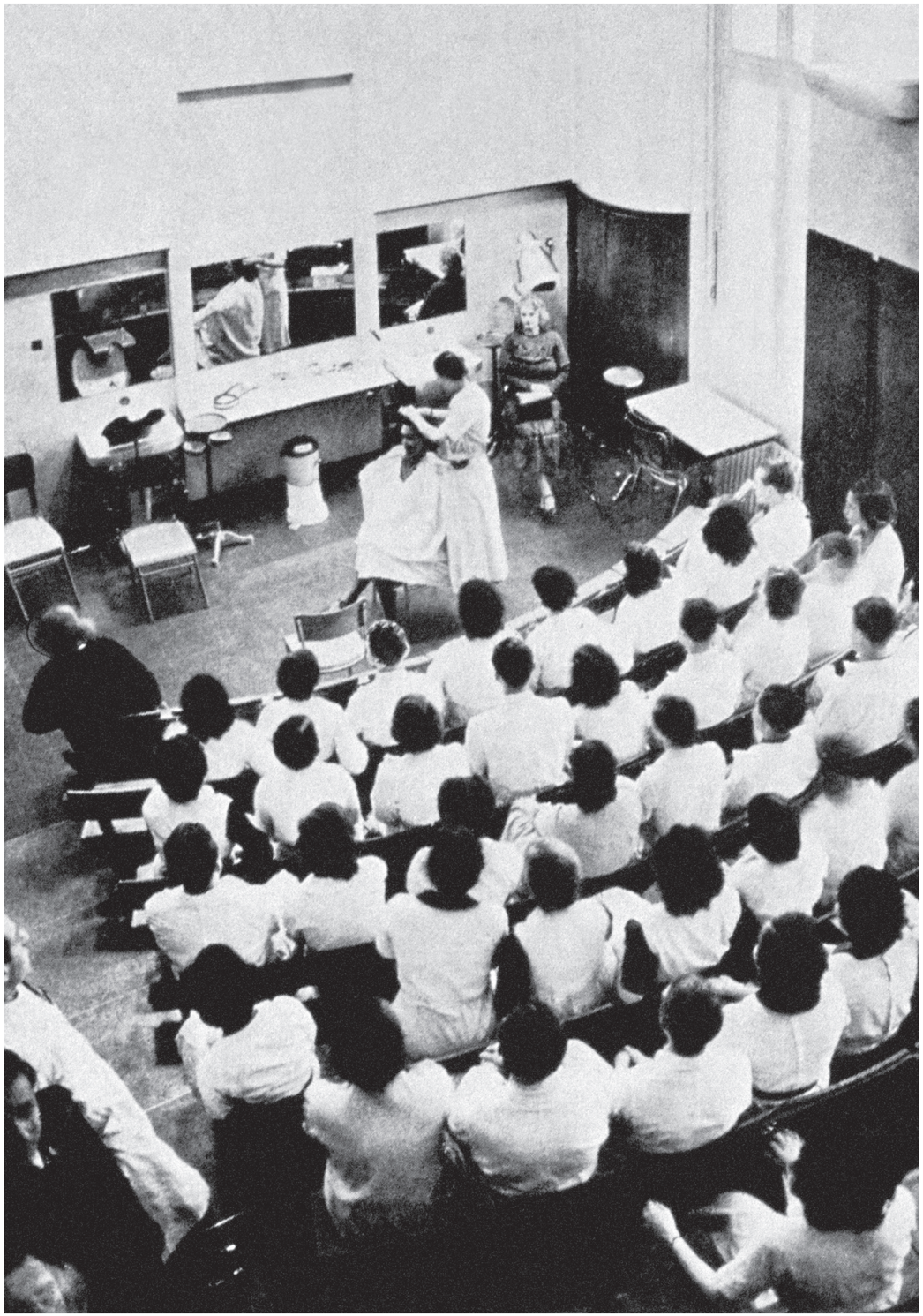
Oréol, the first cold perm.

1945

In 1945, the brand that would later become L'Oréal Professionnel Paris filed its first patent for a cold wave technique, launching Oréol, the first-ever cold perm. This new method would replace the hot perm with results that were just as satisfying. The brand accompanied Oréol's in-salon launch by also offering a dryer tailored to this new cold perm technique.

This early example of pairing two complementary innovations would be repeated throughout the history of L'Oréal Professionnel Paris.

◂ **Oréol** cold perm advertising, France, 1949 ©L'Oréal Heritage.



The success of hairstylists is at the heart of the brand's development.

Recognizing that the success of stylists is linked to the brand, **Eugène Schueller applied the same innovative spirit to his education policy as he did to his products**. He created training material that trailblazed new levels of educational effectiveness. He was actively involved in creating professional bodies to promote the industry's activities and provide the necessary structure to access the profession.

In 1938, the "École technique des arts et de la coiffure" (Technical School for the Art of Hairdressing) founded in 1927 moved to new premises at 14 Rue Royale. Hairdressing professionals were taught through a focus on case studies, a method later adopted by prestigious business schools. Illustrating the will to create active, modern, enjoyable teaching methods, the brand launched its **"Sections d'Art" sessions in 1949 where stylists helped stylists to learn the latest trends** and how to meet customers' demands for them. These highly successful training sessions expanded quickly across the globe.

◂ Hairdressing School, Paris, France, 1940 ©L'Oréal Heritage.

1940 - 1950.



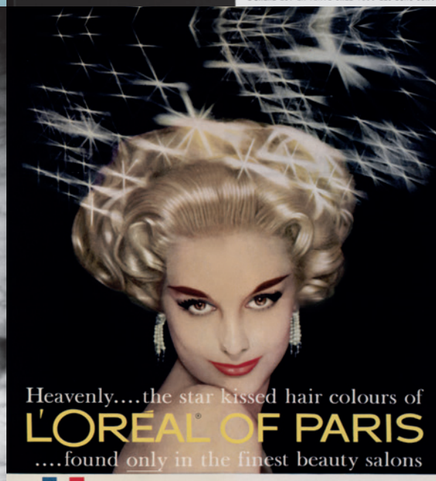

L'ORÉAL
2f.50
EN VENTE PARTOUT
TEINTURE INOFFENSIVE Brevetée


majirel
L'ORÉAL
PROFESSIONNEL


PLUS UN CHEVEU BLANC
TOUJOURS TRENTE ANS
L'ORÉAL
TEINTURE INOFFENSIVE POUR CHEVEU
L'ORÉAL EST EN VENTE CHEZ TOUS LES BONS COIFF


COLORAL
" nuance les cheveux "
— Vous avez assorti vos cheveux à la couleur de votre robe ; quelle charmante idée !
— Et facile à réaliser. Mon coiffeur m'a fait un rinçage au Coloral...
— Mais pour enlever cette nuance ?
— Un lavage demain matin chez mon coiffeur, et il n'y paraîtra plus.


Plix
SOUTIENT ET PROLONGE LA MISE EN PLIS


Heavenly....the star kissed hair colours of
L'ORÉAL OF PARIS
....found only in the finest beauty salons




CHOISISSEZ VOUS-MÊME LA COULEUR QUI CONVIENT...
...A VOTRE PERSONNALITÉ
COLORAL
Photo Orél



1950 - 1960



[1950 - 1960]

Reinventing color in the salon.

◂ **Régé Color** reflection advertising, France, 1958 ©Harry Meerson/L'Oréal Heritage.

Women demand movement and blond hair.

It's the 1950s, and hairstyles take on a new twist. In Paris, celebrities rush to Rue du Faubourg Saint-Honoré to the Carita sisters' salon. The new Princess of Monaco, Grace Kelly launches the fashion for a platinum sculpted curly bob. Women demand movement and blond hair: they are counting on their stylist to bring their hair dreams to life.



Imédia color advertising, France, 1951 ©L'Oréal Heritage. ▸



The arrival of new ways to color.

After Eugène Schueller's invention of the first harmless, non-lightening dye, followed by lightening powders in the 1920s, L'Oréal Professionnel Paris invented in 1952 Régé Color, the first ever lightening oxidation color applied like shampoo.

Less intimidating than traditional dyes, the invention of Régé Color drew new customers who wished to discreetly highlight their hair. Designed for colored hair, not blonds, Régé Color gave hair shimmering highlights that faded gradually after several washes.

Régé Color advertising, France, 1955 ©Harry Meerson/L'Oréal Heritage. ▸

1950 - 1960.





Ease-of-use was another factor in its success with stylists: the product took less time to apply, which meant professionals could significantly increase turnover. And to guarantee the predictability of results by guiding stylists in the choice of shade tailored to each customer, Eugène Schueller invented the level of depth scale for Régé Color, which is still used to this day.

Forever driven by the desire to support stylists in their development, L'Oréal Professionnel Paris innovated by inviting professionals to resell products to secure additional income: stylists became distributors.

◂ **Oréol** cold perm advertising, France, 1954 ©L'Oréal Heritage.



Establishing the foundations of modern-day hairdressing.

1951

In 1951, a state-of-the-art innovation halved the time it took stylists to color hair. Imédia Crème D was a cream dye that, for the first time, bleached and re-colored in one. This reduced the time required to color hair by half and increased the options for women to dye their hair using a less aggressive technique.

In 1955, the launch of Plix was a game-changer in styling. Used by stylists in salons to deliver exceptional hold, women could now visit their salon once a week to set their curls, as the style held longer. Next - the first lacquer in an aerosol spray, Oréol Net hair lacquer marked a hair revolution in salons upon its launch in 1957. Stylists unleashed new creativity and styles gained new volume.



Plix advertising, 1956 ©Patrice Molinard/L'Oréal Heritage ©ADAGP 2022. ▸



"Seizing what Starts',
is to follow the way the wind blows, to allow yourself to be swept up and to seize every opportunity that comes your way. The whole of L'Oréal has been built on a sense of calculated daring."

François Dalle, L'Oréal Chairman and Chief Executive Officer from 1957 to 1984.

◂ **Imédia** color advertising, France, 1932 ©L'Oréal Heritage.

Celebrating the profession on a global stage.

In 1954, L'Oréal created an original competition in the UK: **the Colour Trophy**, bringing together stylists from around the world to compete by inventing styles using L'Oréal products. A 300-strong audience watched 17 competitors, judged by a panel of leading names from the hairdressing world in the event's first year. Five years later, 5,000 people rushed to get a seat in the Royal Albert Hall, making the L'Oréal Colour Trophy **the biggest professional hairdressing competition ever**.

Behind the entertainment and emotion, **the brand reiterated one of its founding values: to celebrate and center the hairdressing profession, discover talent and spotlight tomorrow's trends**. Over the years, the L'Oréal Colour Trophy represented the brand's fashion positioning. The event also boosted the brand's influence in countries where it was historically established, while helping conquer new regions including Asia. **This heritage continues today** with the L'Oréal Professionnel Style & Colour Trophy, which discovers talented professionals worldwide. **The competition, now visible online, is open to the public, who votes for the best creation, increasing the event's influence**.



Colorelle Iridescent Shades collection launch in 14 Rue Royale, Paris, France, 1964 ©L'Oréal Heritage. ▸



Let there be color!

L'Oréal Research created a breakthrough with Colorelle in 1955 and in 1961 with Colorelle Excellence, the first gel color applied like shampoo rather than dye. This marked the dawn of fashion trend-led coloring for stylists. This color shampoo also enabled stylists to discreetly suggest customers hide their white or gray hair, while adding highlights. Supported by a high-fashion poster campaign in salon windows, the success of these vibrant shades further diversified the creative arsenal available to stylists.

◂ **Colorelle** coloring shampoo advertising, France, 1959 ©L'Oréal Heritage.




Je renais...
J'ai retrouvé ma jeunesse avec
la couleur de mes cheveux et le miracle s'est accompli
en quelques instants par l'Oréal.
L'ORÉAL


Cheveux jeune
Cheveux ga
Cœur joye
IMÉDIA
Crème
D


La teinte naturelle des cheveux est terne.
Les beaux reflets naturels sont très rares.
Régé Color répare cet oubli de la nature.
Cheveux Clairs, Foncés ou Gris
Reflets
RégéColor
Les Reflets Régé Color peuvent être
délicats ou vifs, à votre gré.
Délicats, ils agrémentent la chevelure
en lui donnant un air de grande distinction.
Vifs, ils accentuent votre personnalité.
Faites de vos cheveux votre plus bel attrait
en les illuminant des éclatants Reflets Régé Color.
Demandez à votre coiffeur de vous conseiller.
Il existe aussi un modèle spécial
dans tous les bons rayons de parfumerie.



1960 - 1970



[1960 - 1970]

Let's twist again.

◂ **Blondys** advertising, France, 1966 ©L'Oréal Heritage.



Hair becomes a statement of style.

In the freedom of the 60s, stylists unleash their creativity to rise to the ranks of true artists. The modern-day woman defies definition. The model, Twiggy, brings the short slicked-back pixie cut, created for her by Léonard, a cult Mayfair stylist, to the mainstream. Françoise Hardy and Jane Birkin inject new glamor into long, straight hair, while the iconic Brigitte Bardot makes the XXL bun world-famous. In London, Toni and Guy Mascolo open their first salon in 1963. **Their avant-garde perspective changes the traditional relationship women have with salons**. Women no longer visit a salon simply to look after their hair, but to express their personality and identity through their hairstyle.

◂ **Régé Color Jeunesse** reflection advertising, France, 1965 ©Ronnie Burg/DR/L'Oréal Heritage.



Elnett, dare to be bold.

1960

Elnett hair lacquer, launched in salons in 1960, paved the way for new possibilities thanks to special plasticizing anionic polymers that effectively disappeared when hair was brushed. Elnett, a contraction of "Elle" (she) and "Nette" (clear, clean) enjoyed phenomenal success, driven by its iconic golden-brushed packaging and its innovative formula – replacing hard-to-remove existing lacquer gel formulas - which remains unchanged today. In 1968, L'Oréal filed a microdiffusion patent which enabled the spray to be spread even more precisely and uniformly on hair and be removed with the lightest brush through.

◂ **Elnett Souple** hair lacquer advertising, France, 1960 ©L'Oréal Heritage.


contre les pellicules...
SHAMPOING
PELLI TRAITAL 3
L'ORÉAL




Une nouveauté de L'ORÉAL chez votre coiffeur
Mini Vague
Coiffure jeune, souple
et tout en mouvement
Pendant 8 semaines,
Mini-Vague sera le soutient
de vos mises en plis
sans que vos cheveux
aient tendance à frise



Communication, education, internationalization.

By establishing **the magazine "L'Œil de Paris"**, aimed at the feminine, professional and hairdressing sectors, L'Oréal affirmed its fashion image and its vision for hairdressing, fashion and couture trends.

The brand's hairdressing training school, which Eugène Schueller founded, was transformed into a higher education establishment also offering professional development sessions.



Imédia presentation in 14 Rue Royale, Paris, France, 1960 ©L'Oréal Héritage. ▸

Influence extended beyond European borders.

Through the decade, the brand extended its borders, taking professional products beyond Europe. From 1963, L'Oréal expanded in Japan, marking the start of a journey of inspiration and collaboration where technologies used by Japan's stylists have inspired L'Oréal Professionnel Paris in the quest for innovations. The brand started to sponsor stylists' participation in international competitions to showcase their talent and creativity. L'Oréal also opened the first industrial facility in Brazil to manufacture products intended exclusively for stylists.



◂ Aulnay-sous-Bois factory, France, 1963 © L'Oréal Heritage.

Colorelle

APLE D'OR

VARIANCE

Color elle

Mini Vague

RégéColor

CreScendo

Plix

DULCIA

RÉCOLOR

DULCIA VITAL

COLORAL

COLOR

1970 - 1980



[1970 - 1980]

L'Oréal Coiffure, a new turning point for styling.

◂ **Volumousse** perm beauty visual, France, 1977 ©DR/L'Oréal Heritage.



L'Oréal Coiffure was created in 1965, led by L'Oréal Professionnel.

The UK embraces punk, hairstyles become structured, shorter and gain volume. Men let their hair grow long. Disco culture liberates Afro-style looks which call for tailored care to reveal their full beauty.

Under the leadership of François Dalle, head of the Group since 1957, L'Oréal is restructured. Products for stylists are differentiated from those designed for the public. **L'Oréal Coiffure** (the origins of the professional products division) **was created in 1965**. Grouping together services and powerful, high-performing products, designed for and with stylists and requiring expertise to use, L'Oréal Coiffure also accelerated the development of services to facilitate the work of stylists in salons, all while pursuing its investments in education.

The decade moved fast with innovations and events, distinguished by rapid internationalization. **In 1980, 65% of L'Oréal Coiffure's sales came from abroad versus 3% in 1960.**

◂ **Brushing** haircare line advertising, Austria, 1978 ©DR/L'Oréal Heritage.

When styling is made easy.

When it comes to styling, the brand's innovations invited stylists to be bold. In 1975, Brushing made styling easy thanks to polymers that gave hair body and structure. The following year, Allurelle Elnett hair lacquer further improved the Elnett formula by incorporating a polymer – to help stylists set hair in a more precise way. A gradual build-up lifting effect was now in the past: thanks to the lacquer's strand-to-strand, tip-to-tip setting.

In 1979, making styling easier and faster, the brand launched its heated comb in salons. This heated comb is the early ancestor of the SteamPod, the first professional styler powered by dry steam, which would enjoy tremendous success with stylists some thirty years on.



Brushing haircare line advertising, France, 1977 ©DR/L'Oréal Heritage. ▸



A new era of innovation: the Ionene-G molecule.

In 1978, seventy years after Eugène Schueller had filed his first patent, **the launch of Majirel represented a major technical breakthrough** as the first-ever protective color. Containing the Ionene-G molecule, a cationic polymer that proves a powerful care agent, Majirel marked a real disruption: **from that moment on, hair color protected and enhanced hair**.

In 1980, Dulcia became the first hair perm to also incorporate the Ionene-G molecule. A major milestone in the history of hair color: **for the first time ever, color became self-protecting, thanks to a care cream** containing hydrophobic active ingredients to protect hair from the oxidation caused by humidity.

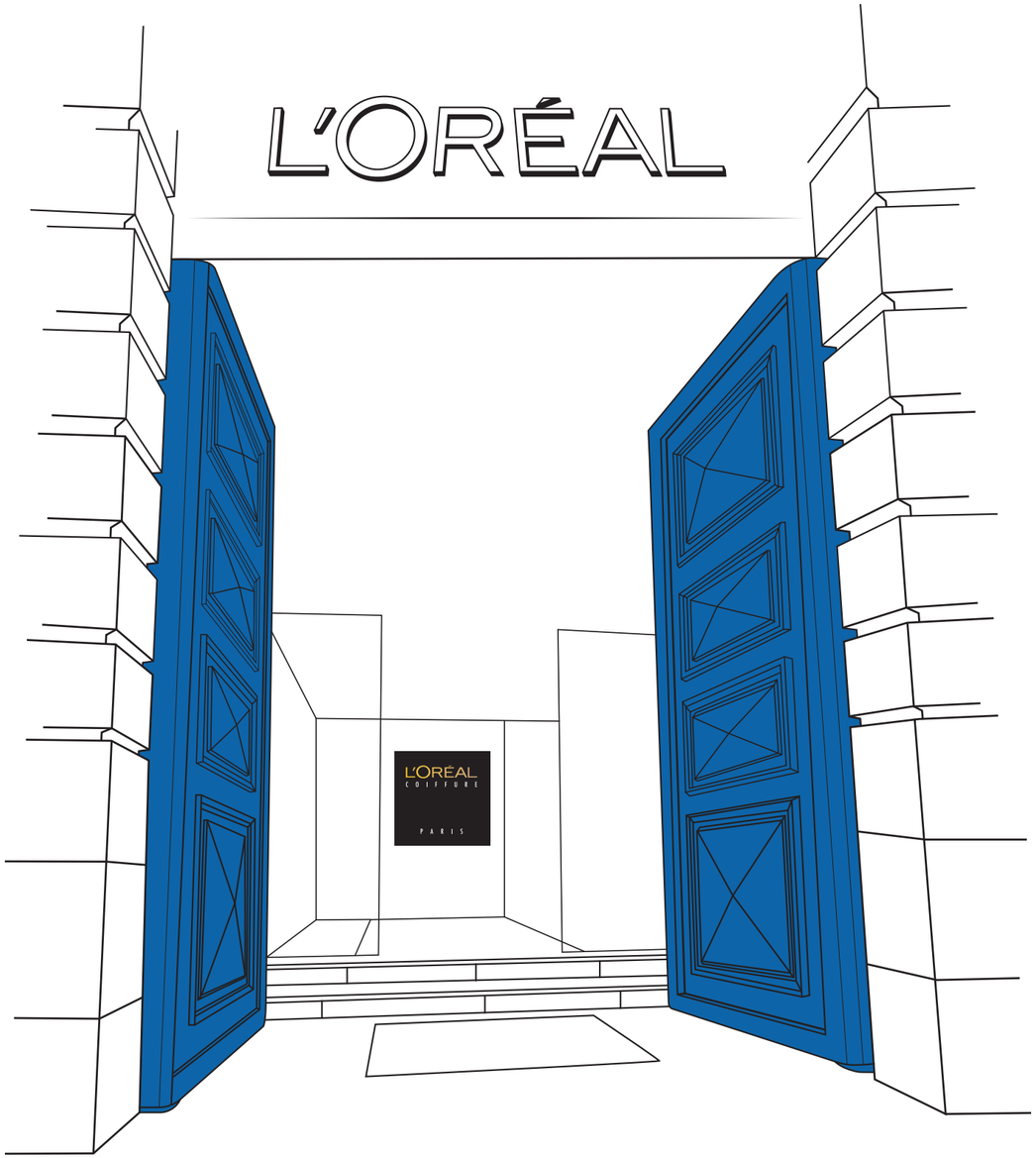
◂ **Majirel** advertising, France, 1984 ©DR/L'Oréal Heritage.

"If I want to create great cuts, then I need beautiful hair to do so. Haircare plays a vital role."

Alexandre de Paris (1922 - 2008),
famous Parisian hairstylist who styled the hair
of the greatest celebrities of the 20th century.



Elnett beauty visual, 1970 ©DR/L'Oréal Heritage. ▸



L'Oréal Coiffure, where education is the focus.

1976

Accompanying stylists becomes more than ever a brand priority. In 1976, L'Oréal Coiffure opened its premises to professionals from around the globe for the "Festival de la Coiffure" (the Haidressing Festival), promoting connections, inspiration and innovation between professionals across continents. Three years later, the brand inaugurated "Modes et Créations de Paris" (Paris Fashions and Creations) on the Rue Saint-Florentin. **This laboratory, dedicated to trends to watch, would become the profession's most state-of-the-art inspiration center open to professionals**.

◂ 14 Rue Royale entrance illustration, 2022 ©Omedia Paris/L'Oréal Professionnel Paris.

1980 - 1990



[1980 - 1990]

Choosing innovation and differentiation.

◂ **Dulcia** perm beauty visual, Venezuela, 1985 ©DR/L'Oréal Heritage.



"Pursuing research is deciding to make products that others don't – it's choosing to go beyond what others do, choosing innovation and differentiation."

Charles Zviak, Chief Executive Officer from 1984 to 1988.

◂ **Belle Color** coloring shampoo advertising, France, 1961 ©DR/L'Oréal Heritage.

A true partner for stylists.



It's the 80s, and perms are all the rage. French actresses Sophie Marceau and Isabelle Adjani flick unruly curls, French singer Lio crimps her hair, while Vanessa Paradis and Catherine Deneuve play up straightened, yet high volume glamor. **Women demand movement and volume**. Together with technical innovations, L'Oréal Coiffure reinforces its position as a true partner for stylists.

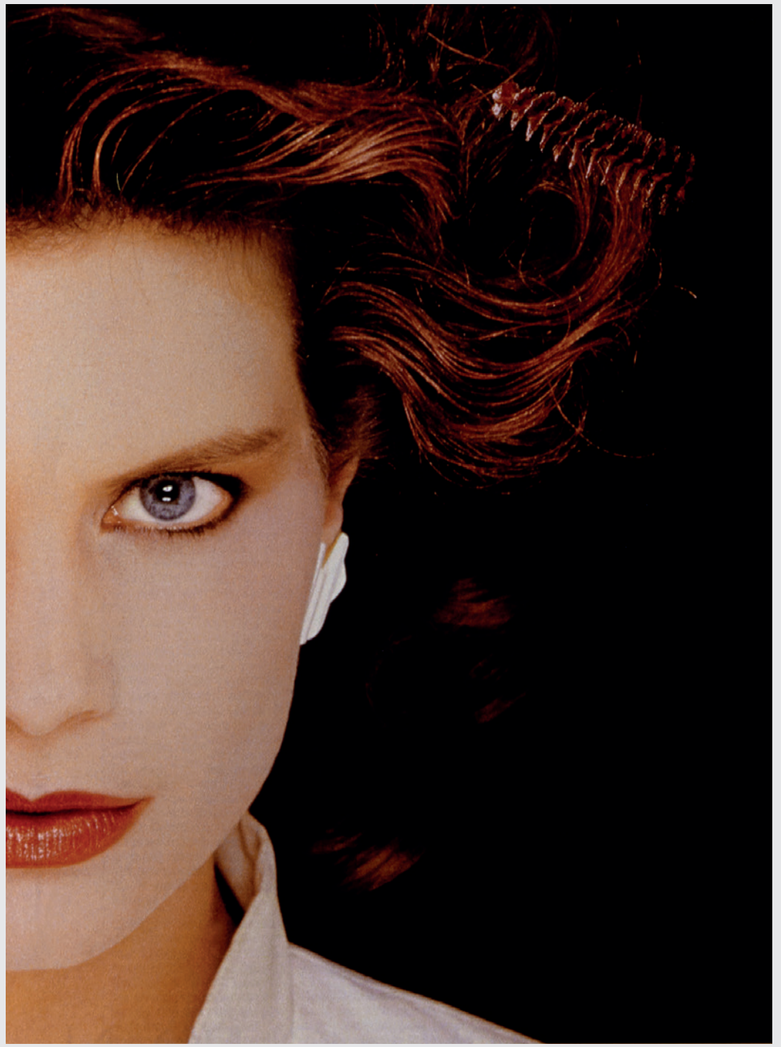
◂ **Dulcia Vital** advertising, Portugal, 1988 ©DR/L'Oréal Heritage.

Hair, a scientific adventure.

1987

To meet the evolving needs and trends of stylists and their customers across expanding borders, the brand continued to diversify. To cater to the needs of Caribbean and African women's hair in salons, in 1980, L'Oréal Coiffure launched the Goldys and L'Oréal Radiant ranges. With its seven colors, Maquill'mèche (1983) enabled women to make a subtle style change by highlighting their hair. For women seeking volume, Lelia, launched in 1984 was the first perm for sensitive hair, with acidic pH and free from ammonia. For women seeking a blond Californian look, the high-precision lightening powder Look Soleil, launched in 1985, provided colorists with a novel tool to create precise and effective balayage.

In 1987, L'Oréal Coiffure was the world's No.1 for professional haircare products. This success was driven by a young dynamic network of stylists (according to the brand, around 70% of stylists were under 35 years old), high-tech products and the constant quest for innovations adapted to the brand's different markets.



Maquill'Mèche hair mascara advertising, France, 1983 ©DR/L'Oréal Heritage. ▸


Goldys
CONDITIONNEUR
SHAMPOO
CONDITIONER
SHAMPOOING
pH 6,5
L'ORÉAL
Goldys
NEUTRALISANT
SHAMPOO
NEUTRALIZER
après-défrisage
after-relaxer
SHAMPOOING
pH 5,9
L'ORÉAL
Goldys
ANTI-PELLICULAIRE
SHAMPOO
ANTI-DANDRUFF
SHAMPOOING
pH 6,3
L'ORÉAL
Goldys
BAUME
DEMÊLANT
INSTANT BALSAM
CONDITIONER
L'ORÉAL
Goldys
BAIN D'HUILE
OIL TREATMENT
L'ORÉAL
Goldys
Eclat
de la Chevelure
Sheen Spray
Huile de Beauté
pour les cheveux
L'ORÉAL
Goldys
CRÈME REVITALISANTE
REVITALIZER CREME
L'ORÉAL
Goldys
CRÈME COIFFANTE
CONDITIONER & HAIRDRESS
L'ORÉAL
MISE EN FORME
LOTION
STYLING LOTION
Goldys
MISE EN FORME
LOTION
STYLING LOTION
CONDITIONNEUR
LOTION
CONDITIONER
Goldys
CONDITIONNEUR
LOTION
CONDITIONER



Training new generations of stylist entrepreneurs.

During this decade, the brand multiplied its stylist-dedicated services, extending training programs to offer professionals **intensive technical and managerial training**, plus events that would **give salons a business edge**.

Taking a pioneering approach to also support stylists in developing the necessary skills to run their business, L'Oréal's **Stylist-Manager program offered training days focused on salon management** and all the expertise indispensable for stylist entrepreneurs: covering everything from understanding business accounts to relationships with bankers, staff leadership and more. Promoting the expertise and talent necessary for the colorist and stylist's profession, industry outreach included the brand's Business Game with the University of Lyon, and the "Coloriste-Conseil" (Colorist-Consultant) 1983 campaign across media and salons.

◂ Auditorium, 1972 ©DR/L'Oréal Heritage.

Bespoke techniques to support every kind of hair professional.

To support hair professionals, the brand continued to develop the relationship to partner the hair industry in every sense, supplying women and stylists with a complete offer of services, training, and events. From marketing tools in salons to how to apply sessions to accompany launches of new products and new techniques, down to networking events with star stylists, to share the expertise of the best of the best.



Clips Couleur swatch book, 1985 ©DR/L'Oréal Heritage. ▸



At the avant-garde of fashion and design.

L'Oréal Coiffure spotlighted its fashion positioning. In 1980, the Haute Coiffure summer and winter collections, in the image of fashion houses, showcased the season's hair collections in exceptional settings. The same year, the "Festival de la Coiffure" (Hairdressing Festival), drew 5,000 stylists from across the globe.

In 1989, L'Oréal Coiffure released the **Starck Collection by L'Oréal**, high-design, practical furniture to enhance consumers' experience in our stylists' salons while meeting everyday needs for comfort and ease.

◂ Furniture for hairdressing salon designed by Philippe Starck for L'Oréal, circa 1997 ©DR/L'Oréal Heritage.

1990 - 2000



[1990 - 2000]

When innovation goes hand in hand with internationalization and inclusion.

◂ Corporate beauty visual, 2008 ©Ruven Afanador/L'Oréal Professionnel Paris.



The first pioneering steps toward sustainability.

1993

The 90s witness rising awareness of environmental issues among stylists and consumers. And in 1993, **the brand that would become L'Oréal Professionnel Paris takes the pioneering step of manufacturing 100% of its packaging from recycled cardboard**.

Among the decade's defining hair trends, women the world over enter salons asking for "the Rachel", the feathered cut of the Friends star, created by stylist Chris McMillan. French singer Mylène Farmer makes a grunge statement with a look of colored streaks paired with a bold fringe.

Meanwhile, inside the labs, co-development fuels innovation.

◂ **Majirel** still life, 2017 ©L'Oréal Professionnel Paris.

Innovations that enter everyday language.

In 1990, L'Oréal released ammonia-free, non-lightening alkaline oxidation color with Diacolor. This famous "tone-on-tone" color, boasting natural shades, was heralded as a major breakthrough on the hairdressing market and immediately acclaimed by women who wanted to discreetly blend their first gray hairs.

Diacolor was then upgraded with Dialight, whose acidic formula was perfect for coloring or patinating (putting a gloss on) weakened hair. Dialight's high-performing technique was reserved for color experts capable of making an accurate diagnosis.



Diacolor advertising, United-States, 1992 ©DR/L'Oréal Heritage. ▸



Majimèches seized the booming balayage trend.

In 1996, Majimèches seized the booming balayage trend, an expert technique to highlight hair, with multidimensional color and high precision bleaching. This Maji family was subsequently enriched with Majicontrast, a trend-driven look to intensely lighten hair while adding a red or orange shade. Majiblond (which became Majirel Highlight) offered a new lightening solution for women who wished to go blond without having to bleach their hair. Finally, mahogany and cappuccino streaks made their appearance, paving the way for balayage on brunette hair.

Accompanying professionals at every step, all was thought out to offer stylists a diverse palette of colors, optimize leave-on times, and achieve a hair result that only a stylist could guarantee.

◂ **Majimèches** swatch book and leaflet, Italy, 1996 ©L'Oréal Professionnel Paris.

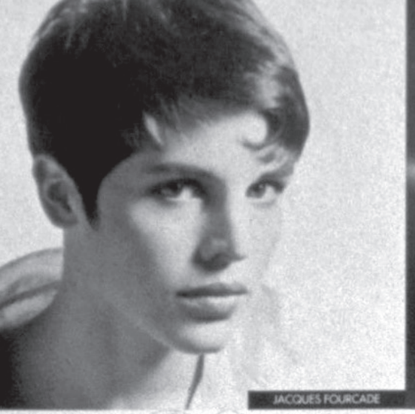
Co-development, at the heart of innovation.

In 1991, **the creation of a new brand identity, L'Oréal Technique Professionnelle, reinforced the relationship with hair professionals around the world**. Building co-development with stylists, when the laboratories deem a product ready, taking on average six years for color, the International Technical Committee sets up tests with subsidiaries, choosing participating countries based on the type of hair and product in question.

Partner stylists are then invited to pursue the tests on models and share decisive feedback on everything from ease of application to performance. In this co-development approach, some products are abandoned, others improved. Since the outset, L'Oréal Professionnel Paris products have always been in the hands of stylists.



Osmose, France, 1991 ©DR/L'Oréal Heritage. ▸


JACQUES FOURCADE


CHRISTIAN CAPLOT


FRANCK PROVOST


JEAN-CLAUDE GALLON


HAIR CLUB

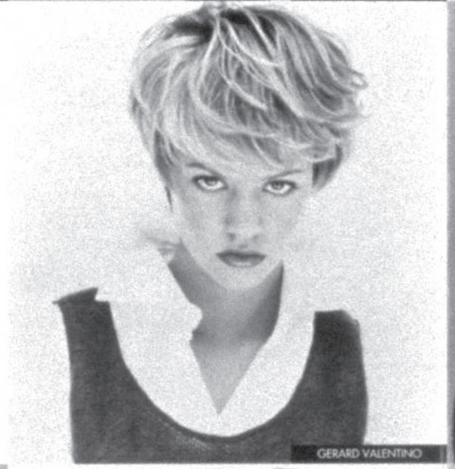

HAIR CORF


ERIC GARA

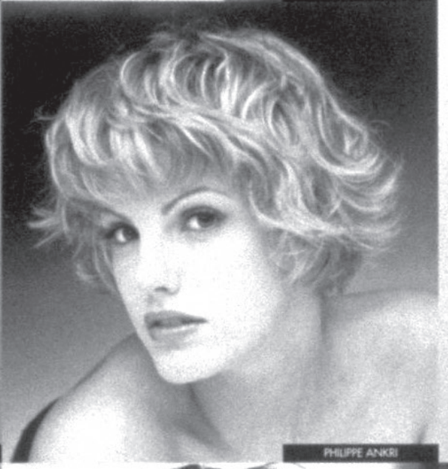
TENDANCES
PRINTEMPS-ETE 95

LES
COIFFEURS ASSOCIES

PARIS L'ORÉAL
TECHNIQUE PROFESSIONNELLE


GERARD VALENTINO


COIFFURE Y


PHILIPPE ANKRI


ERIC ZEMMOUR


ERIC STIPA


ALAIN SCAFARTO


MARIELLE BEAUCHAMP


SAINT ALGUE


JACQUES DESSANGE


LUCIE SAINT-CLAIR















Simultaneous development over five continents.

Under the group leadership of Lindsay Owen-Jones (L'Oréal Chairman and Chief Executive Officer, 1988-2006), brand development accelerated. Wherever possible, country subsidiaries replaced sales and distribution agents.

L'Oréal Technique Professionnelle grew to confirm its position as a global leader for professional products.

In South Korea, demand for lightening products increased, while in 1992, EquaTon, the first ever color product for men, was introduced in Canada. Two years later, in Asia, L'Oréal Technique Professionnelle launched another new color formula to more harmoniously lighten dark hair. In 1997, a study found that 73% of women in South Korea had been coloring their hair for fewer than three years. In India, the launch of Dulcia Tonica perm in 1998 helped establish the brand's reputation in the country.

◂ Lindsay Owen-Jones portrait, Shanghai, China, 1997 ©Alain Buu/L'Oréal.

Education designed so every single stylist can succeed.

Brand expansion was supported by a stepped-up education program, with training centers opening in all major capitals. In 1990, L'Oréal's Technical Center in Paris was awarded official recognition for level 3 exams by the Hairdessing Training Board and City & Guilds.

In India, the opening of two Technical Hairdressing Centers in Bombay and New Delhi gave women access to stylist training programs, empowering them also to become experts in professional color, a profession largely unknown in the country before.

Other training programs were created in partnerships with schools, while the brand continued to support the industry's image as a whole. Métamorphose, the first 3D computer-generated video that narrated a journey inside hair, piloted by Belgian television, was a phenomenal global success.



Hairdressing salon illustration, 2022 ©Omedia Paris/L'Oréal Professionnel Paris. ▸

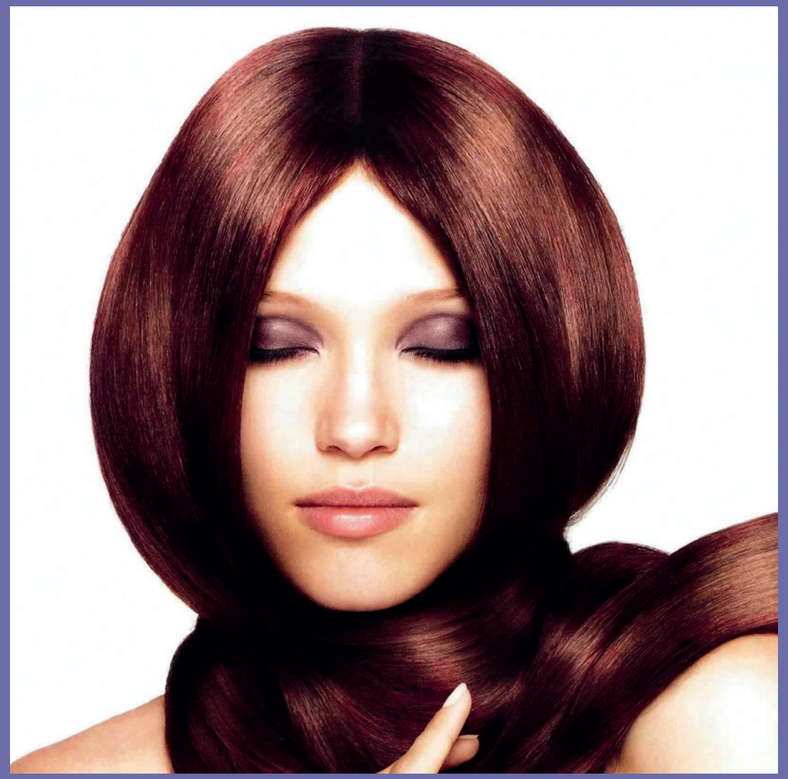
From L'Oréal Technique Professionnelle to L'Oréal Professionnel Paris.

In 1996, L'Oréal Technique Professionnelle became the L'Oréal Professionnel Paris it is today. **This name change symbolized the brand's bond with creator-entrepreneurs, colorists and stylists, centring both the professional and Parisian heritage at its heart**. Underscoring the constant quest for innovation to improve formula performance, L'Oréal Professionnel Paris embodies a brand for hairdressing professionals, expertly-trained to master high-innovation techniques.

To create its new identity, L'Oréal Professionnel Paris worked with a team from outside the cosmetics world, to devise a high-impact campaign. **"Toutes différentes: Uniques"** (all different, all unique). New identity, new packaging: a new beginning was underway.

◂ **Perm Energy** advertising, France, 2000 ©Ruven Afanador/L'Oréal Professionnel Paris.

2000 - 2010



[2000 - 2010]

L'Oréal Professionnel Paris offers all the world's colors.

◂ **Série Expert Delicate Color** advertising, Spain, 2010 ©Dusan Reljin/L'Oréal Professionnel Paris.

Hair tech fuels new expression.

Always an expression of identity, the new millennium heralds tech advances that make it possible to change hair to match the day. The 2000s embrace hair diversity - colored streaks, zig-zag partings, maxi strands on one side, blond highlights contrasted with a darker base - there are no norms. And men express their style with innovations made for them.



◂ **Série Expert Volume Expand** advertising, France, 2008 ©Simon Emmett/L'Oréal Professionnel Paris.



L'Oréal Professionnel Paris forever by stylists' sides.

The 2000s witnessed a revolution in the profession – the rise of the independent, with the number of independent stylists in France and the U.S. rocketing. Ranking as the second largest craft profession in France, in this decade over half of all stylists were independent, without employees; a percentage that increased with the rise of in-home hairdressing, already representing more than one in two stylists in the U.S. and the U.K.

More than ever, L'Oréal Professionnel Paris sought to support these multi-talented entrepreneurs. For this reason, all L'Oréal Professionnel Paris employees, whatever their role, are encouraged to take the French CAP Hairdressing diploma, a professional certificate. Making sure all teams fully understand the hairdressing profession helps to ensure that brand initiatives answer stylists' needs.

◂ Real Campus by L'Oréal hairdressing school, Paris, France, 2020 ©Andrew McLeish/L'Oréal Professionnel Paris.

"Dream, excel, succeed."

2000

The "Académie de Coiffure L'Oréal 14 Rue Royale", the world's biggest training center for hair professions opened its doors at the emblematic adress in 2006. Here, in the center of Paris, tomorrow's stylists could sign up to the "Rêver, Exceller, Réussir" program and a range of programs led by L'Oréal Professionnel Paris for the Professional Products Division: from trends and techniques to management.

The Académie 14 Rue Royale becomes a window for L'Oréal Professionnel Paris, then official Fashion Week partner, hosting official shows and events on the fashion calendar, as well as brand events.



Académie 14 Rue Royale illustration, 2022 ©Omedia Paris/L'Oréal Professionnel Paris. ▸

"I have a deep admiration for hairdressers. They are both extraordinary artists and gifted craftsmen with exceptional *savoir-faire*. For L'Oréal, they are a source of continuous inspiration, progress, and reinvention. Since day one, we are united by a relationship of trust and respect, and committed to offer the best of beauty to all."

Jean-Paul Agon, Chairman of L'Oréal since 2011 and Chief Executive Officer from 2006 to 2021.



Jean-Paul Agon portrait, 2021 ©Thomas Laisné/L'Oréal. ▸



Ever more targeted innovations for ever more diversity...

Under the new umbrella of L'Oréal Professionnel Paris, product specialization increased to meet different countries' varied needs.

The 21st century kicked off with Série Expert (2000), a complete haircare range using high molecular precision to target the areas of the fiber to to be treated. In Asia, stylists acclaimed the tailored formulas, ideal for the requirements of Asian-type hair, which oxidized very quickly. The Hair Mix range was designed for mixed hair types, while, in 2008, a new complete line dedicated to men was launched with L'Oréal Professionnel Homme.

◂ **Série Expert Silver** beauty visual, 2000 ©Ruven Afanador/L'Oréal Professionnel Paris.

In Japan, stylists requested color that would simultaneously re-color roots and revive color on lengths without damaging hair. The subsequent launch of Equa would herald the color matching technique later developed in Europe. The innovation? To work on roots without re-sensitizing lengths by using different products to preserve hair: Majirel or iNOA for the roots, matched with a Dialight shade on the tips. This advanced technique, which requires accurate diagnosis and expert application, is taught during the L'Oréal Professionnel Paris training path.



Majirel beauty visual, 2007 ©Stéphane Coutelle/L'Oréal Professionnel Paris. ▸

… And ever more disruptive.

In 2009, one hundred years after L'Oréal invented the first harmless hair dye, L'Oréal Professionnel Paris developed iNOA, the first hair color with no ammonia powered by oil. This high-power alkaline agent, tolerated by the scalp, had long been used to activate the oxidizing lightening capacity of formulas. iNOA offered the same capacity as Majirel, but with very few alkaline agents, as such eliminating the need for ammonia with its distinctive smell. iNOA, made up of 70% oil, was a state-of-the-art innovation, even more respectful of the hair, and came with a change of technique among stylists who adopted the range.

2000 - 2010.



iNOA beauty visual, 2009 ©Ben Hassett/L'Oréal Professionel Paris. ▸



The health and safety of our stylists, a key priority.

Guaranteeing stylists' and consumers' safety as well as effective performance on hair has driven L'Oréal Professionnel Paris's approach to research and innovation from the start. Since 1929, bleaching, which would later be referred to as lightening, had been carried out in a powder form containing persulphates, which could potentially be dangerous if inhaled. **Each subsequent generation improved on the bleaching formula**, yet without managing to eliminate persulphate altogether. L'Oréal Professionnel Paris researchers came up with the idea of coating the powder with micro-beads of oil to create a lightening paste that remained as highly performing as a powder. Platinium (2004), marked a technical milestone as L'Oréal Professionnel Paris developed anhydrous lightening pastes that assured stylists' safety as well as an effective color result on hair.

◂ **Platinium** still life, 2009 ©L'Oréal Professionnel Paris.



2010 - 2020



[2010 - 2020]

The digital world: forging new engagement with stylists and consumers.

◂ Style My Hair Pro used in-salon, 2019 ©Thomas Deron/L'Oréal Professionnel Paris.



The new decade sees the graded ombré effect triumph on long hair.

Among the most popular in-salon techniques, balayage continues to reign, combined with wavy-effect curls to soften the contours of the face. The dawn of the new decade sees the graded ombré effect triumph on long hair.

Meanwhile, in the second half of the decade, a rainbow of new colors, blue, pink and green make their way into colorists' palettes while the lob cut, as adopted by actresses like Vanessa Paradis and Scarlett Johansson, becomes 2017's most searched for style.

L'Oréal Professionnel Paris pursues its commitment to showcase stylists' talents, which becomes our "raison d'être" more than ever before.

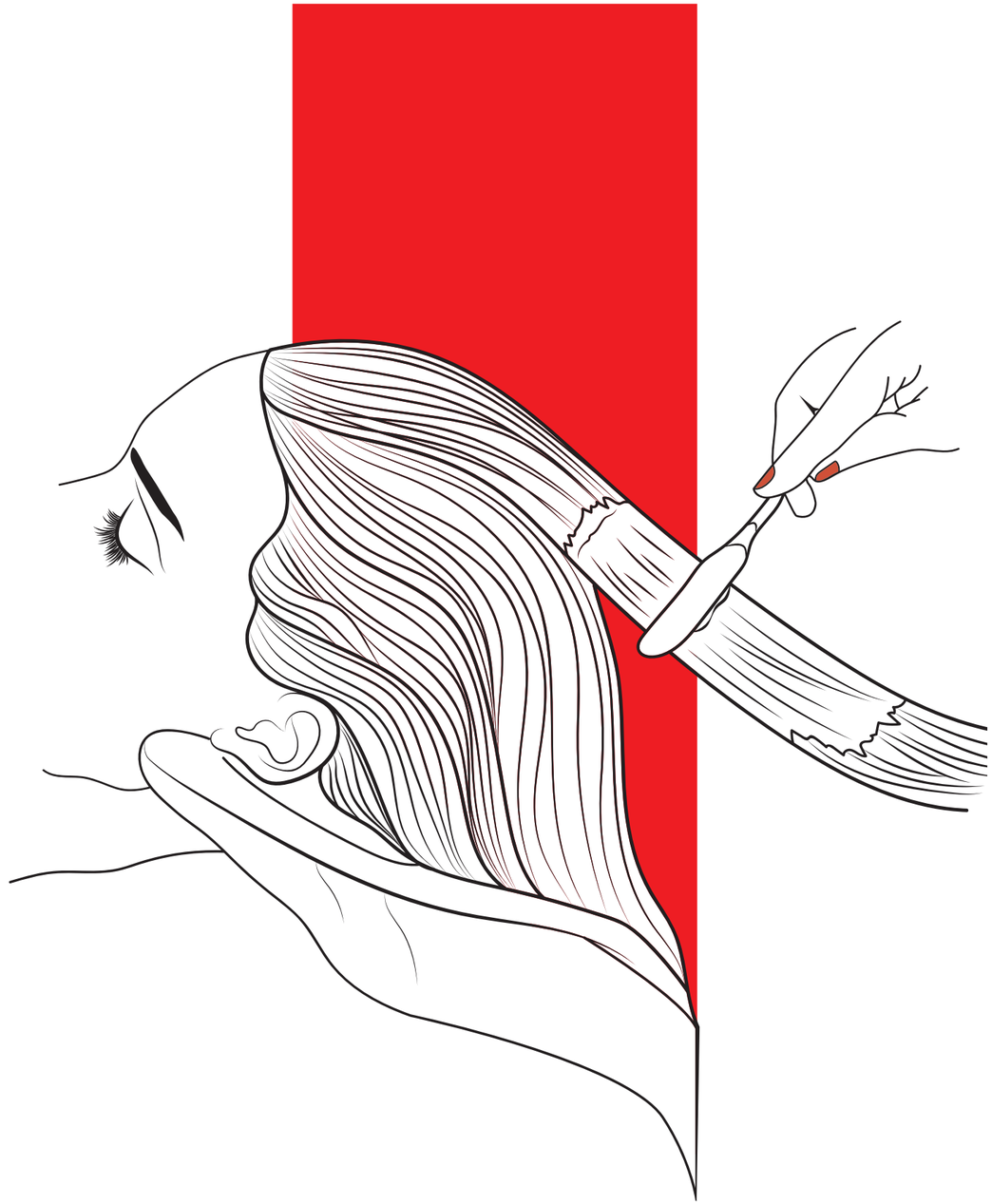
◂ **Hair Chalk** beauty visual, Italy, 2014 ©Kai Z Feng/L'Oréal Professionnel Paris.

A new driving force for L'Oréal Professionnel Paris research and innovation.

For hair experts from around the globe, L'Oréal Professionnel Paris builds the future of the hairdressing industry through research and innovation. For the first time, the brand introduces technology penetrating to the heart of the hair fiber, resulting in the introduction of Intracyclane in Fiberceutic.

2012 marked a new milestone in L'Oréal research with the opening of a 25,000 m² world center in Saint-Ouen, in France. Focusing its research programs exclusively on professionals' needs: color, care and styling (perms, straightening, de-frizzing), the center pools the expert talent of 500 chemists, physio-chemists, opticians, material specialists, metrologists, rheologists, IT specialists, statisticians and more to collaborate to offer hair professionals the most effective, safest products.

The center works alongside five research & innovation hubs around the world. Established in Japan, China, India, the U.S. and Brazil, these hubs adapt the innovations proposed by the global center to their markets, inventing new products and techniques that address local expectations.



Haircare application illustration, 2022 ©Omedia Paris/L'Oréal Professionnel Paris. ▸

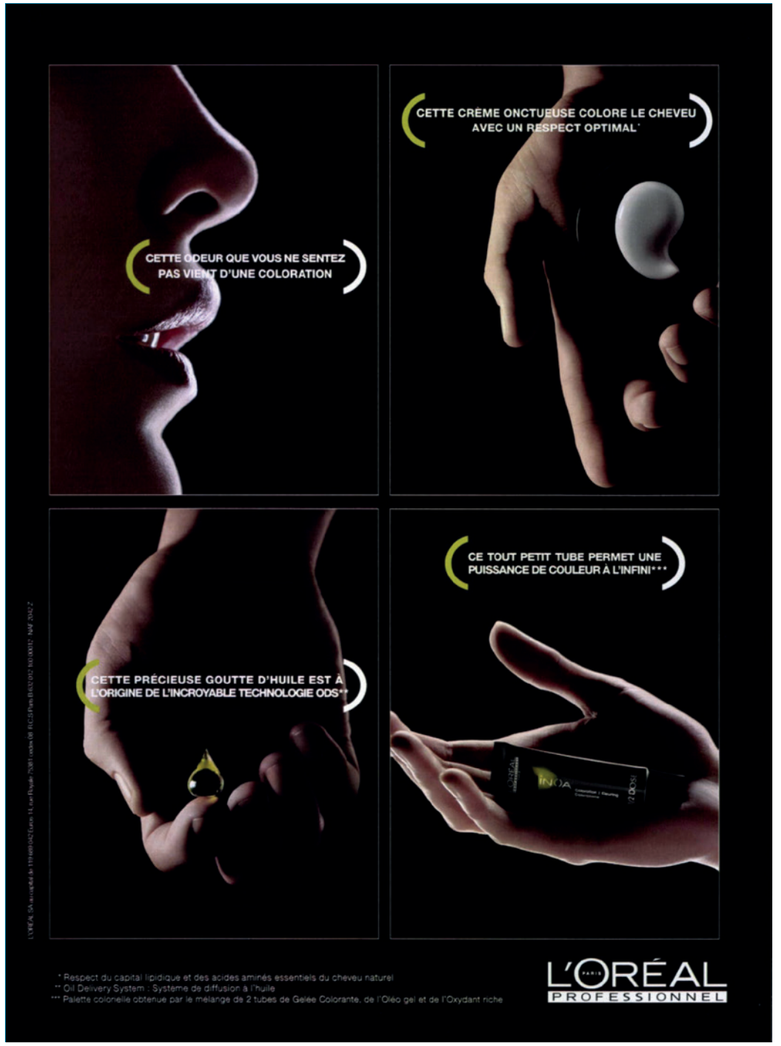


Giving stylists the confidence to pass onto their customers.

By supporting innovation with education and training, the brand seeks to develop the profession's creativity and talent around the globe, giving stylists a level of confidence to then bring to their customers.

With iNOA, the hair color powered by oil, and actually requested by women themselves upon entering salons, L'Oréal Professionnel Paris continues to develop the colorist's arsenal of shades and hair experiences.

To support the profession and celebrate the art of hairdressing, the brand introduced an original free new event, the "Nuit de la Coiffure" (the Hairdressing Night) in 2014, designed to promote hair salons and connect particularly with young consumers. Through free hair sessions, booked online, the "Nuit de la Coiffure" initiative gave women the opportunity to experiment new looks in all the participating salons on the same night, worldwide.



iNOA hair color, France, 2010 ©Ben Hassett/L'Oréal Professionnel Paris. ▸



Offering tomorrow's hairstylists, a world-class hairdressing business school.

To promote the technical skills of hair professionals, in 2015, L'Oréal Professionnel Paris worked with the French National Education Board to create a "BTS Métiers de la Coiffure" Diploma (equivalent to the UK HND Hairdressing Diploma) for France. This new two-year diploma was the result of 18 months' collaboration between a panel of examiners and L'Oréal Professionnel Paris team members, who participated in devising subjects for exams and nominating jury members.

Taking the next step in education to offer a 3-year higher education diploma, in 2019, L'Oréal's school Real Campus opened in Paris. Led by L'Oréal Professionnel Paris, the goal is to offer tomorrow's hair experts a world-class hairdressing business school, the first of a planned network of international schools with an ambitious program strongly focused on science and business: a true business school.

2015

◂ Real Campus by L'Oréal hairdressing school, France, 2020 ©Andrew McLeish/L'Oréal Professionnel Paris.

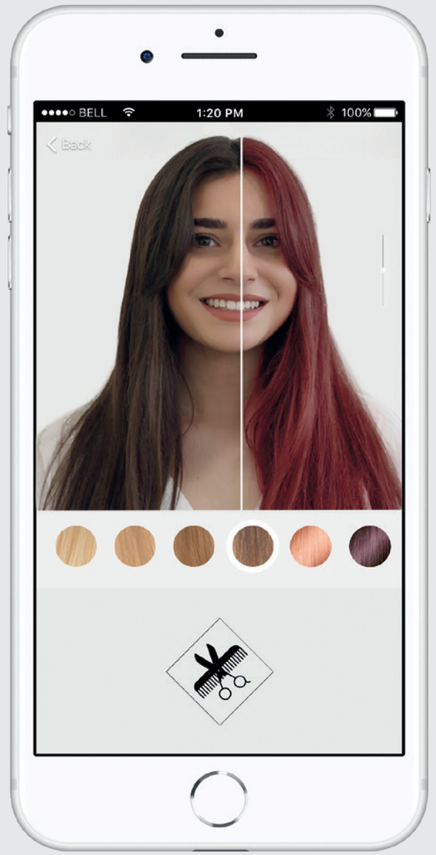
Digitalization accelerates training.

Digital's explosion into every aspect of daily life marked a turning point for the brand's relationship with stylists, and stylists' relationship with their customers.

The digital transformation of the brand's education offer opened up new interactions and scaled-up training - with Access, the site grouping the brand's entire portfolio of training content, now accessible 24/7. The brand's ecommerce business began in a number of countries.

Digital also transformed the relationship between women and stylists. Hair appointments could now be booked online, while a rise in augmented reality apps gave customers a better preview of looks from both a cut and color viewpoint. Style my Hair and Style My Hair Pro, powered by Modiface technology, facilitated the initial conversation between stylists and women to align on the desired result.

Modiface, Style My Hair, 2018 ©L'Oréal Professionel Paris. ▸




Majirel
COLORATION CRÈME DE BEAUTÉ - IONÈNE G & INCELL
Highly concentrated in caring agents. True-to-tone colors.
5.3
6.60
6.46
6.35
5.8
6.13
8.07
6.1
5
8.2
L'ORÉAL PROFESSIONNEL PARIS

2020s



[2020s]

From 2020 and beyond.

◂ **Curl Expression** beauty visual, 2022 ©Nicolas Kantor/L'Oréal Professionnel Paris.

"We work tirelessly to invent the beauty of the future."

Nicolas Hieronimus, L'Oréal Chief Executive Officer since 2021.



Nicolas Hieronimus portrait, 2021 ©Stéphane de Bourgies/L'Oréal. ▸


L'ORÉAL PROFESSIONNEL PARIS
Metal Detox
Blondifier
Blondifier Gloss
Silver
Absolut Repair
Absolut Repair Oil
Vitamino Color
Pro longer
Liss Unlimited
SERIE EXPERT



A professional partner through all times.

L'Oréal Professionnel Paris began the third decade of the 21st century proving its commitment to professionals in an unforeseen challenging context. To support stylists during the global pandemic, the brand launched a series of unique measures, from one-to-one check-ins to adapted programs to upskill the hairstylist community online. The "We Stand for Pros" program included payment freezes during salon closures, while the brand participated in government-level discussions on their reopening. L'Oréal Professionnel Paris also developed initiatives to encourage women to return to salons once they reopened, and supplied free hand sanitizer to salons.

Such measures, embodied by the #strongerthanevertogether and #westandforpros initiatives, **demonstrate the brand's commitment to supporting hairstylist communities** and their clients around the world.

◂ **We Stand for Pros** logo, 2020 ©L'Oréal Professionnel Paris.

2020s.

When certifying education becomes a real experience.

Taking learning to the next level, L'Oréal Professionnel Paris revamped its approach to education with a complete digital ecosystem alongside a hands-on experience. The brand's entire catalog of training and expertise is open to all stylists upon a simple sign-up to the online platform Access.

For each innovation, whether it's Scalp Keys, Color Keys, or Curl Keys, L'Oréal Professionnel Paris provides the pathway to success: certifying content, entertaining mini episodes, interactive quizzes and more, hosted by industry names. For a world of inspiration, the L'Oréal Professionnel Paris social media community connects 9 million hair pros & hair lovers from around the world to interact and share cross-cultural content.

"We are taking information that is important for pros to understand on a fundamental level and giving it to them in a super fun way." explains Min Kim, Color guru based in New York and L'Oréal Professionnel Paris' ambassador.



Armchair still life visual ©L'Oréal Professionnel Paris. ▸



An Online + Offline experience to elevate the hairstylist community.

Celebrating the human skill of hairstyling from the beginning, L'Oréal Professionnel Paris pioneers initiatives to both inspire stylists and raise the profile of the global hair lovers' community.

The world-renowned L'Oréal Professionnel Paris Style & Colour Trophy is today the longest-running hair competition in the world, turning the best stylists into international stars since 1954. **In 2021, the competition evolved to reach broader audiences through digital channels**, and opened up to the public with 85,000 people voting on the winning stylist. Leveraging the influence of 22,500 stylists across social media, overall reach topped an estimated 8 million cumulated views of the Style & Colour Trophy's publications.

To further energize the global hair community, L'Oréal Professionnel Paris also launched Run Le Hair Show, its original and innovative YouTube series by pros for pros and hair lovers. Part talk show, part web series, Run Le Hair Show aims to be a unique experience in the industry, celebrating the cultural role of hair pros across the globe while keeping pros and consumers up to speed on trends and innovations. This entertaining format has drawn audiences of more than 20 million online views since its launch in 2021.

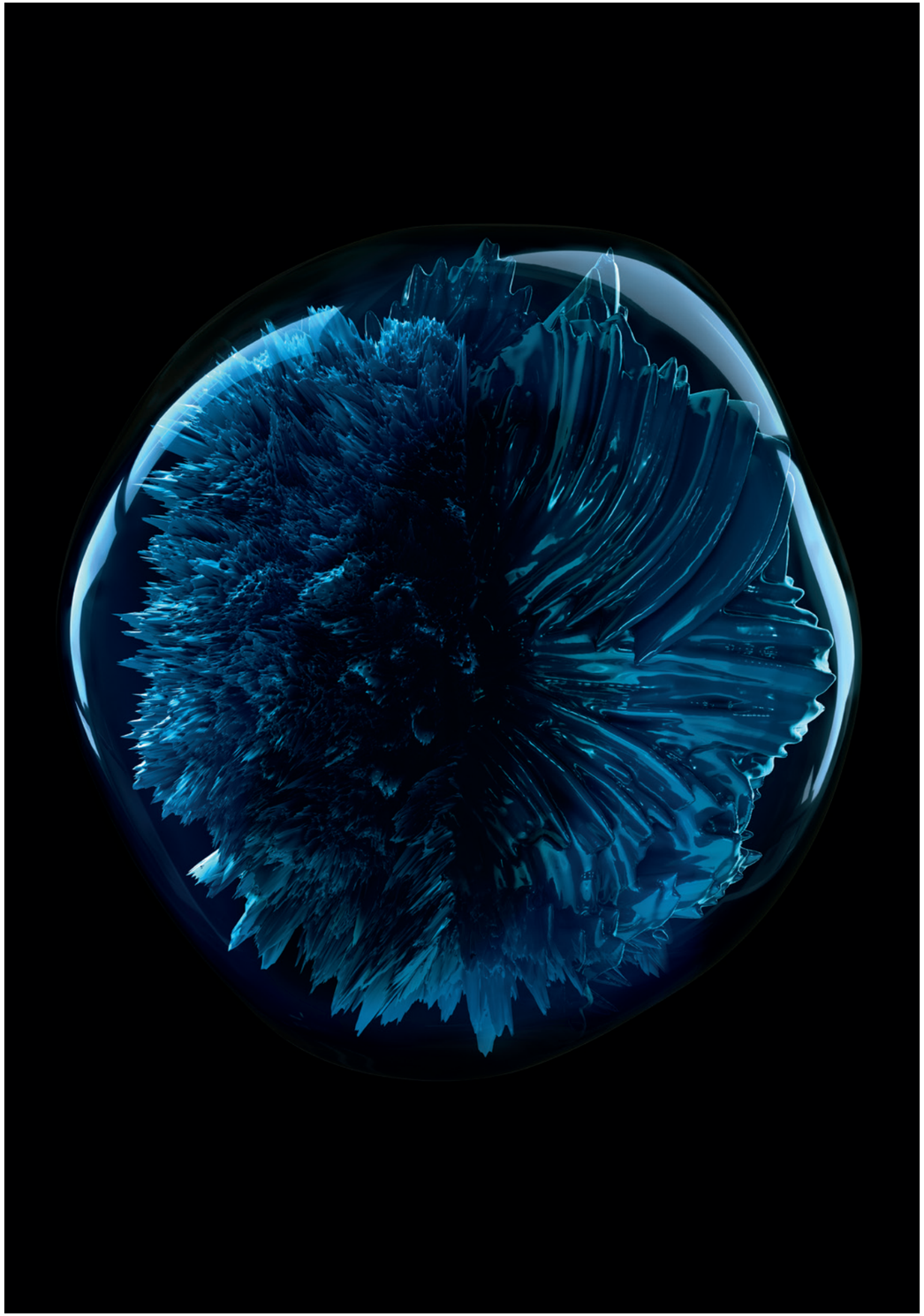
◂ **Style & Colour Trophy** logo ©L'Oréal Professionnel Paris.

Pioneering performance through an in-depth and disruptive science.

2022

Every stage of the brand's existence has pushed the boundaries of science and technology to advance the profession. Now **fueled by digitalization, the brand's researchers continue to pursue proprietary new molecules to reinvent hair color and haircare solutions** for stylists' needs today.

A recent breakthrough is the molecule Glicoamine. Protected by nine patents, this state-of-the-art innovation at the heart of Metal Detox neutralizes metal particles present in hair fiber, reducing both breakage and color shift. Among other innovations, the new Scalp Advanced range is a co-innovation powered by dermatological actives typically used in skincare. Designed to help professionals solve scalp issues, expert hairstylists from India, China and Japan participated in its development. The ODS system at the heart of iNOA is also unique: the formula, made up of 60% oil, propels pigments into the fiber, providing a luxurious sensorial experience.



Scalp Advanced science still life, 2022 ©The Mill/L'Oréal Professionnel Paris. ▸



New ways to innovate, by pros for all.

When science meets the salon, innovations are born. Together, by creating powerful synergies, working closely with hair artists across the globe, **L'Oréal Professionnel Paris shapes the future of hair**. The laboratories work hand-in-hand with stylists in a unique co-development process that yields innovative formulas and puts real solutions in the hands of hairstylists everywhere. **This approach based on diversity enables to answer the needs of hair types and women all over the world**.

While hair has always been a means of self-expression, the shift with digital accelerates a social-drive demand for change. The digital native generation runs their own multi-channel image factory, promoted by algorithms that spotlight novelty and variety. Changing hairstyles is a major part of that image creation, with the metaverse as the next frontier of inspiration.

◂ **Steampod 4** beauty visual, 2022 ©Julien Vallon/L'Oréal Professionnel Paris.

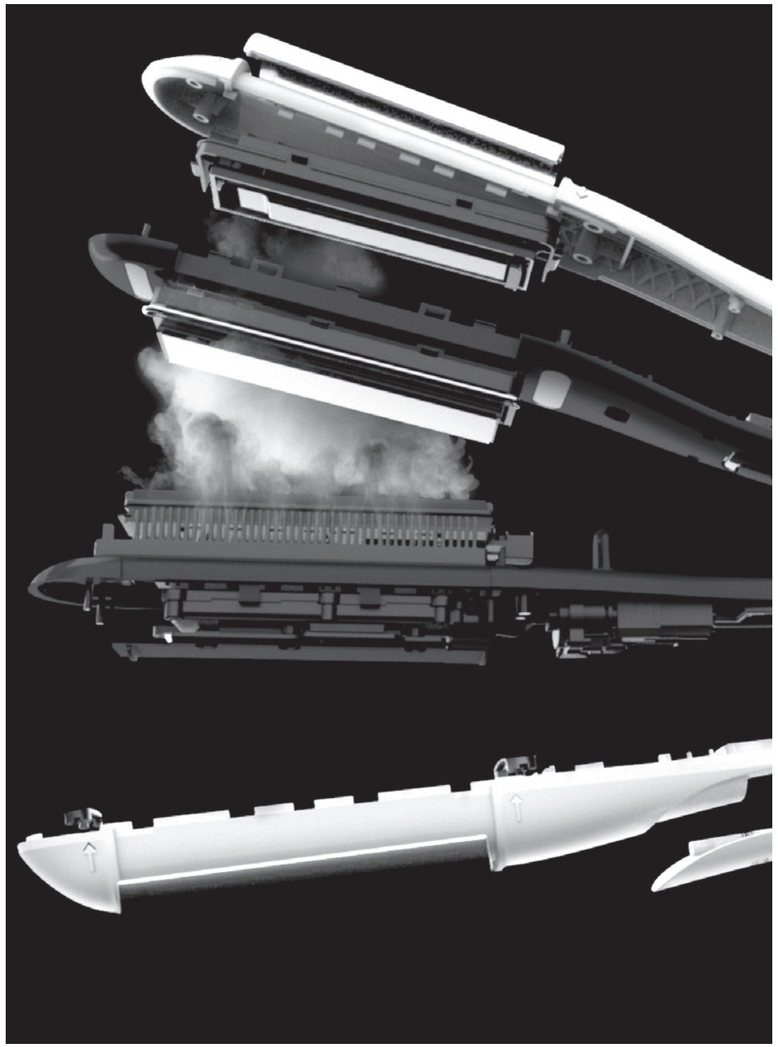
"As part of the co-development team for the Curl Expression range with L'Oréal Professionnel Paris, it is beautiful to be able to have input on something that will affect curly people all over the world."

Derick Monroe, curl expert, celebrity hairstylist and L'Oréal Professionnel Paris' ambassador.



Derick Monroe portrait, 2021 ©JB Thiele/L'Oréal Professionnel Paris. ▸


L'ORÉAL
PROFESSIONNEL
PARIS
Metal Detox
GLICOAMINE + IONÈNE
HUILE CONCENTRÉE PROFESSIONNELLE
Protecteur anti-dépôt - Usage quotidien, sans rinçage
PROFESSIONAL CONCENTRATED OIL
Anti-deposit protector - Daily leave-in
SERIE EXPERT
50 ml 1.6 FL OZ
TECHNOLOGY
EXCLUSIVE TECHNOLOGY
EXCLUSIVE



Harnessing the power of hair tech.

Seeking to **reflect the diversity of consumers' hair desires, this decade marks an acceleration in innovation** beyond the traditional product portfolio toward new technologies.

This tech obsession heralds a unique portfolio of tech-embedded devices to augment products and drive performance to a new level. Such tech innovations include SteamPod 4, the professional dry steam styler now entering its fourth generation with the most inclusive upgrades, enables women to make their hair curly, wavy or straight. And this without risking damage thanks to its patented steam technology. The new iNOA reinvents the color diagnosis with iNOA [ID], an augmented tool run on Modiface technology that enables women to have a virtual preview and make color decision easily. It is also a pro diagnosis tool, a must-have for all colorists, that enhances the beauty coaching role of the pro.

◂ **Steampod 4** adversiting movie extract, 2022 ©The Mill/L'Oréal Professionnel Paris.


L'ORÉAL
PROFESSIONNEL
PARIS
Curl Expression
GLYCERIN • UREA H • HIBISCUS SEED
SHAMPOOING PROFESSIONNEL
Gelée lavante anti-résidus
Pour tout type de cheveux bouclés et crépus
PROFESSIONAL SHAMPOO
Anti-buildup cleansing jelly system
For each type of curls and coils
SERIE EXPERT



A brand committed to sustainability.

As a global leader in professional haircare, whose mission since 1909 has been to develop the hairstyling industry throughout the world, L'Oréal Professionnel Paris considers it part of its environmental responsibility to set new standards for salon partners and the industry at large.

The brand is committed to making a positive impact in 3 major areas: water use, packaging & energy circularity, and product transparency.

Among key actions is the arrival of Water Saver, a disruptive technological feature that drastically reduces water use for our salon partners. Developed in partnership with the startup Gjosa, this water efficient showerhead deploys water fragmentation technology to save up to 69%* of water used at the backbar, with no compromise on rinsing performance.

Progress at the level of packaging includes Série Expert and Blond Studio ranges - now made from 95% recycled plastic bottles, as are the caps on Majirel, iNOA and DiaLight products - while DiaLight tubes are made of 95% recycled aluminum. The sustainable transformation will take time, but the brand has dedicated experts, committed teams around the world, and the entire hair community ready to create the beauty that moves the world with us.

*water flow reduction compared to average salon flow.

◂ Visual ©L'Oréal Professionnel Paris.



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Chronology:
1909: **L'Oréal Henné** natural hair color advertising, France, 1915 ©L'Oréal Heritage.
1938: L'Oréal headquarters, 14 Rue Royale, Paris, France, 1953 ©L'Oréal Heritage.
1945: **Sec Oréol** hairdryer advertising, France, 1952 ©L'Oréal Heritage.
1952: **Régé Color** reflection advertising, France, 1955 ©Harry Meerson/L'Oréal Heritage.
1961: **Colorelle** color advertising, 1960 ©L'Oréal Heritage.
1965: Color advertising, United-States, 1960 ©Harry Meerson/L'Oréal Heritage.
1987: **Maquill'Mèche** hair mascara advertising, France, 1983 ©DR/L'Oréal Heritage.
2005: **Série Expert** still life, 2016 ©Charles Helleu/L'Oréal Professionnel Paris.
2009: **iNOA** beauty visual, 2009 ©Ben Hassett/L'Oréal Professionnel Paris.

P.26: **Harmless Hair Dye** advertising, France, 1925 ©L'Oréal Heritage.

P.44: **Hair Dye** range advertising, France, 1927 ©L'Oréal Heritage.
Harmless Hair Dye advertising, France, 1923 ©L'Oréal Heritage.
L'Oréal d'Or bleaching powder advertising, France, 1921 ©Jean-Claude/L'Oréal Heritage.

P.45: **L'Oréal d'Or** bleaching powder advertising, France, 1921 ©L'Oréal Heritage.

P.48-49: **Coloral** hair blush collection advertising, France, circa 1935 ©L'Oréal Heritage.

P.62-63: **Imédia** color advertising, France, 1949 ©L'Oréal Heritage.

P.68: **Imédia** color advertising, France, 1931 ©Loupot/L'Oréal Heritage ©ADAGP 2022.

P.69: **L'Oréal Harmless Hair Dye** label, 1910 ©L'Oréal Heritage.
Majirel color still life, 2009 ©L'Oréal Heritage.
Harmless Hair Dye advertising, France, 1923 ©L'Oréal Heritage.
Coloral hair blush advertising, France, 1937, Herbert Libiszewski ©Libis/L'Oréal Heritage ©ADAGP 2022.
Plix setting lotion still life, 1956 ©L'Oréal Heritage.
Color advertising, United-States, 1960 ©Harry Meerson/L'Oréal Heritage.
Imédia Sélection Traitant filming, 1956 ©L'Oréal Heritage.
Coloral hair blush advertising, France, 1940 ©L'Oréal Heritage.
L'Oréal Blanc lightening powder advertising, France, 1940 ©L'Oréal Heritage.

P.76-77: **Traital 3** anti-dandruff advertising, France, 1952 ©Lucien Lorelle/L'Oréal Heritage.

P.82-83: **Imédia** color advertising, France, 1954 ©Harry Meerson/L'Oréal Heritage.

P.92: **Coloral** hair blush advertising, France, 1935, Herbert Libiszewski ©Libis/L'Oréal Heritage ©ADAGP 2022.

P.93: Hair color application advertising, 1913 ©Dreux/L'Oréal Heritage.
Imédia Crème D advertising, 1953 ©Harry Meerson/L'Oréal Heritage.
Régé Color reflection advertising, France, 1955 ©Harry Meerson/L'Oréal Heritage.
Eugène Schueller in his laboratory, 1920 ©L'Oréal Heritage.

P.102: **Pelli Traital 3** anti-dandruff shampoo advertising, France, 1966 ©DR/L'Oréal Heritage.
Models presenting **Colorelle Sable d'or** collection, 1967 ©Henri Rossignol/DR/L'Oréal Heritage.
Mini Vague perm advertising, France, 1967 ©DR/L'Oréal Heritage.

P.103: **Colorelle**, The Blonds of your Childhood advertising, 1963 ©Ronnie Burg/DR/L'Oréal Heritage.

P.108-109: Models presenting **Colorelle Sable d'or** collection, 1967 ©Henri Rossignol/DR/L'Oréal Heritage.

P.136-137: **Goldys** still life, 1982 ©L'Oréal Heritage.

P.156-157: Spring-Summer trends, France, 1995 ©DR/L'Oréal Heritage.

P.184-185: **LuoColor Rubilane** beauty visual, 2008 ©Dusan Reljin/L'Oréal Professionnel Paris.

P.194-195: L'Oréal Professionnel Paris Glam squad, 2018 ©Thibault Desplats/L'Oréal Professionnel Paris.

P.202-203: **Majirel** still life, 2019 ©Charles Helleu/L'Oréal Professionnel Paris.

P.210-211: **Série Expert** line, 2021 ©Charles Helleu/L'Oréal Professionnel Paris.

P.224-225: **Metal Detox oil** still life, 2022 ©La Manufacture/L'Oréal Professionnel Paris.

P.228-229: **Curl Expression** beauty visual, 2022 ©Nicolas Kantor/L'Oréal Professionnel Paris.

P.232-233: **iNOA** beauty visual, 2022 ©Nicolas Kantor/L'Oréal Professionnel Paris.

Credits.

L'Oréal Professionnel Paris would like to give a special thanks to Didier Bize, Patrick Canivet, Catherine Guillery, Jacques Laverrière, Patricia Pineau and Bruno Regnard.

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L'ORÉAL PROFESSIONNEL PARIS

