
L'ORÉAL PARIS & GARNIER

HAIR COLOUR TRAINING



2023



www.lorealparis.com.au
www.garnier.com.au

GARNIER

L'ORÉAL
PARIS



L'Oréal Paris Hair Colour

L'Oréal Paris has over 100 years of experience at the forefront of scientific research and development in hair colouring.

We are continuously listening to women's needs worldwide and are committed to offering them the most luxurious colouring experience combined with the latest technology and the widest colour choice.

You can be confident that L'Oréal Paris understands your needs and consistently delivers expert quality and results.

So whether it's your time to shine with Casting Crème Gloss, feel radiant with Excellence Crème, get the latest on trend colour with Préférence, or get your beauty quickie with Magic Retouch we have the hair colour for you!

At L'Oréal Paris hair colour is more than a science, it's an art.



L'ORÉAL
PARIS

BECAUSE YOU'RE WORTH IT



Garnier Hair Colour

Garnier was a pioneer in home hair colour in 1960 with its first home hair colour range, Belle Colour, and ever since then, Garnier hasn't stopped innovating and expanding around the world.

In 2013, Garnier revolutionised home hair colouring with the launch of Olia, the first permanent home hair colour powered by oil not ammonia.

Garnier Hair Colour is focused on meeting and delivering consumer's needs and each brand is unique in delivering tailored solutions for all Australian women.

Nutrissse: focuses on women who have concerns with grey hair, and are wanting a solution that nourishes whilst they colour. Core target is 35-55 year olds.

Olia: a gentle and caring offering that is powered by oil, not ammonia. Core target is 25-40 year olds.



GARNIER

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This Training Manual showcases our complete range of hair colour products available in Australia.

Each of our retail partners select the individual products and ranges they stock, so not every product may be available in your store.

HAIR COLOUR BRANDS

ALL OUR HAIR COLOURS FALL INTO 4 GROUPS

PERMANENT

As the name suggests, these colours give a permanent result and a retouch will be required once the hair has new growth. Permanent colours are versatile, in that they can lighten natural hair, darken, add colour and cover greys completely.



LONG LASTING SEMI PERMANENT

Often called a 'demi colour' by hairdressers, these colours provide amazing shine, are low commitment and perfect for covering first greys. They gradually fade with each shampoo, lasting around 28 washes.

SEMI PERMANENT

These colours add shine and colour tones, they are low commitment and fade with each shampoo, lasting anywhere from 5 - 20 washes depending on the shade chosen and the porosity of the hair.



TEMPORARY

Temporary colours last 1 wash. They are perfect for touching up your colour and concealing greys in between colouring.

THE HAIR STRUCTURE

When we know how the hair is structured and its different layers, we can better understand and explain to our customers how the different hair colour types work on the hair.

FUN HAIR FACTS

- Average number of hairs on scalp: 100,000
- Average hair loss per day: 60
- Growth rate: 1cm (1/2 inch) per month

PERMANENT COLOUR

Penetrates through to the cortex middle layer, lightens the melanin and simultaneously deposits the new hair colour pigments.

LONG LASTING SEMI-PERMANENT COLOUR

The colour pigments penetrate just inside the cortex middle layer and there is minimal/no lightening of the natural melanin.

SEMI - PERMANENT COLOUR

Deposits the hair colour pigments just underneath the cuticle outside layer scales.

TEMPORARY COLOUR

These colourants sit on the outside of the hair on top of the cuticle layer. This why they last only 1 shampoo.

THE HAIR SHAFT

CUTICLE - OUTER LAYER

The protective outer layer is made up of tiny clear scales that should lay flat and overlap. This creates a flat surface so light will bounce off which gives our hair its shiny appearance.

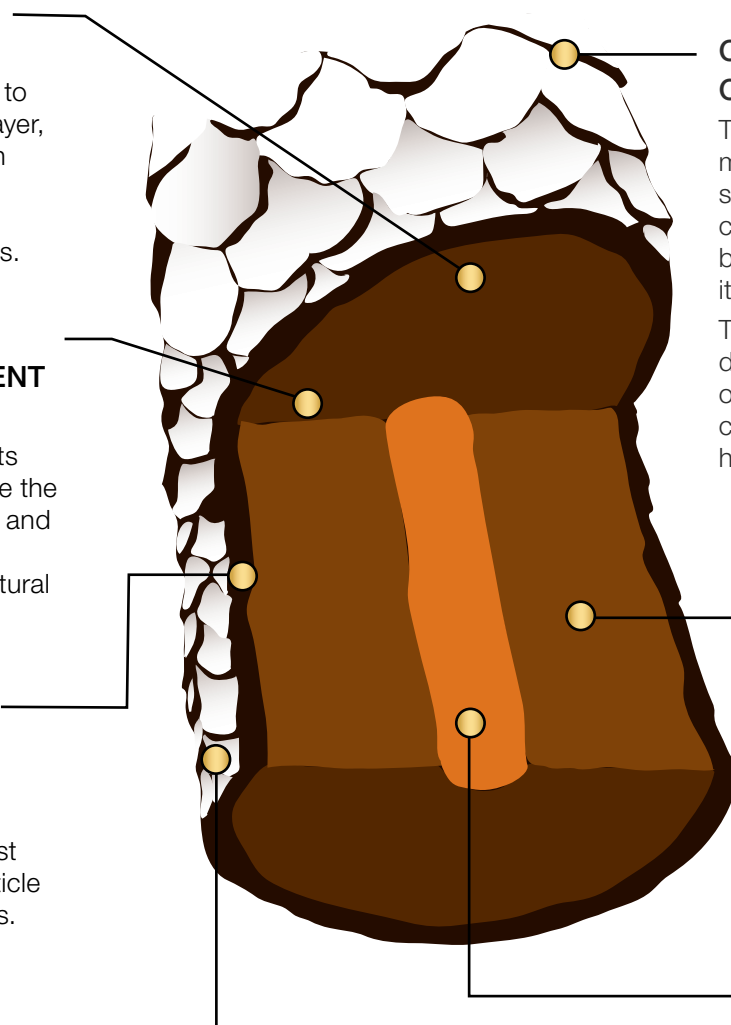
The cuticle layer can become damaged and therefore affect our hairs condition by misuse of chemicals, lifestyle factors and heated styling tools.

CORTEX - MIDDLE LAYER

The most fibrous part of the hair contains both keratin fibres which give our hair its strength, and melanin which is our natural hair colour pigment.

MEDULLA - INNER CORE

Has no known function and can sometimes be totally absent from very fine hair. Its made up of dead cell deposits separated by air bubbles and has no impact at all when colouring hair.



HAIR COLOUR NUMBERING SYSTEM - PART 1



Very Light Blonde



Light Blonde



Blonde



Dark Blonde



Light Brown



Brown



Dark Brown



Darkest Brown



Black Brown



Black

WHAT THE NUMBERS ON THE FRONT OF THE PACKS MEAN

On the following pages we explain how you can use these numbers to accurately determine each shade using our global numbering system.

The L'Oréal Group International Numbering System is used in over 150 countries worldwide and covers many language barriers.

It is a very simple system, which makes selecting a hair colour easy.

The numbering system is applicable to almost all L'Oréal Group permanent and long lasting semi permanent hair colour ranges.

**The system combines 2 individual numbering scales to create many different shades.*

1. **BASE SHADES** - determine how dark or light natural hair or a colourant is.
2. **REFLECTS** - these are the pure colour tones we add to colourants to create on trend shades and tones to suit customer hair colour needs. The reflect tones are based on the universal colour wheel as shown on the next page, and are made up of both primary and secondary colours. These pure pigments we add are the key to creating a diverse range of shades.

1. THE BASE SHADES

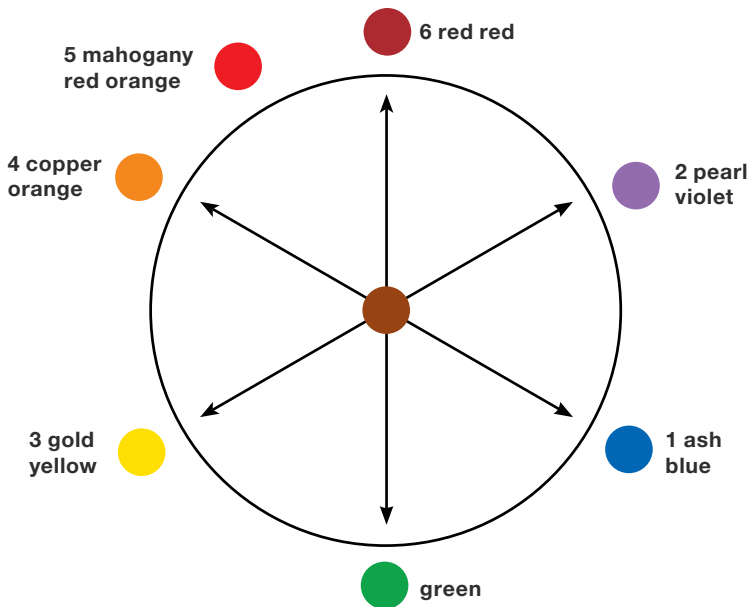
The scale from 1 through 10 is used to measure the depth of colour from Black to Very Light Blonde. This system is used to measure both natural hair colour and artificial colourants.

The difference between two successive shades is called a level.

i.e. the difference between a 5 and a 6 is one level.

HAIR COLOUR NUMBERING SYSTEM PART 2

L'ORÉAL GROUP COLOUR WHEEL*



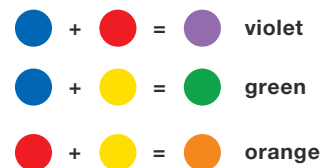
*The numbers and descriptions given to each of the primary and secondary colours on the wheel are exclusive to the L'Oréal Group.

THERE ARE 3 PREDOMINANT COLOURS SEEN IN VISIBLE LIGHT WHICH ARE KNOWN AS PRIMARY COLOURS.

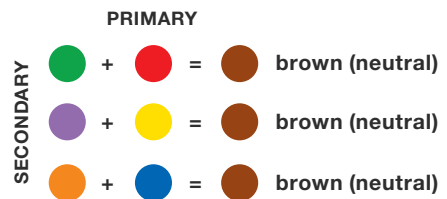


When equal quantities of the 3 primary colours – blue, red and yellow are mixed together a brown shade is the result. Brown is often referred to as a neutral shade.

The mixing of two primary colours creates a secondary colour, of which there are three.



Each secondary colour neutralises its complementary or opposite colour and it is important to understand these colour principles so as to know which colours can be applied over existing reflects in the hair.



2. THE REFLECTS

THE SCALE FROM 1 THROUGH 6 REPRESENTS THE TONES OR REFLECTS ADDED TO THE BASE SHADE TO CREATE FASHIONABLE SHADES:



REFLECT EXAMPLES



- The first number always represents the base shade
- The second number represents the reflect added
- Some shades have double reflects added giving more colour intensity e.g. 8.34 Golden Copper Blonde

When two reflects are present, the first one is the more dominant of both.

For example, 8.34 the gold 3 is more dominant than the copper 4.

- A 0 before the reflect softens the tone that follows. For example, 8.04 has a little Copper 4 (orange pigment) added creating a soft natural copper blonde result.
- A 0 after the reflect intensifies the reflect added. For example, 8.40 has extra Copper 4 (orange pigment) added to create an intense copper blonde.

PERMANENT COLOUR



HOW IT WORKS

CHARACTERISTICS

- Permanent colours simultaneously lighten and deposit colour into the hair. They can colour in a lighter shade, the same shade, a darker shade or add reflects such as gold, copper, red or ash tones.
- Permanent colours grow out, they do not wash out with shampooing.
- Re-application is required at the root of the hair for new hair growth (approximately every 4-6 weeks).
- Permanent hair colours can cover up to 100% white/grey hair.

NB: As there are some variances of white hair coverage within the individual brands and their shades, it is important to select the correct shade and range to achieve the desired result. Permanent Colours can lighten natural hair only, they will not lighten a previously applied permanent hair colour that is darker than the newly selected one.

REQUIRES THE MIXING OF 2 PRODUCTS

1. A gel or crème formulation containing colourants and typically ammonia or similar ingredient.
2. Mixed with developer containing hydrogen peroxide.

PREPARING THE HAIR FOR COLOURATION

The ammonia when combined with the hydrogen peroxide in the developer opens the cuticle and frees the oxygen in the developer to begin the coloration process.

LIGHTENING HAIR

The colouration process first lightens the hair's natural melanin pigments before new colour pigments are absorbed. This also occurs when using darker shades.

DARKENING HAIR

The hair is simultaneously lightened and coloured with the new colour pigments. The colour result is a combination of superimposing the new darker pigments onto the lightened hair.

AFTER COLOUR CONDITIONERS AND SHAMPOOS - IMPORTANT INFO

The role of the after-colouring conditioner or shampoo in the pack is to eliminate any excess colourants and carry out a neutralising action to re-establish the hairs pH balance. By closing the cuticle this 'locks' the new colourant pigments within the hair.



PERMANENT

PERMANENT COLOUR INFO & TIPS

The end result of a permanent colour will depend on:

- **The hair's natural colour**
- **The presence of any previously applied colour**
- **The shade selected**
- **The brand characteristics. e.g. grey coverage or extra lightening**
- **The time the product is allowed to develop**
- **The condition/quality or porosity of the hair**

1. WHAT IS MY NATURAL HAIR COLOUR?

Establish the natural base shade before selecting a range or shade. Our natural base shades range from 1 Black to 10 Very Light Blonde. See page 7.

2. HOW LIGHT CAN I GO WITH A PERMANENT COLOUR?

Permanent colour can lighten the natural hair colour by 1 to 2 shades. For desired shades which are more than 2 levels lighter than the natural hair colour, a bleaching product must first be used prior to the application of the permanent colour. This process is called pre-lightening. For this two-step application we recommend first seeking advice from a professional hairdresser or team of experts on 1300 659 359.

NB: Some permanent colour ranges have specific shades formulated with extra lightening ability, these shades can lighten natural hair colour from 1 to 3 or 1 to 4 shades depending on the brand and specific characteristics.

3. RE-APPLYING COLOUR

Permanent colour repeatedly applied over existing colour may give a result which is too dark, this is known as colour build-up. Therefore, if using a similar shade continuously, it is recommended to do a 'retouch' application (Method 2 as explained in the Instruction Leaflet) whereby the colour mixture is first applied to the new growth, then the remaining colour mixture is massaged through the lengths and ends for a shorter development time to refresh the existing colour. This ensures an even colour result from root to tip.

NB: Always check instruction leaflet for specific product timing.

4. STRAND TESTS

A strand test can be done prior to colouring the hair all over to see a preview of the final result. Mix 1/4 of the colourant with 1/4 of the developer ensuring you re-seal both bottles/tubes, and apply to a strand of hair approximately 1cm wide from roots to tips. Leave colour mixture to develop for the recommended development time. Check the colour, then proceed by mixing the remaining product and applying to the rest of the hair.

5. VERY THICK AND LONG HAIR

If the hair is longer than shoulder length, or is very thick, it is suggested to use 2 boxes of colour to achieve a true and even colour result.

There are some instances where its best to recommend our customers seek additional advice from our Consumer Affairs expert team on 1300 659 359 or a professional hair stylist.

Listed below are two instances when this would apply. (6 & 7)

6. USING A NEW LIGHTER SHADE — COLOUR WON'T LIGHTEN COLOUR

Permanent colour cannot lighten an existing shade already applied to the hair, which is darker than the new desired shade. To achieve a new lighter shade, a bleaching product must first be used to remove the excess darker colourants before applying the new, lighter shade.

NB: Some brands are not recommended to use over bleached or pre-lightened hair, so always check pack and instruction leaflet prior to selection.

7. HOW DARK CAN I GO USING A PERMANENT HAIR COLOUR?

As dark as you wish, however if your desired shade is 2 or more shades deeper, you may need to add some additional colour pigment to the hair prior to prevent it looking 'flat' or greenish. This process is known as 'filling' the hair.

AGE 45+

100% GREY COVERAGE
PERMANENT HAIR COLOUR

EXCELLENCE *Crème*

**AUSTRALIA'S NO.1
HAIR COLOUR[^]**

RICH, RADIANT COLOUR
100% GREY COVERAGE



FEATURES

Permanent crème colour – will not wash out, gradually grows out.

100% perfect grey coverage.

Development time – 30 minutes.

RESULTS

100% grey coverage from root to tip for a **rich, radiant, natural colour.**



Comb Applicator – this applicator has been included for an easier and more precise application.



IN THE BOX

Protective Colouring Cream – enriched with Pro-Keratin and protective serum actives to protect hair as it colours for a long-lasting result.

Caring Gentle pH Post-Colour Shampoo – delicately cleanses the scalp and hair of excess residue to reveal radiant, rich and natural colour.

Lightweight Nourishing Mask – infused with Ceramides to intensely nourish the hair with no weigh down.

AGE 40+

100% GREY
COVERAGE
PERMANENT HAIR
COLOUR WITH
ASH REFLECTS



EXCELLENCE *Cool Crème*



FEATURES

Anti-Brass Triple Protection Technology - prevents brass while still deeply caring for your hair.

Anti-Brass Purple Shampoo – fights brassiness from the first wash.

Permanent Crème Colour – will not wash out, gradually grows out.

Anti-Brass Purple Mask – long-lasting, anti-brass mask for soft and shiny hair.

100% Perfect Grey Coverage.

Development Time - 30 minutes.

Available in 6 Ultra-Cool Shades.

RESULTS

100% grey coverage from root to tip for an anti-brass cool colour.



AVAILABLE IN 6 SHADES



IN THIS PACK
YOU WILL FIND

IN THE BOX

Cool Colouring Cream – enriched with Pro-Keratin for long-lasting cool colour.

Caring Post-Colour Purple Shampoo – delicately cleanses the scalp for radiant colour.

Anti-Brass Purple Mask – long-lasting, anti-brass mask for soft and shiny hair.

THE 100% GREY COVERAGE YOU LOVE
NOW WITH THE POWER OF PURPLE

AGE 28-45

INFUSED WITH OILS FOR UP TO 8 WEEKS
OF LUMINOUS, RADIANT COLOUR

Préférence

FEATURES

Permanent gel colour – will not wash out, gradually grows out.

Grey coverage – covers up to 100% grey hair.

Development time – 30 minutes.

On trend colours – the ultra glamorous range offers the latest salon trends.

Fade resistant colour – patented anti-fade technology locks colour into the hair, to ensure a luminous and long lasting colour.

Shine Oil – a combination of precious oils that lock in the colour pigments to help maintain shine for up to 8 weeks.

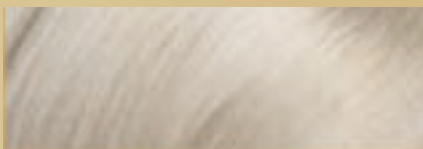
Shine Protect Conditioner – enriched with a UV filter and Vitamin E. Use week after week to preserve the shine of your coloured hair, for up to 8 weeks.



RESULTS

From root to tip, your colour does not fade or become dull. It stays luminous, full of life and keeps shine for up to 8 weeks.

AFTER 8 WEEKS



TRADITIONAL
COLOURING



PREFERENCE
ANTI-FADE SYSTEM

Scientific test of shine after 8 weeks of application of the high colour shine conditioner.



AGE 28-45

HIGH INTENSITY, HIGH IMPACT COLOUR
PROVIDING 8 WEEKS OF RADIANT COLOUR

INTRODUCING

Préférence

VIVIDS



FEATURES

Vivid Colours – ultra-vibrant, luminous shades.

Permanent Gel Colour – will not wash out, gradually grows out.

3x Shiner Hair* – light reflecting dyes, full of reflects.

Development Time – 30 minutes.

Available in 7 High Impact Shades.

RESULTS

From root to tip, your colour does not fade or become dull. It stays luminous, full of life and keeps shine for up to 8 weeks.



AVAILABLE IN 7 SHADES

AGE 28-45

NOURISHING PERMANENT HAIR COLOUR

NUTRISSE *Crème*



FEATURES

Garnier Nutrisse gives you rich, long-lasting permanent colour. Its nourishing formula enriched with natural oils protects your hair, helping to maintain its healthy, shiny appearance for longer!

NOURISHED HAIR, BETTER COLOUR

Thanks to its unique colour cream formula, Nutrisse nourishes while colouring, infusing colour and care at the heart of the fibre for a long-lasting and natural looking result. Enriched with 5 natural origin oils – now including argan oil – Nutrisse extra creamy after-colour conditioner intensely nourishes & restores hair's visible beauty making it 3X stronger*.

Hair is healthy looking, extra silky and soft to the touch.

RESULTS

Long-lasting and natural-looking colour
3x shinier* colour and 3x stronger hair*

Up to 100% grey coverage

8 weeks anti-dryness

Deeply Nourishing

Enriched With Avocado Oil



INTRODUCING NEW

MAGIC RETOUCH PERMANENT

PERMANENT GREY
ROOT COVERAGE



FEATURES

Permanent 100% grey root coverage

Blends in seamlessly with your hair colour

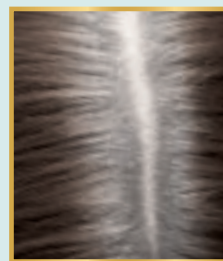
Lasts up to 4 weeks

10 minute quick fix between colouring

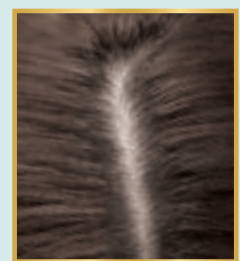
Works on all hair types

Choose between a precision or brush tip for ideal grey coverage

BEFORE



AFTER



2 APPLICATOR TIPS FOR YOUR IDEAL GREY COVERAGE



**SOFT
BRUSH TIP**

For all over grey
root application

OR



**PRECISION
TIP**

For precise root
application

HOW TO

1. Pour colour gel into developer bottle and shake thoroughly to mix
2. Choose between precision tip or soft brush tip and apply to visible greys
3. Leave to develop for 10 minutes
4. Rinse thoroughly, then dry and style as usual

100% GREY ROOT COVERAGE IN 10 MINUTES

AGE 25-40

**AMMONIA-FREE PERMANENT
HAIR COLOUR**

GARNIER

olia

Hair colour powered by oil, not ammonia. Colour is propelled deep into the hair to give you maximum colour performance and visible improvement of hair quality.

With no ammonia, the unpleasant fragrance that usually comes with hair colour is gone. Instead, you smell a floral fragrance. This combined with Olia's non-drip, easy to apply formula transforms the hair colouring process into a beauty treatment, not a beauty battle.



FEATURES

Garnier laboratories have found a way to obtain permanent colouration without ammonia using the Oil Delivery System (ODS).

The high oil content in the colourant (60%)* allows for the replacement of ammonia.

ODS technology uses oils to propel the colour deep into the hair fibre. This process allows colour to achieve rich, vibrant results while respecting the integrity of the hair.

*In the colourant cream

RESULTS

Visibly improved hair quality, makes hair 35% softer and 3x shinier*.

Hair is **nourished**, deeply, protected against dryness and feels lightweight.

Optimal scalp comfort with a nourishing formula.

Up to 100% grey coverage

*instrumental tests, vs before colouration

**98% OF WOMEN FOUND
FOUND NO VISIBLE DAMAGE[^]**

[^]consumer test, 262 women, full kit usage

LONG LASTING SEMI-PERMANENT COLOUR



HOW IT WORKS

CHARACTERISTICS

- Long Lasting Semi-Permanent Hair Colour can brighten by 1/2 to 1 shade to give luminosity and shine.
- Does not contain ammonia, so it is gentle on the hair.
- The colour holds for up to 28 shampoos (depending on the hair's sensitivity, lifestyle factors & shampoo products used).
- Grey coverage up to 70%.

REQUIRES THE MIXING OF 2 PRODUCTS

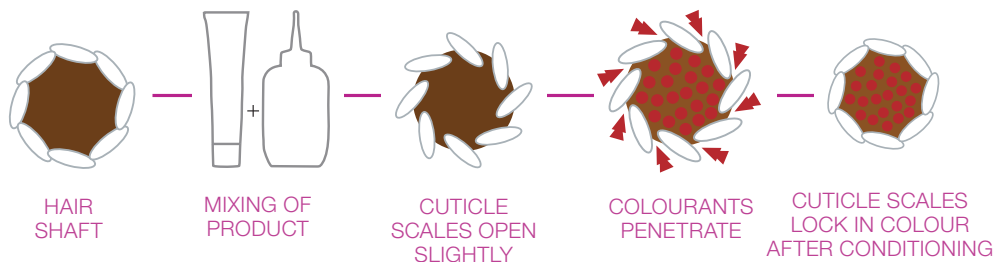
1. A crème containing colourants and an alkaline agent.
2. A developer containing a low concentration of hydrogen peroxide.

COLOURATION

As the developer and alkaline agent concentrations are low, there is minimal lightening. This allows the colour result to be luminous with visible reflects, even on dark hair.

AFTER COLOUR CONDITIONER

The role of the after colour conditioner is to eliminate any excess colourants and carry out a neutralising action to re-establish the hair's pH balance. By closing the cuticle this 'locks' the new colourant pigments within the hair.



L'ORÉAL
PARIS

CASTING
CRÈME GLOSS
LONG LASTING
SEMI-PERMANENT

casting
crème gloss

AGE 25-45

NATURAL LOOKING
3x GLOSSIER COLOUR
NO AMMONIA

YOUR HAIR
BUT GLOSSIER

Only 3 steps to obtain
your perfect colour!

Leave on for 20
minutes, rinse and
apply the conditioner

1. MIX

2. APPLY

3. MASSAGE



FEATURES

Long lasting semi-permanent colour – lightens up to one shade to gain luminosity and shine.

No ammonia – for a pleasant scent.

Conditioner infused with honey – after colouring, this conditioner enriched with honey provides essential moisture, softness and smoothness to your hair, leaving it feeling nourished and glossy.

Semi permanent hair colour – lasts up to 28 shampoos.

Easy application – the bottle applicator provides precise application.

RESULTS

Its cream formula covers 1st greys. Your hair looks more beautiful and has all the richness of truly natural - looking colour, with shimmering tones & exceptional shine.

AGE 30+
INNOVATIVE ONE-TWIST
TECHNOLOGY
NATURALLY BLENDED GREYS
UP TO 6 WEEKS

INTRODUCING

L'ORÉAL
PARIS
MEN EXPERT



ONE TWIST HAIR COLOUR

5 Min* - Easy Mix - No Mess



FEATURES

Semi-Permanent Colour – fades naturally in 6 weeks.

Natural, Grey Coverage – specially developed for men's hair, covers greys and perfectly blends with your original hair colour.

No Ammonia

Easy-Mix and Mess-Free Application – innovative ONE-TWIST technology, hair colour is delivered using our precise applicator.

Development Time – 5 minutes.

Available in 4 Shades – QR code available on back of pack to assist with shade choice and further product education.

APPLICATION

Just **Twist, Shake, Apply** the hair dye & leave for only 5 minutes.



RESULTS

Natural looking results that perfectly blends with your original hair colour. So natural, that no one will know you coloured your hair.

TEMPORARY COLOUR



CHARACTERISTICS & HOW IT WORKS

- Deposits colour on the outside of the hair shaft
- Adds colour to the existing shade
- Cannot lighten hair
- Lasts until shampooed out.

	HAIRSHAFT	EXPANSION	LIGHTENING ACTION	COLOURING
TEMPORARY/ 1 WASH		none	none	

AGE 35+

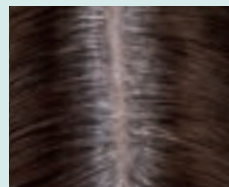
INSTANTLY CONCEALS GREY ROOTS
GREY COVERAGE THAT RINSES OUT

MAGIC
RETOUCH

#1 ROOT
CONCEALER
SPRAY IN
AUSTRALIA*



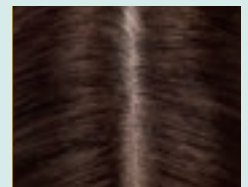
3...



2...



1...



...ROOTS GONE!

FEATURES

Temporary Grey Coverage – lasts until shampooed out.

Matches and blends with hair colours.

Water and Transfer Resistant.

Free from Ammonia, peroxide and synthetic dyes.

Available in 9 Shades for grey roots.

RESULTS

Quick results in easy spray gesture. Temporary grey coverage.

HOW TO

1. Shake well before use. Keep product upright.
2. Avoid spraying on skin, fabrics and delicate surfaces.
3. Apply to dry, styled hair.
4. Hold can approximately 10cm from hair and spray roots in a light stream. Don't overspray. A small amount is enough.

Conceal roots in between touching up your Excellence Crème or Preference permanent colour:

Black:	1 2	Auburn:	5.6
Dark Brown:	3 4 4.15 4.3	Cool Brown:	5.15
Brown:	5	Golden Brown:	5.3 6.3
Light Brown:	6	Blonde:	7 7.1 7.3 8 8.1 8.3

AGE 30+
MAGIC CONCEALER
FOR SCATTERED GREYS

MAGIC RETOUCH

PRECISION



FEATURES

Ultra-Precise Brush – double dimension bristles to capture the finest hairs for uniform coverage

Greys Instantly Covered.

Creamy Formula – for easy and smooth application with a natural looking finish.

3 Shades – that perfectly blend with hair colour.

HOW TO

1. Hold dried and detangled hair back. Gently stroke the Magic Precision brush on temples and scattered greys.
2. Then gently stroke with your usual comb to distribute evenly.
3. Once done, quickly blow dry or let dry for 5 mins. Comb one last time and you're ready to go.

RESULTS

Temporary grey coverage.

Precise application/no stains/no hair tangle.





**BLEACHING
& LIGHTENING**

BLEACHING AND LIGHTENING LEVELS



Very Light Blonde → Palest Yellow



Light Blonde → Pale Yellow



Blonde → Yellow



Dark Blonde → Yellow/Orange



Light Brown → Orange



Brown → Red/Orange



Dark Brown → Red



Darkest Brown → Red



Black Brown → Red



Black → Red

Natural lightening occurs when the hair is exposed to water, light and air. The water swells the hair, oxygen molecules then penetrate the hair fibre and are activated by heat from the sun, resulting in warm sunlights.

It is possible to achieve a greater degree of lightening to the hair with a chemical action using a bleaching product. These have the ability to activate a greater degree of lightening thus resulting in the elimination of more pigments, and a lighter effect.

Lightening/bleaching products, depending on the relevant instructions can be used for:

- 1. Blonding.** Lighten the hair to a particular shade of blonde.
- 2. Cleansing.** Remove previously applied colour which is darker than the newly selected shade to be applied.
- 3. Pre-Lightening.** Pre-lighten hair before adding a new shade which is 3 or more levels lighter than the natural hair colour or a fashion shade for a brighter effect.

Once a bleaching product is applied, the hair's natural melanin or artificial pigments are removed and the hair gradually lightens passing through the various stages of red to orange to yellow. It is not advisable to remove all traces of yellow pigments as this can result in damaging the integral structure of the hair. The difference between two shades is referred to as a 'Level'.

Lightening products can lighten the hair for 1 to 6 levels depending on the product selected, and/or the amount of previously applied colour present on the hair.

i.e. Previously applied dark shades such as blue-black can take longer to remove as they have very high concentrations of pigments.

Once the hair is lightened it is a permanent effect. It is not recommended to lighten black or very dark hair to a light blonde shade. Consult a professional hairdresser for more advice.

HOW IT WORKS

PRODUCT APPLICATION

The lightening action is caused by using a crème or gel (containing ammonia) or a powder (containing persulfate salts) mixed with a developer (hydrogen peroxide).

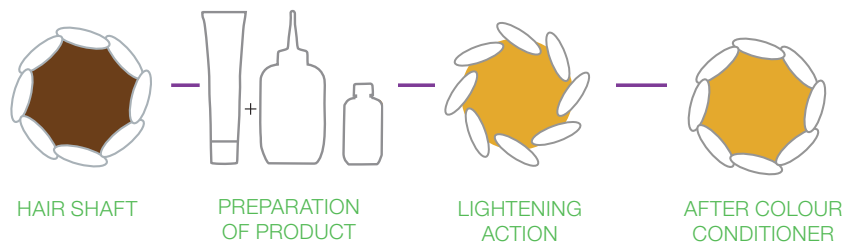
LIGHTENING

Once the mixture is applied to the hair it immediately swells the cortex (hair fibre containing the pigment), allowing the mix to penetrate the hair.

Then, the hydrogen peroxide combined with the ammonia-carrying ingredients or persulfate salts work together to gradually dissolve the pigments to be removed.

AFTER LIGHTENING CONDITIONER

The after-care conditioner/shampoo carries out a neutralising action and helps to close the hair's cuticle layer.



AGE 28-45

ULTRA LIGHTENING

LIGHTENS UP TO 9 LEVELS

Préférence



FEATURES

Ultra Platinum Bleach: Experience up to 9-level lightening power, with Préférence's most advanced technology of extreme lightening performance. A formula that lifts up to 9 levels for a pure platinum, even on brown hair.

Strengthening, Anti-Brass Conditioner: New nourishing conditioner strengthens hair and reduced breakage. Hair is 5 times stronger*. Enriched with cool purple pigments to help protect against brassiness.

5x Stronger Hair*

RESULTS

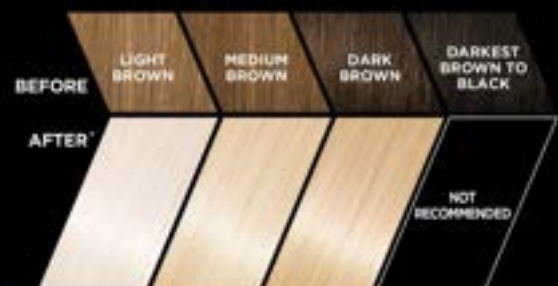
From root to tip, your colour does not fade or become dull. It stays luminous, full of life and keeps shine for up to 8 weeks.

ULTRA
PLATINUM



SHADE GUIDE

Recommended for blonde to dark brown hair.
Not recommended on predominantly gray or heavily highlighted hair.



AGE 25 – 40

LIFTS UP TO 8 TONES
LONG LASTING BLONDE

GARNIER
olia



FEATURES

Garnier Olia Permanent Hair Bleach is an oil-powered formula, with natural flower oils* and ammonia free. Olia B+++ maximum bleach achieves extreme lightening with maximum colour performance and luminous long-lasting blonde hair colour. Plus, Olia Permanent Hair Bleach has a unique sensorial application thanks to our non-drip smooth velvety texture of the colourant cream and a delicate floral fragrance.

RESULTS

No Ammonia

Makes hair 35% softer and 3x shinier

Maximum lightening performance by Olia.

Up to 8 tones lift and absolutely long lasting blonde.

Hair is nourished, deeply protected against dryness and feels lightweight.

Non drip formula



*In the after colour care conditioner

**OIL-POWERED & AMMONIA FREE FOR
LUMINOUS LONG LASTING BLONDE**

CUSTOMER TIPS FOR COLOURING AT HOME

1. CHOOSING THE COLOUR

The end result is determined by your natural hair colour and a good guide is to select a shade within two shades lighter or two shades darker than your natural shade. If you already have colour in your hair, this too can determine the end result.

2. PREPARATION

Keep a couple of old towels on hand to use each time you colour as it can stain or bleach towels. Wear an old or pre-loved T-shirt or button-up shirt just in case, and ensure you have all the components necessary such as gloves, instruction leaflet, comb, clips etc. on hand before you start applying.

3. WHERE TO START THE APPLICATION

This depends on the product so be guided by the Instruction Leaflet as some require roots first and others mid-lengths and ends first. When covering grey it is best to start at the whitest area first.

4. ENSURING THE BEST AND MOST EVEN COVERAGE

To ensure an even application, part the hair into four sections (like a hot cross bun!) from front to back down the centre, and from ear to ear. Then apply the colour to each quarter section by section and this will ensure even coverage.

5. HOW MUCH TIME TO ALLOW FROM START TO FINISH?

This will depend on the product used. but a general guide would be 1 to 1 ½ hours from start to finish.

6. HOW LONG SHOULD THE COLOUR STAY ON?

The development time is specified on the pack and must be adhered to, to ensure the best possible result. Extensive testing has already been done with the formulation to ensure its effectiveness.

7. CAN HAIR COLOUR BE USED TO COLOUR OTHER HAIR ON THE BODY?

No, L'Oréal Paris colourants are formulated to colour the hair on the scalp and must not be used to colour eyebrows, eyelashes or anywhere else.

8. SPECIAL CARE

Coloured hair requires the care of specifically formulated shampoos, conditioners and treatments as these products contain ingredients such as UV filters and moisturising agents to help prevent fade, and maintain the shine and colour. L'Oréal Paris and Garnier have developed products specifically for the care of coloured hair.

9. THE COLOUR OF THE MIXTURE WHILST IT IS DEVELOPING

The actual colour of the mix whilst it is developing is not always an indication of the final result, so if in doubt, use a paper towel to wipe a strand of hair to get a better idea.

10. AFTER THE PRODUCT HAS BEEN MIXED CAN IT BE KEPT FOR ANOTHER APPLICATION?

No, once it has been mixed it must be used immediately as it loses its efficiency once mixed. This is why the components are packaged separately.

Please highlight the importance of our customers conducting a product safety test before colouring or lightening. More information and instructions are included in all our Instruction Leaflets



SAFETY INSTRUCTIONS

This product is not intended for use on persons under the age of 16. Hair colourants can cause an allergic reaction which in certain rare cases may be severe. To help you reduce the risk of an allergic reaction, a skin allergy test must be done 48 hours before application of product. It is therefore essential to follow the precautions below.

DO NOT USE:

- If you have already had a reaction to a hair colourant.
- If you have a sensitive, itchy or damaged scalp.
- If you have experienced a reaction to a temporary 'black henna' tattoo in the past.





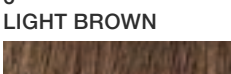

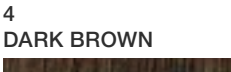
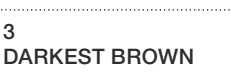
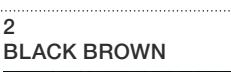

SHADE SELECTION GUIDE



EXCELLENCE
Creme



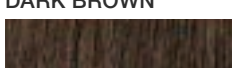
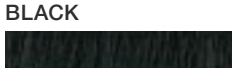
EXCELLENCE
Cool Creme

Base Shades Natural hair colour	Same shade/add colour & cover grey	Lighten by 1-2 shades	Extra Lightening by 1 - 4 shades Lighten & tone in 1 step	Darken by 1-2 shades
10 VERY LIGHT BLONDE 	10 10.21		01	8 9 8.1 9.1 8.11 9.3 8.3
9 LIGHT BLONDE 	9 9.3 9.1	10 10.21	01	7 8 7.1 8.1 7.11 8.11 7.3 8.3
8 BLONDE 	8 8.1 8.3 8.11	9 10 9.1 10.21 9.3	01	6 7 6.1 7.1 6.3 7.3 6.11 7.11 6.54
7 DARK BLONDE 	7 7.1 7.3 7.11	8 9 8.1 9.1 8.3 9.3 8.11	01	5 5.6 5.11 6 5.15 6.1 5.3 6.3 5.5 6.11 6.54
6 LIGHT BROWN 	6 6.54 6.1 6.3 6.11	7 8.1 7.1 8.11 7.11 8.3 7.3 8	01	4 5.15 4.15 5.3 4.3 5.5 4.11 5.6 5 5.11
5 BROWN 	5 5.5 5.15 5.11 5.3 5.6	6 7 6.1 7.1 6.11 7.11 6.3 7.3 6.54		3 3.11 4 4.15 4.3
4 DARK BROWN 	4 4.11 4.15 4.3	5 5.6 5.11 6 5.15 6.1 5.3 6.11 5.5 6.3 6.54		2 3 3.11
3 DARKEST BROWN 	3 3.11	4 5.11 4.11 5.15 4.15 5.3 4.3 5.5 5 5.6		1 2
2 BLACK BROWN 	2	3 4.15 3.11 4.3 4		1
1 BLACK 	1	2 3 3.11		

SHADE SELECTION GUIDE













Préférence

Base Shades Natural hair colour	Same shade/add colour and cover grey	Lighten by 1-2 shades	Darken by 1-2 shades
10 VERY LIGHT BLONDE 	10.1 10.112 10.21 11.21	11.21	8 8.624 9.1 9.213
9 LIGHT BLONDE 	9.1 9.213	01 10.1 10.112 10.21 11.21	7 7.23 74 8 8.624
8 BLONDE 	8 8.624	01 10.112 9.1 10.21 9.213 11.21 10.1	6.21 7 7.23 74
7 DARK BLONDE 	7 7.23 74	8 8.624 9.1 9.213	5 6.21 5.21 5.3 5.23 5.664
6 LIGHT BROWN 	6.21	7 7.23 8 8.624 74	4 5 4.15 5.21 4.26 5.23 4.261 5.3 4.4 5.664
5 BROWN 	5 5.21 5.23 5.3 5.664	6.21 7 7.23 74	3 4.26 3.161 4.261 4 4.4 4.15
4 DARK BROWN 	4 4.15 4.26 4.261	5 6.21 5.21 5.3 5.23 5.664	3 3.161
3 DARKEST BROWN 	3 3.21 3.161	4 5 4.15 5.21 4.26 5.3 4.261 5.23 4.4 5.664	1.0 1.102
2 BLACK BROWN 		3 4.26 4 4.4 4.15	1.0 1.102
1 BLACK 	1 1.102	3	

SHADE SELECTION GUIDE






NUTRISSE
Crème

Base Shades Natural hair colour	Same shade selection	Lighten by 1-2 shades	Darken by 1-2 shades
10 VERY LIGHT BLONDE 	10		8.13 9.13
9 LIGHT BLONDE 	9.13	10	7 7.3 8.13 7N
8 BLONDE 	8.13	9.13 10	6 6.3 6.60 7 7.3 7N 6N 6.23
7 DARK BLONDE 	7 7.3 7N	8.13 9.13	5 5.25 6 6.60 6.3 6.23
6 LIGHT BROWN 	6 6.3 6.60 6.23	7 7.3 7N 8.13	4 4.15 4.3 5 5.25
5 BROWN 	5 5.25	6 6.23 6.3 6.60 7 7.3 7N	3.23 3.6 4 4.15
4 DARK BROWN 	4 4.15 4.3	5 5.25 6 6.23 6.3 6.60	3.23 3.6
3 DARKEST BROWN 	3.23 3.6	4.3 4.15 4 5 5.25	1
2 BLACK BROWN 		3.23 3.6 4 4.15 4.3	1
1 BLACK 	1	3.23 3.6	

SHADE SELECTION GUIDE









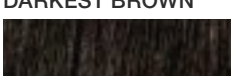
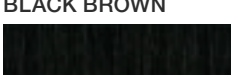

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Base Shades Natural hair colour	Same shade	Lighten by 1-2 shades	Darken by 1-2 shades	
10 VERY LIGHT BLONDE 	10.0		8.0	
9 LIGHT BLONDE 		10.0	7.0 7.22 8.0	
8 BLONDE 	8.0	10.0	6.66 7.0 7.22 6.0	
7 DARK BLONDE 	7.0 7.22	8.0	5.0 5.3 6.0 6.66	
6 LIGHT BROWN 	6.0 6.66	7.0 7.22 8.0	4.0 4.15 4.26 4.62	5.0 5.3
5 BROWN 	5.0 5.3	6.0 6.66 7.0 7.22	3.16 4.0 4.15 4.62	4.26
4 DARK BROWN 	4.0 4.15 4.62 4.26	5.0 5.3 6.0 6.66	3.16 4.0 4.15 4.62	4.26
3 DARKEST BROWN 	3.16	4.0 4.15 4.25 4.26 4.62	1.0 2P	
2 BLACK BROWN 	2P	3.16 4.0 4.15 4.62	1.0	
1 BLACK 	1.0	2P 3.16		

SHADE SELECTION GUIDE








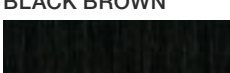



casting
crème gloss

Base Shades Natural hair colour	Same shade Add colour and shine	Brighten/lighten by 1/2 to 1 shade	Darken by 1-2 shades		
9 LIGHT BLONDE 			700		
8 BLONDE 			600 613 630 645 700		
7 DARK BLONDE 	700		500 600 515 613 535 630 550 645		
6 LIGHT BROWN 	600 613 630 645	700	400 500 535 412 515 550 415 426		
5 BROWN 	500 515 535 550	600 613 630 645	300 360 426 316 400 323 412 415		
4 DARK BROWN 	400 426 412 415	500 550 515 535	200 316 210 323 300 360		
3 DARKEST BROWN 	300 316 323 360	400 426 412 415	200 210		
2 BLACK BROWN 	200 210	300 316 323 360			
1 BLACK 		210			








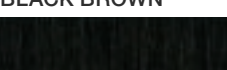

SHADE SELECTION GUIDE



Base Shades	Same shade
Natural hair colour	Add colour and shine
9 LIGHT BLONDE 	
8 BLONDE 	
7 DARK BLONDE 	
6 LIGHT BROWN 	6
5 BROWN 	5
4 DARK BROWN 	4
3 DARKEST BROWN 	3
2 BLACK BROWN 	2
1 BLACK 	

SHADE SELECTION GUIDE



Base Shades Natural hair colour	Same shade Add colour and shine
9 LIGHT BLONDE 	
8 BLONDE 	
7 DARK BLONDE 	
6 LIGHT BROWN 	05
5 BROWN 	04
4 DARK BROWN 	03
3 DARKEST BROWN 	03
2 BLACK BROWN 	02
1 BLACK 	02



L'ORÉAL
PARIS

NEED MORE INFORMATION?

For further advice on hair colour, please contact the L'Oréal (include the accent) Consumer Advice Line either by email: lorealaustraliaconsumeraffairs@loreal.com or: if in Australia, please call 1300 659 359. If in New Zealand, please call TOLL FREE on 0800 655 444.

For all business queries relating to orders, damaged stock or returns please call Client Services: 1300 659 259

www.lorealparis.com.au
www.garnier.com.au

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