
L'ORÉAL PARIS

HAIRCARE TRAINING

2023



L'ORÉAL
PARIS



All Elvive shampoo and conditioner bottles are made from 100% recycled plastic* and are recyclable.

Our 300ml bottles are made in a factory that uses 100% renewable energy.

Elvive's powerful, tailor-made formulas are now in our most eco-friendly bottle.

BECAUSE OUR PLANET IS WORTH IT

*Excluding cap and dyes



EXPERT CARE FOR YOUR HAIR

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Extraordinary Oil

FOR DRY HAIR

Enriched with marula and camellia

oils, the Extraordinary Oil range nourishes dry hair without weigh-down. The precious oils give the hair nutrition and shine whilst protecting the hair's surface.



DISCOVER OUR EXTRAORDINARY INGREDIENTS

Marula Oil

Containing amino and fatty acids, provides intense nourishment for +90% instant nutrition*.

Camellia Oil

Helps to replenish moisture levels, leaving hair with a satin shine with no weigh-down.

Jojoba Oil

Provides deep nourishment to dry hair and is rich in vitamins to help moisturise hair, for two days of nutrition, shine and softness**.

Extraordinary Oil Coconut

FOR NORMAL TO DRY HAIR

The lightweight formula deeply cleanses and nourishes fine, dry hair from root to tip with a coconut infused fragrance.



*Instrumental test- Shampoo + Conditioner

**Instrumental tests

What is a hair oil & how do I use it?

Elvive Extraordinary Oil is a versatile treatment for all hair types.

DIRECTIONS FOR USE

Before Shampoo: apply a few drops to your hair 10 minutes before shampooing to smooth the fibre and restore hair texture.

Before Blow Drying: apply a few drops from mid-lengths to ends distributing with a wide tooth comb to protect your hair against heat damage.

Before Hair Colouring: apply a few drops to your hair the day before colouring to deeply nourish and protect from damage.

For Anti-Frizz Smoothing: apply a few drops to wet hair and detangle gently, use a diffuser or allow your hair to dry naturally.

For Added Shine: apply to any hair type on dry or damp hair for shine and suppleness.

For Curl Definition: apply a few drops through your damp hair and gently detangle, use a diffuser or allow your hair to dry naturally.



What is a hair mask & how do I use it?

Elvive Extraordinary Oil Mask treatments are formulated to give a concentrated boost of active ingredients to treat your hair.

DIRECTIONS FOR USE

Rinse-out: apply a 20 cent amount in the palm of your hand, massage into hands before spreading the mask evenly through the mid-lengths and ends of your hair. Leave in for 2–3 minutes, then rinse thoroughly.

Leave-in: use a 20-cent piece amount of the mask as a leave-in treatment on the lengths and ends of dry or wet hair for instant nourishment.

ELVIVE EXTRAORDINARY OIL

RRP*

NOURISHING SHAMPOO 300ml

\$7.99

NOURISHING SHAMPOO 700ml

\$15.99

KEY INGREDIENTS & HAIR BENEFITS

- L'Oréal Paris Elvive Extraordinary Oil Nourishing Shampoo provides deep nutrition, intense shine, and infinite softness for long lasting protection.
- Infused with an oil technology to care for your hair, giving silkiness and intense hydration without weigh-down. Enriched with marula and camellia oils to smooth and protect the hair's surface.
- Suitable for dry hair.

HOW TO USE

Lather shampoo with water in your hands and massage into scalp. Distribute from roots to ends, working your way through the length of your hair. Rinse and repeat. Product will lather more the second time, an indicator that your hair is fully clean! Rinse thoroughly and proceed with the Extraordinary Oil Nourishing Conditioner.



ELVIVE EXTRAORDINARY OIL

NOURISHING CONDITIONER 300ml

\$7.99

NOURISHING CONDITIONER 700ml

\$15.99

KEY INGREDIENTS & HAIR BENEFITS

- L'Oréal Paris Elvive Extraordinary Oil Nourishing Conditioner provides deep nutrition, intense shine and infinite softness for long lasting protection.
- Infused with an oil technology to care for your hair, giving silkiness and intense hydration without weigh-down. Enriched with marula and camellia oils to smooth and protect the hair's surface.
- Suitable for dry hair.

HOW TO USE

After using Extraordinary Oil Shampoo, apply conditioner from mid-lengths to ends. Leave for one minute, then rinse with cold water. For more intense care, follow with the Elvive Extraordinary Oil Mask.



ELVIVE EXTRAORDINARY OIL

RRP*

NOURISHING OIL TREATMENT 100ml

\$21.99

KEY INGREDIENTS & HAIR BENEFITS

- L'Oréal Paris Elvive Extraordinary Oil Treatment is for all hair types.
- Enriched with rare marula and camellia oils, the formula deeply penetrates the hair fibre for ultimate nourishment and protection without leaving hair greasy.
- Essential in the hair care regime to protect hair from styling damage. It's your daily shortcut to perfect-looking hair.

HOW TO USE

Use before styling to prevent heat damage, after styling for enhanced shine and a silky touch or before washing for intense nourishment. Apply 3 or 4 drops in the palm of your hand, massage into hands before spreading the oil evenly through the mid-lengths and ends of your hair.

For more on usage, refer to page 5.



ELVIVE EXTRAORDINARY OIL EXTRA RICH

NOURISHING OIL TREATMENT 100ml

\$21.99

KEY INGREDIENTS & HAIR BENEFITS

- L'Oréal Paris Elvive Extraordinary Oil Treatment Extra Rich is for thick, very dry hair.
- Enriched with jojoba oil for an extra rich formula to deeply nourish very dry hair.
- Essential in the hair care regime to protect hair from styling damage. It's your daily shortcut to perfect-looking hair.

HOW TO USE

Use before styling to prevent heat damage, after styling for enhanced shine, or before washing for intense nourishment. Apply 3 or 4 drops in the palm of your hand, massage into hands before spreading the oil evenly through the mid-lengths and ends of your hair.

For more on usage, refer to page 5.



ELVIVE EXTRAORDINARY OIL EXTRA RICH

JOJOBA MASK 300ml

\$11.99

KEY INGREDIENTS & HAIR BENEFITS

- L'Oréal Paris Elvive Extraordinary Oil Mask contains an 11% smoothing elixir, enriched with rich jojoba oil, for two days of nutrition, shine and softness*
- Deeply hydrates very dry hair.

HOW TO USE

Before shampoo: apply to dry hair and leave as long as your hair needs; from 5 minutes for instant-miracle nourishment, to overnight for deep nutrition, then thoroughly rinse.

In the shower: apply after shampooing through mid-lengths to ends of wet hair, leave for 2-3 minutes, then rinse thoroughly with cold water.

As a leave-in treatment: apply a 20-cent piece amount along the mid-lengths to ends of dry hair before styling, or throughout the day.



*instrumental tests

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ELVIVE EXTRAORDINARY OIL COCONUT

RRP*

WEIGHTLESS NOURISHING SHAMPOO 300ml

\$7.99

KEY INGREDIENTS & HAIR BENEFITS

- L'Oréal Paris Elvive Extraordinary Oil Coconut Shampoo hydrates and nourishes dry hair with its lightweight formula.
- Enriched with fine coconut oil leaving you with incredibly soft and shiny hair with a subtle, yet addictive fragrance.
- Suitable for fine, dry hair.

HOW TO USE

Lather shampoo with water in your hands and massage into scalp. Distribute from roots to ends, working your way through the length of your hair. Rinse and repeat. Product will lather more the second time, an indicator that your hair is fully clean! Rinse thoroughly and proceed with the Extraordinary Oil Coconut Conditioner.



ELVIVE EXTRAORDINARY OIL COCONUT

WEIGHTLESS NOURISHING CONDITIONER 300ml

\$7.99

KEY INGREDIENTS & HAIR BENEFITS

- L'Oréal Paris Elvive Extraordinary Oil Coconut Conditioner hydrates and nourishes dry hair with its lightweight formula.
- Enriched with fine coconut oil leaving you with incredibly soft and shiny hair with a subtle, yet addictive fragrance.
- Suitable for fine, dry hair.

HOW TO USE

After using the Extraordinary Oil Coconut Shampoo apply conditioner from mid-lengths to ends. Leave for one minute, then rinse with cold water. For more intense care, follow with the Elvive Extraordinary Oil Coconut Mask.



ELVIVE EXTRAORDINARY OIL COCONUT

NOURISHING MASK 300ml

\$11.99

KEY INGREDIENTS & HAIR BENEFITS

- L'Oréal Paris Elvive Extraordinary Oil Coconut Mask nourishes dry hair with its lightweight formula.
- Enriched with 11% nourishing essence from fine coconut oil leaving you with incredibly soft and shiny hair with a subtle, yet addictive fragrance.

HOW TO USE

Before shampoo: apply to dry hair and leave as long as your hair needs; from 5 minutes for instant-miracle nourishment, to overnight for deep nutrition, then thoroughly rinse.

In the shower: apply after shampooing through mid-lengths to ends of wet hair, leave for 2-3 minutes, then rinse thoroughly with cold water.

As a leave-in treatment: apply a 20-cent piece amount along the mid-lengths to ends of dry hair before styling, or throughout the day.



ELVIVE EXTRAORDINARY OIL COCONUT

NOURISHING OIL 100ml

\$21.99

KEY INGREDIENTS & HAIR BENEFITS

- L'Oréal Paris Elvive Extraordinary Oil Coconut is enriched with fine coconut oil to nourish and protect your hair, without making your hair look greasy. It's your daily shortcut to perfect-looking hair.
- Suitable for fine, dry hair.

HOW TO USE

Use before styling to prevent heat damage, after styling for enhanced shine and a silky touch, or before washing for intense nourishment. Apply 3 or 4 drops in the palm of your hand, massage into hands before spreading the oil evenly through the mid-lengths and ends of your hair.

For more on usage, refer to page 5.





INTRODUCING
ELVIVE
BOND REPAIR

**REPAIRS SEVERELY
DAMAGED HAIR**



WITH CITRIC ACID TO
REINFORCE HAIR BONDS

+98%
STRONGER HAIR**

WHAT ARE HAIR BONDS?

Hair bonds are the protein chains that exist in the cortex, the deepest part of the hair. Every time hair is subjected to stress, such as colour, heat or brushing, some of these bonds break, causing deep damage. Elvive Bond Repair penetrates the hair cortex to reinforce these broken hair bonds for stronger hair.



HAIR HERO

BOND REPAIR INTENSIVE PRE-SHAMPOO

Reinforces inner broken hair bonds. Penetrates the hair cortex with the highest concentration of citric acid to rescue hair from breakage.

**12% BOND REPAIR
COMPLEX
WITH CITRIC ACID**



BEFORE



AFTER

*Comparative instrumental testing

**Instrumental test on pre-shampoo + shampoo + conditioner

ELVIVE BOND REPAIR

RRP*

PRE-SHAMPOO 200ML

\$24.99

KEY INGREDIENTS & HAIR BENEFITS

- An intensive rinse-off treatment to use before shampooing for the deepest hair repair. Enriched with citric acid to go into the hair cortex to reinforce broken hair bonds, helping to rescue damaged hair.
- 12% Bond Repair Complex with citric acid
 - +82% inner hair bond reconstruction**
 - -98% breakage**
 - +90% shine**

HOW TO USE

Apply a generous amount on damp hair from scalp to ends until hair is saturated. Leave for 5 minutes and proceed with the Bond Repair Shampoo, Conditioner and Serum.



ELVIVE BOND REPAIR

SHAMPOO 200ML

\$16.99

KEY INGREDIENTS & HAIR BENEFITS

- A sulfate free* shampoo to cleanse and reinforce hair bonds, helping to rescue damaged hair.
- 5% Bond Repair Complex with citric acid
 - +82% inner hair bond reconstruction*
 - -98% breakage**
 - +90% shine**

HOW TO USE

Apply and massage on hair, then rinse. For optimal results, use the Bond Repair Rescue Pre-shampoo before and proceed with the Bond Repair Conditioner and Serum.



ELVIVE BOND REPAIR

CONDITIONER 150ML

\$16.99

KEY INGREDIENTS & HAIR BENEFITS

- A strengthening conditioner that provides an added boost of citric acid and seals the cuticle for maximum care to the fibre.
- 10% Bond Repair Complex with citric acid
 - +82% inner hair bond reconstruction*
 - -98% breakage**
 - +90% shine**

HOW TO USE

After using the Bond Repair Rescue Pre-shampoo and Shampoo, apply from lengths to tips. Leave on for three minutes, then rinse. Finish your hair routine with the Bond Repair Serum.



ELVIVE BOND REPAIR

SERUM 150ML

\$21.99

KEY INGREDIENTS & HAIR BENEFITS

- A leave-in treatment to shield hair bonds and enhance softness and shine.
- 20% Bond Repair Complex with citric acid
 - 12x less split ends*
 - +98% stronger hair**
 - +82% shine**

HOW TO USE

Use as a finishing touch in your Bond Repair routine for maximum softness, shine and damage protection. Rub two drops between the palms of your hands. Apply evenly through the lengths and ends of wet or dry hair.





LONG HAIR
DO CARE!
SAVE YOUR
LAST 3 CMS.

Dream lengths

FOR LONG DAMAGED HAIR

Dream Lengths is designed to strengthen and care for long, damaged hair. Enriched with vegetal keratin, Vitamins and Castor Oil to reduce split ends.

DISCOVER OUR *Dream* INGREDIENTS

CASTOR OIL



The secret ingredient for long and healthy looking hair, castor oil. Castor oil is the most popular natural remedy that has been used for centuries for shiny, healthy looking hair. L'Oréal Paris has harnessed these properties in a formula to reseal split ends to help postpone end trimming.

VEGETAL KERATIN



Keratin is the main component of hair, it is the protein that acts like a shield on your hair. Vegetal keratin is very close to the natural components of hair. It's amino acids help to compensate for the loss of keratin on the lengths and tips of hair, to visibly repair damaged fibres.

VITAMIN PP & B5



Vitamin PP is part of healthy hair growth. This cocktail of vitamins leaves the hair stronger from root to tip. It is essential for cuticle strengthening and protection to encourage natural hair growth.

ELVIVE DREAM LENGTHS

RRP*

RESTORING SHAMPOO 300ml

\$7.99

RESTORING SHAMPOO 700ml

\$15.99

KEY INGREDIENTS & HAIR BENEFITS

- Our Restoring Shampoo, a creamy caring formula, is perfect to say goodbye to fragile damaged lengths. It also cleanses to restore a healthy look and feel to your hair.
- Our formula is infused with a powerful cocktail of vegetal keratin, to strengthen* your hair from root to tips, vitamins, to leave your hair stronger* and castor oil, to nourish and give shine to your hair, helping to keep it long and healthy.

HOW TO USE

Lather shampoo with water in your hands and massage into scalp. Distribute from roots to ends, working your way through the length of your hair. Rinse and repeat. Product will lather more the second time, an indicator that your hair is fully clean! Rinse hair thoroughly and proceed with the Dream Lengths Detangling Conditioner. For a more intense nourishment, follow with the Dream Lengths Lengths Saviour Mask. Complete your routine with the Dream Lengths No Haircut Cream Leave-in Treatment to truly indulge your hair.



ELVIVE DREAM LENGTHS

SUPER DETANGLING CONDITIONER 300ml

\$7.99

SUPER DETANGLING CONDITIONER 700ml

\$15.99

KEY INGREDIENTS & HAIR BENEFITS

- Our Super Detangling Conditioner instantly detangles your hair. Now you can shake your hair, twist it, tie and untie it... while protecting it from breakage. Don't let tangles win!
- Our formula is infused with a powerful cocktail of vegetal keratin, to strengthen* your hair from root to tips, vitamins, to leave your hair stronger*, and castor oil, to nourish and give shine to your hair, helping to keep it long and healthy.

HOW TO USE

After using Dream Lengths Shampoo, apply conditioner from mid-lengths to ends. Leave for one minute, then rinse with cold water. Complete your routine with the Dream Lengths No Haircut Cream Leave-in Treatment to truly indulge your hair.



*Instrumental tests after application of the Dream Lengths Shampoo and Conditioner.

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ELVIVE DREAM LENGTHS

RRP*

NO HAIRCUT CREAM 200ml

\$12.99

KEY INGREDIENTS & HAIR BENEFITS

- Save your ends with the leave-in Dream Lengths No Haircut Cream. Its reconstructive formula protects hair from its two main enemies; breakage and split ends.
- It seals split ends, adds shine, makes hair easier to style and protects from heat damage up to 180°C*.
- Its versatile use means that you can use it on wet or dry hair, before or after styling.
- Your lengths and tips are nourished and healthy, saving you from a trip to the salon for a trim!

HOW TO USE

Apply to lengths and ends of wet or dry hair. Do not rinse. Apply before using heat appliances to help protect from heat damage up to 180°C* and add shine to long lengths.



ELVIVE DREAM LENGTHS

FRIZZ KILLER SERUM 100ml

\$21.99

KEY INGREDIENTS & HAIR BENEFITS

- Dream Lengths Frizz Killer Leave-In Serum tames frizz and static, with up to 230° heat protection**. Reinforce your long, frizzy hair with Elvive Dream Lengths Frizz Killer Serum.
- Enriched with a vegetal keratin and cocoa butter, the leave-in treatment allows you to achieve your long hair goals.

HOW TO USE

After using Dream Lengths shampoo and conditioner, use 1-2 pumps on damp hair before blow-drying. To tame frizz and static, apply a small amount on dry hair.

For more on usage, refer to page 5.



ELVIVE DREAM LENGTHS

SAVIOUR MASK 300ml

\$11.99

KEY INGREDIENTS & HAIR BENEFITS

- Dream Lengths Saviour Mask is enriched with a 10% restoring cocktail with castor oil, vegetal keratin and vitamins, for intense repair and nutrition.
- Helps to rescue damaged hair, allowing you to save your last 3cm*** to achieve your long hair goals.

HOW TO USE

Before shampoo: apply to dry hair and leave as long as your hair needs; from 5 minutes for instant-miracle nourishment to overnight for deep nutrition, then thoroughly rinse.

In the shower: apply after shampooing from mid-lengths to ends of wet hair, leave for 2-3 minutes, then rinse thoroughly with cold water.

As a leave-in treatment: apply a 20-cent piece amount along the mid-lengths to ends of dry hair before styling or throughout the day.



*Instrumental Test. **Instrumental test, protecting from heat tools up to 230°C. ***Instrumental Test.

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HYALURON PLUMP

FOR DEHYDRATED HAIR

[HYALURONIC ACID] NOW FOR YOUR HAIR

Hyaluronic Acid is a molecule found naturally in the body which retains 1000x its weight in water, helping to replump hair. Elvive Hyaluron Plump provides hair with 10x more hydration* and 72H of moisture*.



NEW



INTRODUCING ELVIVE HYALURON PLUMP WONDER WATER

Hyaluron Plump Wonder Water is a Lamellar Rinse Out Treatment which revitalizes hair. In just 8 seconds, hair is 18x more hydrated* and has 5x more shine** with no weigh-down.



*Instrumental tests on shampoo + conditioner. **Instrumental tests

ELVIVE HYALURON PLUMP

RRP*

MOISTURE FILLING SHAMPOO 300ml

\$7.99

MOISTURE FILLING SHAMPOO 700ml

\$15.99

KEY INGREDIENTS & HAIR BENEFITS

- Dehydrated hair? This is caused by losing moisture. Discover the Power of hyaluronic acid. Our Rehydrating Shampoo instantly coats the cuticles and fills hair with 72H of moisture*, for shinier, 10x more hydrated* and revitalized hair with no weigh down, when used with the conditioner from the range.

HOW TO USE

Lather shampoo with water in your hands and massage into scalp. Distribute from roots to ends, working your way through the length of your hair. Rinse and repeat. Product will lather more the second time, an indicator that your hair is fully clean! Rinse hair thoroughly and proceed with the Hyaluron Plump Wonder Water and Conditioner.



ELVIVE HYALURON PLUMP

MOISTURE SEALING CONDITIONER 300ml

\$7.99

MOISTURE SEALING CONDITIONER 700ml

\$15.99

KEY INGREDIENTS & HAIR BENEFITS

- Dehydrated hair? This is caused by losing moisture. Discover the Power of hyaluronic acid. Our Rehydrating Conditioner instantly seals the cuticles and fills hair with 72H of moisture*, for shinier, 10x more hydrated* and revitalized hair with no weigh-down.

HOW TO USE

After using Hyaluron Plump Shampoo apply on mid-lengths to ends. Leave for one minute, then rinse with cold water. Complete your routine with Hyaluron Plump Serum to truly hydrate your hair.



ELVIVE HYALURON PLUMP

WONDER WATER 200ml

\$19.99

KEY INGREDIENTS & HAIR BENEFITS

- Hyaluron Plump Wonder Water is a Lamellar rinse out treatment which revitalizes hair and provides 18x more hydration** in just 8 seconds!
- Rehydrating your hair instantly, Hyaluron Plump Wonder Water helps boost shine with no weigh-down.

HOW TO USE

For best results use after Hyaluron Plump shampoo and massage through hair from mid-lengths to ends for eight seconds, then rinse.



ELVIVE HYALURON PLUMP

MOISTURE MASK 300ml

\$11.99

KEY INGREDIENTS & HAIR BENEFITS

- Offers an intense hydration boost, instantly wrapping hair with moisture, leaving it replumped and 10x more hydrated for 72H*, with no weigh-down.

HOW TO USE

Before shampoo: apply to dry hair and leave as long as your hair needs; from 5 minutes for instant hydration to overnight for deep nutrition, then thoroughly rinse.

In the shower: apply after shampooing from mid-lengths to ends of wet hair, leave for 2-3 minutes, then rinse thoroughly with cold water.

As a leave-in treatment: apply a 20-cent piece amount along the mid-lengths to ends of dry hair before styling, or throughout the day.



ELVIVE HYALURON PLUMP

24/7 MOISTURE PLUMP SERUM 150ml

\$21.99

KEY INGREDIENTS & HAIR BENEFITS

- Dehydrated hair? This is caused by losing moisture. Our 24/7 Replumping Serum powered by 2% Hyaluronic Care System, instantly replenishes hair with moisture and increases hair thickness by 9%^ at every use.
- Achieve bouncier, fuller hair and 72H^ of long-lasting hydration with no build-up.

HOW TO USE

On wet or dry hair, spray anytime all over your mid-lengths and ends. Use it as a daily moisturiser to bring 10x hydration^ and to restyle.



*Instrumental tests on shampoo + conditioner. ^Instrumental tests. **Instrumental Tests

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Colour-Protect FOR COLOURED & HIGHLIGHTED HAIR

The Colour-Protect formula contains colour protecting ingredients including UV filter to help protect the hair fibre from the sun and frequent washing. Hair is nourished and colour radiance is heightened.



ELVIVE COLOUR-PROTECT

RRP*

COLOUR PROTECTING SHAMPOO 300ml

\$7.99

COLOUR PROTECTING SHAMPOO 700ml

\$15.99

KEY INGREDIENTS & HAIR BENEFITS

- L'Oréal Paris Elvive Colour-Protect Shampoo with red peony and UV filters nourishes, brightens and protects coloured hair for up to 10 weeks*.
- It seals in hair colour, protects hair against external aggressors, and helps to preserve and prolong colour vibrancy and softness.**

HOW TO USE

Lather shampoo with water in your hands and massage into scalp. Distribute from roots to ends, working your way through the length of your hair. Rinse and repeat. Product will lather more the second time, an indicator that your hair is fully clean! Rinse thoroughly and proceed with the Colour-Protect Conditioner.



ELVIVE COLOUR-PROTECT

COLOUR PROTECTING CONDITIONER 300ml

\$7.99

COLOUR PROTECTING CONDITIONER 700ml

\$15.99

KEY INGREDIENTS & HAIR BENEFITS

- L'Oréal Paris Elvive Colour-Protect Conditioner seals colour inside the fibre, protects against UV rays and deeply nourishes to prolong colour, radiance and shine.
- L'Oréal Paris Elvive Colour-Protect Conditioner with red peony and UV filters nourishes, brightens and protects coloured hair for up to 10 weeks*.
- It seals in hair colour, protects hair against external aggressors, and helps to preserve and prolong colour vibrancy and softness.**

HOW TO USE

After using Colour-Protect Shampoo apply on mid-lengths to ends, leave for one minute, then rinse with cold water.



ELVIVE COLOUR-PROTECT

WONDER WATER 200ml

\$17.99

KEY INGREDIENTS & HAIR BENEFITS

- Wonder Water is a revolutionary rinse out hair treatment by L'Oreal Paris Elvive that will transform your hair in just 8 seconds!
- Powered by Lamellar Water Technology the liquid conditioner formula resurfaces hair fibres for 5x more shine, 8x more hydration and up to 97% strong coloured hair***

HOW TO USE

Wonder Water is a rinse out hair treatment. Use 2-3 times per week after shampooing. Use 1 dose for fine to medium textured hair, 2-3 doses for thick to curly textured hair, add 1 more dose if you have extra-long hair. Apply directly to wet hair on the lengths only, avoiding the scalp. You may feel a slight warming sensation as the product activates. Massage for 8 seconds and rinse out.



*instrumental test on shampoo + conditioner. **consumer test, 207 women, after use of shampoo + conditioner. ***Instrumental Test
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Prices are subject to change.

COLOUR-PROTECT PURPLE

**FOR BLONDE,
HIGHLIGHTED
& SILVER HAIR**

Nourishes hair & neutralises unwanted yellow, orange, and brassy tones in just one use, leaving hair looking bright and beautiful. The formula is enriched with purple toners and a UV filter to protect your hair after every wash. Use once a week to complement your regular Elvive Colour-Protect routine.

ELVIVE COLOUR-PROTECT PURPLE

RRP*

PURPLE SHAMPOO 200ml

\$10.99

KEY INGREDIENTS & HAIR BENEFITS

- Our specialist colour correcting purple formula nourishes hair and neutralises unwanted yellow, orange and brassy tones in just one use, to help keep hair looking bright and beautiful.
- Suitable for blonde, highlighted and silver hair.

HOW TO USE

Use once a week to complement your regular Elvive Colour-Protect routine. Massage into hair and leave for 1–3 minutes before rinsing well and follow with our Purple Conditioner. Keep out of reach of children. Wear suitable gloves. Avoid contact with eyes. In case of contact with eyes rinse immediately and thoroughly. Only use for hair colour correction purposes.



ELVIVE COLOUR-PROTECT PURPLE

PURPLE CONDITIONER 150ml

\$10.99

KEY INGREDIENTS & HAIR BENEFITS

- Enriched with purple toners and a UV filter, our specialist colour correcting purple formula leaves blonde hair looking bright and beautiful between colouring.
- The rich and luxurious texture intensely nourishes coloured hair, leaving it looking smoother, softer and healthier.

HOW TO USE

Use once a week after Purple Shampoo to complement your regular Elvive Colour-Protect routine. Apply on damp hair and leave for 5 minutes before rinsing well.

Expert Tip: on grey hair, rinse after one minute. Optimise the effect on highlighted brunette hair by leaving for up to 10 minutes before rinsing.



ELVIVE COLOUR-PROTECT PURPLE

PURPLE MASK 250ml

\$12.95

KEY INGREDIENTS & HAIR BENEFITS

- Love your blonde? Protect your coloured hair with L'Oréal Paris Elvive Colour-Protect Intense Purple Mask. Fragile from bleach? This nourishing mask repairs highlighted and blonde hair. Provides intense care to coloured, processed hair, while the purple pigments neutralise unwanted yellow, orange and brassy tones.

HOW TO USE

Once a week, after purple shampoo, apply on damp hair and leave on for 5 minutes before rinsing well. Use in combination with Elvive Purple shampoo for maximum results.



ELVIVE COLOUR-PROTECT PURPLE

PURPLE 10 IN 1 BLEACH RESCUE SPRAY 150ml

\$14.99

KEY INGREDIENTS & HAIR BENEFITS

- After bleaching, blonding or highlighting, your hair can suffer from deep damage and loses strength and shine. Powered by vegetal collagen, our formula directly targets the hair fibre to fight damage and dullness.
- Our multi-action technology intensely repairs to restore soft, radiant and healthy looking hair from the first use.

HOW TO USE

Spray directly on your mid-lengths and ends.

After Washing: for a faster blow-dry.

Before Styling: for more manageable hair.

As a finishing touch: for high shine and protection.





TOTAL REPAIR 5 FOR DAMAGED, LIFELESS HAIR

Hair is restored, stronger and full of life. Pro-Keratin + Ceramide visibly repair the hair fibre and reconstruct hair, fighting damage, thinning, split-ends, brittleness and dullness.

Repairs 5 problems: strawlike feeling, brittleness, dehydration, stiffness and split ends. Leaves hair completely restored, strengthened, revitalised, soft and shiny from root to tip.

**5 PROBLEMS
1 SOLUTION.**

1. STRAWLIKE FEELING
2. BRITTLINESS
3. DEHYDRATION
4. STIFFNESS
5. SPLIT ENDS

WITH
9%
REPAIR
CONCENTRATE
WITH KERATIN

Elvive Total Repair 5 is enriched with up to 9% keratin to make hair stronger, fuller and glossier. Maintaining the healthy appearance of your hair helps prevent split ends and breakage.



ELVIVE TOTAL REPAIR 5

RRP*

REPAIRING SHAMPOO 300ml

\$7.99

REPAIRING SHAMPOO 700ml

\$15.99

KEY INGREDIENTS & HAIR BENEFITS

- L'Oréal Paris Elvive Total Repair 5 Shampoo, enriched with 2% pro-keratin & ceramides, repairs 5 common hair problems: Strawlike feeling, brittleness, dehydration, stiffness and split ends.

HOW TO USE

Lather shampoo with water in your hands and massage into scalp. Distribute from roots to ends, working your way through the length of your hair. Rinse and repeat. Product will lather more the second time, an indicator that your hair is fully clean! Rinse thoroughly and proceed with the Total Repair 5 Conditioner.



ELVIVE TOTAL REPAIR 5

REPAIRING CONDITIONER 300ml

\$7.99

REPAIRING CONDITIONER 700ml

\$15.99

KEY INGREDIENTS & HAIR BENEFITS

- L'Oréal Paris Elvive Total Repair 5 Conditioner, enriched with 9% pro-keratin & ceramides, repairs 5 common hair problems: Strawlike feeling, brittleness, dehydration, stiffness and split ends.

HOW TO USE

After using Elvive Total Repair 5 shampoo, apply on mid-lengths to ends. Leave for 1-2 minutes to set, then rinse.



Elnett



L'Oréal Paris Elnett is our iconic hairspray, known as the gold standard for red carpet events and photo shoots. This spray has an ultra fine mist that leaves hair feeling clean with a light-weight, soft, shiny finish and a satin touch.

SO STRONG, IT HOLDS STYLE ALL DAY.

ELNETT

RRP*

NORMAL HOLD 75ml

\$5.49

NORMAL HOLD 400ml

\$11.99

RESULT

For a long lasting flexible hold that keeps hair feeling natural and soft to touch.

STRENGTH HOLD
NATURAL HOLD



ELNETT

EXTRA STRONG HOLD 75ml

\$5.49

EXTRA STRONG HOLD 400ml

\$11.99

RESULT

Offers our strongest long-lasting hold with the micro-diffuser that sprays ultra fine and disappears at a stroke of a brush, leaving hair feeling clean, soft and shiny. Protects against the effects of humidity.

STRENGTH HOLD
STRONGEST HOLD



ELNETT

RESPECT DAMAGED HAIR WITH STRONG HOLD 75ml

\$5.49

RESPECT DAMAGED HAIR WITH STRONG HOLD 400ml

\$11.99

RESULT

Infused with the extra-caring Argan Oil. Long lasting hairspray for dry, damaged hair. Humidity resistant hairspray.

STRENGTH HOLD
EXTRA STRENGTH



ELNETT

FLEXIBLE HOLD 75ml

\$5.49

FLEXIBLE HOLD 400ml

\$11.99

RESULT

Long-lasting hold with flexible movement, to keep your style natural without stickiness.

STRENGTH HOLD
EXTRA STRENGTH



Each recommended retail price ("RRP") set out or referred to in this document is a recommended price only and there is no obligation to comply with the recommendation.

Prices are subject to change.

ELNETT

RRP*

VOLUMISING STRONG HOLD 400ml

\$11.99

RESULT

Enriched with pro-keratin, adds volume to boost va-vavoom hair styles with a supreme hold that lasts all day.

STRENGTH HOLD
STRONGEST HOLD



L'ORÉAL PARIS

NEED MORE INFORMATION?

For all product queries, usage queries and customer complaints or compliments please call Consumer Advice Line: 1300 659 359

For all business queries relating to orders, damaged stock or returns please call Client Services: +61 3 8680 0000

For further information and updates please visit:



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