

# Art Department



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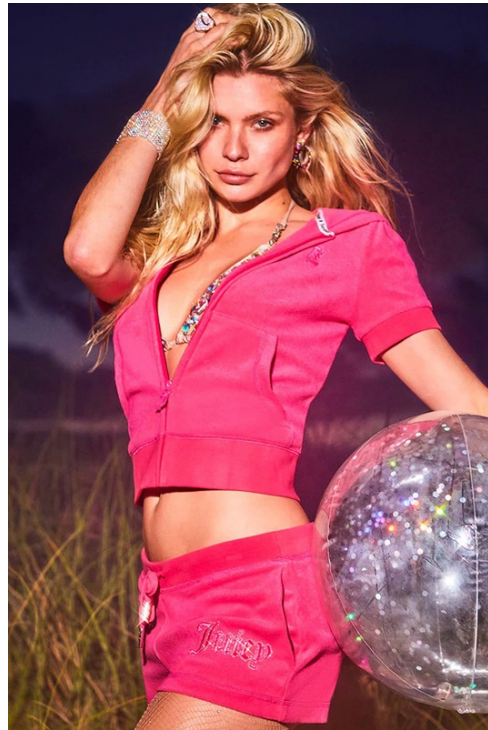
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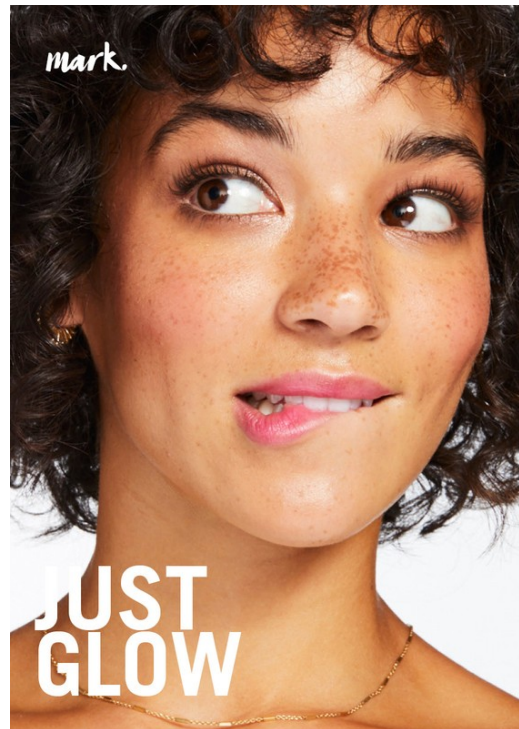
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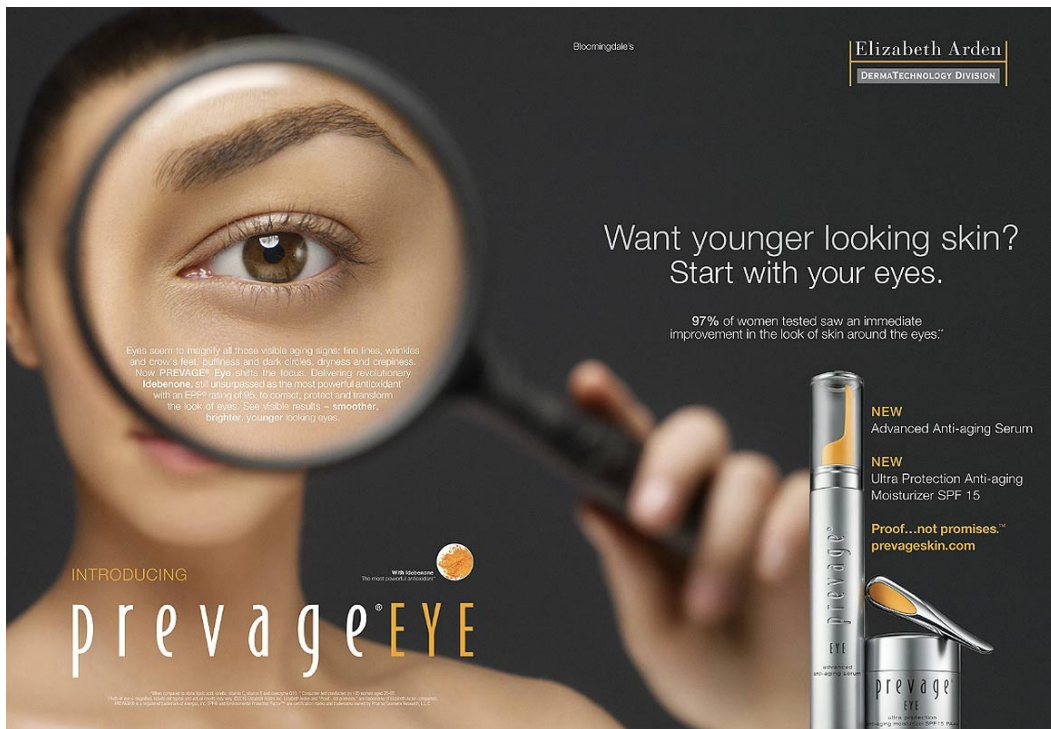
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AN INNOVATION FOR STYLE-CHALLENGED HAIR.  
TRANSFORM YOUR HAIR.  
TO GET THE LOOK YOU WANT.

new **vive pro.**  
style & body infusing

GO TO [VIVEPRO.COM](http://VIVEPRO.COM) FOR YOUR  
CUSTOMIZED HAIR PROFILE AND YOUR  
PERSONAL VIVE PRO RECOMM.

SHAPE

TEXTURE

NEW STYLE STARTING TECHNOLOGY CREATES A STYLING BASE TO IMPROVE MANAGEABILITY. IT GENTLY HOLDS YOUR STYLE FROM THE MOMENT YOU SHAMPOO.

FROM FLAT TO FULL, UNMANAGEABLE TO CONTROLLED, NEW VIVE PRO STYLE & BODY INFUSING BY L'ORÉAL PARIS.

IT'S NOT MAGIC, IT'S SCIENCE. VIVE PRO'S DUAL ACTION TECHNOLOGY TRANSFORMS HAIR'S SHAPE AND TEXTURE TO CREATE STYLE MEMORY AND PREVENT STYLE FALLOUT.

THE SHAPE, BODY AND FULLNESS. THE TEXTURE—TOUCHABLE CONTROL. IT'S THE END OF FLAT, LIFELESS HAIR. BECAUSE YOU'RE WORTH IT™

L'ORÉAL PARIS

AN INNOVATION FOR DRY, FRIZZY HAIR.  
TRANSFORM YOUR HAIR.  
TO GET THE LOOK YOU WANT.

new **vive pro.**  
smooth intense

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PERSONAL VIVE PRO RECOMM.

SHAPE

TEXTURE

FORMULATED WITH HYDRATING AND MOISTURIZING ACTIVES AND NUTRIENTS TO HELP REPAIR AND SOFTEN YOUR HAIR.

FROM FRIZZY TO SMOOTH, DRY TO SILKY, UNMANAGEABLE TO CONTROLLED, NEW VIVE PRO SMOOTH INTENSE BY L'ORÉAL PARIS.

IT'S NOT MAGIC, IT'S SCIENCE. VIVE PRO'S DUAL ACTION TECHNOLOGY TRANSFORMS HAIR'S SHAPE AND TEXTURE TO CREATE STYLE MEMORY AND PREVENT STYLE FALLOUT.

THE SHAPE—SUPER SOFTNESS. THE TEXTURE—TOUCHABLE CONTROL. IT'S THE END OF DRY, FRIZZY HAIR. BECAUSE YOU'RE WORTH IT™

L'ORÉAL PARIS

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TRANSFORM YOUR HAIR.  
TO GET THE LOOK YOU WANT.

new **vive pro.**  
color vive

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CUSTOMIZED HAIR PROFILE AND YOUR  
PERSONAL VIVE PRO REGIMEN.

ENRICHED WITH  
ANTI-OXIDANTS  
AND UV FILTERS,  
NEW COLOR-TRAP  
TECHNOLOGY  
CREATES A  
MOISTURE BARRIER  
TO HELP LOCK  
COLOR IN AND  
DAMAGE OUT.

FROM FADING COLOR TO VIBRANCY,  
DULLNESS TO SHINE, WITH NEW VIVE PRO  
COLOR VIVE BY L'ORÉAL PARIS,  
IT'S NOT MAGIC, IT'S SCIENCE.  
VIVE PRO'S DUAL ACTION TECHNOLOGY  
TRANSFORMS HAIR'S COLOR AND TEXTURE,  
TO HELP LOCK COLOR IN AND KEEP  
DAMAGE OUT.  
THE COLOR - INCREDIBLY VIBRANT.  
THE TEXTURE - SILKY, NOURISHED HAIR.  
IT'S THE END OF DULL, FLAT COLOR.  
BECAUSE YOU'RE WORTH IT™

L'ORÉAL  
PARIS



Schwarzkopf  
Professional Haircare for you.

NEU

Intensiver Schutz vor  
Sonne und Wasser -  
Für 25 % längere  
Farbfrische.

COLOR PROTECT FORMEL

BRILLANCE

BRILLANCE, FARBEN, SO UNVERGÄSSLICH  
WIE EIN BRILLANT

SONNE UND WASSER?  
KEINE GEFAHR FÜR MEINE HAARFARBE!

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**urban experiment 13**  
**NYLON CLAY**

- nylon-infused
- twisted ropes
- varn effect
- to use: weave and spin through damp hair for twisted twines



**urban experiment 4**  
**GRIT WAX**

- starch-infused
- gritty, 2nd day look
- corduroy effect
- to use: drag through dry hair for gritty, gathered pieces

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**urban experiment 26**

**ENAMEL GEL**

- polyurethane-infused
- hardcore spikes
- patent leather effect
- to use: plaster and shape aggressively through damp hair for a lacquered glaze

REDKEN

urban experiment 26

JOHN FRIEDA  
LONDON PARIS NEW YORK

THERE'S MORE TO BE THAN  
MEETS THE EYE.  
SO YOU'D BETTER LOOK TWICE.

WE DON'T HAVE TO BE  
THE LOUDEST COLOUR.  
WE'VE JUST BEEN  
THE MOST FOR A LONG TIME.

**IF YOU THINK BRUNETTES ARE PLAIN,  
YOU'RE PLAINLY MISTAKEN.**

**FLASHES  
OF BRILLIANCE**

Only the Brilliant Brunette® line reveals the dynamic dimensions  
of brunette tresses—and brunettes themselves.  
Our Colour Protecting Shampoo & Conditioner caress the unique way brunette hair  
fades, locking in the rich, glossy tones that catch the light—and grab the spotlight.  
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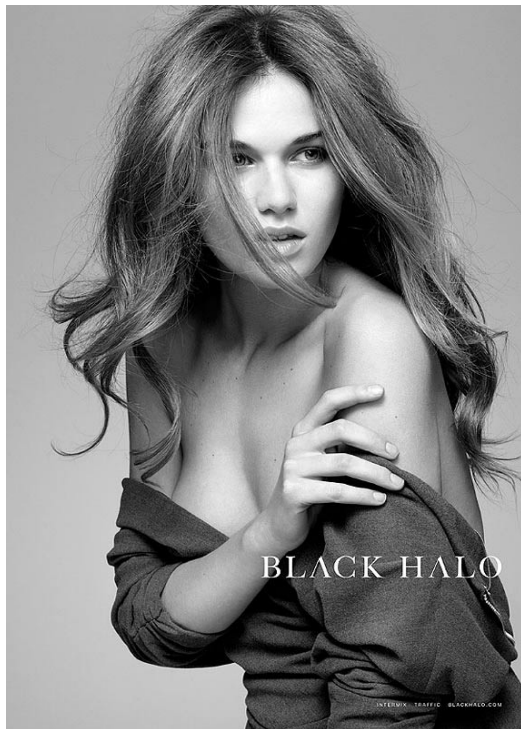
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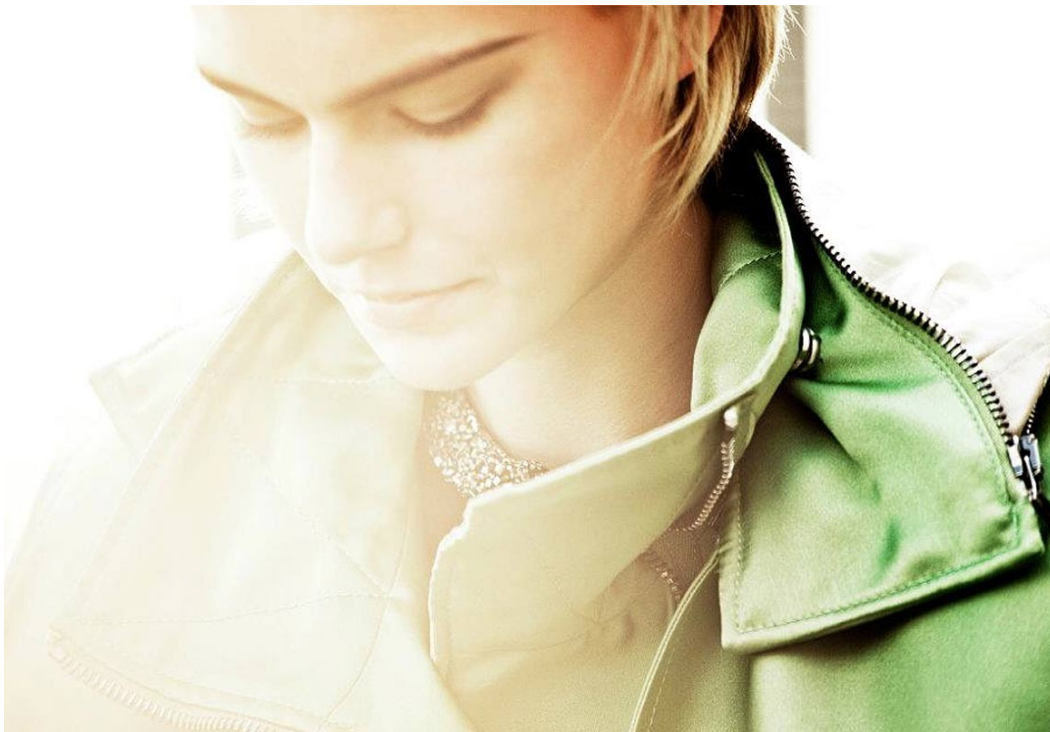
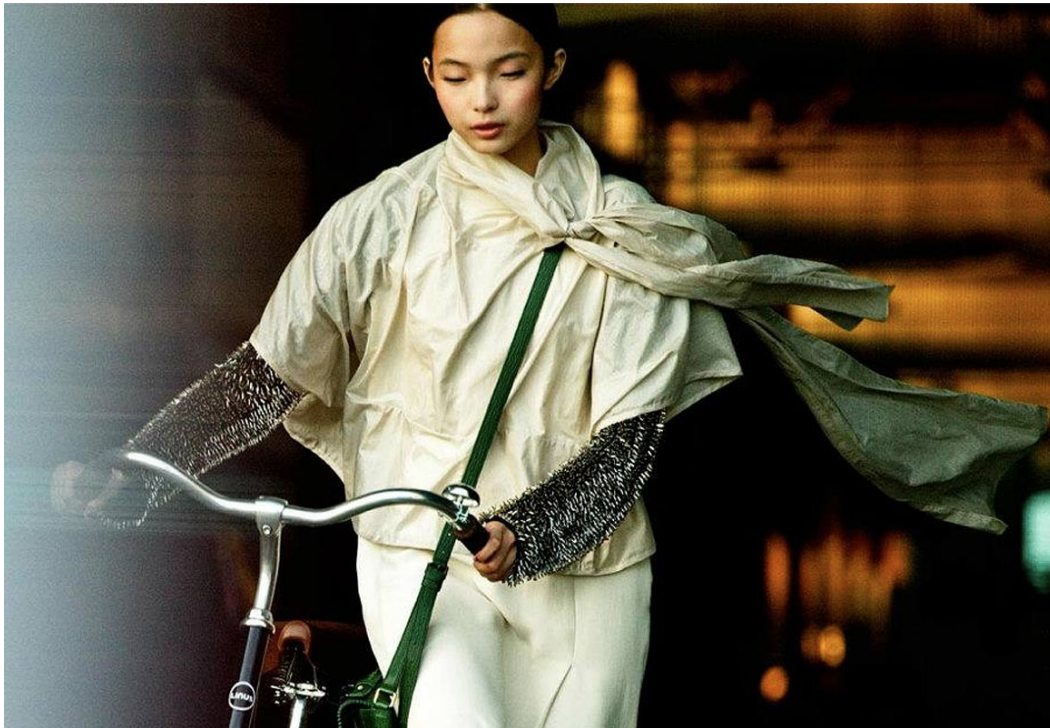
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