

Art Department



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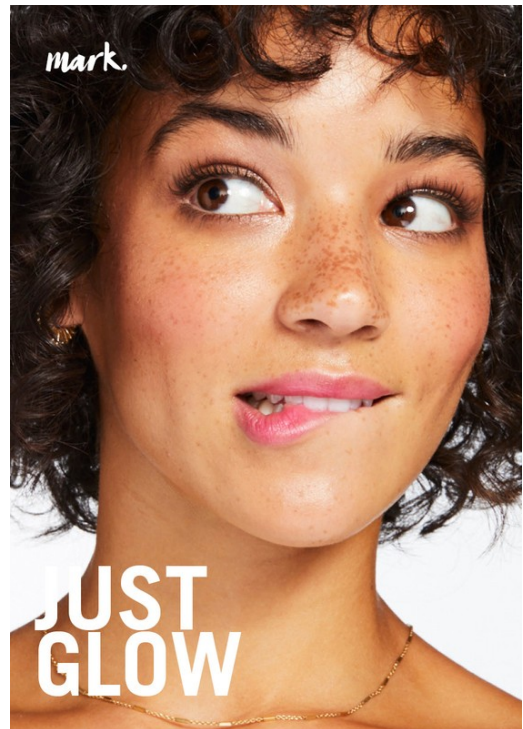
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Bloomingdale's

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DERMATOLOGY DIVISION

Want younger looking skin?
Start with your eyes.

97% of women tested saw an immediate improvement in the look of skin around the eyes.*

Eyes seem to magnify all those visible aging signs: fine lines, wrinkles and crow's feet, puffiness and dark circles, dryness and crepiness. Now PREVAGE® Eye shifts the focus. Delivering revolutionary **Idobenone**, still unsurpassed as the most powerful antioxidant with an EGF* (matrix of life) to correct, protect and transform the look of eyes. See visible results — smoother, brighter, younger looking eyes.

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TO GET THE LOOK YOU WANT.

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style & body infusing

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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™

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

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smooth intense

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L'ORÉAL PARIS

FORMULATED WITH... FROM FRIZZY TO SMOOTH, DRY TO SILKY... IT'S NOT MAGIC, IT'S SCIENCE... THE SHARP... IT'S THE END OF DRY, FRIZZY HAIR. BECAUSE YOU'RE WORTH IT™

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TRANSFORM YOUR HAIR.
TO GET THE LOOK YOU WANT.

new **vive pro.**
color vive

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PERSONAL VIVE PRO REGIMEN.

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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.
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TRANSFORMS HAIR'S COLOR AND TEXTURE,
TO HELP LOCK COLOR IN AND KEEP
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THE COLOR - INCREDIBLY VIBRANT.
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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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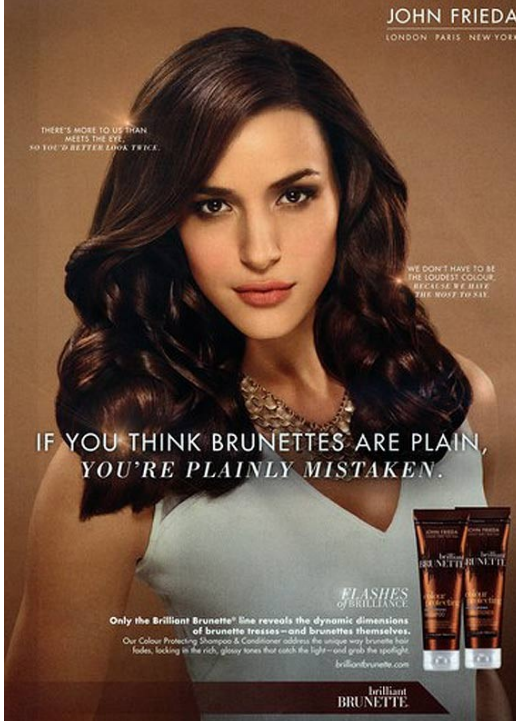


urban experiment 26

ENAMEL GEL

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

REDKEN



JOHN FRIEDA
LONDON PARIS NEW YORK

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MEETS THE EYE.
SO YOU'D BETTER LOOK TWICE.

WE DON'T HAVE TO BE
THE LOUDEST COLOUR.
WE'LL BE HEARD
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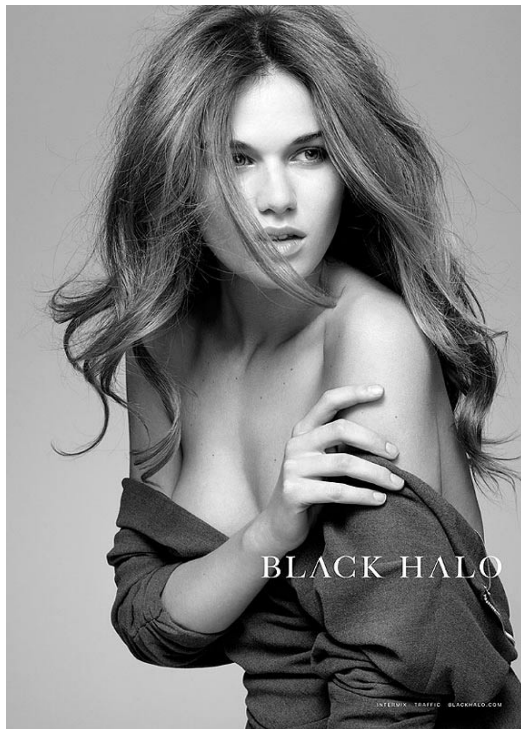
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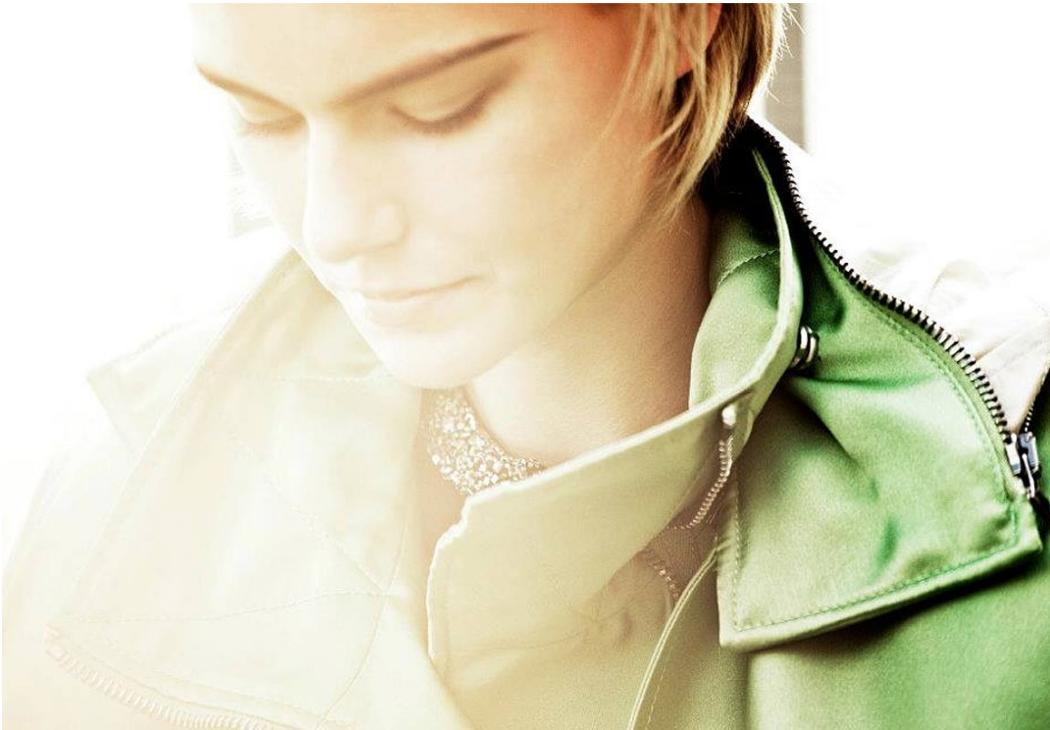
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