



NEW

Keratin Alpha Sleek

New exclusive technology.

Ultimate smoothing & frizz control.

L'ORÉAL

PROFESSIONNEL

PARIS



NEW

Keratin Alpha Sleek

Reprograms hair to be 6x smoother.*

A new way to smooth.

Powered by Keratin-Alpha Shaper and Amino-Acid Chains, Keratin Alpha Sleek penetrates the hair's innermost layer to deliver long-lasting frizz control.

**Suitable for all hair types,
including keratin-treated.**

*System of shampoo, Smooth Transformer, and serum vs. before application.

Tired of anti-frizz trade-offs?

The deepest, inner level of the hair, the keratin alpha level, is where the outer shape of the hair is programmed. It is this organization, fixed by bonds, that ultimately defines the curl pattern of hair and how prone it is to frizz.

Today there are only two ways to address this:

1. Sprays that coat the outside of the hair, offering only short-term frizz protection.
2. Harsh, invasive treatments that damage the hair and its texture.

Before.



After.



Don't just coat frizz, conquer it.

Keratin Alpha Sleek's unique technology goes deeper

to reshape and loosen the bonds that dictate hair structure, making them more flexible internally and less frizzy externally. It does all of this while caring for the hair, leaving it smooth and shiny for up to 2 weeks*.

*After 4 weekly uses of Smooth Transformer

3 steps to long-lasting frizz control.

How to use.



Step 1. Sulfate-free shampoo

To gently cleanse.

- Wash & smooth.
- Luxurious, creamy texture.

How to use:

Distribute evenly through wet hair and massage until a lather forms. Rinse thoroughly.



Step 2. Smooth transformer

Treat frizz while hydrating.

- 6x smoother hair.*
- Long-lasting frizz & volume control.

How to use:

Apply after cleansing to wet hair, leave on for 15 minutes & rinse. Activate with heat. Repeat once a week for 4 weeks and then once a month to maintain results.

*Smooth Transformer vs. before application

OR



Step 2. Rinse off mask

To nourish & hydrate.

- Creamy & silky texture.
- Adds shine and moisture.

How to use:

Apply after cleansing to wet hair, leave on for 3-5 minutes & rinse.



Step 3. Mirror sleek serum

Frizz and humidity protection for up to 10 washes.*

- Adds long-lasting shine.
- Heat protection up to 450°F.

How to use:

Apply to wet or dry hair, heat-activated.

*Leave-in serum vs. untreated hair.

Smooth Transformer

Smooths and controls frizz for up to 2 weeks.*
6x smoother hair.**

Reduce volume and add shine for sleeker, smoother, healthier-looking hair.

Progressively treats frizz for all hair types.

Before.



After
1 use.



After 4
weekly uses.



Got a frizz-frustrated client?

Two ways to create profitability in the salon.

Express Smoothing Service:

Recommended service price: \$20

1. After cleansing with shampoo, divide the hair into two sections and apply the Smooth Transformer evenly from lengths to the very ends.
2. Allow the treatment to process for 15 minutes before rinsing and towel drying the hair.
3. Apply the Mirror Sleek Serum to heat protect and provide added frizz-control. Important: Heat activate the Smooth Transformer and serum by blow-drying the hair completely.

Empower your client at home:



Educate.

While styling, explain to your client the progressive nature of the treatment. Discuss that they will see some initial results, but this is the first of four weekly applications needed for maximum, long-lasting frizz protection.



Sell.

Recommend they take home the Smooth Transformer to continue their weekly treatments. Also encourage them to purchase the entire range, using the shampoo and mask for daily smoothing and the serum as their go-to heat protectant and humidity-blocker.

*After 4 weekly uses of Smooth Transformer
**Smooth Transformer vs. before application

Made for pros by pros.

Co-developed by Natalie Simoes
and other global pros.



"I'm proud to have worked with L'Oréal Professionnel on this collection. As a stylist, I'm surrounded by so many chemicals every day, so having access to a product that not only delivers smooth, effortless hair for my clients but is also safe for me to work with consistently is truly invaluable."

@nat_doeshair

FAQs.

What does it smell like?

As always, inspired by luxury French fragrances with notes of fig, vanilla, iris, elemi, and wood.

Is it safe for keratin-treated hair? Color-treated, highlighted hair?

Keratin Alpha Sleek is safe for all hair types including keratin-treated, relaxed, sensitized, and colored hair. It is also safe to use on all curl types.

Which hair formations/textures is it best for? How does this look and act on high formation curls?

The Smooth Transformer can be used on all curl types. It is an anti-frizz product for all curl formations. It will elongate curls and reduce frizz. However, it won't give a relaxer-like result.

Is Keratin Alpha Sleek a relaxer?

No, it is a revolutionary hybrid formula of texture treatment and hair care. Contrary to conditioner/mask or classical smoothing treatments, it deeply penetrates inside the fiber. With its strong performance engine, it smooths the hair at its deepest level with a cumulative effect. Because of this, it doesn't damage hair or completely eliminate the curl formation like many relaxers or keratin treatments do.

Can the treatment be done on the same day as a color service?

The Smooth Transformer is safe to use the same day as a color service and has no impact on the color.

Is it safe on extensions?

Yes, Keratin Alpha Sleek has been tested on extensions and is safe to use.

Do I need to use the Smooth Transformer with the dedicated Keratin Alpha Sleek shampoo, or can I use any other shampoo?

In general, yes, you can use any hair care regimen. However, to support frizz control and enhance the results, we recommend using the full Keratin Alpha Sleek routine.

Do you have to heat-activate the Smooth Transformer?

To achieve the best results, it is recommended to use a flat iron to heat-activate; however, blow-drying the hair is also an acceptable alternative.

Note: The Smooth Transformer does not have heat protection so we recommend using the Mirror Sleek Serum before heat usage for protection.

Following the initial 4 weekly uses of the Smooth Transformer, how often and how many times should I use it?

It is recommended, following the initial 4 weekly uses, to use once a month to maintain results. If the hair starts to become dry, stop usage for a few months before resuming.

There is a smell from the Smooth Transformer. What is it?

The product contains a small amount of cysteine. Cysteine plays a crucial role in protein synthesis and the formation of disulfide bonds. This stabilizes protein structure, particularly in keratin.

Is the Keratin Alpha Sleek shampoo sulfate-free?

Yes, it is sulfate-free.

L'ORÉAL
PROFESSIONNEL
PARIS