

Metal Detox

Pro-guaranteed hair transformation.



L'ORÉAL
PROFESSIONNEL
PARIS



The problem

Many things can damage your clients' hair over time - even water.

Did you know that metals from water penetrate the hair fiber and can create breakage, dullness, and unexpected color results?

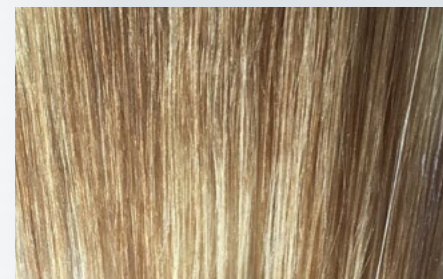
Metals and hair: a damaging mix.



Inner metal is the most dangerous.

When metals inside the hair mix with oxidants from hair color & lighteners, a negative chemical reaction is created which leads to:

Unreliable color results.



Risk of hair breakage.



The solution

Metal Detox

Pro-guaranteed hair transformation.

Powered by Glicoamine, a patented molecule small enough to penetrate the hair fiber and neutralize the metals, Metal Detox transforms hair from the inside out.



Metal Detox mask

The hair hero.

Scientifically tested anti-breakage efficacy in extreme conditions.¹

- After repetitive bleaching ²
- After 1 year of 450°F styling
- After 4500 brush strokes

Before.



After.



97% less breakage³ & 120 hours of hydration.

¹vs. non-conditioning shampoo

²hair bleached three times

³Instrumental test, after application of Pre-treatment + technical procedure + Shampoo + Mask

Change the way you care for your clients' hair.



Step 1: In-Salon

In-Salon Pre-treatment

Prevents breakage and color shift by neutralizing metals in the hair.



Step 1: At Home

At-Home Pre-shampoo treatment

Refills hair micro-breaks on all hair formations for 96% less breakage. vs non-conditioning shampoo



Step 2

Sulfate-free shampoo

Gently removes metal in hair.



"I explain Metal Detox as the hair's insurance policy."

Min Kim | @minkimcolorist
L'Oréal Professionnel Global Artist



Step 3

Mask

Protects the hair fiber from metal particles.



Step 4

Smoothing cream

Hydrates and protects against frizz, metals and heat up to 450°F.



Oil

Protects against metals, color fading and heat up to 450°F. 2X more shine. vs. unwashed hair

Grow your business.

Mask service options.



Luxury Service

Recommended service price: \$15

- Begin by explaining hair diagnosis and why you chose the mask.
- In four sections, apply the mask working downwards through the mid-lengths and ends.
- Use fingers or a very wide tooth comb to create even saturation of product, pushing any excess product closer to the scalp.
- Let sit for 2-5 minutes (5 minutes for high formation hair) while you rinse your hands and massage the scalp. Do not massage the mask into the scalp. Then rinse the hair.

Express Service

Recommended free service add-on.

- Apply the mask working downwards through the mid-lengths and ends.
- Use fingers or a very wide tooth comb to create even saturation of product, pushing any excess product closer to the scalp.
- For low formation hair, saturate the hair and let sit for 1 minute. For high formation hair you can let the product sit longer. Rinse.

Earn more profit with no added time.

Pre-treatment service options.

Option 1

Offer Metal Detox as an add-on service.

Option 2

Build the Metal Detox salon exclusive Pre-treatment into all color & lightening service pricing.

Option 3

Bundle the Metal Detox salon exclusive pre-treatment and at-home shampoo and mask into your color & lightening service pricing for your clients to take home the ultimate care experience.

■ Recommended service price/addition price: \$30 - \$40

■ 1 set of Metal Detox (35 applications) = **Potential of over \$1,000 in profit.**



Frequently asked questions.

Where does metal come from?

Metal is invisible and accumulates every day in hair through various water sources depending on location and the quality of water pipes. Metals can be found in treated pools, rivers, and oceans, as well as in salon back bar stations and showers due to the erosion of pipes.

Is high metal accumulation in hair always directly related to hard water?

Not always. The accumulation of metals can be present in hard water but even the cleanest water can be charged with metals, due to the erosion of pipes.

What is Metal Detox?

A professional protocol that is capable of neutralizing & detoxifying the hair from metals to provide 87% less breakage & 100% reliable color results during every color, balayage and lightening service.

Instrumental test, after application of Pre-treatment + technical procedure + Shampoo + Mask

How is Glicoamine different from other molecules?

Glicoamine is the only molecule small enough to penetrate inside the hair fiber to neutralize metals. Many other agents only address metal particles on the outside of the fiber, which is not enough to prevent breakage and unreliable color results.

Does Metal Detox only work with L'Oréal Professionnel color & lighteners?

No, Metal Detox is compatible with all color and lightener brands.

Does Metal Detox impact color/lightener processing time or performance?

No, Metal Detox does not affect the processing time or performance of any color or lightener.

Will Metal Detox impact the level of lift I am able to achieve with my lightener?

No, Metal Detox does not impact lift, texture or any other attributes of your preferred lightener.

Can I use Metal Detox with other services such as a perm, etc.?

Metal Detox was developed specifically for color and lightening services.

What is the best way to preserve in-salon results?

Prescribing the Metal Detox system is key to preventing breakage, keeping metals at bay, providing softness/nourishment and protecting hair color vibrancy.

Is Metal Detox compatible with bonders?

Yes, Metal Detox can coexist with bonding products. To get the best of both worlds, we recommend using Metal Detox with Bonder Inside lighteners.

What is the difference between Metal Detox and other brands that claim to neutralize metal particles?

Other ranges target metals on the surface. With Glicoamine, Metal Detox is able to remove metals trapped inside the hair fiber. Products that only target metals on the surface are unable to have a strong effect when it comes to combating breakage and unreliable color results.

What is the difference between the Metal Detox Pre-treatment and the Metal Detox Pre-shampoo treatment?

The Metal Detox Pre-Treatment is a salon-exclusive product to use with a color service to neutralize metals in hair and prevent negative interactions during a professional color service. The Pre-shampoo treatment is meant to be used at home to refill hair micro-breaks, prevent breakage and increase hydration and detangling.



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