



AirLight Pro

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PROFESSIONNEL
PARIS

For over a century, hair dryers have relied on the same **convection technology**.



1880s

[Early stages]



1920s

[Electric era]



1950s

[Bonnet era]



1970s

[Lightweight era]



1990s

[Power era]



2010s

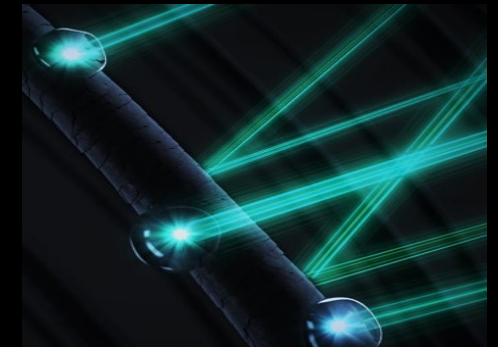
[Design era]

A patented groundbreaking technology.

Patented AirLight Pro is powered by **infrared light**, wind, and heat up to 285°F for fast drying. Without damage.¹



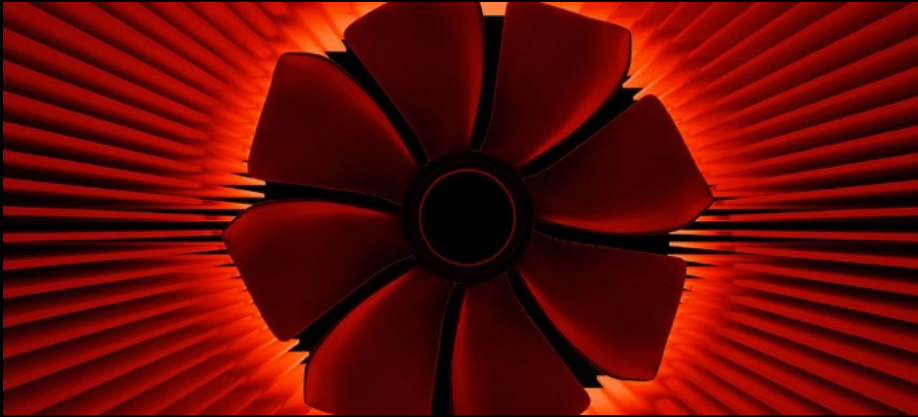
A direct form of energy, infrared light targets water molecules, replicating natural evaporation. To dry fast and limit time hair is exposed to heat.



¹Max temperature achievable with the concentrator attachment.

The science of **infrared** light.

Traditional **convection**

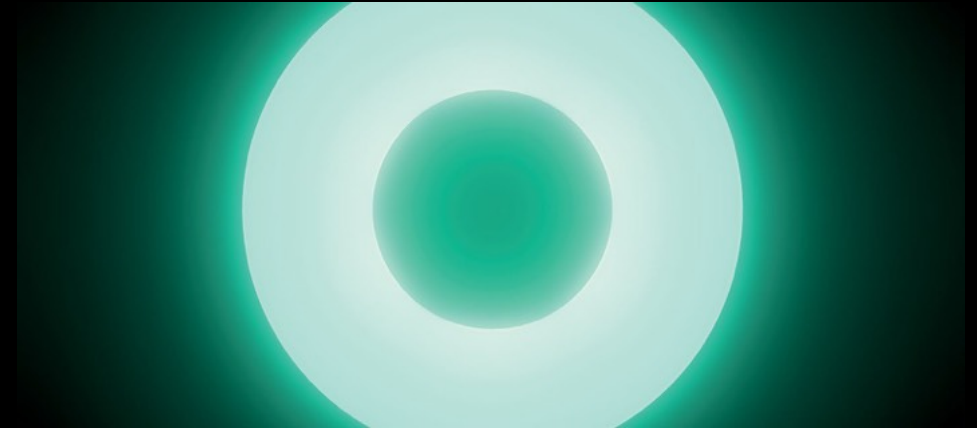


Traditional hair dryers rely on convection and wind. Convection uses hot metallic coils with an electric resistance to generate heat.

A fan then creates airflow over the heating element.

Convection heating can result in energy loss and uses high temperatures.

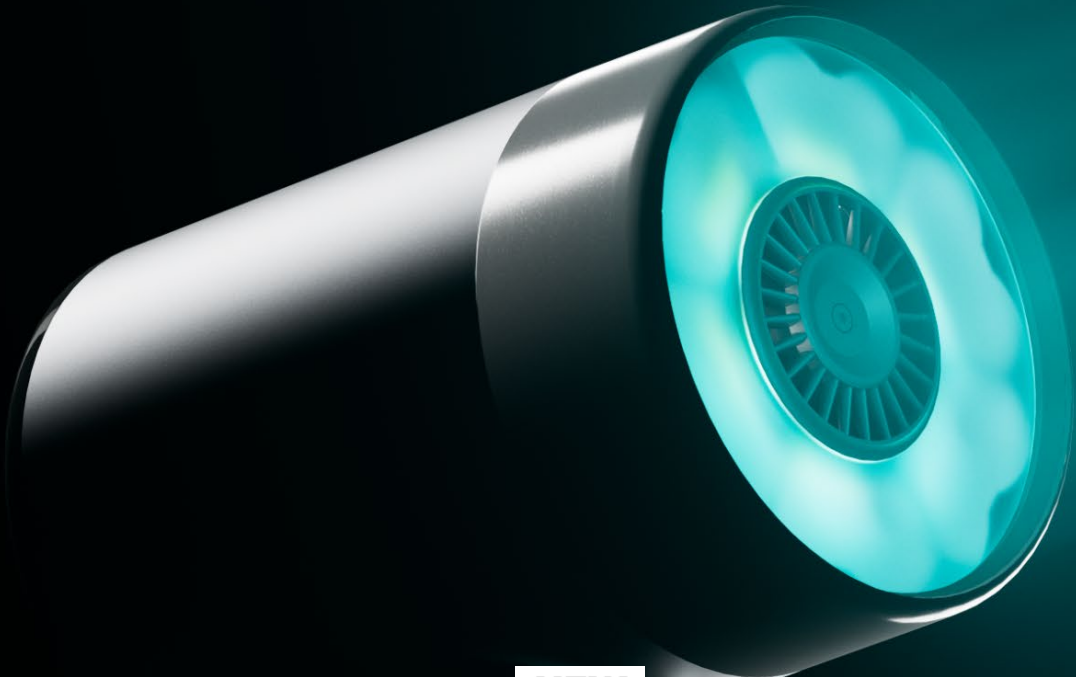
Infrared light



AirLight Pro also uses infrared light technology.

Infrared light carries heat using electromagnetic waves. It's a targeted and an efficient form of energy.

Through the combination of heat, wind, and infrared light, it limits the time hair is exposed to heat.



**Dry with the speed of light.
Without damage.**

**Our first professional hair dryer augmented
with infrared light.**

14% faster
drying.*

11% less energy
used.*

Hydration
locked in.

NEW

AirLight Pro

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*AirLight Pro vs. leading premium (\$200+) hair dryer USA 2023.

A breakthrough tech. Enhanced by pros.

Infrared light technology.

A hybrid hair dryer featuring a professional calibration of heat, wind, and **infrared light** for fast drying, reaching up to 285°F without damage.¹

Smart filter.

Easy to access filter in the back. Notifies when filter needs to be cleaned.

Engineered to last.

17-blade high-speed motor designed to last. Tested to last 10 years of professional use.²

Powerful.

130mph wind speed (Category 4 hurricane level), while remaining quiet.

No power brick.

Easy movement and handling.

Cool-shot button.

Hold to invert temperature and blow a cool shot of air to lock in styles and shapes.

Lightweight.

1.7lb.

¹Max temperature achievable with the concentrator attachment.
²Corresponding to 2 cumulative hours of use per day, 5 days a week.



2 powerful attachments included.

Strong magnetic strength for pro use.

Auto-detects to optimized temperature and airflow settings (RFID).



The concentrator.

For high-definition smoothing and precise styling.



The diffuser.

To preserve natural curl patterns while providing definition to curly and coily hair.



An ultra personalized and connected experience.

Standard modes:

- Access 3 heat and 3 airflow settings, created with stylists.
- No app required.

Custom modes:

- Customize your own signature settings with the AirLight Pro app. Adjust in increments of 5% for airflow and 15-20°F.¹
- Or choose pre-set sleek, curly, and coily settings.
- Customized setting will be saved without the need to reset each time. Up to 7 profiles saved.



Easy to access app:

Hold both the temperature and airflow buttons for 3 secs to display the QR code, then scan with your phone to set up.

¹AirLight Pro app and internet connection required. Available for App Store and Google Play. Certain settings accessible only with attachments.



Co-developed with pros.

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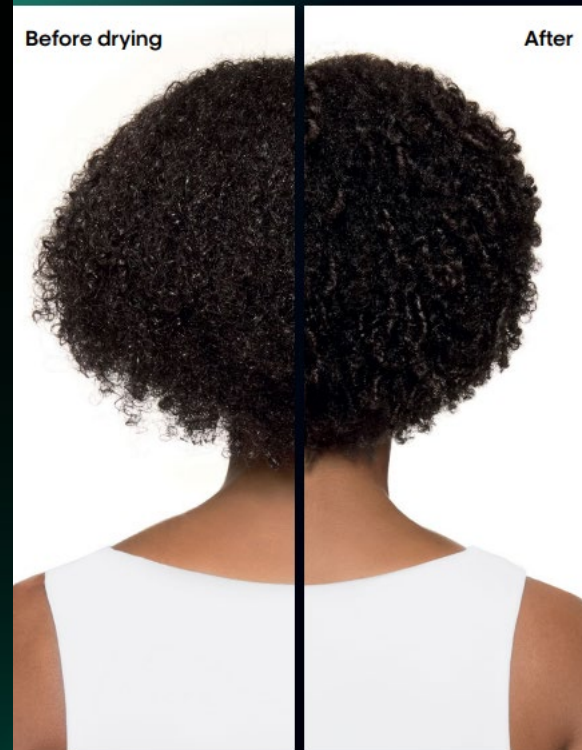
L'Oréal Professionnel offers professional beauty expertise by drawing on over 110 years of knowledge and support for the hairdressing sector. The world's historical professional brand for hairstylists partners.

X

Zuvi

Technology brand that combines luxury and innovation to reinvent essential beauty tools.

Tested on all hair types.



AirLight Pro Offer.

Early Access September 1st
Launch Oct 1st.

\$400 Salon Price

Discover More.



Scan here
for FAQs