

Metal Detox

Pro-guarantee your color,
balayage & lightening services.



L'ORÉAL
PROFESSIONNEL
PARIS

Surprises are fun, except when it comes to hair color.

Did you know metals inside the hair fiber can create unexpected results during your color, balayage & lightening services?

Everyone has metals in their hair.

The cause.

Over time, metals erode in our pipes causing metal particles to mix with our water.

Wash after wash, these metal particles accumulate inside the hair fiber.

What happens during color, balayage & lightening services?

Metal particles come into contact with oxidants from lightener & color.

The consequences.

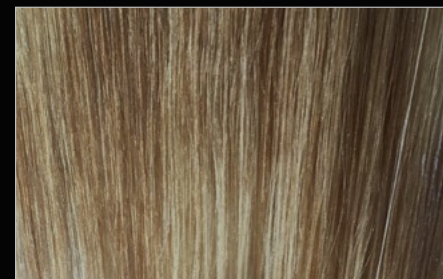
This creates a negative chemical reaction leading to breakage & unreliable color results.

Metals & hair color: a damaging mix.



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.



Metal Detox.

Pro-guarantee your color,
balayage & lightening services.

- 87% less breakage.*
- 100% reliable color.*
- Compatible with all lightener & hair color brands.



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

Step one starts with metal protection,

in-salon and at-home.



Step 1 **In-Salon.** Salon Exclusive Pre-treatment.

THE TECH

Exclusive Glicoamine.

Neutralizes metals
during any color service.

- **87% less breakage.***
- **100% true-to-tone color.***

How to use:

1. Spray on dry hair,
mid-lengths and ends.
2. Let air dry while mixing color.
3. Apply color or lightener as usual.
Compatible with all color
& lightening brands.



Step 1 **At Home.** Pre-shampoo treatment.

THE TECH

Exclusive Glicofiller.

Refills micro-breaks
and prevents breakage.

- **2X hydration.***
- **Instant & efficient
fiber detangling***

How to use:

1. Separate hair into 2 sections.
2. Apply 2-4 pumps per section,
work through. Do not rinse.
3. Apply shampoo over top.
Lather, rinse.

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

*Vs non-conditioning shampoo

Change the way you color and care for 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.

Increase your profit with every color, balayage or lightening service.



Earn more profit in three ways.

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 Metal Detox salon exclusive Pre-treatment and at-home Pre-shampoo treatment, 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.**

Boost your profits by prescribing retail products to extend client's results at home.

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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