

THE NEW PRO WAY TO COVER

# French Blending™

## Conversation starters

- How do you currently feel about your grey hair?
- Would you prefer a more subtle way to manage it without full coverage?
- Are you looking to soften the contrast of your grey, integrate it more harmoniously, or reduce its overall visibility?
- Would you prefer a more multi-tonal look rather than a solid colour?



Learn more.

## First Blending.



"I want to blur my greys and reduce their visibility with low commitment."

- Dimensional low maintenance colour.
- Ideal for first greys and first-time colour.
- Glossy & shiny colour result.

### Customer

GREY ACCEPTANCE

MAINTENANCE

### Service

COMPLEXITY

TIME

PRICE

## Retouch Blending.



"I still want to cover some of my greys but with a lower maintenance and in a more sophisticated way."

- Dimensional colour.
- Softer regrowth demarcation.
- Easier root touch-up management.

### Customer

GREY ACCEPTANCE

MAINTENANCE

### Service

COMPLEXITY

TIME

PRICE

\*classic coverage

## Total Blending.



"I'm ready for a total change. Embracing some of my greys with a blended tailor-made look."

- Seamless natural grey blend.
- Enhanced greys with sophistication.
- Graceful grow-out.

### Customer

GREY ACCEPTANCE

MAINTENANCE

### Service

COMPLEXITY

TIME

PRICE

L'ORÉAL  
PROFESSIONNEL  
PARIS