

Reprogram hair for up to 2 weeks of frizz control.¹

NEW Keratin Alpha Sleek

Powered by Keratin Alpha Tech + Amino acids.

For up to 5x smoother hair²
and for daily styling in half the time.³



L'ORÉAL
PROFESSIONNEL
PARIS

¹ Consumer test on 68 participants, 1 application/week for 4 weeks. Based on a 15-day break observation.
² Instrumental tests.
³ Instrumental test with routine 4 times of Shampoo + Smooth Transformer + Leave-on.