

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

The science of sleek.

Frizz is not a hair type, but a biological response to environmental stressors. While humidity and heat constantly challenge your hair's integrity, Keratin Alpha Sleek by L'Oréal Professionnel offers the definitive answer.

This advanced treatment creates a weightless, invisible shield that locks out humidity while sealing in a mirror-like luminosity.

The result.

For up to 5x smoother hair with up to 2x less frizz.²
Controls unwanted volume for daily styling in half the time.³



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

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NEW Keratin Alpha Sleek

Powered by Keratin Alpha Tech + Amino acids.

L'ORÉAL
PROFESSIONNEL
PARIS



Treatment Menu

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¹ Consumer test on 68 participants, 1 application/week for 4 weeks. Based on a 15-day break observation.

For the frizz fighters.

The Keratin Alpha Blowdry.

This is not a traditional blowdry; it is a high-performance ritual designed to **reduce frizz** and **control unwanted volume**.

DISCOVER THE TREATMENT

Keratin Cleanse:

Gently cleanse the hair fibre while smoothing and reinforcing the hair keratin.

Keratin Rich Mask:

Powered by Keratin Alpha Technology to soften and hydrate hair to reduce visible frizz.



Helps to control unwanted volume & deliver instant shine that lasts up to 5 days.¹

¹ Instrumental test after 1 application of shampoo, mask & serum.

For the sleek seekers.

The Smooth Transformation.

Step into the future of hair discipline by targeting frizz at the molecular level for **long-lasting frizz control**.

DISCOVER THE TREATMENT

Keratin Cleanse:

Gently cleanse the hair fibre while smoothing and reinforcing the hair keratin.

Smooth Transformer:

Resets hair discipline² at the Keratin Alpha level for a total fibre transformation.³



For smoother hair with less frizz that lasts up to 5 days.⁴

For the polished perfectionists.

The Smooth Subscription.

Master your frizz with our **most advanced smoothing package**.

CHOOSE YOUR PATH TO PERFECTION

The Elite Salon Package:

Enjoy four complete in-salon rituals. Let our experts handle the transformation with professional application and signature blowdries, ensuring maximum fibre discipline at every step.

The Take-Home Transformation:

Experience the ultimate "Alpha Reset" and bring our salon magic home with you. Start your four-part Smooth Transformer protocol in salon. Then take the routine home to enjoy beautifully polished hair.

Before



After 4 uses

Reprogram hair for up to 2 weeks of frizz control.⁵

Not retouched.

² After 4 applications of Smooth Transformer. ³ Instrumental and consumer tests. ⁴ Consumer test. 72-80% of 68 participants agreed.

⁵ Consumer test on 68 participants, 1 application/week for 4 weeks. Based on a 15 day break observation.