SERIE EXPERT



Serie Expert portfolio is divided in 3 different categories. Each category reflects our different level of expertise.

Disruptive technologies are for patented groundbreaking innovation, never seen before in the market. Metal Detox our anti-breakage hero with 9 patents is the first franchise in the market to protect your hair from breakage from within the fiber.

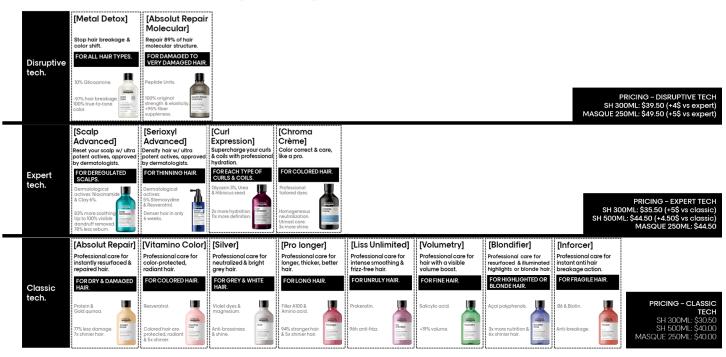
Expert technologies are for specific needs such as hair density or curly hair. This category is characterized by specific active ingredients.

Classic technologies are for generic needs such as coloured hair, damaged hair.

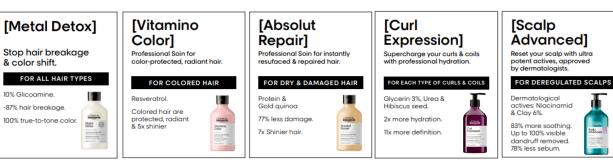
Reengineered to be more sustainable

All Serie Expert bottles are made of 95% recycled plastic.

Serie Expert geography.



Serie Expert bestsellers.





NEW!

[Absolut Repair Molecular]

2% Peptides bonder + 5 Amino acids.

- Rebuilds hair molecular structure**.
- Restores strength, elasticity & movement***.

For stronger, healthy-looking & flowing hair.





ORÉAL PROFESSIONNEL Absolut Repa

Molecular

Metal Detox

Stop hair breakage & colour shift.

Scientific discovery.

Wash after wash, metal present in water penetrates the hair fiber. It creates risks of breakage & colour shift.

Our professional solution

Metal Detox

Stop hair breakage & colour shift.

Use it every time you proceed with a colour, balayage or lightening service. For -87% breakage & 100% true-to-tone long lasting colour.

How our patented technology works?

Glicoamine, a molecule that tracks and neutralizes metal in hair fibers.



