

L'ORÉAL
PROFESSIONNEL
 PARIS
BRAND HIERARCHY

WHAT IS THIS? A list of all products in the order they sit on the shelves in your L'Oréal Professionnel planograms. From top shelf to bottom, from left to right on each shelf. Use this list to order the best possible range tailored to fill your retail space. Simply copy & paste the product codes individually into the search bar on L'Oreal Partner Shop and then add to your basket.

Sku Hierarchy

1	30158078	LP SE Metal D SHP 300 ML I34
2	30160606	LP SE MRVL Msq 250 ML I34
3	3474637090609	LP SE MRVL OIL 50mL R VJ20
4	3474636975518	LP SE21 Vitam C Shp 300ml R VG61
5	3474636975709	LP SE21 Vitam C Cond 200ml R VI22
6	3474636974368	LP SE21 Vitam C 10-1 190ml R VA16
7	3474636974108	LP SE21 Silver Shp 300ml R V346
8	3474636976133	LP SE21 Abs Rep Shp 300ml R VG61
9	3474636976096	LP SE21 Abs Rep Cond 200ml R VI22
10	3474636977321	LP SE21 Volum Spr 125ml R VA16
11	3474636977369	LP SE21 ABSO REPAIR OIL 90ML R VA16
12	3474636974429	LP SE21 Pro Lng Shp 300ml R VG61
13	3474637044992	LP SE Chroma Purple Shp 300ml VI52
14	3474636975259	LP SE21 Inforcer Shp 300ml R VG61
15	3474636977338	LP SE21 Blow D Crem 150ml R VA16
16	3474636976119	LP SE21 Pro Lng Cond 200ml R VI22
17	3474636976133	LP SE21 Silver Cond 200ml R V035
18	3474636975211	LP SE21 Inforcer Cond 200ml R VI22
19	3474636974184	LP SE21 Volum Shp 300ml R VG61
20	3474636977277	LP SE21 Blondi C Shp 300ml R V346
21	3474637044978	LP SE Chroma Ash Shp 300ml VI52
22	3474636971039	LP SE21 Abs Rep Msq 250ml R VI22
23	3474636974276	LP SE21 Pure R Shp 300ml R VG61
24	3474636974092	LP SE21 Sensib Shp 300ml R VG61
25	3474636974382	LP SE21 Blondi Shp 300ml R VG61
26	3474636975327	LP SE21 Abs Rep Msq G250ml R VI22
27	3474636976058	LP SE21 VITAM C MASQ 250ML R VI22
28	3474636976010	LP SE21 Blondi Cond 200ml R VI22
29	3474636974078	LP SE21 Inst C Shp 300ml R VG61
30	30160606	LP SE Metal D Msq 250 ML UK
31	3474636977239	LP SE21 Blondi CCC 200ml R V035
32	3474636974238	LP SE21 Vitam C Shp 750ml R VA16
33	3474636976072	LP SE21 Pro Lng Msq 250ml R VI22
34	3474636974191	LP SE21 Abs Rep Shp 750ml R VA16
35	3474636977307	LP SE21 Pro L Crem 150ml R V805
36	3474636975365	LP SE21 Vitam C Cond 500ml R VB98

37	3474636975297	LP SE21 Inforcer Msq 250ml R VI22
38	3474637069209	Lp SE Curls Moist Shp 300ml R VG61
39	3474637069247	LP SE Curls Msq 250ml R VI22
40	3474636975488	LP SE21 Abs Rep Cond 500ml R VB98
41	3474636974405	LP SE21 Liss Shp 300ml R VG61
42	3474636975990	LP SE21 Liss Msq 250ml R VI22
43	3474636975952	LP SE21 Vitam C Shp 500ml R VG61
44	3474636975327	LP SE21 Abs Rep Msq G250ml R VI22
45	3474637109738	LP SE Curl Mousse 10in1 250ml V346
46	3474636976034	LP SE21 Blondi Msq 250ml R VI22
47	3474637069070	LP SE Curls Clari shp 300ml R VG61
48	3474637069148	LP SE Curls Dry Acc 150ml R VJ06
49	3474636975723	LP SE21 Silver Shp 750ml R VI18
50	3474637076498	LP SE Curls Reviver Spr 190ml VA16
51	3474637069155	LP SE Curls Activ Jell 250ml R VA16
52	3474636975761	LP SE21 Pro Lng Shp 750ml R VA16
53	3474636975921	LP SE21 Abs Rep Shp 500ml R VG61
54	3474636975167	LP SE21 Pro Lng Cond 500ml R VB98
55	3474637069124	LP SE Curls Long Last 200ml R VJ07
56	3474636974290	LP SE21 Silver Shp 500ml R V346
57	3474636975495	LP SE21 Blondi Cond 500ml R VB98
58	3474637069223	LP SE Curls Butter Msq 250ml R VI22
59	3474636975853	LP SE21 Pro Lng Shp 500ml R VG61
60	3474637044916	LP SE Chroma Purple Shp 500ml VI52
61	3474636974351	LP SE21 Aminexil 10x6ml R V346
62	3474636977253	LP SE21 Blondi C Shp 500ml R V346
63	3474636976058	LP SE21 VITAM C MASQ 250ML R VI22
64	3474636975969	LP SE21 Blondi Shp 750ml R VA16
65	3474636975365	LP SE21 Vitam C Cond 500ml R VB98
66	3474636975839	LP SE21 Pure R Shp 500ml R VG61
67	3474636975815	LP SE21 Sensib Shp 500ml R VG61
68	3474636975273	LP SE21 Inforcer Cond 500ml VB98
69	3474636975907	LP SE21 Blondi Shp 500ml R VG61
70	3474636977253	LP SE21 Blondi C Shp 750ml R VI18
71	3474636975341	LP SE21 Inforcer Shp 500ml R VG61
72	3474636868414	LP SE PRO LONGER SHP TS 100ML VA16
73	3474637076511	LP SE Curls Moist Shp 500ml R VG61
74	3474636976072	LP SE21 Pro Lng Msq 250ml R VI22
75	3474636975297	LP SE21 Inforcer Msq 250ml R VI22

SKU Hierarchy: Tecni.ART

1	30160255	LP TNA19 PLI SHAPER 190ML VG89
2	30160002	LP TNA19 FIX DESIGN 200ML VG89
3	30160262	LP TNA19 VOLUME LIFT 250ML V272
4	30162822	LP TNA19 FIX ANTI FRIZZ 250ML V060
5	30165120	LP TNA19 FULL VOL EXTRA 250ML V272

6	30165366	LP TNA19 WEB 150ML VG89
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2 SHELF RETAIL

TOP SHELF

LP SE Curls Clari shp 300ml R VG61	3474637069070
LP SE Curls Leave-in 200ml RVA16	3474637069124
LP SE Curls Msq 250ml R VI22	3474637069247
ABSOLUT REPAIR shampooing	3474636974221
ABSOLUT REPAIR conditionner	3474636976096
STEAMPOD 3 - Vue Face	3474636819720

BOTTOM SHELF

METAL DETOX shampooing (2)	30158078
METAL DETOX Masque ITA	30160606
METAL DETOX OIL	3.47464E+12
VITAMINO COLOR shampooing	3474636975518
VITAMINO COLOR conditionner	3474636975709
SILVER shampooing	3474636974108
SILVER conditionner	3474636976133
BLONDIFIER COOL shampooing	3474636977277
BLONDIFIER conditionner	3474636976010
LP-SE-CHROMA-PURPLE300	3474637044992
LP-SE-CHROMA-BLUE300	3474637044978
LP Mythic Oil Original Oil 100 ml	3474636501960

4 SHELF RETAIL

TOP SHELF

LP SE Curls Clari shp 300ml R VG61	3474637069070
LP SE Curls Leave-in 200ml RVA16	3474637069124
LP SE Curls Msq 250ml R VI22	3474637069247
LP SE Curls Activ Jell 250ml R VA16	3474637069155
LP SE Curls Reviver Spr 190ml VA16	3474637076498
STEAMPOD 3 - Vue Face	3474636819720

MIDDLE SHELF-TOP SHELF

METAL DETOX shampooing	30158078
METAL DETOX Masque ITA	30160606
METAL DETOX Oil	3474637090609
SILVER shampooing	3.47464E+12
SILVER conditionner	3.47464E+12
BLONDIFIER COOL shampooing	3.47464E+12
BLONDIFIER conditionner	3.47464E+12
LP-SE-CHROMA-PURPLE300	3474637044992

LP-SE-CHROMA-BLUE300	3474637044978
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MIDDLE SHELF-BOTTOM SHELF

VITAMINO COLOR shampoing	3474636975518
VITAMINO COLOR conditionner	3474636975709
VITAMINO COLOR Masque	3474636976058
VITAMINO COLOR leave in	3474636974368
ABSOLUT REPAIR shampoing	3474636974221
ABSOLUT REPAIR conditionner	3474636976096
ABSOLUT REPAIR Masque	3474636975433
ABSOLUT REPAIR 10-IN-1 OIL ITA	3474636977369
LP Mythic Oil Original Oil 100 ml	3474636501960

BOTTOM SHELF

PROLONGER shampoing	3474636974429
PROLONGER conditionner	3474636976119
PROLONGER leave in	3474636977307
INFORCER shampoing	3474636975259
INFORCER conditionner	3474636975211
INFORCER MASK	3.47464E+12
VOLUMETRY shampoing	3474636974184
VOLUMETRY leave in	3474636977321
LP TNA19 PLI SHAPER 190mL	30160255
LP TNA19 FULL VOL EXTRA 250mL	30165120
LP TNA19 FIX DESIGN 200mL	30160002

6 SHELF RETAIL

TOP SHELF

LP SE Curls Clari shp 300ml R VG61	3474637069070
LP SE Curls Leave-in 200ml RVA16	3474637069124
LP SE Curls Msq 250ml R VI22	3474637069247
LP SE Curls Activ Jell 250ml R VA16	3474637069155
LP SE Curls Reviver Spr 190ml VA16	3474637076498
STEAMPOD 3 - Vue Face	3474636819720

SECOND-TOP SHELF

SILVER shampoing	3.47464E+12
SILVER conditionner	3.47464E+12
BLONDIFIER COOL shampoing	3.47464E+12
BLONDIFIER COOL conditionner	3.47464E+12
BLONDIFIER GLOSS shampoing	3.47464E+12
BLONDIFIER conditionner	3.47464E+12
BLONDIFIER Masque	3.47464E+12
LP-SE-CHROMA-PURPLE300	3474637044992
LP-SE-CHROMA-BLUE300	3474637044978

MIDDLE-TOP SHELF

METAL DETOX shampooing	30158078
METAL DETOX Masque ITA	30160606
METAL DETOX OIL	3.47464E+12
VITAMINO COLOR shampooing	3474636975518
VITAMINO COLOR conditionner	3474636975709
VITAMINO COLOR Masque	3474636976058
VITAMINO COLOR 10-in-1	3474636974368

MIDDLE-BOTTOM SHELF

ABSOLUT REPAIR shampooing	3474636974221
ABSOLUT REPAIR conditionner	3474636976096
ABSOLUT REPAIR Masque	3474636975433
ABSOLUT REPAIR GOLD Masque	3474636975174
ABSOLUT REPAIR 10-IN-1 OIL	3474636977369
LP MO NORMAL TO FINE HAIR SH 250ML	3474636391134
LP MO THICK HAIR SH 250ML	3474636391073
LP MO NORMAL TO FINE HAIR MSQ 200ML	3474636391165
LP Mythic Oil Original Oil 100 ml	3474636501960

SECOND-BOTTOM SHELF

PROLONGER shampooing	3474636974429
PROLONGER conditionner	3474636976119
PROLONGER Masque	3474636976072
PROLONGER 10-IN-1	3.47464E+12
INFORCER shampooing	3474636975259
INFORCER conditionner	3474636975211
INFORCER Masque	3474636975297
VOLUMETRY shampooing	3474636974184
VOLUMETRY spray	3474636977321
PURE RESOURCE shampooing	3474636974276
BLOW DRY fluidifier	3.47464E+12

BOTTOM SHELF

LP TNA19 PLI SHAPER 190mL	30160255
LP TNA19 FIX DESIGN 200mL	30160002
Fix Anti Frizz 250 ML	30162822
LP TNA19 FULL VOL EXTRA 250mL	30165120
LP TNA19 VOLUME LIFT 250mL	30160262
6-Fix	30162839
DUAL STYLERS BOUNCY & TENDER	30157729
HOLLYWOOD WAVES SIREN WAVES	30160163