



DIRECT RETAIL PLANOGRAMS

Q1 2024 UPDATE

L'ORÉAL PROFESSIONNEL PARIS

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|---|---|---|---|---|--|
| 1 |  | Metal detox
Damaged hair | 2 |  | Absolute Repair Molecular
Damaged hair |
| 3 |  | Vitamins colour
Coloured hair | 4 |  | Silver
silver hair |
| 5 |  | Abs. repair
Damaged hair | 6 |  | Pro Longer
Long Hair |



L'ORÉAL PROFESSIONNEL PARIS

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|---|---|---|---|---|--|
| 1 |  | Metal detox
Damaged hair | 2 |  | Absolute Repair Molecular
Damaged hair |
| 3 |  | Vitamins colour
Coloured hair | 4 |  | Silver
silver hair |
| 5 |  | Abs. repair
Damaged hair | 6 |  | Pro Longer
Long Hair |



L'Oréal Professionnel Paris Recommended Order

2 Shelf

L'ORÉAL
PROFESSIONNEL
PARIS



Top Shelf

Metal Detox Pre-Shampoo Treatment
Metal Detox Anti-Metal Cleansing Shampoo
Metal Detox Anti-Deposit Protector Mask

Metal Detox Oil
Metal Detox High Protection Cream
Absolut Repair Molecular Shampoo

Absolut Repair Molecular
Leave-In Mask
Absolut Repair Molecular
Rinse-Off Serum



Bottom Shelf

Absolut Repair Shampoo
Absolut Repair Conditioner
Absolut Repair 10-In-1 Oil
Scalp Advanced Anti-Oiliness Shampoo
Scalp Advanced Anti-Discomfort Shampoo

Scalp Advanced Anti-Discomfort Intense
Soother
Serioxyl Advanced Shampoo
Serioxyl Advanced Density Activator

Pro Longer Shampoo
Pro Longer Conditioner
Pli Shaper
Full Volume Extra Mousse

L'Oréal Professionnel Paris Recommended Order

2 Shelf with SteamPod

L'ORÉAL
PROFESSIONNEL
PARIS



Top Shelf

Metal Detox Pre-Shampoo Treatment
Metal Detox Anti-Metal Cleansing Shampoo
Metal Detox Anti-Deposit Protector Mask

Metal Detox Oil
Metal Detox High Protection Cream

L'Oréal Professional
SteamPod 3.0 Steam Hair
Straightener



Bottom Shelf

Absolut Repair Molecular Shampoo
Absolut Repair Molecular Leave-In Mask
Absolut Repair Molecular Rinse-Off Serum
Vitamino Color Shampoo

Vitamino Color Conditioner
Vitamino Color 10-In-1 Perfecting Spray
Absolut Repair Shampoo
Absolut Repair Conditioner

Silver Shampoo
Silver Conditioner
Pro Longer Shampoo
Pro Longer Conditioner



L'Oréal Professionnel Paris Recommended Order 4 Shelf

Top Shelf

Metal Detox Pre-Shampoo Treatment
Metal Detox Anti-Metal Cleansing Shampoo
Metal Detox Anti-Deposit Protector Mask

Metal Detox Oil
Metal Detox High Protection Cream

L'Oréal Professional SteamPod 3.0
Steam Hair Straightener & Styling Tool



Middle-Top Shelf

Absolut Repair Molecular Shampoo
Absolut Repair Molecular Leave-In Mask
Absolut Repair Molecular Rinse-Off Serum
Scalp Advanced Anti-Oiliness Shampoo

Scalp Advanced Anti-Dandruff Shampoo
Scalp Advanced Anti-Discomfort Shampoo
Scalp Advanced Anti-Discomfort Intense Soother
Scalp Advanced Anti-Oiliness Mask

Serioxyl Advanced Shampoo
Serioxyl Advanced Density Activator
Silver Shampoo
Silver Conditioner

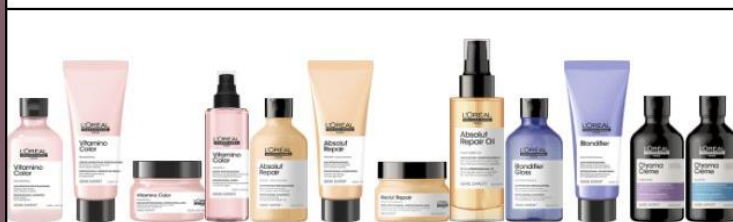


Middle-Bottom Shelf

Vitamino Color Shampoo
Vitaminno Color Conditioner
Vitamino Color Mask
Vitamino Color 10 in 1 Multi-Benefit Leave in Treatment

Absolut Repair Shampoo
Absolut Repair Conditioner
Absolut Repair Mask
Absolut Repair 10 in 1 Leave in Oil

Blondifier Gloss Shampoo
Blondifier Conditioner
Serie Expert Purple Chroma Crème
Serie Expert Blue Chroma Creme



Bottom Shelf

Curl Expression Clarifying & Anti-Buildup Shampoo
Curl Expression Hair Mask
Pro Longer Shampoo
Pro Longer Conditioner

Pro Longer Leave-In Inforcer Shampoo
Inforcer Conditioner
Volumetry Shampoo

Volumetry Leave-In Pli Shaper
Full Volume Extra Mousse
Fix Design Spray



L'Oréal Professionnel Paris Recommended Order

6 Shelf

Top Shelf

Absolute Repair Molecular Shampoo
 Absolute Repair Molecular Shampoo
 Absolute Repair Molecular Leave-In Mask

Absolute Repair Molecular Leave-In Mask
 Absolute Repair Molecular Rinse-Off Serum
 Absolute Repair Molecular Rinse-Off Serum

L'Oréal Professional Steampod 3.0
 Steam Hair Straightener & Styling Tool

Second-Top Shelf

Blondifier Gloss Shampoo
 Blondifier Conditioner
 Blondifier Mask

Scalp Advanced Anti-Oiliness Shampoo
 Scalp Advanced Anti-Dandruff Shampoo
 Scalp Advanced Anti-Discomfort Shampoo
 Scalp Advanced Anti-Discomfort Intense Soother

Scalp Advanced Anti-Oiliness Mask
 Serioxyl Advanced Shampoo
 Serioxyl Advanced Density Activator

Middle-Top Shelf

Metal Detox Pre-Shampoo Treatment
 Metal Detox Anti-Metal Cleansing Shampoo
 Metal Detox Anti-Metal Cleansing Shampoo
 Metal Detox Anti-Deposit Protector Mask

Metal Detox Oil
 Metal Detox Oil
 Metal Detox High Protection Cream
 Absolut Repair Shampoo

Absolut Repair Shampoo
 Absolut Repair Conditioner
 Absolut Repair Mask
 Absolut Repair 10-In-1 Oil

Middle-Bottom Shelf

Vitamino Color Shampoo
 Vitamino Color Shampoo
 Vitamino Color Conditioner
 Vitamino Color Mask

Vitamino Color Leave-In
 Silver Shampoo
 Silver Conditioner
 Pro Longer Shampoo

Pro Longer Shampoo
 Pro Longer Conditioner
 Pro Longer Leave-In
 Pro Longer Mask

Second-Bottom Shelf

Inforcer Shampoo
 Inforcer Shampoo
 Inforcer Conditioner
 Inforcer Mask

Liss Unlimited Shampoo
 Liss Unlimited Mask
 Volumetry Shampoo
 Volumetry Leave-In

Serie Expert Purple Chroma Crème
 Serie Expert Blue Chroma Crème

Bottom Shelf

Curl Expression Anti-Buildup Shampoo
 Curl Expression Moisturising Shampoo
 Curl Expression Long Lasting Cream
 Curl Expression Intensive Moisturizer Mask

Curl Expression Curl Reviver
 Curl Expression Definition Activator
 Curl Expression 10-in-1 Mousse

Pli Shaper
 Fix Design
 Fix Anti-Frizz
 Full Volume Extra
 Volume Lift