

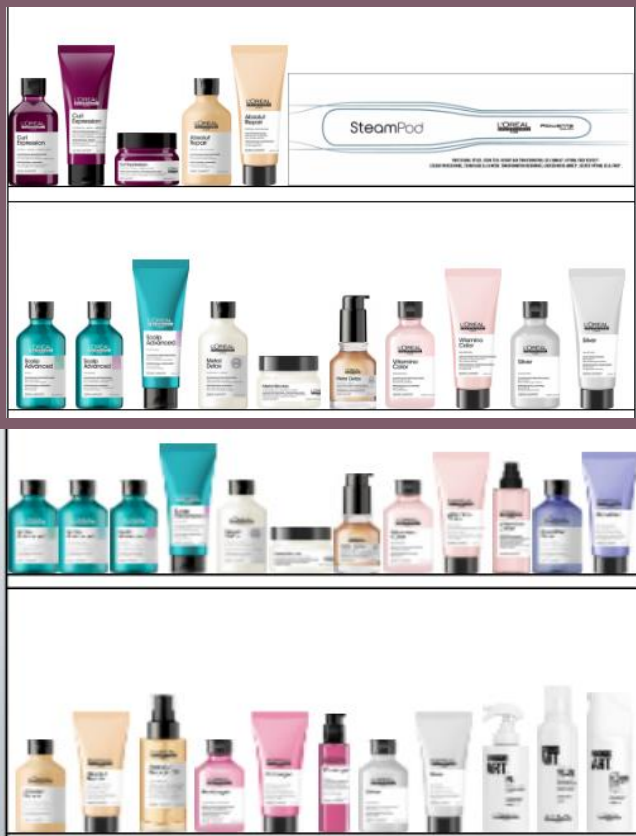
The background of the slide is a faded, grayscale image of a retail store aisle. On the left, there are shelves stocked with L'Oréal Paris hair care products, with a large poster of a woman's face above them. On the right, there are shelves for Kérastase Paris and Shu Uemura Art of Hair products. The overall scene is a typical beauty retail environment.

RETAIL PLANOGRAMS

PPD CATMAN

L'ORÉAL PROFESSIONNEL PARIS

- 1  **Metal detox**
Damaged hair
- 2  **Vitamo colour**
Coloured hair
- 3  **Chroma creme**
Colour care
- 4  **Silver**
silver hair
- 5  **Blondifier**
blonde hair
- 6  **Abs. repair**
Damaged hair



L'Oréal Professionnel Paris Recommended Order

2 Shelf

L'ORÉAL
PROFESSIONNEL
PARIS



Top Shelf

Curl Expression Clarifying & Anti-Buildup Shampoo x1
Curl Expression Long-Lasting Leave In Moisturiser x1

Curl Expression Hair Mask x1
Absolut Repair Shampoo x1
Absolut Repair Conditioner x1

L'Oréal Professional SteamPod 3.0 Steam Hair Straightener & Styling Tool UK Plug x1



Bottom Shelf

Scalp Advanced Anti-Oiliness Shampoo x1
Scalp Advanced Anti-Discomfort Shampoo x1
Scalp Advanced Anti-Discomfort x1
Metal Detox Anti-Metal Cleansing Shampoo x1
Metal Detox Anti-Deposit Protector Mask x1

Vitaino Color Shampoo x1
Vitaminno Color Conditioner x1
Silver Shampoo x1
Silver Conditioner x1

Blondifier Cool Shampoo x1
Blondifier Conditioner x1



Top Shelf

Scalp Advanced Anti-Oiliness Shampoo x1
Scalp Advanced Anti-Discomfort Shampoo x1
Scalp Advanced Anti-Dandruff Shampoo x1
Scalp Advanced Anti-Discomfort x1

Metal Detox Anti-Metal Cleansing Shampoo x1
Metal Detox Anti-Deposit Protector Mask x1
Metal Detox Anti-Deposit Oil x1

Vitaino Color Shampoo x1
Vitaminno Color Conditioner x1
Vitaino Color Leave-In x1
Blondifier Cool Shampoo x1
Blondifier Conditioner x1



Bottom Shelf

Absolut Repair Shampoo x1
Absolut Repair Conditioner x1
Prolonger Shampoo x1
Prolonger Conditioner x1
Prolonger Leave-In x1

Silver Shampoo x1
Silver Conditioner x1

LPTNA19 PLI Shaper 190ml x1
LPTNA19 Full Volume 250ml x1
LPTNA19 Fix Design 200ml x1

L'Oréal Professionnel Paris Recommended Order 4 Shelf



Top Shelf

Curl Expression Clarifying & Anti-Buildup Shampoo x1
Curl Expression Long-Lasting Leave In Moisturiser x1

Curl Expression Hair Mask x1
Curl Expression Curl Activator Jelly x6

L'Oréal Professional SteamPod 3.0 Steam Hair Straightener & Styling Tool UK Plug x1
~~Curl Expression Reviving Spray: Caring Water Mist x1~~



Middle-Top Shelf

Scalp Advanced Anti-Oiliness Shampoo x1
Scalp Advanced Anti-Discomfort Shampoo x1
Scalp Advanced Anti-Dandruff Shampoo x1
Scalp Advanced Anti-Discomfort x1
Scalp Advanced Anti-Oiliness Mask x1

Metal Detox Anti-Metal Cleansing Cream Shampoo x1
Metal Detox Anti-Deposit Protector Concentrated Oil x1
Metal Detox Anti-Deposit Protector Mask x1

Blondifier Cool Shampoo x1
Blondifier Conditioner x1
LP SE Serioxyl Dens Shp 300ml VG61 x1
LP SE Serioxyl Density 90ml VA16 x1



Middle-Bottom Shelf

Vitamino Color Shampoo x1
Vitamino Color Conditioner x1
Vitamino Color Mask x1
Vitamino Color 10 in 1 Multi-Benefit Leave in Treatment x1

Absolut Repair Shampoo x1
Absolut Repair Conditioner x1
Absolut Repair Mask x1
Absolut Repair 10 in 1 Leave in Oil x6

Silver Shampoo x1
Silver Conditioner x1



Bottom Shelf

Pro Longer Shampoo x1
Pro Longer Conditioner x1
Pro Longer Leave in x1

Inforcer Shampoo x1
Inforcer Conditioner x1
Inforcer Mask x1
Volumetry Shampoo x1

Volumetry Spray x6
Pli Shaper x6
Full Volume Extra Mousse x6
Fix Design Spray x6

L'Oréal Professionnel Paris Recommended Order 6 Shelf



Top Shelf

Curl Expression Clarifying & Anti-Buildup Shampoo x1
Curl Expression Long-Lasting Leave In Moisturiser x1

Curl Expression Hair Mask x1
Curl Expression Curl Activator Jelly x6

L'Oréal Professional SteamPod 3.0 Steam Hair
Straightener & Styling Tool UK Plug x1
Curl Expression Reviving Spray: Caring Water Mist x1



Second-Top Shelf

Scalp Advanced Anti-Oiliness Shampoo x1
Scalp Advanced Anti-Discomfort Shampoo x1
Scalp Advanced Anti-Dandruff Shampoo x1

Scalp Advanced Anti-Discomfort x1
Scalp Advanced Anti-Oiliness Mask x1
Blondifier Cool Shampoo x1
Blondifier Cool Conditioner x1

Blondifier Gloss Shampoo x1
Blondifier Conditioner x1
Blondifier Mask x1



Middle-Top Shelf

Silver Shampoo x1
Silver Conditioner x1
Metal Detox Anti-Metal Shampoo x1
Metal Detox Anti-Deposit Protector Mask x1

Metal Detox Anti-Deposit
Protector Concentrated Oil x1
Vitamino Color Shampoo x1

Vitamino Color Conditioner x1
Vitamino Color Mask x1
Vitamino Color 10 in 1 Leave in Treatment x1



Middle-Bottom Shelf

Absolut Repair Shampoo x1
Absolut Repair Conditioner x1
Absolut Repair Mask x1

Absolut Repair 10 in 1 Leave in Oil x6
Shampoo For Fine To Normal Hair 2
x6
Pro Longer Shampoo x1
Pro Longer Conditioner x1

Pro Longer Leave in x1
Pro Longer Mask x1
Shampoo For Thick Hair 2 x6
Masque for Fine to Normal Hair x6
Mythic Oil x6



Second-Bottom Shelf

Inforcer Shampoo x1
Inforcer Conditioner x1
Inforcer Mask x1
Liss Unlimited Shampoo x1
Liss Unlimited Mask x1

Chroma Crème Neutralizing Cream Shampoo
for Blondes to Platinum Blondes x1
Chroma Crème Neutralizing Cream Shampoo
for Light to Medium Brown Hair x1

Volumetry Shampoo x1
Volumetry Spray x6
Blow Dry Fluidifier Multi-
Benefit Blowdry Cream x6



Bottom Shelf

Pli Shaper x6
Fix Design Spray x6
Fix Anti-Frizz Spray x6

Full Volume Extra Mousse x6
Volume Lift 2 x6
6 Fix x6

Bouncy & Tender x6
Siren Waves x6