

WANT 6 MORE INCHES WITH 81% LESS BREAKAGE? **NEW** EXTREME LENGTH WITH BIOTIN



THE INSIGHT

- **1 IN 3** women in the UK have damaged hair
- Young UK consumers want to wear their hair longer but **37%** of them suffer from split ends
- **#LONGHAIR** is a trending term on Instagram with over **35 million** mentions on Instagram
- Searches for hair growth ingredients such as castor oil are up by up to **300%** on Google

SOURCE: L'Oréal Innovation & TNS / TOP TEN STUDY 12 Countries. SOURCE: Google Trends

NEW EXTREME LENGTH WITH BIOTIN

A length strengthening shampoo, conditioner and leave-in treatment that fortifies hair and reduces breakage to help clients achieve their ultimate hair length goals.

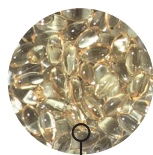


WHO IS THE CONSUMER?

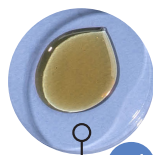
Clients who struggle to grow their hair long as it is fragile, damaged and prone to splitting and breakage – they feel they can never grow their hair past a certain length.

THE INGREDIENTS

All Extreme Length formulas contain biotin.
The conditioner contains castor oil + biotin and the leave-in treatment contains soy protein + biotin.



BIOTIN



CASTER OIL*

*only found in conditioner formula



SOY PROTEIN*

*only found in treatment formula



THE RESULTS



THE BENEFITS

- Helps clients achieve their maximum hair length, up to 6 inches of growth in one year*
- Fortifies and strengthens hair for 81% less breakage*
- Promotes healthy, strong hair from root to tip
- Helps prevent split ends and reduce the look of split ends by 78%*

*On average hair can grow up to 6 inches per year. System vs. non conditioning shampoo