

play away

Avant garde styling has never been simpler and more fun than with the L'Oréal Professionnel play ball collection



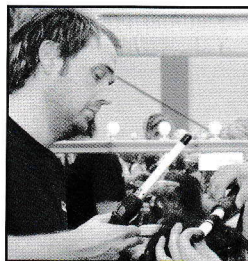
Straighten, sculpt, twist, curl, spike or smooth – whichever way you want hair to behave and whatever high fashion look you crave, there's a product in the L'Oréal Professionnel play ball range that guarantees flawless results.

Bland and boring hairstyling is a thing of the past, as the unique, fun and fruity range expands in a whirl of exciting new products with inspiring scents and bright, funky packaging that looks great in the salon. The range is set to go from strength to strength as it continues to expand with the newest addition – the play sprays.

play sprays make up the 10 strong portfolio of the play ball range, favoured by top hairdressers, including Phill Gallagher of the Headmasters salon group, who has been using them for more than 18 months.

"I use the play ball range on most clients now," explains Phill. "It gives a unique way of finishing hair."

The beauty of the play ball range is that products can be cocktailled to create a fusion of different textures, which is one of the main reasons why Phill loves it so much. "You can mix and match products to



"You can mix and match products to create completely unique looks."

- Phill Gallagher, Headmasters

play sprays are a selection of four pump sprays designed to set a style apart from the crowd.

texture tonic is a flexible hold texturising spray laced with a refreshing lime cordial scent, **cosmo spritzer** is a juicy, strong-hold spray that will blitz frizz in an instant and smells like cosmopolitan cocktails, **silky sunrise** is a detangling serum that leaves locks silky and citrus scented and **soda sparkler** is a glamorous texturising spray that gives sparkling shine and has a fizzy sapphire tonic scent.

create completely unique looks," he explains. "I often use the **pure jelly** to dry into short hair for flexible styling and then add a little **density material** to give texture and create a dishevelled look, before finishing with **pearl whip**, for a beautiful iridescent finish"

With every play ball product designed to craft a different look, the range is a hairdresser's dream to use, as it helps to create such versatile looks. "I like that the range is unique," says Phill. "The products have specific uses and are tailored to certain cuts and styles and every product does exactly what it says it does. But I especially love the



L'ORÉAL PROFESSIONNEL PARIS

play ball
soda sparkler

spray pailleté, brillance et tenue
shimmer spray, shine and hold
spray flash de luz, brillo y control



texture tonic, which is great for building up textures. If you want a subtle and sexy beach wave, use a little, but if you want a more 'out there' look then use a lot."

Now the new play spray format makes styling even more effective and allows stylists to create more inventive looks "I'm excited about using the play sprays as they add more of a finishing product to the range," says Phill. "They're also great for ease of use, as it's even simpler to just pick up a spray. The range as a whole brings a different way of styling hair and clients love the fact that it's so fresh and original."



L'ORÉAL PROFESSIONNEL PARIS
play ball
texture tonic

spray texturant, tenue flexible
texturising spray, flexible hold
spray texturizante y control flexible

L'ORÉAL PROFESSIONNEL PARIS
play ball
silky sunrise

spray-serum lissage et contrôle
serum spray, smooth and hold
spray-serum alisado sedoso y control

L'ORÉAL PROFESSIONNEL PARIS
play ball
cosmo spritzer

spray anti-frizz, fixation extra forte
anti frizz spray, extra strong hold
spray anti-frizz, fijación extra fuerte

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