

SteamPod 3.0



L'ORÉAL
PROFESSIONNEL
PARIS

SteamPod 3.0

EVERY WOMAN WHO HAS HAIR THAT IS DIFFICULT TO MANAGE, OR WHO WANTS TO CHANGE HER LOOK FROM STRAIGHT TO WAVY AND VICE VERSA, KNOWS THE SOLUTION: HEAT STYLERS. BUT WITH THESE COMES THE DILEMMA: THE BETTER THE RESULTS YOU WANT TO GET, THE MORE DAMAGING THE EFFECT ON YOUR HAIR.

With its unique technology, over 30 patents and a dedicated range of steam-activated styling products, SteamPod reaches **the perfect balance between performance and care** to make the impossible possible: **straighten your hair without sacrificing it all!** After SteamPod 1.0 in 2012 and SteamPod 2.0 in 2015, this year, L'Oréal Professionnel launches the long-awaited SteamPod 3.0! Developed in collaboration with Rowenta Salon, SteamPod is now more efficient and more ergonomic than ever! Based on a thorough consumer review and analysis, SteamPod 3.0 is a dream come true for both professionals and consumers.



SteamPod 3.0

The hydrating steam styler.*

EXCLUSIVE STEAM DELIVERY

0,8g/min steady
concentration.

Continuous
steam flow for
homogenous result.

NEW INTEGRATED WATERTANK

Autonomy to
style up to 192m of
hair (over 1 full head
of thick hair) without
having to refill the
watertank.

NEW ROTATIVE CORD

Extra long cord,
hassle-free waves.

DOUBLE TECHNOLOGY PLATES

High resistance,
anodized coating.

INTEGRATED COMB

Predetangles
the hair while styling.
Holds the hair in place
for easy waving.
Easy to remove.

INTELLIGENT HEAT CONTROL

3 heat settings
from 180°/350F to
210°/410F for fine
to thick hair. Constant
and automatic heat
control: 2x/second.

**= 0,8g/min steam flow rate, vs regular straightener after 15 uses.*

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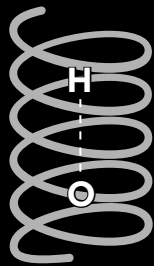
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WHAT IS THE BENEFIT OF STEAM ON HAIR?

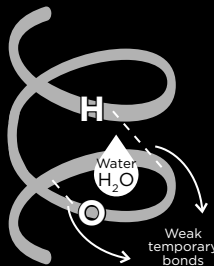
When steam is used to style hair, extremely **fine water molecules of the steam penetrates the hair fiber**. When entering the fiber, they break the keratin hydrogen (weak) bonds within the fiber and thus stretch the keratin protein which makes it more flexible. These weak bonds are responsible for the **temporary shape of the hair** – in opposition to strong bonds (disulfide bonds) which are responsible for the permanent/natural shape of the hair eg naturally curly hair.

This breaking of the weak bonds allow the **hair to be more supple and less stiff when steam is applied**. It is therefore easier and much faster to shape the hair as less mechanical stress is needed to straighten the hair.

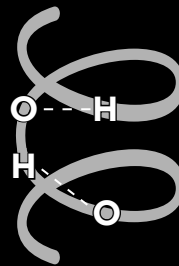
Polypeptide chains



Hydrogen bond before styling (alpha keratin)



Hydrogen bond broken by water



New hydrogen bond created by drying and styling the hair (beta keratin)

When heat is applied on hair right after steam application, some of the water molecules go back out of the hair fiber – they evaporate. But some water molecules will stay inside the fiber i.e. there is more water in the fiber than before, and they continue to keep it more supple and smooth.

As steam allows a faster deformation/stretching of the fiber thanks to the water molecules, it takes less time to style the hair. Therefore, it allows a reduced exposition of the fiber to heat and thus a reduction of hair damage.

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STEAM-ACTIVATED CREAM

Hair type:
For thick hair

Benefits:
2-in-1 Smoothing +
Replenishing cream
Heat protection up
to 210C/410F

Ingredient:
Herbal Keratin -
Activated by Steam

Application:
Apply a coin-sized
amount on damp
hair then dry.

Technology:
Pro-Keratin



STEAM-ACTIVATED MILK

Hair type:
For normal to fine hair

Benefits:
2-in-1 Smoothing +
Replenishing milk
Heat protection up
to 210C/410F

Ingredient:
Herbal Keratin -
Activated by Steam

Application:
Apply a coin-sized
amount on damp hair
then dry.

Technology:
Pro-Keratin



CONCENTRATED SERUM

Hair type:
For all hair types

Benefits:
24H Anti-humidity
protection
Ends-protection

Ingredient:
Apricot and avocado oil

Application:
After having straightened
or waved your hair with
SteamPod 3.0, put 1-2 drops
of the product in the palm
of your hand (depending on
your hair type). Distribute it
evenly on the tips.

Pro tip:
Add 1 or 2 drops of the
Ends-Protecting
Concentrated Serum to
the Steam-Activated Milk
or Cream (applied on damp
hair before using SteamPod)
for additional protection
especially for sensitized
zones of your hair.

Technology: Pro-Keratin

PRO-KERATINE TECHNOLOGY

Pro-Keratin Technology is designed to enter the heart of the fiber to repair and strengthen the hair before, during and after the hair straightening process.

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CONSUMER BENEFITS

- Softer hair*
- Instant shine**
- Long-lasting frizz control**
- 2x smoother***
- 2x faster***
- 78% less damage***



** vs regular straightener after 15 applications **vs natural hair ***vs regular straightener*

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HOW TO USE?

1.



Apply a coin-sized amount of the Steam-Activated Milk (for normal to fine hair) or Steam-Activated cream (for thick hair) on your damp hair lengths and ends.



PRO TIP: Add 1 or 2 drops of the Ends-Protecting Concentrated Serum to the Steam-Activated Milk or Cream (applied on damp hair before using SteamPod) for additional protection especially for sensitized zones of your hair.

2.



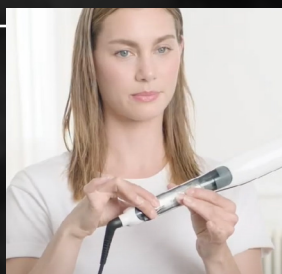
Blow-dry or diffuse the hair.

3.



Unclip water tank off and insert demineralized water into the water tank (no need to empty after use).

4.



Put back the water tank. One water tank = over 1 full head of thick hair. If hair is fine, up to 5 applications are possible with one refill.

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HOW TO USE?

5.



Switch on and choose the temperature according to your hair type: no need to over heat!

- 180C/350F: Fine hair
- 200C/390F: Medium hair
- 210C/410F: Thick hair

It is ready when it stops blinking, there is a constant heat control.

6.



Work on thin section for optimal fiber smoothing. Comb if necessary.

7.



Place the strand of hair in the middle of the plates and make sure the arrows are pointing down while styling. Move the tool slowly to get the best results.

8.



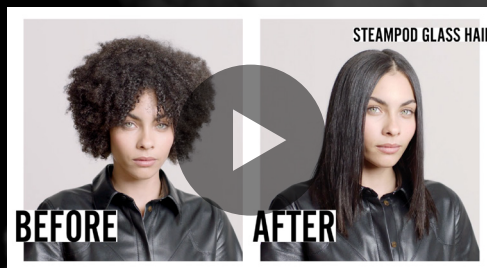
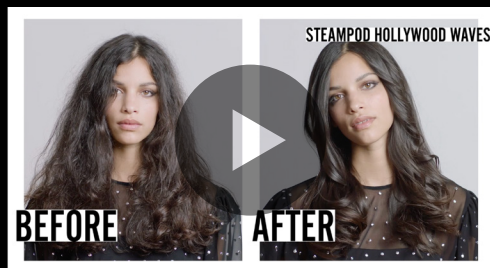
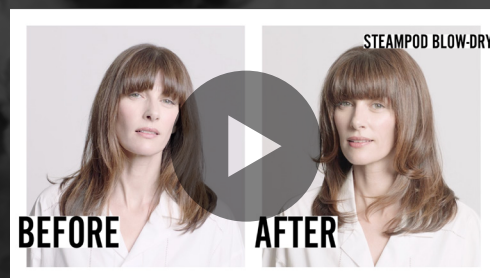
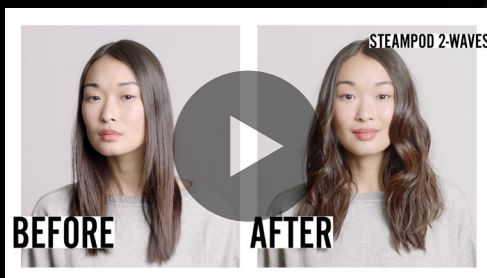
Put 1-2 drops of the serum in the palm of your hand (depending on your hair type). Distribute it evenly on the tips for shine + 24 anti-humidity protection.

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HOW TO USE STEAMPOD 3.0



Check the tutorials



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#ONEPASSCHALLENGE

Show us instant hair transformation in just one pass! Straighten or wave a strand of hair using Steampod 3.0 and show us the power of the steam.

Tag #onepasschallenge and @lorealproeducationcanada for a chance to be featured!

**#lorealpro #steampod
#onepasschallenge**



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