

Leonor Greyl
— PARIS —

HEALTHY & GLAMOROUS HAIR
USING NATURAL PRODUCTS





« It's important to take care of the scalp as much as the face »

Leonor Greyl

Our Story

A FAMILY PASSION SINCE 1968



The story of LEONOR GREYL begins with the meeting of two passionate individuals: Leonor, enamored with the beauty and health of hair, and Jean-Marie, an engineer with a deep love for botany.

They shared a common desire: to create natural hair care products long before the organic trend took off. So, the idea of developing plant-based hair care treatments using natural ingredients was inevitable and gave birth to the LEONOR GREYL line - the pioneers of 'eco-chic' hair care.

Even today, the company remains a family affair, carrying on the tradition and passing down their unique expertise. Under the leadership of Caroline Greyl, the brand has expanded internationally, establishing a presence in over 450 salons, spas, and prestigious department stores worldwide.

Caroline and her husband, David Thomas Brooks, an American biologist passionate about plants, carry on the family tradition.

NATURALITY, INTEGRITY, AND BEAUTY AT THE HEART OF DEVELOPMENT

At the core of the process of creating high-end haircare products, naturality has been established from the beginning as the focal point of all the brand innovations.

As a result, a series of successes and creations have become iconic products over the years. These treatments, which make hair increasingly shiny, supple, and beautiful, quickly establish LEONOR GREYL as the undisputed specialist brand in natural hair care. With mastery over the entire production chain (formulation, sourcing of raw materials, and distribution), the products are developed with the utmost respect for humans and the environment.



Leonor Greyl is committed to strong Corporate Social and Environmental Responsibility and focuses on three priority areas: formulas, packaging, and social initiatives.
Caroline Greyl

Our Commitments

RESPONSIBLE FORMULAS

The brand takes great pride in focusing on quality, both in the selection of ingredients and plants and in the formulation of its products.

This formulation charter keeps the brand at the forefront of innovation and safety, with constant reformulation work whenever necessary.

In addition, LEONOR GREYL sources its raw materials worldwide while prioritizing quality: its suppliers ensure the selection and traceability of these materials through physicochemical control.

ECO-RESPONSIBLE PACKAGINGS

«One of our priorities is to minimize everything intended to be discarded, and what remains is recyclable.» Thus, the bottles are recycled and recyclable, as are the cases certified by FSC (Forest Stewardship Council), an environmental label whose goal is to ensure that the production of wood or wood-based products adheres to procedures guaranteeing sustainable forest management.

This commitment also extends to hairdressing professionals through «La Collecte du Coiffeur,» which allows for the recycling of tubes and aerosols in accordance with current environmental standards.

ALWAYS-ON ASSOCIATIVE SUPPORT

Leonor Greyl has always sponsored several societal and environmental initiatives, such as the adventure led by Philippe Poupon, Géraldine Danon, and their children aboard their sailboat, Fleur Australe, where they travel to the four corners of the world to understand our planet better and raise children's awareness of ocean protection.

In line with this philosophy, the brand has also supported an organic beehive for several years through the association «Un Toit pour les Abeilles» to participate in preserving and conserving biodiversity actively. In addition to its commitments to preserving nature, the brand is also involved in solidarity. Therefore, it is engaged with the association «Toutes à l'École» to provide high-level education to underprivileged girls in the Phnom Penh region of Cambodia.

Our Difference

AN INTEGRATED RESEARCH & DEVELOPMENT LABORATORY

ensuring creative independence and constant optimization of formulas.

STRINGENT QUALITY STANDARDS

from conception to commercialization.

PRODUCTS ENRICHED WITH HIGH-QUALITY

NATURAL ACTIVE INGREDIENTS

sourced and traced..

GENTLE, HIGH-PERFORMANCE & INNOVATIVE FORMULAS

validated by our experts prior to release.

EASY DAILY USE

for immediate results and long-lasting treatment effects.

NATURAL AND DELICATE FRAGRANCES

derived from fruits or flowers.

PRODUCTS NOT TESTED ON ANIMALS

MADE IN FRANCE



« Nature is part of our DNA. The spirit of discovery too. From this association, iconic and transgenerational products were born. »

Caroline Greyl

Our Parisian Institute

THE HAIR CARE TEMPLE SPECIALIST

A true hair spa directed by Leonor herself, it is a unique place where care rituals are provided by a team of passionate experts, followed by personalized advice for hair care.

Located in the heart of Paris, near the Paris Opera, the LEONOR GREYL Institute welcomes its clients in a warm atmosphere where customized care combines with the aesthetics of hairstyling and coloring. Since its creation, renowned Parisian hairdressers have spread the word to their clients, who now swear by this brand, which is synonymous with 'taking care of hair à la française (in the French way).'

Today, thanks to the expertise of the world's top hairdressers, women & men can experience natural care experience in salons or at home to enhance their hair.

UNIQUE PROTOCOLS

The brand has developed tailor-made care protocols adapted to all hair types. This pioneering and unique concept in hair care.

Our Signature or Discovery Treatments offer rituals prepared with blends of 100% natural freeze-dried oils and plant extracts, comprising several steps that include diagnosis, scalp stimulation, and massage.

CUT AND COLOR SERVICES

Because the Institute is also a team that masters the art of color with skill and nuance always in a spirit of care. Our stylists then create the most beautiful hairstyles according to their customers' desires.

Trained by the best, with a practiced eye and hand, they offer cutting and styling to reveal the beauty of the hair.





A Complete Approach

FROM THE SCALP TO THE HAIR FIBER

Beautiful hair starts with a healthy scalp and a balanced lifestyle. This holistic approach to hair beauty has always been ingrained in the brand's philosophy.

UNDERSTANDING YOUR HAIR

Hair follows a natural hair growth cycle, which is divided into three phases: anagen (growth), catagen (rest), and telogen (shedding before regrowth).

This cycle leads to regular and varying amounts of hair loss during seasonal changes, and the number of cycles is limited to around thirty, theoretically providing enough cycles to maintain beautiful hair throughout our lives.

However, for various reasons, the duration of these cycles can significantly decrease due to external factors such as stress, fatigue, chemical treatments, nutritional deficiencies, or hormonal imbalances. Similarly, an excess of sebum, dust, or pollution hinders scalp oxygenation and disrupts the functions of hair follicles, leading to hair anemia and loss of vitality.

KNOWING HOW TO PREVENT AND MAINTAIN YOUR HAIR CAPITAL

MAINTAINING GOOD HAIR HYGIENE: Excess sebum hinders scalp oxygenation and disrupts hair follicle functions. Hair becomes anemic and loses its vitality.

ACTIVATING BLOOD CIRCULATION: A scalp with poor blood circulation becomes devitalized and fails to properly fulfill its functions at the hair bulb level. Gently massaging the scalp in circular motions simultaneously relaxes the scalp and promotes blood circulation.

STIMULATING AND REVITALIZING THE SCALP: By providing essential energy resources.

To meet these needs, discover the **LEONOR GREYL** range of hair care products.

Beauty-enhancing oils



Beauty-enhancing oils



L'HUILE DE LEONOR GREYL

Pre-shampoo treatment oil for dry hair - protection from the sun and water



BENEFITS

Essential pre-shampoo treatment for dry hair
Instantly hydrates
Detangles, protects, softens and beautifies hair
Ideal protection - year round!

INGREDIENTS

Organic jojoba oil
Organic coconut oil
Organic sunflower seed oil



L'HUILE SECRET DE BEAUTÉ

Natural botanical oils for beautiful hair and body



BENEFITS

Sun protection for hair and skin
Hydrates
Improves your tan

INGREDIENTS

Organic mongongo oil
Organic pomegranate oil
Organic sweet almond oil



RÉGÉNÉRESCENCE NATURELLE

Invigorating and purifying essential and botanical oils for the scalp



BENEFITS

Purifies and invigorates the scalp
Reduces dandruff
Fortify the hair

INGREDIENTS

Borage oil
Rosehip oil
Apricot kernel oil



HUILE APAISANTE

Soothing treatment oil for sensitive and irritated scalp



BENEFITS

Immediately soothes an irritated scalp
Normalizes and purifies the scalp
Reduces dandruff and redness

INGREDIENTS

Azulène (eucalyptus extract)
Brazil walnut oil
Organic camellia oil



HUILE DE MAGNOLIA

Beauty-enhancing natural oils for face and body



BENEFITS

Hydrates and softens the skin
Neutralizes the drying effects of the sun and improves your tan
Soothes skin after hair removal or sun exposure
Can be used as a make-up remover
Massage oil
Leaves skin soft and delicately scented

INGREDIENTS

Organic hazelnut oil
Organic jojoba oil
Organic sunflower seed oil

*Specific shampoo
& baths*





Specific shampoo & baths



SHAMPOOING AU MIEL

Gentle volumizing shampoo

BENEFITS

Creates volume, body and increases shine

Gentle formula perfect for everyday use

INGREDIENTS

French rose extract
Lavender honey
Wheat protein extract



BAIN VOLUMEUR AUX

ALGUES

Volumizing shampoo for long, fine hair

BENEFITS

Creates volume and body
The conditioning effect does not weigh down the hair

Also suitable for oily scalps

INGREDIENTS

Alaria seaweed extract
Brown seaweed extract
Wheat protein extract



BAIN TS SHAMPOOING

Specific shampoo for oily scalp and dry ends

BENEFITS

Purifies and cleanses scalp without irritating it

Eliminates excess sebum
Leaves hair soft, light and shiny

INGREDIENTS

Linden extract
Sage extract
Yeast



BAIN TRAITANT À LA

PROPOLIS

Gentle dandruff treatment shampoo

BENEFITS

Detoxifies and purifies the scalp
Removes dandruff and soothes irritations
As easy to use as a shampoo with the results of a treatment

INGREDIENTS

Propolis
Houseleek extract
Bugrane extract



SHAMPOOING

ENERGISANT

Fortifying and volumizing shampoo

BENEFITS

Smoothing and conditioning effect
Brings volume, shine and protection
Balancing, cleansing and anti-dandruff action
Color and keratin treatment safe

INGREDIENTS

Indian plum
Almond protein
Honey yeast



SHAMPOOING CRÈME

MOELLE DE BAMBOU

Hydrating shampoo for long, dry or frizzy hair

BENEFITS

Hydrates and smoothes the hair
Improves hair styling
Gives softness and increases shine

Avoids having to use a conditioner

INGREDIENTS

Bamboo shoot extract
Wheat protein extract
Garlic extract



SHAMPOOING SUBLIME

MÈCHES

Specific shampoo for highlighted hair

BENEFITS

Improves increases shine
Protects and prolongs radiance of highlights
Non-irritating

INGREDIENTS

Amaranthe extract
Sea kale extract
Quinoa extract





BAIN VITALISANT B

Specific shampoo for fine, color-treated or damaged hair



BENEFITS

- Protects and enhances color
- Improves radiance
- Strengthens and conditions

INGREDIENTS

- Organic jojoba oil
- Avocado extract
- Chamomile extract



SHAMPOOING

REVIVISCENCE

Specific shampoo for dehydrated, damaged and brittle hair

BENEFITS

- Hydrates
- Softens, improves hair styling
- Gives increases shine and softness

INGREDIENTS

- Amaranthe extract
- Sea Lavender extract
- Quinoa extract



BAIN RESTRUCTURANT À LA BANANE

Volumizing shampoo for curly hair



BENEFITS

- Enhances curls
- Increases shine and flexibility without weighing down curls

INGREDIENTS

- Linden extract
- Hibiscus extract
- Banana extract



LAIT LAVANT À LA BANANE

Gentle shampoo for daily use



BENEFITS

- Washes gently
- Removes odors and perspiration

INGREDIENTS

- Linden extract
- Hibiscus extract
- Banana extract



DOUCEUR VÉGÉTALE

Gel shampoo for hair and body



BENEFITS

- Leaves the hair shiny and easy to style
- Leaves the skin soft and silky

INGREDIENTS

- Organic jojoba oil
- Aloe vera extract
- White lily extract



MOUSSE DOUCEUR FLEURS D'ORANGER

Natural baby wash for hair and body



BENEFITS

- Gently washes and protects baby's hair and body
- Does not sting eyes
- Leaves baby's skin and hair soft
- Easy-to-use compact foam

INGREDIENTS

- Orange blossom water
- Wild pansy extract

*Hydrating masks
& conditioners*



Hydrating masks & conditioners



CRÈME DE SOIN À L'AMARANTE

Detangling and color-protecting conditioner



BENEFITS

- Detangles, improves shine and softness
- Protects hair color from UV damage, anti-aging
- Smooths the hair and prevents frizz
- Does not weigh down the hair

INGREDIENTS

- Amaranthe extract and organic oil
- Organic karanja oil
- Golden samphire extract



CRÈME RÉGÉNÉRATRICE

Conditioner for dry and damaged hair



BENEFITS

- Hydrates and conditions dry and damaged hair
- Helps to detangle
- Protects the hair

INGREDIENTS

- Brown seaweed extract
- Quinoa extract
- Sage extract



MASQUE À L'ORCHIDÉE

Hydrating mask for very dry, thick or frizzy hair



BENEFITS

- Hydrates, softens and improves hair styling
- Strengthens and reduces hair breakage
- Softens and beautifies curls

INGREDIENTS

- Vanilla extract
- Organic shea butter
- Organic jojoba oil



MASQUE FLEURS DE JASMIN

Hydrating mask for fine and dry hair



BENEFITS

- Hydrates and conditions hair without weighing it down
- Leaves hair soft, supple, shiny and delicately scented

INGREDIENTS

- Acacia extract
- Organic shea butter
- Organic coconut oil



MASQUE QUINTESSENCE

Deep conditioning mask for brittle and very damaged hair



BENEFITS

- Conditions and hydrates the hair
- Immediately improves softness, increases shine and manageability of the most damaged hair

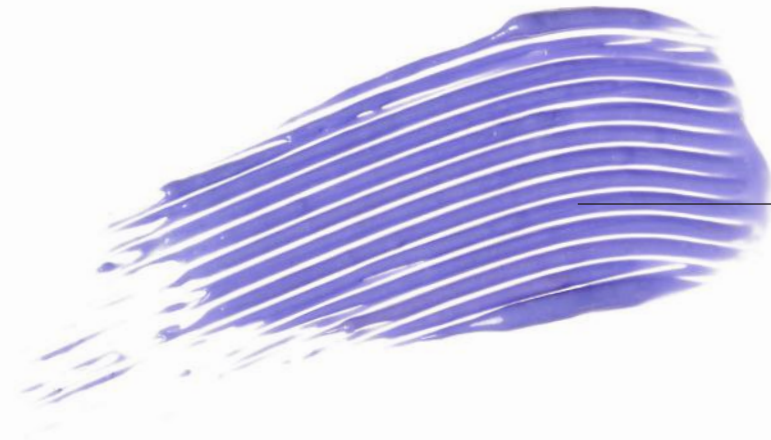
INGREDIENTS

- Organic cupuacu butter
- Organic mongongo oil
- Organic jojoba oil

Color-enhancing conditioners



Color-enhancing conditioners



BENEFITS ICY BLOND

Color-enhancing hydrating conditioner for blond hair



BENEFITS

- Enhances color
- Prevents oxidation
- Neutralizes yellow tones
- Hydrates, conditions, gives softness and radiance
- Can be used either on colored or natural hair

INGREDIENTS

- Meadowfoam oil
- Almond extract
- Organic babassu oil



BENEFITS COLD BROWN

Color-enhancing hydrating conditioner for brown hair



BENEFITS

- Prevents oxidation
- Enhances color
- Prolongs color intensity
- Hydrates, conditions, gives softness and radiance
- Can be used either on colored or natural hair

INGREDIENTS

- Meadowfoam oil
- Almond extract
- Organic babassu oil



BENEFITS DARK BROWN

Color-enhancing hydrating conditioner for dark brown hair



BENEFITS

- Enhances color
- Prevents oxidation
- Neutralizes red tones
- Hydrates, conditions, gives softness and radiance
- Can be used either on colored or natural hair

INGREDIENTS

- Meadowfoam oil
- Almond extract
- Organic babassu oil



BENEFITS NATURAL COPPER

Color-enhancing hydrating conditioner for copper hair



BENEFITS

- Enhances color
- Prevents oxidation
- Intensify warm tones
- Hydrates, conditions, gives softness and radiance
- Can be used either on colored or natural hair

INGREDIENTS

- Meadowfoam oil
- Almond extract
- Organic babassu oil

Scalp treatments



CRÈME AUX FLEURS

Soothing scalp and hair cleansing cream for dry, colored hair

BENEFITS

- Creates instant softness and increases shine
- Neutralizes scalp sensitivity and itching sensations
- Soothes the scalp after coloring
- Fixes the color into the hair

INGREDIENTS

- Brown seaweed extract
- Sage extract
- Chamomile extract



HUILE GERME DE BLÉ

Deep cleansing scalp treatment for oily and fine hair

BENEFITS

- Invigorates the scalp and hair
- Eliminates excess sebum
- Creates volume

INGREDIENTS

- Wheat protein extract
- Avocado extract
- Organic jojoba oil

CONCENTRÉ ÉNERGÉTIQUE

Energizing scalp cleansing treatment for thinning hair

BENEFITS

- Invigorates and promotes good scalp hygiene
- Strengthens and improves thinning hair
- Creates instant shine and volume

INGREDIENTS

- Horsetail extract
- Sage extract
- Ginseng extract





Leave-in treatments



SERUM ÉNERGISANT

Energizing serum for thinning hair

BENEFITS

- Strengthens the bulb and protects the hair fiber
- Anti-aging and anti-graying action
- Rebalances the scalp
- Detoxifies hair for an anti-pollution effect
- An increase in shine and density

INGREDIENTS

- Indian gooseberry
- Green tea
- Maca extract



COMPLEXE ÉNERGISANT

Deep leave-in treatment for thinning hair

BENEFITS

- Effective treatment against the maximum number of factors responsible for hair thinning
- Concentrated formula
- Does not weigh down the hair

INGREDIENTS

- Mimosa extract
- Acacia extract
- Beech extract



TONIQUE HYDRATANT

Leave-in hydrating and vitalizing mist

BENEFITS

- Hydrates and strengthens frizzy hair
- Does not weigh down hair

LES INGRÉDIENTS CLÉS

- Brown seaweed extract
- Acacia extract
- Moringa extract



Styling care



Styling care



97%
INGREDIENTS NATURELS
NATURAL INGREDIENTS

LAIT LUMINESCENCE

Heat protecting detangling styling milk for very dry, thick, frizzy hair

BENEFITS

- Detangles
- Hydrates
- Heat protection
- Smoothes and facilitates blow drying
- Enhances shine and vibrance
- Protects hair from external aggressions

INGREDIENTS

- Soy proteins non-GMO
- Organic mongongo oil
- Organic karanja oil

98%
INGREDIENTS NATURELS
NATURAL INGREDIENTS

CONDITION NATURELLE

Heat protecting detangling and volumizing styling spray for fine hair

BENEFITS

- Heat protection
- Creates volume and support
- Doesn't weigh down the hair

INGREDIENTS

- Quinoa extract
- Acacia extract
- Moringa extract



96%
INGREDIENTS NATURELS
NATURAL INGREDIENTS

ALGUES ET FLEURS

Curl enhancing styling spray

BENEFITS

- For wavy, curly or permed hair
- Hydrates and creates bounce and volume
- Surf spray
- Doesn't weigh down the hair

INGREDIENTS

- Brown seaweed extract
- Hibiscus extract
- Chia extract
- Moringa extract



90%
INGREDIENTS NATURELS
NATURAL INGREDIENTS

GEL À L'HIBISCUS

Alcohol-free styling gel

BENEFITS

- Touchable hold
- Long lasting style and volume
- Creates root support but does not harden
- Does not dry out the hair or appear flaky
- Washes out easily

INGREDIENTS

- Hibiscus extract
- Moringa extract
- Almond protein



93%
INGREDIENTS NATURELS
NATURAL INGREDIENTS

BAUME BOIS DE ROSE

Modeling and sculpting balm - matte finish

BENEFITS

- Shapes and sculpts
- Creates volume and texture
- Matte finish
- No hardening effect
- Non-greasy formula washes out easily

INGREDIENTS

- Jasmin wax
- Organic carnauba wax
- Japan wax

94%
INGREDIENTS NATURELS
NATURAL INGREDIENTS

MOUSSE AU LOTUS

Alcohol-free volumizing styling mousse

BENEFITS

- Creates volume and hold
- Allows you to shape the hairstyle according to your desires
- Leaves hair soft and shiny
- Doesn't dry out the hair
- Protects from the sun

INGREDIENTS

- Lotus extract
- Organic jojoba oil
- Organic mongongo oil





ÉCLAT NATUREL

Texturizing, control frizz and conditioning styling cream

BENEFITS

- Hydrates and immediately softens hair
- Smoothes and shapes the length and ends
- Enhances shine
- Protects from the sun, humidity and frizz

INGREDIENTS

- Organic jojoba oil
- Organic shea butter
- Organic mongongo oil



SÉRUM DE SOIE SUBLIMATEUR

Light conditioning control frizz styling serum for dry and fine hair

BENEFITS

- Hydrates and softens hair
- Creates increases shine and makes detangling easier
- Anti-frizz
- Doesn't weigh down the hair
- Protects from the sun, humidity and frizz

INGREDIENTS

- Silk protein
- Organic hazelnut oil
- Brown seaweed extract



LAQUE SOUPLE

Light hold styling spray

BENEFITS

- Light to medium hold hair spray
- Touchable style great for fine hair
- Delivers softness, increases shine and hold
- Washes out easily

INGREDIENTS

- Organic jojoba oil



VOLUFORME

Hair spray for volume and hold

BENEFITS

- Creates volume
- Enhances shine
- Adds support to the style
- Reduces drying time

INGREDIENTS

- Organic jojoba oil



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