

# uniqueart

JANUARY 2022



## Level up your blonding

**Blonding  
Pro Tips**  
to elevate your  
technique and  
your profitability

**NEW  
2022**  
Signature  
Education

**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS



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“  
When it comes to  
blonding, using great  
products with great  
performance is a must.  
For me, Metal Detox,  
Blond Studio and  
DIA Light are my  
go-tos during  
blonding services.”



Jackie Epperson  
L'Oréal Professionnel Artist  
@jackieepp

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## On the cover

Achieve this look by:

- Prepping the hair for a clean lift and true-to-tone results with the Metal Detox Pre-treatment Spray.
- Lightening (Balayage) with Blond Studio 9.
- Glossing with 1/2 DIA Light 9.13/9BG + 1/2 Dialight 10.23/10VG



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L'Oréal Professionnel!  
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our newsletter



pg. **04**  
**What's  
New**



Explore  
our full  
product  
catalog  
offering here





Ever  
experienced  
these blonding  
challenges?

Unpredictable  
Breakage  
Color that is n

Rough feel to the hair

Not achieving your  
desired outcome



Unconditioned hair

Fading

Splotchy Color

Warm lift

ble results

Damaged Hair

not true to tone

Limited lift

Lack of Shine

Turn page  
for solution & how to take your  
blonding to the next level.





**Level up  
your blonding.**  
Clean lift. Ultimate care.



# 3 steps to the ultimate blonding service.



## 1 Metal Detox.

Neutralize metals for a clean lift and true-to-tone color.

# 2

## Blond Studio 9.

Up to 9 levels of clean lift, easily breaks through undertones.



## 3 Dia Light.

Zero ammonia. Zero lift. Ultra conditioning.



# Clean lift. Ultimate care.

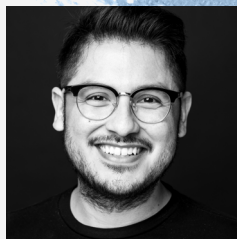
## FEATURING

- 1 **Metal Detox.** 87% less breakage. 100% reliable color.
- 2 **Blond Studio 9.** Clean lift powered by oil. Up to 9 levels of lift.
- 3 **Dia Light.** +30% more conditioning.\*  
Conditions hair after lightening and color services.

\*vs. uncolored hair.



Jackie Epperson  
L'Oréal Professionnel Artist  
[@jackiepp](#)



Frank Diaz  
L'Oréal Professionnel Artist  
[@frankdiaz.colorist](#)







# Totally mindblown.

“Really easy steps and application to create the perfect canvas for any color service.”



**Stylist, Lehigh Acres, FL**



# Fast gentle lightener.

“Love how fast this lightener lifts and how much warmth it’s able to push through. Our client’s hair felt amazing after too!”



**Stylist, San Anselmo, CA**



# Like a hug for your hair.

“DIA’s condition and vibrant color gives me incredible confidence with my clients.”



**Salon Owner, Ponte Vedra Beach, FL**



color  
**essentials**

# Blonding pro tips.

Featuring Celebrity Colorist, Min Kim.



**Min Kim**  
L'Oréal Professionnel Artist  
[@minkimcolorist](#)



**TIP 1****Remember,  
both placement  
AND application  
are priority.**

These 2 factors work hand in hand, so that you're getting pops of brightness where you need them.

**TIP 2****Start with less  
product  
on your brush.**

It's easier to add more product than to remove. Most people use a lot of product at the top and don't put enough product on the ends.

**TIP 3****Surface application is all about the "float".**

Floating ensures there are no unwanted spots, marks, or marbelization. It allows depth and negative space to be preserved within the section to give you a beautiful result. Afterward, finish off with DIA Light for a photo finish shine.



## Blonding pro tips (continued).

### TIP 4

**Use precision points in your application & blend to give your blondes a natural finish, when using Blond Studio 9.**

This is one of the ways to soften dark bases & hide lines of demarcation. Precision points help to bridge the new growth and the old, blending them together into a seamless piece.



### TIP 5

**Use an overlapping & feathering technique to get a brighter end result.**

Overlapping stripey highlights on (healthy) dark hair helps to brighten up the mid-lengths & ends. By overlapping and feathering with Blond Studio 9 and toning with DIA Light I'm able to get a bright blonde result while adding condition to the hair.

### TIP 6

**Use Metal Detox to make it easier to Balayage.**

Metal Detox will help to provide more grip to the hair. No more struggling with fly-aways, when you are highlighting.





“  
My go to lightener  
recently has been BS9.  
It gives me the power  
of lift which combined  
with Metal Detox &  
DIA Light gives me the  
confidence to achieve  
the results I want  
without sacrificing  
the hair's quality.”

**Min Kim**

# Increase your profitability

by adding Metal Detox to your toning & lightening services.



## Earn in 2 ways:

- 1 Offer a Metal Detox service as an optional add to your lightening or color services.
- 2 Build Metal Detox into your service pricing. Recommended pricing: \$30-\$40

1 set of Metal Detox  
= 35 applications  
= Potential of over \$1,000 in profit.

## In the stylist's corner.

How do you incorporate Metal Detox into your service?

“ I like incorporating Metal Detox in every service because it gives me more control of the process and the end result.

”



Jackie Epperson  
@jackiepp



Sebastian Langman-Kirtley  
@sebastiancolorist

“ I like incorporating as an add-on because it gives me the opportunity to educate the client on metals & the Metal Detox service. I make sure to differentiate it on the menu to pique my clients' interest.

”



# Metal Detox:

Profitability in action.

4 Color Services @ \$100 per service = **Daily Color Profit \$400** + Metal Detox = **Daily Profit \$120**

Working 4 days per week = **Weekly Color Profit \$1,600** + Metal Detox = **Weekly Profit \$480**

Working 16 days per month = **Monthly Color Profit \$6,400** + Metal Detox = **Monthly Profit \$1,920**

Working 12 months per year = **Annual Color Profit \$76,800** + Metal Detox = **Annual Profit \$23,040**

**Color Service + Metal Detox = Annual Profit \$99,840**

*Based on Metal Detox service charge of \$30*

See how much profit you can make.  
Fill in the blank with your salon #s.

4 Color Services @  per service = **Daily Color Profit**  + Metal Detox = **Daily Profit**

Working  days per week = **Weekly Color Profit**  + Metal Detox = **Weekly Profit**

Working  days per month = **Monthly Color Profit**  + Metal Detox = **Monthly Profit**

Working  months per year = **Annual Color Profit**  + Metal Detox = **Annual Profit**

**Color Service + Metal Detox = Annual Profit**

*Based on Metal Detox service charge of*



education

experiences





# Signature Education.

**Education for everyone.**

At L'Oréal Professionnel, we believe that education is the most powerful tool we can use to grow, inspire and develop our salon partners and hair artists of tomorrow.

Our Signature Education offers you an inclusive, comprehensive, customizable offering with worldwide recognition that is available on and off-line.

# Signature path.

Designed for hairdressers at all levels. Take the guess work out of registering for classes & use our L'Oréal Professionnel Signature Paths to guide you.

## Step 1.



Decide which area you want to focus on and select the corresponding path.

## Step 2.



Explore ON|OFF offering and register for classes that work for your schedule and your budget.

## Step 3.



We recommend always starting with the essentials to establish a strong foundation. Move into advanced classes to continue developing your skills.

## Step 4.

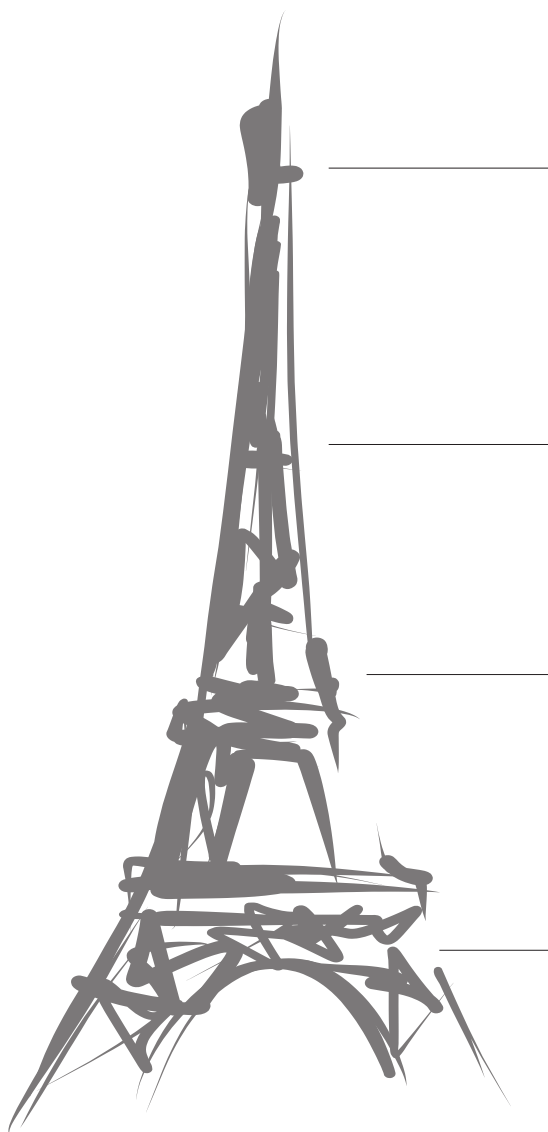


Take as many classes at each level as needed to feel comfortable progressing to the expert and specialist levels.



# Signature path.

- Understand what each Signature Path level means for your journey.
- Identify what you want to focus on to elevate your career.
- Select a Signature Path that will help you achieve your goals!



## [Specialist]

Designed for professionals looking to push the boundaries of their expertise and apply their skills in new and creative ways with L'Oréal Professionnel.

## [Expert]

Designed for professionals looking to master and become an expert in their craft with L'Oréal Professionnel.

## [Advanced]

Designed for professionals looking to elevate their existing knowledge of L'Oréal Professionnel and upskill themselves through advanced techniques, theory, and business opportunities.

## [Essential]

Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge.



Scan to  
learn more

# stylist Spotlight



**Nika Forsythe**

Stylist  
Handle: @mooreunikahair  
Salon: Unika Hair Studio  
Location: Oceanside, California





# This or That.

## BEST ADVICE YOU WOULD GIVE TO OTHER STYLISTS

Invest in education. Mentally, education helps to keep your finger on the pulse of new trends, techniques, and technologies. Emotionally, it sparks excitement and creativity.

## FAVORITE BLONDING TECHNIQUE

My favorite blinding technique is foilage and teasylights together. Living in San Diego, California... Blonde, beachy hair with a lived in look is very popular and I love it!

## BREAKTHROUGH BLONDING HACKS THAT CHANGED THE GAME FOR YOU

I think the biggest game changer was BlondStudio 9 oil lightener and the allocated aluminum foil by L'Oréal Professionnel. The lift is amazing! You can see it working within 10 minutes and achieve up to 9 levels of lift in 30-40 minutes.

## FAVORITE CAREER MOMENT:

Becoming an Artist for L'Oréal Professionnel 6 years ago.

## FAVORITE LEVEL UP MOMENT

When I decided to open my own Sola Salon Suite in Oceanside, CA. There is always the element of fear when making big moves.

I honestly can say it was the best move I have made behind the chair. I was able to create a L'Oréal Professionnel exclusive studio, as well as, have full control over my schedule. Now, I am able to participate in or facilitate education, work at fashion week, work on photoshoot, or take off to volunteer, it has been a blast!



california

monthly offers

# Level up your blonding services.



**Save 15%**  
with the purchase 3-8  
units of Metal Detox

**Salon price from: \$42.02**  
**Salon value from: \$49.44**

**Save 20%**  
with the purchase 9+  
units of Metal Detox

**Salon price from: \$118.66**  
**Salon value from: \$148.32**







## Blond Studio 9 powder for \$21

Salon price: \$21.00  
Salon value: \$24.25



## 3 Dia Light tubes for \$21

Salon price: \$21.00  
Salon value: \$22.05



## 3 Majirel tubes for \$21

Salon price: \$21.00  
Salon value: \$24.42

## Complimentary Blonding Class.

with the purchase of any Metal Detox, Blond Studio 9 or DIA light offer.



Hosted by  
Daniel Mason Jones  
& Jackie Epperson

Learn tips to **level up your blonding**, and take your business to the next level this year.

Contact your Salon Business Partner or Sales Associate for more details.



Pass the savings to clients.  
Download sell-through assets here.

**LEARN MORE ABOUT L'ORÉAL PROFESSIONNEL AT  
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