

uniqueart

NOVEMBER 2021

The Holiday Issue

Express

French
Glossing

Build your business

all holiday
season

Metal Detox

A colorist's
BFF this
holiday
season



L'ORÉAL
PROFESSIONNEL
PARIS

Table of contents



Pg **04** Haircolor
Essentials

Pg **10** Stylist
spotlight

Pg **18** Education
Experiences

Pg **08** Haircare
Essentials

Pg **12** Business
Corner

Pg **22** Monthly
Offers



On the cover

Recreate our cover model's look.
Cover regrowth with Majirel 3/3N.
Gloss mid-lengths and ends
with Dia Light 5.11/5BB.

“
Express French Glossing
covers your client's
most visible pieces,
while refreshing their
mid-lengths and
ends. The clients who
experience rapid
growth but don't have
time to sit in the chair
every 2-3 weeks are the
ones who benefit the
most from this service.
”



Eric James
@eric_james_pro



Stay up-to-date
with all things
L'Oréal Professionnel!
Sign up for
our newsletter

pg. **12** Boost your business all holiday season



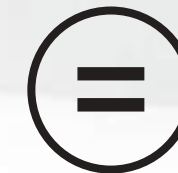
Explore
our full
product
catalog
offering here





Express French Glossing.

Cover the most visible greys throughout your busiest salon season.



Neutralize.

For 100% reliable color results, spray the Metal Detox Pre-Treatment to neutralize metals in the hair.



12 minute color application.

Apply to the part and ½ inch on both sides of the part, as well as the entire perimeter. If they part their hair multiple ways, apply ¼ inch on both sides, on all parts. Process for 35 minutes. Pull Dia Light through the mid-lengths and ends.

Increase your revenue!

with Express French glossing.

12 minute application.

- 2 minutes for regrowth.
- 10 minutes for length & end refresh.

+35 minute processing.

- Within 35 mins for regrowth, 10 mins for Dia Light + 9V, 20 mins for Dia Light + 6V for mid-lengths and ends.

= Up to \$200 in incremental revenue, per service.

Express French Glossing Toolkit.

For impeccable roots and lengths.

Metal Detox.

87% less breakage.
100% reliable color.

Dia Light.

+30% more conditioned hair post color service.*



Majirel.

100% grey coverage with +45% more conditioned hair post color service.



Metal Detox. Fast & easy color services.

Ring in the holidays with the gift of speed and profit.



No added time.

- Simply mist the Metal Detox Pre-treatment. Mix your color formula while the pre-treatment dries on the hair. Then, apply your color. No rinsing necessary!

Rich reliable color. No breakage.

- Pro-guarantee your lightening services with a clean lift and 100% reliable color.
- No need to bump your developer. Same routine, improved lift.

Increased profitability.

- Increase your average ticket with Metal Detox.
- Add Metal Detox as an optional add on menu item or build into your existing pricing.
- This holiday season, upsell Metal Detox holiday kits including the shampoo and mask for color protection and nourishment in between salon services.



Johnny Wynn

Stylist

Handle: @_jonathan_wynn
Salon: Diesel Salon
Location: San Diego, California

This or That.

COLOR, CUT, STYLE, EXTENSIONS?

All of the above, I've never been one to limit my artistry.

FAVORITE COLOR TECHNIQUE?

Definitely foiling and balayage, I love how you can create so much texture and dimension through these techniques.

DIGITAL OR IN-PERSON EDUCATION?

In-person education for sure! There's something about bringing a bunch of artists together in one room that enhances the educational experience for me.

FAVORITE CAREER MOMENT?

Traveling abroad for education and meeting so many different artists.

FAVORITE PART OF THE HOLIDAYS IN YOUR SALON?

I love seeing everyone so festive and hearing about all of their upcoming plans for the season.

WHAT TIPS WOULD YOU GIVE HAIR DRESSERS DURING THE HOLIDAY SEASON?

Prebook, strong coffee, and hang in there babe!

ADVICE ON UPSELL DURING THE HOLIDAY SEASON?

Educating and not selling. I tell them their hair is an investment and share the importance of using products that will enhance and add longevity to their color and style.



Upselling Retail during the Holidays.

- 1 Presentation is key.**
Display gift sets beautifully where clients can see them.
- 2 Use as an extension of your service.**
If a client mentions a hair concern, mention that you have the perfect solution for them to treat themselves.
- 3 Holiday promotion.**
Invite clients to participate in promotions to drive business. Start promotion on social media and give a special gift for the first clients that orders.



Boost your business this Holiday Season

Happy Holiday, from Paris.

Build your holiday sell-through strategy using social media.

Download social media-ready assets along with suggested copy and an easy-to-follow calendar.

Post on social media to invite guests to ask about holiday gift sets even before they step into your salon.



Download
social
media kit.



Boost your business this Holiday Season

Holiday Edition.
Available while supplies last.

[*Barbie* x SteamPod]
Dream it. Style it.
Limitless looks,
powered by steam.

From naturally gorgeous to glam waves to straight flip.
2X faster*, 2X smoother*, 91% less breakage**.

L'ORÉAL
PROFESSIONNEL
PARIS

*Instrumental test, SteamPod vs. SteamPod without steam and comb (heating plates only).
**Instrumental test after 15 applications, SteamPod vs. SteamPod without steam and comb (heating plates only). ©2021 Mattel.

Signature Education.

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.

Education.

[For Everyone]

Our **Education Manifesto** is what makes our education unique.

- Education that is **100% Customizable** providing exactly the Education you need.
- Education that encapsulates the heartbeat of **Paris** – inspired by fashion, creativity, and freedom of expression.
- Education that is truly inclusive and educates in every class multiple hair formulation from straight, wavy, curly to coiled. We call this **Hair Love** - To love hair is to know hair.
- Education experiences are made amazing by the **People** who teach for us, each with a passion for hair and a love for their craft.
- Education that is available **ONOFF** giving you the choice of how and when you would like to learn.

Our **ONOFF** strategy for education offers you the ability to choose where to receive your Signature Education. Choose offline options in School, Store, Salon or Academy or receive the same education virtually with Store, Salon, Academy and Atelier options. Additionally, you can learn 24/7 with L'Oréal Access.

ONOFF

EDUCATION

Whatever stage of your career, whatever your education needs or your budget – we have the right education for you!

2022 Education is now available to book.

Check out www.us.lorealprofessionnel.com



Access

Virtual Atelier

Virtual Store Education

Virtual Salon Education

Virtual Academy

Social Media



School Education

Store Education

In-Salon Education

Academy

Holiday Offer
**Receive 20% savings
 with every holiday kit.**



Save 15% on Serie Expert.



*Excludes Backbar, Metal Detox, Accessories & Travel Sizes.

Small deal

Save 15% for every 3-11 units of
 Selected Serie Expert products.*

Salon Price from: \$35.70
Salon Value from: \$42.00

Large deal

Save 15% for every 12+ units of
 Selected Serie Expert products,*
 and receive free Absolut Repair backbar
 shampoo and conditioner.

Salon Price from: \$142.80
Salon Value from: \$223.00



Receive a free Dia swatchbook

With your purchase of 36 or more Dia Shades.

Salon Price: \$257.04
Salon Value: \$332.04
Savings: 23%



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

**LEARN MORE ABOUT L'ORÉAL PROFESSIONNEL AT
PROUS.LOREALPROFESSIONNEL.COM | @LOREALPRO_EDUCATION_US | #LOREALPROUS**