

uniqueart

OCTOBER 2021

Introducing French Glossing

Cover & Gloss
in 1 ultra-caring
service.

**Boost your
business**
this holiday
season.



L'ORÉAL
PROFESSIONNEL
PARIS

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French Glossing is truly the most caring way to color hair. I'm so excited to see it come to life!

”



Jess Gonsalves,
L'Oréal Professionnel Artist
@jess.stylist

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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.

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



Explore our full catalog offering here



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



it looks

Dia light

Acidic gel-crème demi.

Zero ammonia. Zero lift. Ultra conditioning.

NEW
STAR
SHADES!

9/9N
Light Blonde

9.2/9V
Iridescent
Milkshake



Discover why top pros love Dia Light.



Controlled application.

Gel-crème consistency for precision application.



Flexible processing time.

(2-20 minutes).



+30% more conditioning*.

Conditions hair after lightening and color services.



Lightened with Blond Studio 9.
Glossed with Dia Light 10.13/10BG
+ 10.21/10VB.

*vs. uncolored hair

Introducing French Glossing.

Cover & Gloss in 1 ultra-caring service.

Pro looking color consumers want & can't get home.



Step 1

Cover regrowth with Majirel.

+45% more conditioned roots*



Step 2

Refresh mid-lengths & ends with Dia Light.

+30% more conditioned mid-lengths and ends*



Did you know? 25% of salon clients who covered greys at home during lockdown do not intend to go back to salons.**

* vs. uncolored hair.

** Salon Color, Home Color Shifting - New US CMI May 2020

What is French Glossing?

Our ownable all-in-one approach to color: coverage & care in one ultra-caring & easy service. It means covering roots with Majirel, a permanent color that conditions the hair, and refreshes mid-lengths & ends with Dia Light, an acidic demi color, that also conditions the hair.

Our lab results show that this unique approach to color has **unmatched benefits to you and your clients.**

What are the benefits for me?

- A professional way of covering grey with multi-dimensional results that your clients love but cannot get at home.
- No extra service time.
- Increase service ticket. All-in one service: coverage, intense glossing, and care.

What are the benefits for my client?

- 100% grey coverage with multidimensional and shinier results.
- Hair more conditioned from roots to ends.
- No extra time in the salon.

Recreate the look.



1 Cover.

Cover greys with **Majirel 3/3N + 20-vol. Majicrème Developer** using a bowl and brush and process for 35 minutes.

2 Gloss.

During the last 10 minutes of Majirel processing, mix **Dia Light 5.11/5BB + 9-vol. DIActiveur Developer + Dia Light Liquifier** and apply on mid-lengths and ends with bottle at shampoo bowl.



“I always French Gloss my clients coming in to cover their greys. I use Majirel for my reliable grey coverage and gloss with Dia Light to get the shiniest, softest all-over results!”

Jess Gonsalves,
@jess.stylist

Why Majirel & Dia Light?

Ultra conditioning from roots to ends.



Majirel.

Perfect Coverage

- 100% grey coverage
- Non-drip formula

Rich Color

- Ultimate palette of shades
- True-to-tone, long-lasting results

Exceptional Care

- +45% more conditioned hair*



Dia Light.

Controlled application

- Gel-crème consistency for precision application.

Flexible processing time

- (2-20 minutes)

+30% More conditioning*

- Conditions hair after lightening and color services.



Dia Light Liquifier.

Fast Application.

Liquifies consistency for fast bottle application.

Ultimate customization.

Change consistency based on client need & stylist preference.

Adjust color intensity.

To increase transparency and shine.

How to use Liquifier.

Step 1.

Mix your Dia Light shade with DIActivateur Developer at 1:1.5 ratio.

Step 2.

Add Liquifier to formula and mix. For half dose, add .2 ozs of Liquifier. For full dose, add .4 ozs of Liquifier.



Scan for
Liquifier FAQs.

Free class. \$150 Value!



Discover how Jess Gonsalves uses French Glossing techniques to increase client loyalty in a free 2-hour digital class!

See page 22 to learn how you can take this class for free.

Jess Gonsalves
@jess.stylist

Discover the Dia Light accessories.

Available for purchase now!

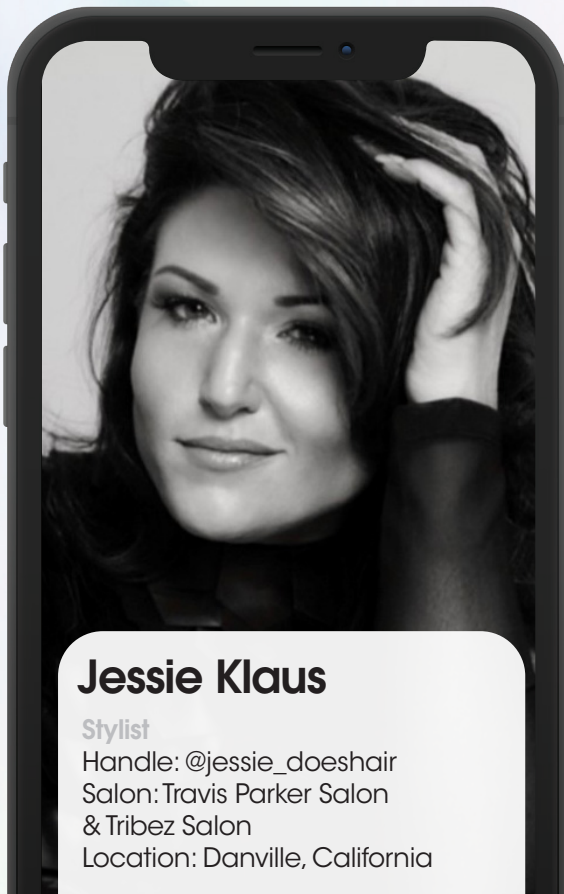
Bottle applicator

- For fast, all-over glossing
- Use with Dia Light Liquifier



Brush

- For precision application



Jessie Klaus

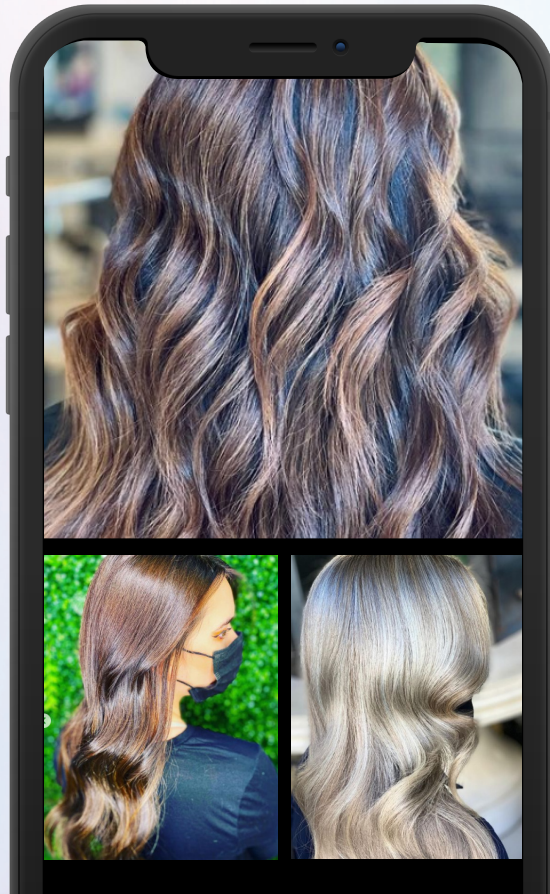
Stylist

Handle: @jessie_doeshair

Salon: Travis Parker Salon

& Tribex Salon

Location: Danville, California



This or That.

COLOR, CUT, STYLE, EXTENSIONS?

Coloring and extensions as Global Creative Director for City of Angels

EXPRESS OR FULL BALAYAGE?

Full Balayage

DIGITAL OR IN-PERSON EDUCATION?

In-person

L'ORÉAL PROFESSIONNEL PRODUCT I CAN'T LIVE WITHOUT

Metal Detox is definitely my favorite! My clients have suffered the hard water effects from their homes and having this product has allowed us to transform their hair color and help remove the problem.

FAVORITE CAREER MOMENT?

This new project that I'm working on, a new docu-series called Hair Unknown that will be coming out next year. This series is about the beauty industry and specifically hairdressers that have paved a way for us all. We just shot our episode with Travis Parker which features Dia and Metal detox! We look forward to these moments with everyone and sharing our real passionate stories.

FAVORITE DIA SHADE?

I love DIA. The milkshakes are my favorite because they are great for refreshing and re-toning extensions and blondes.



**Boost your
business
this Holiday
Season**

Profit big with Metal Detox services.



@holliehaskinshair



- **Gain confidence** in achieving your true target color results, especially on new clients you have not colored before.
- **Increase profitability:** Obtain over \$1000 in service revenue with just one set. See next page for more tips.
- **No added time.** Mist the Metal Detox Pre-treatment. Mix your color formula while the pre-treatment dries on the hair. Then, apply. **No rinsing necessary!**

2 Methods to grow big

Featuring Sebastian Langman-Kirtley.



Sebastian Langman-Kirtley.

Salon Owner of the Keep Salon & L'Oréal Professionnel US Artist:

@sebastiancolorist



1.

Add Metal Detox as an optional a la cart add on, like Sebastian.

What are some of the advantages of incorporating as an a la carte item?

It gives an opportunity to completely customize the service. I expand on this concept by utilizing various treatments in the salon to suit their individual hair needs. I try to make it a completely bespoke experience for my client. This is how I build client loyalty. I also like it because the client sees exactly what services they have received. No questions, no confusion.

What is the range you charge for a color or lightening service? How much do you charge for Metal Detox as an add on?

My color menu ranges from \$130- 330. Metal detox will be a \$30 charge.

How do you ensure Metal Detox gets attention on the menu/how do you integrate it into the consultation?

People love anything to do with purification & detoxification. I plan to give Metal detox a special spot on my menu, keeping it separate from other treatments. I will market it as a purification system that is essential for achieving the most radiant and fade resistant color results.

Boost your business

with Metal Detox.

& Anna Cecchi Smith.



Anna Cecchi Smith.
Independent Stylist &
L'Oréal Professionnel US Artist:
@annacechsmith

2.

Build Metal Detox into your existing pricing, like Anna.

What are some advantages of incorporating Metal Detox built into the price?

It's a great experience for the stylist and the client. The stylist is able to have control of the color process and the client gets rich results and reduced breakage.

How much do you usually charge for a color service? How much do you build in for Metal Detox?

It all depends on how much products and if I do partial or global. usually starts from \$150 and up. For Metal Detox, I add in \$30 to my color service price.

What recommendations do you have for conversations with clients on price? Any advice?

I recommend having a trial period to introduce clients to Metal Detox at a reduced (or no) cost. Take this time to educate your clients on Metal Detox and how it will give them the richest color result with no breakage.

Let them know when the trial period will end (i.e. the next time they come, or after X date) and that your service price will increase.



this Holiday Season

Happy Holiday, From Paris.

Excite your clients with
L'Oréal Professionnel Holiday Kits.

20%
in savings
vs regular price



Metal Detox. For color-treated or lightened hair.

Includes:

- Shampoo 10.1 oz
- Masque 8.4 oz

Boost your business



Vitamino Color.

For color-treated hair.

Includes:

- Shampoo 16.9 oz
- Conditioner 16.9 oz



Absolut Repair.

For sensitized hair.

Includes:

- Shampoo 16.9 oz
- Conditioner 16.9 oz



Pro Longer.

For thinned ends hair.

Includes:

- Shampoo 16.9 oz
- Conditioner 16.9 oz



Tecni.Art.

For styling.

Includes:

- Infinium 4 Strong Hold Spray 11.2 oz
- Next Day Hair Texturizing Spray 6.8 oz

this Holiday Season

Maximize your profitability

with holiday kit promotions.

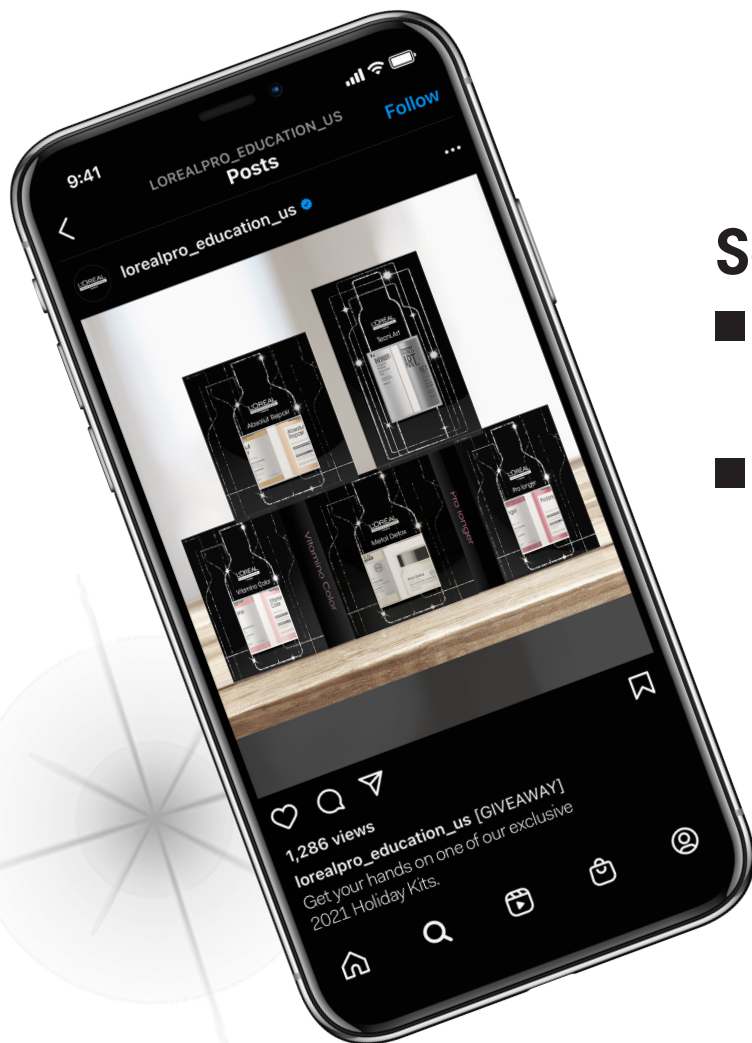
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Merchandising

- Upgrade your retail area by displaying sets
- Take advantage of open spaces like the front desk for maximum effect

Boost your business



Social Media

- Encourage social media interaction by showcasing the merchandised sets
- Post videos showing how to use each of the star products in the gift sets

Promotions

- Offer your client a coupon for a free treatment at their next appointment
- Host a raffle to win a gift set and a complimentary treatment



this Holiday Season



*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.

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

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]

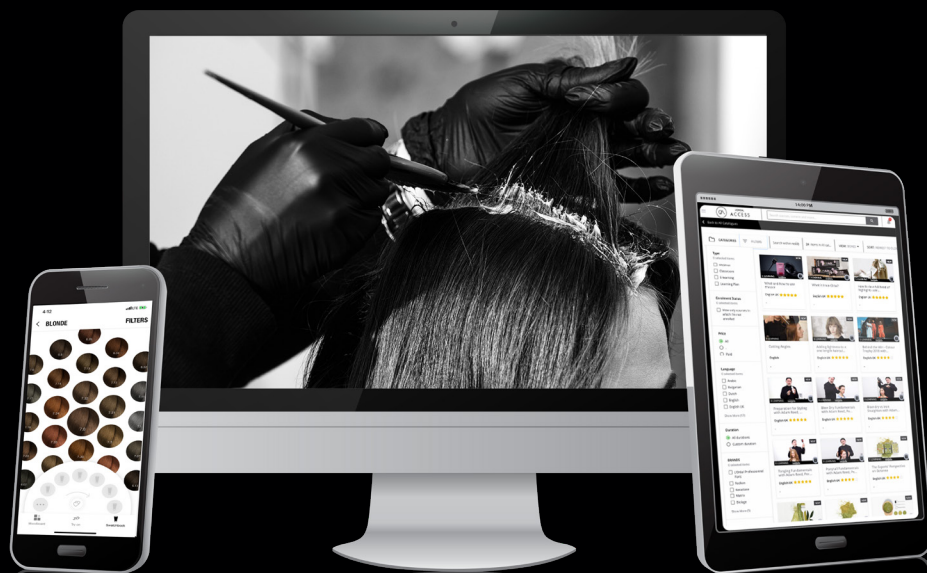
Our **Education Manifesto** is what makes our education unique.

- 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.

ON

EDUC



Access

Virtual Atelier

Virtual Store Education

Virtual Salon Education

Virtual Academy

Social Media

OFF ATION

Whatever stage of your career
Whatever your needs
Whatever your budget
We have the right education for you!

**2022 Education is
now available to book.**

Check out www.us.lorealparis.com



School Education

Store Education

In-Salon Education

Academy

monthly offers

Holiday Offer Any Holiday Kit 20% in Savings



Salon Price: \$21.00-\$28.00 each
Salon Value: \$28-\$38.50 each

Boost your business

Free education with Jess Gonsalves. \$150 Value!

Receive Free 2-Hour digital education class with the purchase of 6 or more haircolor shades. (Majirel, INOA, Dia, LUO Mix and Match)

From \$44.10
Salon value from: **\$194.10**



Metal Detox Stylist Kit: 20% in Savings*

Includes

- Metal Detox Pre-treatment 16.9 FL OZ.
- Metal Detox Sulfate-Free Shampoo 10.1 FL OZ
- Metal Detox Mask 8.5 FL OZ.

Salon price From: \$79.00
Salon value from: \$98.00

*while supplies last.



25% off purchase of any 8 units or more of Metal Detox

Recommended Mix:

- 1 Metal Neutralizer Pre-treatment 16.9 OZ
- 2 Sulfate-Free Shampoo
- 2 Masks
- 1 Conditioner
- 2 Sulfate-Free Shampoo 10.1 OZ

Salon Price from: \$96-\$360
Salon Value: \$128-\$480



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

this Holiday Season

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