

# uniqueart

APRIL 2021

New!

## Blond Studio Clay 7

For your best  
French Balayage

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

Increase Revenue  
with Baby Balayage

New French  
Balayage  
Education

**TECNI.ART**  
Hairsprays 101

# Table of Contents

“

I am so excited about the new Blond Studio Clay 7 lightener. Its an incredible balayage tool that I have been waiting for for years! ”

”



Nancy Braun,  
Celebrity Colorist and  
Owner of Balayage by  
Nancy Braun

**10** Baby  
Balayage

**18** Stylist's  
Chair

**22** Business  
Corner

**12** Education

**20** Stylist  
Spotlight

**26** Monthly  
Offers

**16** Dia Richesse



## On The Cover

Three impactful looks, three impactful lighteners. This blonding triple threat provides endless options to create your best French Balayage.

From Left to Right

- Multi-Techniques 8 Bonder Inside
- Clay 7
- Blond Studio 9

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



Explore our full  
catalog offering here





**Blond Studio**  
**Clay 7**  
**04**



what's  
**new**





**NEW**

# Blond Studio Clay 7

Your Dream Balayage Tool

- 7 Levels Of Lift
- Ammonia-Free
- 19% Clay

The 19% Clay formula is what makes the texture of this lightener stretchy, allowing for easy and precise painting. Confidently offer your client their best French Balayage experience yet.



# French Balayage

Blond Studio Clay 7 + 40-Volume Majicrème Developer

- 1** Prepare your set up and section out for a combination of French Balayage and Palm Painting.
- 2** Apply Palm Painting, utilized more heavily in the back of the head and below occipital bone. For the frame and crown, use a more bespoke French Balayage application.
- 3** Process with a pre-lightened target level 8 (started from a level 4).
- 4** Apply the photo finish using DIA Light 8.21 to neutralize yellow undertones and process for 2-20 minutes.



Before

Discover more about this technique on **Pro Beauty Central**



## PHOTO FINISH

DIA Light 8.21/8VB + 9-Volume  
DIActiveur Developer



# Introducing the French Balayage Dream Team

L'Oréal Professionnel has hand-selected an expert group to cover all things French Balayage. These artisans will inspire you and help you reach new levels.



**@jackieepp**  
Jackie Epperson  
Chroma Salon,  
Tacoma, WA



**@minkimcolorist**  
Min Kim  
Butterfly Studio Salon,  
New York, NY



**@balayage\_bynb**  
Nancy Braun,  
Balayage by  
Nancy Braun,  
Beverly Hills, CA



**@sebastiancolorist**  
Sebastian  
Langman-Kirtley  
The Keep,  
Cape Cod, MA



**@hairpaintedbyjen**  
Jennifer Luszczak  
Matthew Morris  
Salon, Denver, CO



**@frankd322**  
Frank Diaz  
Studio City, CA



**@khovey**  
Kelli Hovey  
Blanc Noir,  
Newport Beach, CA



**@jonniebalayageguru**  
Jonathan Terech  
Blanc Noir,  
Newport Beach, CA



**@jess.stylist**  
Jessica Gonsalves  
Rinse Salon,  
San Diego, CA



**@geoffreyhairr**  
Geoffrey Britt  
Wheelhouse Salon,  
Austin TX

# French Balayage For All

With the blonding triple threat

NEW

**Clay 7**

Natural  
French Balayage



**Blond  
Studio 9**

Ultra-Light  
French Balayage



**Multi-Techniques 8  
Bonder Inside**

Caring French Balayage

**Have you tried them all?**



Introducing the

# Best of French Balayage Kit



## Discover What's Inside

### Education

French Balayage Essentials  
Technique Guide

### Product

- 1 - NEW! Blond Studio Clay 7
- 1 - 20-Volume Majicrème Developer
- 3 - Top DIA Light Milkshakes  
Shades 9.01, 10.02, 10.12
- 1 - 6-Volume DIActiveur Developer

### Accessories

- 1 - Balayage Brush
- 1 - Balayage Plachette
- 1 - L'Oréal Professionnel Color Bowl

“

This kit includes all of my favorites from L'Oréal Professionnel! These are the exact tools you need to create your best French Balayage.

”



## Nancy Braun

L'Oréal Professionnel Artist &  
French Balayage Original

# Baby Balayage

The express service that will keep them coming back

## Single Process

Apply your client's usual single process color, cleanse at the bowl and towel dry.



## 2 Lighten

Apply a few pieces around the hairline. Process until desired level is achieved.

## French Balayage

## Photo Finish

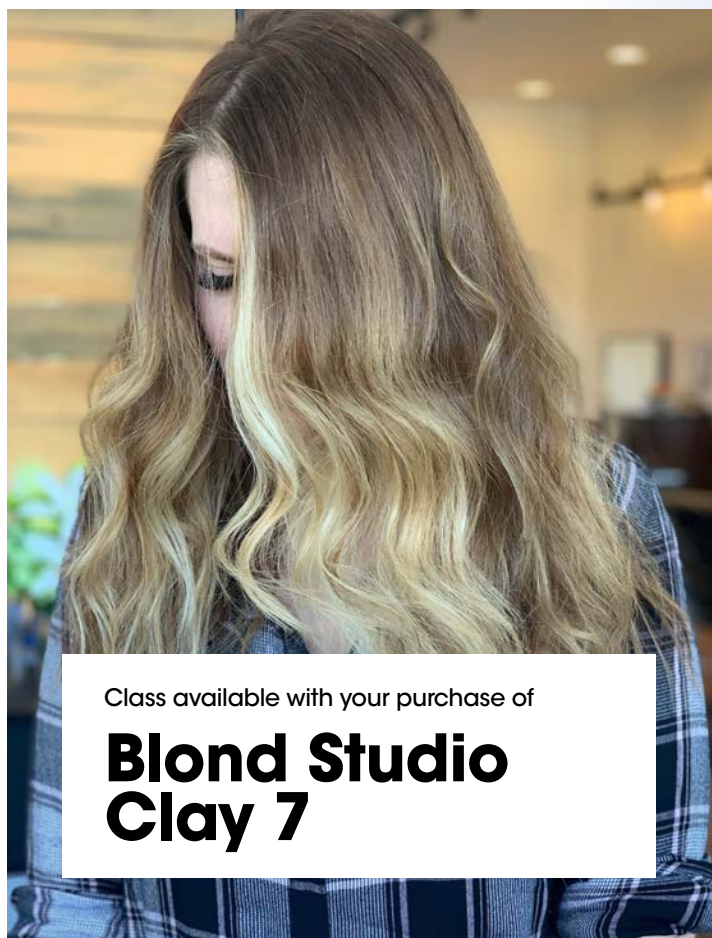
Pick your preferred DIA Light shade and process for 2-10 Minutes. Your client will leave with a completely customized, neutralized, and shiny balayage.





# Baby Balayage with the Masters

A revenue driving virtual class with Daniel Mason-Jones & Jackie Epperson



Class available with your purchase of

**Blond Studio  
Clay 7**



**Daniel  
Mason-Jones**

@danielmasonjones

No stranger to revenue driving services, Daniel Mason-Jones is someone who uses Baby Balayage in his day-to-day. Discover how this technique will seamlessly increase your client's ticket price.



**Jackie  
Epperson**

@jackieepp

After receiving an influx of new and existing clients amidst COVID, Jackie needed to find a new way to make her clients feel special without going outside of their booking window. She will take you through the technique that kept her clients coming back.

# Create with Confidence

with our Education offerings

## Introduction to French Balayage

Learn Balayage, The French Art Of Hair Painting, From The French Company that Pioneered It! In Store, In Salon, Academy Or Online. Gain an understanding of the single and multipoint techniques, brush positioning, application zones, and tools needed to complete a Balayage service. Discover proper mixing ratios for superior application and discover stylists' favorite toning formulas with DIA Light-Milkshakes, for stunning end results.



“

What is great about Intro to French Balayage is that it really breaks down the essential process of a seamless application. Everything from proper consistency of the lightener to the sweeping motion itself is broken down for better understanding of the “why” behind the “how”.

”

Athena Zieser  
L'Oréal Professionnel  
Regional Educator



# Introduction to The Perfect Piece

Creating the Perfect Piece with French Balayage can really become your signature look. We will introduce you to the Perfect Piece Express French Balayage Technique to start your Balayage journey or give you another technique for your toolbox with these fast, beautiful techniques designed for all hair types from straight to coiled.



“With our Virtual Ateliers, log on for the fundamentals, leave with the passion and vision to create proper bespoke French Balayage.”

Eric Aubin  
L'Oréal Professionnel  
Regional Educator

## Artist Inspiration: French Balayage

Take your salon to the next level with a customized learning platform built WITH you! Receive one-on-one coaching on our DIA and Blond Studio portfolios and advanced level techniques with our three-step process of French Balayage.



“My love for Balayage wasn't until my salon had a L'Oréal Professionnel Balayage certified Artist come into the salon for a personalized Artist Inspiration Balayage class. We received one on one support to help elevate our business. Now, I am Balayage Certified myself!”

Kelli Hovey  
L'Oréal Professionnel  
National Artist

# The Art of Coloring Curl: French Balayage

Have you ever spent hours Balayaging curly hair only to have the color disappear? The Art of Coloring Curl will give you the confidence and new techniques to Balayage wavy, curly and coiled hair. We will guide you to eliminate the guessing by utilizing the proper approach to curls every time.



“

The most important things to remember when utilizing a Balayage technique on curly or coiled hair is: One single curl is formed by many individual hairs, resulting in a 3-dimensional surface to paint on.

”

Geoffrey Britt  
L'Oréal Professionnel  
National Artist



“

Balayage en cabello rizado ayuda a crear dimension y definicion. Aporta luz, textura y movimiento y crea armonia dentro de los rizos, que resulta en una apariencia de besos del sol .

”

Frank Dias  
L'Oréal Professionnel  
Global Artist





# French Balayage Certification

Designed to guide you to becoming a master in French Balayage! During the program you will learn color theory as it relates to lifting color pigment from the hair with lightener, the classic French painting techniques of brush and planchette, palm painting and Balay-twist techniques for curly to coiled hair formations to elevate your technical skills to a mastery level.

## CERTIFICATION SCHEDULE

12 half day online sessions for an all new French Balayage Certification program. You will gain expert level Balayage education from the French Balayage Masters L'Oréal Professionnel.



“Balayage certification is the foundation of where painting technically, artistically and creatively stems from..A must for hair artists of all ages and levels of experience.”

Min Kim  
L'Oréal Professionnel  
Global Artist

To register for VIRTUAL SALON and IN SALON trainings, contact your L'Oréal Professionnel Sales Consultant or Education Partner for more information.

To register for VIRTUAL ATELIERS, create an ACCESS account or log in at **WWW.LOREALACCESS.COM** and type ATELIERS in search bar.

**#LEARNWITHLP #LOREALACCESS**

# Blend My Sparkles & Enhance My Shine

**DI \ RICHESSE**

Your ultimate tool to cover first greys



## Are You Looking For...

No line of demarcation?

Natural grey coverage?

Exceptional softness?

## Discover Dia Richesse!

- ✓ Covers up to 70% grey
- ✓ Alkaline demi-permanent crème, ammonia-free
- ✓ Rich tones, exceptional softness



**DI \ RICHESSE**

## **5 Star Reviews On Saloncentric.com**

**“** The most versatile color! I use Dia Richeesse to deepen, cover grey, lighten, base bump, and root shadow- it does almost everything and is ammonia free, which clients love! **”**

- Tricia, 15+ years industry experience

**“** Dia Richeesse is a great color for blending grey when clients aren't yet ready for permanent color. **”**

- Will, 15+ years industry experience

**“** I use Dia Richeesse on my clients who need a bit more pigment and want less fading. I love the consistency and the tones are cool and beautiful! **”**

- Elleri, 4-6 years industry experience

**Try Dia Richeesse today  
with a rare offer!**

See page 27 for more details.



# Spray Away This Spring

With **TECNI.ART**

Celebrity Stylist and L'Oréal Professionnel International Artist  
**Matthew Collins** walks through our hairspray portfolio,  
complete with everyday tips and tricks.





## Extreme Lacquer

### My Lock And Load Hairspray

Stylist Tip: Implement your finished look by playing with distance. "I apply farther away to get a strong hold or super close to guarantee a look will never move."



## Infinium 3

### Perfect Spray To Build Shape

Stylist Tip: Layer with no worries. "I spray in light bursts, yet I know I can always brush it out with ease and start over if I need to re-work a section."

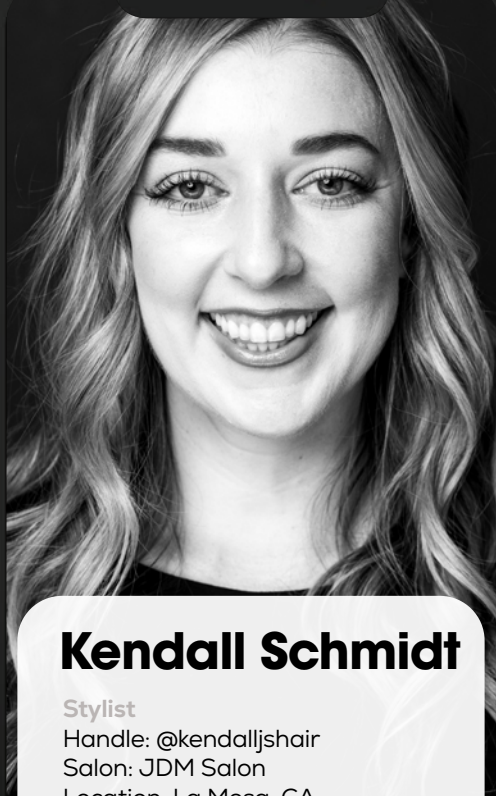


## Infinium 4

### Go-To Finishing Spray

Stylist Tip: Zero weight, zero wetness and a light and airy finish. "I always hold the spray 2 feet away from the head as I am placing the pieces. Once the look is in place, then I move closer to a foot away to set."

# stylist Spotlight



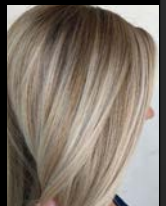
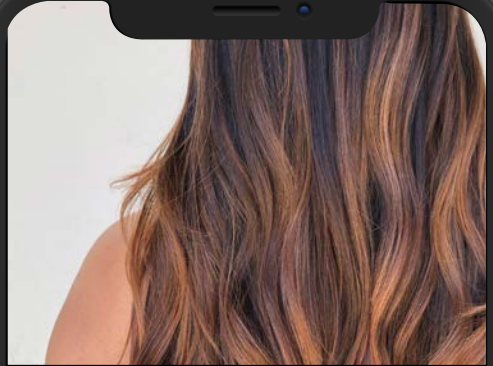
## Kendall Schmidt

### Stylist

Handle: @kendalljshair

Salon: JDM Salon

Location: La Mesa, CA



### Best Advice:

Follow your heart, be true to yourself, do what you are passionate about and you will never “work” a day in your life!





# This or That

COLOR / CUT / STYLE

*Cut*

BALAYAGE / FOILS

*Balayage*

FAVORITE LIGHTENER FORMAT

*Clay*

DIGITAL OR IN-PERSON EDUCATION

*In person Education*

FAVORITE CAREER MOMENT:

*Attending L'oreal Professionnel 110th Anniversary in Paris, France Global Experiences are so incredibly inspiring*

L'ORÉAL PROFESSIONNEL  
COLOR PRODUCT  
I CAN'T LIVE WITHOUT:

*DIA Richesse 9.01 and 9.02 shades...  
prettiest combo for an icysilver blonde*

L'ORÉAL PROFESSIONNEL  
HAIRCARE PRODUCT  
I CAN'T LIVE WITHOUT:

*SERIE EXPERT  
Absolut Repair 10 in 1*



# Serie Expert Treatments

Express Services,  
Instant Results,  
More Profit

## Powermix

FOR ANY HAIR TYPE

To nourish hair with  
lightness and shine



## Pro Longer Concentrate

FOR HAIR WITH THINNED ENDS

To renew lengths  
& Fill-in ends

**Between Color Services**





Scan For More!

## Vitamins Color Acidic Sealer

FOR COLOR  
TREATED HAIR

To seal the cuticle  
and protect color  
from fading



## Blondifier Concentrate

FOR LIGHTENED HAIR

To reduce breakage and  
strengthen hair fiber

**After Color Services**



# Promoting a Treatment Culture

With Continental 109 In Bronxville, NY

Continental 109 in Bronxville, NY have established a strong treatment culture. We sat down with color specialists Alyssa Doria, Marcy Damasco, Denise Bagala and salon owners Nick and Mark DeVincenzo on how to promote a successful treatment culture.

## What's your favorite Serie Expert treatment and why?

Powermix Repair and Liss are our favorites to either alternate or sometimes even cocktail together depending on what the client needs.

## What does your treatment service look like?

We make it a priority to show our clients how sanitary Powermixes are versus scooping a masque out of a tub, it's still about luxury but now with a heightened focus!

## How often do you perform the in-salon service?

We perform roughly 40-50 Powermixes a week.

## How are you successfully upselling treatments?

It sells itself because the benefits are so obvious and instant. Stylists and clients are always raving about how wonderful their hair feels after

## Why are treatments important to your business?

We are a full-service salon. We address all aspects of services and cycles such as pre-service, during, post-service, and in between. Serie Expert treatments help ensure that the canvas of hair and our work are preserved and reflected the best possible ways.



# Your April In-Salon Promotion Ideas

## Promotion #1: Promote A Full Regimen

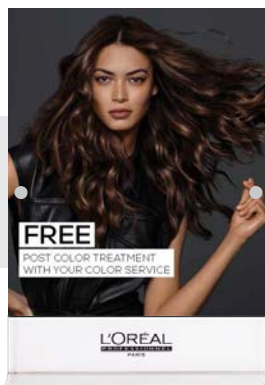
Your Hair Care



**BUY 1, GET 1 50% OFF  
ANY SERIE EXPERT BACKBAR  
& TREATMENTS**

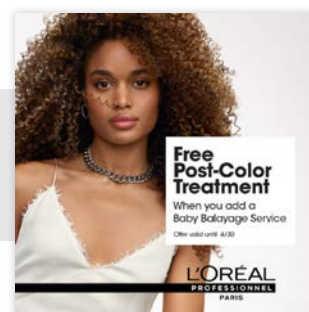
→  
Pass the savings

Your Promotion Frame Insert



Insert available to redeem on Level!

Your Social Post



## Promotion #2: Encourage Upselling

Your Styling Offer:



→  
Pass the savings

Your Promotion Frame Insert



Insert available to redeem on Level!

Your Social Post

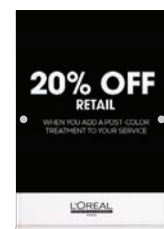


**ALL TECHNI.ART HAIRSPRAYS  
\$8.99 EACH**



**DOWNLOAD THIS  
MONTH'S SELL-THROUGH  
ASSETS HERE**

**Don't have the  
Promotion Frame?**  
Now available on  
Level Loyalty  
for 820 points!



# The Best of French Balayage

## LARGE OFFER

THE BEST OF FRENCH BALAYAGE PRO STARTER KIT\*

## RECEIVE

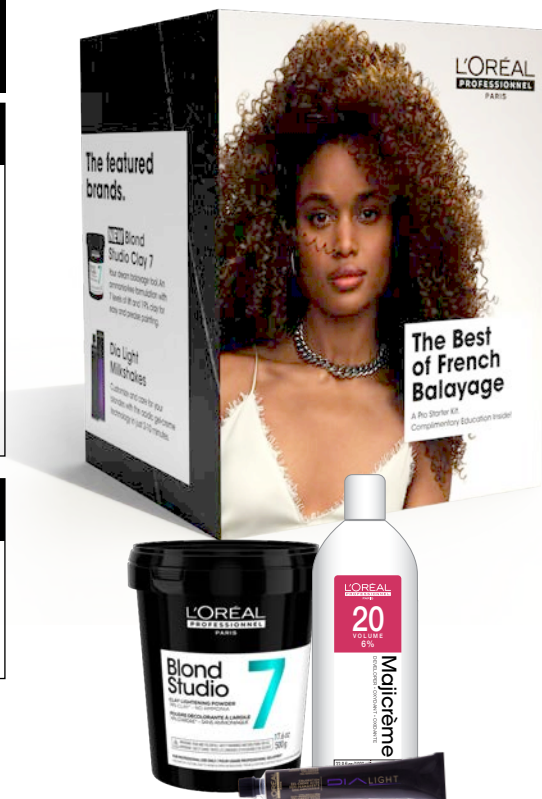
- 1 - NEW! Blond Studio Clay Tub
- 1 - 20-Volume Majicrème Developer
- 3 - Top DIA Light Milkshake Shades: 9.01, 10.02, 10.12
- 1 - 6-Volume DIActiveur Developer
- 1 - Balayage Brush
- 1 - Balayage Planchette
- 1 - L'Oréal Professionnel Color Bowl
- 1 - French Balayage Essentials Technique Guide

## SAVINGS

Salon Price: \$68.90

Salon Value: \$86.12

Savings: 20%



## RECEIVE 20% OFF

Your Purchase of the  
NEW Blond Studio Clay 7 Powder

+ Exclusive Access to the Baby Balayage  
with the Masters Digital Class

See page 11 for class details

\*Available online, in select stores, special order in-store, , and with your Salon Success Consultant.



# Haircolor Essentials



## SMALL OFFER

PURCHASE 4-23 DIA RICHESSE SHADES

## RECEIVE

1 15-vol. DIActiveur Developer

## SAVINGS

Salon Price: From \$28.56  
Salon Value: From \$36.06  
Savings: Up to 21%

## LARGE OFFER

PURCHASE 24 OR MORE DIA RICHESSE SHADES

## RECEIVE

Free Salon Kit!:  
1 15-vol. DIActiveur Developer  
1 9-vol. DIActiveur Developer  
2 Stylist Aprons

## SAVINGS

Salon Price: From \$171.36  
Salon Value: From \$231.36  
Savings: Up to 26%

# Haircare Essentials

## SMALL OFFER

SERIE EXPERT BACKBAR AND TREATMENT

BUY 1, GET 1 50% OFF\*

\*of equal or lesser value

## SAVINGS

Salon Price: From \$45  
Salon Value: From \$60  
Savings: Up To 25%



# Styling Essentials

## SMALL OFFER

ALL TECNI.ART HAIRSPRAYS  
FOR \$8.99 EACH

## SAVINGS

Salon Price: \$8.99  
Salon Value: From \$14  
Savings: 36%

LEARN MORE ABOUT L'ORÉAL PROFESSIONNEL AT  
PROUS.LOREALPROFESSIONNEL.COM | @LOREALPRO\_EDUCATION\_US | #LOREALPROUS



XXXXXXXX