

L'ORÉAL  
PROFESSIONNEL  
PARIS

AUGUST 2020

# UNIQUE ART





NEW

# SERIE EXPERT PRO LONGER

PROFESSIONAL SYSTEM  
FOR LONGER, THICKER HAIR





# WHO IS THE CLIENT?

Best for clients with thinned ends seeking longer, thicker hair.

# WHAT IS THE TECHNOLOGY?

Exclusive & patented technologies:



## **FILLER A-100**

High concentration of patented filling molecule to thicken and resurface the hair fiber



## **AMINO ACID**

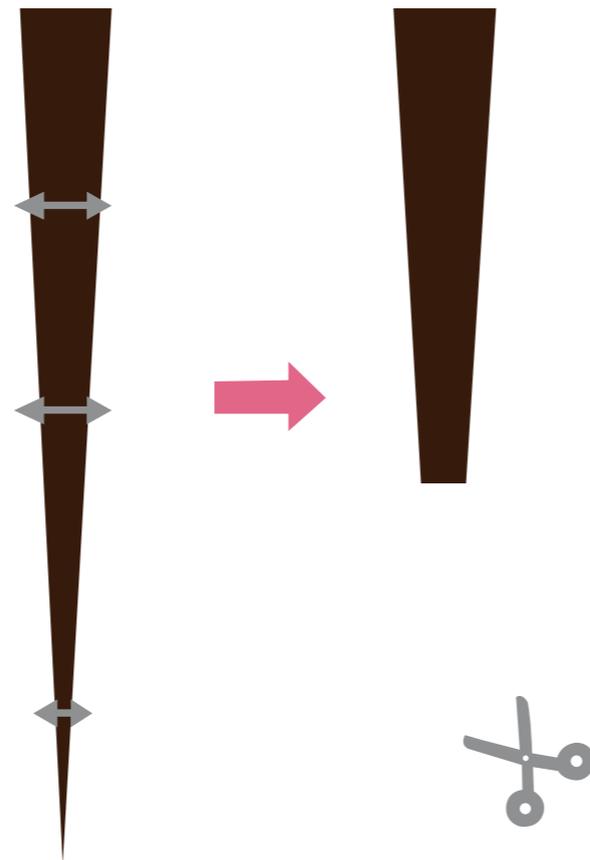
Strengthens and renews lengths

# HOW DOES IT WORK?

Highly concentrated in Filler-A100, the two Ends Filler Concentrates will fill in ends from the first application, with long-lasting and cumulative results.

**TODAY  
IN SALON**

**WITH PRO LONGER  
IN SALON**



# A COMPLETE CARE LINE

From salon to home, SERIE EXPERT Pro Longer offers a complete range of care products for longer, thicker hair.

**IN SALON**  
STAR PRODUCT



**ENDS FILLER  
CONCENTRATE**  
13.5 fl. oz.



**LENGTHS RENEWING  
SHAMPOO**  
16.9 fl. oz.  
50.7 fl. oz.



**LENGTHS RENEWING  
CONDITIONER**  
16.9 fl. oz.  
33.8 fl. oz.

**AT HOME**  
STAR PRODUCT



**ENDS FILLER  
CONCENTRATE**  
0.50 fl. oz.



**LENGTHS RENEWING  
MASQUE**  
8.4 fl. oz.  
16.9 fl. oz.



**RENEWING CREAM  
FOR LENGTHS  
AND ENDS**  
5.1 fl. oz.



**LEARN MORE**

#lorealprou #serieexpertus

# IN-SALON

## TECHNICAL EXCLUSIVE ENDS FILLER CONCENTRATE TREATMENT



1 BOTTLE  
(30 SERVICES)  
EQUALS  
**\$412\***  
PROFIT  
FOR THE SALON!

# 1

- Mist ends with a water spray
- Apply the concentrate on ends (10 to 20ml depending on lengths)
- Twist ends for better penetration
- Leave in for 5 minutes

\*Assuming salon price per service is \$15.  
\$412 profit = \$15 x 30 services -  
\$38 (cost of 1 bottle)

## RENEWING SHAMPOO AND MASQUE



# 2

- Rinse out the ends
- Shampoo twice: first to cleanse, second to treat

# 3

- Apply masque on towel-dried lengths and ends
- Leave on for 3 to 5 minutes
- Rinse out

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# AT HOME

## RENEWING SHAMPOO



- 1**
- Shampoo twice: First to cleanse, second to treat

## RINSE OUT TREATMENTS

ONCE A WEEK



**2**

- Break the cannula top
- Press the ampoule and use the cannula to apply on towel-dried ends
- Twist ends for better penetration
- Leave on for 5 minutes
- Rinse out

REST OF THE WEEK



**2B**

- Apply evenly on shampooed and towel-dried hair
- Twist ends for better penetration. Rinse conditioner out immediately. When applying the masque, leave on for 3 to 5 minutes.
- Rinse out

## RENEWING CREAM (FOR LENGTHS AND ENDS)



**3**

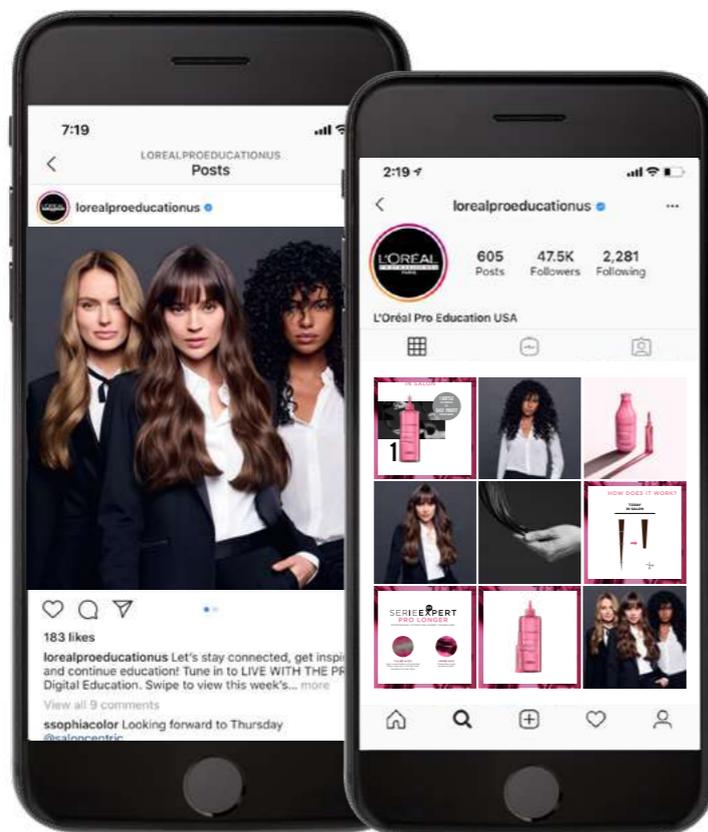
- Warm up a small amount in the palm of your hand
- Apply the leave in on towel-dried lengths and ends
- Blow-dry or style as usual

# SERIE EXPERT PRO LONGER

## DRIVE SALON VISITS USING OUR SOCIAL MEDIA KIT

Entice your guests to ask about SERIE EXPERT Pro Longer before they even step into the salon!

- Download Instagram and Facebook-ready assets along with suggested copy and an easy to follow calendar
- Use ready-made emails with easy-to-follow instructions
- Choose Pro Longer content for those with Salon Emotion Screens, all to help lure clients to ask you about Pro Longer services and products



**DOWNLOAD NOW**



Ask Your SSC or SDE for more information on  
Digital Screens for your salon

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# SIZE UP YOUR RETAIL BUSINESS

## INTRODUCING 16.9 FL. OZ. SHAMPOOS & CONDITIONERS

### *STREAMLINED SIZING*

Less inventory for you & an easier shopping experience for your clients.

### *PROFESSIONAL DIFFERENCE*

Pumps on the shampoo & conditioner offer a professional difference and ease of use for clients.

### *PREMIUM*

At \$35\*, the shampoo & conditioner are a premium price perfect for tiered retailing.

### **IMPROVED VALUE:**

SH = 30% \$/oz savings\*\*  
CD = 53% %/oz savings\*\*

### *GAIN LOYAL CLIENTS*

Never worry about your client purchasing from another retailer in between appointments! The 16.9 fl. oz. bottles are the perfect size for your clients to use between their 6-8 week appointments.



\*Brand suggested pricing.

\*\*Compared to 10.1 fl. oz. Shampoo & 6.7 fl. oz. Conditioner

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# EXPLORE YOUR NEW PORTFOLIO

*WITH THE 16.9 FL. OZ. SHAMPOOS & CONDITIONERS*

## COLOR CARE



### VITAMINO COLOR for color-treated hair

Protects & adds shine  
with Resveratrol



### BLONDIFIER for blonde hair

Neutralizes & enhances  
with Açai Berry Extract



### SILVER For grey, white hair

Neutralizes yellow tones  
with Magnesium Extract

## DEEP CARE



### ABSOLUT REPAIR for damaged hair

Reduces hair surface damage  
with Gold Quinoa + Protein



### INFORCER For breakage-prone hair

Strengthens fiber & reduces  
breakage with Vitamin B6 & Biotin



### PRO LONGER For longer, thicker hair

Renews lengths & fills in ends  
with Filler-A100 & Amino Acid



### NUTRIER For dry hair

Deeply nourishes without  
weighing down with Glycerol &  
Coconut Oil

## END LOOKS



### VOLUMETRY For fine hair

Adds volume and removes oil  
buildup with Salicylic Acid



### LISS UNLIMITED For coarse or unruly hair

Smooths and controls frizz  
with Prokeratinoil Complex

\*End Looks will remain in their  
current format

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**NEW**

# **EXPRESS SERVICE**

## *BABY BALAYAGE*

**ADD-ON LIGHTENING SERVICE DURING  
A ROUTINE SINGLE PROCESS**



**INCREASE**  
*CLIENT LOYALTY*

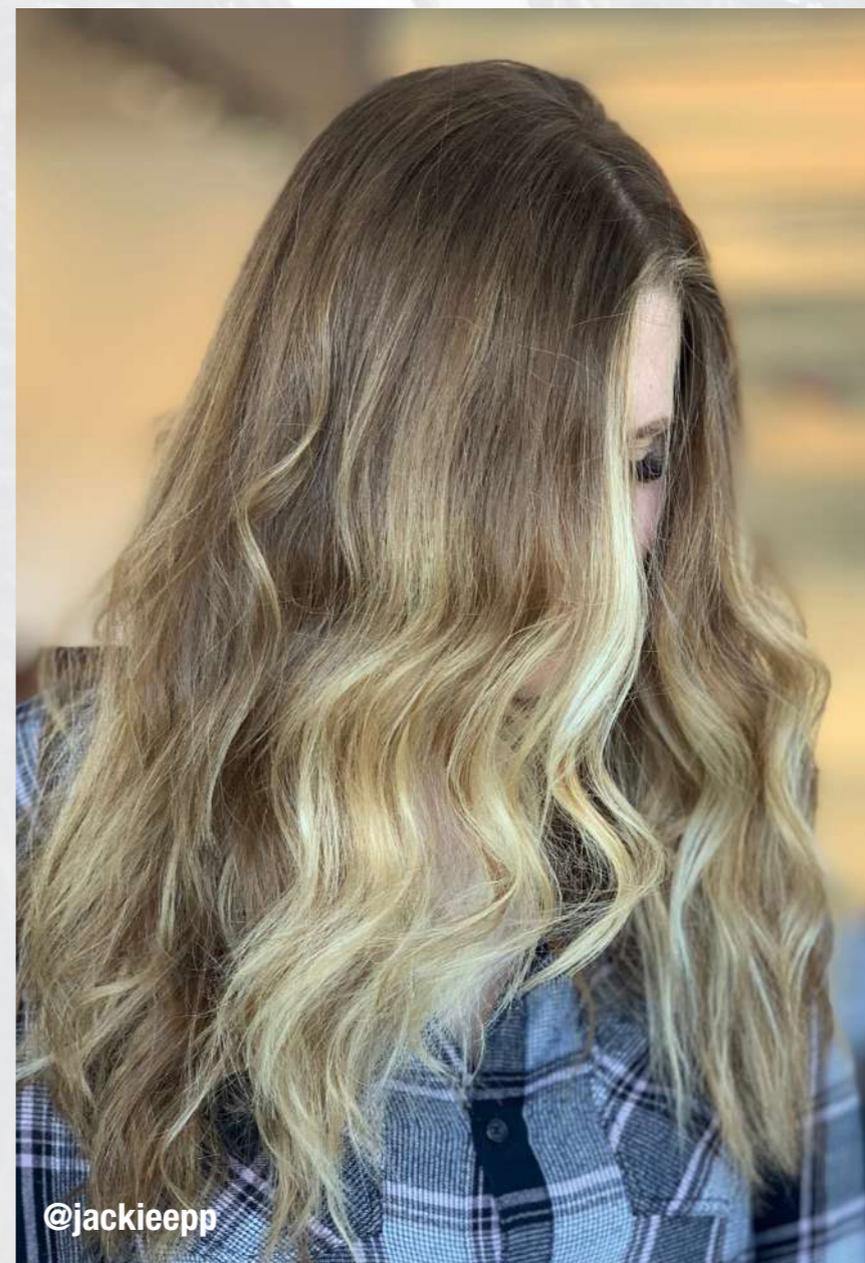


**GENERATE**  
*MORE REVENUE*



**NO**  
*ADDED TIME*

**LEARN MORE**



@jackiepp

#lorealprou #lbalayage

# ONE ADDED STEP, NO ADDED TIME

## *DISCOVER THE BABY BALAYAGE EXPRESS SERVICE*

STEP 1



### REFRESH THE REGROWTH

STEP 2



### BABY BALAYAGE

NO  
ADDED  
TIME

During last 15 minutes  
of color processing, apply  
an 8-section balayage at  
the shampoo bowl

STEP 3



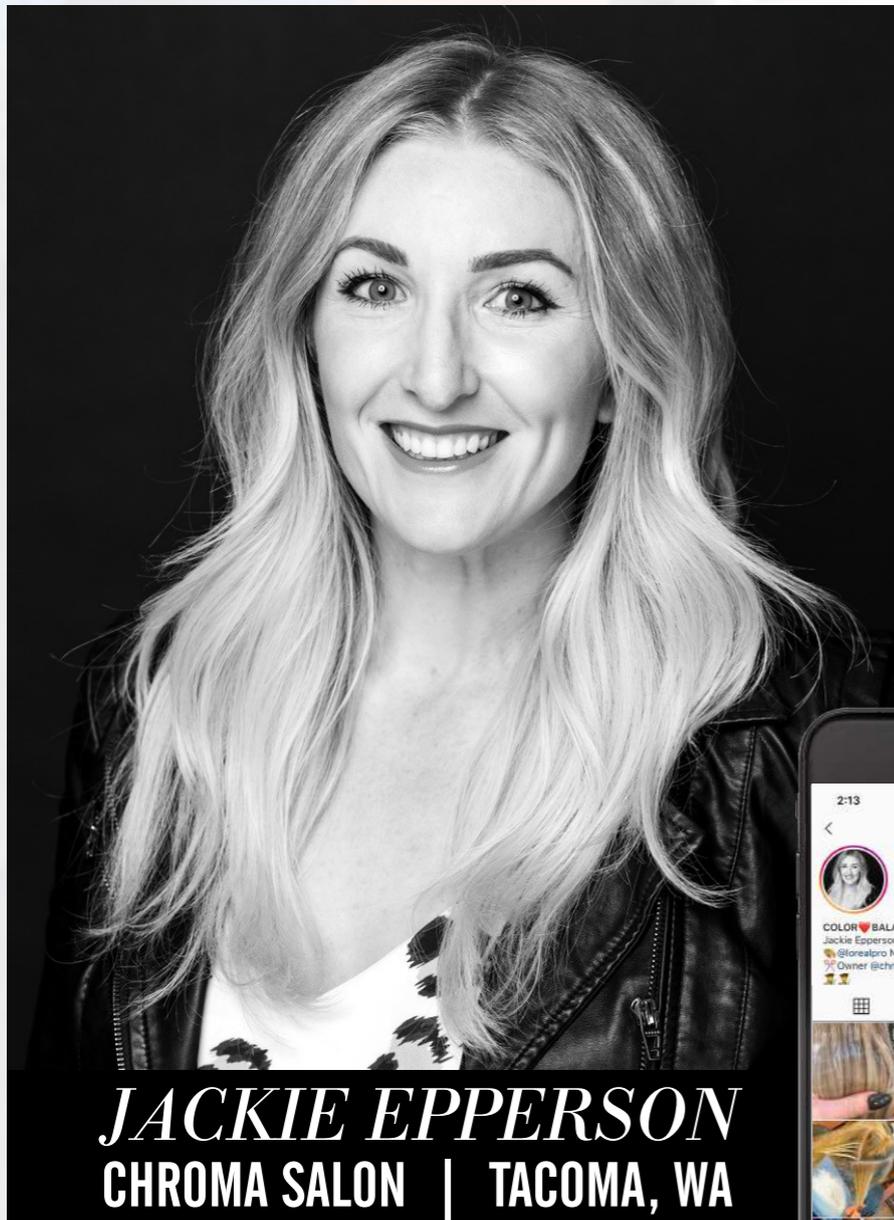
### TONE

**FULL STEP-BY-STEPS IN THE BABY BALAYAGE DIGITAL TECH GUIDE AVAILABLE IN THE STYLIST OR SALON OFFERS!**

#lorealproux #lbalayage

# BABY BALAYAGE EXPERT

## JACKIE EPPERSON



**JACKIE EPPERSON**  
CHROMA SALON | TACOMA, WA

 @jackieepp



“If my clients are in to cover their greys but also want some highlights, I give them a Baby Balayage! It allows me to give them this extra add-on service while keeping them in their single process booking time.

It's a win win!”

**DISCOVER JACKIE'S WORK**

#lorealprou #lbalayage



# ONE ADDED STEP

## *MORE INCREMENTAL REVENUE*

### HOW MUCH SHOULD I CHARGE FOR THIS SERVICE?

“I charge  $\frac{1}{3}$  of the price of my full Balayage.

This allows my clients to get quick touch ups in between full Balayage services without breaking the bank. This is also a great way to introduce new clients to Balayage without an extreme financial commitment.”

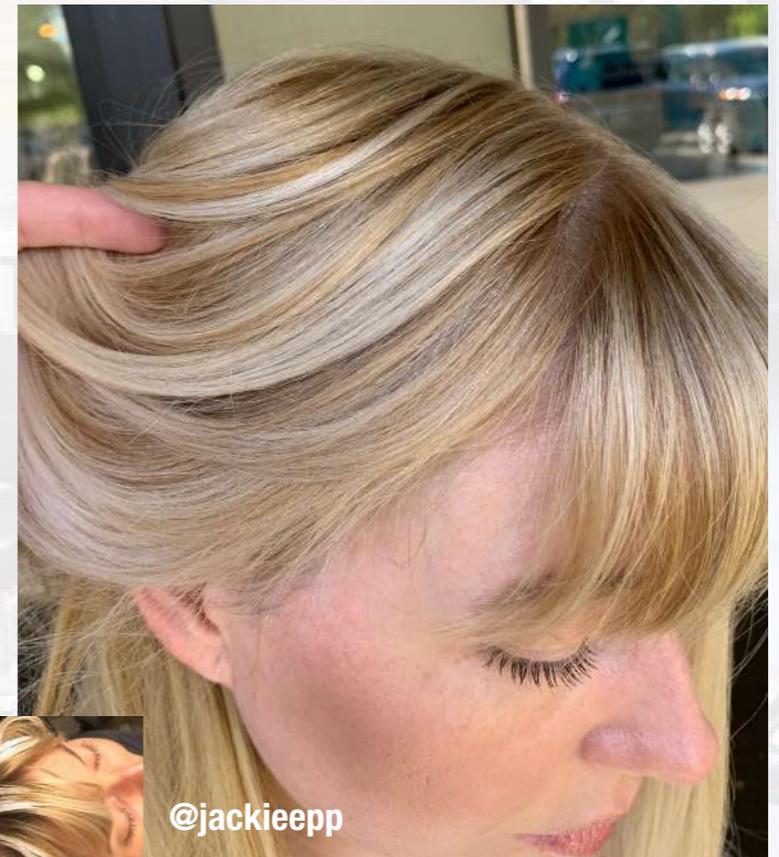


**Jackie Epperson**  
L'Oréal Professionnel Artist

**3X**  
BABY BALAYAGE  
SERVICES PER WEEK

**EQUALS**

**\$8K**  
INCREMENTAL  
REVENUE



@jackiepp

\*Calculated based on 3X services/week for one year at \$50 per service.

# BABY BALAYAGE TOOLKIT

## JACKIE'S COMPLETE PORTFOLIO



“I love mixing the .1 and .13 Cool Infused shades. The tone is beautiful and the shine is unbeatable.”

DISCOVER MAJIREL



“This is my go-to for first-time lightening clients or clients who have desensitized hair. The bonder keeps the hair integrity intact and their hair feels more conditioned than before they lightened.”

DISCOVER MULTI-TECHNIQUES 8 + BONDER INSIDE



“Blond Studio 9 is a powerhouse lightener and is perfect for getting a lot of lift in a short amount of time without heat.”

DISCOVER BLOND STUDIO 9



VIEW MORE TESTIMONIALS FROM JACKIE EPPERSON ON ACCESS

#lorealprou #lbalayage

# YOUR AUGUST SELL-THROUGH PROMOTIONS

PASS YOUR SAVINGS ONTO YOUR CLIENTS WITH THESE TURNKEY PROMOTION IDEAS.  
IMPLEMENT IN JUST 3 SIMPLE STEPS.

## STEP 1

Download and print  
the promotion frame inserts.



[DOWNLOAD NOW](#)

## STEP 2

Place in your promotion frame and  
display at your front desk.

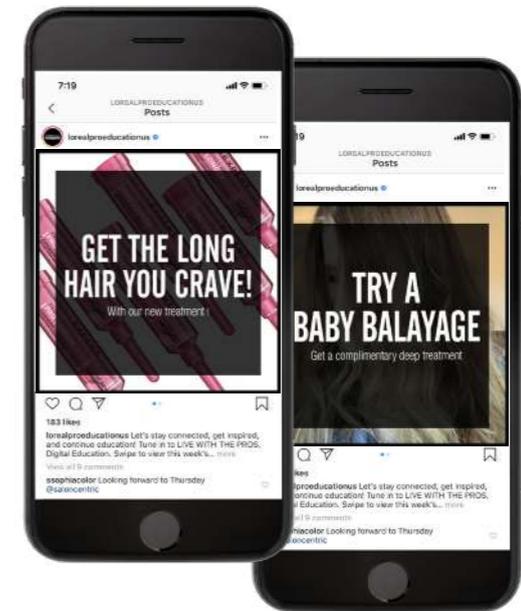


Don't have the Promo Frame?  
Now available on LEVEL for 820 points .

[REDEEM NOW](#)

## STEP 3

Post this content in your feed to keep your  
followers aware of any current promotions!



[DOWNLOAD NOW](#)

[DOWNLOAD THE FULL AUGUST SELL-THROUGH TOOLKIT](#)

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# L'ORÉAL PROFESSIONNEL

## *FALL PLAYLIST FOR ACCESS*

INVEST IN YOURSELF! LOG ONTO ACCESS AND REGISTER FOR THESE E-LEARNINGS IN THE "CONNECT TO YOUR BRANDS" SECTION. UPSCALE YOUR SKILLS TO GIVE YOUR CLIENTS A NEW FALL COLOR.

LEARN MORE

 **FALL PLAYLIST**

**FRENCH BALAYAGE FOR ALL**

**MAJIREL PLAY WITH IT!**

**CLIENT EMOTION**

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PARIS

#lorealprou #learnwithlp