



L'ORÉAL
PROFESSIONNEL
PARIS

DECEMBER 2020

UNIQUE ART

FRENCH BALAYAGE

FOR EVERY SEASON

Blond Studio and **DIA Light** offer endless customization options, whether you're looking to warm her up or cool her down!



@jasmine.washing

CUSTOMIZE AND CARE

WITH THIS DYNAMIC DUO

BLOND
Stu
Dio



CUSTOMIZE: From 1 level of lift to 9, create anywhere from soft dimension to a bright blonde.

CARE: With ammonia-free, oil-based and bonder infused options, you can lighten with confidence.

DIA LIGHT



“DIA Light always provides my clients’ hair with a silky, luminous shine while gently toning away any unwanted pigment!”

TARA FAYE BRZYCKI
Owner of Salon Ablaze

CUSTOMIZE: 15 Milkshake shades with infinite options.

CARE: The gentle acid crème technology coats the cuticle with a shield of protection and shine.

COLOR WITH CARE



*versus previously colored hair

INOIA™

AMMONIA-FREE PERMANENT HAIRCOLOR

- 100% grey coverage
- 6 weeks of intense hydration and nutrition
- Gentle to hair and scalp
- 50% more shine*

[LEARN MORE](#)

YOUR SEARCH ENDS HERE

OFFER YOUR CLIENTS VISIBLY HEALTHIER HAIR



INOA's breakthrough ODS² formula is enriched with 60% oil, offering supreme respect for the hair and optimal scalp comfort.

INOA IS THE KEY TO **GROWING YOUR ANNUAL REVENUE**

2X INOA SERVICES
PER DAY

EQUALS

\$10K* INCREMENTAL
REVENUE



FRAGRANCE FREE



LONG-LASTING RESULTS

Charging only \$15-\$25 extra per INOA service is a game-changer. With minimal ticket upcharge, you will make a positive impact to your client's time in the chair, and long-term impact to your revenue.

*Calculated based on 2 INOA services/day at a \$20 upcharge versus ammoniated color single process service

USE OUR INOA TOOLKIT TO **INCREASE YOUR AMMONIA-FREE SERVICES!**

ENCOURAGE YOUR GUESTS TO ASK YOU ABOUT INOA

STEP 1



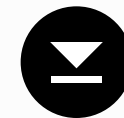
POST

Inform your guests that you offer caring color services through professional Instagram and Facebook-ready assets.



DOWNLOAD NOW

STEP 2



DOWNLOAD & PRINT

Pique your client's interest with INOA signage at your color station.



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

DOWNLOAD NOW

#inoaus #lorealprous

SERIE EXPERT POST COLOR TREATMENTS

COMING
JANUARY
2021



THESE ARE A FEW OF MY FAVORITE THINGS

L'ORÉAL PROFESSIONNEL EDITION



ANDREA HANS
@andreahansnyc
Salon Owner
Broome Street Society,
New York

Years with L'Oréal Professionnel? 4

Color, Cut or Style? Color

Favorite Holiday Movie? Family Stone

Favorite Holiday Song? Silent Night

3 L'Oréal Professionnel retail products I can't live without during holiday season?

SERIE EXPERT Pro Longer Shampoo,
TECNI.ART Next day Hair, TECNI.ART Densité



BIANCA BOMMARITO
@beautybybiaaa
Independent Stylist,
Michigan

Years with L'Oréal Professionnel? 6

Color, Cut or Style? Color

Favorite Holiday Movie? Home Alone

Favorite Holiday Song? Mele Kalikimaka by
Bing Crosby

3 L'Oréal Professionnel retail products I can't live without during holiday season?

SERIE EXPERT Repair 10 in 1, Mythic Oil Huile
Originale, TECNI.ART Architexture



SCOTT SMITH
@beautybysmith
Independent Stylist
Marzia Salon, California

Years with L'Oréal Professionnel? 12

Color, Cut or Style? Style

Favorite Holiday Movie? It's a Wonderful Life

Favorite Holiday Song? Little Drummer Body
by Bing Crosby & David Bowie

3 L'Oréal Professionnel retail products I can't live without during holiday season?

TECNI.ART Super Dust, TECNI.ART
Transformer Gel, TECNI.ART Infinium 3



YOUR DECEMBER **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.

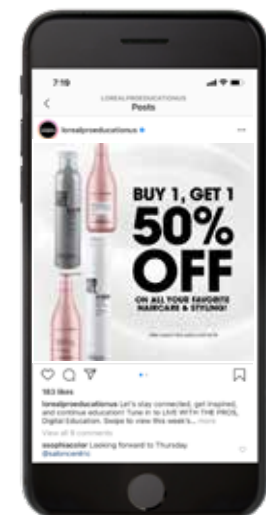


Don't have the Promo Frame?
Now available on LEVEL for 820 points.

REDEEM NOW

STEP 3

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



DOWNLOAD NOW

DOWNLOAD THE FULL NOVEMBER SELL-THROUGH TOOLKIT

#serieexpertus #lorealproux