

uniqueart

FEBRUARY 2021

Introducing:
2021 Global
Experience

HAIR CONTOURING 2.0

L'ORÉAL
PROFESSIONNEL
PARIS



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“
I couldn't be more excited to share Hair Contouring 2.0! Rather than create the perception of an oval with a focus on symmetry, we contour to accentuate, illuminate and embrace the individual's unique features.”



Eric James,
L'Oréal Professionnel
Regional Educator



On The Cover

Recreate this rich brunette look.
Regrowth: Majirel Cool Inforced 5.1/5B
Pull-through: Majirel Cool Inforced 6.1/6B.
Style with Volume Envy Extra.

Stay up-to-date
with all things
Professionnel!
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Explore our full
catalog offering here



HAIR CONTOURING 2.0

THE POPULAR BEAUTY TECHNIQUE, REIMAGINED

There is no singular definition of beauty, so forget everything you've ever heard about contouring.



@kellihovey

Classic hair contouring is based on creating the perception of the “ideal” oval face shape, using any face shape by strategically placing light and dark.

With Hair Contouring 2.0, learn the techniques to customize and enhance any individual's face shape and complexion.



Triangular



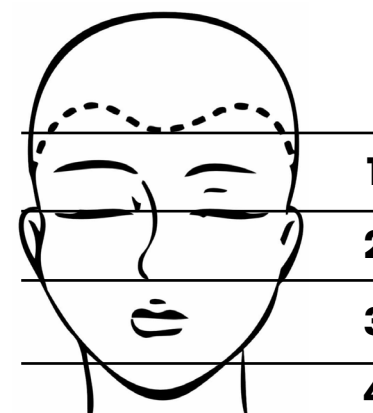
Diamond



Heart

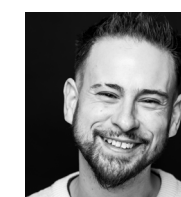
THE RULES OF CONTOURING

Light/Lighter tones: expands an area and attracts the eye
Dark/Deeper tones: reduces the focus on an area and contracts the eye



Zone 1: (L) Fringe to Bridge (W) Temple to Temple
Zone 2: (L) Bridge to Upper Lip (W) Cheekbone to Cheekbone
Zone 3: (L) Top Lip to Chin (W) Jawline
Zone 4: (L) x (W) Neck to Collarbone

LEGEND: L= LENGTH W= WIDTH



Contour Crew

Regional Educator **Eric James** and L'Oréal Professionnel Artist **Kelli Hovey** don't pick up their brush before determining the contour method for their client's French Balayage.

They will guide you toward providing your client with a completely customized experience.

CATERING TO YOUR CLIENTS' INDIVIDUALITY

LOOKS CREATED BY
L'ORÉAL PROFESSIONNEL ARTIST, KELLI HOVEY

CLIENT PROFILE

Her Wants: A hair color that accentuates her skin tone and makes her eyes pop!

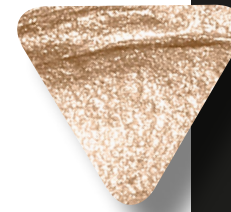
Kelli's Recommendation: She had previous highlights that turned brassy and resulted in a washed out complexion. Creating a face frame with Balayage, I really focused on softening the strong features around her face, while strengthening her jawline and bringing out her beautiful eyes!

FORMULA

French Balayage: Multi-Techniques 8 Bonder Inside + 40-Volume Majicrème Developer

Gloss: DIA Light 9.13 + 8.1 + 9-Volume DIActiveur Developer

Triangular



Before

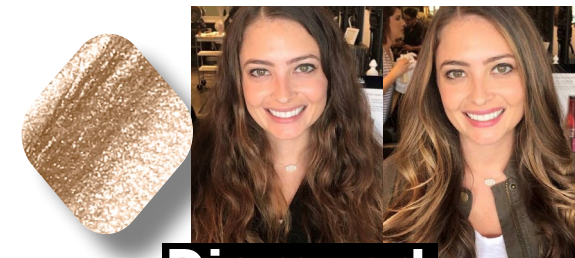


After

Discover how Kelli customizes even more face shapes within the Hair Contour Technical Guide.



Heart



Diamond



Explore the
Hair Contour
Technical Guide

FOR PROS BY PROS

A technique that became their foundation

Name: Eric James

Title: Award-Winning Color Specialist & Full-Time L'Oréal Professionnel Educator for the Northeast

Location: Boston, MA

Experience: 20 Years

LP: Why do you contour?

EJ: My goal for every client is to spotlight their best features and shadow whatever they consider to be "less favorable." When the client leaves happy, that makes me happy.

LP: Any tips to share?

EJ: Keep it simple. Look at the landscape – where do I need negative space, where do I need positive space, and when I put negative next to positive, how will that affect the face shape or a particular feature?



Name: Kelli Hovey

Title: L'Oréal Professionnel Artist and Color Specialist

Location: Newport Beach, CA

Experience: 11 Years

LP: How do you approach customization?

KH: In order for my client to love their new look, I need to customize placement for their face shape and tonality for their skin tone. I always compliment their features and find the ones I want to strengthen and soften, explaining to them where the light and depth is needed.

LP: How has this process been amidst COVID-19?

KH: Since masks are hiding face shape and complexion, I just ask that my client go take a selfie in the bathroom or changing room so that I can analyze!



CONTOUR WITH CONFIDENCE

ERIC'S FAVORITES



For Light:
Blond Studio 9 Lightening Powder

For Light Or Depth:
Majirel Cool Inforced
Majirel Cool Cover
Majirel Glow

KELLI'S FAVORITES

For Light:
Multi-Techniques 8 Bonder Inside

For Light Or Depth:
Dia Light
*To Enhance, Neutralize, Or Soften

For Depth:
Dia Richesse
*Accent Tone When Painting
Or Dimensional Tones For Signature Tint



EXPRESS TREATMENTS

TO ADD TO YOUR MENU SERVICE

“
Hair Colorists can now save time and increase their bottom line. How? 3 minutes tops, your service will be completed with no pause time and also earn an additional net profit.
”



Aubrey Harley

@aubrey_harley,
L'Oréal Professionnel
Regional Educator



Vitamino Color Acidic Sealer

FOR CLIENT AFTER COLOR SERVICE

BENEFITS:

- Seals the cuticle
- Protects color from fading
- Earn up to \$130 in profit per bottle*

*Assuming salon price per service is \$15.
\$130 profit= \$15 x 10 services - \$20
(salon cost for 1 bottle)

“

The necessary last step before you blow dry. The creamy solution help to seal the cuticle and restore it. I will immediately add this as a treatment to our salon menu. ”



Nancy Braun

@balayage_bynb
L'Oréal Professionnel
Artist

Blondifier Concentrate

FOR CLIENT AFTER BALAYAGE OR LIGHTENING SERVICE

BENEFITS:

- Reduces breakage by 80%
- Strengthens hair fiber
- Earn up to \$412 in profit per bottle*

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



LEARN MORE



ALLISON COHEN
Stylist
Handle: @colorbyally
Salon: Style Lounge
Location: San Diego, CA



BEST ADVICE:

- No one thing should be your everything, balance is key.
- Preserve your energy for things that truly matter.
- Never stop learning, always continue your education.
- Consistency is so important. Put in the same effort for your last client of the day as did your first.

This or That

SPECIALTY

Balayage, Blonding and Extensions

BALAYAGE / FOILS

BOTH

DIGITAL OR IN-PERSON EDUCATION


In person

FAVORITE CAREER MOMENT:

My favorite career moment was when I taught my first class, it was magical. I was able to reveal the method to my madness, in an organized fashion. When I was able to see how it inspired others and improved their careers and personal lives was when I really felt I found my purpose.

L'OREAL PROFESSIONNEL PRODUCT I CAN'T LIVE WITHOUT:

*SERIE EXPERT
Absolut Repair
Instant Resurfacing Masque.*



EXPAND YOUR L'ORÉAL PROFESSIONNEL PORTFOLIO

Introducing our color and haircare & styling starter kits

PURCHASE \$95 OF COLOR OR HAIRCARE & STYLING
And receive a complimentary starter kit. **Save up to \$49!**

COLOR STARTER KIT

- Virtual Atelier class*
- Brand color charts
- 1 Blonde Studio Multi Techniques 8 with Bonder Inside packette
- 1 Mini 20-Vol. Majicrème Developer
- 1 Developer of your choice
- 1 Color brush
- 1 Color bowl



HAIR CARE & STYLING STARTER KIT

- Virtual Atelier class*
- 1 Retail portfolio guide
- 1 Vitamino Color Shampoo (16.9 oz.)
- 1 Vitamino Color Conditioner (16.9 oz.)
- 1 Next Day Hair texturizing spray (6.8 oz.)
- 1 L'Oréal Professionnel Paris mini logo block

Available to new users through your Salon Success Consultant or at your local SalonCentric store.

*Look out for a welcome email upon purchase for education redemption.

Interested in exploring our New User Kit portfolio?



JOIN US IN LONDON, ENGLAND

AND EXPERIENCE EXCEPTIONAL EDUCATION BY THE AWARD WINNING, RUSH ARTISTIC TEAM. HONORED TO HAVE WON ARTISTIC TEAM OF THE YEAR 3 TIMES, RUSH HAS BEEN ENTERED INTO THE BRITISH HAIRDRESSING AWARDS HALL OF FAME.

LEARN A WEALTH OF CONTEMPORARY TECHNIQUES, AND YOU WILL GAIN INSIGHT TO **HOW TO CREATE TOTAL LOOKS AND MANIPULATE THE FABRIC OF HAIR.** YOU ARE ALSO INVITED TO ATTEND THE 65TH ANNIVERSARY EVENT OF COLOR & STYLE TROPHY, THE WORLD'S LONGEST RUNNING HAIR COMPETITION!

YOU WILL PARTICIPATE IN MEMORABLE LEARNING EXPERIENCES, WITH INTIMATE **HANDS-ON SESSIONS** BY ONE OF THE BEST INTERNATIONAL ARTISTIC TEAMS IN THE WORLD.

Stylist Cost: \$7,500 or 500,000 LEVEL Loyalty Points

Companion Cost: \$3,500 or 233,340 LEVEL Loyalty Points

LONDON ENGLAND

JUNE 5TH - JUNE 11TH, 2021



REGISTER
TODAY!

#LEARNWITHLP #LOREALACCESS

Post-Color Treatments

SMALL OFFER PURCHASE SERIE EXPERT TRIAL SERVICE BUNDLES	
PRODUCTS	PRODUCTS
1 Vitamino Color SH 500ML 1 Vitamino Color CD 500ML 1 Vitamino Color Acidic Sealer 210ML	1 Blondifier SH 500ML 1 Blondifier CD 500ML 1 Blondifier Concentrate 400ML
RECEIVE	RECEIVE
25 % OFF	25 % OFF
SAVINGS	SAVINGS
Salon Price: \$41.25 Salon Value From: \$55 Savings From: 25%	Salon Price: \$54.75 Salon Value From: \$73 Savings From: 25%



LARGE OFFER PURCHASE \$125 OR MORE OF SERIE EXPERT VITAMINO, BLONDIFIER OR SILVER	
RECEIVE	
1 Vitamino Color Acidic Sealer 210ML 1 Blondifier Concentrate 400ML	
SAVINGS	
Salon Price: \$125 Salon Value From: \$183 Savings From: 32%	

Hair Contouring



SMALL OFFER PURCHASE 8-23 DIA SHADES, MIX & MATCH	
PRODUCTS	
1 Majirel Cool Inforced 7.1/7B 1 Multi-Techniques 8 Bonder Inside Packette 1 Majicrème Mini Developer	
EDUCATION	
Hair Contouring 2.0 Digital Tech Guide	
SAVINGS	
Salon Price: \$57.12 Salon Value: 68.90 Savings: 17%	

LARGE OFFER PURCHASE 24 OR MORE DIA SHADES, MIX & MATCH	
PRODUCTS	
3 Majirel Cool Inforced Shades 7.1/7B, 8.1/8B, 9.1/9B. 3 DIA Light Milkshake Shades 10.21/10VB, 9.11/9BB, 9.03/9NG. 1 20-Volume Majicreme Developer 1 Multi-Techniques 8 Bonder Inside Packette	
EDUCATION	
DIA Color Chart Hair Contouring 2.0 Digital Tech Guide	
SAVINGS	
Salon Price: \$171.36 Salon Value From: \$220.36 Savings From: 22%	

BLOND STUDIO 9 BUNDLE

Purchase:
 1 or more Blond Studio 9 Developer (20- or 30-Volume)
 1 or more Blond Studio 9 Dedicated Foils

Receive:
18% OFF



BUY ONE, GET ONE 50% OFF
Any Blond Studio Lightener

Blond Studio Lighteners Only.
 Mini formats and developers not included.

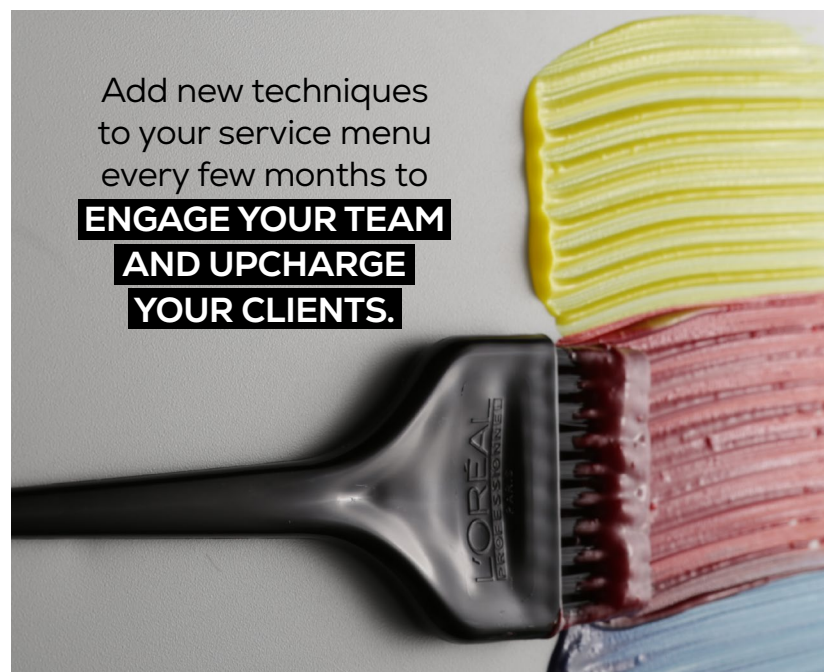


Summit's Take on Color Techniques

brought to you by **SUMMIT**
SALON BUSINESS CENTER

COLOR TECHNIQUES ARE KEY

to celebrating the stylist!
As a salon owner, your team is your #1 guest.



Add new techniques to your service menu every few months to **ENGAGE YOUR TEAM AND UPCHARGE YOUR CLIENTS.**

By consistently adding new color services to your menu, your team becomes accustomed to charging for add-on services.

"Color techniques are the perfect marriage between doing what you love and making money."

—
Heather Bagby
Vice President of
Business Development
Summit Salon Business Center

Your February In-Salon Promotion Ideas

PROMOTION #1: TIE NEW POST-COLOR TREATMENTS TO RETAIL

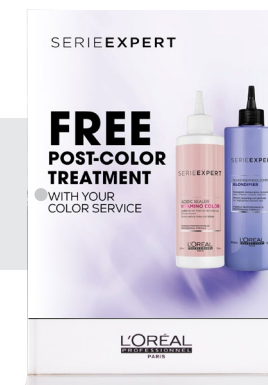
Your Retail Offer:



PURCHASE SERIE EXPERT TRIAL SERVICE BUNDLES

→
Pass the savings

Your Promotion Frame Insert



Insert available to redeem on Level!

Your Social Post



PROMOTION #2: PERFECT SHINE FOR YOUR VALENTINE

Your Color Offer:



PURCHASE 24 OR MORE DIA SHADES, MIX & MATCH

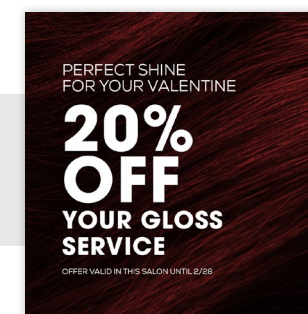
→
Pass the savings

Your Promotion Frame Insert



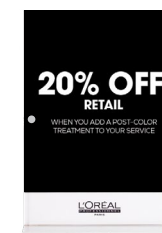
Insert available to redeem on Level!

Your Social Post



DOWNLOAD THIS MONTH'S SELL-THROUGH ASSETS HERE

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



**LEARN MORE ABOUT L'ORÉAL PROFESSIONNEL AT
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