

# uniqueart

JANUARY 2021

BACK TO  
COOL

NEW!  
POST COLOR  
TREATMENTS

OUR  
2021  
SIGNATURE  
EDUCATION

A  
**RENEWED**  
**L'ORÉAL PROFESSIONNEL**  
**PARIS**

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

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“ In this issue, you will experience our re-branding that is more elevated, inclusive and modern. A renewed L'Oréal Professionnel Paris is here. I am excited for what we're bringing you this year and what we will achieve together! ”



Emilie Poisson  
General Manager,  
L'Oréal Professionnel U.S.

## On The Cover



Recreate our cover model's look.  
Regrowth: Majirel Cool Inforced 4.1  
Pull-through: Majirel 6.1  
Balayage with Multi-Techniques 8 Bonder inside.  
Gloss with Dia Light 7.13  
Apply Pro Longer Renewing Ends Cream from midlengths to ends.  
Define waves with Siren Waves.

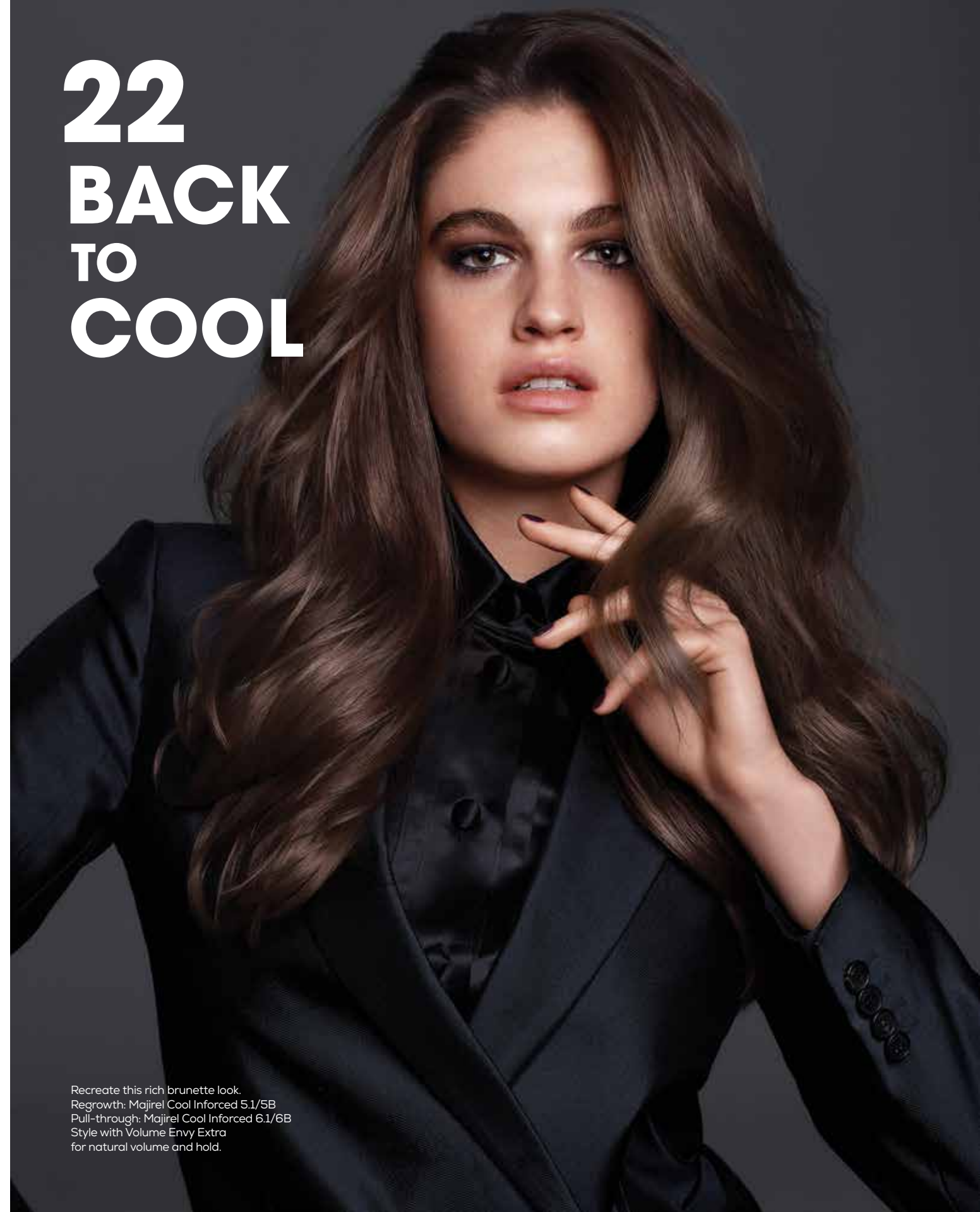
Stay up-to-date with all things L'Oréal Professionnel! Sign up for our newsletter



Explore our full catalog offering here



# 22 BACK TO COOL



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 for natural volume and hold.



**WELCOME TO  
THE NEW L'ORÉAL  
PROFESSIONNEL  
PARIS**

# A RENEWED L'ORÉAL PROFESSIONNEL PARIS

## What's New

### OUR VISION OF BEAUTY



Empowered. Inclusive. Parisian.

### NEW BRAND MANIFESTO



### MODERNIZED BRAND LOOK



### NEW SIGNATURE EDUCATION





**WE ARE DEDICATED TO  
PROFESSIONALS AND ALWAYS  
WILL BE AT YOUR SERVICE,  
HELPING MOVE YOUR  
VISION FORWARD.**

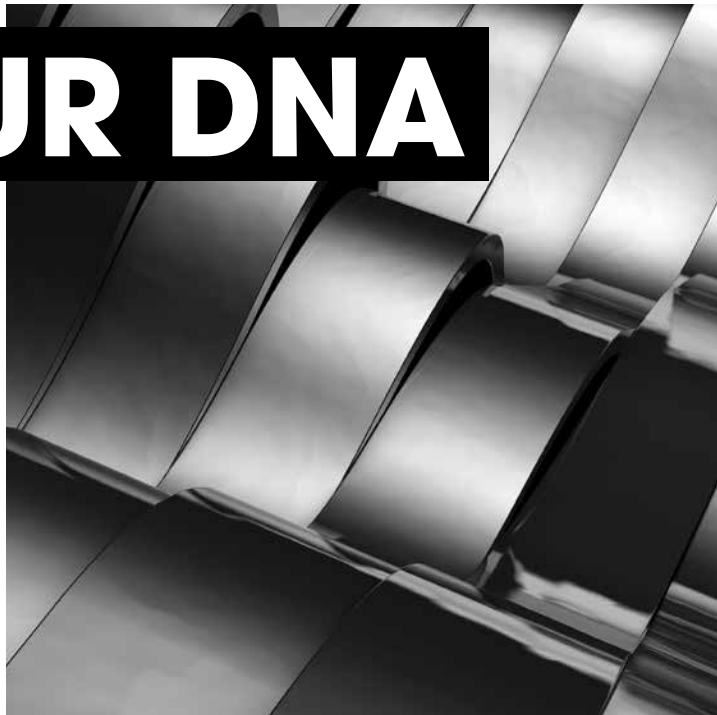
**WITH YOU, WE ARE THE LARGEST  
COMMUNITY OF INTERNATIONAL  
HAIR ARTISTS, GATHERED TO  
ENABLE YOUR SUCCESS  
AND SEE YOU **THRIVE.****

**FOR YOU, WE CREATE GAME-  
CHANGING **INNOVATIONS,**  
SAFE AND SUPERIOR PRODUCTS  
AND ELEVATED **SERVICES.****

**FOR YOU, WE DESIGN  
CUSTOMIZED ARTISTIC  
EDUCATION ROOTED IN OUR  
PARISIAN VISION OF BEAUTY.**

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# OUR DNA



## Pioneer

We invent game-changing innovations, anchored in technology and science.



## Professional

We form the largest community of international hair artists, delivering elevated services and unrivaled technical expertise.



## Performance

We deliver superior products, services and experiences, worth charging more for.



## Paris

We have a unique vision of beauty due to our French signature services and our artistic education, inspired by Paris.



**We exist to be  
at your service**

**WOCare**

**L'Oréal Professionnel Paris.**

# Signature Education

BY L'ORÉAL PROFESSIONNEL PARIS

## OUR SIGNATURE EDUCATION

is a comprehensive, customizable education offering curated with the stylist in mind, available online and offline.

# What Makes Our Signature Education Unique?



### CUSTOMIZATION

A personalized approach to all our education with a focus on the needs of every individual.



### ON-OFF

We offer a truly omni portfolio to suit each individual's preference.



### PARIS

Fashion based, desirable, excellence with the heartbeat of Paris in every class and education touchpoint.



### PEOPLE

We have amazing Educators, award winning Artists and Beauty Gurus who bring the brand to life.

# ONOFF

## EDUCATION

### ACCESS

Access provides education and inspiration in the palm of your hand, 24/7

### VIRTUAL ATELIER

A creative, virtual, interactive workshop for all hairdressers – complimentary with weekly offerings

### VIRTUAL STORE EDUCATION

An individual class for just your team, by one of our team – virtually!

### VIRTUAL SALON EDUCATION

Exactly what you expect from L'Oréal Professionnel's NYC Academy, virtually!

### ACADEMY INSPIRES

Brought to you by the L'Oréal Professionnel Paris Artistic Team

### INSTAGRAM

A constant source of inspiration, community and new information

### STORE EDUCATION

We offer a selection of 2 hour, high impact classes, available at select stores across the US

### IN-SALON EDUCATION

An individual class for just your team, by one of our team!

### ACADEMY EDUCATION

Check out our NYC Academy Education and our Academy on the Road offering

## L'Oréal Pro Color Ambassador

INTRODUCING A NEW COLOR AMBASSADOR PROGRAM, PERFECT FOR EVERY COLORIST.

Want complete confidence and knowledge of color selection, formulation and application for any client that sits in your chair?

This 4-step course, available online and offline, is for you.



**PERFECT FOR**  
SALON TEAMS  
INDEPENDENT STYLISTS  
SUITE STYLISTS



LEARN MORE  
& SIGN UP



## Vitamino Color Acidic Sealer

### 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)

# NEW Post Color Treatments

EXPRESS SERVICES,  
INSTANT RESULTS,  
MORE PROFIT.

## Blondifier Concentrate

### 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)



# NEW Vitamino Acidic Sealer

## FOR CLIENT AFTER COLOR SERVICE

After a color service, the cuticle is opened causing hair to look dull. Unsealed cuticles can lead to quicker fading.

### HOW TO USE:

- Shake well before use
- After shampooing with Vitamino Color shampoo, apply the Acidic Sealer directly on lengths.
- Emulsify and rinse immediately and thoroughly.

“

The product is great. From the moment the Acidic Sealer touches the hair you can feel the improvement and manageability. Simple to use and not complicated!

”

**Min  
Kim**

@minkimcolorist  
L'Oréal Professionnel Artist



# NEW Blondifier Concentrate

## FOR CLIENT AFTER BALAYAGE OR LIGHTENING SERVICE

After a lightening service, the hair fiber is extremely sensitized, the cuticles are open and the loss of the elasticity can lead to hair breakage.

### HOW TO USE:

- After shampooing with Blondifier shampoo, apply in a S movement on lengths and ends.
- Massage in for better penetration, detangle.
- Leave in for 2-3 minutes
- Rinse thoroughly

**Nancy  
Braun**

@balayage\_bynb  
L'Oréal Professionnel Artist

“

This is a tool you NEED in your salon. It is the necessary last step before you blow-dry. The hair feels silky and the shine and condition are outstanding! It's the perfect complement to the service I provide.

”



LEARN MORE





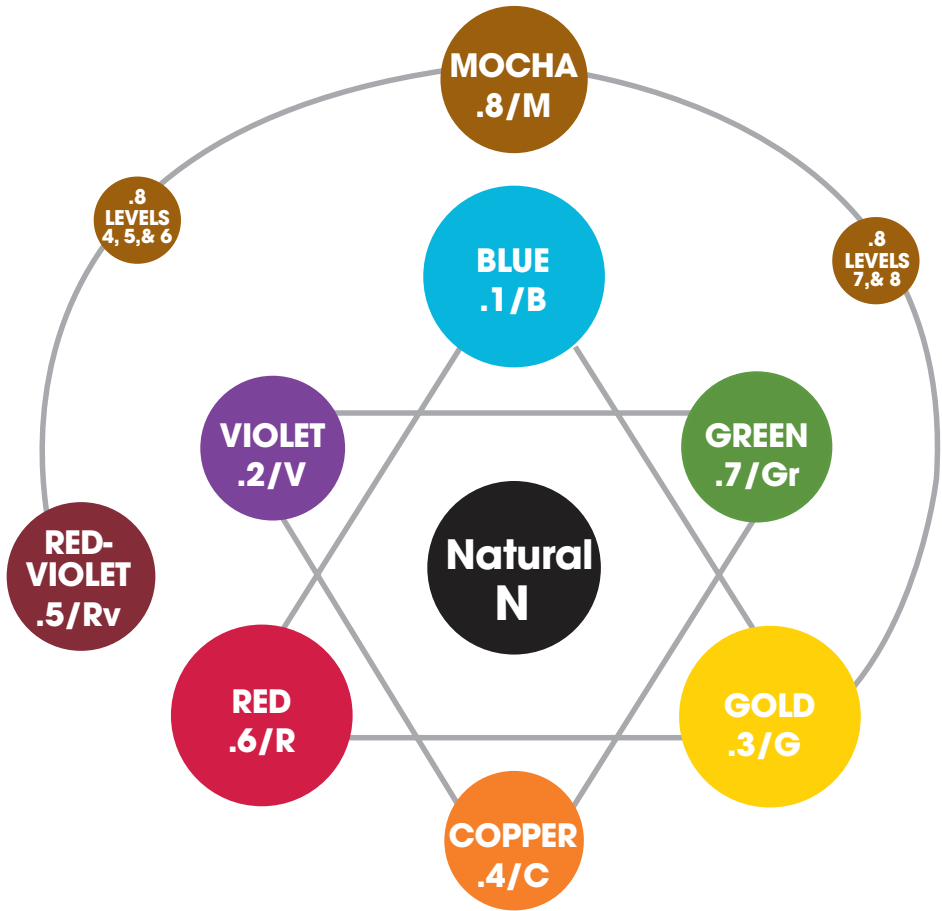
**WINTER  
WEATHER**

**=**

**TWO HARSH  
REALITIES:  
WARMTH +  
BRASSINESS**

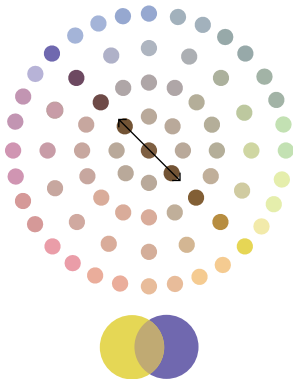
# Back to Cool

Fight warmth and brassiness using the principles of neutralization

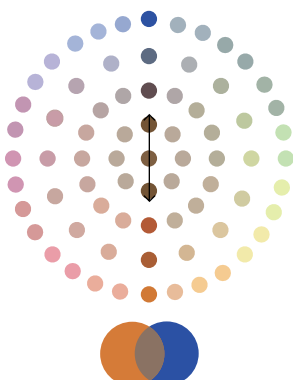


Neutralization via complimentary colors

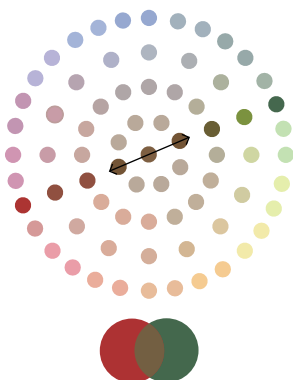
Violet neutralizes yellow



Blue neutralizes orange



Green neutralizes red



First theorized on hair by L'Oréal Professionnel

# SAY GOODBYE TO UNWANTED RED, ORANGE, AND YELLOW UNDERTONES

WITH THE BACK TO COOL COLOR PALETTE

MAJIREL  
GLOW

MAJIREL  
COOL INFORCED

MAJIREL  
COOL COVER



A **translucent** finish enhanced with ultra-cool reflects and no level for 4X more translucency



A **neutral** finish boosted with cool reflects for up to 6 weeks neutralization\*



An **opaque** finish with extreme cool coverage and higher resistance to fading

\*Instrumental test



DISCOVER MORE ABOUT L'ORÉAL PROFESSIONNEL COLOR THEORY



DISCOVER COLOR COLLECTIONS

# The Cool Palette

Our Artists' Favorites



"**Majirel GLOW D.17/BGr** is my favorite shade for combatting red undertones because it provides that neutralization I seek but also incredible shine."



@suziebond



"When I want to neutralize orange, I love using the new Majirel Cool Inforced shades. **The Cool Inforced 7.1/7B** is true-to-tone but also gives that extra boost of cool that is so trendy right now."



@minkimcolorist



"If I want pure neutralization for my blondes, I use the **Majirel GLOW L.02/NV**, and if I want a slight hint of colorful tone, I use **Majirel GLOW L.21/VB**."



@jackieep

## Complimentary Class with Suzie Bond

Take your Color Mastery to a new level with a 2-hour virtual class.




@suziebond

**DISCOVER BACK TO COOL WITH INDUSTRY EXPERT SUZIE BOND**

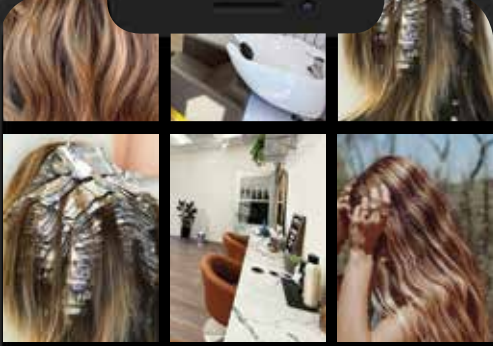
With your purchase of the small or large Permanent Haircolor offers available in January.





## LJ Sharman

**Stylist**  
 Handle: @lj.sharman  
 Salon: Set 25 Salon at Sola Salon  
 Location: Solano Beach, CA



### BEST ADVICE:

- You are only as good as your last cut and color so always try your best.
- Become a master student. There is always something new to learn or perfect.
- Any time someone sits in your chair, give them a memorable experience and be grateful. There's a lot of options out there and they didn't have to choose you.



## This or That

### COLOR / CUT / STYLE

*Color. I love the efficiency and predictability*



### BALAYAGE / FOILS

*Foils 100%*

### DIGITAL OR IN-PERSON EDUCATION

*I love the convenience of digital but there's nothing like having someone walk you through your problems in person.*

### INSPIRATIONS

*Cool materials or textures*

*Amazing experiences as a customer*

*People who can turn someone's day around completely*

### FAVORITE CAREER MOMENT:

*I got to be part of the PBA Beacon panel for the best 200 beauty school students in the country. It was a very humbling and surreal experience to be able to share the things that I've learned to help the next generation of stylists.*

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

*SERIE EXPERT POWERMIX*



# Post-Color Treatments

**SMALL OFFER**  
PURCHASE SERIE EXPERT TRIAL SERVICE BUNDLES

PURCHASE	PURCHASE
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
<b>RECEIVE</b> <b>25 % OFF</b>	<b>RECEIVE</b> <b>25 % OFF</b>
<b>SAVINGS</b> Salon Price: \$41.25 Salon Value: \$55 Savings: 25%	<b>SAVINGS</b> Salon Price: \$54.75 Salon Value: \$73 Savings: 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%

# Back to Cool

**SMALL OFFER**  
PURCHASE 8-23 SHADES OF PERMANENT COLOR MIX AND MATCH (MAJIREL, INOA OR LUO)

**RECEIVE**

2 Dia Shades Of Your Choice  
1 Back To Cool Digital E-CARD  
1 Digital Class With Suzie Bond

Recommended Mix:  
Dia Light 8/8N  
Dia Light 7/7N

**SAVINGS**  
Salon Price: \$63.20  
Salon Value From: \$77.48  
Savings From: 18%



**LARGE OFFER**  
PURCHASE 24 OR MORE SHADES OF PERMANENT COLOR MIX AND MATCH (MAJIREL, INOA OR LUO)

**RECEIVE**

1 Dia Light 8/8N  
1 Dia Light 7/7N  
1 Dia Light 8.1/8B  
1 Dia Light 7.12/7BV  
1 6-Vol. Diactivateur Developer  
2 Shakers  
1 Brush  
1 Back To Cool Digital E-CARD  
1 Digital Class With Suzie Bond


**SAVINGS**  
Salon Price: \$189.60  
Salon Value From: \$248.16  
Savings From: 24%

# TRY SOMETHING NEW WITH OUR NEW USER KITS

Find your new favorite L'Oréal Professionnel Product with your purchase of a New User Kit



EXPLORE OUR  
NEW USER KIT  
OFFERING



# Choose From Offers Ranging From \$95 To \$495

SMALL NEW USER KIT PURCHASE \$95 OF COLOR OR RETAIL	MEDIUM NEW USER KIT PURCHASE \$295 OF COLOR OR RETAIL	LARGE NEW USER KIT PURCHASE \$459 OF COLOR OR RETAIL
Receive Complimentary: <ul style="list-style-type: none"><li>• Developer and/or backbar</li><li>• Color accessories</li><li>• Shopping bags*</li></ul>	Receive Complimentary: <ul style="list-style-type: none"><li>• Swatchbook</li><li>• Developer and/or backbar</li><li>• Merchandising</li><li>• Color accessories</li><li>• Shopping bags*</li></ul>	Receive Complimentary: <ul style="list-style-type: none"><li>• Swatchbook</li><li>• Developer and/or backbar</li><li>• Merchandising</li><li>• Color accessories</li><li>• Capes</li><li>• Shopping bags*</li></ul>
SAVINGS 20%	SAVINGS 25%	SAVINGS 30%

\*in retail NUKs only

## YOUR PORTFOLIO OFFERING

HAIRCOLOR



Majirel



inoA



DIA



BLOND  
STUDIO



HAIR  
touch up

HAIRCARE & STYLING



SERIE EXPERT



TECNI  
ART

# Summit's Take on Treatments

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



## INTELLIGENT VERBIAGE IS KEY

"Would you like to enjoy a treatment color service?"



BEST WAY TO ADVERTISE TREATMENTS IN THE SALON IS WITH MIRROR CLINGS!

Offer **complimentary treatments one month out of the year to attract new clients** to become regular purchasers.



Increase retail purchases by **offering a product free or discounted** with the purchase of a treatment.

**BUNDLE TREATMENTS WITH A COLOR SERVICE TO PROMOTE TRIAL.**

# Your January In-Salon Promotion Ideas

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

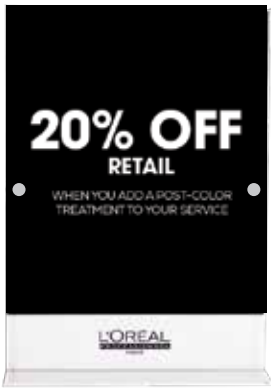
Your Retail Offer:



PURCHASE SERIE EXPERT TRIAL SERVICE BUNDLES

→  
Pass the savings

Your Promotion Frame Insert



Insert available to redeem on Level!

Your Social Post



## PROMOTION #2: REWARD CLIENTS FOR PRE-BOOKING

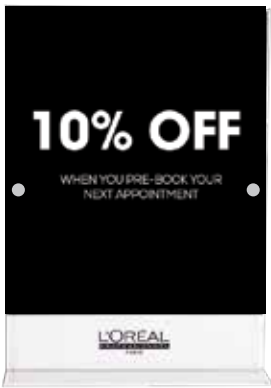
Your Color Offer:



PURCHASE MAJIREL, INOA, OR LUO SHADES MIX AND MATCH

→  
Pass the savings

Your Promotion Frame Insert



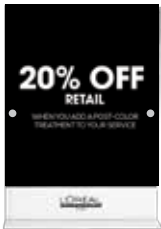
Insert available to redeem on Level!

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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