

uniqueart

JULY 2021

The Metal Detox Issue

Grow Your Business
with Metal Detox

Powerful Blonde Results. Unlocked.
Metal Detox, Blond Studio,
& Dia Light

Color & Style Trophy
Get to know the winners



L'ORÉAL
PROFESSIONNEL
PARIS

Table of contents



“

Metal Detox was a game changer for me. I'm so excited for other stylists to try & see for themselves. Finally, a product that lets stylists color without fear so they can focus on creativity. ”



Sebastian Langman-Kirtley
L'Oréal Professionnel Artist
Salon Owner,
The Keep Salon
@sebastiancolorist

Pg **04** Metal
Detox

Pg **18** Business
Corner

Pg **20** Education
Experiences

Pg **09** In The
Stylist's Chair

Pg **19** Stylist
Spotlight

Pg **26** Monthly
Offers

Pg **12** Color
Essentials



On the cover

7 years in the making.
1 breakthrough range compatible
with all color & lightener brands.
Pro-guarantee your services
with **Metal Detox**.

For more information on how
to use these products, see page 10.

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

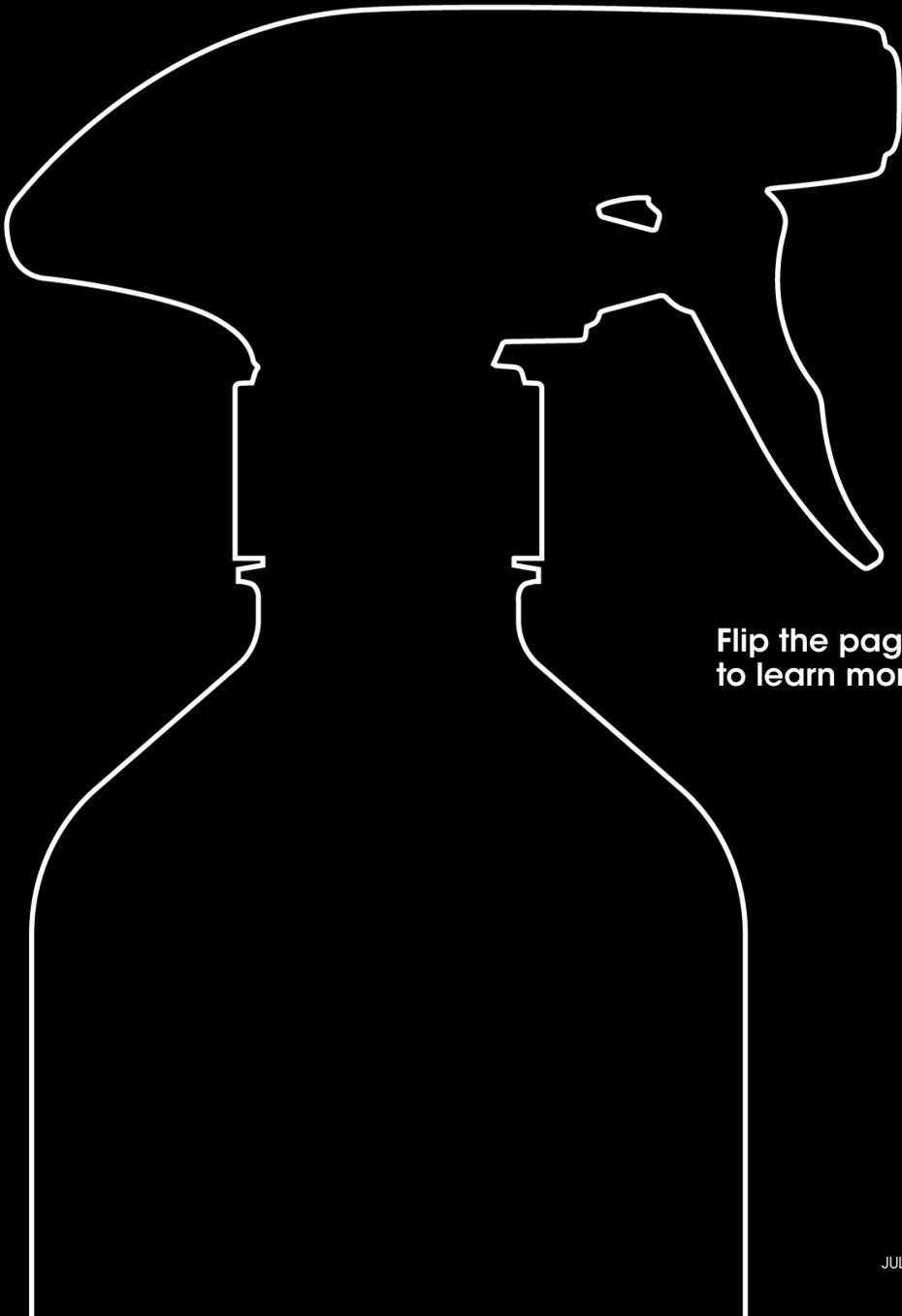


Explore our full
catalog offering here



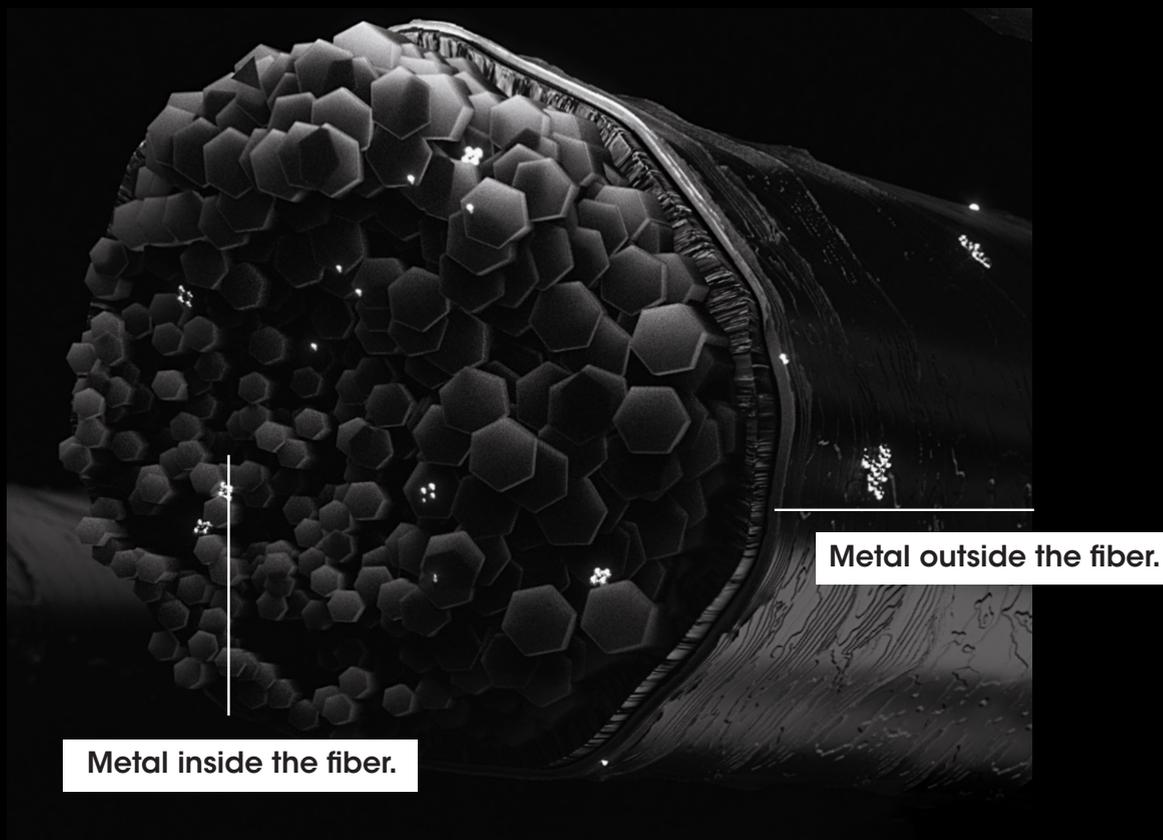
Surprises are fun, except when it comes to hair color.

Pro-guarantee your color, balayage
& lightening services.



Flip the page
to learn more.

Metals are meddling with your hair color & lightening services.



Everyone has metals in their hair,

- Over time metals erode in our pipes causing metal particles to mix with our water.
- Metals show up as hard water in our showers & backbar wash stations, and in our pool water to name a few.
- However, even the cleanest of water sources can have metals.
- Wash after wash, these metal particles accumulate inside the hair fiber, affecting the hair's natural state.

Metals inside the fiber are the culprits for hair color & blonding surprises.

Have you ever taken the safest pre-cautions before lightening a client and still saw breakage? OR ever used your go-to formula on a client and were surprised to see an unexpected color result?

When metals inside the hair mix with oxidants from hair color & lighteners, a negative chemical reaction is created which leads to:



[New] Metal Detox.

Pro-guarantee your color, balayage & lightening services.

- 87% less breakage
- 100% reliable color
- Compatible with all lightener & hair color brands

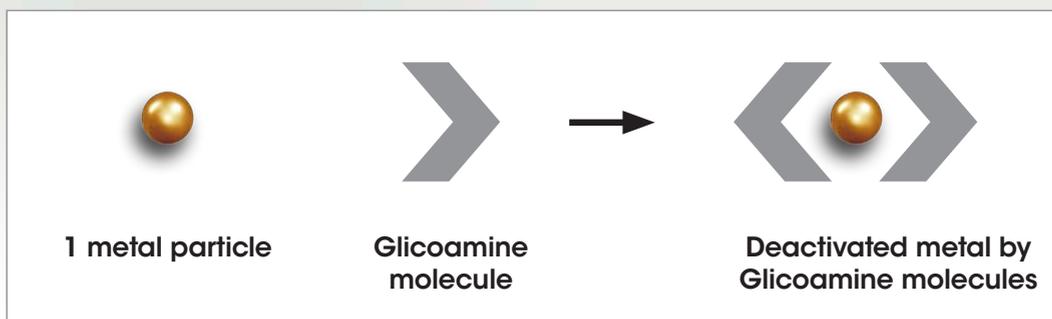


Powered by glicoamine: L'Oréal Professionnel's exclusive ingredient to neutralizing metals.



- 7 years of research
- Discovered in partnership with Ionnina University

Glicoamine in action



Glicoamine is the molecule small enough to trap metals inside the fiber. By trapping and neutralizing the metal particles in the hair, glicoamine helps to reduce breakage and to increase color reliability.

A total hair transformation.

When using Metal Detox with every color & lightening service.



"Absolutely superb innovation! My client's hair felt incredible after. Metal Detox is outstanding for great color results and hair integrity."

@rachellelevitskyhairstylist



"I haven't seen anything like this. The tonal clarity & hair strength is amazing! Finally, I can spend less time worrying & more time creating."

@sebastiancolorist



"This client's hair normally holds a lot of yellow & is prone to breakage. With Metal Detox, I was finally able to get her light enough with an even tone, amazing shine & no breakage."

@kim_grillo @saracraig15 #lSalons



"Metal Detox is just WOW! This client has a lot of copper residue & struggles to keep her hair shiny & bright. With Metal Detox, her hair looked & felt amazing after!"

@kflondon



Sebastian Langman-Kirtley.
Metal Detox co-developer &
L'Oréal Professionnel US Artist:
@sebastiancolorist

Behind the scenes.



Unique Art Mag (UA): How do you identify if there is metal in the hair?

Sebastian Langman-Kirtley (SLK): The reality is, everyone has metals in their hair but to varying degrees. Luckily, there are many factors that help me in identifying higher concentration of metals including:

- Brassiness
- A waxy coating to the hair
- A fuzzy, unnatural feel to the hair
- A grainy cast
- Breakage
- Darker blonde tones shortly after a bleaching service

... to name a few.

UA: What is one of the things you love most about Metal Detox?

SLK: From the first application, I am able to see a big difference in tonal clarity and the hair feels much more fortified, giving me reassurance as a hairdresser.

UA: How do you think Metal Detox will impact stylists?

SLK: I think Metal Detox will give stylists more freedom from worrying about unreliable results. You don't know how many times I've gone back & forth hovering over my client's hair. With Metal Detox, I feel more confident. I spend less time worrying and more time creating.

Metal Detox Protocol.

Step by Step.

[Step 1]

Neutralize metal



Pre-treatment

Spray on dry hair from root to tip focusing on ends. Keep the trigger spray 8 in. away from hair. On short hair, 8-10 sprays. On long hair, 15-20 sprays. Let air dry.

SEB'S TIP: Keep the pre-treatment on the hair for best results. No need to wash & remove the product before applying lightener or color.



Color, Balayage or lightening service

Compatible with all brands.

SEB'S TIP: Metal Detox is great in that it is compatible with all color & lightening brands to provide rich color & beautiful shine.

Compatible with all color and lightener brands.

[Step 2]

Gently remove metal

[Step 3]

Protect the fiber from particle deposits



Sulfate Free Shampoo

Use to gently detoxify the hair after your color, balayage or lightening service.



Anti-Deposit Conditioner or Mask

Use the conditioner to provide strength, especially on thin hair. Use the mask to provide softness and nourishment, especially on thick hair.

Use both to provide both strength & nourishment without worrying about weighing the hair down.



Take home Shampoo & Mask

Prescribe the take-home shampoo & mask to protect & care for the hair in between color and lightening services.

Take Home

SEB'S TIP: I love the luxurious feel of the shampoo because it helps give the client an elevated experience.

color **essentials**



Blond Studio 9. Now better than ever.



Oil-Enriched System

- Up to 9 levels of lift.
- Easily break through undertones.
- Respects hair integrity.

What is new?

- Can be used with L'Oréal Professionnel Easi, Sweet Meches & dedicated foils.
- For all on-scalp and off-scalp applications.

No lightening service is complete without Dia Light.

What's to love about it?

Ammonia-free acidic gel-cream demi color means high performance.



Gel-crème consistency allows pros to **take full control of applications.**



Flexible 2-20-minute processing time.



Ammonia-free acidic gel-crème color **nourishes the hair** after lightening services.

Neutralize unwanted undertones & condition the hair in 1-step.

Tone high level blondes with our Milkshake level 10S.



10.01/10NB

Soft Frosty Milkshake



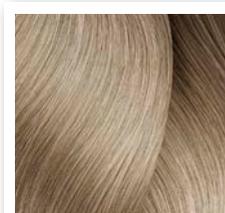
10.02/10NV

Soft Pearly Milkshake



10.12/10BV

Frosty Pearl Milkshake



10.13/10BG

Vanilla Macaroon Milkshake



10.21/10VB

Pearl Sorbet Milkshake



10.22/10VV

Iridescent Berry Milkshake



10.23/10VG

Pearly Gold Milkshake



10.32/10GV

Sandy Milkshake



“

I love how quickly Dia Light processes and the consistency. It adds that needed shine and conditioning to make every color service complete.

Hair4Life, Saloncentric.com user

”

The ultimate blonding experience.

More professional and premium than ever.

[1] Metal Detox



Traps metals & gently detoxifies
hair from metals during each color,
balayage & lightening service.

[2]
Blond Studio 9



Oil-enriched system leaves hair smooth to the touch.

[3]
DIA Light



Neutralizes any remaining unwanted undertones.

Acidic gel-crème base conditions the hair, leaving it nourished and shiny.

Earn more profit in two ways.

Option 1: Add a Metal Detox service to your in-salon menu.

Option 2: Build Metal Detox into your existing color & lightening service pricing.

- Recommended service price/addition price. \$30 - \$40
- 1 set of Metal Detox (35 applications) = **Potential of over \$1,000 in profit.**



Boost your profits by prescribing retail products to extend client's results at home.



Top hacks to taking your business to the next level.

Featuring Daniel Mason Jones

Start with mindset

There's nothing you can't achieve. Believe in yourself. Envision this next step in your career and show up as that person.

Offer services in conversation

Your client will casually mention some of his/her concerns. Tie these concerns in to offer services that can help your client. Example: "You mentioned your concern on breakage/damage. How would you like to enjoy a Metal Detox Service specialized to target breakage and to give you the best color result?"

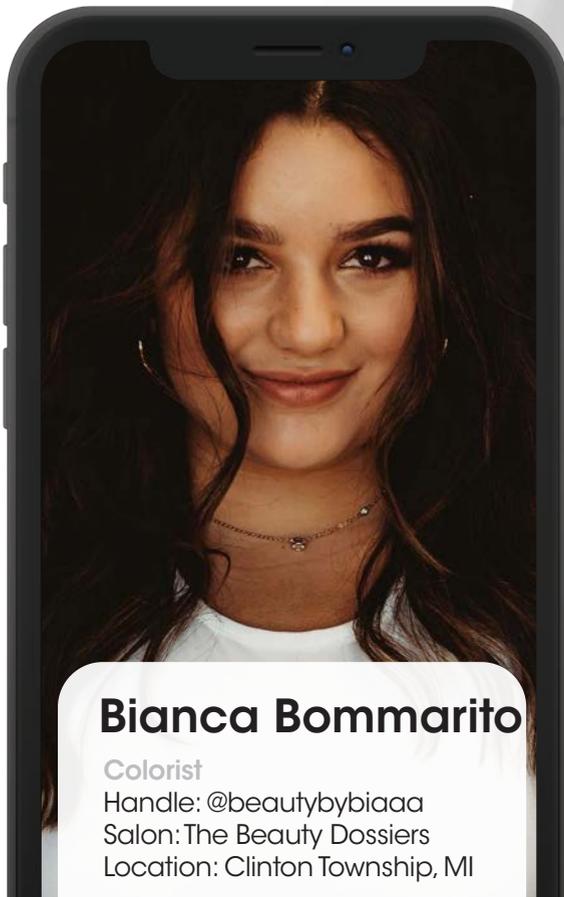
Always prescribe retail

You are a hair doctor. At the end of every service, mention your prescription to your client. "I recommend using the at-home Metal Detox shampoo & mask to protect your hair, maintain color vibrancy & nourish your hair in between color services"

Use social media to propel you forward

Social Media is your new business card – use it to post on your recommended services. Social Media will do the talking for you.

stylist Spotlight



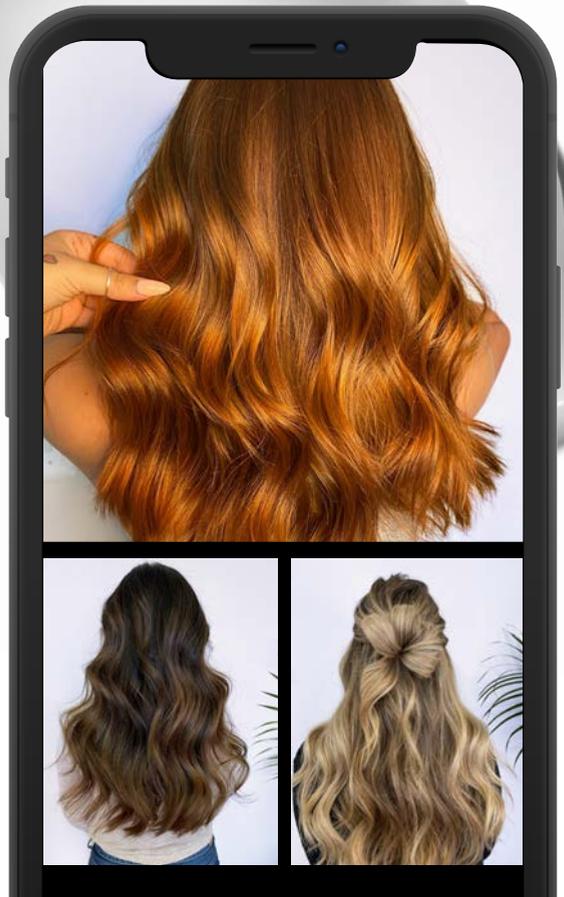
Bianca Bommarito

Colorist

Handle: @beautybybiaaa

Salon: The Beauty Dossiers

Location: Clinton Township, MI



This or That.

HOW MANY YEARS HAVE YOU USED L'ORÉAL PROFESSIONNEL?

6

COLOR, CUT OR STYLE?

Easily Color! The options are endless. I think it's truly magic and fascinates me. #science

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

TECNI.ART Next Day Hair

WHY METAL DETOX?

Answer: To me, Metal Detox is a total game changer— when I use this line it cuts out the “pre-clarifying” treatment. I feel safe knowing that this Detox works exactly how it says it's going to.

WHAT DO YOU LIKE ABOUT METAL DETOX?

I love the smell along with how it makes the hair feel after a shampoo. It allows for a very voluminous blow dry considering how hard water weighs the hair down immensely.



Color & Style Trophy.

Get to know the 2021 Winners.



**Overall Winner.
Future Trend.**

**Studio Sage.
Erica Keelen**

Jacksonville Beach, FL

**Modern Salon's Top 100
and NAHA finalist salon that
specializes in natural and
vivid haircolor, extensions and
working with curly hair.**



**What was the concept behind
your winning look?**

I wanted to showcase the cut and color in a way that I could add an edgy twist to modern techniques, using everything in juxtaposition to itself. I wanted the color to be romantic but also fierce. I wanted the cut to be uniform but also eye catching.

**How long did the winning look take
you from conception to final image?**

It took about 3 hours including dry time and the addition of dimensional color for the live portion.

**How do you find inspiration
to feed your creativity?**

Keeping up with the fashion industry and current trends has always lit a fire under me. The people in our industry are always pushing the envelope for what's new and cutting edge.

**What advice do you have for someone wanting
to enter Color & Style Trophy next year?**

Be intentional with your work.

**To upskill your color skills like Studio Sage,
visit Virtual Academy: The Art of Coloring Curls.**





People's Choice Winner.

Strands Hair Studio. Shirley Gordon

Wheaton, MD

11x nominee and 2008 NAHA winner and 2X North American Wella Trend Vision Award winner.

What was the concept behind your winning look?

1980 Disco ball, using sheer platinum blonde and bits of flashing bright colors underneath to represent the light passing through it.

How long did the winning look take you from conception to final image?

It took about 1 week to get it together. First on a mannequin and redos week after week until I was happy with the final look.

How do you find inspiration to feed your creativity?

I always storyboard whenever I am doing a shoot or composition. It gives me a clear concept.

What advice do you have for someone wanting to enter Color & Style Trophy next year?

My advice is to ... always use a great model and always storyboard. Never give up and keep pushing forward. Your day will come, just keep trying, stay educated and continuously attend classes.

To upskill your color skills like Strands Hair Studio, visit Virtual Academy: The Perfect Blonde.





Editorial Winner. Studio Sage. Sarajane Mapes & Alex Young

Jacksonville Beach, FL

Modern Salon's Top 100 and NAHA finalist salon that specializes in natural and vivid haircolor, extensions and working with curly hair.

What was the concept behind your winning look?

Sarajane: The shoot took on several different styles and looks before we landed on the image that was submitted. It came about in the creative process.

How long did the winning look take you from conception to final image?

Alex: 7 hours

How do you find inspiration to feed your creativity?

Sarajane: I find so much inspiration from fashion! I am constantly looking at the new seasons of each up-and-coming designer.

Alex: I find inspiration all around me. In the people I work with, nature, and the newest fashion trends. Doing competitions also really feeds my creative mind.



What does winning Color & Style Trophy mean for you and your personal brand?

Sarajane: As the stylist and photographer for the image it makes me feel like I'm on the right path.

Alex: As a colorist, working behind the chair using L'Oréal Professionnel color every day, it's surreal to see how closely aligned I am with the brand in terms of aesthetic. It's a rewarding moment.

To upskill your styling skills like Studio Sage, visit L'Oréal Access. #matthewstylist





Texture Winner. Dop Dop Salon. Hannah Moore

New York, NY

Established in 1996, Dop Dop Salon has become a pillar for SOHO Artistry providing an open and creative approach to hair artistry.



How long did the winning look take you from conception to final image?

This look took about 3 hours including dry time and the addition of dimensional color for the live portion.

How do you find inspiration to feed your creativity?

My inspiration comes from my clients and salon teammates.

What does winning color & style trophy mean to you and your personal brand?

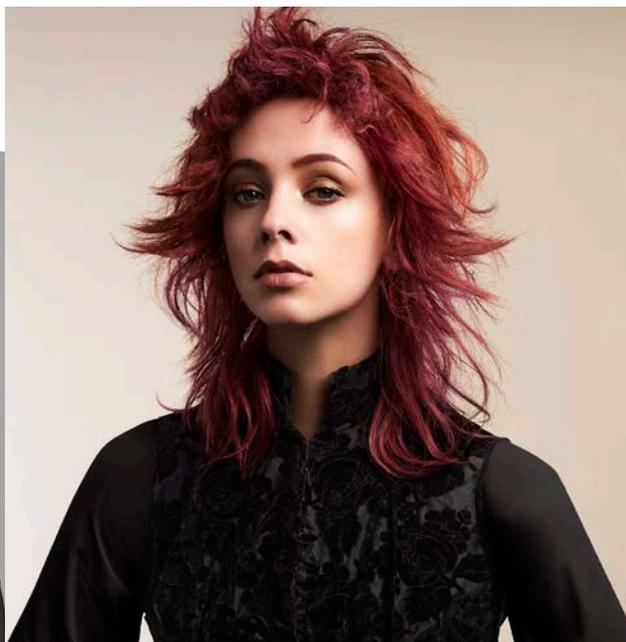
This win is a benchmark on my journey to becoming the well-rounded hairdresser I aspire to always be; embracing textures and the techniques and products that support them. My brand motto is "Turn the Lights On." Everyone should have the opportunity to let their light within become visible by others.

What advice do you have for someone wanting to enter Color & Style Trophy?

Find a model that will enjoy every minute that this process takes and that will stick with you through the end.

To upskill your knowledge of Texture like Dop Dop, visit L'Oréal Access. #hairlove





Cutting Award Winner.

A Grand Union.

Yuki Yasui

New York, NY

Established in 2020 in the Flatiron District, A Grand Union's motto is "we do not compromise on realizing what our clients demand as it is our highest priority out of all things."

How long did the winning look take you from conception to final image?

If didn't take very long, I would say a couple of days for it all to come together from conception to final image that was submitted.

How do you find inspiration to feed your creativity?

The world we live in. My inspiration was simple: a fire pit. The placement of color from the fire inspired me to translate the variation of colors. My inspiration for the texture and style of the hair came from sparks of a fire.

What does winning Color & Style Trophy mean to you and your personal brand?

It challenges my creativity and capabilities as a hairstylist. The challenge fuels my drive to be the best that I can be, not just behind the chair but as an artist.

What advice do you have for someone wanting to enter Color & Style Trophy?

Just do it! Even if you don't win or make it to the finals you tried and made an effort to challenge yourself as an artist. When you try to build your creativity through a competition it's exciting and you're inspired to want to do more for yourself.

To upskill your cutting skills like A Grand Union, visit L'Oréal Professionnal Cutting classes and Certification





New Talent Winner.

Salon Biyoshi.

Marisa Macyla Gregg

Jonathan Lean &

Knoxville, TN

Knoxville's First Summit Salon

AND multiple time

Color & Style Trophy Winner.

How long did the winning look take you from conception to final image?

8 hours

How do you find inspiration to feed your creativity?

Googles images and music.

What advice do you have for someone wanting to enter Color & Style Trophy?

Just go for it! No matter how much experience you have, just let your creativity flow!

To upskill your trend color skills like Salon Biyoshi, visit [Virtual Academy](#) & Attend Le French Class.



LEVEL
LOYALTY REWARDS



ACCESS

To sign up for a Virtual Academy class visit www.leveloyaltyrewards.com

For Access E-Learnings visit www.lorealaccess.com and type proper hashtag in the searchbar.

monthly offers

Hair Color.

The tools you need to become an expert.

\$20

Blond Studio 9



\$18

for 3 Dia shades



Receive Free digital
Master Class with celebrity
colorist Min Kim when you
purchase both promotions.

@minkimcolorist
Celebrity colorist
L'Oréal Professionnel Artist

Metal Detox.

10% OFF

with the purchase of any
1-2 units of Metal Detox

20% OFF

with the purchase of any
3-11 units of Metal Detox

Recommended Mix:

- 1 Pre-treatment
- 1 Take Home Shampoo
- 1 Take Home Mask

35 applications with recommended mix.

25% OFF

with the purchase of any
12 or more units of Metal Detox

Recommended mix:

- 3 Pre-treatments
- 2 Back Bar Shampoos
- 1 Back Bar Conditioner
- 2 Back Bar Masks
- 2 Take Home Shampoos
- 2 Take Home Masks

105 applications with recommended mix



Pass the savings to clients.
Download sell-through assets here.





L'ORÉAL PROFESSIONNEL PARIS

Metal Detox

GLICOAMINE 10% + IONÈNE

TRAITEMENT PROFESSIONNEL
Alésateur anti-métal
Après coloration, balayage ou décoloration

PROFESSIONAL PRE-TREATMENT
Anti-metal cleanser
After color, balayage or bleach

SERIE EXPERT 500 ml 16.9 FL.OZ

L'ORÉAL PROFESSIONNEL PARIS

Metal Detox

TECHNOLOGIE PATENTÉE BREVETÉE

GLICOAMINE + IONÈNE

SHAMPOOING PROFESSIONNEL
Crème lavante anti-métal
Après coloration, balayage ou décoloration

PROFESSIONAL SHAMPOO
Anti-metal cleanser
After color, balayage or bleach

Metal Detox

GLICOAMINE + IONÈNE

MASQUE PROFESSIONNEL / PROFESSIONAL MASK
Protecteur anti-dépôt - Après coloration, balayage ou décoloration
Anti-deposit protector - After color, balayage or bleach

SERIE EXPERT 250ML 8.5 FL.OZ

L'ORÉAL PROFESSIONNEL PARIS

Metal Detox

TECHNOLOGIE PATENTÉE BREVETÉE

AMINOSILANE 2% + IONÈNE

SOIN PROFESSIONNEL
Protecteur anti-dépôt
Après coloration, balayage ou décoloration

PROFESSIONAL CARE
Anti-deposit protector
After color, balayage or bleach

SERIE EXPERT 500 ml 16.9 FL.OZ

L'ORÉAL PROFESSIONNEL PARIS

Metal Detox

TECHNOLOGIE PATENTÉE BREVETÉE

GLICOAMINE + IONÈNE

SHAMPOOING PROFESSIONNEL
Crème lavante anti-métal
Après coloration, balayage ou décoloration

PROFESSIONAL SHAMPOO
Anti-metal cleansing cream
After color, balayage or bleach

SERIE EXPERT 300 ml 10.1 FL.OZ





**Metal Detox is the beginning.
The Serie Expert reinvention
continues in August.**

**LEARN MORE ABOUT L'ORÉAL PROFESSIONNEL AT
PROUS.LOREALPROFESSIONNEL.COM | [@LOREALPRO_EDUCATION_US](https://twitter.com/LOREALPRO_EDUCATION_US) | [#LOREALPROUS](https://hashtage.com/#LOREALPROUS)**