

# uniqueart

JUNE 2021

## Express Balayage

4 Easy steps to go  
blonder, faster

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

**Color &  
Style  
Trophy  
Winners**

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“

Express Balayage is a fast, easy way to get your clients in and out in under an hour while making more money and providing them bespoke, natural dimension!

”



Mezei Jefferson,  
Assistant Vice President,  
Training & Curriculum,  
L'Oréal Professionnel

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New

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Spotlight



## On the cover

Recreate our cover model's look.  
Balayage with Multi-Techniques 8 Bonder Inside.  
Gloss with 1/2 Dia Light 9.13/9BG  
+ 1/2 Dia Light 10.23/10VG.  
Apply Serie Expert Vitamino Color  
10 in 1 from midlengths to ends.  
Style with TECNI.ART Transformer Gel.

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



Explore our full  
catalog offering here



[Express Balayage]

# Go Blonder, Faster.





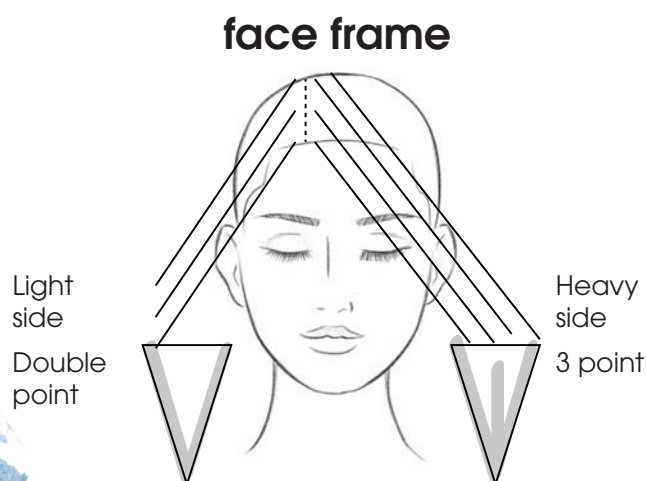
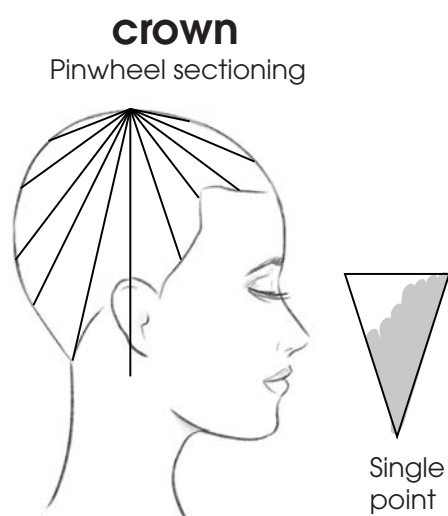
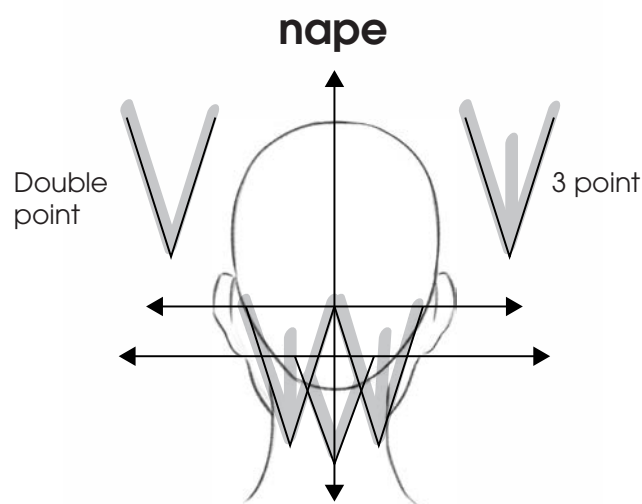
it  
**looks**

**Express  
Balayage.**



# Balayage in under an hour.

Master 4 quick placements to provide your clients customized, natural dimension.



Discover full step-by-step education in the **Express Balayage tech guide.**

# Go blonder toolkit.

The tools you need to master Express Balayage.



## Blond Studio 9.

Dark-base clients who need maximum lift quickly.

- Lifts up to 9 levels
- Visible within 10 minutes
- Lightening system powered by oil



## Multi-Techniques 8 Bonder Inside.

First-time lightening clients or clients with desensitized hair.

- Neutralizes as it lifts
- Lightens and protects in one step
- Bonding complex maintains the integrity of the hair
- Maximum lift on the darkest bases



## Dia Light.

Acidic gel-crème demi-permanent haircolor to tone after lightening.

- No lift, no ammonia
- Controlled application
- Flexible processing time (2-20 minutes)
- +30% more nourished hair

# Free class with Nancy Braun.

Learn to master the perfect Express Balayage application with 4 easy steps.

## Nancy Braun.

Celebrity Colorist.  
Owner of Balayage by Nancy Braun.

Discover Balayage with Industry Expert, Nancy Braun in a 2-hour virtual class.



**Free Class!** With your purchase of the small or large permanent haircolor offer available in June.







# Blond Studio has a new, sleek look to match its pro performance.

**The lightening portfolio for every client.**  
Have you tried them all?



\*Not pictured:  
Majimèches Step 1 & 2





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

**Coming this July.**

Pro-guarantee your color,  
balayage & lightening services.



**Be the first to try.**

Enter for a chance to  
win before it launches.

# Meet the Color and Style Trophy Winners.

Color & Style Trophy is the world's longest running hair competition. Winners of 2021 total look, team and photo hair competition and the overall winner will go on to compete in the global finals later this year.



**Erica Keelen**  
Studio Sage  
Jacksonville Beach, FL

**Overall  
winner.**

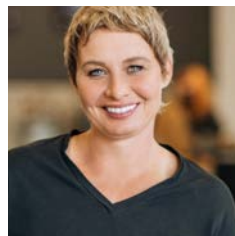
Future Trend.



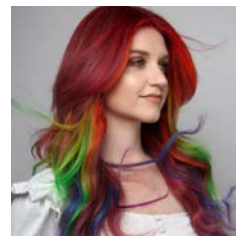


## Editorial winner.

**Studio Sage**  
Jacksonville Beach, FL



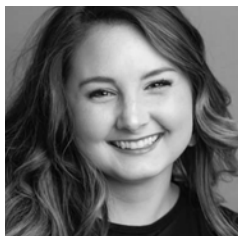
Alex Young  
Colorist



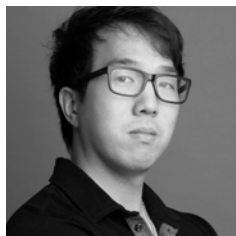
Sarajane Maples  
Stylist

## New talent.

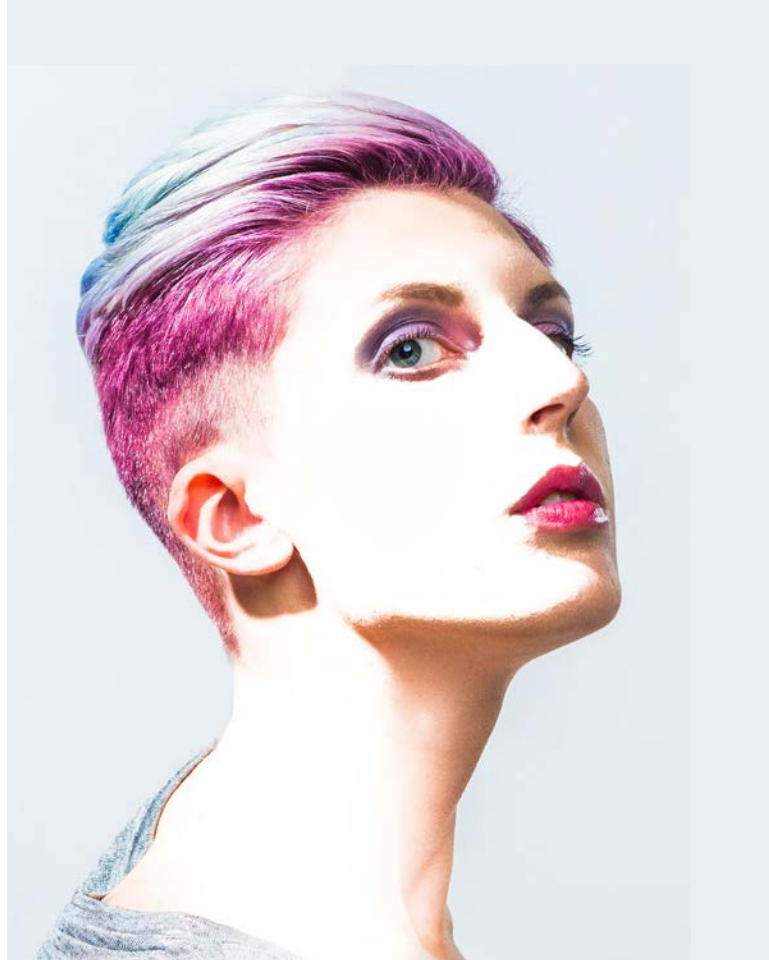
**Salon Biyoshi**  
Knoxville, TN



Marisa Gregg  
Colorist



Jonathan Lean  
Cutter





Yuki Yasui

**Cutting  
winner.**

**A Grand Union  
New York, NY**

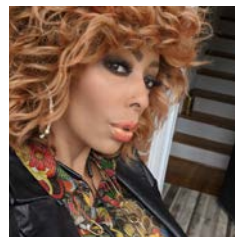


**Texture  
winner.**  
**Dop Dop Salon  
New York, NY**

Hannah Matthews Moore







Shirley Gordon

**People's  
Choice.**

**Strands  
Hair Studio  
Wheaton, MD**

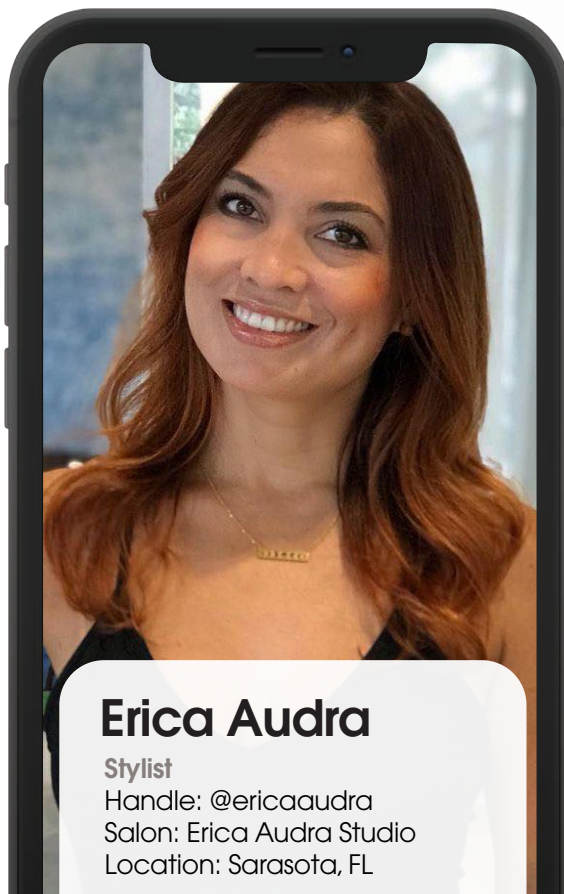
**Will you invent  
the next cut,  
color, and style  
trend for 2022?**

Look out for  
entry information  
later this year.

**#LEARNWITHLP  
#LOREALACCESS**







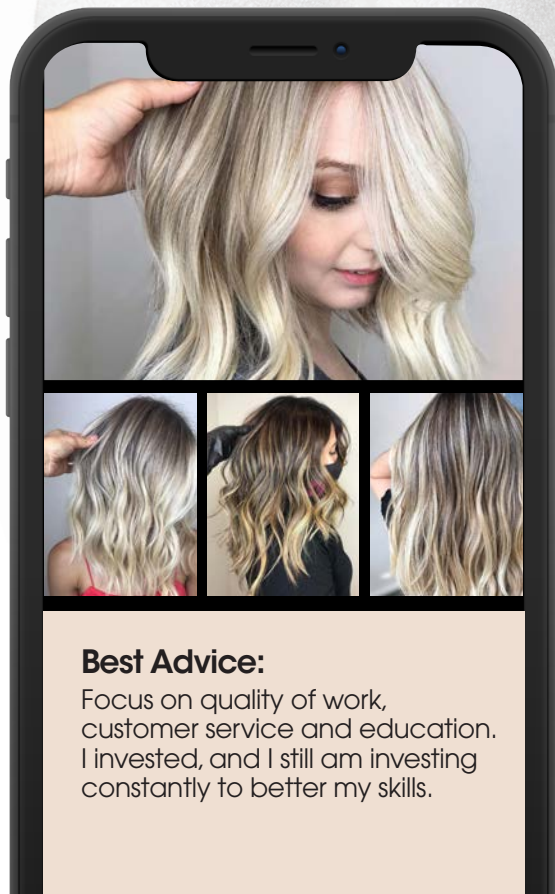
## Erica Audra

### Stylist

Handle: @ericaudra

Salon: Erica Audra Studio

Location: Sarasota, FL



### Best Advice:

Focus on quality of work, customer service and education. I invested, and I still am investing constantly to better my skills.

## This or That.

### SPECIALTY

Color

### BALAYAGE / FOILS

Foilyage

### DIGITAL / IN-PERSON EDUCATION

Digital



### FAVORITE CAREER MOMENT:

My last promotion, on top level of the salon.

### L'OREAL PROFESSIONNEL HAIR COLOR PRODUCT I CAN'T LIVE WITHOUT:

Dia Richesse  
9N and 9.13

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

Serie Expert Absolut Repair range



# Express Balayage.

Learn how to become an expert.

## SMALL OFFER

6 OR MORE HAIRCOLOR SHADES  
(MAJIREL, INOA, LUO, DIA MIX AND MATCH)

## RECEIVE FREE

2-Hour Digital Education  
Class with Nancy Braun

## SAVINGS

Salon Price: From \$42.84  
Salon Value: From \$192.84  
Savings: Up To 78%



@balayage\_bynb



# Buy one. Get one 50% off.

on all **Blond Studio** lighteners.\*

\*Blond Studio Lighteners only.  
Developers and mini formats not included.



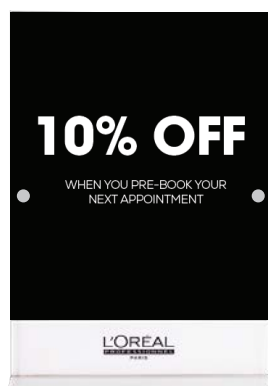
## Reward clients for pre-booking color services.

Your Color Offer:



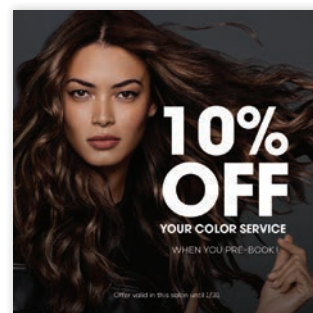
Purchase Majirel, Inoa,  
or Luo Shades mix and match

Your Promotion Frame Insert.



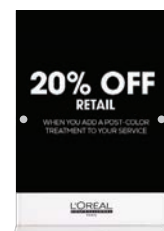
Insert available to  
redeem on Level!

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!





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