

uniqueart

MARCH 2021

SMOKY SMUDGE

A new smudging technique
inspired by the Smoky Eye

L'ORÉAL
PROFESSIONNEL
PARIS

Spring
Trend Alert!
Seamless Long Layers

SERIE EXPERT
COLOR CARE

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“

We are very excited about the new smoky smudge technique and in particular the new pro tool and gesture of smudging. This tool and gesture smudges the colors to create a seamless, beautiful tone that adds depth, contrast and interest – showcasing the professional difference. ”



Darren Oram,
L'Oréal Professionnel
VP of Education

On The Cover



Recreate the Ash Smoky Smudge look.
Regrowth: Majirel Cool Inforced 4.1/4B.
Mid-Lengths: Majirel Cool Inforced 6.1/6B.
Ends: Majirel Cool Inforced 7.1/7B.

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



Explore our full
catalog offering here



04 SMOKY SMUDGE



Recreate this Smoky Smudge look.
Regrowth: Majirel Cool Inforced 5.1/5B
Mid-Lengths: Majirel 7.8/7M + Majirel GLOW L.02/NV
Ends: Majirel 8/8N + Majirel GLOW L.28/VM

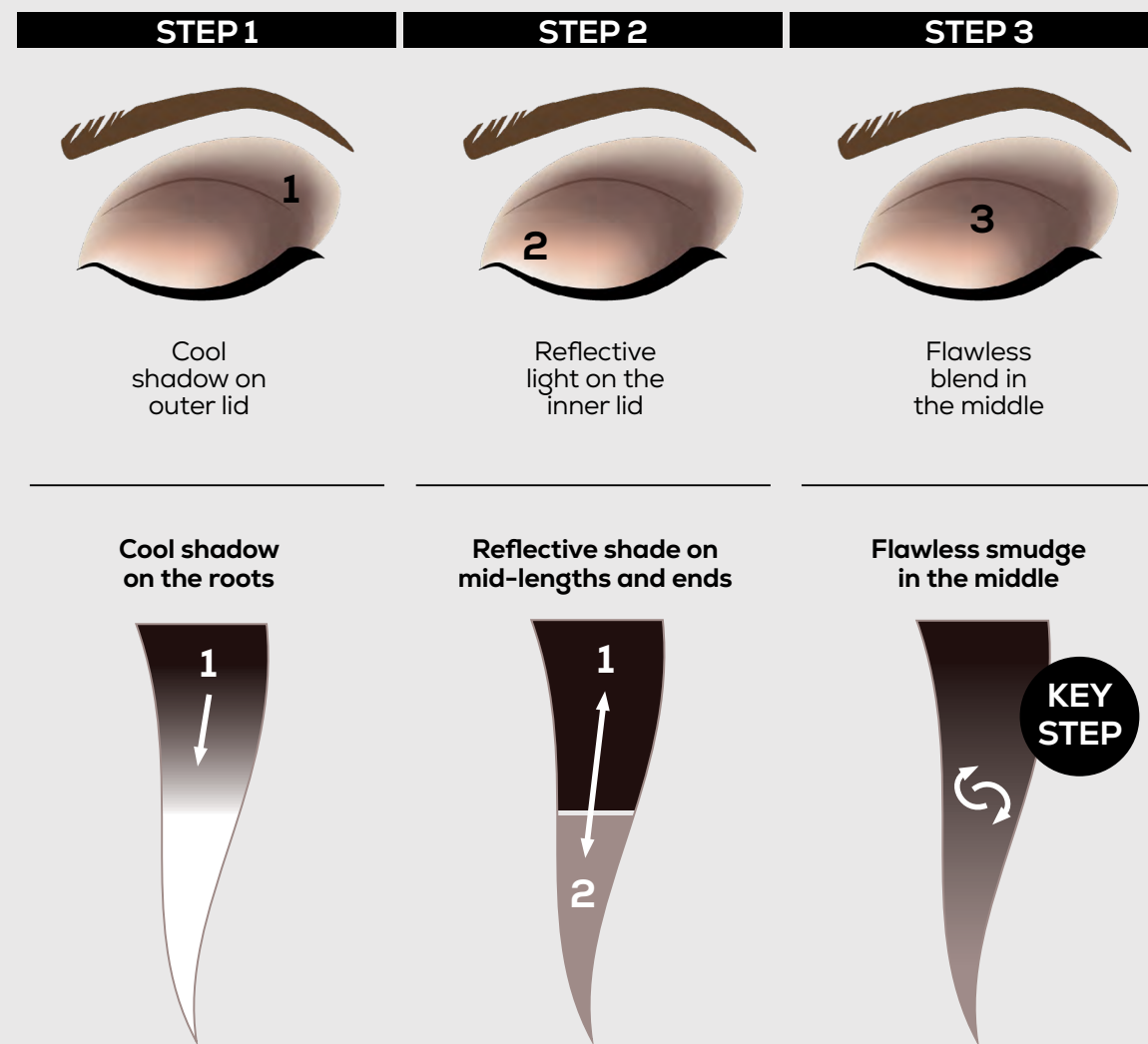
it looks

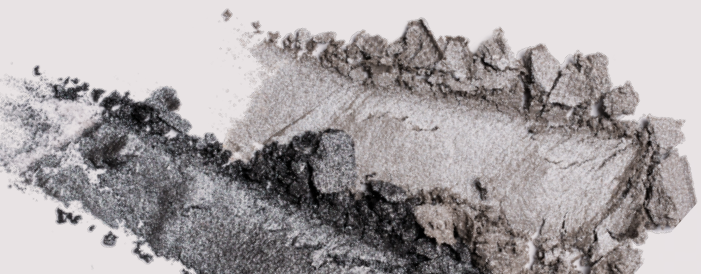


IT LOOKS

INTRODUCING A NEW SMUDGING TECHNIQUE INSPIRED BY THE SMOKY EYE

Personalize To Every Client





Master the Smoky Smudge

With 3 Key Looks

Discover full step-by-step
in the **Smoky Smudge Tech Guide**.

VIOLET
SMOKY SMUDGE

IRIDESCENT
SMOKY SMUDGE

ASH
SMOKY SMUDGE

The Smoky Smudge

WHAT YOU
NEED TO
BECOME AN
EXPERT

NEW! EXCLUSIVE TOOL

SMOKY SMUDGE BLENDING SPONGE:

To craft your
customized gradient

Sponge holds more color
and doesn't drip

Makeup-inspired handle
for easy application



MAJIREL COOL INFORCED

Boosted with cool reflects
Up to 6 weeks neutralization*
Anti-brassiness effect



Get The Smoky Smudge Stylist Kit Free

For more details, go to page 20

New!
Smoky Smudge
Blending Sponge



Smoky Smudge
Technique Guide

Color-treated hair needs extra care

DISCOVER OUR CONCENTRATED FORMULAS FOR COLOR AND DAMAGE CARE

VITAMINO COLOR

For color-treated hair



Protects and adds shine
with Resveratrol



Georgio Issa
@randgsalonandspa

"It's my favorite product for color-treated hair. It doesn't weigh the hair down and it keeps the hair color so shiny."

BLONDIFIER

For blonde hair



Illuminates and enhances
with Acai Berry Extract



Jessica Todd
@freshicatodd

"The Açaí berry extract is very nourishing to the hair, especially after a lightening service. I love that it's an antioxidant ingredient that most clients already know."

SILVER

For grey, white hair



Neutralizes yellow tones
with Magnesium Extract



Anna Cecchi Smith
@annacecchismith

"Best **purple shampoo** that I have tried. I use it on my client before I gloss to get that extra cool effect."

ABSOLUT REPAIR

For damaged hair



Reduces hair surface damage
with Gold Quinoa + Protein



Alexa Joy
@alexajoly

"Absolut Repair is perfect for nourishing and repairing hair that needs some love. It does a great job in restoring the hair's shine and smoothness."



Treatment Talk

WHAT TREATMENTS DO YOU OFFER IN YOUR SALON?

*Powermix and all
SERIE EXPERT Masks*

HOW DO YOU TALK TO YOUR CLIENTS ABOUT TREATMENTS?

I begin the conversation during the consultation. After discussing the color treatment to be performed, we discuss needed treatments and after care to maintain optimal hair condition and long term results.

WHAT TYPE OF QUESTIONS DO YOU ASK DURING CONSULTATION?

I ask how a client is currently feeling about their hair... what they most like, dislike and challenges with their hair. And what we can do to achieve their dream hair.

WHAT DO YOU LIKE ABOUT LP TREATMENTS?

I like the simplicity, that they are targeted to specific issues, and they are done in such a short amount of time.

HOW DO TREATMENTS BENEFIT YOUR BUSINESS?

They benefit my business because of the client loyalty and an extra stream of revenue coming in from the treatment service.



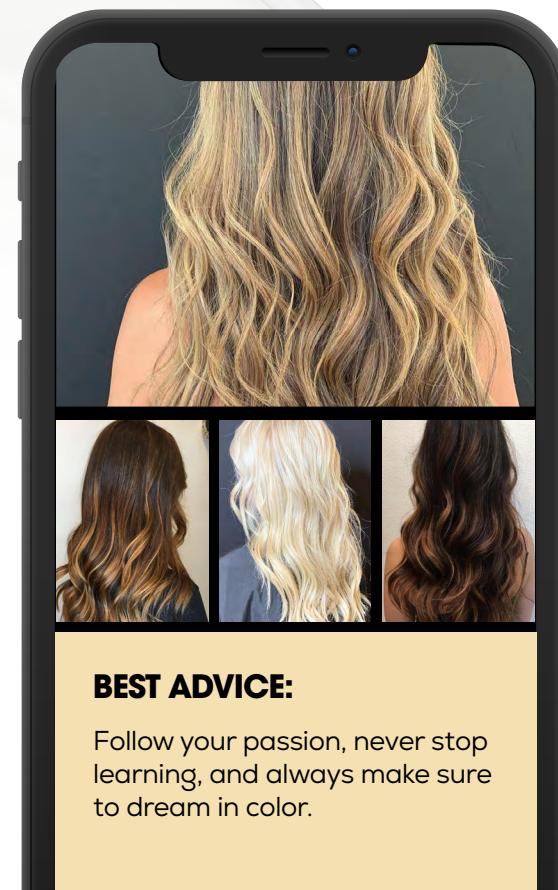
Dustin McFarland

Stylist

Handle: @dustinmcfarland

Salon: Jazba Salon

Location: Bend, OR



BEST ADVICE:

Follow your passion, never stop learning, and always make sure to dream in color.

This or That

SPECIALTY

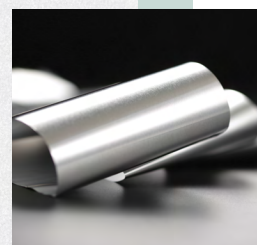
Dual Color and Extensions

SMOKY SMUDGE OR HIGHLIGHTS

Highlights

BALAYAGE / FOILS

Foil



FAVORITE CAREER MOMENT:

Being referred my first celebrity client over 20 years ago

DIGITAL OR
IN-PERSON EDUCATION

In-person Education

L'ORÉAL PROFESSIONNEL
PRODUCT I CAN'T LIVE WITHOUT

MAJIREL



SERIE EXPERT Treatments

EXPRESS SERVICES,
INSTANT RESULTS,
MORE PROFIT



Scan For More!

POWERMIX

FOR ANY HAIR TYPE

To nourish hair with
lightness and shine



BETWEEN COLOR SERVICES

SERIE EXPERT

FILLER-A100 + AMINO ACID
PRO LONGER

Concentré combleur de pointes
Ends-filler concentrate

FORMULE PROFESSIONNELLE
PROFESSIONAL FORMULA

L'ORÉAL
PROFESSIONNEL
PARIS

PRO LONGER CONCENTRATE

FOR HAIR WITH
THINNED ENDS

To renew lengths
& Fill-in ends

VITAMINO COLOR ACIDIC SEALER

FOR COLOR
TREATED HAIR

To seal the cuticle
and protect color
from fading



AFTER COLOR SERVICES

BLONDIFIER CONCENTRATE

FOR LIGHTENED HAIR

To reduce breakage and
strengthen hair fiber

SERIE EXPERT

GLUCO POLYPHENOL COMPLEX
BLONDIFIER

Concentré restaurateur instantané
pour cheveux blonds méchés
Instant resurfacing concentrate
for highlighted blonde hair

FORMULE PROFESSIONNELLE
PROFESSIONAL FORMULA

L'ORÉAL
PROFESSIONNEL
PARIS

400ml 13.5fl.oz

Spring

Trend Alert

Seamless Long Layers

Spring Forward with long layers this season. The perfect look for that client transitioning to long hair with a seamless grow-out phase.

- Natural movement
- Effortless maintenance
- Perfect for all hair types



@ronlopez2



@ronlopez2

STYLE LONG LAYERS

on Different Hair Formations
with Formation Specialist Ron Lopez

**1 HAIRCUT. 2 HAIR FORMATIONS.
3 HOW-TOS. 4 PRODUCTS.**

Join us for a Live with Hairbrained this month to become a master at styling Seamless Long Layers.

STYLE WITH TECNI.ART'S STYLIST ESSENTIALS



PREP

For volume
& control

**TRANSFORMER
GEL**
Volume Foam +
Control Gel



FINISH

For natural
texture

**NEXT DAY
HAIR**
Dry Finishing
Spray



FINISH

For hold

**INFINIUM
4**
High Hold
Hairspray

GET CERTIFIED WITH L'ORÉAL PROFESSIONNEL

OUR 2021 ACADEMY CERTIFICATION PROGRAMS

In these groundbreaking 12-day **virtual certification programs**, you will gain the highest possible level of Color or French Balayage education L'Oréal Professionnel has to offer.



EXPLORE OUR FULL PORTFOLIO
OF CLASSES AT OUR ACADEMY

#LEARNWITHLP #LOREALACCESS

COLOR CERTIFICATION

Master advanced color theory as it relates to L'Oréal Professionnel color brands:

Elevate your expertise within the industry through technical upskilling.

Learn how to accelerate your color business through transformative client consultations.



FRENCH BALAYAGE

Master and get certified in L'Oréal Professionnel's French Balayage methodology:

Learn client segmentation to choose the right client for this look.

How to perfect your French Balayage application.

Summit's Take on Recruiting Clients Using Social

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

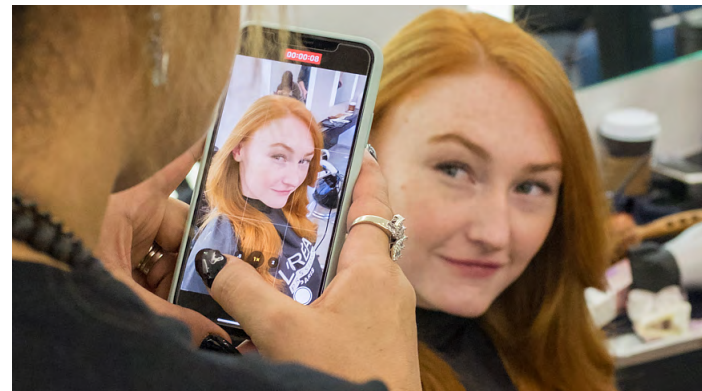
TOP 5 TIPS FOR GROWING YOUR GUEST COUNT USING SOCIAL MEDIA

01 BE ON BRAND: Know the guests you are trying to attract - then speak directly to that demographic. Ensure that everything from your Instagram profile, captions, videos, and comments all speak in the same "voice."

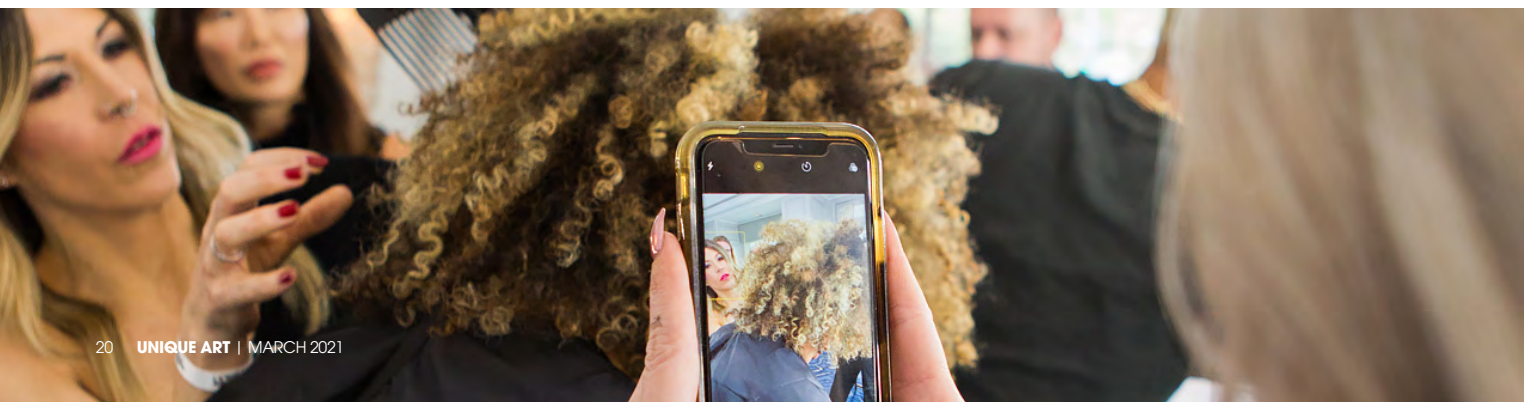
02 POST PHOTOS OF YOURSELF: It's simple: if a prospective guest has a choice between two stylists, one showing photos of themselves on Instagram and the other not showing photos of themselves, more often than not, they will choose the stylist they can see.

03 FOCUS ON THE SOCIAL DIGITAL GUEST EXPERIENCE: A significant benefit of providing a modern, digital experience to guests is that they will talk about it with their friends. Pre-visit video consultations, video gifts with purchase, and direct message follow-ups are the new, digital finishing touches on a great guest experience.

04 TAKE FRONT FACING PHOTOS: Capture the feeling your guest has when they are finished with their service. Are they feeling beautiful? Empowered? Confident? Potential guests will have an emotional reaction to those front-facing photos - and they will want to feel the same way about themselves.



05 HAVE YOUR GUEST POST A PHOTO AND TAG YOU: When their friends and family start to compliment your guest on their beautiful look, INTRODUCE YOURSELF! "Thank you for liking my work. If you are ever in the market for a new stylist, I would love to welcome you to my chair. Here's \$20 off your first service. I hope to see you soon!"



Your March In-Salon Promotion Ideas

PROMOTION #1: PROMOTE A FULL REGIMEN

Your Retail Offer:



PURCHASE SERIE EXPERT COLOR
CARE & REPAIR FOR 20% OFF

→
Pass the
savings

Your Promotion Frame Insert



Insert available to redeem on Level!

Your Social Post



PROMOTION #2: ENCOURAGE UPSELLING

Your Styling Offer:



PURCHASE TECNI.ART 3 FOR \$30

→
Pass the
savings

Your Promotion Frame Insert



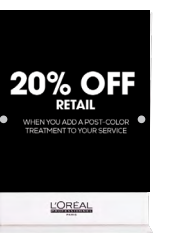
Insert available to redeem on Level!

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!



The Smoky Smudge

Receive a free smoky smudge stylist kit

SMALL OFFER
 8-23 PERMANENT HAIRCOLOR SHADES
 (MAJIREL, INOA, LUO MIX & MATCH)

RECEIVE
 1 SMOKY SMUDGE STYLIST KIT INCLUDES:
 1 Majirel Cool Inforced 4.1/4B
 1 Majirel Cool Inforced 6.1/6B
 1 Majirel Cool Inforced 7.1/7B
 1 Smoky Smudge Blending Sponge
 1 Smoky Smudge Tech Guide

SAVINGS
 Salon Price: From \$63.20
 Salon Value: From \$92.90
 Savings: Up To 32%



Or Purchase Stylist Kit Separately for \$29.70



LARGE OFFER
 24 OR MORE PERMANENT HAIRCOLOR SHADES
 (MAJIREL, INOA, LUO MIX & MATCH)

RECEIVE
 3 Majirel Cool Inforced Shades (4.1/4B, 6.1/6B, 7.1/7B)
 3 Majirel Cool Cover Shades (5.1/5B, 6.11/6BB, 8.11/8BB)
 4 Smoky Smudge Blending Sponges
 5 Multi-Techniques 8 Bonder Inside Packettes
 2 20-vol. Majicreme Developers
 1 Smoky Smudge Tech Guide

SAVINGS
 Salon Price: From \$189.60
 Salon Value: From \$291.45
 Savings: Up To 35%

Haircare Essentials

Save up to 15%

SMALL OFFER
 ANY SERIE EXPERT VITAMINO COLOR,
 BLONDIFIER, SILVER OR
 ABSOLUT REPAIR FOR 15% OFF
 (MIX AND MATCH)

SAVINGS
 Salon Price: From \$12
 Salon Value: From \$14
 Savings: Up To 15%



*offer excludes travel sizes

Styling Essentials

Stock Up on must-haves



SMALL OFFER
 3 TECNI.ART PRODUCTS FOR \$30
 (MIX & MATCH)

SAVINGS
 Salon Price: From \$30
 Salon Value: From \$42
 Savings: 29%

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PROFESSIONNEL
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