

L'ORÉAL
PROFESSIONNEL
PARIS

NOVEMBER 2020

UNIQUE ART



ACCENTUATE YOUR CLIENTS' COLOR WITH **THE PERFECT PIECE**



@jasmine.washington

EXPRESS FRENCH **BALAYAGE**

- Add onto any hair color creation in 5 minutes.
- Bring attention to your client's favorite features and make their hair color pop.
- An easy upsell to bring in incremental dollars during the busy holiday season.

AN EXPRESS ADD-ON SERVICE THAT WILL KEEP THEM COMING BACK

EXPRESS SERVICE

STEP 1 THE USUAL



Apply their Majirel, INOA or DIA Richesse formula to the regrowth.

STEP 2 THE POP



NO
ADDED
TIME



Offer this service during the consultation for their single process or gloss refresh. Advise the client that this service look will brighten up and add dimension to their existing look.

While processing, determine the desired thickness of the perfect piece. Section & paint using planchette and brush.

STEP 3 THE PHOTO FINISH



2-10
MINUTES

Apply DIA Light for neutralization and stunning shine!

A LOOK THAT SERVES FROM EAST TO WEST

PERSONALIZATION AT ITS FINEST! THE PERFECT PIECE WILL CATER TO EVERY CLIENT TASTE.

EAST COAST

Washington D.C.

JASMINE LYNETTE

@jasmine.washington



PERFECT PIECE: Blond Studio 9 + 20-Volume Oil Developer

BALAYAGE: Blond Studio 9 + 30-Volume Oil Developer

PHOTO FINISH: DIA Light 10.01 + 6-Volume DIActivateur

“Most D.C. girls want that instant gratification of color and that front piece is what really gives you the illusion of brighter, blonder hair without having to commit to the maintenance of that all over blonde.”

WEST COAST

Santa Barbara, CA

JESS GONSALVES

@jess.stylist



ROOT: Majirel 5N/Majirel 6.23 Equal Parts + 20-Volume Majicrème Developer

BALAYAGE + PERFECT PIECE: Multi-Techniques 8 Bonder Inside
+ 20-Volume Majicrème Developer

PHOTO FINISH: DIA Light 7.13/DIA Light 8N Equal Parts
+ 6-Volume DIActivateur Developer

“My clients on the West Coast are very into outdoor activities- so reverse Balayage or lowlighting Balayage with an express face frame is majority of what I do!”

THE PERFECT PLACEMENT OF **THE PERFECT PIECE**

A WORD FROM THE EXPERTS



My advice is to compare the positive and negative space in the section. This will influence the overall look or accentuate specific features.



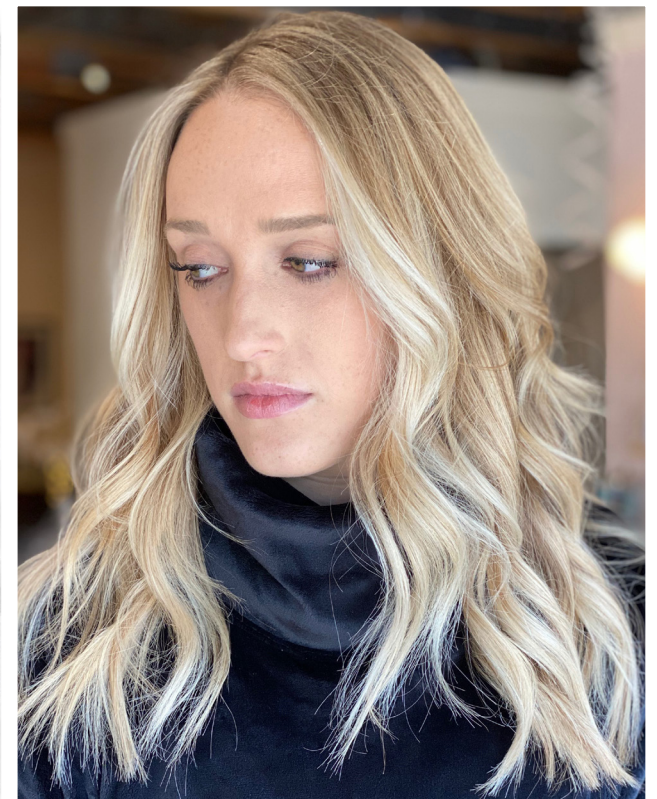
Eric James
Regional Educator for
L'Oréal Professionnel



Thoughtfully place stronger pieces around the face to compliment features, haircut and personality! Keep in mind that adding depth behind your brighter pieces will provide a bolder look.



Natalie Jones
Regional Educator for
L'Oréal Professionnel



If you're looking for brighter, bolder pieces to open up the client's face, start with vertical hairline sections on each side, pulling the hair away from the face!



Hollie Haskins
L'Oréal Professionnel Artist &
Owner of Session Salon

PERFECT PIECE OFFERS

SMALL OFFER

PURCHASE

FROM
\$63²⁰

8-23 MAJIREL SHADES
Mix & Match

RECEIVE:

1 FREE MAJIREL SHADE OF YOUR CHOICE
Recommended Shade:
Majirel Cool Inforced 7.1/7B

1 SAMPLE PACKETTE:
Multi-Techniques 8 Bonder Inside

EDUCATION:
Perfect Piece Digital Tech Guide

SAVINGS UP TO 15%
SALON VALUE FROM \$74.01

LARGE OFFER

PURCHASE

FROM
\$189⁶⁰

24 OR MORE MAJIREL SHADES
Mix & Match

RECEIVE:

3 FREE MAJIREL SHADES
(1) Majirel Cool Inforced 7.1/7B
(1) Majirel Cool Inforced 6.1/6B
(1) Majirel Cool Inforced 8.13/8BG

1 FULL SIZE LIGHTENER:
Multi-Techniques 8 Bonder Inside

EDUCATION:
Perfect Piece Digital Tech Guide

SAVINGS UP TO 24%
SALON VALUE FROM \$249.23

PROS ARE RAVING ABOUT

OUR NEW LINE FOR LONGER, THICKER HAIR



SERIE EXPERT PRO LONGER



“SMELLS AMAZING”

-Jaime Z, Saloncentric.com

“we cannot keep it on our shelves”

-Jackiepp, saloncentric.com

“Hands Down Best TREATMENT out there!”

-Karri, Saloncentric.com

“LIFE CHANGING”

-Erica Lee Moomey, Saloncentric.com

“Pro Longer IS THE ANSWER!!!”

-MegBassettDesigns, Saloncentric.com

“My new FAVORITE”

-Jackiepp, Saloncentric.com

“Ends are so much healthier and fuller”

-Lacey1020, Saloncentric.com

“IT WORKS!”

-ZoiA SpaSalon, Saloncentric.com

“Definitely feel a difference in the VOLUME of my hair”

-Jenn, Saloncentric.com

“Makes hair feel silky and SEALS SPLIT ENDS”

-MGLF, Saloncentric.com

**“no split ends, no heavy filling,
just FEELS FULLER. Perfect.”**

-Zee79, Saloncentric.com

SAVE 15% ALL PRO LONGER

FROM \$11.90 | SALON VALUE FROM: \$14



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EXCITE YOUR CUSTOMERS WITH SERIE EXPERT GIFT SETS



VITAMINO COLOR
For color-treated hair



ABSOLUT REPAIR
For damaged hair



NEW! PRO LONGER
For longer, thicker hair



BLONDIFIER
For blonde hair

SALON PRICE:
\$30
SALON VALUE: \$37.50

Build Your Holiday Sell-Through
Strategy with our turnkey guide

DOWNLOAD NOW

Set includes: 1 Shampoo 16.9 fl.oz. | 1 Mask 8.5 fl.oz.

SHOP NOW

#serieexpertus #lorealprous

LET'S CELEBRATE SMALL BUSINESS SATURDAY (OR MONTH!)

DOWNLOAD THIS TURNKEY IN-SALON TOOLKIT

Push the message that purchasing retail in-salon supports your stylist and community.
Your recommended promotion: 15% off Any SERIE EXPERT Shampoo & Conditioner

YOUR TOOLS



WINDOW POSTER

Place this poster in your window to drive awareness.



"SHOP LOCAL"

SUPPORT YOUR STYLIST" STICKERS

Hand these stickers out whenever someone purchases a retail product.



PROMOTION FRAME INSERT

Place this insert into your Promotion Frame and set at the front desk.



DIGITAL ASSETS

We're providing you with email creative and social posts to help you promote your retail promotion.

[DOWNLOAD NOW](#)

YOUR NOVEMBER **SELL-THROUGH PROMOTIONS**

**PASS YOUR SAVINGS ONTO YOUR CLIENTS WITH THESE TURNKEY PROMOTION IDEAS.
IMPLEMENT IN JUST 3 SIMPLE STEPS.**

STEP 1

Download and print
the promotion frame inserts.



DOWNLOAD NOW

STEP 2

Place in your promotion frame and
display at your front desk.

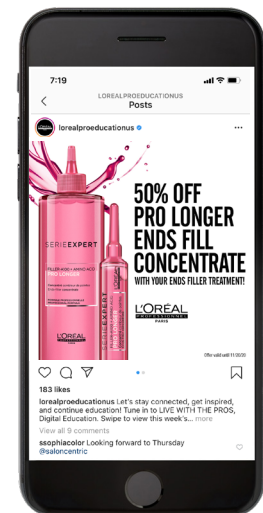


Don't have the Promo Frame?
Now available on LEVEL for 820 points.

REDEEM NOW

STEP 3

Post this content in your feed to
keep your followers aware of
any current promotions!



DOWNLOAD NOW

DOWNLOAD THE FULL NOVEMBER SELL-THROUGH TOOLKIT

#serieexpertus #lorealprou

WINTER PLAYLIST

UPSKILL YOURSELF. ANYTIME, ANYWHERE

NOW ON ACCESS: E-CARDS & ESSENTIALS

FIND ALL OF OUR E-CARDS FEATURING COLOR CHARTS, TECHNIQUES, MIXING AND APPLICATION

Guidelines available for download and can be view or shared with your salon right from your device



LEARN MORE

#lorealprou #learnwithlp