



L'ORÉAL  
PROFESSIONNEL  
PARIS

OCTOBER 2020

# UNIQUE ART



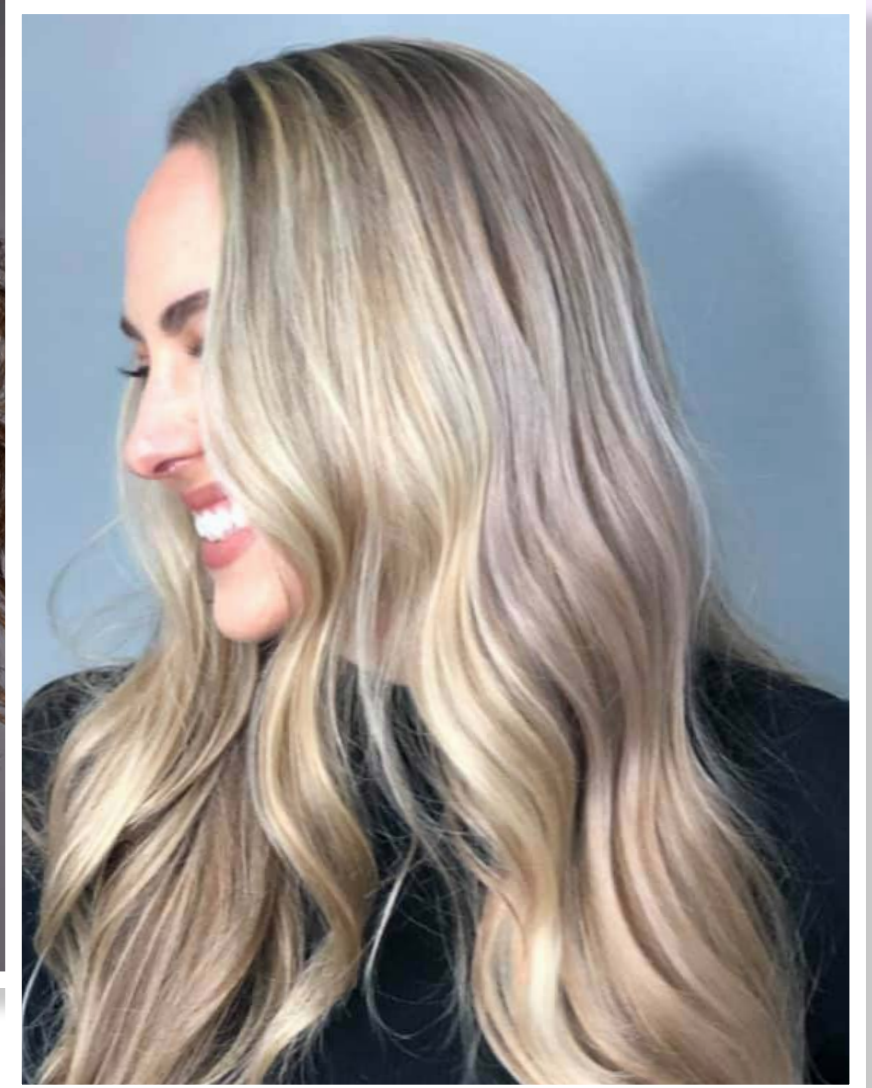
# *HOLIDAY EXPRESS SERVICES* **THE KEY TO SUCCESS THIS YEAR**



**Increase client ticket**  
with little additional time  
to service



**Signature Finish**



**GLOWLights**



# *THE L'ORÉAL PROFESSIONNEL* **SIGNATURE FINISH FOR ALL HAIR TYPES**

**ELEVATE YOUR FINISHING WITH THESE EXPRESS SERVICES**



**SERIE EXPERT**

**TECNI  
ART**

**MYTHIC  
OIL**

**#lorealprou**



# *3 STEPS* **TO A SIGNATURE FINISH**

**NO MATTER THE HAIR TYPE, FOLLOW THESE THREE QUICK STEPS TO GUARANTEE YOUR CLIENT  
LEAVES THE SALON WITH A STYLE AND SALON EXPERIENCE SHE LOVES**



*1*

## **Showcase color**

Put the client at ease by  
blow drying the front piece,  
showing the true color finish.



*2*

## **Section for perfection**

Section hair to  
guarantee client comfort  
and movement.



*3*

## **Secure movement**

Professional gestures  
to add that  
perfect bounce.



# CONTROLLED COILS



**Ron Lopez**  
@ronlopez2



**TEXTURE TIP:** Keep the hair wet while setting this style to allow the hair to dry with little-to-no frizz.

## STEP 1:

Apply **Transformer Gel** from root to ends. Starting around the face and fringe, coil 1-inch sections around your finger. Use a diffuser to dry the front by hovering above the hair on medium speed and medium-to-cool heat.

## STEP 2:

Take a 1-inch horizontal section starting at the nape, just below each ear. Flat wrap the 1-inch square section around your finger from the root. Repeat across the back and up the head in horizontal sections until you reach the top of the head.

## STEP 3:

When the hair is completely dry, apply a few pumps of **Mythic Oil** to your hands and then separate the coils from the root using your fingers.



**PREP. PROTECT. STYLE.**

No blowdrying in your area?  
Learn how to recreate all of  
these looks without heat.

**LEARN MORE**



# TOUSLED BEACH BABE



**Matthew Collins**  
@matthewstylist

**TEXTURE TIP:** Finer hair will often need a more textured base and strong product foundation to get the desired texture.

## STEP 1:

Spray with **Color 10 in 1** on damp hair. Take a small triangle section including both sides of the part and blow it forward and back with a large round brush.

## STEP 2:

Hand dry until 80%, then section the front part (begin ears to top of head). Starting at the nape, use a large round brush to dry with volume and smoothness but limiting bend on the ends.

## STEP 3:

Create waves using a 3/4 curling iron, alternating directions and working from roots to ends to create a strong bend that gradually gets smaller near the ends. Use fingers to shake out the look. Finish with **Next Day Hair** for texture and separation.



**PREP. PROTECT. STYLE.**

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# *SPIRALED* **WAVE**



**Ashley Smith**  
@ashleysmithbeauty

**TEXTURE TIP:** To create a smooth frizz-free finish, flat iron the base of the hair from the scalp to 1 inch out to smooth the base before curling.

**STEP 1:**

Prep the hair with **Transformer Lotion**. Section the hair into 4 sections and blowdry smooth.

**STEP 2:**

At nape, using a 3/4 to 1-inch curling iron or wand, follow a brick layer pattern. At sides and top, curl away from the face. Release each curl from the iron and let it cool.

**STEP 3:**

Once the curls are cooled, use your fingers to gently pull apart curls. Spray **Infinium 4** for an anti-frizz finish.



**PREP. PROTECT. STYLE.**

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# *BOUNCY 80s* **WAVE**



**Anna Cecchi Smith**  
@annacecchismith

**TEXTURE TIP:** For straight hair, always use a round brush where you can wrap the hair strand around at least 1 wrap and a half.

## **STEP 1:**

Blow dry the hair to 80% dry and then apply a quarter-size amount of **Pro Longer Leave In** through the midlengths and ends.

## **STEP 2:**

Sub-divide the hair into 6 sections. Starting in the front, establish the natural part. Set hair for natural lift by applying a golf ball-size of **Volume Envy Extra** at the root.

## **STEP 3:**

Start at the top of the head. Using a round brush and blowdry nozzle, direct the airflow down the hair shaft. Once dry, pin each section to set for 10 minutes. Remove the pins and brush through.



**PREP. PROTECT. STYLE.**

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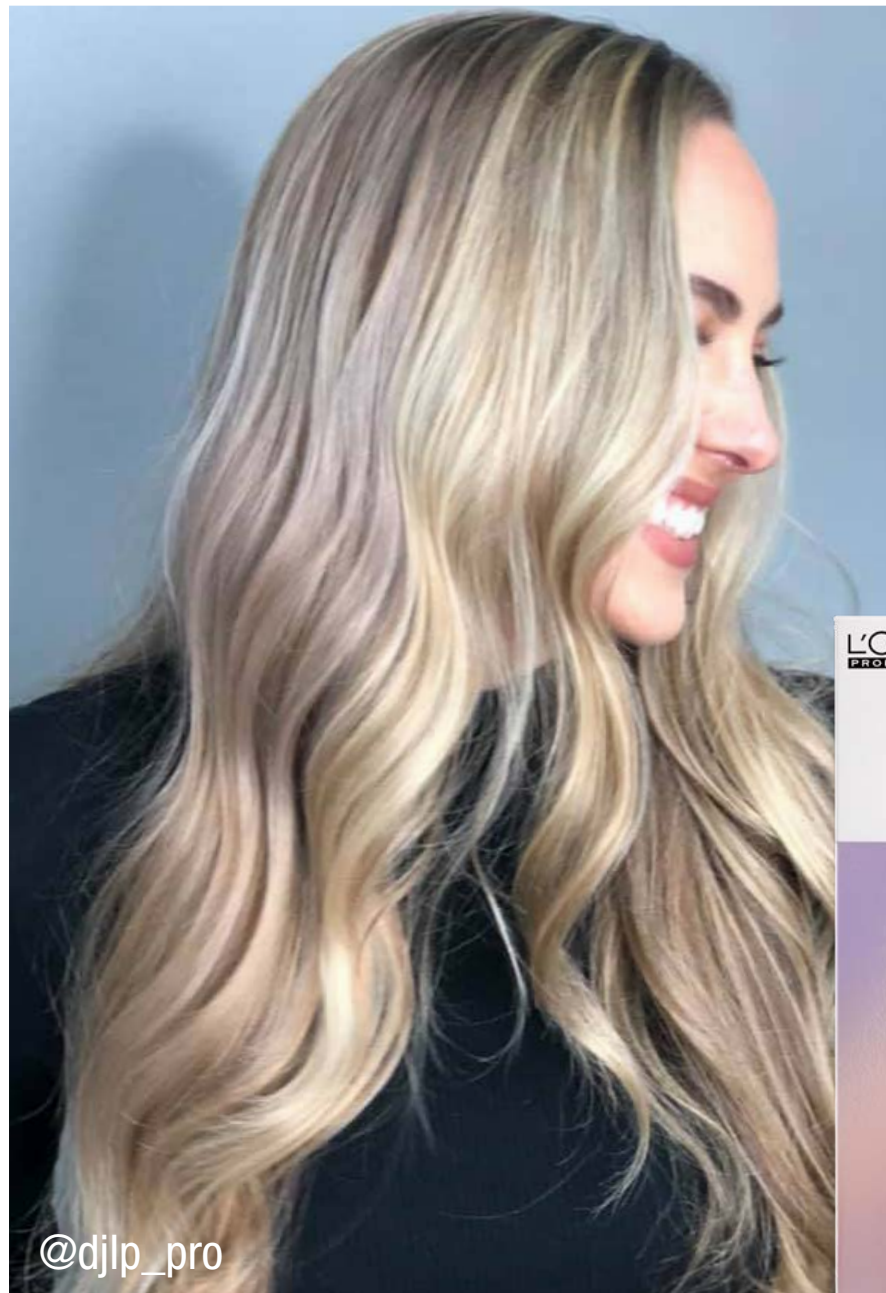
# *READY? SET. GO!* **WITH LOWLIGHTS THAT GLOW**

## **INTRODUCING NEW EXPRESS ADD-ON SERVICE: GLOWLIGHTS**

During a routine single process,  
lowlight using Majirel GLOW to add  
iridescence and dimension  
for a unique, customized result!

# Majirel **GLOW**

**DISCOVER GLOWLIGHTS**



@djlp\_pro





# *GLOW UP* WITH ONE ADDED STEP



**STEP 1**



**COVER**

Apply Majirel or  
DIA Richesse  
at the regrowth



**STEP 2**



**LOWLIGHT**

Apply 8-10 lowlights with  
Majirel GLOW to achieve  
subtle luminescence

**NO  
ADDED  
TIME**



**STEP 3**



**GLOSS**

Apply DIA Light or  
Majirel GLOW Clear for extra  
shine and neutralization



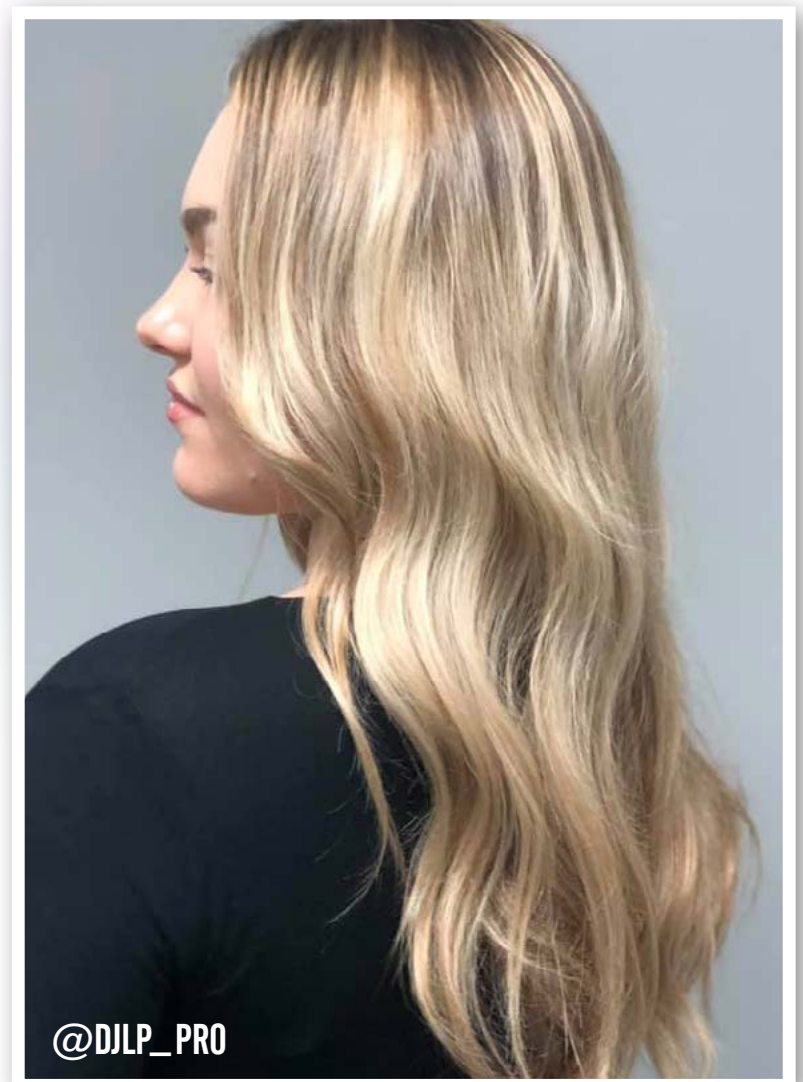
# *BECOME A* **GLOWGETTER**



**LOWLIGHT using Majirel GLOW L.28/VM**



**LOWLIGHT using Majirel GLOW D.13/BG**



**LOWLIGHT using L.22/VV + Majirel GLOW Clear**



# COLOR WITH CARE



\*versus previously colored hair

## INOXA™

AMMONIA-FREE PERMANENT HAIRCOLOR

- 100% grey coverage
- 6 weeks of intense hydration and nutrition
- Gentle to hair and scalp
- 50% more shine\*

[LEARN MORE](#)



# *ELEVATE YOUR GUESTS' EXPERIENCE,* **WHILE GROWING YOUR REVENUE**

**"Once my guests try INOA they never want to go back! It delivers beautiful, shiny results and my guests can tell how incredibly caring it is to their hair. And since it is such an elevated experience, they are always willing to pay the \$20 upcharge."**



**Jess Gonsalves**  
L'Oréal Professionnel Artist  
**@jess.stylist**

<b>2X</b>	<b>EQUALS</b>	<b>\$10K*</b>
<b>INOA SERVICES PER DAY</b>		<b>INCREMENTAL REVENUE</b>



\*Calculated based on 2 INOA services/day at a \$20 upcharge versus ammoniated color single process service

**#inoaus #lorealprou**



# USE OUR INOA TOOLKIT TO INCREASE YOUR AMMONIA-FREE SERVICES!

ENCOURAGE YOUR GUESTS TO ASK YOU ABOUT INOA

## STEP 1



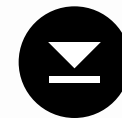
### POST

Inform your guests that you offer caring color services through professional Instagram and Facebook-ready assets.



DOWNLOAD NOW

## STEP 2



### DOWNLOAD & PRINT

Pique your client's interest with INOA signage at your color station.



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

DOWNLOAD NOW

#inoaus #lorealprou





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

# SERIE EXPERT HAPPY HOLIDAYS, FROM PARIS

EXCITE YOUR CUSTOMERS WITH  
SERIE EXPERT GIFT SETS

*NOW IN SALON*

**NEW! PRO LONGER**  
For longer, thicker hair

**BLONDIFIER**  
For blonde hair

**VITAMINO COLOR**  
For color-treated hair

**ABSOLUT REPAIR**  
For damaged hair

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

**SHOP NOW**

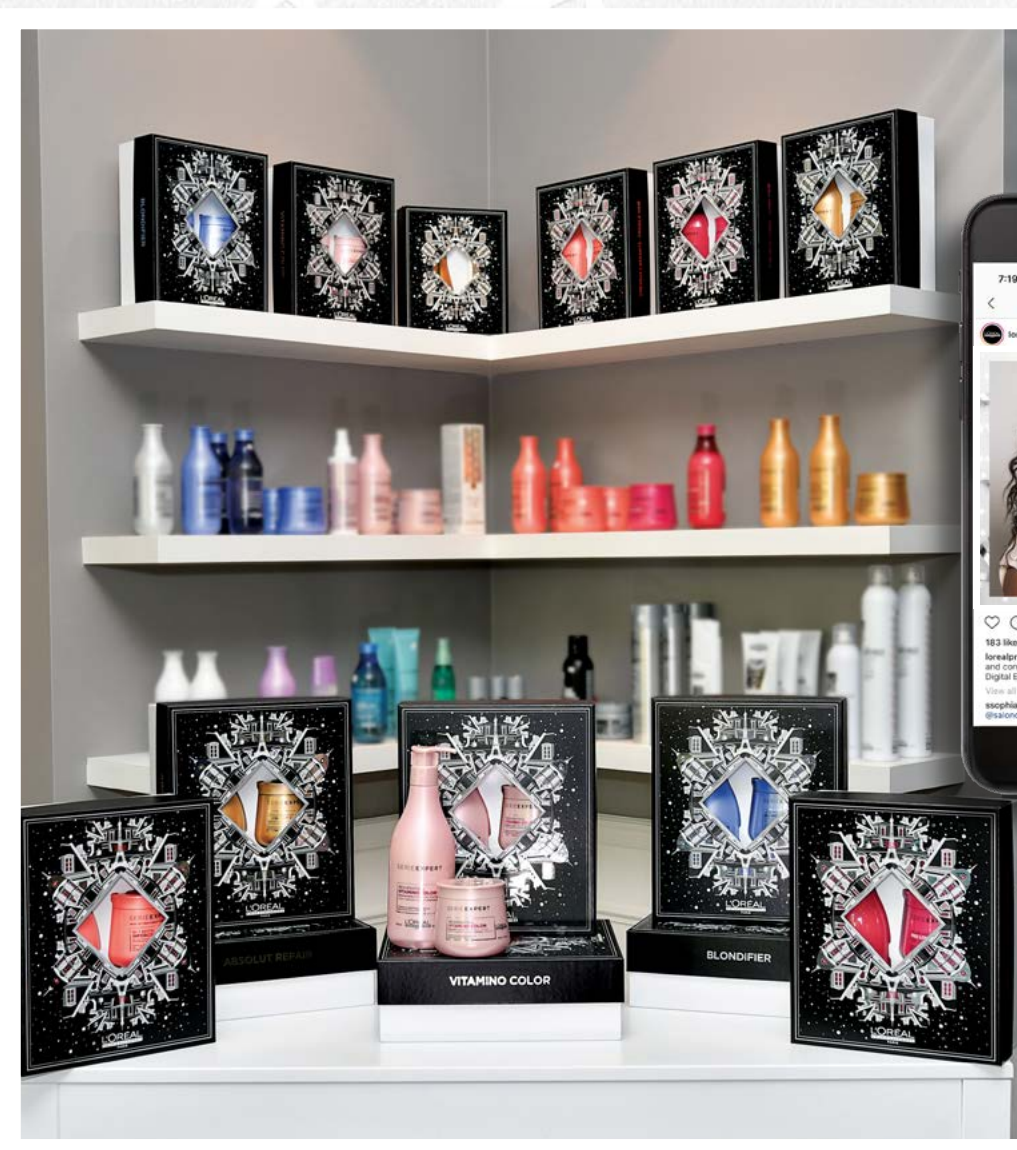
#serieexpertus #lorealprou



# *BUILD YOUR HOLIDAY SELL-THROUGH* **STRATEGY USING SOCIAL MEDIA**

**ENTICE YOUR GUESTS TO ASK ABOUT SERIE EXPERT HOLIDAY KITS**

**Highlight** holiday gift sets in your salon with promotions. For suggested promotions [click here](#)



**Download** social media-ready assets along with suggested copy and an easy-to-follow calendar.

**Post** on social media to invite guests to ask about SERIE EXPERT Holiday gift sets even before they step into your salon.

**DOWNLOAD SOCIAL MEDIA KIT HERE**

#serieexpertus #lorealproux



# *YOUR OCTOBER* **SELL-THROUGH PROMOTION**

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

## **STEP 1**

Download and print  
the promotion frame insert.



**DOWNLOAD NOW**

## **STEP 2**

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

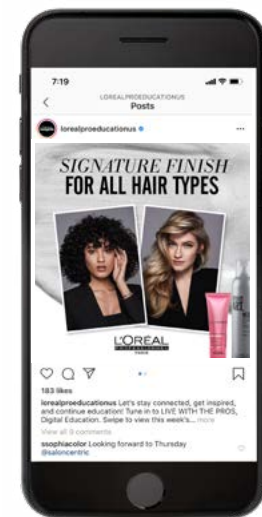


Don't have the Promo Frame?  
Now available on LEVEL for 820 points.

**REDEEM NOW**

## **STEP 3**

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



**DOWNLOAD NOW**

**DOWNLOAD THE FULL OCTOBER SELL-THROUGH TOOLKIT**

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# *THE WORLD'S LONGEST RUNNING* **HAIRDRESSING COMPETITION**

## *2020 WINNERS*

**color  
& style**  
trophy  
**2021**

**IS THIS YOUR YEAR TO WIN?**

Open to any professional  
in the hair industry.

Visit [colorstyletrophy.com](https://colorstyletrophy.com)  
to learn more.

Submissions open until October 15<sup>th</sup>, 2020.



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