

L'ORÉAL
PROFESSIONNEL
PARIS

SHARE YOUR
LOVE

WIN A YEAR'S WORTH OF MAJIREL!



SEPTEMBER 2020

UNIQUE
ART

#1 CHOICE OF **TOP COLORISTS WORLDWIDE**



NEW
Majirel
IONÈNE G + INCELL®

RICH COLOR
PERFECT COVERAGE
EXCEPTIONAL CARE

+45% more conditioned hair
with Majirel*

LEARN MORE

*vs. uncolored hair

#majirelus #lorealprou

DISCOVER WHY OUR ARTISTS **LOVE MAJIREL**



"I love mixing the .1 and .13 Majirel Cool Inforced shades. The tone is beautiful and the coverage is unbeatable."

@jackiepp

"Majirel allows me to create hair magic."

@annacecchismith

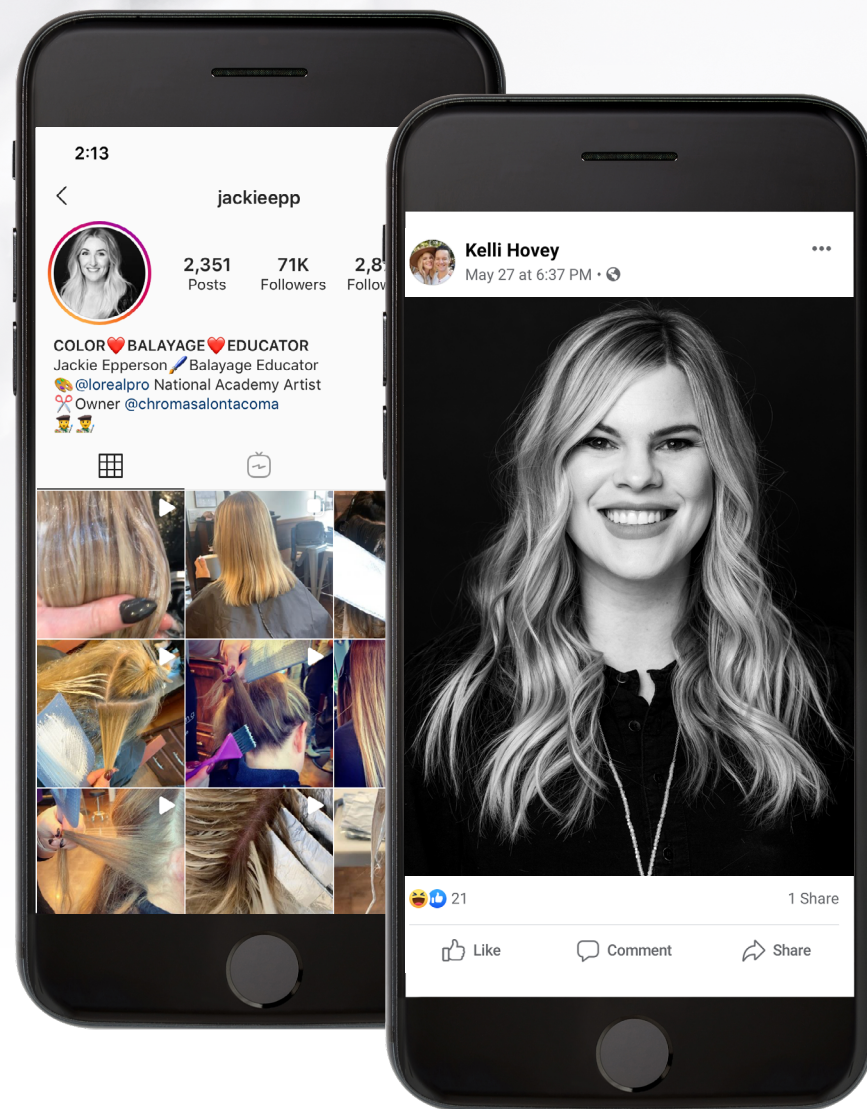


"I love Majirel for its versatility, conditioning and shine!"

@helenloiaconohair

#majirelus #lorealprous

SHARE YOUR LOVE **TO WIN A YEAR'S WORTH OF MAJIREL!**



Share why you love Majirel in a video or image post on IG or FB and tag #majirelus #sweepstakes for a chance to win a year's worth of Majirel!

Contest live from 9/1/2020-9/30/2020 at 11:59pm EST. View full Terms and Conditions at saloncentric.com/social-contest

LEARN MORE

#majirelus #lorealprou

GET INSPIRED!

50 FAVORITE MAJIREL FORMULAS

BRUNETTE CHOCOLATE



IG TARAFAYEHAIR

REGROWTH

Majirel Cool Inforced 5.1/5B
+ 20-vol. Majicrème Developer

LOWLIGHT

Majirel Cool Inforced 6.13/6BG +
20-vol. Majicrème Developer

HIGHLIGHT

Majirel Cool Inforced 8.13/8BG +
20-vol. Majicrème Developer

**“Majirel is a versatile line.
The new Cool Inforced shades are a perfect
combination of a permanent cool color blend
that you can use alone or add into any
other formulas within Majirel.”**



BRUNETTE CHOCOLATE

TARA BRZYCKI | IG TARAFAYEHAIR

REGROWTH

Majirel Cool Inforced 5.1/5B
+ 20-vol. Majicrème Developer

LOWLIGHT

Majirel Cool Inforced 6.13/6BG + 20-vol. Majicrème Developer

HIGHLIGHT

Majirel Cool Inforced 8.13/8BG + 20-vol. Majicrème Developer



“Majirel is a versatile line that I use during almost every haircolor service. It's the foundation to most of my looks. The new Cool Inforced shades are a perfect combination of a permanent cool color blend that you can use alone or add into any other formulas within Majirel. The possibilities are endless!”

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CRYSTAL ICE

LINDSAY | IG COLORGEEKCHIC

REGROWTH

Majirel Glow L.18/BM
+ 20-vol. Majicrème Developer

LENGTHS AND ENDS

Majirel Glow L.18/BM
+ 20-vol. Majicrème Developer

“Majirel offers a solution for any hair color look. I especially love the new shades of Majirel Glow. Adding a 1-step update that looks like a new color. Clients love getting a whole new look without having to spend extra time in the salon.”

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PARIS



COPPER LOVE

BRANDON CURTIS | IG BRANDONCURTIS

REGROWTH

Majirel 6.45/6CRv + 1/4 6.8/6M
+ 20-vol. Majicrème Developer

HIGHLIGHT

Blond Studio Platinum + 20-vol. Majicrème Developer

GLOSS

Majirel 6.45/6CRv + 6-vol. DIActiveur Developer

“because there is a tube of color for every individual. There are unlimited possibilities with the Majirel shade that is why I love this color.”

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COPPER LOVE



IG BRANDONCURTIS

REGROWTH

3/4 Majirel 6.45/6CRv + 1/4 6.8/6M
+ 20-vol. Majicrème Developer

HIGHLIGHT

Blond Studio Platinum +
20-vol. Majicrème Developer

GLOSS

DIA Light 7.40/7CCC +
6-vol. DIActiveur Developer

**“I love Majirel because there is a tube of
color for every look, for every individual.
There are unlimited possibilities with Majirel.”**

YOUR GO-TO MAJIREL FORMULA GUIDE

DISCOVER FORMULAS

#majirelus #lorealprouse

HAVE YOU PLAYED WITH **ALL THE POSSIBILITIES?**



MAJIREL COOL INFUSED

Long lasting coolness.

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

Use alone or mix with Majirel Classic shades.
Same mixing guidelines as Majirel.

LEARN MORE



MAJIREL COOL COVER

Cool reflects. Extreme coverage.

- Deep, cool tones
- Superior resistance to fading
- Opaque coverage

LEARN MORE



MAJIREL GLOW

Sheer. Luminous. Prismatic shine.

- Luminous permanent color, no level
- 4X more translucency**
- High reflect, iridescent effect

LEARN MORE

* Instrumental test
** versus Majirel Classic



NOW AVAILABLE!

SERIE EXPERT PRO LONGER

**RENEWS LENGTHS AND FILLS-IN ENDS
FOR LONGER, THICKER HAIR**

LEARN MORE

#serieexpertus #lorealprou



FIND OUT WHAT THE PROS **ARE RAVING ABOUT**

“I love everything about this system! My hair is denser and stronger, and I feel like I am losing fewer hairs per day. And the scent and shine factor are AMAZING!”



Yoshi Peterson Watt
L'Oréal Professionnel Artist
@my.norcal.life

“It’s amazing. I’ve been using it for 2 months now. My hair is definitely thicker and fuller.”



Dave Pearson
L'Oréal Professionnel Artist
@hairbydave

“I am completely obsessed! I had a lot of hair loss and was unhappy with the thickness of my hair. I have been using Pro Longer for 2 months and the thickness of my hair is almost magical. I am completely happy with my hair now.”



Karri Lane Gutierrez
L'Oréal Professionnel Artist
@karrilanestylist

1000
POINTS*

LEVEL
LOYALTY REWARDS

When you leave a review
for any SERIE EXPERT
Pro Longer Product

LEAVE A REVIEW

LEARN MORE

*Offer valid 9/1-9/30

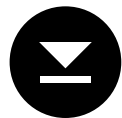
#serieexpertus #lorealprous



DRIVE SALON VISITS **USING OUR SOCIAL MEDIA KIT**

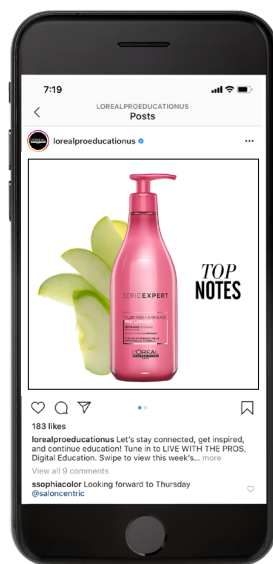
ENTICE YOUR GUESTS TO ASK ABOUT THE NEW SERIE EXPERT PRO LONGER

STEP 1



DOWNLOAD

Social media assets
along with suggested copy and
an easy-to-follow calendar

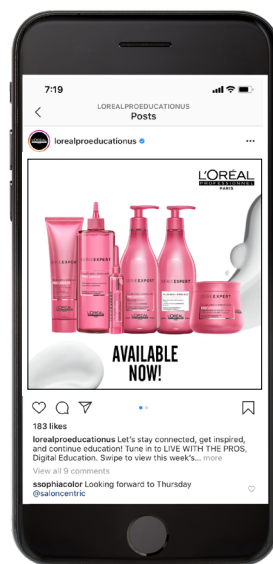


STEP 2



POST

On social media to invite guests
to ask about SERIE EXPERT Pro Longer
even before they step into your salon



STEP 3



HIGHLIGHT

Pro Longer in your salon
with a promotion.
For suggested promotions [click here](#)



DOWNLOAD SOCIAL MEDIA KIT HERE

#serieexpertus #lorealprou

HAPPY HOLIDAYS, FROM PARIS

SERIE EXPERT

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

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

IN SALON OCTOBER 2020

#serieexpertus #lorealprou

YOUR SEPTEMBER **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.

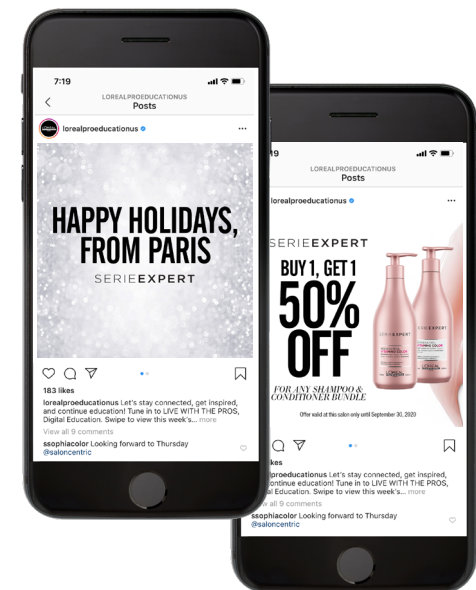


Don't have the Promo Frame?
Now available on LEVEL for 820 points.

REDEEM NOW

STEP 3

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



DOWNLOAD NOW

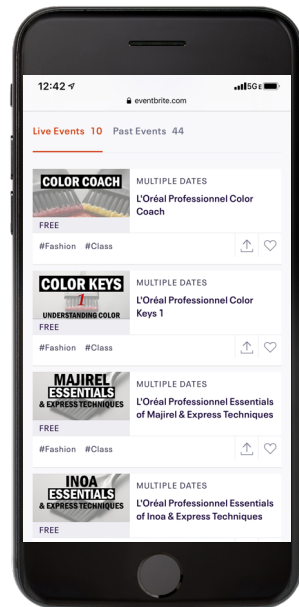
DOWNLOAD THE FULL SEPTEMBER SELL-THROUGH TOOLKIT

#serieexpertus #lorealprou

THREE GREAT OPTIONS FOR DIGITAL EDUCATION

LIVE WITH THE PROS DIGITAL EDUCATION by L'ORÉAL PROFESSIONNEL

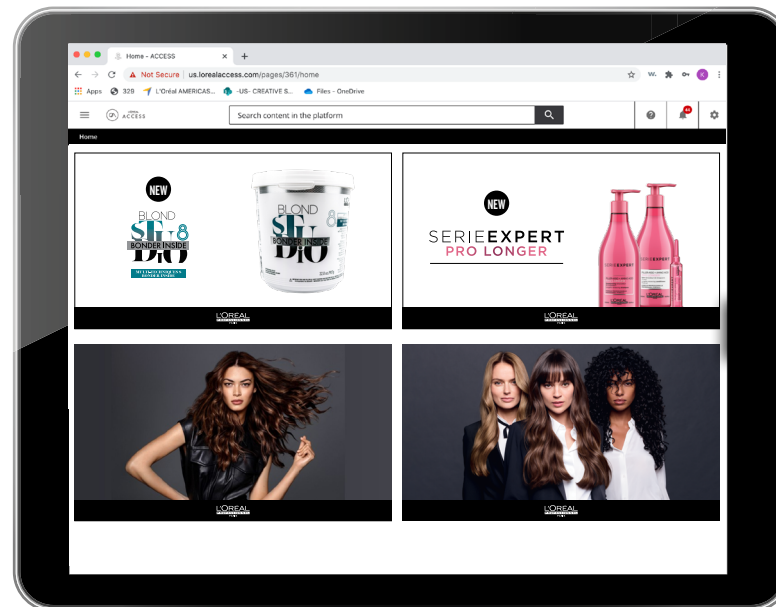
Register for classes at no cost to you.



REGISTER NOW



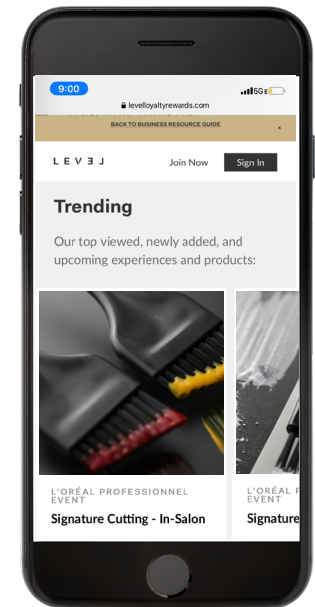
In the search bar on ACCESS,
type hashtag **#MT8** or **#ProLonger** to go directly
to these classes on our latest launches.



FOR ON DEMAND EDUCATION 24/7,
FIND L'ORÉAL PROFESSIONNEL ON ACCESS
[US.LOREALACCESS.COM](https://us.lorealaccess.com)



Use your **Level Loyalty Rewards** to
book an Artistic Digital Class with one
of our artists, providing virtual education
for you and your team.



REGISTER NOW

#learnwithlp #lorealaccess