

L'ORÉAL
PROFESSIONNEL
PARIS

SEPTEMBER 2018

UNIQUE ART



WHAT'S TRENDING?

SEARCH VOLUME

148M

HAIR MAKE-UP

5M

OCCASION HAIR MAKE-UP

4M

GLITTER HAIR MAKE-UP

TAKE WHAT'S TRENDING AND
TURN IT
INTO A SERVICE



INTRODUCING NEW #COLORFULHAIR FLASH PRO HAIR MAKE-UP

TEMPORARY HAIR MAKE-UP FOR OCCASION LOOKS WITHOUT THE COMMITMENT

BENEFITS

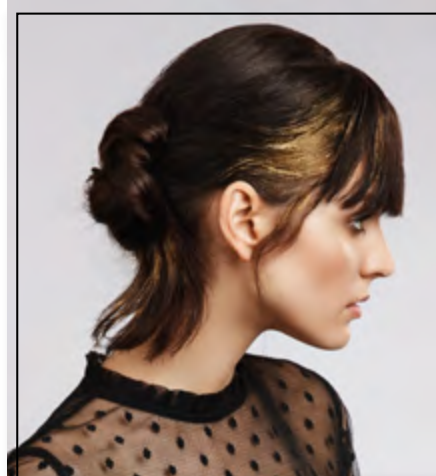
FLASH Service – ultra-easy application in 30 minutes or less

FLASH Wear – washes out easily in 1 shampoo

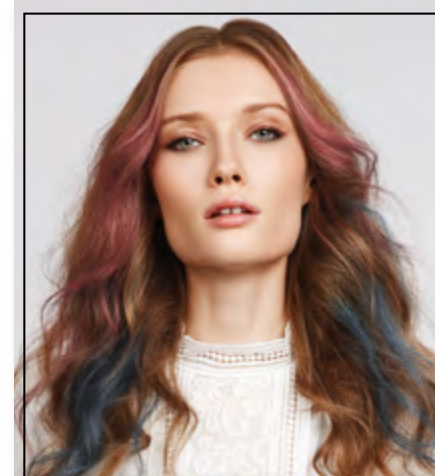
FLASH Visibility – intense make-up pigments visible on all hair types
and special styling polymers seal in the color for no transfer



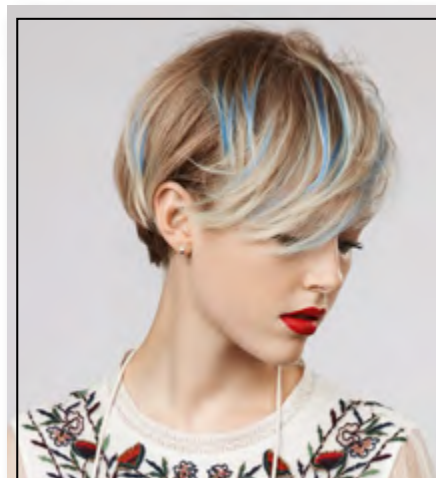
HAIR MAKE-UP *LOOKS*



#BIRTHDAYHAIR



#MERMAIDHAIR



#HOLIDAYHAIR



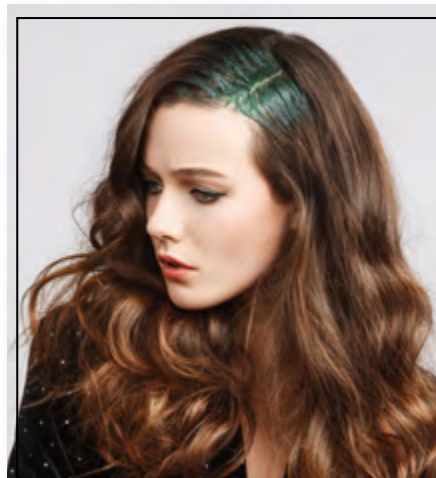
#PARTYHAIR



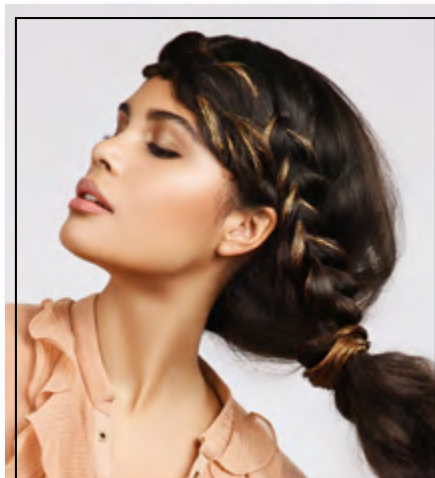
#FESTIVALHAIR



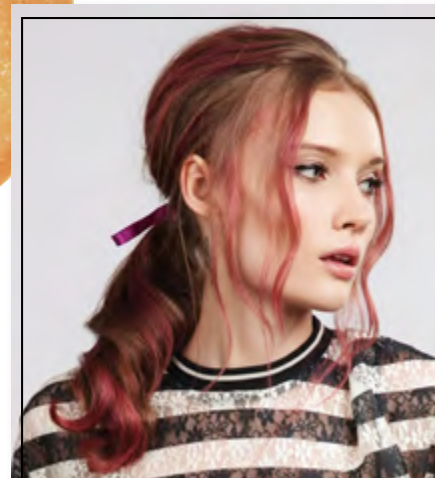
#CONCERTHAIR



#NEWYEARSHAIR



#BRIDESMAIDHAIR



#DATEHAIR

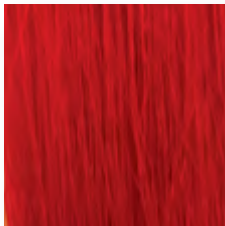


#FRENCHGIRLHAIR

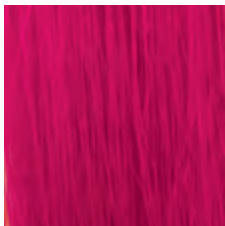
#COLORFULHAIR FLASH PORTFOLIO

MATTES

ALL BASES



RED HOT

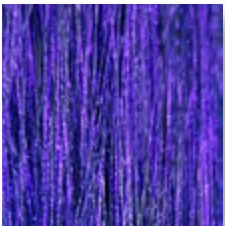


MIDNIGHT FUSCIA

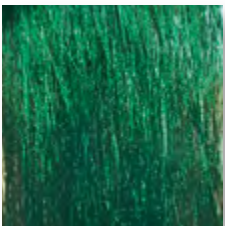
VERY VISIBLE

VELVETS

ALL BASES



PURPLE REIGN

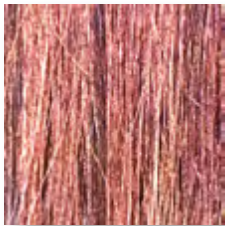


MYSTIC FOREST



SPICE IS NICE

DARK BASES



DANCING PINK

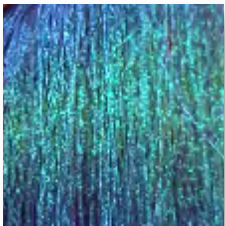


GOLD DIGGER

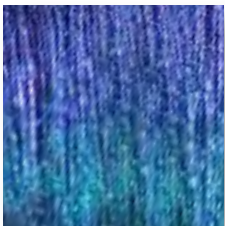
VISIBLE SHIMMERY EFFECT

GLITTERS

DARK BASES or TOPCOAT



HELLO HOLO



GALAXY TRIP

IRIDESCENT EFFECT
TO BE MIXED WITH OTHER SHADES
OR USED ALONE ON DARK BASES

PRO TIP: ONLY LOOSE HAIR + MYTHIC OIL

PRO TIP: ACCENTUATES UPDOS

PRO TIP: WET LOOK + SLEEK LOOK



#lorealproux #tecniartus

TECNI.ART

CONTROL YOUR STYLE

WITH BACKSTAGE FASHION STARS



3 NEW MUST-HAVES

FOR ANY STYLIST STATION

LISS CONTROL

Product: Smoothing Gel-Cream

Look: Smooth and controlled hair

Application: Apply 1 to 2 hazelnut-size drops onto washed and towel-dried hair. Spread evenly with a comb from midlengths to ends.

Client Retail Tip: For that client that doesn't shampoo daily, recommend she use Liss Control on dry hair to tame.



LISS CONTROL+

Product: Intense Smoothing Serum

Look: Frizz-free finish

Application: Using your palms, evenly distribute a small amount on towel-dried hair from midlengths to ends. Blow-dry your hair or let air dry.

Client Retail Tip: The small bottle makes it a staple for any bag to eliminate flyaways on-the-go.



WEB

Product: A Design Sculpting Paste

Look: Structured or tousled look, defined strands

Application: On dry hair, work a nut-sized amount between the palms of the hands. Pull hands apart to stretch out fibers. Run through hair for texture.

Client Retail Tip: Recommend Web to that client who wants the benefits of a pomade *and* gel for flexible, elastic hold.



COCKTAIL TO ACHIEVE ANY STYLE

THE POSSIBILITIES ARE ENDLESS

MIX THIS COCKTAIL

Lumi.Contrôle & Liss Control+

The lightweight serum makes Lumi.Contrôle easier to move through the hair.

THE RESULT: more shine, more hold, better control of your style



COMING THIS OCTOBER!

COMPLETE YOUR STYLING PORTFOLIO

PERFECT FOR
Parisian second-day hair!



MORNING AFTER DUST

Cleansing Dry Shampoo

- revives style
- absorbs oil with zero residue.

PERFECT FOR
teased updos!



SUPER DUST

Volume & Texture Powder

- adds grip, volume and texture
- creates a matte finish

GIFT PARIS FOR THE HOLIDAYS

MASTER YOUR PARISIAN STYLE WITH L'ORÉAL PROFESSIONNEL PRODUCTS:
Stylist Tested, Stylist Approved



MYTHIC OIL



ABSOLUT REPAIR LIPIDIUM



TECNI.ART



INFORCER



VITAMINO COLOR A-OX

DISCOVER THE L'ORÉAL PROFESSIONNEL DIGITAL TOOLS

RESOURCES FOR ALL YOUR DIGITAL NEEDS



STYLE MY HAIR APP

Transform your client consultation with our virtual hair makeover tool

Download on the App Store and Android Store:



INSIDER NEWSLETTER

Sign up now to receive exclusive access to pro hair tips and the latest trends. Discover the newest in hair color and styles, product news and special offers.

www.pro.us.lorealprofessionnel.com/newsletter

LP PLUS

Download brand images and videos for free or customize & purchase in-salon marketing materials

www.lorealprofessionnelplus.com

DIGITAL SCREENS

Enhance your salon and engage your guests with digital screens that feature real time content

Ask your SSC for more information or visit LEVEL Loyalty rewards to discover screens you can purchase with points

www.levelloyaltyrewards.com

PROFESSIONAL WEBSITE

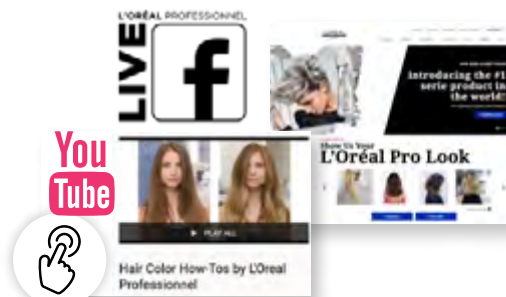
Discover premium products and explore our education offerings. Re-create top hair color trends with our elevated techniques, and access salon support resources.

www.pro.us.lorealprofessionnel.com

L'ORÉAL PROFESSIONNEL CONTENT LAB

Social media posts for your salon focused on driving clients into the salon

To register, visit www.lpregister.com/lpcontentlab/



SOCIAL MEDIA

Be in the know and follow us on social:

@[@lorealproeducationus](#) @[@lorealpro](#) f[@lorealprofessionnel.us](#) #lorealprou #learnwithlp

For a chance to have your work featured on our social channels and website, please be sure to tag us [@lorealproeducationus](#) and use our hashtag: **#lorealprou**

Share your class experience with our education hashtag: **#learnwithlp**

ELEVATE YOUR BUSINESS WITH OUR EXCITING LEVEL REWARDS PROGRAM!

EXCLUSIVE LEVEL MEMBER BENEFITS:

- Complementary program, no fee to join!
- Give the gift of points to other LEVEL Members.
- Promote your salon business with our Salon Locator.
- Enjoy a large selection of rewards such as premium back bar items, salon accessories and exclusive education experiences.

BECOME A PART OF THIS EXCITING PROGRAM:

- Visit **levelloyaltyrewards.com**
- Complete the registration form with your user information, including your email and distributor account number.
- Put the finishing touch on your account by accepting the LEVEL Rewards Terms, and begin earning points with your purchases.
- Congratulations, welcome to LEVEL Rewards!

Connect with us to discover LP Academy Classes available for purchase with you LEVEL Rewards Points!
pro.us.lorealprofessionnel.com/academy



SIGN UP for Level Loyalty Rewards

BEYOND THE CHAIR

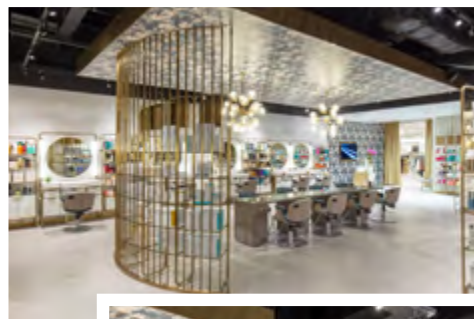
REVOLUTIONIZING THE SALON CONCEPT

We sat down with Joel Warren, co-founder of Warren Tricomi Salons and founder of **The Salon Project**, to discuss how he is revolutionizing the traditional salon concept. Using digital technology and a customized, personal client experience, Warren has transformed what the traditional salon experience feels like and is paving the way for the future.



Joel Warren, founder of The Salon Project

 [The Salon Project](#)



WHAT INSPIRED YOU TO OPEN THE SALON PROJECT?

After years of working in the industry, I felt like the traditional salon model was not working. After discovering some research on clients being dissatisfied with the salon experience, I realized it was time to update the ways salons were set up so that it worked better for the clients and the beauty experts. I wanted to update and simplify the client journey as well as give the operators more opportunities to sell products and expand their services while creating a more intimate experience for the clients.

CAN YOU TELL ME HOW YOU ARE REVOLUTIONIZING THE TRADITIONAL SALON CONCEPT?

To create The Salon Project, I built a business model around what stylists and clients value most: great service, product assortment, and ease of visit. At each station, there is a sink, retail, and point of sale systems in place so the client can receive their service, purchase product, and check out all in one seat. The technology companies have given us so much to work with like augmented reality consultation

tools and digital booking capabilities right at the stylist station. Using digital technology in conjunction with a personalized client/stylist relationship ensures that the client receives a luxury, bespoke experience while allowing the stylist to make more money per client.

WHY DO YOU FEEL IT IS IMPORTANT TO HAVE A COMPREHENSIVE DIGITAL EXPERIENCE WITHIN YOUR SALONS?

Digital is the way the world is going. Whether through consultations with augmented reality or by using an efficient online booking system, it's important to be on the cutting edge of technology. We recently added Apple Watches to our stylist tools so the stylists can have their schedule right on their wrist and can be buzzed when their next client arrives. My salon has greatly benefited from the digital tools because it allows my stylists to be more efficient and organized while also elevating their professional expertise. Utilizing this kind of technology fully allows you to work smart and make more money for everyone involved.

HOW HAS OPENING IN PARTNERSHIP WITH SAKS HELPED REVOLUTIONIZE YOUR SALON CONCEPT?

It's always great to have a partner with compatible goals. We help bring traffic into Saks, and their database and reach helps bring traffic into our salon. After only three months, our salon in Saks on Long Island already brings in 200-300 customers per week. This partnership has created a new category; a luxury retail store offering high-end services. This has never been done before and it is clear that clients are excited.

WHAT DOES THE NEAR FUTURE OF THE SALON PROJECT LOOK LIKE?

There is no ceiling for this project. We will be opening salons in New York, Boca, and Houston soon. Another big reason behind the inception of this project is also to become a brand incubator. Many brands and hairdressers have created products, but have not been able to do anything with them due to lack of resources and reach. Now we work with these entrepreneurs and brands to display their products and promote them right from the store, inviting opportunities for different people and companies to want to be a part of this concept.

“I REALIZED IT WAS TIME TO UPDATE THE WAYS SALONS WERE SET UP SO THAT IT WORKED BETTER FOR THE CLIENTS AND THE BEAUTY EXPERTS.”