



L'ORÉAL
PROFESSIONNEL
PARIS

MARCH 2019

UNIQUE ART



NEW

SOURCE
essentielle



OPPORTUNITY WITH NATURAL HAIRCARE

**NATURAL & ETHICAL
PRODUCTS ARE IMPORTANT**

2/3
OF WOMEN

**NATURAL HAIRCARE
MARKET IS GROWING!**

+10%
VS. +3.7% FOR
ALL PROFESSIONAL HAIRCARE

INTRODUCING **SOURCE** essentielle

Refined from the Essentials

- Streamlined portfolio for every hair need
- Sulfate-free, silicone-free, paraben-free & vegan formulas
- Inclusion of sensorial flowers and leaves





INTRODUCING THE ESSENTIAL PORTFOLIO

STEP 1: HAIR CONCERN

STEP 2: HAIR TYPE



Available in Backbar size

BODY AND SHINE
DAILY SHAMPOO
10.1 fl.oz.



Available in Backbar size

DRYNESS
NOURISHING SHAMPOO
10.1 fl.oz.



Available in Backbar size

DELICATE SCALP
DELICATE SHAMPOO
10.1 fl.oz.



FINE TO MEDIUM HAIR
DAILY DETANGLING CONDITIONER
6.7 fl.oz.



Available in Backbar size

MEDIUM TO COARSE HAIR
NOURISHING MASQUE
10.1 fl.oz.



ALL HAIR TYPES
DESIRING EXTRA SHINE
RADIANCE MASQUE
8.4 fl.oz



INGREDIENTS



ALL HAIR TYPES

STAR INGREDIENT:

ALOE ESSENCE

INCLUSION: ACACIA LEAVES

Improves the hair's body and suppleness, leaving it lightweight with gorgeous shine



TOP AROMA NOTES:

MAGNOLIA, GALBANUM ROOTS,
BLACK PEPPER



DRY HAIR

STAR INGREDIENT:

SESAME OIL

INCLUSION: JASMINE FLOWERS

Deeply nourishes the hair while providing softness and manageability



TOP AROMA NOTES:

BERGAMOT, ORANGE, OAT MILK



DELICATE SCALP

STAR INGREDIENT:

CHAMOMILE FLOWERS EXTRACT

INCLUSION: CALENDULA FLOWERS

Gently cleanses the hair while regaining lightness, suppleness and shine. Delicately untangles all knots.

*Suitable for sensitive scalps.
Tested under dermatological control.



TOP AROMA NOTES:

GREEN, CITRUS



COLOR-TREATED HAIR

STAR INGREDIENT:

FIG PULP

Adds lightweight hydration to maximize the longevity and radiance of hair color



TOP AROMA NOTES:

COTTON FLOWER, GREEN ACCORD

ALL OUR INCLUSIONS ARE STABILIZED IN FRANCE
THANKS TO A RESPECTFUL PROCESS OF THERMIZATION BASED ON THE HEAT'S POWER

GROW YOUR BUSINESS WITH THE UNIQUE SOURCE ESSENTIELLE SHAMPOO REFILL SYSTEM



***SHELVING NOT INCLUDED**

SO MANY WAYS TO USE IN YOUR SALON:

1. REFILL YOUR CLIENT'S SHAMPOOS
2. BACKBAR DISPENSER
3. VISUAL MERCHANDISING TO ENTICE CLIENT RETAIL PURCHASE

SUSTAINABILITY BENEFITS



REFILL SHAMPOO SYSTEM

-35% CARBON FOOTPRINT
AFTER 3RD REFILL

SQUARE BOTTLES

REDUCE PLASTIC

STACKABLE SHAMPOOS

REDUCE SHIPMENT PACKAGING

THE SOURCE ESSENTIELLE SALON EMOTION

CLIENT JOURNEY

To enhance the in-salon experience & drive sell-through



6 WAYS TO PROMOTE SOURCE IN YOUR SALON



IN-SALON PROMOTIONS

PROMO #1

Receive a complimentary Source Essentielle tote bag with the purchase of a Source Essentielle Shampoo + Conditioner/Masque

DO IT YOURSELF: Tote Bags included in Master Offer

PROMO #2

Receive your third Source Essentielle shampoo refill complimentary with the purchase of a Source Essentielle Shampoo and 2 refills

DO IT YOURSELF: Back bar included in all offers & Source Essentielle Loyalty Card available via LP Plus

For more in-salon promotion ideas, download our Source Essentielle Promotion Playbook available via LP Plus

TOOLS TO PROMOTE RETAIL

TOOL #1

Display Shelf Talkers to promote hair needs and types

DO IT YOURSELF: Shelf Talkers & inserts available in Master and Complete Offers

TOOL #2

Display Price List to demonstrate the discount when a client refills their shampoo

DO IT YOURSELF: Source Essentielle Price List available via LP Plus

TOOL #3

Showcase the shampoo refill with mirror clings at the stylist station

DO IT YOURSELF: Source Essentielle Mirror Cling available via LP Plus

TOOL #4

Invite clients to visit your salon for a sensorial experience.

DO IT YOURSELF: Source Essentielle Social Media Kit available via LP PLUS

DRIVE SALON VISITS USING OUR SOCIAL MEDIA KIT

INTRODUCING
SOURCE
essentielle

Invite guests to ask about **SOURCE** even before they step into your salon!

Download Instagram and Facebook-ready images and videos, along with suggested posts to help grow your business. Be sure to log-in to your account to download the images.

Visit lorealprofessionnelplus.com/source_essentielle



REIMAGINE YOUR IN-SALON MERCHANDISING WITH SOURCE ESSENTIELLE

It's not just your retail wall that's getting a makeover with **Source Essentielle**. Rethink how you promote products at the front desk, on a nesting table, and even at the back bar.





HOW TO SET UP YOUR SHAMPOO REFILL SYSTEM

YOU WILL NEED THE BELOW MATERIALS:

- Single Shampoo Refill Merchandiser
OR
Double Shampoo Refill Merchandiser
- Backbar Shampoo
- Push Pull

FOLLOW THE BELOW STEPS:

- Insert the acrylic riser into the merchandising unit.
- Remove the backbar shampoo cap. Screw the push pull onto the backbar.
- Turn the backbar shampoo upside down and screw the push pull into the merchandising unit.
- Pull the lever to pour the shampoo.

*Instructions are also included with the Refill Merchandiser

TOGETHER WE CELEBRATE **110** YEARS

WE ARE
L'ORÉAL PROFESSIONNEL



WE ARE
PIONEERS

Committed to always offering innovative products and services



WE ARE
**PROFESSIONAL
HAIR ARTISTRY**

Inspiring and empowering through fashion and hair artistry to master and stand out



WE HAVE A
**FRENCH VISION
OF BEAUTY**

Elegant, timeless, and effortlessly chic

THANK YOU

FOR BEING OUR PARTNER ON THIS JOURNEY

CELEBRATE YOUR ARTISTRY WITH THESE BELOVED BRANDS



Strengthens and reinforces hair from the inside out

Superior resistance to fading

Predictable, precise results

PRO TIP: Try Majirel Cool Cover for the deepest, coolest coverage with resistance to fading.

 [LEARN MORE](#)



Ammonia-free permanent hair color

Intense hydration and nourishment

Full coverage, natural finish

PRO TIP: Talk to your client about the added benefits of INOA and comment on the odor-free formula and experience.

 [LEARN MORE](#)



70% coverage of white hair in 20 minutes

Rich, luminous tones

Minimal lines of demarcation

PRO TIP: Apply to dry hair for vibrant results and better coverage.

 [LEARN MORE](#)

BUILD YOUR AMMONIA-FREE BUSINESS WITH INOA!



WIDEST SHADE PORTFOLIO

With 116 shades to choose from, INOA has the largest Ammonia-Free permanent shade portfolio vs. competitors.

ENHANCED SALON EXPERIENCE

Ammonia-Free, Fragrance Free and Odor Free, INOA offers a more comfortable processing experience.

PATENTED TECHNOLOGY

The power of oil is used to maximize the effectiveness of the hair coloring process, leaving hair more hydrated and shiny.



Download Instagram and Facebook ready images and videos, along with suggested posts to help you grow your business. Be sure to log-in to your account to download the images.

Visit www.lorealprofessionnelplus.com/inoa

HAVE YOU TRIED THIS ARTIST FAVORITE?

DIA LIGHT MILKSHAKES

Largest Portfolio of Levels 9 and 10
2-10 Minute Processing Time
Ultra Neutralized, Glossy Result



“I worship the ground DIA Light walks on! 9.21, 10.12, any Milkshake shade honestly! I explain DIA Light to my clients as the “icing on the cake”. A lot of my 12 week Balayage guests come in for a gloss and blow dry in-between services to keep their desired tone.”

-Hollie Haskins,
The Glam Room Salon, Spa & Beauty Bar

NEW



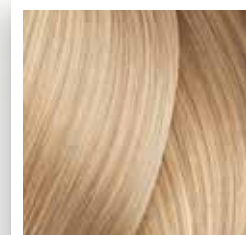
9.1/9B

NEW



9.21/9VB

NEW



10.23/10VG

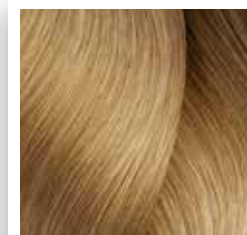
BEST SELLER



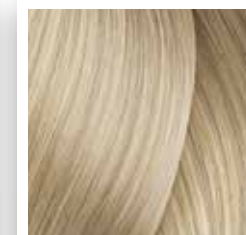
9.01/9NB



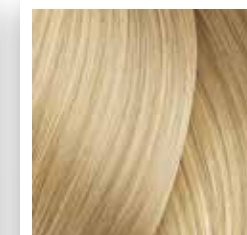
9.02/9NV



9.03/9NG



9.11/9BB



9.12/9BV

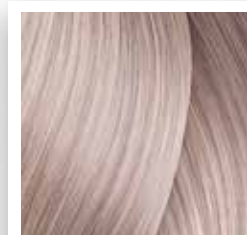
BEST SELLER



10.12/10BV

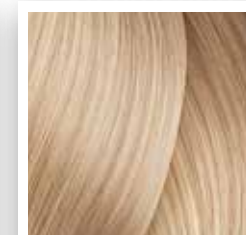


10.13/10BG

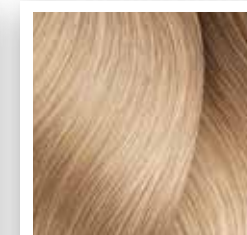


10.21/10VB

BEST SELLER



10.22/10VV



10.32/10GV

SERIE **EXPERT** BLONDIFIER

NEW

For Highlighted and Color-Treated Blonde Hair

Now Introducing: In-Salon correction system

Three concentrated pigmented boosters dosed at the back bar and mixed with Powermix Mask to neutralize yellow and orange effects or enhance warm blonde



Anti-yellow violet additive
for cool, light blonde.
Tone level 8 to 10






Neutralizing blue additive
for dark blonde
All tone levels



Golden additive for
warm blondes
Tone level 6 to 7

HOW TO MIX BLONDE PERFECTORS

MIX	RATIO	PROFESSIONAL TOOLS TO USE
<p>FOR BLONDE HAIR</p>  <p>Booster Powermix</p>	<p>Choose 1 Booster, add 3 Pumps for 10ml of PowerMix (1+1)</p>	
<p>FOR BLONDE DAMAGED HAIR</p>  <p>Booster Powermix</p>	<p>Choose 1 Booster, add 6 Pumps for 20ml of PowerMix (2+2)</p>	<p>POWERMIX KIT OF BOWL AND SPATULA To mix the Blonde Perfectors and Powermix</p>

NEW BLONDIFIER MASK



Resurfacing and illuminating mask
for blonde hair.

WHAT MAKES IT UNIQUE?

The highly concentrated masque, infused with polyphenols contained in açai berry extract, ceramide and vitamin E, instantly replenishes, smooths and nourishes sensitized hair. It enhances the multidimensional shine and radiance of blonde hair.

PROFESSIONAL APPROACH TO BLONDES



COOL BLONDE

Tones Levels 8-10

📍 costellorachel

IN SALON

Perfect Blonde Hair



Anti-yellow violet additive for cool, light blonde.

Suggested Service Price \$30 (Powermix \$25 + \$5 Perfectors)

AT HOME



Silver Shampoo
Neutralizing shampoo for cool blonde hair

Blondifier Mask
Resurfacing and illuminating mask



SUN KISSED

Tones Levels 6-7

📍 holliehaskinshair

IN SALON

Perfect Blonde Hair



Anti-copper blue additive for medium blonde.

Suggested Service Price \$30 (Powermix \$25 + \$5 Perfectors)

AT HOME



Blondifier Gloss Shampoo
Restoring and illuminating shampoo for all blonde hair.

Blondifier Mask
Resurfacing and illuminating mask



WARM BLONDE

All Tones

📍 anhcotran

IN SALON

Perfect Blonde Hair



Beige additive for highlighted or warmer blonde.

Suggested Service Price \$30 (Powermix \$25 + \$5 Perfectors)

AT HOME



Blondifier Gloss Shampoo
Restoring and illuminating shampoo for all blonde hair.

Blondifier Mask
Resurfacing and illuminating mask