

L'ORÉAL  
PROFESSIONNEL  
PARIS

JULY 2018

# UNIQUE ART



L'ORÉAL  
PROFESSIONNEL  
PARIS

BLOND  
**Studio**  
Dio

INSTANT HIGHLIGHTS

30

MIN. OR LESS  
EXPRESS

**BOTH STYLISTS & THEIR CLIENTS  
HAVE LIMITED TIME**

**MAKE MORE SERVICES  
POSSIBLE**





# **BLOND STUDIO** **INSTANT HIGHLIGHTS**

*EXPRESS PROFESSIONAL LIGHTENING SYSTEM*

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PARTIAL HIGHLIGHTING  
& BALAYAGE SERVICES IN LESS TIME

**UP TO 6 LEVELS**  
**OF LIFT IN 30 MINUTES OR LESS**



# RECRUIT NEW CLIENTS TO BLONDING

OFFER EXPRESS LIGHTENING WITH AN ELEVATED TECHNOLOGY EXPERIENCE

*“I made an extra \$2,500 in two weeks  
using **Instant Highlights** for partial lightening  
services on my clients that don’t  
typically receive lightening services!”*

– Joshua Rossignol  
Salon Owner,  
L’Oréal Professionnel Artist



## INSTANT HIGHLIGHTS HEATING IRON



Separator ensures the plates do not touch for continuous movement over foils.

Maintains a **284°F** temperature, which is checked and maintained every 0.2 seconds for an even lift.

Manufactured by T3.

## INSTANT HIGHLIGHTS CRÈME LIGHTENER

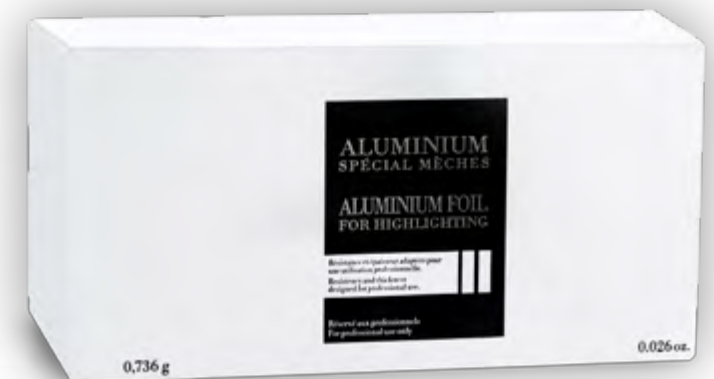


**Pro Heat Technology** is infused with a blend of concentrated oil designed specifically to **work in harmony with heat.**

Will not swell or crack.

Lifts quickly and efficiently.  
Lifts through existing color\*.  
Lifts to a beautiful cool tone.

## SPECIALLY DESIGNED ALUMINUM FOIL ROLL



Roll provides the perfect length needed and prevents waste.

**Controlled aluminum purity** for optimal lift results.

Ideal thickness for use with Instant Highlights Heating Iron.

\*Do not use over metallic dyes (color restorers), compound hennas, or semi-permanent haircolor. Wait until hair treated with these products has grown out or semi-permanent haircolor has washed away."



# HOW TO USE?

 [VIEW TUTORIAL](#)

## FORMULATE



Mix the Instant Highlights Crème Lightener with L'Oréal Professionnel **20- or 30-vol. Majicrème developers.**

Follow a **1:2 mixing ratio.**

Add 4mls of **Smartbond Step 1** for every 20ml of Lightener used.Á

## APPLY



Apply onto the hair and foil with a brush, thoroughly coating sections of hair.

**Cover with a second piece** of the recommended aluminium foil.

Fold the top corners of the foil to lock section in place.

Foil sections (up to 15 sections) before you begin the use of the Instant Highlights Heating Iron.Á

## HEAT



After all of the sections have been foiled, return to the first section.

Using a **back-and-forth motion** from the ends of the hair towards the regrowth, make continuous and regular movements, never stopping the iron in one place.

Pass the iron over each section for up to **30 seconds.**

Option to process for an additional 10 minutes without heat.

**THESE ARE NOT THE COMPLETE INSTRUCTIONS. YOU MUST REFER TO INSTRUCTIONS WITHIN HEATING IRON BOOKLET AND CRÈME LIGHTENER LEAFLET TO ENSURE UNDERSTANDING OF ALL GUIDELINES AND WARNINGS.**



# WHO'S IT FOR?

*INTRODUCE NEW CLIENTS TO BLONDING & TOUCH UPS AT A MOMENT'S NOTICE*



## **GREY COVERAGE CLIENTS**

In the same time that it takes to process Majirel or INOA at the regrowth, apply and process Instant Highlights and wash everything out at once. ~~AA~~

**No time added!**



## **GLOSSING SERVICE APPOINTMENT**

Don't just gloss, touch up your client's highlights or Balayage in between her regular lightening appointments!



## **BLOW OUT/STYLE APPOINTMENT**

Entice your client with beautiful highlights around the face to complement the blowout or style!



## **CUT EXCLUSIVE APPOINTMENT**

Whether it's a trim or a full transformation, make sure your client leaves the salon with fresh pops of bright pieces in the hair.



WE ARE YOUR PARTNER TO GROW YOUR BUSINESS

# SALON COMPANY BUSINESS PLAN

*PERSONALIZED GROWTH PLAN WITH L'ORÉAL PROFESSIONNEL*

1

## INSTANT HIGHLIGHTS SERVICES

An in depth look at **how to use** the tool and **technique** options and suggestions.



2

## CUSTOMIZED SALON BUSINESS PLAN

Optimize your service offerings in a **commission, booth renter and suite** style business.



3

## CONSULTATION GUIDE

Discover the best tips and tricks to **speak with your clients** about express lightening service options.



 [CLICK HERE](#)



# HARNESSING THE POWER OF EXPRESS LIGHTENING

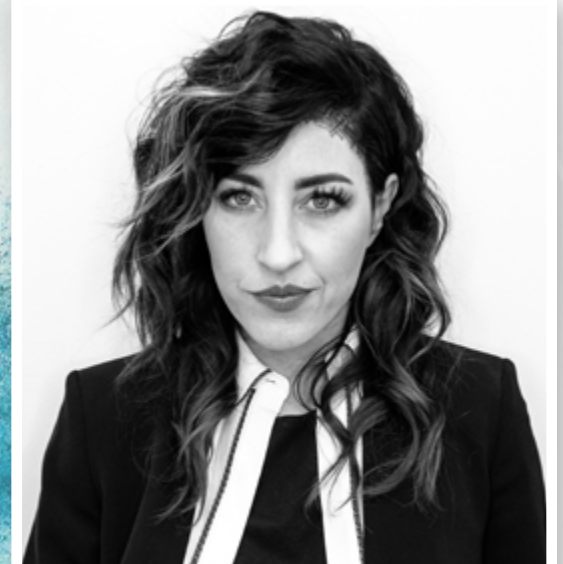
*FROM SALON OWNERS, TO BOOTH RENTERS, TO SUITE OWNERS*



**Daniel Mason Jones,**  
Commission Salon Owner & Stylist  
@ Muse Salon & Spa  
Atlanta, GA

WE TALKED WITH SOME OF THE BEST IN THE BUSINESS TO  
ENSURE EVERYONE IS SUCCESSFUL WITH

## INSTANT HIGHLIGHTS



**Chelsea James,**  
Blended Salon Owner & Stylist  
@ Forma Collective  
Denver, CO



**Joshua Rossignol,**  
Commission Salon Owner & Stylist  
@ Rossi + King  
Dallas, TX



**Shelley Gregory,**  
Booth Renter & Stylist  
@ Atelier by Square  
Las Vegas, NV



**Travis Parker,**  
Suite Owner  
@ Travis Parker  
San Diego, CA



**Ashley Zajac,**  
Colorist @ Gina Agosta Salon  
Novi, MI



1

# INSTANT HIGHLIGHTS SERVICES

5 – 15 FOILS CUSTOMIZED TO ALIGN WITH TIME & BUDGET

**FACE FRAME**  
YOUR CUT/STYLE ONLY

## INSTACONTOUR



**UP TO 15 FOILS**

**Lighten:** Instant Highlights Crème  
Lightener + 20-vol. Majicrème  
Developer + Smartbond Step 1  
**Technique:** Sliced Highlights

**TOTAL SERVICE TIME: 10 MINUTES**

FOR YOUR **BALAYAGE** CLIENT  
IN BETWEEN VISITS

## INSTAREVIVE



**10-15 FOILS**

**Lighten:** Instant Highlights Crème  
Lightener + 30-vol. Majicrème  
Developer + Smartbond Step 1  
**Technique:** Foilayage

**TOTAL SERVICE TIME: 15 MINUTES**

FOR YOUR ADVENTUROUS  
**TRENDY** CLIENT

## INSTAPASTELAGE



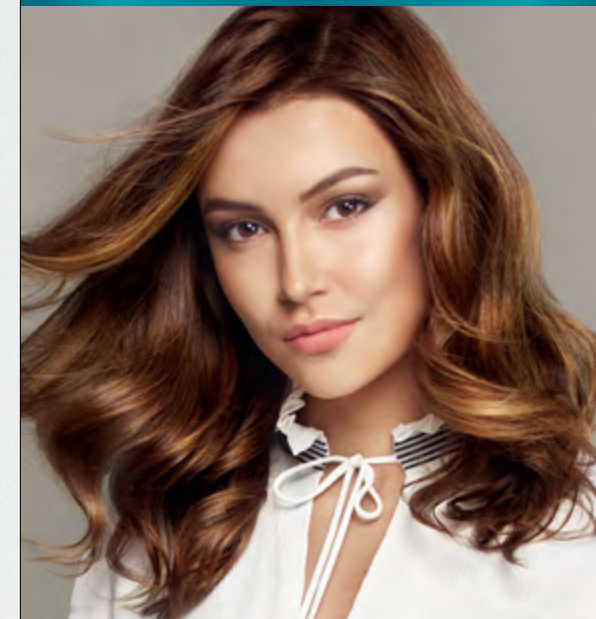
**10-15 FOILS**

**Lighten:** Instant Highlights Crème  
Lightener + 30-vol. Majicrème  
Developer + Smartbond Step 1  
**Technique:** Diagonal Sliced  
Highlights

**TOTAL SERVICE TIME: 20 MINUTES**

FOR YOUR  
**WHITE COVERAGE** CLIENT

## INSTALIGHTS



**5-15 FOILS**

**White Coverage:** INOA  
6.34/6GC + 10-vol. INOA  
Rich Developer  
**Lighten:** Instant Highlights Crème  
Lightener + 20-vol. Majicrème  
Developer + Smartbond Step 1  
**Technique:** Diagonal Sliced  
Highlights

**TOTAL SERVICE TIME: 35 MINUTES**

FOR A FULL STEP-BY-STEP TECHNIQUES, VISIT [PRO.US.LOREALPROFESSIONNEL.COM](https://pro.us.lorealparis.com)

 **VIEW NOW**



2

# CUSTOMIZED SALON BUSINESS PLAN

*TIPS & TRICKS TO SUCCESSFULLY HARNESSING THE POWER OF THE INSTANT HIGHLIGHTS EXPRESS PROFESSIONAL LIGHTENING*



YOU'LL DISCOVER CONTENT ON HOW-TO:

- BOOK
- MARKET
- PROMOTE TEAMWORK
- INCREASE SERVICE OPTIONS

## MARKETING OPPORTUNITY:

*“With Instant Highlights, there is so much opportunity to create great social media promotions. It looks so different and unique that it will capture your clients’ attention and promote them coming into the salon more often for services.”*

– Daniel Mason Jones

## INCREASE SERVICE REVENUE:

*“I am now able to process my foils in less than half of the time. I can execute an entire face frame Instant Highlights service in the amount of time it usually takes for them to just process. That means I can see even more clients in my time behind the chair!”*

– Shelley Gregory

 **VIEW NOW**



# CONSULTATION GUIDE

***OFFER YOUR CLIENTS THE LATEST EXPRESS LIGHTENING SERVICES!***

**OUR ARTISTS WILL GUIDE YOU THROUGH THE EASIEST WAYS TO INTRODUCE  
THE POSSIBILITIES TO THE CONVERSATION**

## GREY COVERAGE CLIENTS

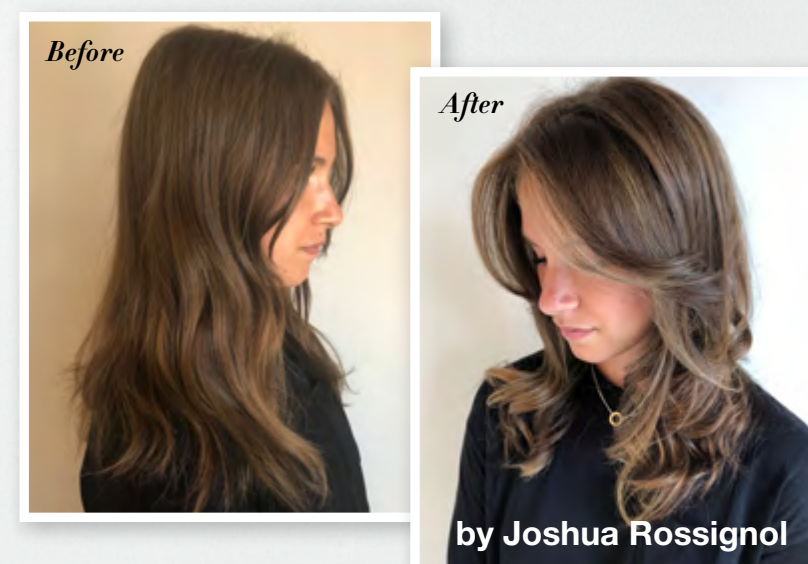
*“The most common objection I get from my grey-coverage clients to doing add-on services is the time it takes for that service to happen. These women are in my chair every 3-5 weeks, and often don’t have time to try the latest and greatest in the service department. Fortunately, now I have something to offer this clientele because absolutely no extra time is required.”*

– Shelley Gregory

## YOU'RE THE EXPERT

*“Clients that have never gotten a lightening service are the easiest to talk to because they don’t have that level of expectation. Introduce it to those that don’t typically get lightening! You’re the expert and should be recommending next level services for all of your clients.”*

– Daniel Mason Jones



## PLAY OFF THE SUMMER SEASON








*“Have the easy season conversation by saying, this haircut is going to be incredible on you for this season. Since it’s summer, I think it will complete your look if we add a few highlights around your face. With the new technology we’re offering, you won’t be here more than an extra 15 minutes.”*

– Joshua Rossignol



# INSTANT HIGHLIGHTS

## QUICK REFERENCE GUIDE

<p>✓</p> 	<p>✓</p> 	<p>✓</p> 	<p>✓</p>  <p>Pass for 30-seconds max. on each section</p>
<p>✗</p> 	<p>✗</p> 	<p>✗</p> 	<p>✗</p>  <p>Do not remain static</p>

**TOTAL SERVICE TIME FROM APPLICATION TO RINSING: 30 MIN. MAX.**

**THESE ARE NOT THE COMPLETE INSTRUCTIONS. YOU MUST REFER TO INSTRUCTIONS WITHIN HEATING IRON BOOKLET AND CRÈME LIGHTENER LEAFLET TO ENSURE UNDERSTANDING OF ALL GUIDELINES AND WARNINGS.**



# FREQUENTLY ASKED QUESTIONS

## **WHEN WOULD I USE 20-VOL OR 30-VOL DEVELOPERS?**

When you are working on a lighter base you may not need to use 30-vol. to get the desired level of lift. We recommend using 30-vol. when working on darker bases.

## **CAN I USE THE BLOND STUDIO NUTRI-DEVELOPER?**

No, the Blond Studio and Nutri-Developers are designed to be used with Platinum Plus and Platinum Plus Ammonia Free and is too thick for Instant Highlights Crème Lightener. Only use 20- or 30-vol. Majicrème Developer.

## **WHY CAN'T I FOLD THE FOIL AND CREASE THE HAIR INSIDE?**

If the foil is folded the hair will not receive an even heat throughout. Place the highlight between two separate foils and secure in place by folding the top corners.

## **WHY CAN I ONLY DO 15 FOIL SECTIONS?**

The Instant Highlights Express Lightening System is designed to take no more than 30 minutes from start to finish. Applying more than 15 foils may extend this service time and result in uneven results.

## **CAN I USE SMARTBOND IN INSTANT HIGHLIGHTS?**

Yes, we recommend using Smartbond in every L'Oréal Professionnel Color formula for strong and protected hair during the technical service. Once you have mixed 1 part Instant Highlights Crème Lightener to 2 parts 20- or 30-vol. Majicrème Developer, add 4ml of Smartbond for every 20ml used.

## **PRO TIPS**

- 1. APPLY LIBERALLY** - Apply the crème generously and evenly. Fully coat the hair in the product.
- 2. CONTINUOUS MOVEMENT** - Ensure when heating the foils you work in an even continuous, up and down movement.



# *INTRODUCING THE #1* **SERIE EXPERT PRODUCT IN THE WORLD** *SERIE EXPERT SILVER SHAMPOO*



## **MAINTAIN COOL COLOR**

For Colored or Natural White, Silver or Blonde Hair

### **INGREDIENTS**

- The Gloss Protect System allows for soft, supple and shiny hair that regains its purity and natural sheen
- Amino Acids
- Anti-Yellowing Agents

### **WHAT IT DOES**

- Neutralizes unwanted yellow tones with violet micro-pigments
- Enhances shine with a natural sheen
- Softens hair

**#1 COLORIST RECOMMENDED, #1 CLIENT REQUESTED**



# THE *SILVER* REGIMEN

*PRESCRIBE THE PERFECT BUNDLE TO PROTECT  
COLOR AND TONE IN BETWEEN COLOR APPOINTMENTS.*

1  
TREAT



**POWERMIX COLOR**  
Guarantee gorgeous shine

2  
CLEANSE



**SILVER SHAMPOO**  
Maintain tone  
and gently cleanse

3  
CONDITION



**VITAMINO COLOR  
FRESH FEEL MASQUE**  
to softly condition

AND/OR



**VITAMINO COLOR  
CORRECTOR BLONDES**  
Apply 1-2 times per week  
to enhance tone

4  
PREP



**VITAMINO COLOR  
10 IN 1**  
to protect color  
from UV rays



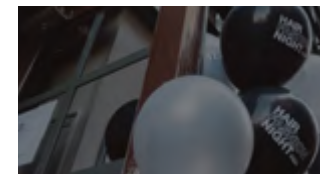
# BRING FASHION WEEK *TO YOUR SALON*



## INTRODUCING... **HAIR FASHION WEEK** L'ORÉAL PROFESSIONNEL PARIS

**WELCOME** New Clients  
**BOND** with Loyal Clients  
**GROW** your Retail Business  
**EXCITE** your Stylists & Staff

**SEPTEMBER 6<sup>TH</sup> – 13<sup>TH</sup>**



**EXPERIENCE  
LAST YEAR'S EVENT!**



# RECRUIT CLIENTS TO YOUR EVENT

*COMPLIMENTARY TOOLS TO SET YOU UP FOR SUCCESS*

## IN-SALON RECRUITMENT

### RECEPTION EASEL & MIRROR CLINGS

Advertise to current clients

### PROMOTION FROM DIGITAL EVENT GUIDE

Recruit new clients by incentivizing current clients to “Bring a Friend”

## DIGITAL RECRUITMENT

### INSTAGRAM & FACEBOOK CONTENT

Bring awareness to new and current clients

### CRM EMAILS

Recruit current and new clients with “Bring a Friend” promotion

### L'ORÉAL PROFESSIONNEL SPONSORED SOCIAL ADS

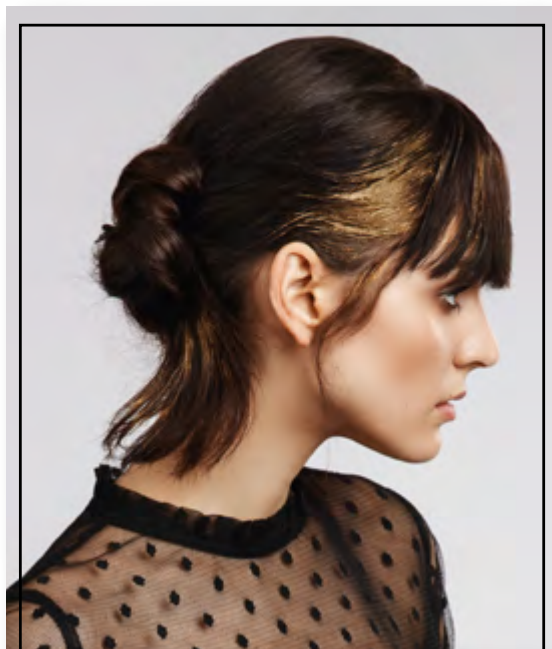
We will help to drive new clients to your event with geo-targeted ads!

### L'ORÉAL PROFESSIONNEL SPONSORED CAMPAIGN WITH INFLUENSTER

Micro influencers will attend select salons for a service and build social buzz. Sign up now. It could be you!

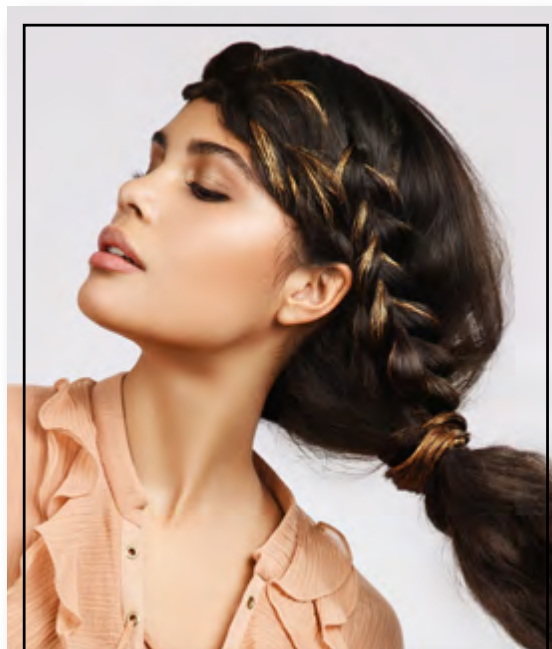
**HAIR FASHION WEEK BROADCASTED TO 4 MILLION CLIENTS**





**#BIRTHDAYHAIR**

Featuring: FLASH Gold Digger



**#BRIDESHAIR**

Featuring: FLASH Gold Digger



**#FESTIVALHAIR**

Featuring: FLASH Hello Halo



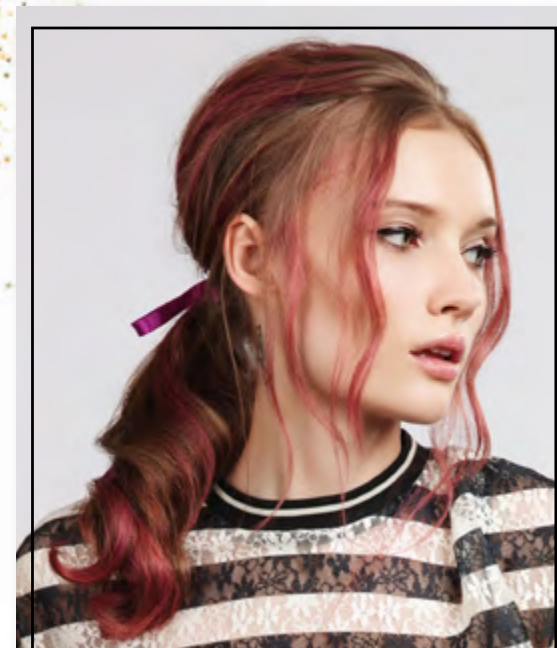
**#PARTYHAIR**

Featuring: FLASH Midnight Fuchsia



**#FASHIONWEEKHAIR**

Featuring: FLASH Hello Halo



**#DATEHAIR**

Featuring: FLASH Midnight Fuchsia

# THE 2018 LOOKS

**OFFER YOUR NEW AND  
CURRENT CLIENTS**

Complimentary Styles

# HAIR FASHION WEEK

L'ORÉAL  
PROFESSIONNEL  
PARIS



**HAIR  
FASHION  
WEEK** L'ORÉAL  
PROFESSIONNEL  
PARIS

BE THE FIRST TO RECEIVE  
**#COLORFULHAIR FLASH**  
IN YOUR HAIR FASHION  
WEEK KIT!

# #COLORFULHAIR FLASH PRO HAIR MAKEUP

**COLOR & STYLE IN A FLASH** with L'Oréal Professionnel's Pro Hair Makeup!

***HAVE AN OCCASION? CREATE A FLASH LOOK!***

**Flash Service** – in 30 minutes max with ultra-easy application

**Flash Wear** – washes out easily in 1 shampoo

**Flash Visibility** – intense makeup pigments are visible on all hair types  
and special styling polymers seal in the color for no transfer

**9 SHADE PALETTE LAUNCHING SEPTEMBER 2018**

EDUCATION OPPORTUNITIES FOR FLASH TECHNIQUES  
AND STYLING STEP-BY-STEPS.





# BRING FASHION WEEK TO LIFE IN YOUR SALON





# DISCOVER THE L'OREAL PROFESSIONNEL DIGITAL TOOLS

*CHECK OUT OUR RESOURCES FOR ALL OF 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](http://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](http://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](http://www.levelloyaltyrewards.com)

## PROFESSIONAL WEBSITE

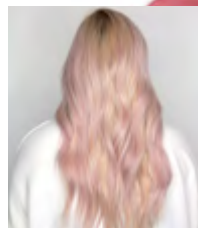
Discover premium products and explore our education offerings. Re-create top hair color trends with our elevated techniques, and access salon support resources.

[www.pro.us.lorealprofessionnel.com](http://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/](http://www.lpregister.com/lpcontentlab/)



## SOCIAL MEDIA

Be in the know! Follow us on social

Instagram: [@lorealproeducationus](https://www.instagram.com/lorealproeducationus) Twitter: [@lorealpro](https://twitter.com/lorealpro) Facebook: [f@lorealprofessionnel.us](https://www.facebook.com/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](https://www.instagram.com/lorealproeducationus) and use our hashtag: **#lorealprou**

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



# TOTAL LOOK CLASSES HAVE ARRIVED!

*ENHANCE YOUR PERSONAL LEARNING ADVENTURE WITH THESE NEW HOLISTIC PROGRAMS!*

Discover L'Oréal Professionnel's artistry in styling, on-trend cutting and dynamic hair painting and coloring techniques.  
Build your personal brand to capture attention on social media.

- Get inspired to expand your creativity.
- Provide chic new services for your clientele using time saving, straightforward principles.

## LP ACADEMY NYC

Surround yourself with the energy and inspiration of **New York City!**

Classes available:

**August 19-20** Color Addict

**August 26-27** Discover Your Inner Artist

**September 16-17** Everything Bridal

**September 30-October 1** Color Addict

## LP ACADEMY WEST

Relax, recharge and elevate your craft in sunny **Newport Beach, California!**

Classes available:

**August 26-27** Trend Collection

**September 9-10** Painted Haircut

**September 16-17** Paint Addict

LEARN MORE ABOUT **TOTAL LOOK CLASSES**

 **CLICK FOR MORE**





# TAKE YOUR BUSINESS TO THE NEXT LEVEL

## WITH L'ORÉAL PROFESSIONNEL

### LEVELLOYALTYREWARDS.COM

Specifically designed to reward your loyalty and thank you for your partnership with our brand, our loyalty program offers you the most impactful resources to grow your business. Leverage your loyalty points for access to:

- **FREE EDUCATION**
- **BACKBAR**
- **SALON ACCESSORIES**
- **PROFESSIONAL TOOLS**
- **ELECTRONICS AND MORE!**



### HOW MANY POINTS CAN I EARN THIS MONTH?

LEVEL	LEVEL REQUIREMENTS	POINTS PER \$1	INSTANT HIGHLIGHTS Master Education Offer	INSTANT HIGHLIGHTS Special Offer	HAIR FASHION WEEK Complete Offer	PERFECT SALON COLOR Master Offer	PERFECT SALON COLOR Color Complete Offer	PERFECT SALON COLOR Silver Only Offer
			\$503	\$130	\$500	\$650 AND UP	\$300 AND UP	\$95
BRONZE	\$1 - \$4,999	1 Point	503 Points	130 Points	500 Points	650 Points	300 Points	95 Points
SILVER	\$5,000 - \$19,999	2 Points	1006 Points	260 Points	1000 Points	1300 Points	600 Points	190 Points
GOLD	\$20,000 - \$39,999	3 Points	1509 Points	390 Points	1500 Points	1950 Points	900 Points	285 Points
PLATINUM	\$40,000 +	4 Points	2012 Points	520 Points	2000 Points	2600 Points	1200 Points	380 Points
BLACK	Invite Only	5 Points	2515 Points	650 Points	2500 Points	3250 Points	1500 Points	475 Points



# BEYOND THE CHAIR

## *EXPERT TIPS ON HOW TO DEVELOP YOUR SALON CULTURE*

We sat down with **Jeff Brown**, co-owner of **Kenneth Brown Salon** in Newport Beach, CA, to discuss how he went from working behind the chair to opening multiple salons in California.



Jeff and Debbie Brown,  
co-owners of **Kenneth Brown Salons**

 [@kennethbrownsalons](https://www.instagram.com/kennethbrownsalons)



### ***WHAT INSPIRED YOU TO OPEN YOUR OWN SALON?***

When I started my career doing hair, I never really had the dream of opening my own salon. After working behind the chair for about 10 years, the opportunity presented itself to me and I thought it would be a good experience to learn the business aspect of a salon. I have discovered that being a salon owner is my calling and I wouldn't want to be doing anything else. While being a salon owner is not for everyone, if the opportunity presents itself to you, definitely think about taking it because you never know if it might be your calling.

### ***WHAT DO YOU THINK MAKES YOUR SALON SUCCESSFUL?***

Our commitment to the full salon experience. In California, it is hard to have the full salon experience because commission salons don't really exist. Not having a commission salon can sometimes create a disconnect between the front desk, support staff, assistants, and head stylists. In my salon, we want everything to run smoothly from the second the client walks in the door to the last moment before she leaves. I have made it my mission to ensure we maintain and grow

the culture of a commission salon so that we stand out and provide the client with that full salon experience.

### ***YOU HAVE CLEARLY HAD SUCCESS WITH YOUR EXPANSION AND QUICK GROWTH, WHAT ARE YOUR SECRETS?***

Hands-on experience. It's easier for business owners who are hairdressers to open a salon, because they have the background knowledge of what the full salon experience should actually look like. At my salons, we treat our staff with the utmost respect and as someone who has been in their position before, I find it easier to understand their needs and wants. The biggest secret to our expansion is that we treat each salon individually. Instead of grouping all of our salons together and giving them the same tactics and management style, we understand that every salon has its own culture and they each need personalized support.

### ***HOW DOES HAVING AN ACADEMY IN YOUR SPACE HELP YOUR BUSINESS?***

Having the academy in my space has really helped our reputation with hairdressers, which trickles down to the perception that the client has of our salon. By having an academy in our space,

we attract the best hairdressers because of the access to the best education in the industry. This then affects the conversations that our stylists have with their clients about the space, really elevating the reputation that we hold. When the client realizes that our space is where hairdressers come to learn, it really makes them feel like they are in the best hands and they could not get a better result elsewhere. It has been about one year since we have started our academy collaboration, the exposure has been amazing, and it has really helped shape our salon culture.

### ***HOW HAS L'ORÉAL PROFESSIONNEL HELPED YOU DEVELOP YOUR SALON CULTURE?***

When I first opened Kenneth Brown, we opened with smaller, boutique brands and while this worked for us initially, we eventually outgrew the smaller brands and realized that we needed to partner with a brand that could support our growing business. After hearing about the growing education and the artists getting involved at L'Oréal Professionnel, we were very impressed and decided to bring on the brand. The best thing that L'Oréal Professionnel has brought to my business is the great in-house education.

*“THE BEST THING THAT L'ORÉAL PROFESSIONNEL HAS BROUGHT TO MY BUSINESS IS THE GREAT IN-HOUSE EDUCATION”*