

A woman with long, wavy brown hair, looking slightly to the side. She is wearing a white top. The background is a soft, out-of-focus white.

L'ORÉAL  
PROFESSIONNEL  
PARIS

APRIL 2018

# UNIQUE ART

EXCLUSIVELY IN L'ORÉAL PROFESSIONNEL SALONS



# SERIE EXPERT PERFECT SALON BENEFITS

## 1 THE BENEFITS OF SAMPLING

- More likelihood of a purchase
- Builds trust with your client
- Creates excitement (who doesn't love a gift?)

## 2 THE BENEFITS OF THIS SEASON'S GWPs

### INFORCER BRUSH PROOF:

- Strengthens hair to prevent breakage
- Smooths the hair
- Detangles difficult knots

### VITAMINO COLOR 10 IN 1:

- Protection
- Shine
- Softness
- Consistency of hair fibers
- Smoothness
- Detangling
- Facilitates easier blow-dry
- Anti-breakage
- Helps protect against the look of split ends
- Helps reduce the look of frizz

NOW  
AVAILABLE IN  
TRAVEL SIZE!



### MYTHIC OIL HUILE ORIGINALE:

- Nourishes with Argan Oil
- Creates a smooth finish
- Adds heat protection
- Provides humidity and frizz protection
- Adds softness and shine

# PERFECT SALON BENEFITS IN-SALON PROMOTION

Sell-  
*through*  
Strategy!  
WITH  
SERIE**EXPERT**

## ONE PRODUCT, DOUBLE THE BENEFITS

Receive a complimentary travel-size product with the purchase of two SERIE**EXPERT** products.

2  
**PURCHASE**  
TWO FULL-SIZE  
PRODUCTS\*



**RECEIVE**  
TRAVEL-FRIENDLY  
VITAMINO COLOR 10 IN 1,  
BRUSH PROOF OR  
HUILE ORIGINALE

\*Any full-size products in the SERIE EXPERT portfolio



# THE SALON Emotion HAIRCARE CLIENT JOURNEY

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



# WARM UP THIS SPRING WITH INSTANT ROOT FIX HAIR touch up

WARM  
BROWN

LIGHT WARM  
BLONDE

**NEW!**

**NEW!**

COMPLETE YOUR  
HAIR TOUCH UP  
PORTFOLIO

**WITH 2 NEW  
WARM SHADES:**





# THE PERFECT MATCH TO HAIR COLOR

## NEW TO HAIR TOUCH UP?

This is our 1st professional root concealer spray to temporarily cover greys. To be used in between salon visits and lasts 1 shampoo.



LEVELS	LEVELS 1-4	LEVELS 5-6	LEVELS 5-7	LEVELS 6-7	LEVEL 8	LEVEL 9	LEVELS 5-6
TONES	COOL/MOCHA	GREEN	NATURAL	GREEN	COOL	COOL	RED
	NATURAL	BLUE	WARM	BLUE	NATURAL	NATURAL	COPPER
		COOL/MOCHA	GOLD	COOL/MOCHA	GOLD	WARM	
		NATURAL		NATURAL		GOLD	

\*For shade matching chart, see Digital Hair Touch Up Stylist Consultation Tool

#lorealproux #hairtouchup





# CREATE AN IN-SALON PROMOTION

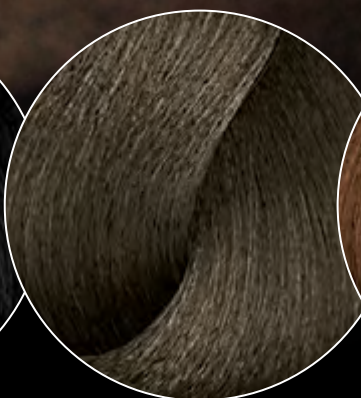
Sell-  
*through*  
Strategy!  
WITH  
HAIR Touch Up



Offer **20% off** Hair Touch Up  
after a hair color service



**DARK BROWN/  
BLACK**



**BROWN**



**NEW!  
WARM BROWN**



**LIGHT  
BROWN**



**BLONDE/  
DARK BLONDE**



**NEW!  
LIGHT WARM  
BLONDE**



**AUBURN**





**COMPLIMENTARY**

# New **DIA SWATCHBOOK**\*

with purchase of **36 DIA shades**\*\*

- All the latest shades
- Removable Swatches
- Great for consultations

SALON  
PRICE: **\$252<sup>00</sup>**

SALON  
VALUE: **\$362<sup>00</sup>**

SALON  
SAVINGS: **30%**

\*Offer ends May 31, 2018

\*\*Limit 1 per salon



SALON  
*Emotion*<sup>™</sup>  
Consultation **3**





# FINISH STRONG WITH **HAIRSPRAY MONTH**



**ANNA CECCHI SMITH**  
@annacecchismith

The Style & Cutting  
**Winner** from our #1  
Color & Style Trophy!

## Stock up on our **must-haves!**

### EXTREME LACQUER

**Hold:** extra strong (level 6)  
**For:** securing updos, creating  
volume or durable control,  
all with a glossy shine



### INFINIUM 4

**Hold:** strong (level 4)  
**For:** constructing styles  
that require a strong hold  
or layering



### INFINIUM 3

**Hold:** medium strong (level 3)  
**For:** securing any style  
with a lightweight finish  
and natural touch



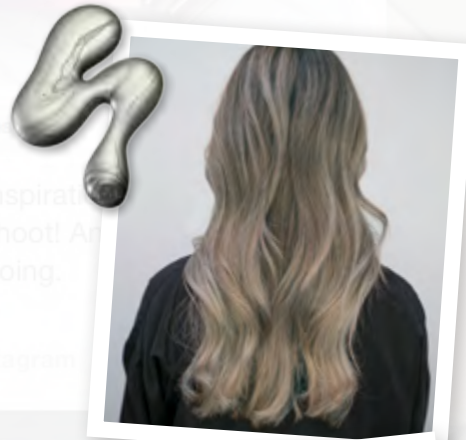
color  
& style  
trophy





# LEARN BALAYAGE TIPS

Watch our latest Facebook Live videos and educate yourself!



## SILVER SIREN!

Check out L'Oréal Professionnel artist Sebastian Langman-Kirtley's balayage technique for creating this sophisticated silver look!

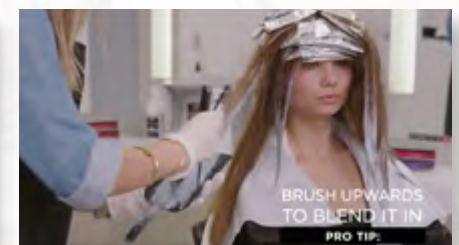
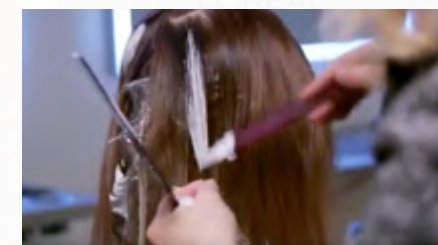


## AMETHYST STARLIGHTS

L'Oréal Professionnel artist Theresa Adams shares her highlighting technique to bring this precious metal trend to life!

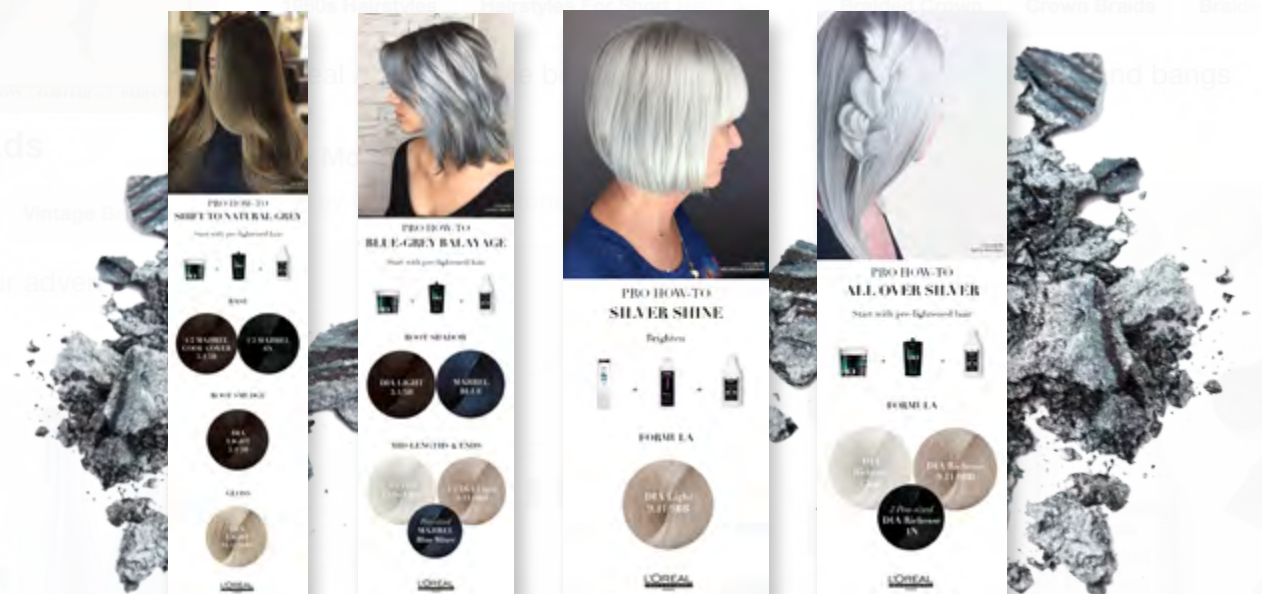
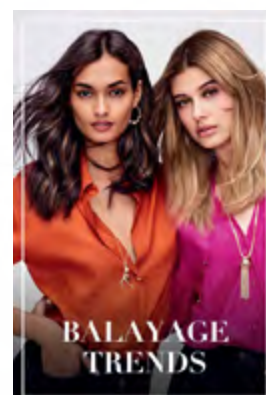
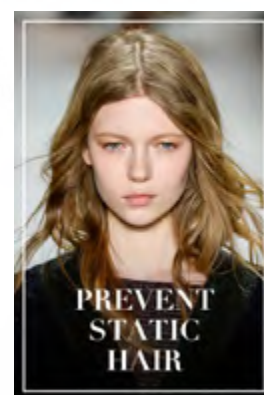


CHECK OUT OUR YOUTUBE PLAYLIST FOR EVEN MORE ARTIST TIPS!



## CONNECT WITH YOUR CLIENTS

Follow us on Pinterest @lorealprou and see the latest trends and hottest looks your clients crave!



**Become a L'Oréal Professionnel insider!** Sign up for our newsletter and receive exclusive access to the latest product arrivals, inspirational hair trends and exclusive offers. [us.lorealprofessionnel.com/newsletter](https://us.lorealprofessionnel.com/newsletter)



# THE STYLE MY HAIR APP JUST GOT A MAKEOVER

NOW YOUR CLIENTS CAN **TRY-ON NEW HAIR COLORS**  
AND **STYLES IN 3D REAL-TIME!**

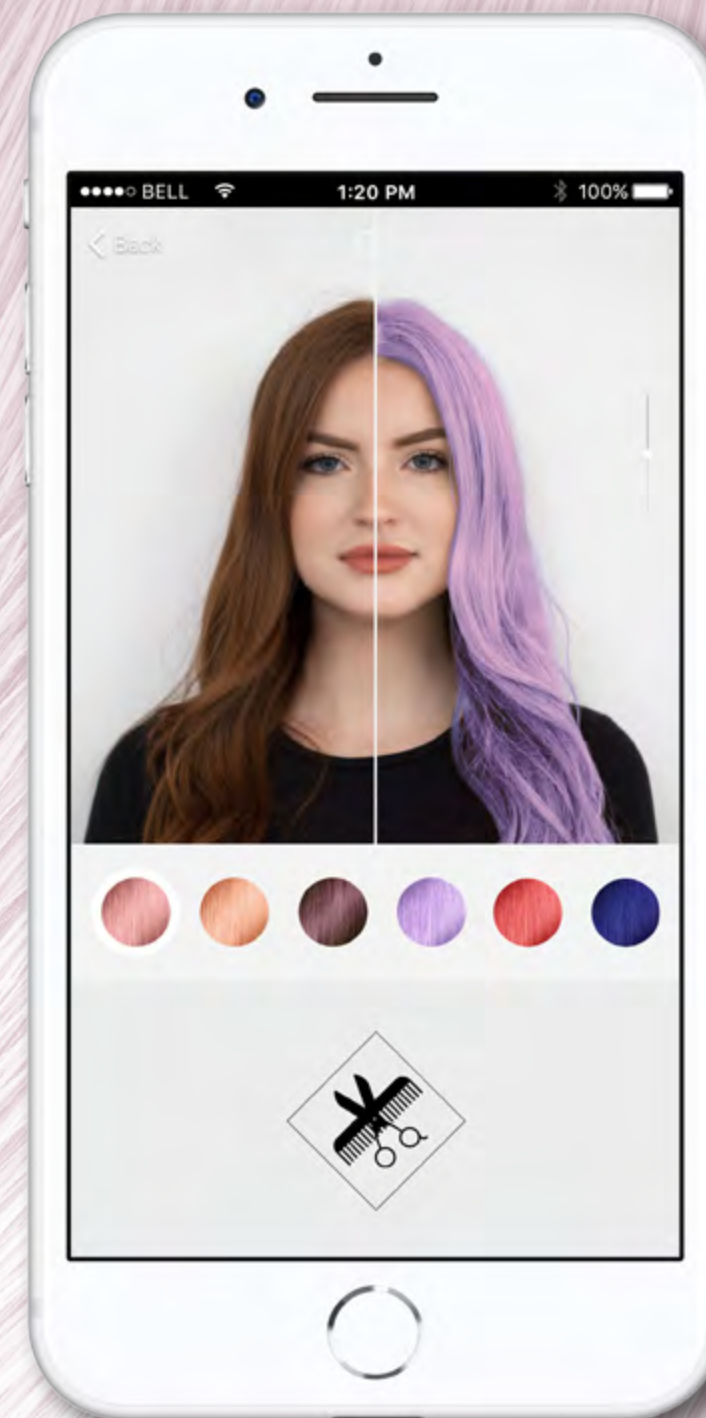
L'Oréal Professionnel is the first brand in the professional haircare industry to integrate **a 3D real-time hair color try-on service** both on its Style My Hair app and in L'Oréal Professionnel salons.

The app will transform your client consultation and enable hairdressers and clients to start with a deeper conversation that will reassure the client before deciding to change their hair color.

**Download on the App Store and Android Store:**



Try these looks on you.  
Get the Syle My Hair app.





# LEVEL

## LOYALTY REWARDS

## 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	HAIR TOUCH UP April Complete Salon Offer	HAIR TOUCH UP April Trial Offer	SERIE EXPERT Master Salon Offer	SERIE EXPERT Complete Salon Offer	SERIE EXPERT Boutique Salon Offer	DIA SWATCHBOOK Offer
BRONZE	\$1 - \$4,999	1 Point	\$262.50	\$87.50	\$500	\$250	\$80	\$252
SILVER	\$5,000 - \$19,999	2 Points	263 Points	88 Points	500 Points	250 Points	80 Points	252 Points
GOLD	\$20,000 - \$39,999	3 Points	525 Points	175 Points	1,000 Points	500 Points	160 Points	504 Points
PLATINUM	\$40,000 +	4 Points	788 Points	263 Points	1500 Points	750 Points	240 Points	756 Points
BLACK	Invite Only	5 Points	1,050 Points	350 Points	2,000 Points	1000 Points	320 Points	1008 Points
			1,313 Points	438 Points	2500 Points	1250 Points	400 Points	1260 Points

[SIGN UP](#) for Level Loyalty Rewards