



L'ORÉAL  
PROFESSIONNEL  
PARIS

FEBRUARY 2018

# UNIQUE ART

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EXCLUSIVELY IN L'ORÉAL PROFESSIONNEL SALONS



# MAD ABOUT METALS

GET AHEAD OF SPRING'S METALLIC HAIR TREND WITH **Majirel**  
METALS

#metallichair  
39K Posts  
& growing rapidly

+44% Results  
since 2016

+175%  
Metallic hair pins  
since 2016

HIGH REFLECT CONCENTRATION - **INTENSE VISIBILITY & SHINE**  
PERFECTLY PRE-BLENDED TO CREATE **METALLIC HAIR COLOR** WITH ONE TUBE

**PLATINUM**



.12/BV

**AMETHYST**



.22/VV

**ROSE GOLD**



.24/VC

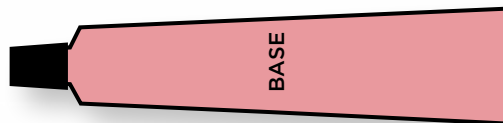
#lorealproux #lpcolorrends



# METALLIC RESULTS WITH INCREDIBLE MAJIREL TECHNOLOGY

CORE TO SURFACE CONDITIONING  
LONG-LASTING COLOR WITH SUPERIOR RESISTANCE TO FADING  
INTENSE LOOKING RESULTS

## Majirel SHADE CONCENTRATION



**CURRENT MAJIREL**  
Natural Shade Concentration  
7/7N



**CURRENT MAJIREL**  
Intense Shade Concentration  
7.40/7CCC



**NEW MAJIREL METAL**  
Metal Shade Concentration

# SPECIALIZED PROTOCOL FOR MAJIREL METALS

Steps for the most vibrant metallic results

We recommend  
Multi-Techniques  
Powder for the  
fastest, lightest lift!



## PRE-LIGHTEN

Pre-lighten the hair to a pale yellow or above with the Blond Studio Lightener of your choice + Smartbond Step 1

Rinse thoroughly. Do not shampoo.



## FORMULATE DIFFERENT FROM EXISTING MAJIREL

**1:2 Color to Developer Mixing Ratio**

**1.7 oz. Majirel Metals  
+ 3.4 oz. 20-vol. Majicrème Developer  
+ 4 ml Smartbond Step 1**



## APPLY DIFFERENT FROM EXISTING MAJIREL

1. Apply formula to the mid-lengths and ends.
2. Set timer for 20 minutes.
3. Apply same formula from new growth to mid-lengths.
4. Once processing time is complete, rinse thoroughly.
5. Apply Smartbond Step 2, for 10 minutes.
6. Shampoo and rinse.



# MAD ABOUT METALS

## THE COMPLETE COLLECTION

A Shade for Every Client

### PRE-BLENDED SHADES

#### NEW

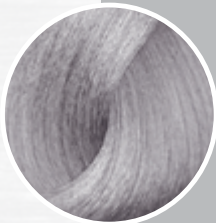
##### AMETHYST



.22/VV



##### PLATINUM



.12/BV



##### ROSE GOLD



.24/VC



### CUSTOMIZED FORMULAS

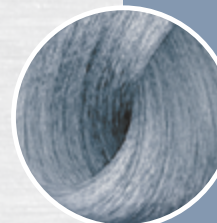
##### TITANIUM



- 15G CLEAR
- 8G 9.11/9BB
- 8G 10.12 / 10BV
- DIACTIVATEUR 6-VOL DEVELOPER
- PROCESSING TIME: 10-20 MINUTES



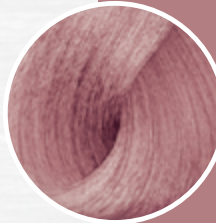
##### BLUE STEEL



- 30G CLEAR
- 2G BLUE MIX
- 1G GREEN MIX
- 1G 2.10 / 2BBB
- INOA RICH DEVELOPER 20-VOL
- PROCESSING TIME: 25 MINUTES



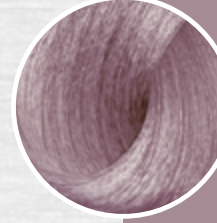
##### ROSE QUARTZ



- 30G CLEAR
- 1G 4.26 / 4VR
- DIACTIVATEUR 9-VOL DEVELOPER
- PROCESSING TIME: 25 MINUTES



##### LAVENDER ALUMINUM



- 30G CLEAR
- 4G 5.20 / 5VVV
- INOA RICH DEVELOPER 20-VOL
- PROCESSING TIME: 25 MINUTES





# L'ORÉAL PROFESSIONNEL ARTISTS ARE MAD ABOUT METALS

## ROOT SMUDGE

By Shelley Gregory  
@shelleygregoryhair  
Atelier by Square Salon, Las Vegas, NV



### PRE-LIGHTEN:

Blond Studio  
Multi-Techniques  
Powder + 40-vol.  
Majicrème Developer +  
Smartbond Step 1

### ROOT SMUDGE:

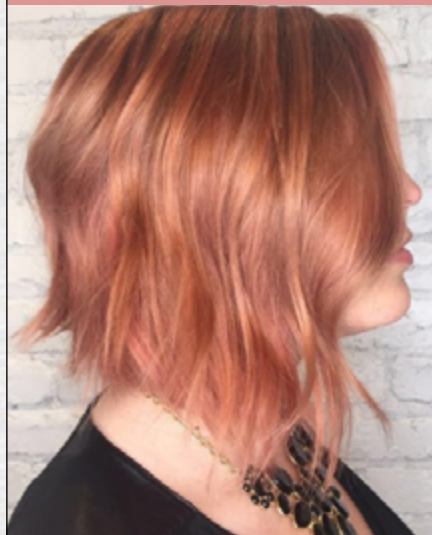
Blue Steel formula +  
Smartbond Step 1.

### MID-LENGTHS & ENDS:

Majirel Metal .12/BV +  
20-vol. Majicrème Developer  
+ Smartbond Step 1.

## GLOBAL METALS

By Laura Gibson  
@lgibsoncolorist  
Cavalry Salon, Washington D.C.



### PRE-LIGHTEN:

Blond Studio  
Multi-Techniques  
Powder + 30-vol.  
Majicrème Developer +  
Smartbond Step 1

### FORMULA:

Apply Majirel Metal .24/VC +  
20-vol. Majicrème Developer +  
Smartbond Step 1 on mid-lengths  
to ends and then apply from new  
growth to mid-lengths.

## METALIGHTS

By Jackie Epperson  
@jackieepp  
Chroma Salon, Tacoma, WA



### PRE-LIGHTEN:

Choose select pieces  
to lighten with Blond  
Studio Platinum Plus + 30-vol.  
Blond Studio Nutri-Developer  
+ Smartbond Step 1

### HIGHLIGHT:

Apply Majirel Metal .22/VV +  
20-vol. Majicrème Developer +  
Smartbond Step 1 on select pieces.

### GLOSS:

Once Metals formula is rinsed  
from the hair, gloss with DIA Light  
10.22/10VV + 6-vol. DIActivateur  
Developer + Smartbond Step 1

## WORRIED ABOUT DAMAGE OR RESULTS WITH LACK OF SHINE?

For strong and protected hair during  
technical service and radiant shine,  
incorporate the Smartbond system  
into your Majirel Metals color service.

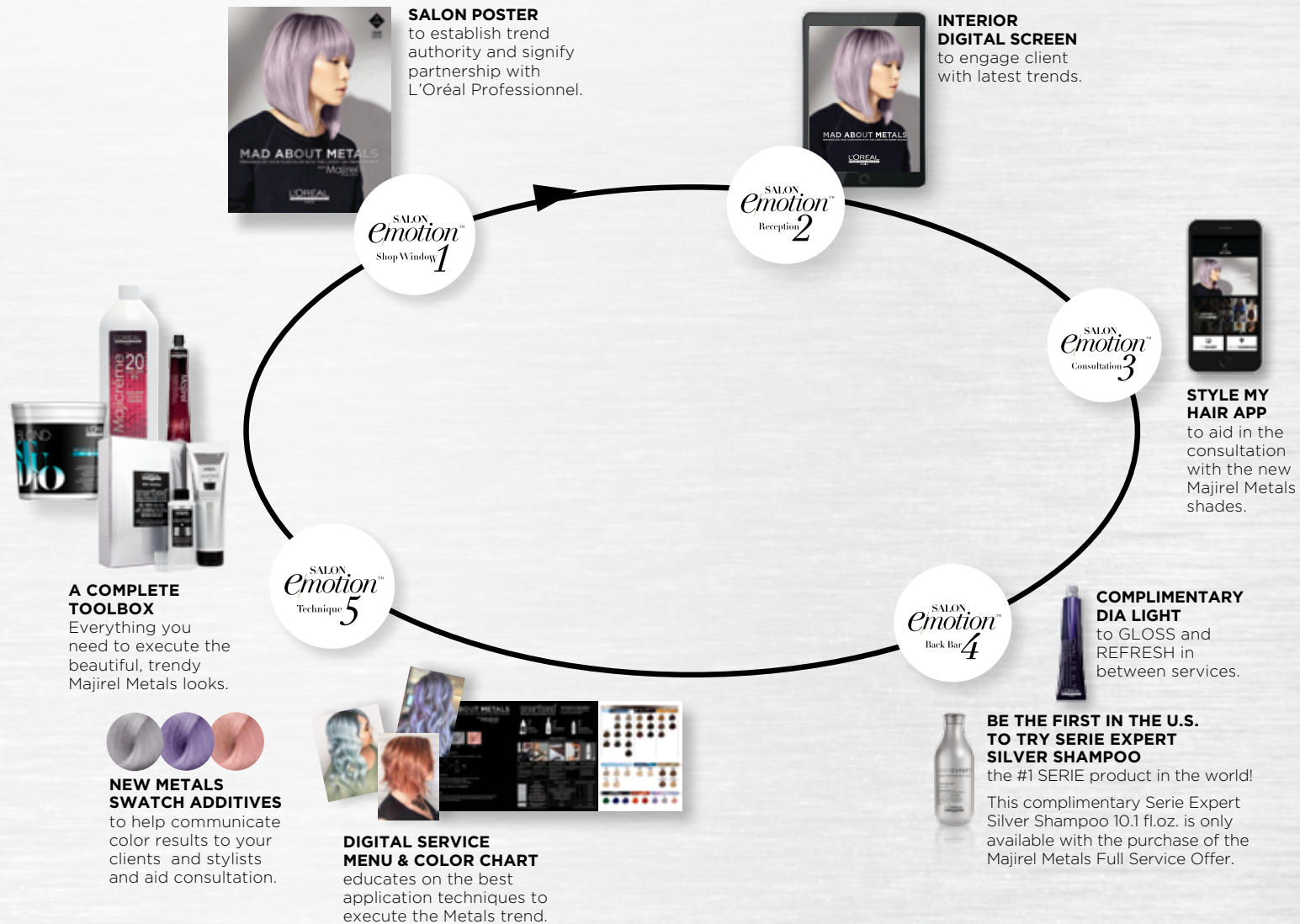


**STEP 1**  
NOW AVAILABLE  
FOR OPEN STOCK  
PURCHASE!



# SALON EMOTION ENHANCES YOUR SELL-THROUGH OF THE NEW MAJIREL METALS SERVICES!

Receive everything you need within the Metals Full Service Offer



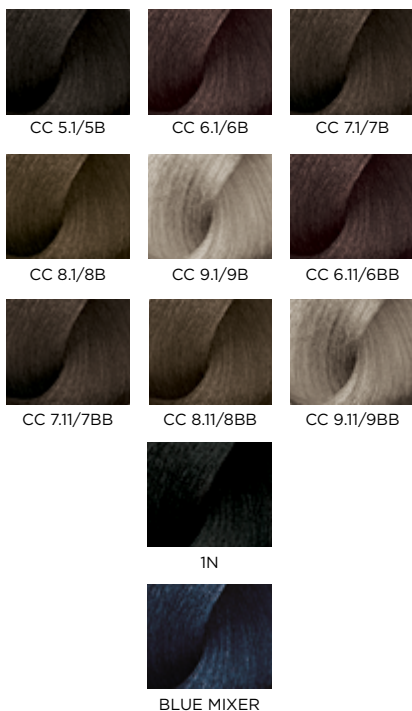


# SILVER FOR ALL

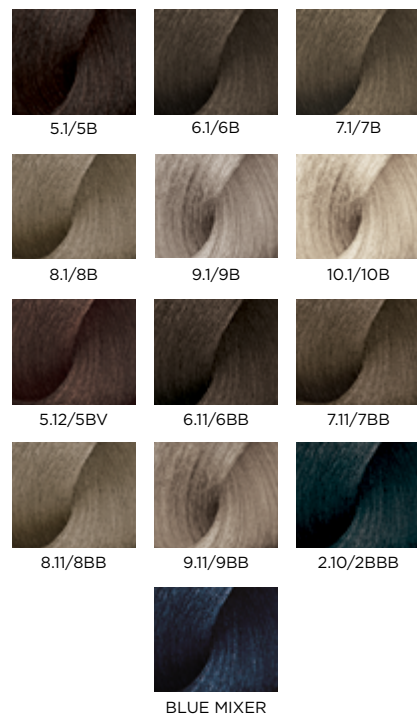
## BLEND YOUR OWN SILVER SIGNATURE FORMULAS

Using shades from the L'Oréal Professionnel Collection below:

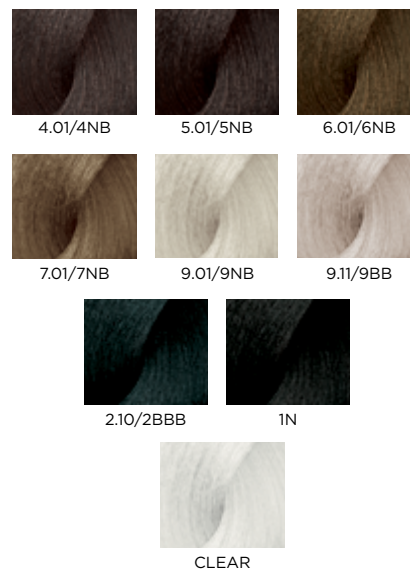
### Majirel



### INOA



### DIARICHESSE



### DIALIGHT



**ALL COLOR RESULTS:** FROM DARK CHARCOAL TO PLATINUM SILVER

**ALL TECHNOLOGIES:** FROM DEMI-PERMANENT TO PERMANENT

For most vibrant and visible results, use shades on pre-lightened hair level 9 or above



# THE MOST COMPLETE SILVER PALETTE

## TAILOR MADE FOR EVERY WOMAN

### FASHION SILVER

Stephanie Cashmere  
@stephaniecashmere  
Mods Hair, Los Angeles, CA



#### BALAYAGE:

Blond Studio Multi-Techniques  
Powder + 30-vol. Majicrème  
Developer+ Smartbond Step 1

#### GLOSS:

1/2 DIA Light 10.12/10BV  
+ 1/2 DIA Light 9.11/9BB  
+ 6-vol. DIActiveur Developer  
+ Smartbond Step 1

### TRANSITION SILVER

By Alina Castillo Ackerman  
@alina\_ackerman  
AFC Hair Studio, Jacksonville, FL



#### GLOSS:

DIA Light 10.21/10VB  
+ pea-size DIA Light 4.20/4VVV  
+ 6-vol. DIActiveur Developer

### NATURAL SILVER

By Michelle Lindsay  
@colorgeekchic  
Cultures Salon & Day Spa, Clearfield, UT



#### BRIGHTEN:

Blond Studio Sunkissed  
Lightening Oil + DIActiveur  
Developer 9-vol. + Smartbond Step 1

#### TONE:

DIA Light 9.11/9BB  
+ DIActiveur Developer 6-vol.  
+ Smartbond Step 1

**BE THE FIRST TO TRY  
THE #1 SERIE EXPERT  
PRODUCT IN THE WORLD!**

This complimentary **SERIE EXPERT**  
Silver Shampoo 10.1 fl.oz. is only available  
with the purchase of the Majirel Metals  
Full Service Offer.



**GUARANTEE**

PERFECT SALON SILVER EVERY DAY



# MAD ABOUT METALS: A MAJIREL MOMENT!

## “METALLIC AMETHYST”

**FORMULA 1:** L'Oréal Professionnel Blond Studio Multi-Techniques Powder + 30-vol Majicrème developer + Smartbond Step 1

**FORMULA 2:** Majirel Metal .22/VV + 20-vol Majicrème developer + Smartbond Step 1

## SECTIONING:

- Create a profile and radial parting.

## APPLICATION:

- Apply **Formula 1** on the mid-lengths, process 10 minutes.
- Pull through **Formula 1** on the ends, process to desired level of lightness. \*Lightener should be removed after 50 minutes total processing time.
- Leave Formula 1 off of the regrowth area to create a natural root shadow, feathering **Formula 1** at the demarcation line to diffuse
- Once development time is complete rinse hair thoroughly, do not shampoo and towel dry.
- Apply **Formula 2** as a virgin application, throughout the mid-lengths and ends. Process 35 minutes.
- Rinse thoroughly and apply 4-8 Pumps of Smartbond Step 2 throughout the hair, process for 10 minutes.

## REMOVAL AND RINSING:

- Wet, emulsify, rinse and shampoo once with L'Oréal Professionnel LUO Post Color Shampoo.
- Condition, preserve and nourish with Serie Expert Vitamino Powermix Treatment.





# BLOND STUDIO FREEHAND TECHNIQUES POWDER

## NEW & IMPROVED PACKAGING, SAME AMAZING FORMULA

### SPECIFICALLY CHOSEN BY COLORISTS

after test and learn in salons

#### EASE:

Simple to open and close with great seal

#### SIZE:

More compact for better for handling and storage

#### SUSTAINABILITY:

Made with 30% recycled material



**SAME COST PER APPLICATION!**



**Daniel Mason-Jones**  
@danielmasonjones





# PREP, TREAT, STYLE WITH SERIEEXPERT

THREE STEPS TO CLIENT LOYALTY

## 1 PREP

Start the ultimate in-salon experience with a relaxing & personalized shampoo massage.

## 2 TREAT

Think of treatments as the proof your clients need to understand the contribution haircare has to long-lasting results.

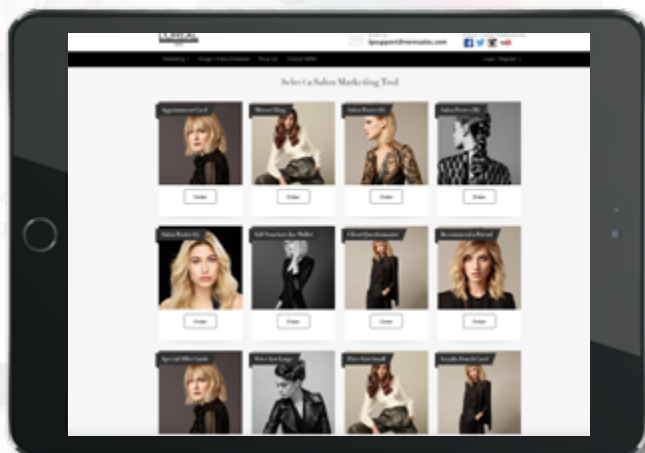
## 3 STYLE

Demonstrate how Perfect Salon Hair can be achieved each and every day with fool-proof & caring styling products.

#lorealproux #serieexpertus



# FIND OUR ONLINE PROFESSIONAL RESOURCES!



**PRO.US.LOREALPROFESSIONNEL.COM**

## WE INVITE YOU TO:

- Discover premium, professional products
- Explore best-in-class education offerings and learn exclusive methods
- Re-create top hair color trends and styles with elevated techniques
- Instantly access salon support resources

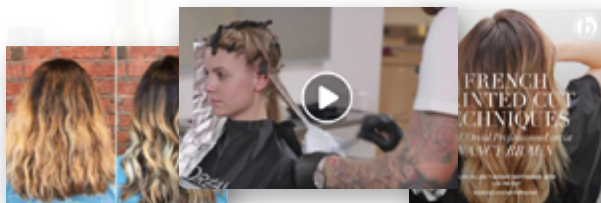
## STAY CONNECTED WITH US

Follow us on social for the latest industry trends and product news



For the latest product news, artist work, Facebook Live videos, and trends, follow our brand page **L'Oréal Professionnel (US)**.

For education and academy classes, follow **L'Oréal Professionnel Academy**.



**#lorealprou**

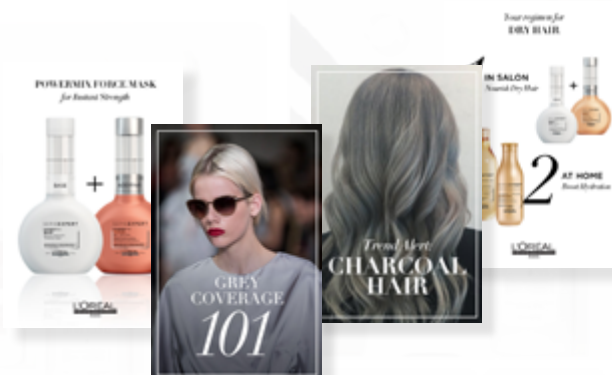


To be in the know of our latest classes, brand experiences and artist's work, follow **@lorealproeducationus**.

Also check our hashtag **#lorealprou**



Follow L'Oréal Professionnel on Pinterest for the latest innovations, trends, and techniques. **@lorealprou**





# 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?

			METALS Full Service Offer	METALS Trial Offer	SERIE EXPERT Master Salon Offer	SERIE EXPERT Complete Offer	SERIE EXPERT Boutique Offer
LEVEL	LEVEL REQUIREMENTS	POINTS PER \$1	\$153.85	\$42.90	\$500	\$250	\$80
BRONZE	\$1 - \$4,999	1 POINT	154 Points	43 Points	500 Points	250 Points	80 Points
SILVER	\$5,000 - \$19,999	2 POINTS	308 Points	86 Points	1000 Points	500 Points	160 Points
GOLD	\$20,000 - \$39,999	3 POINTS	462 Points	129 Points	1500 Points	750 Points	240 Points
PLATINUM	\$40,000 +	4 POINTS	616 Points	172 Points	2000 Points	1000 Points	320 Points
BLACK	Invite Only	5 POINTS	770 Points	215 Points	2500 Points	1250 Points	400 Points



# BEYOND THE CHAIR

Join us as we chat one-on-one with our celebrated salon owners on building a successful salon business beyond a simple color, cut or blow-dry.

## IT'S ALL IN THE GLOSS

For this month's issue, we sat down with Julius Michael, the owner of **Julius Michael Scarsdale Hair Salon** in Scarsdale, NY and a celeb stylist, to discuss the importance of servicing your clients with Majirel and DIA.



@juliusmichaelsalon | 3K followers



### L'OREAL PROFESSIONNEL: HOW DO YOU CONVERT A CUTTING OR STYLING CLIENT TO TRY HAIR COLOR?

**JULIUS MICHAEL:** When giving a new look, I always suggest adding color to really bring out the cut. By even just adding baby lights, it brings everything together. I encourage all my stylists to, at the very least, add a DIA Richeesse service because it beautifully brings out the natural highlights, while closing the cuticle and adding warmth.

### LP: IS THERE ONE SPECIFIC NON-COLOR CLIENT YOU GIVE A DIA RICHESSSE SERVICE TO?

**JM:** It's perfect for camouflaging gray. It makes the hair look more alive and seals it—leaving the hair shiny and more conditioned [which is important because gray hair can be more coarse]. Plus,

there is no regrowth—it stays over time and washes out very softly. [It doesn't leave a line of demarcation.] There is little maintenance.

### LP: WHAT ARE THE BENEFITS OF GLOSSING BETWEEN SERVICES?

**JM:** Over time the color oxidizes and DIA Light helps to tone down that oxidation. I recommend my clients come in every 3-5 weeks to extend their color service. It really freshens up the color and brings highlights back to life. .

### LP: HOW CAN ADDING DEMI-PERMANENT HAIR COLOR TO YOUR SALON GROW YOUR BUSINESS?

**JM:** You're able to serve all color clients. Some clients are intimidated by the commitment of permanent hair color. For clients who have never colored their hair,

they have a fear of coming in every 4 to 6 weeks. And if they want to stop the cycle, they feel their only option is to grow out their hair. DIA is the perfect first step for a client to experiment with color.

### LP: DEMI-PERMANENT COLOR IS A WAY TO MAINTAIN TRUST WITH YOUR CLIENTS. DO YOU HAVE ANY OTHER TIPS FOR BUILDING LOYALTY?

**JM:** I care about how my clients look after they leave my salon. I tell them, I'm here to make you feel the best that you can. And I tell them how to maintain their look at home. It's more about what the client is using when they leave you. They may love the style you gave them, but it's important they know how to finish it at home. The product breakdown is essential.