



L'ORÉAL
PROFESSIONNEL
PARIS

JUNE 2018

UNIQUE ART

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

PERFECT SALON SILVER *IN-SALON PROMOTION*

Sell-
through
Strategy!
WITH
SERIEEXPERT

IN-SALON OFFER: When a client purchases a Silver shampoo, they receive a complimentary Powermix Color service at their next appointment. (A \$25 value)

WHEN YOU PURCHASE:
A SILVER SHAMPOO



RECEIVE

COMPLIMENTARY
POWERMIX COLOR TREATMENT



THE SALON EMOTION *CLIENT JOURNEY*

TO ENHANCE THE IN-SALON EXPERIENCE & DRIVE SELL-THROUGH



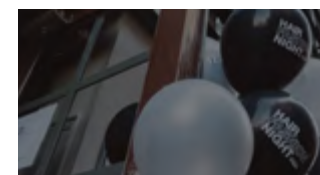
BRING FASHION WEEK *TO YOUR SALON*



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

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

SEPTEMBER 6TH – 13TH



**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 up to 100 salons for a service and build social buzz. Sign up now. It could be you!

HAIR FASHION WEEK BROADCASTED TO 4 MILLION CLIENTS

**HAIR
FASHION
WEEK** L'OREAL
PARIS



BE THE FIRST TO INTRODUCE

#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!

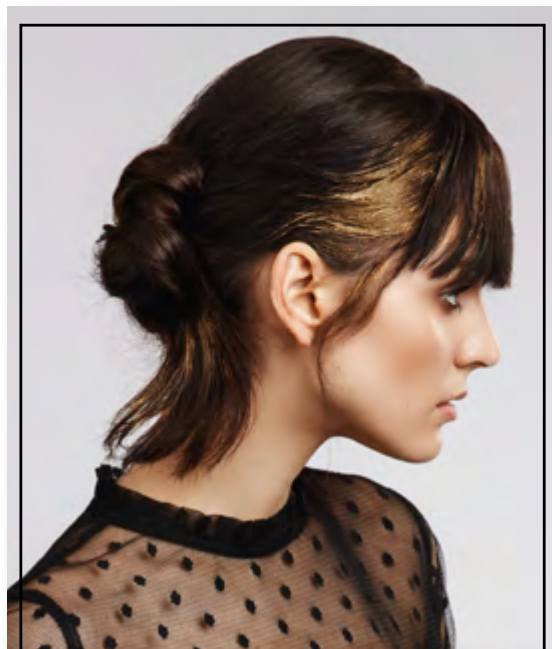
Flash Service – in 30 minutes max with ultra-easy application

Flash Wear – washes out easily in 1 shampoo

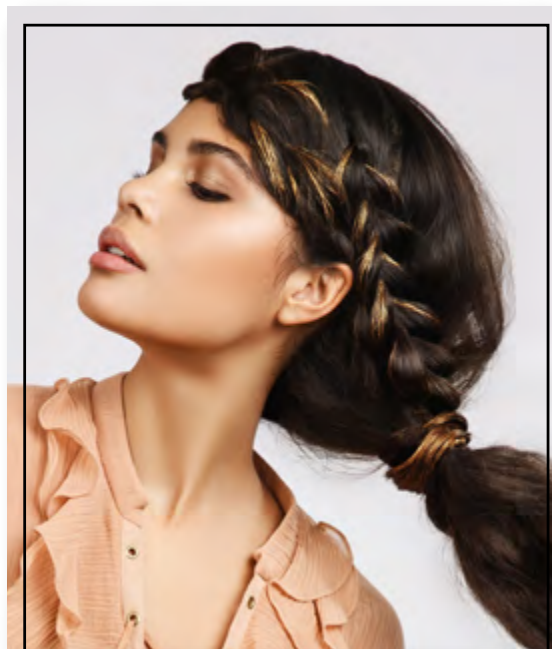
Flash Visibility – intense makeup pigments are visible on all hair types and special styling polymers seal in the color for no transfer

9 SHADE PALETTE LAUNCHING SEPTEMBER 2018

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



#BIRTHDAYHAIR
Featuring: FLASH Gold Digger



#BRIDESHAIR
Featuring: FLASH Gold Digger



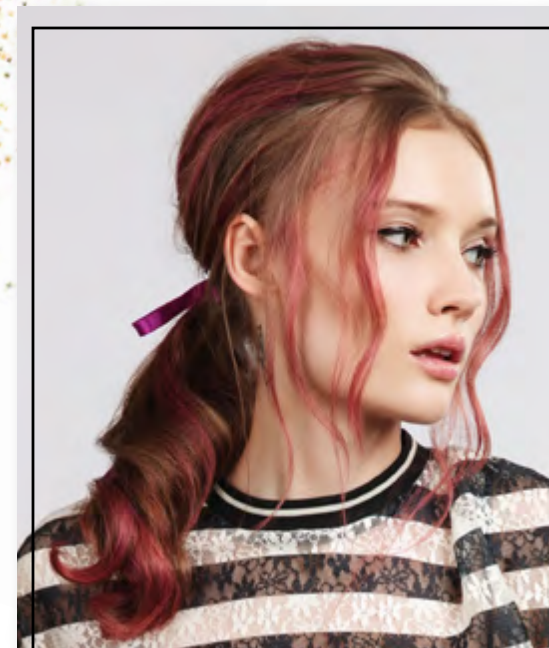
#FESTIVALHAIR
Featuring: FLASH Hello Halo



#PARTYHAIR
Featuring: FLASH Midnight Fuchsia



#FASHIONWEEKHAIR
Featuring: FLASH Hello Halo



#DATEHAIR
Featuring: FLASH Midnight Fuchsia

THE 2018 LOOKS

OFFER YOUR CLIENTS

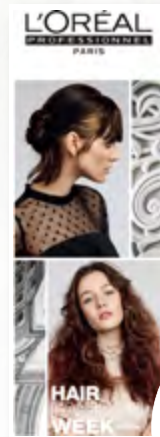
(NEW & CURRENT)

Complimentary Styles

HAIR FASHION WEEK

L'ORÉAL
PROFESSIONNEL
PARIS

BRING FASHION WEEK TO LIFE IN YOUR SALON



**L'ORÉAL
PROFESSIONNEL
BANNER**
at entrance

SALON
Emotion[™]
Shop Window **1**



WELCOME CLIENT
with a beverage & smile!

SALON
Emotion[™]
Reception **2**



SALON
Emotion[™]
Consultation **3**

STYLE MENU
With 6 complimentary
looks

**STYLING PRODUCTS &
#COLORFULHAIR FLASH**
to perfect every complimentary style
SELFIE STATION LIGHTS
to capture the finished look



SALON
Emotion[™]
Technique **5**



SALON
Emotion[™]
Retail **6**

EVENT PROMOTION
to drive retail sales
(suggestions provided
in Event Kit)

SALON
Emotion[™]
Checkout **7**



**SAMPLES &
SHOPPING BAGS**
to promote trial of retail
products

HARNESS THE POWER OF THE L'ORÉAL PROFESSIONNEL COLOR PORTFOLIO

*FIND EASY TO IMPLEMENT TIPS & TRICKS FOR APPLICATION
AND CONSULTATION ON OUR [PRO SITE](#)!*



“Carrying the right mix of the L’Oréal Professionnel Color Line offers me the ability to have every tool in my kit to tackle each day. No matter my client’s hair texture, history, or desire, I can be confident that I have the tools to get the job done without sacrificing my artistry.”

Theresa Adams,
L’Oréal Professionnel Artist,
Dop Dop Salon, NY, NY

CLICK MAJIREL

CELEBRATING 40 YEARS OF INNOVATION



"Majirel has been a staple in my salon for 3 generations. It offers consistently beautiful results with superior technology that is ever expanding. I know that my business can count on it."

DJ McGinley,
L'Oréal Professionnel Artist,
Accent on Beauté,
Skeppack & Jenkintown, PA

#lorealproux

CLICK INOA

INOA™ BREAKTHROUGH OIL DELIVERY SYSTEM TECHNOLOGY



"INOA hair feels like virgin hair. The chic portfolio has all of the shades I need to create for my clients. The Clear is amazing for highlighting and I always color match with DIA!"

Sebastian Langman-Kirtley,
L'Oréal Professionnel Artist,
The Keep,
Cape Cod, MA

DUO DEMI-PERMANENT TECHNOLOGIES



"I reach for DIA at every opportunity. If you use Majirel and INOA, use DIA as your demi-permanent for the same gorgeous taste of color. My favorite shades to gloss with are the beautiful DIA Light Milkshake Shades!"

Theresa Adams, @theresaadamscolor,
L'Oréal Professionnel Artist,
Dop Dop Salon, NY, NY

CLICK DIA RICHESSE

DIA RICHESSE

RICH CRÈME HAIR COLOR WITHOUT AMMONIA



CLICK DIA LIGHT

DIA LIGHT

LUMINOUS GEL-CRÈME HAIR COLOR WITHOUT AMMONIA



THERESA'S DEVELOPER TIP:

Blonde Client: 6-vol. & start in the back and work to the front

Brunette Client: 9-vol.

Red Heads & Fashion Shades: 15-vol.

FROM THE LEADERS IN BLONDING

UNLIMITED CREATIVITY, RELIABLE RESULTS, SUPERIOR CONDITION

BEST-SELLER

Highlights, Balayage, Global Application



By Min Kim
@minkimcolorist



**MULTI-TECHNIQUES
POWDER**
32 oz.

POWDER

UP TO
8 LEVELS

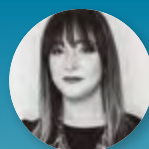
Powerful speed

Accelerated lightening action

On-and off-scalp lightening

ADVANCED TECHNOLOGY

Highlights, Balayage, Global Application



By Jessica Todd
@freshicatodd



**PLATINIUM PLUS &
PLATINIUM AMMONIA-FREE**
17.5 oz.

PASTE

UP TO
7 LEVELS

Conditioning while lightening

Nutricéride and beeswax help protect
and smooth the hair fiber

On-and off-scalp lightening

PAINT

Balayage, Painting



By Jackie Epperson
@jackiepp



**FREEHAND TECHNIQUES
POWDER**
12.3 oz.

POWDER

UP TO
6 LEVELS

Balayage

Creamy and thick texture encapsulates hair for
precise freehand application

Off-scalp lightening

TRIED & TRUE

Balayage, Painting, Highlights



By **Sophia Avera**
@ssophiacolor



MAJIMÈCHES

Highlighting Crème: 2.0 oz.
Accelerator Packettes: 6 x 1.0 oz.

CREAM

UP TO
5 LEVELS

Honey blonde highlights

Controlled lightening up to 5 levels in 15 minutes

Off-scalp lightening

Ammonia-free

THE WILD CARD

Tone Correct, Color Cleanse, Base Break



By **Ashley Zajac**
@ashleyzajac_



SUNKISSED LIGHTENEING OIL

33.8 fl. oz

OIL

UP TO
2 LEVELS

Base breaking, tone correcting
& light cleansing

On-and off-scalp lightening

Ammonia-free

SNEAK PEEK

(AVAILABLE IN JULY) Highlight, Foilyage

By **Justine Berger**
@justineberger



INSTANT HIGHLIGHTS EXPRESS LIGHTENING SYSTEM

3.4 oz.

CREAM

UP TO
6 LEVELS
WITH HEATING IRON

Bright highlights - up to 15 sections

Express highlights in a 30 minute service

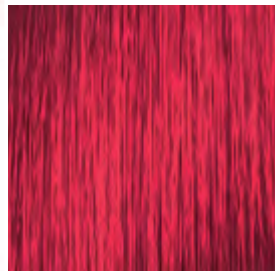
Off-scalp lightening



CLICK #COLORFUL HAIR

EXPANDING THE MOST POPULAR SHADES IN THE PALETTE

THE SPECTRUM OF *PINKS* & *VIOLETS*



RED LIPSTICK

up to **20** shampoos



SUNSET CORAL

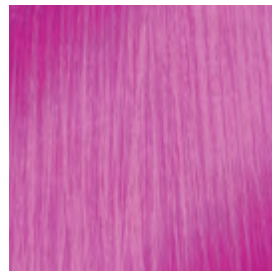
up to **3** shampoos



YELLOW SUN

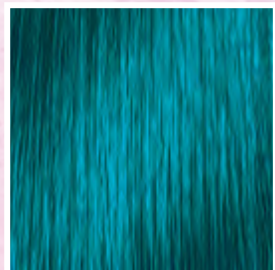
up to **15** shampoos

NEW



TWINKLE FUCHSIA

up to **8** shampoos



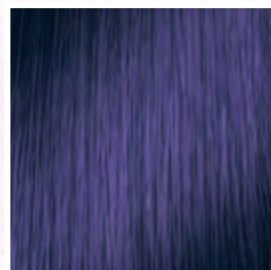
CARIBBEAN BLUE

up to **12** shampoos



NAVY BLUE

up to **12** shampoos



ELECTRIC PURPLE

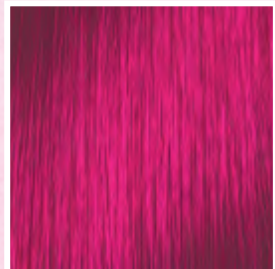
up to **8** shampoos

NEW



SUGAR LILAC

up to **3** shampoos



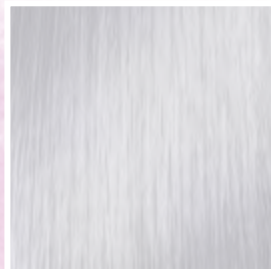
HYPNOTIC MAGENTA

up to **8** shampoos



PINK SORBET

up to **3** shampoos



CRYSTAL CLEAR



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

#lorealproux #lpcolorrends

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:



CONSUMER WEBSITE

The place to send your clients to learn more about our brand

www.us.lorealprofessionnel.com

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/

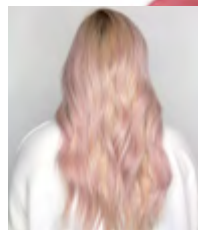
SOCIAL MEDIA

Be in the know of the latest trends, product launches, and education offerings! 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 brand hashtags: #lorealprou #lpbalayage #lpcolortrends #serieexpertus #tecniartus

Share your class experience with our education hashtags:

#learnwithlp #tourwithlp #lpacademy #lpbalayage #learnlpcutting #learnlpstyling #learnlpdevelopment



#lorealprou

**Become a L'Oréal Professionnel Insider! Sign up now to receive exclusive access to pro hair tips and latest trends.

Discover the newest in haircolor and styles, product news and special offers. www.pro.us.lorealprofessionnel.com/newsletter

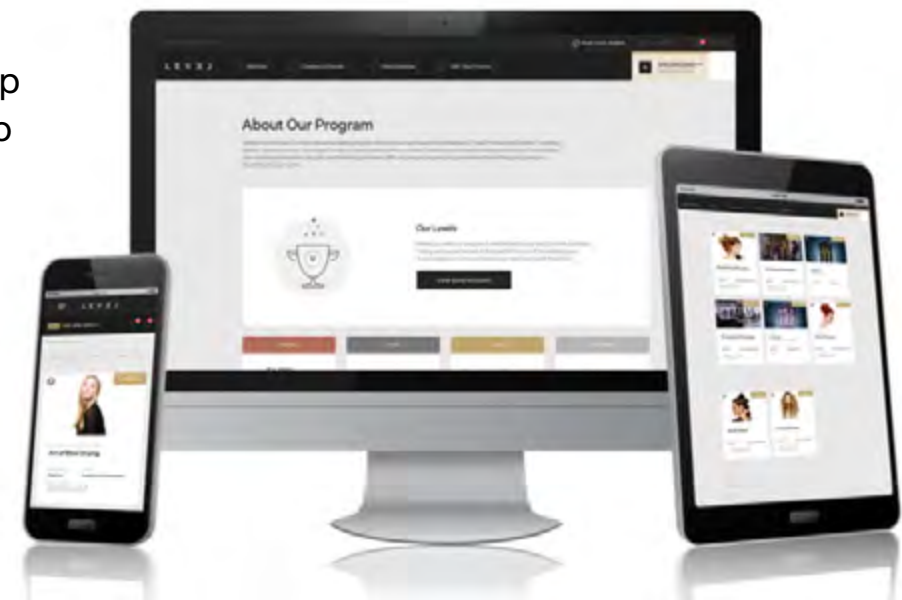
TAKE YOUR BUSINESS TO THE NEXT LEVEL

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!**



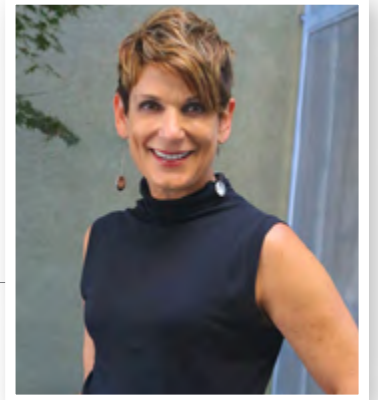
HOW MANY POINTS CAN I EARN THIS MONTH?

			MASTER OFFER Perfect Salon Color	COMPLETE OFFER Perfect Salon Color	SILVER ONLY Perfect Salon Color	EXCLUSIVE COLOR OFFER JUNE ONLY	HAIR FASHION WEEK Complete Offer
LEVEL	LEVEL REQUIREMENTS	POINTS PER \$1	\$650 AND UP	\$300 AND UP	\$95	FROM \$252	\$500
BRONZE	\$1 - \$4,999	1 Point	650 Points	300 Points	95 Points	252 Points	500 Points
SILVER	\$5,000 - \$19,999	2 Points	1300 Points	600 Points	190 Points	504 Points	1000 Points
GOLD	\$20,000 - \$39,999	3 Points	1950 Points	900 Points	285 Points	756 Points	1500 Points
PLATINUM	\$40,000 +	4 Points	2600 Points	1200 Points	380 Points	1008 Points	2000 Points
BLACK	Invite Only	5 Points	3250 Points	1500 Points	475 Points	1260 Points	2500 Points

BEYOND THE CHAIR

EXPERT TIPS ON HOW TO GROW YOUR BUSINESS

We sat down with **Diana Gordon**, owner of **Ketér Salon** in Berkeley, CA, to discuss how she has grown her business with education, upselling color services, and retail.



Diana Gordon, owner of Ketér Salon

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



HOW HAS L'ORÉAL PROFESSIONNEL HELPED YOU GROW YOUR BUSINESS?

Number 1: The L'Oréal Professionnel Academy. My stylists come back from the Academy classes with so much energy and excitement and this really helps keep the positivity and enthusiasm alive in my salon. I highly recommend that salon owners bring their stylists together as a group so you can all experience a class together and motivate each other when back in the salon. The Strictly Business in-salon class that L'Oréal Professionnel offers is also an incredible tool that I recommend for anyone who wants to grow their business.

DO YOU HAVE ANY TIPS ON HOW TO UP SELL A COLOR SERVICE?

As hairdressers, it is up to us to recommend what is on trend and keeping our clients as engaged in all things beauty as we are as hairdressers. While you should always be recommending a glossing service using DIA Light with every color service, you might

have a client who only comes in for a routine root touch up appointment. You could recommend trying out a face frame highlight to that client and in 2 years, they could be getting full highlights because of what you had recommended just a few years earlier.

WHEN DO YOU DISCUSS ADDITIONAL COLOR SERVICES OR RETAIL PURCHASING WITH THE CLIENT?

You definitely do not want to wait until the end of an appointment to start talking about retail. You want to talk about it early and often, especially when it comes to maintaining color. Your responsibility as a hairdresser is to educate the client on maintenance for their new color. I once had a client who came back to me a couple months after her first color appointment with extremely dry hair and I asked her why she wasn't using the leave-in conditioner I had recommended to her. After my client responded that she had run out of the product, I made sure that she left with at

least two bottles to hold her over until her next appointment.

HOW DO YOU ENSURE THAT YOUR CLIENTS WALK OUT WITH RETAIL?

Would you walk out of your doctor's office without the prescription they just recommended? Same thing goes for your hair maintenance. It is our job as hairdressers to give our clients the information they need to maintain their new color. When you look at it that way, it's hard to say no to a retail product!

WHAT IS YOUR BEST PIECE OF ADVICE FOR SALON OWNERS TRYING TO GROW THEIR BUSINESS?

Treat your staff very well. If you can create your culture and have your staff believe in and embody this culture, then they will protect the culture and you will be successful. To be a successful salon owner, you have to lead with empathy and the best way to do this is by understanding what it's like to be on the other side.

“YOU DEFINITELY DO NOT WANT TO WAIT UNTIL THE END OF AN APPOINTMENT TO START TALKING ABOUT RETAIL.”