

L'ORÉAL
PROFESSIONNEL
PARIS

MARCH 2018

UNIQUE ART

EXCLUSIVELY IN L'ORÉAL PROFESSIONNEL SALONS

COLOR ME FRENCH - Parisian Nudes Featuring **Alexa Chung**

BEAUTIFULLY SUBTLE & NATURAL **PARISIAN-INSPIRED** HAIR COLOR

1 Trend | **2** Techniques | **20** Shades,
Unlimited Looks

Introducing
Alexa Chung

L'Oréal Professionnel
Brand Ambassador

International Fashion Designer,
Model, Host and Author

Google

L'Oréal Professionnel

is ranked **2nd** most frequently searched term on **Google**
immediately following a search for **French Hair**



French Girl Hair searches has increased by **752%**
since last year!

Google

Parisian Hair

is **+40%** over the past 2 years in **Google Search**



French Hair Color

is **+70%** since July 2017 in **YouTube** searches,
1.6M results



L'ORÉAL
PROFESSIONNEL
PARIS

is **Parisian Hair**

#lorealproux #lppbalayage



10.01/10NB



9.2/9V



6.13/6BG



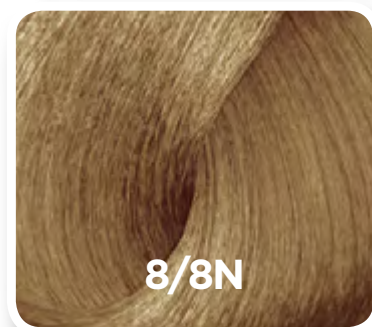
10.13/10BG



5/5N

— INO A —

— DIARICHESSE —



8/8N



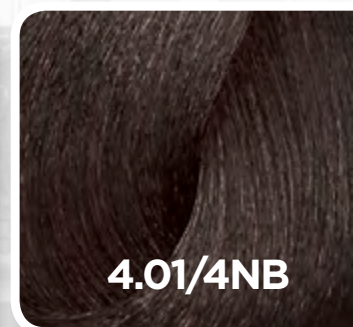
5.32/5GV



7.13/7BG



8.02/8NV



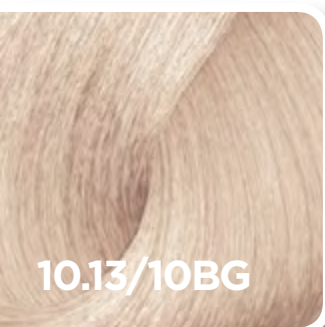
4.01/4NB

NUDE SHADES

CURATED FOR THE PERFECT PARISIAN PALETTE

GET THE LOOK

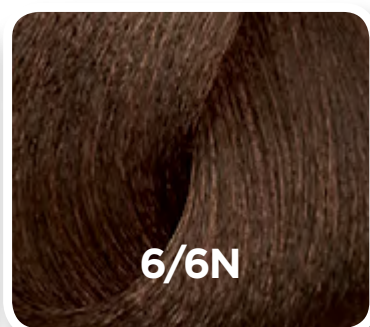
from **BRUNETTE** to **BLONDE** using L'Oréal Professionnel's beautiful palette of hair color shades



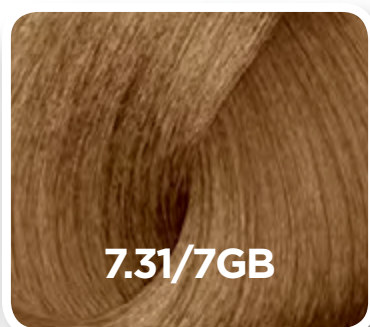
10.13/10BG



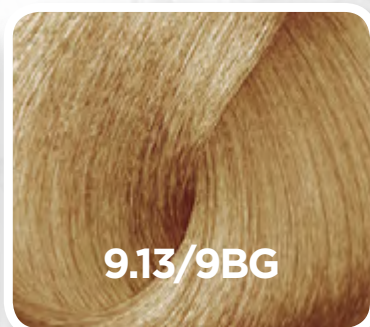
10.32/10GV



6/6N



7.31/7GB



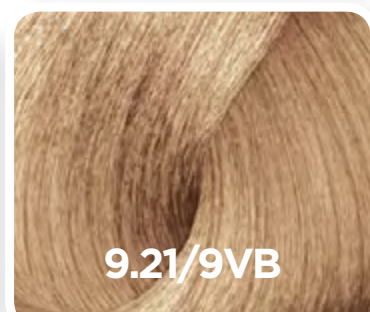
9.13/9BG

— DIALIGHT —

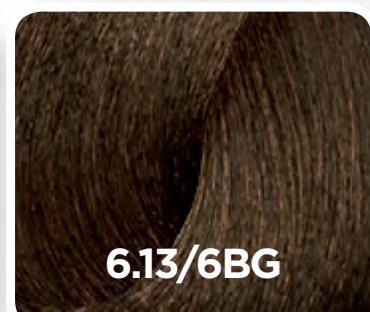
— Majirel —



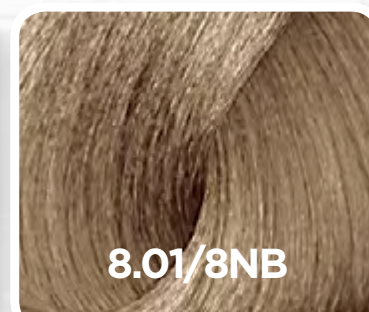
10/10N



9.21/9VB



6.13/6BG



8.01/8NB



8.03/8NG

#lorealprou #lppbalayage

COLOR ME FRENCH: PARISIAN NUDES

BEAUTIFULLY ELEGANT, NATURALLY CHIC

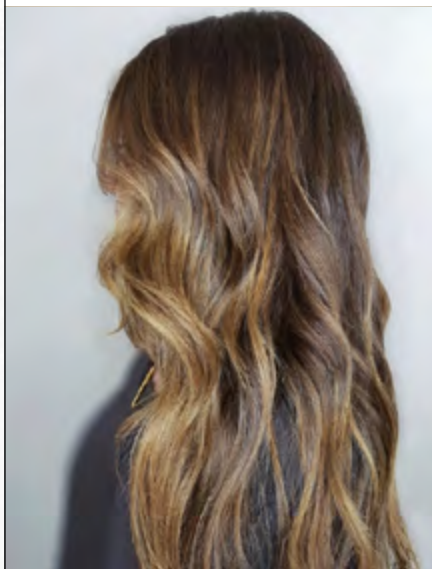
A sophisticated balance of depth, dimension and shine.



CRÈME BRUNETTES

@minkimcolorist
Min Kim

Butterfly Studio Salon
New York, NY



ICED AVANT BLONDE

@jonniebalayageguru
Jonathan Terech

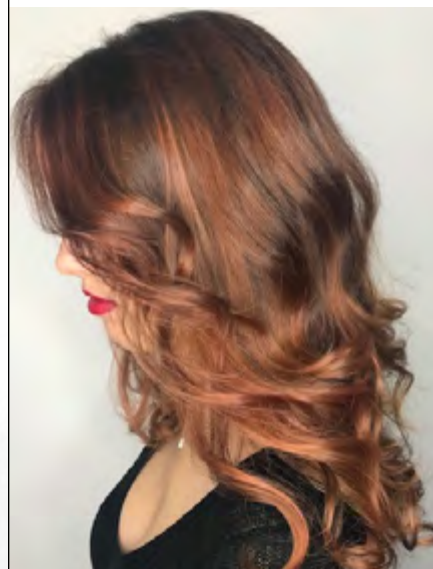
Blanc Noir Hair
Costa Mesa, CA



COPPER COUTURE

@djlp_pro
DJ McGinley

Accent on Beauté
Jenkintown, PA



BLONDE À LA MODE

@ssophiacolor
Sophia Avera

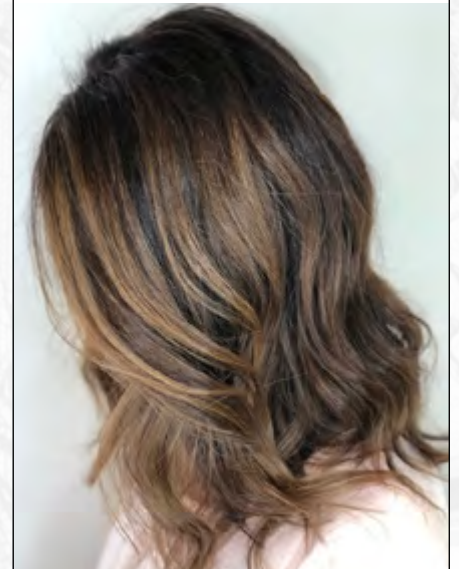
Muse Salon and Spa
Atlanta, GA



BRUNETTE BELLE

@abbieaddotta
Abbie Addotta

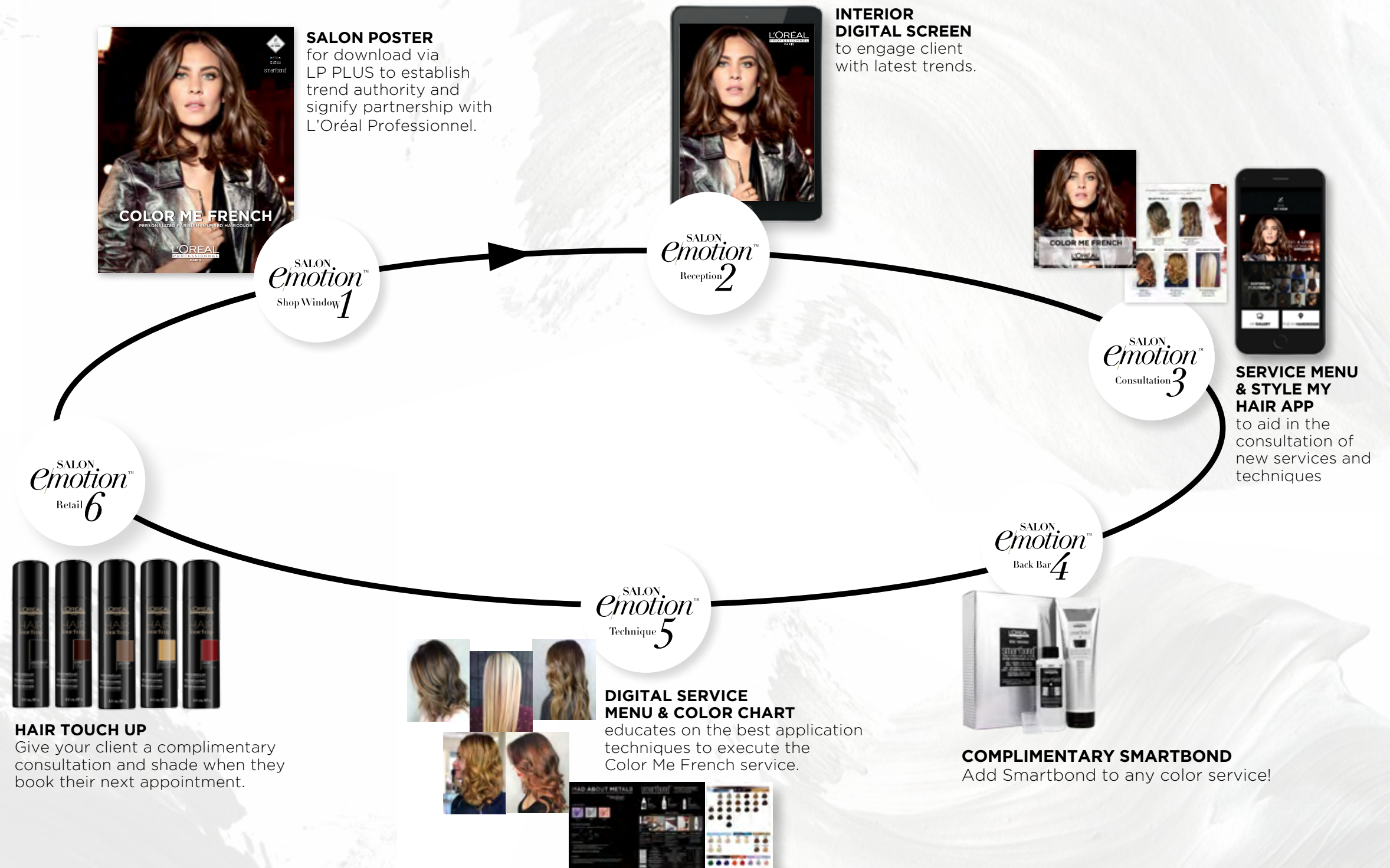
Element Salon
Nashville, TN



Please visit pro.us.lorealparis.com for formulation and technique tips!

THE SALON EMOTION HAIRCOLOR CLIENT JOURNEY

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



#COLORFULHAIR PIONEERING THE NEXT TRENDS

- **True-to-tone** for up to 12 shampoos
- Incredible **shine**
- Apply to **towel-dried or dry** hair
- Easy to **blend gel-crème**
- Acidic **conditioning** formula
- Fragrance-**free**



SUCCESS WITH **#COLORFULHAIR**

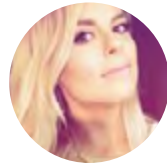
STYLISTS & SALON OWNERS



By Dafne Evangelista
@dafne_evangelista
Dafne Evangelista Beauty
Lounge, Miami, FL



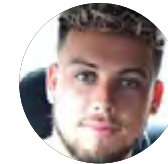
"#COLORFULHAIR is a great way to change your look without damaging the hair. Because I use it on myself, it has become a big trend in my salon!"



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



"#COLORFULHAIR is the first creative haircolor line I have used that can be applied to wet hair, which means I can easily add this on to my client's service and grow my business!"



By AJ Quinones
@_ajquinones
Vanity Salon,
Montclair, NJ



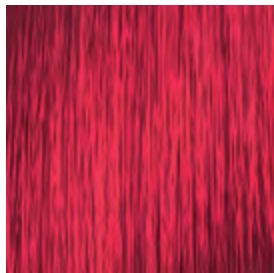
"For the client looking for vibrant, temporary hair color, I use **#COLORFULHAIR**. In this case, I went for a more daring approach. However, this can also be for the client who wants that 'daring look' without it being too much in the workplace. Formulated correctly, it can be used for both!!"

STREAMLINED PALETTE

UNLIMITED POSSIBILITIES

TWO NEW SHADES TO COMPLETE THE PALETTE

NEW



RED LIPSTICK

up to **20** shampoos

NEW



YELLOW SUN

up to **15** shampoos



SUNSET CORAL

up to **3** shampoos



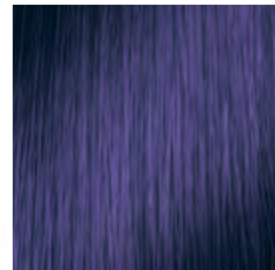
CARIBBEAN BLUE

up to **12** shampoos



NAVY BLUE

up to **12** shampoos



ELECTRIC PURPLE

up to **8** shampoos



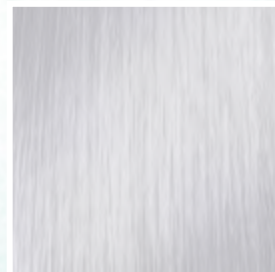
HYPNOTIC MAGENTA

up to **8** shampoos



PINK SORBET

up to **3** shampoos



CRYSTAL CLEAR



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

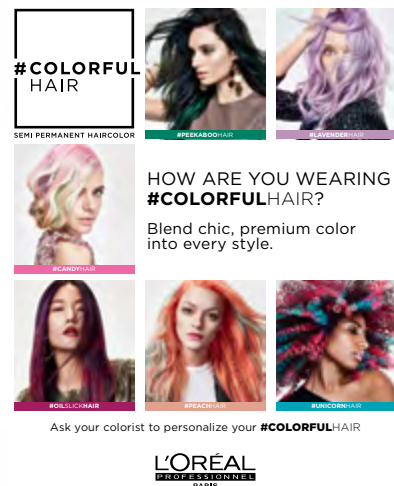


#lorealproux #colorfulhair

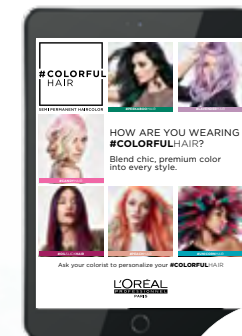
SALON EMOTION #COLORFULHAIR

CLIENT JOURNEY

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



SALON POSTER
for download via
LP PLUS to establish
trend authority and
signify partnership with
L'Oréal Professionnel.



**INTERIOR
DIGITAL SCREEN**
to engage client
with latest trends.



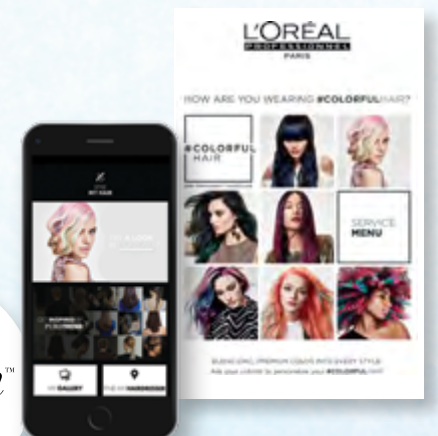
**PRODUCT &
TECHNIQUE GUIDE**
educates and inspires
using work from the best
creative colorists in
the business.



NEW SWATCH TOOL
to help communicate color
results to your clients and
stylists and aid consultation.



**COMPLIMENTARY
BLOND STUDIO**
Multi-Techniques Powder to
pre-lighten the hair during
#COLORFULHAIR service.



**STYLE MY HAIR APP
& SERVICE MENU**
every client is different
- inspire all of your
clients to add on
#COLORFULHAIR to
any service.

TECNI.
ART

SHARE YOUR #LPSALONSTYLE

Share a selfie...and invite him or her to do the same!

The simplest way to connect with your client?

Share a selfie...and invite him or her to do the same!

Abbie Addotta
@abbieaddotta

IN-SALON PROMOTION

Encourage selfies
in and out of the salon!

CLIENTS WILL:

Receive a **Next Day Hair** mini
with the purchase of 2 L'Oréal
Professionnel products.



Sell-
through
Strategy!
WITH
TECNI.ART

L'ORÉAL
PROFESSIONNEL

EXPERT
NETWORK

ELEVATE YOUR KNOWLEDGE AND TECHNICAL SKILL BY BECOMING A L'ORÉAL PROFESSIONNEL EXPERT!

L'Oréal Professionnel offers you the opportunity to become the Expert in your salon while connecting with other stylists in the L'Oréal Professionnel community!

The Expert Network program consists of six full days, in which attendees will learn about the products, the tools and the technical foundation of the beautiful L'Oréal Professionnel brand, to take back to your salons and create confidence in yourself and the stylists around you.

Join this exclusive community of experts, as we elevate our industry to new heights!

PRICE \$695 (\$3,000 VALUE) POINTS 46,330

www.lpregister.com www.pro.us.lorealprofessionnel.com





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!

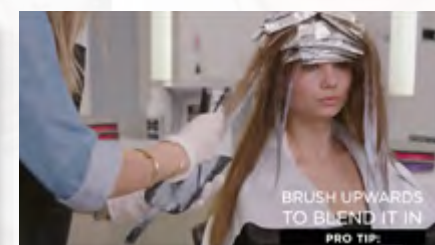
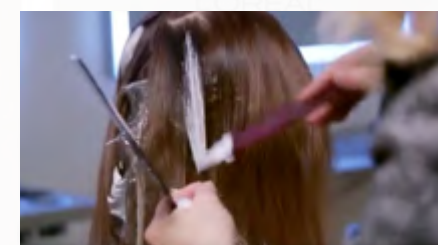


AMETHYST STARLIGHTS

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

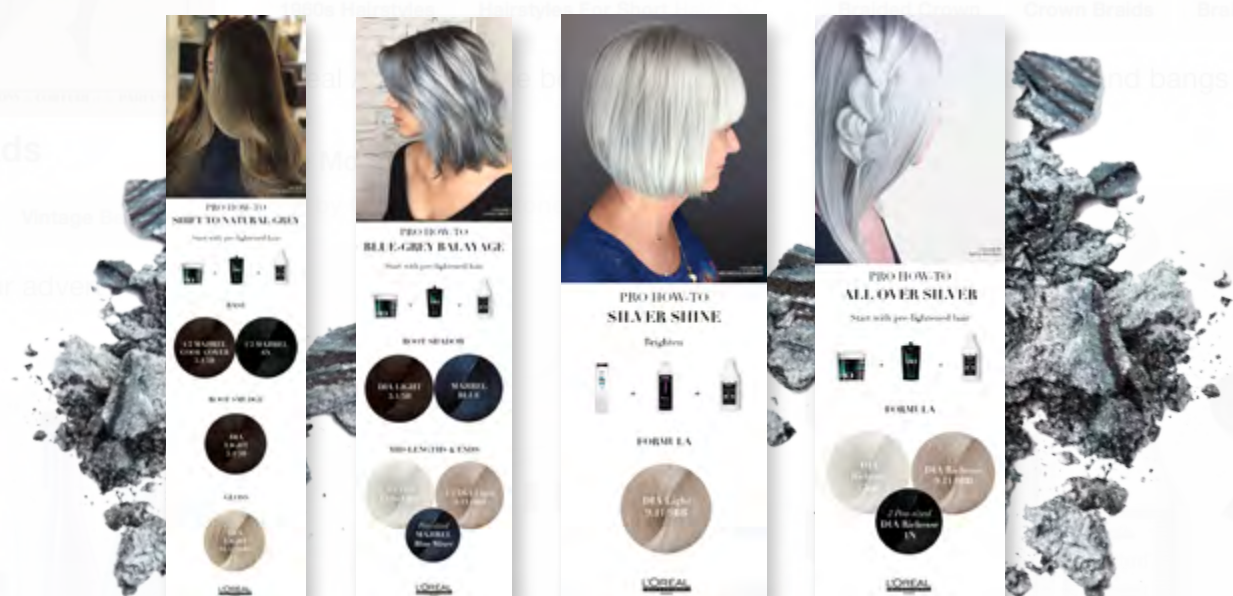
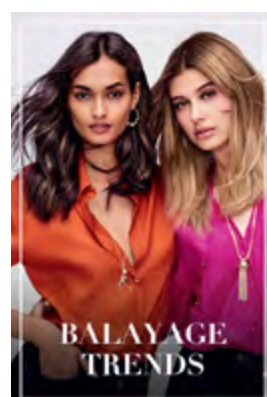
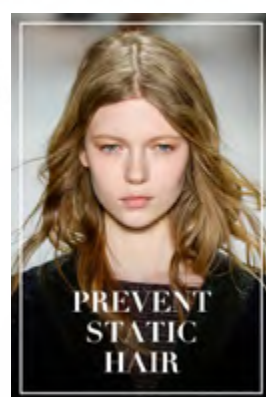


CHECK OUT OUR YOUTUBE PLAYLIST FOR EVEN MORE ARTIST TIPS!



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

THE STYLE MY HAIR APP JUST GOT A MAKEOVER

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

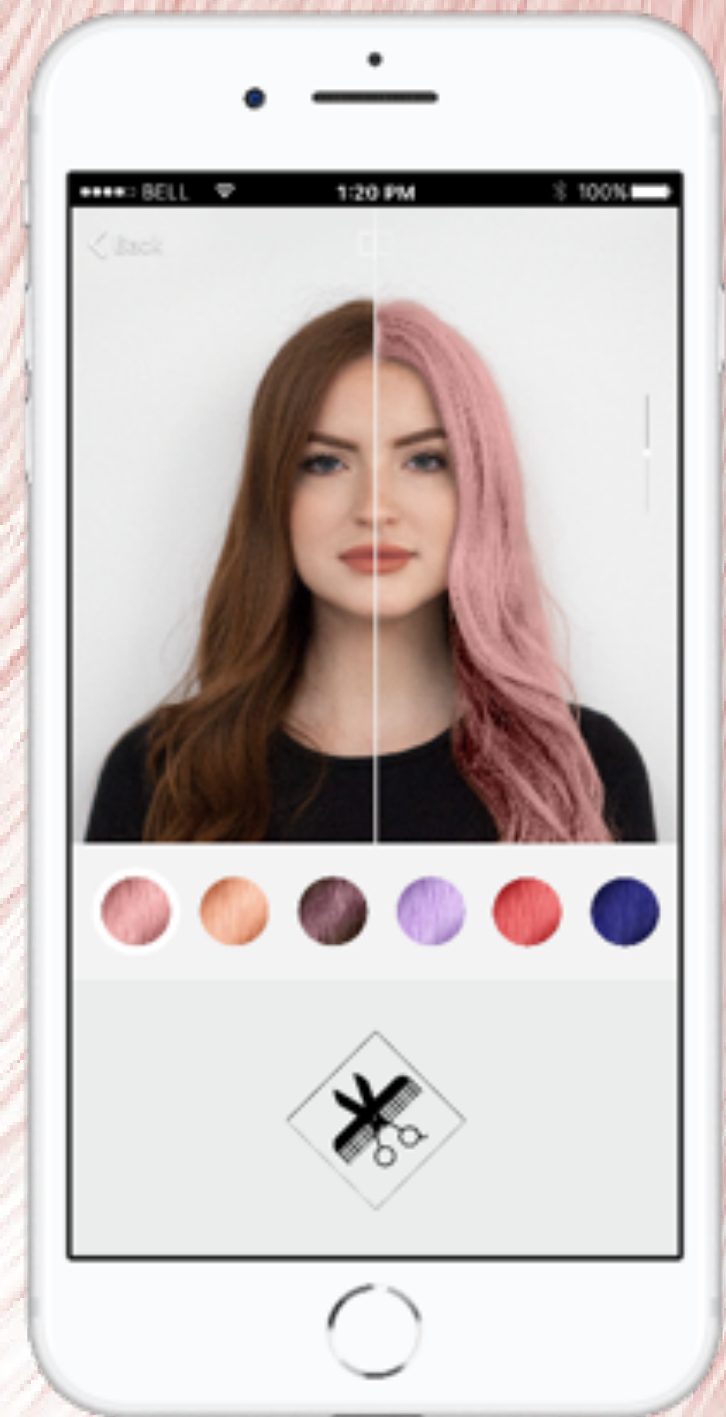
L'Oréal Professionnel is the first brand in the professional haircare industry to integrate **a 3D real-time hair color try-on service** both on its Style My Hair app and in L'Oréal Professionnel salons.

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 Style My Hair app.



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.

EVERY GREAT CLIENT - HAIR DRESSER RELATIONSHIP STARTS WITH A STRONG CONSULTATION

For this month's issue, we sat down with Jonnie Terech, the co-owner of **Blanc Noir** Hairdressing in Costa Mesa, CA, to discuss the importance of a strong, purposeful color consultation.



@blancnoirhair | 3K followers



LP: WHY DO YOU THINK A STRONG CONSULTATION IS SO IMPORTANT?

JONNIE TERECH: The consultation can make or break a relationship with a client. Just like a first date, it is important to make a strong yet welcoming first impression. You really want to take the opportunity to not only communicate our salon's personality and the quality of service we provide, but also show the client that we are listening to what's important to them and what they are looking for in a salon. We value this so much that we have a mandatory 15-minute consultation with the client (new or a regular) soon after any appointment for a color service is booked.

LP: TAKE ME THROUGH THE BLANC NOIR CONSULTATION AND WHAT MAKES IT SPECIAL?

JT: The main objective is to build trust and confidence in you as the hairdresser, and let them know you are committed to starting a mutually beneficial relationship. We train every staff member on the Blanc Noir Consultation to ensure a consistent experience with whomever takes the appointment. At the time the appointment is booked, we let them know that we require a 15-minute color consultation with every client, free of

charge. They usually go "Wow, I have never experienced something like this before, this is great!" We ask for a detailed 2-year hair history, indoor/outdoor photos, and what service or look they want us to give them. It is important to ask questions like "Why did you want that look?" or "What did you like/dislike about that service?" You would be surprised how rarely they are asked for their opinion on their own hair! Once we have a good understanding of their history and what they are looking for, we provide them a detailed explanation of the services we recommend to give them the look they want. It is important that we go over how many visits it will take, what it may cost, maintenance, aftercare, and any other expectations that they may not consider. It doesn't matter if they have a standing monthly appointment, or it's their first time in a salon, providing a consultation will make every visit feel authentic. Before you know it, they are booking their next appointment while they are still processing!

LP: WHAT SHOULD YOU AVOID IN CONSULTATIONS??

JT: DO NOT PROMISE THE WORLD! We all know how easy it is to get excited or fall in love with the potential a client has. We are all artists and should believe every client could be our Mona Lisa. You are not setting

yourself up for success. Being honest and realistic up front with clear commitments and expectations will ensure that together, you and the client will embark on a journey towards something they will love.

LP: HOW DO CLIENTS SHOW YOU WHAT THEY WANT?

JT: The most common thing I see is a client with an Instagram pic up on their phone saying: "I want to look like this." Don't get me wrong, this isn't necessarily a bad thing. You just need to make sure they are 100% clear as to what kind of time and financial commitment it would be for that client to achieve that look. Instagram posts do not show the audience the numerous hours or money spent at the salon. I personally like to use service menus, either made in-house or provided by L'Oréal Professionnel as well as the Style My Hair App. It is a great tool to help navigate the consultation and help the client visualize the look we are about to achieve together. Don't be afraid to recommend a regular client a new service, even if it is an upcharge. If you have built that strong relationship at the start of the consultation, then you are both committed to delivering the best look for the client.

LEVEL

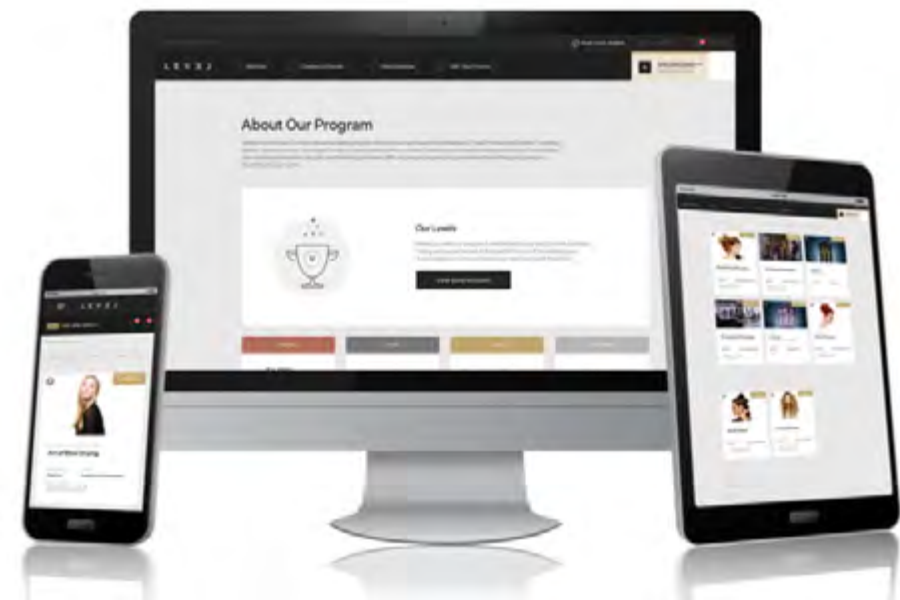
LOYALTY REWARDS

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?

HOW MANY POINTS CAN I EARN THIS MONTH?			COLOR ME FRENCH Salon Offer	#COLORFULHAIR Special Offer	TECNI.ART Social Media Kit Offer
LEVEL	LEVEL REQUIREMENTS	POINTS PER \$1	Up to \$309	Up to \$85.80	\$260
BRONZE	\$1 - \$4,999	1 POINT	Up to 309 Points	Up to 86 Points	260 Points
SILVER	\$5,000 - \$19,999	2 POINTS	Up to 618 Points	Up to 172 Points	520 Points
GOLD	\$20,000 - \$39,999	3 POINTS	Up to 927 Points	Up to 258 Points	780 Points
PLATINUM	\$40,000 +	4 POINTS	Up to 1,236 Points	Up to 344 Points	1040 Points
BLACK	Invite Only	5 POINTS	Up to 1,545 Points	Up to 429 Points	1300 Points