



L'ORÉAL
PROFESSIONNEL
PARIS

NOVEMBER/DECEMBER 2017

UNIQUE

EXCLUSIVELY IN L'ORÉAL PROFESSIONNEL SALONS



SERIE EXPERT

BESPOKE PROFESSIONAL HAIRCARE

PERFECT SALON HAIR EVERYDAY

#serieexpertus

AVAILABLE NOW: THE COMPLETE SERIEEXPERT PORTFOLIO



7 Ranges that treat all client needs



NUTRIFIER

4 Silicone-free products that perfectly hydrate



INFINCER

6 Products formulated with Biotin to strengthen



VOLUMETRY

3 Lifting must-haves for gorgeous volume



5 Powermix treatments + one base that instantly transforms



LUMINO CONTRAST

2 Highlight-perfecting essentials

1 Complete portfolio to mix and match for any client lifestyle and routine

MIX, MATCH & PERSONALIZE

TO GUARANTEE PERFECT SALON HAIR EVERYDAY

VITAMINO COLOR A-OX | FOR COLOR-TREATED HAIR

- Protects the hair fiber to maintain color and shine
- Formulated with UV filters
- Leaves hair softer and shinier



SULFATE-FREE!



PROTECTING UV SPRAY



COLOR-CORRECTING CREAMS

ABSOLUT REPAIR LIPIDIUM | FOR VERY DRY, DAMAGED HAIR

- Strengthens the weakened parts of the hair fiber
- Adds intense nourishment without weighing the hair down



PROTECTING BLOW-DRY CREAM



PROTECTING SERUM

INFORCER | FOR NORMAL TO FRAGILE HAIR

- Strengthens the hair fiber
- Provides an instant reduction of breakage
- Leaves hair more resistant and stronger with continued use



SMOOTHING CREAM



SPRAY THAT PREVENTS
BREAKAGE



PROTECTING NIGHT SERUM

NUTRIFIER | FOR NORMAL TO DRY HAIR

- Deeply nourishes and softens
- Adds enhanced shine
- Formulated without silicones



HYDRATING BALM

VOLUMETRY | FOR FINE HAIR

- Removes oil buildup at the scalp
- Creates a volumizing effect



ROOT LIFT SPRAY

LUMINO CONTRAST | FOR HIGHLIGHTED HAIR

- Makes highlights look brighter and shinier
- Combats lipid loss without weighing the hair down
- Replenishes the hair fiber



LISS UNLIMITED | FOR COARSE AND UNRULY HAIR

- Smooths hair and controls frizz, whether wearing textured or smooth hair
- Adds softness and shine



SMOOTHING BLOW-DRY CREAM



SMOOTHING SERUM

MIX, MATCH & PERSONALIZE WITH POWERMIX

CREATE THE ULTIMATE BACKBAR EXPERIENCE

The results of Powermix are clear: the hair is left smoother, shinier and healthier. To build loyalty, the key is **creating an unforgettable experience** through the application.



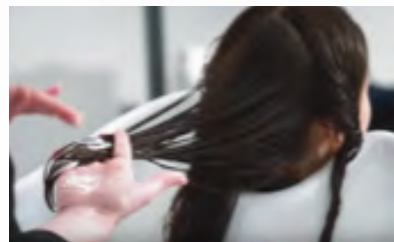
STEP 1:

Mix 5ml (.17 fl.oz.) of the Powermix Base and 5ml of a Powermix additive of choice in a bowl. Do this in front of the client so he or she can see the transformation.



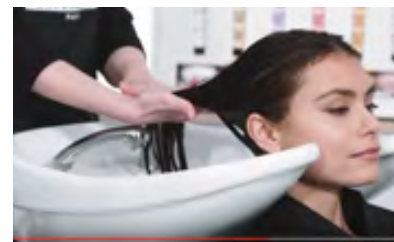
STEP 2:

Rinse hair thoroughly. Apply shampoo and gently lather throughout the entire scalp area. Working with the pads of fingers, make circular movements using light pressure. Rinse out thoroughly.



STEP 3:

Apply the customized treatment to the mid-lengths and ends of the hair, section by section, throughout the entire head.



STEP 4:

Once product is applied, use the palms of the hands to apply pressure on the temples, forehead, and nape of the neck, for up to five minutes. Rinse thoroughly.

NOW BUILD YOUR SELL-THROUGH STRATEGY

Have clients who have never tried a treatment before?

Get them hooked with the first Powermix complimentary!

Try a sell-through suggestion below or work with your SSC to tailor to your clientele's needs:

- 1 Are your clients loving #COLORFULHAIR*?**
Offer a complimentary Powermix to restore the hair to its natural state, especially after a lightening service.
- 2 Do you have clients who routinely come in for blowouts?**
Offer a complimentary Powermix to promote a healthy, protected base through the life cycle of the style.
- 3 Do you have those two-times-a-year clients who come in for a trim?**
Offer a complimentary Powermix after their cut to help promote elasticity and help restore the hair's natural structure in between visits.

For more sell-through ideas, check out Oggi Adam and Eve Salon interview in our Beyond the Chair column.

*Or any color service

INFORCER: AN INSTANT CLIENT FAVORITE

Word around town is that **clients are loving Inforcer**.
Two of our Serie EXPERTS give us the down low on why.



“I use Brush Proof on clients as I style so they can see how well it works. It opens up a conversation about what they’re doing to prevent breakage at home. If someone is trying to strengthen their hair, it has to be a team effort. It can’t only be done when they’re in the salon.”

MICHELLE LINDSAY, CULTURES SALON
CLEARFIELD, UTAH

“With Vitamin B6 and Biotin being incredible ingredients for everyone’s hair, this has become the daily line for each client. I suggest to alternate with a Serie Expert range that satisfies their specific needs to perfect the client’s regimen.”

TRAVIS PARKER, TRAVIS PARKER SALON
SAN DIEGO, CA



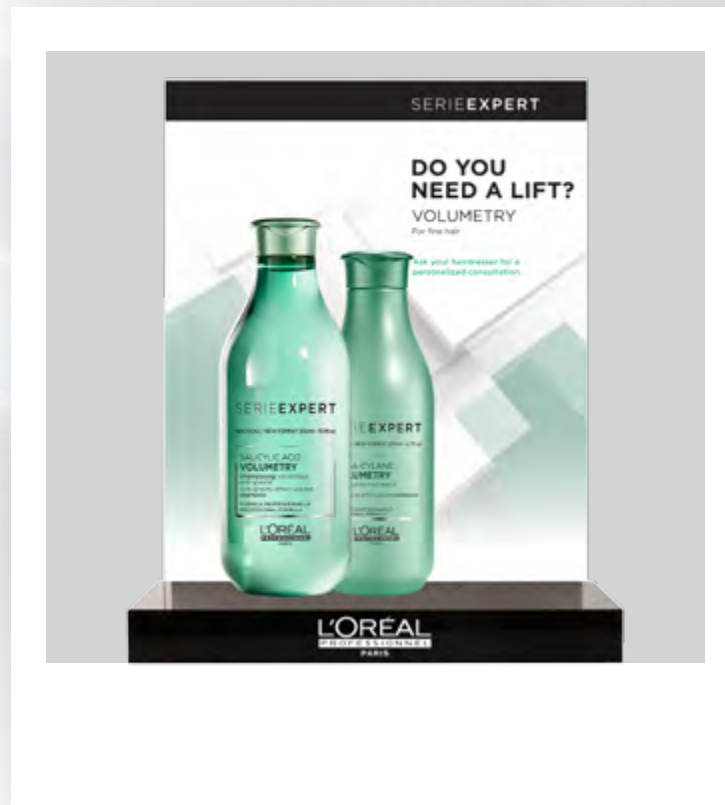
NOW BUILD YOUR SELL-THROUGH STRATEGY

**GET YOUR OWN CLIENTS TO
FALL IN LOVE WITH INFORCER!**

- 1** For clients that suffer from split ends, use Inforcer at the backbar and send them home with sachets to try at home. After two tries, they'll be purchasing at their next visit.
- 2** For any client that brushes his or her hair, demo Brush Proof at the stylist station—even letting him or her try it themselves. Offer the product 25% off the first purchase.

FOOL-PROOF GUIDE TO MERCHANDISING SUCCESS

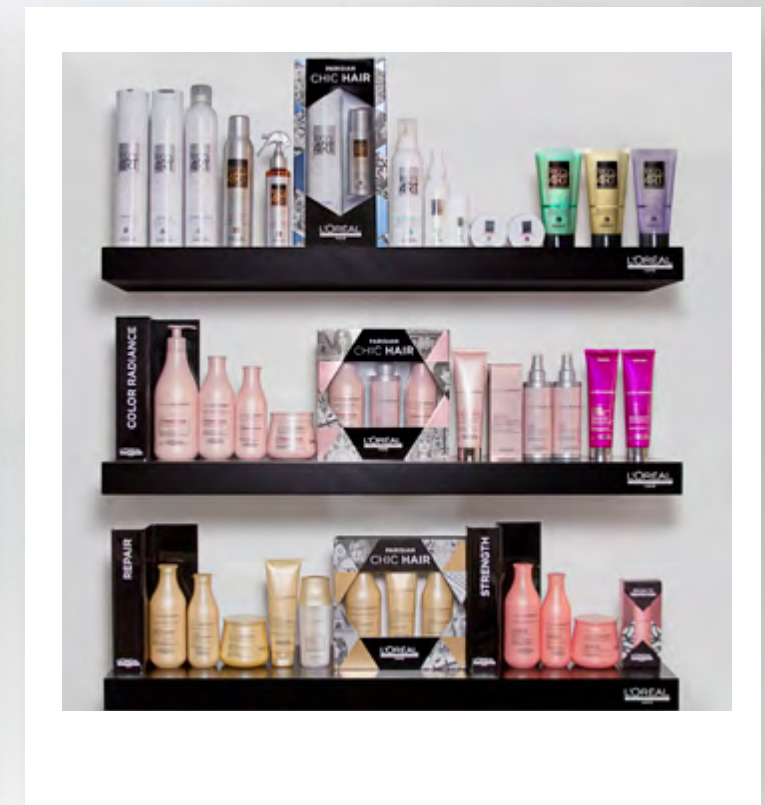
The brains behind Millard Design, Peter and Tess, provide insight on why and how salons can use our merchandising tools for retail success.



“When a new product arrives and is simply put on a shelf, guests are not more likely to see it than products that they have seen before. The benefit to a glorifier is that it communicates, **‘STOP. Look at this amazing new product!’**”



“Everyone knows what they are looking at in most retail situations. Haircare products are not like that. Guests get lost in a wall of haircare products. **Bookends guide them quickly to the area that applies to them.**”



“Start by placing your top-selling ranges at eye level to increase sales further. **Group each line together starting on the left with top sellers first**, meaning shampoo and conditioners and then other products by strength of sales.”

THE SALON EMOTION CLIENT JOURNEY

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



SERIE EXPERT

\$1600 MASTER SALON OFFER

PURCHASE:

\$1,600 or more of NEW Serie Expert products

RECOMMENDED MIX:

NUTRIFIER

Shampoo (3), 16.9 fl.oz. Shampoo (2), Conditioner (3), Masque (3), DD Balm (3)

VOLUMETRY

Shampoo (2), Conditioner (2), Root Lift Spray (2)

LUMINO CONTRAST

Shampoo (2), 16.9 fl.oz. Shampoo (2), Masque (2)

VITAMINO COLOR A-OX

Shampoo (3), Conditioner (3), Masque (3), Soft Cleanser (2), Fresh Feel Masque (2), Color 10 in 1 (3), Color Corrector Blondes (3), Color Corrector Brunettes (2)

ABSOLUT REPAIR LIPIDIUM

Shampoo (2), Conditioner (2), Masque (2), Double Serum (2), Blow-Dry Cream (2)

LISS UNLIMITED

Shampoo (2), Conditioner (2), Masque (2), Double Serum (2), Blow-Dry Cream (2)

INFORCER

Shampoo (3), Conditioner (3), Masque (3), Leave-In (2), Night Anti-Breakage Serum (2), Brush Proof (3)

POWERMIX

Base (5), Repair (1), Color (1), Force (1), Liss (1), Nutri (1)

RECEIVE COMPLIMENTARY:

BACKBAR & STYLIST STATION PRODUCTS:

- 2 Nutrifier Backbar Shampoos
- 2 Nutrifier Backbar Conditioners
- 2 Nutrifier Backbar Masques
- 2 Volumetry Backbar Shampoos
- 2 Volumetry Backbar Conditioners
- 2 Lumino Contrast Backbar Shampoos
- 1 Lumino Contrast Backbar Masque
- 1 Inforcer Backbar Shampoo
- 1 Inforcer Backbar Conditioner
- 1 Inforcer Backbar Masque
- 3 Nutrifier DD Balms
- 3 Volumetry Root Lift Sprays
- 4 Inforcer Leave-Ins
- 4 Inforcer Brush Proof Sprays
- 4 Inforcer Night Anti-Breakage Serums

ACCESSORIES:

- 4 50.7 fl.oz. Shampoo Pumps
- 4 25.3 fl.oz. Conditioner Pumps
- 4 Powermix Bowls & Spatulas
- 5 Powermix Base Chambers
- 5 Powermix Additive Chambers

MERCHANDISING & RETAIL SUPPORT:

- 1 Product Glorifier
- 7 Glorifier Inserts
- 6 Bookends
- 1 Salon Poster
- 50 Shopping Bags

CLIENT SAMPLES:

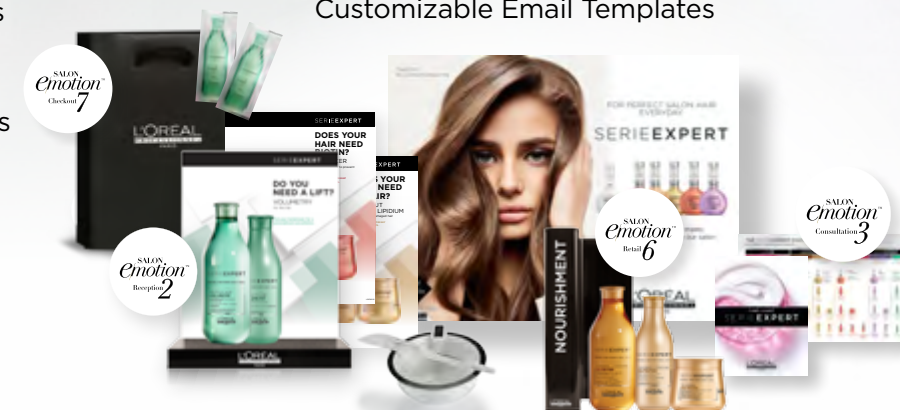
- 25 Volumetry Shampoos, 0.34 fl.oz.
- 25 Volumetry Conditioners, 0.34 fl.oz.
- 25 Nutrifier Shampoos, 0.34 fl.oz.
- 25 Nutrifier Masques, 0.51 fl.oz.
- 25 Inforcer Shampoos, 0.34 fl.oz.
- 25 Inforcer Masques, 0.51 fl.oz.

EDUCATION SUPPORT:

- 2 Care Charts

DIGITAL SUPPORT:

- Customizable Email Templates



SALON PRICE: **\$1,600⁰⁰** and up

SALON VALUE: **\$2,317⁵⁰** and up

SALON SAVINGS: **31%**

REVENUE POTENTIAL: \$6,250 AND UP

Please contact your Saloncentric Success Consultant to purchase these offers. If you need a Consultant, please call: 1-877-250-9215 (M - F: 7:30 am- 8:30 pm EST) or [request](#) a Consultant

#serieexpertus

SERIE EXPERT

\$850 COMPLETE SALON OFFER

PURCHASE:

\$850 or more of NEW Serie Expert products

RECOMMENDED MIX:

NUTRIIFIER

Shampoo (2), Conditioner (2), Masque (2), DD Balm (1)

VOLUMETRY

Shampoo (2), Root Lift Spray (2)

LUMINO CONTRAST

Shampoo (2), Masque (2)

VITAMINO COLOR A-OX

Shampoo (2), Conditioner (1), Masque (2),
Color 10 in 1 (1), Color Corrector Blondes (1)

INFORCER

Shampoo (2), Conditioner (2), Masque (2), Leave-In (1),
Night Anti-Breakage Serum (1), Brush Proof (1)

POWERMIX

Base (5), Repair (1), Color (1), Force (1), Liss (1),
Nutri (1)

RECEIVE COMPLIMENTARY:

BACKBAR & STYLIST STATION PRODUCTS:

- 1 Nutrifier Backbar Shampoo
- 1 Nutrifier Backbar Conditioner
- 1 Nutrifier Backbar Masque
- 1 Volumetry Backbar Shampoo
- 1 Volumetry Backbar Conditioner
- 2 Nutrifier DD Balms
- 1 Volumetry Root Lift Spray
- 2 Inforcer Leave-Ins
- 3 Inforcer Brush Proof Sprays
- 3 Inforcer Night Anti-Breakage Serums

ACCESSORIES:

- 2 50.7 fl.oz. Shampoo Pumps
- 2 25.3 fl.oz. Conditioner Pump
- 4 Powermix Bowls & Spatulas
- 5 Powermix Base Chambers
- 5 Powermix Additive Chambers

MERCHANDISING & RETAIL SUPPORT:

- 1 Product Glorifier
- 7 Glorifier Inserts
- 6 Bookends
- 1 Salon Poster
- 25 Shopping Bags

CLIENT SAMPLES:

- 10 Volumetry Shampoos, 0.34 fl.oz.
- 10 Volumetry Conditioners, 0.34 fl.oz.
- 25 Nutrifier Shampoos, 0.34 fl.oz.
- 25 Nutrifier Masques, 0.51 fl.oz.
- 10 Inforcer Shampoos, 0.34 fl.oz.
- 10 Inforcer Masques, 0.51 fl.oz.

EDUCATION SUPPORT:

- 1 Care Chart

DIGITAL SUPPORT:

- Customizable Email Templates



SALON PRICE: **\$850⁰⁰** and up

SALON VALUE: **\$1,181⁵⁰** and up

SALON SAVINGS: **28%**

REVENUE POTENTIAL: \$715 AND UP

Ask your salon sales consultant for more information.

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#serieexpertus

SERIE **EXPERT**

\$300 STYLIST RETAIL OFFER

PURCHASE:

\$300 or more of NEW Serie Expert products

RECOMMENDED MIX:

NUTRIFIER

Shampoo (1), Masque (1)

VOLUMETRY

Shampoo (1), Root Lift Spray (1)

VITAMINO COLOR A-OX

Shampoo (2), Conditioner (2), Masque (2), Color 10 in 1 (1)

INFORCER

Shampoo (2), Conditioner (2), Masque (2), Leave-In (1),
Night Anti-Breakage Serum (1), Brush Proof (1)

RECEIVE COMPLIMENTARY:

BACKBAR & STYLIST STATION PRODUCTS:

- 1 Nutrifier Backbar Shampoo
- 1 Nutrifier Backbar Conditioner
- 2 Inforcer Brush Proof Sprays
- 1 Inforcer Night Anti-Breakage Serum

ACCESSORIES:

- 1 50.7 fl.oz. Shampoo Pump
- 1 25.3 fl.oz. Conditioner Pump

MERCHANDISING & RETAIL SUPPORT

10 Shopping Bags

EDUCATION SUPPORT:

- 1 Care Chart

SALON PRICE: **\$300⁰⁰ and up**

SALON VALUE: **\$393⁰⁰ and up**

SALON SAVINGS: **23%**

REVENUE POTENTIAL: \$600 AND UP

SERIE **EXPERT**

\$300 STYLIST POWERMIX OFFER

PURCHASE:

5 Powermix Bases

5 Powermix Additives: Color, Repair, Nutri, Force, Liss
(\$8.00 off each Powermix item)

RECEIVE COMPLIMENTARY:

ACCESSORIES:

- 1 Powermix Bowl & Spatula
- 5 Powermix Base Chambers
- 5 Powermix Additive Chambers

EDUCATION SUPPORT:

- 1 Care Chart

SALON PRICE: **\$300⁰⁰ and up**

SALON VALUE: **\$421⁰⁰**

SALON SAVINGS: **29%**

REVENUE POTENTIAL: \$3,750 AND UP

Ask your salon sales consultant for more information.



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#serieexpertus

GIFT PARIS FOR THE HOLIDAYS

CREATE IN-SALON ANIMATIONS



Create a gift bundle

For every gift set sold, offer your client a coupon for a free treatment at their next appointment. Better yet, invite them to gift the free treatment. New client, check!

*To easily create a coupon, use our Gift Voucher Card on LP Plus (lorealprofessionnelplus.com) as a template.



Host a raffle

Invite every client to submit their name for a chance to win a gift set and a complimentary treatment.



Host a holiday event

Invite clients to receive a free hairstyle the night of the event. For those in attendance, offer 20% off any gift set.

#serieexpertus #tecniart #lorealprou

RETAIL TIPS TO GUARANTEE SELL-THROUGH SUCCESS

BRING HOLIDAY TO YOUR SALON SERVICES

YOUR COLOR CLIENTS



Offer protection during the holidays

For any client who receives a Smartbond treatment during their color service, offer a Brush Proof ornament at 50% off to reduce breakage during styling as well.

*To easily execute this offer, use our Special Offer Card on LP Plus (lorealprofessionnelplus.com) as a template. Professionnel Majirel Holiday Look Book on our pro site.

YOUR CUTTING CLIENTS



Book your winter

Offer a 10% discount on holiday gift sets (or any retail product) to clients who book their next cutting appointment in the coming year.

YOUR TREATMENT CLIENTS



Gift yourself, gift a loved one

When clients receive a Powermix treatment, offer him or her a gift set at 20% off.

*To easily execute this special offer, use our Special Offer Card on LP Plus (lorealprofessionnelplus.com) as a template.

#serieexpertus #tecniart #lorealprou

'TIS THE SEASON FOR #PARTYHAIR

SALON OFFER

PURCHASE:

ANY 6 TECNI.ART
PRODUCTS INCLUDES
HOLLYWOOD WAVES

RECEIVE COMPLIMENTARY:

3 Extreme Lacquer 2.1 oz
3 Next Day Hair 1.8 oz
Free Mini's Merchandiser

SALON
PRICE: **\$60⁰⁰-\$84⁰⁰**

SALON
VALUE: **\$95⁰⁰-\$119⁰⁰**

SALON
SAVINGS: Up to **36%**

FREE MINI'S MERCHANDISER



PRODUCTS NOT INCLUDED

Please contact your Saloncentric Success Consultant to purchase these offers. If you need a Consultant, please call: 1-877-250-9215 (M - F: 7:30 am- 8:30 pm EST) or [request](#) a Consultant

#tecniart

YEAR END HAIRSPRAY SALE

OUR STYLISTS' TOP
PERFORMING SPRAYS

DECEMBER ONLY

SALON OFFER

PURCHASE:

RECEIVE 20% OFF WHEN
YOU PURCHASE 4 OR
MORE TECNI.ART SPRAYS

RECEIVE COMPLIMENTARY:

Extreme Lacquer
Infinium 3
Infinium 4
Next Day Hair

SALON
PRICE: From **\$44⁰⁰**

SALON
VALUE: From **\$56⁰⁰**

SALON
SAVINGS: **20%**



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#tecniart

PERFECT PRIMER FOR YOUR CREATIVE COLOR

BLOND STUDIO & #COLORFULHAIR

THE BLOND STUDIO
PORTFOLIO IS
THE PERFECT PRIMER
FOR EVERY
ARTIST AND EVERY
DESIRED RESULT.



VISIT [PRO.US.LOREALPROFESSIONNEL.COM](https://pro.us.lorealparis.com)
FOR INSPIRATION AND TECHNIQUES!



PRIME:
Blond Studio Platinum Plus +
Nutri-Developer 30-vol

TECHNIQUE:
Global Application

COLOR:
#COLORFULHAIR
Pink Sorbet + Crystal Clear



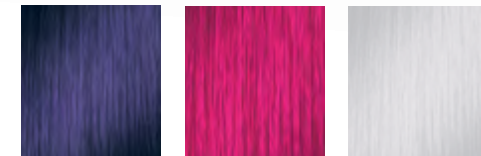
 **@minkimcolorist**
Butterfly Studio Salon, NY, NY



PRIME:
Blond Studio Platinum Plus +
Nutri-Developer 40-vol

TECHNIQUE:
Balayage

COLOR:
#COLORFULHAIR
Electric Purple + Hypnotic Magenta + Crystal Clear



 **@ashley.richter**
Gina Agosta Salon, Novi, MI

VISIT [PRO.US.LOREALPROFESSIONNEL.COM](https://pro.us.lorealparis.com) FOR INSPIRATION AND TECHNIQUES!

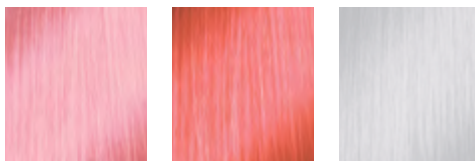
#colorfulhair



PRIME:
Freehand Techniques Powder +
Majicrème 30-vol

TECHNIQUE:
Balayage

COLOR:
#COLORFULHAIR
Pink Sorbet + Sunset Coral + Crystal Clear



 **@abbieaddotta**
Element Salon, Nashville, TN



PRIME:
Multi-Techniques Powder +
Majicrème 30-vol

TECHNIQUE:
Balayage

COLOR:
#COLORFULHAIR
Electric Purple + Crystal Clear



 **@jackiepp**
Chroma Salon, Tacoma, WA

SPECIAL OFFER

PURCHASE

Any 7 or more
#COLORFULHAIR Mix & Match

RECEIVE

25% Off Any BLOND
STUDIO Lightener

**SALON
PRICE:** From **\$50⁰⁵**

**SALON
SAVINGS:** **25% off**
Blond Studio

DON'T FORGET TO ADD SMARTBOND TO YOUR BLOND STUDIO LIGHTENER!

for strong and protected hair
during color service



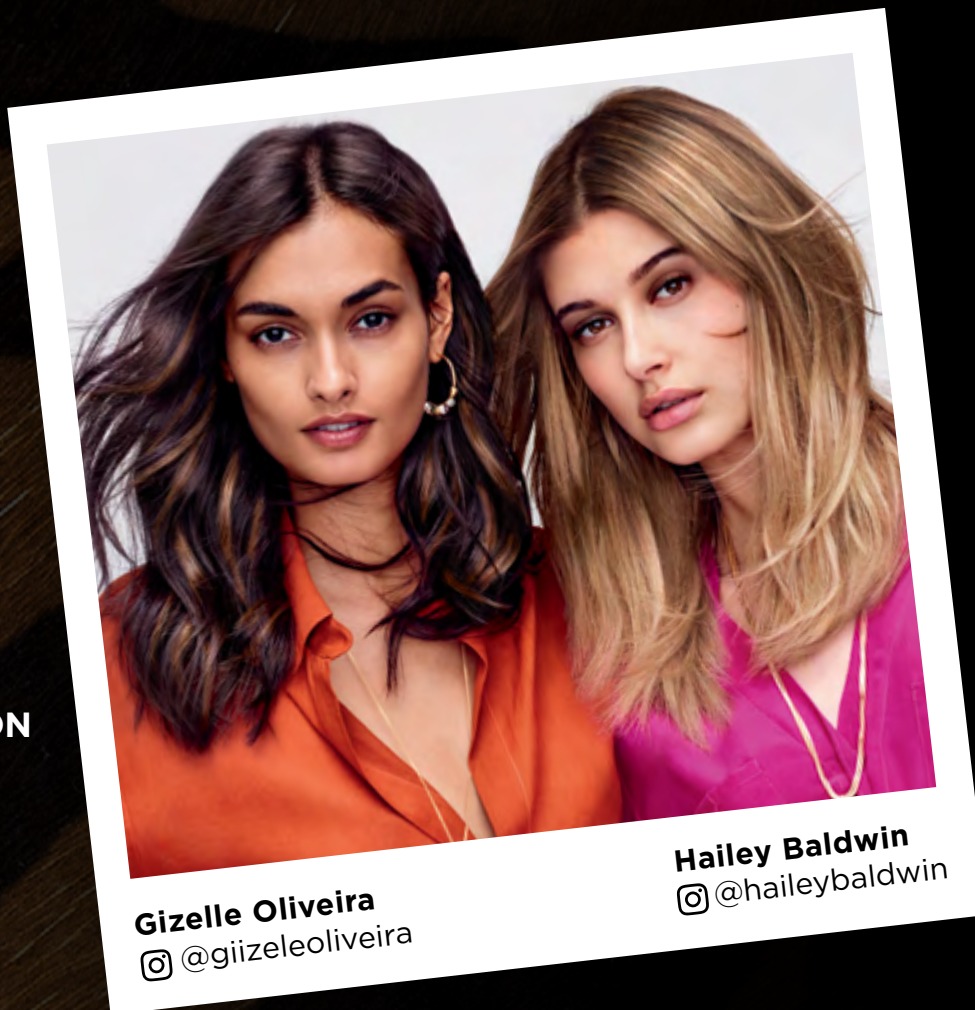
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please call: 1-877-250-9215 (M - F: 7:30 am- 8:30 pm EST) or [request](#) a Consultant

#colorfulhair

Introducing this season's two **NEW HAIRCOLOR TRENDS** using **BALAYAGE**

featuring **1**

**THE NEW AND SUBTLE,
HAND-PAINTED BALAYAGE FOR
DARK BASES THAT ADDS DIMENSION
AND TEXTURE TO HAIR**



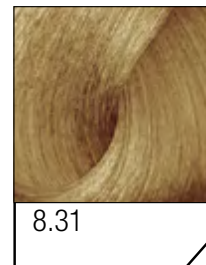
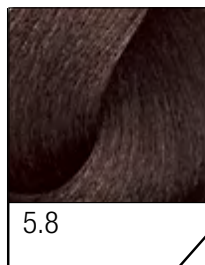
featuring **2**

**THIS TECHNIQUE CREATES
DEPTH AT THE ROOTS
FOR A MODERN TWIST ON
HIGHLIGHTED HAIR.**

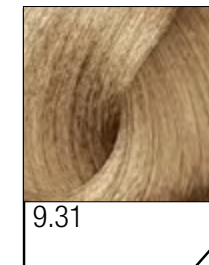
VISIT OUR PRO-SITE FOR HOW-TO VIDEOS, STYLES, STEP-BY-STEPS AND MORE

USE THESE TREND **IN()A™** SHADES TO GET THE LOOKS!

**TIGER
EYE**



**ROOT
SHADOW**



#lorealprou

INOA™

COMPLETE OFFER

PURCHASE:

36 INOA Shades (Mix and Match)

RECEIVE COMPLIMENTARY:

PRODUCT

4 INOA Shades (2 Tiger Eye, 2 Root Shadow: 6.23, 8.3 Gold Nat, 8.31, 6.32)
2 Tecni.Art Next Day Hair
1 Tecni.Art Architexture
1 INOA Post Color Shampoo

ACCESSORIES

1 INOA Apron

EDUCATION

2 IT Looks FW Technique Guide
1 INOA Color Chart

SELL-THROUGH TOOLS

Digital Grazia Magazine
1 IT Looks Poster



SALON PRICE: \$309⁶⁰	SALON VALUE: \$431⁵⁰	SALON SAVINGS: 28%
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TRIAL OFFER

PURCHASE:

12 INOA Shades Mix and Match

RECEIVE COMPLIMENTARY:

PRODUCT

2 INOA Shades (1 Tiger Eye, 1 Root Shadow: 8.3, 6.32)
1 Tecni.Art Next Day Hair

EDUCATION

1 IT Looks FW Technique Guide
1 INOA Color Chart

SELL-THROUGH TOOLS

Digital Grazia Magazine



SALON PRICE: \$103²⁰	SALON VALUE: \$134⁴⁰	SALON SAVINGS: 23%
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DIA RICHESSE LIGHT

COMPLETE OFFER

PURCHASE:

36 DIA Shades (Mix and Match)

RECEIVE COMPLIMENTARY:

PRODUCT

2 Tecni.Art Next Day Hair
1 Tecni.Art Architexture
7 DIA Light IT Looks Shades (9.13, 8.23, Clear(2), 10.13, 7.13, 6.13)
LP Color Applicator Bottle

EDUCATION

1 IT Looks FW Technique Guide
DIA Color Chart

SELL-THROUGH TOOLS

Digital Grazia Magazine
1 IT Looks Poster



SALON PRICE: \$252⁰⁰	SALON VALUE: \$348⁰⁰	SALON SAVINGS: 28%
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TRIAL OFFER

PURCHASE:

12 DIA Shades (Mix and Match)

RECEIVE COMPLIMENTARY:

PRODUCT

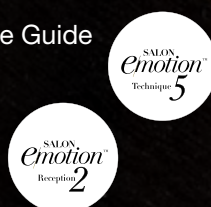
1 Tecni.Art Next Day Hair
3 DIA Light IT Looks Shades (9.13, 8.23, Clear)
LP Color Applicator Bottle

EDUCATION

1 IT Looks FW Technique Guide
DIA Color Chart

SELL-THROUGH TOOLS

Digital Grazia Magazine
IT Looks Poster



SALON PRICE: \$84⁰⁰	SALON VALUE: \$111⁰⁰	SALON SAVINGS: 24%
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*Ask your Sales Representative for the download link

Please contact your Saloncentric Success Consultant to purchase these offers. If you need a Consultant, please call: 1-877-250-9215 (M - F: 7:30 am- 8:30 pm EST) or [request](#) a Consultant

#lorealprou

FRESH COLOR, LUMINOUS SHINE

DISCOVER THE LUO PALETTE

WHY DO WE LOVE LUO?

- Multi-dimensional finish in one step
- Illuminates hair's natural highlights
- Contains grapeseed oil for nourishment and shine
- Up to 70% white-coverage

LUOCOLOR



BLUE	NATURAL		PASTEL
9.1 9B 	10 10N 	6 6N 	P01/NB 
7.1 9B 	9 9N 	5 5N 	P02/NV 
	8 8N 	4 4N 	P0/N 
	7 7N 		

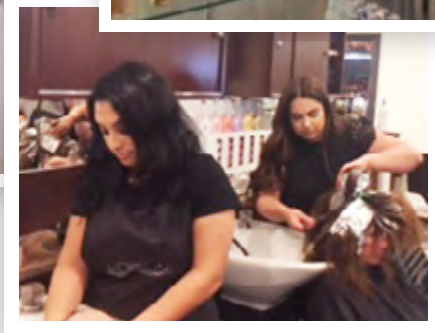
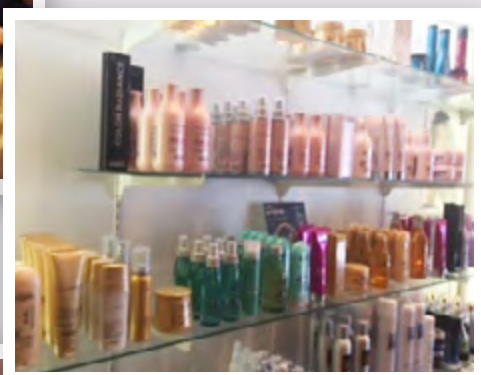
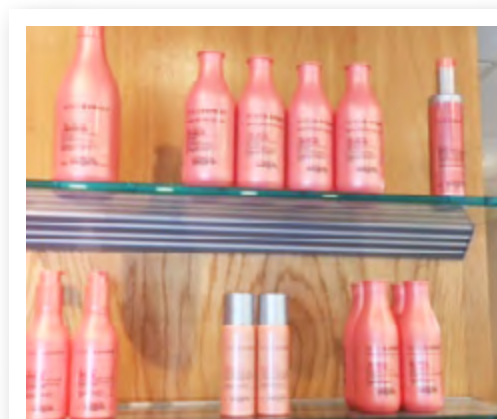
Always available through your SSC and now through special order at SalonCentric Stores!

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.

TAKE YOUR SALON TO THE NEXT LEVEL WITH TREATMENTS!

For this month's issue, we sat down with Marissa Lupinacci Farda, a L'Oréal Professionnel enthusiast and Creative Director for **Oggi Adam and Eve Salon** in Scarsdale, NY, on how to promote a successful treatment culture.



L'ORÉAL PROFESSIONNEL: WHAT DO YOU LIKE ABOUT THE NEW POWERMIX?

MARISSA LUPINACCI

FARDA: I love the new packaging and the fact that we're able to display them in the backbar area. Clients can now see them and ask about them right away. Plus, the precise application allows us to control the inventory more closely because stylists are all using the same amount.

LP: DO YOU FEEL THAT POWERMIX CREATES AN EXPERIENCE WITH THE CLIENT?

MF: This treatment really makes the client feel special because you're mixing right in front of him or her. It shows that you're making the extra effort

to get the client's hair in great shape.

LP: ARE THERE CERTAIN CLIENTS YOU FIND MORE LOYAL TO GETTING TREATMENTS EVERY TIME THEY COME TO THE SALON?

MF: Our color clients are very into treatments, especially if it's going to bring out the shine in their hair color. About 90% of color clients get a Powermix at the end of their service—both women and men. We also make sure to recommend treatments to clients who have curly, dry or brittle hair.

LP: DO YOU OFFER ANY SPECIFIC PROMOTIONS WITH POWERMIX?

MF: To get clients hooked on Powermix, we offer their first treatment complimentary. Once

they've tried it, they ask for it at their next service. We also do treatment cards for our clients where their fifth treatment is free. This helps build loyalty.

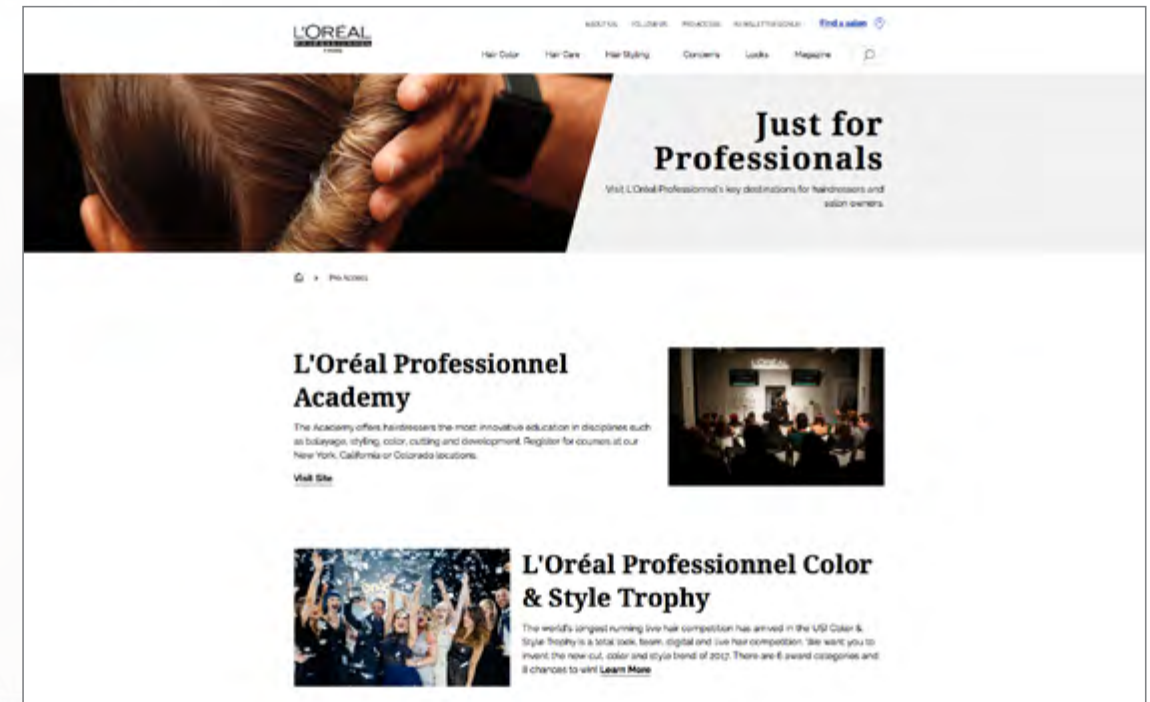
LP: WHY IS YOUR STAFF SO MOTIVATED TO MAKE TREATMENTS SUCH AN IMPORTANT PART OF THE CLIENT'S SERVICE?

MF: Aside from the fact that we offer a retail program [commission for retail and treatment sales], we educate that treatments are part of your job description. As a hairdresser, it is your responsibility to finish the service correctly—ending with an in-salon Powermix treatment and recommending products that continue to protect the hair.

BE AT THE CUTTING EDGE OF THE INDUSTRY



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THE L'ORÉAL PROFESSIONNEL WEBSITE FOR SALON PROFESSIONALS IS NOW AVAILABLE

pro.us.lorealprofessionnel.com

We invite you to:

- Discover the best professional hair color and salon hair products
- Explore our Academy Education classes and learn our exclusive methods
- Find elevated techniques to re-create the top hair color trends and styles



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DISCOVER OPPORTUNITIES TO DREAM, EXCEL AND SUCCEED WITH L'ORÉAL PROFESSIONNEL EDUCATION!

L'ORÉAL PROFESSIONNEL ACADEMY

Our Academies offer hairdressers the finest, comprehensive education in specialties such as balayage, styling, color, cutting and development. Challenge yourself to obtain one or more of our prestigious Certifications in the discipline of your choice!

L'ORÉAL PROFESSIONNEL GLOBAL EXPERIENCE

Each year, L'Oréal Professionnel hosts exclusive, education events in exciting places around the globe! Stylists and salon owners alike can take an adventure to a beautiful locale, embarking on a phenomenal experience enhanced with local tours, custom education and sumptuous surroundings.

L'ORÉAL PROFESSIONNEL EXPERT NETWORK

The Expert Network program will take you on an expansive journey, exploring the spectrum of color and elevating your creativity and abilities with other top hairdressers. Your membership is the key to elevate yourself, your craft, and your salon.

L'ORÉAL PROFESSIONNEL EDUCATION IN YOUR SALON

Looking to build your foundational knowledge of our products and services? Hoping to engage and inspire your team? Searching for ways to offer more services and build your business? Connect with L'Oréal Professionnel by hosting an in-salon education event in your very own salon.

**EXPLORE ALL OF OUR EDUCATION OPPORTUNITIES ON THE NEW L'ORÉAL PROFESSIONNEL
SITE FOR HAIRDRESSERS: [PRO.US.LOREALPROFESSIONNEL.COM](https://pro.us.lorealparis.com)**

#learnwithlp



LEVEL

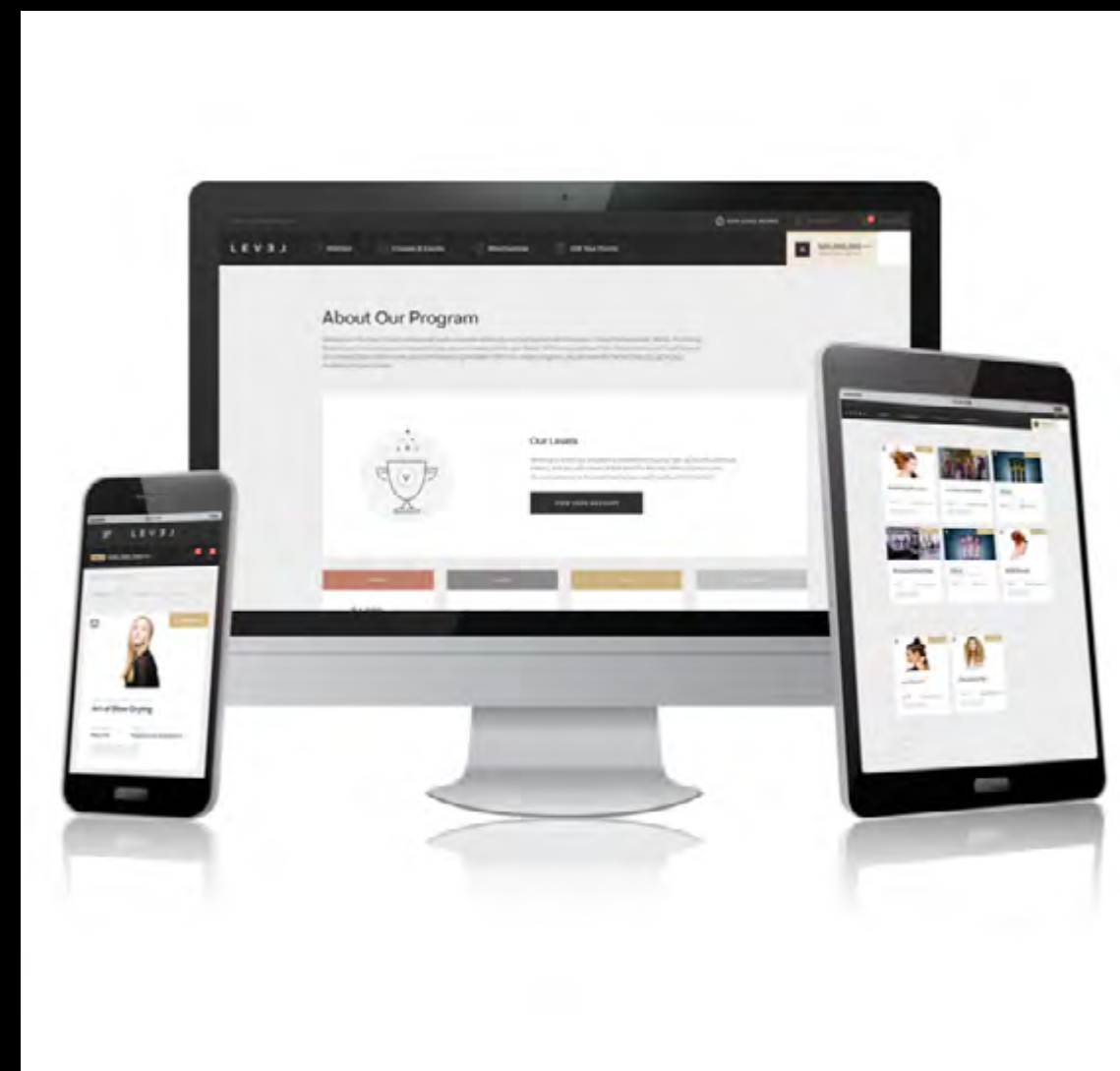
LOYALTY REWARDS

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?*

			INOA IT LOOKS Complete Offer	INOA IT LOOKS Trial Offer	DIA IT LOOKS Complete Offer	DIA IT LOOKS Trial Offer	#COLORFULHAIR Special Offer	SERIE EXPERT Master Salon Offer	SERIE EXPERT Complete Salon Offer	SERIE EXPERT Retail Offer	SERIE EXPERT Powermix Offer	TECNI.ART SPRAY Salon Offer	TECNI.ART Complete Offer
LEVEL	LEVEL REQUIREMENTS	POINTS PER \$1	\$309.60	\$103.20	\$252	\$84	\$50.05	\$1600	\$850	\$300	\$300	\$44	\$60-\$84
BRONZE	\$1 - \$4,999	1 POINT	310 Points	103 Points	252 Points	84 Points	51 Points	1600 Points	850 Points	300 Points	300 Points	44 Points	Up to 84 Points
SILVER	\$5,000 - \$19,999	2 POINTS	619 Points	206 Points	504 Points	168 Points	101 Points	3200 Points	1700 Points	600 Points	600 Points	88 Points	Up to 168 Points
GOLD	\$20,000 - \$39,999	3 POINTS	929 Points	310 Points	756 Points	252 Points	151 Points	4800 Points	2550 Points	900 Points	900 Points	132 Points	Up to 252 Points
PLATINUM	\$40,000+	4 POINTS	1238 Points	413 Points	1008 Points	336 Points	201 Points	6400 Points	3400 Points	1200 Points	1200 Points	176 Points	Up to 336 Points
BLACK	Invite Only	5 POINTS	1548 Points	516 Points	1260 Points	420 Points	251 Points	8000 Points	4250 Points	1500 Points	1500 Points	200 Points	Up to 420 Points

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