

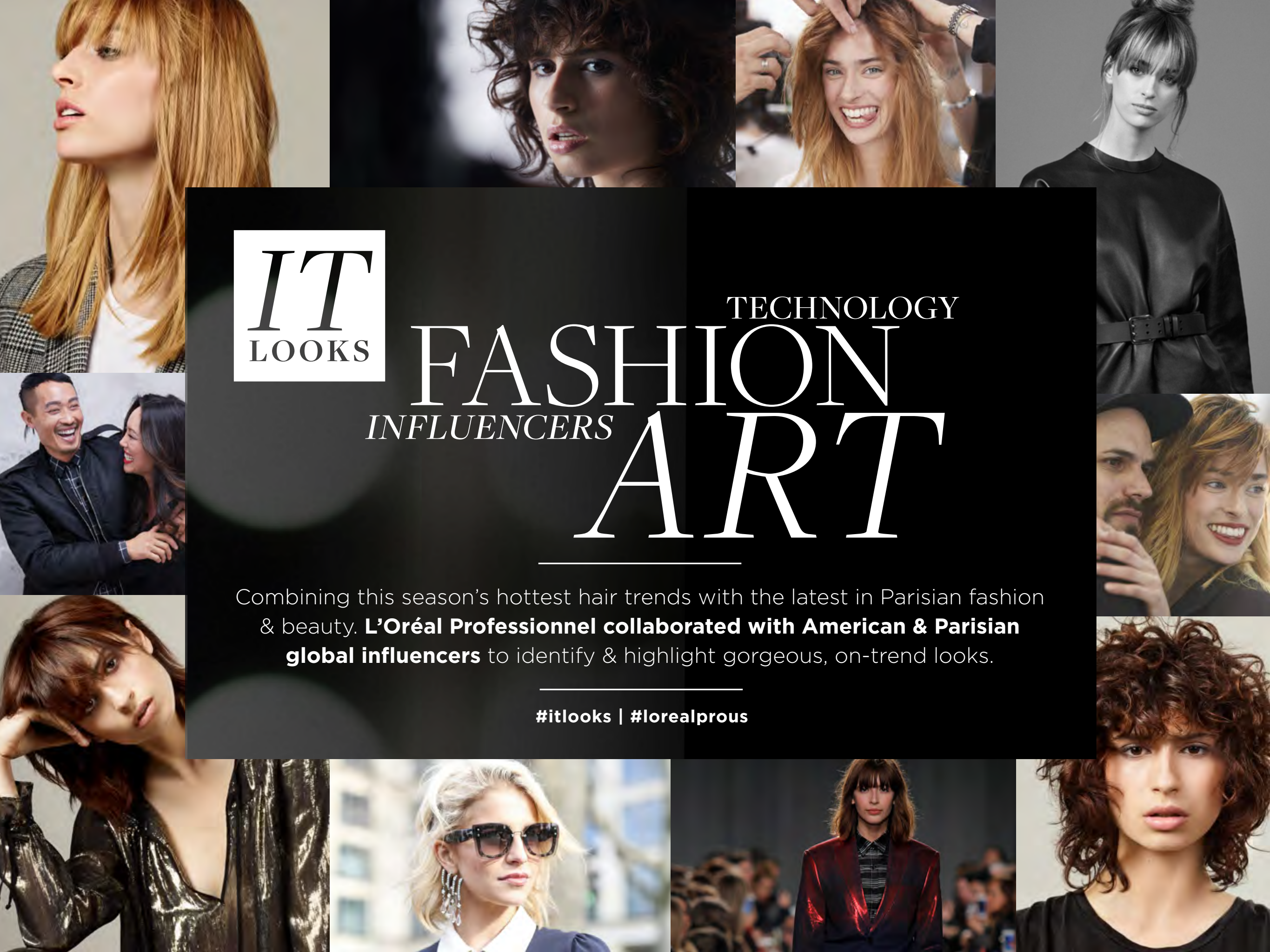
L'ORÉAL  
PROFESSIONNEL  
PARIS

OCTOBER 2017

# UNIQUE ART

EXCLUSIVELY IN L'ORÉAL PROFESSIONNEL SALONS





TECHNOLOGY

# FASHION INFLUENCERS ART

Combining this season's hottest hair trends with the latest in Parisian fashion & beauty. **L'Oréal Professionnel collaborated with American & Parisian global influencers** to identify & highlight gorgeous, on-trend looks.

#itlooks | #lorealprou





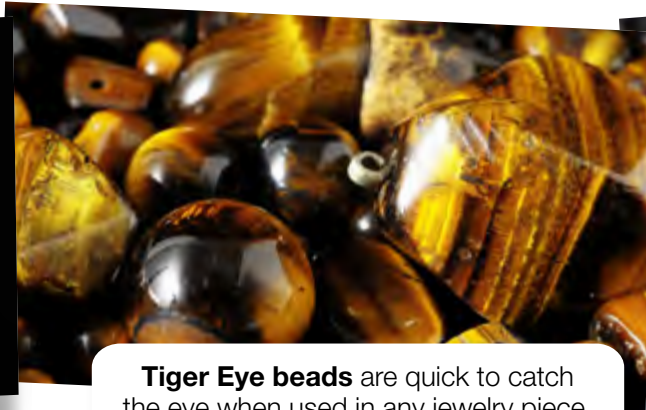
# 2017 FALL/WINTER TRENDING NOW

IT LOOKS WHAT'S TRENDING IN THE WORLD OF FASHION, BEAUTY & MEDIA

## TIGER EYE



**@driesvannoten** handbag is beautifully structured, creating dimension with out drastic color differences.



**Tiger Eye beads** are quick to catch the eye when used in any jewelry piece.

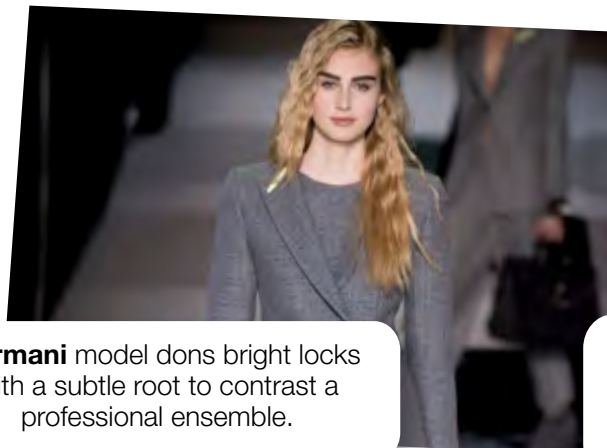


Layering of textures and tones in the same color family from head to toe shown by **@maxmara**



Strong cat eye on the runways of **@chloe** compliment a simple face to complete this look.

## ROOT SHADOW



**@armani** model dons bright locks with a subtle root to contrast a professional ensemble.



Undone beauty seen **@michaelkors** this season. Hair keyed by Orlando Pita was slicked back at the roots with mousse and tucked behind the ears.



The **#effortless** juxtaposition of highlight next to bronze on the face is mimicked in hair this season.

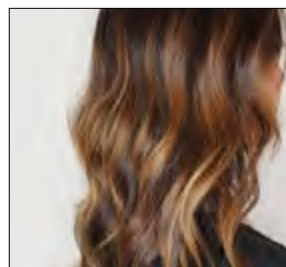


The sparkle was on point **@saintlaurent** paired with dark pieces.



## HAIR COUTURE: ARTIST SPOTLIGHT

### TIGER EYE



**@minkimcolorist**  
Min Kim  
L'Oréal Professionnel Artist  
Butterfly Studio Salon  
New York City, NY



**@jonniebalayageguru**  
Jonathan Terech  
L'Oréal Professionnel Artist  
Blanc Noir Hairdressing  
Costa Mesa, California

### ROOT SHADOW



**@matthewstylist**  
Matthew Collins  
L'Oréal Professionnel  
International Ambassador  
California, USA



**@hairgunn**  
Chad Gunn  
L'Oréal Professionnel  
National  
Balayage Artist  
TRU Salon  
Dallas, Texas



Introducing this season's two **NEW** Haircolor

featuring **TIGER EYE**

1



### THE NEW SUBTLE BALAYAGE FOR DARK BASES

Achieve through a Balayage hair painting technique:  
Highlights paired with warm or dark chocolate base to add dimension and texture to hair.

# TRENDS

using **BALAYAGE**

featuring **ROOT SHADOW**

2

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

Blur the roots and brighten  
the whole look.

This process creates a  
translucent color for a blurred  
effect between the base color  
and the lengths.



#itlooks #lorealprou

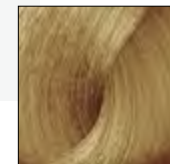


# INOA

L'Oréal Professionnel's first **ammonia-free permanent** technology revolutionized the haircolor industry.

Our breakthrough ODS<sup>2</sup> (Oil Delivery System) technology uses the power of oil to deliver 6 weeks of intense hydration with optimized scalp comfort and reinforced coverage of up to 100% white hair. INOA's extensive portfolio provides unlimited possibilities to create personalized looks for every woman.

## TIGER EYE



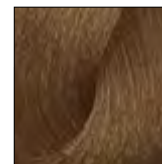
**8.31**  
Light blonde with  
intense gold and  
subtle ash reflects



**6.32**  
Dark blonde with gold  
& iridescent glow

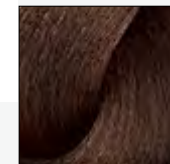


**5.8**  
Light brown with  
mocha reflects for  
a perfect chocolate  
finish

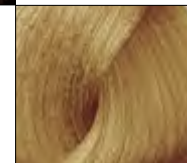


**7.23**  
Perfect light iridescent  
blonde combined with  
golden radiance

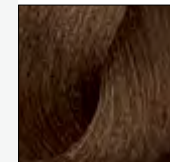
## ROOT SHADOW



**6.23**  
Dark blonde with  
an iridescent gold  
finish



**8.3**  
**GOLD NATURAL**  
Light blonde with  
fashion iridescent  
& golden reflects



**5.32**  
Light brown  
enhanced with  
intense gold and  
iridescent reflects



**9.31**  
Very light  
gold blonde  
combined  
with an ash  
reflect





# MEET THE VISIONARY BEHIND THIS SEASON'S LOOKS, AND THE IT GIRLS WHO BROUGHT IT TO LIFE!



INFLUENCER

**VANESSA  
BRUNO**

📷 @vanessabrunoparis | 39K Followers

Vanessa Bruno collaborated with  
L'Oréal Professionnel to  
**HANDPICK THE HOTTEST INOA  
HAIR COLOR SHADES** to match her  
Fall/Winter 2017 Runway Collection.



INFLUENCER

**HAILEY  
BALDWIN**

📷 @haileybaldwin | 10.5M Followers

**IT GIRL ALERT!**  
Hailey is back this season,  
**rocking the new ROOT SHADOW!**  
We are proud partner with this edgy,  
yet elegant model once again.



INFLUENCER

**GIZELE  
OLIVEIRA**

📷 @gizeleoliveira | 428K Followers

**MEET OUR NEWEST IT GIRL:**  
Gizele Oliveira! This Brazilian blogger  
turned model **is taking over the  
runway with this TIGER EYE.**



# L'ORÉAL PROFESSIONNEL PRESENTS **THE TREND TEAM**

THE WORLD'S BEST AND MOST INFLUENTIAL ARTISTS COME TOGETHER TO CREATE THE HOTTEST  
**FALL/WINTER LOOKS EXCLUSIVELY FOR L'ORÉAL PROFESSIONNEL.**



INFLUENCER

**GRACE ZIP**

📷 @gracezip | 41.2K FOLLOWERS

TIGER EYE



INFLUENCER

**ANH CO TRAN**

📷 @anhcotran | 215K FOLLOWERS



INFLUENCER

**MIN KIM**

📷 @minkimcolorist | 8K FOLLOWERS



INFLUENCER

**MATTEO PASINATO**

📷 @matteodese | 2K FOLLOWERS

ROOT SHADOW



# GROW YOUR COLOR BUSINESS WITH **IT LOOKS**

## STYLE MY HAIR APP

Engage your clients and keep them thinking about their next salon visit by encouraging them to download the Style My Hair App.



SALON *Emotion*<sup>™</sup>  
Checkout 7

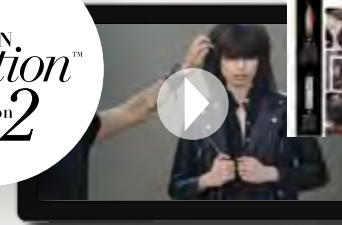


## SALON POSTER

To entice customers and signify partnership with L'Oréal Professionnel.

SALON *Emotion*<sup>™</sup>  
Shop Window 1

SALON *Emotion*<sup>™</sup>  
Reception 2



## GRAZIA MAGAZINE

View the hottest fashion and beauty inspirations for Fall/Winter 2017. Position in your waiting area to excite and entertain your clients.

# SALON EMOTION

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



## TECNI-ART RETAIL DISPLAY

Show your clients how to get the look at home using our Tecni.Art styling products available for purchase.

SALON *Emotion*<sup>™</sup>  
Retail 6



SALON *Emotion*<sup>™</sup>  
Technique 5

## IT LOOKS TREND REPORT & TECHNIQUE GUIDE

Highlights the latest hair and fashion trends, spotlights global influencers and provides professionals with step-by-steps on how to give clients beautiful and on-trend haircolor and hairstyles.



SALON *Emotion*<sup>™</sup>  
Back Bar 4



## BACK BAR

A convenient way for artists to incorporate Smartbond into formulas.



## INOA COLOR CHART

Place the color chart at the color station to use as a reference.

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





## COMPLETE OFFER

STREET/SUB/STORE

### 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 Shmapoo

#### 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:	<b>\$309<sup>60</sup></b>	SALON VALUE:	<b>\$431<sup>50</sup></b>	SALON SAVINGS:	<b>28%</b>
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## TRIAL OFFER

STREET/SUB/STORE

### 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:	<b>\$103<sup>20</sup></b>	SALON VALUE:	<b>\$134<sup>40</sup></b>	SALON SAVINGS:	<b>23%</b>
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## COMPLETE OFFER

STREET/SUB

### 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:	<b>\$252<sup>00</sup></b>	SALON VALUE:	<b>\$348<sup>00</sup></b>	SALON SAVINGS:	<b>28%</b>
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## TRIAL OFFER

STREET/SUB

### 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 Collateral  
DIA Color Chart

#### SELL-THROUGH TOOLS

Digital Grazia Magazine  
1 IT Looks Poster

SALON PRICE:	<b>\$84<sup>00</sup></b>	SALON VALUE:	<b>\$111<sup>00</sup></b>	SALON SAVINGS:	<b>24%</b>
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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

**#itlooks #lorealproux**



# HELP YOUR CLIENTS **LOOK FLAWLESS** THROUGH THE HOLIDAY SEASON



## HAIR TOUCH UP INSTANT ROOT FIX

- In between salon visits
- Covers greys
- Lasts 1 shampoo

\*FOR BLONDES



\*FOR BRUNETTES



## SERIE **EXPERT** COLOR CORRECTOR

- Neutralize unwanted brassy, warm tones
- Promote salon-perfect color
- Hair is left smooth and detangled



# THE HOLIDAY LOOK BOOK FOR EVERY Majirel WOMAN

By Our L'Oréal Professionnel Artists

Visit [pro.us.lorealprofessionnel.com](http://pro.us.lorealprofessionnel.com) for these holiday color services' formulas & techniques

## THE ENERGETIC **MILLENNIAL**

FEATURING MAJIREL  
**COOL COVER**



by L'Oréal  
Professionnel Artist  
**Shonna Curtis @shonna619**

## THE ESTABLISHED **PROFESSIONAL**

FEATURING MAJIREL **COOL COVER**  
& **#COLORMAKEOVER**



by L'Oréal  
Professionnel Artist  
**Melissa Gallo @melis71**

## THE MATURE **FREQUENTER**

FEATURING MAJIREL **COOL COVER**  
& **FRENCH BROWNS**



by L'Oréal  
Professionnel Artist  
**Stephanie Moss @stephaniemoss01**

**Additional bonus looks by L'Oréal Professionnel Artists**  
Jackie Epperson @jackieepp and Jennie Latona @jennielatona  
Find them on our Pro Site!

**#majirel #lorealprou**



# THE MUST-HAVE COLLECTIONS FOR THIS YEAR'S HOLIDAY COLOR SERVICES

CHOOSE YOUR  
**CUSTOMIZED PALETTE**  
FOR THE SEASON!

\*Meet with your L'Oréal Professionnel  
Education Manager for your personalized  
Color Coach Consultation

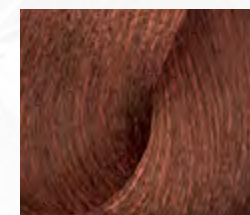
## Majirel

#COLORMAKEOVER

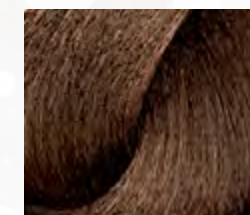
The new Majirel shades of 2017



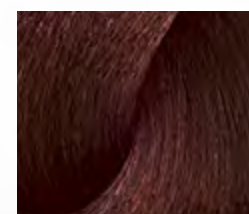
9.03/9NG



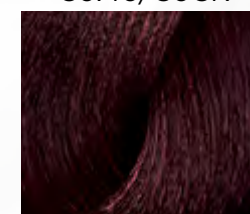
CARMILANE™  
C6.46/C6CR



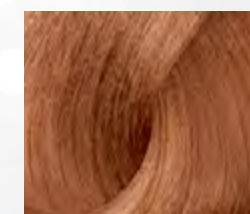
6.32/6GV



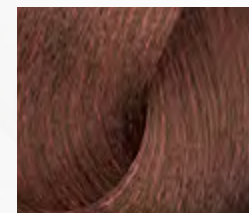
5.35/5GRv



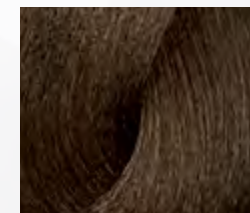
4.56/4RvR



8.45/8CRv



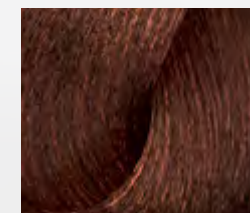
6.45/6CRv



6.13/6BG



5.32/5GV



4.45/4CRv



# Majirel

## COOL COVER

Maximum coverage and cool, long-lasting results



CC 9/9N



CC 8.11/8BB



CC 7.11/7BB



CC 6.1/6B



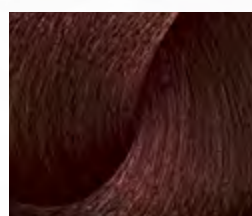
CC 9.11/9BB



CC 8.1/8B



CC 7.1/7B



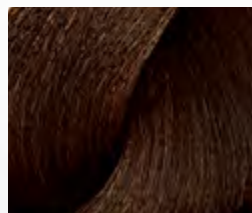
CC 5.3/5G



CC 9.1/9B



CC 7.3/7G



CC 6/6N



CC 5.1/5B



CC 8.3/8G



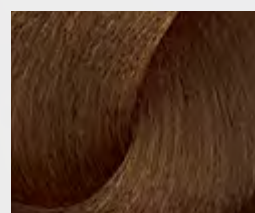
CC 7/7N



CC 6.17/6BGr



CC 4.3/4G



CC 8/8N



CC 7.17/7BGr



CC 6.11/6BB



CC 4/4N

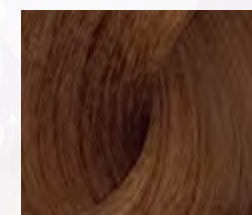
# Majirel

## FRENCH BROWNS

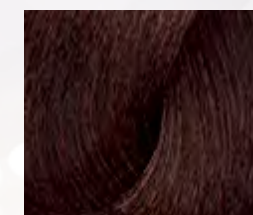
Bespoke, soft, chic color palette



7.042/7NCV



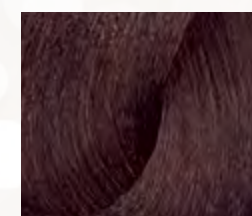
7.014/7NBC



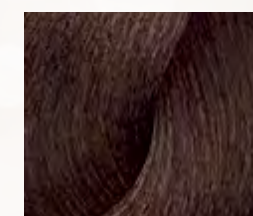
5.025/5NVRv



7.041/7NCB



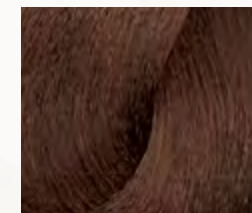
6.025/6NVRv



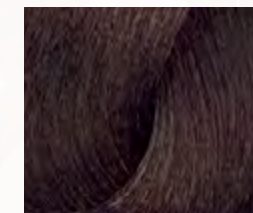
5.023/5NVG



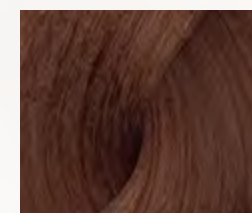
7.035/7NGRv



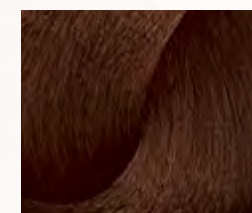
6.014/6NBC



5.015/5NBRv



7.015/7NBRv



5.041/5NCB



# TOP 5 REASONS SMARTBOND IS A MUST-HAVE THIS HOLIDAY

1

## YOUR CLIENTS WANT IT.

Their #1 concern is maintaining the health of their hair.\* The holidays are no exception!

2

## YOUR CLIENTS WILL PAY FOR IT.

80% of your clients will opt for an add-on service to protect their hair during the coloring process.\*

3

## IT'S EASY FOR YOU TO USE.

There is no change to your routine—mixing, mixture consistency, developer volume and processing time.

4

## IT'S MORE MONEY IN YOUR POCKET.

The recommended Smartbond service price is \$25. With 160 applications per month, you can increase your salon revenue by \$3600 or more!\*\*

5

## IT WILL TAKE YOU TO THE NEXT LEVEL.

Many of our top L'Oréal Professionnel artists describe Smartbond as a “game-changer”, in that it will literally change YOUR game, and allow you to create client transformations that you didn't think possible!

\*2015 Modern Salon, “Process Haircolor Research.”

\*\*Smartbond can be used with any color or lightener service. 160 applications per month (8 applications per day x 5 days a week x 4 weeks a month) x \$25 Service Price - Monthly Cost Per Application (160 applications x \$2.50) = \$3600.

#smartbond #lorealproux



# SMARTBOND SELL-THRU TOOLS

## SMARTBOND EDITABLE PDFS

Send to your clients to encourage them to ask for a Smartbond service.



### NEED A "HOW IT WORKS" REFRESHER?

Ask your SSC for a digital copy of the Smartbond technique guide & technical poster.

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

#smartbond #lorealprou

## SMARTBOND COMPLETE OFFER

### PURCHASE:

1 Smartbond Salon Kit (175 apps)

### RECEIVE COMPLIMENTARY:

1 Step 3 Conditioner  
1 Step 2 Pre Shampoo  
1 Multi-Techniques Powder

### ACCESS TO DIGITAL COLLATERAL

Smartbond Technical Poster & Technique Guide  
Smartbond Sell-Thru Tools\*



SALON PRICE: **\$175<sup>00</sup>**

SALON VALUE: **\$248<sup>00</sup>**

SALON SAVINGS: **29%**

## SMARTBOND TRIAL OFFER

### PURCHASE:

1 Smartbond Trial Kit (17 apps)

### RECEIVE COMPLIMENTARY:

1 Step 3 Conditioner

### ACCESS TO DIGITAL COLLATERAL

Smartbond Technical Poster & Technique Guide  
Smartbond Sell-Thru Tools\*



SALON PRICE: **\$45<sup>00</sup>**

SALON VALUE: **\$59<sup>00</sup>**

SALON SAVINGS: **24%**

\*Available on [lorealprofessionnelplus.com](http://lorealprofessionnelplus.com).





L'ORÉAL  
PROFESSIONNEL  
PARIS

OCTOBER 2017  
**UNIQUE**  
ART

EXCLUSIVELY IN L'ORÉAL PROFESSIONNEL SALONS





# DISCOVER **THE NEW SECRET** OF STAR HAIRDRESSERS....



## ELASTINE

TECHNOLOGY

**NON IONIC ELASTO POLYMERE**  
blended with 50% water – light and thin

+

**SOFTENING POLYMERE**  
ultimate smoothness & softness

BENEFITS

precise and **NO FLUFF DEFINITION**  
extreme **BOUNCE**  
**SOFT** and natural to the **TOUCH**

**MADE WITH WATER NOT OIL TO NOURISH.**  
**ADDS A HOLLYWOOD SHINE TO HAIR.**



# WAVES SO PERFECT, CURLS SO SPECTACULAR...

THE SPOTLIGHT IS YOURS FROM DAY TO NIGHT

## STAR PRODUCT

## 3 PRODUCT/TEXTURES FOR DIFFERENT HAIRTYPES & RESULTS

ALL HAIR TYPES



### SIREN WAVES

Elastine Gel-Creme,  
Waves & Curls Reviver  
Elastine Technology

FINE



### SWEETHEART CURLS

Lightweight Serum-Spray,  
Boosted Waves & Curls

MEDIUM



### WAVES FATALES

Sculpting Cream,  
24H Defined  
Waves & Curls

THICK



### SPIRAL QUEEN

Nourishing Mousse,  
Contoured  
Wave & Curls



# STAR LINE-UP: HOLLYWOOD WAVES



**ELASTINE  
GEL-CREME**  
\$13.00



**SCULPTING  
CREAM**  
\$13.00



**LIGHTWEIGHT  
SERUM-SPRAY**  
\$13.00



**NOURISHING  
MOUSSE**  
\$12.00

#tecniart #lorealprou



# NEW SERVICE IDEA

## LIGHTS! CAMERA! WAVES!

Skip the blow dry...Hollywood Waves + Diffuser service.  
For shiny, softer hair **that takes you from day to night**

### COMPLIMENTARY CRUXE ESSENTIALS ROLL KIT WITH PURCHASE OF NEW HOLLYWOOD WAVES

Heavy-duty waxed canvas with multiple pockets to fit your tools. Comes with comb and 2 waves clips.



## SALON OFFER

### PURCHASE (OPEN STOCK):

12 or more full size Tecni.Art products  
(includes 4 Hollywood Waves)

### RECEIVE COMPLIMENTARY

- Cruxe Essentials Roll Kit with Comb and Wave Clips
- Hollywood Waves Technique Guide

SALON PRICE: **\$132<sup>00</sup> - \$168<sup>00</sup>**

SALON VALUE: **\$232<sup>00</sup> - \$268<sup>00</sup>**

SALON SAVINGS: **Up to 37%**

### STYLIST TIP

"If we are going for a stronger red carpet glam, be sure to comb through each section prior to curling. Combing the hair allows it to curl in the same order that it will fall and take shape, keeping the curl stronger."

"Clip away sections to cool when the set or wave needs to have staying power. Whether it is setting a head full of curls, or clipping fringe to the side, it must set in that position for optimal control."

—**Drew Schaefering** for Hollywood Waves  
L'Oréal Professionnel Artist

📍 @drewschaefering | 10.7K followers

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 #lorealprou



# GIFT PARIS FOR THE HOLIDAYS

**PARISIAN CHIC HAIR:** Stylist Tested, Stylist Approved

Invite your clients to gift perfect Parisian-chic salon hair everyday.



**OUR ARTISTS BRING THE GIFT SETS TO LIFE:**

Each box features a top L'Oréal Professionnel Artist

## PRO TIP

"This spray is such a multi-tasker—it's really all you need for that classic effortless style. Apply 10 in 1 to your mid-lengths and ends. Break up your wave pattern with your fingers, scrunching the hair. Let air dry for natural, yet controlled, movement."



**Matthew Collins**, L'Oréal Professionnel Artist

 **@matthewstylist** | **22K followers**



# OUR HOLIDAY OFFERINGS



## ABSOLUT REPAIR LIPIDIUM

For Very Dry, Damaged Hair

Repair, hydrate and protect.  
Style and hold with **Absolut Repair Lipidium Thermo-Reconstructing Blow-Dry Cream**.

### SALON OFFER

- Absolut Repair Lipidium Shampoo, 10.1 fl.oz.
- Absolut Repair Lipidium Conditioner, 6.7 fl.oz.
- Absolut Repair Lipidium Thermo-Reconstructing Blow-Dry Cream, 4.2 fl.oz.

SALON PRICE: **\$35<sup>00</sup>**

SALON VALUE: **\$43<sup>50</sup>**

SALON SAVINGS: **20%**



## TECNI.ART

For Effortless Parisian Hair

Give your clients the tools to create the coveted Parisian lived-in wave with **Infinium 4** and **Next Day Hair**.

### SALON OFFER

- Infinium 4 Hairspray, 10.2 fl.oz.
- Next Day Hair Texturizing Spray mini, 2.1 fl.oz.

SALON PRICE: **\$15<sup>00</sup>**

SALON VALUE: **\$19<sup>00</sup>**

SALON SAVINGS: **21%**



## VITAMINO COLOR A-OX

For Color-Treated Hair

Prolong color radiance and create that classic effortless style with **Vitamino Color 10 in 1**.

### SALON OFFER

- Vitamino Color A-OX Shampoo, 10.1 fl.oz.
- Vitamino Color A-OX Conditioner, 6.7 fl.oz.
- Vitamino Color 10 in 1, 6.4 fl.oz.

SALON PRICE: **\$35<sup>00</sup>**

SALON VALUE: **\$43<sup>50</sup>**

SALON SAVINGS: **20%**

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

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# PARISIAN CHIC HAIR ON-THE-GO



## SERIE **EXPERT**

### INFORCER BRUSH PROOF

Parisian chic hair in one stroke. Brush Proof  
allows you to style guilt-free



**Inforcer Brush Proof, 1.3 oz.**  
Salon Price: \$10.00



# MYTHIC OIL

## TRAVEL SIZES

Get your clients travel ready with oil-infused haircare and oils for every holiday occasion.



## HOLIDAY TRAVEL OFFER

### PURCHASE:

\$250.00 or more in Mythic Oil Products (Open Stock)

### RECEIVE COMPLIMENTARY:

#### STYLIST STATION PRODUCTS:

- 1 Crème Universelle, 5.0 fl. oz.
- 1 Oil Detangling Spray, 5.0 fl. oz.



#### TRAVEL SIZES GWPS:

- 2 Thick Hair Shampoo Travel Size, 2.5 fl. oz.
- 2 Thick Hair Masque Travel Size, 2.5 fl. oz.
- 2 Normal to Fine Hair Shampoo Travel Size, 2.5 fl. oz.
- 2 Normal to Fine Hair Masque Travel Size, 2.5 fl. oz.
- 2 Crème Universelle Travel Size, 1.69 fl. oz.



#### MERCHANDISING:

- 10 LP Shopping Bags & Tissue Paper
- 1 Easel Card



#### CLIENT SAMPLES:

- 20 Thick Hair Shampoo Samples, 0.34 fl. oz.
- 20 Thick Hair Masque Samples, 0.51 fl. oz.
- 20 Normal to Fine Hair Shampoo Samples, 0.34 fl. oz.
- 20 Normal to Fine Hair Masque Samples, 0.51 fl. oz.
- 25 Crème Universelle Samples, 0.34 fl. oz.



**SALON PRICE:** \$250<sup>00</sup> and up

**SALON VALUE:** \$339<sup>48</sup>

**SALON SAVINGS:** Up to 26%

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

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# 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.

## THE SECRET TO HOLIDAY SEASON SUCCESS: PARTICIPATION!

For this month's issue, we sat down with **Kim Sclafini, a L'Oréal Professionnel Artist** and the owner of **The Color Café Hair Studio** in Greenwich, CT (and fourth time winner of **Best of the Gold Coast Connecticut**), on how to utilize the holiday season to build loyalty and trust with clients.



@colorcafehairstudio | 2K followers



### L'ORÉAL PROFESSIONNEL: DO YOU DO ANYTHING SPECIAL FOR YOUR CLIENTS DURING THE HOLIDAY SEASON?

#### KIM SCLAFINI:

For the month of December, all of our clients get a gift of appreciation. This past year we gifted little jewelry dishes with a beautiful salon quote. Like, "What happens in the salon stays in the salon." We put them in beautiful bags with Color Café tags on them. Everyone loved them.

### LP: HAVE YOU DONE ANY HOLIDAY IN-SALON PROMOTIONS?

**KS:** If a client purchases three products, we give them a complimentary fourth product or a

Powermix during their next service. To guarantee that initial purchase, we put a different perspective on the hard sell. We give the client a choice, opposed to saying this is what you have to buy. We give her a recommendation of four products, saying, "This is what your hair needs. Take what you would like." Nine times out of ten, they will buy at least two.

### LP: DO YOU DO ANY SPECIAL INCENTIVES TO ENCOURAGE YOUR STYLISTS TO RETAIL DURING THE HOLIDAY SEASON?

**KS:** We often do competitions to see who can sell the most treatments or retail and give additional

bonuses on top of their commission.

### LP: WHAT ADVICE DO YOU GIVE YOUR STYLISTS ON RETAILING?

**KS:** Try to think of yourself as a business person who happens to do hair and not a hairdresser who has to sell. Because every time you are passionate about something, it just comes naturally. It doesn't feel like a sale. I tell my stylists, "You have to believe in everything that you say and do. You want your clients' hair to look its best." Because if their hair still looks great four or five weeks when they come back, that's when you have their loyalty.



# LEVEL

LOYALTY REWARDS

## TAKE YOUR BUSINESS TO THE NEXT LEVEL WITH L'ORÉAL PROFESSIONNEL

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:

- 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	SMARTBOND Complete Offer	HOLLYWOOD WAVES Salon Offer
LEVEL	LEVEL REQUIREMENTS	POINTS PER \$1	\$309.60	\$103.20	\$252	\$84	\$175	\$132-\$168
BRONZE	\$5,000 - \$19,999	1 POINT	310 POINTS	103 POINTS	252 POINTS	84 POINTS	175 POINTS	Up to 168 points
SILVER	\$5,000 - \$19,999	2 POINTS	619 POINTS	206 POINTS	504 POINTS	168 POINTS	350 POINTS	Up to 336 points
GOLD	\$20,000 - \$39,999	3 POINTS	929 POINTS	310 POINTS	756 POINTS	252 POINTS	525 POINTS	Up to 504 points
PLATINUM	\$40,000 +	4 POINTS	1238 POINTS	413 POINTS	1008 POINTS	336 POINTS	700 POINTS	Up to 672 points
BLACK	Invite Only	5 POINTS	1548 POINTS	516 POINTS	1260 POINTS	420 POINTS	825 POINTS	Up to 840 points

[SIGN UP](#) for Level Loyalty Rewards

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