

# uniqueart

Jul/Aug 2023

Discover New  
**Metal Detox  
Smoothing  
Cream.**

**Lightener  
for all  
blonding  
needs.**

**Express  
services**  
for year-round  
results.

**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS

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“  
The Metal Detox  
Cream is incredible.  
It truly elevates the  
luminosity of the hair.  
I can't wait for stylists  
to experience it.”



Eric Aubin  
Award winning colorist  
& Regional Educator  
@eric\_james\_pro

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## On the cover.

Recreate the look.

### Lengths + Ends:

3 parts (1.2 oz) 9.82/9MV + 1 part (.5 oz) 10.22/10VV  
+ (2.6 oz) 9-vol DIActivateur Developer.

### Fringe:

1/2 tube (.9 oz) 9.18/9BM + .2 oz Liquifier  
+ (1.4 oz) 9-vol DIActivateur Developer.

Check out  
the back cover  
for resources.

Pg.

# 04 The ultimate smoothing cream for all hair types.



Coming in August.

Coming August

what's  
**new**



L'ORÉAL  
PROFESSIONNEL  
PARIS

## Metal Detox



GLICOAMINE 1% + IONÈNE

**CRÈME HAUTE PROTECTION PROFESSIONNELLE**

Sans rinçage. Soins hydratants anti-métal  
Empêche la casse & la couleur de virer  
Anti-frisottis

**PROFESSIONAL HIGH PROTECTION CREAM**

Leave-in. Anti-metal moisturizer  
Prevents breakage & color shift  
Anti-frizz

SERIE EXPERT 100 ml 3.4 FL.OZ

NEW SMOOTHING CREAM.

# [Metal Detox]

Hydrate & protect against  
frizz, UV & metals.

- 97% less hair breakage\*
- 100% true-to-tone, long lasting color.

\*vs. non-conditioning shampoo

# Lightweight Cream. Deep protection.



- 5X smoother hair.
- 72hr frizz protection.
- Long-lasting moisture.
- 450°F heat & UV protection.
- 97% less breakage & 100% true-to-tone color.\*



\*vs. non-conditioning shampoo

# Your complete Metal Detox system.

Great addition to client's regular smoothing hair routine!

## In-salon



[Step 1]  
**Neutralize metals.**  
Metal Detox  
Pre-treatment.

## In-salon and/or take home



Color or lightening service

[Step 2 & 3]  
**Remove metals & nourish hair.**  
Metal Detox Shampoo  
& Metal Detox Mask.

[Final Steps]  
**Shield hair with smoothness & shine.**  
Metal Detox Oil &  
Metal Detox Cream.

# Metal Detox Cream

featuring Ashley Smith & Athena Zeiser.



**Ashley Smith**  
Hairstylist & Makeup Artist  
@ashley\_smith\_pro

## **Tell us about your experience with the Metal Detox Cream.**

What makes this cream different is the texture. It's lightweight enough to be great for all hair textures, but strong enough to hydrate and keep frizz at bay.

## **How does the Metal Detox Cream help make your services easier?**

I love that it moisturizes different hair types and how impeccable my blow drying time is when using this cream. Not to mention, when it comes to curling the hair, it helps me to maintain a long lasting hold.



**Athena Zieser**  
Regional Educator  
@athena\_zieser\_pro

**Tell us about your experience with the Metal Detox Cream.**

It's a wonderful blow dry cream! A little goes a long way! It glides through the hair easily for even distribution and allows the brush to glide effortlessly as well.

**What did you like the most?**

The results! I noticed the hair was so much smoother & softer than the control side, yet it still held the round brush curls beautifully. I recommend layering with the Metal Detox Oil for clients whose hair needs extra love. With the Metal Detox Oil you get great shine and with the Metal Detox Cream you get the smoothness to achieve hair that is hydrated, while light and bouncy.



## **Sabrina Bias**

**Stylist & Salon Owner**

Handle: @Sabirinathehairwitch

Salon: BSMT Hair Salon, Chicago

### **How did you start out in the industry and what inspired you to be a stylist?**

I'm a hairstylist and salon owner in the heart of downtown Chicago. While I work with a wide range of hair trends, I especially enjoy color transformations. Growing up, I lived in Amish Country, Ohio. There wasn't much diversity and I always felt I stuck out because of my hair. Being one of the only black students in my area made me subject to harassment about my hair and I grew a deep insecurity about my hair texture. Once I was in cosmetology school and learned most people had insecurities regarding their hair, regardless of race, I felt like I'd found my safe place in the world and fell in love with the profession! I've always been intrigued by the science when it comes to hair. I feel the more we understand the science behind how a product works, the better we can serve our clients.



## How does the Metal Detox Cream work on different hair types?

The product has a luxurious texture and beautiful scent to appeal to all clients. On coarse hair, it helped manage frizz, and on fine hair its serum like finish proved to be light enough to be affective without causing a greasy finish.

## What advice would you give to other stylists about Metal Detox?

I would advise every stylist to encourage their clients to use Metal Detox because it simply works. It's insurance for your color and will help your clients avoid the dreaded water brassy orange that comes with heat and water damage.

## How has the Metal Detox system helped your business?

Hair color is already fighting the elements of heat and UV damage. One of the biggest ignored potential damage is environmental, especially what's delivered through water. Where I live in Chicago, there's a 38% increase of metal in the water due to city infrastructure. Metal Detox not only neutralizes metal but defends the hair from future potential damage.

## What do you love about the new Metal Detox Cream?

Hair color, especially demi-permanent, fades at a much faster rate from heat damage. In my experience, the heat and UV protection from the Metal Detox Cream helps protect from color fading. Its creamy and serum-like finish also makes hair noticeably softer, shinier and aids in detangling.



# Pearlyage summer glow.



**By Jackie Epperson**

@jackiepp  
L'Oréal Professionnel Artist

Lighten with Blond Studio 9  
Bonder Inside + Gloss with  
Dia Light 9.82 & 10.18.



**By Frank Diaz**

@frankdiaz.colorist  
L'Oréal Professionnel Artist

Lighten with Blond Studio 9  
+ Gloss with Dia Light 8.18.

## Have you tried all 5 new Pearl milkshakes?



**10.18/10BM**  
Dazzling Pearl



**9.18/9BM**  
Icy Pearl



**8.18/8BM**  
Cool Pearl



**10.82/10MV**  
Pearly Glow



**9.82/9MV**  
Iridescent Beige



Pearlyage  
tech guide.

# Lightener for every client.

## Blond Studio Clay 7



Ammonia-free clay for precise painting.

**Majicrème Developer.**

## Multi-Techniques 8 + 8 Bonder Inside



Classic lightening powder.

**Majicrème Developer.**



With bonder inside for added protection.

## Blond Studio 9



Lightening powder to lift dark bases.

**Blond Studio 9 Oil Developer.**

## Blond Studio 9 Bonder Inside



With bonder inside for accelerated lift with care.

**Blond Studio 9 Oil Developer.**



Full Blond Studio portfolio.



Powered by



## Express summer services for year-round results

with Tim Fisk

Director of Brand Development, Summit Salon Business Center

Express services do more than just save time, they provide an incredible value to your guest while also giving them the opportunity to try something new at a fraction of the cost. When guests fall in love with the results, they'll be more likely to come back to the salon in between major color services to receive a "style boost" with only a modest investment.

Try launching your Express Color Menu in the summer, right when everyone wants to cut down on their time in the salon. This menu features packaged services that include both an express color and a L'Oréal Professionnel in-salon "custom experience" treatment with amazing results in 60-minutes or less.

### iNOA Express Retouch

iNOA t-zone retouch with Metal Detox experience.

### Vivid Color Express Refresh

Vivid refresh with an Vitamino experience.

### Custom Highlight Refresh

Dia Light refresh with Blondifier experience.

### Summer Detox Express Blowout

Luxury blowout with Metal Detox Pre-treatment, Shampoo, Mask, Oil and new Cream.



These express packages will impact your sales year-round and will introduce your guests to the benefits of the L'Oréal Professionnel in-salon treatments. These targeted systems can be taken home to protect and rejuvenate the hair between visits, resulting in increased retail sales for your salon.

Your guests experiencing an express color service can enjoy in between their major color services. For Blondes and vivids - will visit salon every 6 weeks instead of every 12. For 6-week retouch guests, they can come in every 3 weeks to maximize the impact of their grey coverage.

**This all results in a 50% increase of annual guest spend! Who doesn't want a 50% raise? Oh - and you can get it in half the time (but we won't tell).**

# Boost your retail revenues.

with SteamPod on  SalonInteractive

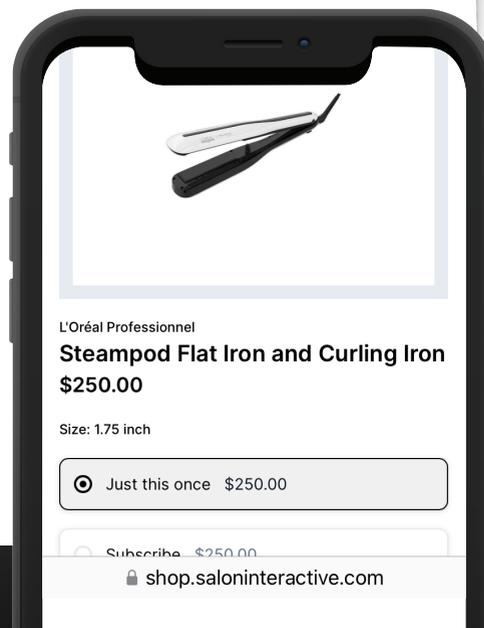
**Commission per SteamPod sold: \$62.  
Cost to create your page: \$0.**

- **Earn commissions** without investing in or managing inventory, SalonCentric fulfills all orders for you.
- **Create an e-commerce site** to sell clients the products you recommend.
- **SteamPod** delivers results that your customers will love:
  - Quicker styling: a single pass to smooth and any hair type and large ceramic plates to take larger sections.
  - 24-hour frizz control and instant shine\*.
- **Selling tip**  
Offer your clients a complementary SteamPod usage tutorial the next time they come to your salon when they buy a SteamPod.



Learn more  
& get started!

\*vs. natural hair



# Mental health is a top concern for hairstylists.

Hairstylists are there for their families, clients, co-workers and friends.

L'Oréal Professionnel is there for hairstylists.

Head Up was co-developed by hairstylists in partnership with NAMI, the National Alliance on Mental Illness.

Join Daniel Mason-Jones for Head Up Keys, virtual sessions created to provide hair pros with free mental health education.

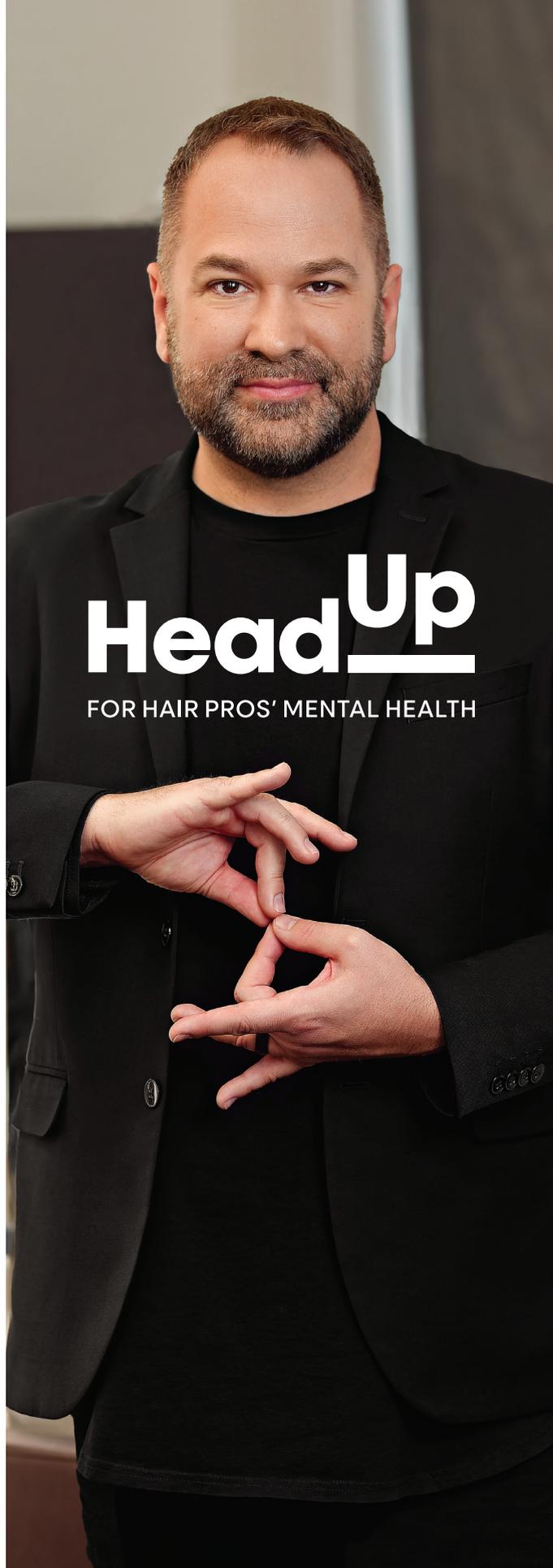


## Scan to learn about:

- How pros' mental health is affected by others
- Self-care strategies & real life application
- Boundary setting & creating a safe space
- Communication skills in the workplace

**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS

IN PARTNERSHIP WITH  
 **nami**  
National Alliance on Mental Illness



# HeadUp

FOR HAIR PROS' MENTAL HEALTH

# A license gets you behind the chair. A degree lets you lead.

The first-ever college degree designed to elevate and empower beauty professionals through higher education.

Lead | ROLFS Global Institute Powered by L'Oréal USA PPD strives to shape the next generation of industry leaders, and enable the financial success of beauty professionals globally. In partnership with Arizona State University (ASU) and Mesa Community College (MCC), Lead provides beauty professionals with the ultimate knowledge to succeed in today's ever evolving and changing markets.

## Overview:

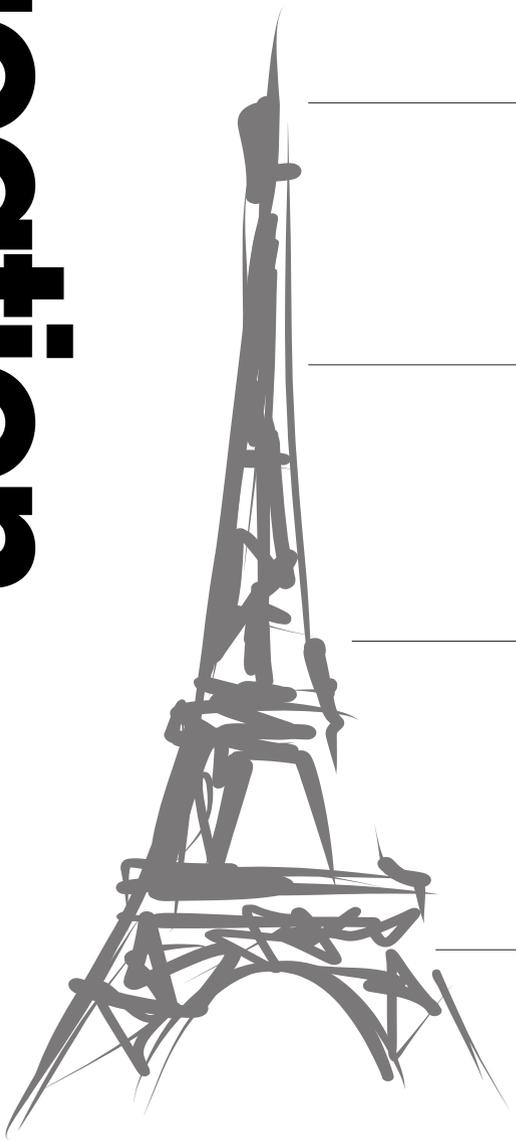
- An accelerated program allowing students to earn their AAS in one year and BAS in two years
- A cosmetology license can earn students up to 30 credits towards their associates
- The program is offered on campus, as well as online or a hybrid of the two, allowing students to earn their degree from anywhere in the world
- Courses include core financial fundamentals, marketing, entrepreneurship, digital innovation, communication, and more.



## Education for all

Not sure where to start in your education journey? We have you covered.

Discover our Signature Paths - designed for hairdressers at all levels. Take the guesswork out of registering for classes by identifying what you want to focus on to elevate your career.



### [Specialist]

Designed for professionals looking to push the boundaries of their expertise and apply their skills in new and creative ways with L'Oréal Professionnel.

### [Expert]

Designed for professionals looking to master and become an expert in their craft with L'Oréal Professionnel.

### [Advanced]

Designed for professionals looking to elevate their existing knowledge of L'Oréal Professionnel and upskill themselves through advanced techniques, theory, and business opportunities.

### [Essential]

Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel and build a strong foundation in product knowledge.



## **Academy.**

**[Essential, Advanced, Expert, & Specialist]**

Immersive, inspirational education available from coast-to-coast at all levels.

## **Store.**

**[Essential and Advanced]**

Creative and interactive, focused on color, technique, and business building.

## **Salon & Suite.**

**[Essential and Advanced]**

Education that is curated specifically to fit the needs of you and your salon or suite.

## **Virtual Atelier.**

**[Essential]**

Foundational product knowledge, inspiration, and technique.

## **ACCESS.**

**[Essential]**

The ultimate digital learning destination for salon professionals.

Explore  
our full  
education  
offering.



# Virtual Atelier spotlight

## Complimentary to all hairdressers!

Our Education team hosts 90-minute, high impact Virtual Ateliers on a weekly basis. Register today for Welcome to French Balayage & Dia Essentials to learn about French Balayage Pearls and how to get the look using the latest technology and on-trend techniques!



Discover how to get the 'perfect piece' every time.

Sign up today!



Dia can boost your color business!

Sign up today!



# Salon & Suite education

Creative & interactive classes to fit your needs.

Host one of our highly skilled Educators or Artists to come to your salon or suite! Customizable for every stylist.



WELCOME TO L'ORÉAL PROFESSIONNEL



MAJIREL ESSENTIALS



INOA ESSENTIALS



DIA ESSENTIALS



BLOND STUDIO ESSENTIALS



CARE & STYLE ESSENTIALS



COLOR COACH



COLOR MIXOLOGIST



WELCOME TO FRENCH BALAYAGE



WELCOME TO CUTTING METHODOLOGY



SALON EMOTION



SUITE EMOTION



INNOVATION INSPIRATION



TREND ENTHUSIAST



THE HEALTHY HAIRDRESSER



INSPIRED: COLOR DESIGNER



INSPIRED: BALAYAGE OBSESSION



INSPIRED: CUT & STYLE PERFORMER



INSPIRED: HAIR GEEK



INSPIRED: BUSINESS MAKER



INSPIRED: TREND INSIDER

Book your custom education today.



monthly offers

July Only

Offers valid 7/1-7/31.



**Save 20%**  
on Tecni.Art Extreme Lacquer  
& Metal Detox Mask &  
Shampoo retail formats.

Salon Price From: \$13.60  
Salon Value From: \$17.00

**Save 15%**  
on Serie Expert Liters.

Salon Price From: \$24.08  
Salon Value From: \$28.33



**Free Blond Studio 9  
Bonder Inside trial kit**  
with purchase of 12-49+  
Majirel, DIA, INOA and/or  
LUO tubes.

Salon Price From: \$102.96  
Salon Value From: \$109.96

# August Only

Offers valid 8/1-8/31.



# \$15

Try the NEW  
Metal Detox Cream.  
Save 22%

**LEVEL 2X Points**  
LOYALTY REWARDS



Save 15%  
with the purchase  
of 3+ Serie Expert.\*

Salon Price From: \$43.35  
Salon Value From: \$51.00

\*Retail size only.



Free Majirel  
swatchbook with  
the purchase of  
28+tubes of Majirel.

Salon Price From: \$276.92  
Salon Value From: \$361.90



Free iNOA  
swatchbook with  
the purchase of  
28+tubes of iNOA.

Salon Price From: \$307.44  
Salon Value From: \$392.42



Free Dia  
swatchbook with the  
purchase of 28+tubes  
of Dia Richesse\*.

Salon Price: \$246.96  
Salon Value: \$331.94

\*Dia Richesse. only. Excludes Dia Light.



Buy one,  
get one  
50% off\*  
on Blond Studio  
lighteners.

Salon Price From: \$14.90  
Salon Value From: \$19.87

\*Blond Studio Lightener only.  
Excludes Platinum Paste & developers.



Free  
Dia Light  
with the purchase  
of 4 Dia Light tubes.

Salon Price From: \$34.32  
Salon Value From: \$42.90

# Want more resources?

## Swatch charts



Majirel



iNOA

## Education



Signature Edu



Academy

## Brochures



Metal Detox



Diallight



RICHESSE



Virtual Atelier



Brand Book



Blond Studio

## Support Tools



Stay up-to-date  
with our  
newsletter



Discover our  
full product  
catalog



Download  
sell-thru assets  
on **LEVEL**



Discover free  
mental health  
resources

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