

uniqueart

APRIL 2022

Boost Profits

with in-salon treatments.

Discover iNOA + Framar

Root Melt with
ultimate coverage
& scalp comfort.

New Global Education Experiences

L'ORÉAL
PROFESSIONNEL
PARIS

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“

L'Oréal Professionnel Treatments help me to personalize my services. They allow me to provide specific hair solutions for every specific client need.

”



Daniel Mason Jones
L'Oréal Professionnel Artist
@danielmasonjones

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On the cover

Recreate our cover model's look.

- Metal Detox Pre-treatment.
- Apply iNOA 5.8 on the roots (+10 volume) and 6.8 Dia Light + 9 volume on the ends.

Stay
up-to-date
with our
newsletter



pg.

04 Serie Expert Treatments



L'ORÉAL PROFESSIONNEL PARIS

Metal Detox

GLICOAMINE 10% + IONÈNE

PRÉ-TRAITEMENT PROFESSIONNEL
Neutrolisateur anti-métal
Avant coloration, balayage ou décoloration

PROFESSIONAL PRE-TREATMENT
Metal neutralizer
Before color, balayage or bleaching

SERIE EXPERT

L'ORÉAL PROFESSIONNEL PARIS

Vitamino Color

RESVERATROL

SOIN CONCENTRÉ PROFESSIONNEL
Facteur acide de brillance
Pour cheveux colorés

PROFESSIONAL CONCENTRATE TREATMENT
Acidic shine sealer system
For colored hair

SERIE EXPERT 400 ml (13.5 FL. OZ.)

L'ORÉAL PROFESSIONNEL PARIS

Blondifier Gloss

GLUCO POLYPHENOL COMPLEX

SOIN CONCENTRÉ PROFESSIONNEL
Restauroteur et illuminateur
Pour cheveux blonds ou mèches

PROFESSIONAL CONCENTRATE TREATMENT
Resurfacing and illuminating
For highlighted or blonde hair

SERIE EXPERT 400 ml (13.5 FL. OZ.)

L'ORÉAL PROFESSIONNEL PARIS

Pro longer

FILLER AIDO + AMINO ACID

SOIN CONCENTRÉ PROFESSIONNEL
Combleur instantané de pointes
Pour cheveux longs

PROFESSIONAL CONCENTRATE TREATMENT
Instant ends filler
For long hair

SERIE EXPERT 400 ml (13.5 FL. OZ.)

Explore
our full
product
catalog



L'Oréal Professionnel Express Treatments.

Boost profits with personalized add-on services.

Before color service



Prep canvas for optimal color results.

- Neutralize metals for clean lift & true-to-tone color
- 87% less breakage

After color service



Seal the cuticle for longer lasting color.

- Protect from fading
- Add 6X more shine



Learn more on ways to profit
with L'Oréal Professionnel treatments.

After lightening service



Strengthen blonde hair.

- 80% less breakage
- Replenish hair lipids
- Provide shinier & smoother hair

Non-color service



Reduce split ends & provide longer, thicker hair.

- Fills ends with patented Filler A100
- Reduce split ends by 66%
- Add 50% more volume

Treatments at a glance.



**Metal Detox
Pre-treatment**



**Vitamino Color
Concentrate**

**Suggested
Service Price**

\$30

\$15 without mask
\$25 with mask

Size

16.9 9 fl.oz

13.5 fl. oz

of Services

35

25

**Cost per
application**

\$2.85

\$1.77-2.84

Start the client conversation with this 4 step system.

1. Mention the treatment
2. Explain what it does
3. Mention price & time commitment
4. Ask the client if they have time for it

Example: "Many guests choose to enjoy a Metal Detox treatment with their haircut. It's a treatment that helps reduce breakage & color fading by removing the metals in the hair. 3. It's only an additional \$30 and does not add any additional time. Did you have time for that today?"



Blondifier Concentrate

\$15 without mask
\$25 with mask

13.5 fl. oz

25

\$1.77-2.84



Pro-Longer Concentrate

\$15 without mask
\$25 with mask

13.5 fl. oz

25

\$1.77-2.84

[Treatment spotlight] Metal Detox.

Did you know?

- A. Everyone has metals in their hair due to the erosion of metals in our pipes.
- B. Overtime, these metals cause breakage & color fading.



Neutralize metals with Metal Detox.

- 87% less breakage
- 100% reliable color
- Compatible with all lightener & hair color brands



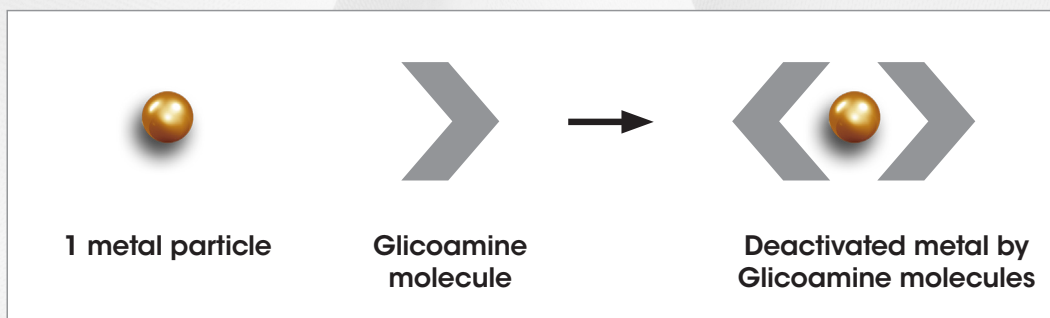
СЕРИЕ EXPERT 500 ml 16.9 FL.OZ.

PROFESSIONNEL

Powered by glicoamine.



Glicoamine in action



Glicoamine is the molecule small enough to trap metals inside the fiber. By trapping and neutralizing the metal particles in the hair, glicoamine helps to reduce breakage and to increase color reliability.



How to have powerful salon treatment conversations with your clients.

Featuring Daniel Mason Jones.



L'ORÉAL PROFESSIONNEL PARIS

Metal Detox

TECHNOLOGIE PATENTÉE (BREVETÉE)

GLICOAMINE 10% + IONÈNE

PRÉ-TRAITEMENT PROFESSIONNEL
Neutralisateur anti-métal
Avant coloration, balayage ou décoloration

PROFESSIONAL PRE-TREATMENT
Metal neutralizer
Before color, balayage or bleach

SERIE EXPERT 500 ml 16.9 FL.OZ.

L'ORÉAL PROFESSIONNEL PARIS

Vitamino Color

RESVERATROL

SOIN CONCENTRÉ PROFESSIONNEL
Fixateur acide de brillance
Pour cheveux colorés

PROFESSIONAL CONCENTRATED TREATMENT
Acidic shine sealer system
For colored hair

SERIE EXPERT 400 ml 13.5 FL.OZ.

L'ORÉAL PROFESSIONNEL PARIS

Blondifier Gloss

GLUCO POLYPHENOL COMPLEX

SOIN CONCENTRÉ PROFESSIONNEL
Restaureur et illuminateur
Pour cheveux blonds ou mèches

PROFESSIONAL CONCENTRATED TREATMENT
Resurfacing and illuminating
For highlighted or blonde hair

SERIE EXPERT 400 ml 13.5 FL.OZ.

L'ORÉAL PROFESSIONNEL PARIS

Pro longer

FILLER A100 + AMINO ACID

SOIN CONCENTRÉ PROFESSIONNEL
Combleur instantané de pointes
Pour cheveux longs

PROFESSIONAL CONCENTRATED TREATMENT
Instant ends filler
For long hair

SERIE EXPERT 400 ml 13.5 FL.OZ.

200 ml 6.8 FL.OZ.

SERIE EXPERT

avant coloration, balayage ou décoloration

PROFESSIONAL PRE-TREATMENT

Neutralisateur anti-métal

PRÉ-TRAITEMENT PROFESSIONNEL

Neutralizer

Before color, balayage or bleach

PROFESSIONAL PRE-TREATMENT

GLICOAMINE 10% + IONÈNE

400 ml 13.5 FL.OZ.

SERIE EXPERT

Fixateur acide de brillance

SOIN CONCENTRÉ PROFESSIONNEL

Pour cheveux colorés

PROFESSIONAL CONCENTRATED TREATMENT

Acidic shine sealer system

For colored hair

SERIE EXPERT

400 ml 13.5 FL.OZ.

SERIE EXPERT

Restaureur et illuminateur

SOIN CONCENTRÉ PROFESSIONNEL

Pour cheveux blonds ou mèches

PROFESSIONAL CONCENTRATED TREATMENT

Resurfacing and illuminating

For highlighted or blonde hair

SERIE EXPERT

400 ml 13.5 FL.OZ.

SERIE EXPERT

Combleur instantané de pointes

SOIN CONCENTRÉ PROFESSIONNEL

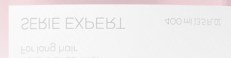
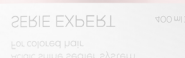
Pour cheveux longs

PROFESSIONAL CONCENTRATED TREATMENT

Instant ends filler

For long hair

SERIE EXPERT



Make it about the guest.

Identify the problem: Think about the needs the client mentions in the consultation.

Example: *"Tell me more - What do you mean by your hair feels different? What are you looking to solve?"*

Know your product to give a recommendation.

Being familiar with your product allows you to speak confidentially & make the best recommendation.

Example: *"You mentioned your hair feels a bit damaged and your hair color is fading quickly. How would you like to enjoy a Metal Detox add-on treatment?"*

Client: *"What is Metal Detox?"*

Stylist: *"Metal Detox is a professional treatment that protects from metals in the water, which everyone has due to the erosion of our pipes. The challenge is that every time we wash our hair, metals get inside of our hair & cause breakage & color fading. Metal Detox protects against breakage & makes your hair color last longer."*

Trial the treatment on your client.

When introducing a new treatment, try it on your clients first to see what they think.

Example: *"I'm trying a new treatment today named Metal Detox that I think will help with your hair concerns at no additional cost. Can you let me know what you think of it throughout the week?"*

Personalize the experience by following up.

Send a message to your client a few days after the service to ask about the experience.

Example: *"Hi, I remember we used the Metal Detox treatment on your hair on Saturday. How is it working for you?"*

it
looks



iNOA™ + FRAMAR™

**Root Melt with ultimate
coverage & scalp comfort.**

Why iNOA?

- 100% grey coverage.
- Powered by oil. Zero ammonia.
- Exceptional scalp comfort
– for a premium client experience.

Why the Framar Big Daddy Brush?

- Wide brush head and soft bristles
distribute color evenly, ensuring
a saturated iNOA Root Melt.

Root Melting with iNOA + Framar.



Before

After

Root Melt: iNOA 6/6N
Gloss: Dia Light
8/8N + 8.1/8B



Before

After

Root Melt: iNOA 4/4N
Gloss: Dia Light
6.1/6B



Before

After

Root Melt: iNOA 8/8N
Gloss: Dia Light
10.12/10BV



Before

After

Root Melt: iNOA 6/6N
Gloss: Dia Light
8/8N + 8.1/8B

Elevate your Root Melt with Serie Expert.

Add a Serie Expert Treatment to your Root Melt service to make more money and keep clients coming back for more!



Amy Jo Beniek,
@amyjohair

“ I love being able to give my clients **beautiful coverage with a high gloss** finish while using all ammonia-free haircolor. ”

“ The best way to **ensure longevity and maintain the shiniest results** for their hair is following with a Serie Expert treatment. My clients always agree and trust what I prescribe. ”

“ It's proven by seeing the **immediate transformative results** in the salon with the softness and shine in their hair. ”



Brush up on hair color essentials.

Also available in Spanish:

Registrese ahora para nuestra clase de español en "Llave de color 1 y 2."

Color keys 1.

This Essential class will help stylist better understand the methodology behind coloring hair with a closer look as what happens when we lighten hair, exposing underlying pigment and how the tones play into the final color.

Top 3 Takeaways

- Learn how to achieve desired color results on white hair
- Develop a deeper understanding of how color works
- Understand how to address underlying pigments



Scan to register.

To utilize Level Loyalty Points, visit www.levelloyaltyrewards.com

Color keys 2.

This Essential class is for every single colorist looking to have a deeper understanding of simple color corrections such as how to change reflects, how to darken hair that is too light as well as proper color matching for decreased fadeage.

Top 3 Takeaways

- Learn how to better understand the needs of your customer
- Develop the skills needed to approach color correction services
- Understand how to perform a proper hair analysis



Scan to register.

To utilize Level Loyalty Points, visit www.levelloyaltyrewards.com

In English.

Join Alexa Joly,
@alexajoly

Color Keys 1.
3/20/2022
10 AM EST

Color Keys 2.
3/21/2022
10 AM EST

En Espanol.

Join Frank Diaz,
@frankdiaz.colorist

Color Keys 1.
6/5/2022
10 AM EST

Color Keys 2.
6/6/2022
10 AM EST

Student Profile

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

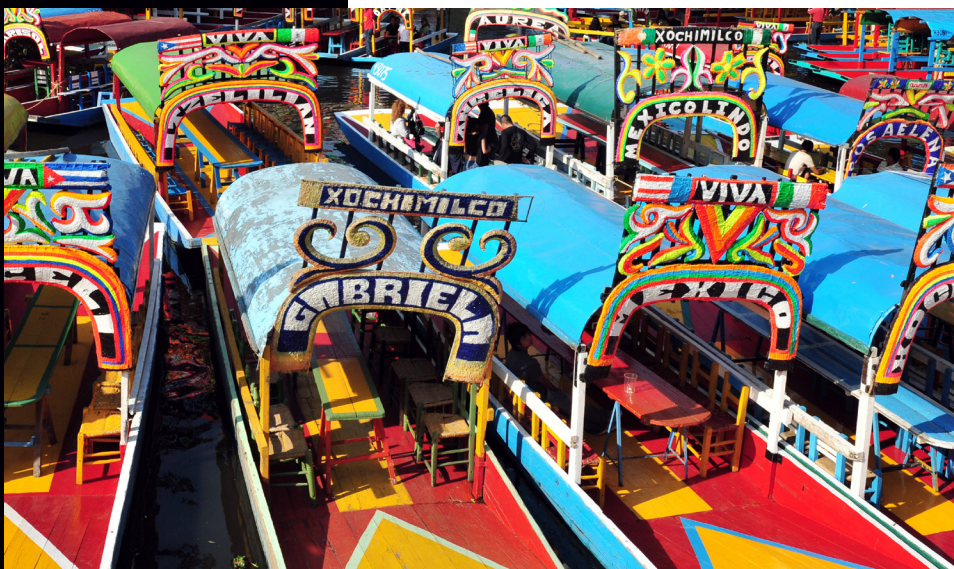
L'Oréal Professionnel Academy
435 Hudson St. New York, NY 10014

Join us live
7 hours | Hands-On
\$400 or 26,667 Level Loyalty Points

Or join us virtual
3 hours | Look & Learn
\$150 or 10,000 Level Loyalty Points



MEXICO CITY, MEXICO





Global Experience.

With L'Oréal Professionnel.

For an exciting education and cultural experience, join us in Mexico City!

November 6th - November 11th, 2022

Stylist cost: \$7,500 or 500,000 level loyalty points

Companion cost: \$3,500 or 233,340 level loyalty points

What's Included?

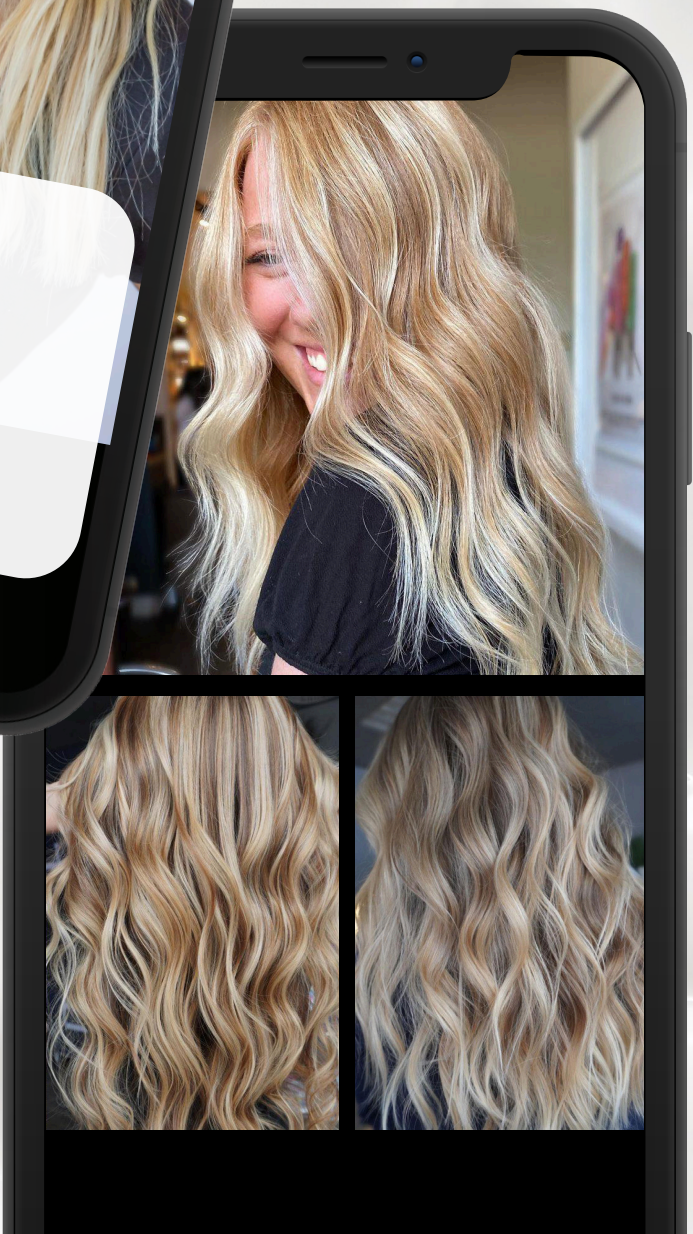
- Round trip airfare
- 5 nights accommodation at a 4 star+ hotel
- 2 days of education with local hair artists, including hands on
- A full day of local experiences
- Gala Dinner
- And more...



Have you tried L'Oréal Access yet?

The 24/7 ultimate learning hub for professionals across the globe. Sign up to connect, discover, exchange, grow & learn.

Stylist Spotlight





TELL US SOMETHING ABOUT YOURSELF.

Recently married & have 3 cats. I love educating other stylists. Creating content is more a passion than a job to me.

COLOR SPECIALTY?

Dimensional Color, Lived in Color & Natural

FAVORITE COLOR TECHNIQUE?

Balayage & Foilayage



L'ORÉAL PROFESSIONNEL PRODUCT THAT YOU CANNOT LIVE WITHOUT & WHY?

Metal Detox! It's been a life/time saver behind the chair! It doesn't require more time & its insurance to the hair!



WHAT ADVICE WOULD YOU GIVE OTHER STYLISTS/ YOUR YOUNGER SELF?

I wish I took social media seriously when I first started. I never understood how many doors in this industry would open by educating others on social media. Don't look at openings in your schedule as a bad thing - look at it as opportunity. Take that time to create/edit content to help fill your schedule. Its all mindset.

BREAKTHROUGH COLORING HACK THAT CHANGED THE GAME FOR YOU?

Theres so many! But one that comes to mind is putting a piece of cotton under the face frame foils. This way the heat from the forehead won't heat up the foil too quickly.

BREAKTHROUGH SOCIAL MEDIA TRICKS THAT CHANGED THE GAME FOR YOU?

VIDEOS! And posting 2x a day! Keeping it real on social is the most important. People need to relate to you!

FAVORITE CAREER MOMENT:

There are SO many! But I think my favorite would be when I taught my first class. Stepping outside the box & forcing yourself to be uncomfortable to grow isn't easy but worth it!

monthly offers



\$25 off a swatchbook

with purchase of
12-35 shades
(mix and match)

Salon Price From: \$88.20
Salon Value From: \$113.30
Savings From: 22%

Free swatchbook

with the purchase of
36+ shades
(no mix and match)

Salon Price From: \$264.60
Salon Value From: \$339.60
Savings From: 22%



**20% in savings
on any
Serie Expert
backbar and/or treatments**

**Salon Price From: \$20.60
Salon Value From: \$25.75
Savings From: 20%**



**Free merchandiser
and 20% off
with the purchase of
any 4 treatments**

**Salon Price From: \$125.25
Salon Value From: \$56.21
Savings From: 31%**

**2 for \$20
hairsprays
& stylers**

**Salon Price: \$20.00
Salon Value From: \$28.84
Savings From: 31%**



Pass the savings to clients.
Download sell-through assets here.

**LEARN MORE ABOUT L'ORÉAL PROFESSIONNEL AT
PROUS.LOREALPROFESSIONNEL.COM | @LOREALPRO_EDUCATION_US | #LOREALPROUS**