

uniqueart

AUGUST 2021

New L'oréal Professionnel Haircare



L'ORÉAL
PROFESSIONNEL
PARIS

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“
I'm so excited for L'Oréal Professionnel haircare's new modern, luxurious look and the best part is our salon's client are going to have such a good time being able to shop for themselves.

”



Suzie Bond
L'Oréal Professionnel Artist
@suziebond

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On the cover

L'oréal Professionnel performance haircare pioneer by pros for pros.



Stay up-to-date with all things L'Oréal Professionnel! Sign up for our newsletter



Explore our full catalog offering here



L'Oréal Professionnel
Performance
haircare pioneer.

what's new

L'Oréal Professionnel Performance haircare pioneer.



Premium Technology.

High performance for all hair types protected by 43 patents worldwide.



Premium Packaging.

Perfect for eye catching retailing.

Premium Services.

Innovative and profitable treatment portfolio for every service.



Sustainable packaging.

Made from up to 100% recycled plastic and produced in CO2 neutral factory.



Discover the new Serie Expert video.

Exclusive collection. For every hair type and need.

Same powerful formulas. New sustainable packaging.



Metal Detox.
For color-treated, or lightened hair.
Neutralizes metals to reduce breakage and increase color reliability with glicoamine.



Vitamino Color.
For color-treated hair.
Protects & adds shine with resveratrol.



Blondifier.
For blonde or highlighted hair.
Illuminates & enhances with açai berry extract.



Silver.
For white, gray hair.
Neutralizes yellow tones with magnesium extract.



Volumetry.
For fine hair.
Adds volume and removes oil buildup with salicylic acid.



Absolut Repair.
For sensitized hair.
Reduces hair surface damage with gold quinoa + protein.



Pro Longer.
For longer, thicker hair.
Renews lengths & fills in ends with filler-A100 & amino acid.



Liss Unlimited.
For curly, coily hair.
Smooths and controls frizz with pro-keratin oil complex.



Inforcer.
For fragile hair.
Strengthens fiber & reduces breakage with vitamin B6 & biotin.



Fluidifier.
For blow dry.
Creates a long-lasting blow dry with stimuli-responsive vegetable proteins.

New products.



Metal Detox.

- Highest concentration of glicoamine to neutralize metals during every color, balayage & lightening service.
- Allows for optimal uptake of color and lift.
- Fiber integrity is preserved.
- Color result is pure and reliable.



Blow-Dry Fluidifier.

- Up to 4 days long lasting blow-dry results
- Reshapable with any heat tool at 300°F
- Heat protection up to 446°F
- 96H anti-frizz



Silver Conditioner.

- Neutralizes yellow undertones
- Enhances color
- Softness and shine



Absolut Repair Oil.

- Resurfaced and less damaged hair
- Shinier and softer hair
- Lightweight touch

Signature treatments.

Express services, instant results, more profit.



“ The signature treatments help me as a stylist behind the chair to increase my average ticket sale. ”

Ron Lopez
@ronlopez2



Before color services.

Metal Detox Pre-Treatment

- For color treated or lightened hair.
- To neutralize metals, reduce breakage and increase color reliability.



After color services.

Vitamino Color Concentrate

- For color-treated hair.
- To seal the cuticle and protect color from fading.



After color services.

Blondifier Concentrate

- For lightened hair.
- To reduce breakage and strengthen hair fiber.



Between color services.

Pro Longer Concentrate

- For long hair.
- To renew lengths & fills-in ends.



Between color services.

Powermix

- For any hair type.
- To nourish hair with lightness and shine.

color essentials

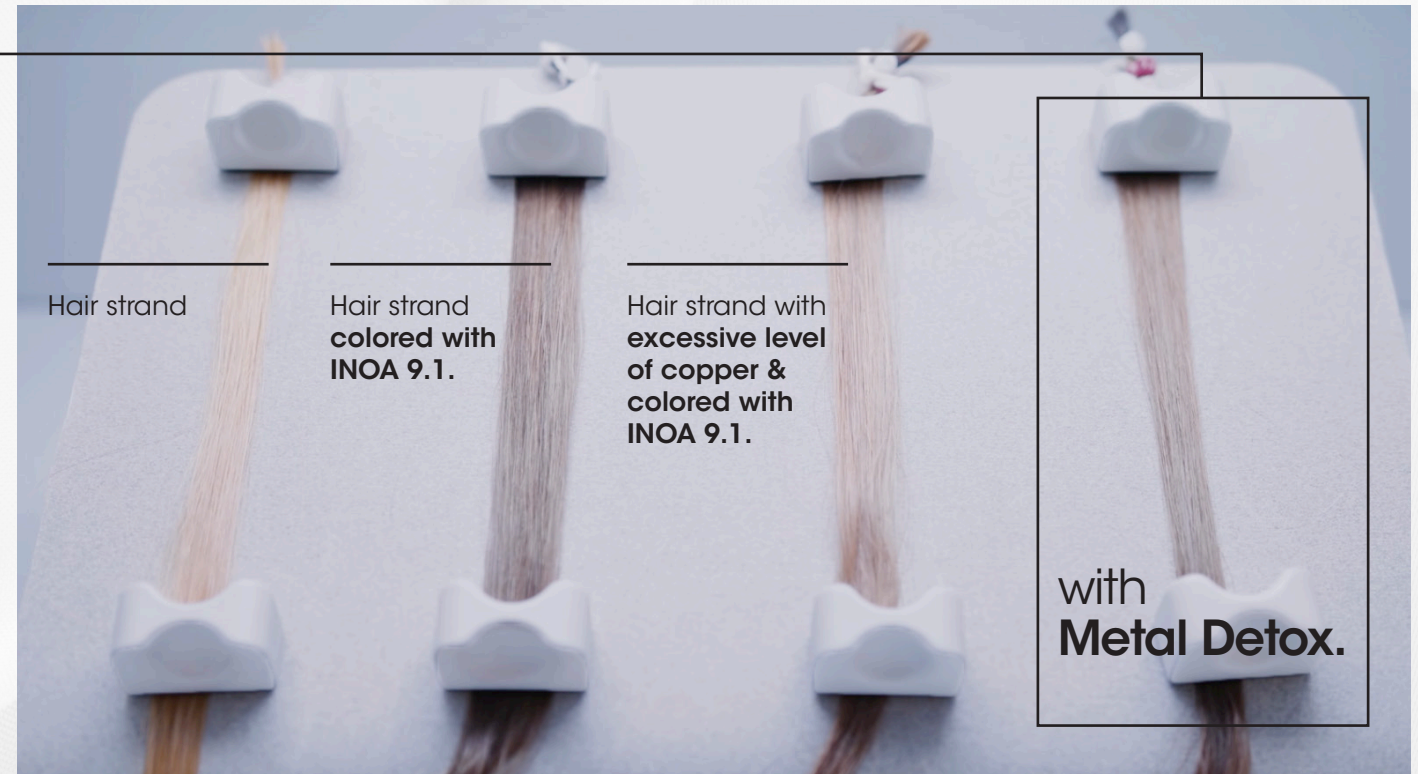
[New] Metal Detox.

Glicoamine + Ionene.

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



Our labs have discovered that metals inside the hair fiber can lead to breakage & unpredictable color results.



Metal Detox's patented technology, glicoamine, penetrates inside the hair fiber to neutralize metals, giving you more control of your color results.



Are you ready to pro-guarantee your color & lightening services?

For more information on Metals & Metal Detox scan here.

Blond Studio 9. Oil-enriched lightening system.

- Up to 9 levels of lift.
- Easily breaks through undertones.
- Improves hair cosmeticity.



Your most powerful blonde transformation, unlocked.

Three easy steps to take control and care of the blonding process.



[1]
Pro guarantee your color and lightening service with **Metal Detox**.

[2]
Lighten the darkest bases while improving the cosmeticity of the hair with **Blond Studio 9**.

[3]
Neutralize unwanted warmth with **DIA Light**.



Purchase the Metal Detox Promotion to receive access to a free digital class with Sebastian Langman-Kirtley

Metal Detox co-developer & L'Oréal Professionnel US Artist:
@sebastiancolorist

Summit's Tips for Selling Retail

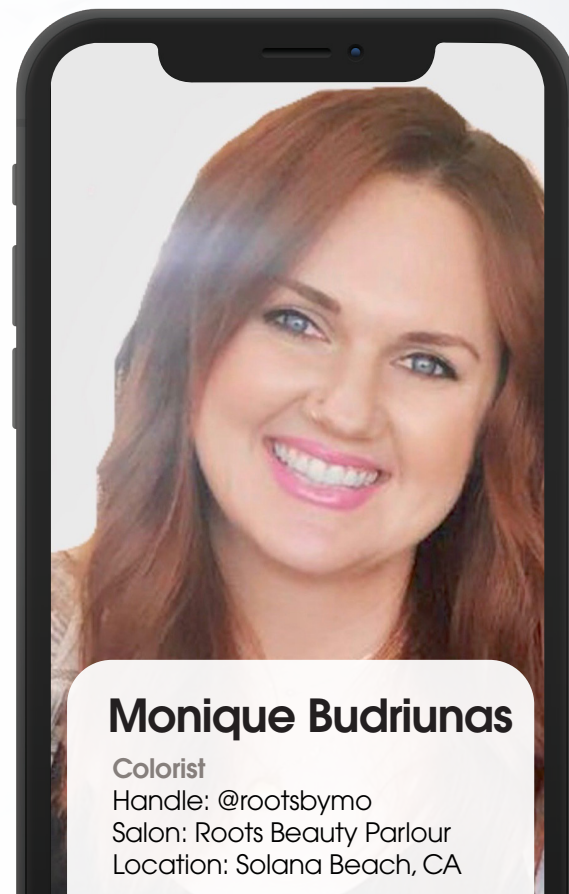
brought to you by 

“Retail is an extension of your service. If retail goes unmentioned, clients are trained to go somewhere else.”

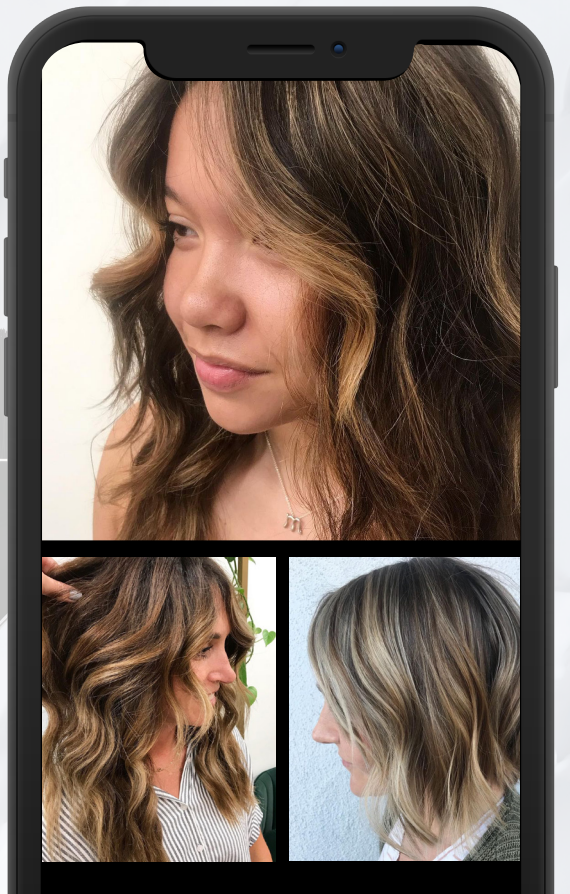


<p>For your staff.</p> <p>==</p> <p>Use this month's saving margins to motivate your team.</p>	<p>For your clients.</p> <p>==</p> <p>Pass on your savings to clients by offering promotions.</p>	<p>For the long term.</p> <p>==</p> <p>Create a loyalty program to encourage clients.</p>
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stylist Spotlight



Monique Budriunas
 Colorist
 Handle: @rootsbymo
 Salon: Roots Beauty Parlour
 Location: Solana Beach, CA



This or That.

COLOR, CUT, STYLE, EXTENSIONS?

Color

EXPRESS BALAYAGE OR FULL BALAYAGE?

Express Balayage



DIGITAL OR IN-PERSON EDUCATION?

In-person

FAVORITE CAREER MOMENT?

When I finally had the confidence to branch out with another stylist and start our own salon together after working for the same salon for almost 20 years. I am grateful for everything I learned in that first salon setting, but branching out on my own has been the most freeing and empowering experience in my career so far!

NAME ONE SERIE EXPERT PRODUCT YOU LOVE AND WHY?

I love the Metal Detox Pre-Treatment. It helps to create more of an even lift in the hair when highlighting/ hair painting on guests to achieve a brighter effect.



monthly offers

Haircare essentials.

Get 1 in salon treatment 50% off with the purchase of 2 units or more of Serie Expert selected products.

Select from:

- Vitamino Acidic Sealer
- Blondifier Concentrate
- Pro Longer Concentrate
- Powermix

Salon Price From: \$47
Salon Value From: \$66
Savings From: 30%

*Excludes In Salon Treatments, Metal Detox & Travel Sizes



Haircolor essentials.

Receive the Blond Studio 9 system free with the purchase \$150 of Metal Detox.

Receive

- 1 Blond Studio 9 Powder, 1lb
- 1 20-Volume Oil Developer, 1 liter
- 1 Dedicated Foil
- Exclusive Digital Education Class with Sebastian Langman-Kirtley

Salon Price: \$150
Salon Value: \$198
24% Savings



Receive free for every 20 units of Serie Expert selected products*

- 1 Vitamino Acidic Sealer
- 1 Blondifier Concentrate
- 1 Pro Longer Concentrate
- + Virtual Atelier Class with Daniel Mason Jones
- + \$55 Level Coupon Code for merchandising

Salon Price: From \$280
Salon Value: From \$599
Savings: Up To 53%

*Excludes In Salon Treatments, Metal Detox & Travel Sizes



Daniel Mason Jones
 @danielmasonjones



Receive 20% off your purchase of any INOA shade.



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



Any Hair Touch Up \$10 each

Salon Price: \$10
Salon Value: \$12.50
Savings: Up To 20%



Metal Detox

AMINOSILANE 2%
SOIN PROFESSIONNEL
Protecteur anti-
Après coloration
PROFESSIONNEL
Anti-deposit prc
After color, bala

SERIE EXP

Metal Detox
GLUCAMINE + IONENE
MASQUE PROFESSIONNEL / PROFESSIONAL MASK
Protecteur anti-dépôt - Après coloration, balayage ou décoloration
Anti-deposit protector - After color, balayage or bleach
SERIE EXPERT
500 ml 16.9 FL.OZ.

Blondifier Gloss

OLYPHENOLS
SOIN PROFESSIONNEL
Restaurateur et illuminateur
Pour cheveux blonds ou méchés
PROFESSIONNEL SHAMPOO
and illuminating system
ed or blonde hair

XPERT 500 ml 16.9 FL.OZ.

Blondifier Gloss

GLUCO POLYPHENOL COMPLEX
SOIN CONCENTRÉ PROFESSIONNEL
Restaurateur et illuminateur
Pour cheveux blonds ou méchés
PROFESSIONNEL CONCENTRATE TREATMENT
Resurfacing and illuminating
For highlighted or blonde hair
SERIE EXPERT 400 ml 13.5 FL.OZ.

Volumetry

INTRA-CYLANE
BRUME TEXTURISANTE PROFESSIONNELLE
Décolorateur de racine
Pour cheveux fins et plats
PROFESSIONNEL TEXTURIZING SPRAY
Root-lifting booster
For fine and flat hair

SERIE EXPERT 125 ml 4.2 FL.OZ.

Silver

VIOLET DYES + M...
SOIN PROFESSIONNEL
Neutralisateur et
Pour cheveux gris
PROFESSIONNEL
Neutralizing and bl...
For grey and white

SERIE EXP

Absolut Repair

PROTEIN + GOLD QUINOA
MASQUE PROFESSIONNEL / PROFESSIONAL MASK
Restructurant instantané pour cheveux secs et abîmés
Instant resurfacing for dry and damaged hair
SERIE EXPERT

LEARN MORE ABOUT L'ORÉAL PROFESSIONNEL AT

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