

L'ORÉAL
PROFESSIONNEL
PARIS

MAY 2020

UNIQUE ART

LIVE WITH THE PROS

A NOTE TO OUR L'ORÉAL PROFESSIONNEL COMMUNITY WE STAND FOR PROS

As a valued partner of L'Oréal USA Professional Products for many years, we know that in these challenging and uncharted times you are counting on our support today more than ever. Since the beginning of this unprecedented health crisis, the safety and well-being of our employees, customers and partners like you have been our top priorities. With this in mind, we invite you to view our [FAQ Page](#) that shares what L'Oréal USA Professional Products initiatives are being implemented immediately to our stylist and salon partners as we continue to support and help our professional beauty industry rebuild their lives in this fight against COVID-19.

SOME HIGHLIGHTS BELOW:



HELPING THE INDUSTRY: L'Oreal Professionnel is joining forces with our partners to continue to support and help the professional beauty industry. Together with SalonCentric, we will be freezing invoices, and with LEVEL Loyalty we have extended the expiration of points due to expire in March or April. L'Oréal Professionnel is also donating to the Professional Beauty Association COVID-19 Relief Fund - bringing the industry together by supporting the licensed professionals unable to work due to COVID-19.

KEEPING THE COMMUNITY CONNECTED: L'Oreal Professionnel brings you LIVE WITH THE PROS, Digital Education available on Instagram.

SUPPORTING WITH CHARITABLE DONATIONS: L'Oreal USA is providing charitable donations to several non-profit organizations. In addition, L'Oreal USA is producing alcohol-based hand sanitizer and donating surgical and N95 respirator masks to local hospitals.

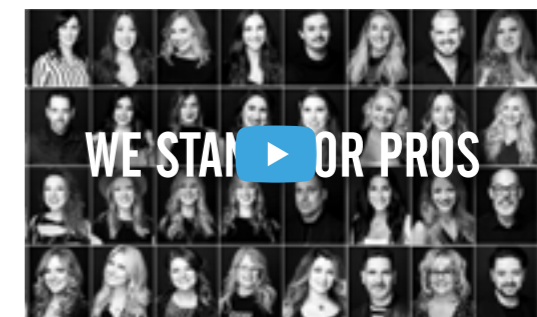
Together we are in this with you, and there is much more to come from us soon.
Stay safe and stay strong.

Emilie Poisson



Emilie Poisson
General Manager and Your L'Oréal Professionnel Team

[LEARN MORE ABOUT HOW
L'ORÉAL PROFESSIONNEL IS SUPPORTING STYLISTS](#)





DIGITAL EDUCATION

LIVE WITH THE PROS

DIGITAL EDUCATION

by L'ORÉAL PROFESSIONNEL



To keep us all connected and inspired, L'Oréal Professionnel will be offering "LIVE WITH THE PROS" Digital Education on Instagram. All hairdressers are welcome to tune in to learn, get inspired, and hear from worldwide guests across the industry.

Follow us on Instagram [@lorealproeducationus](https://www.instagram.com/lorealproeducationus) to get daily updates of the schedule, to watch the live streams, and to access all digital education we have to offer.

#learnwithlp #lorealprou

LIVE WITH THE PROS

OFFERINGS



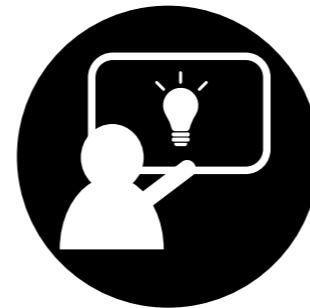
EDUCATION & INSPIRATION

Artists & Regional Educators live streams



HAIR TALKS

Live interviews with key artists in the world of hair



EDUCATION BY

Live streams and bite-size content from our Artistic Network that offer their own digital education



ARTISTIC COMMUNITY

Showcasing the live streams that our Artistic network are doing on their own channels



WELLBEING

Ways to help the community stay well and healthy

CLASSES TO LOOK OUT FOR IN MAY

LA FRENCH COLORING TECHNIQUES

Bespoke color results in the same amount of time as a single process

BALAYAGE TECHNIQUES

Learn the basics of Balayage and a few tips for creating bespoke results each time



PROMOTIONS

TO SUPPORT YOUR BUSINESS

COLOR BY
L'ORÉAL
PROFESSIONNEL
PARIS

KEEP STOCKED WITH *YOUR STAPLE GO-TO COLORS*

MIX AND MATCH BETWEEN YOUR FAVORITE COLOR FRANCHISES
CHOOSE FROM MAJIREL, INOA & DIA



PURCHASE:

FROM
\$42⁸⁴
6 TUBES OF HAIRCOLOR
MAJIREL | INOA | DIA
(MIX & MATCH)

RECEIVE COMPLIMENTARY:
(1) COLOR TUBE
(7.1 RECO)

SAVINGS 17%

PURCHASE:

FROM
\$128⁵²
18 TUBES OF HAIRCOLOR
MAJIREL | INOA | DIA
(MIX & MATCH)

RECEIVE COMPLIMENTARY:
(2) COLOR TUBES
(7.1 RECO)

(2) MAJIREL
(1) 20-VOL DEVELOPER
(1) 30-VOL DEVELOPER

(1) EFFASOL

SAVINGS 22%

#majirelus #diaus #inoaus #lorealprou

HAIR touch up







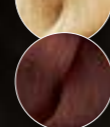
COVER THOSE ROOTS

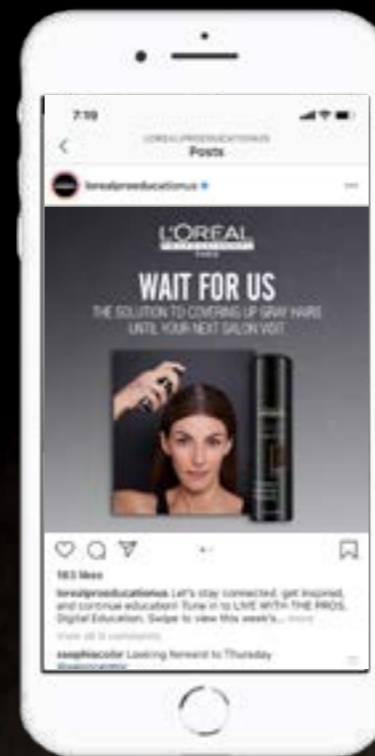
A SIMPLE SOLUTION AS YOUR CLIENTS WAIT FOR THEIR NEXT COLOR SERVICE



\$10
EACH

CHOOSE FROM OUR PORTFOLIO OF 7 SHADES

-  DARK BROWN/
BLACK
-  BROWN
-  WARM BROWN
-  LIGHT BROWN
-  BLONDE/
DARK BLONDE
-  LIGHT
WARM BLONDE
-  AUBURN



USE THIS SOCIAL MEDIA POST TO SHARE THIS SOLUTION WITH YOUR CLIENTS.

SUGGESTED CAPTION: Need to cover your roots while you wait for your next salon visit? We're selling the perfect solution with **@lorealpro** Hair Touch Up! DM us to schedule a curbside pick-up or delivery.

DOWNLOAD NOW

#hairtouchup #lorealprou

SERIE EXPERT **TECNI**
ART.

KEEP HAIRCARE ROUTINES *PROFESSIONAL*

ALL TECNI.ART & SERIE EXPERT 10.1 OZ SHAMPOOS AND 6.7 OZ CONDITIONERS



#serieexpertus #tecniartus #lorealprou

A dark, grayscale image of a modern conference room. The room features a long, light-colored conference table with several white, modern-style chairs arranged around it. The walls are covered in light-colored wood paneling, and the ceiling has recessed lighting fixtures. The overall atmosphere is professional and minimalist. Overlaid on the center of the image is the text "BUSINESS SUPPORT" in a bold, white, sans-serif font.

BUSINESS SUPPORT

STAY CONNECTED *WITH YOUR CLIENTS*

KEEP YOUR SERVICES AND RELATIONSHIP TOP OF MIND WITH DIGITAL TOOLS—
REGARDLESS OF WHETHER YOUR DOORS ARE OPEN.



INSPIRE WITH STYLE MY HAIR APP

Recommend your clients download the Style My Hair app to try on new hair colors & share their desired transformation through email, text or social media!

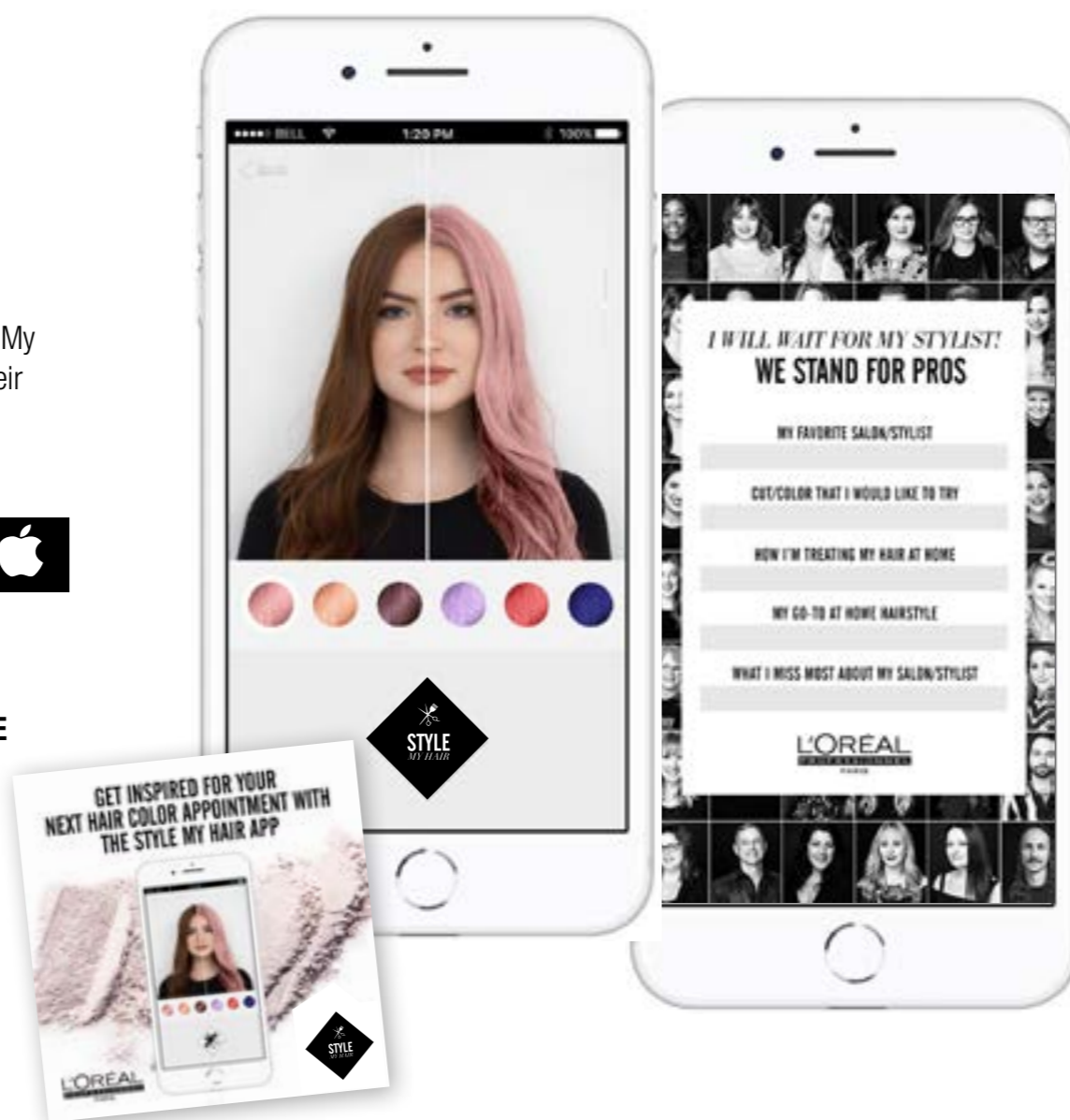
DOWNLOAD IN APP STORE  

USE THIS SOCIAL MEDIA POST TO SHARE THIS SOLUTION WITH YOUR CLIENTS.

SUGGESTED CAPTION:

Calling all clients! Does social distancing have you yearning for a new look? We'd love to help you plan your new look for your next appointment. Download the Style My Hair App [link in bio], try on new hair colors and share them through email, text or social media. Don't forget to tag us!

DOWNLOAD NOW



CONNECT WITH OUR QUIZ

Keep the conversation going with your clients by inviting them to share this quiz on their Instagram stories! Post on your salon stories and tag some of your clients to start the conversation.

DOWNLOAD NOW

BUSINESS BUILDING TOOLS

WHILE YOU STAY AT HOME

CHOOSE FROM ALL THE POSSIBLE REVENUE OPPORTUNITIES THAT ARE RIGHT FOR YOUR BUSINESS DURING THIS PUBLIC HEALTH CRISIS.



HAIR.COM & L'ORÉAL PROFESSIONNEL AFFILIATE PROGRAM

L'Oréal Professionnel created an Affiliate Program in partnership with Hair.com. While your doors are closed, this program allows you to earn 20% commission when your clients purchase the professional salon brands they love, shipped directly to their home, using your unique referral link. Get Started Today!

[LEARN MORE](#)

[FAQS](#)

SHOP LOCAL

FOCUS ON A "SHOP LOCAL" MESSAGE TO CUSTOMERS

Messaging with a focus on shopping local and supporting local business are effective starting points to get customers to consider purchasing from you. With this messaging in mind, here are some ways to encourage your clients to support you and your business.

- Rebooking & purchasing a gift card
- Offer curbside pick-up & local deliveries
- Stay in touch with clients with virtual consultations
- Ratings & reviews
- Go fund me page - Find out more at [gofundme.com](https://www.gofundme.com)

[LEARN MORE ABOUT THESE BUSINESS TOOLS](#)

MAINTAIN CLIENT ENGAGEMENT

WITH THESE COMMUNITY SOURCED IDEAS

TAKE INSPIRATION FROM OTHER SALON OWNERS AND HAIRDRESSERS
ON WAYS THEY ARE KEEPING CLIENTS ENGAGED.



SHOW YOUR ROOTS CLIENT CONTEST

Dominic Michael Salon
St. Louis, MO

IDEA: Dominic Michael Salon created a promotional contest announced on social media and through email, offering three months of free hair color to one lucky winner. To enter, clients share photos on Instagram of their roots and tagged the salon.

OPPORTUNITIES:

- Engage with clients even when the salon is closed
- Actively prevent them from succumbing to at-home hair color as a temporary solution
- Viral opportunity that could potentially reach other consumers
- Increase salon's following on Instagram



VIRTUAL CONSULTATIONS TO RECOMMEND CUSTOMIZED COLOR MAINTENANCE KITS

Christine Fitzpatrick, Beauty Collective Salon
Birmingham, MI

IDEA: L'Oréal Professionnel Artist Christine Fitzpatrick, offers clients virtual consultations via FaceTime to see the state of their hair color. Based on what she sees, she then recommends hair color maintenance retail products to help combat any issues and/or temporarily cover problem areas until her salon opens. Recommendations she's made already include specific Hair Touch-Up Shades to cover grays combined with Vitamino Color CC Blondes to fight brassiness. These kits are then delivered to each client's doorsteps.

OPPORTUNITIES:

- Generate retail revenue
- Showcase clients' proactive approach to helping with their hair while salons are closed
- Actively prevent them from succumbing to at-home haircolor as a temporary solution



PERSONALIZED HAIR TOUCH-UP PACKAGES

JoAnna Schwerin, Sola Salon Studio
Colorado Springs, CO

IDEA: Stylist, Joanna Schwerin, offers clients personalized Hair Touch-Up packages based on their current hair color and need. These are then delivered to every client that puts in the order via phone, text or email.

OPPORTUNITIES:

- Generate retail revenue
- Showcase clients' proactive approach to helping with their hair while salons are closed
- Actively prevent them from succumbing to at-home hair color as a temporary solution