

# uniqueart

SEPTEMBER 2021



## Dia Light Reimagined

New look, same iconic formula.

**Glicoamine**  
Metal Detox's power engine

**Express Services**  
with Serie Expert

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

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“  
Dia Light is my go-to  
demi color. It is like  
no other gloss  
I have used!  
”



Shelley Gregory  
L'Oréal Professionnel Artist  
@shelleygregoryhair

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New

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## On the cover

Recreate our cover model's look.  
Neutralize Metals with Metal Detox.  
Balayage with Blond Studio 9.  
Gloss with Dia Light 10.21/10VB + 10.13/10BG.  
Apply Serie Expert Vitamino Color 10 in 1  
from midlengths to ends.  
Style with TECNI.ART Bouncy & Tender.

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



Explore our full  
catalog offering here



what's **new**

# Dia light

## Acidic gel-crème demi.

Zero ammonia. Zero lift. Ultra conditioning.



# Discover why top pros choose Dia Light.



### Controlled application

Gel-crème consistency for precision application.



**2-20 MIN**  
Flexible processing time (2-20 minutes).



**+30% more conditioning\***  
Conditions hair after lightening and color services.



**"Dia Light is my go-to for toning because it leaves the hair in amazing condition, is long-lasting and the shine it leaves in the hair is like no other gloss I have used!"**

**Shelley Gregory**  
@shelleygregoryhair

\* vs. uncolored hair.

## New shades.



**9/9N** Light Blonde    **9.2/9V** Iridescent Milkshake    **8.43/8CG** Copper Sunset    **7.3/7G** Brown Sugar



## New Liquifier.

### Fast Application.

Liquifies consistency for fast bottle application.

### Ultimate customization.

Change consistency based on client need & stylist preference.

### Adjust color intensity.

To increase transparency and shine.



Scan for FAQs.

# Dia Light transformation.

Tone high-level blondes with new Dia Light Iridescent Milkshake 9.2/9V.



**Formula 1:** Clay 7 + 30-vol. Majicrème Developer  
**Formula 2:** Dia Light 9.2/9V + Dia Light Liquifier\* + 6-vol. DIActivateur Developer

\*Add Dia Light Liquifier to any Dia Light shade + developer formula to change consistency for a faster bottle application.



**"I love using Dia Light Milkshakes to tone my high-level blondes. The results are always perfect, pearly and reflective!"**

**Medo Bajramoski**  
 @medobajhair

# 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 services 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.**

# Free Shelley Gregory class. \$150 Value!



Discover how Shelley Gregory got to over 100K followers while learning her favorite Balayage and toning techniques in a free 2-hour digital class!

See page 22 to learn how you can take this class for free.

Shelley Gregory  
@shelleygregoryhair

# New Dia Light accessories.

Available for purchase now! Or receive free in large haircolor offer.

## Bottle applicator

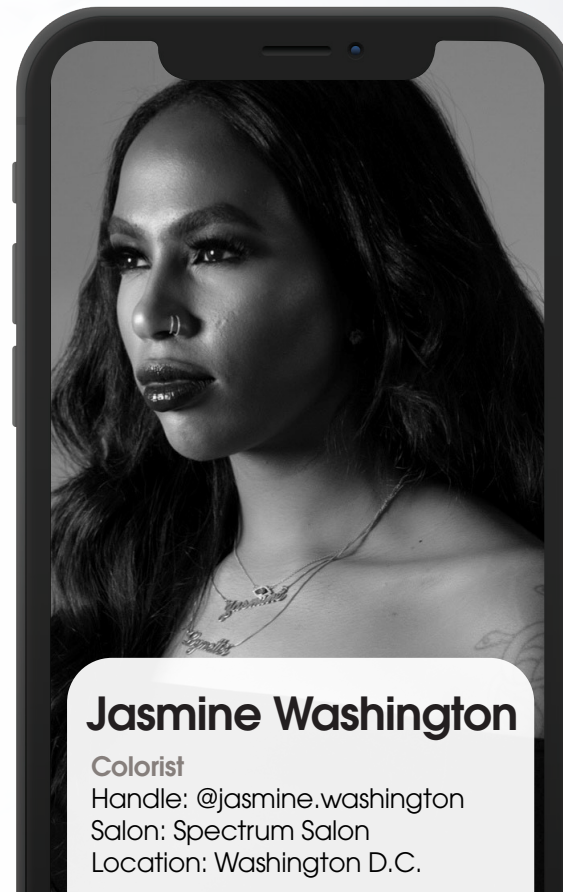
■ For fast, all-over glossing



## Brush

■ For precision application

# Stylist Spotlight



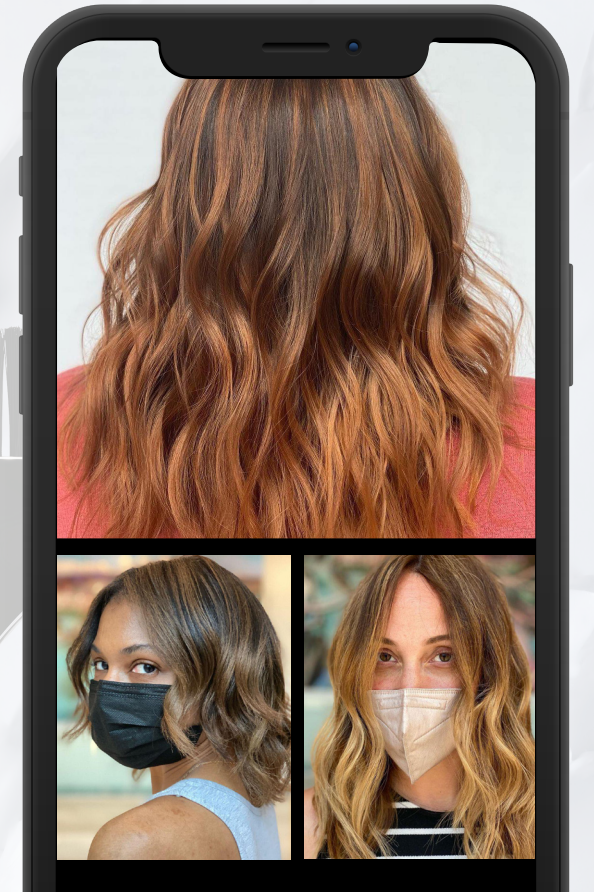
## Jasmine Washington

Colorist

Handle: @jasmine.washington

Salon: Spectrum Salon

Location: Washington D.C.



# This or That.



COLOR, CUT, STYLE, EXTENSIONS?

Color

EXPRESS OR FULL BALAYAGE?

Full Balayage

DIGITAL OR IN-PERSON EDUCATION?

In-person

HAVE YOU OR YOUR CLIENTS STRUGGLED WITH THE EFFECTS OF HARD WATER IN YOUR SALON?

Washington D.C. is known for poor water quality and it has affected my clients' tone overtime.

FAVORITE CAREER MOMENT?

The day I had the courage to open my salon studio.

L'ORÉAL PROFESSIONNEL PRODUCT I CAN'T LIVE WITHOUT

Blond Studio 9 for life!



HOW IS METAL DETOX A GAME CHANGER? WHAT DO YOU LIKE MOST ABOUT THE RANGE?

I like Metal Detox because it's an exciting new technology. The range helps me a lot with clients who have had challenges with reaching their level 10 goals safely.



# Discover Dia Education.



## Build your business

- Create bespoke looks for your French Balayage clients
- Offer additional color services for existing color clients with Express Techniques
- On trend formulas for fashion forward clients

L'Oréal Professionnel offers you two Signature Education options to learn about Dia haircolor and experience new Express Techniques to use on your clients. Select which way is best for you to upskill yourself.

Dia essentials and express techniques (webinar)



Dia essentials and express techniques (e-learning)



# Or...

## Attend a virtual or In Person Academy Inspires class.

Unleash your creativity with the power of **Dia Light** and **Blond Studio Clay 7** in our Art of French Glossing class.



This artist lead inspiration class will show various color techniques our artist use on set, with their celebrity clients and in their own salons to create that "It Girl" look.



#lorealaccess #learnwithLP

For Access E-Learnings visit [www.lorealaccess.com](http://www.lorealaccess.com) and type Dia Essentials in the search bar.



Check our IG page or our pro site for up-to-date Academy Inspires offerings and how to register!

[New]  
**Metal Detox.**

Pro-guarantee your color,  
 balayage & lightening services.

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



Powered by a ground breaking  
 ingredient: **Glicoamine**

Glicoamine was discovered after 7 years of research in partnership with Ionnina University. This patented technology delivers unique results due to its:

- 1 Small size & ability**  
 The only molecule small enough to penetrate **inside** the hair.
- 2 Strong attraction to metals**  
 Once inside the hair fiber, it is able to target metal particles.
- 3 Ability to encapsulate even the strongest metals**  
 It can trap strong metals like copper that bind to the hair's protein.



# Groundbreaking transformations

with every color & lightening service..



"By detoxing the hair of metals, I was able to achieve clean and even lift. The lifting process was easy and fast. The hair was glowing with shine when it was finished."

@brandoncurtis



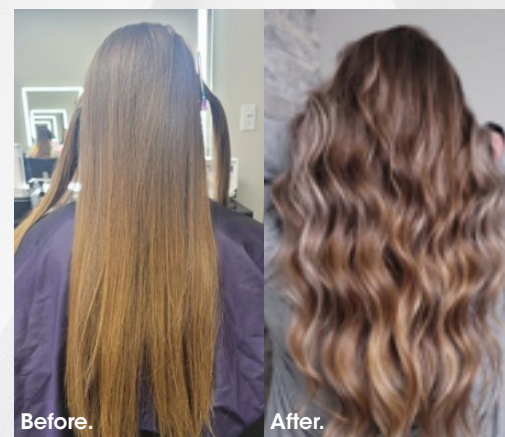
"This client's hair normally holds a lot of yellow & is prone to breakage. With Metal Detox, I was finally able to get her light enough with an even tone, amazing shine & no breakage."

@kim\_grillo @saracraig15 #lSalons



"I haven't seen anything like this. The tonal clarity & hair strength is amazing! Finally, I can spend less time worrying & more time creating."

@sebastiancolorist



"I was so excited to introduce this client to Metal Detox and achieve a great lift for her first service. Her hair felt amazing & shiny."

@tarafayehair

Extend your client's results.

The Metal Detox shampoo & mask provide more than 93% of color preservation against UV exposure.\*



Sulfate-free Shampoo



Anti-metal mask

\*instrumental test after Metal Detox Shampoo & Mask up to next shampoo after 40h of UV exposure an 93% of color preservation against UV exposure.\*

# [New] L'Oréal Professionnel haircare.

Performance haircare Pioneer. By pros for pros.

# Premium Packaging. Premium Technology. Premium Services.

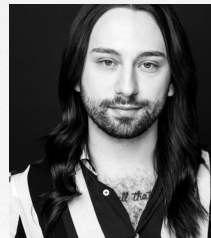
Same powerful formulas. New sustainable packaging.



Explore the sales brochure.



# Express services, instant results, more profit with Serie Expert in salon treatments.



**Brandon Curtis**  
@brandoncurtis



**Kim Sclafani**  
@kimsclafani1



**Suzie Bond**  
@suziebond



**Ron Lopez**  
@ronlopez2



**Why do you include this salon treatment as part of your services?**

It gives me maximum performance without unpredictable results from metals in the hair.

It seals the deal! It closes down the cuticle, locks in the color and adds incredible shine.

**What are the results you see in the hair?**

The hair lifts so evenly and clean. The hair is bouncy and glowing with shine.

Longer lasting color and less oxidation.

**Why do you recommend other artists build a treatments culture?**

It is an insurance policy for our creations.

Treatments are custom-made to each and every need that the hair has.

**Why do you include this salon treatment as part of your services?**

It's an express add-on that benefits the stylist and the guest.

It's an added way to pamper my guests and helps with the integrity of the hair.

**What are the results you see in the hair?**

Shiny, stronger, smoother, and healthier hair.

Instant improvement of density and texture after one use.

**Why do you recommend other artists build a treatments culture?**

A treatment culture creates an experience that is difficult to replicate. It also is a catalyst for increased profitability.

Great way to increase my ticket price for every client.

monthly offers

## Dia light stylist kit! \$12

Includes

- NEW! Dia Light 9/9N + 9.2/9V
- 2 9-vol. mini DiActiveur Developers
- Dia Light Tech Guide
- FREE! Education Opportunity \$150 value

**Salon Price: \$12**  
**Salon Value : \$163**  
**Savings: 93%**



## Receive Free stylist kit with the purchase of 9-23 haircolor shades (mix and match)

Dia Light Stylist kit:

- NEW! Dia Light 9/9N + 9.2/9V
- 2 9-vol. mini DiActiveur Developers
- Dia Light Tech Guide
- FREE! Education Opportunity \$150 value!

**Salon price From: \$64.26**  
**Salon value from: \$229.54**  
**Savings: 72%**



## Receive Free education and salon kit

with the purchase of 24+ haircolor shades  
(mix and match)

- 1 NEW Dia Light 9/9N
- 1 NEW Dia Light 9.2/9V
- 1 NEW Dia Light 7.3/7G
- 1 NEW Dia Light 8.43/8CG
- 1 6-vol. DiActiveur Developer
- 1 NEW Dia Light Liquifier
- 2 NEW Glossing Brushes
- 2 NEW Glossing Bottles
- 3 Dia Light Tech Guides
- FREE! Education \$150 value!

**Salon price From: \$171.36**  
**Salon value from: \$384.64**  
**Savings: 55%**



Shelley Gregory  
L'Oréal Professionnel Artist  
@shelleygregoryhair

## 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



## 20% off Metal Detox Stylist Kit

Includes

- Metal Detox Pre-treatment 16.9 FL OZ.
- Metal Detox Sulfate-Free Shampoo 10.1 FL OZ
- Metal Detox Mask 8.5 FL OZ.

**Salon price From: \$79.00**  
**Salon value from: \$98.00**



## Lift with Blond Studio.

Buy one get one 50% off all  
Blond Studio lighteners\*

\*Blond Studio Lighteners only.  
Developers not included.



## 25% off Purchase of any 8 units of Metal Detox

Recommended Mix:

- 1 Metal Neutralizer Pre-treatment 16.9 OZ
- 2 Sulfate-Free Shampoo
- 2 Masks
- 1 Conditioner
- 2 Sulfate-Free Shampoo 10.1 OZ

**Salon Price from: \$96-\$360**  
**Salon Value: \$128-\$480**



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

**LEARN MORE ABOUT L'ORÉAL PROFESSIONNEL AT  
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