

uniqueart

Sept/Oct 2023



New
**Absolut Repair
Molecular**
unlock a deeper
layer of repair.

New **iNOA
violet-reds**
inspired by
Red Nebula.

**Shine bright
this holiday**
with gift sets.

L'ORÉAL
PROFESSIONNEL
PARIS

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“
The Absolut Repair Molecular range is incredible. Having helped develop the range, I'm excited for stylists to see the strength that it will bring to their clients with sensitized hair.
”



Adina Pignatare
Hairstylist & Educator
@Adina_Pignatare

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On the cover.

Introducing a deeper level of repair for your clients with very sensitized hair: Absolut Repair Molecular range. For more information on this range, see page 4.

Check out the back cover for resources.

Pg.

04 New iNOA violet-reds inspired by Red Nebula.



Coming October

BREAKTHROUGH ADVANCED RESEARCH

NEW

Absolut Repair Molecular

THE TECH

Repairs hair's molecular structure*

with peptides bonder + amino acids.

haircare
essentials



*With continuous use of rinse-off serum.

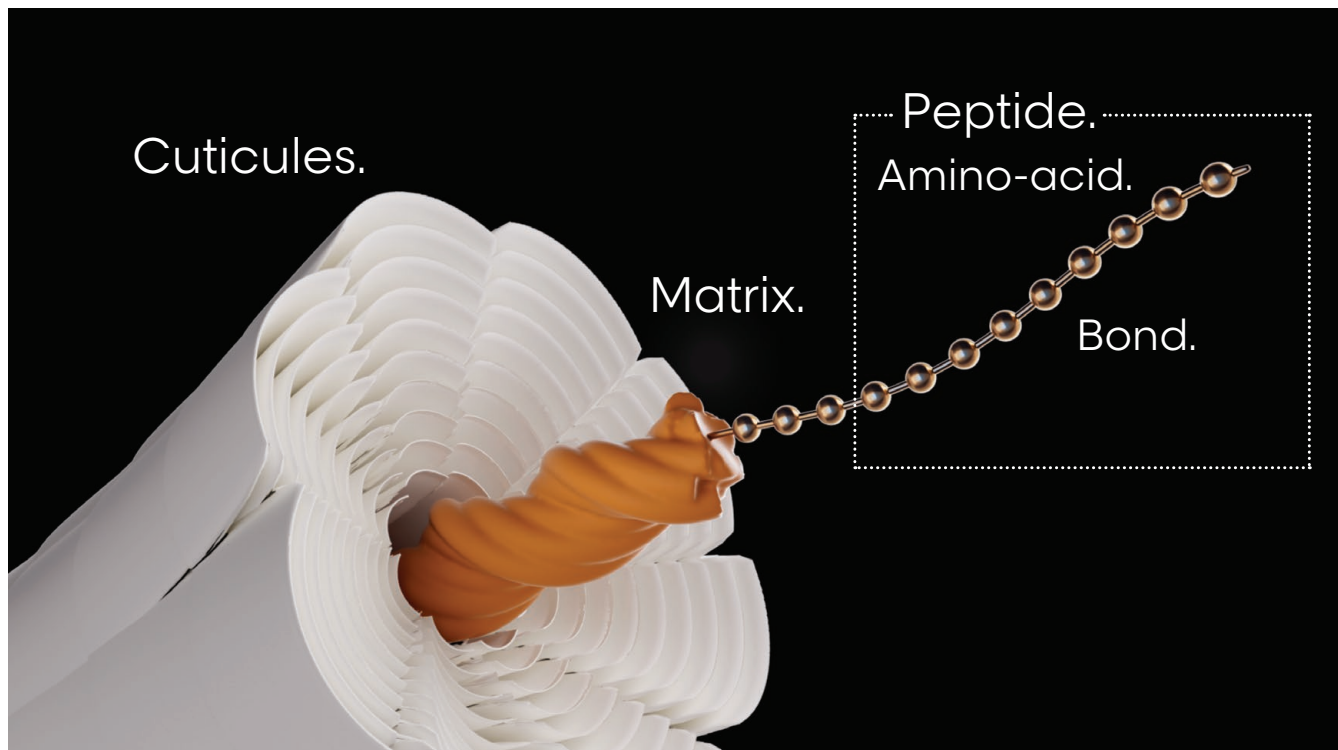
Visibly fight 2 years of damage in 1 use.**



L'ORÉAL
PROFESSIONNEL
PARIS

**With system of shampoo
+ rinse-off serum
+ leave-in mask.

Our deepest level of repair.



Hair is made up of peptides, a combination of linked amino acids, which are essential for hair integrity. When hair is extremely damaged, peptides break and the molecular structure becomes fragile. This leads to hair that is brittle, lacking movement, and easily broken due to no elasticity.

The L’Oreal Professionnel labs have discovered to a way to inject amino acids & peptides bonder repair hair’s molecular structure.

Absolut Repair Molecular is highly concentrated in peptides bonders and amino acids to visibly fight 2 years of damage in one use.

It is scientifically proven to:

1. Repair hair's molecular structure.*
2. Restore strength, elasticity & movement.**

*With continuous use of rinse-off serum.

**With system of shampoo + rinse-off serum + leave-in mask.



@eric_james_pro



@shonna_curtis_pro

The salon exclusive service to

In Salon



Step 1.

Salon Exclusive
Pre-treatment
to restore hair's elasticity.

- Highest concentration of amino acids + peptide bonder

How to use: Spray 15-20 pumps on damp hair. Work through lengths & ends for 1-2 minutes. Do not rinse. Follow with steps 2-4. Use as a standalone service.



Step 2.

Sulfate-free
Shampoo.

- Nourish & strengthen
- Rich, sensorial lather

repair hair's molecular structure.

In Salon & Take Home



Step 3.

Rinse-off Serum.

Unique, serum-like texture to:

- Deeply penetrate & repair
- Restore suppleness

How to use: Apply 4-6 pumps, work through lengths & ends for 1-2 minutes. Rinse.



Frequently
asked
questions.



Step 4.

Leave-in Mask.

- Repairs, smooths & protects the fiber
- Heat protection up to 450°F

in the **stylist's** chair

Discover Absolut Repair Molecular.

with stylist & co-developer Adina Pignatare.



Adina Pignatare

Stylist, Educator & Absolut Repair Molecular co-developer.
@adinapignatare



Tell us about your experience co-developing Absolut Repair Molecular at the L'Oréal Professionnel labs in Paris.

Getting the opportunity to co-develop the range with other stylists around the world was one of the coolest experiences in my career. I loved dissecting hair down to the microscopic level of one strand and seeing the impact that the products were having. I appreciated seeing the level of scientific research that went into creating such a breakthrough range. This experience helped me understand why the product was working so well on a deeper level. Lastly, working with international stylists to decide on a version of the steps that we were all happy with was great in not only making the selection process rigorous, but also, a fun collaborative bonding experience!



How is your experience with Absolut Repair Molecular?

I'm excited for stylists to try on their guests with sensitized hair and see the Absolut Repair Molecular transformation. The salon exclusive pre-treatment is great in creating fast results in no added service time. The shampoo is a luscious thick consistency with a rich lather and helps detangle. The rinse off serum is great to even out porosity. The leave in mask is impressively lightweight, smells amazing, and is great for adding moisture and keeping style on the hair. I love using it at the station to educate my client while giving him/her a sensorial experience.

What would you love to share with other stylists considering this range in their salons?

I'd love to highlight how unique it is in that there is no down time with this product. With this range, you can get right into the service right after dampening the hair by spraying the Salon Exclusive Pre-treatment, continuing with the shampoo and rinse off treatment at the backbar.

Coming September

INOA™

No ammonia permanent color.
Oil Delivery System. 60% oil formula.

Pushing the boundaries of color inspiration.

AI-generated model with NEW 4.26 & 5.26.

color
essentials



100%
grey coverage.



Visibly
healthier hair.



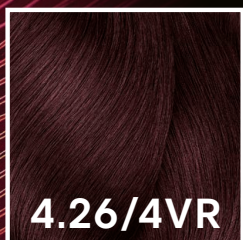
Uncompromised
comfort.



Vegan
formula.

*No animal-derived ingredients or byproducts.

Introducing Red Nebula 2 NEW violet-red shades with dark base visibility.



4.26/4VR

DM5



5.26/5VR

DM5



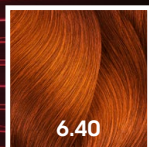
Before.

After.

Roots: 4.26 | Lengths: 5.26

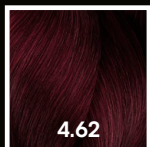
Intense Red technologies with 100% coverage.

Rubilane™
Vivid
red-copper tones.

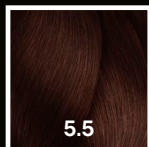


6.40

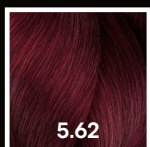
Carmilane™
Vibrant
garnet reds.



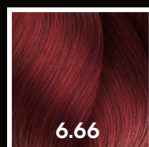
4.62



5.5

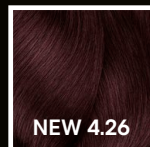


5.62

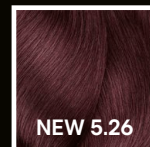


6.66

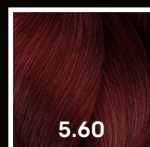
Dm5
Cool
scarlet reds.



NEW 4.26



NEW 5.26



5.60

Coming September

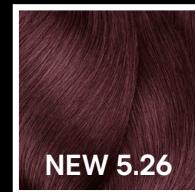
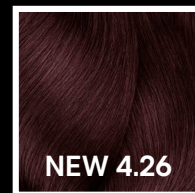
Spotlight on

iNOA™ reds

Pro-inspired looks featuring iNOA Intense Reds.

Amethyst Allure.

A celebration of rich violet-red tones featuring new iNOA shades 4.26/4VR and 5.26/5VR.



Regrowth: 4.26/4VR with 20-vol. iNOA Oil Developer.

Lengths & Ends: Alternating 4.26/4VR, 5.26/5VR, and 6.40/6CCC with 20-vol. iNOA Oil Developer.



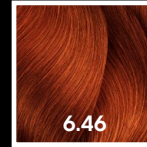
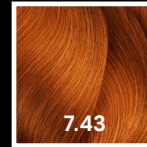
Tippi Shorter

L'Oréal Professionnel Artist | Global Artistic Director, Mizani | @tippishorter

"As a fan of iNOA, I'm in love with the new .26 shades, which add such richness to the already beautiful range of colors. It has never been easier to create a palette for my client that she loves."

Garnet Glamour.

A marriage of warm copper tones with a radiantly shiny finish.



Regrowth:

iNOA 6.34/6GC (1/2)
+ iNOA 7.43/7CG (1/3) +
6.46/6CR (1/6) with 20-vol.
iNOA Oil Developer.

Lengths & Ends:

Repeat base formulas,
alternating in iNOA 5.4/5C
+ 7.4/7C with 10-vol. iNOA Oil
Developer. Gloss with
Dia Light 7.40/7CCC with
9-vol. Diactivateur.

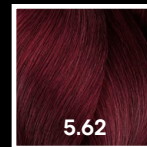
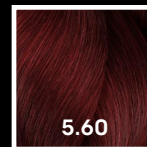


Shelley Mohr

L'Oréal Professionnel Artist | @shelleymohr

Ruby Rendezvous.

A statement to rich red tones in an approachable and wearable technique.



Regrowth:

iNOA 4/4N with 20-vol.
iNOA Oil Developer.

Lengths & Ends:

Alternating formulas
5.60/5RRR + 5.62/5RV
with 20-vol. iNOA
Oil Developer.



Frank Diaz

L'Oréal Professionnel Artist | @frankdiaz.colorist

Shine bright this holiday

with
**L'Oréal
Professionnel
Gift Sets.**





Metal Detox.

For color-treated or lightened hair.

Includes:

- Shampoo 10.1 oz
- Mask 8.4 oz



Absolut Repair.

For sensitized hair.

Includes:

- Shampoo 16.9 oz
- Conditioner 16.9 oz



Vitamino Color.

For color-treated hair.

Includes:

- Shampoo 16.9 oz
- Conditioner 16.9 oz



Pro longer.

For thinned ends.

Includes:

- Shampoo 16.9 oz
- Conditioner 16.9 oz



Curl Expression.

For curly & coily hair.

Includes Intensive Moisturizing:

- Shampoo 16.9 oz
- Mask 8.4 oz

Your 2023 holiday calendar.

Map out the next three months to end the year strong!

	OCTOBER	NOVEMBER	DECEMBER
MERCHANDISING + EVENTS	Merchandise your salon	Host a holiday event	Place the gift sets on the front desk and window to highlight
IN-SALON PROMOTIONS	Announce stylist incentives	Host Small Business Saturday promotion	Place remaining gift sets on markdown
DIGITAL ACTIVITIES	Post picture of salon decorated for the holidays	Post Look Book to promote holiday event	Post teaser videos to promote gift set sell-through



Scan here for more tips to grow your Holiday sales.

HeadUp

FOR HAIR PROS' MENTAL HEALTH

L'ORÉAL
PROFESSIONNEL
PARIS

In partnership with:



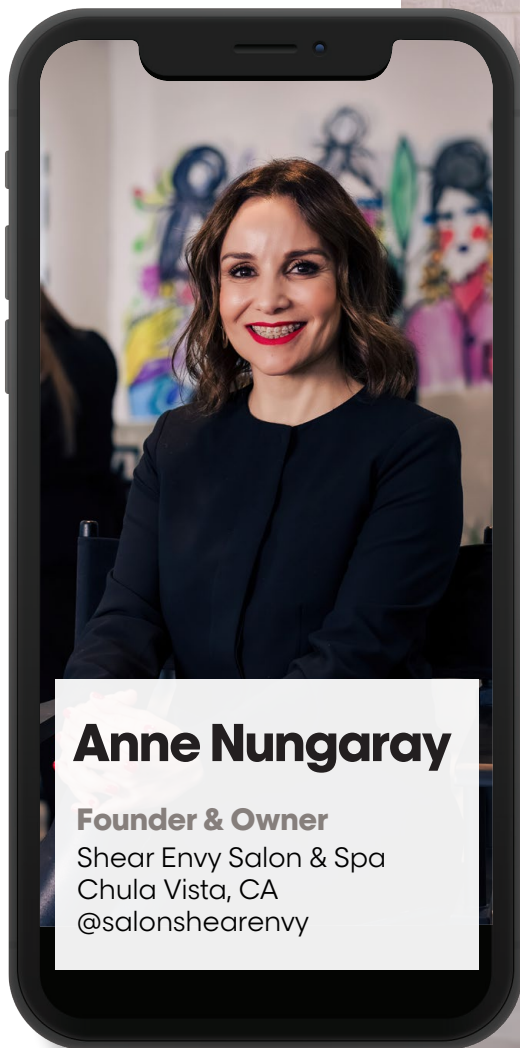
@danielmasonjones

**Mental health is a top concern for hairdressers.
World Mental Health Day is
Tuesday, October 10th.**

Join co-creator Daniel Mason-Jones for Head Up Keys, virtual sessions to provide you, the hair pro with free mental health training.



stylist Spotlight



Anne Nungaray

Founder & Owner

Shear Envy Salon & Spa
Chula Vista, CA
@salonshearenv



Tell us about Shear Envy. How did the salon get its start?

We've been here for nine years and we're a team of 17 in a 12-station salon. We offer a full range of color, haircutting, and styling services, but over the years, we've really carved a niche as a color correction specialist. I personally got my start when I was in college, remodeling a salon in San Diego and a small studio in Tijuana, Mexico. I sold them off, then did the same with other salons. I fell in love with the process of building salons, and how I was really creating jobs and helping others succeed.



Tell us how this influences your leadership at Shear Envy today.

I think why I love helping others succeed is because it's a tough industry. Our profit margins are pretty small, but like anything in life, if you want it to work out, you have to be all in. I have a beautiful team I focus on, investing in them. I do weekly meetings with the whole team as well as one-on-one with each of my team members. We talk about the ups and downs of the salon and how they're doing. I really believe in bringing the team together.



Tell us about your relationship with L'Oréal Professionnel.

In the same way that I've partnered up with each member of my team, I feel like I've partnered up with L'Oréal Professionnel. It's been huge, huge, huge. Through the education we receive, I can keep my team up to speed not only on techniques, but also educating them on the products that we're using, why we're using them, and why they're great for our clients' hair. If we believe in the products we're using, not just the services we're providing, we can give our clients a beautiful experience.

Hispanic Heritage Month is observed in September and October.

It's a beautiful thing that we get to celebrate our achievements, accomplishments, and everything our ancestors went through. And we get to live this beautiful life in the United States, and I personally can own a business and create jobs. My grandmother emigrated to the US, and then emigrated my mother when she was around seven years old. She never stopped working until she retired when she was in her late 60's, and always provided well for my sister and me. Her hard work inspired me to eventually own a business. I'm going to take care of my grandmother, because that's what's next. I think I speak for all of Latin America and all Hispanics – we tend to take care of the people that took care of us. It's like that circle of life, we carry it deeply.

Share a bit about your team's background.

Of my team of 17, thirteen of us are Hispanic. They show how the diversity of the Hispanic identity, from different parts of Latin America like El Salvador, Dominican Republic, even from different regions of Mexico. We share traditions with each other, and it's a beautiful thing how much you can learn. Just today we were doing vision boards, and we do a potluck every Friday or Saturday. And as we're eating, someone will say "oh, this is my mom's recipe!" We always share that back.

My salon is a reflection of my heritage.

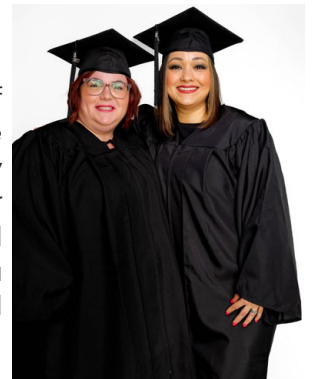
A word from our Color Specialist Graduates.

This global program has just over 2,000 graduates from around the world- and you could be next! Hear what our graduates have to say about their journey throughout this program.

What would you say to someone interested in becoming a Color Specialist?

I have been in the industry for almost 25 years and have taken a lot of advanced education and this course was still mind blowing, almost like you don't know how you formulated hair color before this. It elevated my professionalism and gave me the confidence in answering any color questions thrown at me as a salon owner and L'Oréal Professionnel Artist. The whole experience will challenge you and prepare you for everything you need and the reward of a graduation after it's all complete is just the icing on the cake!

-Tina Jimenez, Northern Lights, Clark, NJ



What was your favorite part of the Color Specialist program?

My favorite part of the Color Specialist Program was being challenged to see color from a totally different perspective by learning to formulate based on every client's unique distribution of pigment. Learning the true theory behind color and being able to create the perfect color for every client has transformed not only me, but my clients in an extraordinary way. Not to mention, creating a community of like-minded talented Color Specialists.

-Mary Davila, Muse Salon and Spa, Atlanta, GA

How would you describe your experience with Color Specialist?

This is one of the most challenging and rewarding classes I have taken in my career. I have always loved L'Oréal Professionnel color and I have considered myself to be a very good colorist, but after this class I feel like my color formulation has ascended to another level. I am so thankful for all that I have learned. It has made me a better colorist and a better mentor to my team. I also feel like I have made some lifelong friends with my fellow classmates as well as the instructors. What a great experience.

-Emilio Giglio, Alex Emilio, Royal Oak, MI





Do you feel like has Color Specialist changed the way you work behind the chair?

I truly feel that Color Specialist has completely affected the way I look at all my clients. I have been a master color formulation specialist for 40 years behind the chair and I have spent most of my career formulating by eye and now I have proof for the why. I feel empowered behind the chair with my guests. Color Specialist was a privilege and pleasure to participate in and it stretched me beyond where I ever thought I could go.
-Jo Blackwell-Preston, Dop Dop Salon, New York, NY

Color Specialist has completely transformed the way I work behind the chair. The knowledge I've gained through this program has changed the way I look at hair completely and has grown to even more trust between my clients and I. I would have never thought it was possible to be so challenged and grow so much in one course but I am forever grateful for the Color Specialist program for changing my life behind the chair.

-Erica Wright, Dop Dop Salon, New York, NY

Color
Specialist
Teaser



Color
Specialist
Registration



Congratulations to our Color Specialist graduates!

The following individuals embody everything that Color Specialist was designed to do- support hairstylists at the top of their game and take their knowledge to the highest level possible.



2021 Graduates

- Alexis Medina, L'Oréal Professionnel Team
- Carlo Novoa, Novoa Atelier, Beverly Hills, CA
- Frank Diaz, Mayn, Los Angeles, CA
- Hannah Schlichter, L'Oréal Professionnel Team
- Jody Longo, L'Oréal Professionnel Team
- Jo Blackwell-Preston, Dop Dop Salon, New York, NY
- Mezei Jefferson, L'Oréal Professionnel Team
- Suzie Bond, BOND Beauty, Mooresville, NC
- Steffan Tricoci, L'Oréal Professionnel Team
- Tippi Shorter Rank, Hair Love, Kansas City, MO
- Victoria Usher, L'Oréal Professionnel Team

2022 Graduates

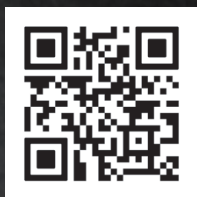
- Aziz Elbadaoui, Casa Aziz, Princeton, NJ
- Emilio Giglio, Alex Emilio, Royal Oak, MI
- Erica Wright, Dop Dop Salon, New York, NY
- Erin Mohr, Up and Up salon, St Louis, MO
- Jamie Champagne, Salon Capri, Boston, MA
- Janae Watterson, Salon Kathleen, Enumclaw, WA
- Janessa Daniels, Ochoa, South Hadley, MA
- Jenn Yeager, Salon Yeager, Knoxville, TN
- Jessica Bellanti, Jessica Bellanti Salon, Portsmouth, NH
- Kacie Monroe, Salon Kathleen, Enumclaw, WA
- Kalumachs Diaz, Continental 109, Bronxville, NY
- Katie Collette, Lonestar Salon & Spa, Olympia, WA
- Kelly Ostrand, The Salon, Newport Beach, CA
- Mary Davila, Muse Salon and Spa, Atlanta, GA
- Mikal James, The Salon, Newport Beach, CA
- Samantha Dalby, Jordan Thomas, Bel Air, MD
- Sarah Castle, Jordan Thomas, Bel Air, MD
- Tina Jimenez, Northern Lights The Salon Clark, NJ
- Xhanan Villa, Je T'aime Coiffure, Red Bank, NJ





2024 Education launching in October.

Education for everyone,
Helping you create your individual signature.



Scan to
learn more.

monthly offers

September Only.

Offers valid 9/1-9/30.



Free brush! iNOA + FRAMAR Stylist Kit. \$12

Includes:

- iNOA 6/6N
- iNOA Oil Developer 20-vol., 8 oz.
- iNOA Shade Chart
- iNOA Technical Guide
- FRAMAR Big Daddy Brush

Free iNOA inspiration guide & more with purchase of 18+ tubes of iNOA.

Includes:

- 1 iNOA Oil Developer 1L 20V
- 1 Metal Detox Shampoo 300 mL
- 1 Metal Detox Mask 250 mL
- 1 iNOA violet swatchbook page
- 1 iNOA Reds Inspiration Guide

Salon Price From \$197.64

Salon Value From \$267.62



Get 25% OFF

SteamPod.

Salon Price \$149.25

Salon Value \$199.00



Get 15% OFF

when you buy 2 or more
of Curl Expression

Salon Price From \$32.74

Salon Value From \$38.52



October Only.

Offers valid 10/1-10/31.



Free iNOA tube of choice & mini iNOA Oil Developer 20-vol. with purchase of 12-39 tubes of Majirel and/or Dia*.

Salon Price From \$102.98
Salon Value From \$119.27

Free iNOA shades + developer with purchase of 40+ tubes of Majirel and/or Dia*.

Includes:

- 5 iNOA tubes of choice
- 1 iNOA Oil Developer (choice of 10-vol., 20-vol., 30-vol.)

Salon Price From \$343.20
Salon Value From \$411.05



*Mix-and-match Majirel, Dia Light, & Dia Richesse.

Try New Absolut Repair Molecular

LEVEL 2X Points
LOYALTY REWARDS

15% off

with the purchase of 1-11 units of Absolut Repair Molecular.

20% off

with the purchase of 12+ units of Absolut Repair Molecular.



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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