

# uniquedart

JULY 2022



L'ORÉAL  
PROFESSIONNEL  
PARIS

# Table of contents



“  
Metal Detox has helped to feed both sides of me: the artist and the businesswoman. I'm so excited for Metal Detox's birthday celebration and everything that is in store. ”



Ashley Zajac  
L'Oréal Professionnel Artist

Pg **04** What's New

Pg **10** Haircare Essentials

Pg **18** Education Experiences

Pg **06** Business Corner

Pg **12** Color Essentials

Pg **22** Monthly Offers



## On the cover

Celebrating 1 year of industry changing technology with Metal Detox. Discover more about the range and why stylists love it on page 6.

New page tear out option!  
Easily remove pages and display in your salon!

Stay  
up-to-date  
with our  
newsletter



pg.

# 04 Celebrating 1 year of Metal Detox

Earn an additional  
**\$20,000**  
or more in one year.  
When you add Metal  
Detox to every color  
or lightening service.\*

Free  
minis

## Metal Detox Kit.

Includes 1 Pre-treatment spray and  
FREE travel size shampoo & mask.

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PRO-TRETTAMENTO PROFESSIONNEL  
PROFESSIONNEL PRE-TREATMENT  
SÉRIE EXPERT



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our full  
product  
catalog

# What's New



Top row: @jackieep, @adinapignatare, abigallbazzoli, @ericakeelen\_hair\_love  
Middle row: @jameslearhairdressing, @ericakeelen\_hair\_love, @daniellewoosley\_  
Bottom row: @xhanahairprofessional (Facebook), @hollyhaskinshair, @unikahairstudio

# Join the Metal Detox Birthday celebration!

Enter for a chance to win over

# \$100K in prizes!

**Includes:**

- Trip to L'Oréal Professionnel NYC Academy
- SUMMIT Education
- SteamPod
- & more!



**Scan to enter for  
a chance to win.**

Powered by **Metal Detox** X **LEVEL**  
LOYALTY REWARDS

US Only. Official Sweepstakes Rules: No purchase necessary. You must be over 18 years old and a legal US resident. Starts at 12:01 AM ET on June 1, 2022 and ends at 11:59 PM ET on July 31, 2022. Odds of winning depend on the total number of entries received. Void where prohibited. For Complete Rules, go to <http://www.us.loreprofessional.com>. Sponsor: L'Oréal Professional, 10 Hudson Yards, New York, NY 10001

# Celebrating with Metal Detox. Stylists love the power of Metal Detox.



"Metal Detox is legit y'all!"

**Problem? Brassiness.**

"No matter what I did, those orangey tones kept creeping back and her hair was so brittle, I was so scared to lift. With Metal Detox I saw no breakage throughout the service. I finished with the shampoo & mask and it honestly felt like she had a brand new head of hair!"

**@painter.julie**

Salon Owner, Visage Salon, North Carolina

"A transformation  
in longevity!"

**Problem? Color Fading.**

"Can you believe this is a 6 week grow out? How?? Just a gloss & Metal Detox treatment. Setting up a maintenance appointment in between lightening for a gloss & Metal Detox treatment has become essential for my guests to keep their blonde bright, healthy & free of build up."

**@killz\_kutz**

Stylist, Kisners Salon Barber, Maryland



## "Metal Detox is a hair saver."

### Problem? **Scary Build up.**

"The best result I have gotten with Metal Detox was on a client who wanted a lightening service and had so much build up, her hair was a PINK hue. I was freaking out! I used the full Metal Detox protocol & after rinsing, her hair was a pale yellow. That's when I became a believer in the product."

**@the.lexii.look**

Stylist, Oscar Blandi Salon, New York City

## "I noticed a significant improvement in the hair's condition."

### Problem? **Breakage from color services.**

"I love Metal Detox because it allows me to get my client's hair as light & bright as I want while reducing the sensitivity & stress on the hair."

**@ashleyzajac\_**

Balayage Specialist & Educator,  
Northville, Michigan



## "A gamechanger for my client of 18 years!"

### Problem? **Unpredictable color.**

"I've used numerous color lines on my client of 18 years. No matter what I used on her root touch up, her ends always pulled dark. When I tried the Metal Detox treatment on her, her color looked completely even in tone from root to end and the result was exactly as I formulated it to be! It was unbelievable."

**@heatherpsoras**

Stylist, Owner Meraki Studio, Pennsylvania

# "I'm unstoppable with Metal Detox"



## 1 Year of Transformation with Metal Detox.

Featuring Tanja Weller

@divaofbeauty

Portland, Oregon

Evolution Hair Design

### Creative hair color transformation.

Before Metal Detox, I questioned why I couldn't get some clients' hair where I wanted, despite correct formulation & application.

Little did I know it was the metal INSIDE the hair affecting my results. Now, my blondes are brighter, my brunettes no longer come in 6 weeks later saying they see "red" in their hair and my red-haired clients rave about how dimensional their hair color is. Now all of my services incorporate Metal Detox. It's almost a risk not to.

### Over \$15,000 in revenue in less than 6 months.

I was able to make over \$10,000 incorporating Metal Detox into every color & lightening service and over \$5,000 from upselling Metal Detox shampoo & mask as a take home – in half a year.



# Noticeable results that **WOW** clients.

See what Tanja's clients are saying.

The difference in how my hair feels after you used Metal Detox is remarkable. I was blown away. I LOVE this product!

Metal Detox has done wonders for my hair. After a few visits with you & your magic spray, my hair is healthier & so shiny!"

Tanja! I'm loving the Metal Detox shampoo & mask! I really think it helps keep my blonde light & bright and my hair feels so soft! Thanks for recommending!



**HOT TIP:** "When first introducing Metal Detox to a client, I explain WHY it's important (it's an insurance policy for their haircolor) and automatically send them home with a shampoo and mask."

# Metals in hair, can be damaging.

Everyone has metals in their water due to the erosion of pipes.



Inner metal is the most dangerous

## Metals in hair can lead to:

Unreliable color result



Risk of hair breakage



\*instrumental test, after application of Pre-treatment + technical procedure + Shampoo + Mask

Start the client conversation with these 4 steps.

1. Mention the treatment, within the context of the client's needs.
2. Explain what it does.
3. Mention price & time commitment.
4. Ask if they have time to try it.

# Metal Detox.

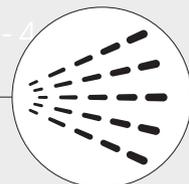
[Step 1]

## Neutralize Metals. Pre-treatment

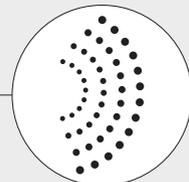
- Lightly mist on dry hair 10-12 inches from the hair. Work in sections. Enough to cover, but avoid getting hair too damp (see recommended sprays)
- Let air dry, while prepping formulas.
- Do not rinse. No added time needed.



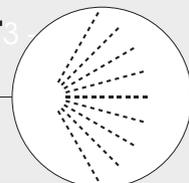
For fine hair<sup>3-4</sup>  
2 - 3 Sprays per quadrant



For medium hair  
4 - 6 Sprays per quadrant



For thick hair<sup>3</sup>  
7 - 10 Sprays per quadrant



**After Step 1, proceed with color or lightening service**

[Step 2 & 3]

## Remove metals & nourish hair.

Finish with  
Metal Detox Shampoo  
& Metal Detox mask.



**Example:** "I like using the Metal Detox treatment on all my clients because it helps to get the richest color while reducing damage & color fading by removing metals inside the hair. It's an additional \$30 that significantly allows your color to last longer & does not add any additional time to your service. Would you like to try it with your service today?"



Scan for more tips on discussing Metal Detox with your client.

# Color Essentials.

with L'Oréal Professionnel  
Ambassador, Adina Pignatare.  
[@adina\\_pignatare](#)

## Must-have product. Metal Detox Pre-Treatment Spray

"Metal Detox isn't just a game-changer... it's a miracle in a bottle! The Pre-Treatment Spray gives me total color insurance, especially with my summer highlighting and balayage clients. By neutralizing metals in the hair, I know that I'll have clean lift and perfect results every time."



## Favorite Toner. Dia Light 10.21/10VB

"Dia Light 10.21/10VB is my FAVORITE for my light blondes! With both a violet and blue reflect in the same tube, I can combat any unwanted tones – and the hair is perfectly cool for the summer."

## Go-to Lightener. Blond Studio 9 Bonder Inside

"Blond Studio 9 Bonder Inside is my go-to lightener for my summer clients looking to go lighter! It lifts super fast, but safely, and the creamy texture makes for effortless application."



Digital Education Class

# Standout Summer Balayage.

“

Join me for a 2-hour digital education experience to learn the tips and tricks to maintaining my clients' color longevity, conditioning & shine throughout the summer season. ”



@adina\_pignatare

See below for more details!



**Standout Summer Balayage** with @adina\_pignatare

Sunday, August 7th, 4pm-6pm EST

FREE! with purchase of 9+ LP Color tubes in month of July.

Webinar link released to eligible attendees via email in early August.

Link also available through your SalonCentric Business Partner.



# SteamPod

The innovative flat iron  
and curling iron.

When using the extra power  
of steam technology and  
integrated comb, style hair

**2X Faster\***

**2X Smoother\***

**And up to 91%  
less breakage\*\*  
over time**



Scan to download  
our education card  
with SteamPod tutorials.

\*compared to SteamPod without steam and comb (heating plates only)

\*\*After 15 uses with steam and integrated comb vs. SteamPod heating plates alone



## Steamy Styling Tip.

Featuring Dave Pearson

“ **One and done!** A single pass to smooth hair or create curls or waves is a game changer in the salon. ”



**Before**



**Wavy**



**Sleek**



# Coming August 2022.

[New]

## Curl Expression.

Supercharge curls & coils for professional hydration



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Scan for a  
chance  
to win  
Curl Expression.

# Curls & Coils at

Balayage, cut & care for wavy, curly & coily hair



## Amping Up Your Curl featuring Derick Monroe

@derickmonroe

Join Mizani Global Artistic Director and L'Oréal Professionnel Color Artist to understand formation, density, and curl care as part of your formulation.

**Date: 8/22/22**

**\$400 or 26,667 LEVEL Loyalty Points**



Register now.

# the NYC Academy.

featuring Global Artist Tippi Shorter-Rank & Derick Monroe.



## Dimensional Color for Curls featuring Tippi Shorter-Rank

@tippishorter

Join Celebrity Stylist and discover how you can be creative when it comes styling curly and coily hair.

Date: 8/21/22

\$400 or 26,667 LEVEL Loyalty Points



Register now.

# 2H Academy offerings.



## Color designer.

- Color Certification
- Color ambassador
- The Art of Coloring Hair

## Balayage obsession.

- French Balayage Certification
- French Balayage: The Art of Coloring Hair
- Balayage Keys



## Cut & style performer.

- Cutting Certification
- Cutting Keys
- Artistic Expression:  
Drew Schaefering



## Trend insider.

- The Art of Cutting Hair
- Artistic Expression:  
Balayage featuring  
Sophia Avera



Register  
now.

monthly offers



Free minis

## Try the Metal Detox Starter Kit today.

Includes

- Metal Detox Metal Neutralizer Pre-Treatment
- Free Mini Sulfate-Free Shampoo
- Free Mini Anti-Metal Mask

Salon Price: \$60.00  
Salon Value: \$83.85

Purchase \$500 of Metal Detox, get 10 of each mini shampoo & mask FREE!





## Save 20% Summer Go-To's

- Blow-dry fluidifier 5.1 oz.
- Absolut Repair Oil 3.04 oz.
- Tecni.Art Infinium 4 10.2 oz.



## Save 20% Serie Expert liters



Adina Pignatara  
@adina\_pignatara

## Free Digital Education Class with @adina\_pignatara (\$150 Value)

with purchase of 9-45 tubes  
of LP Color (mix & match)

## Free Digital Education Class with @adina\_pignatara (\$150 Value) Plus, Receive Free Metal Detox

Includes:

- 1 Metal Detox Metal Neutralizer Pre-Treatment
- 1 Metal Detox Sulfate-Free Shampoo (300 mL)
- 1 Metal Detox Anti-Metal Mask (250 mL)

with purchase of 46+ tubes of  
LP Color (mix & match)

Salon Price from: **\$338.10**

Salon Value from: **\$439.56**

Savings: **23%**



Discover the  
full catalogue of  
L'Oréal Pro Accessories



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

# Want more resources?

## Switch charts



Majirel



iN()A



Diallight



DIARICHESSE

## Education



Access



L'Oréal Pro Site



Virtual Atelier



Brand Book

## Brochures



Metal Detox



[New] Blond Studio 9  
Bonder Inside

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