

uniqueart

MAY 2022



New! Blond Studio 9 Bonder Inside

Increase
blonding
revenue
featuring
Brooke Evans

Take your cutting
to the
next level

L'ORÉAL
PROFESSIONNEL
PARIS

Table of contents



“
Blond Studio 9 Bonder Inside has a creamy texture that left the hair feeling soft and shiny. This is my go-to lightener for the fastest lift with the healthiest results.
”



Michelle
Zeller Porumb
@mane_ivy

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On the cover

- Oil enriched lightening system.
- Lift up to 9 levels fast.
- Bonder inside.

For more information, see page 4.

Stay up-to-date with our newsletter.



pg. **04** New! **Blond Studio 9 Bonder Inside**



Explore our full product catalog.

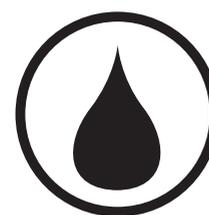


what's **new**



Not all 9 level lighteners are the same.

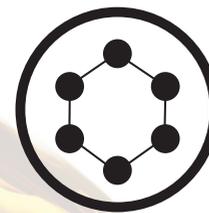
Oil innovation meets the protection of bonder.



Oil enriched lightening system
Improves hair feel



Lift up to 9 levels fast
Even the darkest bases



Bonder inside
No additive needed

LEVEL Earn more points with LEVEL.
LOYALTY REWARDS See page 22 for details.

[Discover] Blond Studio 9 Bonder Inside.

[Texture]

Powder

[Lift]

Up to 9 levels

[Best for]

Lifting dark bases while protecting hair bonds

[Benefit]

Proven bond protection and oil enriched lightening system to improve hair feel

[Usage]

On-scalp: 20-vol Blond Studio 9 Oil Developer only

Off-scalp: 20-vol and 30-vol Blond Studio 9 Oil Developers only

[Developer]

Blond Studio 9 Oil Developer:
20- or 30-volume*

[Mixing Ratio]

Balayage: 1:1, 20- or 30-vol Blond Studio 9 Oil Developer

Foil Highlights: 1:1.5, 20- or 30-vol Blond Studio 9 Oil Developer

Global On-scalp: 1:2 or 1:3, 20-vol Blond Studio 9 Oil Developer



Learn More

Transform your blondes.

1. Apply Metal Detox Pre-Treatment Spray to neutralize metals and get a cleaner lift.
2. Lift with Blond Studio 9 Bonder Inside
3. Tone unwanted warmth with Dia Light.



*Do not use Blond Studio 9 Bonder Inside with other developers.

[Two approaches to]
Make more money.

1. Add \$25 upcharge for bonder service

Upsell 3 clients per day x 6 days per week= incremental

\$20,000 per year

OR

2. Increase price for all lightening services by \$10

8 clients per day x 6 days per week = incremental

\$24,000 per year

[Pro Tip] On service menu, include call out: "All lightening services include a bonder additive to protect hair bonds."

Take blonding to the next level.



"Blond Studio 9 Bonder Inside has amazing lift that is quick and consistent with a creamy texture that left the hair feeling soft and shiny!"

@mane_ivy



"Blond Studio 9 Bonder Inside is my go to lightener for my power blonds and darker bases who typically need a bond protection. This product is a gamechanger for me."

@brookieney

"The guest is typically used to treatments and bond protection upcharges and are willing to do what is suggested to maintain the integrity of their hair. **Great communication is key to any profitable service.**"

@brookieney



Blonding Services.

Featuring Brooke Evans.

Why are you excited about BS9 Bonder Inside?

Let me count the ways...I love Blond Studio 9 Bonder Inside and now to have the added protection to an already incredible lightener makes all my dreams come true! BS9 is my go-to lightener for many of my power blonds and darker bases (both typically needing a bond protection), so this will be a game changer for me!

How would you sell a BS9 Bonder Inside service to your client?

Simple, great communication in consultation! Making sure all my guests understand the benefits of bond protection and my commitment to the health and integrity of their



What tips can you provide on increasing revenue during a blonding service?

This guest is typically used to treatments and bond protecting upcharge, and are willing to do what is suggested to maintain the integrity of their hair.

Great communication is key to any profitable service. Provide a thorough consultation on the:

1. Chemical process of lightening the hair
2. Benefits of bond protecting lighteners
3. Why to use treatments like Metal Detox
4. At home care with Serie Expert

How would you charge differently for a BS9 Bonder Inside service?

I add a treatment charge to my ticket, which is a \$30 upcharge for my market.



How has Metal Detox impacted your blonding services?

Metal Detox is a game changer for all lightening services allowing me to get the brightest results while maintaining the integrity of the hair.

How would you charge for a Metal Detox service?

I charge a premium treatment for a Metal Detox service, which depends on your individual market, and for me it is a \$40 upcharge.

Your client's hair color deserves the **ultimate, caring at-home prescription.**

Wash after wash, metals accumulate in the hair causing breakage & color fading.

Prescribe the Metal Detox shampoo & mask, all-in-one solution for stronger, more vibrant hair.



Before

After



Scan here for tips on how to introduce your client to Metal Detox.



Metal Detox.
Our most advanced system to strengthen hair and protect salon color.



- Stronger hair.*
- Longer lasting color, 2X shinier hair.**

*Instrumental Test: Metal Detox pre-treatment + technical procedure + shampoo + mask

**Instrumental Test: Metal Detox shampoo + mask



Michelle Zeller Porumb

Stylist

Handle: @mane_ivy

Location: Arizona

Number of years in hair: 20+ years



WHAT ARE YOUR BLONDING TIPS & TRICKS

My philosophy is to “work smarter, not harder”. I’ve learned to not over foil so I can create more natural, subtle looks. I use the clients own natural hair for dimension and to help pop the blonde. This way I’m more efficient with my time, and create more of a custom look rather than placing in traditional foil patterns.

WHY ARE BONDERS IN LIGHTENERS IMPORTANT?

The bonding complex maintains the integrity of the hair as the lightener lifts many levels. With blond studio 9 it bonds and lightens in one step instead of having two steps!

WHY CAN YOU CHARGE MORE WHEN USING LIGHTENERS WITH BONDERS?

Because it protects the integrity of my client’s hair.



WHAT BUSINESS OWNING ADVICE CAN YOU GIVE TO OTHER INDIE STYLISTS?

To stay educated. Not only does it improve your craft but it keeps you inspired being around other like-minded stylists.

HOW DO YOU INCORPORATE METAL DETOX IN WITH BLONDING SERVICE?

Metal Detox Pre-Treatment is a quick and effective must for my pre-lightened clients due to hard water here in Arizona. I can guarantee my clients less breakage and brighter, healthier results.



HOW DOES METAL DETOX IMPROVE YOUR LIGHTENING SERVICE?

By far one of the best products out on the market! I’m reassured that there’ll be little to no breakage by removing all the hard water and metals from the hair. It leaves the hair with incredible shine and softness... No more dull hair!





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 Min Kim.

“ Create an elegant glam look by wrapping the hair around the SteamPod in the same direction throughout the whole head. Start on you or your client's "strong side" (side of the part with more hair) by directing the SteamPod waves away from your face. Keep it simple by tucking hair behind your ear (side of the part with less hair). Keep in place with hairspray... add bobby pins or a barrette to take it up a notch.

”

Min Kim,
L'Oréal Professionnel
Brand Ambassador

Signature path: Cut & style.

Designed for hairdressers looking to become an expert in cutting & styling.

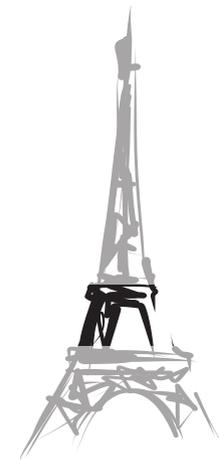
| | Virtual Atelier. | Store. | Salon. | Academy. |
|--|---|-------------------------|---|---|
| [Expert] Master your craft. | | | | ■ Cutting certification |
| [Advanced] Develop your skills. | | ■ Trend cutting | ■ Inspired: Cut & style performer | ■ Mastering curls ■ The Cruce of your work ■ Haircutting methodology ■ Heatless style session ■ Customize your creativity |
| [Essential] Establish a strong foundation. | ■ Welcome to L'Oréal Professionnel ■ Welcome to cutting methodology ■ Care & Style essentials | ■ Haute hair: Tecni.Art | ■ Welcome to L'Oréal Professionnel ■ Welcome to cutting methodology ■ Care & Style essentials | ■ Inspiration Atelier |

At L'Oréal Professionnel, we believe that **education is the most powerful tool to grow, inspire, & develop our salon partners.**

Now we have classes, learning path and a brand-new certification for cutting.



Scan to register.



Advanced:
Trend insider

Explore creative cutting with Erica Moomey 2019 & 2021 Midwest Hairstylist of the Year.

Academy Education.

Does haircut repetition have you feeling uninspired? Take a modern approach on cutting:

- Discover new and innovative techniques to remove weight from the hair
- Understand how to add texture to any haircut
- Learn how to create personalization for every client and all formations

Student Profile

Elevate existing knowledge of L'Oréal Professionnel and upskill through advanced technique, theory and business opportunity.



Scan to register.

To utilize Level Loyalty Points, visit www.levelloyaltyrewards.com



Join Erica Moomey
@ericaleemoomey

6/13/2022
10 AM EST

L'Oréal Professionnel Academy
435 Hudson St. New York, NY 10014

Join us live
7 hours | Hands-On
\$400 or 26,667 Level Loyalty Points

Or join us virtual
3 hours | Look & Learn
\$150 or 10,000 Level Loyalty Points

[L'Oréal Professionnel]

Cutting certification.

Learn the terminology and methodology of cutting with 6 classic haircuts, and how to approach all hair formations through effective consultation and hair analysis. As the program progresses, you will elevate your technical skills to a mastery level and learn how to customize each haircut.

Boost your professional confidence by creating a cutting collection for your final project! Watch your cutting business accelerate to new levels with L'Oréal Professionnel cutting certification.

*L'Oréal Professionnel Cutting Certification attendees must pass all assessments to become certified. Any attendee that does not pass a portion of the program must retake only that portion to become certified in L'Oréal Professionnel Cutting.

Take your cutting to the next level and register now.

- Master the L'Oréal Professionnel cutting methodology
- Elevate your expertise through technical upskilling on all formations
- Learn how to accelerate your cutting business

Student Profile

Designed for professionals looking to master and become an expert in their craft with L'Oréal Professionnel.

4 hours | 6 Sessions | Virtual | Hands-On
\$2,400 or 160,000 Level Loyalty Points

The Cutting Certification consists of 6 sessions each beginning at 10 AM EST.

Day 1- 6/5/2022
Day 2- 6/6/2022
Day 3- 7/17/2022

Day 4- 7/18/2022
Day 5- 8/28/2022
Day 6- 8/29/2022



Scan to register.

To utilize Level Loyalty Points, visit www.levelloyaltyrewards.com

monthly offers



20% Off
New Blond Studio 9
Bonder Inside
and Oil Developers
(20 or 30 Vol)

Salon Price From: \$XX.XX
Salon Value From: \$XX.XX

+1000
LEVEL points
with any
purchase of new
Blond Studio 9
Bonder Inside or
Oil Developers.
LEVEL
LOYALTY REWARDS

Buy 2, get 1 free
on all Serie Expert,
TECNI.ART and Mythic Oil*

Salon Price From: \$XX.XX
Salon Value From: \$XX.XX



Free Developer

With the purchase of
6 or more DIA shades

Salon Price: \$XX.XX
Salon Value: \$XX.XX



Our Best Offer Yet.

Save 26%
on Metal Detox Pre-treatment

Salon Price From: \$XX.XX
Salon Value From: \$XX.XX



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



**LEARN MORE ABOUT L'ORÉAL PROFESSIONNEL AT
PROUS.LOREALPROFESSIONNEL.COM | @LOREALPRO_EDUCATION_US | #LOREALPROUS**