

uniqueart

May/June 2023

HeadUp

FOR HAIR PROS' MENTAL HEALTH

New
Dia Light
Luminous Pearls.

3 reasons
to love
Metal Detox
Treatment.

L'ORÉAL
PROFESSIONNEL
PARIS

Table of contents



“

My clients personally love a cooler tone to their hair. These new shades are the perfect balance of pearlescent with beige hues for that dreamy creamy blonde!

”



Natalie Simoes
@nat_doeshair

Pg **04** Color Essentials

Pg **14** Head UP

Pg **18** Education

Pg **10** Haircare Essentials

Pg **16** Business Corner

Pg **22** Monthly Offers

Pg **12** Stylist Spotlight



On the cover

Recreate the look.

Mix 1/2 (.85 oz) 8.18/8BM + 1/2 (.85 oz) 10.22/10VV
+ (2.6 oz) 9-vol DIActiveur Developer.



Look for page
tear out option!

Easily remove
pages and display
in your salon!

Check out
the back cover
for resources.

Pg.

14

HeadUp

FOR HAIR PROS' MENTAL HEALTH

Daniel Mason-Jones,
L'Oréal Professionnel Artist

IN PARTNERSHIP WITH



National Alliance on Mental Illness

Coming May

color
essentials

INTRODUCING 5 NEW PEARL SHADES

Dia light

Acidic gel crème demi.

Meet our 5 new must-have Pearls.



Cool shades to neutralize warmth.



10.18/10BM
Dazzling Pearl
Milkshake



9.18/9BM
Icy Pearl
Milkshake



8.18/8BM
Cool Pearl
Milkshake

Beige iridescent shades to enhance natural undertones.



10.82/10MV
Pearly Glow
Milkshake



9.82/9MV
Iridescent Beige
Milkshake

With the same benefits our pros know and love.



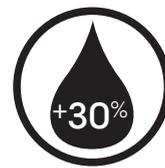
Controlled application.

Gel-crème consistency for precision application.



Flexible processing time.

(2-20 minutes).



+30% more conditioning.*

Conditions hair after lightening and color services.

*vs. uncolored hair.

Tear along dotted line and display in your salon!

New Pearlyage.

For dimensional, luminous,
& pearly effects.



Seamless face framing
lightening to reveal
your client's best features.

Nourishing gloss post
lightener service.



Pearlyage
tech guide.

A pearly transformation.



By Aubrey Harley, L'Oréal Professionnel Regional Educator

Global Application:

Majirel Cool Cover 9/9N + 12.5-vol. Majicrème Developer (35 minutes)

Balayage:

Clay 7 + 12.5-vol. Majicrème Developer (20 minutes)

Gloss:

Dia Light 10.18/10BM + 6-vol. DIActiveur Developer (8 minutes)



Explore our full
Dia Light catalog.



Tear along dotted line and display in your salon!

NEW iNOA™

No ammonia permanent color. 60% oil.



**100%
grey coverage.**
Long-lasting results.



**Visibly
healthier hair.**
+48% shinier hair.**



**Uncompromised
comfort.**
No odor. No dripping.
Easy & fast to apply.

Summer's on the way. Keep the greys at bay.



Roots: iNOA 3/3N (1/3) + 5.1/5B (1/3) + 6.8/6M (1/3) with 20-vol. iNOA Oil Developer.
Lengths + Ends: Dia Light 7.31/7GB (1/2) + 7.43/7CG (1/2) with 9-vol DIActiveur Developer.

*No animal-derived ingredients or byproducts.
**vs unwashed hair.

Learn more
Aprende más



iNOA™ technique. Balmy balayage.



By **Nina Rubel**
@ninarubelhair

L'Oréal Professionnel Artist



Formula #1

iNOA 5.32/5GV (3/4) + 5/5N (1/4)
+ 20-vol. iNOA Oil Developer.

Formula #2

Dia Richesse 6.32/6GV
+ 6-vol. Diactivateur Developer.

Formula #3

Blond Studio Platinum Paste
+ 30-vol. Majicrème Developer.

Formula #4

Dia Light 10.23/10VG (1/2) + 9.13/9BG
(1/2) + 6-vol. Diactivateur Developer.

1. Apply Metal Detox Pre-Treatment Spray.
2. Isolate the hair into four quadrants, covering regrowth with Formula #1, and applying to Zone 1 globally.
3. Take a horizontal part at the occipital bone. Below occipital, block color Zones 2 & 3 with Formula #2. Above occipital, work towards the crown alternating single and double points with Formula #3. Filter down Formula #2 to create shadows and depth. Repeat in front quadrants, from above the ear to the profile.
4. Process, then cleanse and nourish with Metal Detox Shampoo + Mask.
5. Gloss with Formula #4.
6. Repeat shampoo and mask and finish with Metal Detox Oil.

haircare
essentials



@haircolorist.lacey



@daniellewoosley



@megbassetdesigns



@frankdiaz.colorist



@ericakeelen_hair_love



@ninarubelhair



@kingdomofcurls



@tarafayehair



@adina_pignatare

3 reasons stylists love the Metal Detox Treatment.

1. Performance.

Powered by exclusive ingredient, Glicoamine to neutralize metals inside the hair.

“ I saw no breakage. It honestly felt like my client had a brand new head of hair. ”
@painter.julie

“ The tonal clarity & hair strength is amazing! I can spend less time worrying & more time creating. ”
@sebastiancolorist

“ I couldn't believe my client's 6 month grow out. Metal Detox has become essential to keep blondes bright, healthy & free of build up. ”
@killz_kutz

2. No added time. Easy to use.

“ I spray this on my clients hair prior to any color or lightening services, very easy to use, dries as you're mixing up your color or bleach. So quick! ”
Victoria, Salon Centric Customer

3. Spray. Treat. Profit.

“ I made over \$15,000 in 6 months. I'm unstoppable with Metal Detox. ”
@divaofbeauty



stylist Spotlight



Valery Joseph

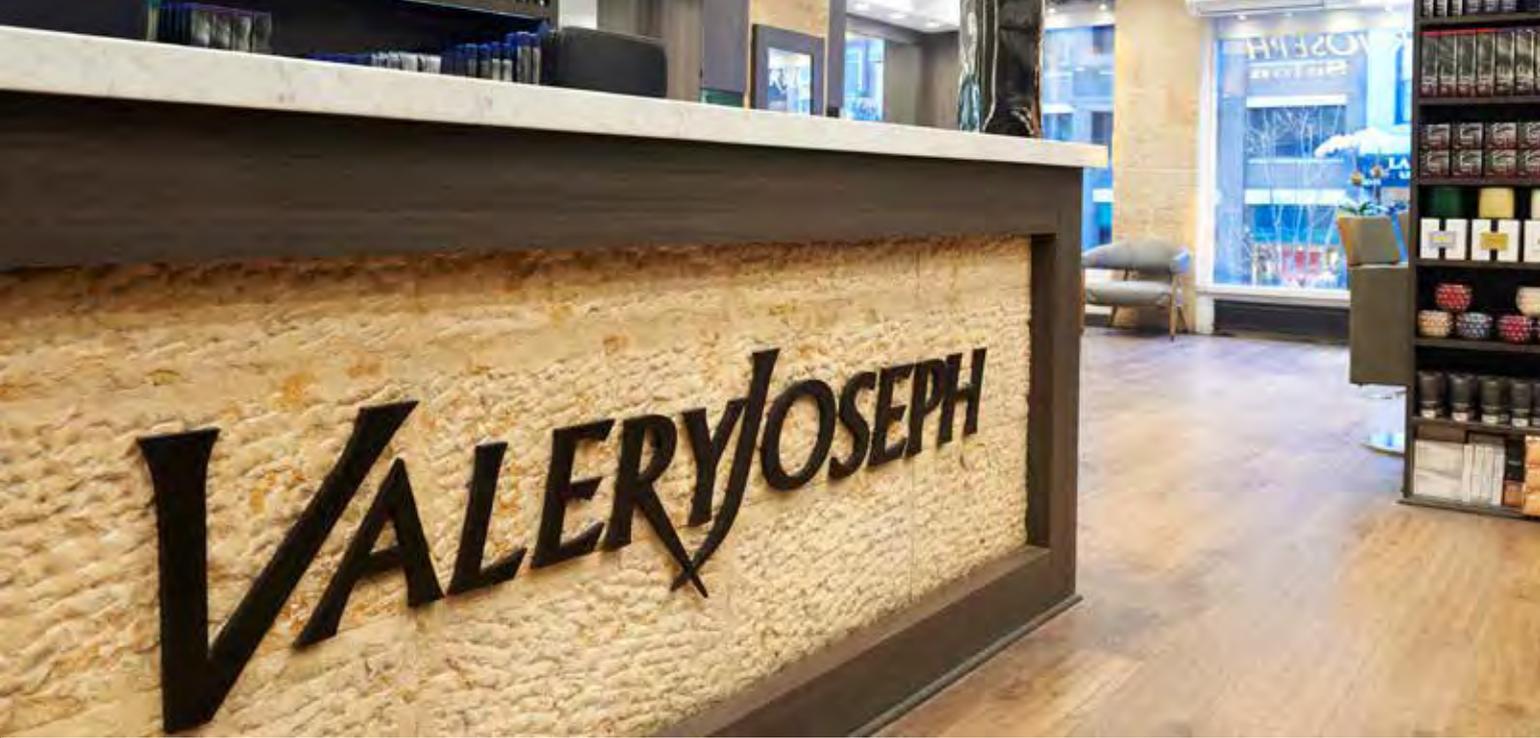
Stylist & Salon Owner

Handle: @valeryjoseph

Salon: Valery Joseph Salon

Tell us about yourself. Who is Valery Joseph?

I am a father to 3 wonderful boys and 2 dogs. I studied architecture in Israel and found my passion for hair while in the Israeli army. I was injured and was given the opportunity to work in the base salon cutting men's hair. Shortly after, I studied at the most prestigious hair academy in Israel and learned how to cut women's hair. I knew then that this is what I was meant to do.



How did you get started in the hair industry?

I moved to New York and worked in a small salon for 8 years before opening my first salon on Madison Avenue. Luckily for me, I met the love of my life, Revi who was instrumental in building our successful business. I've worked with my team and many clients for decades; I love the connections I build and how I can transform someone's self-confidence with beautiful hair. I feel fortunate to do what I love every day.

What have you learned over the years as you have worked to become a successful stylist & salon owner?

1. Having the right partner is essential. I was the creative head, and my wife Revi was the business leader. Together, we made an incredible team.
2. Humility is the most important aspect of being successful at anything. I appreciate my team who stand by me, and we all support each other.
3. It's important to appreciate and listen to your clients. It is not just about hair. It is about building trust.

What advice would you give other stylists looking to recruit new clients and celebrities in their region?

It's all about building relationships. Your clients are your best advertisement. That one client can turn into two, then turn into a whole community.

Do you use Metal Detox on your celebrity clients?

Yes! I love the Metal Detox treatment. It helps rid the hair of hard metals found in water, correct brassiness, lack of hydration, well-water discoloration, amongst other hair issues. My team and I like to also use Metal Detox on our male clients with gray color to eliminate yellow and enhance their natural tones. For every client, the Metal Detox take home products are a must to keep their hair vibrant and protected.

Daniel Mason-Jones
L'Oréal Professionnel Artist
Co-creator of Head Up Keys

HeadUp

FOR HAIR PROS' MENTAL HEALTH

L'ORÉAL
PROFESSIONNEL
PARIS

IN PARTNERSHIP WITH
 **nami**
National Alliance on Mental Illness

Mental health is a top concern for hairstylists.

Hairstylists are there for their families, clients, co-workers and friends.

L'Oréal Professionnel is there for the hairstylists.

Head Up was co-developed by three hairstylists in partnership with NAMI, the National Alliance on Mental Illness.

Join Daniel Mason-Jones for Head Up Keys, virtual sessions created to provide hair pros with free mental health education.



Scan to learn about:

- How pros' mental health is affected by others
- Self-care strategies & real life application
- Boundary setting & creating a safe space
- Communication skills in the workplace



Powered by



Self & mental awareness for financial prosperity, career advancements & healthy leadership style.

with Heather Bagby

Vice President of Business Development, Summit Salon Business Center

Being mindful of your thinking and understanding how your thinking impacts your decision processes and mental health starts with being aware of your impact on others.

Mindfulness is a process of awareness, acceptance, and action to create space that allows you to take care of yourself regularly. Self-care is essential to the success of being an effective service provider.

Establish affirmations as a healthy daily habit.

- I AM filled with LOVE, COURAGE, POWER and WHOLENESS
- I AM LETTING GO of my fears, my anxieties, stresses and strains
- I AM OPENING MYSELF up to the power and presence of my greater self
- I AM showing up for my FAMILY
- I AM showing up for my guests and my peers with HOPE and STRENGTH to serve.

Practicing mindfulness.

Mental awareness is also connected to mindfulness, which is placing greater awareness on what you're giving your attention to. When practicing mindfulness, you'll be less reactive, more responsive, less stressed, and way more at ease. Learning how to frame your outlook positively, even when something negative occurs, is essential to being aware of your mental state.

What happens when a guest 'no shows' and you have an unexpected break?

1. Describe your frame for a no show when you're NOT MINDFUL.
 - What do you SEE? ▪ What do you FEEL? ▪ What do you DO? ▪ What do you GET?
2. Describe your frame for a no show when you're MINDFUL and AWAKE!
 - What do you SEE? ▪ What do you FEEL? ▪ What do you DO? ▪ What do you GET?

Explore online courses for self-awareness and mental awareness, at summitsalon365.com.

Unlock new retail opportunities

with SteamPod on  SalonInteractive

- Earn commissions without investing in or managing inventory, SalonCentric fulfills all orders for you.
- Create an e-commerce site to sell clients the products you recommend.

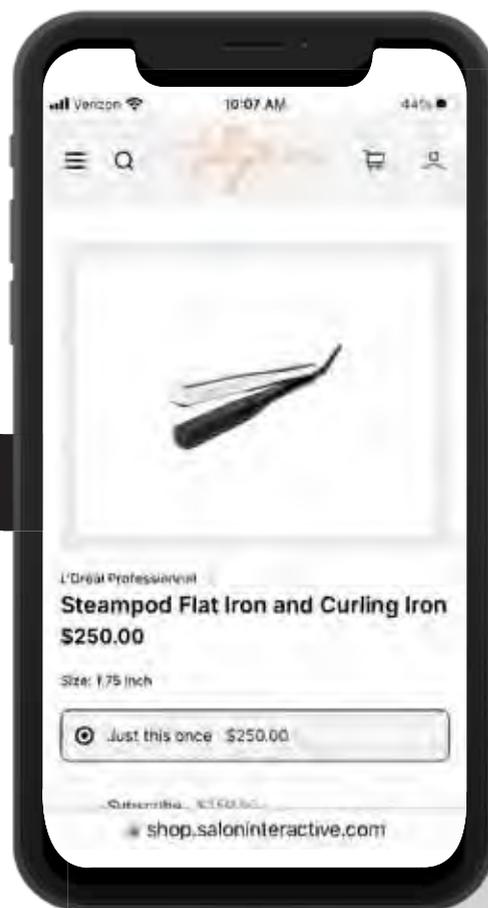
**Commission per SteamPod sold: \$62.
Cost to create your page: \$0.**

“

Selling SteamPod on SalonInteractive is so easy. Not keeping pricey items in stock while still making a commission is amazing. My clients love how easy it is to order their favorite product and have it shipped directly to them!

Jill Engelsen
L'Oréal Professionnel Artist

”



Learn more
& get started!



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US Signature Experience.

For everyone who would like inspiration, education, and connection in a cool destination! Reserve your spot today for our experience in Jackson Hole, Wyoming.

October 1st- 4th with Min Kim & Nancy Braun.

Attendee tickets: \$4,750 or 420,000 or Level Loyalty Points.

Companion tickets: \$3,000 Companion Ticket or 240,000 Level Loyalty Points*

*Based on room share and not attending the education portion of the trip.

Register
now.



Where education meets inspiration while creating memorable experiences.



Academy Experiences.

For everyone who would like some inspiration from amazing artists where the focus is all hair!

Reserve your spot today in:

- Chicago, Illinois with **Min Kim & Ron Lopez** : June 4th-5th
- St. Louis, Missouri with **Jack Howard & Ron Lopez**: July 23rd-24th
- Los Angeles, California with **Nancy Braun & Travis Parker**: September 10th-11th

\$1,500 or 100,000 Level Loyalty Points

Register
now.



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Elevated experience.

Our Academy Signature Education offers an elevated experience and a unique point of difference covering a variety of techniques including color, balayage, haircutting and hairstyling. Join us in Los Angeles in the ProLAB or in NYC at The Main by registering today!



Explore our offering.

Signature Education.

Education for all.

Virtual Ateliers: Inspirational, complimentary education for all. Our education team hosts these 90 minute high impact workshops weekly for hairdressers all over the US. They cover many topics from foundational product knowledge through to inspiration and technique.



WELCOME TO L'ORÉAL
PROFESSIONNEL



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ESSENTIALS



iNOA
ESSENTIALS



DIA
ESSENTIALS



BLOND STUDIO
ESSENTIALS



CARE & STYLE
ESSENTIALS



COLOR
COACH



COLOR
MIXOLOGIST



WELCOME TO
FRENCH BALAYAGE



WELCOME TO
HAIRCUTTING
METHODOLOGY



SALON
EMOTION



SUITE
EMOTION



INNOVATION
INSPIRATION



TREND
ENTHUSIAST



THE HEALTHY
HAIRDRESSER

Register
today.



monthly offers

May Only

Offers valid 5/1-5/31.



Buy one Blond Studio lightener, get one 50% off*

Salon Price From: \$14.90

Salon Value From: \$19.87

*Blond Studio Lighteners only. Excludes Platinum Paste & developers.

Free DIActiveur Developer with 6+ Dia tubes*

Salon Price From: \$51.48

Salon Value From: \$60.31

*Includes Dia Light & Dia Richesse.



Buy 3, Get 1 Free on Serie Expert, TECNI.ART & Mythic Oil.*

Salon Price From: \$15.30

Salon Value From: \$20.40

*Excludes Next Day Hair 6.8oz

June Only

Offers valid 6/1-6/30.



2 Free Dia Light tubes
with the purchase of 12-27
Majirel and/or iNOA tubes.

Salon Price From: **\$118.68**

Salon Value From: **\$135.84**

Free Dia Light + accessories

with the purchase of 28+
Majirel and/or iNOA tubes.

Includes:

- 6 free Dia Light tubes of choice
- DIActiveur Developer 9-vol
- 2 shakers

Salon Price From: **\$276.92**

Salon Value From: **\$353.10**



Save 20%
on Serie Expert
Blondifier & Silver.

Salon Price From: **\$15.41**

Salon Value From: **\$19.26**

Want more resources?

Swatch charts



Majirel



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