

uniqueart

DECEMBER 2021

Speed
up your
**glossing
services**

**Metal
Detox**

Your
holiday BFF

**NEW
2022**

signature
education

L'ORÉAL
PROFESSIONNEL
PARIS

Table of contents



Pg **04** It Looks

Pg **16** Stylist spotlight

Pg **22** Monthly Offers

Pg **08** Haircare Essentials

Pg **18** Education Experiences



On the cover

Recreate our cover model's look. Cover regrowth with Majirel Cool Cover 5.1/5B. Gloss mid-lengths and ends with Dia Light 7.01/7NB.

“
Dia Light has leveled up with the new Dia Light Liquifier making it easier than ever to gloss at the bowl.
”

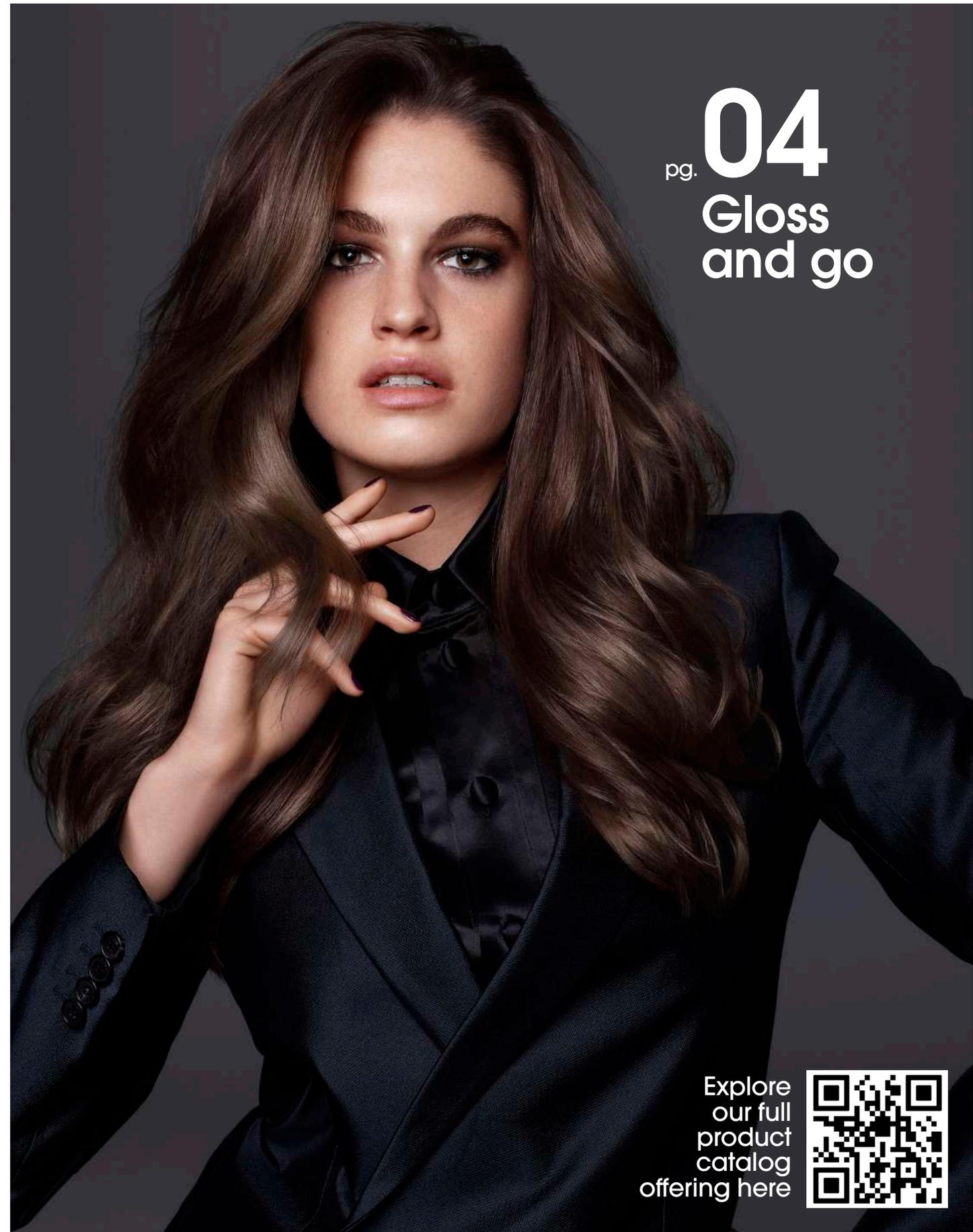


Shelley Gregory
L'Oréal Professionnel Artist
@shelleygregoryhair



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

pg. **04**
Gloss and go



Explore our full product catalog offering here



it looks



Gloss and go.

Get your clients in and out faster during the busiest season of the year with **Dia Light!**



Get photo-finish results in just **2-20 minutes!**
(flexible processing time)

Gloss even faster.

with new **Dia Light 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.

How to use Liquifier.

Step 1.

Mix your Dia Light shade with DIActivateur Developer at 1:1.5 ratio.

Step 2.

Add Liquifier to formula and mix.

For half dose, add .2 ozs. of Liquifier.

For full dose, add .4 ozs of Liquifier.

Scan for
Liquifier
FAQs.



Pro Tip.

Never let your client go without a gloss. Adding a Dia Light Gloss provides your client with mega-shine and the most expensive-looking hair during the ultimate party season. You'll keep them loyal and coming back for more!



With Metal Detox,
**give yourself
the gift of time**

■ **No added time**

Leave it on while you mix your color. By the time you are back, the mist is settled and your canvas is ready. No rinsing necessary.

■ **Clean lift.
100% reliable
color results.**

Reduce trial & error when lightening your blondes. Use Metal Detox to prep the hair for a clean canvas.

**and your client
the gift of care.**

- **87% less breakage.**
- **100% reliable color results.**



@jameslearhairdressing



@adina_pignature



@cira_marie stylist

Boost your business this Holiday Season

Boost your holiday business.

Featuring Metal Detox tips by Suzie Bond.



Suzie Bond
L'Oréal Professionnel Artist
@suziebond

How do you incorporate Metal Detox into your business? Do you offer as an a la carte item or build into your color service? Why or why not?

When I saw the incredible results in the 1st month, I decided it wasn't worth doing color without the improved results I was seeing!

What tips would you give stylist on ways to use Metal Detox to help services during the busiest time of the year?

The best part about the Metal Detox experience for stylists is that it takes no extra time! I spray during the consultation (after I've explained Metal Detox) and by the time I'm done mixing color/lightener, it's dry and ready for application!



How would you recommend speaking to a client about Metal Detox take home products this holiday season?

During the color application, explain that Metal Detox neutralizes metals while the shampoo removes them. I often share that in the first 2 weeks after their color service, the hair is susceptible to metal/mineral deposits and I prescribe the shampoo and mask to keep metals at bay.

Any other advice that you would give to stylists on hacks to maximizing profit this holiday season?

For the holidays, I recommend price bundling! For example, if your service is \$30, offer it for free for the holidays with the purchase of the take home regimen.

Boost your business this Holiday Season

Our biggest holiday sale ever.



Make this the most profitable time of the year.

- Recommend retail gift sets
- Promote add-on services such as post-color treatments, a Metal Detox treatment or a gloss treatment.

Use your savings to run a holiday promotion this month.

Your Retail Offer:
Save 20% on holiday kits



Purchase a Serie Expert, Metal Detox or Tecni.art holiday kit.

Your Promotion Frame Insert



Insert available to redeem on LEVEL!

Your Social Post



→
Pass the savings

+

Scan here to see this sell through asset



Boost your business this Holiday Season

Holiday Edition.
Available while supplies last.

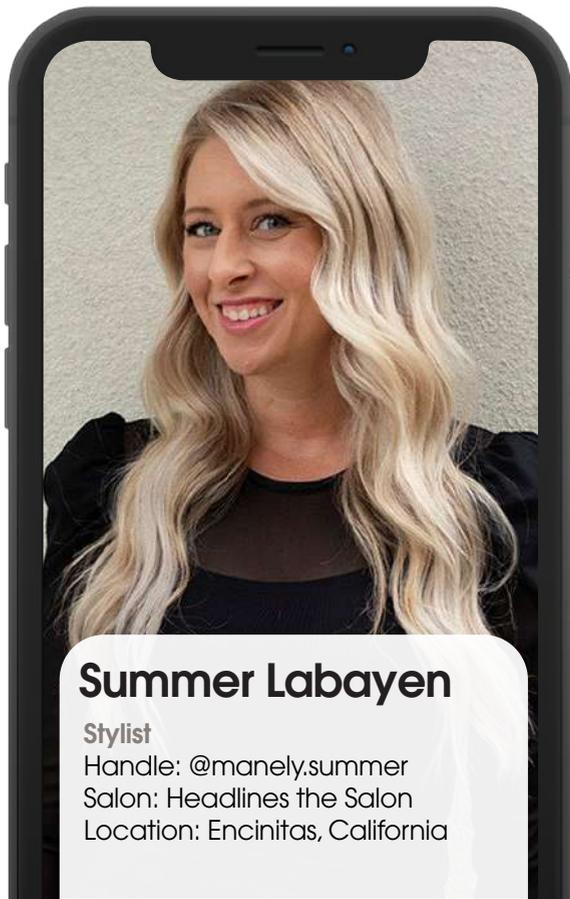


[*Barbie* x SteamPod]
Dream it. Style it.
Limitless looks,
powered by steam.

From naturally gorgeous to glam waves to straight flip.
2X faster*, 2X smoother*, 91% less breakage**.

L'ORÉAL
PROFESSIONNEL
PARIS

*Instrumental test, SteamPod vs. SteamPod without steam and comb (heating plates only).
**Instrumental test after 15 applications, SteamPod vs. SteamPod without steam and comb (heating plates only). ©2021 Mattel.



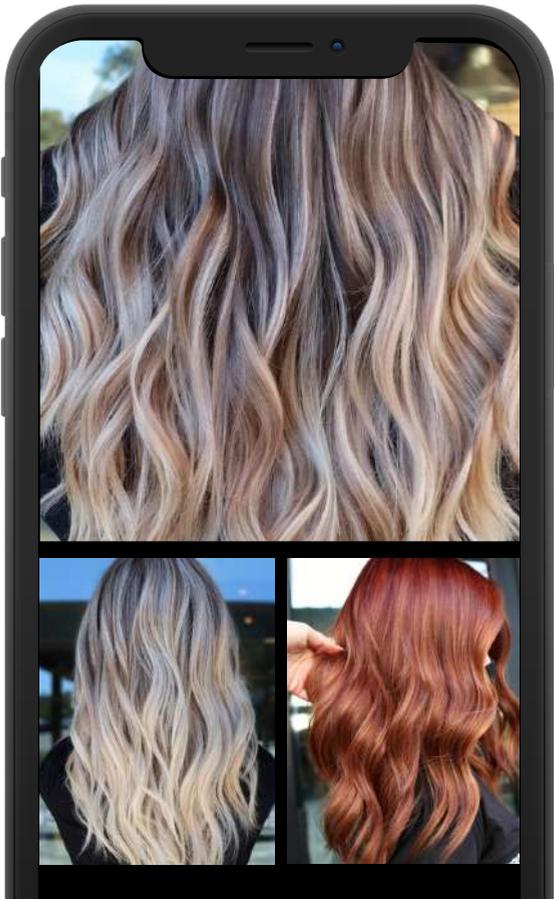
Summer Labayen

Stylist

Handle: @manely.summer

Salon: Headlines the Salon

Location: Encinitas, California



This or That.

COLOR, CUT, STYLE, EXTENSIONS?

I love color especially Lived in Color, any and all Blondes.

FAVORITE COLOR TECHNIQUE

Lived in color using Foilage, Babylights, and Balayage

DIGITAL OR IN-PERSON EDUCATION?

In-person

FAVORITE CAREER MOMENT?

Being nominated for Behind the Chair Top 200 Balayage in 2021.

FAVORITE HOLIDAY TRADITION

Baking Santa Cookies with my Daughters

FAVORITE HOLIDAY MOVIE

Elf

FAVORITE HOLIDAY HAIR STYLE

Adding in a shiny/sparkly hair accessory

GO TO L'ORÉAL PROFESSIONNEL HOLIDAY HAIR PRODUCTS

DD Balm to hydrate and smooth dry ends. Adds shine also.

TOP 200

LEVEL LOYALTY REWARDS

HAIR OBSESSED? JOIN THE CLUB!

USE REFERRAL CODE
LEVELLP21
FOR 2,500 BONUS POINTS!

JUST SIGN UP, KEEP STYLING,
AND GET REWARDED!

Shop our family of brands and get access to over 1,000 free rewards including backbar, education, tools, & more!



LevelLoyalty.com



Signature Education.

At L'Oréal Professionnel, we believe that education is the most powerful tool we can use to grow, inspire, and develop our salon partners and hair artists of tomorrow.

Our **Signature Education** offers you an inclusive, comprehensive, customizable offering with worldwide recognition that is available on and off-line.

Education.

[For Everyone]

Our **Education Manifesto** is what makes our education unique.

- Education that is **100% Customizable** providing exactly the Education you need.
- Education that encapsulates the heartbeat of **Paris** – inspired by fashion, creativity, and freedom of expression.
- Education that is truly inclusive and educates in every class multiple hair formulation from straight, wavy, curly to coiled. We call this **Hair Love** - To love hair is to know hair.
- Education experiences are made amazing by the **People** who teach for us, each with a passion for hair and a love for their craft.
- Education that is available **ONOFF** giving you the choice of how and when you would like to learn.

Our **ONOFF** strategy for education offers you the ability to choose where to receive your Signature Education. Choose offline options in School, Store, Salon or Academy or receive the same education virtually with Store, Salon, Academy and Atelier options. Additionally, you can learn 24/7 with L'Oréal Access.

ONOFF

EDUCATION

Whatever stage of your career, whatever your education needs or your budget – we have the right education for you!

2022 Education is now available to book.

Check out www.us.lorealprofessionnel.com



Access

Virtual Atelier

Virtual Store Education

Virtual Salon Education

Virtual Academy

Social Media



School Education

Store Education

In-Salon Education

Academy



Free Dia Developer

with the purchase of 6 or more Dia Light shades

Salon price: from \$44.10
Salon value: from \$52.13
15% savings!



Retail 3 for \$39

Save up to 40% on Serie Expert, Tecni Art and Mythic Oil*
Value up to \$67.98

*Retail Sizes only

Receive 20% savings with every holiday kit



Salon Price: \$21.00-\$28.00 each
Salon Value: \$28-\$38.50 each

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