

# uniqueat

May/June 2024

## **French Balayage Milky.**

#Milktea color inspired.

## **New Dia color.**

Alkaline demi-permanent.

## **Metal Detox Oil.**

Shield your hair this summer.

**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS

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“

My love for a delicious Thai tea with oat milk that has this richness and depth in its marmalade-like coloring. Be creative in conjuring new formulas that push boundaries and finishes! You will result in a milk-like “opaque” finish when processing full time and incorporating some naturals at the level of hair lifted in your final formula. ”



Geoffrey Britt

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## On the cover.

Introducing French Balayage Milky inspired by the creamy hues of #milktea.

Check out the back cover for resources.

Pg.

# 08 NEW Dia color.

Your new favorite alkaline demi-permanent.



Coming June

color  
**essentials**

Introducing  
**French Balayage Milky**



**#Milktea color trend is taking over social.**

Inspired by the rich hues when  
you shake up milk in your tea.

Discover curated Dia light #milktea recipes.  
Perfect for all hair types & bases.

# Inspired by the creamy hues

when you shake up milk in your tea, #milktea color trend is taking over social media.

#milkteahair  46.7M views  +10K posts

A soft, lived in root plus open air babylights throughout with a milky finish. **Discover your #milktea moment.**

## Milky Chai



Dia light 10.18 + 10.32 + 9 + 8.18  
@jeremiahcookpro

**Pro-tip**  
Prep hair with  
Metal Detox Pre-treatment  
for best results.

## Milky Caramel



Dia light 9.13 + 8.43 + 7.8  
@jackiepp

## Milky Mocha



Dia light 8.43 + 7.01 + 7.8  
@jackiepp

# Get the #milktea look, effortlessly.



## 01

### Lighten with Blond Studio.

Thin slices to create weaved & cushioned babylights with open air painting.



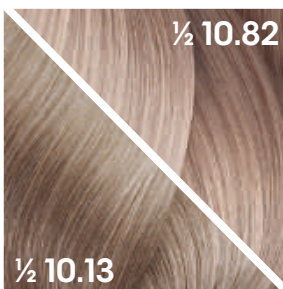
## 02

### Tone with Dia light.

Milky finish through curated Dia light recipes.

## What's your #milktea recipe?

Milky Toffee



Milky Brown Sugar



Milky Cocoa



Milky Chocolate



# Create multidimensional looks perfect for summer.

Dia light ½ clear  
+ ¼ 10.13 + ¼ 10.82.



**Regrowth:**  
Dia light ½ 8.18 + ½ 7.8

**Lengths & Ends:**  
Dia light ¼ 10.23 + ¼ 10.32

Find the detailed technique here.



**NEW**  
**Dia color**  
**Alkaline demi-permanent.**

**The end of dull hair is here.**



**Why Dia color?**



**Up to 70%  
grey coverage.**  
Up to 1.5 levels of lift.



**Up to 6 weeks  
of gloss color,  
2x shine.\***  
Soft demarcation.



**Fast processing.**  
20 minutes.



# Dia color transformations.



Dia color 5/5N  
with DIActiveur  
Developer 15-vol.  
@ninarubelhair



Dia color 5/5N + 4.15/4BRv  
with DIActiveur Developer 9-vol.  
@jackiepp



Dia color 8.43/8CG + 7.44/7CC + 5.4/5C  
with DIActiveur Developer 15-vol.  
@ninarubelhair

\*We consider an ingredient to be naturally derived if it is unchanged from its natural state or has undergone processing yet still retains greater than 50% of its molecular structure from its original natural state.

# Discover the NEW Dia color.

Your favorite alkaline demi, Dia Richesse, reimagined now with an upgraded formula.

- **NEW** Formulated with Shea butter, Glycerin and Hyaluronic acid for conditioning.
- **NEW** Melanin Gap Filler Technology for up to 70% grey coverage.
- **NEW** More true-to-tone reflects for vibrant color.
- **NEW** Smart shade palette with 15 new shades.
- **NEW** +20% tube size with lower cost per application.

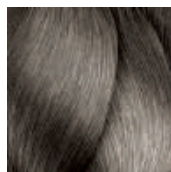


Dia Richesse shade conversion.



Dia color tech guide.

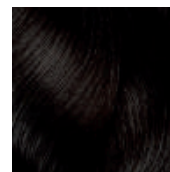
# Meet the 15 NEW Shades.



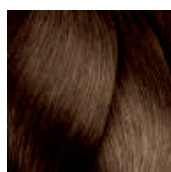
8.1/8B



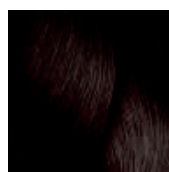
6.1/6B



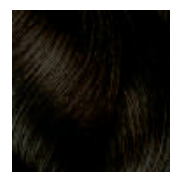
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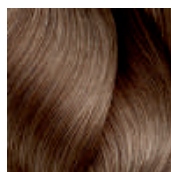
7.18/7BM



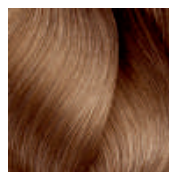
5.18/5BM



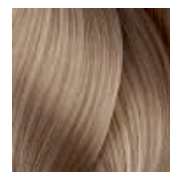
5.71/5GrB



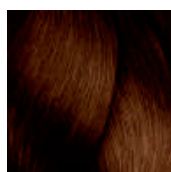
8.2/8V



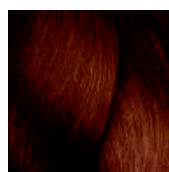
8.23/8VG



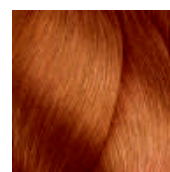
9.82/9MV



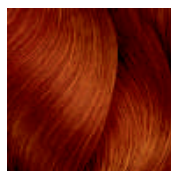
6.84/6MC



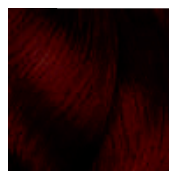
5.4/5C



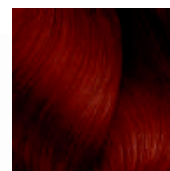
8.43/8CG



7.44/7CC



4.45/4CRv



6.60/6RRR

# Driving trend based services.



## Sheana Kurtz

Director of Salon Business Development  
@loreal sheana

### How should salons market a new trend/technique to their clients?

I love talking with salon owners and stylists about what services they specialize in and what services they could expand on. We often discuss blonding services, like the new #milktea color. Once you are open to expanding on a trend service, you'll need to explore bringing in an artist to train the team, ensure they have the proper products and set up promotions to encourage clients to try the new service. After updating your service menu, have the front desk team actively promote the new services while booking appointments and post images of clients receiving the new service on social media.

### How do trends attract new business?

Because clients are so savvy with Youtube, Instagram and TikTok nowadays, they are often influenced by trends like #milktea color. Our salons NEED to offer these trends, be trained on them and perform each service with excellence. If we cannot offer balayage or lived in color, clients will go elsewhere, which is the #1 reason clients leave their current stylist. Offering something like #milktea color is vitally important, not only to maintain existing clientele, but also to attract new ones.

### How have trends leveraging our Dia demi-permanents supported business growth?

A complete #milktea color service utilizes Metal Detox treatment, Blond Studio and Dia light as a toner and shine boost. This service could also utilize Metal Detox, Dia light for toning and Dia color for a smudge root, and extensions can be treated with Metal Detox and colored and toned with Dia light. The #milktea color service is creating an opportunity for stylists to increase their average ticket, client count and retail sales. Most of all, these trend focused services are creating generous growth opportunities for salon owners and their stylists.

# Head Up + Calm.

Mental health for pros is hard.  
Getting support doesn't need to be.

Head Up has partnered with #1 mental wellness brand, Calm.

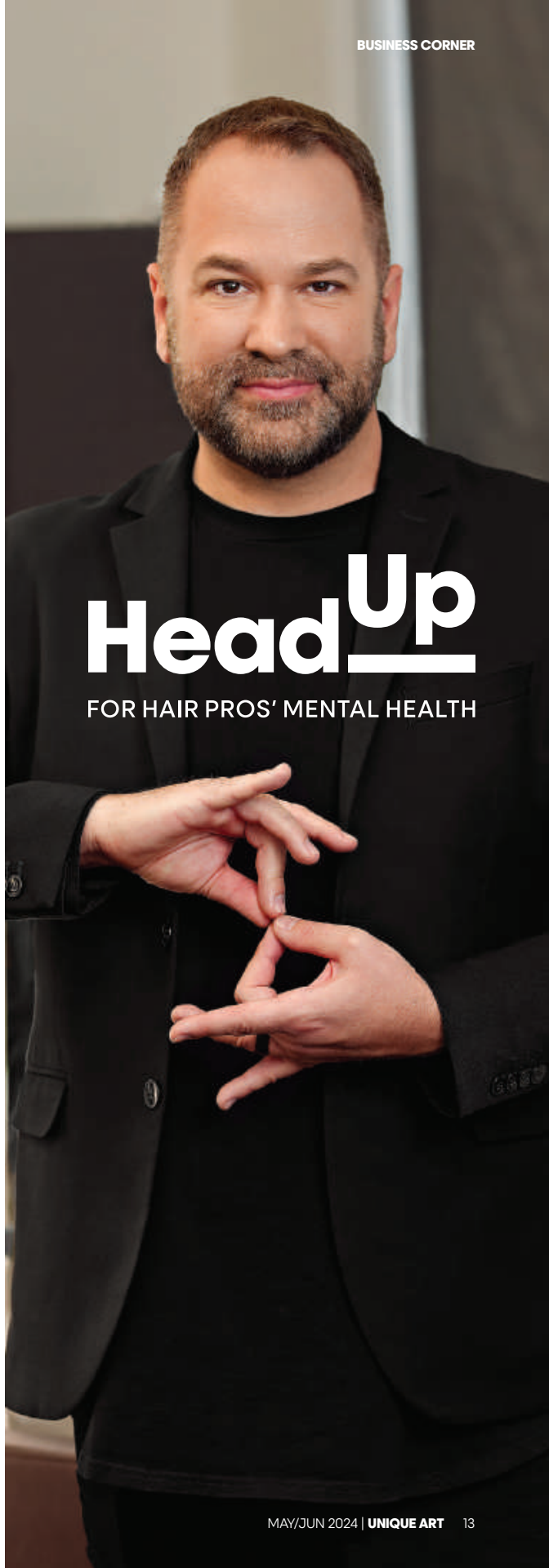


Discover tools to improve well-being to better cope with stress & anxiety.

Join Daniel Mason-Jones for Head Up Keys and enjoy **3 months of Calm for FREE.**



Learn more.



# HeadUp

FOR HAIR PROS' MENTAL HEALTH

# Hair heroes for the summer,

Protect your clients' color investment this summer.



## Metal Detox Pre-Treatment.

Neutralize metals before color or lightening service.



### Min Kim's Pro Tip

Build Metal Detox Pre-Treatment into every color service and call them Treatment Color Services.

Meet  
Metal Detox.



# in-salon and at home.

## Metal Detox Oil.

To protect against heat, color fading & metals.

### Usage

Apply Metal Detox Oil before styling for 4X less frizz.



L'ORÉAL  
PROFESSIONNEL  
PARIS

### Metal Detox

GLUCOAMINE + IONÈNE

HUILE CONCENTRÉE PROFESSIONNELLE

Protecteur anti-dépôt - Usage quotidien, sans rinçage

PROFESSIONAL CONCENTRATED OIL

Anti-deposit protector - Daily leave-in

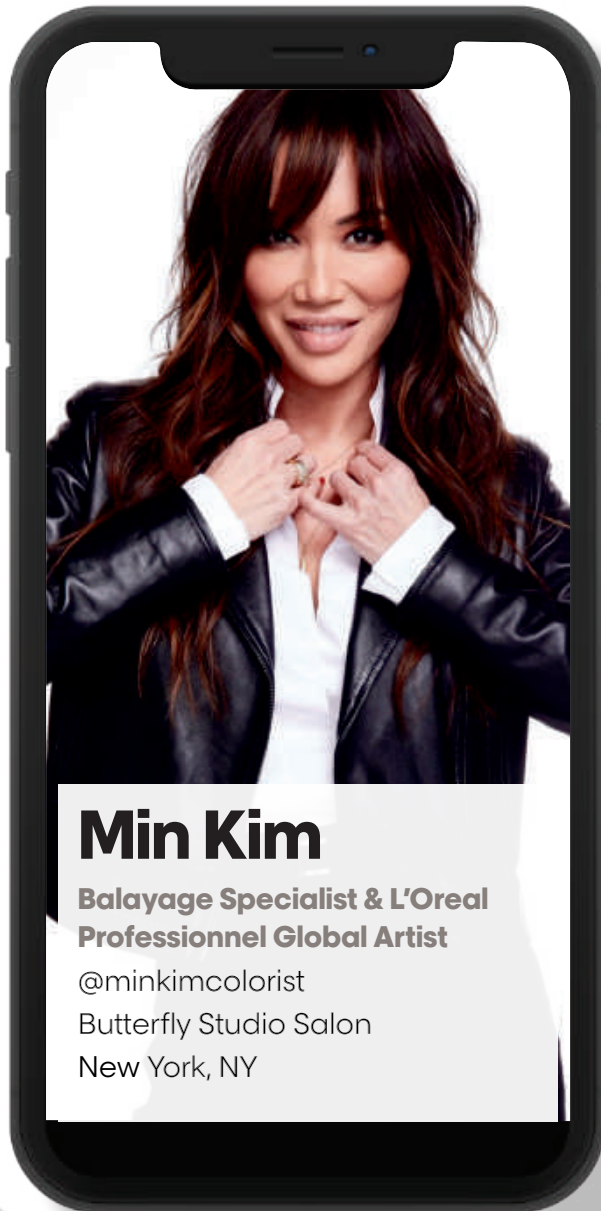
SÉRIE EXPERT

50 ml 1.8 FL. OZ.



# Metal Detox services for the summer.

Featuring Min Kim.



## **Min Kim**

**Balayage Specialist & L’Oreal  
Professionnel Global Artist**

@minkimcolorist

Butterfly Studio Salon

New York, NY

**During the summer months, what is the most common hair concern your clients come in with and how do you address it?**

Color fading is a big concern in the summer months. My clients are often traveling, out in the sun, exposing their hair to water constantly in pools, the ocean, or even just washing more than they normally would. I can combat this by using the Metal Detox Service to help neutralize metals to ensure I get the optimal results when I color their hair.

**Do you build Metal Detox into the price of your color services or offer it as an add-on service?**

I build it into all of my color services and call them "Treatment" Color Services. It's a tool that gives me the confidence (and insurance) to achieve the looks my clients are wanting.. it's a no brainer for me!



## How do you explain Metal Detox to your clients who have never had a treatment before?

I explain Metal Detox as their hair insurance policy. Metals sneak into your hair by metal pipes eroding and entering our water. Every time you get your hair wet, there is a potential that metals are being absorbed. It's not harmful until it has a negative interaction- which can happen during a color service even with the most premium color.



## How do you recommend your clients maintain their color at home during the summer months?

The take home products to maintain the color my clients invest in during their visit is essential. The Shampoo helps to remove metals from hair, while the Mask helps prevent them from coming back. The Smoothing Cream and Oil help to smooth, combat frizz and protect against heat, the elements and of course metals- all while protecting that color. I'm obsessed, so are my clients.. and yours will be too!



[Signature Education]

# Our Education Manifesto.

## What makes our education unique?

- Education that is **100% customizable** providing exactly the education you need.
- Education that encapsulates the heartbeat of **L'Oréal Professionnel** since 1909 and co-developed with hair pros, Hair Tech with advanced Technological products and educational programs that elevate you.
- Education that is inclusive and educates multiple hair formations from straight, wavy, curly to coiled hair in every class. We call this **Hair Love.**
- 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 **ON | OFF** giving you the choice of how and when you would like to learn with live and virtual education.



Plan the rest of your 2024 Signature Education today.

Education Available  
Coast-To-Coast



Los Angeles  
Prolab



Academy  
On Tour



New York City  
The Main

# Academy Signature Education

Our Academy Signature Education offers an elevated experience and a unique point of difference.

- These courses go beyond the technique, showcasing the beauty that L'Oréal Professionnel has to offer. Rich in content, we strive to continue elevating the pro by evolving to meet the ever-shifting needs of the stylist.
- Our Academy Signature Courses encompass a variety of Academy classes focused on a variety of color, balayage, haircutting and hairstyling.
- This is where you can become certified in Color, French Balayage or Haircutting – or all 3 – as well as so much more.

## Artistic Expression

Learn from the best in the business.

- Your favorite Artists and Influencers take the stage and allow you to take a peek inside their brain, showcasing their favorite techniques to align with the latest trends. Experience advanced education in a whole new way!

# Color Certification

[Signature Education]

# Academy

Designed to guide you to become an Expert colorist! During the program, you will be immersed in the L'Oréal Professionnel Color Methodology and then learn how to take it and bring your color inspirations to life. You will develop best practices for coloring all hair formations and elevate your technical skills to a mastery level. We will show you how to apply your learnings to improve guest experience, boost your professional confidence and stretch your creative muscles past your comfort zone by creating a color collection for your final project! Watch your color business accelerate to new levels as you become a L'Oréal Professionnel Certified Colorist.

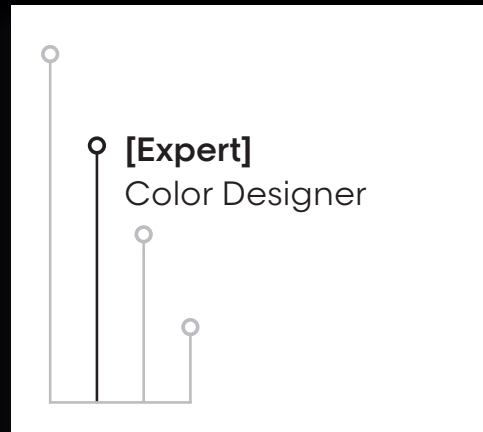
\*L'Oréal Professionnel Color Certification attendees must pass all assessments and exams to become certified. Any attendee that does not pass a portion of the program will be able to retake only that portion to become L'Oréal Professionnel Color Certified."



**Register now.**

6 days | 10am - 5pm | Hands-On  
\$2,700 or 180,000 Level Loyalty Points

[Click for more information.](#)



## Top 3 Takeaways

- Master advanced color theory
- Elevate your expertise through technical upskilling on all formations
- Expand your creativity by mapping out and executing your very own color techniques

## Student Profile

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



# Vienna, Austria

[Global]

# Signature Experience

September 21<sup>ST</sup> - 27<sup>TH</sup>, 2024

[AIRFARE]

Round trip, Economy is included

[HOTEL]

5 nights, minimum 4-star included

[ADDITIONAL EXPERIENCES]

- Welcome cocktail party
- Gala dinner
- Breakfast daily
- Lunch during the education days
- Local group experience
- Free time to enjoy the destination

[INVESTMENT]

- \$8,500 or 566,667 Level Loyalty Points
- \$4,000 Companion Ticket, based on room share and not attending the Education section, or 266,667 Level Loyalty Points

Please note all details are subject to change, and places are strictly limited, so please reserve your places ASAP. If using Level loyalty to Purchase, you must complete registration once you have your points - booking is a 2 step process. Once air ticket is issued, the entire Experience ticket is non refundable, and any changes will be at your own cost. Cancellations must be made with at least 4 weeks notice to receive a refund, and only if air ticket has not been issued.



Scan to  
register.

monthly offers

May Only.

Offers valid 5/1 – 5/31.



**FREE Dia color tube of choice + 1L DIActivateur Developer 9-vol.**

with purchase of 9-35 Majirel and/or iNOA tubes.

Salon Price From: \$93.51  
Salon Value From: \$112.15

**7 FREE Dia color tubes of choice + 2 1L DIActivateur developers of choice**

with purchase of 36+ Majirel and/or iNOA tubes.

Salon Price From: \$374.04  
Salon Value From: \$460.32



**15% off**

Serie Expert Backbar.

Salon Price From: \$24.08  
Salon Value From: \$28.33



**\$15**

Metal Detox Oil.  
Salon Value:  
\$19.83

**June Only.**

Offers valid 6/1 – 6/30.



**FREE 1L DIActateur of choice**  
with purchase of 6+ tubes of Dia light.

Salon Price From: \$53.04

Salon Value From: \$61.88

**Buy one,  
get one 50% off\***  
Blond Studio lighteners.

Salon Price From: \$14.90

Salon Value From: \$19.86

\*Blond Studio lighteners only. Excludes developers.



**\$49**

Metal Detox  
Pre-Treatment.  
Salon Value:  
\$67.98



**\$15**

Limited edition  
Metal Detox  
Pre-Treatment  
100ml trial size.

# Want more resources?

## Swatch charts



Majirel



iNOA



Dialight



Dia color

## Education



Signature Edu



Academy



Virtual Atelier



Brand Book

## Brochures



Metal Detox



Blond Studio

## Support Tools



Stay up-to-date  
with our  
newsletter



Discover our  
full product  
catalog



Access your  
LEVEL Loyalty



Discover free  
mental health  
resources

LEARN MORE ABOUT L'ORÉAL PROFESSIONNEL AT  
[US.LOREALPROFESSIONNEL.COM](https://US.LOREALPROFESSIONNEL.COM) | [@LOREALPRO\\_EDUCATION\\_US](https://twitter.com/LOREALPRO_EDUCATION_US) | [#LOREALPRO](https://hashtage.com/#LOREALPRO)