

# brand activation TOOLKIT

JANUARY 2025

L'ORÉAL  
PROFESSIONNEL PRODUCTS

 **BIOLAGE**  
PROFESSIONAL

**L'ORÉAL**  
PROFESSIONNEL  
PARIS

 **matrix**

**MIZANI**  
TEXTURE LOVE SINCE 1991

**PULPRIOT**

 **PUREOLOGY**  
PROFESSIONAL COLOR CARE

**REDKEN**  
5TH AVENUE NYC



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# Brand Focuses & What's New

**NEW Easy Access to ALL Brand Activation Resources**



**NEW Redken ABC 24/7 Night & Day Serum**



**NEW Matrix Tonal Control - Blonde MAX Collection**



**Social Media as a Sales Driver Ft. Pureology**



**The Way to Retail Success With Daniel Mason-Jones**





LEVEL  
LOYALTY REWARDS



L'ORÉAL  
PROFESSIONAL PRODUCTS  
brand activation

# Salon Success Starts Here

FREE customizable tools to encourage in-salon promotion and boost sales.

BIOLAGE  
PROFESSIONAL

L'ORÉAL  
PROFESSIONNEL  
PARIS

matrix

MIZANI  
TEXTURE LOVE SINCE 1991

PULPRIOT

PUREOLOGY®  
PROFESSIONAL COLOR CARE

REDKEN  
5TH AVENUE NYC

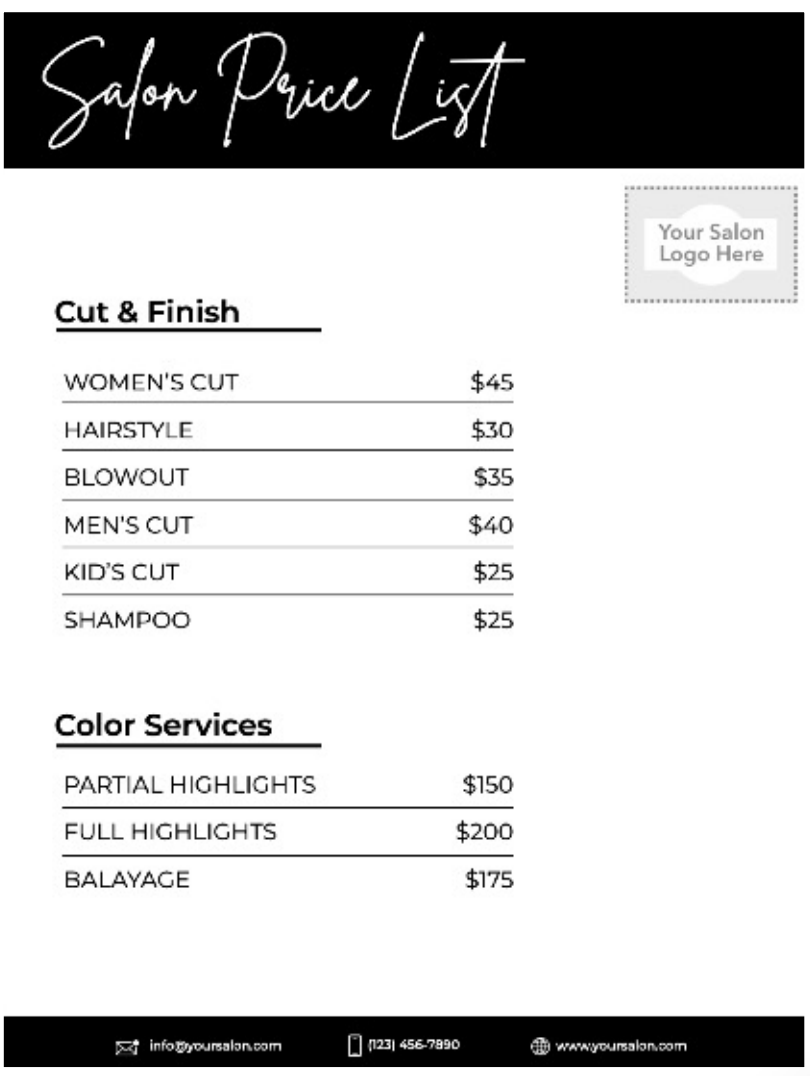
[Click Here for Landing Page](#)



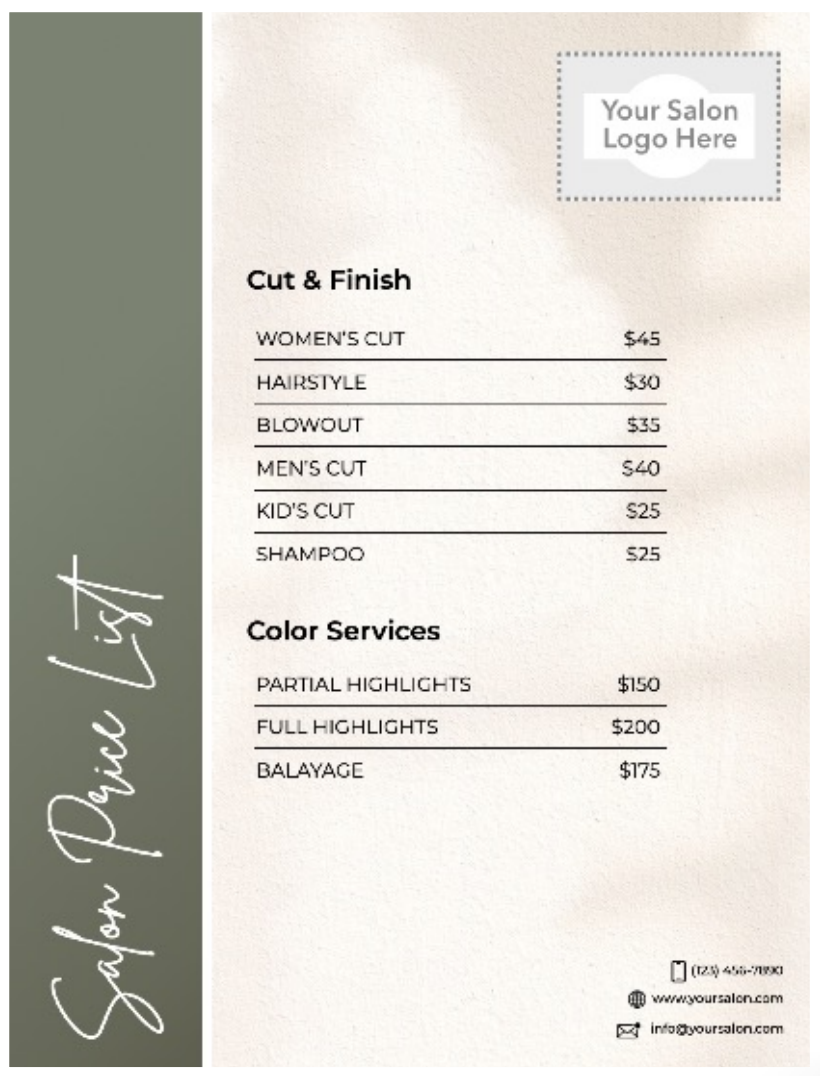


# Shop our Custom Salon Signage Templates

Choose the look that works for your salon & start using our ready-to-go signage today!



Minimal



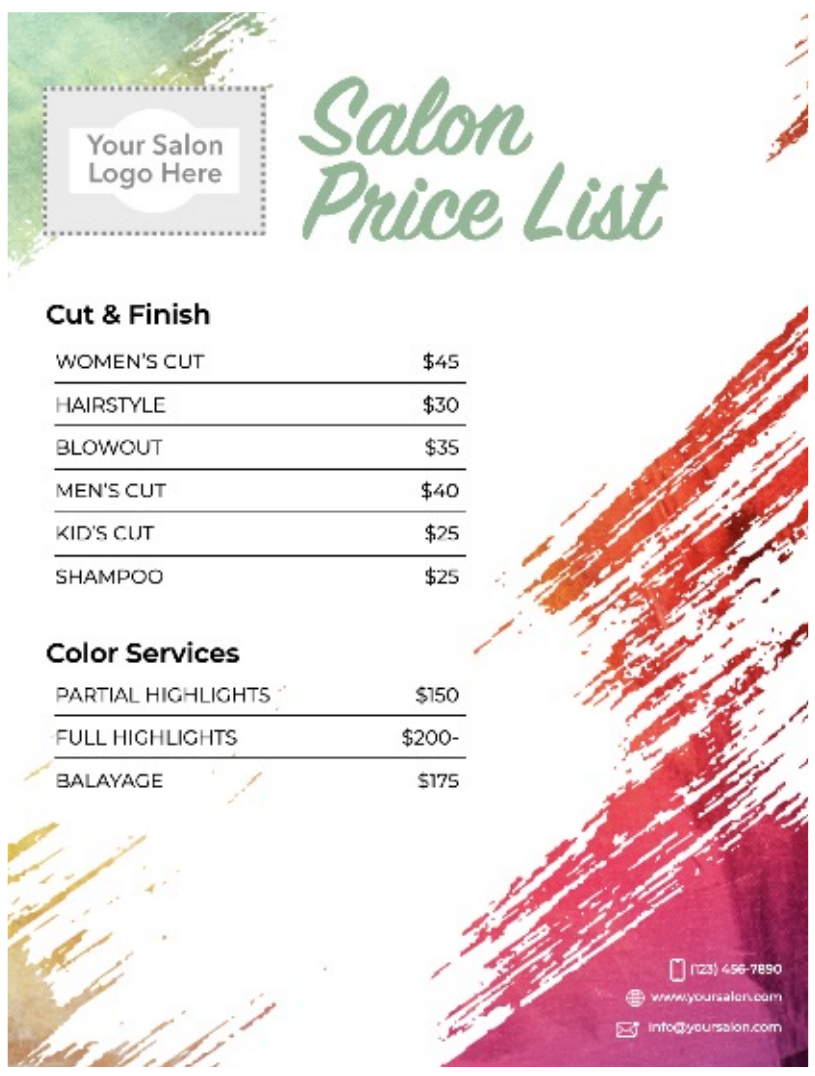
Coastal Modern



Luxe Glam



Rustic



Cheerful



REDKEN  
5TH AVENUE NYC

X

*Sabrina Carpenter*





# NEW! ACIDIC BONDING CONCENTRATE 24/7 Night & Day Serum

## REPAIR THAT NEVER SLEEPS

COMBAT DAILY DAMAGE OVERNIGHT WITH  
THE 1<sup>ST</sup> BONDING SERUM FOR 24/7 REPAIR

Why is this a must-have in Salon?

- + Combats a universal issue: damage
- + Follows the market trend of less washes per week
- + Easy conversation starter
- + Perfect for the busy client
- + Great addition to the already popular ABC line
- + Endorsed by our Brand Ambassador, Sabrina Carpenter!

Better Tagline? – Confirmation To Come





Brand Focuses & What's New

SalonCentric Sales

Merchandising



*Click above to watch the video*



# SABRINA CARPENTER ONLY TRUSTS A REDKEN PRO!



Product knowledge  
& technology



In-salon signage featuring  
Sabrina Carpenter



Suggested in-salon  
promotions



Sabrina Carpenter-themed  
service menus

Click Here

Click Here

LINK

Click Here

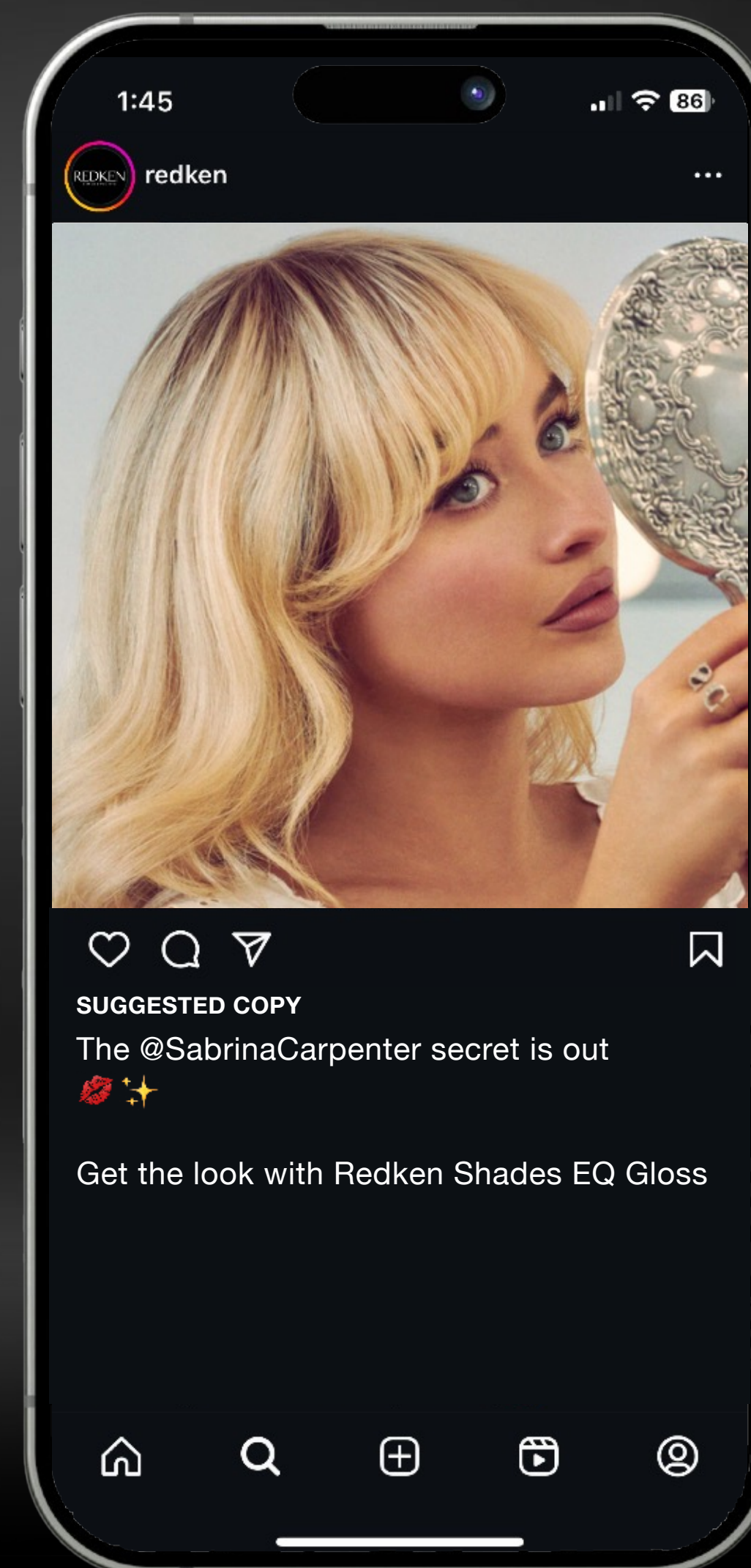
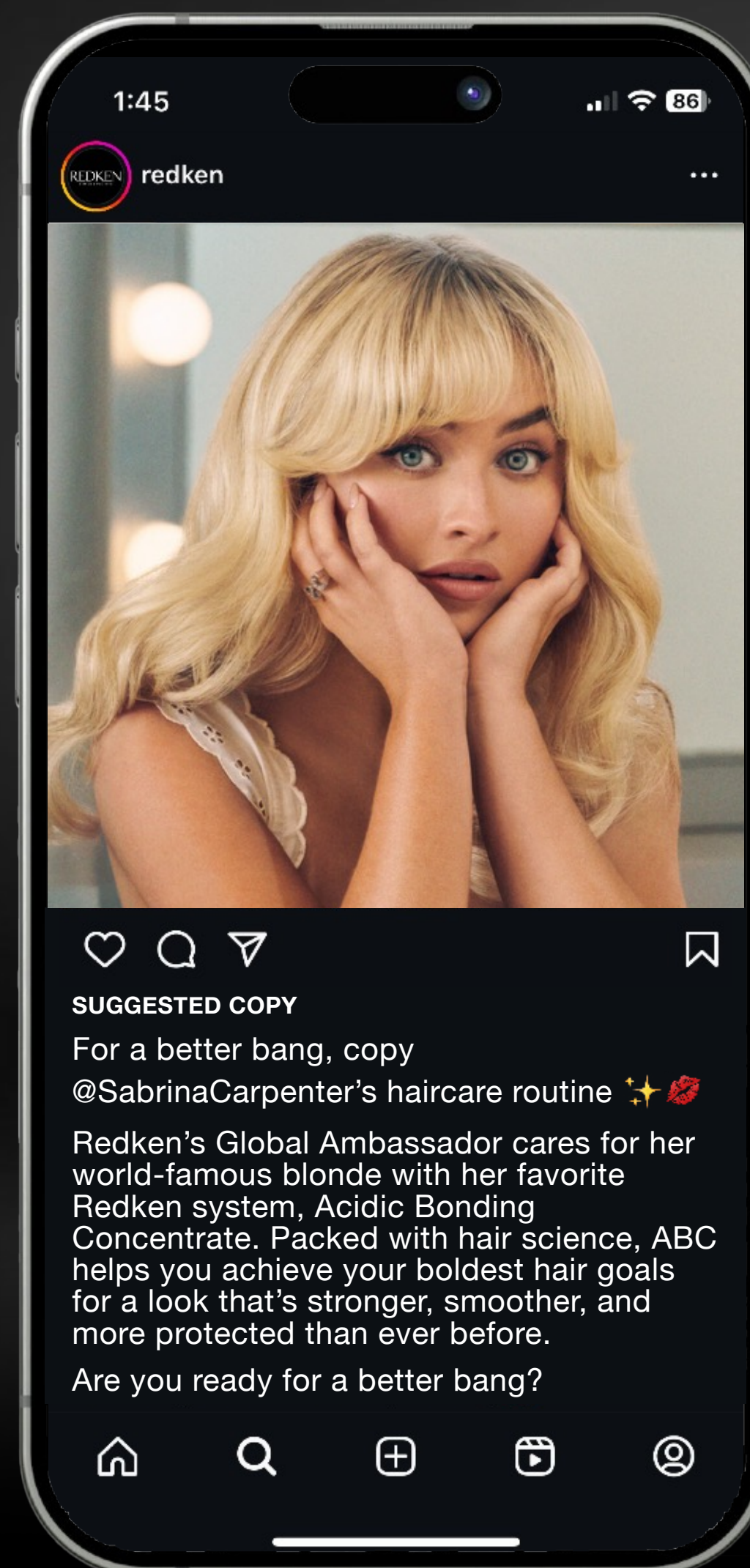
Click Here

LINK



# TELL YOUR CLIENTS ABOUT THE REDKEN X SABRINA CARPENTER PARTNERSHIP TODAY WITH A SOCIAL POST!

*Click each image to download, and  
copy the suggested captions below*





REDKEN  
5TH AVENUE NYC

TRY  
FOR  
\$20

NEW!  
ABC 24/7 Night  
& Day Serum

Product Knowledge



SUGGESTED  
PROMOTION

BUSINESS TIP

Merchandise this  
promotion in line  
with your Sabrina  
Carpenter signage!

Working late?

FPO



Repair while you sleep &  
combat daily damage with the  
1<sup>st</sup> bonding serum for 24/7  
repair

Click for Editable Signage

LINK



# Calling all Blonding Specialists!

## NEW Tonal Control BLONDE MAX Collection!

25% off any 8+ NEW Blonde Max shades

Plus FREE 10 vol. cream developer  
(32 oz) + New Shade Swatch Book Insert

Product Knowledge

SUGGESTED  
PROMOTION

New Year's Makeover Package

\$XX off

Customized Dimensional Color  
Haircut  
Deep Treatment  
Blowdry

FPO



Click for Editable Signage

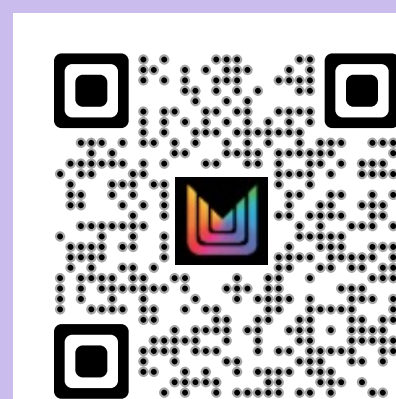
LINK

## Blonding Specialist YouTube Series



- ✓ Express Platinum
- ✓ High Impact Teasy Lights
- ✓ Decoding Toners
- ✓ ... and More!

Scan or click QR code  
to watch on YouTube





# Food For Soft

## 20% Off Retail Sizes

Now that your clients know the trick to extending good hair days, stay competitive and pass along the savings!

Product Knowledge

SUGGESTED PROMOTION

Save 20% on Healthy Hair Starter Bundle

Food For Soft Shampoo, Conditioner & Oil

FPO



Click for Editable Signage

LINK

## Extend Good Hair Days with Food For Soft

Educate your clients on how they can look chic going 3-4 days in-between washes using Food For Soft oil.

**FPO** Extend Good Hair Days With Food For Soft

[Include product Image of FFS Oil]

| Day 1                                                                                 | Day 2                                                                                 | Day 3                                                                                 | Day 4                                                                                 |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| Bouncy Blowout                                                                        | Styled Waves                                                                          | Voluminous Pony                                                                       | Sleek Bun                                                                             |

Ask your stylist for tips!

Styling by Matrix Artist [@rachelgrahamhair](#)

Click for Station Signage

LINK



# How to Use Social Media as a Sales Driver

## Did You Know?

**78% of small businesses** attract new customers through social media platforms – no financial investment needed.

**76% of consumers** who search for something nearby visit the business within 1 day. Use location-based hashtags like #YourCitySalon.

*\*All tips from Glammatic*





# Ready-To-Go January Social Content Calendar

Customize you calendar and begin posting  
January 1st!

LINK

Get Started

WEEKLY CONTENT CALENDAR

[Month] [year] / [day] [month] [year]  
Created by [name]

FPO

Monday

Carousel

Growth Pillar



**Caption:**

"Salon-quality products may feel like a splurge, but they're made to protect your hair from long-term damage. Less breakage means more shine. Trust us; your future self will thank you!"

We love the 100% Vegan ingredients in every product from @pureology"

**Hashtags:**

#pureology  
#veganhaircare  
#hairgoals  
#hairstalon

[Day]

[Post Type]

[Pillar]



**Caption:**

**Hashtags:**

[Day]

[Post Type]

[Pillar]



**Caption:**

**Hashtags:**

**Notes:**



powered by glammatic.com

Created in partnership with the  
salon digital marketing experts at

Glammatic

Access FREE online health check and  
digital marketing audit with Glammatic.

Click Here

LINK

Back



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

A clean slate is as easy as 1...2...3.

# with NEW Metal Detox Starter Kit.

Why is this a must-have in Salon?

- Earn up to \$280 in profit per kit
- 7 Services per kit
- Compatible with all lightener & hair color brands

Have your team try the line with a small investment of \$25 and start boosting business in your Salon today.

**Product Knowledge**



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

**SAVE 15%**  
with the purchase of  
3 or more Serie Expert  
retail and treatments



SUGGESTED  
PROMOTION

FPO

Get the Salon  
Experience at Home

15% off Stylist favorites  
ask for your personalized bundle today

Product Knowledge

Click for Editable Signage

Link



Brand Focuses & What's New

SalonCentric Sales

Merchandising



# 20% OFF SCALP SYNC



Product Knowledge

Scalp Certification



SUGGESTED  
PROMOTION

FPO

## Healthy Hair Starts HERE

20% off Stylist favorites  
ask for your personalized bundle today

Click for Editable Signage

LINK



**MIZANI**  
TEXTURE LOVE SINCE 1991

# 25% OFF SCALP CARE & WONDER CROWN

Fight flakes, buildup  
& scalp discomfort

Find out more about Scalp Care  
and Wonder Crown at the  
link below.

[Product Knowledge](#)



SUGGESTED  
PROMOTION

FPO

Curl Care Starts At the Root

BOGO 50% OFF

Wonder Crown Cleansing Scalp Treatment  
Scalp Care Anti-Dandruff Shampoo  
Calming Scalp Lotion

[Click for Editable Signage](#)

LINK



L'ORÉAL  
PROFESSIONAL PRODUCTS

# The Way to Retail Success

**“Selling Retail” – sounds big and scary?  
It doesn't have to.**

Watch how Daniel Mason Jones authentically approaches  
retailing throughout every step of the client journey.

For a healthy, long-term career and a stable income you can  
count on, educate your clients on a personalized product regimen  
and share styling tips.

***Share the Toolkit with your salon team at the link below!***

[Click Here](#)

***Scan or click  
QR code to  
watch the video***





# SalonCentric Sales

Liter Sale



Best of the Best Sale



Scalp Sale





Brand Focuses & What's New

SalonCentric Sales

Merchandising

BRAND BACKBAR SALE

# Save 15%-20% on Your Favorite Backbar Products!

**REDKEN**  
5TH AVENUE NYC

 **matrix**

 **BIOLAGE**  
PROFESSIONAL

**SAVE 20%**  
LITERS

**SAVE 15%**  
GALLONS

**SAVE 20%**  
LITERS & XL MASKS

**SAVE 20%**  
LITERS

**SAVE 15%**  
GALLONS  
& BACKBAR

Product Knowledge

Product Knowledge

Product Knowledge



BRAND BACKBAR SALE

# Save 15%-20% on Your Favorite Backbar Products!



**SAVE 20%**  
LITERS & GALLONS

Product Knowledge



**SAVE 15%**  
BACKBAR

Product Knowledge



**SAVE 15%**  
LITERS

Product Knowledge



BEST OF THE BEST SALE

# Buy 1 Get 1 50% Brand Favorites!



**REDKEN**  
5TH AVENUE NYC

ONE UNITED LEAVE-IN CONDITIONER  
ALL SOFT SHAMPOO  
ALL SOFT CONDITIONER

Product Knowledge



**matrix**

MIRACLE CREATOR  
INSTACURE BUILD-A-BOND LEAVE-IN  
VAVOOM FREEZING SPRAY EXTRA FULL  
VAVOOM FREEZING SPRAY EXTRA HOLD  
INSTACURE BUILD-A-BOND MASK

Product Knowledge



**BIOLAGE**  
PROFESSIONAL

HYDRA SOURCE DETANGLING SOLUTION  
VOLUME BLOOM SHAMPOO  
VOLUME BLOOM CONDITIONER

Product Knowledge



BEST OF THE BEST SALE

# Buy 1 Get 1 50% Brand Favorites!



**PUREOLOGY®**  
PROFESSIONAL COLOR CARE

COLOR FANATIC SPRAY  
HYDRATE CONDITIONER  
HYDRATE SHAMPOO

Product Knowledge



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

METAL DETOX OIL  
ABSOLUT REPAIR OIL  
VITAMINO 10-IN-1  
VITAMINO SHAMPOO  
ABSOLUT REPAIR MOLECULAR MASK

Product Knowledge



## SCALP SALE

# Save Up to 25% on Scalp Care!



20%  
OFF

Pg18

Healthy Hair Starts  
HERE

20% off Stylist favorites  
ask for your personalized bundle today

 **BIOLAGE**  
PROFESSIONAL

SCALP SYNC ANTI-DANDRUFF SHAMPOO  
SCALP SYNC CALMING SHAMPOO  
SCALP SYNC CLARIFYING SHAMPOO  
SCALP SYNC UNIVERSAL CONDITIONER  
SCALP SYNC PURIFYING  
SCALP CONCENTRATE  
SCALP SYNC OIL BALANCING SERUM

**Product Knowledge**

**Click for Editable Signage**

Link



25%  
OFF

Pg19

Curl Care Starts At the Root

BOGO 50% OFF

Wonder Crown Cleansing Scalp Treatment  
Scalp Care Anti-Dandruff Shampoo  
Calming Scalp Lotion

**MIZANI**  
TEXTURE LOVE SINCE 1991

WONDER CROWN CLEANSING SCALP  
TREATMENT  
SCALP CARE ANTI-DANDRUFF SHAMPOO  
CALMING SCALP LOTION

**Product Knowledge**

**Suggested Promotion**

Link



# Merchandising

Tables



Shelf



Cash Wrap/Reception



Amazon Storefront





# Table Display

FPO

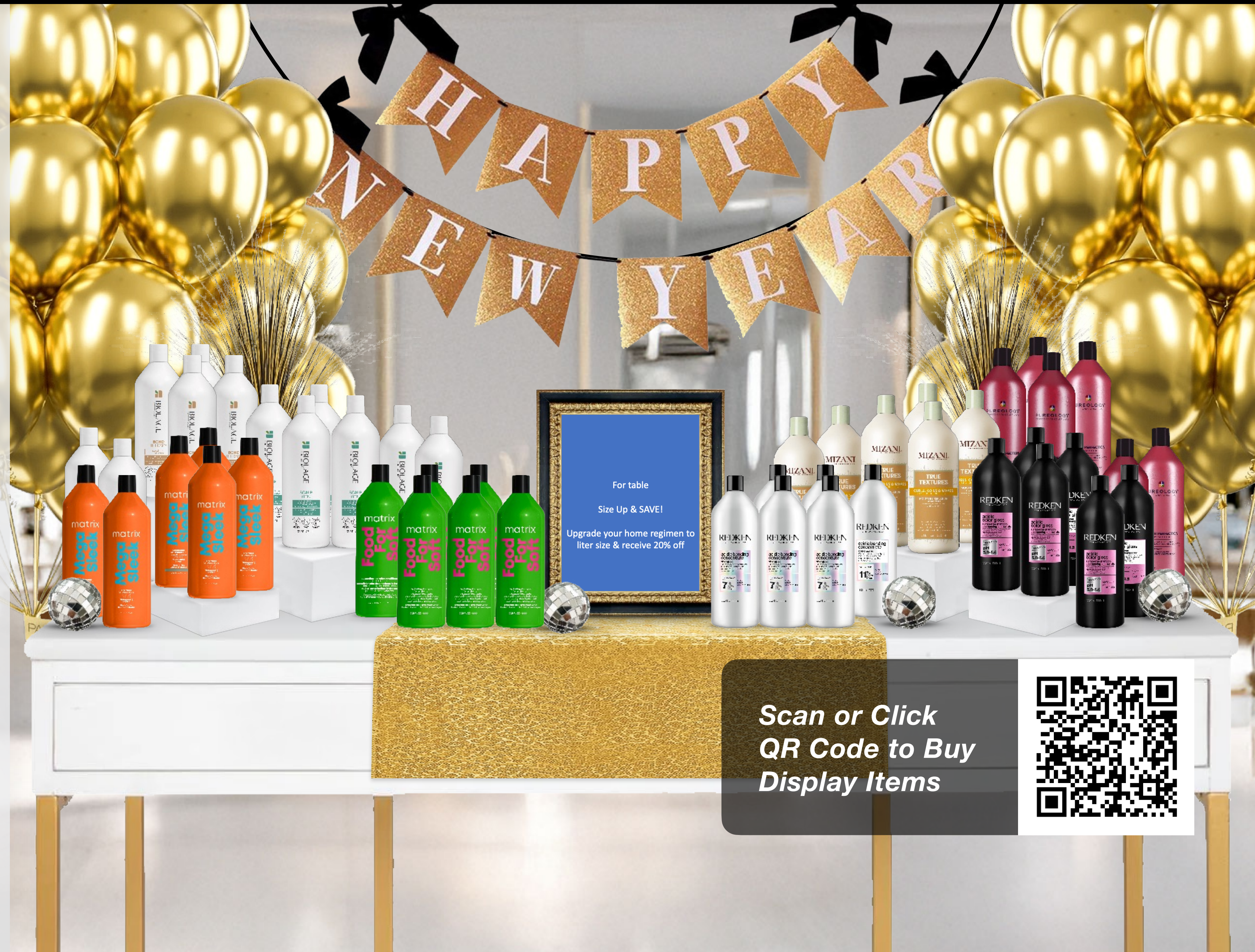
For table

Size Up & SAVE!

Upgrade your home regimen to  
liter size & receive 20% off

Click for Editable Signage

Link





# Shelf Display

FPO

For shelf and cash wrap

Buy One, Get One 50%

of liter size shampoo &  
conditioner when you pre-book  
your next appt today!

Click for Editable Signage

Link



Scan or Click  
QR Code to Buy  
Display Items





# Cash Wrap/ Reception Desk

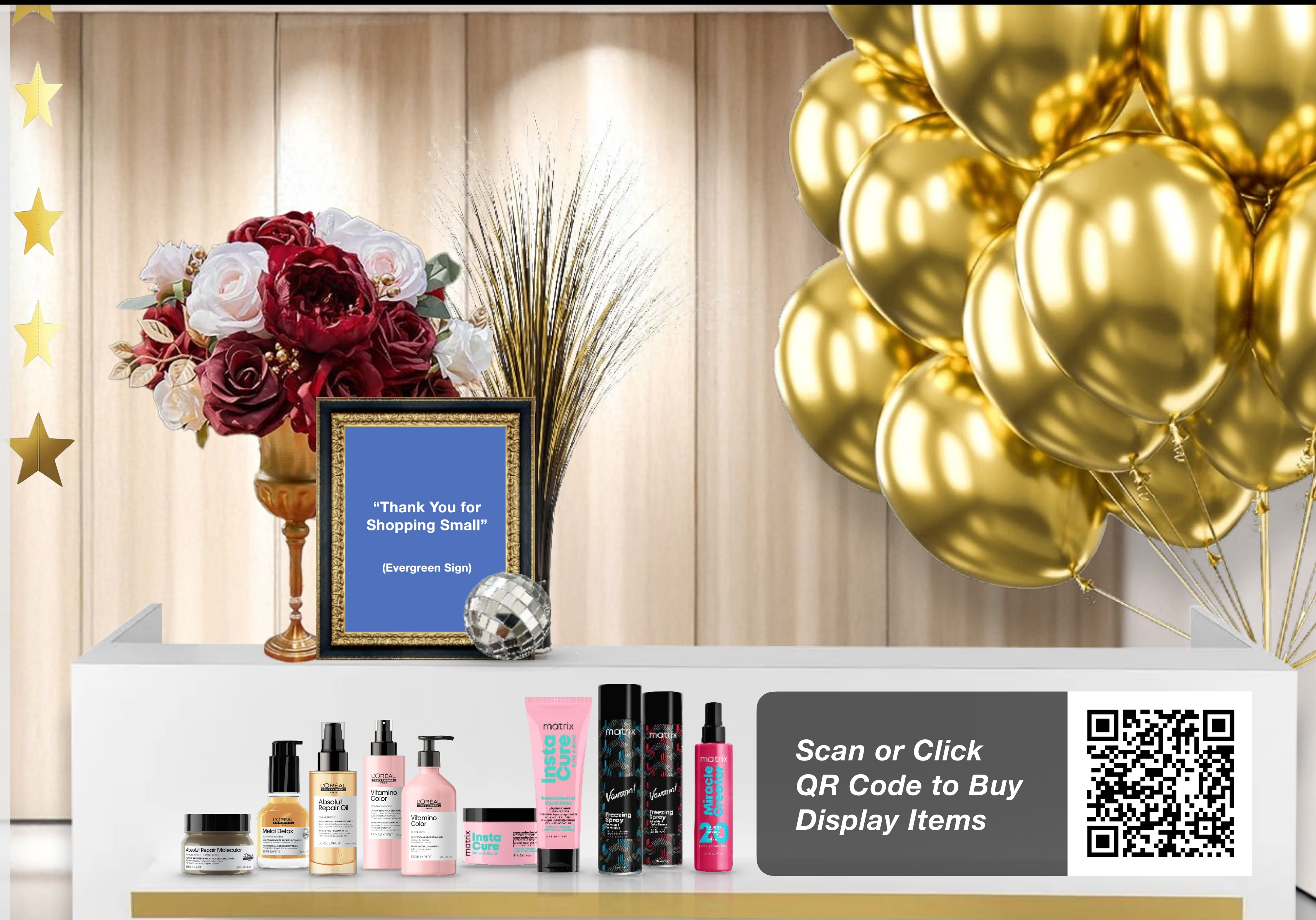
FPO

**"Thank You for  
Shopping Small"**

(Evergreen Sign)

**Click for Editable Signage**

Link



**Scan or Click  
QR Code to Buy  
Display Items**





**SALON READY!**

# Ready-To-Go Toolkit

FPO

**LP Launch**

FPO

**Pick a Pumpkin**

FPO

**Evergreen**

FPO

**E-Newsletter**

FPO

FPO

FPO

FPO

FPO

FPO

**Brand/Promotional Content - Available in all 5 Templates**



# Ready-To-Go Toolkit



**8.5x11  
Easel Signage**



**5x7  
Easel Signage**



**E-Blast Newsletter  
Active Clients**



**E-Blast Newsletter  
Lost Clients**



**Insta Stories**



**Insta Posts**



**Facebook Posts**



**Product Imagery**



**How-To-Use  
Toolkit on Canva**

# L'ORÉAL

## PROFESSIONAL PRODUCTS