



brand activation

TOOLKIT

AUGUST 2025

COVER IN PROGRESS

SEASONAL AESTHETIC TO BE
APPLIED ONCE APPROVED

L'ORÉAL
PROFESSIONNEL PRODUCTS

 **BIOLAGE**
PROFESSIONAL HAIR SPA

L'ORÉAL
PROFESSIONNEL
PARIS

 **matrix**

MIZANI
TEXTURE LOVE SINCE 1991

PULPRIOT

 **PUREOLOGY**
PROFESSIONAL COLOR CARE

REDKEN
5TH AVENUE NYC



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Pureology Haircare
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Tables
Shelf
Cash Wrap/Reception



Brand Highlights

Matrix Lowkey Color Express Service >

Pureology Haircare >

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L'Oréal Professionnel Majirel >





Do You Have Clients That Are

- Spacing Out Appointments
- Spending Less Time in the Salon
- Requesting Multi-Dimensional Lived-in Looks?

Introduce These Clients to Lowkey Color Express Service

A Super Smudge & Tone for a Natural, Lowkey Look!

Lowkey Blondes, Brunettes & Reds!

- Time-Saving Techniques
- High-Impact, Quick Foil Placements
- Seamless, Lived-in Color Formulation
- Business-Building Tips & Tricks

Register Here

LINK

NEW!
HANDS-IN
STUDIO
CLASS!



Reference Menu
From April Toolkit

Signage In Progress

Service Menu

LINK

Lunchtime Lift

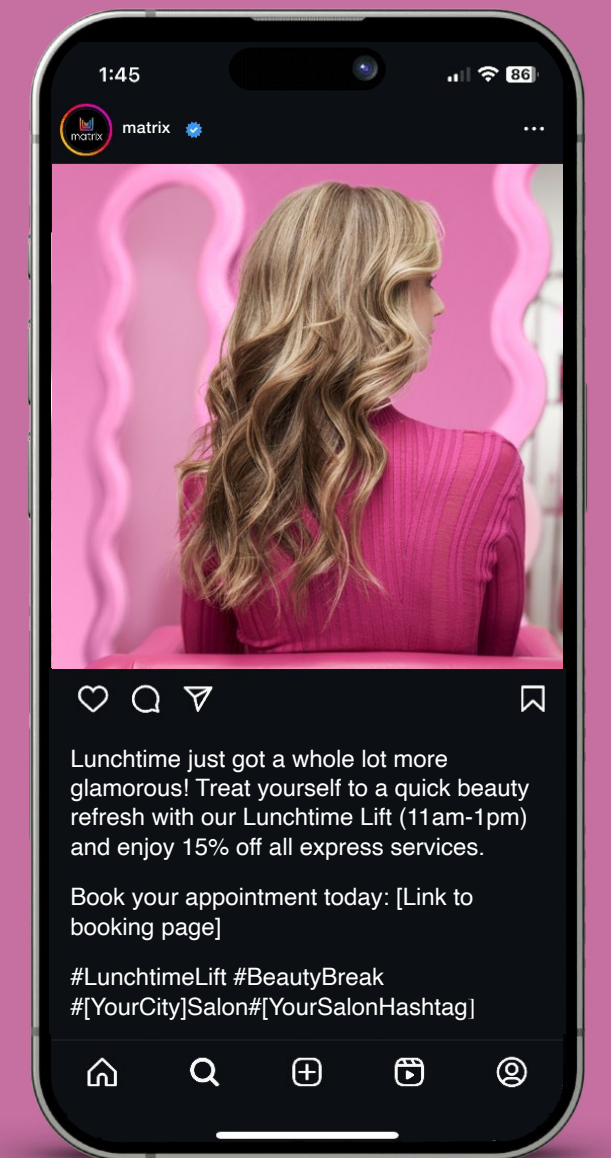
Maximize Your
Lunch Break with a
quick beauty boost!

Enjoy 15% off
express color
services between
11am-1pm.

Signage In Progress

Promotional Signage

LINK



Social Post

LINK

Boost Your Service Profit Margin - Limited-Time Savings!



\$5 Off
all 1 Lb. Lighteners

\$10 Off
all 2 Lb. Lighteners



20% Off
12+ Matrix
Color Tubes

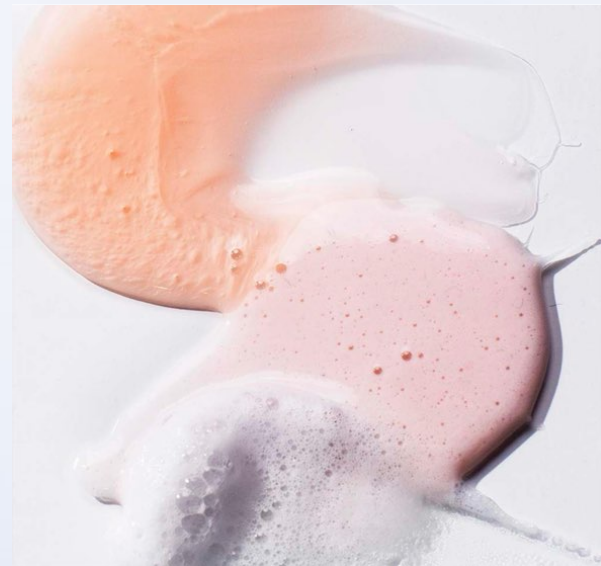


Brand Highlights

Business-Building

SalonCentric Sales

Merchandising



CONCENTRATED FORMULAS WITH 75+ SHAMPOOS PER BOTTLE

CONCENTRATED FORMULAS

- Save you money at the back bar
- Allow your clients to experience the luxury and lather at home

HAIRCARE

BUY 3,
GET 1 FREE



Save on Award Winning
Haircare

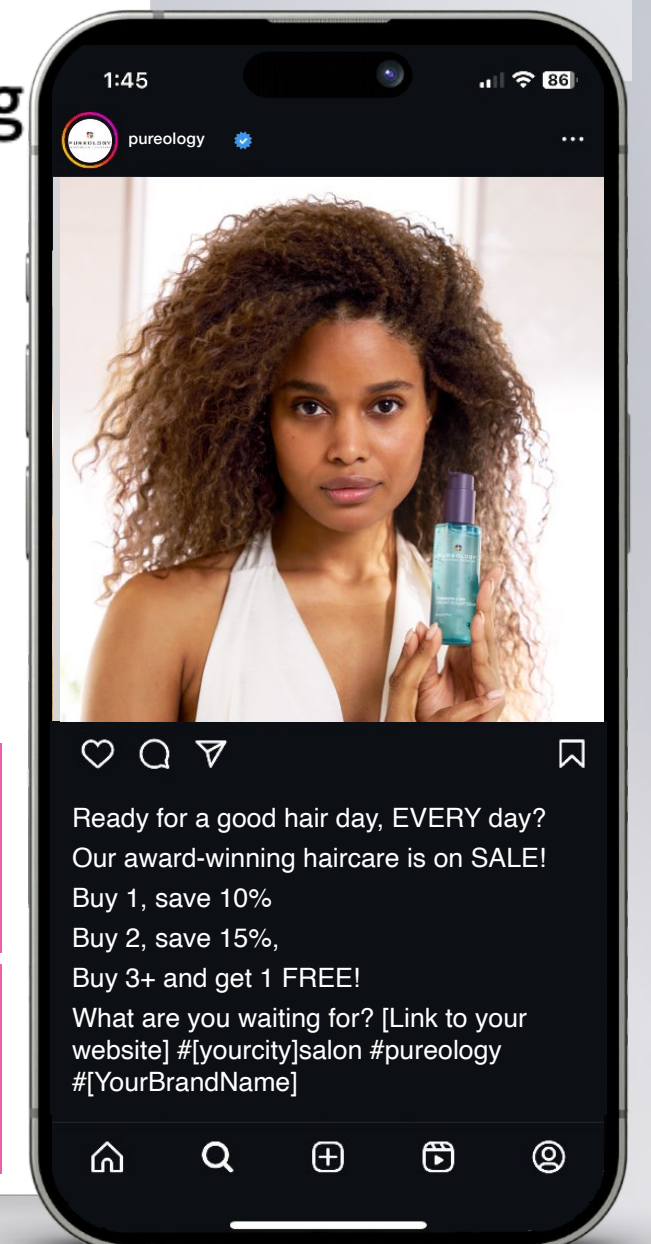
Buy More, Save More

Buy 1, Save 10%

Buy 2, Save 15%

Use Product Images
With Seals on Sign

Signage In Progress



Product Knowledge

LINK

Editable Signage

LINK

Social Post

LINK



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

MIZANI
TEXTURE LOVE SINCE 1991

25 MIRACLE COLLECTION

BOGO 50%



Product Knowledge

[LINK](#)

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COMPLIMENTARY STYLING EDUCATION:

- Why Mizani
- Wash and Go's Made Easy!
- Texture Styling - Twist And Shout!

Mizani Look Book

[LINK](#)

Your service is not complete until you can re-create your look at home.

Complimentary styling lesson with any product purchase

Signage In Progress

Editable Signage

[LINK](#)



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

REDKEN
5TH AVENUE NYC

ELEVATE YOUR GLOSS MONTH FORMULAS

MASTER 2M+ FORMULAS WITH FREE FORMULATION EDUCATION

GROW YOUR BUSINESS WITH A GLOSS SERVICE
FOR EVERY CLIENT THIS AUGUST



- ♡ Visibly reverse damage in just 1 use*
- ♡ Introduce clients to the simplicity & speed of a Shades EQ service
- ♡ Provide vibrant, shiny, healthier looking & feeling hair
- ♡ Create a gloss client for life

TIERED OFFERS FEATURING FREE
SHADE BUNDLES WITH 10+ BUY-IN

**vs washing hair daily

Video Series

LINK

LOCK IN COLOR & SHINE
BETWEEN APPOINTMENTS



SAVE 25%
ON 6+ ACIDIC
COLOR GLOSS

Product Knowledge

LINK

MAINTAIN STYLE
BETWEEN WASHES

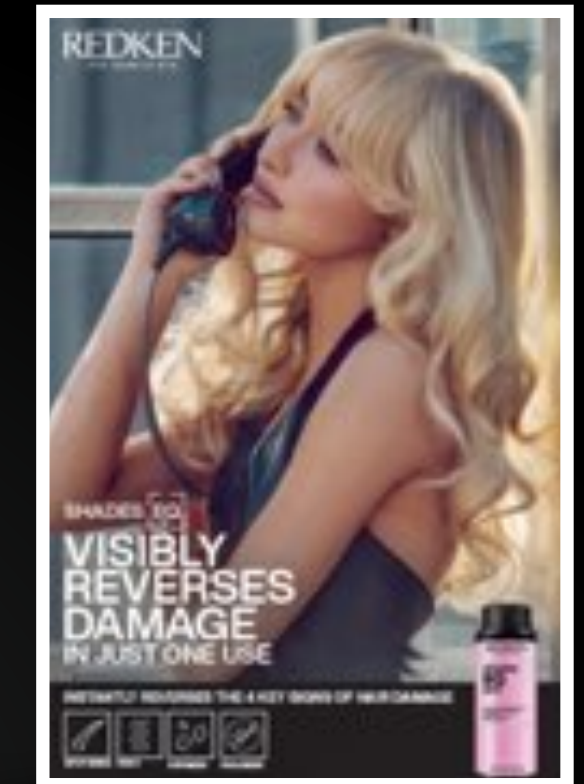


- Extend the life of your Shades EQ Gloss**
- Absorbs oil on up to 4th day hair
- Oil binding technology
- For all Hair textures

TRY FOR \$11
3.4OZ

Product Knowledge

LINK



Editable Signage

LINK



Editable Signage

LINK



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising



VOLUMIZE YOUR RETAIL BUSINESS WITH BIOLAGE

NEW

BODIFYING MOUSSE

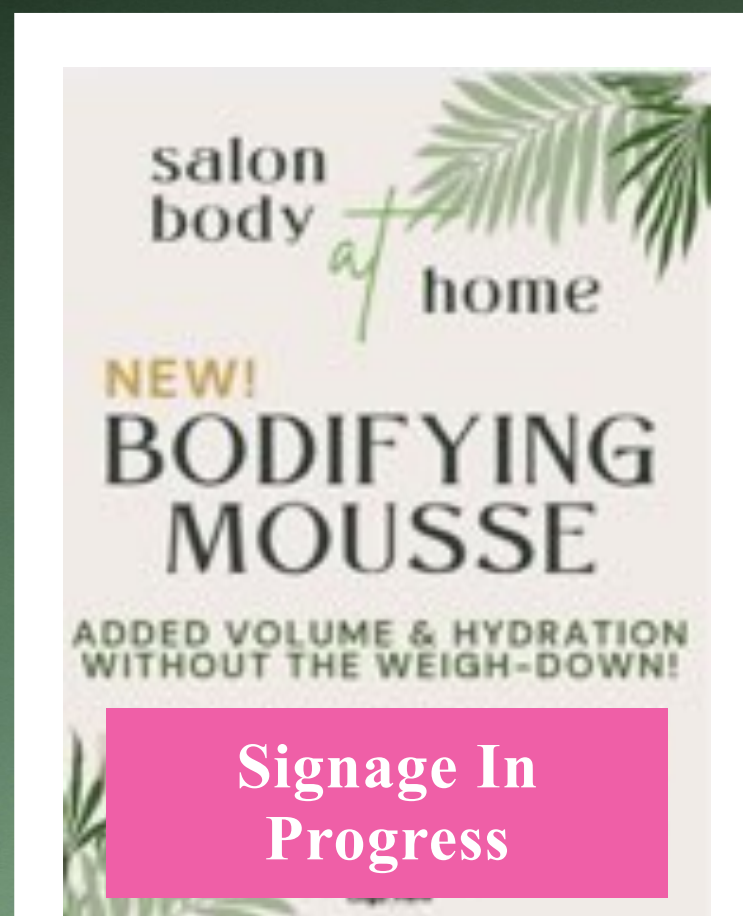
TRY

FULL RESCUE



Volume & Hydration Without the Weigh-Down

TRY FOR \$12



Signage In Progress

Editable Signage

LINK



Instantly Fuller-Looking Hair*

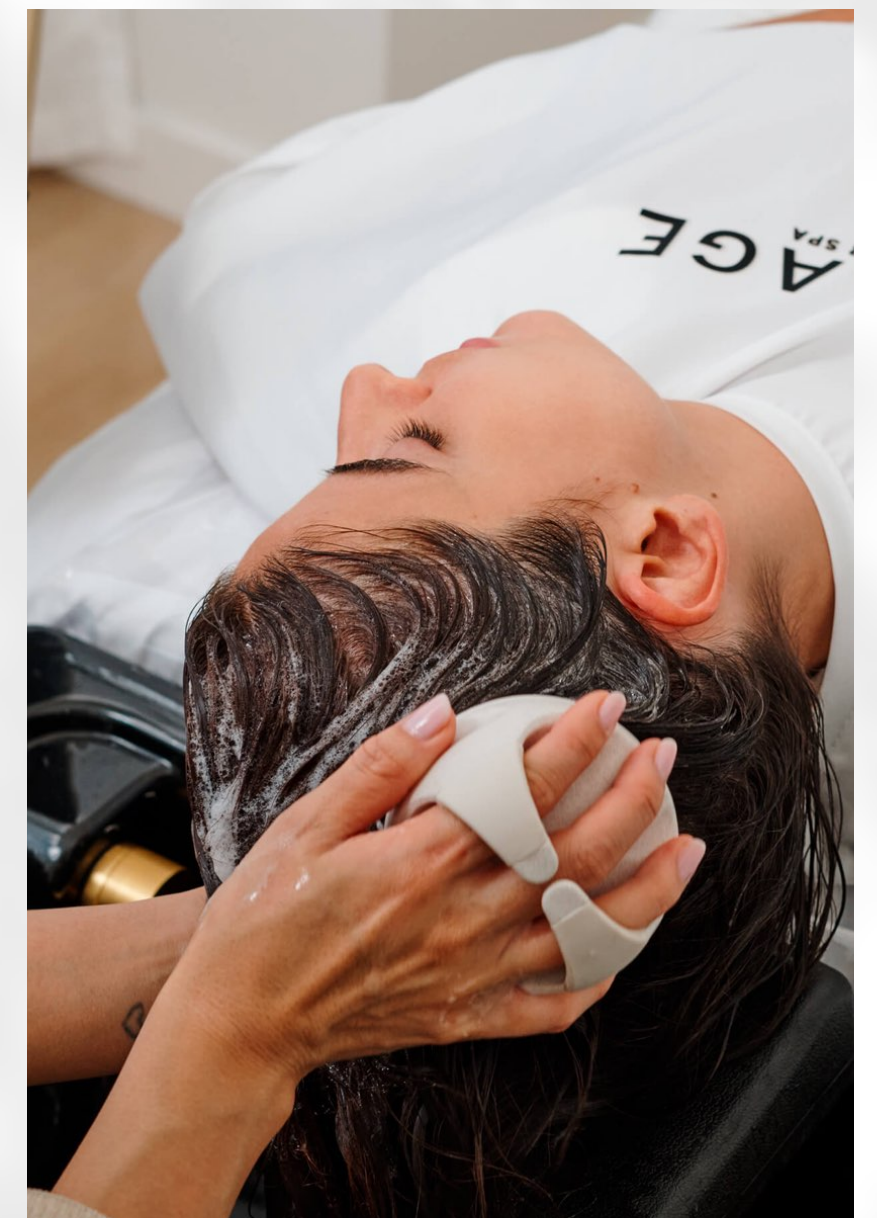
+74% Resistance to Hair Fall**

DID YOU KNOW?

Lack of volume is a top concern for 1/3 of clients

Differentiate & Grow Your Salon with scalp specialization.

Get Scalp Certified with Biolage!



Scalp Certification Link

*After one use of full rescue shampoo, mask and invigorating serum; **Due to breakage from brushing. Full Rescue Shampoo, Conditioner & Serum vs. non-conditioning shampoo.

BRAND ACTIVATION TOOLKIT | AUGUST 2025



Brand Highlights

Business-Building

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Merchandising



INTRODUCING BIOLAGE REFILLS

MORE PRODUCT.
MORE SAVINGS. LESS PLASTIC.

25% more product, same great price.

DE-STRESS.

Never worry about running out of your favorite Biolage products.

RE-USE.

Reduce waste by reusing your existing pack.

RE-FILL.

Reduce waste by reusing your existing pack.

MADE WITH 62%
LESS PLASTIC*



PRO TIP

Encourage refill trial by bundling with corresponding traditional full-size



Signage In Progress

Editable Signage

[LINK](#)



Elevate Client Experience with New & Improved Majirel



NEW

Majirel

Larger tube

For 18% more product

Reduced odor

For a more pleasant client experience

Creamier viscosity

For enhanced control and precision application

Easier mixability

For faster formulation

Product Knowledge

Keep Hair Healthy Between Services



Send Clients Home with Metal Detox & Absolut Repair Molecular following a Permanent Color Service

Try for \$20

Product Knowledge

READY TO
COLOR AWAY
GRAY?

Enjoy \$XX
Off
First-Time
Gray
Coverage
Service!

Signage In
Progress

Editable Signage

[LINK](#)

Try For
\$XX

Signage In
Progress

Editable Signage

[LINK](#)



Business-Building

Loyalty Program





Boost Your Business with a Salon Loyalty Program

WHY A LOYALTY PROGRAM?

- Reward & Appreciate - happy clients are returning clients!
- Connect your loyalty program to your CRM for personalized marketing
- Competitive advantage

CRAFT YOUR PERFECT PROGRAM WITH SUMMIT’S 7 KEY STEPS

Summit’s 7 Key Steps [LINK](#)

POINTS PROGRAM *Instant Gratification*

Benefits: Easy to track (e.g., punch cards) and encourages repeat visits

Example:

- Earn 1 point for every \$1 spent on services, retail, and gift cards.
- Redeem 2,000 points for a \$20 credit towards future purchases.

TIERED PROGRAM *Long-term Loyalty*

Benefits: Fosters deeper emotional connection and a premium experience

Example:

TIER	QUALIFIER	BENEFITS
Silver	\$500 Spent	Complimentary Treatment, 10% Off Retail (one-time), Exclusive Email Updates, Travel Size Gift Set
Gold	\$1,000 Spent	Silver benefits PLUS: Complimentary Blowout, 5% Off All Retail (everyday), 10% Off 2+ Retail Items
Platinum	\$1,500 Spent	Gold benefits PLUS: 2 Complimentary Treatments, 2 Complimentary Blowouts, 15% Off 3+ Retail Items, VIP Invite Nights



SalonCentric Sale

Head to Toe Trends





Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

Head to Toe Trends

GET 20% OFF WITH PARTICIPATING BRANDS
SEE DETAILS LISTED BELOW

REDKEN | COLOR EXTEND MAGNETICS AND BLONDAGE

BIOLAGE | COLOR LAST

MATRIX | GLOW MANIA

PUREOLOGY

L'ORÉAL PROFESSIONNEL | PRE-TREATMENTS

Promotion Details

LINK

PDF IN PROGRESS

Full monthly promotional details are available in your monthly distributor catalog

BRAND ACTIVATION TOOLKIT | AUGUST 2025





SEASONAL TRANSFORMATION

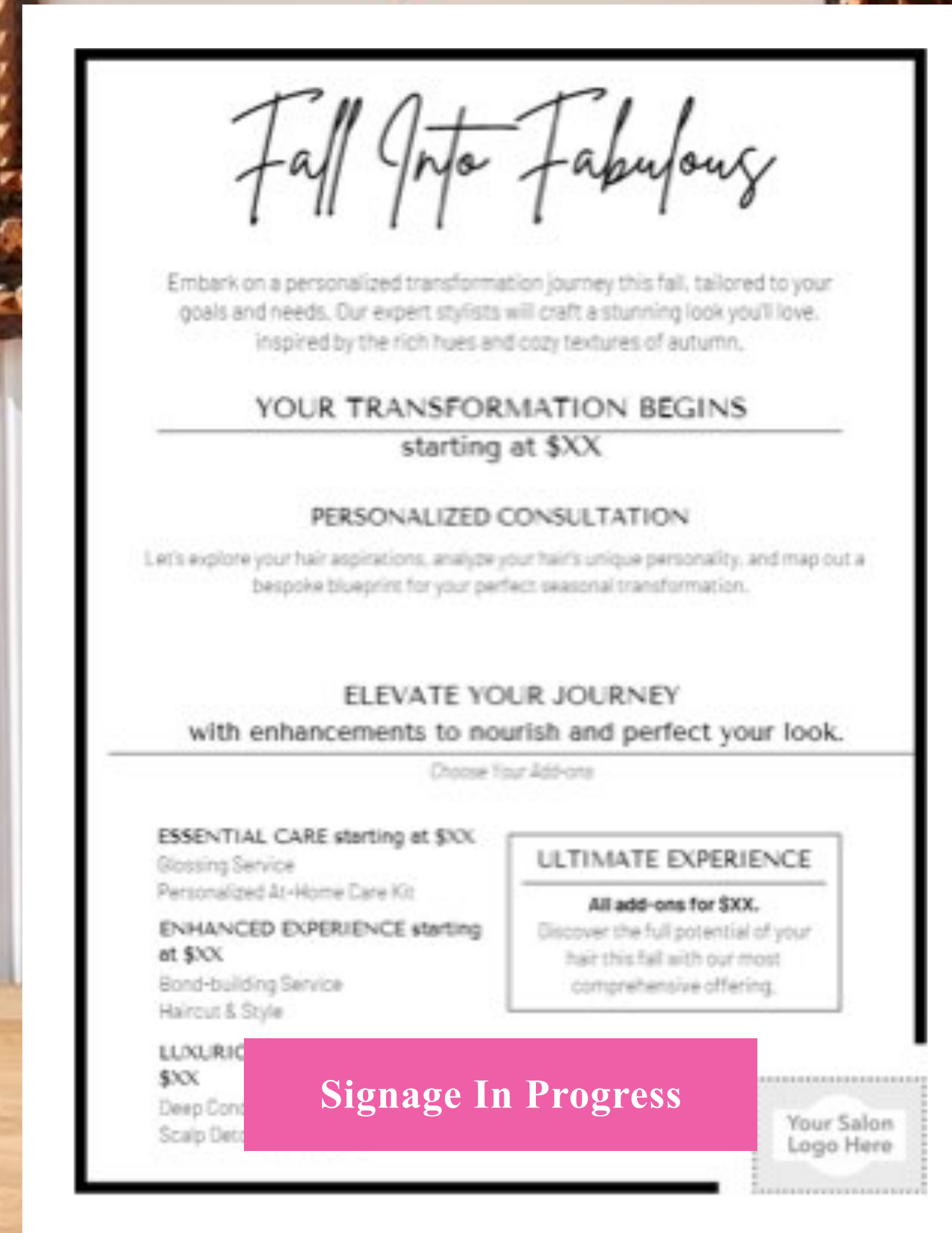
Fall Into Fabulous

HELP YOUR CLIENTS FALL INTO FABULOUS HAIR THIS SEASON!

Consult with clients about a personalized seasonal transformation, whether it's a subtle shift or a dramatic new look, using the tiered "*Fall into Fabulous*" service menu.

Service Menu

[LINK](#)





September In-Salon Merchandising

Tables	>
Shelf	>
Cash Wrap/Reception	>





Table

Self-Care September

Pampering Package: luxurious package that includes a haircut, color, deep conditioning treatment,- a well-deserved treat!

Signage In Progress

Promotional Signage

LINK



Scan or Click QR Code to Buy Display Items





Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

Shelf

Pick A Sun Flower
Win A Prize

Signage In Progress

Promotional Signage

LINK

BRAND ACTIVATION TOOLKIT | AUGUST 2025



Scan or Click QR
Code to Buy
Display Items





Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

Cash Wrap/ Reception

Thank You for
Shopping Small

Signage In Progress

Promotional Signage

[LINK](#)



Scan or Click QR
Code to Buy
Display Items





Brand Highlights

Business-Building

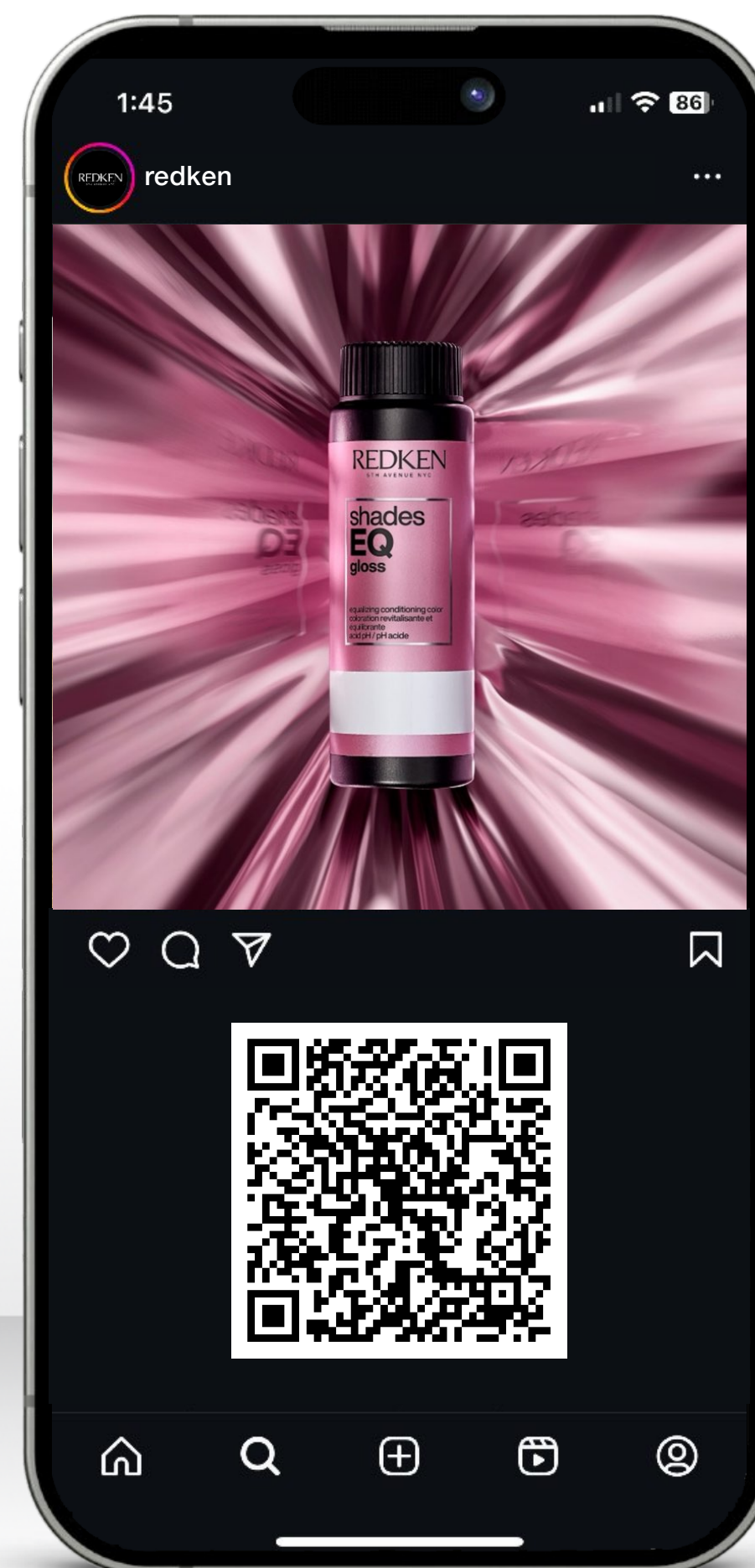
SalonCentric Sales

Merchandising

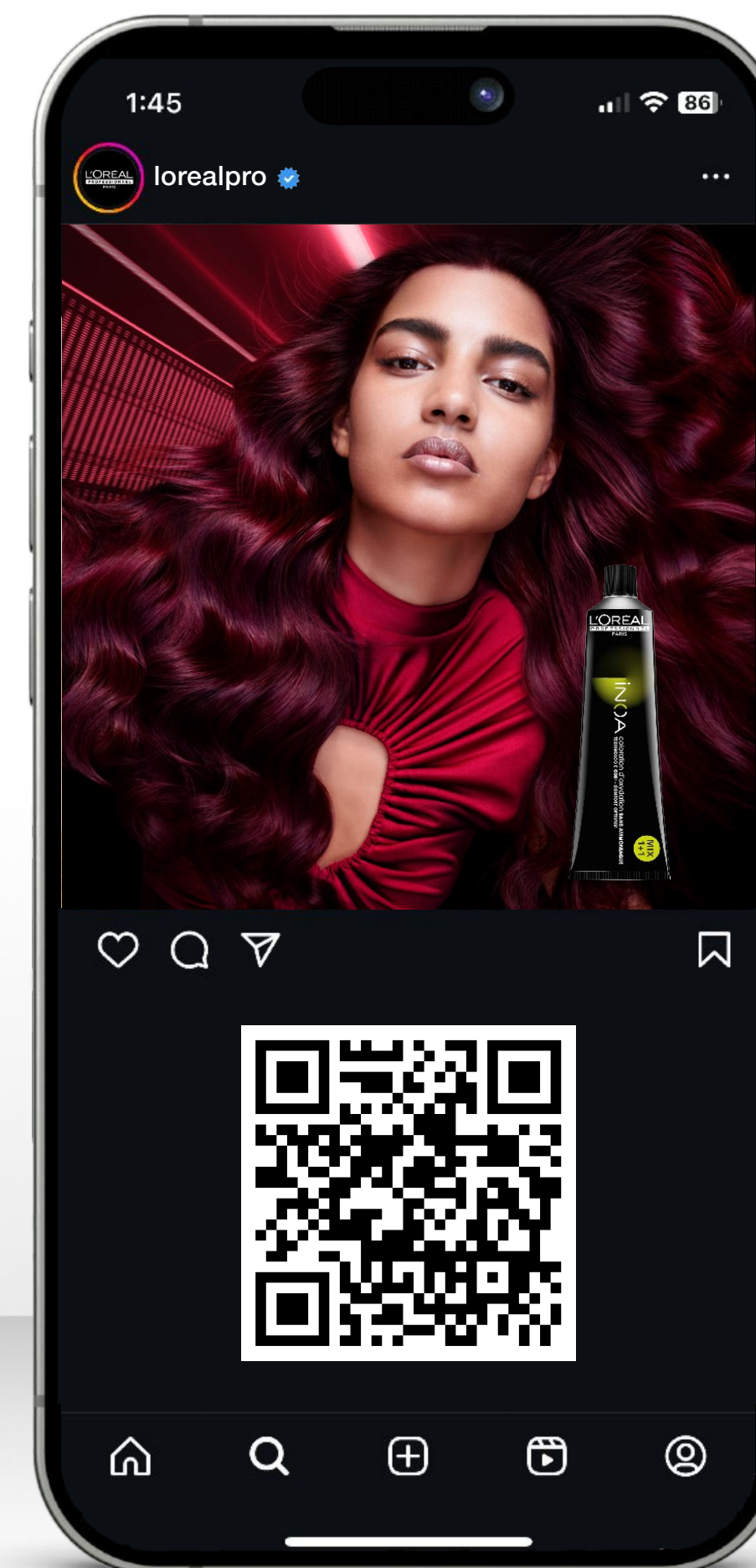
Branded Social Content

Looking for social media assets?
Check out each brand's content here!

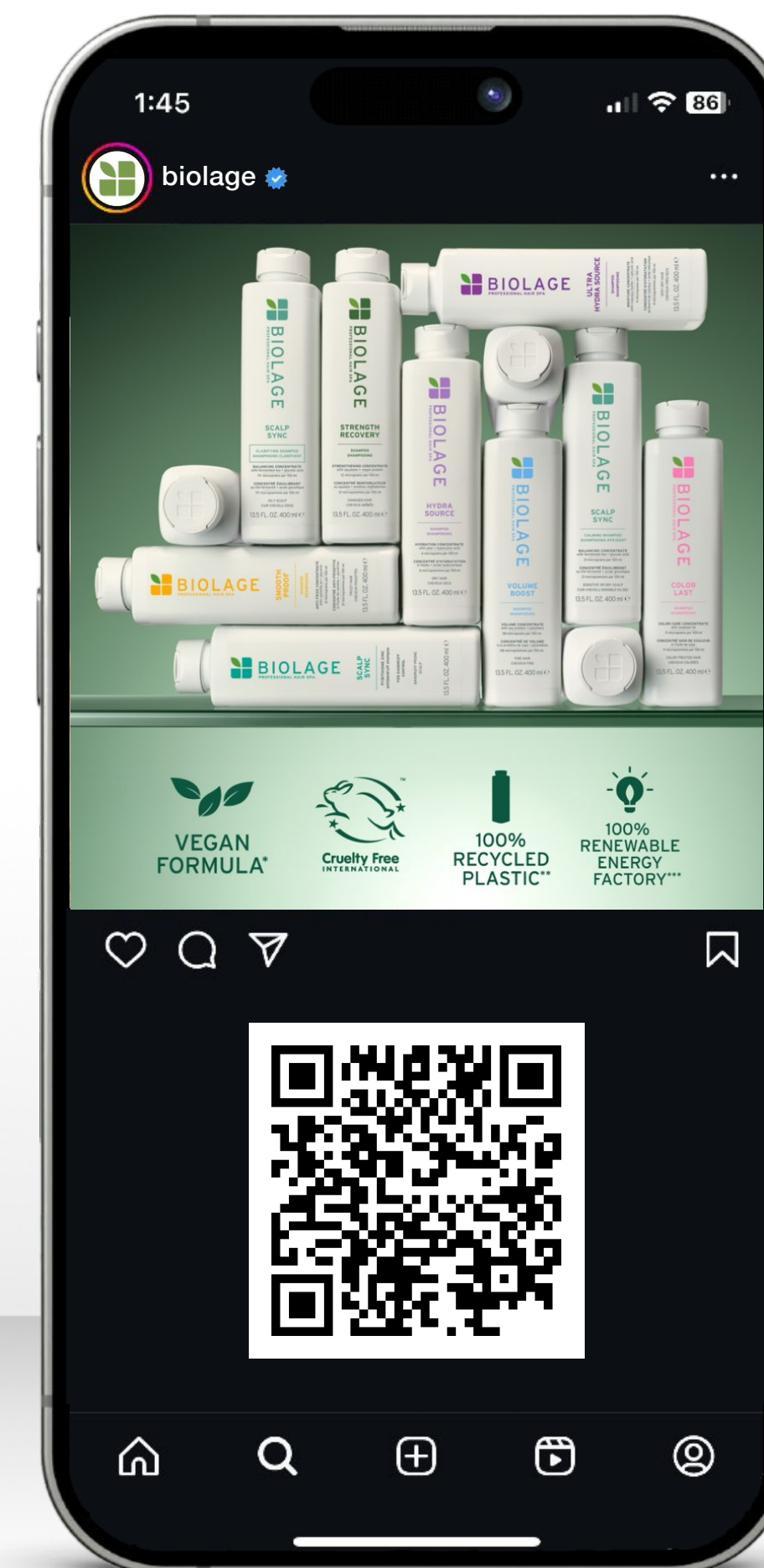
Scan or Click QR Code for each brand
to access relevant materials for each brand.



REDKEN
5TH AVENUE NYC



L'ORÉAL
PROFESSIONNEL
PARIS



BIOLAGE
PROFESSIONAL HAIR SPA

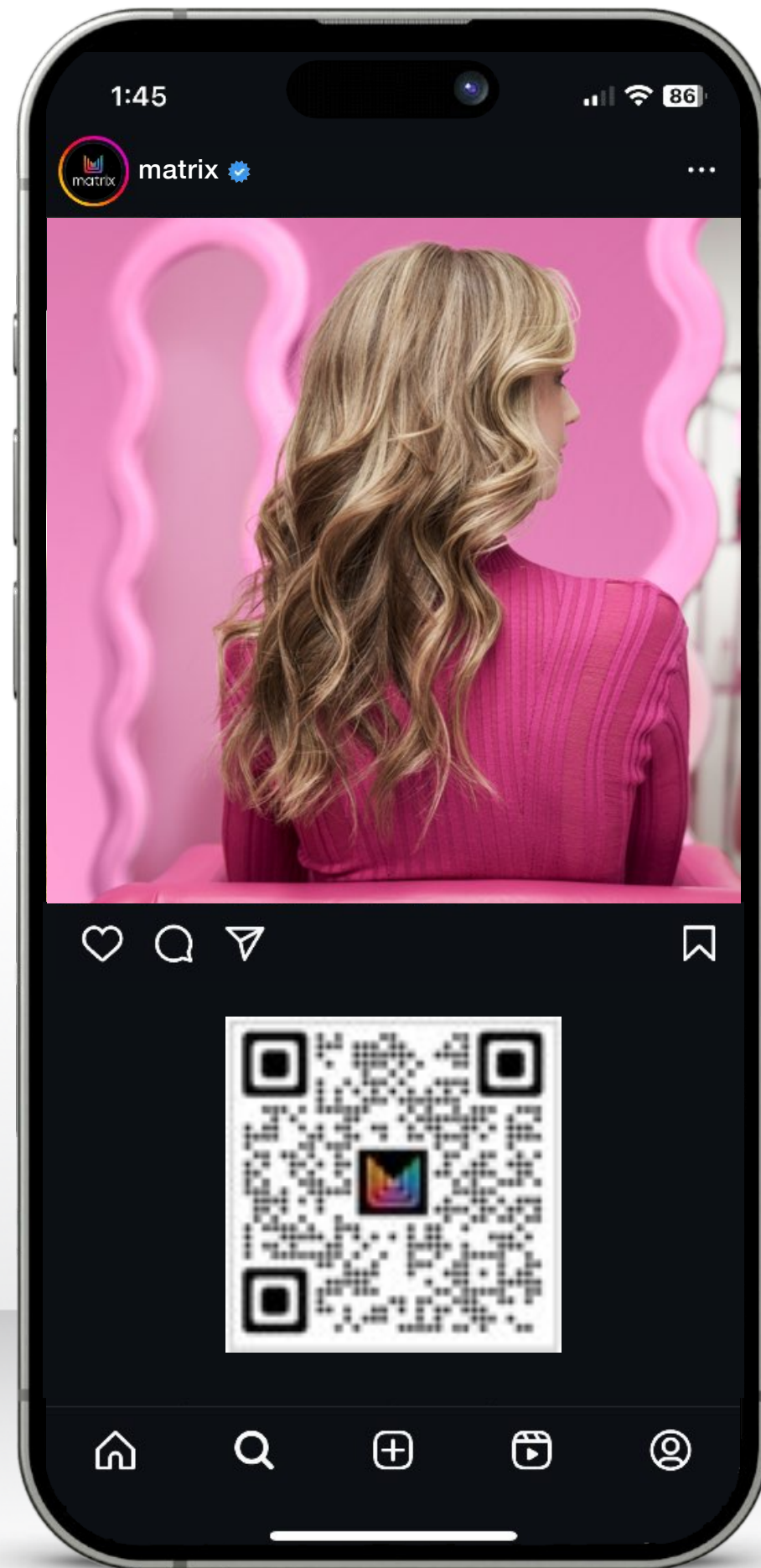


Brand Highlights

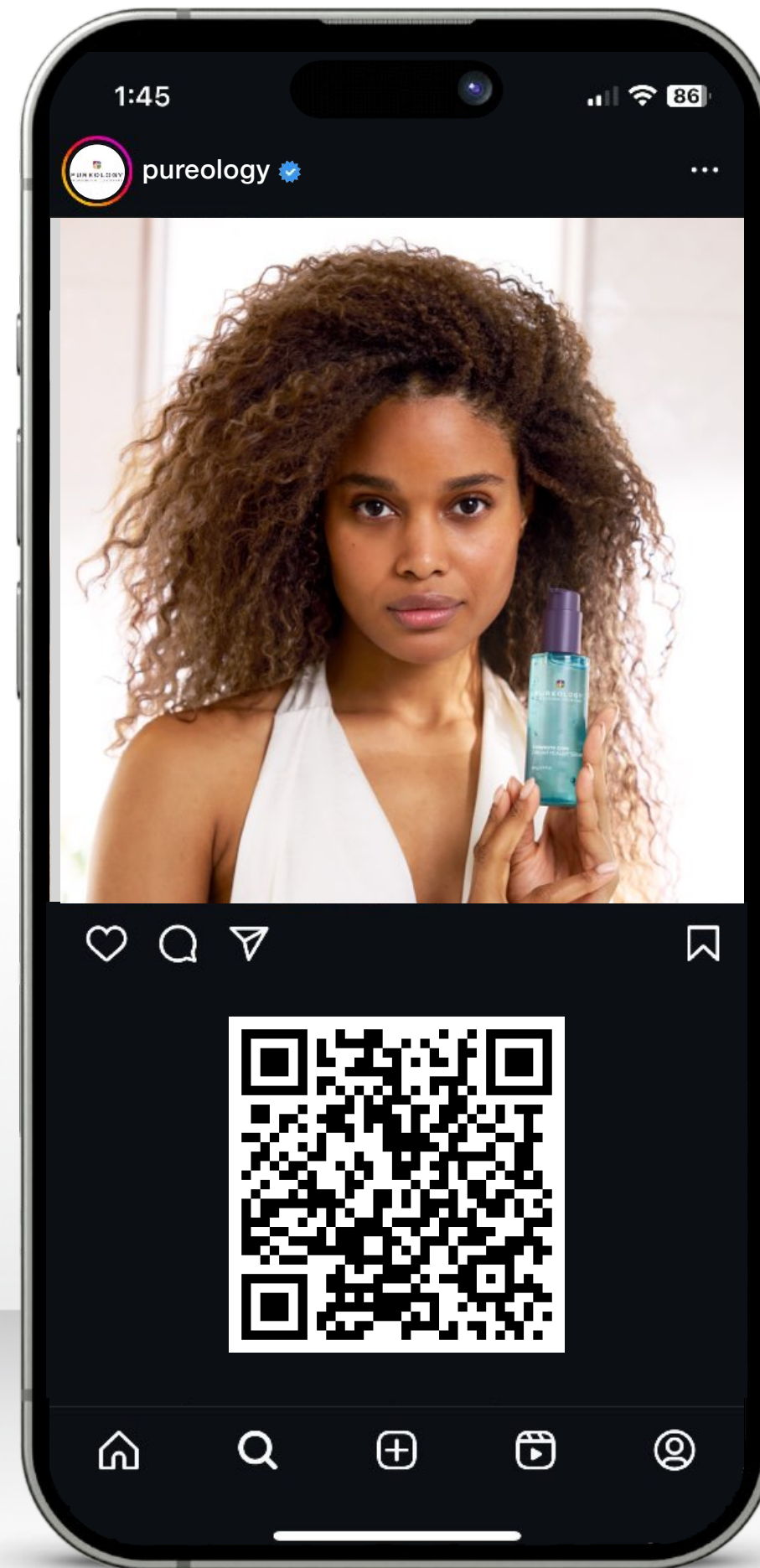
Business-Building

SalonCentric Sales

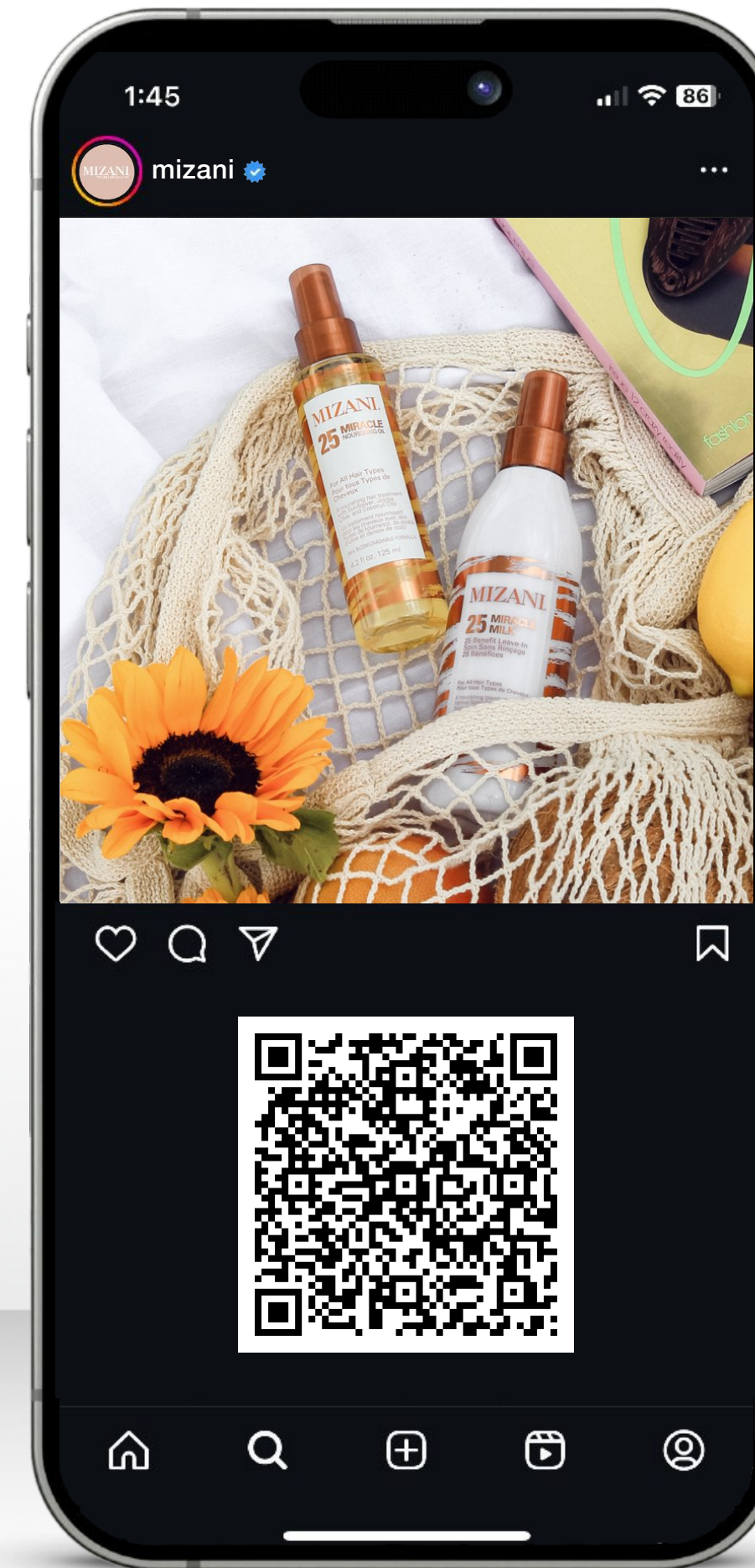
Merchandising



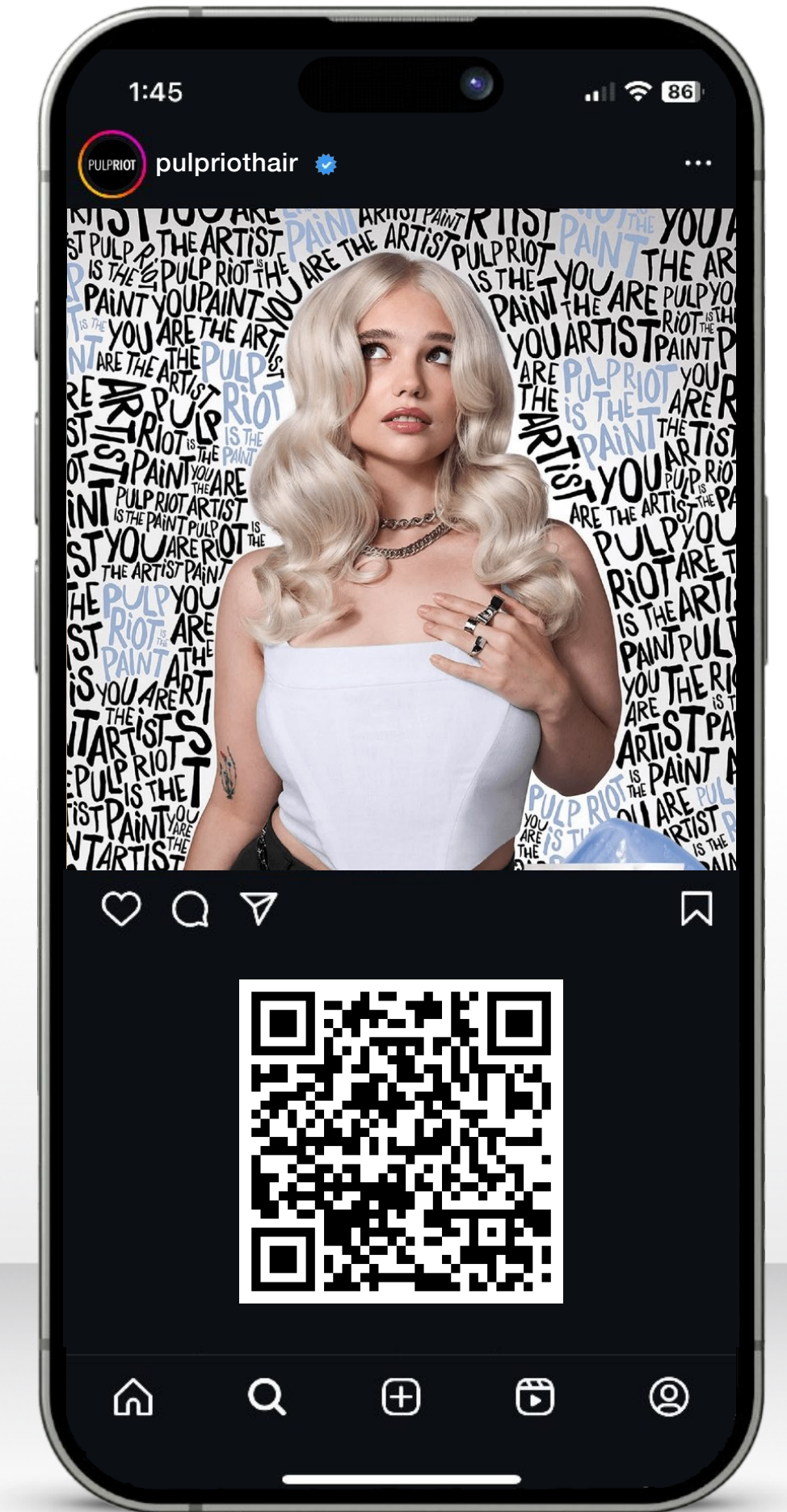
 **matrix**



 **PUREOLOGY**
PROFESSIONAL COLOR CARE



MIZANI
TEXTURE LOVE SINCE 1991



PULPRIOT



SALON READY!

Ready-To-Go Toolkit



Pureology Launch



Redken Shades EQ



End-of-Summer Sale

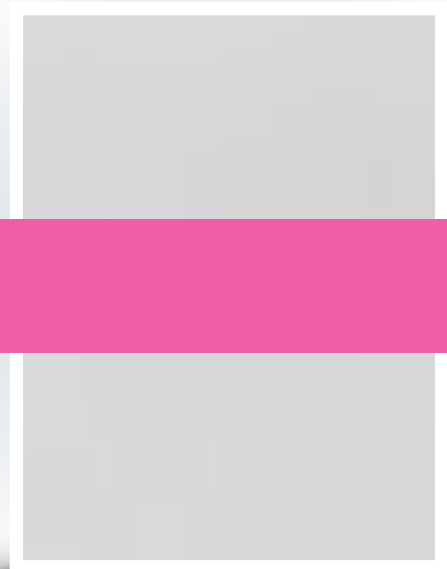
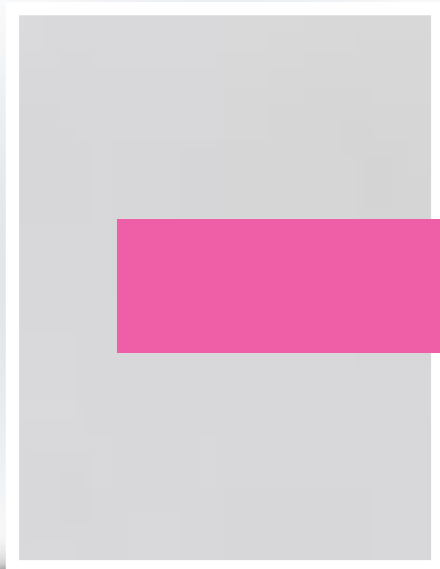


Evergreen



E-Newsletters

UPDATE



UPDATE

Custom Salon Signage Templates Available for Your Brand/Promotional Content

Download & print assets on the next slide.



Ready-To-Go Toolkit



**8.5x11
Easel Signage**



**5x7
Easel Signage**



**E-Blast Newsletter
Active Clients**



**E-Blast Newsletter
Lost Clients**



**Insta
Stories**

UPDATE



Insta Posts



Facebook Posts



Product Imagery

UPDATE



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



**View Previous Brand
Activation Toolkits on LEVEL**

Click or scan the QR codes for instant salon signage!

L'ORÉAL

PROFESSIONAL PRODUCTS