



brand activation TOOLKIT

AUGUST 2025

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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Matrix Lowkey Color Express Service

Pureology Haircare

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Brand Highlights

Matrix Lowkey Color Express Service >

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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](#)

NEW!
HANDS-IN
STUDIO
CLASS!



Reference Menu
From April Toolkit

Signage In Progress

Service Menu

[LINK](#)

Lunchtime Lift

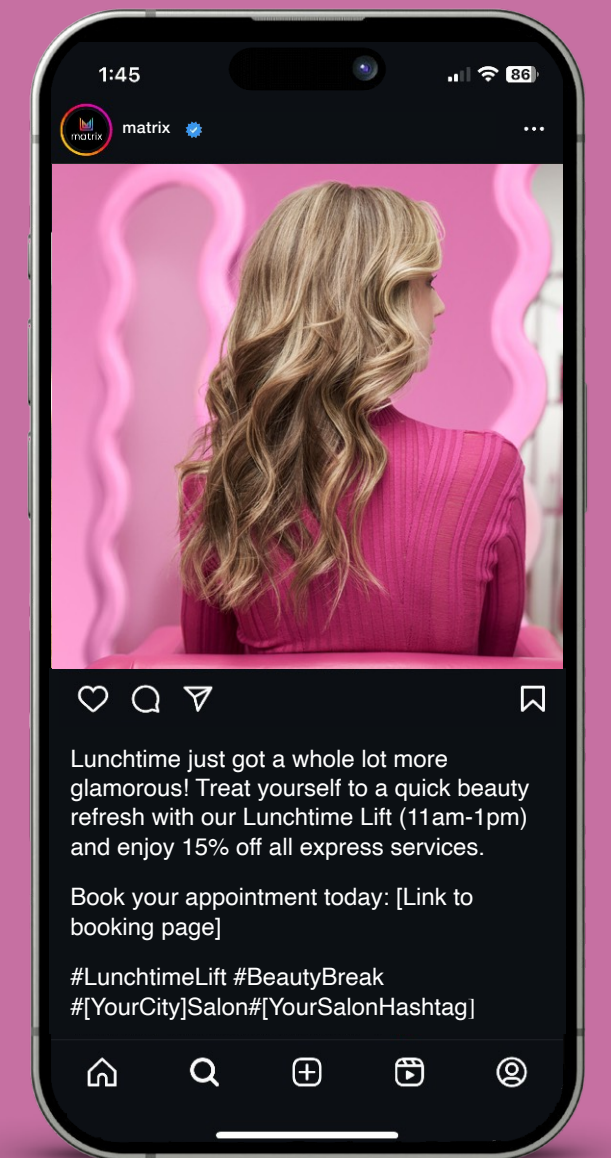
Maximize Your
Lunch Break with a
quick beauty boost!

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!



25% Off
All Lighteners



20% Off
12+ SoColor and
SuperSync Tubes

**Mix and
Match**



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising



CONCENTRATED FORMULAS WITH 75+ SHAMPOOS PER BOTTLE

BENEFITS

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

HAIRCARE

BUY 3,
GET 1 FREE



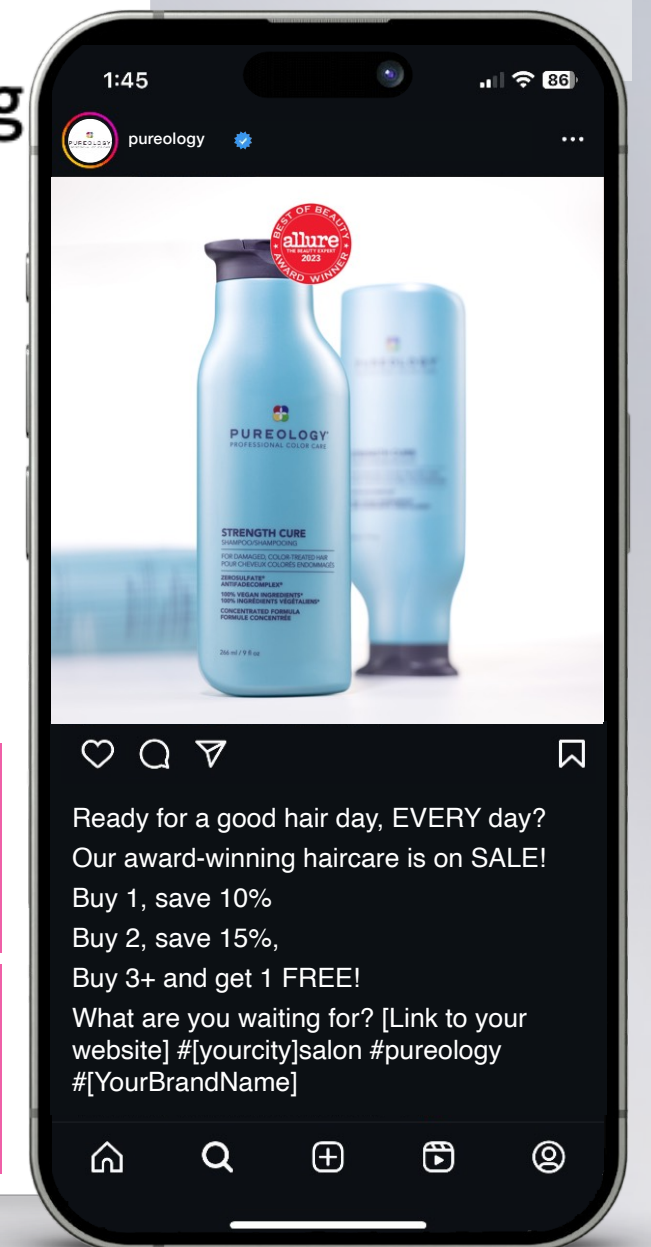
Save on Award Winning
Haircare

Buy More, Save More

Buy 1, Save 10%
Buy 2, Save 15%

Use Product Images
With Seals on Sign

Signage In Progress



Product Knowledge

Editable Signage

LINK

Social Post

LINK



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

MIZANI
TEXTURE LOVE SINCE 1991

25 MIRACLE COLLECTION

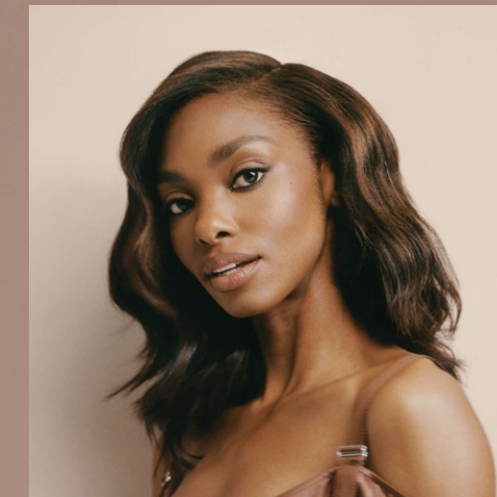
**BESTSELLING
MULTITASKING
LEAVE-INS**

**BOGO
50%**



Product Knowledge

BRAND ACTIVATION TOOLKIT | AUGUST 2025



COMPLIMENTARY STYLING EDUCATION

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

**ENROLL FOR
YOUR NEXT
MIZANI CLASS
HERE!**

[LINK](#)

Mizani Look Book

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

*based on instrumental test + consumer study
**vs washing hair daily

Shades EQ 101

LOCK IN COLOR & SHINE
BETWEEN APPOINTMENTS



SAVE 25%
ON 6+ ACIDIC
COLOR GLOSS

Product Knowledge

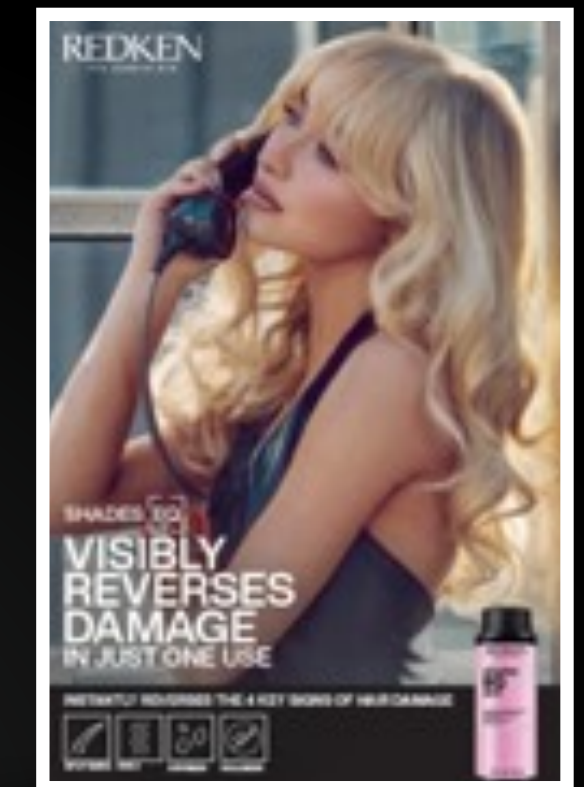
MAINTAIN STYLE
BETWEEN WASHES



- 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



Service Signage

LINK



Editable Signage

LINK



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising



RESCUE YOUR RETAIL BUSINESS WITH BIOLAGE

TRY

FULL RESCUE
Break the stressful cycle
of hair fall due to breakage.

DID YOU KNOW?

Hair Fall is the
#1 Scalp Concern*

Instantly Fuller-
Looking Hair**

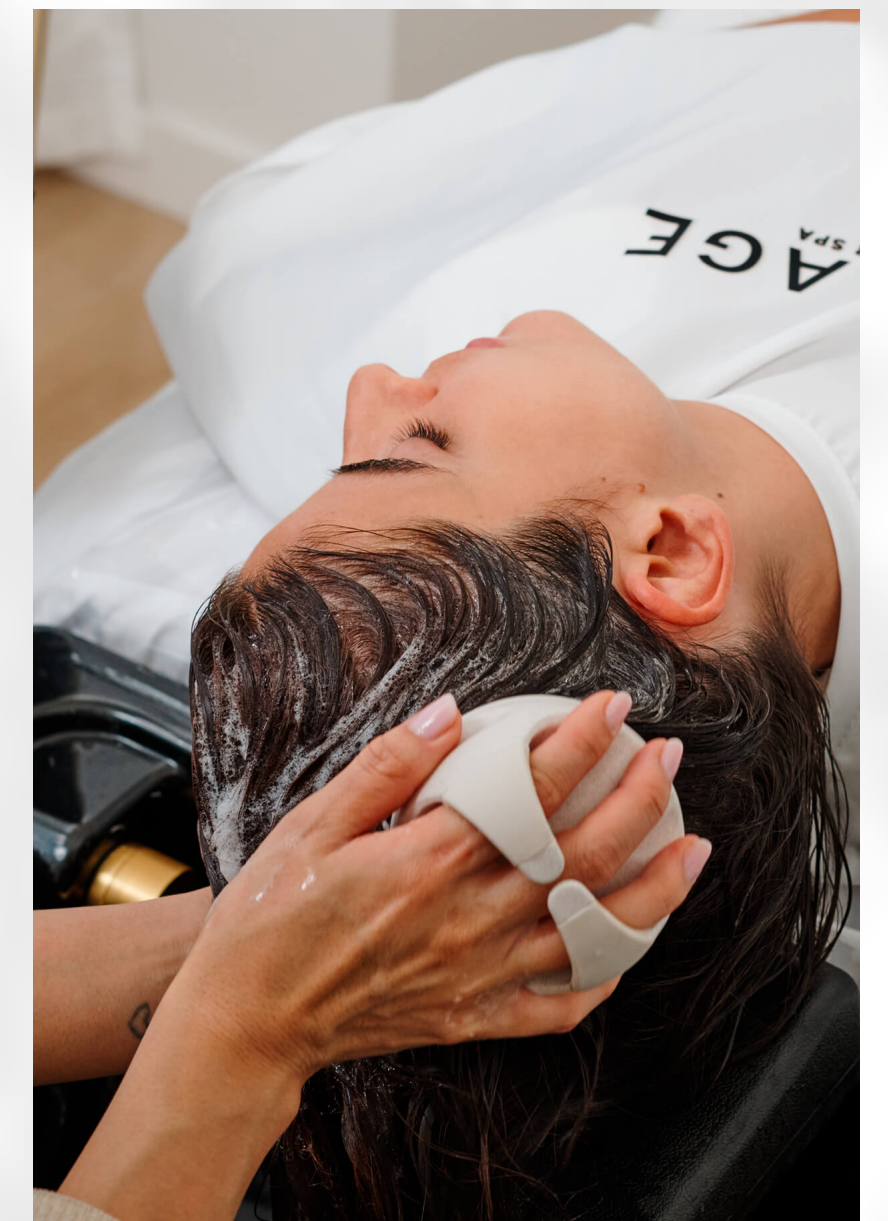
+74% Resistance
to Hair Fall***



BEFORE/AFTER

Differentiate & Grow
Your Salon with scalp
specialization.

Get Scalp Certified
with Biolage!



Scalp Certification

Scalp Certification 2.0

*Source: American Academy of Dermatology, Cleveland Clinic; **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;

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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*

*Compared to equivalent formula amount in our 400/135 fl. Oz. bottles



PRO TIP

Encourage refill trial
by bundling with
corresponding
traditional full-size.



Signage In Progress

Editable Signage

[LINK](#)



L'ORÉAL
PROFESSIONNEL
PARIS

Elevate Client Experience with New & Improved Majirel



IMPROVED

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

Pro Hair Home Care



Prescribe client-specific Serie Expert retail based on hair type, history, and hair goals with every service

Save 20%

With purchase of 3+ retail and refill sizes

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





Gain A Competitive Advantage With A Salon Loyalty Program

- Reward & Appreciate - happy clients are returning clients!
- Personalize marketing by connecting your loyalty program to your CRM.



CRAFT YOUR PERFECT PROGRAM



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.

LEARN SUMMIT’S 7 KEY STEPS

Summit’s 7 Key Steps

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

REDKEN | COLOR EXTEND MAGNETICS AND BLONDAGE

BIOLAGE | COLOR LAST

MATRIX | GLOW MANIA

PUREOLOGY | HAIRCARE

L'ORÉAL PROFESSIONNEL | PRE-TREATMENTS

Promotion Details

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](#)

Fall Into Fabulous

Embark on a personalized transformation journey this fall, tailored to your goals and needs. Our expert stylists will craft a stunning look you'll love, inspired by the rich hues and cozy textures of autumn.

YOUR TRANSFORMATION BEGINS
starting at \$XX

PERSONALIZED CONSULTATION

Let's explore your hair aspirations, analyze your hair's unique personality, and map out a bespoke blueprint for your perfect seasonal transformation.

ELEVATE YOUR JOURNEY
with enhancements to nourish and perfect your look.

Choose Your Add-ons

ESSENTIAL CARE starting at \$XX

Glossing Service

Personalized At-Home Care Kit

ENHANCED EXPERIENCE starting at \$XX

Bond-building Service

Haircut & Style

LUXURIOUS

\$XX

Deep Condition

Scalp Detox

ULTIMATE EXPERIENCE

All add-ons for \$XX.

Discover the full potential of your hair this fall with our most comprehensive offering.

Signage In Progress

Your Salon
Logo Here



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





Shelf

Pick A Sun Flower
Win A Prize

Signage In Progress

Promotional Signage

LINK



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

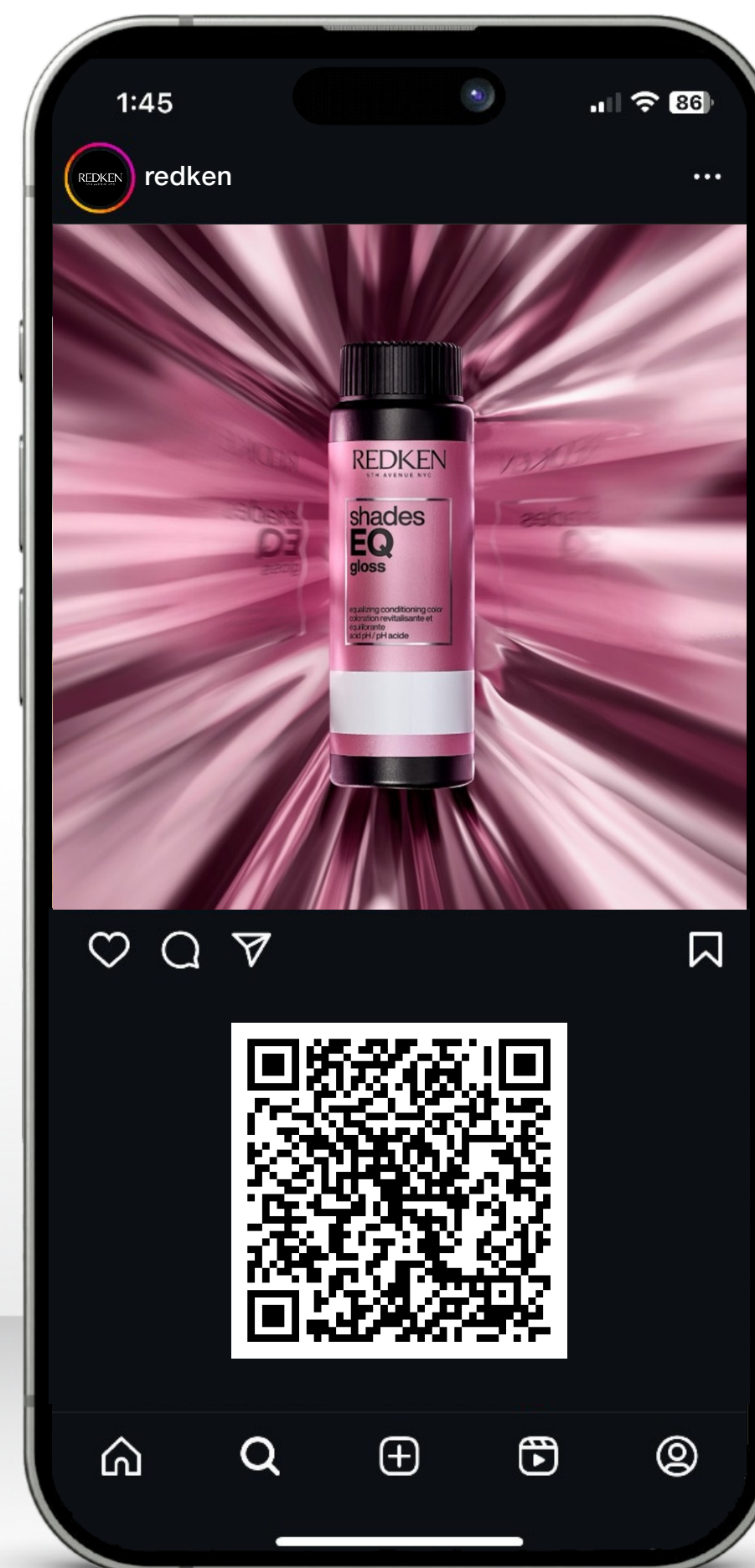
SalonCentric Sales

Merchandising

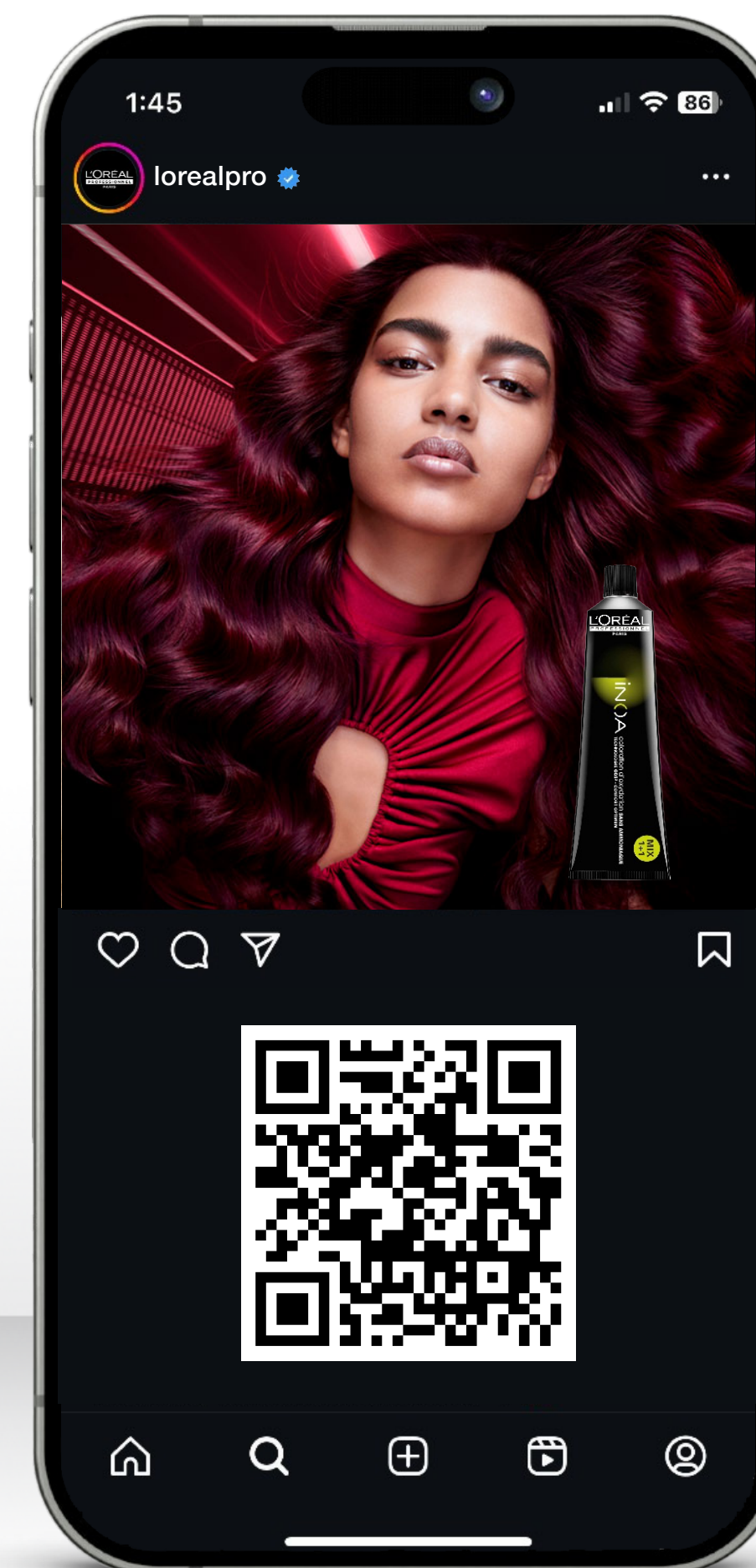
Branded Social Content

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

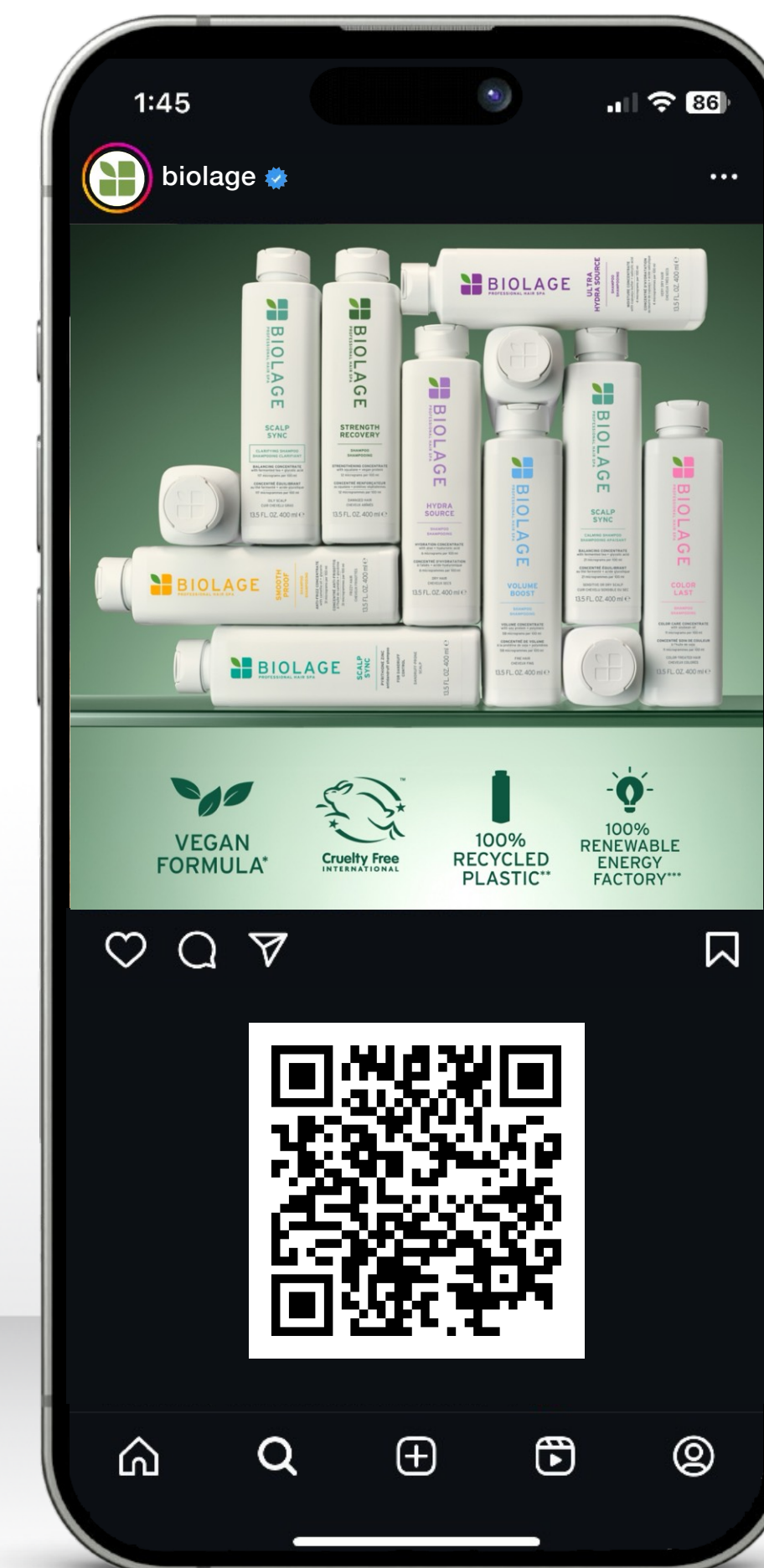
Scan or Click QR Code for each brand
to access relevant materials for each brand.



REDKEN
5TH AVENUE NYC



L'ORÉAL
PROFESSIONNEL
PARIS



BIOLAGE
PROFESSIONAL HAIR SPA

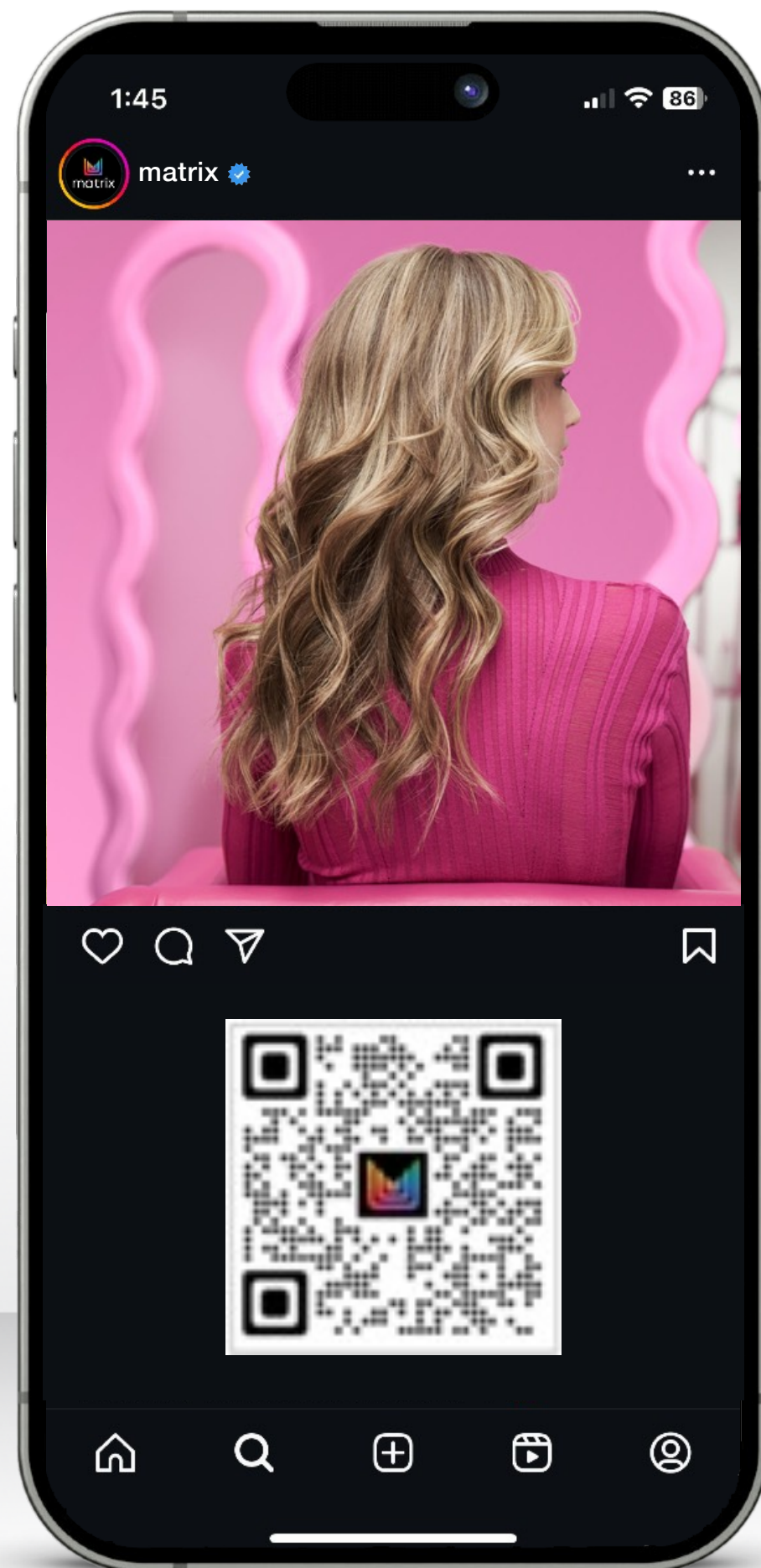


Brand Highlights

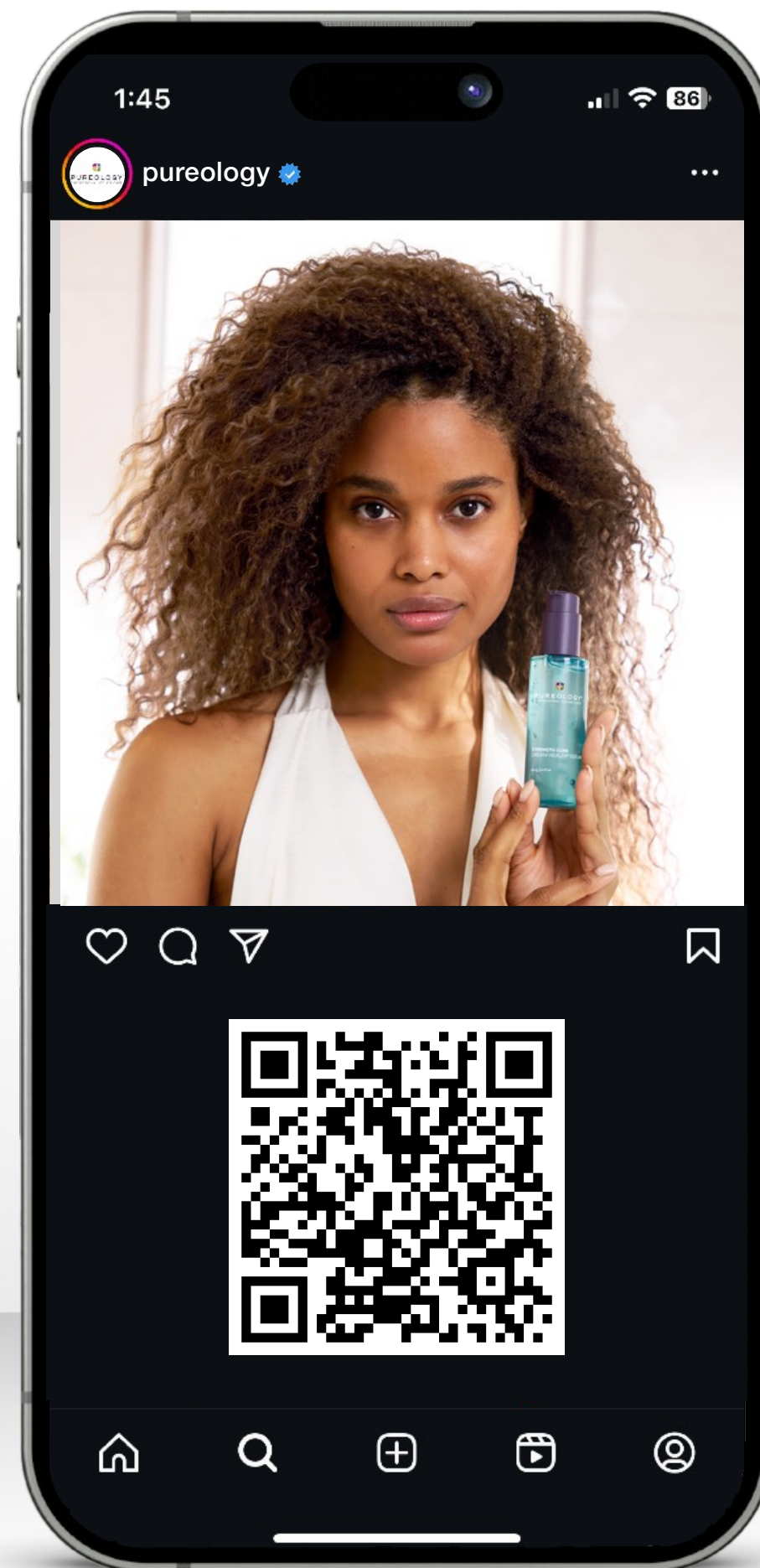
Business-Building

SalonCentric Sales

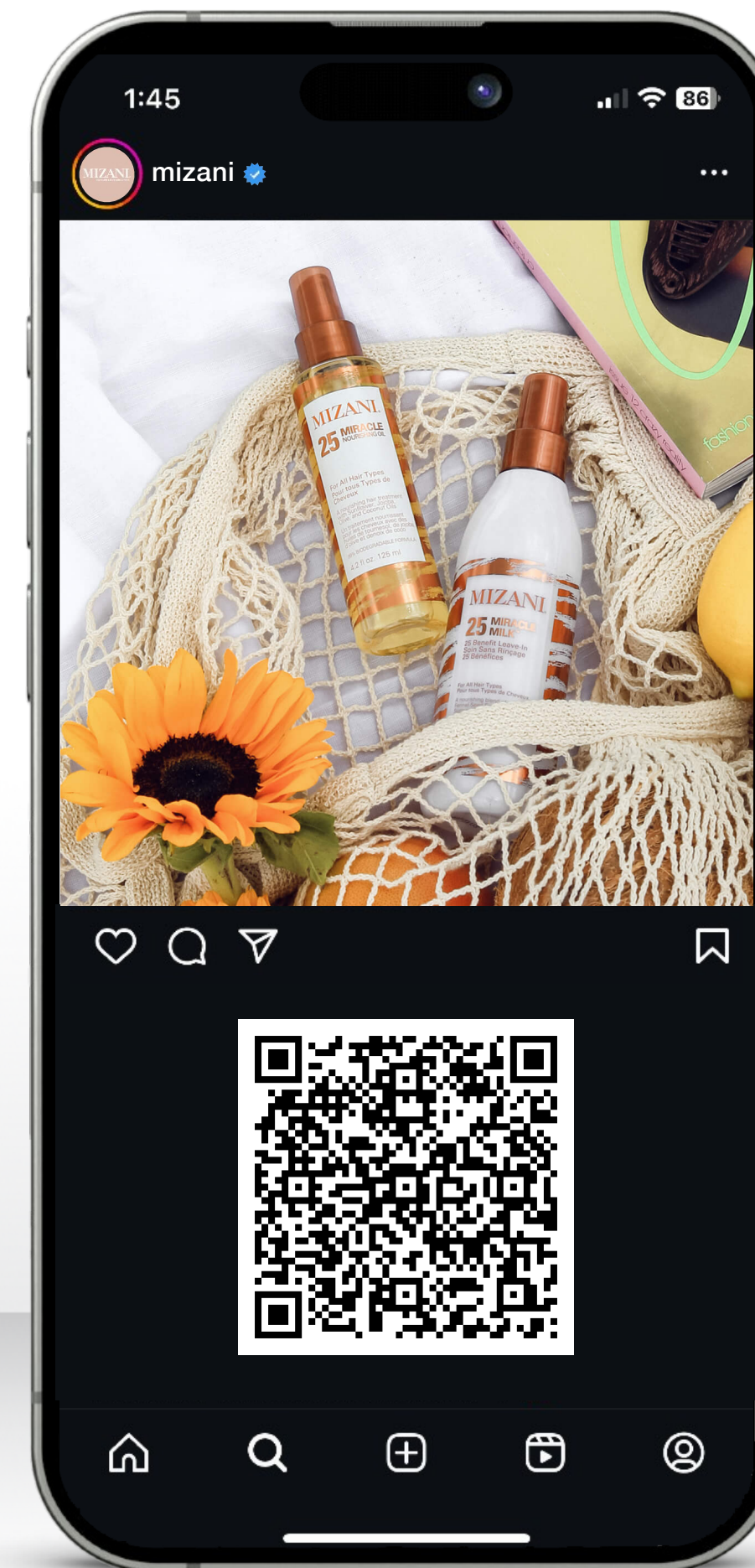
Merchandising



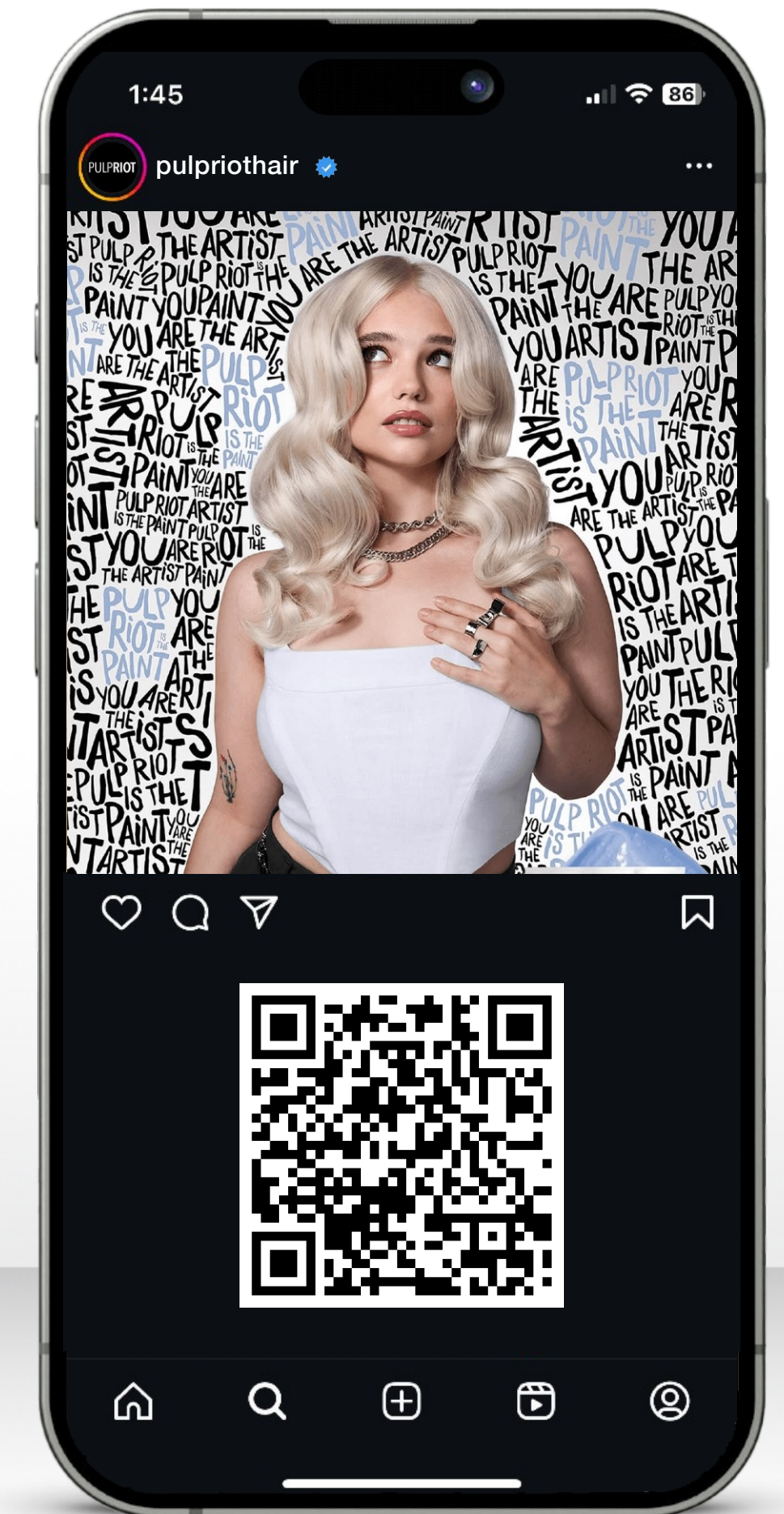
 **matrix**



 **PUREOLOGY**
PROFESSIONAL COLOR CARE



MIZANI
TEXTURE LOVE SINCE 1991



PULPRIOT

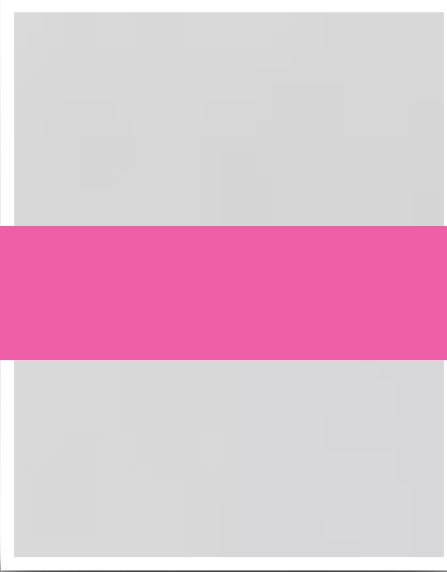


SALON READY!

Ready-To-Go Toolkit



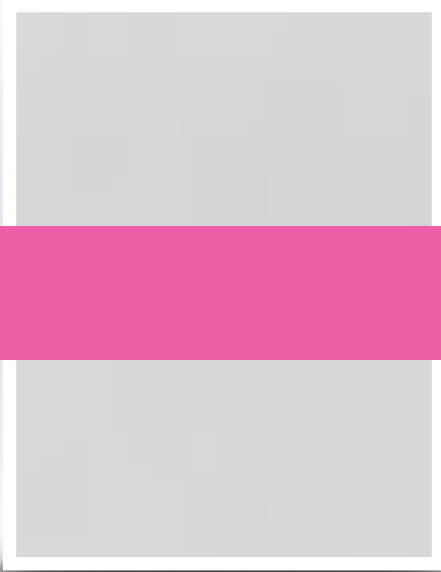
Pureology Launch



Redken Shades EQ



End-of-Summer Sale

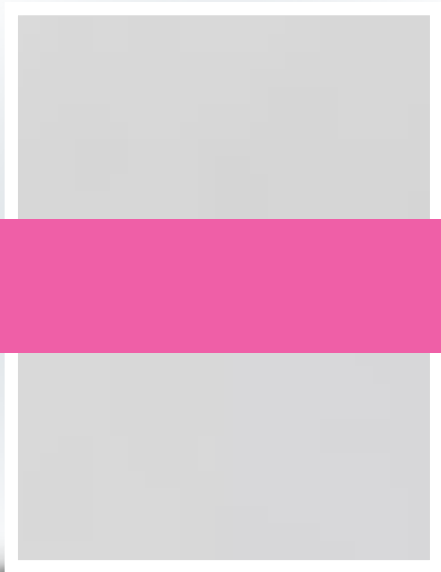
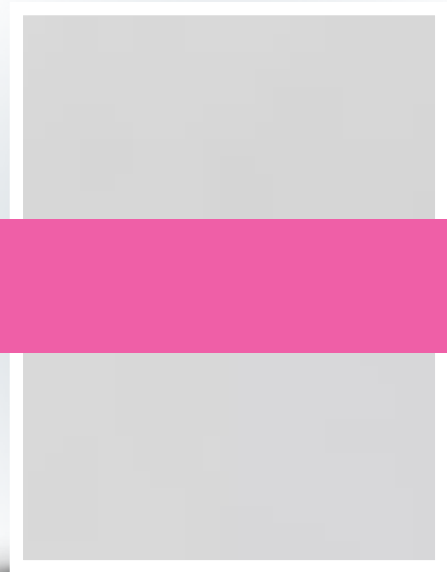
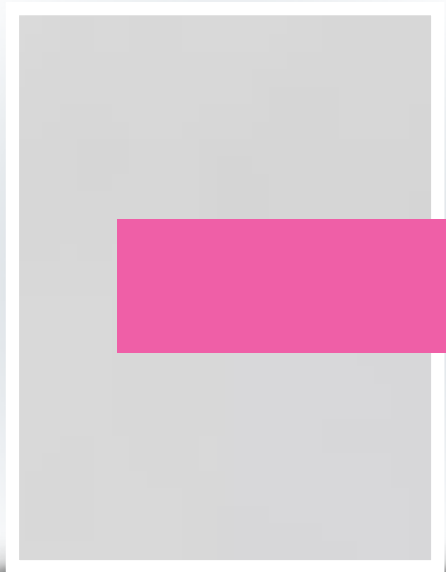


Evergreen



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