

brand activation

TOOLKIT

FEBRUARY 2025

L'ORÉAL
PROFESSIONAL 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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Cash Wrap/Reception
NEW! Selfie Wall



Brand Focuses & What’s New

NEW Matrix Glow Mania



Level Up Your Blonde Business with Redken



Premium Services with L’Oréal Professionnel



Biolage Treatments



Grow Your Social Presence with Pureology



Texture Celebration with Mizani





NEW! Glow Mania

The 1st Laminating Care To Seal & Enhance Color Glow From Inside Out For 8 Weeks!

Boost Color Client Satisfaction & Grow Average Ticket with:

- ✓ Accessible add-on services
- ✓ Results-oriented take-home regimen
- ✓ Repeat services through rewards program
- ✓ Morning Glow Launch event in your salon

Glow Up Menu

Product Knowledge

Reward Club Signage

Event Set Up Kit





MORNING GLOW EVENT

Encourage morning bookings and give your guests a “Morning Glow” with coffee, donuts, and the New! Glazing Queen treatment PLUS special offers on Glow Mania home care.



Event Day Signage



Rewards Club Signage



Glow Up Menu



Preparation Checklist



Event Success Tracker



Stylist Incentive



Purchase Display Items



Shop Our Custom Salon Signage Templates

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



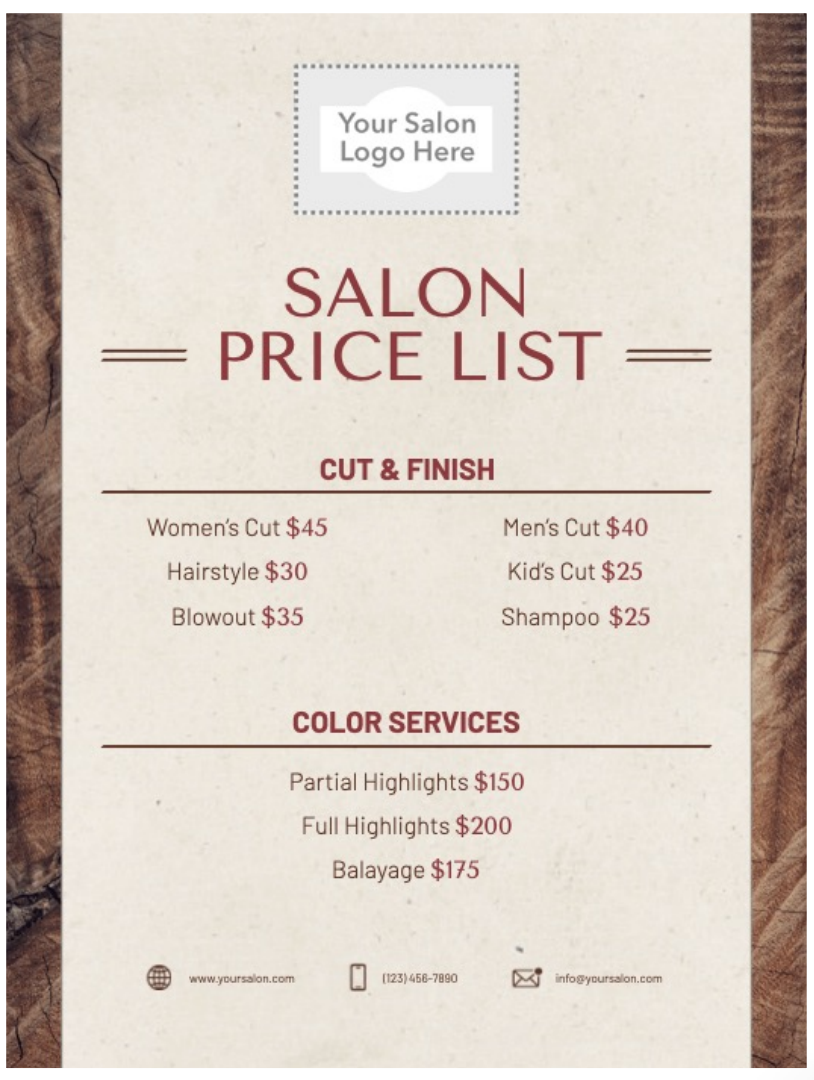
Minimal



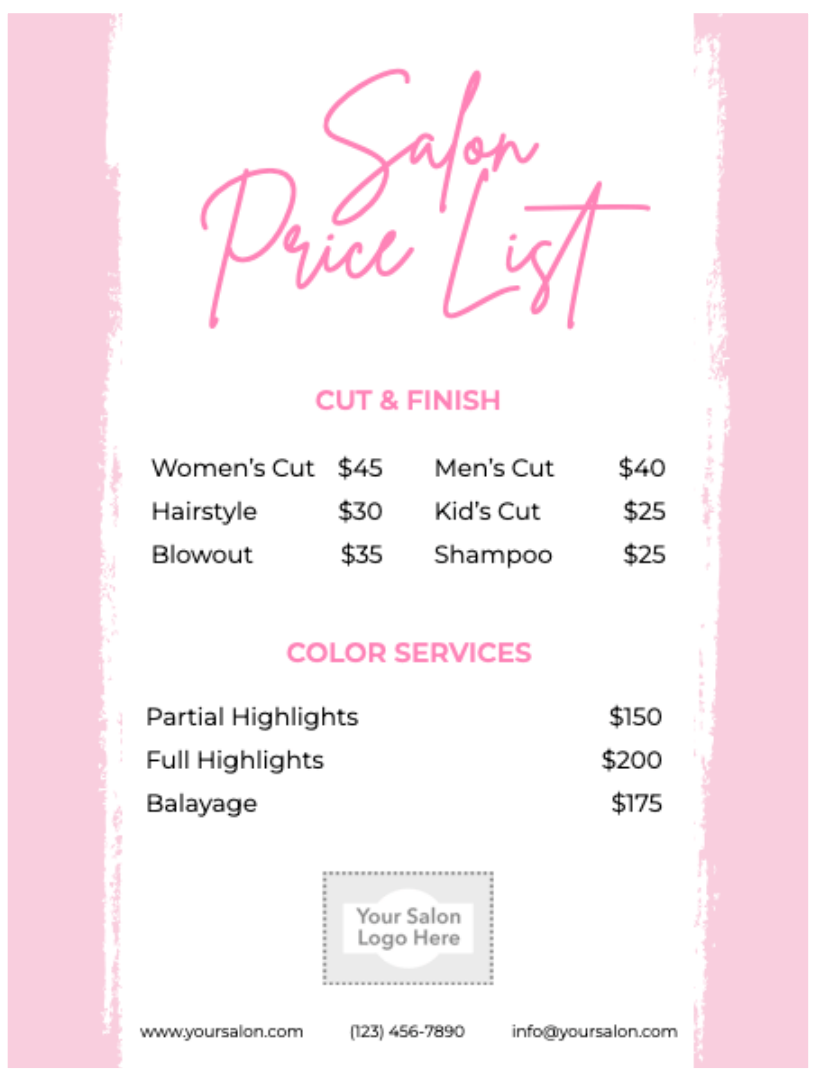
Coastal Modern



Luxe Glam



Rustic



Cheerful



LEVEL UP YOUR BLONDE BUSINESS

Partner with Redken and Sabrina Carpenter to become the blonde destination.

THE POWER OF REDKEN

Showcase the full power of Redken—from Flash Lift to Shades EQ, haircare to styling—with curated service packages that deliver exceptional results and drive retail sales.

THE POWER OF SAVINGS

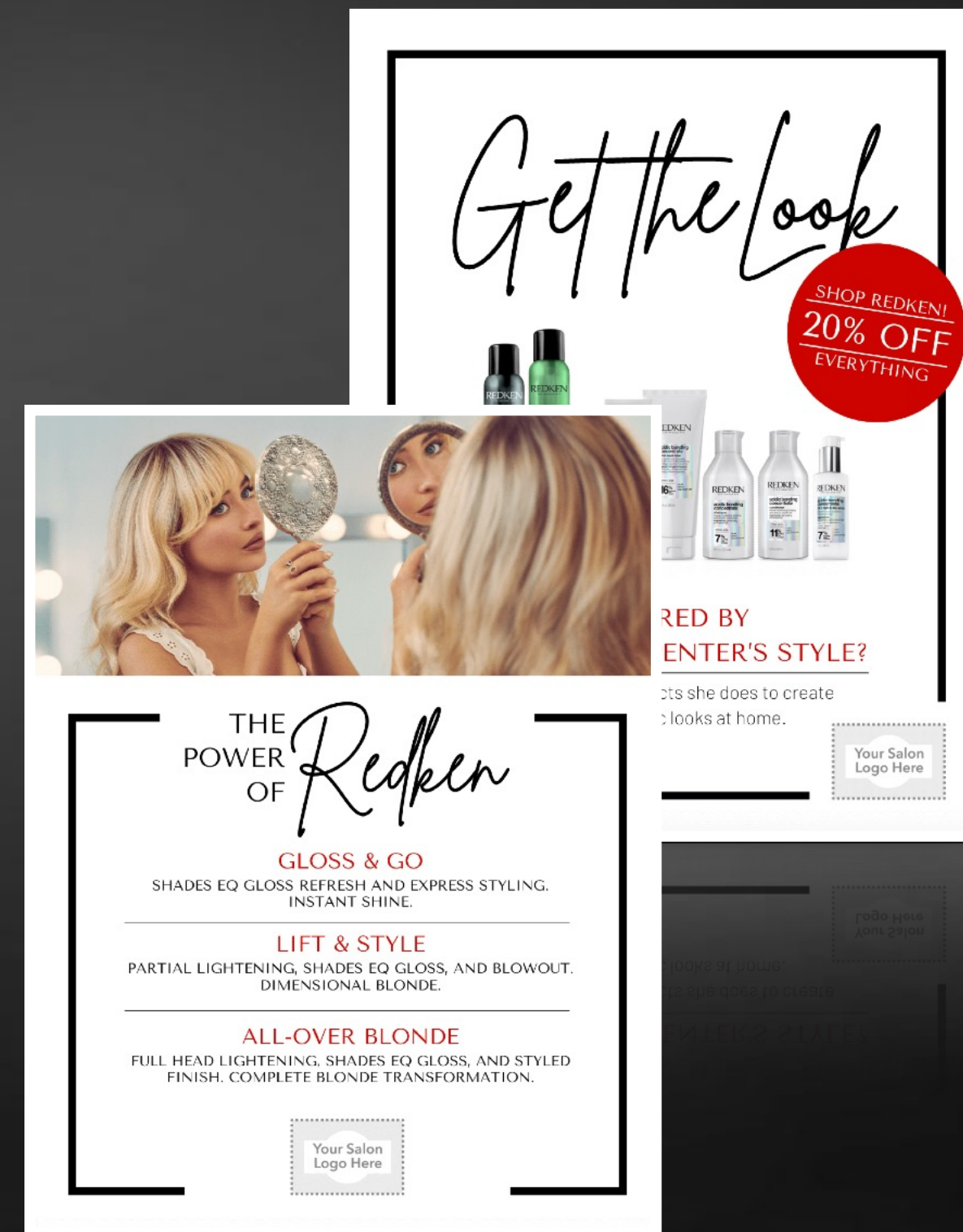
- + 25% Off All 1 lb. Flash Lift Lighteners
- + Save 20% when you buy 4+ Acidic Bonding Concentrate Retail
- + Try for \$20 Acidic Bonding Concentrate 24/7 Night & Day Serum
- + 2 for \$25 on Styling Heroes

Shades EQ
Lookbook

Flash Lift Product
Knowledge

Tiered Service
Menu

Promotional
Signage





SABRINA STYLE STATION

DRIVE NEW BUSINESS WITH SABRINA'S STAR POWER!

By creating a dedicated space showcasing her iconic blonde looks and the Redken products used to create them, you'll attract clients seeking her trendy styles, leading to increased appointments and retail sales.



FIRE UP YOUR TEAM WITH REDKEN RETAIL BINGO!

The first to BINGO wins a prize of your choosing!
Think big: a paid day off, a generous gift card, the hottest gadget or even a donation to their favorite charity.

Redken Retail
Bingo Card

Discover a wide range of prizes on LEVEL Loyalty and use your points to redeem the perfect reward. Not a member?

Click below to join LEVEL Loyalty today!

Join LEVEL Loyalty

Sabrina Carpenter
Signage



Elevate Your Salon.

Elevate Your Earnings.

Increase Revenue and Client Satisfaction Through Premium Services.

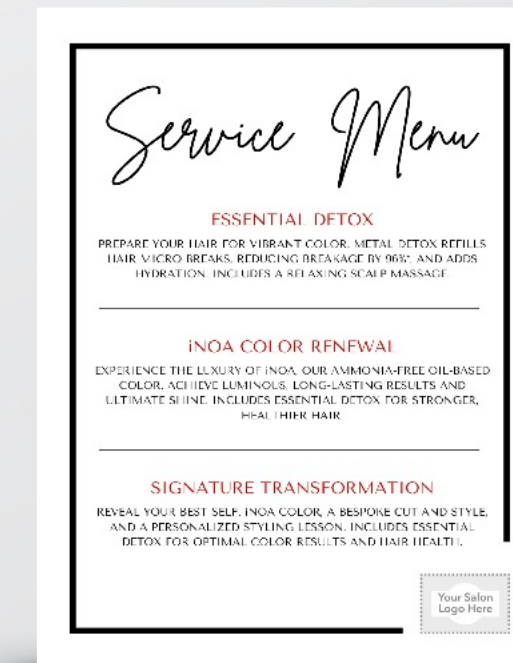
Elevate your color menu with iNOA and Metal Detox for long-lasting results. Maximize profits with tiered services. Help clients maintain their color at home with special savings.

Elevate AND SAVE! Boost your bottom line with these offers

9-31 iNOA shades
FREE Developer

32+ iNOA shades
3 FREE Developers + 2x Point
+ Education

15% off Metal Detox



iNOA Product Knowledge

FREE iNOA Class
With Natalie Simones

Tiered Service
Menu

Elevate the salon experience with personalized color care. Offer iNOA clients complimentary follow-ups and expert advice for vibrant, long-lasting results.

Consider providing a discount on their next iNOA Color Renewal service if booked during the follow-up consultation.



Promotional
Signage

Elevate your service revenue and maximize profits with the "Ask Me About Metal Detox" campaign. Just brush up on product knowledge, display the easel, track upgrades, and reward your stars with free Metal Detox kits. Easy steps, big rewards!

Reward your top sellers with the NEW! Metal Detox Mini Starter Kit



Metal Detox
Product Knowledge

Service Tracker
Sheet

"Ask Me About
Metal Detox" Signage

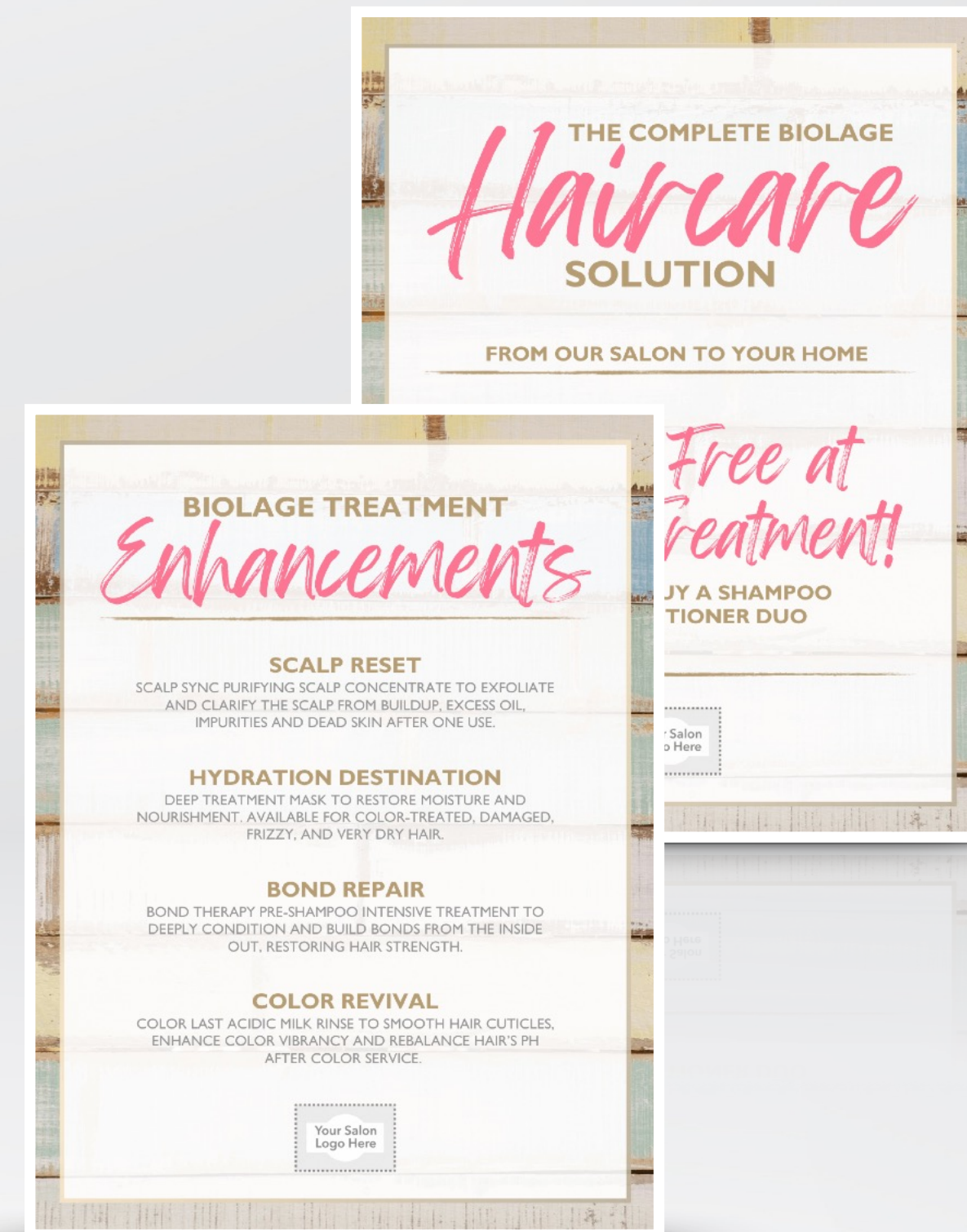


UPGRADE ANY SERVICE WITH THE ULTIMATE TREATMENT ENHANCEMENT.

Enhance client experience, grow average ticket & retail sales with add-on scalp, hydrating, and color care services and take-home products.

Don't Miss This Brand Offer!

3 FOR \$30 ALL RETAIL, TREATMENTS & STYLERS



Get Scalp
Certified

In-Salon
Scalp Services

Treatment
Enhancement Menu

Promotional
Signage

Spotlight
Signage Template



SPOTLIGHT YOUR STAR STYLISTS!

Feature top performers in treatment sales and client testimonials on social media and your website. This recognizes their achievements, builds their personal brands, and attracts new clients to your salon. Investing in your stylists strengthens your overall brand.



HAIRCARE

Buy 3, Get 1 Free



Retail sizes only

Product Knowledge



Promotional Signage



Promotional Signage



Ready-To-Go February Social Content Calendar

Customize your calendar and begin posting
February 1st!

Get Started

MONTHLY CONTENT CALENDAR

[Salon Name]
February 2025 / Week 3
Created by [Name]

Monday

Carousel

Nurture Pillar

Presidents' Day Fun: Iconic Hairstyles Through History. Carousel featuring photos of famous presidential hairstyles

Caption:

From JFK's polished look to Lincoln's iconic beard, hairstyles have always made a statement. Which presidential style would you rock today? 🇺🇸✂️

Hashtags:

#PresidentsDay
#IconicHair
#hairgoals
#hairsalon

Tuesday

Story

Sales Pillar



Click the image to access the downloadable link.

Caption:

100% Vegan is something to 100% love @pureology uses a carefully selected balance of sustainable, naturally-derived ingredients that also get you immediate results. Ask your stylist about each line's benefits.

Hashtags:

#pureology
#veganhaicare
#winterhairtips
#haireducator

Wednesday

Carousel

Growth Pillar

Client Feature Post. Before, during, and after high-quality photos of client with a balayage. Include an image of the client and the stylist.

Caption:

Obsessed with [client's name] new balayage! Thanks for letting us transform your look. 💖 Get the same look with [insert stylist tag]. DM us to book. New clients get 10% on us.

Hashtags:

#balayage
#hairstylist

Add your local
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.

Claim My Free Audit



MIZANI
TEXTURE LOVE SINCE 1991

TEXTURE CELEBRATION

**BIGGEST SAVINGS OF THE YEAR
ON THE MIZANI AIRCUT & PRODUCTS**

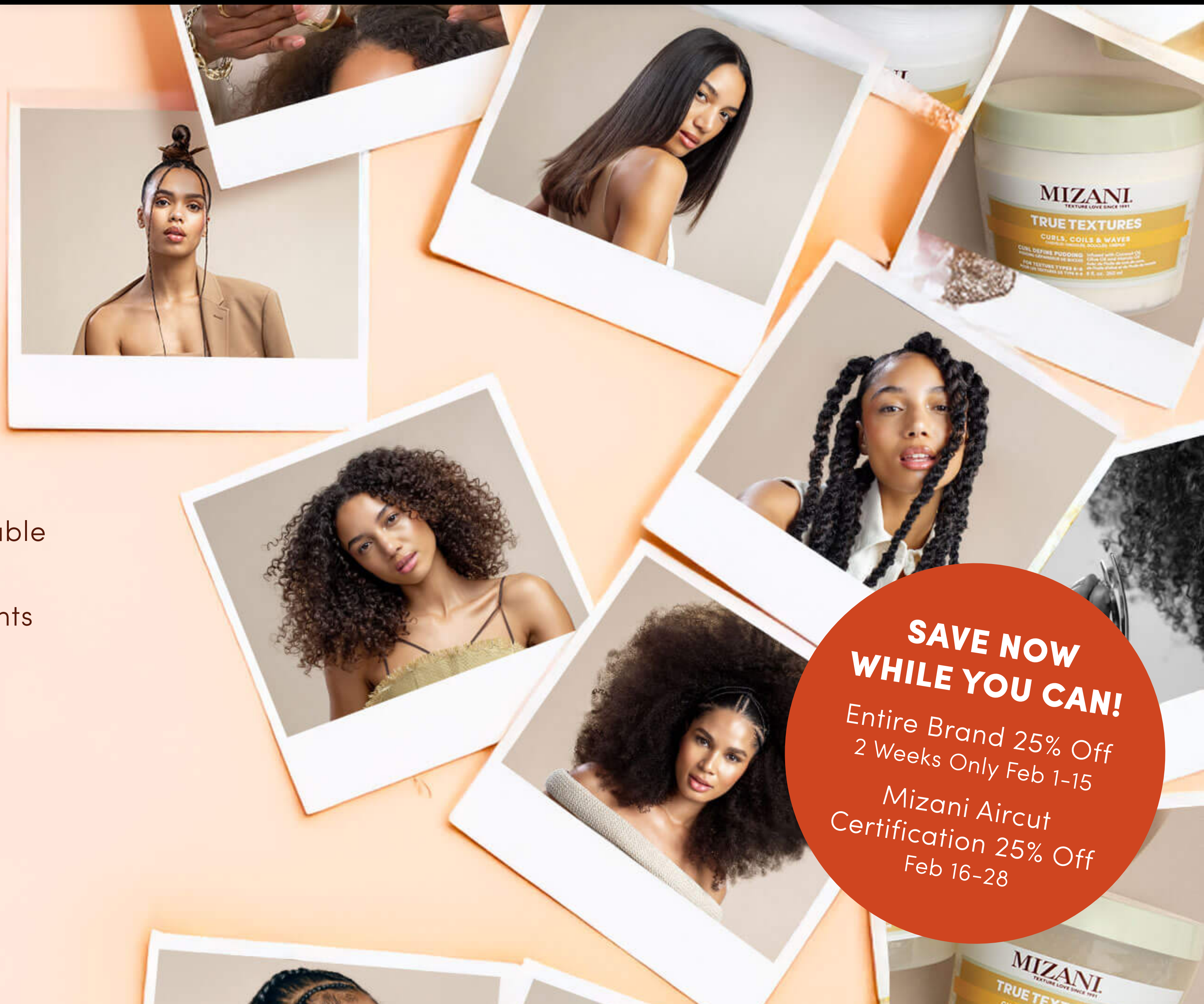
- ♥ Become a Mizani Aircut certified specialist
- ♥ Confidently master techniques that are re-creatable and versatile with a Mizani Aircut certification
- ♥ Curate custom experiences that cater to curl clients

GET THE LOOK!

Learn the process & products behind our 2025 featured looks.

Mizani Look Book

BRAND ACTIVATION TOOLKIT | FEBRUARY 2025



**SAVE NOW
WHILE YOU CAN!**

Entire Brand 25% Off
2 Weeks Only Feb 1-15

Mizani Aircut
Certification 25% Off
Feb 16-28



HOW TO DIFFERENTIATE YOUR SALON & GROW YOUR CURLY CLIENT BASE



UPSKILL

- ♥ Review product knowledge
- ♥ Get certified in the Mizani Aircut
- ♥ Review Look Book for How-Tos

Product Knowledge

Get Certified

Mizani Look Book

BRING YOUR TEXPERTISE IN SALON

- ♥ Print Get the Look station signage to strengthen consultations
- ♥ Cater to clients with a dedicated service menu
- ♥ Promote your service offering with special offers and packages

"Get the Look" Signage

Service Menu

Promotional Signage



SalonCentric Sales

Service & Color Trend Sale



Lightener Sale



At Home Maintenance Sale





Service & Color Trend Sale



SAVE 25%

ACIDIC pH SEALER
ACIDIC MOISTURE CONCENTRATE
ACIDIC PROTEIN AMINO CONCENTRATE



TRY 5 FOR \$32

SHADES EQ
GOLD IRIDESCENT & NATURAL FAMILIES



SAVE 15%

ABSOLUT REPAIR MOLECULAR PRE-TREATMENT
BLONDIFIER CONCENTRATE
VITAMINO COLOR ACIDIC SEALER
PRO LONGER CONCENTRATE



RECEIVE A FREE DEVELOPER WITH A PURCHASE OF
9-31 iNOA SHADES

RECEIVE 3 FREE DEVELOPERS + 2X POINT +
EDUCATION WITH PURCHASE OF
32+ iNOA SHADES

2 WEEKS
2/1 - 2/15

2 WEEKS
2/16 - 2/28

FULL MONTH
2/1 - 2/28

FULL MONTH
2/1 - 2/28

Product Knowledge

Product Knowledge



Service & Color Trend Sale



20% OFF
A CURL CAN DREAM HAIRCARE*
AND COIL COLOR
**EXCLUDES LITERS*

2 WEEKS
2/1 - 2/15

Product Knowledge



25% OFF
ENTIRE BRAND

2 WEEKS
2/1 - 2/15

Product Knowledge



Brand Focuses & What's New

SalonCentric Sales

Merchandising

Lightener Sale



25% OFF
ALL 1LB FLASH LIFT
LIGHTENERS

Product Knowledge



BOGO 50%
SELECT LIGHTENERS

Product Knowledge



BOGO 50%
SELECT LIGHTENERS

Product Knowledge



25% OFF
ALL LIGHTENERS

Product Knowledge



Blonde Transformation Journey



THE FIRST-TIMER ESSENTIAL CARE

VIRGIN HAIR, SEEKING A SUBTLE AND NATURAL-LOOKING BLONDE. A LITTLE NERVOUS, NEEDS ASSURANCE AND GUIDANCE. MID-RANGE BUDGET.

HAIR BY: @AMIESLAYTON



THE TRENDSETTER ENHANCED EXPERIENCE

CONFIDENT AND ADVENTUROUS, ALWAYS SEEKING THE LATEST TRENDS. READY FOR A BOLD TRANSFORMATION. FLEXIBLE BUDGET.

HAIR BY: @ASHLEIGHPSANDERS + @ILLUSTRIOUSGLAM + @TIFFANYDIDIT



THE COMMITTED BLONDE LUXURIOUS RENEWAL

DEDICATED TO HER PLATINUM LOOK, PRIORITIZES HAIR HEALTH, AND EXPECTS CONSISTENT, HIGH-QUALITY RESULTS. HIGH-END BUDGET.

HAIR BY: @SAVANNARTISTRY

BLONDE

Transformation

JOURNEY

Embark on a personalized blonde transformation journey tailored to your unique hair goals and needs. Our expert stylists will guide you every step of the way, creating a stunning look you'll love.

YOUR JOURNEY BEGINS

BLONDE TRANSFORMATION CONSULTATION
Let's explore your blonde aspirations, analyze your hair's unique personality, and map out your perfect blonding blueprint.

YOUR CUSTOMIZED BLONDING SERVICE
STARTING AT \$XX

ELEVATE YOUR JOURNEY

Choose Your Add-ons

ESSENTIAL CARE
Glossing Service \$XX
Personalized At-Home Care Kit \$XX

ENHANCED EXPERIENCE
Bond-building Service \$XX
Haircut & Style \$XX

LUXURIOUS RENEWAL
Deep Conditioning & Repair Mask \$XX
Scalp Detox & Massage \$XX

ULTIMATE BLONDE
EXPERIENCE

All add-ons for \$XX.
Indulge in the ultimate blonde transformation with our luxurious and comprehensive package.

Your Salon
Logo Here

Transformation Service Menu



At Home Maintenance Sale



REDKEN
5TH AVENUE NYC

25% OFF

ALL SOFT HEAVY CREAM MASK, EXTREME MEGA MASK,
FRIZZ DISMISS MASK, COLOR EXTEND BLONDAGE MASK,
EXTREME LENGTH TRIPLE ACTION TREATMENT

Product Knowledge



L'ORÉAL
PROFESSIONNEL
PARIS

20% OFF

METAL DETOX
PRE-SHAMPOO TREATMENT

Product Knowledge



Merchandising

Tables



Shelf



Cash Wrap/Reception



NEW! Selfie Wall





Table



Promotional Signage



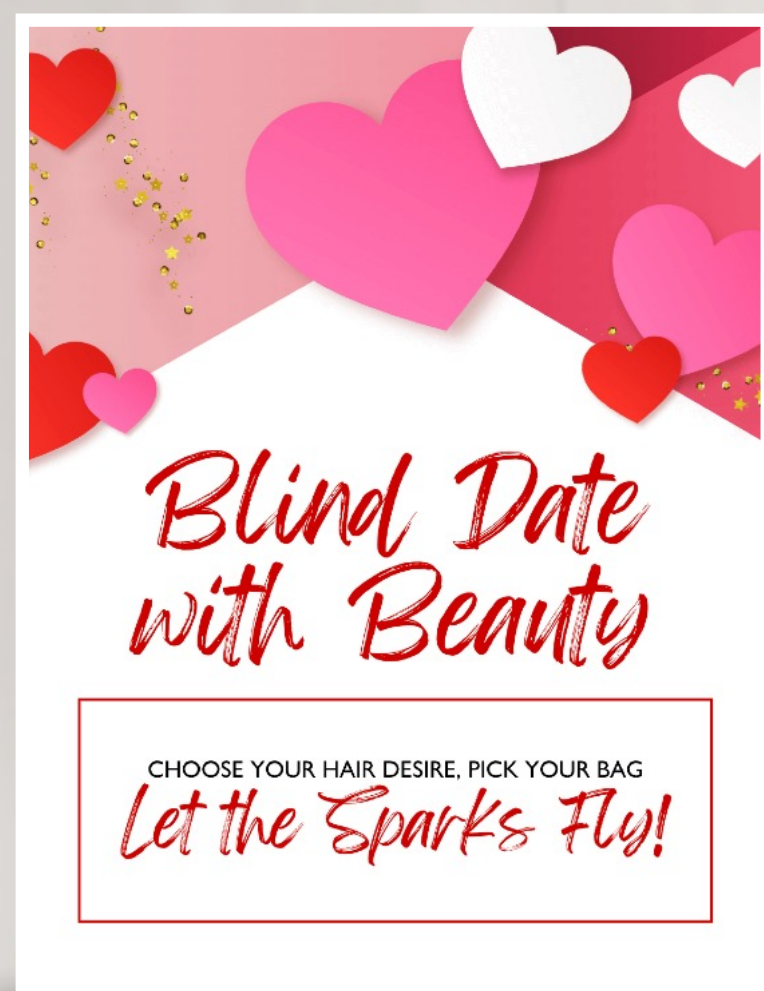
Scan or Click
QR Code to Buy
Display Items





Shelf

Package a selection of retail products at different price points in bags for clients to choose from. Distinguish bags by need (i.e. Volume, Moisture, etc.)



Promotional Signage



Scan or Click
QR Code to Buy
Display Items

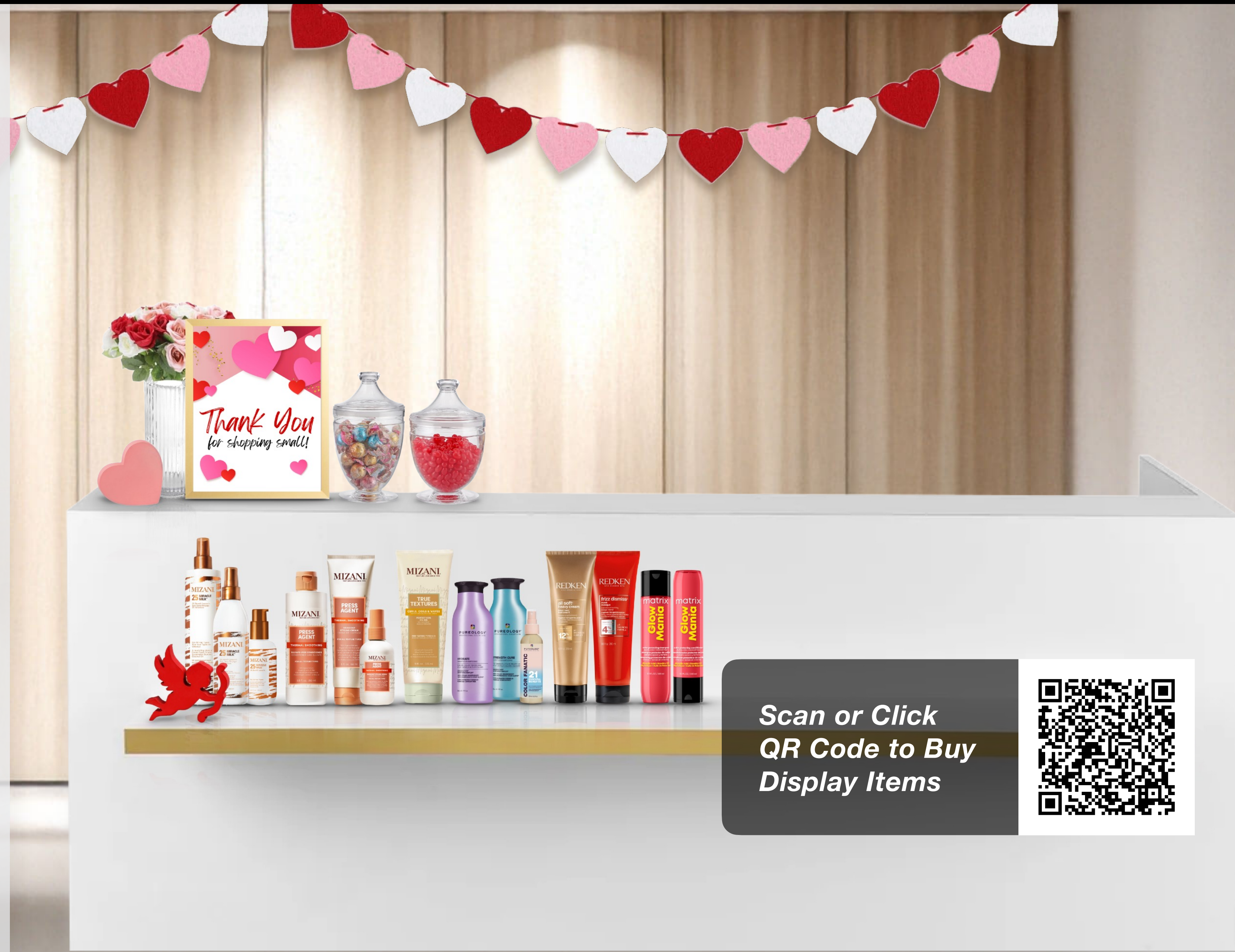




Cash Wrap/ Reception



Promotional Signage



Scan or Click
QR Code to Buy
Display Items





Selfie Wall

Encourage your clients to post selfies of their new look in front of your fun, seasonal selfie wall!





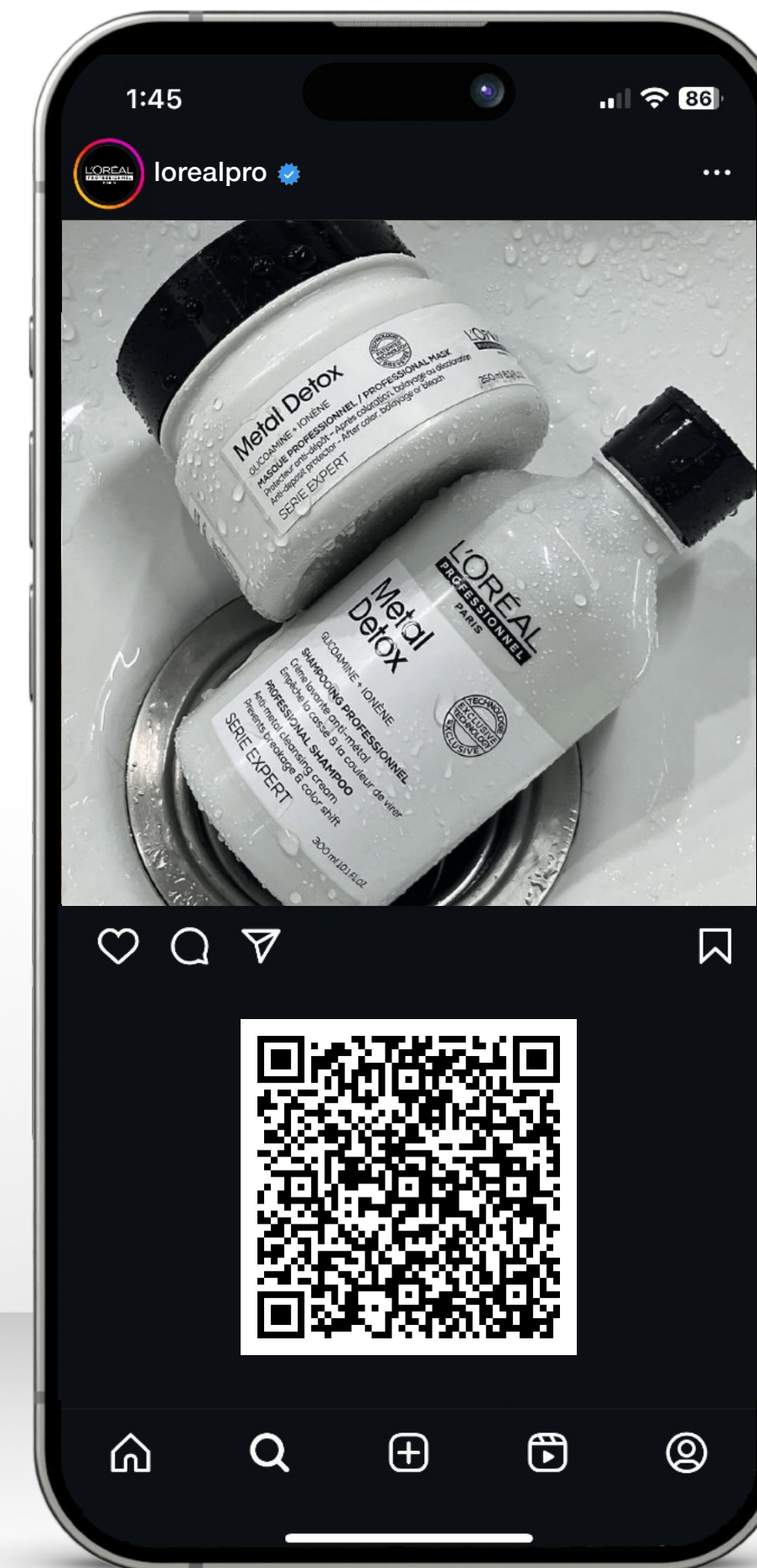
Branded Social Content

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.



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5TH AVENUE NYC



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PARIS



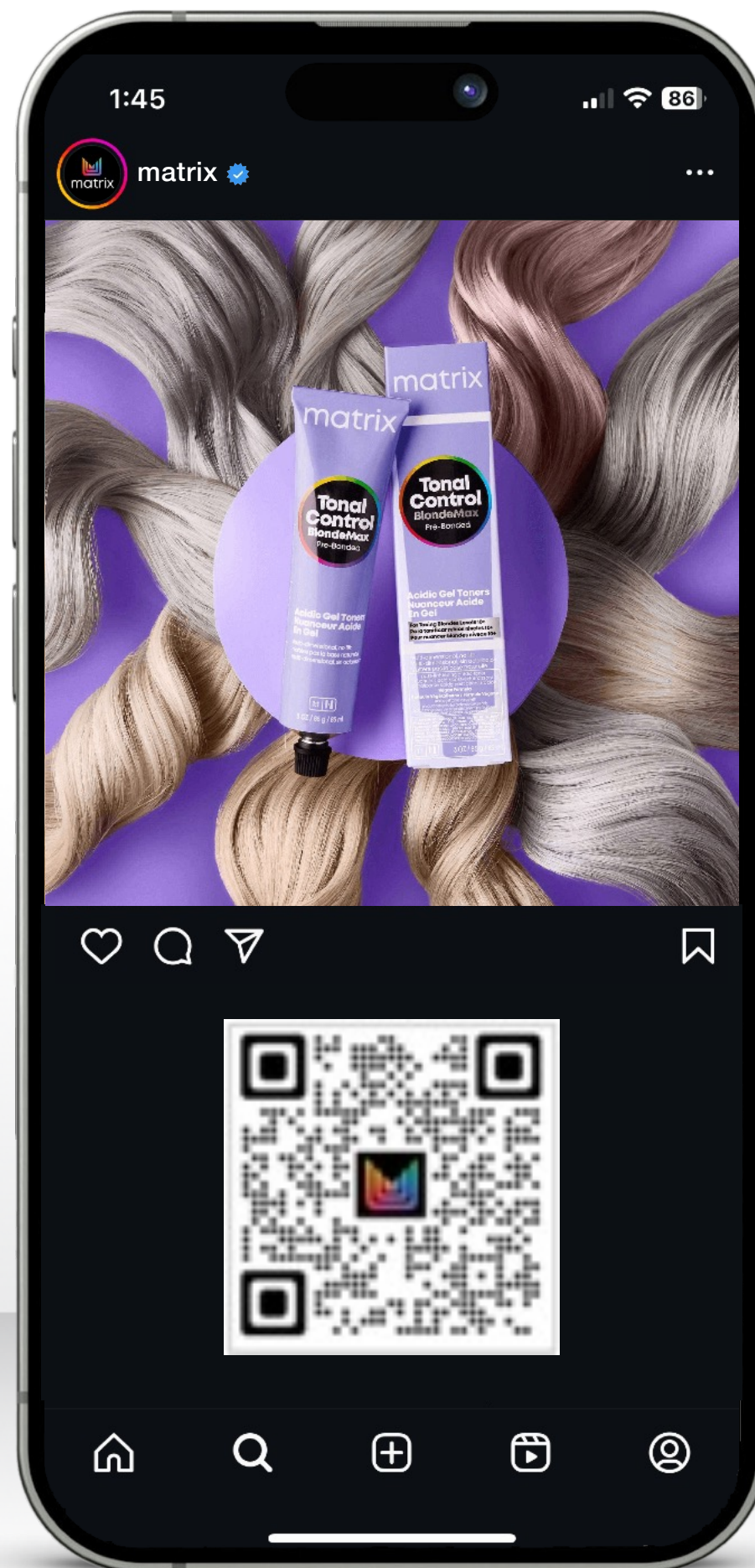
BIOLAGE
PROFESSIONAL



Brand Focuses & What's New

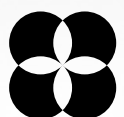
SalonCentric Sales

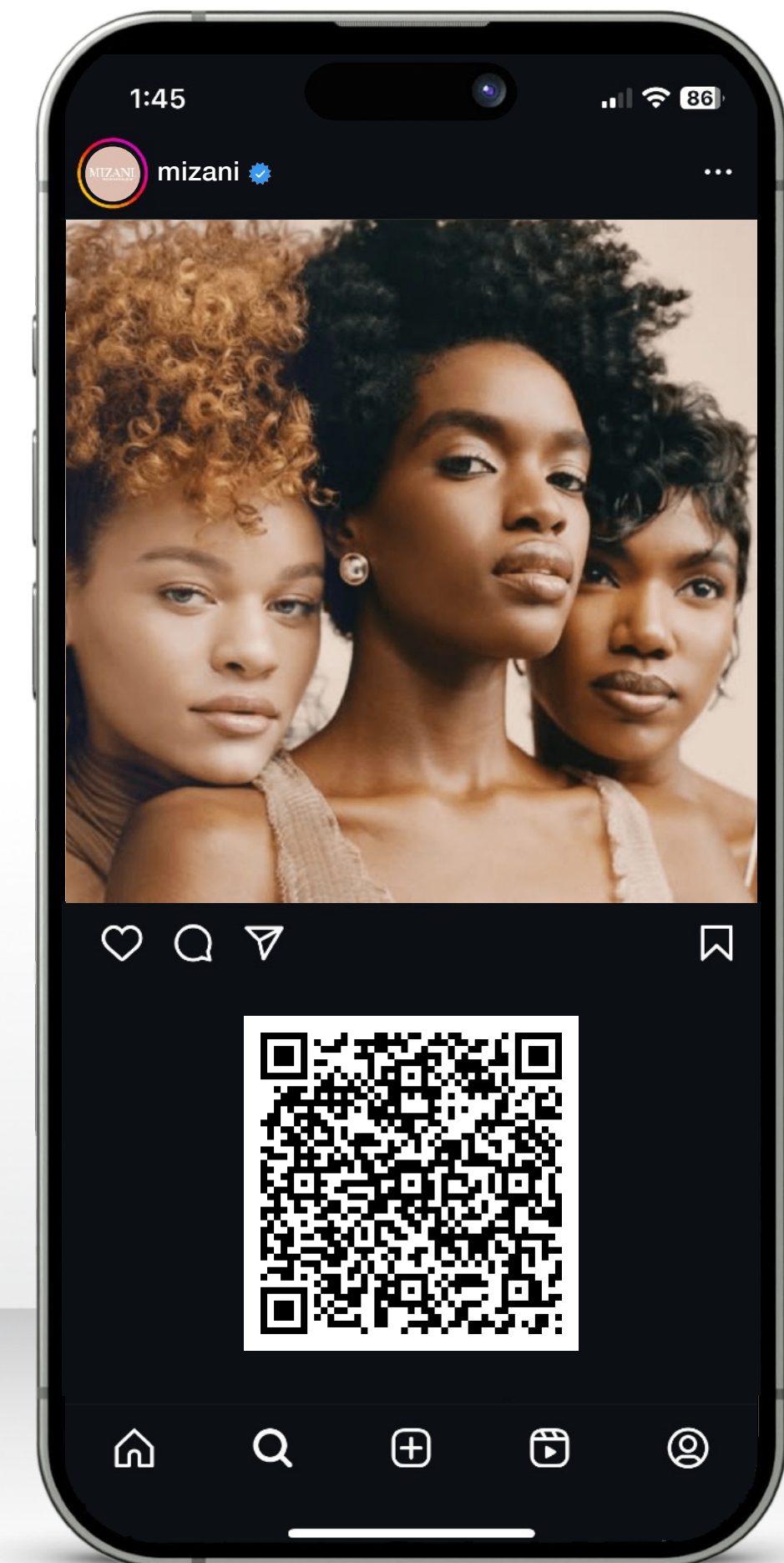
Merchandising



 **matrix**



 **PUREOLOGY®**
PROFESSIONAL COLOR CARE



MIZANI
TEXTURE LOVE SINCE 1991



Ready-To-Go Toolkit

SALON READY!



Matrix Glow Mania Launch



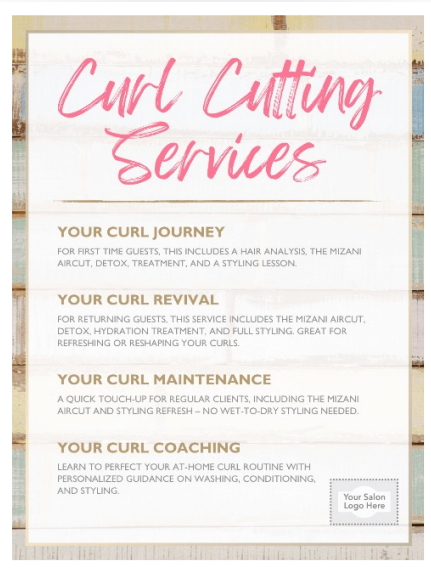
Valentine's Day



Evergreen



E-Newsletters



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



Insta Posts



Facebook Posts



Product Imagery



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

Click or scan the QR codes for instant salon signage!

L'ORÉAL

PROFESSIONAL PRODUCTS