

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



Table of Contents

1 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

2 SalonCentric Sales

Backbar Sale

Best of the Best Sale

3 Merchandising

Tables

Shelf

Cash Wrap/Reception

Ready-To-Go Toolkit



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





Brand Focuses & What's New

SalonCentric Sales

Merchandising

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 To Explore](#)

BRAND ACTIVATION TOOLKIT | JANUARY 2025



NEW!
Easy Access to
Salon Marketing
on LEVEL

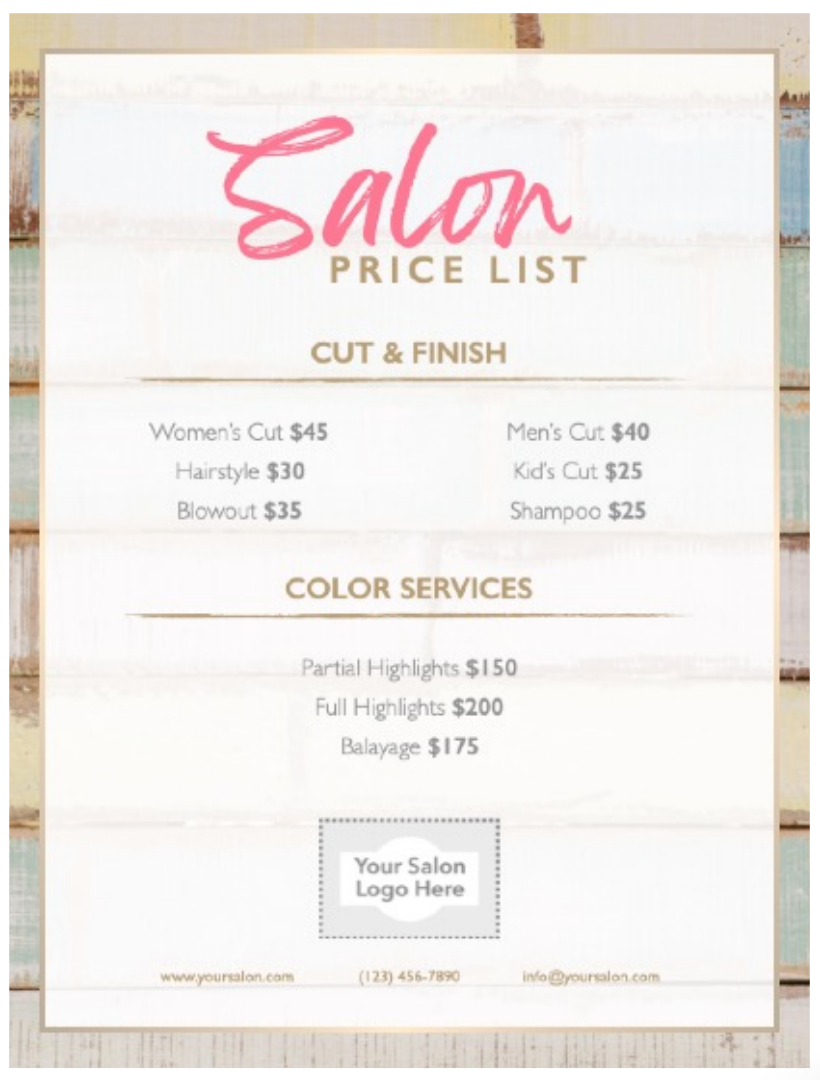


Shop Our Custom Salon Signage Templates

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



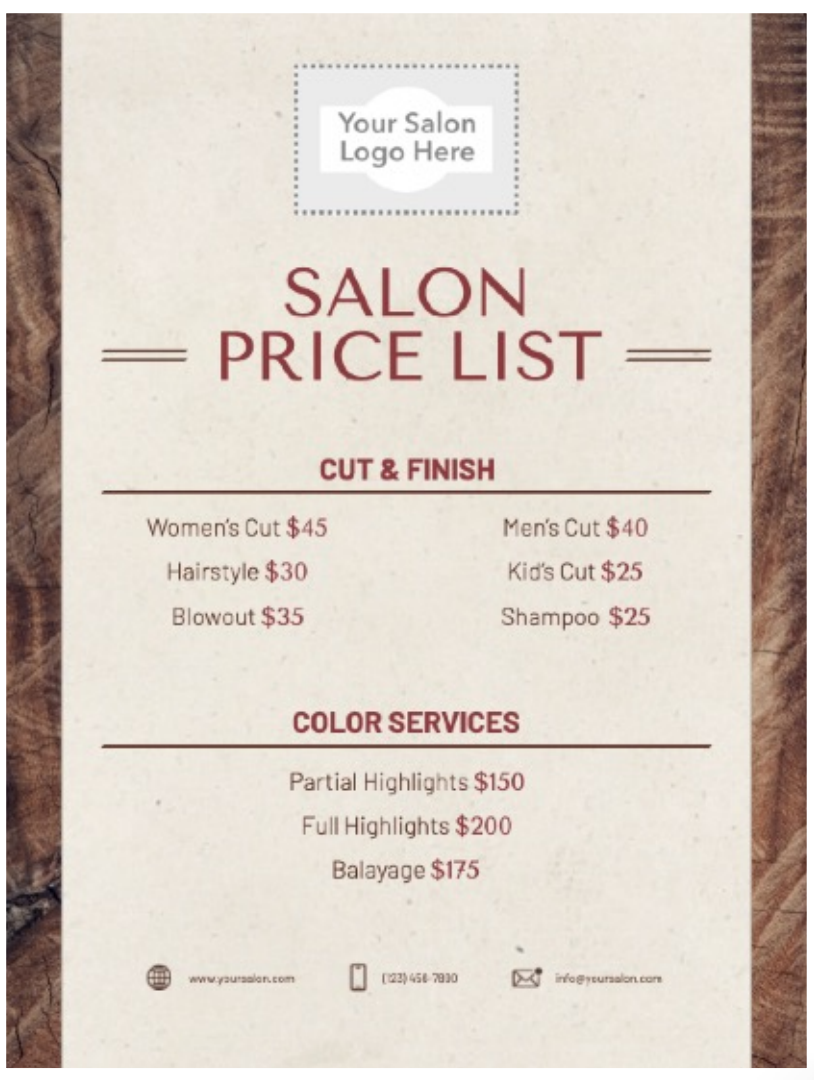
Minimal



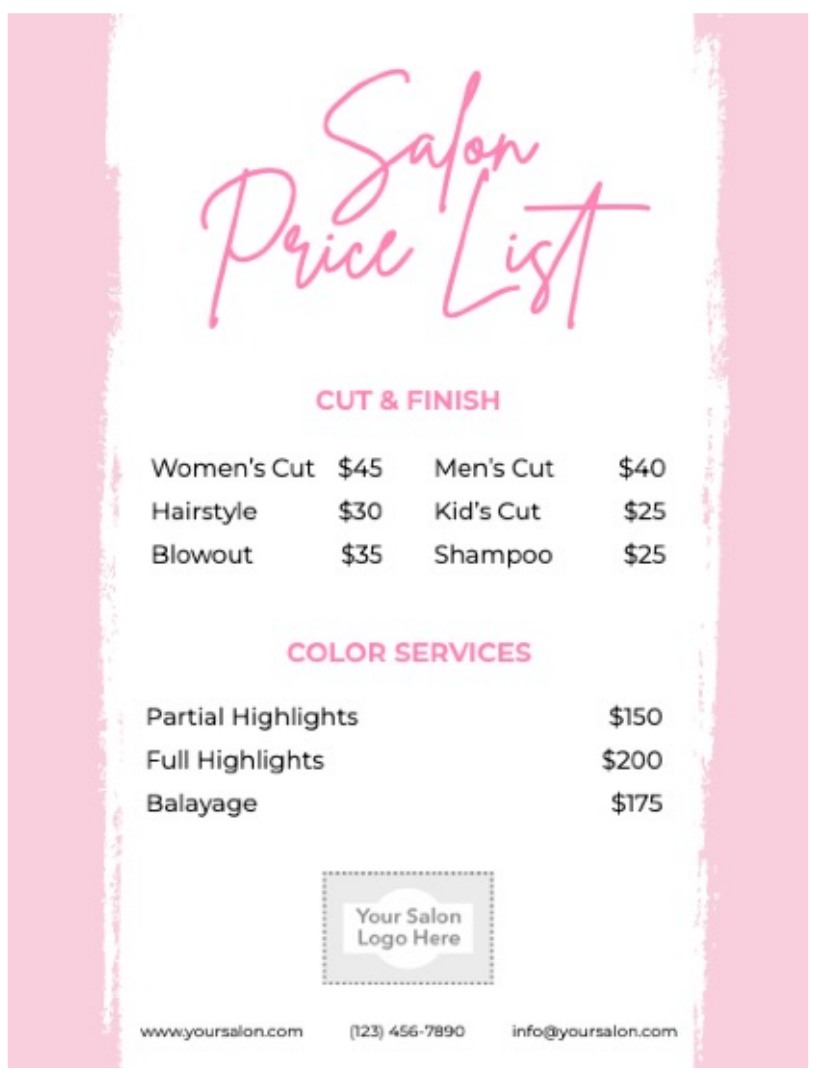
Coastal Modern



Luxe Glam



Rustic



Cheerful



Brand Focuses & What's New

SalonCentric Sales

Merchandising

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 1ST 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!





SABRINA CARPENTER ONLY TRUSTS A REDKEN PRO!



Product knowledge
& technology

[Click Here](#)



Exclusive In-salon
24" x 37.5" poster print

[Click Here](#)



Suggested in-salon
promotions

[Click Here](#)



Sabrina Carpenter-themed
service menus

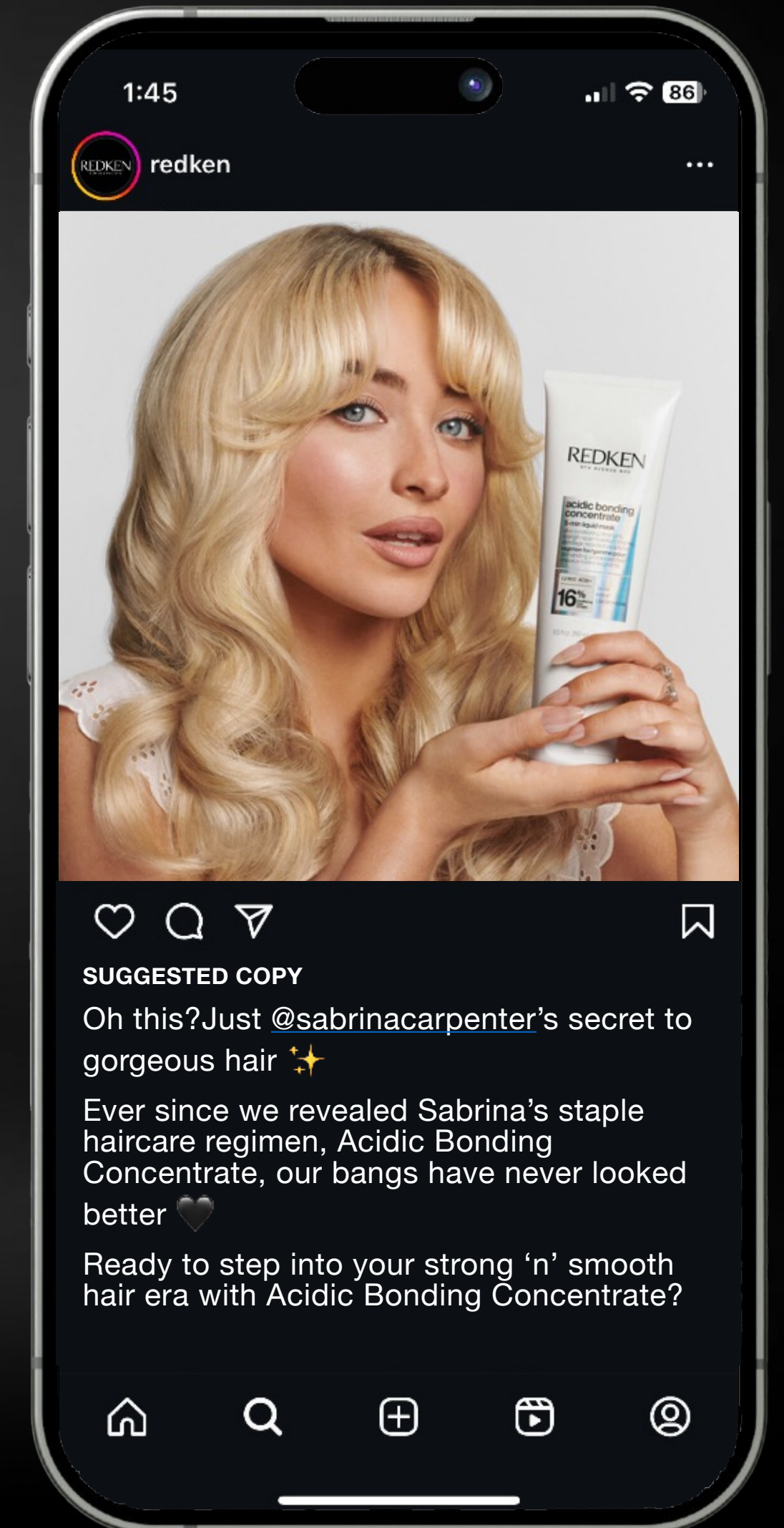
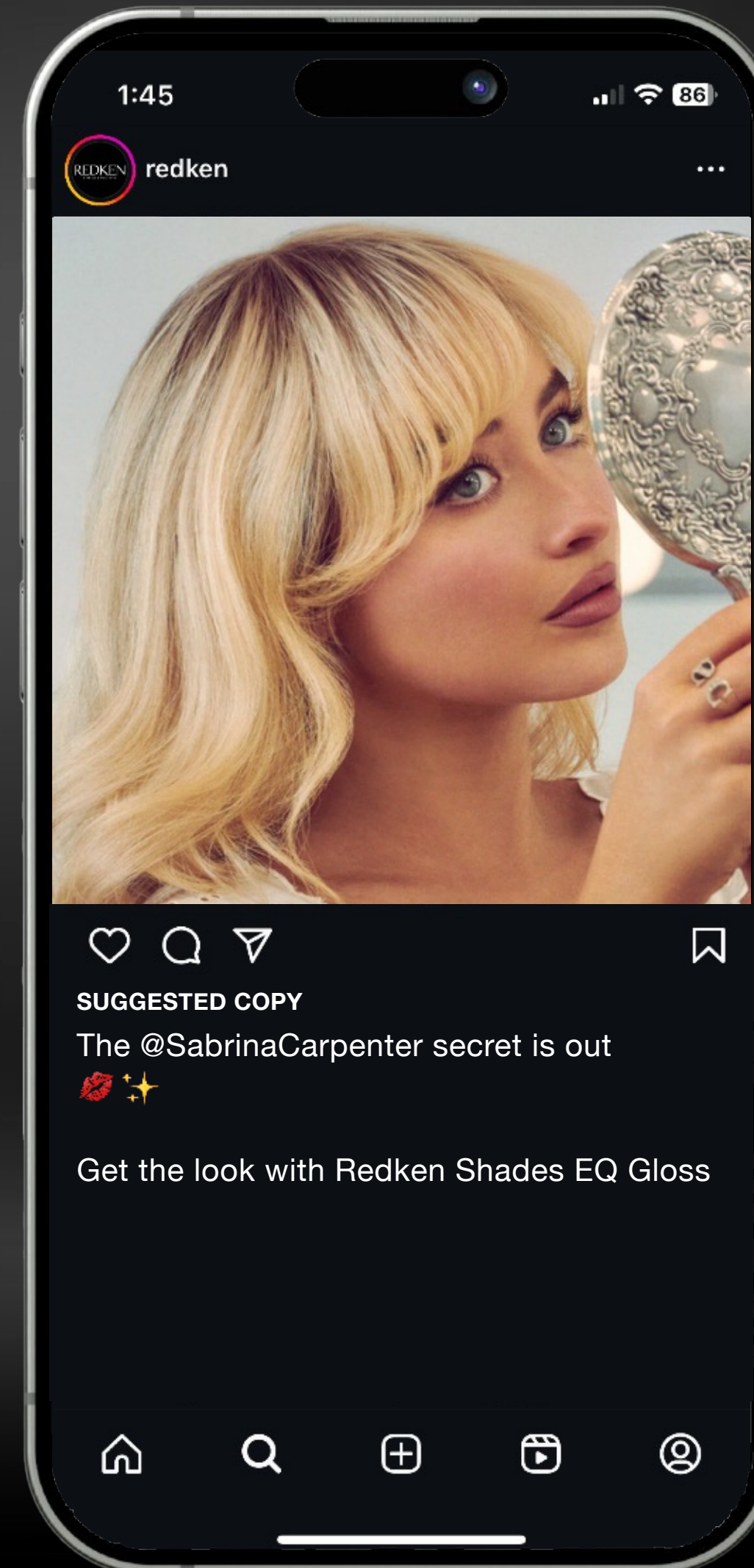
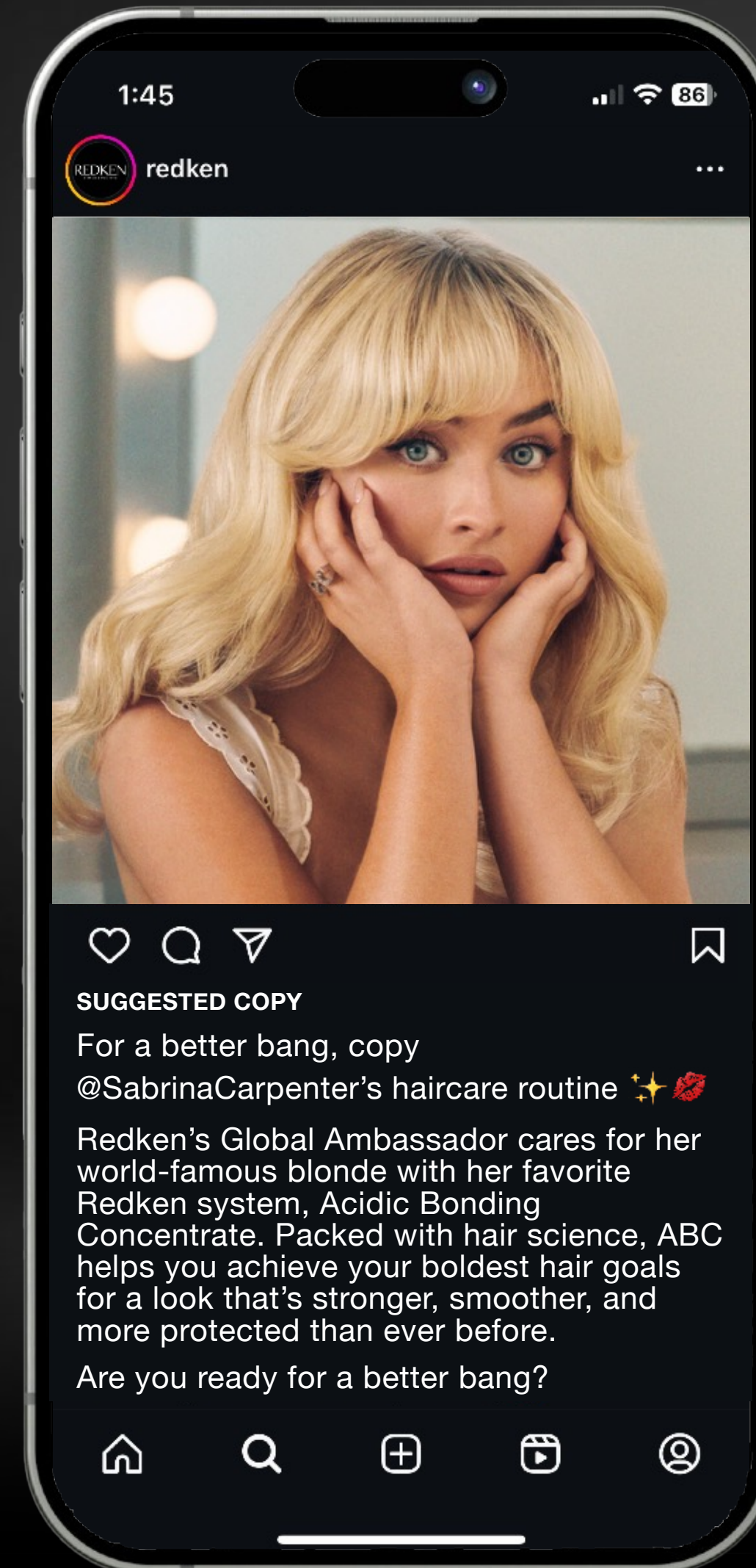
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TELL YOUR CLIENTS ABOUT THE REDKEN X SABRINA CARPENTER PARTNERSHIP TODAY WITH A SOCIAL POST!

*Click each image to download
and the suggested post and captions*

Click for More Posts





Brand Focuses & What's New

SalonCentric Sales

Merchandising

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TRY
FOR
\$20

NEW!
ABC 24/7 Night
& Day Serum

Product Knowledge



SUGGESTED
SIGNAGE



Click for Editable Signage



Calling all Blonding Specialists!

SUGGESTED
PROMOTION

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



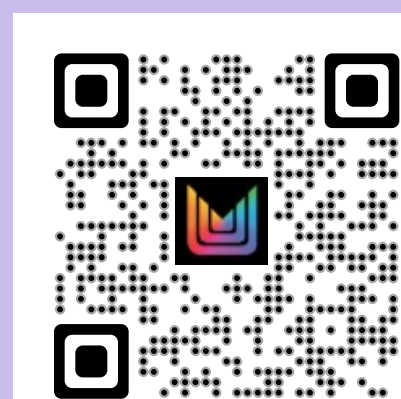
Click for Editable Signage

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

- ✓ Did you know that 30% of women shampoo their hair once a week or less?*
- ✓ Show your clients how they can go longer between washes with Food For Soft oil.

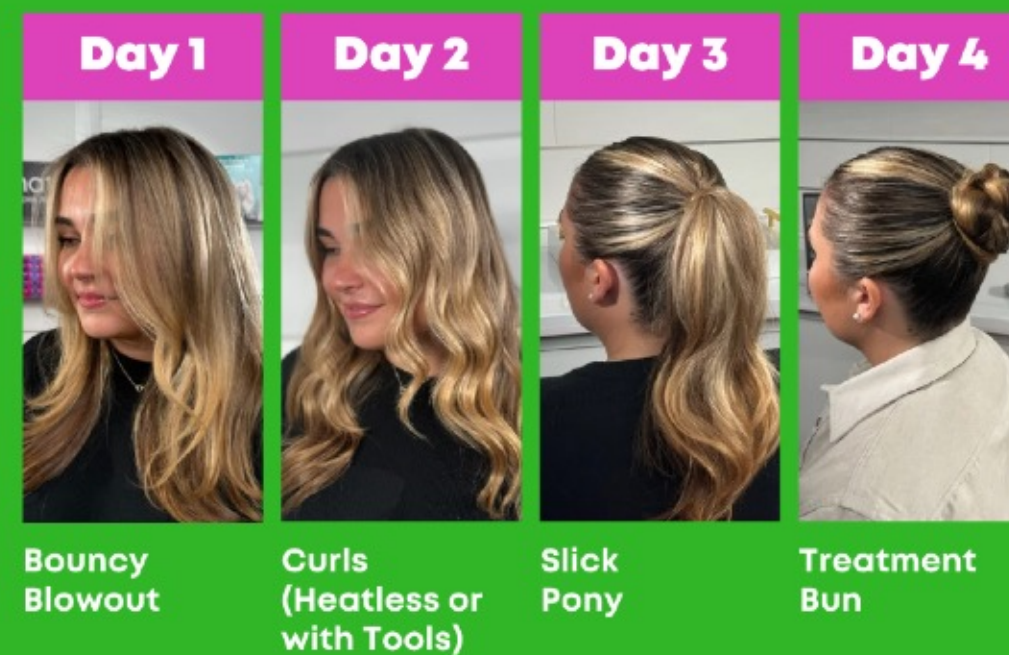
20% Off Retail Sizes

Stay competitive and pass along the savings!

**LUSA Haircare & Styling Market Study 2023*

[Product Knowledge](#)

Extend Good Hair Days With Food For Soft



Ask your stylist for tips!

Styling by Matrix Artist @rachelgrahamhair

[Click for Station Signage](#)

SAVE
20%

**ON HEALTHY HAIR
STARTER BUNDLE**

Food For Soft Shampoo
Conditioner & Oil



**SUGGESTED
PROMOTION**



[Click for Editable Signage](#)



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 your calendar and begin posting
January 1st!

Get Started

MONTHLY CONTENT CALENDAR

[Salon Name]
January 2025 / Week 1
Created by [Name]

Monday

Carousel

Growth Pillar



Click each image to access the downloadable link.

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
#hairsalon

Tuesday

Reel

Nurture Pillar

Video of stylist introducing the product and using it on a client

Caption:

"When your hair needs some extra love, a nourishing treatment is key. Here's what we reach for when it's time to repair and restore. Stop by the salon and grab yours today."

Hashtags:

#pureology
#veganhaircare
#hairgoals
#hairsalon
#beforeandafterhair

Wednesday

Image

Growth Pillar



Click the image to access the downloadable link.

Offer a discount on salon hair care products. Eye-catching graphic with product images and discount details

Caption:

"Heads up! For this week only, our top hair care products are X% off at the salon. Time to stock up on that good hair energy!"

Hashtags:

#pureology
#veganhaircare
#hairsalon

Add local hashtags for your area

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



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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



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PROFESSIONNEL
PARIS

SAVE 15%

with the purchase of
3 or more Serie Expert
retail and treatments

SUGGESTED
PROMOTION



GET SALON HAIR

at home

15% OFF
STYLIST FAVORITES

ASK FOR YOUR PERSONALIZED
BUNDLE TODAY

Your Salon
Logo Here

Product Knowledge

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Brand Focuses & What's New

SalonCentric Sales

Merchandising



20% OFF SCALP SYNC

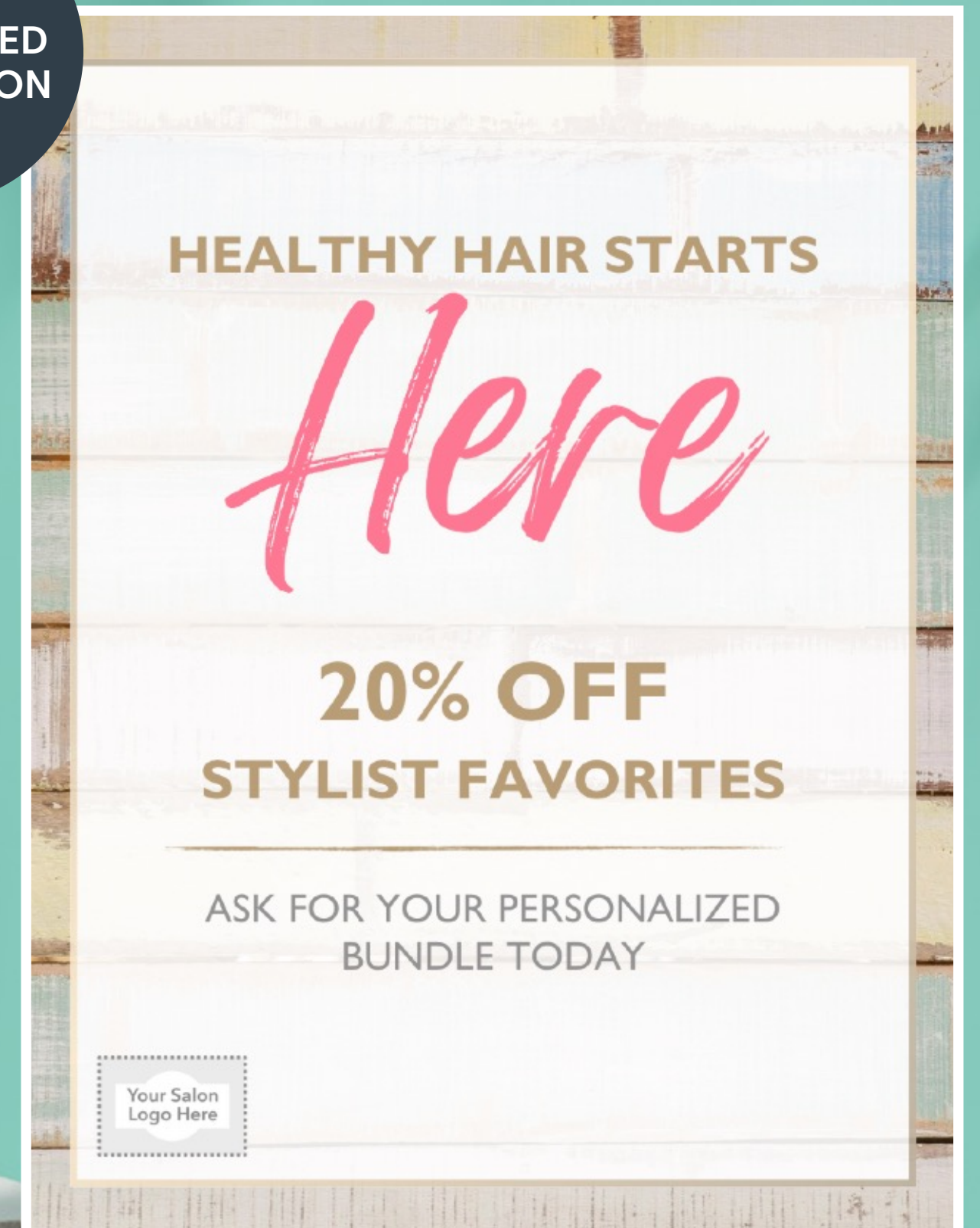


Scalp Certification

In-Salon Scalp Services



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PROMOTION



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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**



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L'ORÉAL
PROFESSIONAL PRODUCTS

The Way to Retail Success

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

Backbar Sale



Best of the Best 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 Focuses & What's New

SalonCentric Sales

Merchandising

BRAND BACKBAR SALE

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



SAVE 20%
LITERS & GALLONS

Pureology's biggest gallon savings ever!

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!



COLOR FANATIC SPRAY
HYDRATE CONDITIONER
HYDRATE SHAMPOO

Product Knowledge



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

Product Knowledge



Merchandising

Tables



Shelf



Cash Wrap/Reception



Ready-To-Go Toolkit





Table Display



[Click for Editable Signage](#)



[Scan or Click
QR Code to Buy
Display Items](#)





Shelf Display



[Click for Editable Signage](#)



*Scan or Click
QR Code to Buy
Display Items*

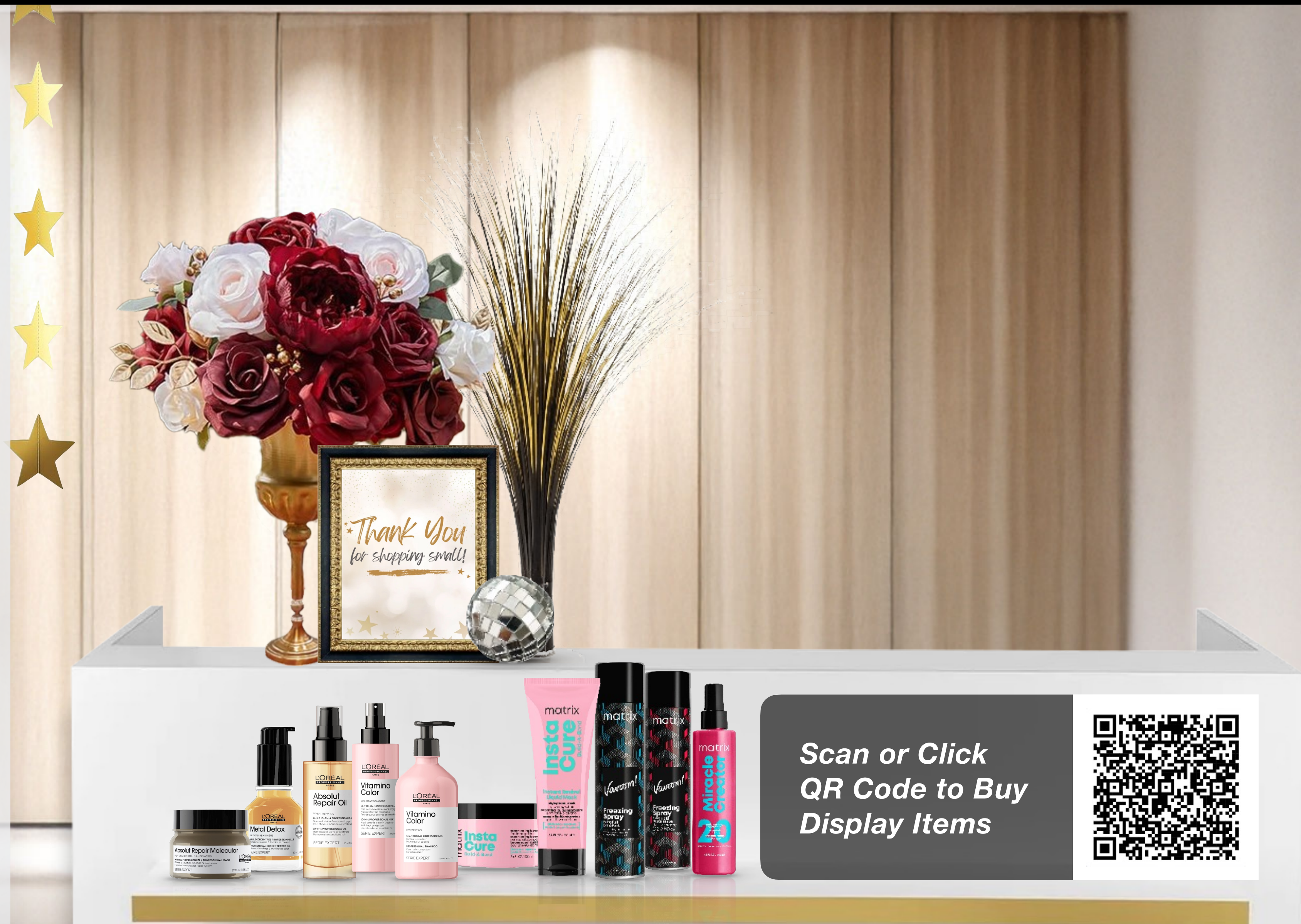




Cash Wrap/ Reception Desk



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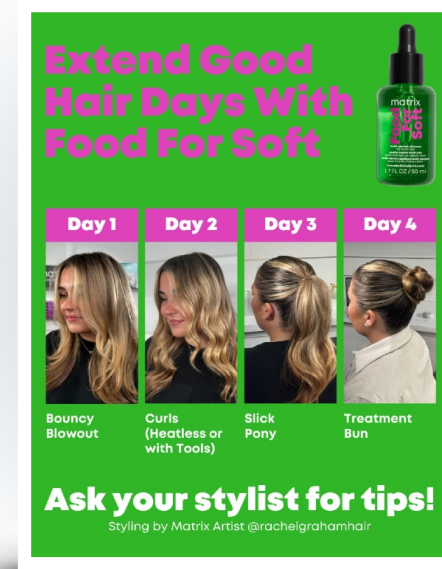


SALON READY!

Ready-To-Go Toolkit



Redken Launch



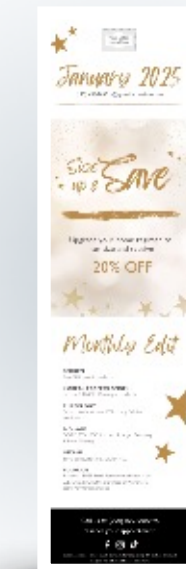
Matrix Launch



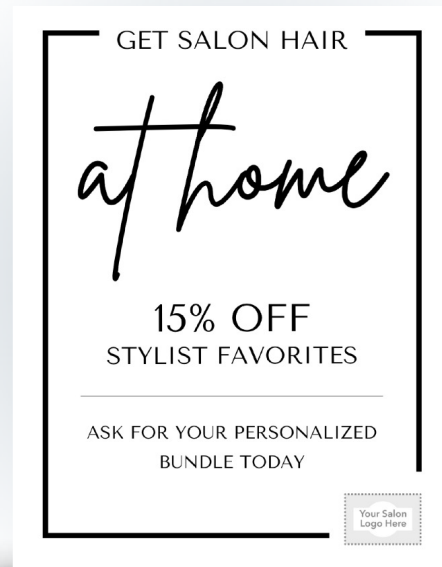
New Year's



Evergreen



E-Newsletters



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**

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