

brand activation

TOOLKIT

MARCH 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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MARCH MADNESS

- Tables
- Shelf
- Cash Wrap/Reception

ST. PATRICK’S DAY

- Tables
- Shelf
- Cash Wrap/Reception
- Selfie Wall



Brand Focuses & What's New

Redken Unstoppable Reds



Matrix Miracle Creator



Matrix SoColor Rich



L'Oréal Professionnel Dia Color Titan Brown



Spring Renewal with Biolage



Pureology Color Fanatic



Mizani Press Agent





REDKEN
5TH AVENUE NYC

EXTEND RED VIBRANCY & BOOST YOUR BOTTOM LINE

FROM THE #1 DEMI IN THE WORLD, SHADES EQ.
NEW **PURE-RED² TECHNOLOGY** FOR MORE
VIBRANT, LONGER-LASTING REDS*

CHERRY
VINYL



SCARLET
GLOW



CONTOURED
COPPER



EMBRACE VIBRANCY. DISCOVER THE OFFER BELOW.

Receive **FREE** Unstoppable Reds
Formulation Booklet with a purchase
of any 5 Unstoppable Reds' Shades EQ
shades for \$30.

Product Knowledge

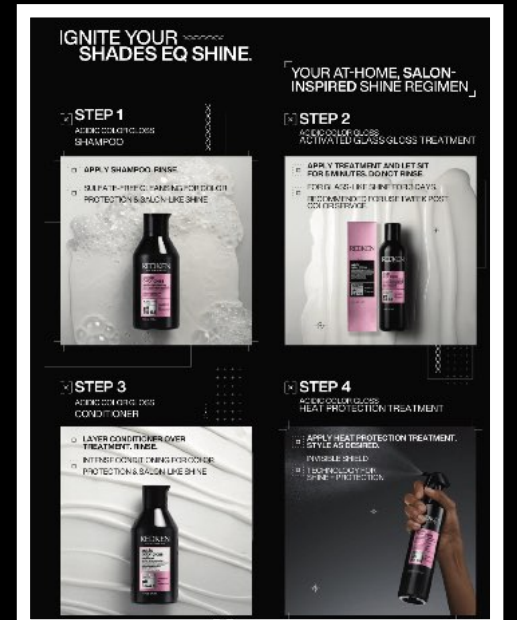
*Based on Kline 2023 Professional Hair Color Global Market

KEEP YOUR CLIENTS' COLOR VIBRANT LONGER WITH ACIDIC COLOR GLOSS

Learn More

Send your clients home
with these printable aftercare
instructions with simple steps
for using Acidic Color Gloss
at home.

Aftercare Instructions



AS SEEN ON TIKTOK

Display this at each station to attract customers who want to be
the first to try the latest trends!

Promotional Signage

FINISHING TOUCH

Up to 4 Days of Refreshed Hair with Redken's #1
Deep Clean Dry Shampoo

Product Knowledge





Brand Focuses & What's New

SalonCentric Sales

Merchandising

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SAVE
ON RETAIL
SIZES!

GET 2 FOR \$30

OR BUY 8 OR MORE
AND GET AN EXTRA
25% OFF!

ACIDIC COLOR GLOSS

Product Knowledge



EXTEND YOUR
Vibrancy
WITH
ACIDIC COLOR GLOSS



MIX & MATCH
ANY 2 FOR \$60

Your Salon
Logo Here

Promotional Signage



Miracle Creator

A Miracle A Day
FOR HAIR THAT SLAYS!

The multi-beautifying treatment with
20 miraculous benefits for hair so
healthy you need to see to believe.

Try for \$10
Miracle Creator 6.8 FL OZ

Product Knowledge

HOT NEW
LOOK! SAME
FORMULA!

Miracle
Creator

Try 20
Beautifying
Benefits for
\$20

Your Salon
Logo Here



Promotional Signage



**20 Beautifying
Benefits For All**



Make the Switch, Get SoColor Rich!

#1 Pre-Bonded Permanent Color

**Better Price +
Bigger Tube = \$8,500+
Savings Per Year!***

*Based on 25 color services per week



**TRY ME! SoColor Extra
Coverage Trial Kit
28% Savings**

SoColor Extra Coverage Shades (4)
& 20 vol Developer



Educate Your Clients on Why Pre-Bonded Color is Best For Them



Lightened

Lightened hair is more fragile and bonders help to protect and prevent breakage.



Curly & Coily

Curly hair is weaker and prone to damage. Bonders help to maintain your curl pattern.



Gray Coverage

Hair without melanin is weaker and brittle. Bonders add protection as you cover your grays every 4 weeks.



Fine Texture

Fine hair is thinner and more delicate. Bonders protect your hair's structure.

SoColor Rich and PROFITABLE?

Many salons struggle to track service costs, missing out on major profit potential.

Pro Tip: Price services strategically. Factor in product cost, labor **and** overhead to ensure profitability.

The More You Know: Smart color management technology can add \$5-10k per chair to your annual profit!

Learn how to boost your color profits with VISH.



Product Knowledge

Formula Factory Inspiration

Get SoColor Certified

Calculate Your Savings Here

Learn More

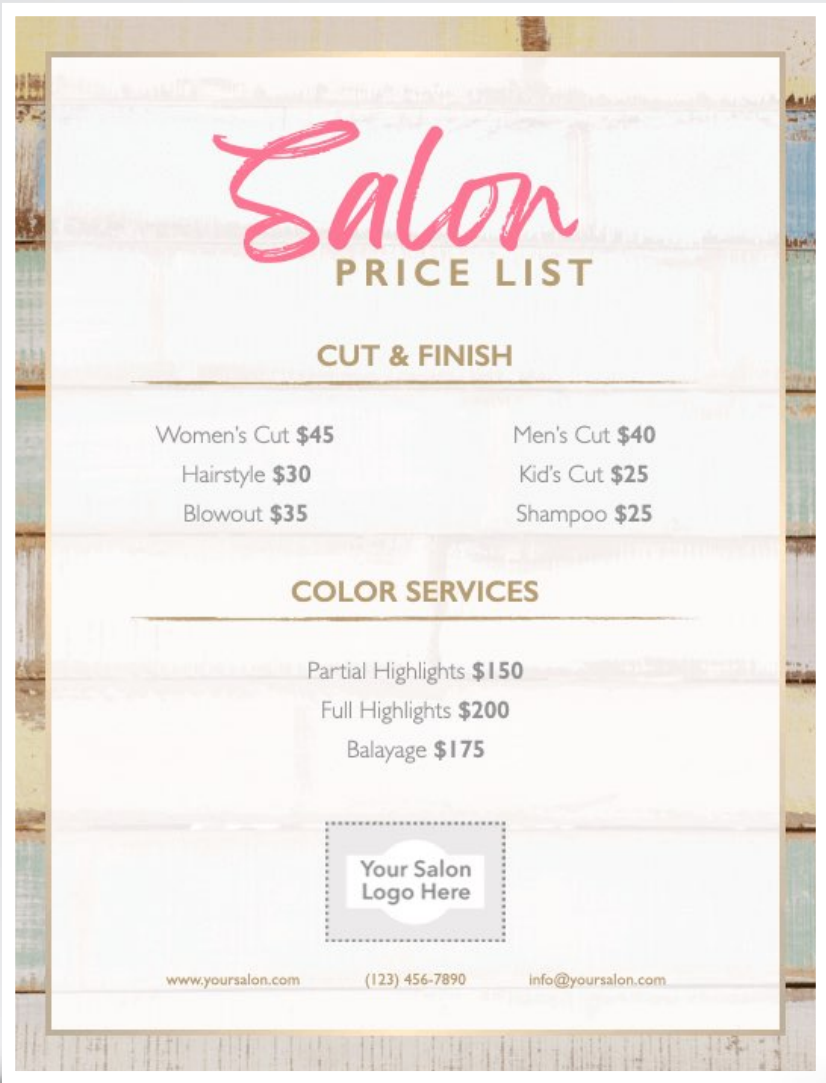


Shop Our Custom Salon Signage Templates

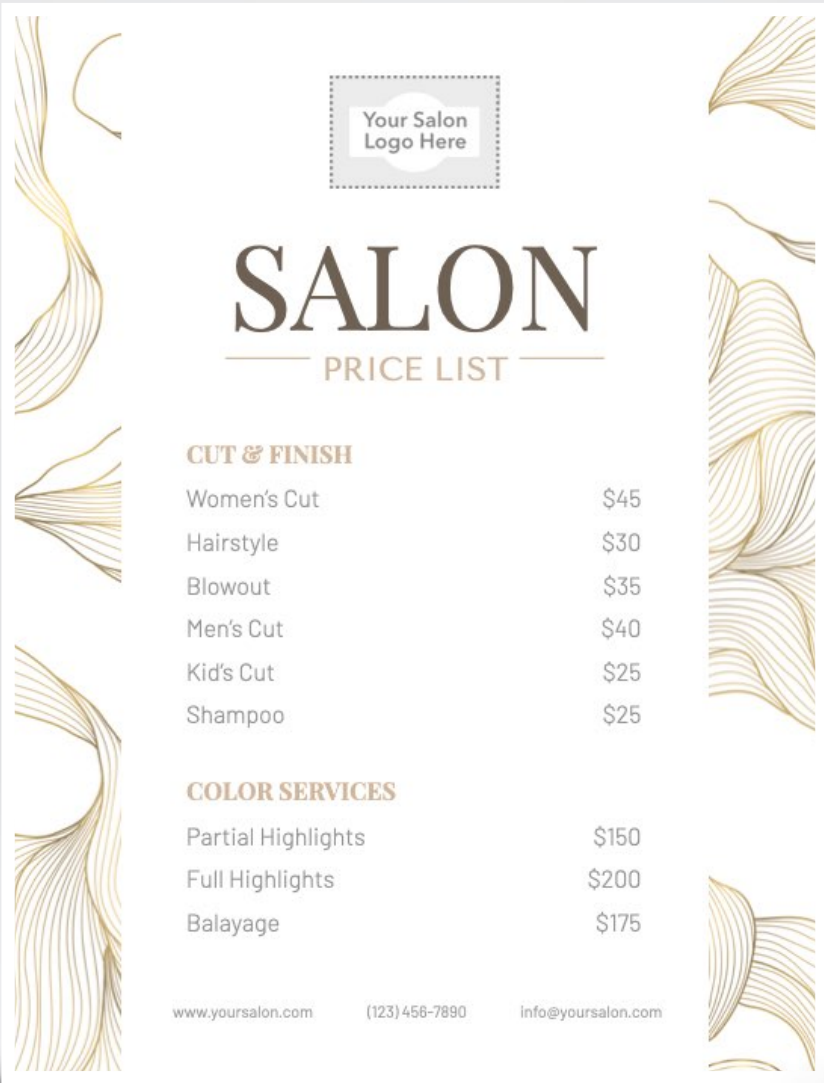
Choose the look that works for your salon & start using our ready-to-go signage today!



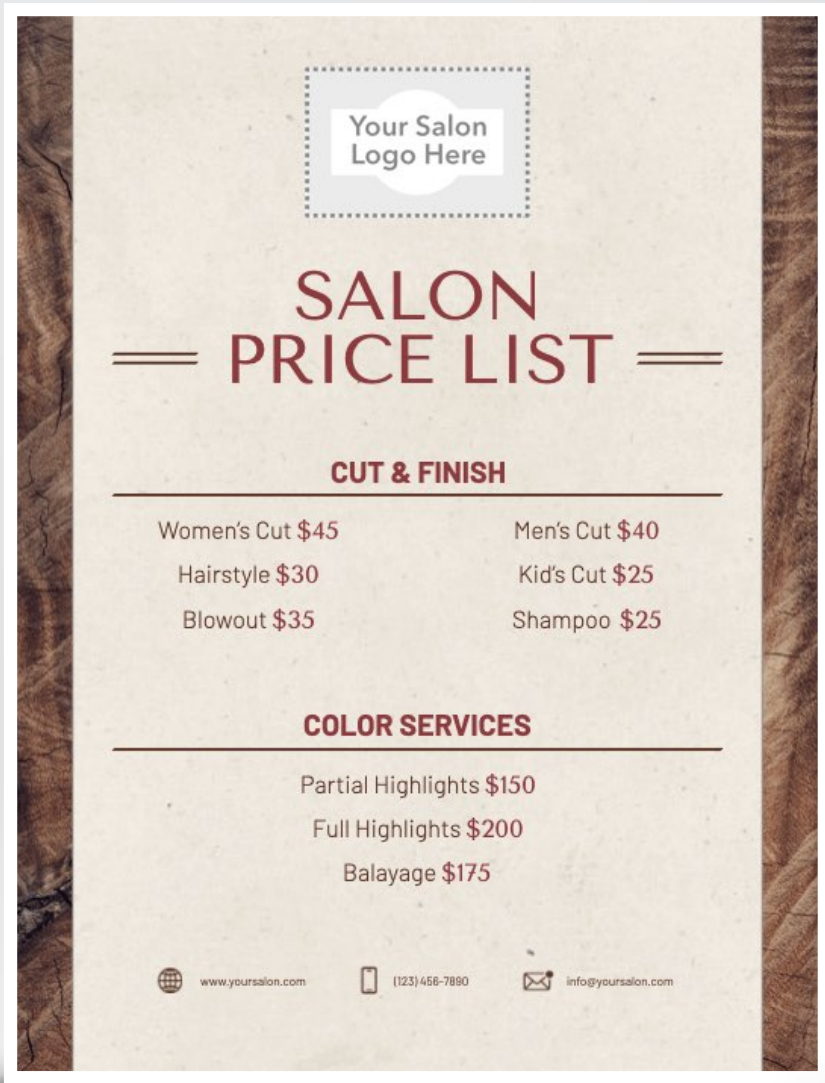
Minimal



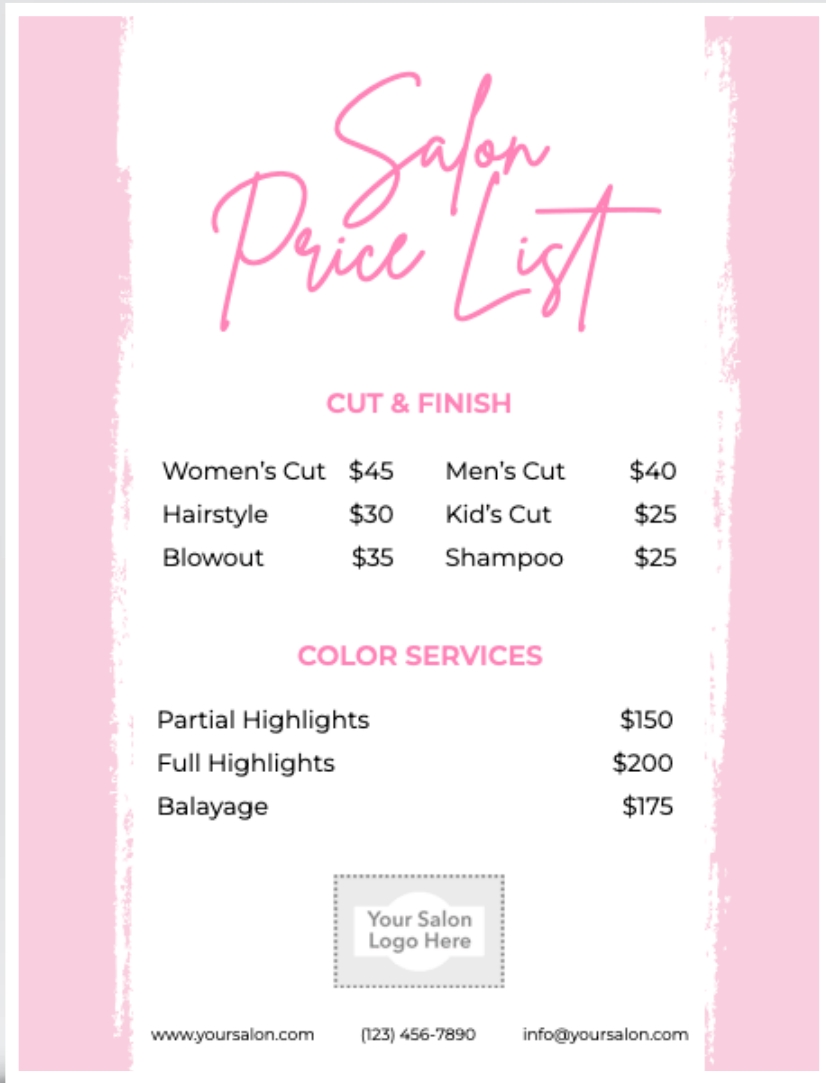
Coastal Modern



Luxe Glam



Rustic



Cheerful



L'ORÉAL
PROFESSIONNEL
PARIS

Elevate Your Color Services and Attract New Clients

Introducing Dia color
Titan Brown
and **3D Dia**
color technique

BRAND ACTIVATION TOOLKIT | MARCH 2025

Discover 10 must-have shades from Dia color. The new Titan Brown collection of warm tones offers the perfect hue for every client, expanding your color offerings.



Don't Miss This Brand Offer!

Receive **FREE 1L DIActivateur**
Developers of choice with the
purchase of 7-29 Dia color tubes.

Receive **Free 2x 1L DIActivateur**
Developers of choice, Dia color
Swatchbook + NEW 2024 Dia
swatchbook pages with the purchase
of 30+ Dia color tubes.

Product Knowledge

**Create multi-dimensional
color with the easy-to-learn
technique with Dia color.**

3D Dia color

Healthy Hair
No lightener needed.

Maximize Chair Time
15-minute application &
20-minute processing times.

Multi-Dimensional Color
With just 3 shades! Use one for
coverage and two for dimension.

Profitable Pricing Strategy
Increased revenue opportunity
without balayage prices for
clients.

Free Virtual Atelier
featuring 3D Dia color

Register Now

**Help clients protect
their color – Offer
discounts on Metal
Detox for at-home care.**



Promotional Signage



SPRING RENEWAL

Turn Winter Hair Challenges Into Spring Revenue Opportunities.

**SPRING INTO SAVINGS
WITH THIS BRAND OFFER!**
Save 35%
on Biolage Retail

Dry, Itchy Scalp



Scalp Reset

[Click for Service Menu](#)

Dehydrated, Brittle Hair



Hydration Destination

[Click for Service Menu](#)

Dull, Faded Color



Color Revival

[Click for Service Menu](#)



*Print and display on every station
and at reception.*

[Promotional Signage](#)



Color Fanatic

25% OFF
COLOR FANATIC

Product Knowledge



Promotional Signage



Ready-To-Go March Social Content Calendar

Customize your calendar and begin posting
March 1st!

Get Started

MONTHLY CONTENT CALENDAR

[Salon Name]
March 2025
Created by [Name]

Saturday

Carousel

Growth Pillar

Spring Hair Trends to Watch. Carousel showcasing spring hair trends with examples.

Caption:

Spring is here! 🌸 Ready to refresh your look? Here are the top trends we're loving this season: soft layers, warm tones, and bold bangs. Which one will you try?

Hashtags:

#pureology
#veganhaircare
#springhair
#trendingstyles

Sunday

Carousel

Sales Pillar



Click each image to access the downloadable link.

Caption:

Achieve the hair results you've always wanted. The Color Fanatic Multi-Tasking Leave-In Spray from @pureology primes, restores, protects, and perfects, giving you the best hair of your life. Prime, Protect & Perfect - Enjoy 25% off Color Fanatic Spray with any color service.

Hashtags:

#pureology
#veganhaircare
#hairgoals
#springhairtips
#haircareroutine

Monday

Reel

Nurture Pillar

Tips for Transitioning to Spring Haircare. Reel featuring a stylist switching haircare products for the season.

Caption:

Spring cleaning isn't just for your closet—your hair routine needs a refresh, too! 🌞 Switch to lighter products and prep for humidity ahead.

Hashtags:

#pureology
#veganhaircare
#hairgoals
#springhairtips
#haircareroutine

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

PRESS AGENT & SILK PRESS

30% OFF
PRESS AGENT



Get the Look Signage

Product Knowledge



Silk Press Package Signage



Style Packages Signage



SalonCentric Sales

Thermal Protectant Sale



Tool Sale





THERMAL PROTECTANT SALE

30% Off Select SKUs Entire Month



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5TH AVENUE NYC

BIG BLOWOUT 3.4 FL OZ
QUICK BLOWOUT 4.2 FL OZ

Product Knowledge



L'ORÉAL
PROFESSIONNEL
PARIS

ABSOLUT REPAIR MOLECULAR
LEAVE-IN MASK 3.4 FL OZ
VITAMINO COLOR
RESURFACING AGENT
10-IN-1 6.4 FL OZ

Product Knowledge



matrix

MIRACLE CREATOR 6.8 FL OZ
MIRACLE CREATOR 13.5 FL OZ
MEGA SLEEK BLOW DOWN CREAM 5.1 FL OZ
MEGA SLEEK IRON SMOOTHER 8.5 FL OZ
A CURL CAN DREAM WAVE LEAVE-IN 8.5 FL OZ

Product Knowledge



MIZANI
TEXTURE LOVE SINCE 1991

PRESS AGENT:
PROTECTANT SERUM 3.4 FL OZ
STYLING CREAM 5 FL OZ
SHAMPOO 8.5 FL OZ
CONDITIONER 8.5 FL OZ

Product Knowledge



AirLight Pro

Dry with the speed of light. Without damage.

14% faster drying¹ | 11% less energy used¹

- **Infrared light** technology (mimics natural evaporation).
- 17-blade high speed motor.
- 130mph wind speed.
- Max temperature: 285°F.²
- 2 auto-detect magnetic attachments.
- Cool-shot button.
- 2 Smart, easy to access filters.
- **Standard mode:**
 - Access 3 heat and 3 airflow settings on handle.
- **Custom mode with connected app³.**
 - Customize your own signature settings with the AirLight Pro app. Adjust in increments of 5% for airflow and 15-20°F.
- **Quiet:** 76 decibels.
- **Weight:** 1.7 lb.
- 2 year limited warranty.

Product Knowledge

¹AirLight Pro vs. leading premium (\$200+) hair dryer USA 2023.

²Max temperature accessible with the concentrator attachment.

³AirLight Pro app and internet connection required. Available on App Store and Google Play.



AirLight Pro Deals!

Buy 1-3, Get a FREE
Metal Detox Oil 1.7 oz!

Buy 4+, Get a FREE
AirLight Pro AND a FREE
Metal Detox Oil 1.7 oz!



Merchandising

MARCH MADNESS

Tables >

Shelf >

Cash Wrap/Reception >

ST. PATRICK’S DAY

Tables >

Shelf >

Cash Wrap/Reception >

Selfie Wall >





Table



Promotional Signage



Scan or Click
QR Code to Buy
Display Items





Shelf



Promotional Signage



Scan or Click
QR Code to Buy
Display Items

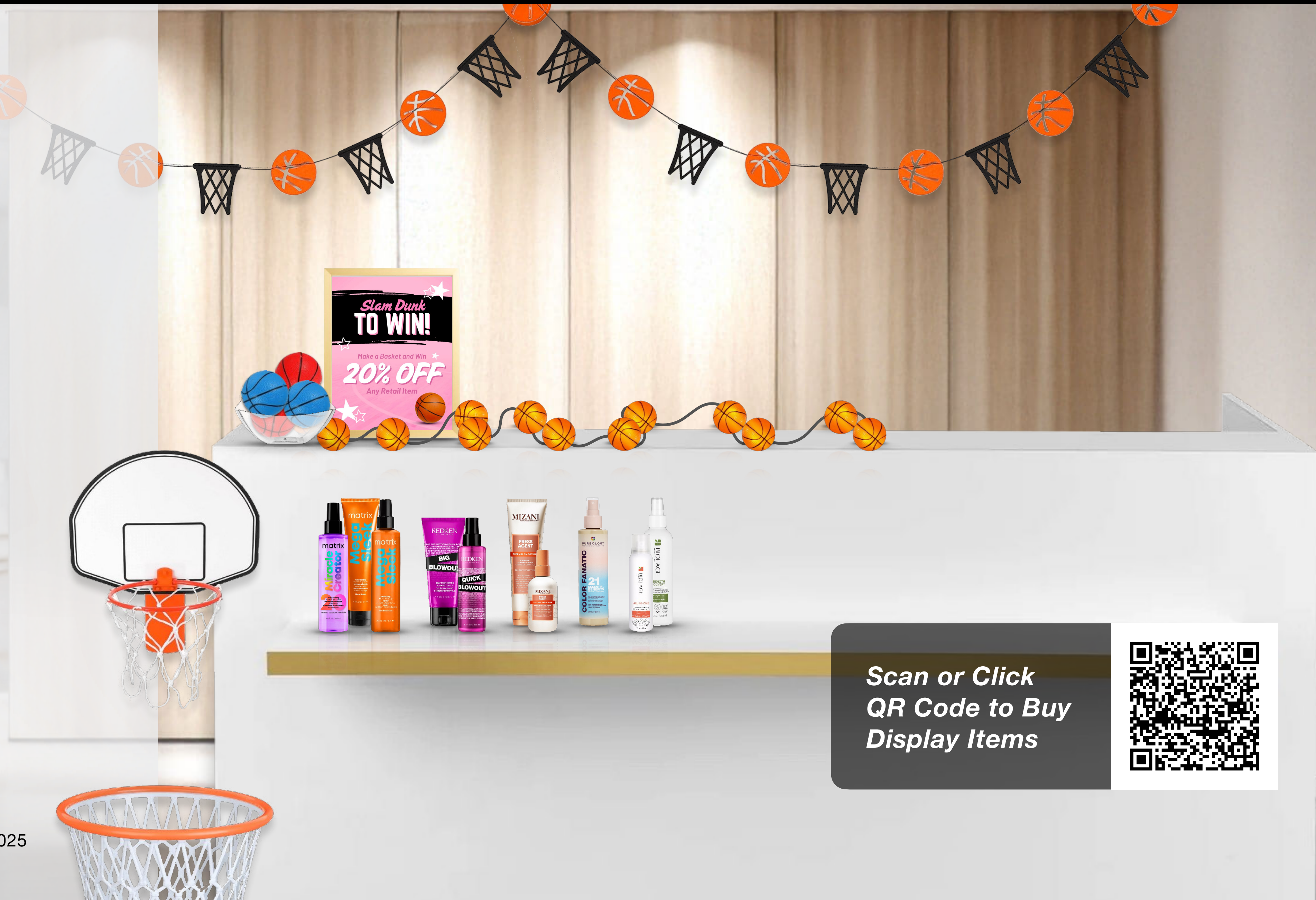




Cash Wrap/ Reception



Promotional Signage



Scan or Click
QR Code to Buy
Display Items





Table



Promotional Signage



Scan or Click
QR Code to Buy
Display Items





Shelf



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



*Scan or Click
QR Code to Buy
Display Items*

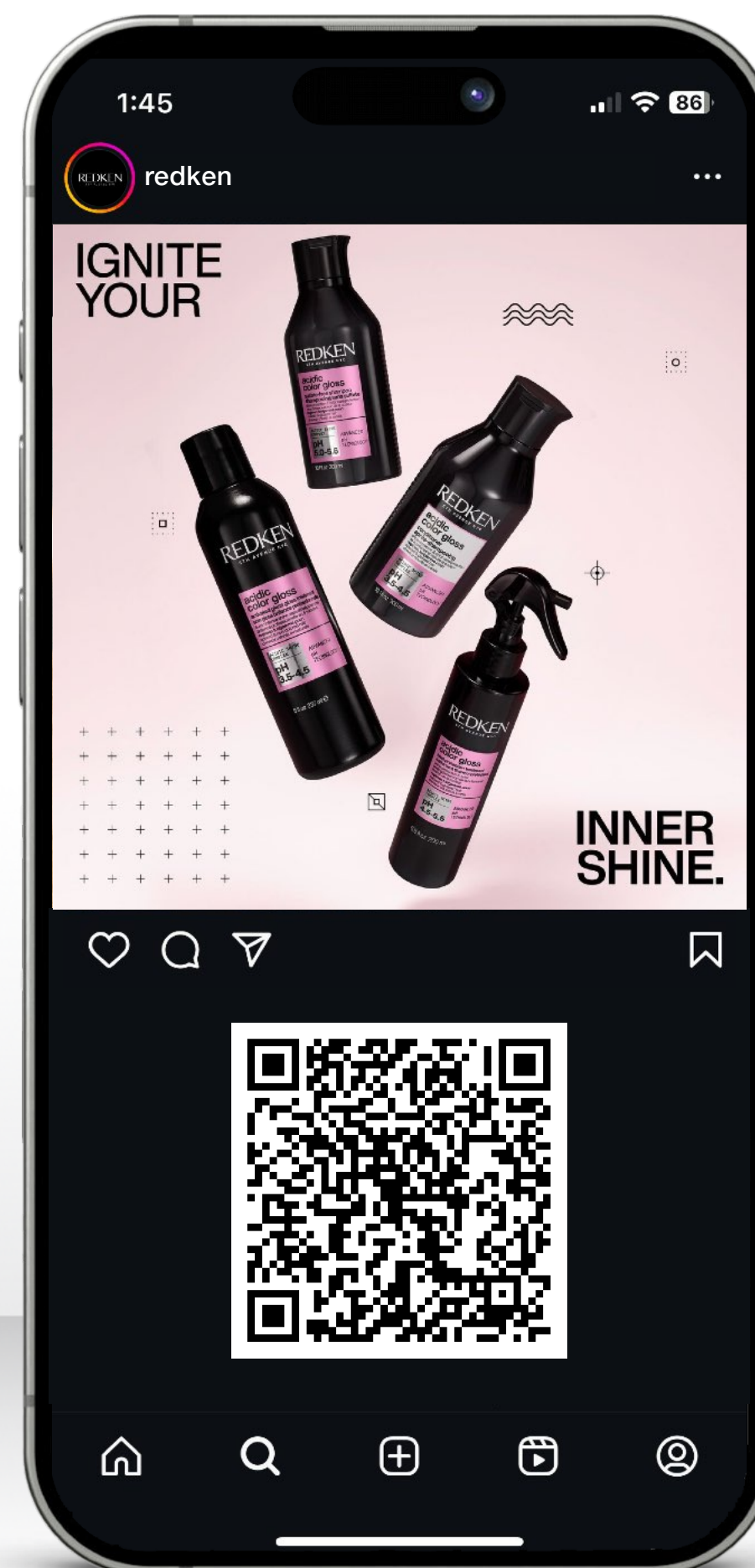




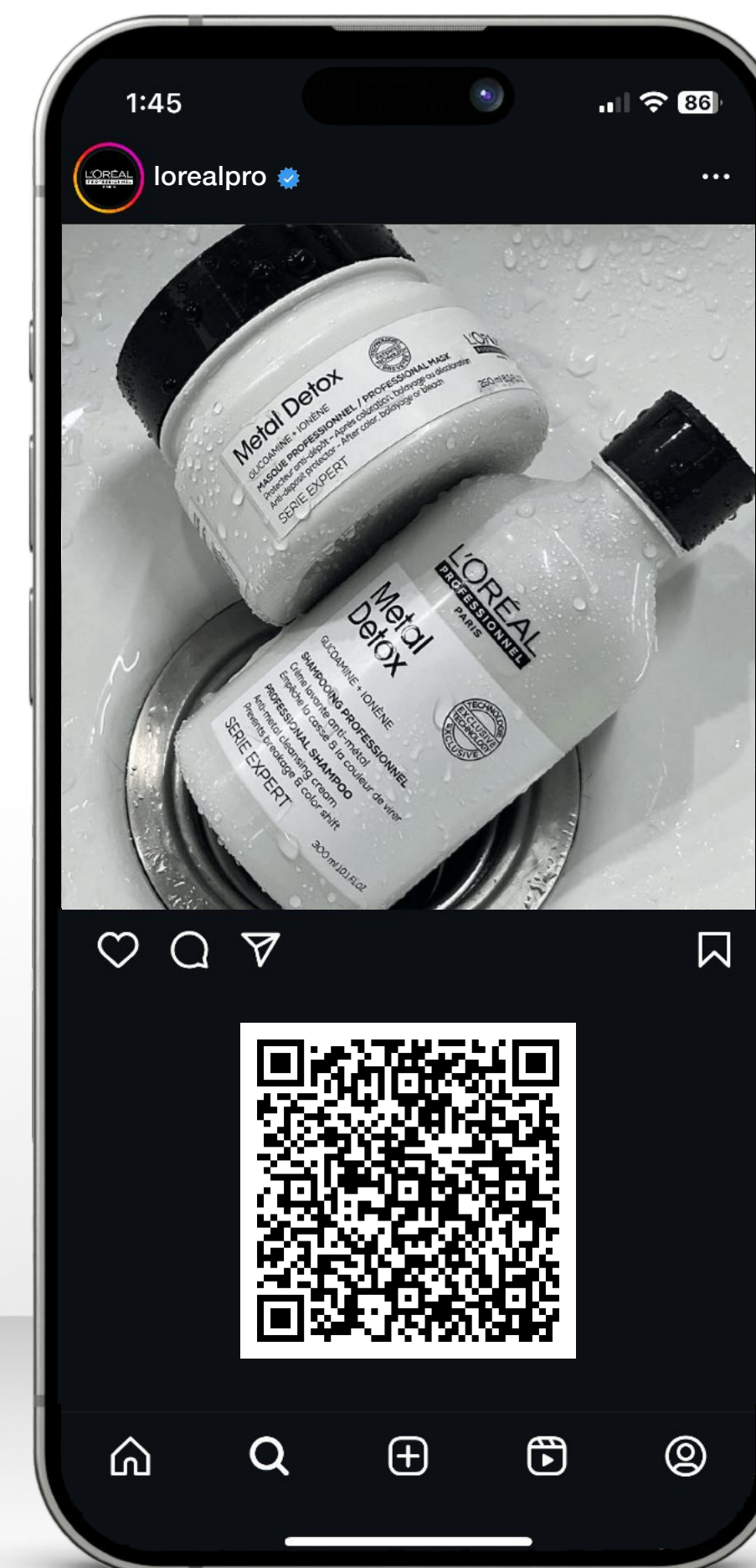
Branded Social Content

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

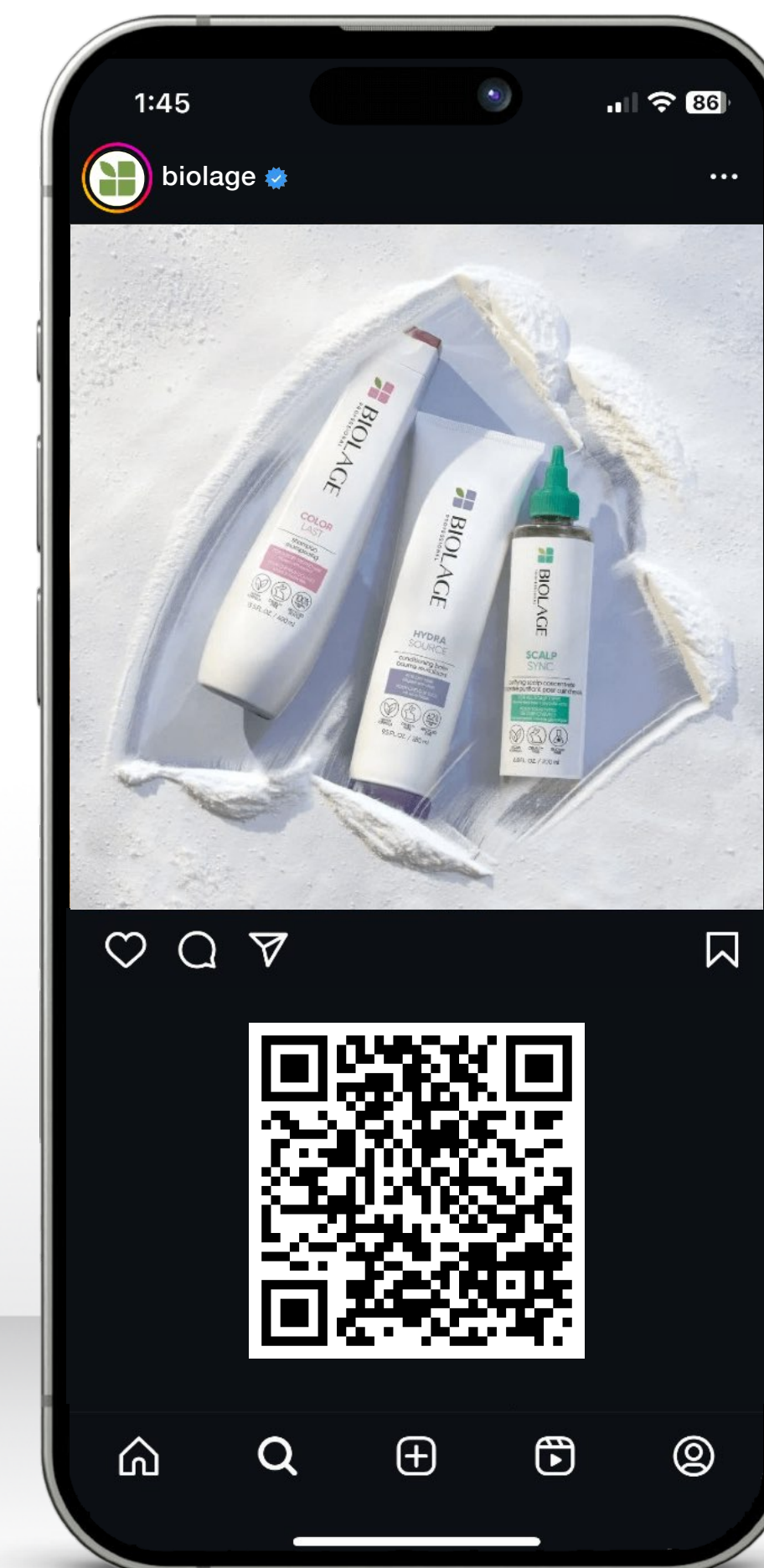
Scan or Click QR Code for each brand
to access relevant materials for each brand.



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PROFESSIONAL



SalonCentric Sales

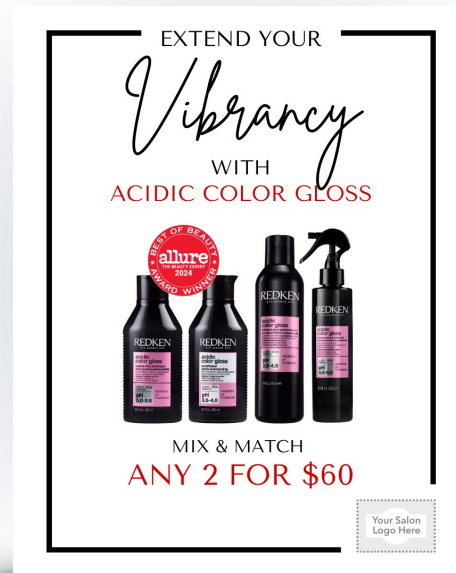
Merchandising



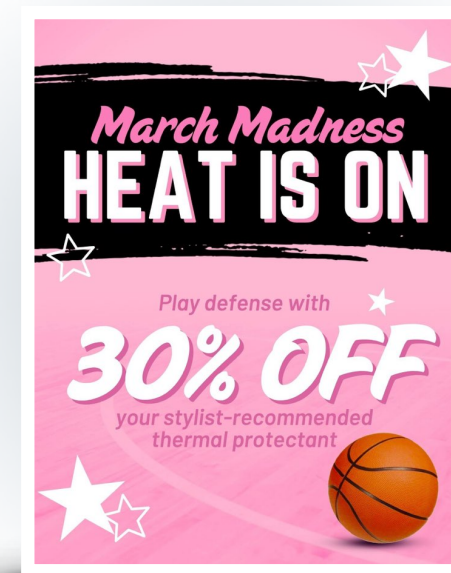


Ready-To-Go Toolkit

SALON READY!



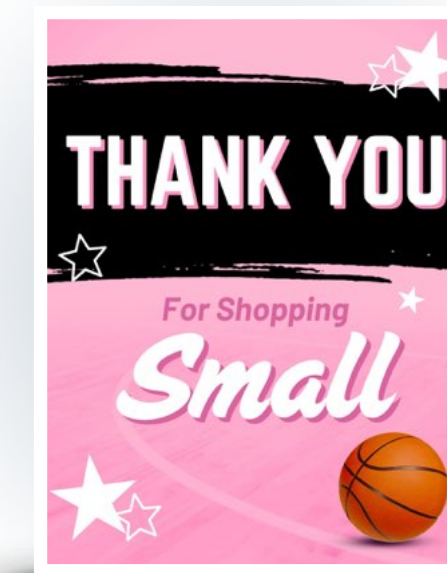
Redken Signage



March Madness



St. Patrick's Day



Evergreen Promotions



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



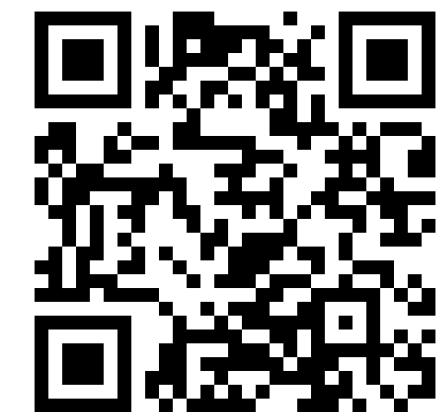
Insta Posts



Facebook Posts



Product Imagery



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

Click or scan the QR codes for instant salon signage!

L'ORÉAL

PROFESSIONAL PRODUCTS