

brand activation

TOOLKIT

SEPTEMBER 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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NEW! SuperSync EXTRA Shades

Pureology Color Fanatic

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Selfie Wall

BRAND ACTIVATION TOOLKIT | SEPTEMBER 2025



Brand Highlights

NEW! Matrix Mega Sleek Topcoat



NEW! SuperSync EXTRA Shades



Pureology Color Fanatic



Redken Limited Edition Shades EQ Trend Kits



L'Oréal Professionnel Improved Majirel



NEW! Biolage Refills





NEW! Mega Sleek 96H Anti-Frizz Topcoat

Defy Frizz for 96H & In Up to 97% Humidity!

Mega Sleek 96H Topcoat



- 20% off 1-7 units*
- 25% off 8+ units*

*Retail sizes only;
**After use of 96H Anti-Frizz Topcoat

Product Knowledge



Download Mirror Cling

Print Mirror Cling

Stay Sleek 4 Days Social Challenge

Post your own before and after torture test to show 96H of frizz control!



WORKOUT



SHOWER



COMMUTE

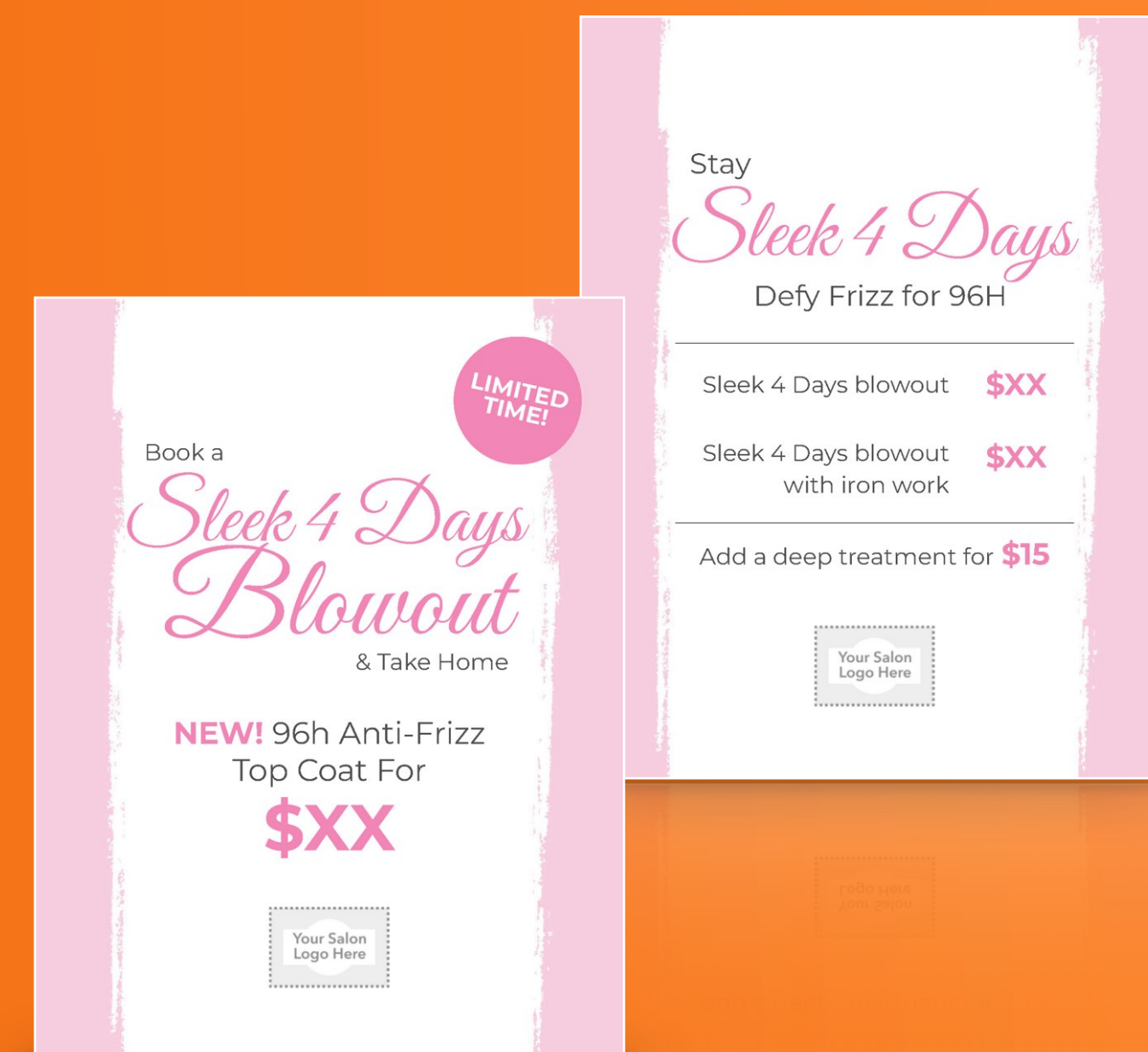


SHOPPING



BEACH

TIP: Engage your local community by tying the need for 4 days of sleek hair to local events (i.e. sorority rush, back to school, Oktoberfest)



Limited Time Signage

Blowout Upgrade Signage



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising



A Super Way to Cover Gray

Up to 75% Gray Coverage in Only
20 Minutes with NEW! Extra Shades

Clients want to know... **Demi-Permanent vs Permanent?**

Educate color-curious clients on social

Discover More **#SuperSync** Looks
in the **Matrix Formula Factory!**



Before



New Super Coverage Shades

3NN

5NN

6NN

8NN

Product Knowledge

Permanent
or Demi?

Permanent or Demi? Permanent offers a dramatic, long-lasting change and full gray coverage. Demi enhances your natural color with a less committal, subtle shift. Book a consultation to find your perfect shade!

Social Posts



Boost your natural shine and enhance your color with demi-permanent hair color! This low-commitment option gradually fades over time, making it perfect for adding depth and dimension.



Myth: Demi-permanent color doesn't cover gray. Truth: It can blend and soften grays for a more natural look. Ask your stylist if demi-permanent is right for you!

READY TO
*Color Away
Gray?*

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

Your Salon
Logo Here

Editable Signage

Finish your color
service with
96 Hours
of Frizz Protection

Complimentary Blowout Upgrade to a
Sleek 4 Days Blowout
with any color service

\$XX Value

Your Salon
Logo Here

Editable Signage



Brand Highlights

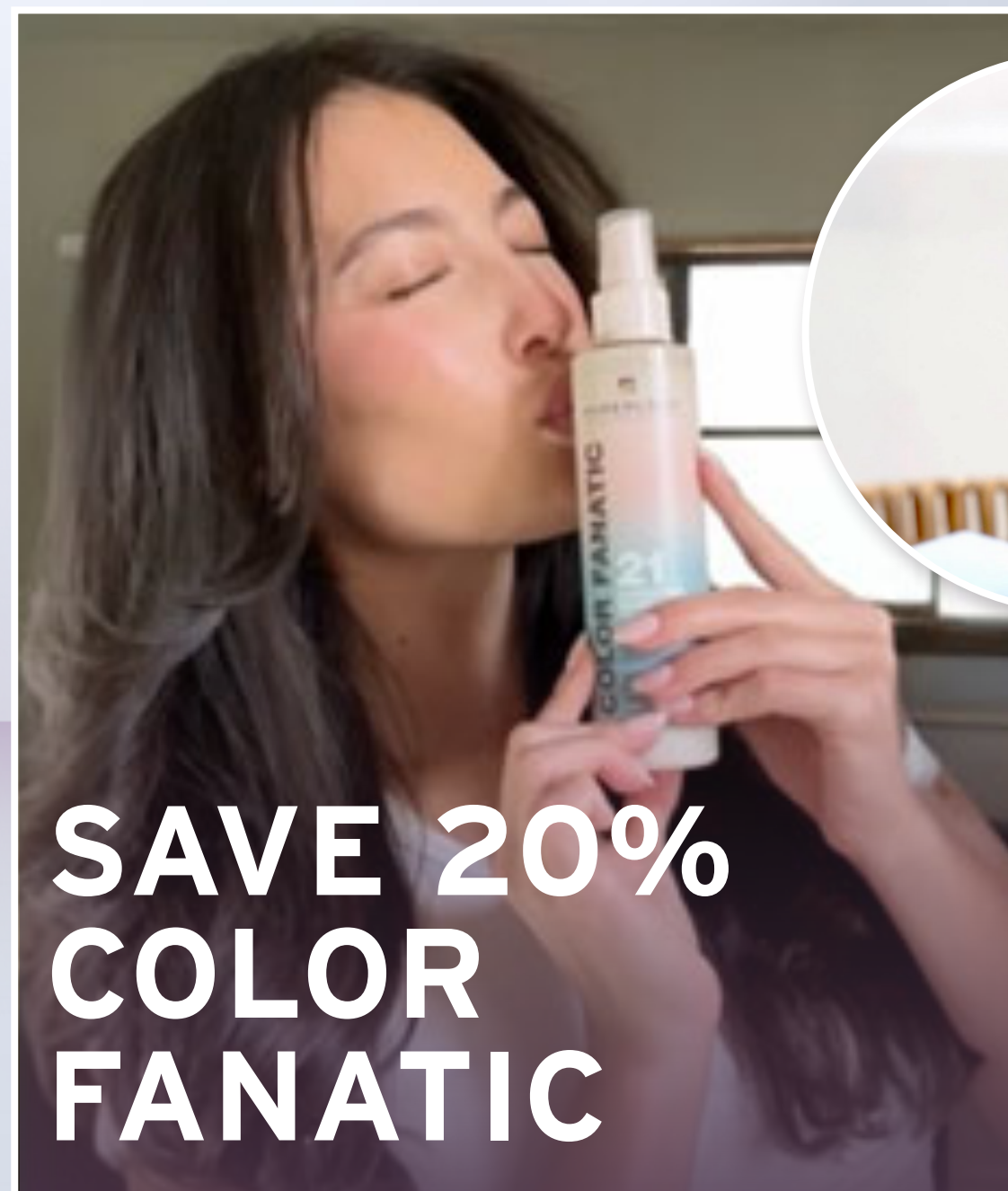
Business-Building

SalonCentric Sales

Merchandising



THE ONE LEAVE-IN YOU CAN'T LEAVE OUT 💜 #COLORFANATIC



SAVE 20%
COLOR
FANATIC

Product Knowledge

BRAND ACTIVATION TOOLKIT | SEPTEMBER 2025

ATTRACT INTEREST WITH “VIRAL ON TIKTOK” SIGNAGE

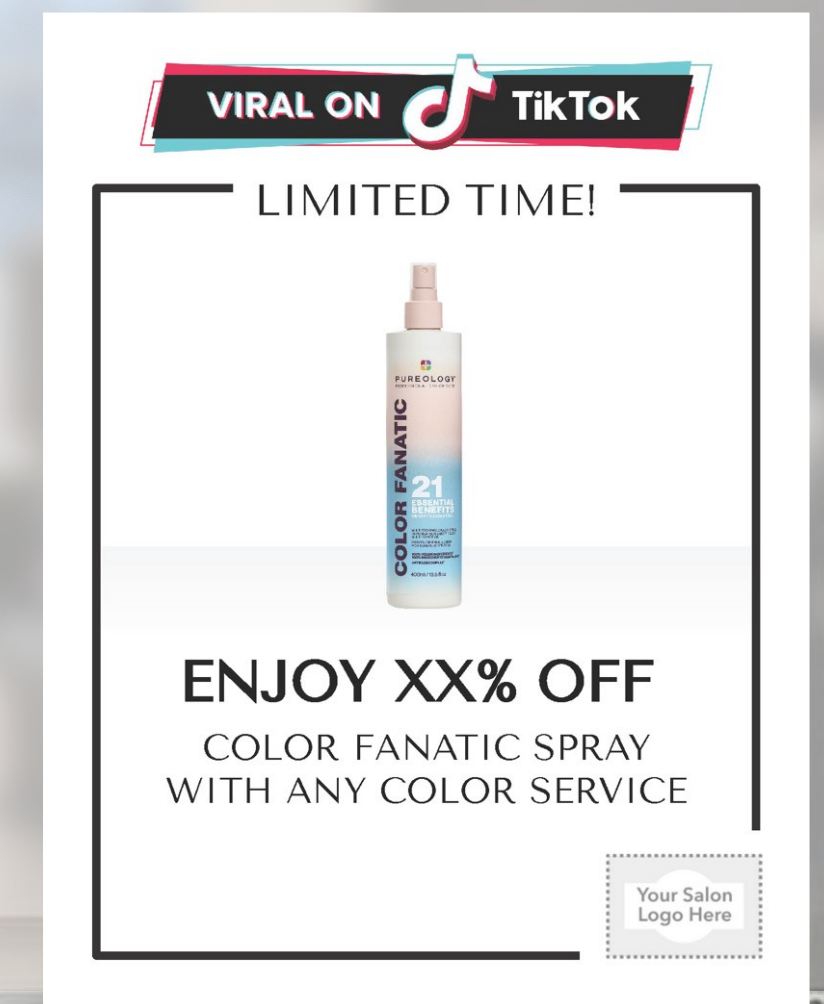


TikTok Signage



Download Mirror Cling

Print Mirror Cling



Limited Time Signage



Brand Highlights

Business-Building

SalonCentric Sales

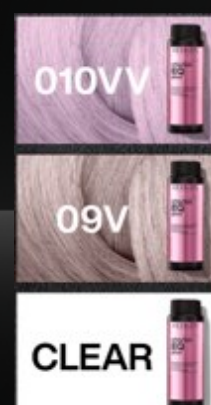
Merchandising

REDKEN
5TH AVENUE NYC

KEEP CLIENTS ON TREND WITH SHADES EQ VINYL BLONDE KITS

RECORD-BREAKING FORMULATIONS TO MAKE ANY BLONDE A BOMBSHELL

COOL



WARM



COLLECT THEM ALL!



KEEP HAIR SOFT & MOISTURIZED WITH
MULTI-BENEFIT ALL SOFT ARGAN-6 OIL

NEW LOOK

- + Updated formula & sustainable packaging*

ALL THE BENEFITS

- + Softness, hydration, shine, strength, frizz reduction, heat protection

STRONGER CLAIMS**

- + 13x more moisture
- + Up to 3 days frizz reduction

*Up to 97.5% recycled plastic; **Oil vs non-conditioning shampoo

TRY FOR \$20

Product Knowledge

TRY FOR \$15

PRO TIP

For even application rub All Soft Argan-6 Oil between fingers like hand lotion before combing through hair

GET SALON HAIR

at Home

XX% OFF
STYLIST FAVORITES

ASK FOR YOUR PERSONALIZED
BUNDLE TODAY

Your Salon
Logo Here

Editable Signage



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

L'ORÉAL
PROFESSIONNEL
PARIS

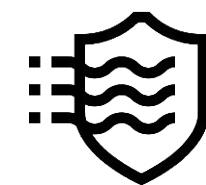
Unlock the Power of Improved Majirel

Access education for smarter color & improved client experience



IMPROVED

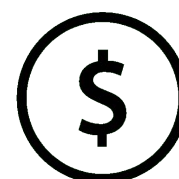
Majirel



Reduced Odor



Better Viscosity



Improved Value

Product Knowledge

Keep Clients' Color Vibrant Between Appointments with Vitamino Color Spectrum



Product Knowledge

READY TO

*Color Away
Gray?*

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

Your Salon
Logo Here

Editable Signage

*Vibrant
Color*
FOR WEEKS

SAVE
15%



VITAMINO COLOR SPECTRUM

Your Salon
Logo Here

Editable Signage



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising



DON'T RUN OUT, REFILL! 25% MORE PRODUCT*. 3 EASY STEPS.

HOW TO REFILL

STEP 1

Remove caps.

STEP 2

Pour into empty
unrinsed bottle.*

STEP 3

Enjoy.

1 REFILL =
1 RETAIL BOTTLE
+ 2 MINIS



DE-STRESS.

Now your clients never need to
worry about running out of
their favorite Biolage products.

RE-USE.

Help reduce waste by
introducing clients to Refills
and re-using their existing pack.

RE-FILL.

Extend the life of Biolage
favorites with a Refill.

MADE WITH 62%
LESS PLASTIC**

PRO TIP

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



Editable Signage

*Write refill date & batch number on the bottle. Available on back of the pouch; **Compared to 400/13.5 fl. Oz. bottles



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

Business-Building

Color Obsessed Education Takeover





Brand Highlights

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FREE LIVE IN-STORE CLASSES!

LEARN FROM TOP TALENT

INFLUENCERS | AMBASSADORS | ARTISTS



Register for SalonCentric LIVE Classes through the website at the link below.



Contact Your StateRDA representative for classes available in your region.

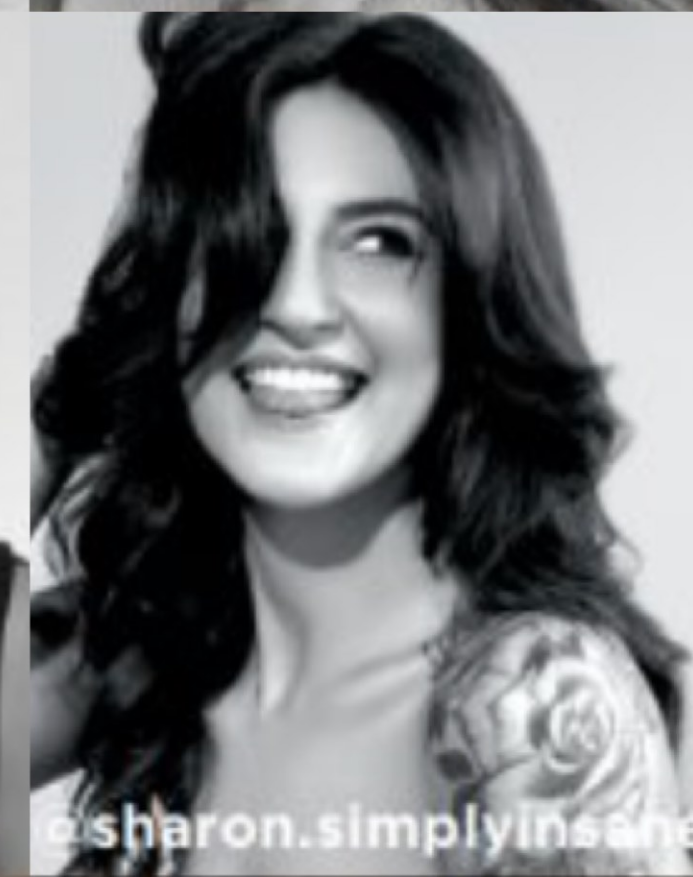
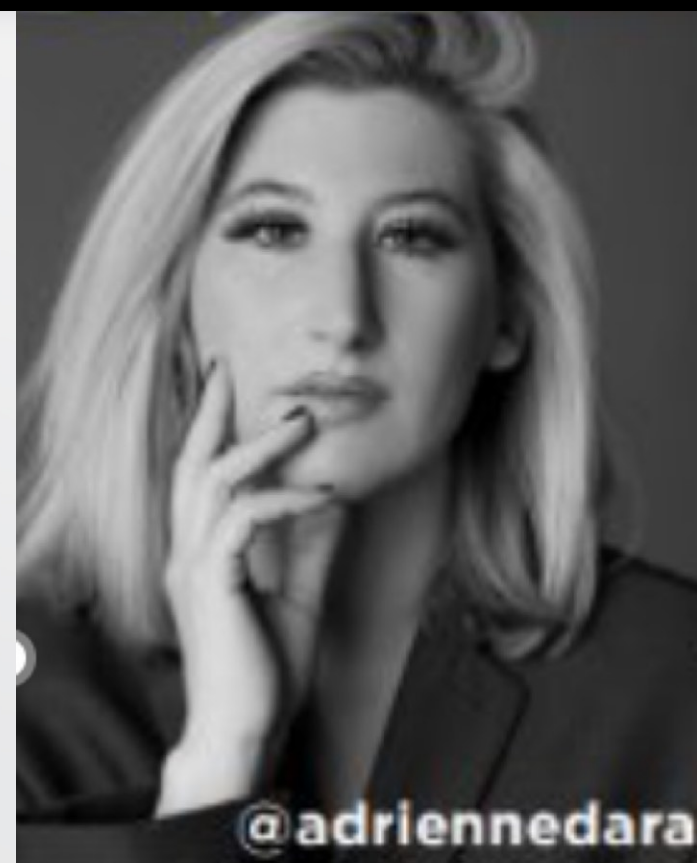
[Register Here](#)

Sign up now! Space is limited!

FOR MORE DIGITAL CLASSES

[Sign Up Here!](#)

BRAND ACTIVATION TOOLKIT | SEPTEMBER 2025





SalonCentric Sale

Thermal Protectants & Tools Sale





Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

HEAT DAMAGE IS **SCARY!**

SAVE 30%
ON THERMAL
PROTECTANTS

REDKEN
5TH AVENUE NYC

BIOLAGE
PROFESSIONAL HAIR SPA

matrix

L'ORÉAL
PROFESSIONNEL
PARIS

MIZANI
TEXTURE LOVE SINCE 1991

SAVE \$60
WITH AIR LIGHT PRO



SAVE 30%
OFF STEAMPOD



Full monthly promotional details are available in your monthly distributor catalog

BRAND ACTIVATION TOOLKIT | SEPTEMBER 2025





October In-Salon Merchandising

- Breast Cancer Awareness >
- Halloween >
- Selfie Walls >





Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

Table

GO PINK for a PURPOSE

Join us this October in supporting the fight against breast cancer.

XX% of ALL proceeds from our "Go Pink" initiatives will be donated to [Name of Charitable Organization]!

Here's How You Can Make A Difference

SHOP PINK & SAVE!

Enjoy 10% OFF all specially marked Pink Retail Products.

WEAR YOUR SUPPORT!

Get a Pink Hair Extension for just \$XX each!

Ask your stylist about temporary Pink Streaks!

SHARE YOUR HEART!

Write a message or name on our "GO PINK FOR" Wall — honoring those impacted by breast cancer.

GO PINK \$XX PER EXTENSION

GO PINK for a PURPOSE

Join us this October in supporting the fight against breast cancer.

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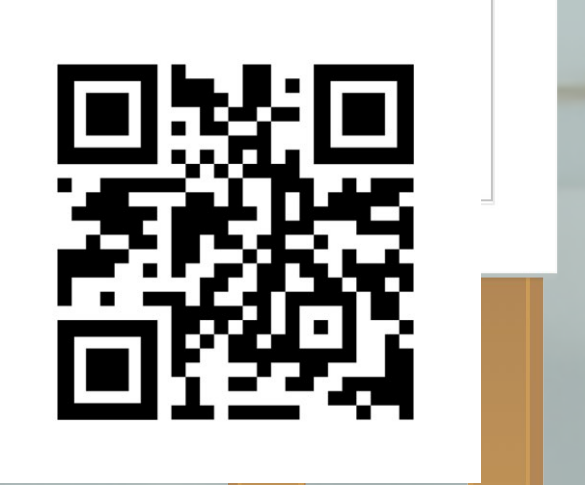
SHARE YOUR HEART!

Write a message or name on our "GO PINK FOR" Wall — honoring those impacted by breast cancer.

Promotional Signage

How To Go Pink!

Scan or Click QR Code to Buy Display Items





Selfie Wall

Encourage clients to take a selfie supporting Breast Cancer Awareness.

Clients can write a message on the selfie wall ribbons showing their support.



*Scan or Click
QR Code to Buy
Display Items*





Brand Highlights

Business-Building

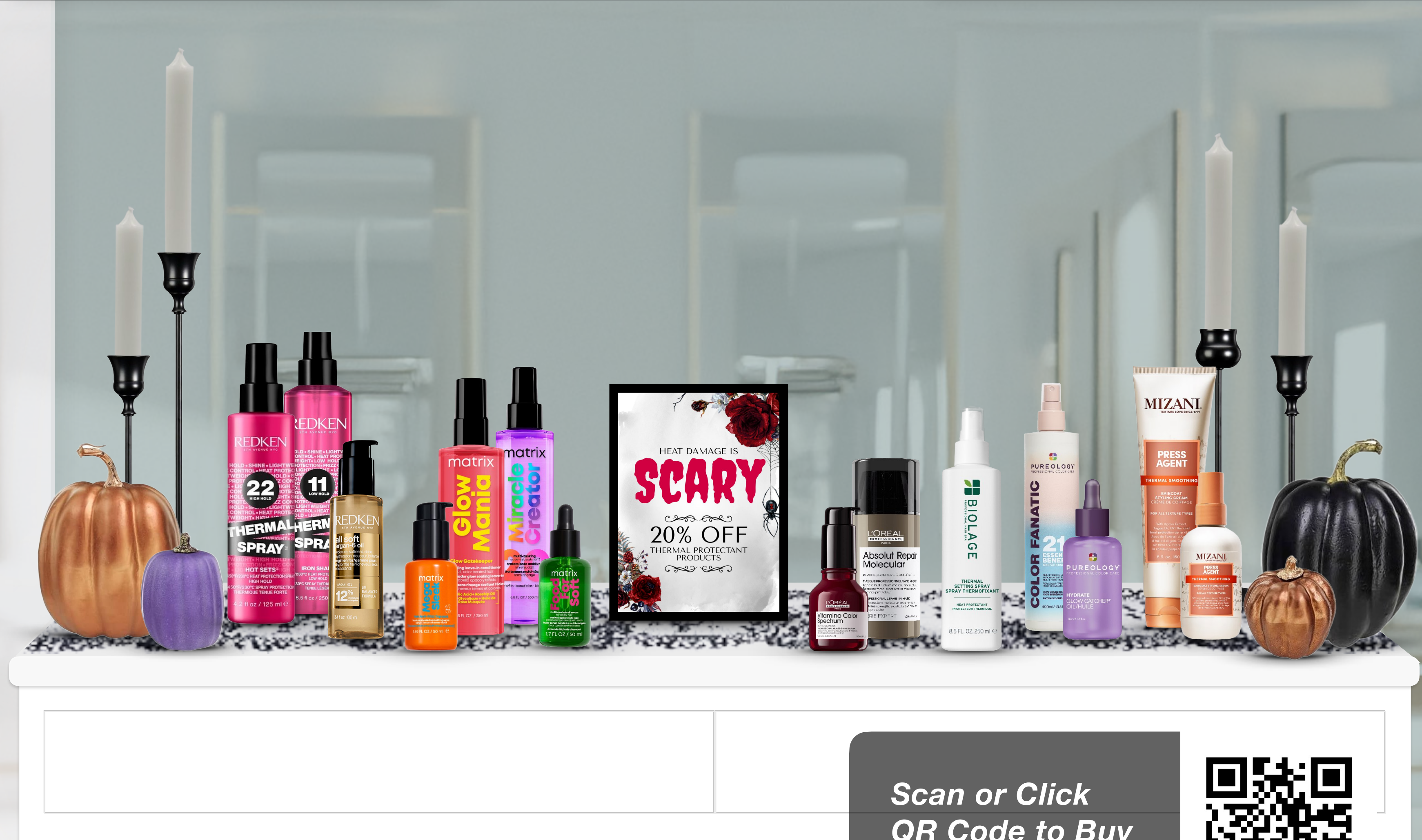
SalonCentric Sales

Merchandising

Table



Promotional Signage



Scan or Click
QR Code to Buy
Display Items





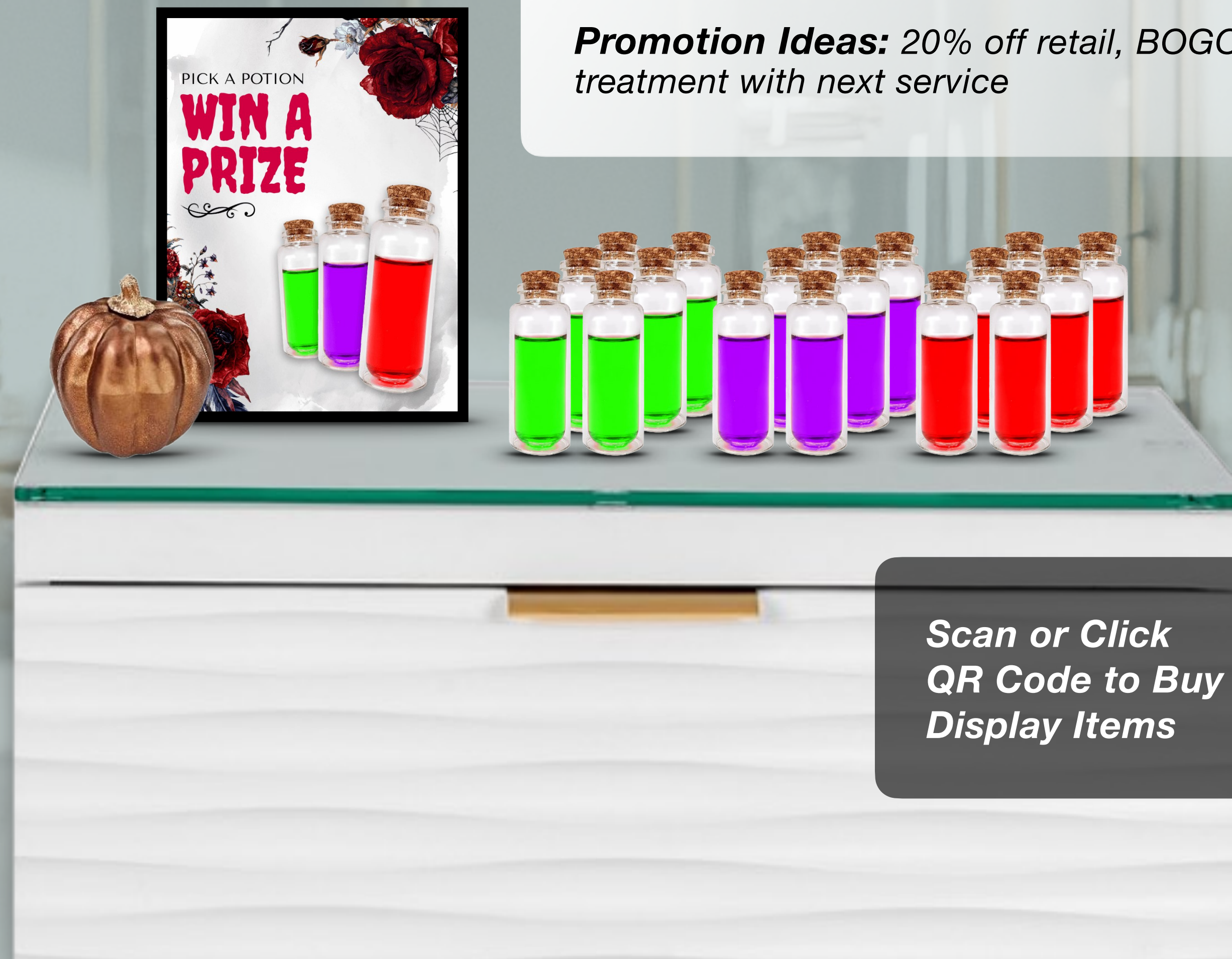
Table



Promotional Signage

Include this fun thematic incentive to your salon by letting clients ***Pick a Potion and Win a Prize!*** Mark each bottle with a promotional tag and let the fun begin!

Promotion Ideas: 20% off retail, BOGO, Complimentary treatment with next service



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!



*Scan or Click
QR Code to Buy
Display Items*





Brand Highlights

Business-Building

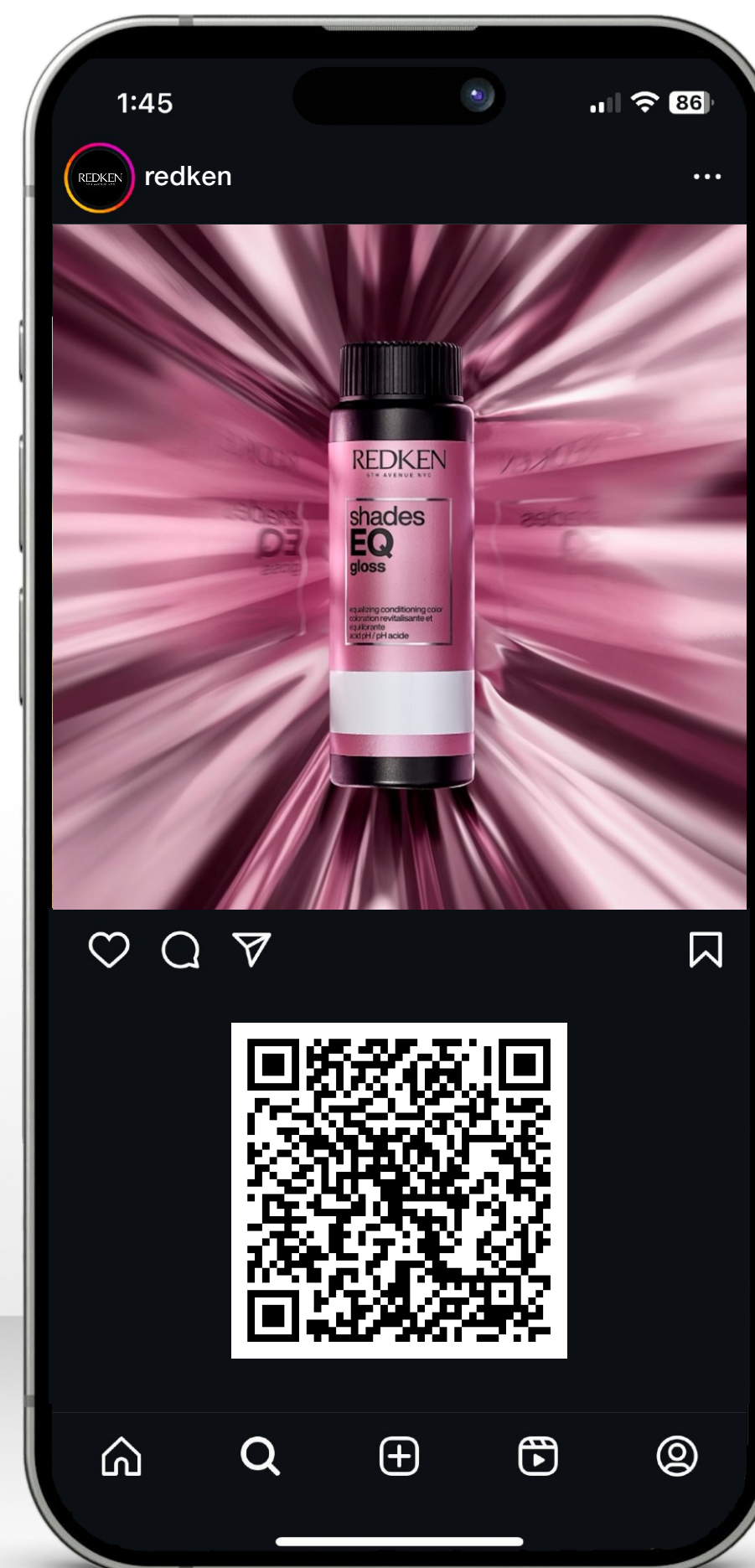
SalonCentric Sales

Merchandising

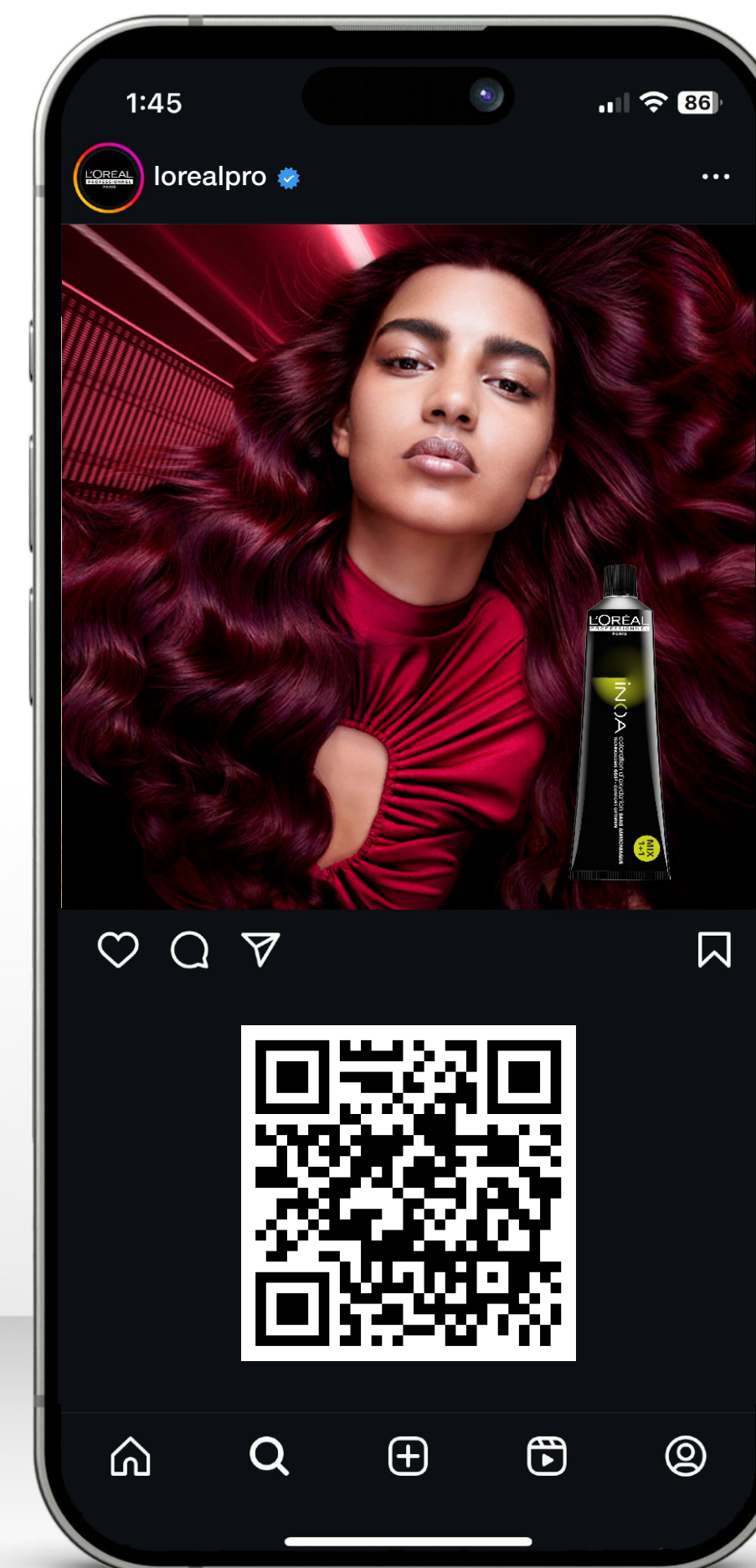
Branded Social Content

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

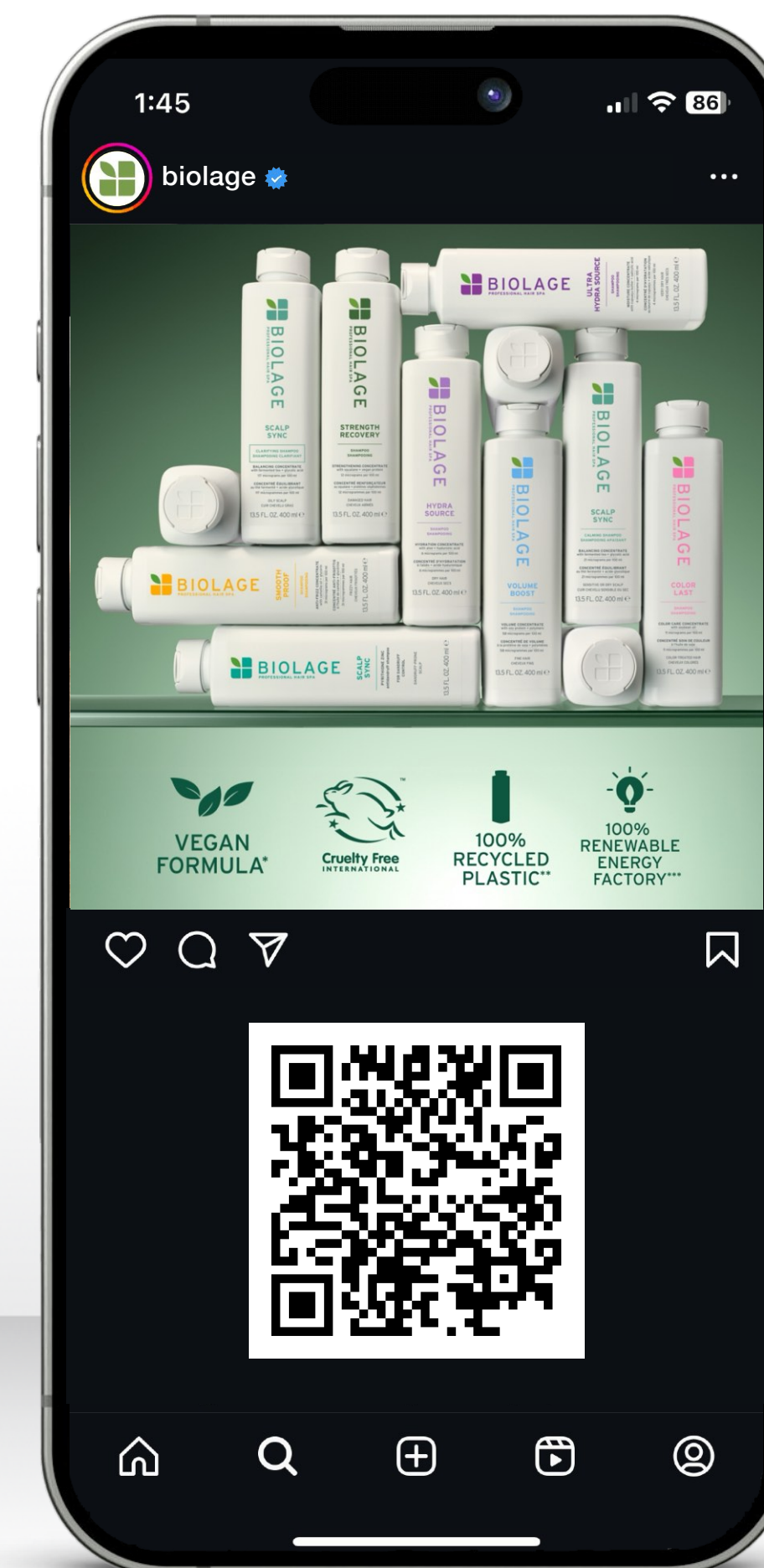
Scan or Click QR Code for each brand
to access relevant materials for each brand.



REDKEN
5TH AVENUE NYC



L'ORÉAL
PROFESSIONNEL
PARIS



BIOLAGE
PROFESSIONAL HAIR SPA

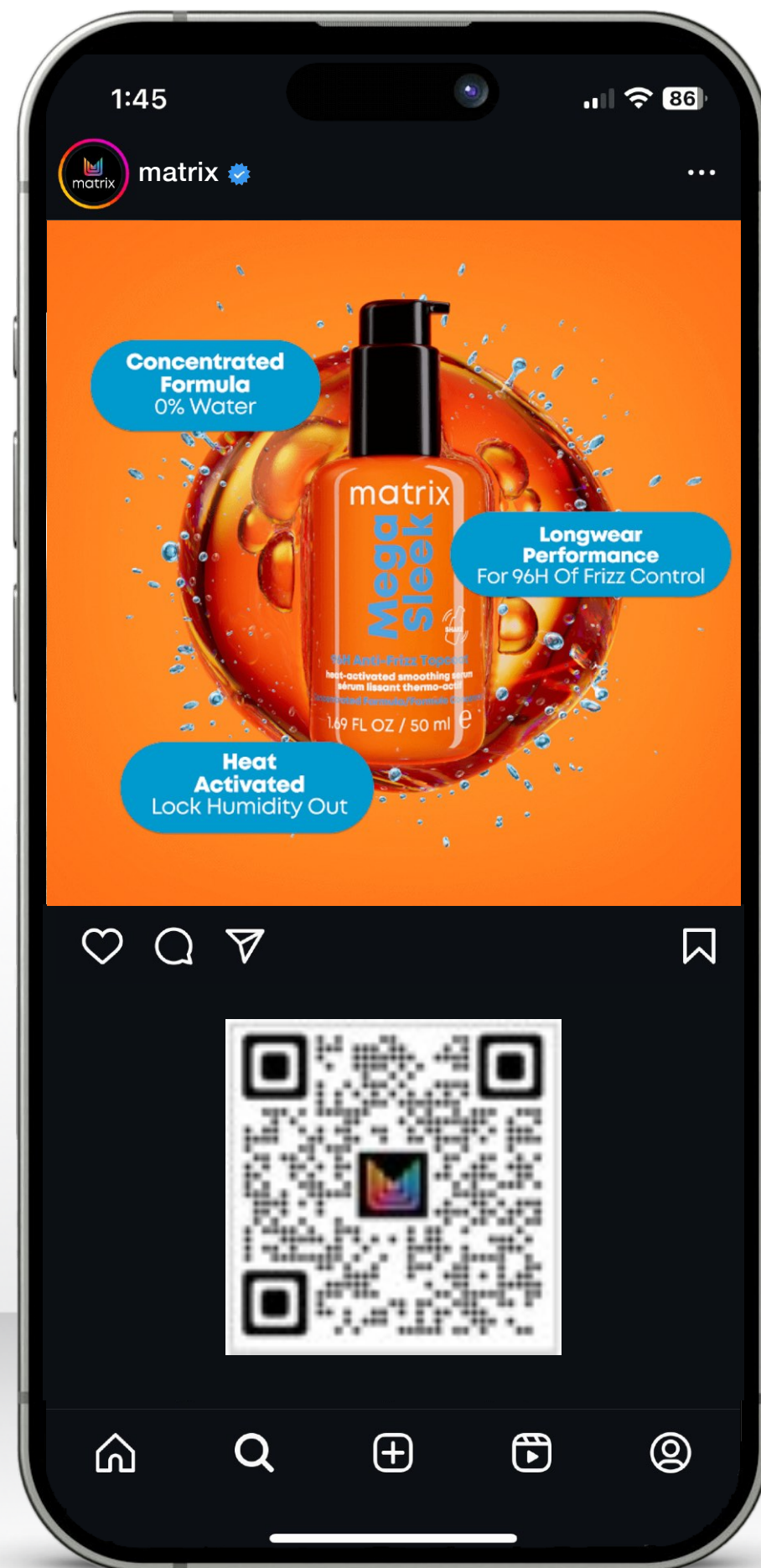


Brand Highlights

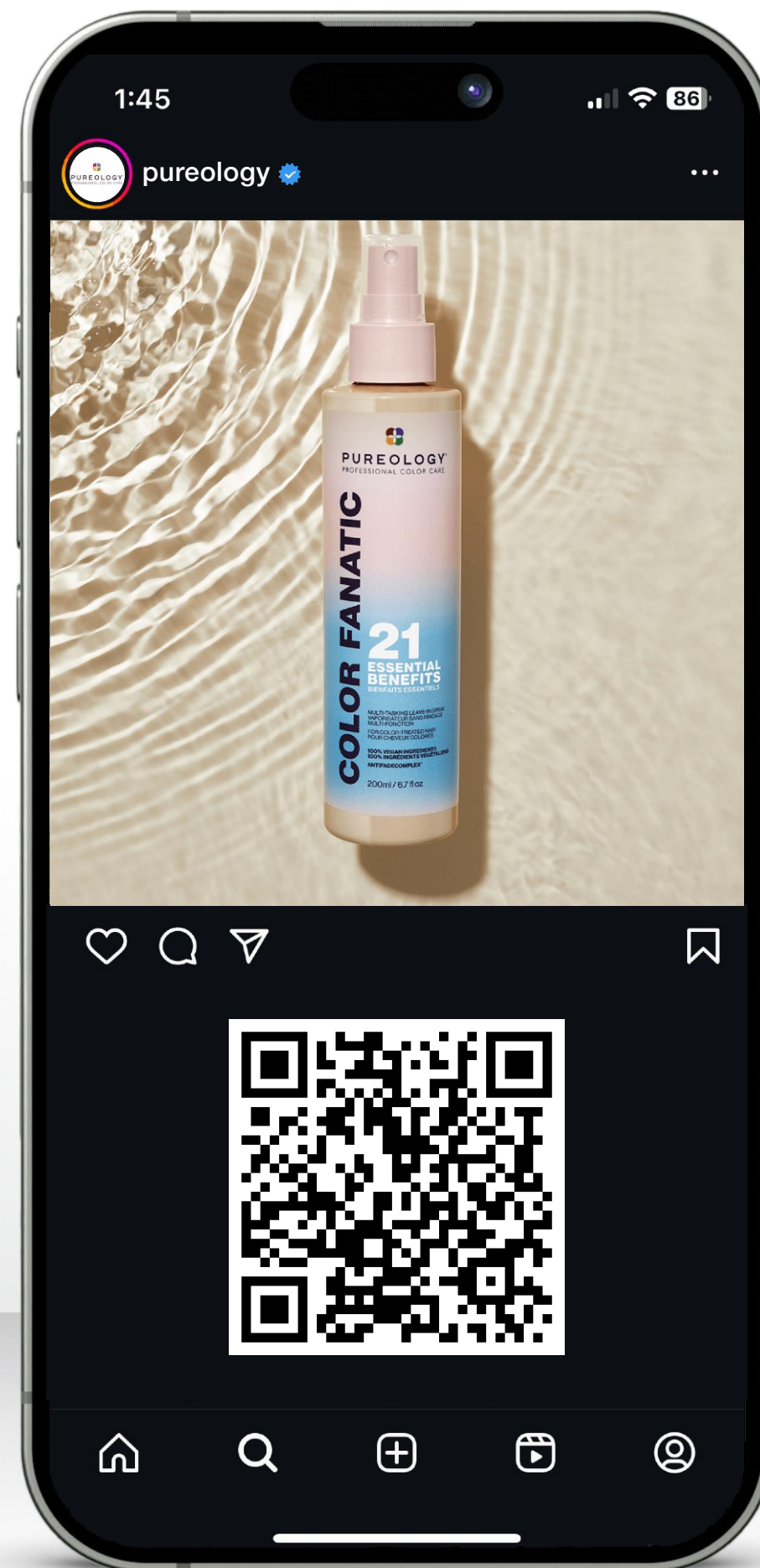
Business-Building

SalonCentric Sales

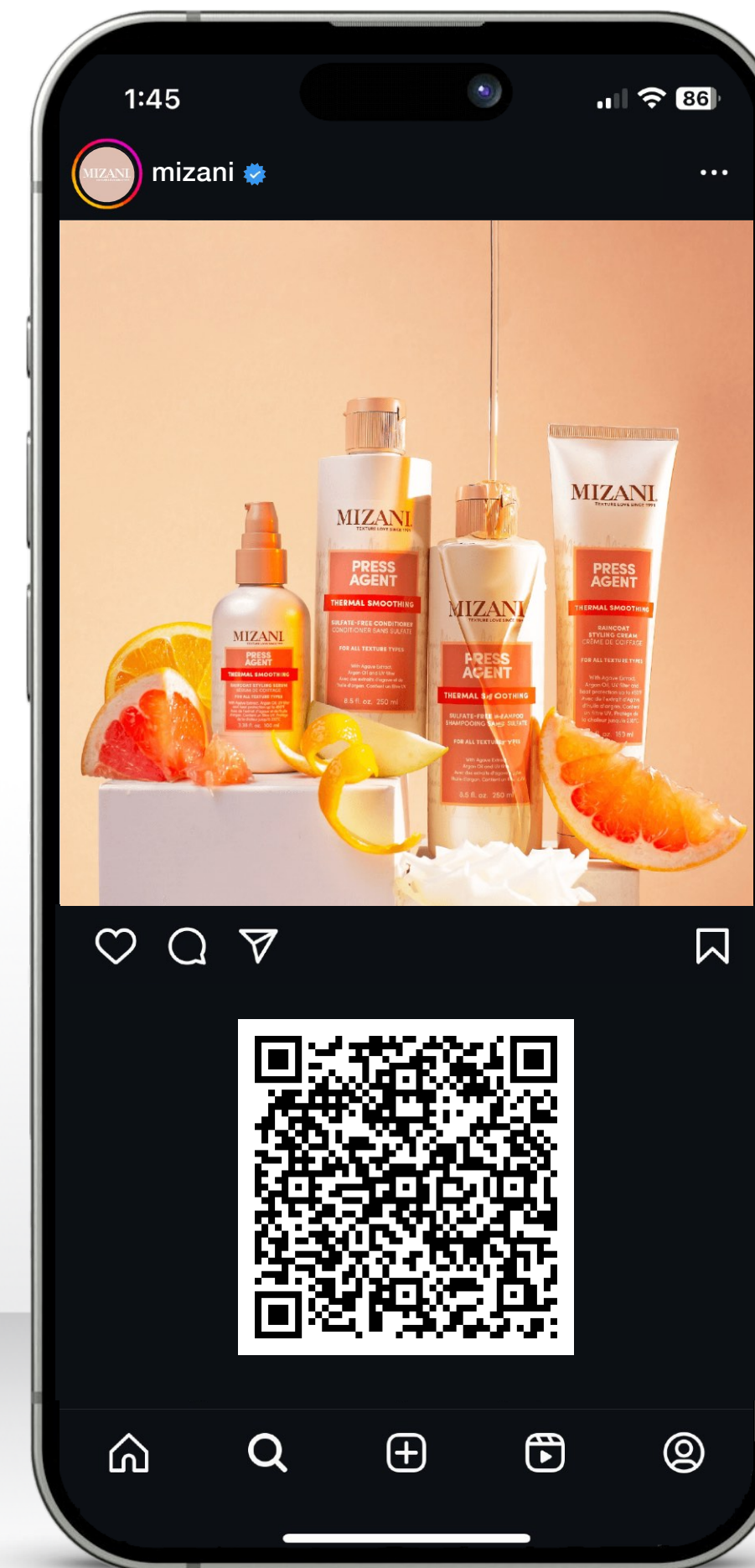
Merchandising



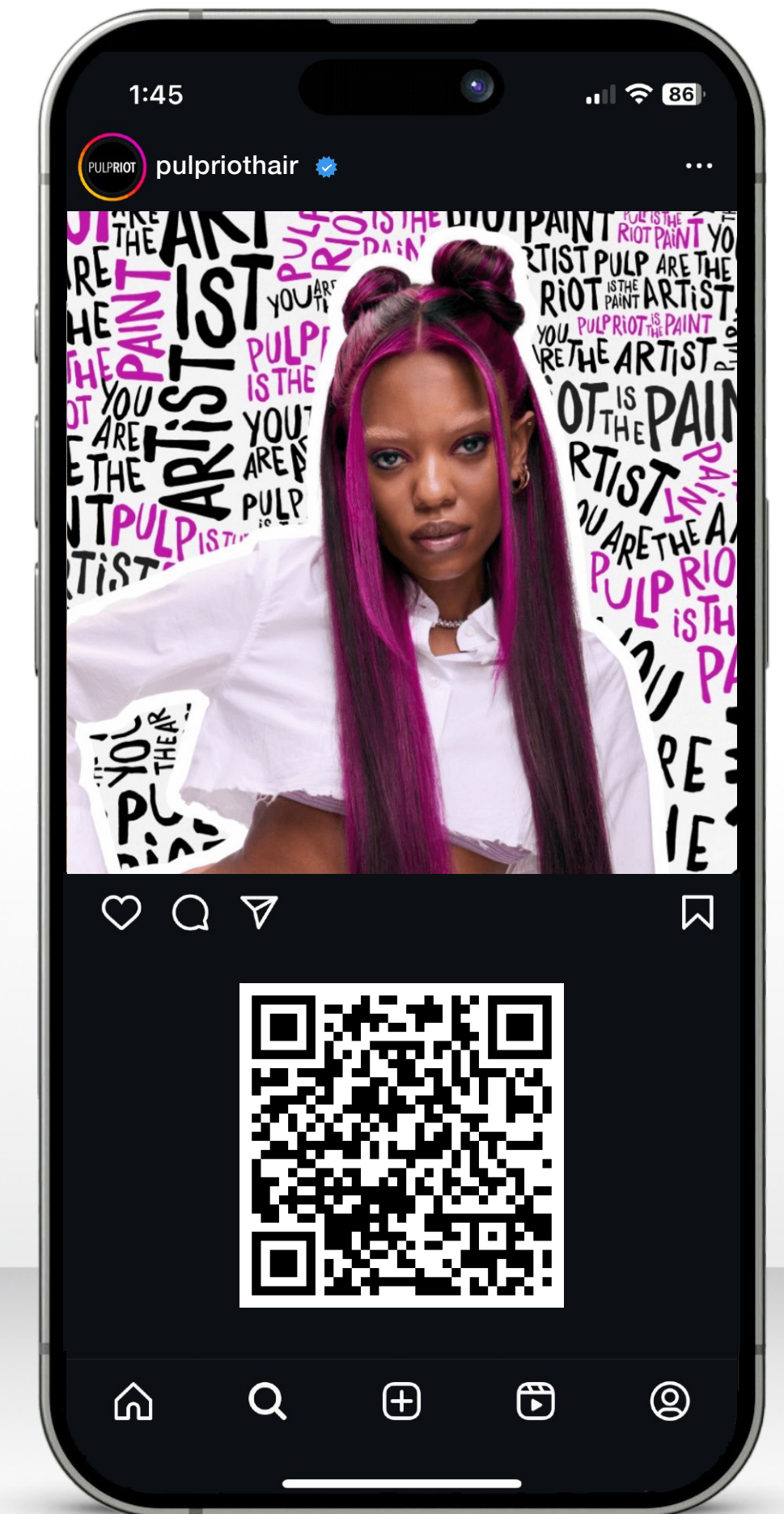
 **matrix**



 **PUREOLOGY**
PROFESSIONAL COLOR CARE



MIZANI
TEXTURE LOVE SINCE 1991



PULPRIOT



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

Ready-To-Go Toolkit

SALON READY!



Matrix Topcoat



Breast Cancer Awareness



Halloween



Evergreen



E-Newsletters



Custom Salon Signage Templates Available for Your Brand/Promotional Content

Download & print assets on the next slide.



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

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 Google Slides**



**View Previous Brand
Activation Toolkits on LEVEL**

Click or scan the QR codes for instant salon signage!

L'ORÉAL

PROFESSIONAL PRODUCTS