



brand activation

TOOLKIT

SEPTEMBER 2025

L'ORÉAL
PROFESSIONNEL PRODUCTS

COVER IN PROGRESS
SEASONAL AESTHETIC TO BE
APPLIED ONCE APPROVED

 **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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September In-Salon Merchandising

Tables

Shelf

Cash Wrap/Reception

Selfie Wall



Brand Highlights

NEW! Matrix Topcoat



NEW! SuperSync Extension



Pureology Color Fanatic



Redken Limited Edition Shades Trend EQ Kits



L'Oreal Professionnel Improved Majirel



Biolage



THEMATIC IMAGERY



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising



Sleek 4 Days with NEW! Mega Sleek 96H Anti-Frizz Topcoat

Defy Frizz For 96H & in Up to 97% Humidity!



Tiered Launch Offer

**Mega Sleek /
96H Topcoat***

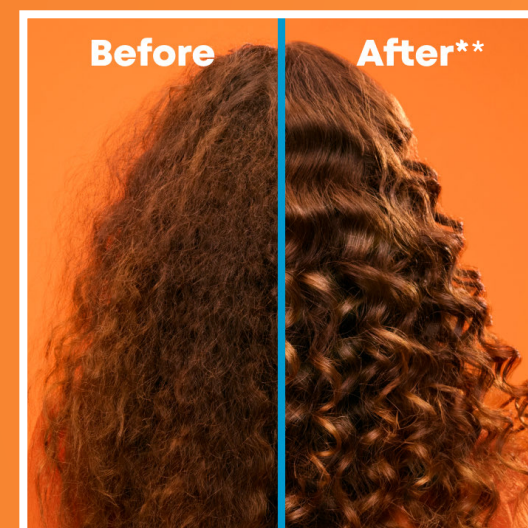
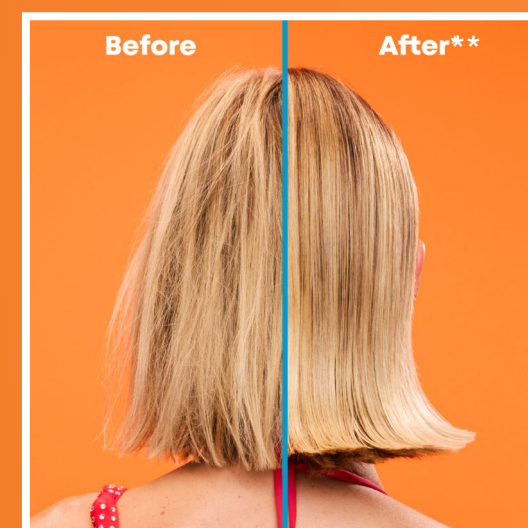
- 20% off 1-7 units
- 25% off 8+ units

Product Knowledge

[LINK](#)

Social Challenge

Post your own torture test to show clients 96H frizz control!



Workout



Shower



Commute



Shopping

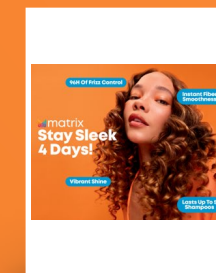


Beach

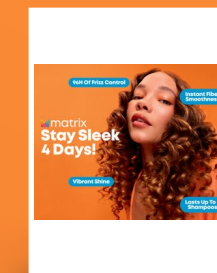
In-Salon Merchandising



Mirror Cling
Measurements



Topcoat
Easel 4x11



Topcoat
Shelf Talker

Sticker Mule

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

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)

Stay Sleek 4 Days
Defy Frizz for 96H

Sleek 4 Days blowout
\$XX
Sleek 4 Days blowout
with iron work \$XX

Add a deep treatment
for \$15

IN PROGRESS

Limited Time!

Book a Sleek 4
Days Blowout and
take home New!
96H Anti-Frizz Top
Coat for \$XX

IN PROGRESS

Editable Signage

[LINK](#)

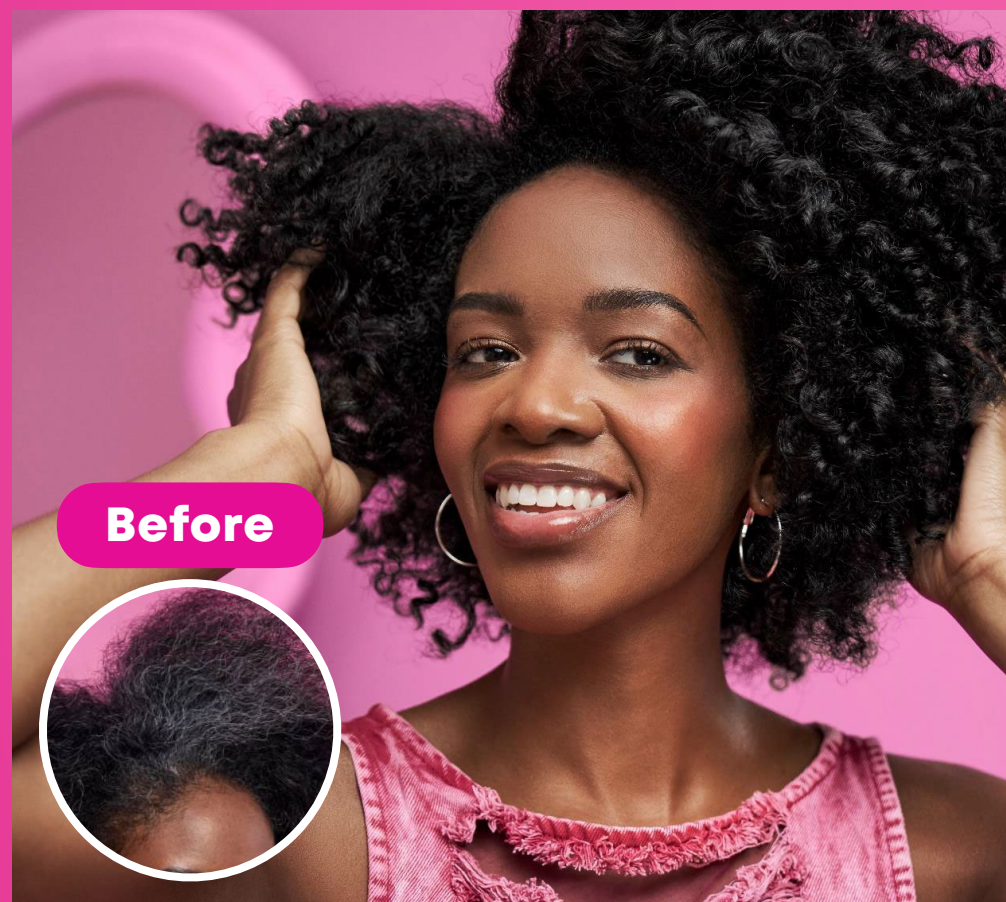
Editable Signage

[LINK](#)



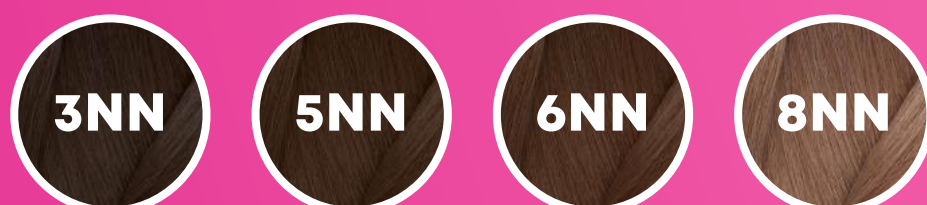
Super Sync: The New Way to Cover Gray

Up to 75% Gray Coverage in Only 20 Minutes With NEW! Super Coverage NN Shades



Before

New Super Coverage Shades



Product Knowledge

LINK

Clients want to know...

Demi-Permanent vs Permanent?

Educate color-curious clients on social:

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!

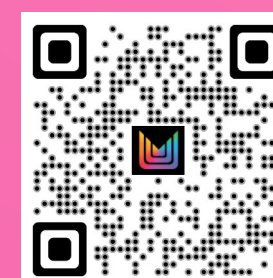


Boost your natural shine and enhance your color with demi-permanent hair color! This low-commitment option gradually fades over time, making it perfect for adding depth and dimension.



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!

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



IN PROGRESS

Editable Signage

LINK

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

IN PROGRESS

Editable Signage

LINK



Brand Highlights

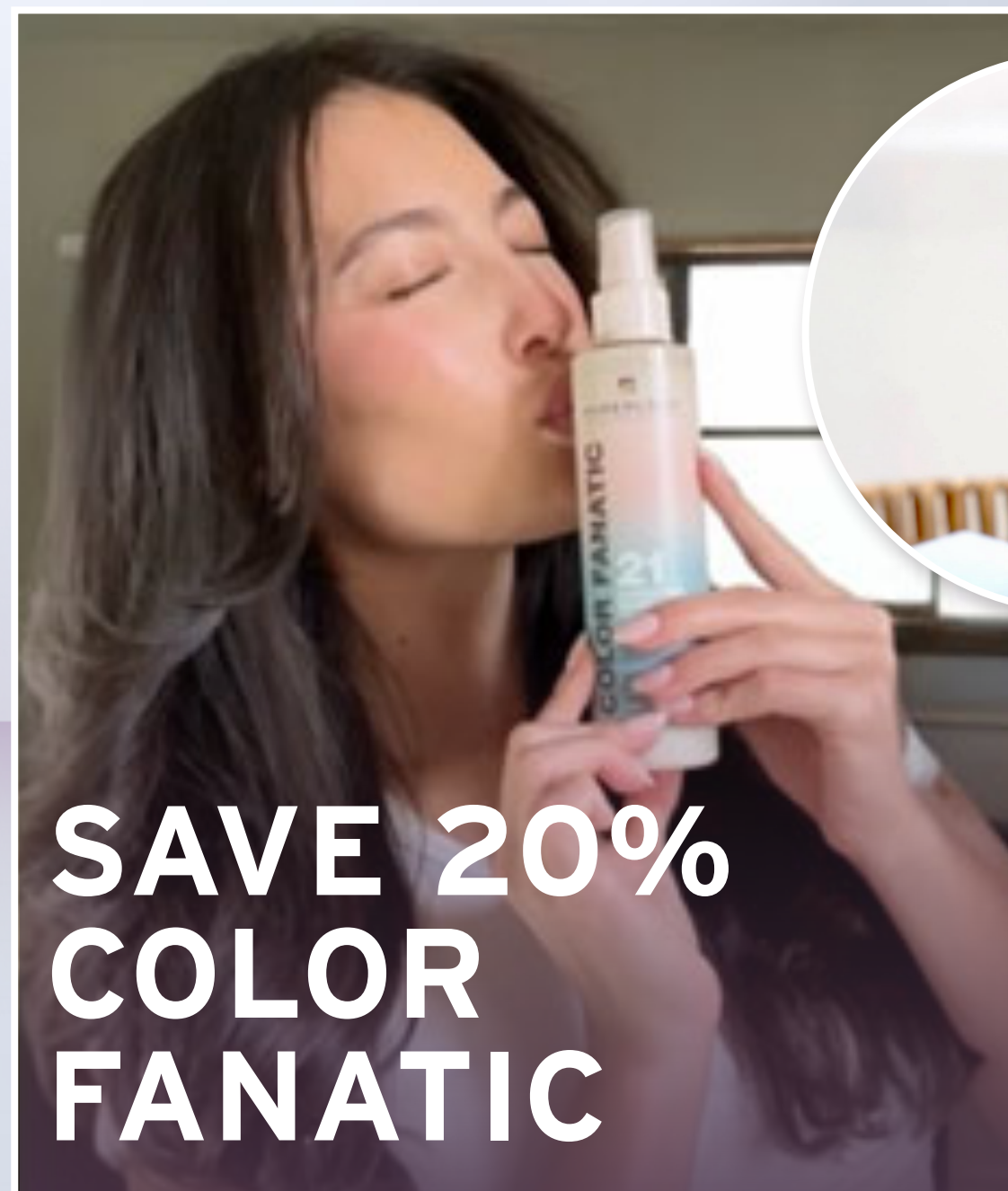
Business-Building

SalonCentric Sales

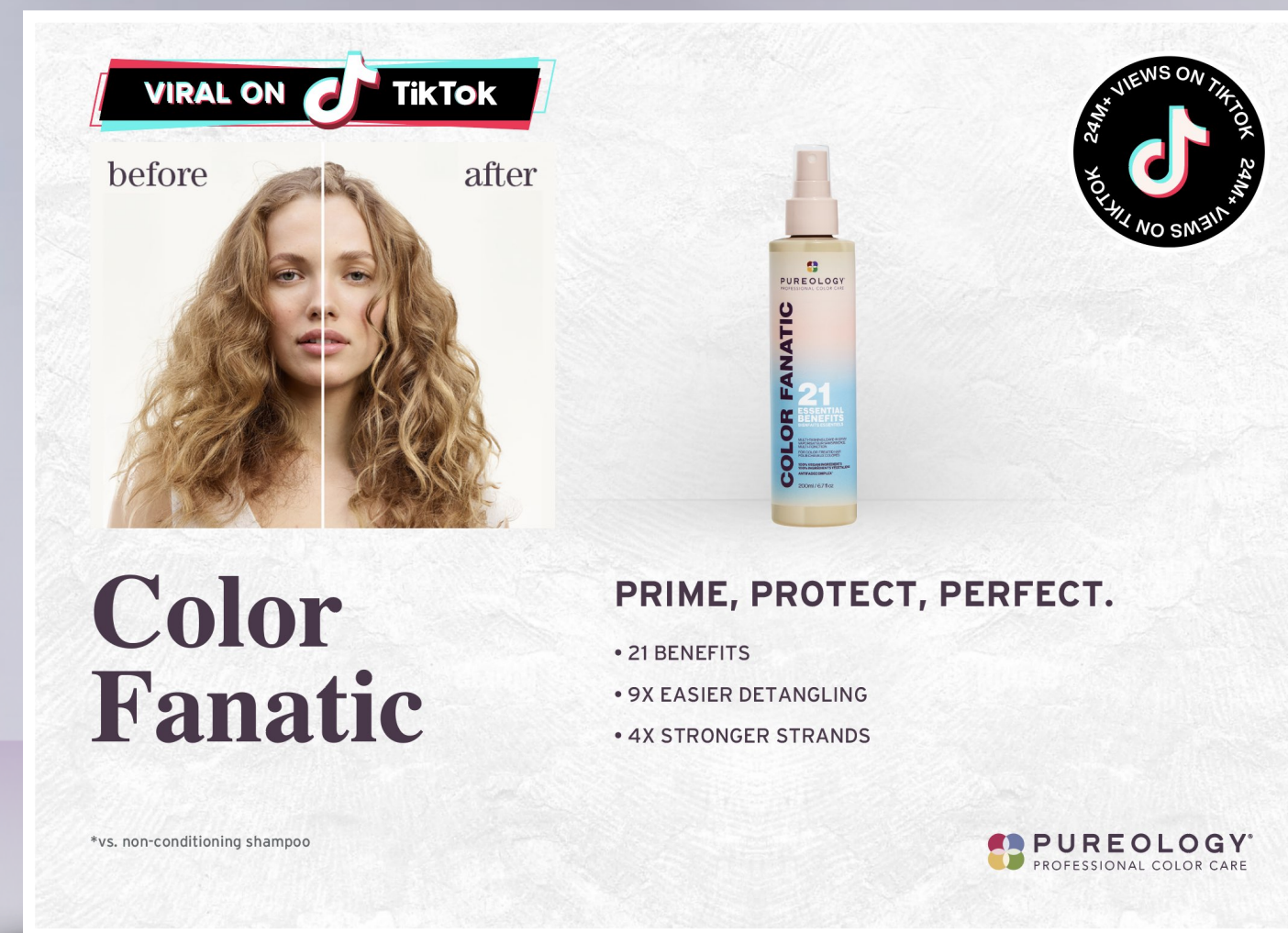
Merchandising



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



**SAVE 20%
COLOR
FANATIC**



**ATTRACT INTEREST WITH
"VIRAL ON TIKTOK" SIGNAGE**

Limited Time!

*Image of product and
viral on tik tok logo*

Enjoy XX% Off
Color Fanatic Spray
With any Color Service

IN PROGRESS



Product Knowledge

LINK

TikTok Signage

LINK

Sticker Mule

Editable Signage

LINK



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

REDKEN
5TH AVENUE NYC

KEEP CLIENTS ON TREND WITH SHADES EQ VINYL KITS

RECORD-BREAKING FORMULATIONS TO MAKE ANY BLONDE A BOMBSHELL

FYI - Awaiting Updated Assets and
Approved Messaging From Brand

COOL

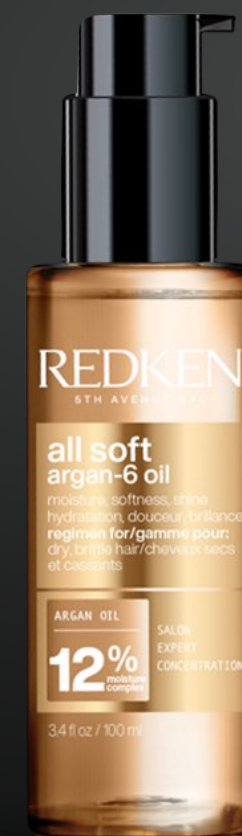


WARM



EACH KIT INCLUDES
3 Shades EQ shades
1 8oz Processing Solution
Formula Guide
+
1 Collectible
Shades EQ Sticker

COLLECT THEM ALL!



KEEP HAIR HYDRATED, SOFT & BRILLIANT
WITH ALL SOFT ARGAN-6 OIL

IMPROVED

FRESH LOOK

+ Updated pack

STRONGER CLAIMS

+ 13x more moisture*

+ 95% agree hair
feels softer

+ 87% more shine**

SUSTAINABLE
PACKAGING

+ Up to 97.5%
recycled plastic

ALL THE BENEFITS

+ Care, styling, priming,
heat protection

TRY FOR \$20

Product Knowledge

BRAND ACTIVATION TOOLKIT | SEPTEMBER 2025

TRY FOR \$15

Product Knowledge

* Oil vs non-conditioning shampoo
** Oil vs unwashed hair

PRO TIP

Highlight benefits to clients
while using to style in chair &
recommend they purchase
at reception when rebooking.

GET SALON HAIR

at Home

XX% OFF
STYLIST FAVORITES

ASK FOR YOUR PERSONALIZED
BUNDLE TODAY

Your Salon
Logo Here

Editable Signage

LINK



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

L'ORÉAL
PROFESSIONNEL
PARIS

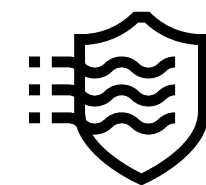
Unlock the Power of Improved Majirel

Access education for smarter color & improved client experience



IMPROVED

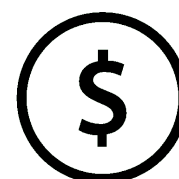
Majirel



Reduced Odor



Better Viscosity



Improved Value

Education

[LINK](#)

Keep Clients' Color Vibrant Between Appointments with Vitamino Color Spectrum



Product Knowledge

[LINK](#)



Editable Signage

[LINK](#)



Signage In Progress

Editable Signage

[LINK](#)



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

BIOLAGE
AWAITING BRAND FEEDBACK



Business-Building

Education





Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

September Education Blitz

**EXPLORE COMPLIMENTARY EDUCATION
LIVE STREAMS THIS SEPTEMBER!**

Unlock new skills and insights with our curated
lineup of live sessions—all at no cost.

**VIEW THE FULL SCHEDULE BELOW
AND BE SURE TO MARK YOUR CALENDAR!**

Sign Up Here!

LINK

**SCHEDULE PDF WITH
LINKS IN PROGRESS**

BRAND ACTIVATION TOOLKIT | SEPTEMBER 2025





SalonCentric Sale

Thermal Protectants & Tools Sale





Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

Heat Damage Is Scary

SAVE 30% OFF THERMAL PROTECTANTS

REDKEN |

MATRIX |

BIOLAGE |

L'ORÉAL PROFESSIONNEL |

MIZANI |

MORE INFO
TO COME?

Full monthly promotional details are available in your monthly distributor catalog

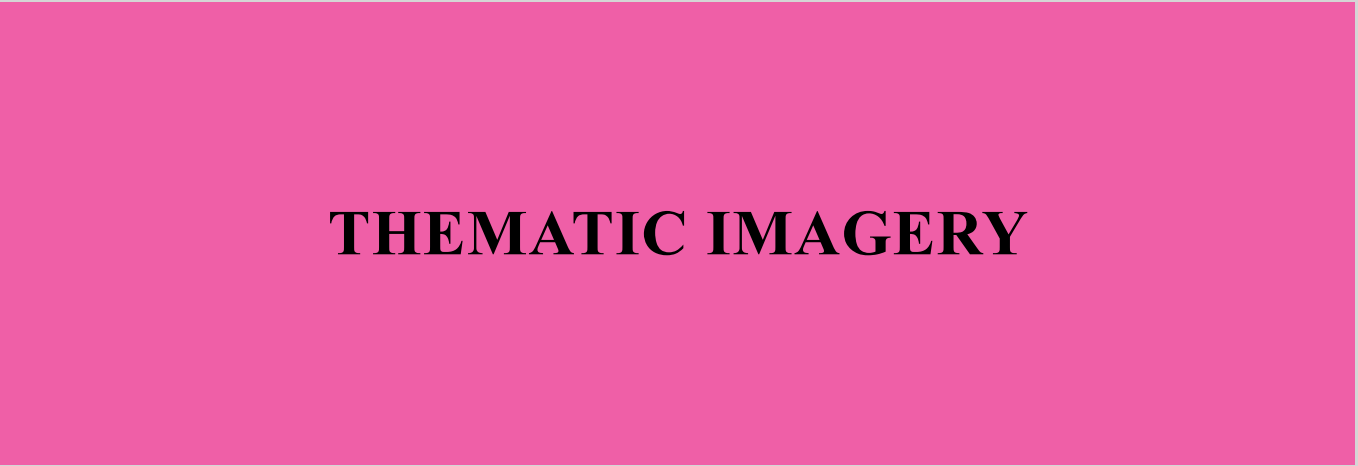
BRAND ACTIVATION TOOLKIT | SEPTEMBER 2025





September In-Salon Merchandising

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



THEMATIC IMAGERY





Table

"We're Going Pink for Breast Cancer Awareness"

Pink Hair Extensions or Streaks:
Pickup some Pulp Riot pink shades: Cupid, Blush, Eloped, and/or Exoplanet, to create pink hair clip-in extensions or offer pink highlights as a fun way for clients to show their support.

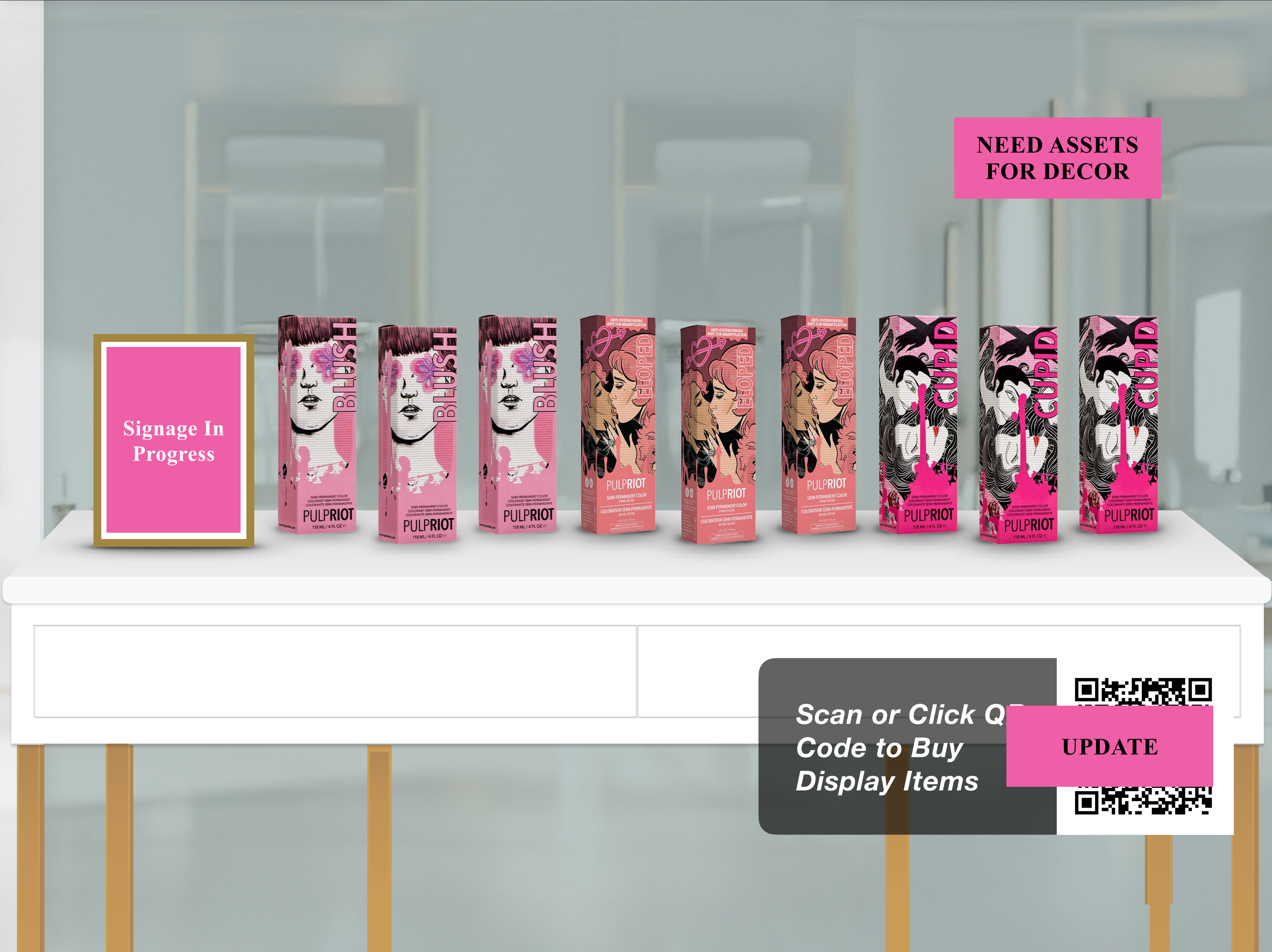
Additional support idea Donate a portion of the proceeds to a breast cancer charity.

How to Use:
Do not use developer. Wearing gloves, apply color to clean dry hair and saturate using a color brush. Use care to avoid contact with skin to prevent staining. Process for 25 to 40 minutes. Rinse well into a non-porous sink or basin until the water is clear of color. For more vibrant results, pre-lighten hair before applying.

Signage In Progress

Promotional Signage

LINK





Shelf

Pick A Potion Win A Prize



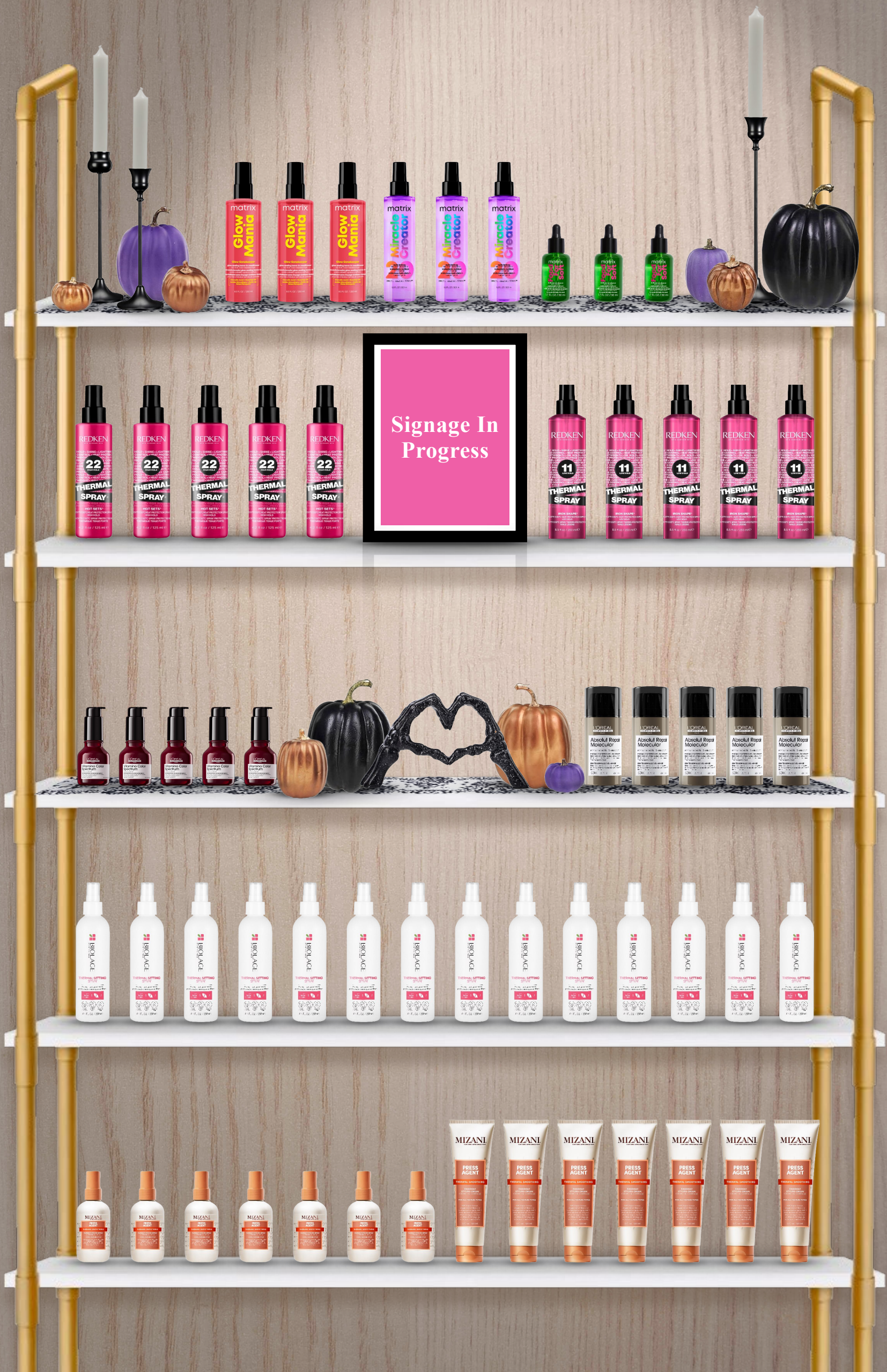
Suggested Prizes on Tags:
\$10 off next service
20% retail item
BOGO retail

Spooky Trick: Add water and food coloring to create potions!

Signage In Progress

Promotional Signage

LINK



Scan or Click QR
Code to Buy
Display Items



UPDATE





Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

Cash Wrap/ Reception

Thank You for
Shopping Small

Signage In Progress

Promotional Signage

LINK

BRAND ACTIVATION TOOLKIT | SEPTEMBER 2025

Signage In
Progress



Scan or Click QR
Code to Buy
Display Items



UPDATE





Selfie Wall

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



**NEED ASSETS
FOR DECOR**

*Scan or Click
QR Code to Buy
Display Items*



UPDATE





Brand Highlights

Business-Building

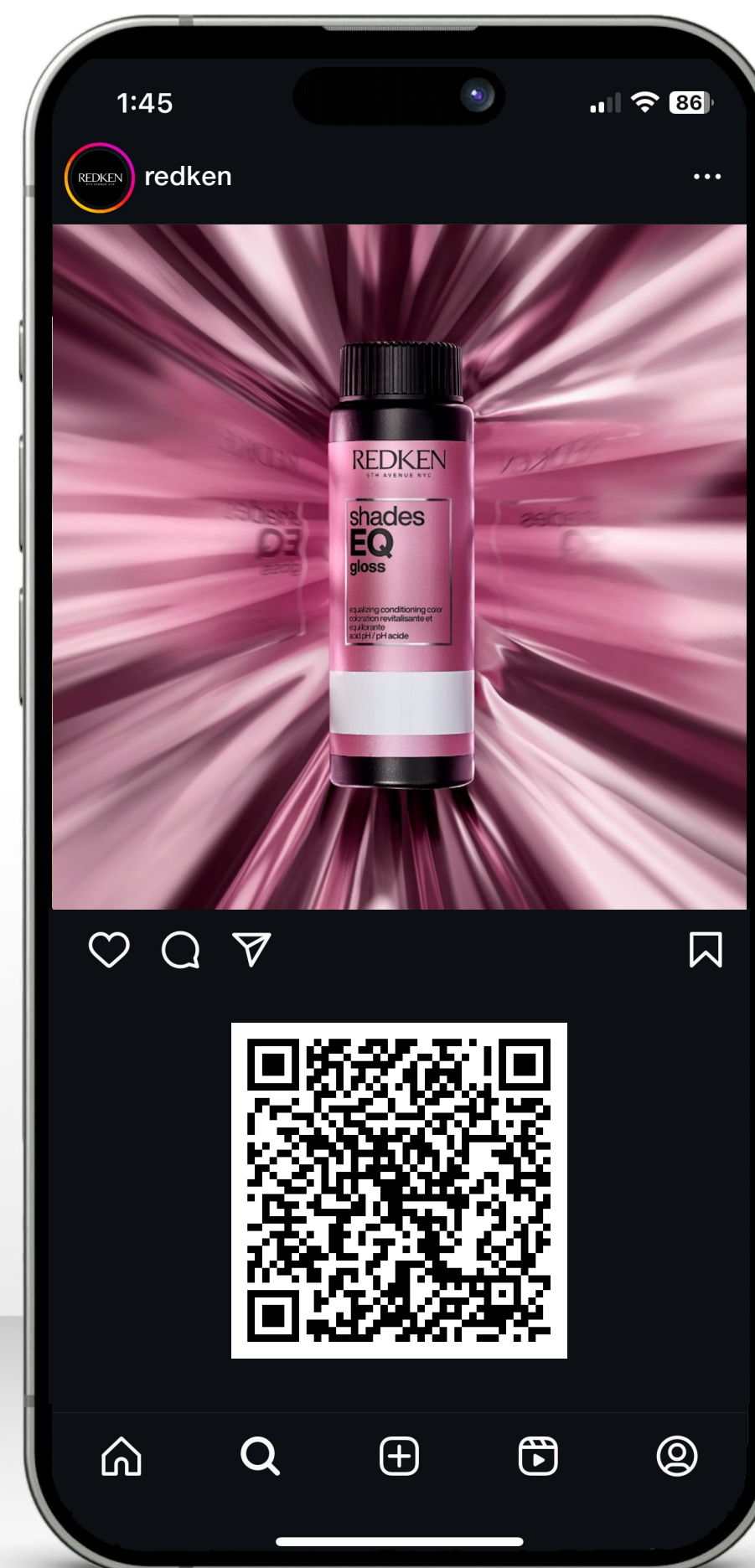
SalonCentric Sales

Merchandising

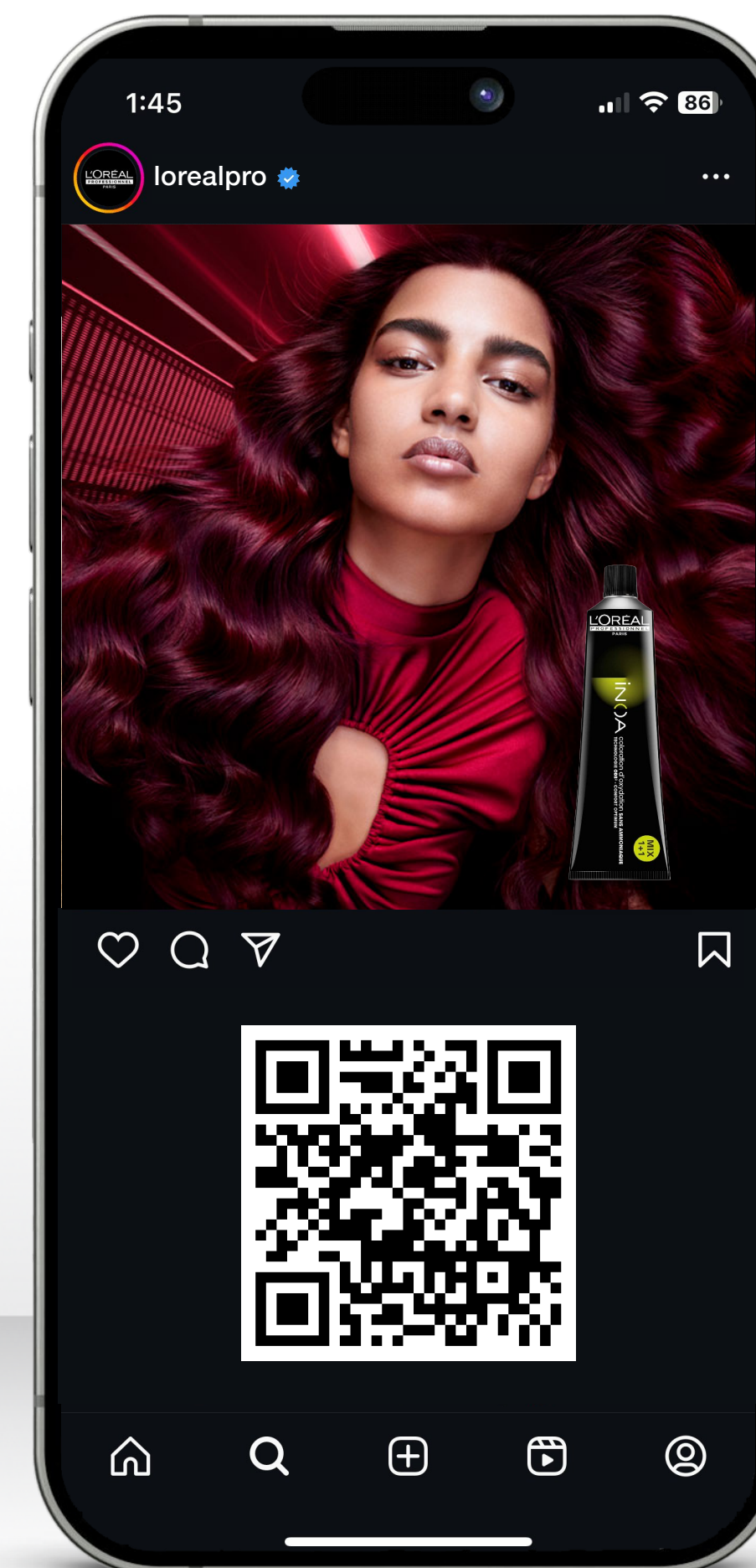
Branded Social Content

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

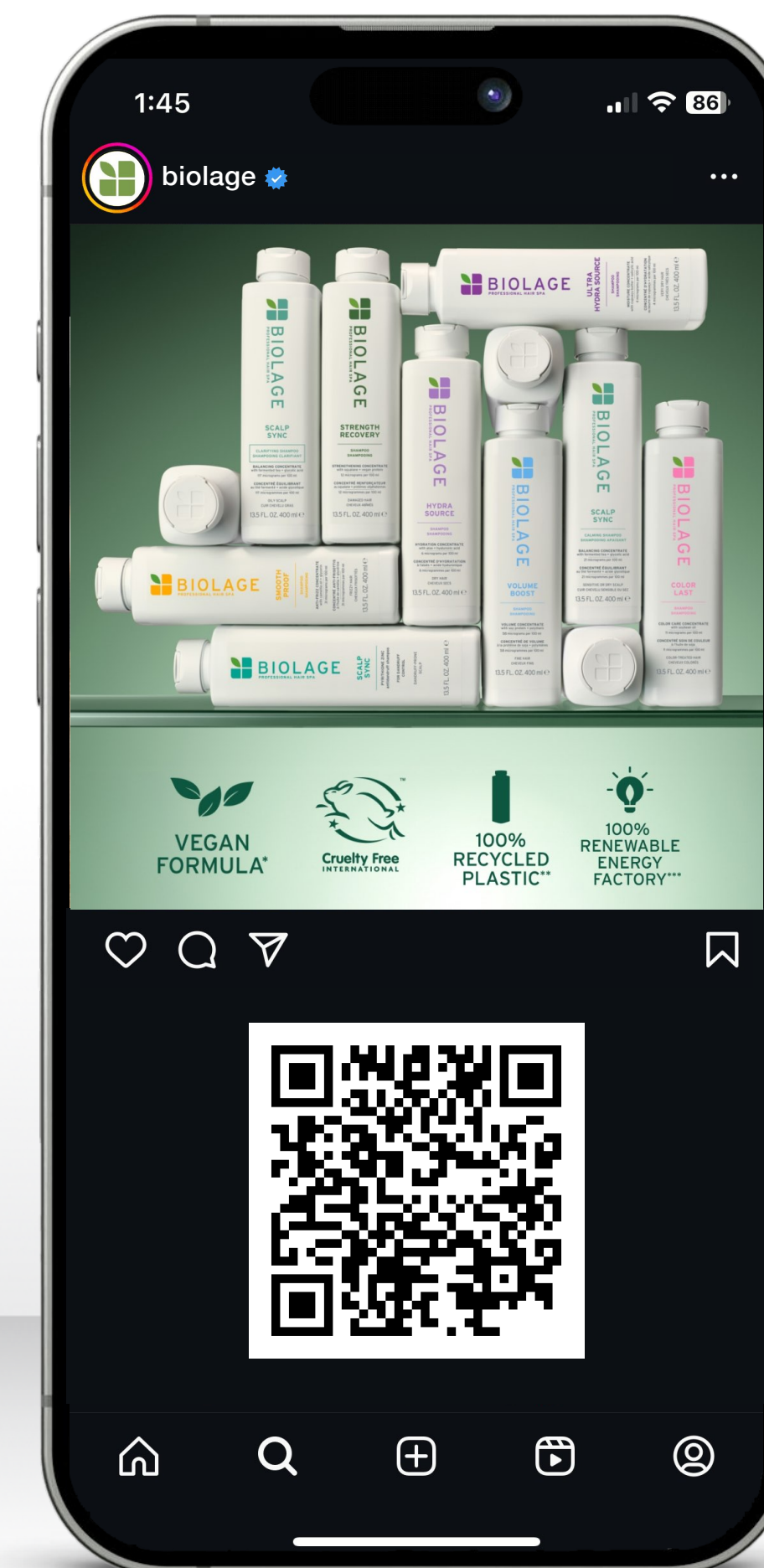
Scan or Click QR Code for each brand
to access relevant materials for each brand.



REDKEN
5TH AVENUE NYC



L'ORÉAL
PROFESSIONNEL
PARIS



BIOLAGE
PROFESSIONAL HAIR SPA

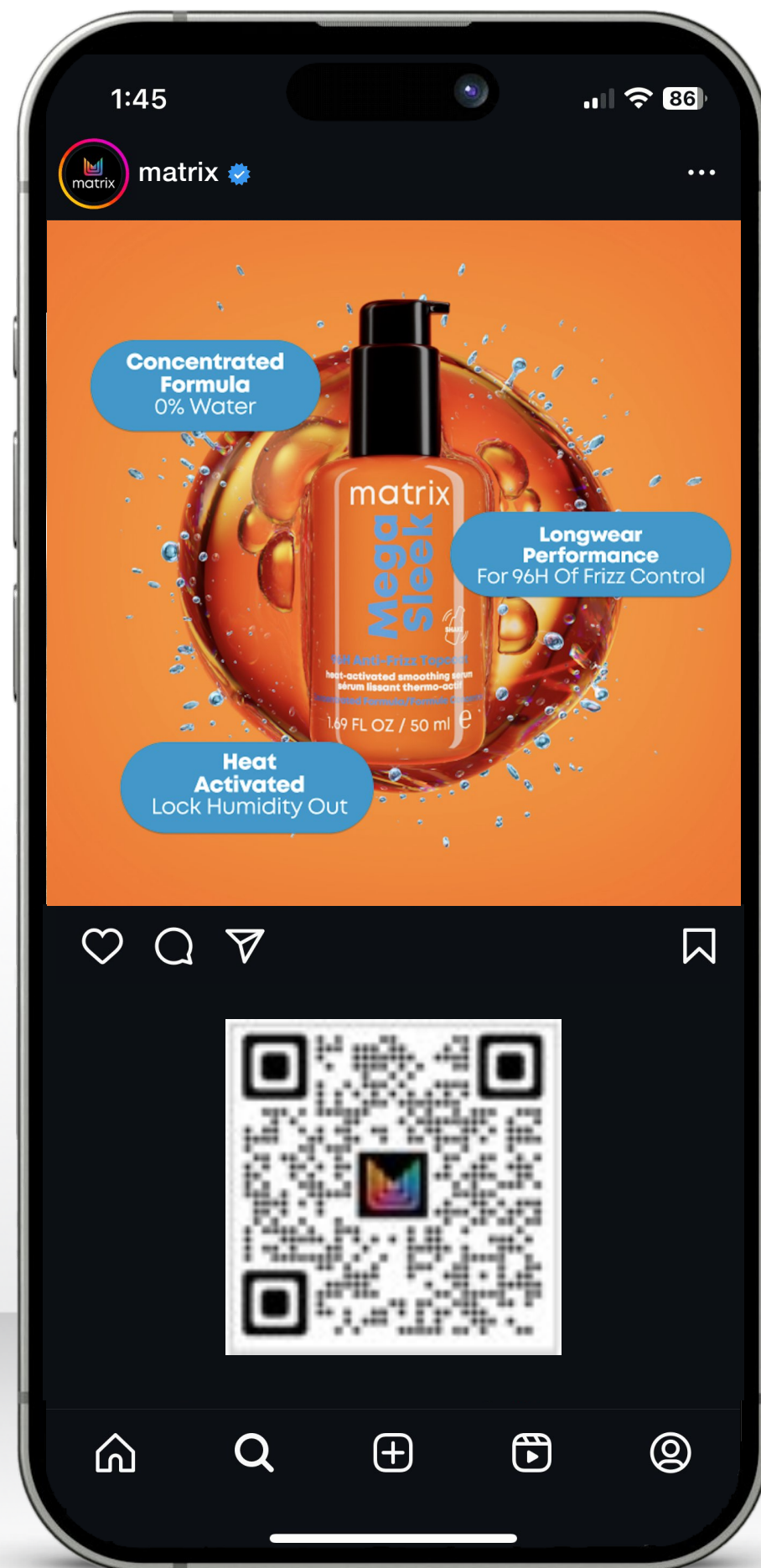


Brand Highlights

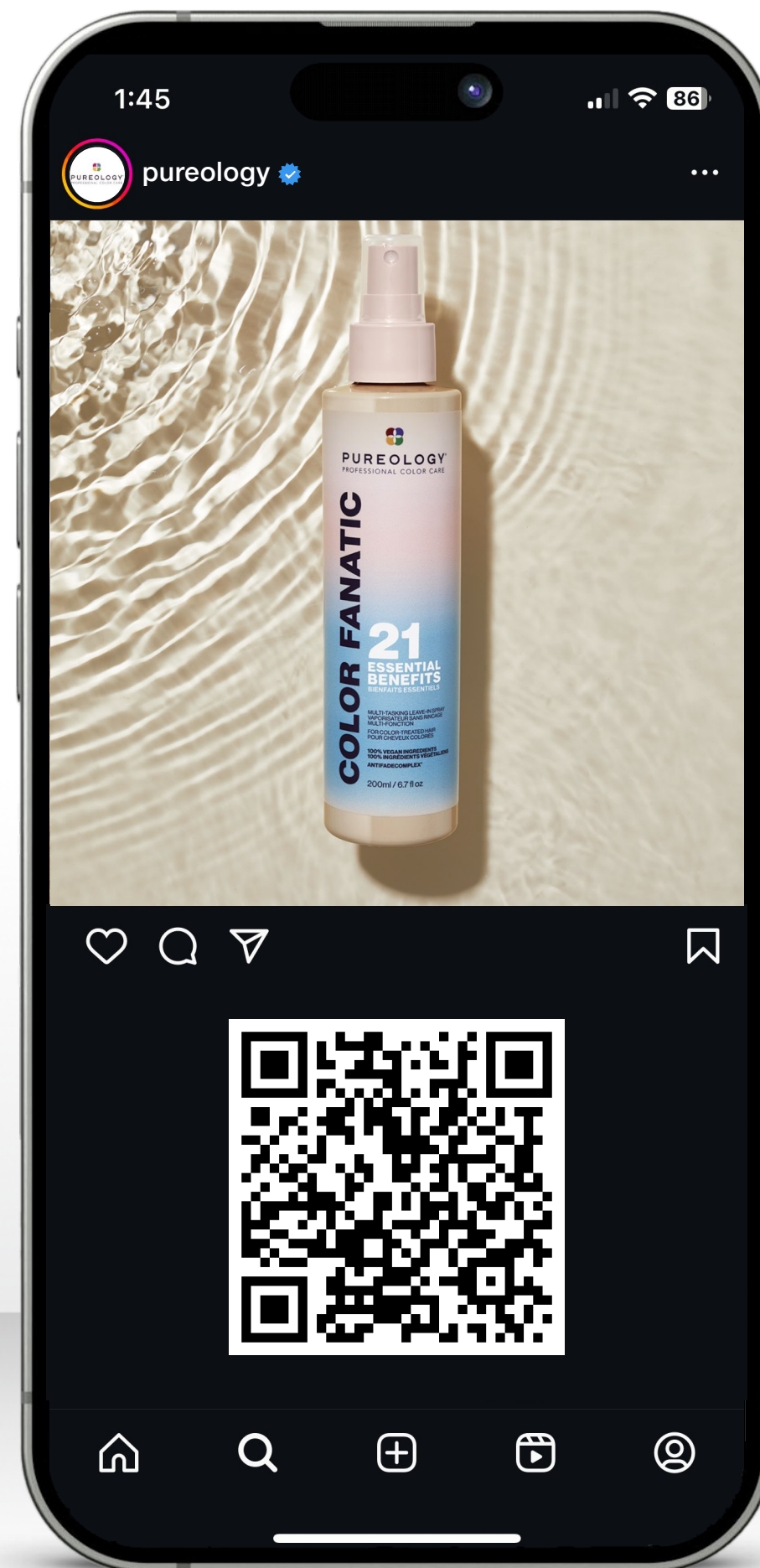
Business-Building

SalonCentric Sales

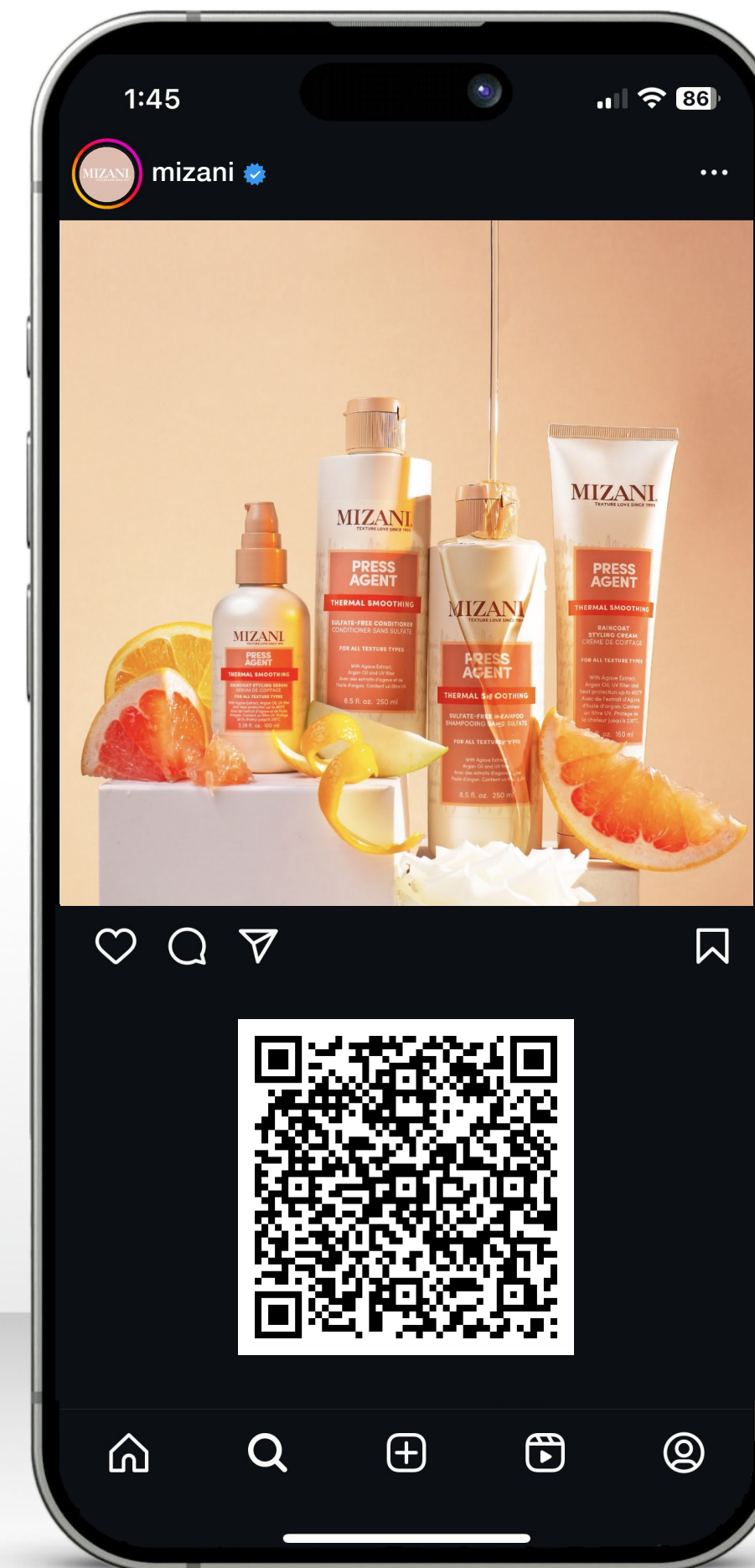
Merchandising



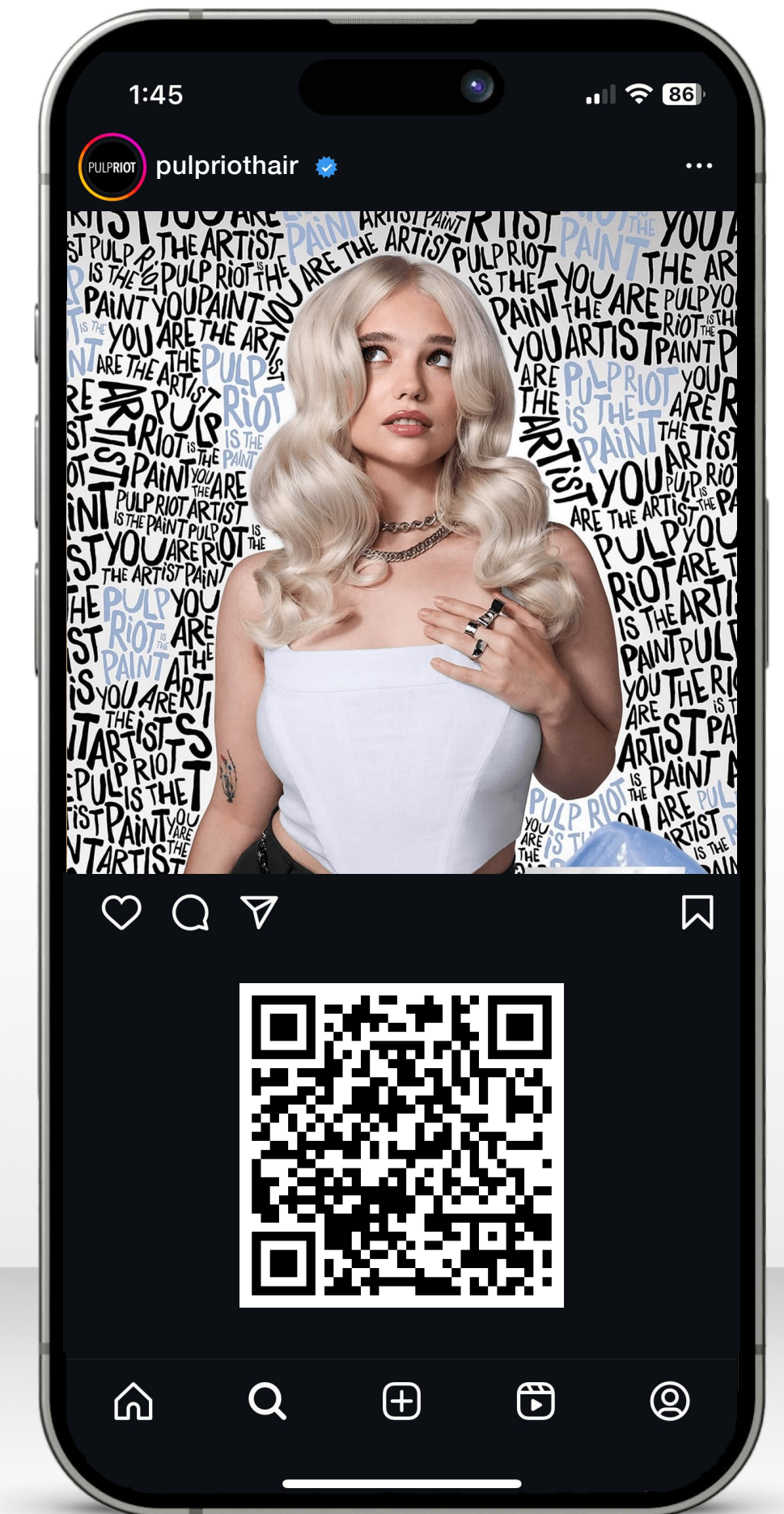
 **matrix**



 **PUREOLOGY**
PROFESSIONAL COLOR CARE



MIZANI
TEXTURE LOVE SINCE 1991



PULPRIOT



Ready-To-Go Toolkit

SALON READY!

UPDATE

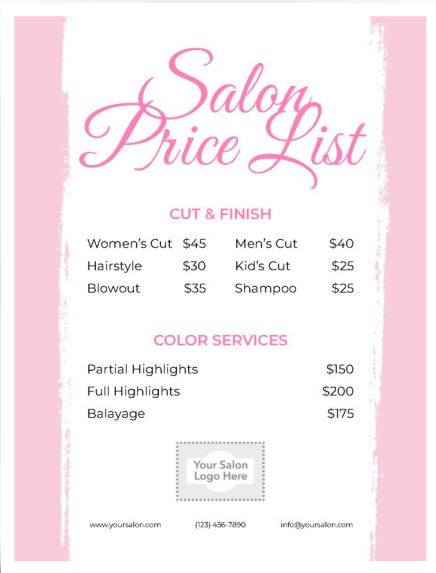
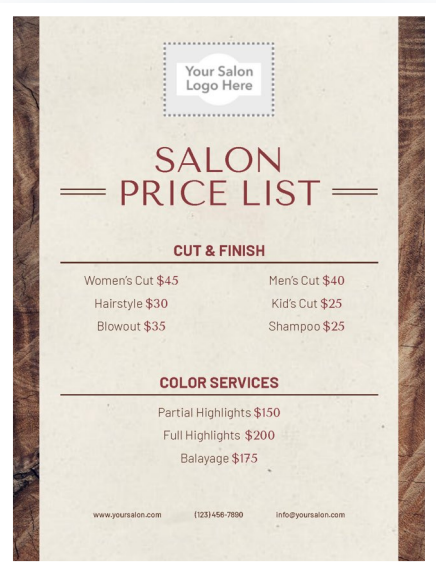
Express Color Menu

Redken Shades EQ

Fall Themed Signage

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 Google Slides**



**View Previous Brand
Activation Toolkits on LEVEL**

Click or scan the QR codes for instant salon signage!

L'ORÉAL

PROFESSIONAL PRODUCTS