



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



Table of Contents

1

Brand Highlights

NEW! Matrix Mega Sleek Topcoat

NEW! SuperSync EXTRA Shades

Pureology Color Fanatic

Redken Limited Edition Shades Trend EQ Kits

L'Oreal Professionnel Improved Majirel

Biolage Refills

2

Business-Building

Complimentary Education

3

SalonCentric Sale

Thermal Protectants & Tools Sale

4

October In-Salon Merchandising

BREAST CANCER AWARENESS

HALLOWEEN

Table

Table

Selfie Wall

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 Trend EQ Kits



L'Oreal Professionnel Improved Majirel



Biolage Refills





Stay Sleek 4 Days with NEW! Mega Sleek 96H Anti-Frizz Topcoat
Defy Frizz For 96H & in Up to 97% Humidity!

Mega Sleek

96H Topcoat*

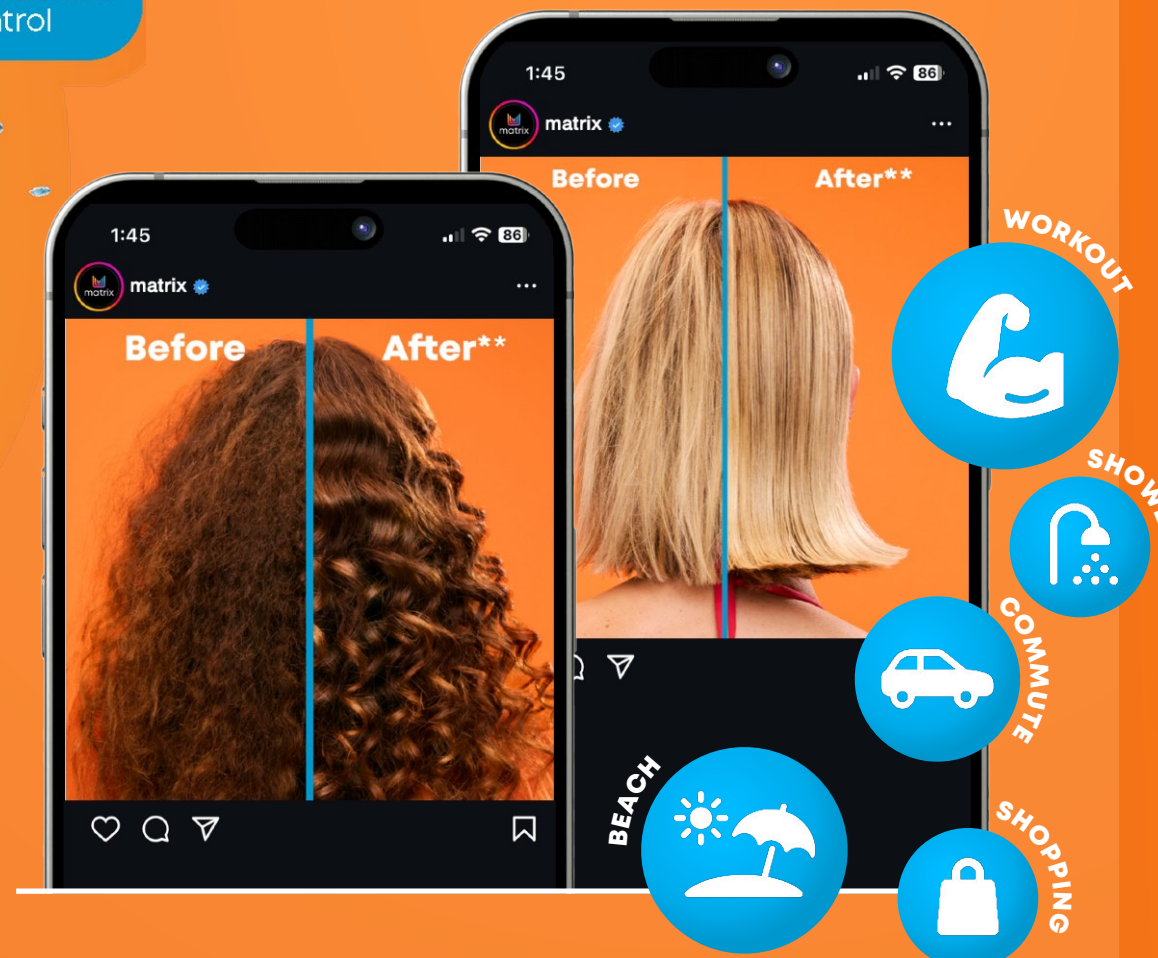
- 20% off 1-7 units
- 25% off 8+ units

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



Social Challenge

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



Product Knowledge

Window & Mirror Clings

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

Limited Offer Signage

LINK

Stay Sleek Signage

LINK



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising



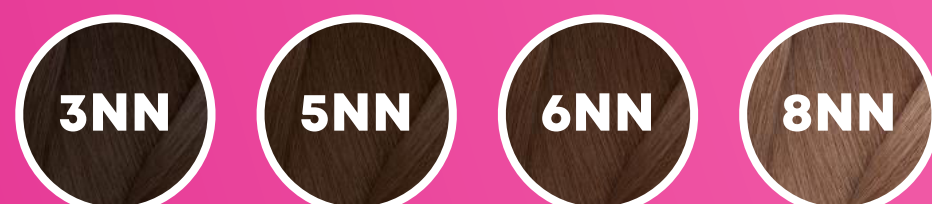
A Super Way to Cover Gray

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

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



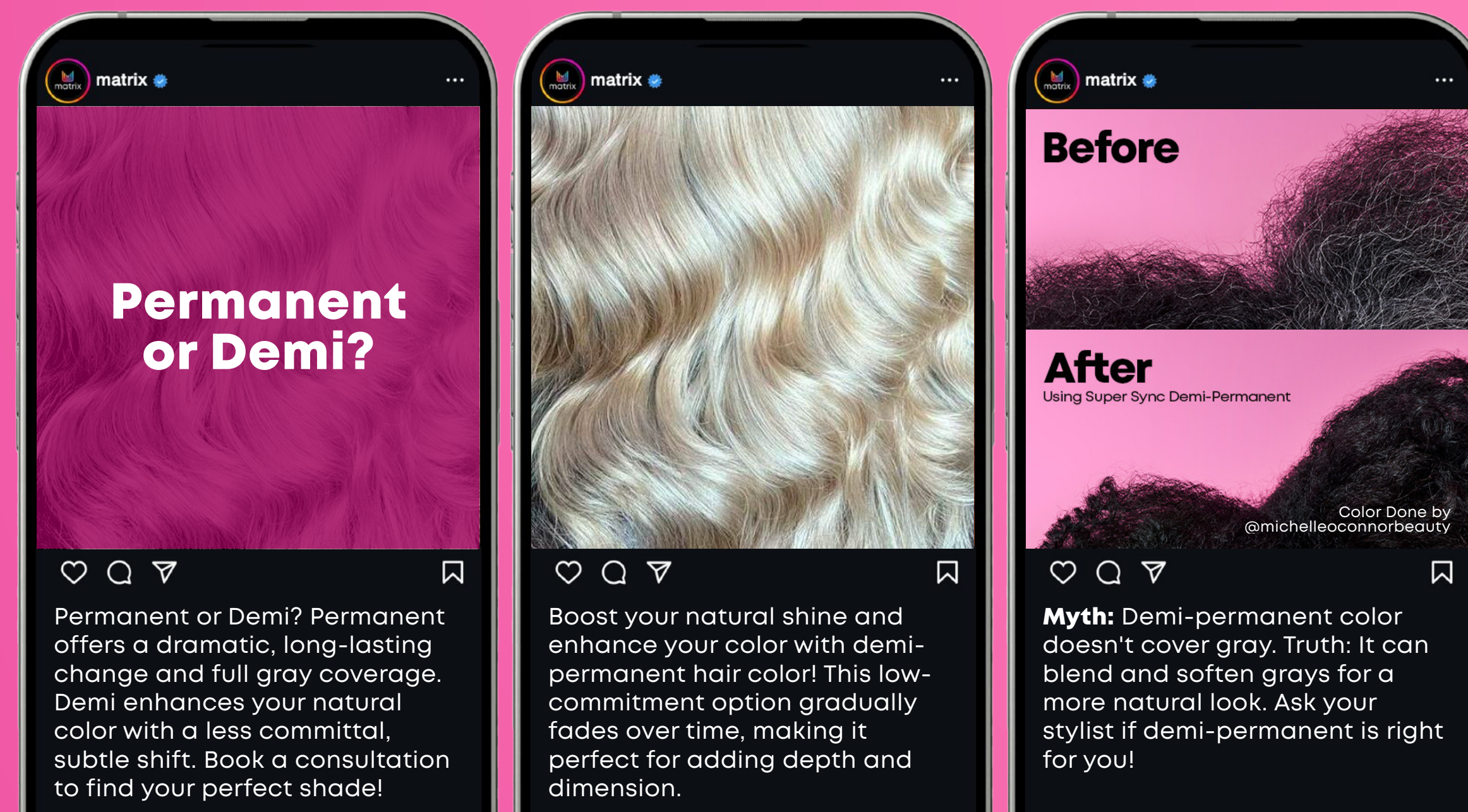
New Super Coverage Shades



Product Knowledge

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

Educate color-curious clients on social



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

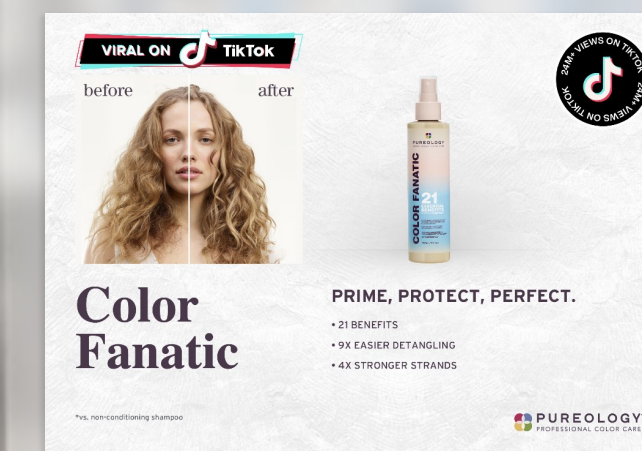
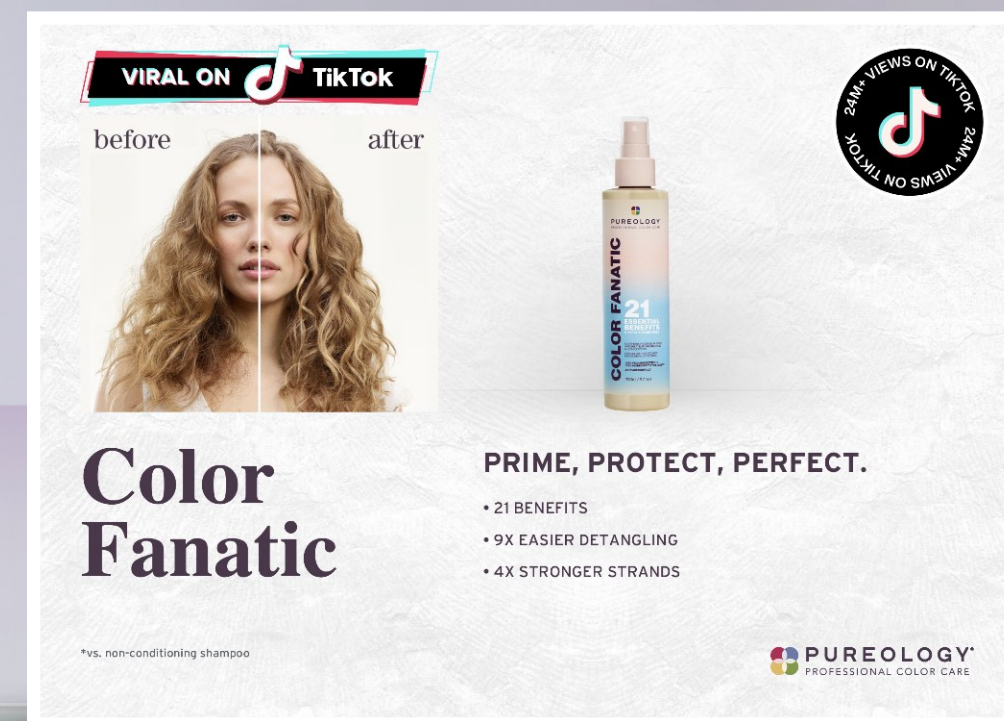
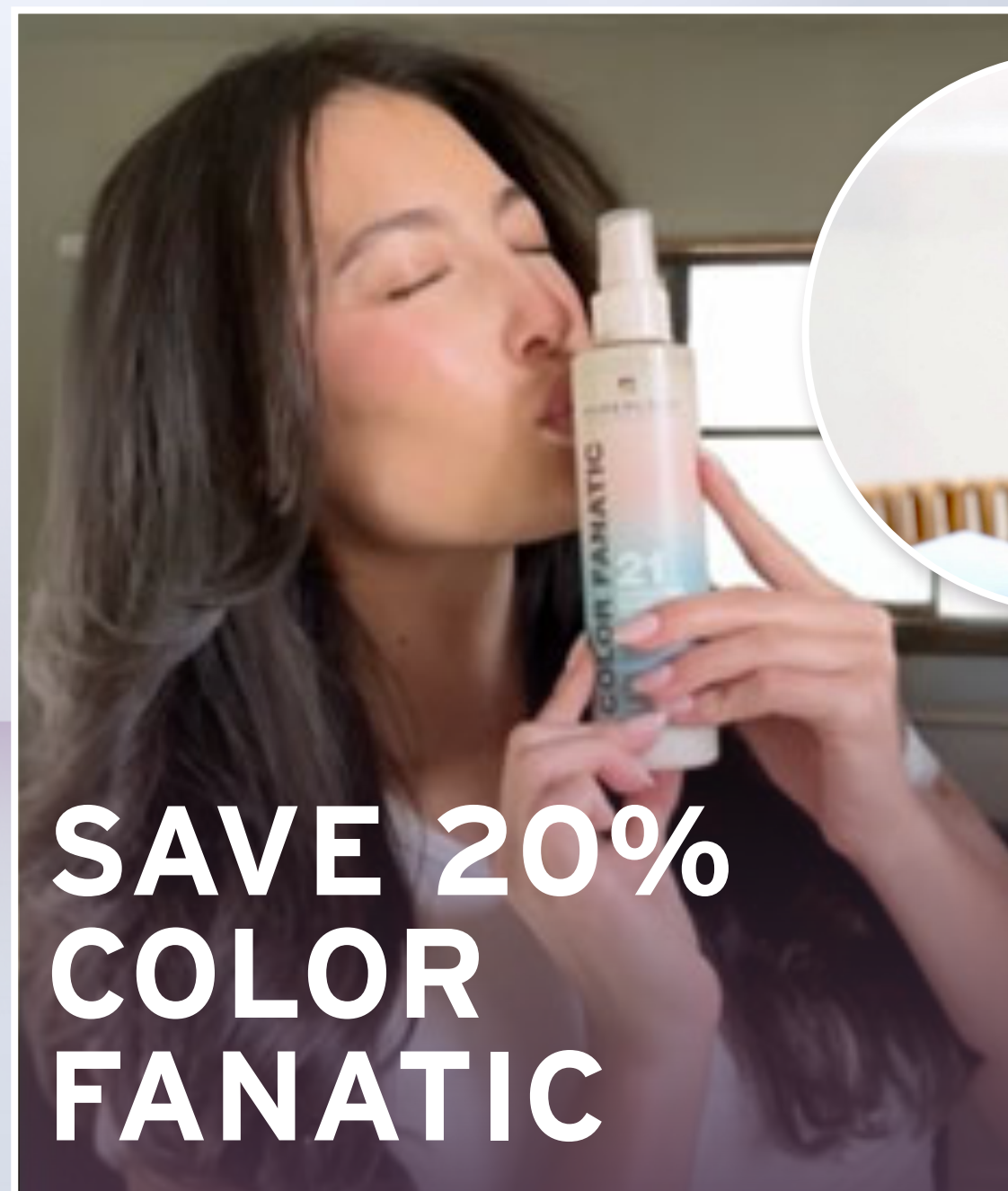
Editable Signage

LINK



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

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

TikTok Signage

[LINK](#)

Window & Mirror Clings

Editable Signage

[LINK](#)



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

REDKEN
5TH AVENUE NYC

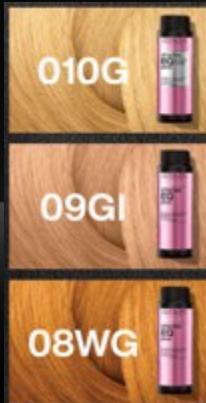
KEEP CLIENTS ON TREND WITH SHADES EQ VINYL BLONDE KITS

RECORD-BREAKING FORMULATIONS TO MAKE ANY BLONDE A BOMBSHELL

COOL



WARM



EACH KIT INCLUDES

- 3 Shades EQ shades
- 1 8oz Processing Solution
- Formula Guide
- + 1 Collectible Shades EQ Sticker

COLLECT THEM ALL!



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

NEW LOOK

- + Updated pack

STRONGER CLAIMS*

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

*Oil vs non-conditioning shampoo

SUSTAINABLE PACKAGING

- + Up to 97.5% recycled plastic

ALL THE BENEFITS

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

TRY FOR \$20

Product Knowledge

BRAND ACTIVATION TOOLKIT | SEPTEMBER 2025

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

LINK



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

L'ORÉAL
PROFESSIONNEL
PARIS

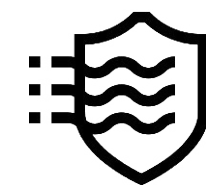
Unlock the Power of Improved Majirel

Access education for smarter color & improved client experience



IMPROVED

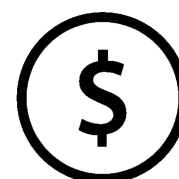
Majirel



Reduced Odor



Better Viscosity



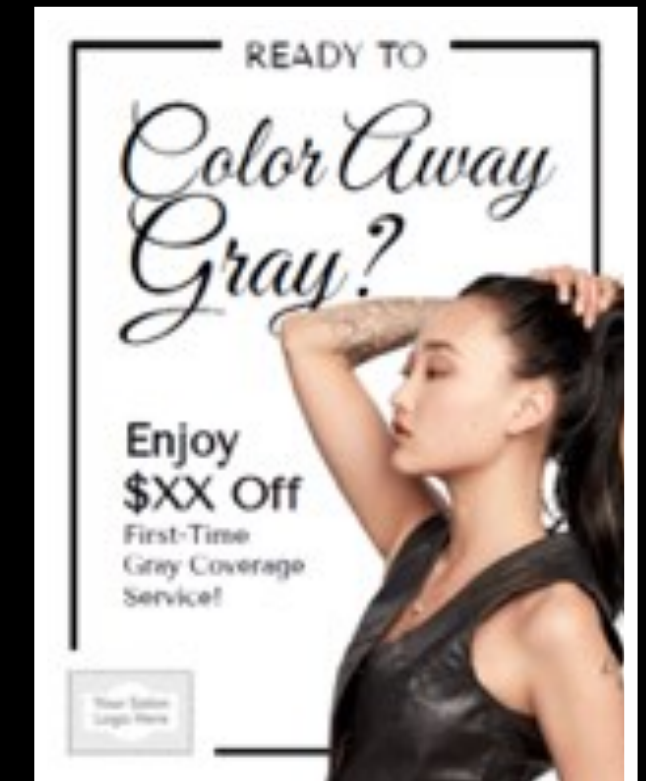
Improved Value

Product Knowledge

Keep Clients' Color Vibrant Between Appointments with Vitamino Color Spectrum



Product Knowledge



Editable Signage

[LINK](#)



Signage In Progress

Editable Signage

[LINK](#)



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising



NEW BIOLAGE REFILLS 25% MORE OF WHAT YOU LOVE. 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.

Never worry about running out
of your favorite Biolage products.

RE-USE.

Reduce waste by reusing your
existing pack.

RE-FILL.

Extend the life of your product
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 equivalent formula amount in our
400/135 fl. Oz. bottles

BRAND ACTIVATION TOOLKIT | SEPTEMBER 2025



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

Business-Building

Complimentary Education





Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

Color Obsessed Education Takeover

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](#)

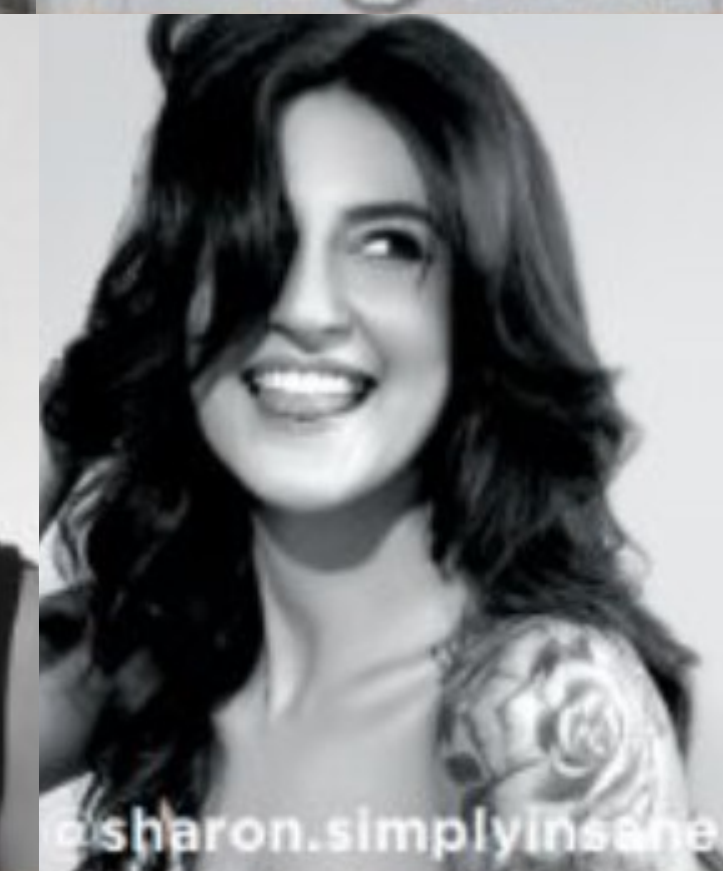
Sign up now! Space is limited!

FOR MORE DIGITAL CLASSES CLICK HERE

(link to all access 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% OFF THERMAL PROTECTANTS

REDKEN
5TH AVENUE NYC

 **matrix**

 **BIOLAGE**
PROFESSIONAL HAIR SPA

L'ORÉAL
PROFESSIONNEL
PARIS

MIZANI
TEXTURE LOVE SINCE 1991

Full monthly promotional details are available in your monthly distributor catalog

BRAND ACTIVATION TOOLKIT | SEPTEMBER 2025



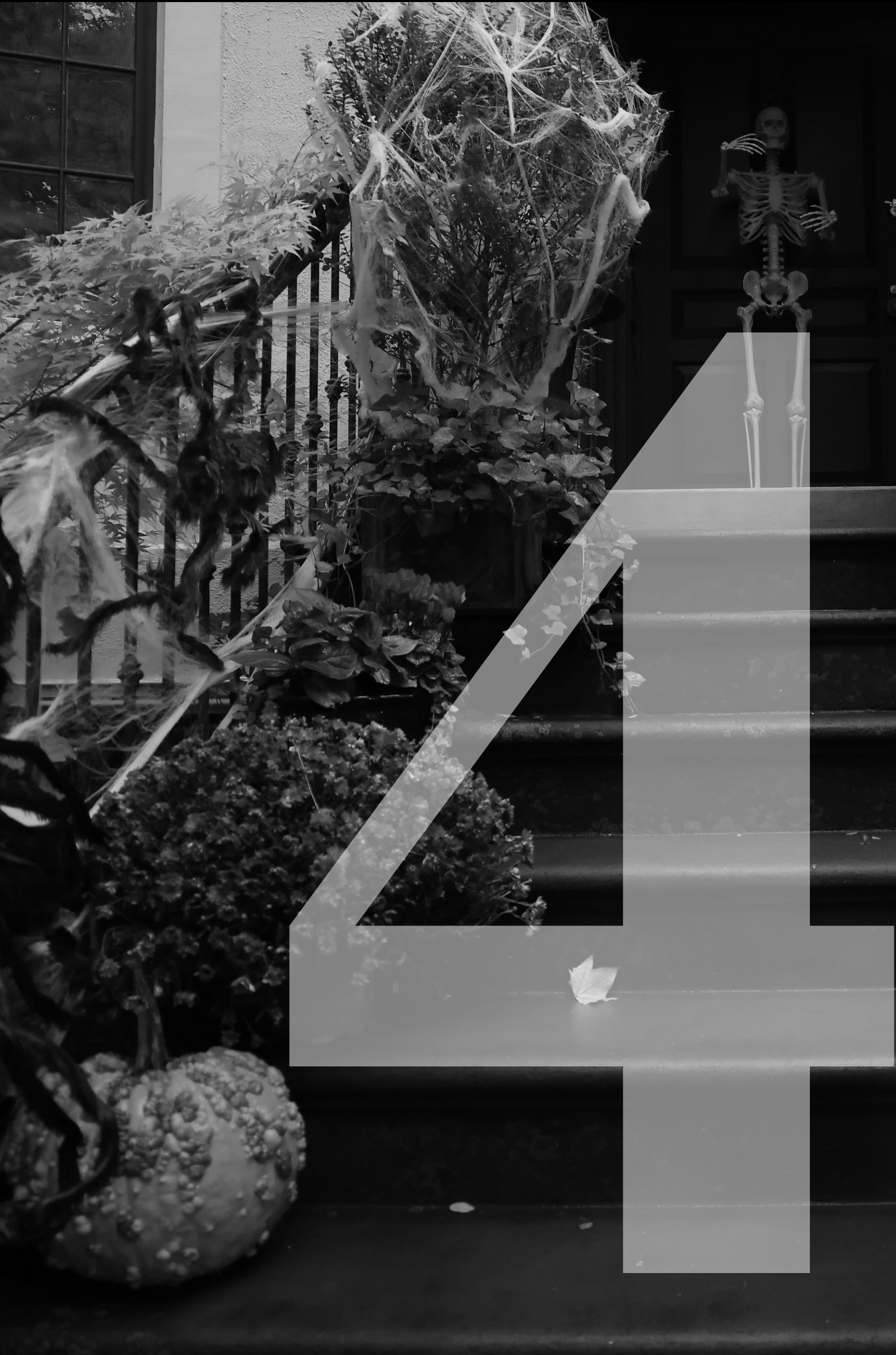


October In-Salon Merchandising

Breast Cancer Awareness Table >

Halloween Table >

Selfie Wall (Breast Cancer Awareness & Halloween) >





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:

- 1. SHOP PINK & SAVE!
Enjoy 10% OFF all specially marked Pink Retail Products.
- 2. WEAR YOUR SUPPORT!
Get a Pink Hair Extension for just \$XX each! Ask your stylist about temporary Pink Streaks!
- 3. SHARE YOUR HEART!
Write a message or name on our "GO PINK FOR" Wall — honoring those impacted by breast cancer.

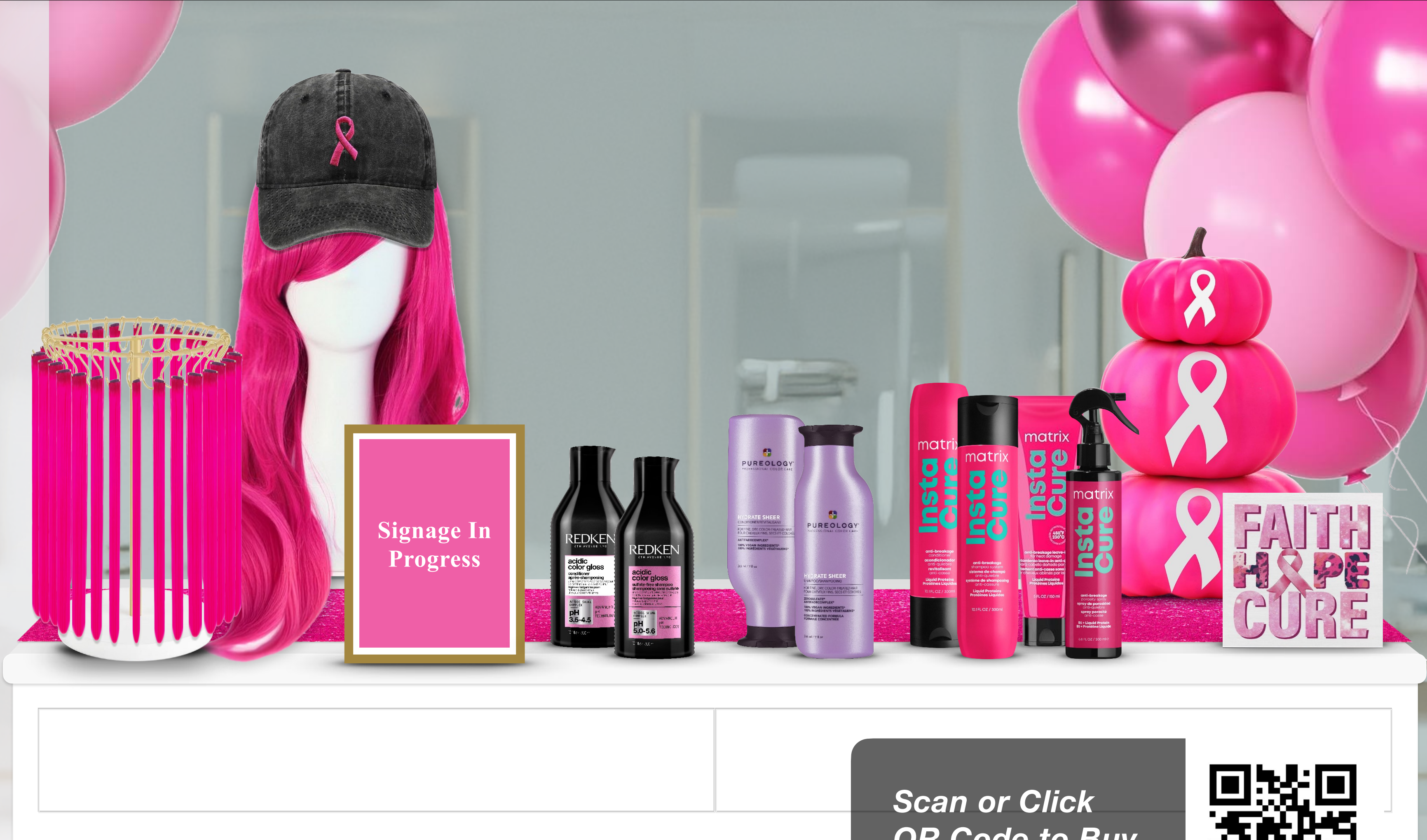
Signage In Progress

Promotional Signage

LINK

How To Go Pink!

IN PROGRESS - LINK TO COME



Scan or Click
QR Code to Buy
Display Items

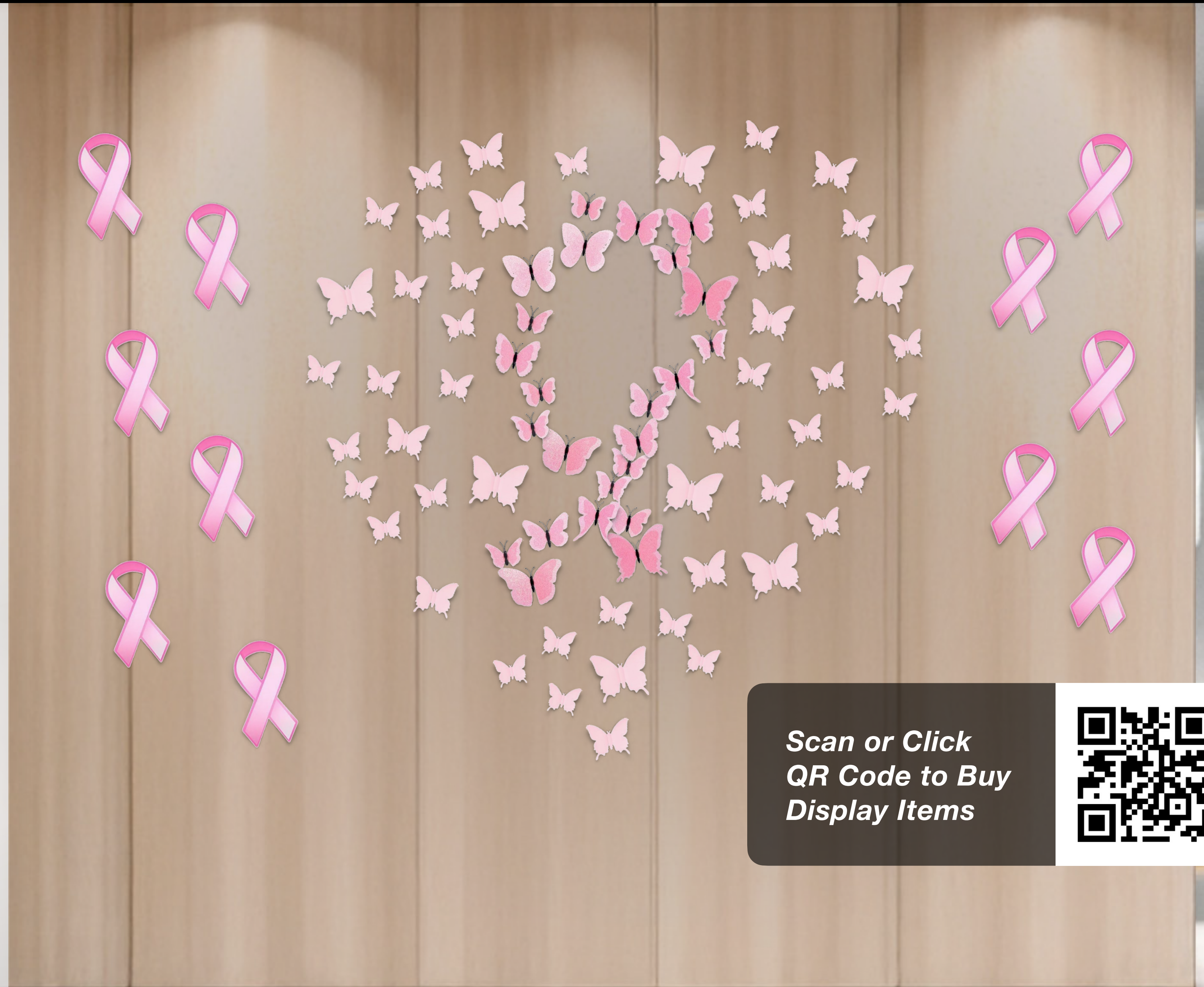




Selfie Wall

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

Leave a message for Breast Cancer awareness on a decorative ribbon.



*Scan or Click
QR Code to Buy
Display Items*





Table

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 co
to create potions!

Signage In Progr

Create another
sign "Thermal
Protectants are
Scary"

Design In similar
Halloween theme
from the Salon
Centric sale on
page 13

Include:
20% off Thermal
Protectant
Products

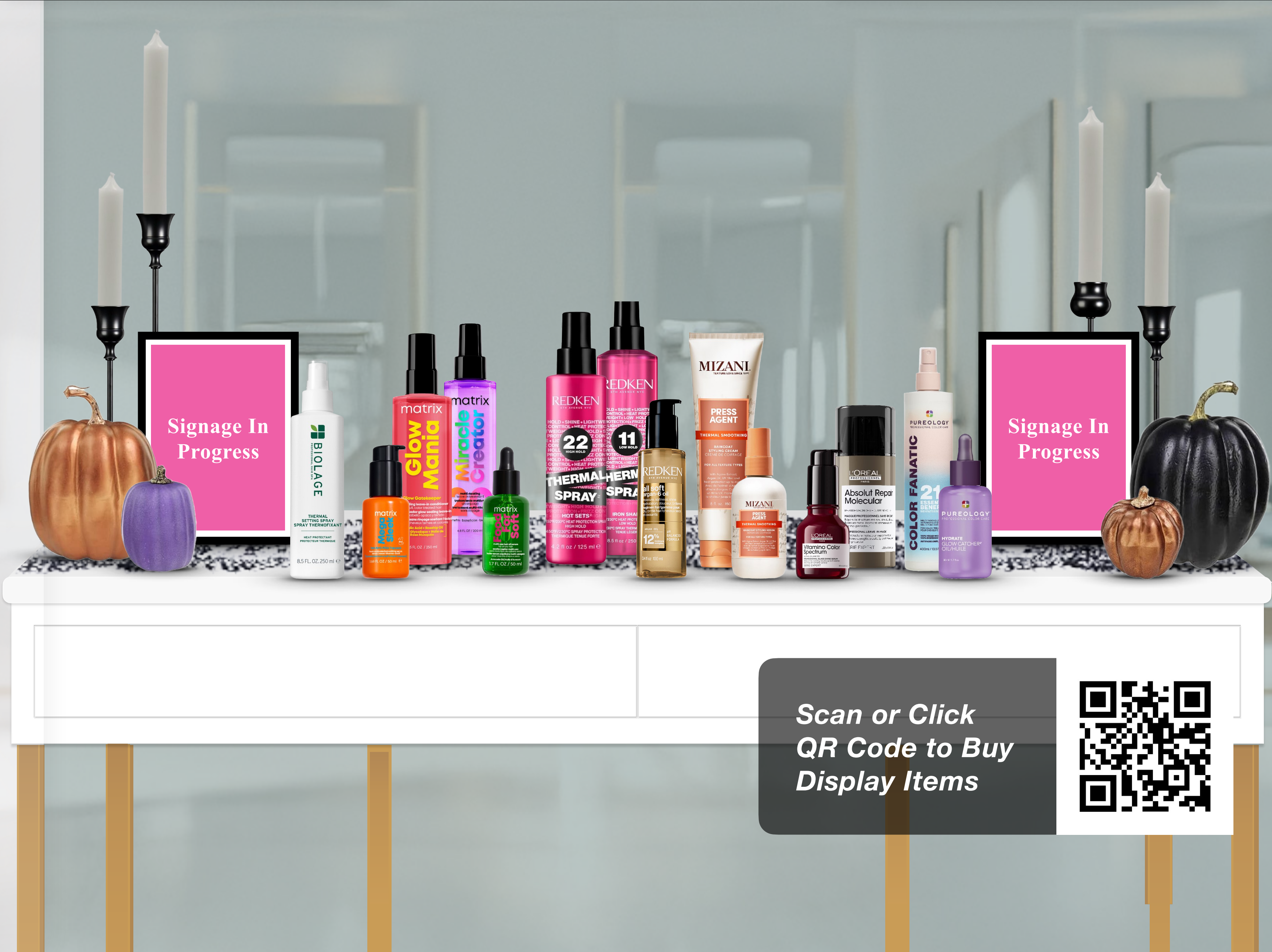
Signage In Progress

Promotional Signage

LINK

Promotional Signage

LINK



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

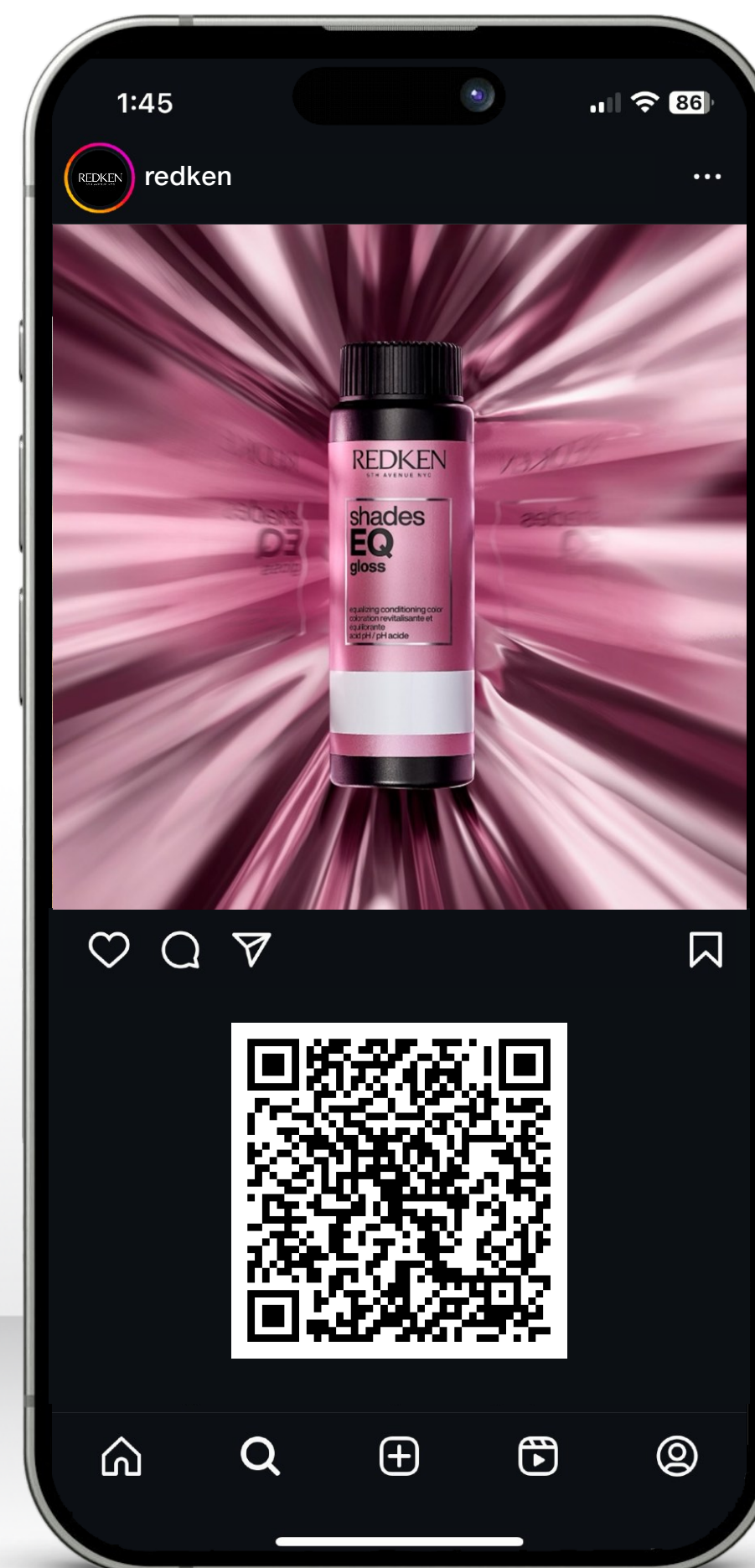
SalonCentric Sales

Merchandising

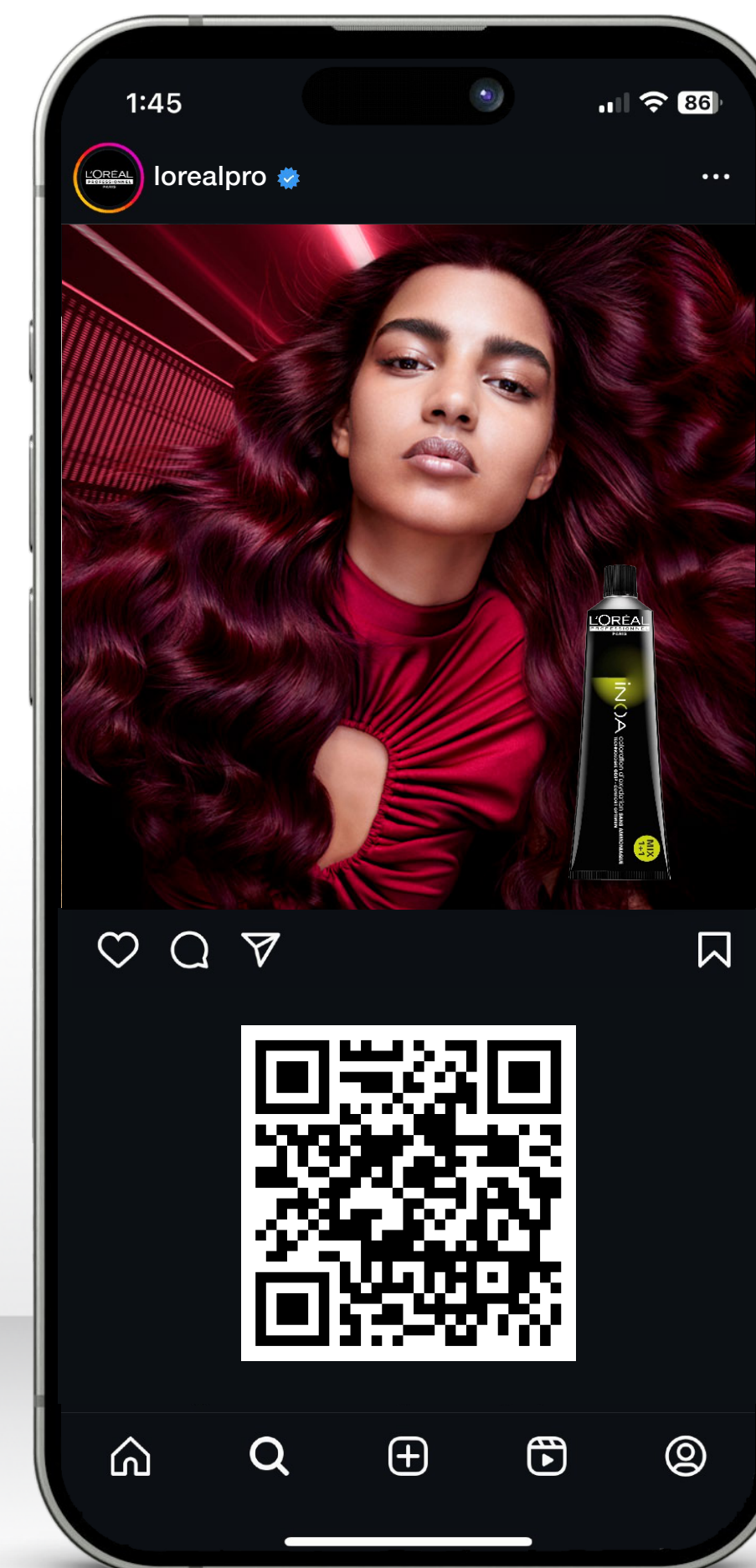
Branded Social Content

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

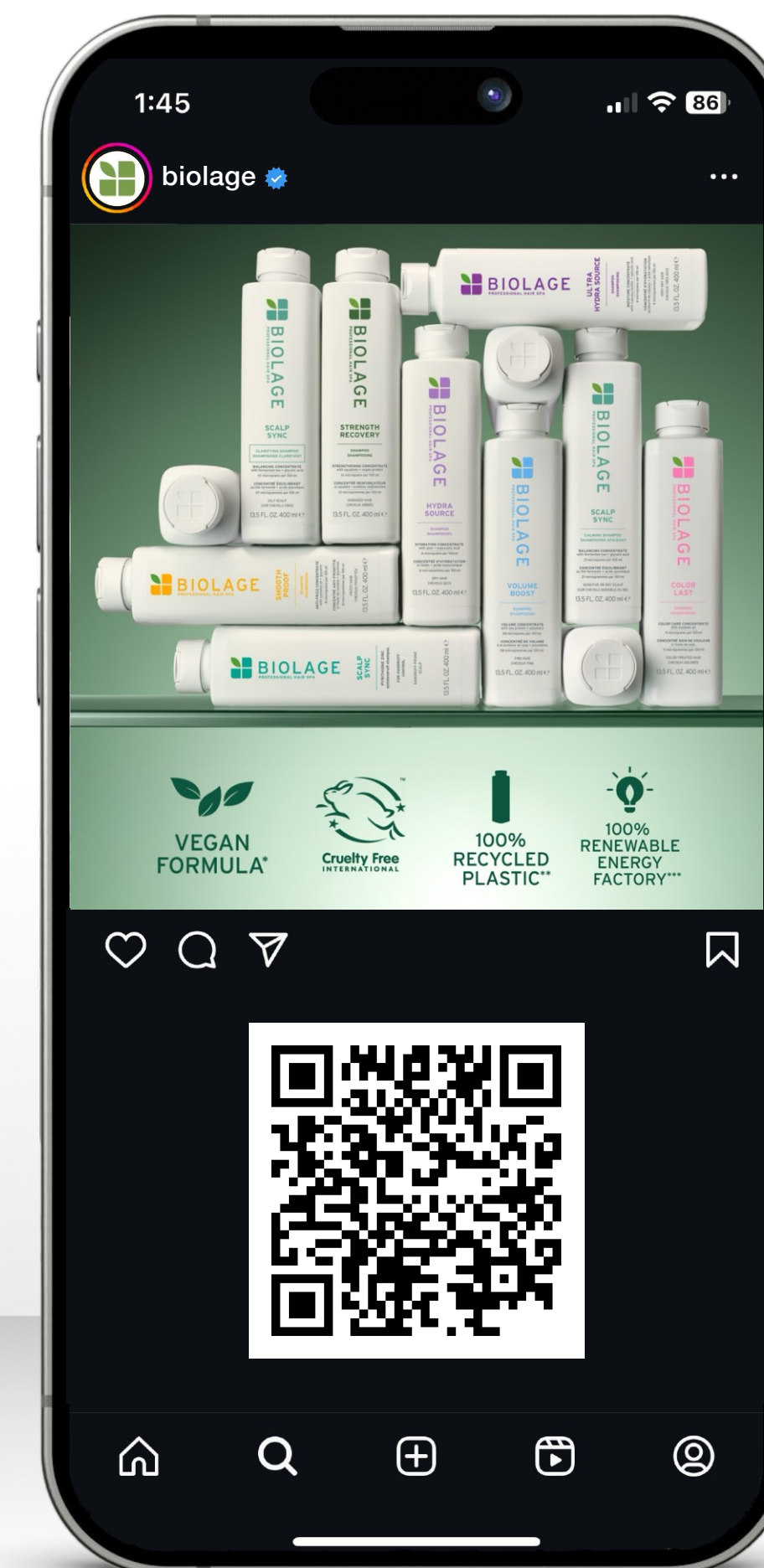
Scan or Click QR Code for each brand
to access relevant materials for each brand.



REDKEN
5TH AVENUE NYC



L'ORÉAL
PROFESSIONNEL
PARIS



BIOLAGE
PROFESSIONAL HAIR SPA

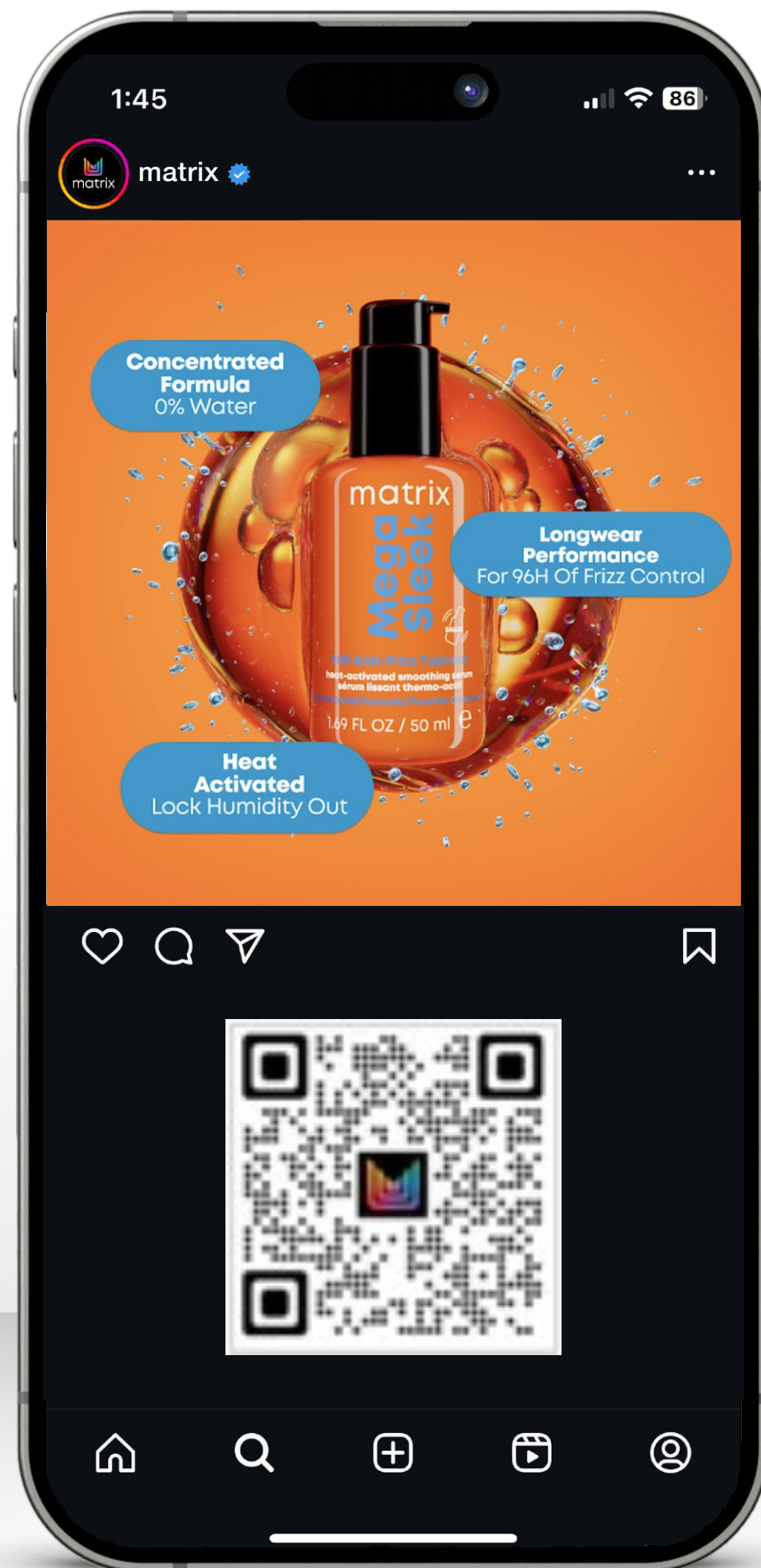


Brand Highlights

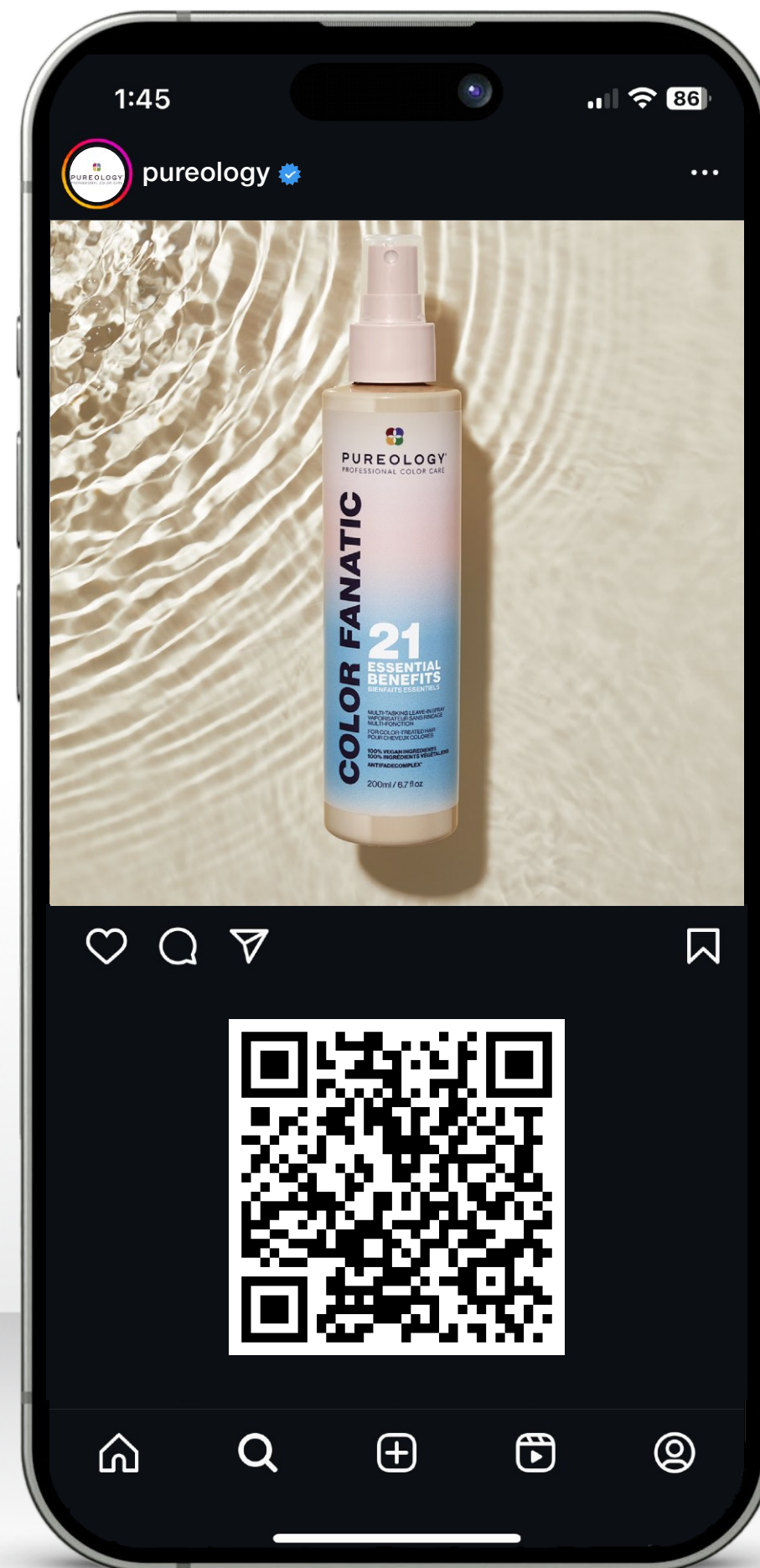
Business-Building

SalonCentric Sales

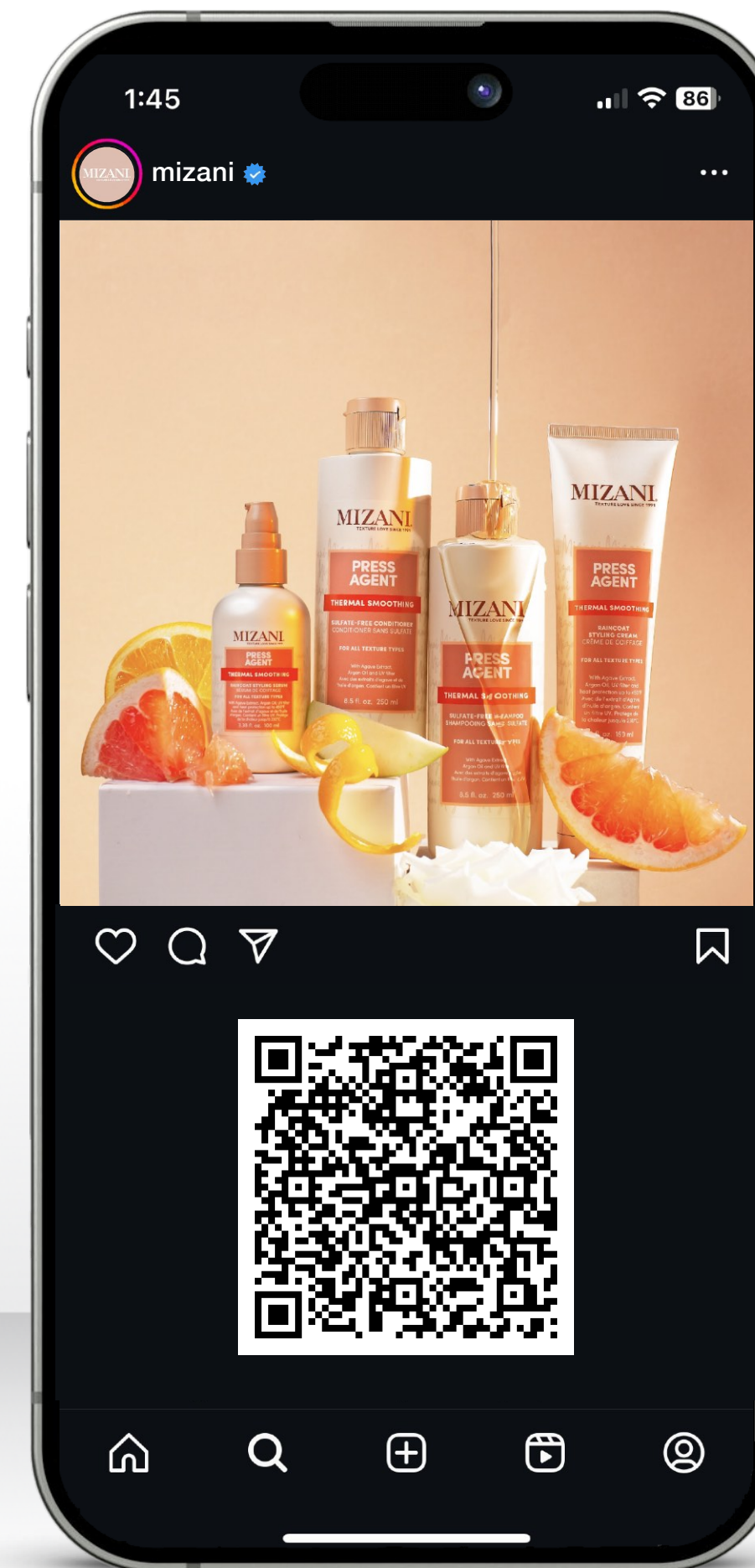
Merchandising



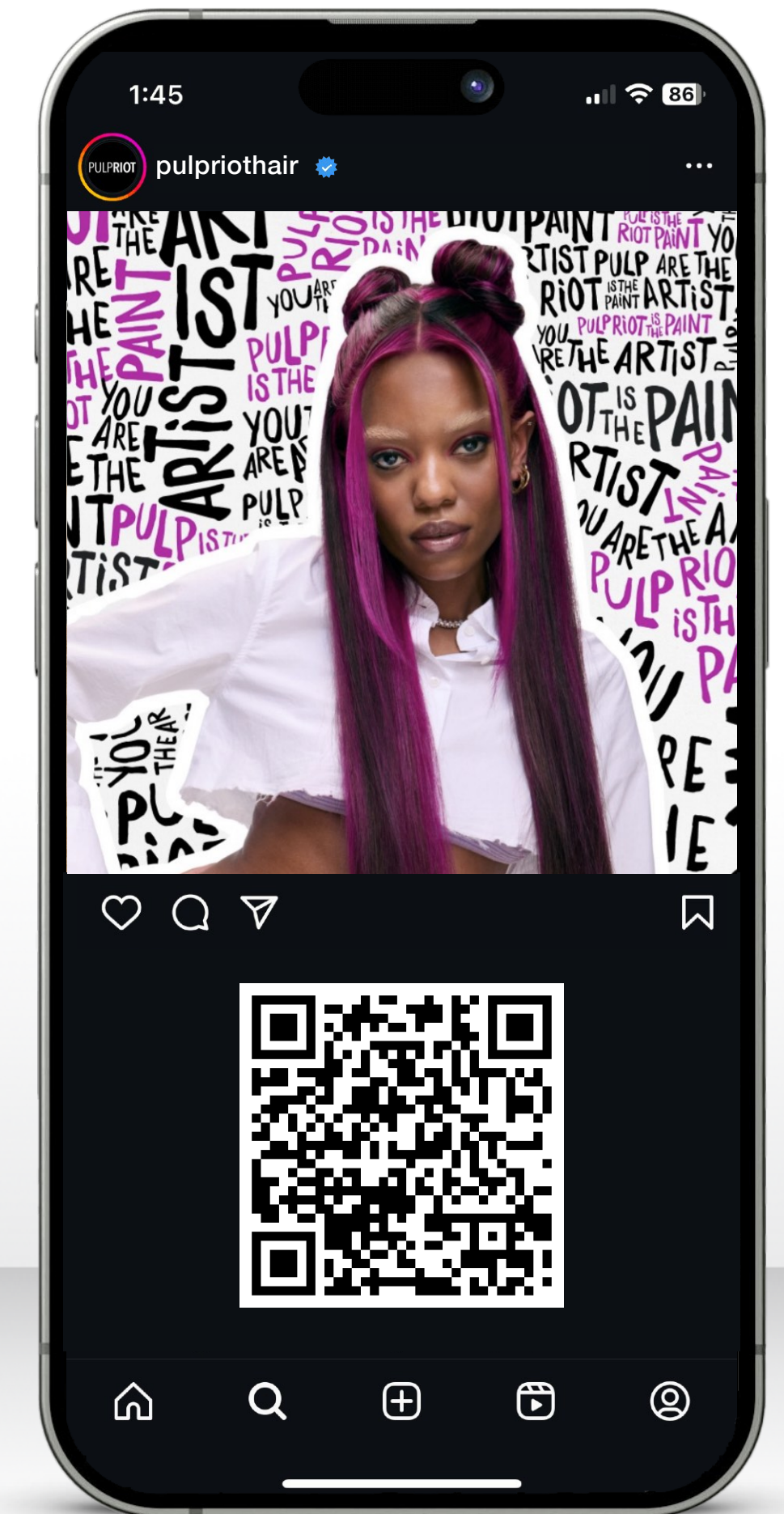
 **matrix**



 **PUREOLOGY®**
PROFESSIONAL COLOR CARE



MIZANI
TEXTURE LOVE SINCE 1991



PULPRIOT



Ready-To-Go Toolkit

SALON READY!

UPDATE

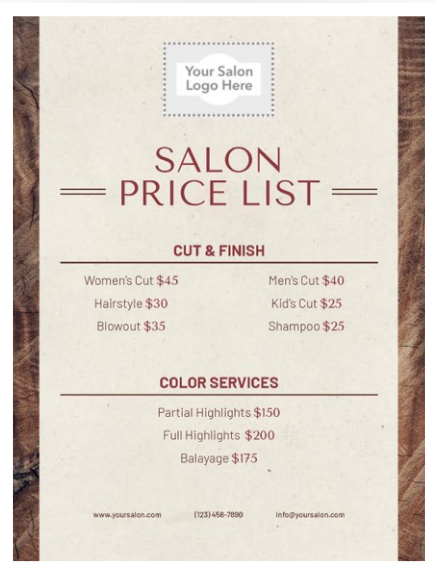
Express Color Menu

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.



Brand Highlights

Business-Building

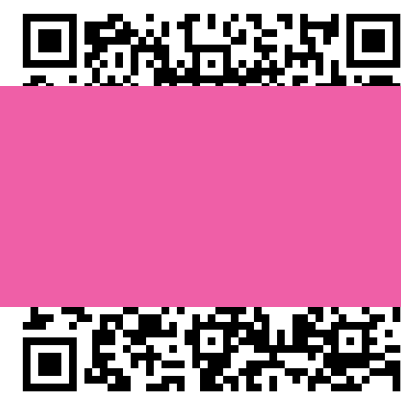
SalonCentric Sales

Merchandising

Ready-To-Go Toolkit



**8.5x11
Easel Signage**



**5x7
Easel Signage**



**E-Blast Newsletter
Active Clients**



**E-Blast Newsletter
Lost Clients**



**Insta
Stories**

UPDATE



Insta Posts



Facebook Posts



Product Imagery

UPDATE



**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