

SALON INSIDER

MAY-JUNE 2026

Bombshell

Help Your Clients Find
Their Inner Blonde

'Tis The Season

Celebrating Mom,
Prom & Weddings

From Frizz To Rizz

Make More \$\$\$ in the
Frizz-Free Zone

3-2-1 LIFT OFF

*PRODUCT & SERVICE LAUNCHES TO
TAKE YOUR SALON TO NEW HEIGHTS*

Take A Beat, Not A Beating

Finding Joy in
the Hustle

Ride or Die

Loyalty & Retention
Through Client
Appreciation

L'ORÉAL
PROFESSIONAL PRODUCTS

ACCESS PREVIOUS
BRAND ACTIVATION
RESOURCES ON
LEVEL LOYALTY



L'ORÉAL
PROFESSIONNEL
PARIS

REDKEN
5TH AVENUE NYC

matrix

BIOLAGE
PROFESSIONAL HAIR SPA

PUREOLOGY®
PROFESSIONAL COLOR CARE

PULPRIOT

MIZANI
TEXTURE LOVE SINCE 1991

COLOR WOW

SALON INSIDER

MAY-JUNE 2026

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L'ORÉAL
PROFESSIONAL PRODUCTS

3-2-1 LIFTOFF

OUR BIGGEST INNOVATION EVER

This May/June issue is built on power moves: smarter blonding, frizz-fighting breakthroughs, elevated celebration services, and retention strategies designed to take your salon beyond busy and into true momentum.

Inside, we break down blonding engineered for impact where technique, science, and care deliver results clients can see and feel. We enter the frizz-free zone with smoothing, shine, and volume solutions made for real summer hair and real client lifestyles. And we elevate life's celebratory moments, Mother's Day, Prom, Weddings, with services that feel special and worth the investment.

But innovation alone won't get you to orbit. That's why this issue goes beyond what's new and focuses on what performs: tiered service packages, client language that builds confidence, and appreciation strategies that keep clients coming back.

Think of this issue as mission control designed to fuel growth, remove friction, and help your salon break through the atmosphere of ordinary.

YOUR SALON IS CLEARED FOR LIFTOFF!



LOOK FOR THE SPACE SHIP

throughout this issue to identify the newest innovation!

BLONDE SEASON IS BACK

May and June mark peak blonding season!

Clients want blonde that fits their lifestyle, protects hair health, and looks intentional long after they leave the chair.

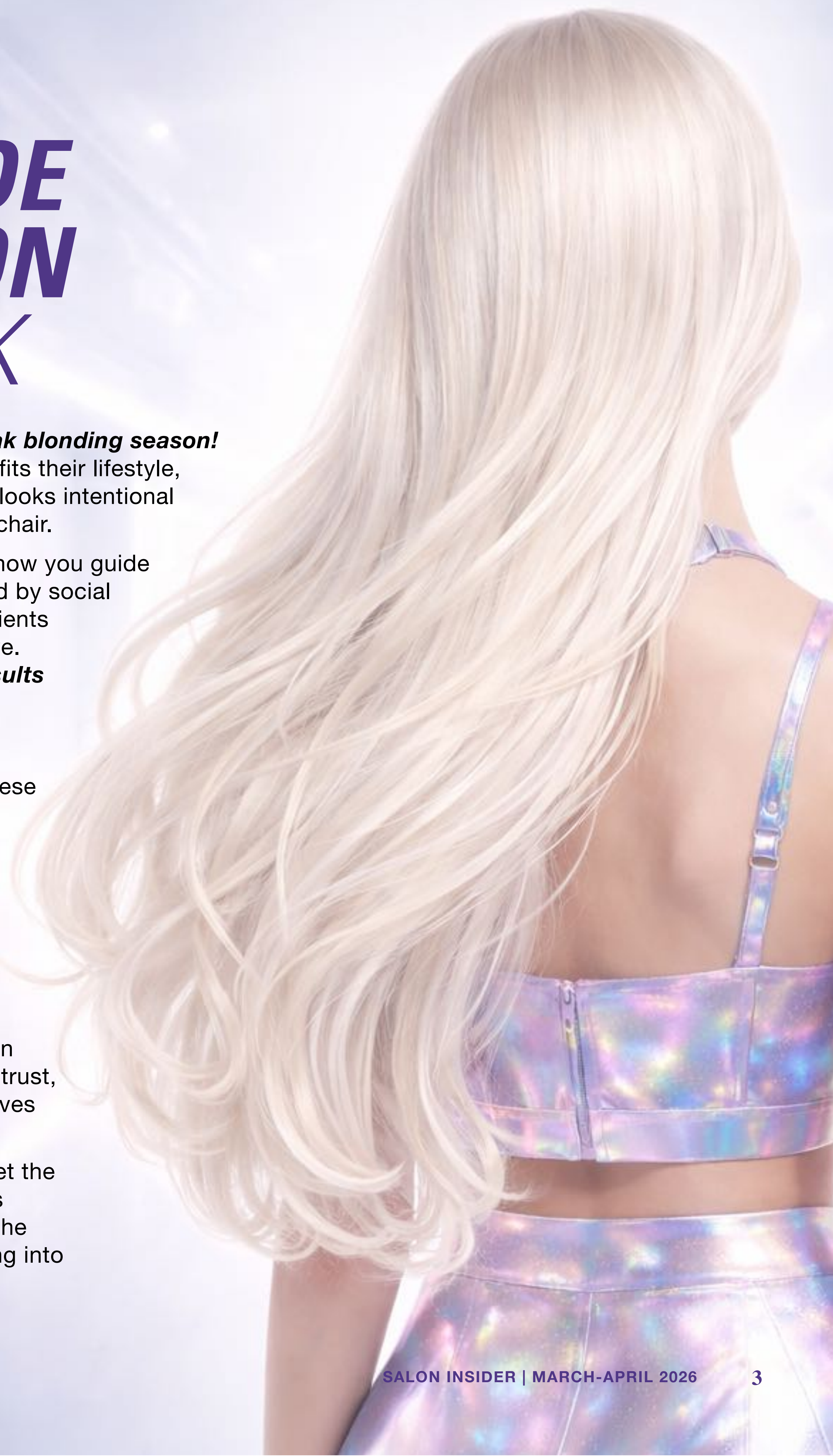
Blonding today is about how you guide the conversation. Inspired by social feeds and pop culture, clients are informed and selective.

They expect **brighter results with less damage, personalized tone, and time-efficient services.**

Stylists who recognize these needs and recommend with confidence unlock the biggest opportunity of the season.

When you identify the blonde in your chair (platinum vs. lived-in, blonde-curious vs. bold and experimental) you can design a plan that builds trust, increases tickets, and drives repeat visits.

On the pages ahead, meet the four blonde client profiles shaping the season and the services that turn blonding into repeatable revenue.





THE ICONIC BLONDE

This client wants all-over brightness. The consultation is about alignment, precision and protecting hair health. Positioned as an ongoing blonde plan, this service supports premium pricing, predictable rebooking and consistent treatment add-ons. This client is one of the salon’s most reliable revenue drivers.



CONSULTATION GUIDANCE

This client responds best to confidence and clarity:

Protection is what allows us to maintain this level of brightness without compromising hair health.

To keep your blonde sparkling and even, we’ll plan regular toning visits.

This blonde looks its best when maintenance is part of the routine.

TIP: Align with your client on the right color and tone with the **Formula Factory**.

Formula Factory



THE LINE UP

This client responds best to confidence and clarity:

LIGHTEN with NEW BLONDEMAX 9+ Lightener

MAX brightness and MAX protection. Delivers the cleanest, more even lift up to 9 levels. The oil-powered system supports shine and pre-bonded protection while improving speed and consistency.



TONE with Super Sync NEW! Sparkling Blonde Collection

for shiny, beige on-trend blondes.



TREAT with Instacure Build-a-Bond Liquid Revival

1 Billion Bonds in Every Bottle to Fight Damage!



FPO

Check out **The Blonding Specialist Series** on the Matrix Professional YouTube channel.

Watch Now

LINK



THE MODERN BLONDE

This client wants blonde that looks intentional but effortless, not overdone. Think ultra-personalized dimension from soft contrast to bold impact using a range of lifts and textures to achieve different trending blonding techniques for any client’s hair, focusing on custom placement & toning.



MODEL SHOT TO COME

CONSULTATION GUIDANCE

The consultation is about personalized placement and longevity as this client values ease & flexibility:

This technique is designed to accentuate your unique features and grow out softly, without harsh lines.

We can personalize tone and brightness each visit without starting over.

Regular glossing keeps your blonde fresh between lightening appointments.

The Modern Blonde ensures consistent rebooking via glossing & treatments, generally avoiding full blonding services every visit. Positioning this as a dimensional plan secures steady revenue and long-term client loyalty.



THE LINE UP

LIGHTEN WITH BLONDE IQ

for targeted, even & personalized dimension. With 3 NEW additions to the Blonde IQ family creating ultra-personalized dimension for any client is easier than ever! No matter your client’s desired level of dimension Redken’s Blonde IQ toolkit is built for every technique & the smartest way to blonde!



	BLONDE IQ 5	BLONDE IQ 7	BLONDE IQ 8	BLONDE IQ 9
LIFT UP TO	5 Levels	7 Levels	8 Levels	9 Levels
TEXTURE	Cream	Powder	Cream	Powder
TECHNIQUE	Natural Blonding in 1 Step	Brunettes, Auburns, Reds, Warm Gold	Neutral to Warm Blondes	Cool Icy Blondes



TONE WITH SHADES EQ AND SHADES ALK

to refine tone, add shine, and keep blonde looking balanced & wearable.



TREAT WITH REDKEN’S NEW ALL SOFT ALL-IN MASK

to smooth the cuticle & lock in long-lasting moisture following lightening & toning.

FPO

Check out the latest **Blonde IQ Techniques** on the Redken YouTube channel.

Watch Now

THE NEW-TO-BLONDE CLIENT

Curious about blonde, cautious about damage. No-bleach highlights and try-lights offer a safe first step and often lead to long-term blonding confidence.



CONSULTATION GUIDANCE

This client needs confidence before commitment:

This service allows you to go lighter without bleach.

We can create brightness while prioritizing hair integrity.

This is a great starting point that can evolve over time.

NO-BLEACH FRENCH HIGHLIGHTS

This client responds best to confidence and clarity:

STEP 1: NO-BLEACH FRENCH HIGHLIGHTS SERVICE

A no-bleach, cream-based lightener that lifts up to four levels with control. Ideal for first highlights, soft dimension, and natural brightness, even on darker bases.



STEP 2: HYALURONIC GLOSS WITH DIA LIGHT

Acidic gloss demi-permanent color with Hyaluronic Acid



STEP 3: METAL DETOX TREATMENT

Protects the hair fiber from new metal deposits after any lightening service. 9 of 10 women say it's the best mask they've ever tried!



Check out **The French Highlights** technique on the L'Oréal Professionnel YouTube channel.

Watch Now

LINK

PULPRIOT THE BADDIE BLONDE

This client sees blonde as a canvas made for change, self-expression, and bold tone moments. The consultation balances creative freedom with clear expectations around upkeep. Positioned as an evolving look, Baddie Blonde drives frequent visits, creative services, and retail designed to protect and refresh color.



CONSULTATION GUIDANCE

This client values creativity, but still needs clarity:

Share these images to align on creative hair goals.



These tones are designed to fade softly and evolve between visits.

We can adjust intensity and placement each time you come in.

METALLIC SHINE FOR THE BADDIE BLONDE

NEW! PULP RIOT PRECIOUS METALS COLLECTION

2 new metallic semi-permanents straight from the vault that last up to 25 washes and fade on tone every time.

86% More Shine*

12x more conditioning**

3x less breakage**
Won't overwork

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



WAYS TO USE

- After blonding with BlondAF as a creative overlay
- Between lightening visits to switch up the vibe
- As a stand-alone gloss for instant impact
- As a Colorbomb for at-home maintenance by mixing the color with a deep conditioner



BLONDE THAT LASTS

BLONDING IS THE MOMENT CLIENTS FALL IN LOVE AND MAINTENANCE IS HOW THEY STAY LOYAL.

Blonde doesn't fail all at once, but when maintenance isn't part of the plan it fades and loses tone over time and by the time clients notice, the opportunity is already gone.

That's why the most successful blinding salons build maintenance into the blinding experience from the very first visit rather than treating it as an add-on.

What blonde clients really want

Blonde clients are willing to invest when they have clarity.

This is how we protect the blonde we created today.

ART OF BLONDE
SERVICE MENU

At home, your blonde clients need...

PROTECTION TO PRESERVE HAIR INTEGRITY



Matrix Instacure Billion Bond Oil
Bond strengthening and shine oil with 1 billion bonds to visibly reverse damage.



Redken Bandage Balm
Strength repair for damaged, dry split ends in 1 use – at home or on the go!

MOISTURE TO MAINTAIN SOFTNESS & SHINE

NEW Biolage Hydra Source Moisture Method Serum



Lightweight water-based formula that hydrates scalp and strands from within with 11% hyaluronic acid, glycerin & natural humectants.

Pureology Strength Cure Blonde

Deep purple formulas that tone down brassiness and strengthen damaged hair.



TONE SUPPORT TO KEEP BLONDE BALANCED

Biolage Color Last Purple Shampoo

Infused with micro-dosed violet pigments to neutralize warmth & add shine.



Matrix Brass Off & So Silver

Pigmented conditioners for toning and care in just 1 wash!



In-salon maintenance keeps blonde premium

Major blinding appointments don't happen every visit. Express services like glossing and treatment visits keep blondes looking intentional between lightening appointments. They are quick and high-value, making it easy for clients to say yes and keeping chairs full during peak season.

A simple cadence keeps results consistent:



Maintenance visits every 6-8 weeks



Major blinding services every 12-16 weeks

Blonde Health Boost

Maintenance packages to drive rebooking

Offer pre-paid gloss series, treatment bundles and combination packages that carry clients through the season.

To keep your blonde looking this way, we'll plan quick maintenance visits between lightening appointments

This package protects your blonde and saves you time over the season.

ECP

KATSEYE

OFFICIAL BRAND MESSAGING ON PARTNERSHIP WITH LARGE VISUAL
[AWAITING FROM BRAND]

**CELEBRITY CULTURE IS DIRECTLY SHAPING
WHAT CLIENTS REQUEST IN THE SALON**

Screenshots, names, and reference photos are now part of everyday consultations.

CLIENTS SEEK OUT



Color, style and shine inspired
by **Sabrina Carpenter**.



Trend-forward, lived-in color
influenced by pop culture moments
tied to Matrix's newest girl-group
ambassador.



Natural texture and healthy,
effortless hair inspired by
Pam Anderson.

Salons that recognize these references and know how to deliver them build instant credibility
with clients. Salons that see the strongest results use celebrity partnerships intentionally.

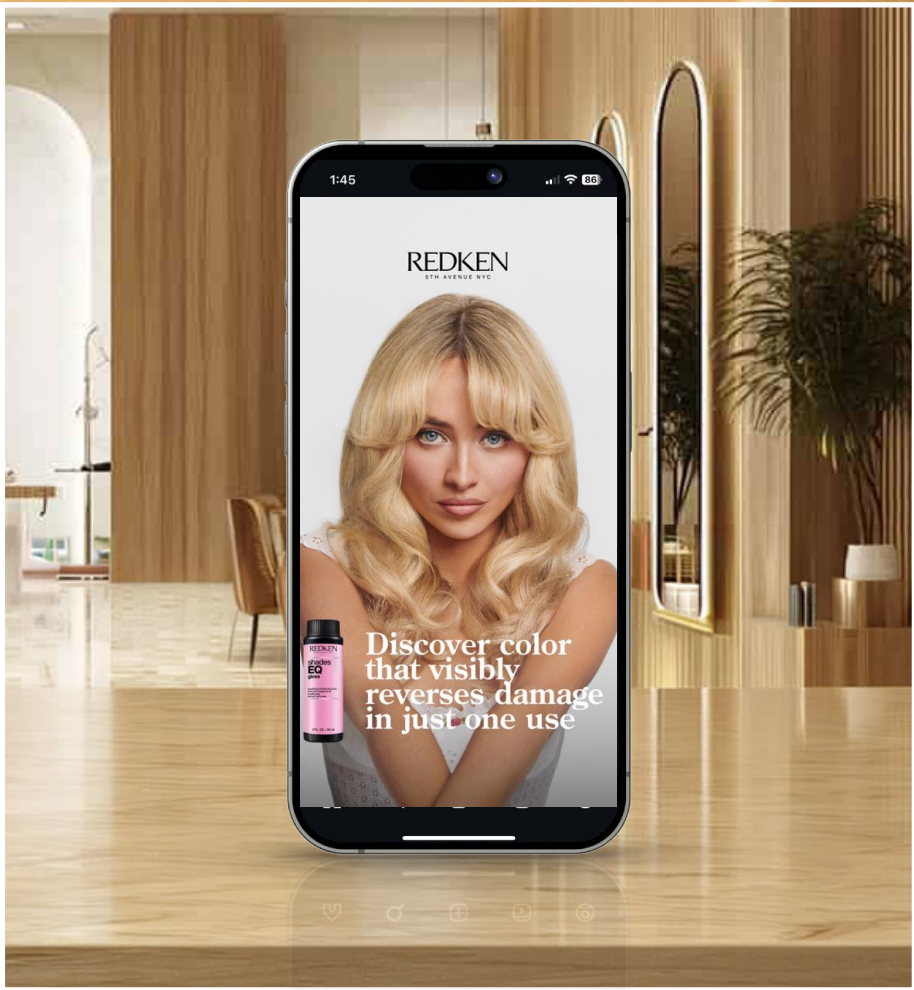
**CREATE CURIOSITY AND INTEREST IN SERVICES
BY AMPLIFYING CELEBRITY PARTNERSHIPS**



24x36 Posters



8.5x11 Signage



Social Posts

FROM FRIZZ TO RIZZ

THE MODERN SLEEK TOOLKIT

Any stylist will tell you that the months of May and June turn the chair into a staging area for some of the year's most anticipated and celebrated moments. From glamorous prom nights and elegant Mother's Day brunches to windy, outdoor Spring Graduation ceremonies, frizz is always the ultimate uninvited guest.

That makes smooth, glass-like hair a technical necessity for styles to keep your celebratory clients looking polished and radiant all day (and night) long. Whether it's an extravagant up-do, an expensive looking blowout, or just a simple high pony for a trip to the gym, smooth hair is the high-definition canvas for that ultra-polished, quiet luxury aesthetic that so many clients are looking for right now.

THE SUMMER SLEEK OPPORTUNITY

Upgrading a classic blowout into a frizz-free, smoothing blowout with a long-wear sleek finish.

FLAWLESS FINISH
MENU IMAGE
(Mother's Day)

FLAWLESS FINISH
MENU IMAGE
(Graduation)

FLAWLESS FINISH
MENU IMAGE
(Prom)

Take advantage of upcoming seasonal moments like Mother's Day, prom, graduation, weddings, weekend travel, and other events to increase ticket sales with new smoothing innovation as well as trusted favorites from top professional brands!

L'ORÉAL
PROFESSIONNEL
PARIS

KERATIN ALPHA SLEEK

DON'T JUST
COAT FRIZZ.
CONQUER IT.



This season, smoothing goes deeper. Keratin Alpha Sleek transforms frizz at the Keratin-Alpha level, delivering sleek, controlled hair that styles faster and behaves better use after use.

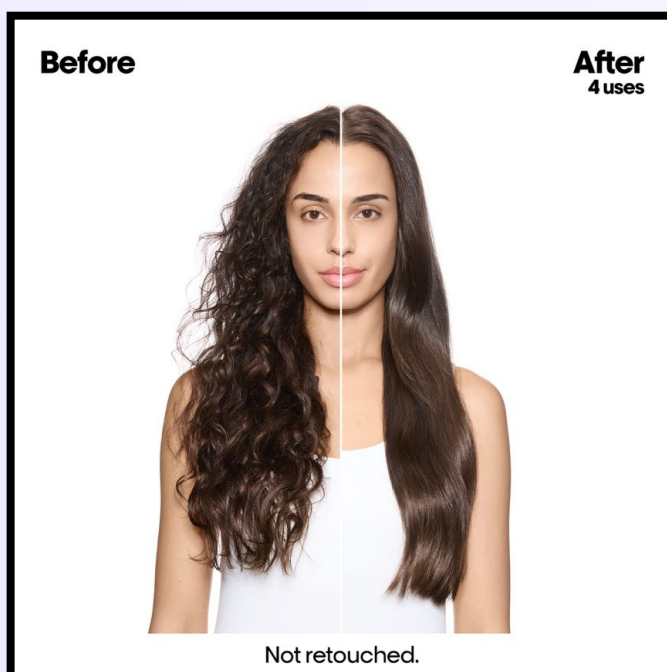
LOCKS IN UP TO 2 WEEKS OF SMOOTH, FRIZZ CONTROL*

- Faster smooth styling
- 6x smoother, shinier hair
- Progressive results with heat activation - best after 4 applications

This isn't surface smoothing. It's fiber-level transformation.



SAFE FOR
KERATIN-
TREATED
HAIR!



SHARE PROOF THAT SELLS

Before & After images and Torture Tests do the talking, showing real results against humidity, heat, and real life.

SLEEK WITH SPEED SERVICE UPGRADE

Upgrade a classic blow out by pairing the smoother, shinier results of Keratin Alpha Sleek with the locked-in hydration and speed of AirLight Pro. Perfect for Prom, weddings, Mother's Day and any client who wants polished hair, fast.

*after 4 weekly uses of Smooth Transformer

FROM
FRIZZ TO
RIZZ
SIGNAGE

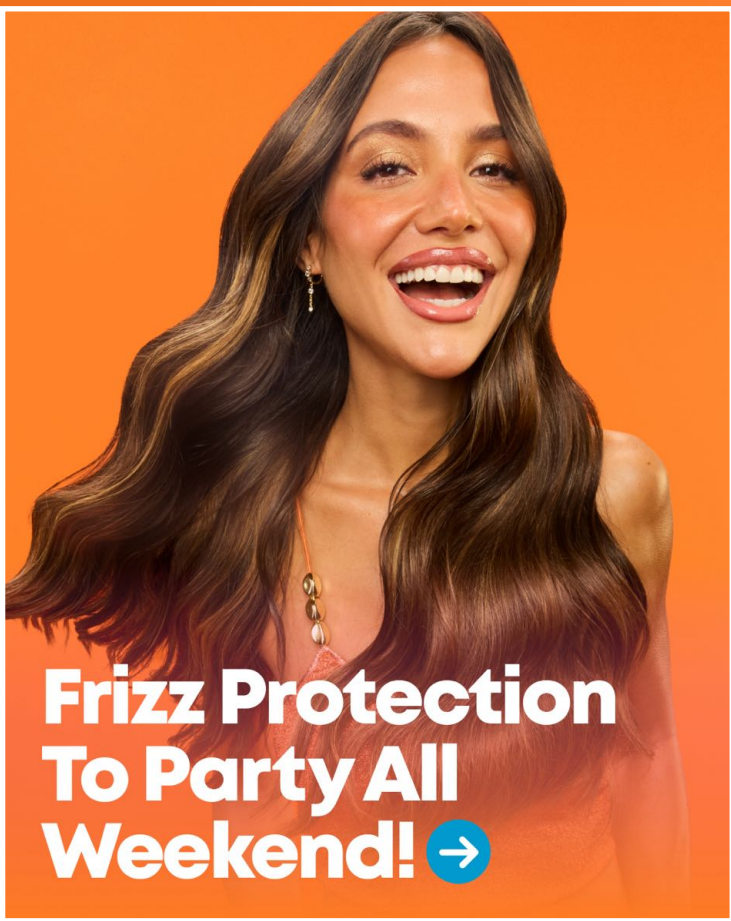


Frizz-Free 4 Days Mega Sleek

Defy Frizz For Up To 96H
& In 97% Humidity!



NEW, SUPER-CHARGED FORMULAS



Frizz Protection
To Party All
Weekend! →

96H Frizz Control**
12x More Smoothness*
Vibrant Shine*
450°F Heat Protection**

*System of Mega Sleek shampoo, mask, and Topcoat vs non conditioning shampoo
**Mega Sleek Topcoat

Sleek 4 Days Blow Out Service

Tie the need for 4 days of sleek hair to special events like prom, weekend weddings, and graduation weekend.

Share this crash test to
**show clients that you won't
let frizz ruin their party!**



Before

After*



SLIP INTO YOUR SMOOTHEST HAIR SMOOTH GLOSS



Inspired by the protein structure of silk, Pureology's NEW Smooth Gloss Frizz-Controlling System locks in moisture for 8X smoother strands, polishes hair's surface for 50% glossier shine, and repels excess moisture to block frizz for up to 3 days in 90% humidity, all while preventing color fade. Blow it out sleek or diffuse for silky curls in 3 luxurious steps.



SMOOTH GLOSS SERVICE

Smooth Gloss blow out upgrade for color-treated clients



SMOOTH GLOSS AT HOME

Position as daily gloss protection that preserves sleek between visits

MIZANI
TEXTURE LOVE SINCE 1991

PRESS AGENT

Providing texture-inclusive sleek for silk press and smoothing services. Customizable cream and serum usage allows stylists to tailor smoothness, moisture, and heat protection across curl patterns.



In-Salon: Silk press or smoothing blowdry upgrade



Retail Strategy: Educate on customization and heat protection for summer styling



COLOR WOW DREAM COAT

A heat-activated, humidity-blocking spray designed for clients exposed to extreme moisture, travel, or outdoor conditions. Ideal as a finishing step for long-wear sleek styles.

matrix

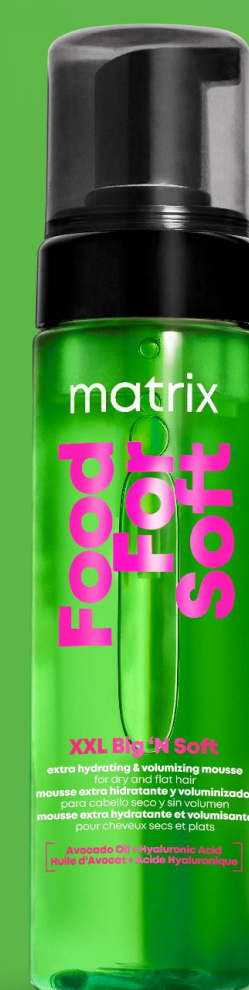
NEW! Matrix Food For Soft Big N' Soft Mousse



For clients who want frizz control without sacrificing fullness, this mousse adds hydration, softness, and volume with movement.

When to recommend

- Fine to medium hair
- Clients worried sleek will feel flat
- Blowdries that need body plus control



MATRIX NEW! XXL
BIG 'N SOFT
SIGNAGE

Client Appreciation It's the season to say *Thank You!*

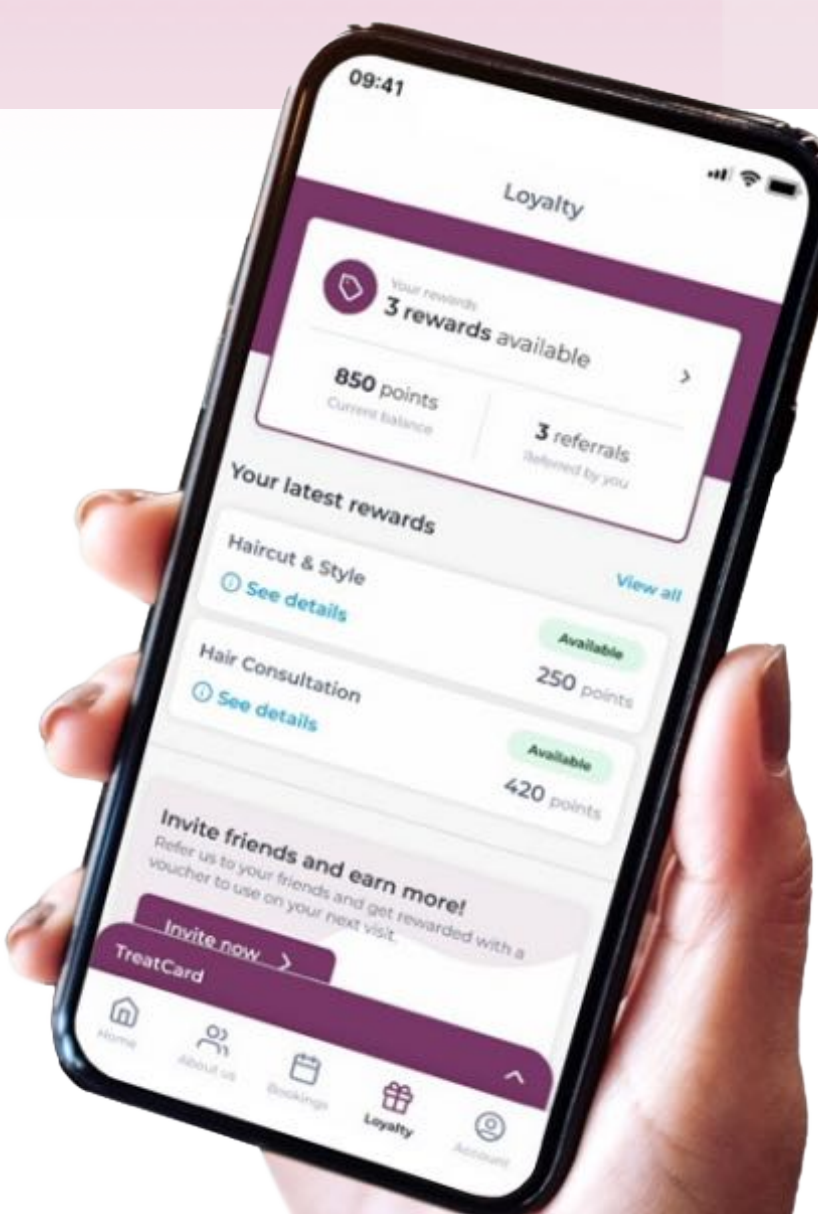
Spring and Summer have several high-emotion appointments

Mother's Day | Prom | Graduation | Weddings

Mother's Day,
Wrapped Up

Mom & Me

A Little Extra Shine,
On Us -
Happy Mother's Day



Why Loyalty and Referrals Matter More Than Ever

Today's salon guests stay loyal because they feel recognized and genuinely valued. Modern loyalty programs allow clients to track rewards and redeem them easily. Phorest Digital Loyalty boosts revenue by up to 21% and increases loyal clients' average spend by 30%.

Click below to find out more about guest loyalty at Phorest.

[Learn More](#)



Dear Demi...

Welcome to **Dear Demi**, a column dedicated to snipping away your salon woes and styling your professional life to perfection! This week, we have a letter that many of you might find painfully familiar...

Built My Dream Salon, Accidentally Summoned Burnout!

Dear Demi,

I'm writing from a tiny stool squeezed between laundry and invoices, wondering where the magic went. Three years ago, I was on fire to start my salon and finally be my own boss. Now, the "hustle" is a heavy weight. From 6:00 AM alarms to endless social media and back-to-back foils, I've become a "Salon Zombie." I look at my shop and just feel tired. How do I reclaim the joy I once had? Help!

Sincerely, Hazy & Hustled

Hello Hustled,

Kick off those shoes and let Demi pour you a margarita. I've been there juggling a ringing phone and an empty backbar in high heels. You've built a kingdom and now it's time to enjoy the view!

My friends at Summit Salon Business Center invited me to attend their Summit Unplugged event this January in Cancun where we took a closer look at how to uncover joy in our lives when the going gets tough. Sometimes when you feel like you're taking a beating you've just got to stop and take a beat! Here are a few simple and practical solutions to recenter and realize joy!

Clear a corner of that cluttered office and create your own Joy Station. Add a scented candle, a photo that makes you belly-laugh, or any personal token that sparks joy. Spend 3 minutes there when the hustle feels like a headache. It's a sensory reset and a bit of me-time for the Girl Boss.

Find magic in the mechanics and romanticize your routine. Watch the mesmerizing pigment ribbons as you mix color or let the rhythm of the shampoo bowl be your meditation. Take in the beauty of a clean floor or the satisfaction of organizing the backbar. If you find beauty in the process then the hustle loses its power.

Before locking up, record one win from the day in a physical or digital Joy Journal. It could be anything from a client's smile to a perfect blowout. Stylists focus so much on fixing problems we forget to tally our victories. When you're beaten down just flip through these pages. You aren't just hustling, you're changing lives!

Of course, on occasion it's necessary to reclaim your "off" switch. You can't pour from an empty tequila bottle! One night a week lock the phone away and devote your free time to something you love that has nothing to do with the salon. A yoga class, time with friends and family, roller derby, whatever! Remember who you are and what you love without shears in your hand.

You're a Boss, honey! Don't let the hustle hide your joy. Remember that you are the Queen of this Casa you have created and you rule it with joy!

Warmly,

Demi♥

Education

Develop Your Skillset

Check out upcoming educational opportunities to keep color & styling skills current and ensure your clients keep coming back for more!

DON'T
MISS OUT!

LEVEL
LOYALTY REWARDS

May & June
Educational Opportunities

Sign up now! Space is limited!

Learn More & Register Here

ACCESS
L'ORÉAL

Education on
Your Schedule

Learn More

REDKEN SYMPOSIUM

JOIN US AT REDKEN SYMPOSIUM IN LAS VEGAS

A celebration of artistry, education, inspiration and connection

JUNE 13TH-15TH CAESAR'S PALACE

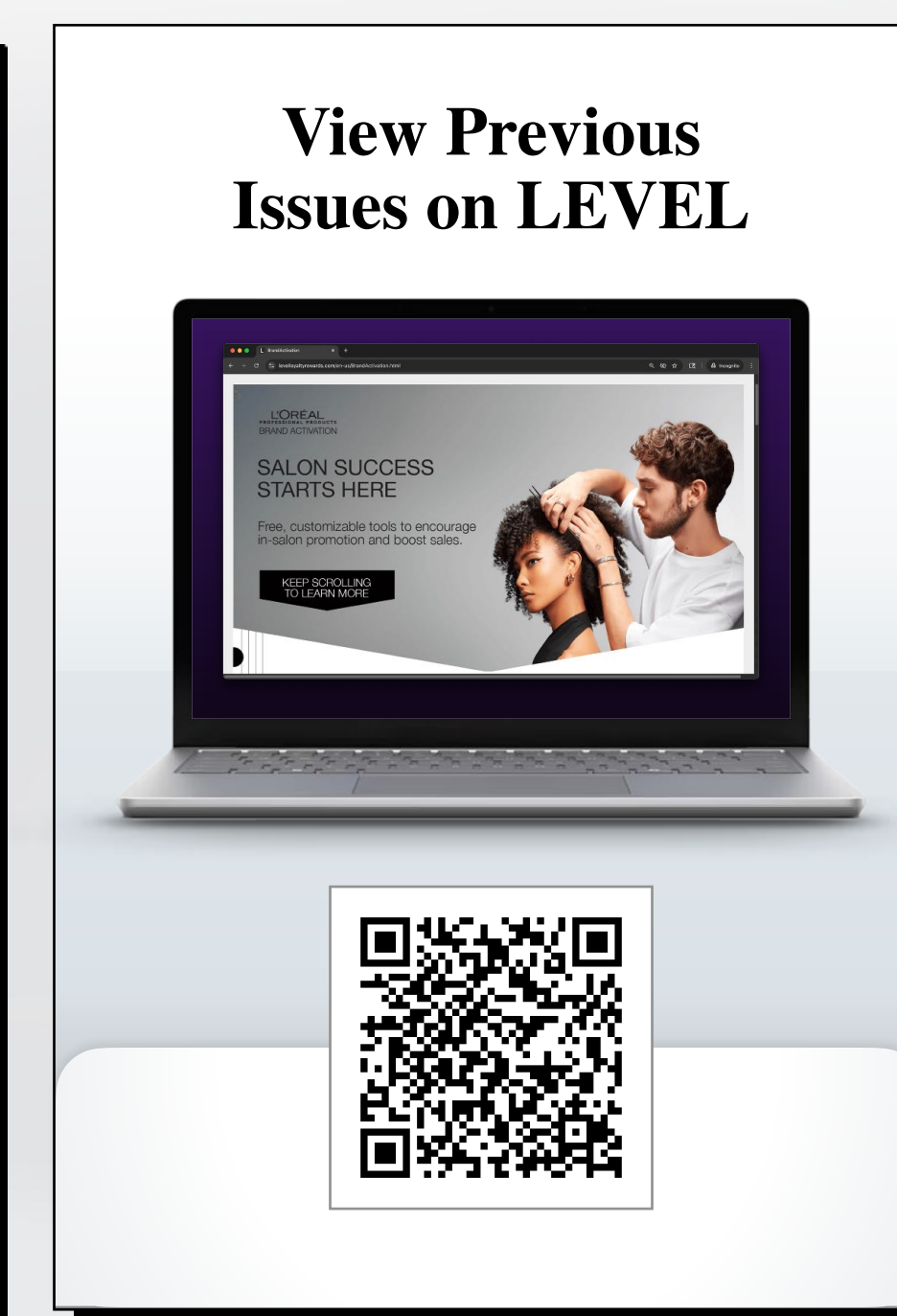
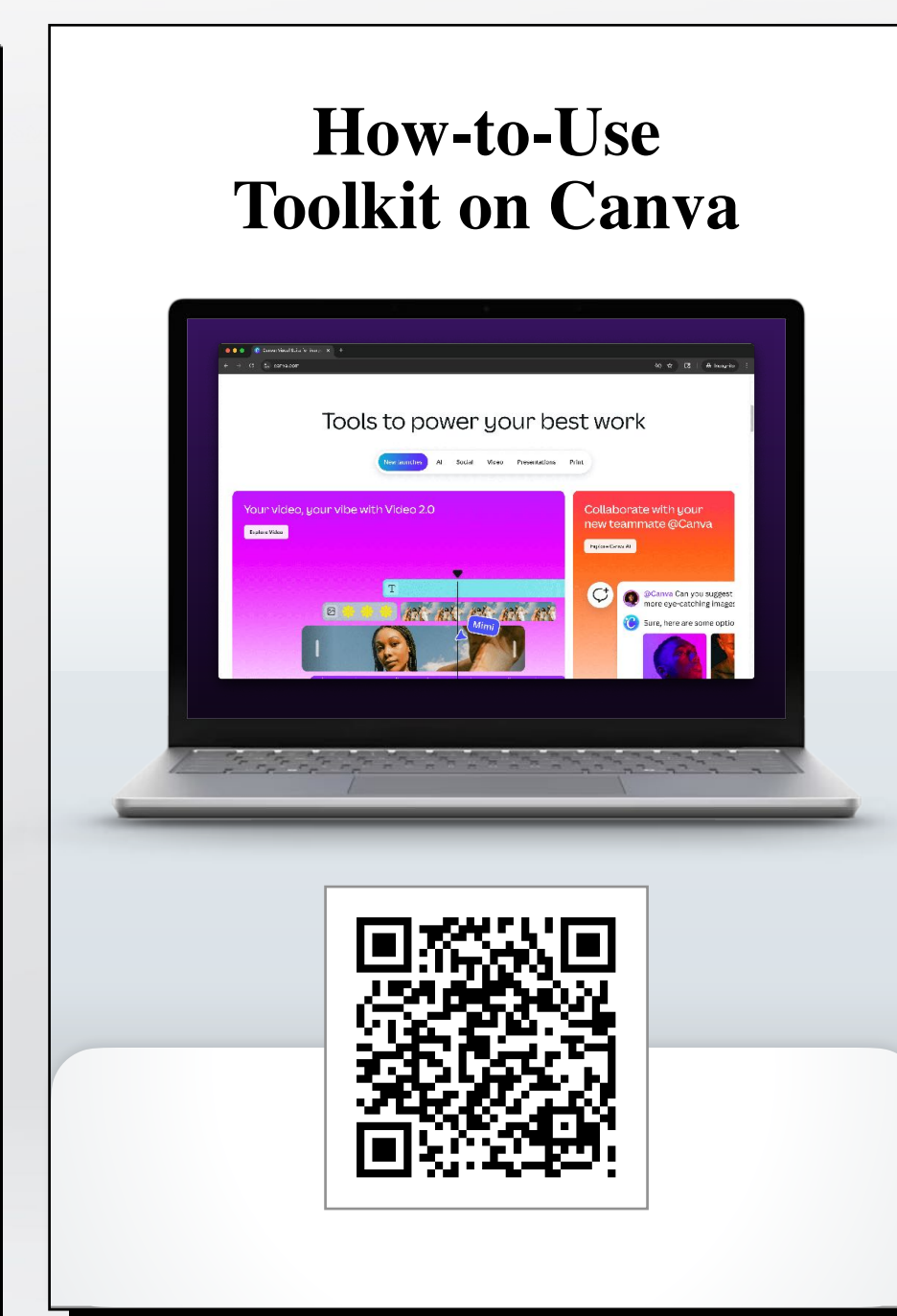
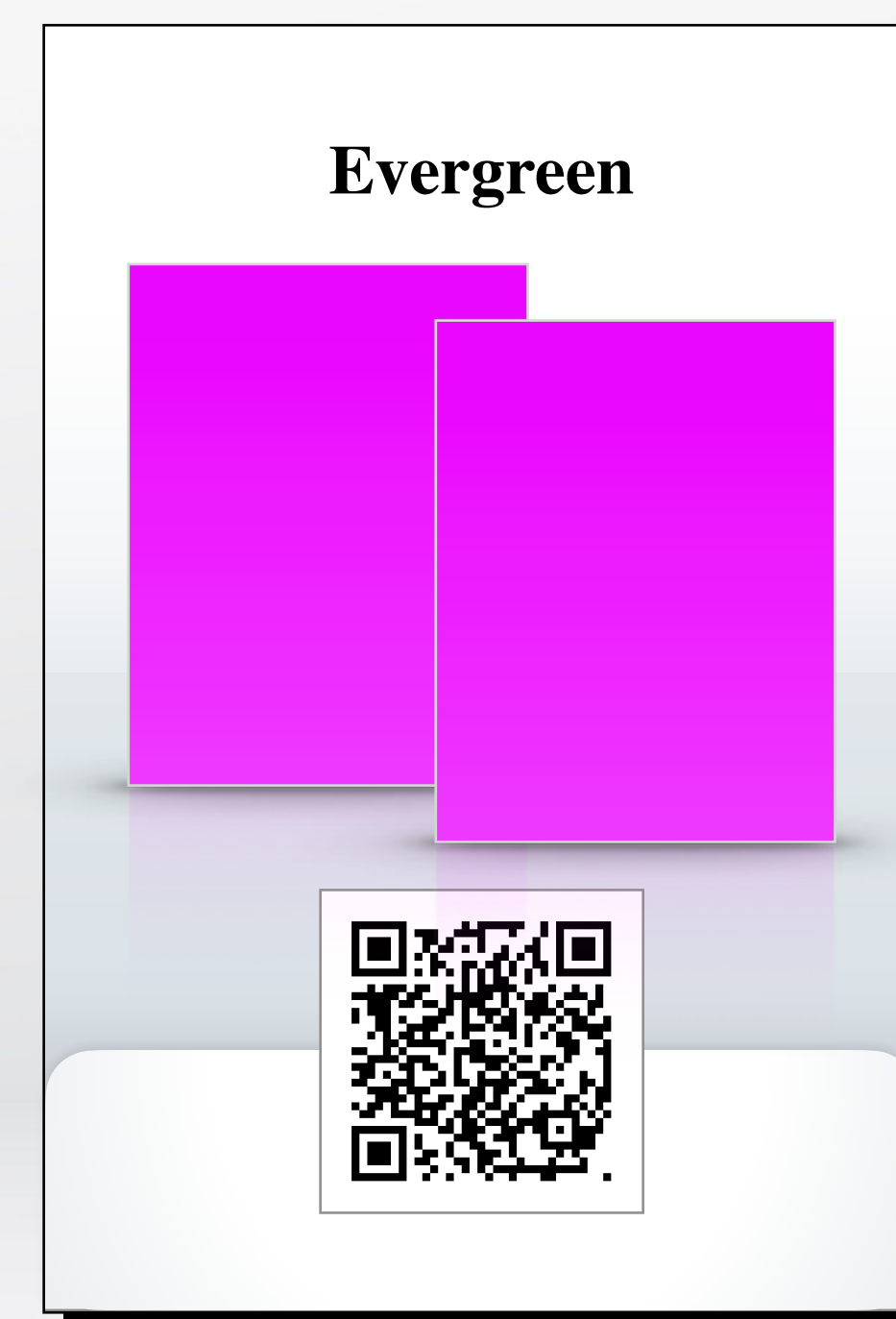
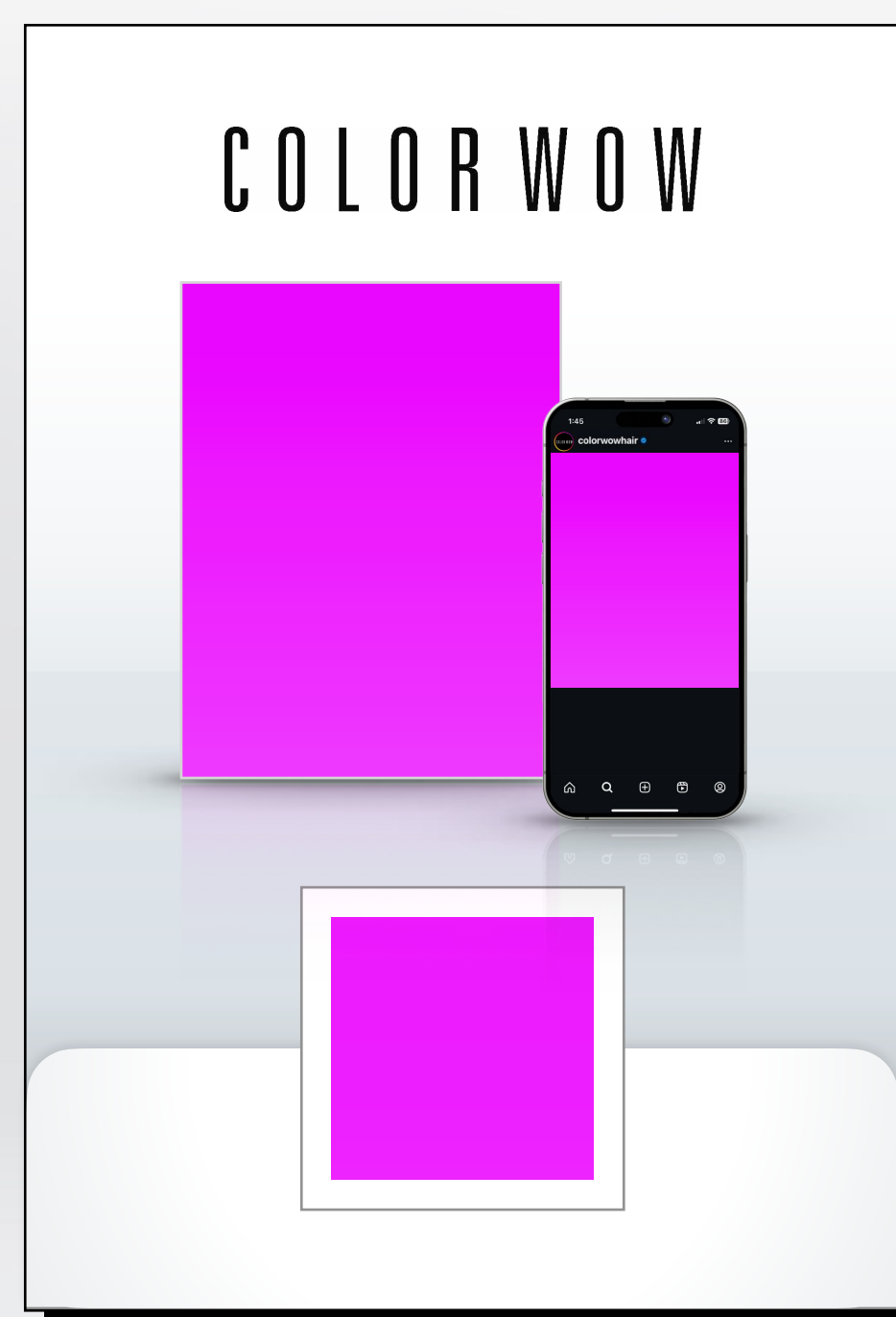
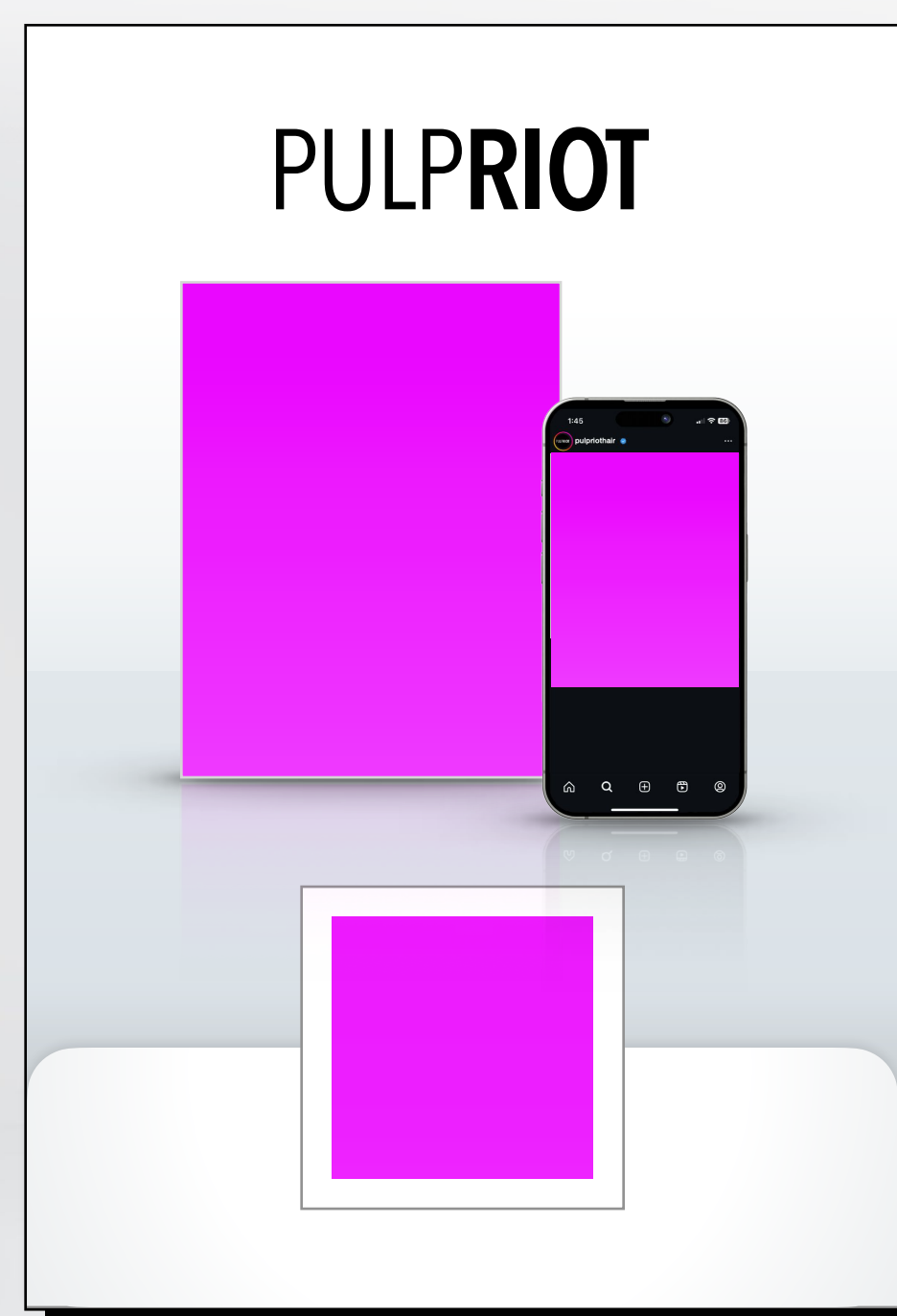
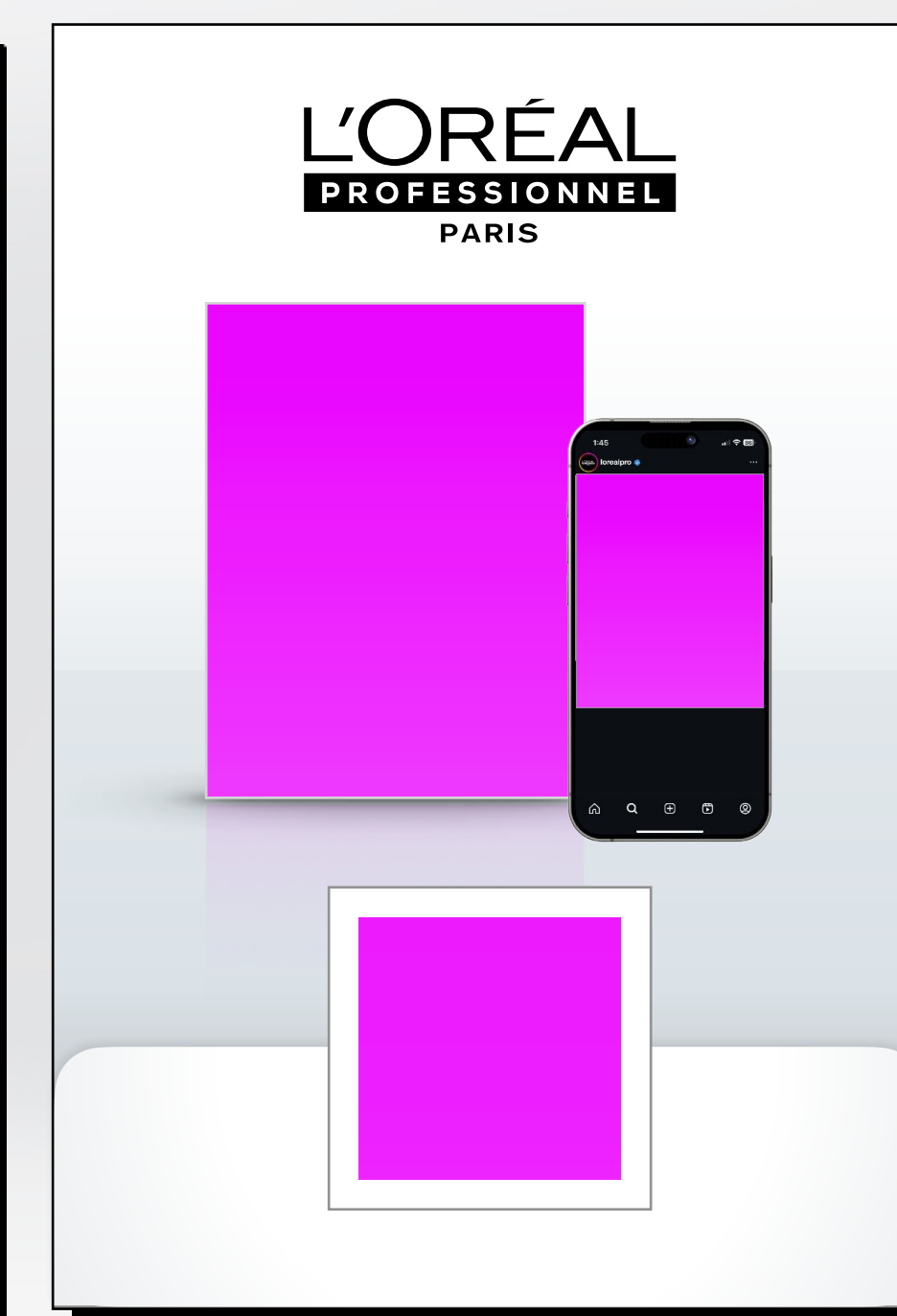
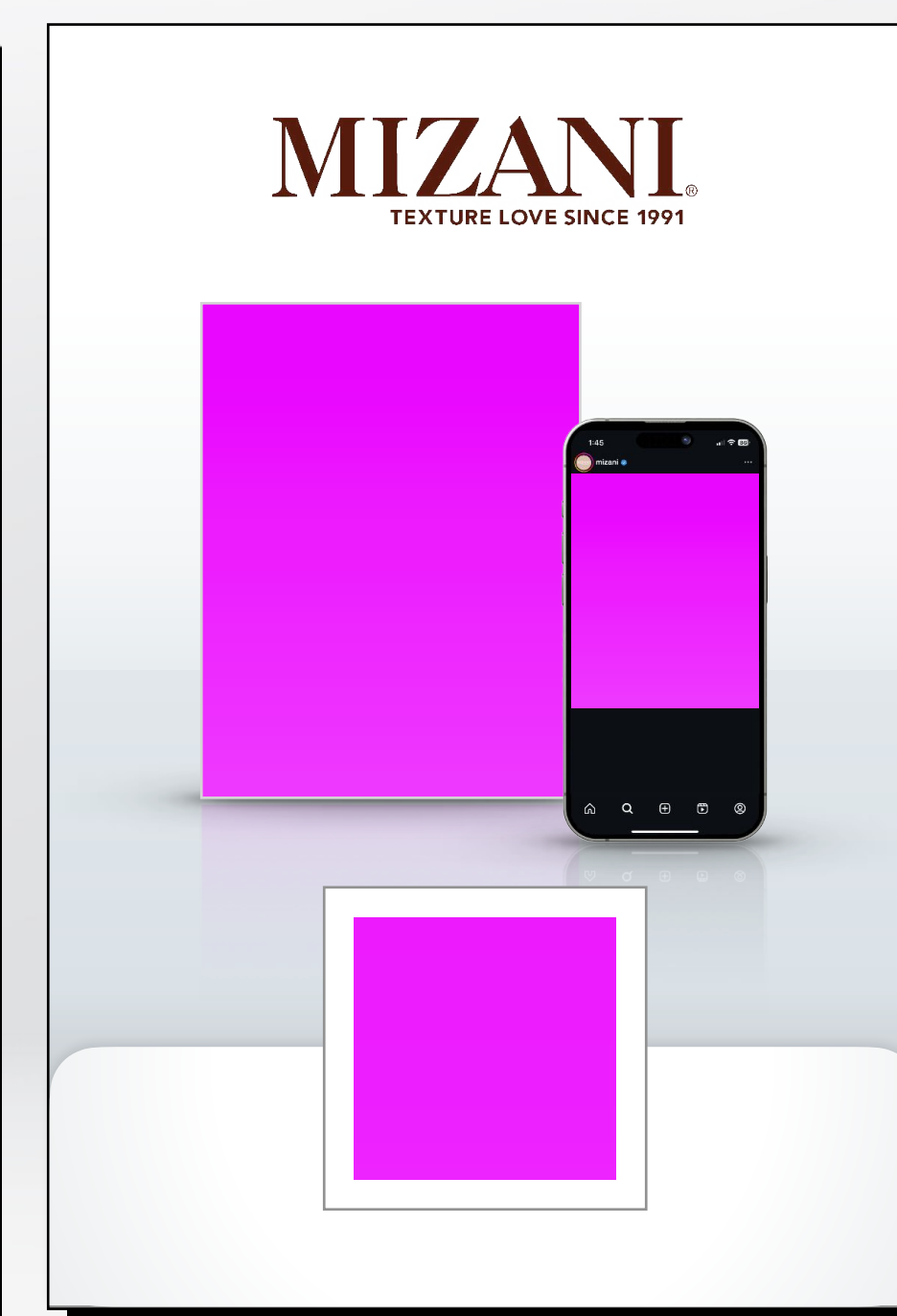
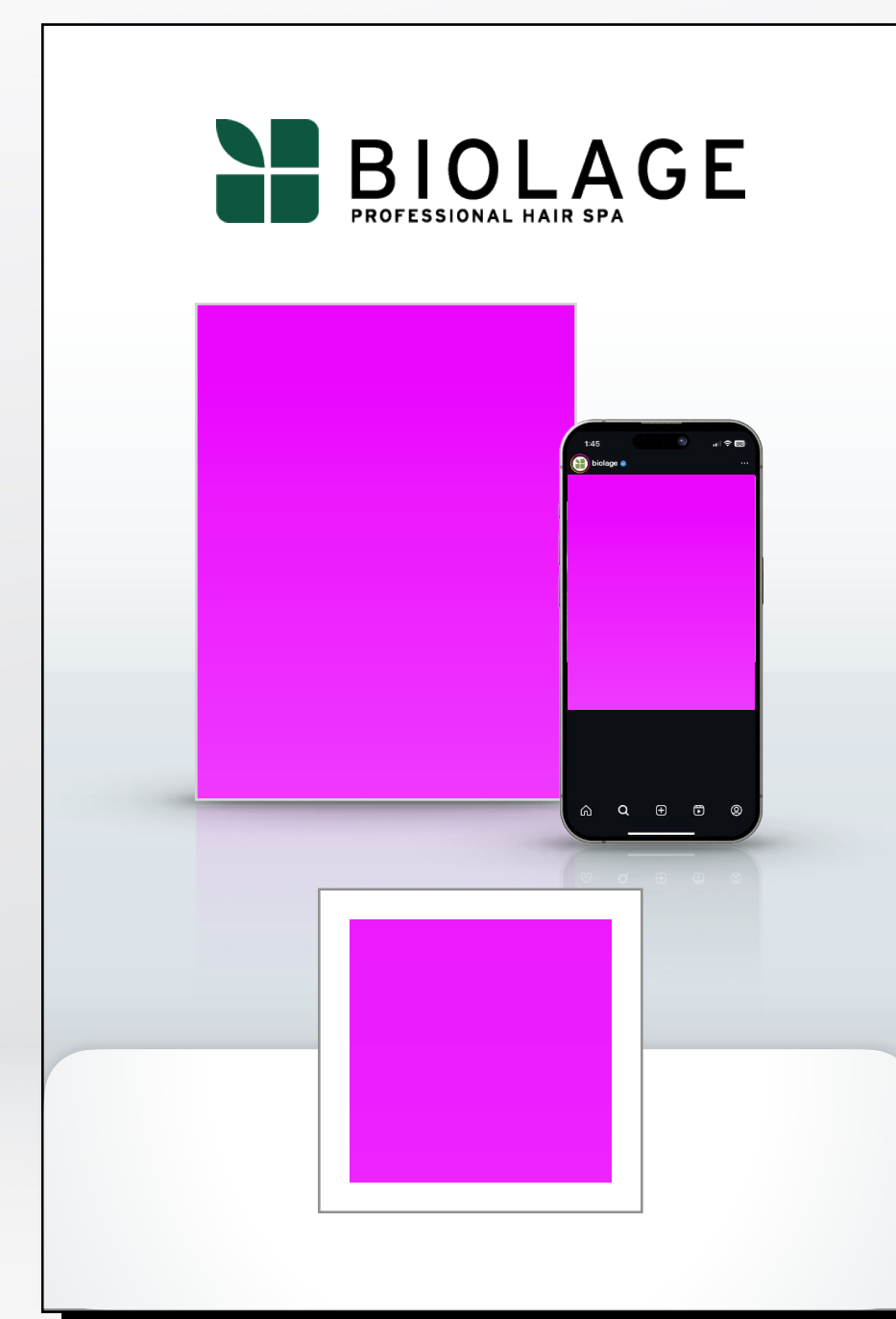
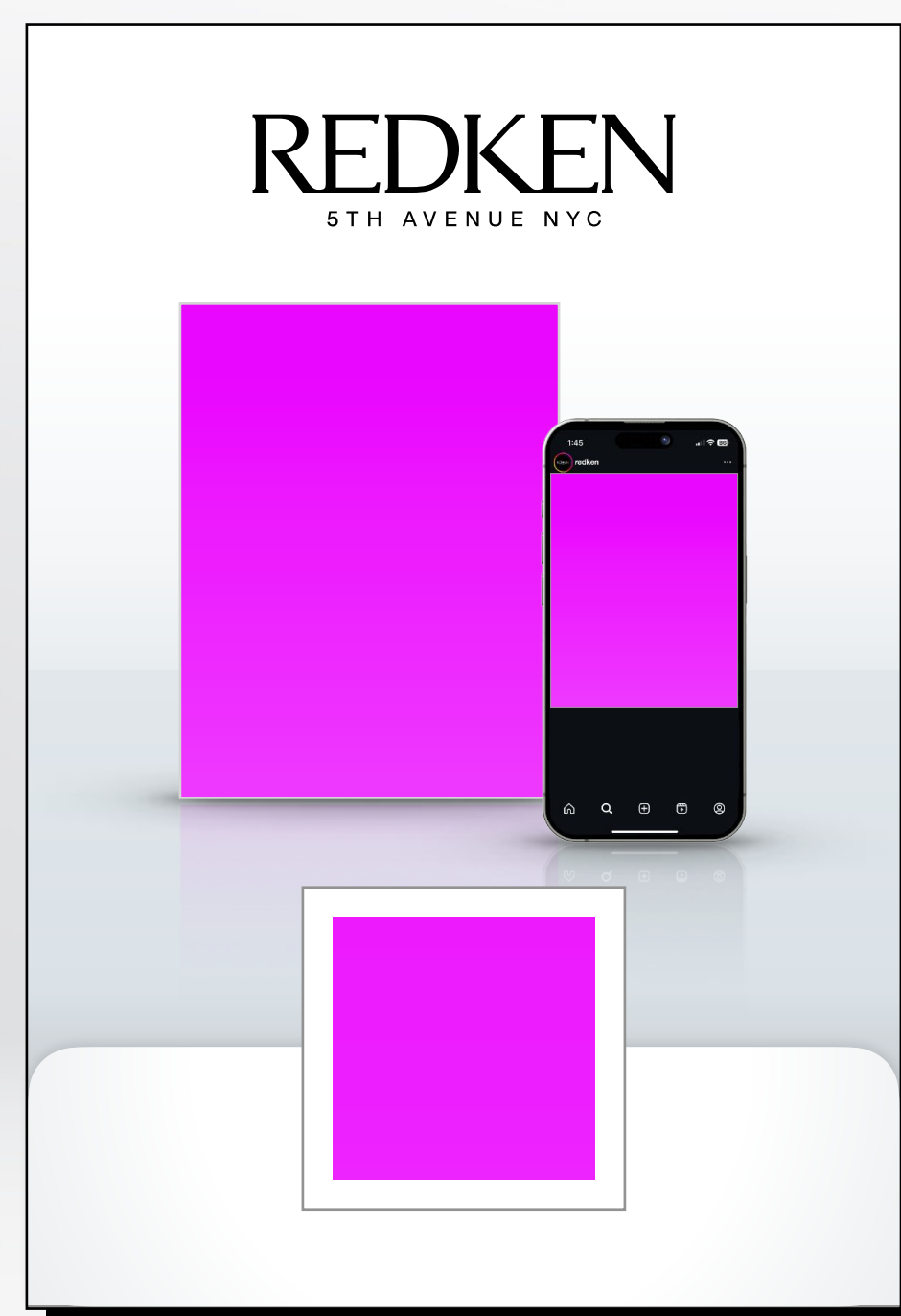
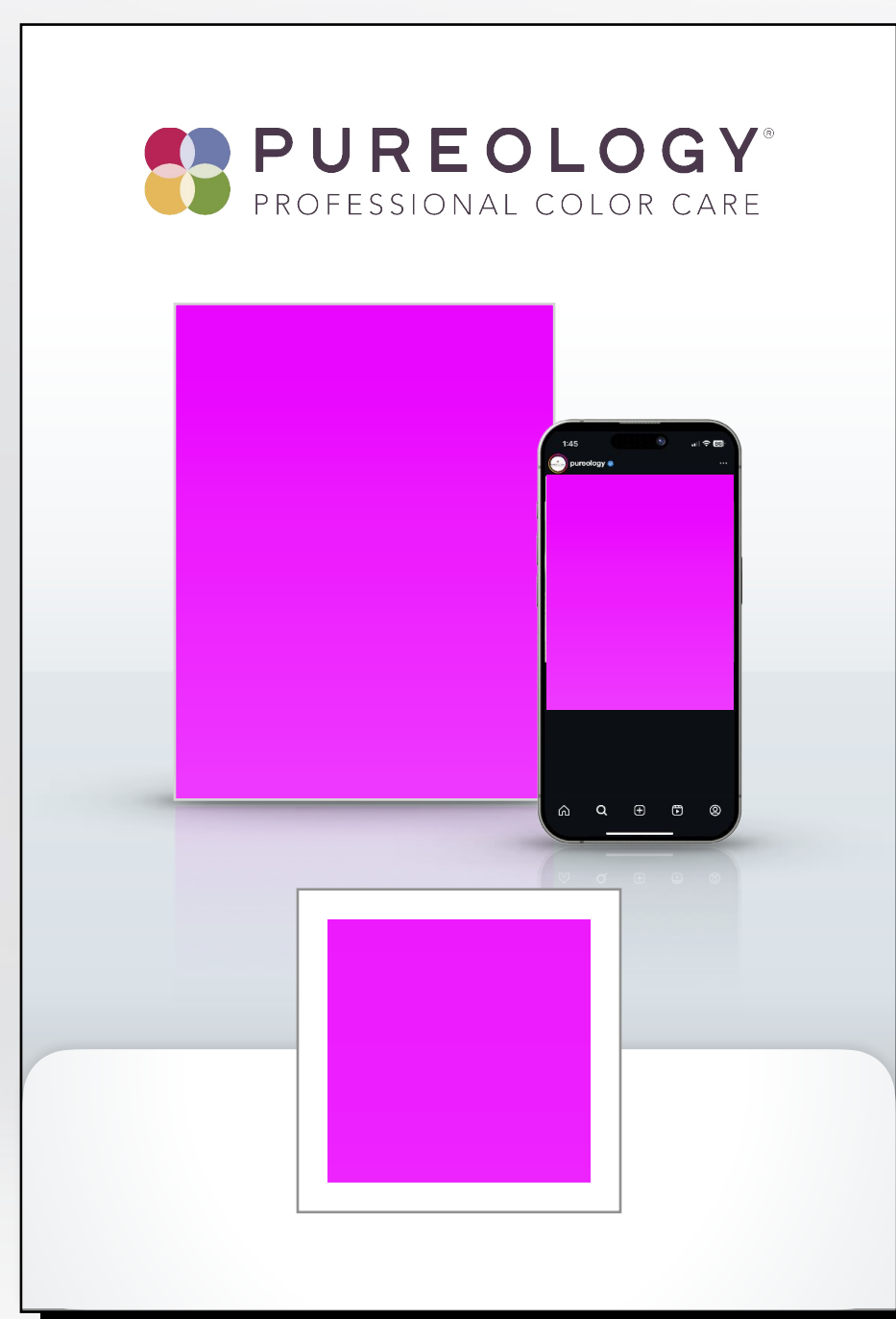
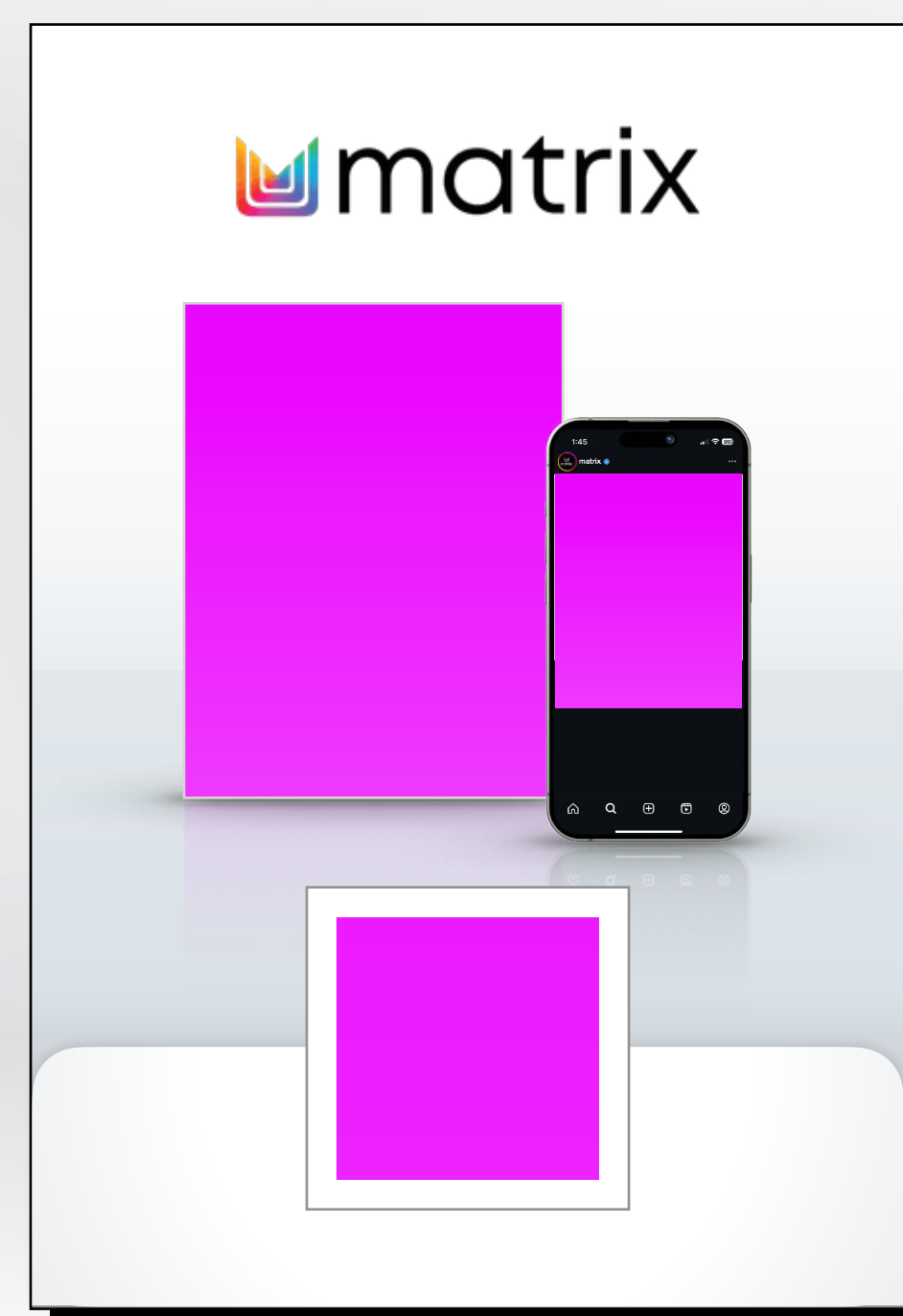
LAST CALL!

REGISTER NOW

BRAND RESOURCE

Backbar

Click or scan each QR code to download window posters, service menus, look-books, social assets & MORE!





Powered by
SalonInteractive

Introducing The **KIM** Report

What We're Seeing in Salons, and Why it Matters to You

The KIM Report breaks down real salon trends so we can turn them into simple, actionable ideas for your services and your income.



Focus on innovative products and services to excite clients.



Look for the spaceship throughout this issue.



One way to grow non-color services? On-trend, in-demand smoothing services!

Check out Frizz to Rizz on pg.12



Build at-home maintenance into the consultation.

See pg.5 for tips.

The KIM Report is a census-based benchmark of the independent U.S. salon industry, tracking real performance data across revenue, services, retail, pricing, and productivity.

L'ORÉAL
PROFESSIONAL PRODUCTS