

L'ORÉAL
PROFESSIONAL PRODUCTS
BRAND ACTIVATION

CREATE THE **HEALTHIEST** HAIR FOR YOUR CLIENT

Mastering Haircare Root to Tip!

MARCH 2024

 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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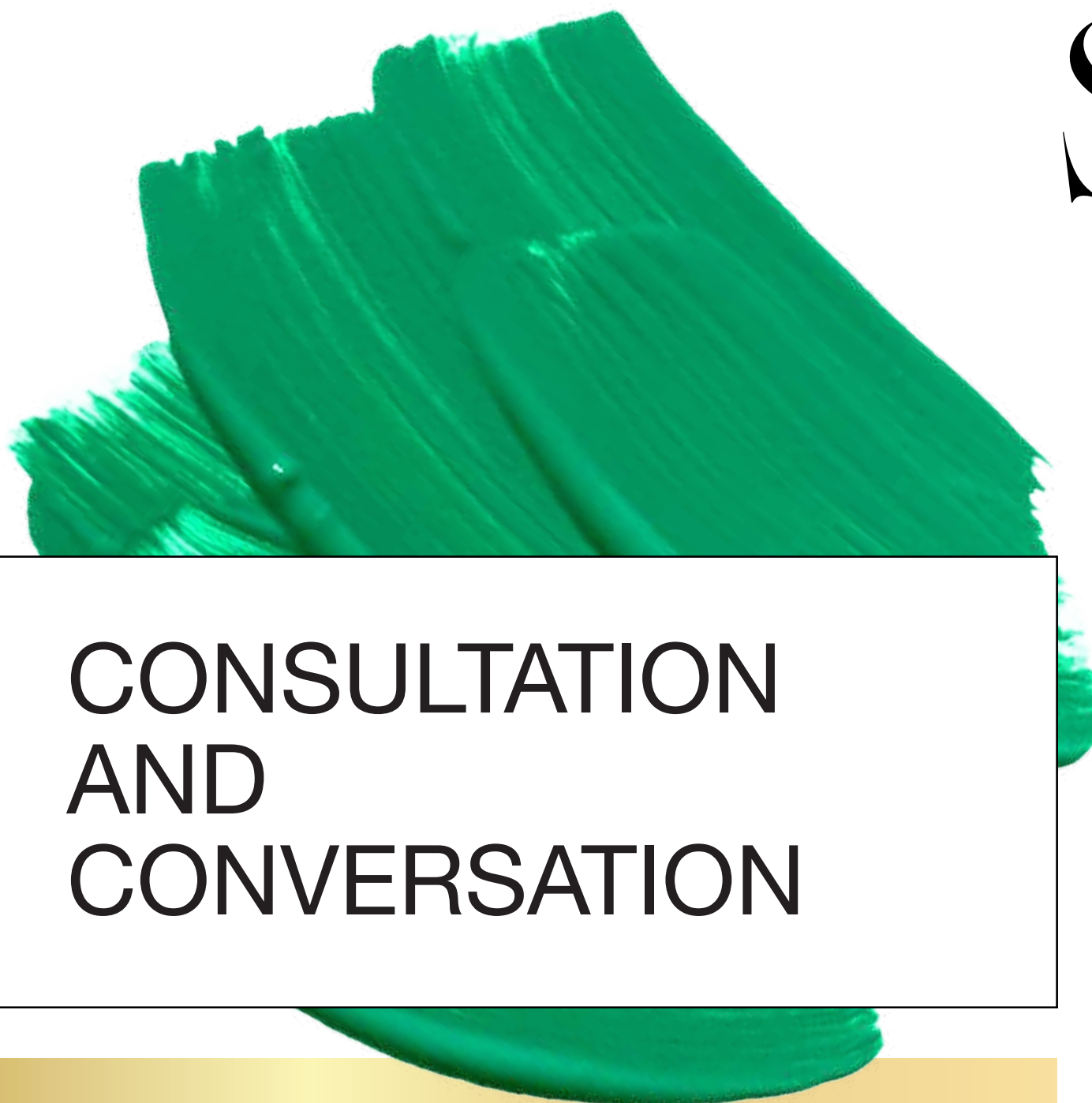
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Success Formula



CONSULTATION
AND
CONVERSATION



CUSTOM-MADE
HAIRCARE
REGIMEN



THE HEALTHIEST
HAIR FOR YOUR
CLIENT

No one knows your hair like
your stylist!

Main point of difference from
other retailers

Great time to go over hair
goals and concerns

Curated for your needs

Takes the guess work out of
shopping in an over saturated
marketplace

The BEST care for YOUR clients'
needs

Build the trust around
recommendations

Create a culture of retailing
in salon

PLAN FOR SUCCESS

Timeline & Checklist

1ST WEEK OF MARCH: INVESTMENT

- ☐ Purchase into SalonCentric deals
- ☐ Review Ready-To-Go Signage for in-salon promotions (pg.14)
- ☐ Decide which promotions to run and use relevant signage & digital content from toolkit
- ☐ Purchase in-salon display & merchandising items (pg. 8,9,12,13)
- ☐ Set up stylist & client incentive (pg.11)
- ☐ Review relevant digital education on L'ORÉAL ACCESS [HERE](#)

MARCH-APRIL: EXECUTION

- ☐ Set up display
- ☐ Put out signage
- ☐ Post digital content
- ☐ Launch promotions & incentives

MID-APRIL: REVIEW

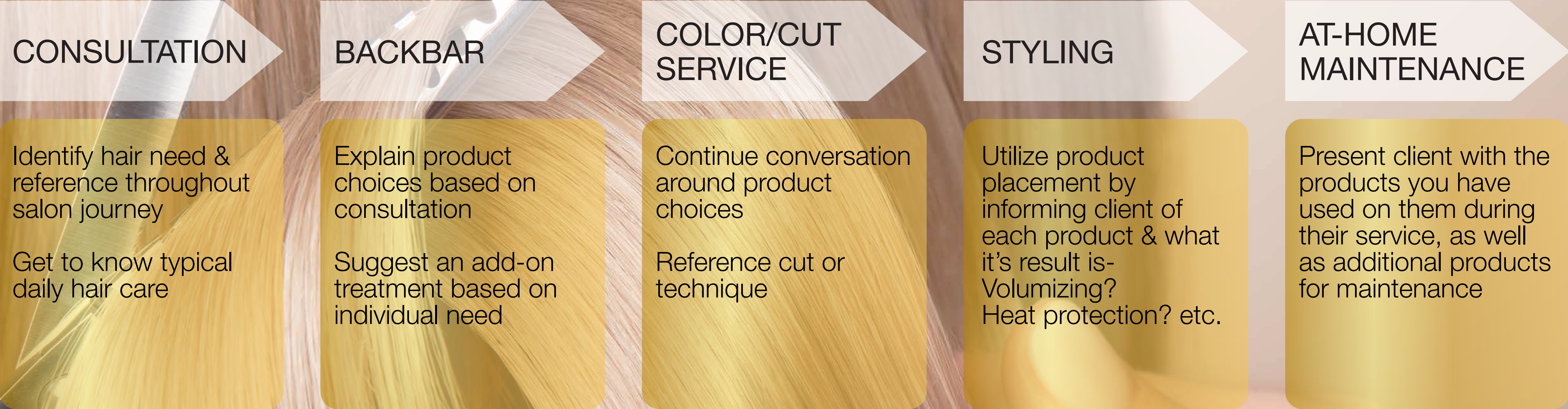
- ☐ Take down signage & merchandising
- ☐ Review success of add-on services and retail promotions
- ☐ Award prize for stylist incentive
- ☐ Discuss wins & learnings with your team



Scan or Click Here
to Download Your
Printable Checklist

YOUR SERVICE IS NOT COMPLETE UNTIL **YOU CAN RECREATE YOUR STYLE AT HOME!**

Healthy Hair from Start to Finish



*Want to improve your consultation technique?** [CLICK HERE](#)

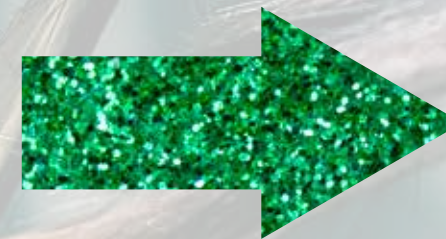
Check out conversation starters, effective questions and ways to make recommendations.



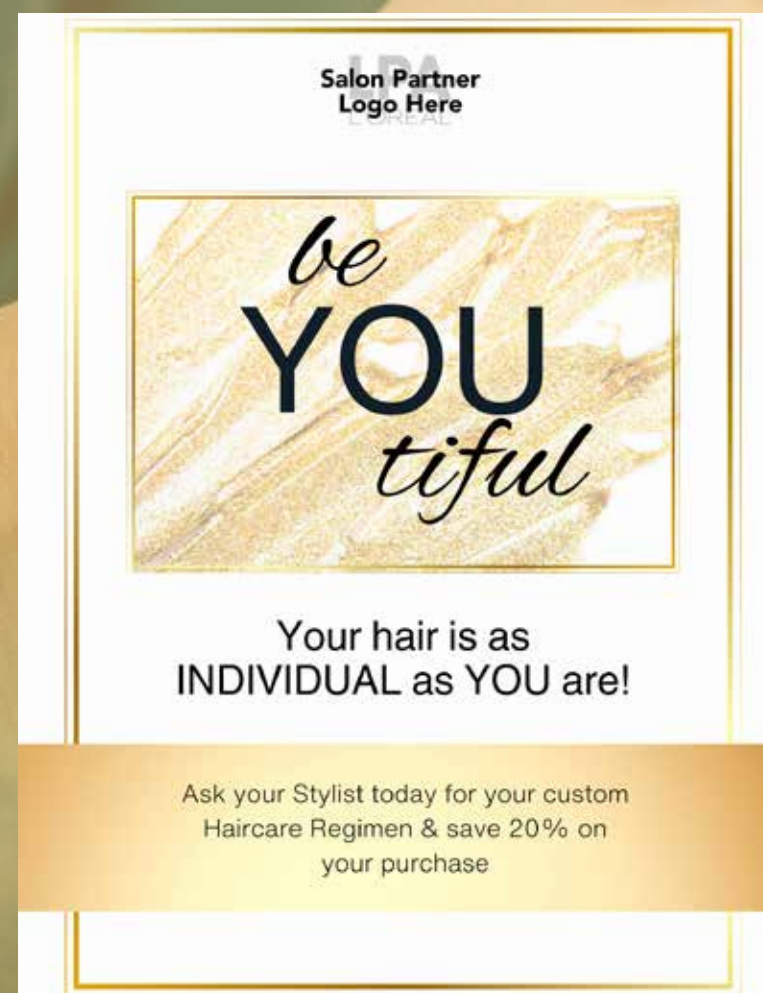
*Source: Summit Salon Business Center

The Salon Difference

CREATE A HAIRCARE REGIMEN TAILORED TO EACH CLIENTS SPECIFIC HAIR NEEDS



CREATE POINT OF DIFFERENCE FROM OTHER RETAILERS



Client Facing Signage In Chair #1



Client Facing Signage In Chair #2



Client Facing Signage Backbar #3

Why We Need to Be Discussing Scalp Needs at the Backbar!

DIFFERENT SCALP TYPES WILL HAVE DIFFERENT CONCERNS & SOLUTIONS

THE SALON DIFFERENCE:
DIAGNOSE YOUR CLIENTS SCALP TYPE AT THE BOWL AND SUGGEST SOLUTIONS BASED ON THEIR OWN INDIVIDUAL NEEDS

- Build trust around product recommendations and become the retailer of choice
- Diagnosing and treating clients' scalp needs has never been easier



[Click HERE for In-Salon Signage](#)



HEALTHY HAIR STARTS AT THE ROOT	
MY CLIENT'S SCALP IS?	SCALP SYNC RECOMMENDATION
SENSITIVE? tight and itchy and may have redness	Purifying Scalp Concentrate
	Calming Shampoo
	Universal Conditioner
OILY? greasy toward the end of the day or the day after shampooing	Purifying Scalp Concentrate
	Clarifying Shampoo
	Oil Balancing Serum
DANDRUFF-PRONE? large, heavy flakes that stick in hair and land on shoulders	Purifying Scalp Concentrate
	Anti-Dandruff Shampoo
	Universal Conditioner



[Click here to become Biolage Scalp Sync certified.](#)

Easy Conversation Starters For Your Staff

“ I know you complained about dandruff, however I believe that you are just experiencing some dryness at the scalp. Let's figure out a more moisturizing regimen for you so we can get your scalp in a healthier place! ”

“ At first glance I see some redness on your scalp, that can mean you have some sensitivity, so I want to choose the correct shampoo and conditioner for your specific needs! ”

“ I'm noticing
some dandruff.
Is this
something that
bothers you?
Did you know
that could
mean you're
using the wrong
products for
your skin type?
Let's look at
some better
options
for you. ”

“ How does your scalp tend to feel at the end of the day? ”

“ I see a lot of product build up. As a part of your service, I'd like to add in a scalp detox treatment. ”

Launch a staff incentive to encourage backbar consultation!

Click [HERE](#) for Backroom Signage

[illegible]

BRAND ACTIVATION TOOLKIT – MARCH HAIR PROTECTANT SALE



REDKEN
5TH AVENUE NYC

- Quick Blowout
- Big Blowout



BIOLOGE
PROFESSIONAL

- All-In-1 Treatment Spray
- Thermal Active Setting Spray
- Strength Recovery Spray
- Bond Therapy Smoothing Leave – In Cream



matrix

- Miracle Creator Spray



PUREOLOGY
PROFESSIONAL COLOR CARE

- Smoothing Lotion
- Smoothing Serum



L'ORÉAL
PROFESSIONNEL
PARIS

- Absolut Repair Molecular Leave-in Mask
- Metal Detox Oil



MIZANI
TEXTURE LOVE SINCE 1991

- Heat Screen

30% Off

Your Favorite Thermal Protectants

Click the brand logos to access product knowledge!

Table Display



Shop the look **HERE!**

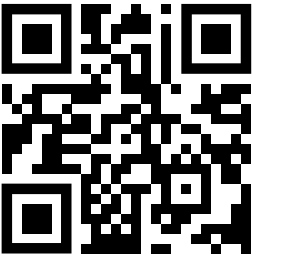


Feeling Lucky Spin-to-Win Signage



Shelf Display

Shop the look **HERE!**



Pick a Clover Signage

BRAND ACTIVATION TOOLKIT – **MARCH TOOL SALE**

Click the brand logo to access product knowledge!

25% Off

L'Oréal Professionnel
Steampod

L'ORÉAL
PROFESSIONNEL
PARIS



The **Power** of the Steampod

Incentivize your clients and staff!

RUN A CONTEST IN-SALON TO HELP LAUNCH YOUR RETAIL BUSINESS *FORWARD*

The purchase of 2 Steampods at 25% off -\$328

Award 1 point to staff member for every retail sale over \$20

Award 1 raffle ticket to each client who makes a retail purchase \$20 or more

Break even at ONLY 4.1 qualifying retail purchases, a week, in March* +\$328

*Figure based on a 4 week month



[Click HERE for Front Desk Signage](#)



[Click HERE for Backroom Signage](#)

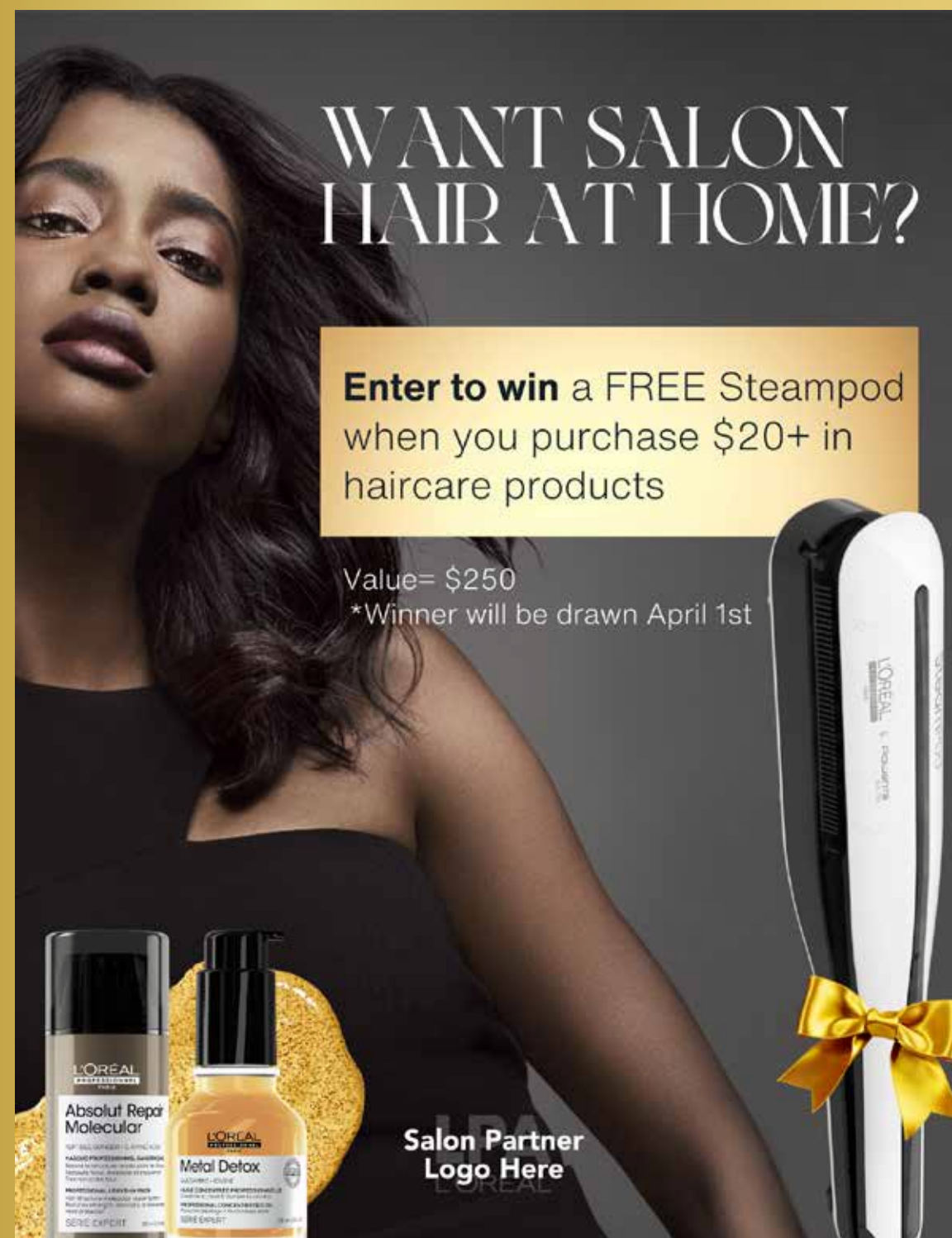
[Click HERE for Amazon Store Front](#)

Table Display

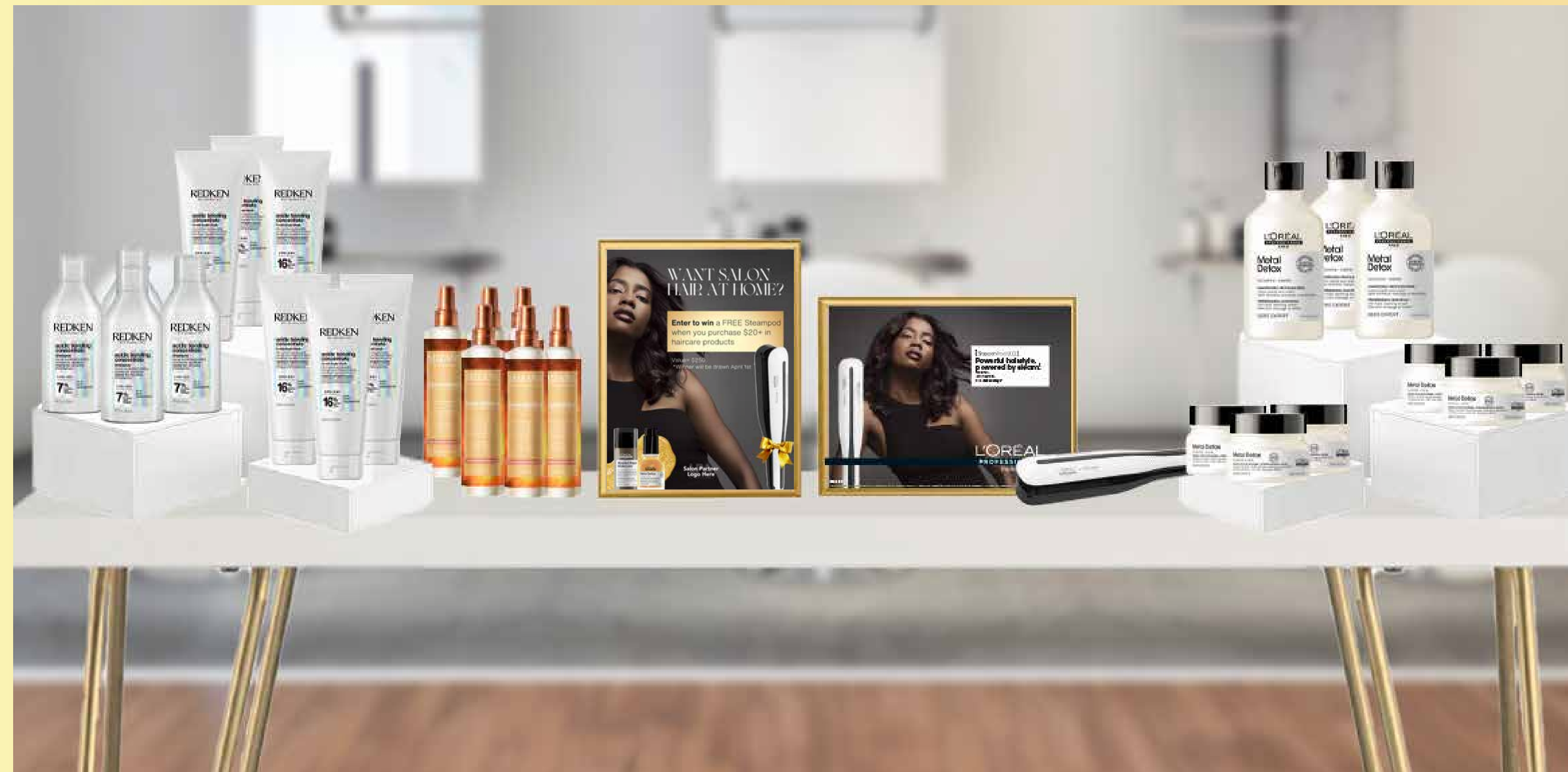
Contest to award 1 **lucky** client!



Shop the look **HERE!**



Promote client contest with Steampod



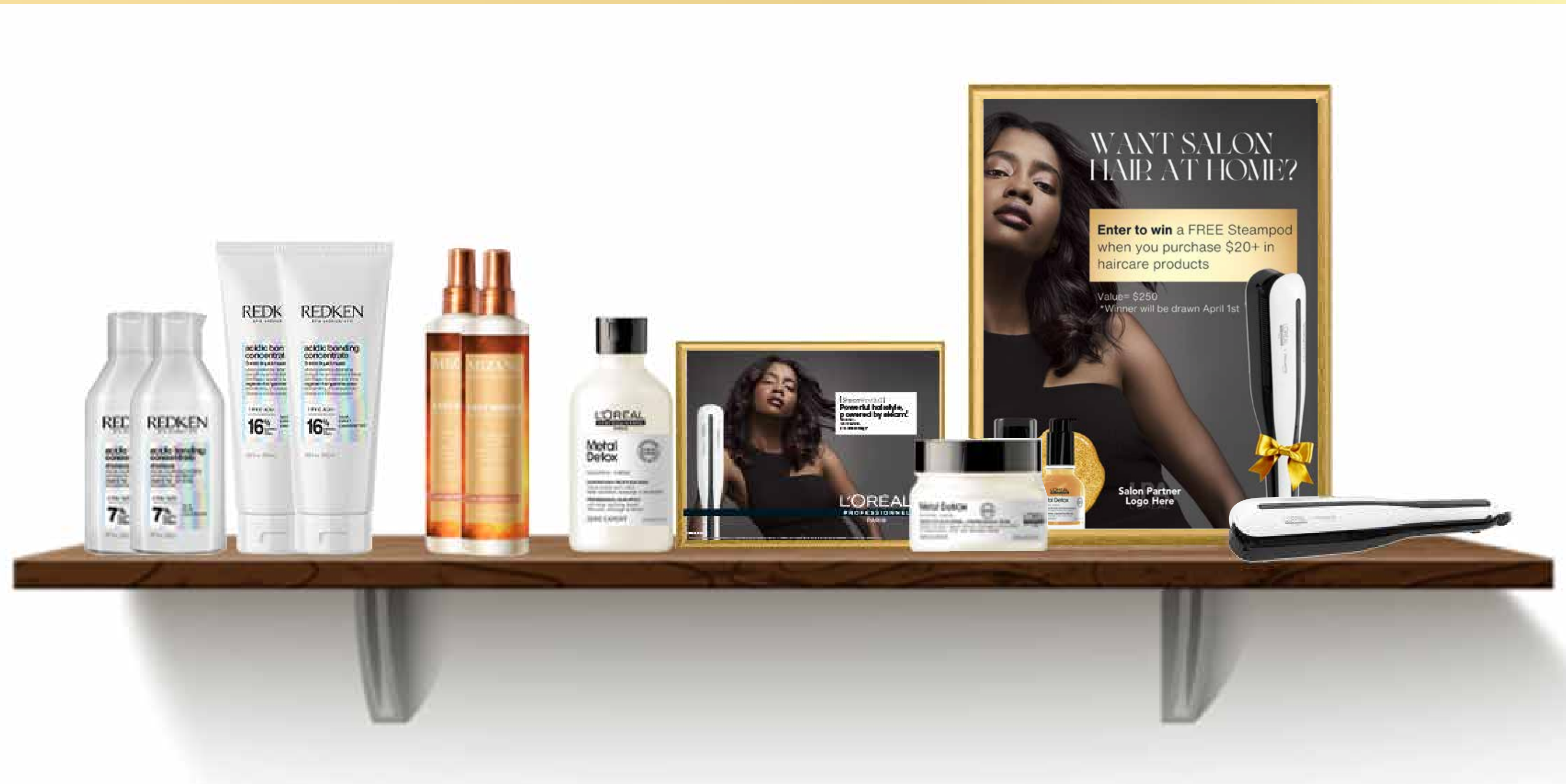


Shelf Display

Shop the look **HERE!**



Contest to award 1 **lucky** client!



Promote client contest with steampod

SHAMMROCK & ROLL, SHARE THE LUCK!

Ready-To-Go Toolkit

Access Assets on the Next Slide!

BIOLAGE SIGNAGE



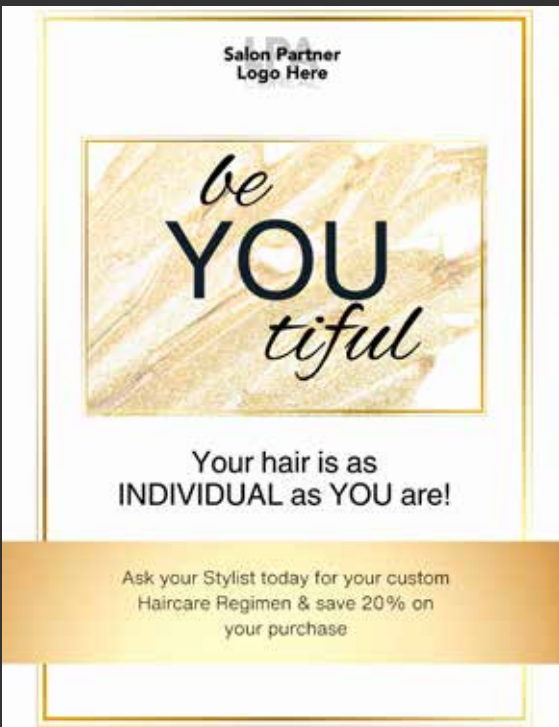
CONSULTATION TOOLS



E-NEWSLETTERS



STEAMPOD PROMOTIONAL CONTENT



ST.PATTY'S PROMOTIONAL CONTENT



SHAMMROCK & ROLL, SHARE THE LUCK!

Ready-To-Go Toolkit

Access Assets on the Next Slide!

BIOLAGE SIGNAGE



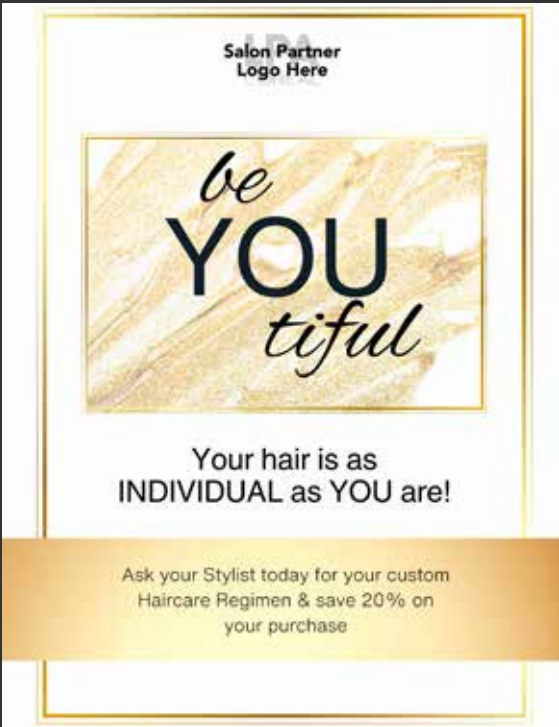
CONSULTATION TOOLS



E-NEWSLETTERS



STEAMPOD PROMOTIONAL CONTENT



ST.PATTY'S PROMOTIONAL CONTENT



SHAMMROCK & ROLL, SHARE THE LUCK!



Ready-To-Go Toolkit

Click or Scan the QR Codes Below!



8.5x11 Easel Signage



5x7 Easel Signage



Insta Stories



Insta Posts



FaceBook Posts



4.25 x 9 Service Menu



E-Blast Newsletter
Active Clients



E-Blast Newsletter
Lost Clients



Product Imagery
*to help customize
signage*

How to Use the Ready-To-Go Toolkit on Canva

ACCESS THE SIGNAGE AND COMMUNICATIONS IN THE TOOLKIT ON PAGE 14

Step 1

ON MOBILE/LAPTOP:
Click on the QR code of the tool needed, e.g., 8.5x11 easel signage

FROM PRINT:
Scan the QR for the tool needed

Step 2

You will be taken to Canva

Click on “USE TEMPLATE FOR NEW DESIGN”

A template created by fenbury
Creative was shared with you, start
designing now

Use template for new design

Step 3

Log into Canva

Don't have an account?

Either sign up for a free trial OR log in via google, facebook, etc.

Step 4

Click on the icon in the bottom right corner to view all of the available signage



Step 5

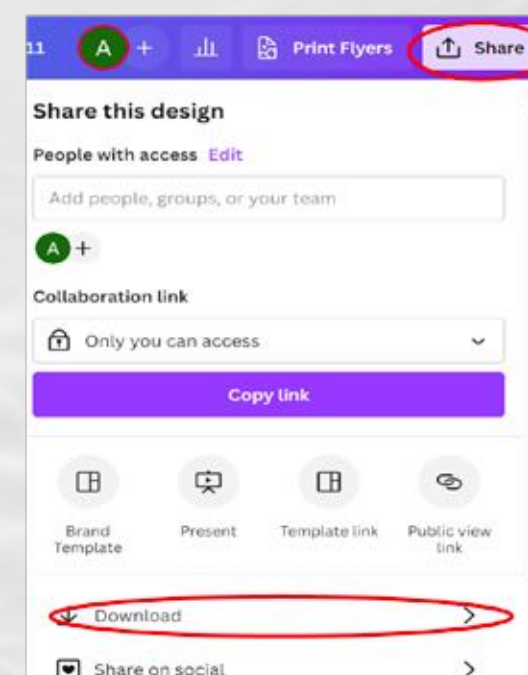
Double click on the asset you would like to edit and personalize

To swap out product images and find what you need, click/scan **PRODUCT IMAGERY** on pg.15

Step 6

To save the signage once you are done customizing:
Click “Share” on the top right corner

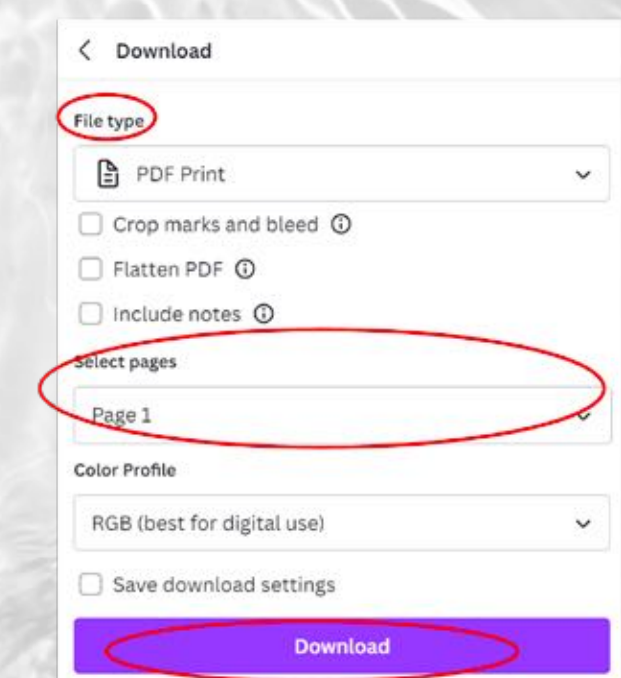
Click “Download”



Select “File type” based on needs

To save down ONLY the specific signage you customized, enter those page numbers under the “Selected pages” drop down

Press “Download”





It's your
lucky month!

L'ORÉAL
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