

L'ORÉAL
PROFESSIONAL PRODUCTS
BRAND ACTIVATION

CELEBRATE STYLE FOR



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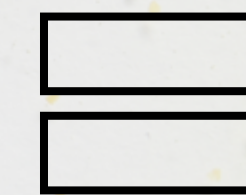


SUCCESS FORMULA

IN-SALON
EDUCATION
FOCUSED ON
EVERY
HAIR TYPE



THE MOST
PREMIUM
PRODUCTS FOR
EVERY CLIENT'S
INDIVIDUAL
HAIR *NEEDS*



AN
INCLUSIVE
AND
SUCCESSFUL
SALON
COMPANY

CELEBRATE STYLE FOR **ALL** - GET YOUR CURL ON

BUILDING AN **INCLUSIVE** SALON COMPANY

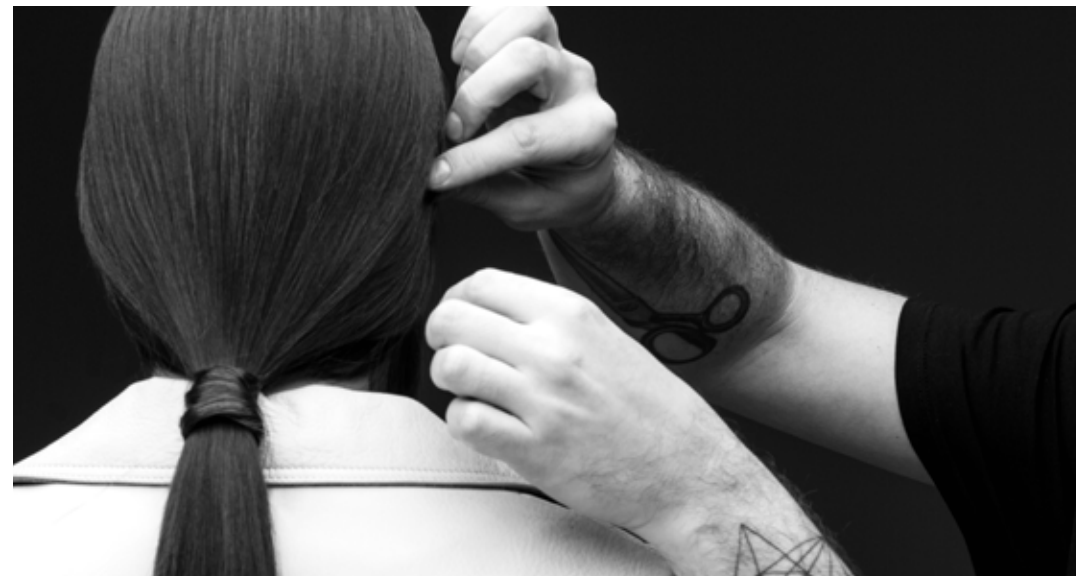
DID YOU KNOW in the past 10 years the percentage of Americans who identify as multicultural has raised 276%.*

Help to foster safe and positive experiences for all customers to feel welcomed, valued, understood, and seen when receiving hair services.

*cite US census bureau

CELEBRATE STYLE FOR **ALL** - GET YOUR CURL ON

WELCOMING ALL HAIR TYPES INTO YOUR SALON,
DRIVES GROWTH FOR YOUR SALON COMPANY.



**THE
TEXTURE
OF CHANGE**

Championed by the Texture of Change Collective, New York
has signed legislation requiring Cosmetology State Board licensing
to include training and testing on all hair types and textures.

CLICK HERE TO SIGN THE PETITION

CELEBRATE STYLE FOR **ALL** - GET YOUR CURL ON

DID YOU KNOW
CURLS ARE

7X

MORE
VULNERABLE
TO DAMAGE &
BREAKAGE?

REDKEN
5TH AVENUE NYC

CELEBRATE STYLE FOR **ALL** - GET YOUR CURL ON

NEW ACIDIC BONDING CURLS + CURL STYLERS



Click **HERE** for ready-to-go sell-through signage

Click **HERE** for launch product knowledge

CELEBRATE STYLE FOR **ALL** - GET YOUR CURL ON

SPECIAL OFFERS ON ACIDIC BONDING CURLS



STYLIST OFFER

Try it today! \$14 includes:

Acidic Bonding Curls Shampoo	10.1oz
Acidic Bonding Curls Conditioner	10.1oz
Acidic Bonding Curls Leave-in Treatment	8.5oz
Hydrating Curl Cream	6.8oz
Sculpting Curl Gel	8.5oz
Refreshing Curl Mist	8.5oz

+500 LEVEL points

SALON OFFER

Free Gift with Purchase!

Buy 6-11 Redken Curl Products, and Receive \$14ea

1 Set of Liters

- Acidic Bonding Curls Shampoo 1L
- Acidic Bonding Curls Conditioner 1L

Salon signage

+1000 LEVEL points

SALON DELUXE OFFER

Free Gift with Purchase!

Buy 12+ Redken Curl Products, and Receive \$14ea

1 Set of Liters

- Acidic Bonding Curls Shampoo 1L
- Acidic Bonding Curls Conditioner 1L

Curl Care GWP Kit

Salon Signage

+1500 LEVEL points

STAY **COMPETITIVE** IN YOUR RETAIL MARKET WITH AN IN-SALON CLIENT TRIAL OFFER

COMPETITIVE PRICING STRATEGY

How to compete while staying profitable?

COMPETITIVE
RETAILER
25% OFF



~~\$33.00~~ **\$24.75**

By passing on
your savings!

SALONCENTRIC
SPECIAL SALE PRICE OF
\$14



~~\$18.70~~ **\$14.00**

Take advantage of the
25% off price!

IN-SALON
CLIENT COST
FULL PRICE



\$33.00

Your Profit = **\$19.00**

IN-SALON
CLIENT COST
30% OFF



~~\$33.00~~ **\$24.75**

Your Profit = **\$10.75**

L'ORÉAL
PROFESSIONNEL
PARIS



Curl Expression

MIZANI
TEXTURE LOVE SINCE 1991



True Textures

REDKEN
5TH AVENUE NYC



Acidic Bonding Curls

REDKEN
5TH AVENUE NYC



All Soft Mega Curls

matrix



A Curl Can Dream

CELEBRATE STYLE FOR **ALL**

GET YOUR CURL ON
SHOP YOUR FAV BRANDS!

CELEBRATE STYLE FOR **ALL** - GET YOUR CURL ON

START YOUR **STYLE FOR ALL** JOURNEY *TODAY*

INSPIRE

MIZANI ARTIST | TEXTURE OF CHANGE AMBASSADOR | SALON OWNER

Tippi Shorter tells her story of how inclusivity has positively impacted her business.



[CLICK HERE TO WATCH VIDEO](#)

EDUCATE

Get your Aircut Certification & perfect your skills in cutting all hair texture types.

USE CODE **BATMAC150**
FOR **\$150 OFF** IN THE
MONTH OF MAY!



[SCAN OR CLICK HERE TO GET CERTIFIED](#)

PREPARE

Shop SalonCentrics curl sales during the month of May.

30% OFF
Mizani Aircut Must-Haves

Press Agent Cream, Press Agent Serum, Miracle Milk, True Textures Curl Enhancing Lotion, & True Textures Curl Stretch Cream



CELEBRATE STYLE FOR **ALL** - SET THE TONE

MAY COLOR ESSENTIALS:

Toners | Maintenance | Enhancers

REDKEN
5TH AVENUE NYC

Purchase 10-23
Demi-Permanent Shades



Receive **FREE** Liter Shades
EQ Processing Solution of
choice **AND** a
Blondes Tech Guide

matrix

Purchase 8-15 SoColor, SoColor
Sync, or Tonal Control Shades



Receive **FREE** High Riser
Pre-Bonded Lightener

PULPRIOT

Purchase 4+ Toners



Receive **FREE** Volume
Premium Developer of choice

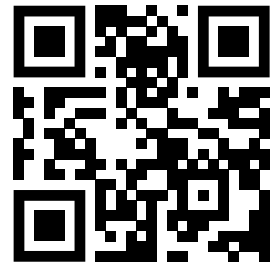
L'ORÉAL
PROFESSIONNEL
PARIS

Purchase 6+
Dia Light Shades



Receive **FREE**
Dia Developer of choice

TABLE DISPLAY



Shop the look **HERE!**

A promotional graphic for 'BECOME A STYLE VIP'. It features a large, bold 'VIP' in white on a black background, framed by a decorative border. Below this, text reads: 'Receive a VIP Bracelet with your purchase today & redeem for 20% off any backbar treatment during your next visit!'. At the bottom left, it says 'Salon Partner Logo Here'.

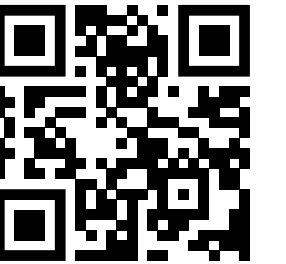
Become a Style VIP



SHELF DISPLAY

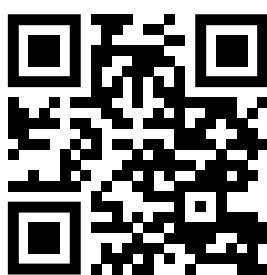


Shop the look [HERE!](#)



Wanna Be a VIP?

TABLE DISPLAY



Shop the look **HERE!**

FOR THE ONE WHO
DESERVES IT

ALL

BUY MORE SAVE MORE

MOTHER'S DAY SPECIAL
10% OFF 2+ TAKE-HOME PRODUCTS
15% OFF 3+ TAKE-HOME PRODUCTS
20% OFF 4+ TAKE-HOME PRODUCTS
FREE GIFT WRAPPING!

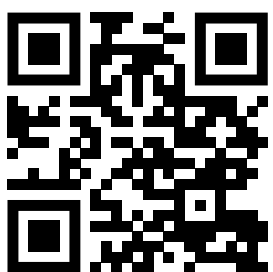
Salon Partner
Logo Here

For the One Who Deserves it ALL



SHELF DISPLAY

Shop the look **HERE!**



Start your
Mother's Day promotions
a month ahead
for early
gift planning!

MOTHER'S DAY PACKAGES

TREAT Gloss Treatment Blow Out 10% off Take home products	\$XX
\$XX	DELIGHT Backbar Treatment Masque Gloss Treatment Blow Out 20% off Take Home Products
SPOIL Backbar Treatment Masque Gloss Treatment Blow Out Complimentary Stylist recommended shampoo & conditioner regimen	\$XX

Salon Partner
Logo Here

Mother's Day Packages

SCALP SYNC

DID YOU KNOW scalp care was the fastest growing hair care category last year, +43% vs. year prior.

*Become a **destination** for diagnosis & treatment for scalp health needs and provide your clients with a relaxing and indulgent experience!*



THE FUTURE OF HAIRCARE: SCALP SYNC

Add revenue through backbar and retail!



CUSTOM SCALP SERVICES
ask your stylist today!

PURITY
purifying & detoxifying
dandruff-prone scalps

SERENITY
calming & hydrating
dry & sensitive scalps

CLARITY
clarifying & refreshing
oily scalps

Click **HERE** for Launch Product Knowledge



WHAT SCALP TYPE DO I HAVE?

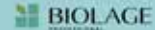
WHAT DO YOU FEEL?	Scalp feels tight or inflexible	Scalp feels irritated or raw	Scalp feels "tingly" toward the end of day	Uneven scalp surface
	Itchy	Itchy	Greasiness	Itchy and/or greasiness
WHAT DO YOU SEE?	Small, light flakes that look like dust on shoulders	Redness on the scalp	Hair looks greasy toward the end of day or the day after shampooing	Larger, heavy flakes that stick in hair and may also land on shoulders and/or Distinct patches of white or yellow flakes on scalp
SCALP CONCERN	 DRY SCALP The scalp is producing less sebum than is needed. The scalp surface becomes dry and flaky the same way that dry skin on the body can crack and flake. Dry scalp is commonly mistaken for dandruff.	 SENSITIVE SCALP Sensitivity is often caused by dryness combined with an abundance of bacteria or other environmental aggressors.	 OILY SCALP The scalp is producing more sebum than is needed to nourish the hair and scalp. The hair is unable to absorb the excess sebum, making it difficult for this person to skip a shampoo day.	 DANDRUFF-PRONE Dandruff is caused when there is an abundance of Malassezia (yeast) on the scalp. Yeast thrives when excess sebum is present.

Click **HERE** for scalp diagnosis tool



NEW! SCALP SYNC
THE FUTURE OF HAIR CARE IS SCALP CARE





THE FUTURE OF HAIRCARE IS SCALP CARE
PURIFYING SCALP CONCENTRATE
treatment for all scalp types
exfoliates and calms in one step



Click **HERE** for retail signage



ask your stylist for a
SCALP CONSULTATION
receive a personalized scalp care routine





ask me about a
SCALP MASSAGE SERVICE
your hair's health starts with your scalp



Click **HERE** for backbar signage

HOW TO BUILD YOUR BUNDLE

PROFIT CALCULATOR

PRODUCT COST		SERVICES PER PRODUCT		PRODUCT COST PER SERVICE	
Biolage Scalp Sync Shampoo Liter	\$21.00	Biolage Scalp Sync Shampoo Liter	100	Biolage Scalp Sync Shampoo Liter	\$0.21
Biolage Scalp Sync Conditioner Liter	\$21.00	Biolage Scalp Sync Conditioner Liter	100	Biolage Scalp Sync Conditioner Liter	\$0.21
Biolage Scalp Sync Concentrate 200ml	\$13.00	Biolage Scalp Sync Concentrate 200ml	20	Biolage Scalp Sync Concentrate 200ml	\$0.65
Styling Product	\$12.00	Styling Product	20	Styling Product	\$0.60
Hairspray	\$12.00	Hairspray	20	Hairspray	\$0.60
PRODUCT COST LINE					-\$2.27



SERVICE	SERVICE COST
Scalp Consultation	\$10.00
Scalp Treatment	\$20.00
10 Min Scalp Massage	\$25.00
Haircut	\$100.00
Blowout	\$75.00
SERVICE COST LINE	-\$230.00

TOTAL COST LINE	-\$232
BUNDLE PRICE	\$232
BUNDLE DISCOUNT	10%
FINAL BUNDLE PRICE	\$210

PLAN FOR SUCCESS

TIMELINE & CHECKLIST

1ST WEEK OF MAY: INVESTMENT

- ☐ Purchase into SalonCentric deals
- ☐ Review Ready-To-Go Signage for in-salon promotions (pg. 20)
- ☐ Decide which promotions to run and use relevant signage & digital content from toolkit
- ☐ Purchase in-salon display & merchandising items (pg. 11-14)
- ☐ Review relevant digital education on L'ORÉAL ACCESS [HERE](#)

MAY - JUNE: EXECUTION

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

MID-JUNE: 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

PARTY TIME, SHARE THE FUN!

READY-TO-GO TOOLKIT

Access Assets on the Next Slide!

BIOLAGE SIGNAGE REDKEN SIGNAGE MIRROR CLINGS TONING SERVICES E-NEWSLETTERS



Active Clients

Lost Clients

EVERGREEN SIGNAGE FESTIVAL PROMOTIONAL CONTENT MOTHER'S DAY PROMOTIONAL CONTENT



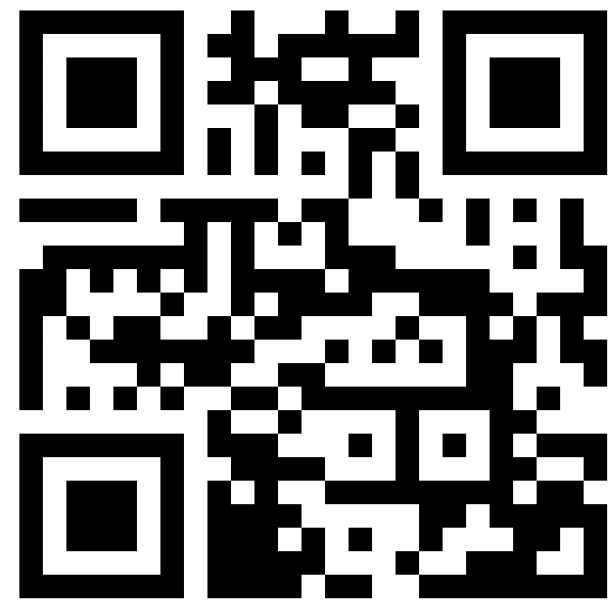
PARTY TIME, SHARE THE FUN!

READY-TO-GO TOOLKIT

Click or Scan the QR Codes Below!



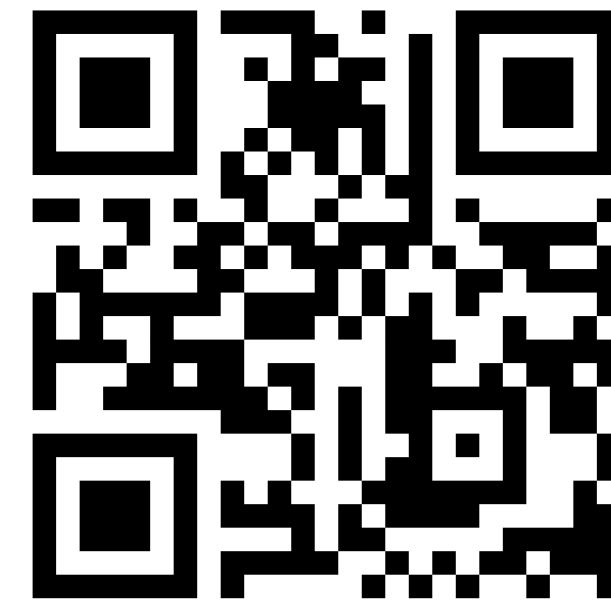
8.5x11 Easel Signage



5x7 Easel Signage



Insta Stories



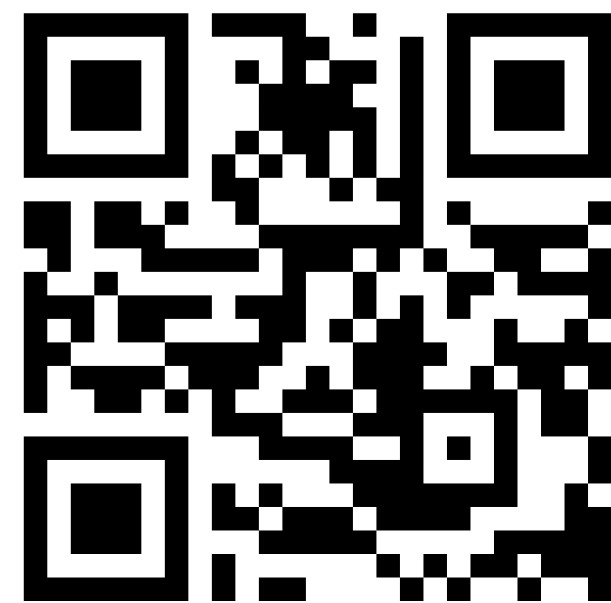
Insta Posts



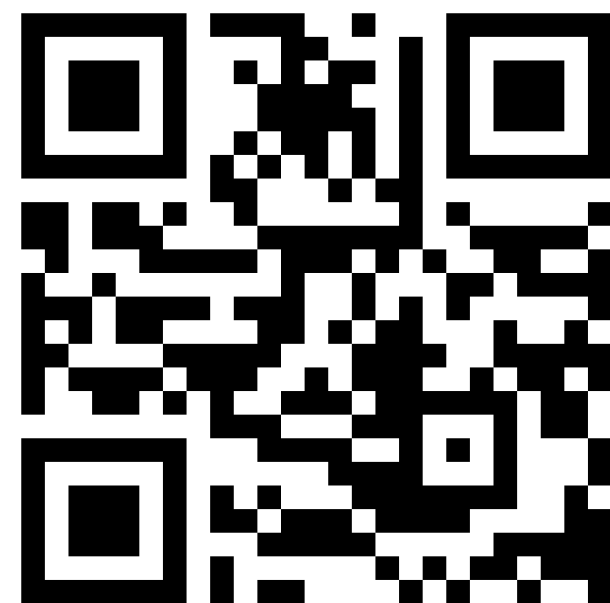
FaceBook Posts



4.25 x 9 Service Menu



E-Blast Newsletter
Active Clients



E-Blast Newsletter
Lost Clients



Mirror Clings



Product Imagery
*to help customize
signage*

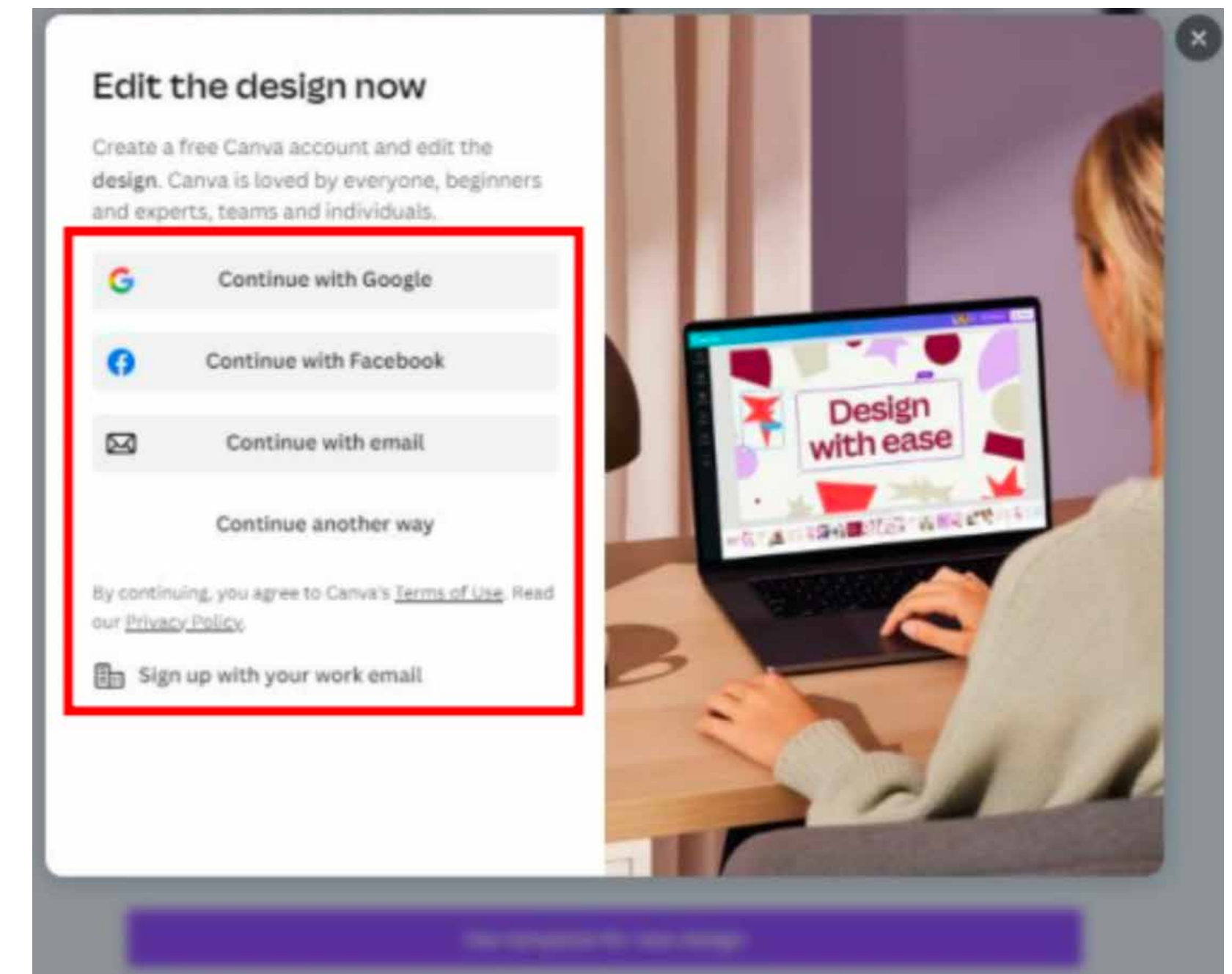
HOW-TO-USE THE READY-TO-GO TOOLKIT ON CANVA

ACCESS THE SIGNAGE AND COMMUNICATIONS IN THE TOOLKIT ON PAGE 20



Step 1

Select “Use template for a new design.”
The links on page 16 will direct you to the above page.

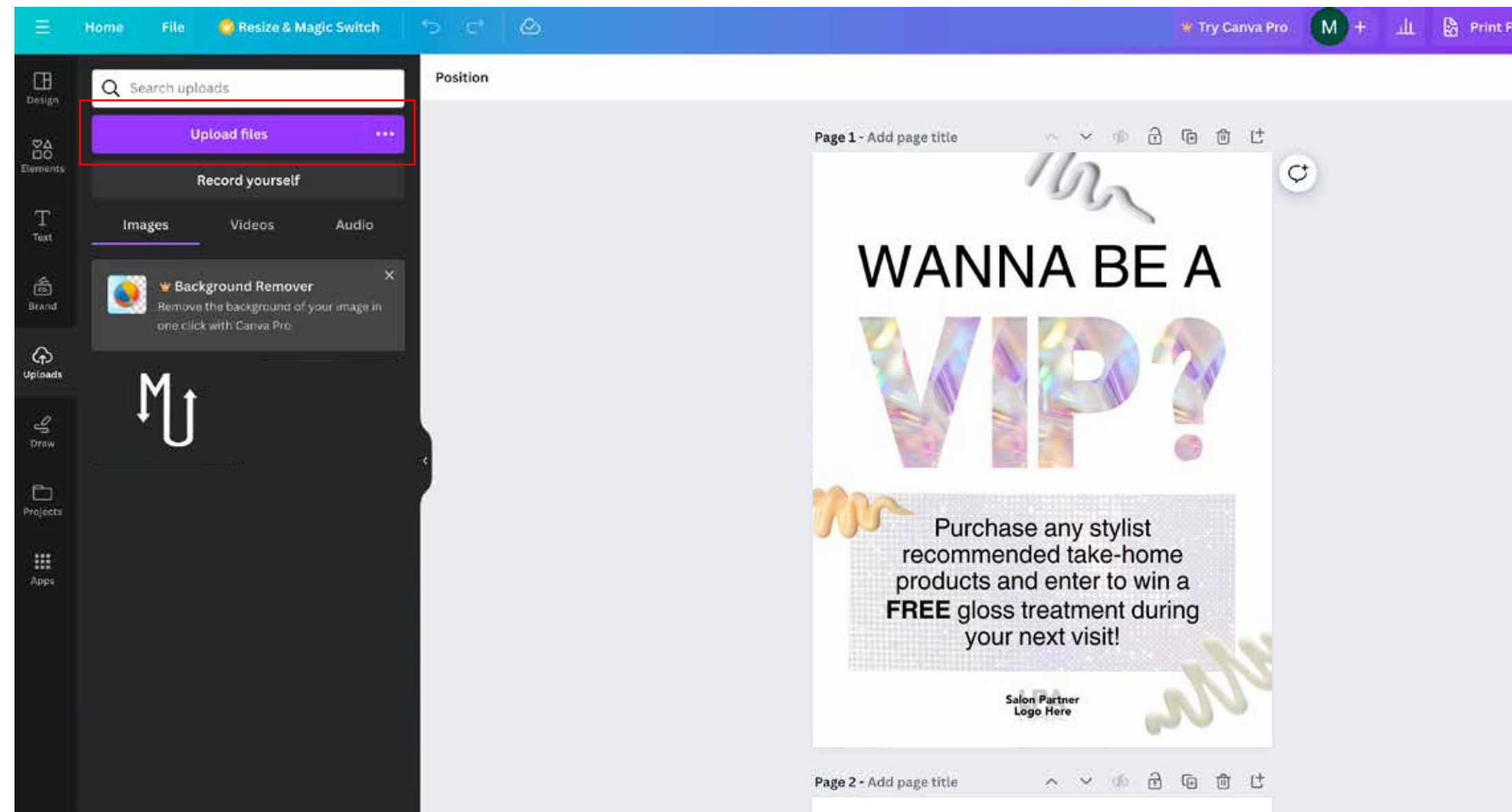


Step 2

Login to your Canva account
or
Sign up for a free account.

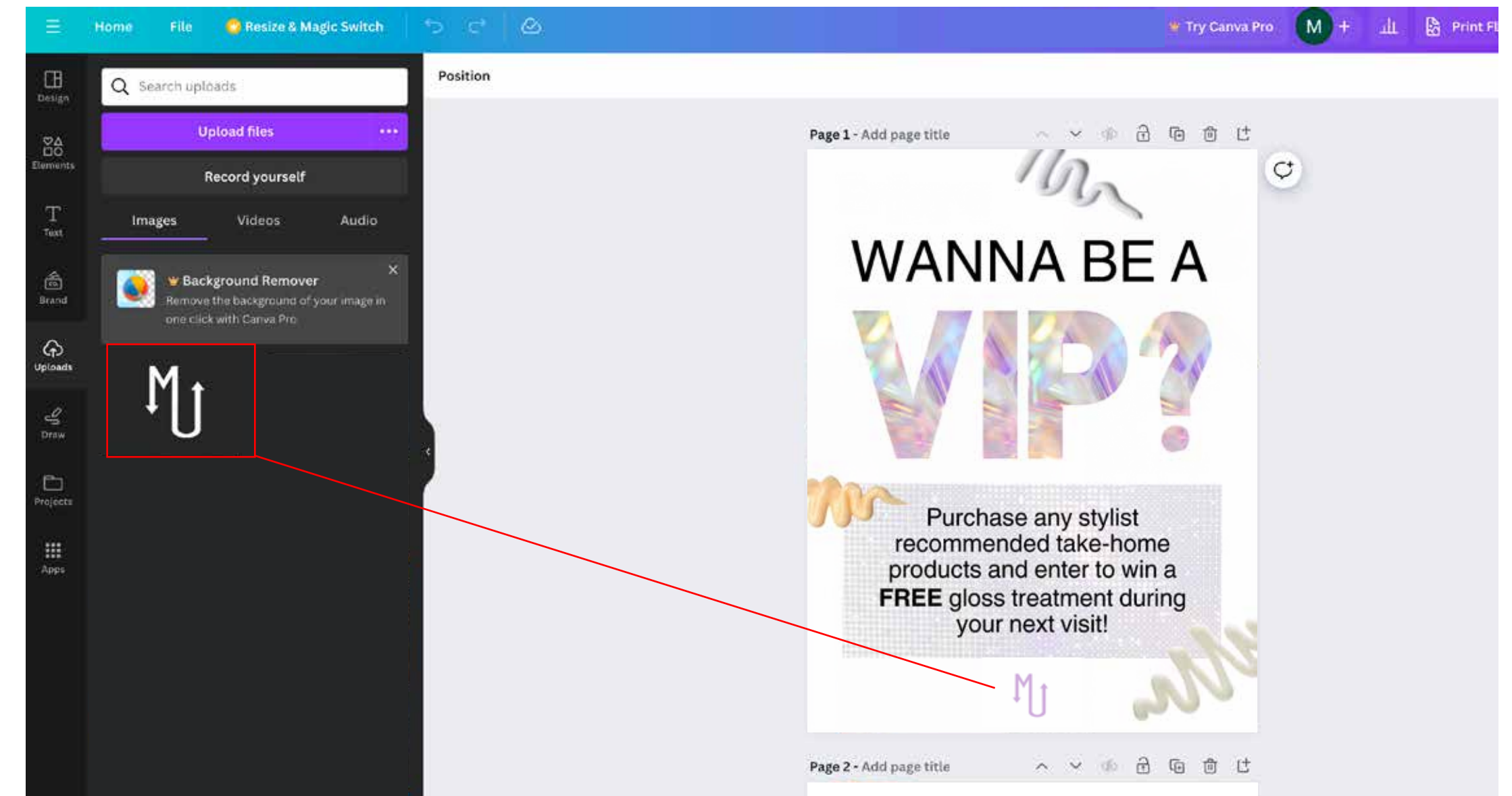
HOW-TO-USE THE READY-TO-GO TOOLKIT ON CANVA

ACCESS THE SIGNAGE AND COMMUNICATIONS IN THE TOOLKIT ON PAGE 20



Step 3

Everything is customizable. For example, to update your logo, select “Uploads” on the left menu and select “Upload files” to find your logo on your device.

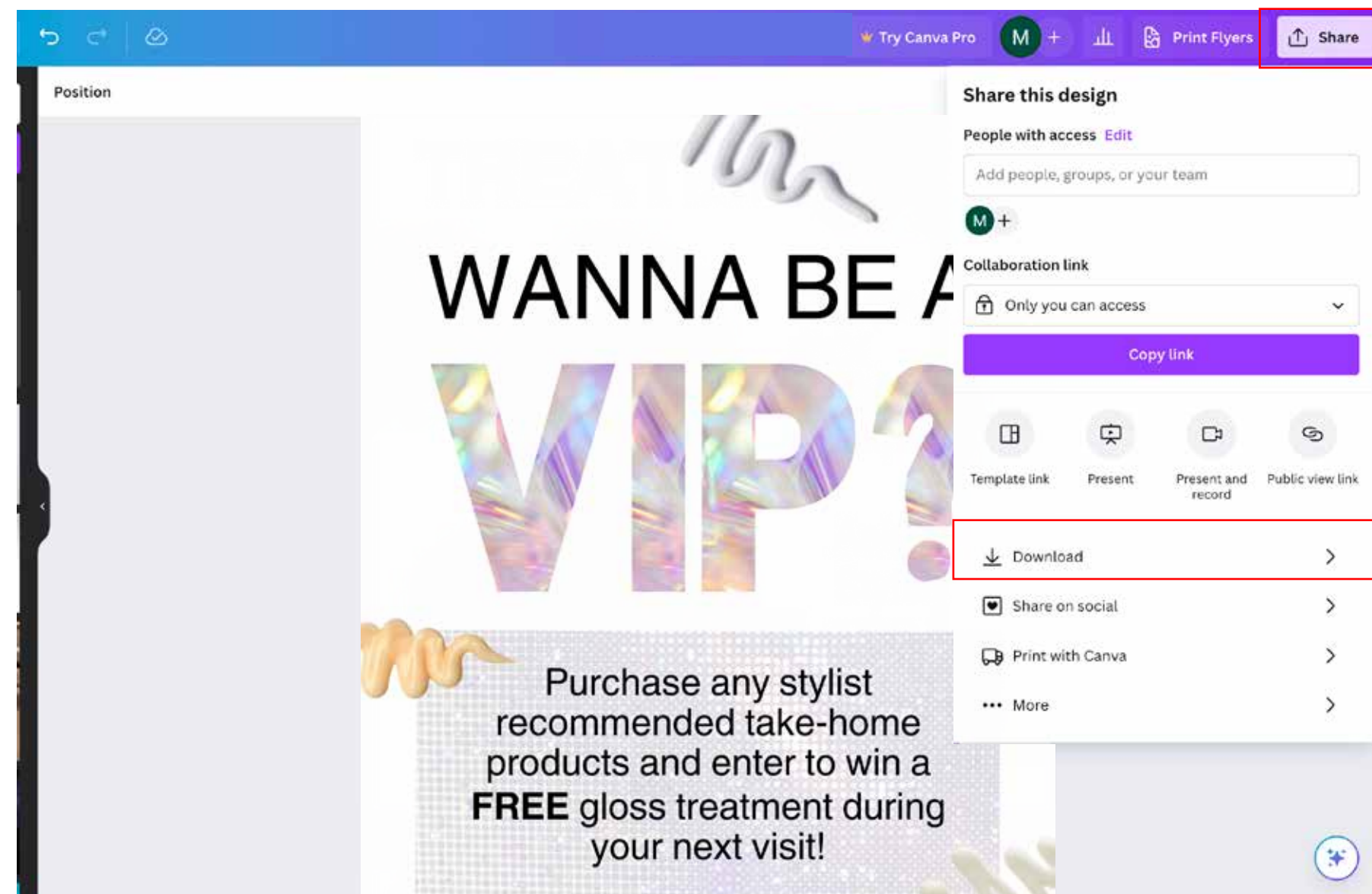


Step 4

Drag and drop your logo from the navigation into the area where the example logo lives and remove the example logo.

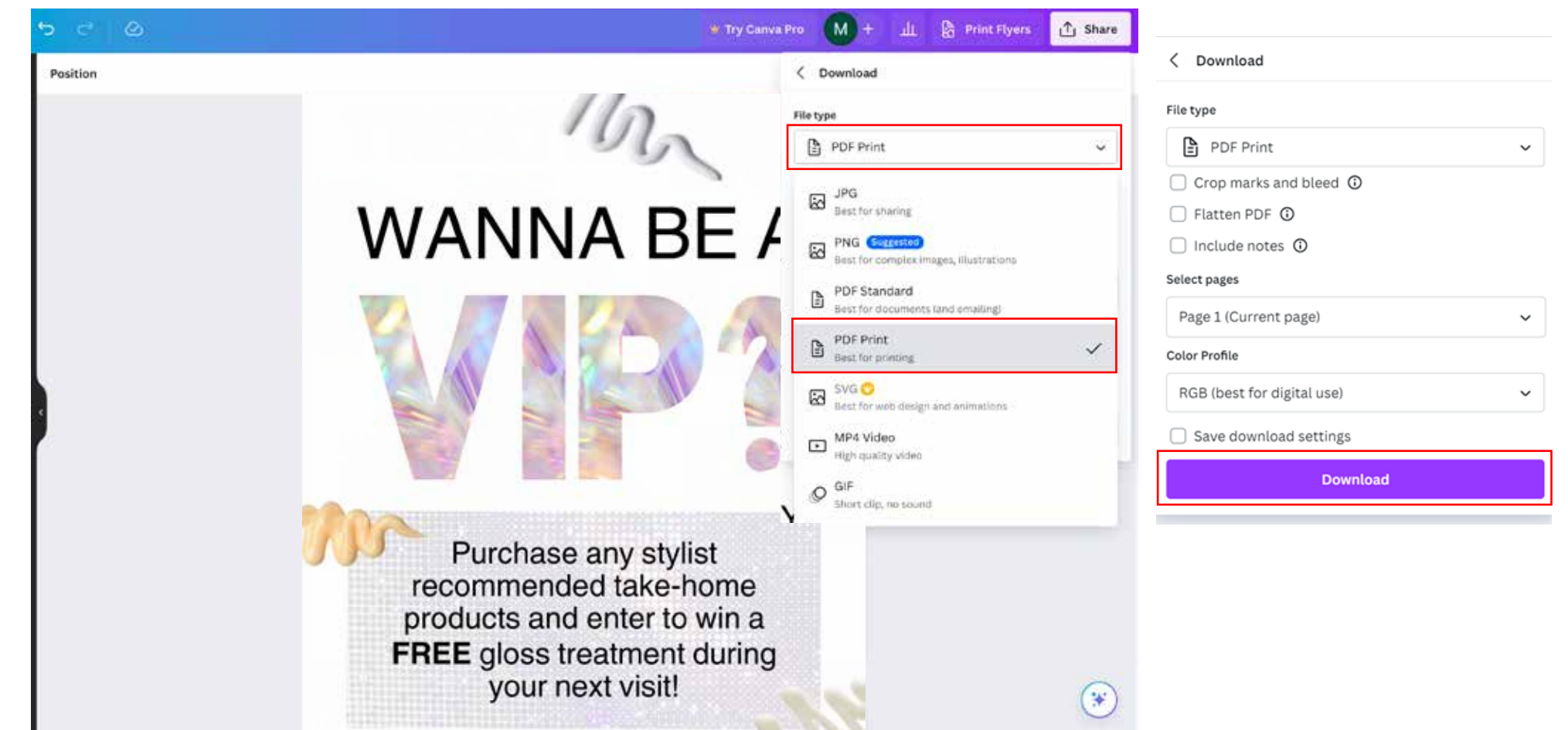
HOW-TO-USE THE READY-TO-GO TOOLKIT ON CANVA

ACCESS THE SIGNAGE AND COMMUNICATIONS IN THE TOOLKIT ON PAGE 20



Step 5

Select “Share” on the top right then “Download” for additional formats to save as.



Step 6

Select the drop-down menu for a list of format you can save as. Fill out “Select pages” to download the signage you need. (PDF Print is best for print).

IT'S TIME TO CELEBRATE **ALL** HAIR!

L'ORÉAL
PROFESSIONAL PRODUCTS
BRAND ACTIVATION

