

L'ORÉAL
PROFESSIONAL PRODUCTS
BRAND ACTIVATION

BRAND ACTIVATION Toolkit

JULY 2024

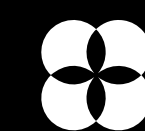
 **BIOLAGE**
PROFESSIONAL

L'ORÉAL
PROFESSIONNEL
PARIS

 **matrix**

MIZANI
TEXTURE LOVE SINCE 1991

PULPRIOT

 **PUREOLOGY**
PROFESSIONAL COLOR CARE

REDKEN
5TH AVENUE NYC

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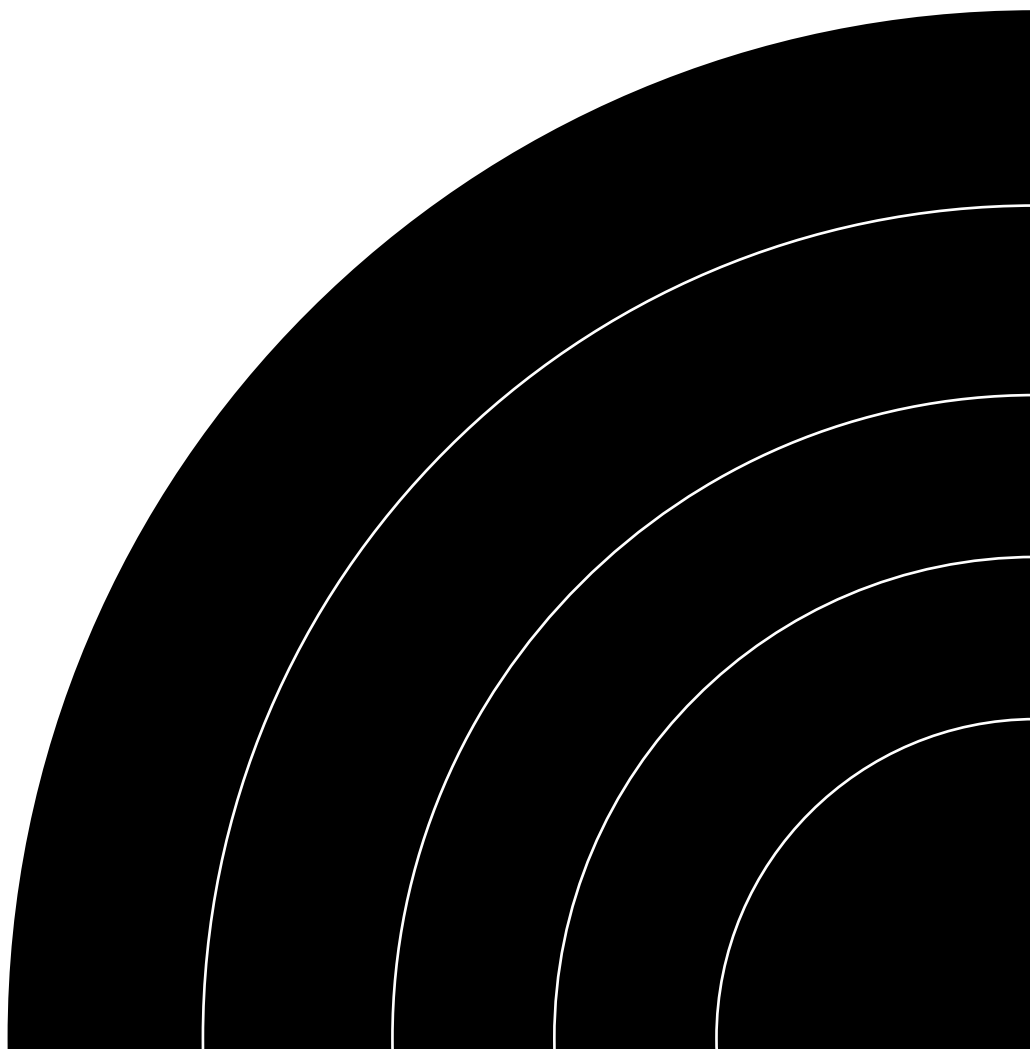
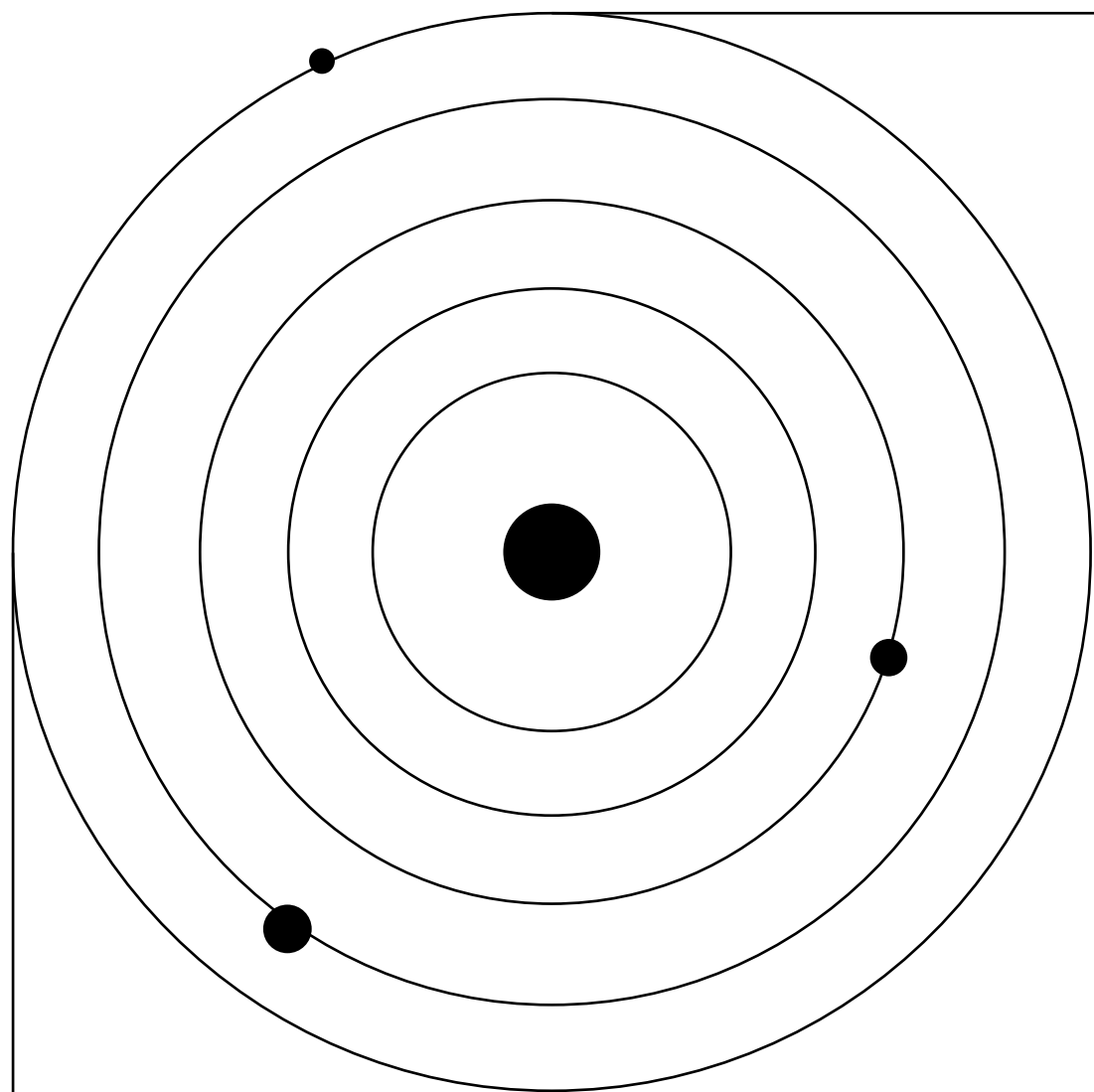
Summer "Go-To's" Sale
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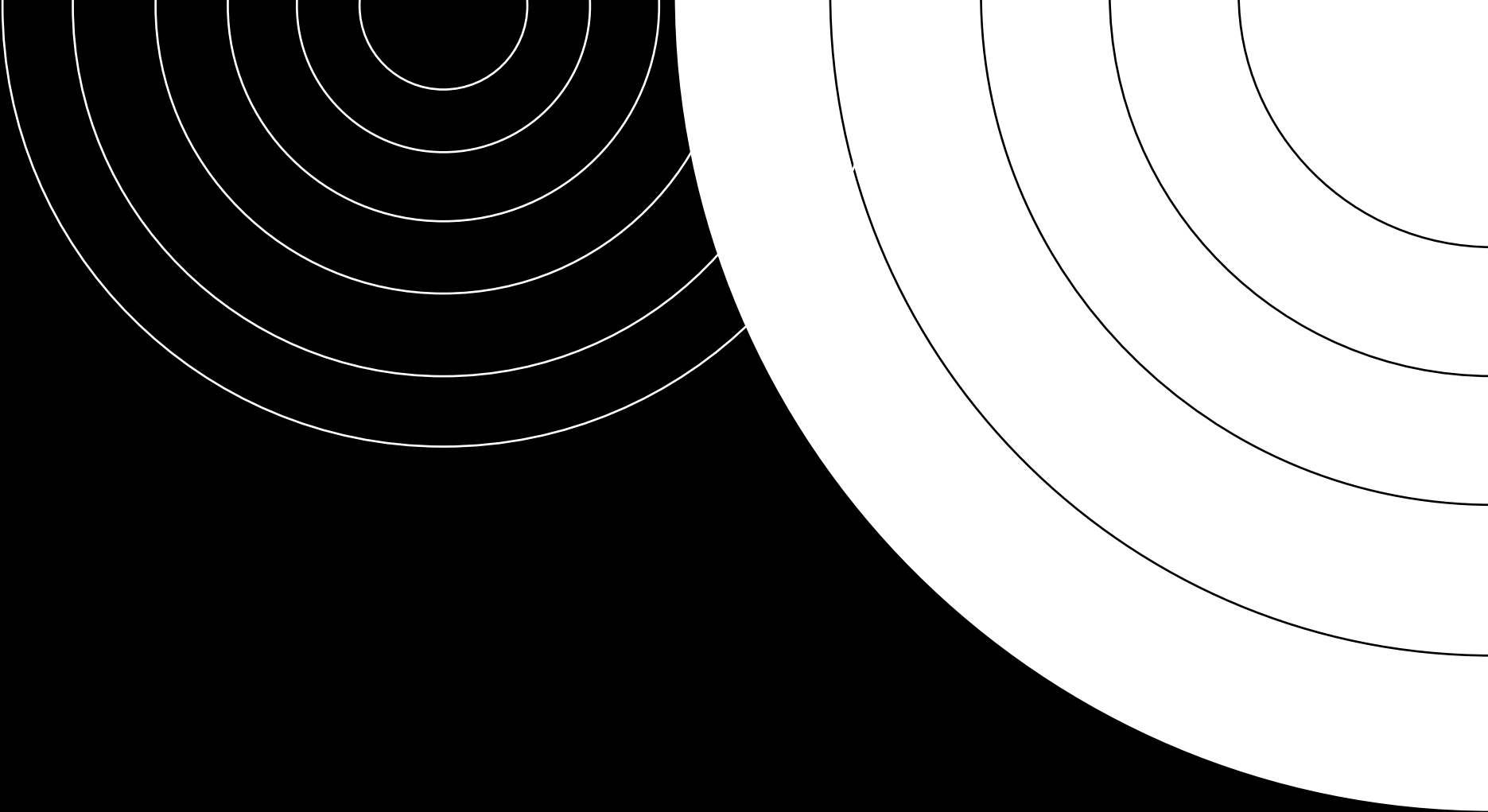
2

Merchandising In-Salon

Merchandise in-salon with a Summer "Go To's" sale!
Table Display
Shelf Display
Cash Wrap/ Reception Desk
Ready-To-Use Toolkit

3





1

BRAND FOCUSES
& What's New

INTRODUCING OUR NEW
Salon Signage Templates!

Choose the look that works for YOUR salon & start using our ready-to-go signage today!



Minimal



Coastal Modern



Luxe Glam



Rustic



Cheerful

NEW

Metal Detox Pre-shampoo Treatment

Refill hair micro-breaks for 96% less breakage*.

[CLICK HERE FOR LAUNCH
PRODUCT KNOWLEDGE](#)



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PROFESSIONNEL
PARIS

**Metal
Detox**



GLICOFILLER 2% + IONÈNE

PRÉ-SHAMPOOING PROFESSIONNEL
Traitement complet anti-perte

BRAND PROMOTION

SUGGESTED
IN-SALON SELL-THROUGH PROMOTION



20% OFF

Metal Detox Product Line



(Based on Metal Detox Retail Shampoo)
Purchase @ Sale Price \$16.31
Offer in Salon @ 20% OFF ~~\$36.00~~ \$28.00
Profit \$8.00
PROFIT POTENTIAL

CLICK HERE FOR
PRODUCT KNOWLEDGE

Salon Partner
Logo Here

Save
20%

ON METAL DETOX

Products when you ask your
stylist how to protect your hair
color at home!

CLICK HERE FOR
EDITABLE SIGNAGE

BRAND PROMOTION

SUGGESTED
IN-SALON SELL-THROUGH PROMOTION

REDKEN
5TH AVENUE NYC

25% OFF

Frizz Dismiss Rebel Tame Cream

\$15 SPECIAL PRICE

ABC 5 Minute Liquid Mask & ABC Leave in Treatment



Frizz Dismiss Rebel Tame Cream

Purchase @ Sale Price \$12.75

Offer in Salon @ 20% OFF
~~\$30.00~~ \$16.00

Profit \$11.25

PROFIT POTENTIAL



ABC Mask

Purchase @ Sale Price \$15.00

Offer in Salon @ 20% OFF
~~\$38.00~~ \$30.00

Profit \$15.00

PROFIT POTENTIAL



ABC Leave in

Purchase @ Sale Price \$15.00

Offer in Salon @ 20% OFF
~~\$33.00~~ \$26.00

Profit \$11.00

PROFIT POTENTIAL

CLICK HERE FOR
PRODUCT KNOWLEDGE

CLICK HERE FOR
PRODUCT KNOWLEDGE

Savings
SALON

Salon Partner
Logo Here

SUMMER SALE
ON REDKEN FAVORITES

SAVE
20%

CLICK HERE FOR
EDITABLE SIGNAGE

BRAND PROMOTION

SUGGESTED
IN-SALON SELL-THROUGH PROMOTION



20% OFF

A Curl Can Dream & A Curl Can Dream Wave



(Based on Average Retail Size Product Price)

Purchase @ Sale Price \$8.20

Offer in Salon @ 20% OFF w/ BOGO
~~\$20.00~~ \$16.00

Profit \$7.80
PROFIT POTENTIAL

[CLICK HERE FOR
PRODUCT KNOWLEDGE](#)



[CLICK HERE FOR
EDITABLE SIGNAGE](#)

BRAND PROMOTION



20% OFF

- Strength Cure Shampoo (266ML)
- Strength Cure Conditioner (266ML)
- Strength Cure Miracle Filler
- Strength Cure Superfood Deep Treatment Mask



(Based on all 4 products)
Purchase @ Sale Price \$67.98
Offer in Salon @ 30% OFF ~~\$150.00~~ \$105.00
Profit \$37.02
PROFIT POTENTIAL



CLICK HERE FOR PRODUCT KNOWLEDGE & RETAIL TIPS!

SUGGESTED
IN-SALON SELL-THROUGH PROMOTION



CLICK HERE FOR EDITABLE SIGNAGE

BRAND PROMOTION

SUGGESTED
IN-SALON SELL-THROUGH PROMOTION

PULPRIOT
20% OFF

Barcelona Toning Shampoo
Belfast Toning Conditioner



Toning Shampoo
Purchase @ Sale Price \$29.26
Offer in Salon @ 25% OFF w/ BOGO
~~\$71.00~~ \$53.00
Profit \$23.74
PROFIT POTENTIAL



Toning Conditioner
Purchase @ Sale Price \$23.50
Offer in Salon @ 25% OFF w/ BOGO
~~\$58.00~~ \$43.00
Profit \$19.50
PROFIT POTENTIAL

[CLICK HERE FOR
PRODUCT KNOWLEDGE](#)



[CLICK HERE FOR
EDITABLE SIGNAGE](#)

BRAND PROMOTION

SUGGESTED
IN-SALON SELL-THROUGH PROMOTION



3 FOR \$30

Mizani Must-Haves



(Based on 1 Mizani Miracle Milk)
Purchase @ Sale Price \$10.00
Offer in Salon @ 10% OFF ~~\$26.00~~ \$23.00
Profit \$13.00
PROFIT POTENTIAL

CLICK HERE FOR
PRODUCT KNOWLEDGE

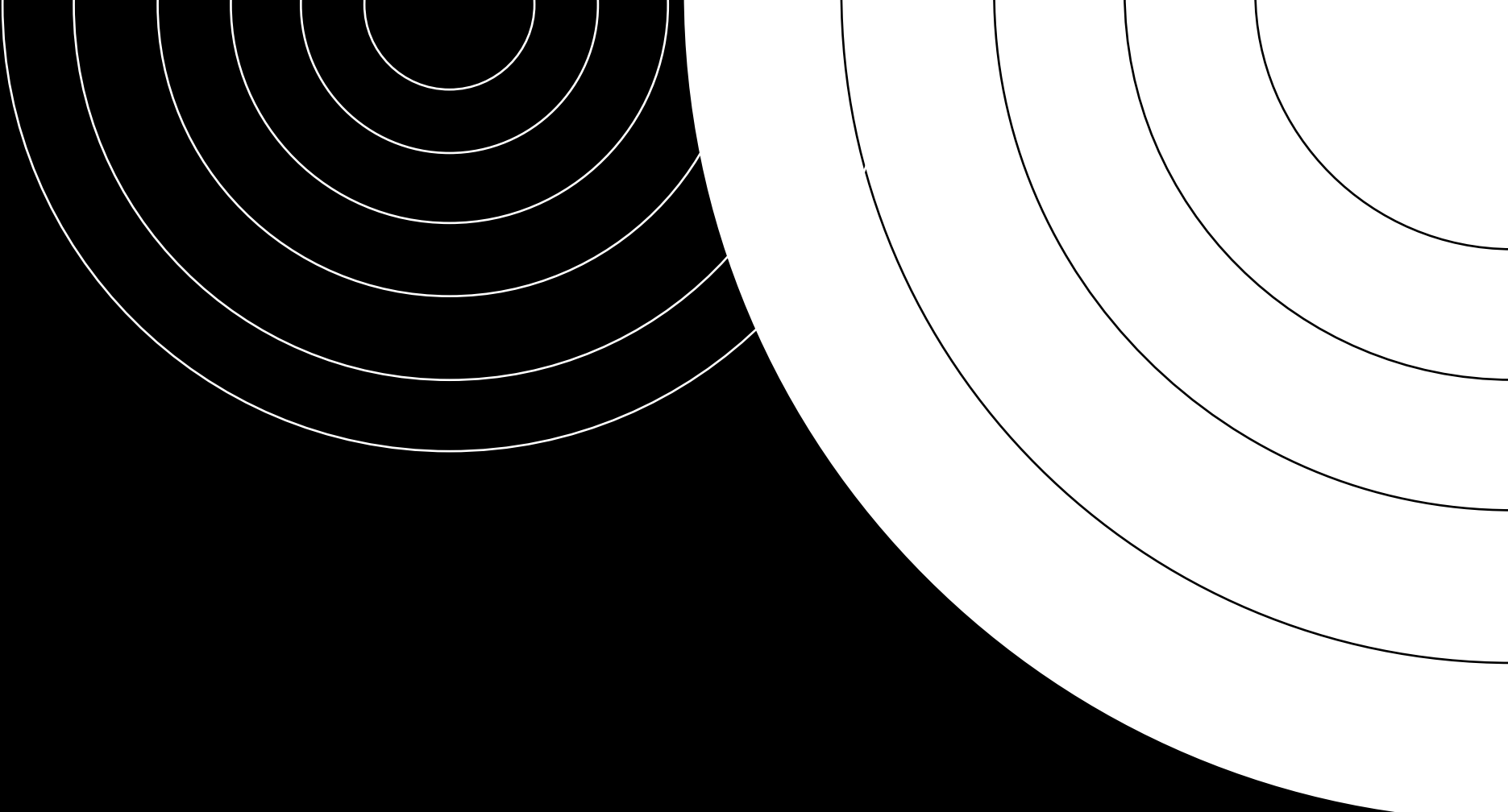
BUY MORE
SAVE MORE

Mizani Must-Haves!

10% OFF 1 PRODUCT
15% OFF 2 PRODUCTS
20% OFF 3+ PRODUCTS

Salon Partner
Logo Here

CLICK HERE FOR
EDITABLE SIGNAGE



2

SalonCentric Sales



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5TH AVENUE NYC

- Beach Spray
- Smoothing Spray
- Dry Texture Spray



 **matrix**

- Mega Slick Shampoo
- Mega Slick Conditioner
- Mega Slick Iron Smoother
- Mega Slick Blow Down Cream
- Miracle Creator



 **BIOLAGE**
PROFESSIONAL

- Strength Recovery Deep Treatment Pack
- Scalp Sync Clarifying Shampoo
- Color Last Purple Shampoo
- Hydra Source Conditioning Balm
- All-In-One Spray
- Smooth Proof Serum
- Scalp Sync Purifying Scalp Concentrate
- Bond Therapy Intensive Treatment



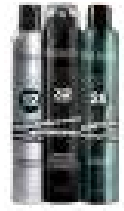
L'ORÉAL
PROFESSIONNEL
PARIS

- Curl Expression Moisturizing Leave-In Cream
- Curl Expression 10-in-1 Mousse

SUMMER
“GO-TO’S” SALE
20%
OFF

CLICK THE BRAND LOGOS
TO ACCESS PRODUCT KNOWLEDGE!

REDKEN
5TH AVENUE NYC



matrix



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PROFESSIONAL



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PROFESSIONNEL
PARIS



Summer “Go To’s” Profit Calculator

Calculate your summer savings!



20% OFF
Liters & XL Masks



15% OFF
Backbar Treatments & Gallons



15% OFF
Serie Expert Backbar
Shampoo & Conditioners



15% OFF
Liters & Gallons

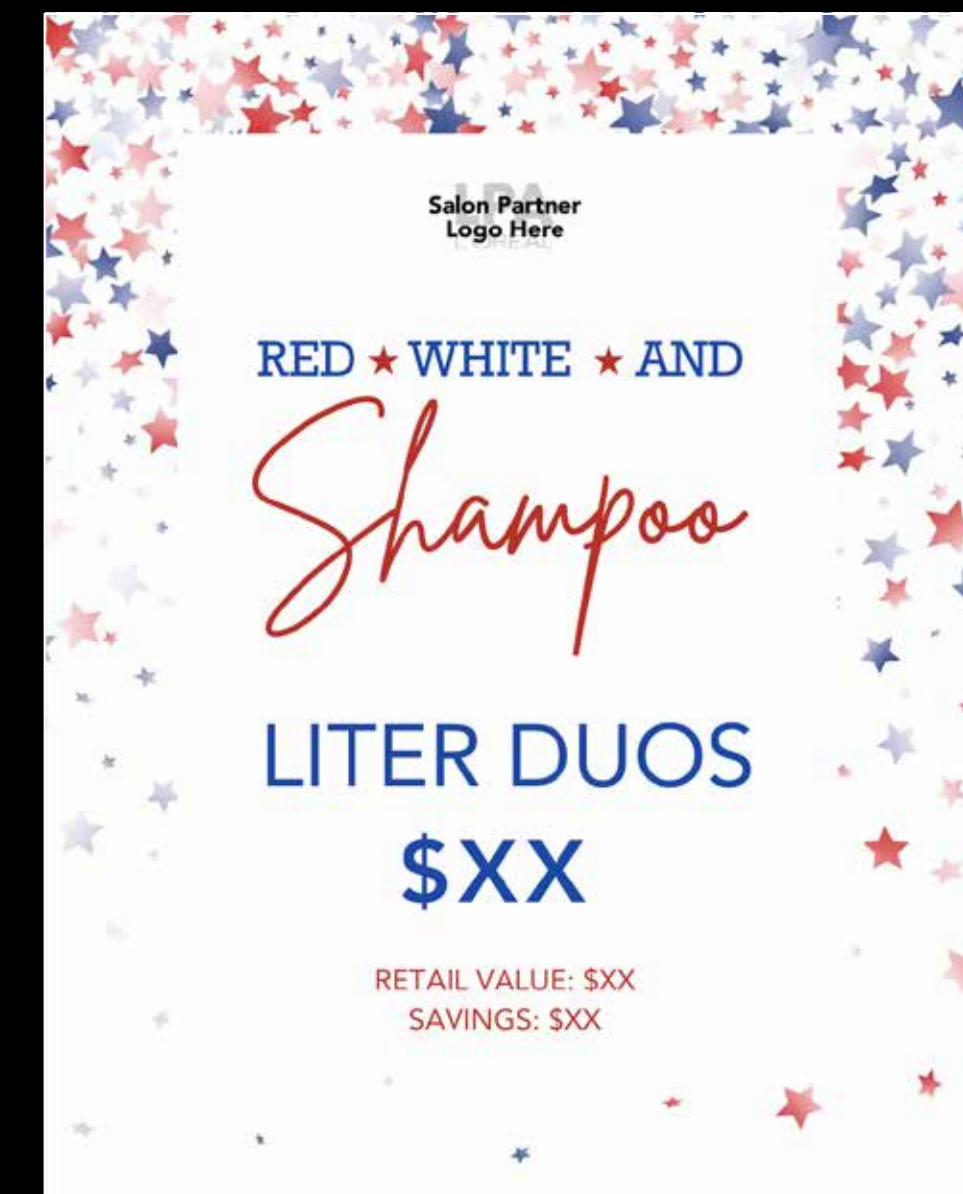


15% OFF
Liters

JULY LITER SALE

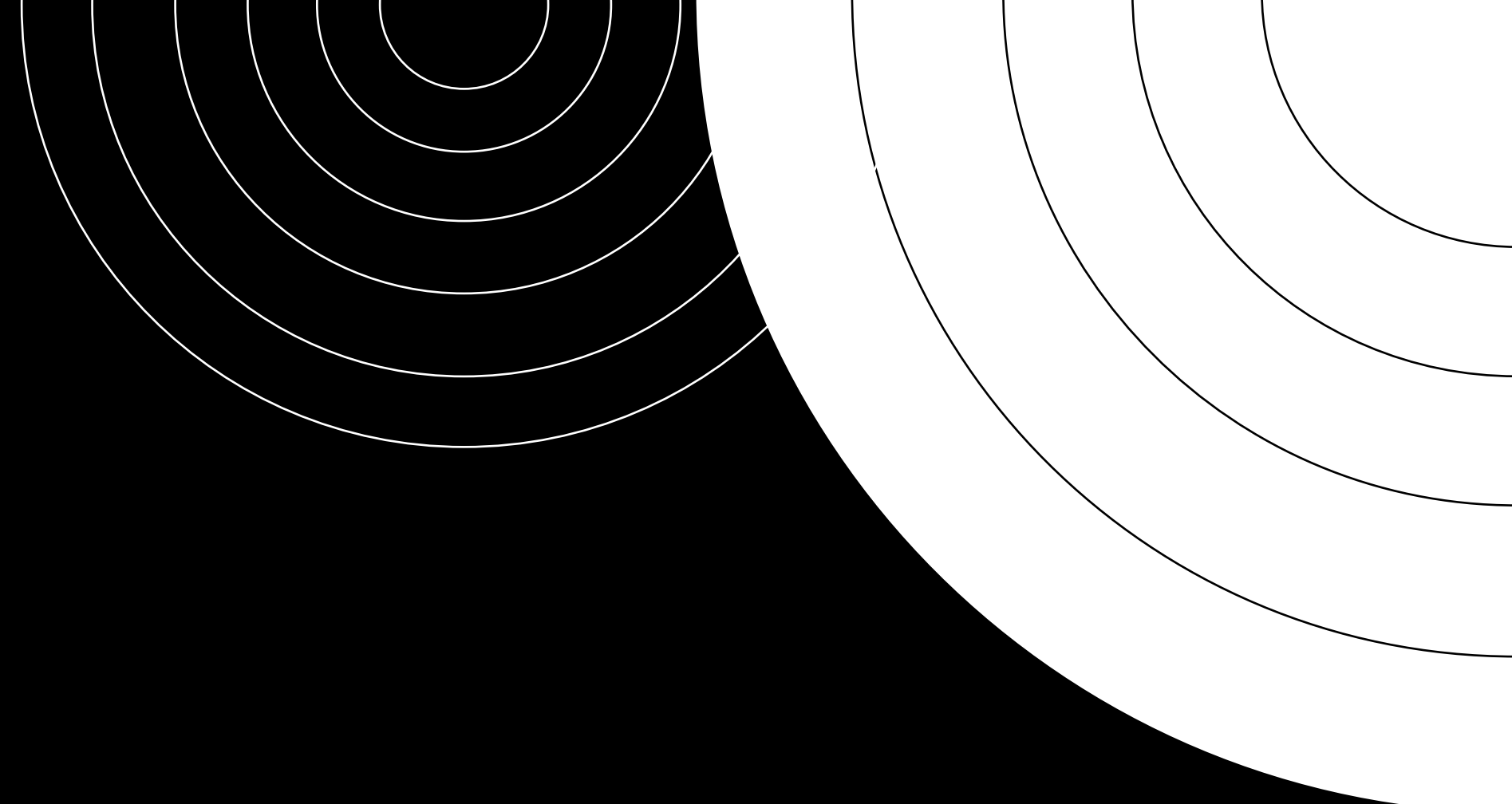
Activate the July liter sale in-salon with a
“red, white & shampoo summer sale!”

- Inform clients on the savings per ounce when purchasing larger sizes
- Encourage upselling by discounting bundles



[CLICK HERE FOR
PROMOTION SIGNAGE](#)

[CLICK HERE FOR
COST PER OUNCE SIGNAGE](#)



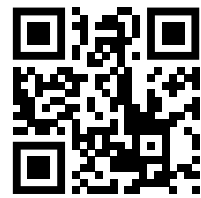
S

MERCHANDISING In-Salon

TABLE DISPLAY

Get The Look!

CLICK HERE
TO SHOP ON AMAZON



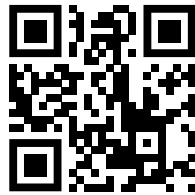
Summer Must-Have Sale



SHELF DISPLAY

Get The Look!

CLICK HERE
TO SHOP ON AMAZON



Summer Must-Have Sale

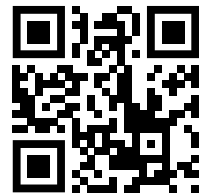
CLICK HERE TO SHOP
MINERVA DISPLAYS ON LEVEL



CASH WRAP/ RECEPTION DESK

Get The Look!

CLICK HERE
TO SHOP ON AMAZON



Summer Must-Have Sale

CLICK HERE TO SHOP
MINERVA DISPLAYS ON LEVEL



READY-TO-GO SIGNAGE TOOLKIT



Download & Print Assets on the Next Slide.

EVERGREEN



SUMMER MUST-HAVE



JULY LITER SALE



E-NEWSLETTERS



Active Clients



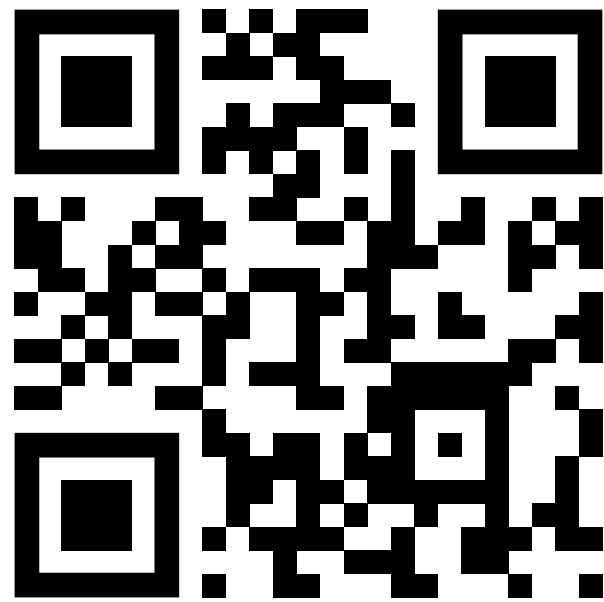
Lost Clients

BRAND/PROMOTIONAL CONTENT - Available in all 5 templates!

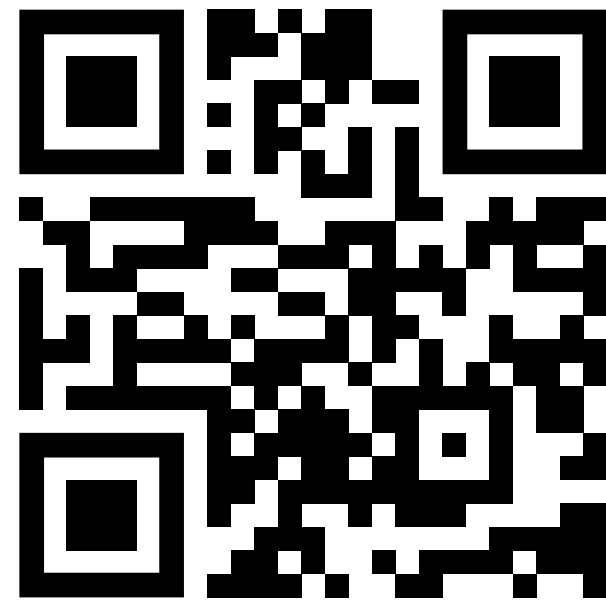


READY-TO-GO TOOLKIT

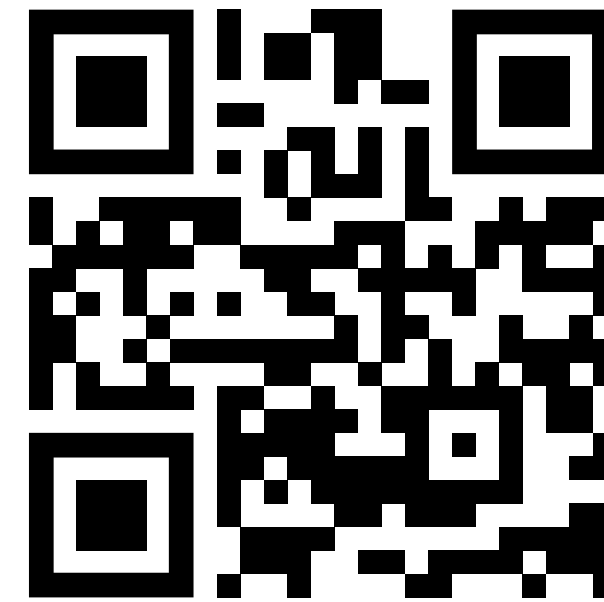
Click or Scan the QR Codes for Instant Salon Signage!



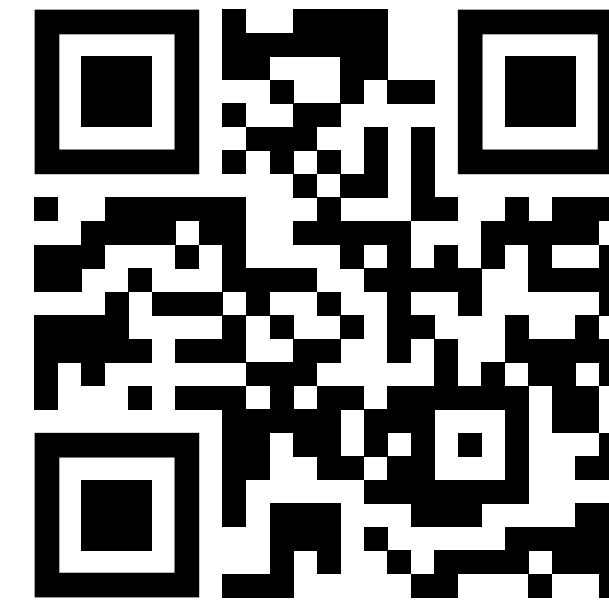
8.5x11 Easel Signage



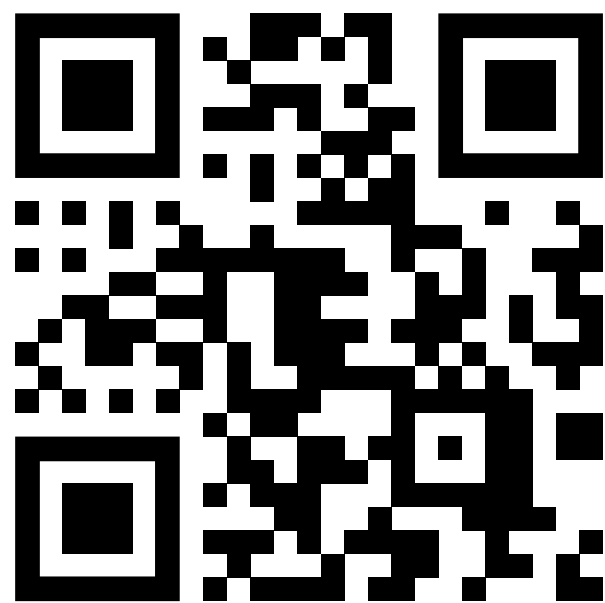
5x7 Easel Signage



E-Blast Newsletter
Active Clients



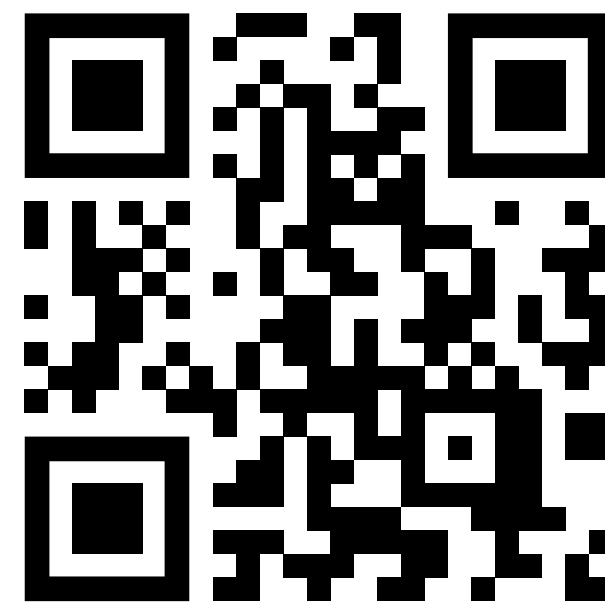
E-Blast Newsletter
Lost Clients



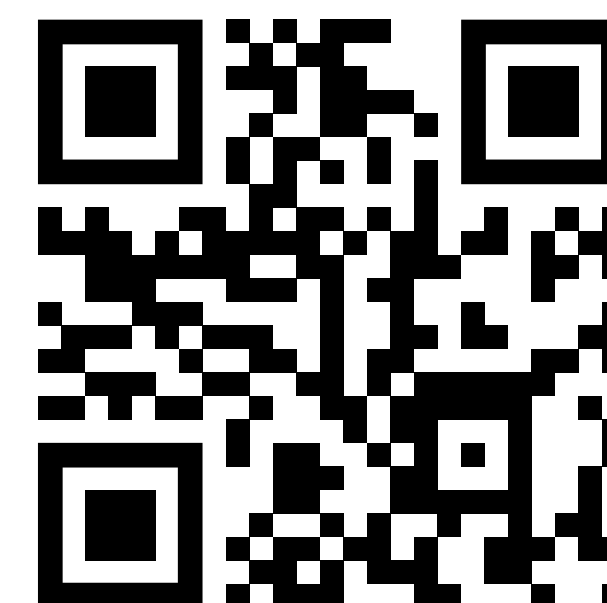
Insta Stories



Insta Posts



FaceBook Posts



Product Imagery
*to help customize
signage*



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

An abstract geometric design on a black background. It features several thin white lines that intersect to form a grid-like structure. Three white circles of varying sizes are placed at different points of intersection: a large circle on the left, a medium circle in the center, and a small circle on the right.

THANK YOU!

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BRAND ACTIVATION