

SALON NAME
BEAUTY OF
PARTNERSHIP

L'ORÉAL
PROFESSIONAL PRODUCTS

POWERFUL BRAND PORTFOLIO

REDKEN
5TH AVENUE NYC

 matrix

 BIOLAGE
PROFESSIONAL

PULPRIOT

L'ORÉAL
PROFESSIONNEL
PARIS

 PUREOLOGY™
PROFESSIONAL COLOR CARE

MIZANI®
TEXTURE LOVE SINCE 1991

KÉRASTASE
PARIS

shu uemura
art of hair

EDUCATION

13,000+

Educators
& artists



YOUR WAY

In-salon, in-store,
virtual, digital, events
and global experiences



GROW
YOUR PATH

Certifications and
future educators



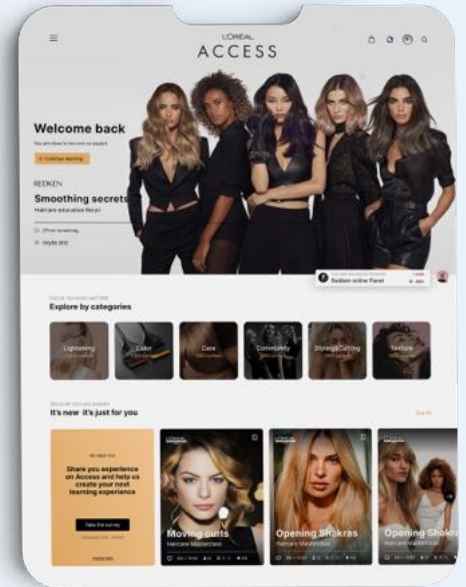
SCHOOL
PROGRAM

Teach Accelerate
Grow our students



ACCESS

Curate your own path
for your career and
CEU in some states



PROFESSIONAL ACADEMIES



Redken Exchange



L'Oreal Professionel at The MAIN



proLAB

BUSINESS SOLUTIONS

LEVEL

LOYALTY REWARDS

Loyalty program rewarding salons and stylists with education and products

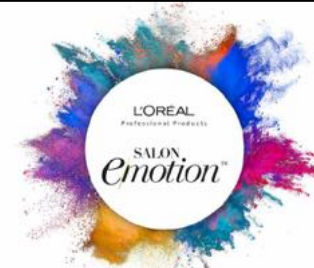


Coach, mentor, and provide innovative services and resources to help discover your salon's full potential



SalonInteractive

Grow your salon business with a customizable online store



Develop your action plan to enhance the 7 steps of the client salon journey

AND MORE....

vish



CANVAS ME



SALONCENTRIC PARTNERSHIP



617 SalonCentric Stores
244 State/RDA Stores

Shop in store, curbside, same
day and next day delivery



SalonCentric.com
SalonCentric App
My Market



385 Salon Business Partner

Customized business planning to grow
your business

SUSTAINABILITY

92% BIOBASED INGREDIENTS FOR FORMULA AND PACKAGING
COME FROM SUSTAINABLE SOURCES AND ARE TRACEABLE

97% NEW OR RENOVATED PRODUCTS WITH AN IMPROVED
SOCIAL OR ENVIRONMENTAL PROFILE SINCE 2021

100% L'ORÉAL'S OWNED AND OPERATED U.S. SITES
POWERED BY RENEWABLE ENERGY SINCE 2021*

-54% AMOUNT OF WATER CUT IN OUR PLANTS AND DISTRIBUTION
CENTERS IN 2022 COMPARED TO 2005, PER FINISHED PRODUCT



*Across Scopes 1 and 2. Including offices, manufacturing plants, research & innovation labs and distribution centers.



IN
2024

WE'RE LAUNCHING **HAIRSTYLISTS FOR THE FUTURE**: A PROGRAM DESIGNED FOR HAIRSTYLISTS, BY HAIRSTYLISTS TO PARTNER WITH YOU ON SUSTAINABILITY. WE WILL OFFER SOLUTIONS TO HELP YOU:

REDUCE YOUR WATER
CONSUMPTION

MANAGE YOUR WASTE
RESPONSIBLY

SWITCH TO RENEWABLE
ENERGY

POWERED BY SCIENCE. PRESCRIBED BY PROS.

REDKEN IS A LEADING PROFESSIONAL BRAND

Founded by Paula Kent, a woman who believed in the power of science, Redken was the first company to take a scientific approach to hair, defined as the right balance of protein, moisture and supported by an acidic pH, which remains the alpha and omega of haircare to this very day. All Redken products are made with the highest quality ingredients, and tested by salon professionals to ensure maximum efficacy, for every hair type and texture and every hair need.

Based in New York City, Redken supports the expertise of salon professionals with principle-based education, cutting edge technologies rooted in protein-science, and a portfolio of products including Shades EQ – the #1 demi-permanent hair color on the market – for maximum versatility and flexibility for clients of all hair types and hair textures.



Essentials

Hair care

Acidic Bonding Concentrate

The must-have system for moisturizing and repairing all types of damaged hair. With a concentrated bonding care complex that reinforces weakened bonds, strengthens hair and balances pH.



Acidic Color Gloss

Extends and maintains professional permanent color, glosses and toners. With acidic pH formulas to help seal the cuticle and deliver intense, molecular-level shine.



Hair color

Shades EQ

The #1 demi-permanent hair color that thinks it's a conditioner, is the healthier way to tone thanks to its acidic, no lift formula.



Color Gels Oils

Liquid permanent ammonia free hair color with up to 100% gray coverage & hair rejuvenation



Styling

One United

Leave in conditioner offering 25 benefits that increase manageability, protect against hair damage and promote the beauty of hair.



Quick Blowout

Achieve a smooth, effortless blowout with heat protection up to 450°F.



REDKEN SYMPOSIUM

JOIN US IN NASHVILLE FOR THE MOST
INSPIRING EDUCATION EVENT OF THE YEAR

Redken Symposium On Tour: The Power Connection is back for 2024, with two days of all new power education from the Redken Collective, inspirational hair shows, exceptional entertainment and the opportunity to connect face-to-face.

We believe in providing the tools and knowledge to service your clients and excel in the industry so you can LEARN BETTER, EARN BETTER and LIVE YOUR BEST LIVES.

REGISTER NOW www.RedkenPowerNetwork.com

We can't wait to see you in Nashville, TN on 23 & 24 June 2024!





All Hair Types. All Humans.

At Matrix, we welcome all hair types and all humans. That's why we work with our labs and network of stylists around the world to develop hyper-targeted solutions for each and every hair type - every level, underlying pigment, diameter, and pattern.

Our Commitment to Inclusivity

Diversity is not an ideal. It is a fact.

That is why we created the Hair Diversity Matrix, a scorecard that we use to make sure that our products and education meet the needs of all hair types all levels, all diameters and all patterns, so that you can service every client with confidence.

Our Vision

Our commitment to minimize our impact on the planet, from our offices to our salon to our consumer's everyday life.

Together we can make an impact. That is why we promise that each new formula launched will be cleaner, each packaging will be optimized in recycled plastic or less plastic, and each time we put merchandising out we should ask if we need it or can we recycle it.

Essentials

Hair Care



Food for Soft

Hydrating haircare system, infused with Avocado Oil & Hyaluronic Acid, attracts water like a sponge to replenish dry hair & prevent moisture loss, providing **7x more moisture for up to 72 hours!***



A Curl Can Dream

Pattern preserving system, co-created with pattern experts, defines your curls & coils, keeping hair moisturized, with no flaking or crunch.**

Hair Color



SoColor

Our exclusive Bond-Protecting Concentrate protects the inner hair structure, color after color.



Tonal Control

Our 1st acidic gel-cream toners with real-time visible oxidation.

Styling



Vavoom

Exclusive blend of unique botanicals and the latest technologies creates gentle, high-performing formulas to enhance the beauty of every hair type.



*when used as a system of Food For Soft shampoo, conditioner or mask, & oil versus non-conditioning shampoo

**when used as a system of shampoo or co wash, mask, cream, gel and oil



The Color Pop-Up Tour!

8 Matrix Artists,
11 Cities!

A Day of Epic Education, Inspiration & Celebration!

Join your fave Matrix artists as they spill their haircutting, haircolor, and blonding secrets!

What's Included:



Signature Drink & Bites



Meet & Greet Social Hour



The Ultimate Swag Bag (\$125 value)



Live Haircutting Demo



Trend-Focused Haircolor Education

Snag Your Spot Today!

Matrix.com/ColorPopUpTour
or scan the QR code!

Purchase Your Ticket



Redeem Via LEVEL





BIOLAGE
PROFESSIONAL

NATURALLY BEAUTIFUL, NATURALLY BIOLAGE

At Biolage we are committed to creating products that combine the best of science and nature.

TRUSTED PROFESSIONAL PERFORMANCE

With over 30 years of reliable professional performance with exceptional conditioning that works for every hair type and texture, we deliver on the promise of reliable performance to ensure exceptional results with every service.

REASSERTING OUR EXPERTISE IN CONDITIONERS

Biolage was the first brand to introduce a silicone-free conditioning balm and the first to teach stylists the benefits of reverse washing with a pre-shampoo conditioner.



ESSENTIALS

DRY HAIR



HYDRA SOURCE

infused with aloe

6x more moisture with one use**

DAMAGED HAIR



STRENGTH RECOVERY

infused with squalene

3x stronger hair after one use****

SCALP CARE



SCALP SYNC

infused with mint

balances scalp and cleanses excess oil

helps target dandruff, control the appearance of visible flakes and relieve scalp irritation*****

COLOR-TREATED HAIR



ULTRA HYDRA SOURCE

infused with cupuaçu butter

72 hours of moisture and frizz control***



BOND THERAPY

Infused with repairing agent Citric Acid and Coconut Oil, Bond Therapy delivers powerful bond building and conditioning care.



COLOR LAST

infused with orchid

Formulas with low pH to help prolong color vibrancy for up to 20 washes*

*Color Last Shampoo & Conditioner

**Hydra Source Shampoo, Conditioning Balm & Daily Leave-In Tonic vs. non-conditioning shampoo

***Consumer test after application of shampoo, conditioning balm and leave-in cream

****Strength Recovery Shampoo, Conditioning Cream & Strength Repairing Spray vs. non-conditioning shampoo

*****Scalp Sync Antidandruff Shampoo & Conditioner vs. non-conditioning shampoo



TOGETHER, WE CAN MAKE BEAUTY SUSTAINABLE.

Because sustainability is an everyday promise



VEGAN
FORMULA*

At Biolage, we care about the world and the creatures with which we share it. That's why Biolage does not test on animals.



Cruelty Free
INTERNATIONAL

All of our formulas are vegan with no animal-derived ingredients.



RECYCLED
BOTTLE*

Our signature bottles are made from 100% post consumer recycled plastic.



pure performance

We know color care. That's why 20 Years later, Pureology is still the #1 professional color care brand in the US*

pure intentions

Always doing better.

pure luxury

Treat Yourself, Every Single Day. Our rich, extra-creamy lathers and invigorating aromas indulge your senses.



PUREOLOGY[®]
PROFESSIONAL COLOR CARE

*Based on dollar sales reported in Kline's Kline PRO: Salon Retail Products and Services Database for the year ending December 31st, 2019

essentials



hydrate

For strands that seek a sensorial splash of intense moisture and supple softness. Our ultra-nourishing formulas shield against damage, seal in vibrant color and smooth even the thirstiest tresses from root to tip.



strength cure

Defy damage with decadence. Our protein-infused, fortifying formulas deliver 2x stronger strands* without sacrificing softness for a lusciously lightweight feel.



color fanatic

Meet your #1 multi-tasking product for how to keep hair healthy. A leave-in conditioner made with Camelina Seed Oil, Olive Oil and Coconut Oil for the ultimate healthy shine and softness.

*vs non-conditioning shampoo

always pure. always sustainable.
always Pureology.



100% VEGAN
FORMULAS*



NO PARABENS
& MINERAL OIL**



CONCENTRATED
FORMULAS



ZEROSULFATE[®]



95% POST-CONSUMER
RECYCLED MATERIALS***



CRADLE TO CRADLE
CERTIFIED

*Every formula is made without animal products or by-products. Pureology never tests on animals.

**In Pureology shampoos and conditioners

***Our shampoo and conditioner bottles, excluding cap, are created with 95% post consumer recycled materials.



Professional hair tech that elevates you.

[Pioneer]

**We bring the best innovations science can offer
for over 110 years.**

[Professional]

**Pros are our reason why, we exist to be at their
service.**

[Performance]

We are driven by performance and safety.

[Paris]

We love design and fashion

L'ORÉAL
PROFESSIONNEL
PARIS

Essentials.

HAIR CARE

Metal Detox

Neutralize metals to prevent breakage & color shift.



Absolut Repair Molecular

Repairs hair's molecular structure* with peptides bonder + amino acids.



HAIR COLOR

iNOA

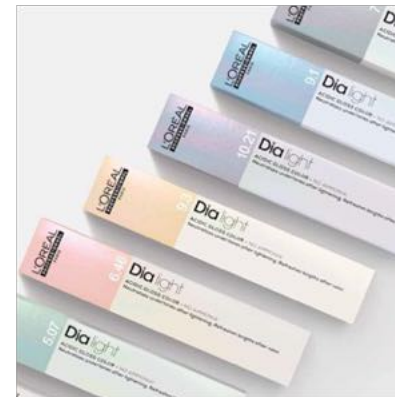
Zero-ammonia formula with up to 6 weeks of intense hydration.



Dia light

Acidic gel-crème demi.

Zero ammonia. Zero lift. Ultra conditioning.



STYLING

Next Day Hair

Micro-propelled dry finishing spray that transforms hair into effortless French next day, disheveled looks with a natural finish and touch.



Infinium 4

High hold hairspray. Microdiffuser hairspray that provides long-lasting hold with shape memory



Signature Education.

Education that elevates the Pro.

L'Oréal Professionnel is the pioneer of professional beauty. With advanced research, we discover new actives and technology with the best science.

We have the best-in-class education, featuring programs for every level; essential, advanced, expert and specialist. Elevate to the next step in your career with inclusive, comprehensive, and customizable offerings.

Whatever your education needs, L'Oréal Professionnel can provide it.

What's it all about?

Everyone's education needs are as unique as an individual signature. That's why we offer so many options - because no two stylists, suites, or salons have the same needs. Some need pure education, while others need inspiration. Maybe you need development, or maybe you would like a memorable experience.



Technique.



Inspiration.



Development.



Experiences.



MIZANI
TEXTURE LOVE SINCE 1991

Our formulas are specifically and delicately balanced with ingredients that strengthen and quench coils, curls and waves with the right level of moisture. As the experts in texture, we understand that strength is equally as important as moisture, giving textured hair the healthiest foundation for style transformations, without compromise.

Because of this, whether your clients want to wig it, sleek it, braid it, twist it, wash 'n' go it or freestyle it, we've got you covered.



BALANCE



**DESIGNED BY
TEXTURE EXPERTS**



**KIND
INGREDIENTS**



**UNLIMITED STYLE
POSSIBILITIES**



#TEXTURELOVE

ESSENTIALS



25 MIRACLE

Making miracles spray by spray and one nourishing drop at a time. Now you can hydrate, nourish and beautify all textures, with love.



TRUE TEXTURES

Stay true to the natural texture and give curlfriends something to talk about.



PRESS AGENT

Lock out humidity and achieve sleek blowout goals with this smoothing, heat protecting collection.

MIZANI AIRCUT



THE LAST CURL-CUTTING METHOD YOU'LL EVER NEED.

NO FEAR. NO GUESSWORK. 100% RECREATABLE.

Say goodbye to curl by curl cutting!

Get **Mizani Aircut** certified to confidently cut coils, curls, and waves - it's exactly what your current and potential clients are seeking!



READY TO TAKE YOUR CAREER & TECHNIQUE TO THE NEXT LEVEL?

The Mizani Aircut certification will establish you as the texture expert in your salon and community; as well as increase your visibility to consumers with textured hair through our Mizani Aircut Stylist Finder.



This versatile, solution-based, and recreatable technique will grow your expertise and set you apart as a stylist. Increase your revenue by investing in your potential, through completing the Mizani Aircut Certification.

This technique is designed to perfect your skills in **cutting all texture types.**

MIZANI TEXTURE KEY



**TEXTUR
E TYPE 8**

Zig-Zag
Coiled

4C



**TEXTUR
E TYPE 7**

Very Coiled

4B



**TEXTUR
E TYPE 6**

Coiled

4A



**TEXTUR
E TYPE 5**

Very Curly

3C



**TEXTUR
E TYPE 4**

Curly

3B



**TEXTUR
E TYPE 3**

Wavy

2C-3A



**TEXTUR
E TYPE 2**

Open Waves

2A-B



**TEXTUR
E TYPE 1**

Straight to
Minimal
Wave
1A-B

PULPRIOT

ARTISTRY-FIRST

CREATIVITY & SELF EXPRESSION

COMMUNITY

COOL - EDGY, RULE BREAKING, IRREVERENT, FRESH

100% VEGAN FORMULATIONS, NEVER TESTED ON ANIMALS

ESSENTIALS

SEMI-PERMANENT

*Vibrant and Pastel
Semi-Permanent
Colors that are easier
to apply, more vibrant,
lasts longer, and fades
better.*



FACTION8

*Permanent color
delivers the highest
level of vibrant color
payoff. The boldest
reds, brightest coppers,
and most punched up
violets deliver on one
key promise: vibrancy..*



HIGH SPEED TONERS

*Superior pigments
create beautiful tones
in 5 mins or less, and
reach deeper depths
of tone for up to 20
mins.*



#BLONDEAF

*The first and only lightener
that is superior for in foil, on
scalp and hair painting
techniques.*



EXTREME SOLUTIONS FOR ALL COLOR NEEDS

ONLY THE INNOVATIONS THAT FIT OUR BRAND IDENTITY AND SERVE ARTISTS



THE #1 PRO SEMI BRAND



OWN EXTREME BLONDING



VIBRANT PERMANENT COLOR



RETAIL AS COLOR SUPPORT



KÉRASTASE
PARIS

**THE KÉRASTASE MAGIC IS THE
UNIQUE ALLIANCE OF SCIENCE
AND LUXURY**

**AVANT-GARDE
TECHNOLOGIES**

**SKINCARE
ACTIVES**

**HIGH CONCENTRATION
HIGH PERFORMANCE**

**SOPHISTICATED
SENSORY EXPERIENCE**

KÉRASTASE SIGNATURE SERVICES



5 minutes

FUSIO-DOSE* CUSTOMIZABLE TREATMENT

A tailor-made blend of the most active ingredients that penetrate each hair fiber for instant transformation

30 customizable solutions for every hair need and concern



3-5 minutes

ICONIC 3 STEP RITUAL CLEANSE | TREAT | PRIME

The powerful, 3 Step Regimen with Bain, Masque and Primer that transforms hair and reveals its beauty



5 minutes

CHROMA ABSOLU SOIN ACIDE CHROMA GLOSS

Resurfacing high shine rinse treatment for sensitized or damaged color-treated hair.

A miracle formula intensely cares for fiber while transforming and sealing the surface for reduced porosity and bright shine.



5-30 minutes

CURL MANIFESTO IN-SALON TREATMENT

Deep conditioning service for curl strength & definition.

Replenishes curls instantly +88% more smooth & conditioned



10-25 minutes

CHRONOLOGISTE LE RITUEL D'EXCEPTION

Restores scalp & hair for renewed bounce & volume with anti-aging ingredients



NEW
PREMIÈRE

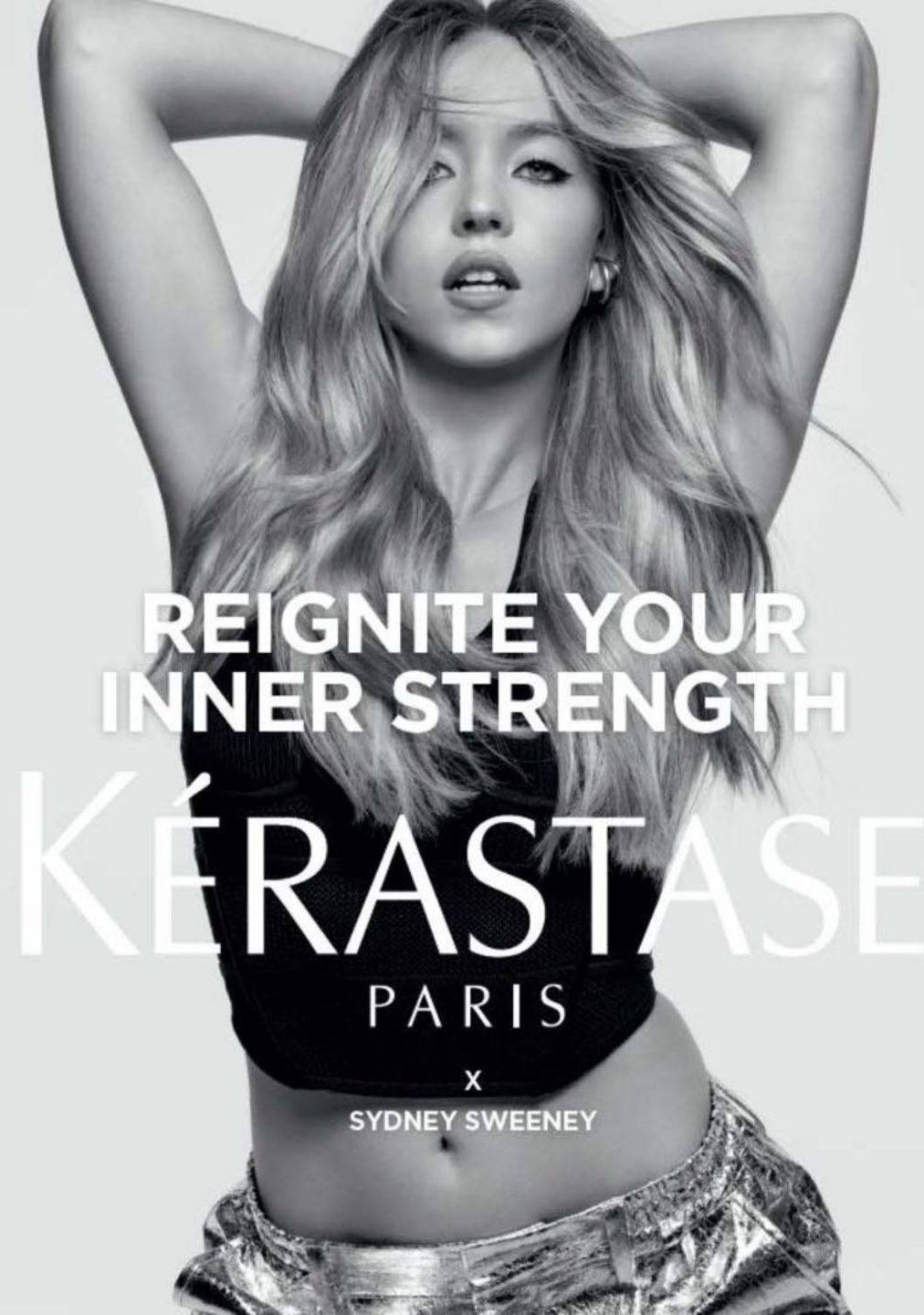
CITRIC ACID + GLYCINE

DUAL ACTION REPAIR HAIRCARE

RESTORE UP TO 99% OF HAIR'S ORIGINAL STRENGTH*

Remove calcium build up & reconnect broken links between
keratin chains for stronger hair inside & out.

*with continuous use of the full system



**REIGNITE YOUR
INNER STRENGTH**

KÉRASTASE

PARIS

X

SYDNEY SWEENEY



exclusive professional hair artistry

driven by
one mission

encourage everyone to become
the artist of their own beauty

shu uemura
art of hair



rare precious
ingredients



professional
artistry



sleek
luxury



japanese
flair

shu uemura
art of hair

new
**ultimate
reset**

overnight serum

repair your hair's strength
while you sleep

95% stronger*
95% less breakage*

*vs non-conditioning shampoo





THANK
YOU