

BEAUTY OF PARTNERSHIP

L'ORÉAL
PROFESSIONAL PRODUCTS



POWERFUL BRAND

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



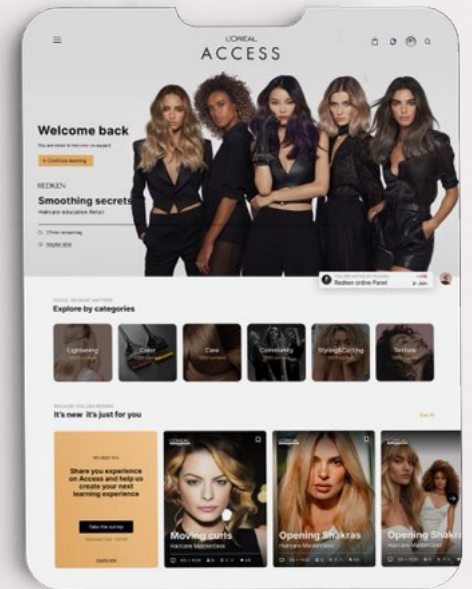
SCHOOL
PROGRAM

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**

Glammatic



SALONCENTRIC PARTNERSHIP

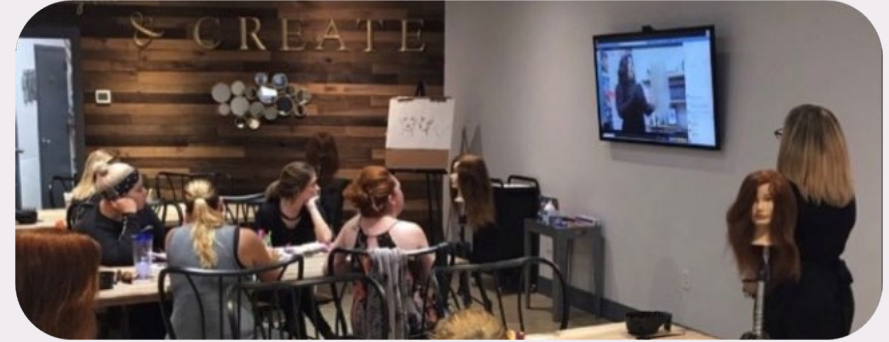


617 SalonCentric Stores
244 State/RDA Stores

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

BRAND ACTIVATION

ACTIVATING SUCCESS IN SALON

OUR MISSION

Brand Activation's mission is to empower salon partners with tailored support to maximize sales by increasing in salon sell through, promotions of products, resources and services.

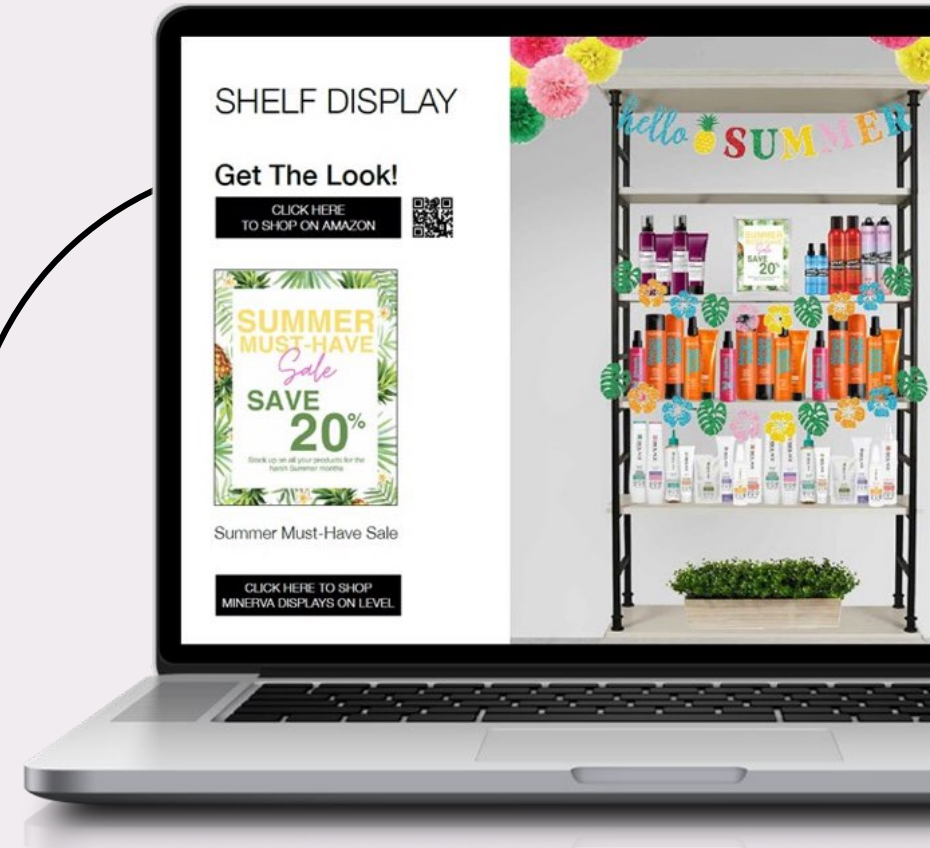
OUR SUPPORT

Monthly Toolkits
In-Salon Activations
Strategic Brand Support
Business Resources & Tools

OUR SUCCESS

"For the month of March, my salon sold \$3,550 in retail. This is \$1,103 OVER their February sales, just from signage!...The front desk associate is so excited to meet every month and promotional plan. Brand Activation has been a HUGE help to my salons."

– SBP Patty Pilara (Karas & Co in Port Huron MI)



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 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. Now including the Coffeehouse Collection with 5 beautiful new shades.



Hair care

Acidic Bonding Curls

Redken's 1st silicone-free bonding range to restore the pattern of processed, damaged curls & coils.



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.



Styling

Stay High Mousse

Coming September, this high-hold gel transforms from a gel to mousse provide the strongest shape and lift while still providing a lightweight feel that does not leave the hair crunchy.



Curl Stylers

Redken's silicone-free hydrating styling range is dedicated for consumers with curly & coily hair.





GLOSS BOSS ON TOUR: NEXT LEVEL - TAILORED TONING

Experienced Level Formulation and Customized Toning

Redken is excited to bring Gloss Boss On Tour: Next Level - Tailored Toning to a city near you in 2024! Tailor and customize all of your Shades EQ formulations for your guests! This Shades EQ Experienced Formulation Program will teach trending glazing techniques, refreshing, filling, and glossing service formulas to expand your creativity. Don't miss this live in-person event: Gloss like a Boss!

Follow the link below for more details including dates, cities and getting your tickets!

➤➤➤ www.redkenpro.com/education/gloss-boss



REDKEN
5TH AVENUE NYC



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 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.

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.** Now including 3 new products for Waves!



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





BlondeCon

Our 1st Digital Education Event in The Metaverse! Join Us For A Virtual-Reality Experience:

- Watch & learn live with the experts
- Create your own avatar
- Chance to win a blonding bundle



Sharon Spellman
Viral Haircolorist



George Papanikolas
Celebrity Haircolorist

August 12th starting at **1:00PM** EST live on your phone or laptop!

How to Register: saloncentric.com/matrix-classes,
SalonCentric Store, SalonCentric Business Partner, or LEVEL

Investment:
\$25.00





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 color

Alkaline demi-permanent.

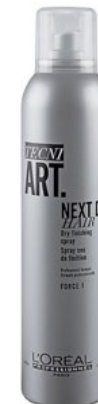
Up to 70% grey coverage, 6 weeks of gloss color.



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



*With continuous use of rinse-off serum.

Signature Experiences.

Where education meets inspiration while creating memorable experiences.

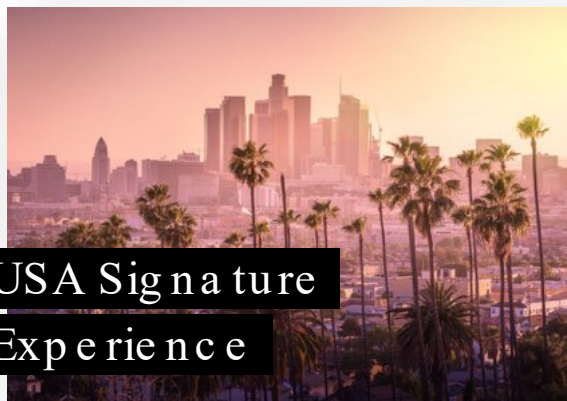
- Signature Experiences with L'Oréal Professionnel are curated to give you a learning experience you will never forget.
- While education is at the heart of all that we do, our signature experiences are truly immersive - from the moment you arrive be prepared for an amazing experience.
- You will be inspired by some of the very best artists that have chosen L'Oréal Professionnel as their go-to product while learning in unique locations.



Global Signature Experience

2 days of Inspirational Education with some of the best Artists from the global destination, showcasing current trends from their country through look-and-learn sessions and a hands-on workshop with total looks including color application.

This is ideal for everyone who would like inspiration, education and connection in an international destination. From salon owners and business leaders through to the entire team!



USA Signature Experience

1 day of Inspirational Education with some of the best US Artists, in an intimate environment with interactive demonstrations and look-and-learn.

This is ideal for everyone who would like inspiration, education and connection in a cool destination. From salon owners and business leaders through to the entire team - regardless if you use L'Oréal Professionnel in your business.



Academy Signature Experience

2 days of Inspirational Education with some of the best US Artists, in an intimate Academy environment with interactive demonstrations and a hands-on workshop, with total looks including color applications.

This is ideal for everyone who would like some inspiration from amazing artists where the focus is all hair! From salon owners and business leaders through to the entire team - regardless if you use L'Oréal Professionnel in your business.





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?

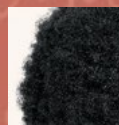
The Mizani Aircut certification will establish you as the texture expert in your salon and community; as well as increase your visibility to consumers with textured hair through our Mizani Aircut Stylist Finder.



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.**

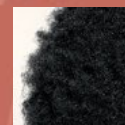
MIZANI TEXTURE KEY



**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

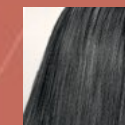
2C-3A



**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.*

*Now including 3 new
out of this world semis
from the Cosmic
Collection!*



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**

ESSENTIALS



PREMIERE
DAMAGED HAIR



NUTRITIVE
DRY HAIR



BLOND ABSOLU
LIGHTENED HAIR



CHROMA ABSOLU
COLOR-TREATED HAIR



GENESIS
HAIR FALL DUE TO BREAKAGE FROM BRUSHING



RESISTANCE
MECHANICALLY DAMAGED HAIR



SYMBIOSE
DANDRUFF PRONE HAIR



CURL MANIFESTO
WAVY, CURLY & COILY HAIR



ELIXIR ULTIME
DULL HAIR LACKING SHINE



SPECIFIQUE
UNBALANCED SCALP



CHRONOLOGISTE
REVITALIZATION



DISCIPLINE
FRIZZY HAIR



DENSIFIQUE
LACK OF VOLUME

SIGNATURE SERVICES



15-20 minutes

PREMIERE DECALCIFYING & REPAIRING TREATMENT

Repairs up to 99% of hair's
original strength.



5 minutes

CUSTOM BLENDED IN-SALON BACKBAR TREATMENTS

Liquid care technology
for instant hair
transformation

*30 customizable options
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.



5-30 minutes

CURL MANIFESTO IN-SALON TREATMENT

Deep conditioning
service for curl strength
& definition.



10-25 minutes

CHRONOLOGISTE LE RITUEL D'EXCEPTION

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



exclusive professional hair artistry

driven by
one mission

encourage everyone to become
the artist of their own beauty

shu uemura
art of hair

essentials

care	oil	styling	treatment
 ashita supreme for intense revitalization of scalp and hair  color lustre color-treated hair  yūbi blonde for highlighted blonde hair  urban moisture for dry hair  silk bloom for damaged dry hair  ultimate reset for very damaged dry hair  muroto volume for fine hair	  essence absolue	 hold & control  volume & body  smooth & sleek	 izumi tonic



rare precious
ingredients



Professional
artistry



sleek
luxury



japanese
flair

shu uemura
art of hair

THANK
YOU