



TAG

TEACH

ACCELERATE

GROW

L'ORÉAL
Professional Products

PROFESSIONAL SCHOOL PARTNERSHIP

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5TH AVENUE NYC

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BIOLAGE
PROFESSIONAL

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PROFESSIONNEL
PARIS

KÉRASTASE
PARIS

shu uemura
art of hair

PUREOLOGY[®]
PROFESSIONAL COLOR CARE

PULPRIOT

MIZANI[®]
TEXTURE LOVE SINCE 1991



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the professional advantage

PROFESSIONAL PRODUCTS SCHOOL PARTNERSHIP

Working in partnership with the our L'Oréal Professional Products Division distributor partner , as a TAG school we partner with you to teach and invest in your instructors and future students, to accelerate your business with tools like LEVEL Loyalty, and to grow the future of this industry!

GRADUATE PLACEMENT MATTERS...

As a school that partners with L'Oréal Professional Products Division our expansive network and distribution ensures that your students are training with products and techniques that are used and loved by top salons in your market

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the ultimate school partner

School Centric

- TAG Program
- LEVEL Loyalty Rewards
- Placement Opportunity
- Industry Panels For Students

Industry Partnership

- PBA Beacon Program Sponsor
- ISSE, ABS, Premiere Student Partner
- AACCS gold sponsor

Education

- Regional Educators
- In-school
- L'Oréal Access Instructor Learning Plans

Support

- Salon Business Partner
- ECOMM
- Store
- App

Business Building/School Success

- LEVEL Loyalty
- LEVEL For students
- Summit school Training
- Salon Emotion-school Tailored

Student Resources

- Canvas Me
- Sam Villa Graduation Offer
- Matrix Beauty Builders scholarship program

Diversity and Inclusion

- Comprehensive textured hair education with Texture Mastery
- Access Learning Plans for texture

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TAG program topline

BEST IN CLASS EDUCATION

- On-demand digital education for ALL PPD Schools (www.lorealaccess.com)
- In-School Virtual Education for Schools purchasing \$5,000+/year PPD
- Live education based on purchase levels

LEVEL LOYALTY REWARDS PROGRAM

- ALL PPD schools are eligible to enroll in LEVEL
 - Curated rewards catalog to supplement complimentary education
- Also available are station products; accessories and other rewards

PRICING STRUCTURE

PPD TAG schools qualify for 30% discount on ALL professional products from L'Oréal Professional Products Division brands. Professional products include all color and developer products, lighteners texture products, perms, treatments, backbar gallons and liters

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LEVEL

LOYALTY REWARDS

EARN POINTS FOR EVERY DOLLAR SPENT

BRONZE

1 PT
PER \$

\$1 - \$4,999
per year

SILVER

2 PT
PER \$

\$5,000 - \$19,999
per year

GOLD

3 PT
PER \$

\$20,000 - \$39,999
per year

PLATINUM

3 PT
PER \$

\$20,000 - \$39,999
per year



expert education



select station products



select accessories

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SALON
*Emotion*TM

BEYOND THE CHAIR

With 7 steps to create an unforgettable experience, Salon Emotion classes are a huge asset to all schools. This program drives loyalty, referrals, retail & service revenue, and staff retention.

PROGRAM INCREASES PROFITABILITY FOR OWNERS

**STUDENTS TRAINED IN SALON EMOTION ARE MORE
MARKETABLE FOR PLACEMENT**

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ACCESS

ONLINE EDUCATION lorealaccess.com

more than

120

E-learning courses
available

more than

900

brand & artist
videos & tutorials

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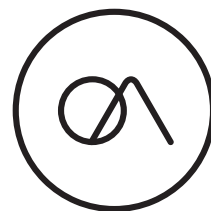
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L'Oréal school curriculum alignment

EXPAND LEARNING OPPORTUNITIES WITH CURATED VIDEOS PAIRED TO YOUR CURRICULUM

- Chapter by chapter, instructors have brand videos to support their lessons.



ACCESS
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PIVOT
POINT



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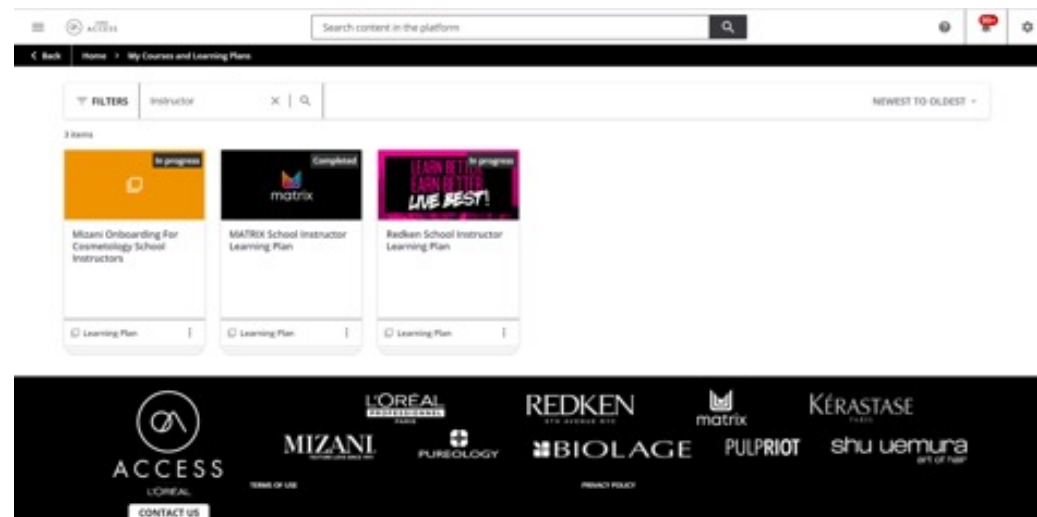
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L'Oréal instructors learning paths

DESIGNED FOR SCHOOL INSTRUCTORS

- Available for redken, mizani, matrix
- Perfect for new instructors onboarding



CERTIFICATE AWARDED UPON COMPLETION

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complimentary education

COMPLIMENTARY EDUCATION BY BRAND

2023 Complimentary Education Tiers:

\$5K-\$19,999 1 private virtual class

\$20K- \$39,999 1 private virtual class & 1 private in-school class with brand educator

\$40K+ 1 private digital class & 2 private in-school classes + customized education plan

In 2023, the PPD brands will continue to offer complimentary education based upon the school's Level of Purchases*.

- These complimentary classes are separate from LEVEL LOYALTY REWARDS points that can be used to supplement complimentary education
- The LEVEL LOYALTY REWARDS points will allow the school to book higher level technical or product related classes from the LEVEL LOYALTY REWARDS website.

Complimentary brand education for schools will be Look and Learn (2-3 hour) demonstrations, delivered virtually, or can be requested for a live, in-person class in markets with full time Brand Educators

PURCHASING LEVELS FOR COMPLIMENTARY EDUCATION ARE 'PER BRAND' AND ARE NOT CUMULATIVE ACROSS BRANDS.

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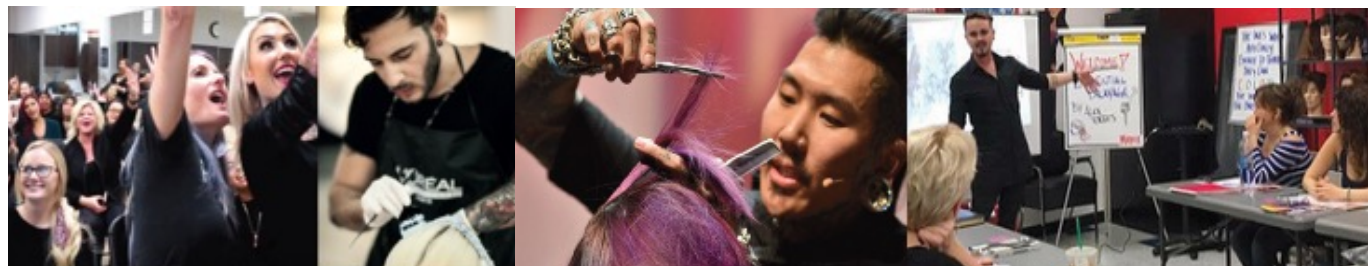
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customized education plans for elite schools

ANNUAL CUSTOMIZED EDUCATION PLANNING



PARTNER WITH SCHOOLS + BRAND EDUCATION TEAM

- 1-on-1 assessment of current education level
- Customized onboarding classes based on brands purchased
- Customized education plan for instructors/students
- + Education with LEVEL points

Additional education classes listed in the Level Schools Catalog for redemption

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value statement

WE ARE PLEASED TO OFFER THE FOLLOWING
PROPOSAL BASED ON PURCHASE COMMITMENT:

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faq

COMPLIMENTARTY BRAND EDUCATION / SCHOOL CLASS

All Complimentary Brand Education will be 'Look and learn' 2-3 hour

demonstration classes unless mentioned otherwise. These classes will be provided in a blended format of both Virtually and/or Live.

DAY AND NIGHT STUDENT CLASSES

- If you request a live face-to-Face class for your day students in the morning and another for your evening students, this constitutes 2 classes / 2 fees
- If you request a live face-to-face class for your day and night students, they must be booked simultaneously from each other to constitute 1 class.
Example: 2:00-4:00pm / 5:00 – 7:00pm) = 1 class / 1 fee
- If you request a Virtual class for the students in the morning and another for your evening students, this constitutes 1 class
- Products and tools for hands on classes must be provided by the school
- To maximize class attendance and attendee engagement, we require an RSVP commitment on the # of attendees 1 week prior to the scheduled class event.

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thank you

We wanted to extend a thank you for considering the L'Oréal Professional brands as a learning tool for your cosmetology students and instructors.

We look forward to the opportunity to strengthen the skills of your students, elevate the skills and industry knowledge of your instructors, and ultimately elevate the cosmetology industry through education, support and resources.

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