



Next Wave Color Conversion Plan [2024]

L'ORÉAL
PROFESSIONNEL
PARIS

2024.

Sampling & trial for
conversion.

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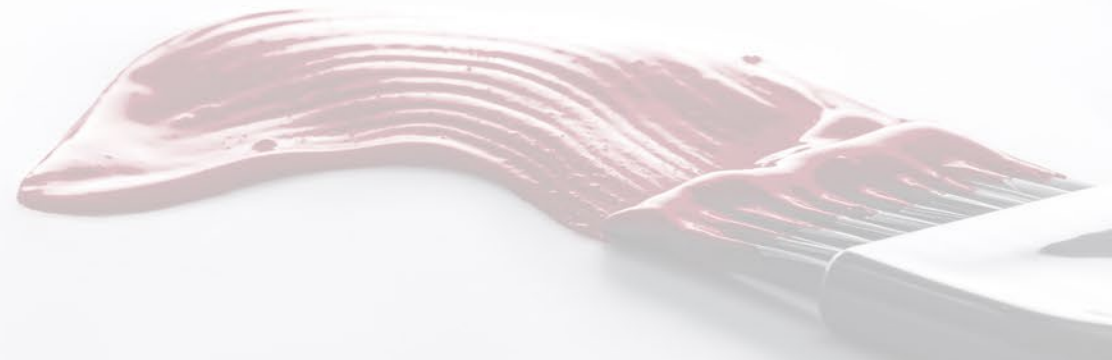


Trial program.

For non-PPD competitive salons.

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PARIS

- Up to 50, 100, 200 shade sampling opportunity
- No initial swap required
- Three complimentary digital education classes
- Program only valid for competitive accounts and [brand approval](#) = annual potential \$10k+ incremental color sales
- Program is valid for full year 2024/ results will be reevaluated throughout 1H
- Account will only be considered a win once education has been booked in salesforce



Trial program.

For non-PPD competitive salons.

[Tier 1]

UP TO 50 TUBES OF COLOR
1 LIGHTENER (BLOND STUDIO 9)
3 LITERS OF DEVELOPER

RECEIVE

- Digital Access / Brand Videos
- (1) Virtual "LIVE" 1-2 Hour Demo Class
- (1) Virtual "LIVE" Formulation Consultation as needed

5 SALON CHAIRS

\$10K+ COLOR POTENTIAL

[Tier 2]

UP TO 100 TUBES OF COLOR
1 LIGHTENER (BLOND STUDIO 9)
6 LITERS OF DEVELOPER

RECEIVE

- Digital Access / Brand Videos
- (1) Virtual "LIVE" 1-2 Hour Demo Class
- (1) Virtual "LIVE" Formulation Consultation as needed

10 SALON CHAIRS

\$20K+ COLOR POTENTIAL

[Tier 3]

UP TO 200 TUBES OF COLOR
1 LIGHTENER (BLOND STUDIO 9)
9 LITERS OF DEVELOPER

RECEIVE

- Digital Access / Brand Videos
- (1) Virtual "LIVE" 1-2 Hour Demo Class
- (2) Virtual "LIVE" Formulation Consultation as needed

20 SALON CHAIRS

\$40K+ COLOR POTENTIAL

1 Stylist per Chair purchases \$4,250 annually in Color & Retail
47% of annual purchase are Color = \$2,000 per Stylist / Chair

**PURCHASE POTENTIAL IS BASED ON COLOR ONLY
DO NOT ADD IN RETAIL**

Virtual Atelier.

Inspirational, complimentary education for all.

Virtual Ateliers are 90-minute, high impact workshops that are complimentary to all hairdressers in the US.

Our Education team host Virtual Ateliers weekly, and they cover many topics from foundational product knowledge through to inspiration and technique.

Whether you are new to L'Oréal Professionnel and would like to learn the essential, foundation knowledge to get the best results or if you would like a refresher, learn about an innovation, need inspiration or to learn a new technique we have you covered! Virtual Ateliers are the education of choice for many because of all the boxes they tick.

01 Visit [US L'ORÉAL PROFESSIONNEL Events | Eventbrite](#).

02. Select the class and date of your choice!

[Perfect for]

- Salon teams
- Independent stylists
- Suite stylists



Virtual Atelier.

- Creative & interactive virtual workshops.
- 1.5 hours, bite-size, high-impact sessions.
- Complimentary to all hairdressers in the US.
- Available weekly.



If ever your local Regional Educator is unavailable, you have full access to all of our Virtual Ateliers. Scan below to register.

[Essential]



Welcome To L'Oréal
Professionnel



Majirel
Essentials



iNOA
Essentials



Dia
Essentials



Blond Studio
Essentials



Care & Style
Essentials



French Balayage
Essentials



Haircutting
Methodology

Trial & conversion guidelines.

[Tier 1]

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[Tier 2]

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[Tier 3]

UP TO 200 TUBES OF COLOR
1 LIGHTENER (BLOND STUDIO 9)
9 LITERS OF DEVELOPER

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- (2) Virtual "LIVE" Formulation Consultation as needed

[Conversion]

PURCHASE

- (1) SALON NEW USER KIT

RECEIVE

- (1) ADDITIONAL FREE DIGITAL CLASS
- (1) CUSTOMIZED DIGITAL EDUCATION PLAN

TOTAL EST. VALUE \$4,000 OR 50+ SERVICES

***Regional Educator must be booked if available in the market, if Regional Educator is not available, book tier 1 artist.

Trial process.

MARKETING/SALES TEAMS TO REPORT BIWEEKLY ON REPURCHASE

SBP/BDE identifies conversion opportunity

SBP/BDE and Regional Educator contact salon to determine free product selection

*As this is digital all areas will have Regional Educator allocated

SBP Submits request for digital education

Note in salesforce:

"This is the first conquest education touchpoint for salon [x]. Brand sampled: [y]."



Once digital education is booked, SBP forwards approval email and simulated order to Kaylan Young, via email scpromos@saloncentric.com

(Product should be received within 1 week of education)

Regional Educator conducts first digital education touchpoint (Product Knowledge: Essentials)

SBP submits request for digital education

note in salesforce:

"this is the second conquest education touchpoint for salon [x]. brand sampled: [y]."

Regional Educator conducts second education touchpoint based off purchase.

Salon purchases a new user kit

Complete conversion process following 2020 guidelines

Salon receives (third) additional education touchpoint following SC color conversion

SBP submits request for education

note in salesforce:

"this is the third conquest education touchpoint for salon [x]. brand sampled: [y]."

Regional Educator conducts third digital education touchpoint based off purchase.

BDE in assigned markets approves

Information in request to include:

- Salon name
- Salon location
- # of chairs
- Opportunity
- Current color brand
- Level of sampling
- Copy SDE or SBP on the email

Education booking best practices.

For SBP.

Sample L'Oréal Professionnel Haircolor

- Salon is sampled 50 tubes of L'Oréal Professionnel haircolor
- SBP/BDE and Regional Educator visit the salon to determine free product selection
- *In areas where no Regional Educator is available, brand will provide recommended shade selection

Class Best Practices :

Reach out to your local L'Oréal Professionnel Education Experience Manager to book your Essentials of Color class:

- Majirel/iNOA/DIA - Live or virtual based on your purchase.

SBP - BDE:

- SBP: Add to COMMENTS on SF Class Request:

This is the 1st DEMO for HAIRCOLOR CONVERSION against XXX brand.

- Demo: "WOW" the salon on why you love L'Oréal Professionnel
- Action Plan: Need to speak about the benefits of Majirel or INOA and DIA
- Add Salon Emotion Consultations

What constitutes as a win?

Before Sampling

1. Must be a non-PPD competitive color account in the last 6 months*
2. Education must be booked in Salesforce prior to ordering samples so that we can ensure products are landing in the salon at the same time as education booking

After Sampling

1. Must purchase (1) salon new user kit
2. Complete SC color conversion process with complete swap out

*If salon purchases DIA Light but no L'Oréal Professionnel permanent color, that would constitute a win.

*If salon purchases Majirel and you swap them for INOA, that would not constitute a win.

Custom Shade 2024 Sampling.

Program valid January 1, 2024 –
December 31, 2024.

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Custom shade sampling.

Receive Up To 6 Free Shades Of Your Choice & 1 Free Developer
(Available For Majirel, iNOA Or Dia)

Majirel IONÈNE G+INCELL® RECOMMENDED MIX

P0048703	MAJIREL 5.0
P0048803	MAJIREL 6.0
P0049003	MAJIREL 7.0
P1532203	MAJIREL COOL COVER 6.1
P1533103	MAJIREL COOL COVER 7.1
P1533903	MAJIREL COOL COVER 8.1
P1537102	MAJI CREME DEVELOPER 20V



iNOA RECOMMENDED MIX

P2485200	INOA 2P 5
P2485100	INOA 2P 6
P2485300	INOA 2P 7
P2488100	INOA 2P 7.1
P0543200	INOA 2P 8.1
P2492500	INOA GOLD NAT 2P 6.3
P0610603	INOA 2P OXYDANT 20 VOL LT



Dia light RECOMMENDED MIX

P0641801	DIA LIGHT 10.12
P0586601	DIA LIGHT 9.01
P0587001	DIA LIGHT CLEAR
P0744301	DIA LIGHT 9.11
P0586301	DIA LIGHT 8
P0826901	DIA LIGHT 7.12
P0586301	DIACTIVATEUR DEVELOPER 6 VOL



NEW Dia color RECOMMENDED MIX

P2616100	DIA COLOR 6
P2616200	DIA COLOR 5
P2616000	DIA COLOR 7
P2615100	DIA COLOR CLEAR
P2612800	DIA COLOR 7.13
P2615200	DIA COLOR 8.1
P0591902	DIA COLOR DEVELOPER 15V



Program Valid 1/1/24 thru 12/31/24

[C1-Intermarc](#)

Custom shade sampling / coupon codes.

RECEIVE UP TO 6 FREE SHADES OF YOUR CHOICE & 1 FREE DEVELOPER
(AVAILABLE FOR MAJIREL, INOA OR DIA)

Majirel
IONÈNE G + INCELL®

COUPON CODE
002057S



INOA

COUPON CODE
002059S



NEW
Dia color
Dia light

COUPON CODE
002058S



Program Valid 1/1/24 thru 12/31/24

C1 - Internal use

Majirel

THE #1 CHOICE OF TOP
COLORISTS WORLDWIDE.

PERFECT COVERAGE

Non-drip formula. 100% grey coverage.

EXCEPTIONAL CARE

+45% more conditioning* vs. non-colored hair

RICH COLOR

Ultimate palette of shades and technologies.
True-to-tone, long-lasting results.

*Instrumental testing.



inoA

The professional industry's first **no ammonia permanent color**.
Oil Delivery System technology with 60% oil-based formula.



Performance



100% grey coverage.

Long-lasting color.

Comfort



Uncompromised comfort.

No dripping. No odor. Easy & fast to apply.

Damage



Visibly healthier hair.

+48% shinier hair.**

Formula



Vegan formula.

No animal-derived ingredients or byproducts.

C1 - Internal use

*No animal-derived ingredients or byproducts. **vs. unwashed hair.



Dia light

ACIDIC GEL-CRÈME DEMI.

Zero ammonia. Zero lift. Ultra conditioning.

CONTROLLED APPLICATION.

Gel-crème consistency for precision application.

FLEXIBLE PROCESSING TIME.

(2-20 minutes).

+30% MORE CONDITIONING*.

Conditions hair after lightening and color services.

*vs. uncolored hair.

NEW

Dia color

Your favorite alkaline demi,
Dia Richesse, reimagined.

Why Dia color?



Up to 70% grey coverage.
Up to 1.5 levels of lift.



Up to 6 weeks of
gloss color, 2x shine.*
Soft demarcation.



Fast processing.
20 minutes.



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Blond Studio

THE PROFESSIONAL
LIGHTENING TOOLBOX

WIDEST VARIETY OF LIFT

From 5 levels to 9 levels

WIDEST CHOICE OF TEXTURE

From powders, to pastes, to cream.

Blond Studio can perform any technique.





Support Materials

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Wella tone conversion charts.

Wella Stroke	Wella Tone	L'Oréal Professionnel Tone
/0	Neutral	Cool Cover/ Extra coverage
/1	Gray/Ash	Closest is .13 - Gold dilutes Blue
/2	Green	.7 Green
/3	Gold	.3 Gold
/34	Copper	.4 Copper
/4	Red	.6 Red
/5	Red Violet	.5 Red Violet
/6	Violet	.2 Violet
/7	Warm Brown	.8 Mocha
/8	Blue	.1 Blue
/9	Cendre/Soft Violet	Closest is .23 - Gold dilutes Violet

Top 10 shades per brand.

MAJIREL		iNOA		DIA LIGHT		DIA COLOR
6/6N		6/6N		CLEAR		6/6N
7/7N		7/7N		10.12/10BV		5/5N
5/5N		6.0/5N		9.01/9NB		7/7N
8/8N		5/5NN		10.01/10NB		8.1/8B
6.0/6NN		8/8N		9.12/9BV		CLEAR
7.0/7NN		5.0/5NN		9.13/9BG		6.1/6B
5.0/5NN		4/4N		8/8N		5.1/5B
4/4N		8.0/8NN		6/6N		7.13/7BG
9/9N		9/9N		10.21/10VB		3/3N
8.0/8NN		3/3N		6/6N		9/9N

SIGNATURE SAMPLING

Introducing Signature Sampling, our premium pre-packed sampling kit, designed to represent our brand with a beautiful presentation and a luxury feel. It offers easy ordering and quick shipping for your convenience.

Our packages are carefully curated to showcase the best of our products, giving your customers a taste of our exceptional quality. Each item is thoughtfully chosen to provide a comprehensive overview of our brand depending on the salon need.

The Signature Sampling Program offers easy ordering and prompt delivery, providing both the salon and SalonCentric a seamless first experience with L’Oreal Professionnel.



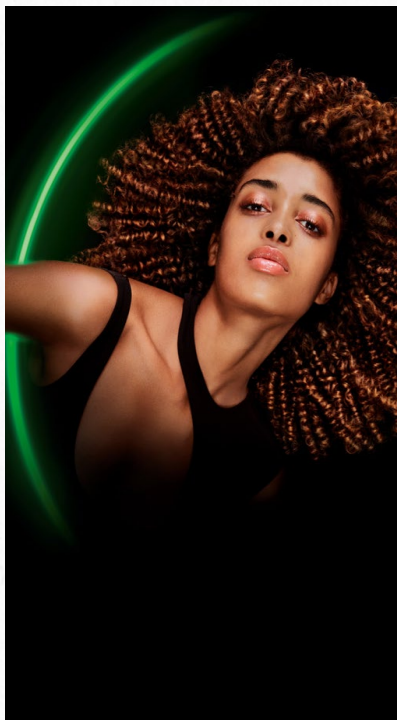
SIGNATURE PACKAGES



THE ESSENTIALS



BEST OF BLONDES



COLOR



DARE TO EXPERT



Each Package Contains

a Metal Detox Kit!

THE ESSENTIALS

Our Best Sellers: The #1 Choice of Top Colorists Worldwide.

Blond Studio

Multi-Techniques Bonder Inside
MajiCreme 20 & 30 Vol Developer

Majirel Permanant Hair Color

4, 5, 6, 7, 8, 6.1

Majirel Cool Cover

5, 5.1, 6, 6.1, 7, 7.3

Dia Light Gloss

8, 8.1, 9.02, 9.13, 10.12, 10.21
Dia Color Developer 6 vol

Dia Richesse Cream Demi

4, 5.3, 6.8, 7.01, 7.8
Dia Color Developer 9 & 15 vol

Enhancements

Metal Detox Treatment Kit & Oil
Absolut Repair Molecular Rinse Off Serum
Stylist Accessories & Swatch Charts
A La Carte Education

Total Package Value: \$1,025

C1 - Internal use

BEST OF BLONDES

Our Blonding Toolkit from Subtle Balayage to Power Blondes

Blond Studio

Multi-Techniques Bonder Inside

Blond Studio 9 Bonder Inside & 30 Vol Developer

Blond Studio Clay 7

MajiCreme 20 & 30 Vol Developer

Enhancements

Metal Detox Treatment Kit & Oil

Absolut Repair Molecular Rinse Off Serum

Stylist Accessories & Swatch Charts

A La Carte Education

Dia Light Gloss

8, 8.1, 9.02, 9.13, 10.12, 10.21,

9.01, 9.11, 9.03, 9.12, Clear

Dia Color Developer 6 vol

Total Package Value: \$915

C1 - Internal use

COLOR CONSCIOUS

The luxurious in-salon color experience. Powered by oil. No ammonia.

Blond Studio

Blond Studio 9 Bonder Inside

Blond Studio 9 Oil Developer 20 Vol

INOA Permanent Hair Color

5, 6, 7, 8.3, 6.3, 5.12, 6.8,

7.11, 8.1, 6.34, 7.43, 6.66

INOA Oil Developer 20 Vol

Dia Light Gloss

7.43, 8.23, 8.34, 8.03, 9.03,

9.01, 9.12, 10.13, 10.21, Clear

Dia Color Developer 6 Vol

Enhancements

Metal Detox Treatment Kit & Oil

Absolut Repair Molecular Rinse Off Serum

Stylist Accessories & Swatch Charts

A La Carte Education

Total Package Value: \$965

DARE TO EXPERT

The perfect complementary, high performance luxury haircare line.

Metal Detox

Metal Detox Shampoo 300ml
Metal Detox Mask 250ml
Metal Detox Treatment Spray 500ml
Metal Detox Oil 100ml

Prolonger

ProLonger Shampoo 500ml
ProLonger Mask 250ml
ProLonger Treatment 400ml

Vitamino

Vitamino Shampoo 500ml
Vitamino Mask 250ml
Vitamino Treatment 400ml

Absolut Repair Molecular

Absolut Repair Molecular Shampoo 500ml
Absolut Repair Molecular Rinse Off Serum 250ml
Absolut Repair Molecular Leave In Mask Oil 90ml

Treatment Profitability Chart
A La Carte Education

Total Package Value: \$935

HOW TO REQUEST A PACKAGE

Step 1: Contact SBD & Copy DSM with Following Info

- Salon Name & Address
- Name of Person Package is Shipping to
- Selected Signature Sampling Package
- Current Color & Retail Lines
- # of Stylists
- Preferred Style of Education- virtual, in salon, lunch and learn, focus group.
- 3 potential education dates

Step 2: SBD will submit request and send confirmation for shipping package

Step 3: SBD will coordinate with EEM to secure education

Step 4: Education Confirmation



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FRENCH CONNECTION



French Connection.

[Retail Placement Program. Grow Market Share with Retail.]

- **Salon Receives \$2,000 worth of Serie Expert (includes Metal Detox, ARM, Treatments, Backbar, Retail Sizes)**
- **Educational Support from RE's or Virtual Ateliers, and Merchandising Support via Level Loyalty Asset Library**
- **Salon Agrees to repurchase for a minimum 6-months and also can qualify for Retail Rebate Rewards**

French Connection.

[SALON PROFILE – HOW TO GUIDE.]

Step 1 - SBP will Identify Salons that have the ability to purchase at least \$10,000 per year in L’Oreal Professionnel Serie Expert.

Step 2 - SBP will contact your DSM and SBD to confirm Opportunity.

Step 3 - SBP will confirm Salons Commitment to French Connection and get Agreement Signed, then sent via email to SBD and copy DSM.

Step 4 - SBD will order your salon’s “French Connection” Program via Ibeauthentic.

Step 5 - SBD will then either Sign Up salon for a Virtual Atelier “Care & Style Essentials or put in a Class Request in Salesforce for “Care & Style Essentials” with a Regional Educator.

Store Program Conversions

We have 3 conversion opportunities for guests to try before they buy.

All Stores can offer these deals. Guests can trade out only NON-SALONCENTRIC brands. Can be gently used.

■ **Shade Trade (up to 36 shades)**

■ MAJIREL SAMPLING - Use Code: **002057S**

■ DIA SAMPLING - Use Code: **002058S**

■ INOA SAMPLING - Use Code: **002059S**

■ **Retail Conversion (3-12 units)**

■ Use Code: **007220S**

■ **Lightener Trade (1lb or 2lb)**

■ Use Code: **007221S**

■ **Store Shade Trade (up to 36 shades)**

■ Use Code: **000241S**

