



L'ORÉAL
PROFESSIONNEL
PARIS

SIGNATURE SAMPLING



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.

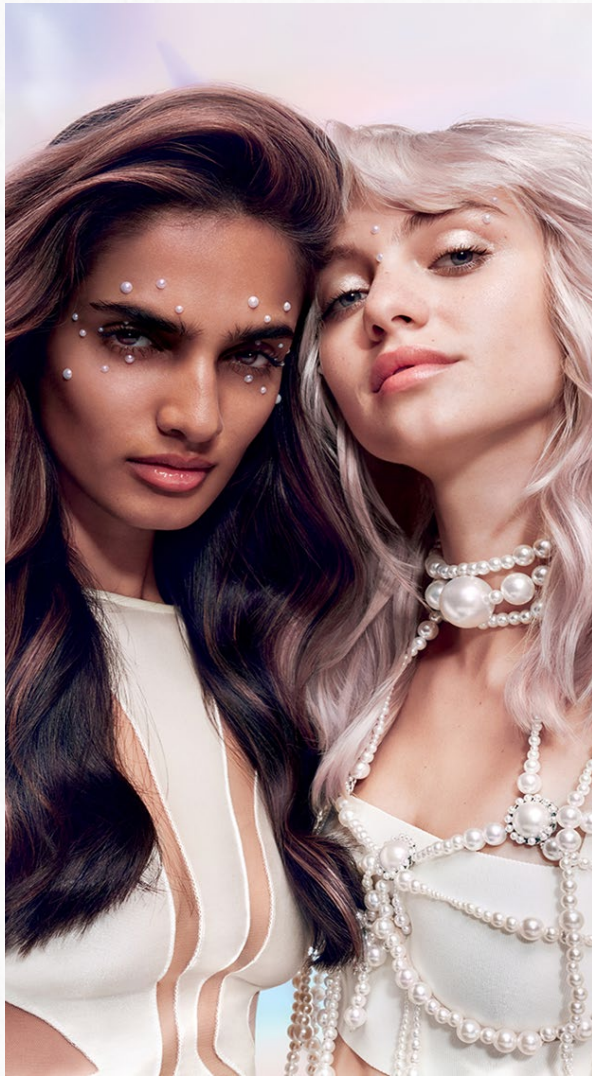
Our packages are carefully curated to showcase the best of our products, giving your customers a taste of our exceptional quality. Each item is thoughtfully chosen to provide a comprehensive overview of our brand depending on the salon need.

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



GLOSS & TONE



COLOR
CONSCIOUS



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

NEW Dia Color Alkaline Demi

4.45, 6.3, 8.1, 5, 6, 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

GLOSS & TONE

Our Blending Toolkit with true to tone demis with the perfect reflect for all hair types.

Blond Studio

Multi-Techniques Bonder Inside

Blond Studio 9 Bonder Inside & 30 Vol Developer

Blond Studio Clay 7

MajiCreme 20 & 30 Vol Developer

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

NEW Dia Color Alkaline Demi

4.45, 6.3, 8.1, 5, 6, 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: \$915

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**

PRODUCTS INCLUDED:

Material Code	Material Description	Quantity
E4034300	LP SE ARM Shp 1500ml T V034	1
E3825700	LP SE Curls Butter Msq 500ml T VI15	1
E3827200	LP SE Curls Moist Shp 1500ml T VA16	1
E3549201	LP SE Metal D SHP 1500 ML I34	1
E3560001	LP SE Metal Msq 500ml J20	1
E3565100	LP SE21 Blondi Msq 500ml T VI15	1
E3567602	LP SE21 Blondi Shp 1500ml T VA16	1
E3565500	LP SE21 Pro Lng Cond 750ml T VA16	1
E3564900	LP SE21 Pro Lng Msq 500ml T VI15	1
E3567002	LP SE21 Pro Lng Shp 1500ml T VA16	1
E3564502	LP SE21 Vit C Cond 750ml CSAR VA16	1
E3570703	LP SE21 Vit C Shp 1500ml CSAR VA16	1
E3567700	LP SE21 Vitam C Msq 500ml T VI15	1
E3547800	LP SE21 Pump Shp 1500ML R V999	6
E4033601	LP SE ARM Liq Treat 250mL V034	1
E4034600	LP SE ARM Pre-Shp 190ml V034	1
E3549300	LP SE Metal D TREAT SPR 500 ML I34	1
E3566400	LP SE21 Blondi Liq 400ml T VA16	1
E3566200	LP SE21 Pro Lng Liq 400ml T VA16	1
E3569800	LP SE21 Vitam C Liq 400ml T VA16	1
E4033400	LP SE ARM Leave-in 100ml V034	3
E4033601	LP SE ARM Liq Treat 250mL V034	3
E4034100	LP SE ARM Shp 500ml R V034	3
E3826200	LP SE Curls Activ Jell 250ml R VA16	3

E3826900	LP SE Curls Butter Msq 250ml R VI22	3
E3825900	LP SE Curls Long Last 200ml R VJ07	3
E3835201	LP SE Curls Moist Shp 500ml R VG61	3
E3826000	LP SE Curls Mousse10-1 250ml R V040	3
E3835000	LP SE Curls Reviver Spr 190ml VA16	3
E3548402	LP SE Metal Msq 250 ML J20	3
E3548702	LP SE Metal SHP 300 ML J20	3
E3849100	LP SE MRVL OIL 50mL R VJ20	3
E4033200	LP SE MT Detox leave-in 100ml VJ20	3
E3557801	LP SE21 Abs Rep Msq 250ml R VI22	2
E3565900	LP SE21 Blondi Cond 500ml R VB98	3
E3571301	LP SE21 Blondi Msq 250ml R VI22	2
E3570002	LP SE21 Blondi Shp 500ml R VG61	3
E3574200	LP SE21 Blow D Crem 150ml R VA16	3
E3562600	LP SE21 Pro Lng Cond 500ml R VB98	3
E3571701	LP SE21 Pro Lng Msq 250ml R VI22	2
E3569502	LP SE21 Pro Lng Shp 500ml CSAR VG61	3
E3572200	LP SE21 Silver Cond 200ml R V360	3
E3557402	LP SE21 Silver Shp 500ml R V346	3
E3554501	LP SE21 Vitam C 10-1 190ml R VA16	3
E3564601	LP SE21 Vitam C Cond 500ml R VB98	3
E3571501	LP SE21 VITAM C MASQ 250ML R VI22	2
E3570502	LP SE21 Vitam C Shp 500ml R VG61	3
TOTALS		102

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RETAIL DISPLAY



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SHELF TALKERS

Absolut Repair Molecular.

Repairs hair's molecular structure with peptides bonders and amino-acids.

Results.

Restores strength, elasticity, and movement.

L'OREAL
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Liss Unlimited.

Long-lasting straight treatment for frizz prone hair.

Results.

Long-lasting straight hair, nourished and reinforced fiber and protection against humidity.

L'OREAL
PROFESSIONNEL
PARIS

Prolonger.

Professional treatment for longer, thicker hair.

Results.

Filled ends and renewed length for longer, thicker, shiny, frizz-free hair.

L'OREAL
PROFESSIONNEL
PARIS

Curl Expression.

Curl Expression for curly & coily hair.

Results.

Supercharge curls and coils with professional hydration.

L'OREAL
PROFESSIONNEL
PARIS

Vitamino.

Shine unlocker and color shield treatment for color-treated hair.

Results.

Intense shine and color protection in between visits.

L'OREAL
PROFESSIONNEL
PARIS

Volumetry.

Anti-gravity volume treatment for fine hair.

Results.

Delivers body and volume to fine hair, keeping it hydrated.

L'OREAL
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PARIS

Inforcer.

Anti-breakage strengthening supplement for fragile hair.

Results.

Hair supplemented with strength, healthy growth and breakage prevention.

L'OREAL
PROFESSIONNEL
PARIS

Blondifier.

Illuminating treatment for blonde or highlighted hair.

Results.

Multi-dimensional shine and antioxidant protection for nourished blonde hair.

L'OREAL
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Silver.

Purple shampoo for brassy hair.

Results.

Eliminates yellow tones and revives hair's natural shine.

L'OREAL
PROFESSIONNEL
PARIS

Metal Detox.

Neutralize metals to prevent breakage & color shift during color & lightening services.

Results.

87% less breakage.
100% reliable color results.

L'OREAL
PROFESSIONNEL
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Absolut Repair.

Instant deep hydration and reparative treatment for sensitized hair.

Results.

Hydrated, softer, and smoother hair with a lightweight feel.

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French Connection.

[SALON PROFILE – HOWTO 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 lbeauthentic.

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.



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SUSTAINABILITY SUMMIT

Sustainability Summit



April
| 7-9 |

L'OREAL PRO LAB ACADEMY

Accommodations:
AC HOTEL by Marriott
Los Angeles South Bay

Recruit New Partnerships in 2024

What is the Sustainability Summit?

AN EXCLUSIVE SALON BUSINESS SEMINAR HOSTED BY
L'OREAL PROFESSIONNEL & SUMMIT LEADERSHIP

Discover new ways to take your business to the next level with expert advice from Summit leaders Heather Bagby & Glenn Baker. Content will include recruiting and retention, legacy leadership, and succession planning.

Experience L'Oreal Professionnel's newest innovations with General Manager Mounia Tahiri

How is a Salon Considered?

- Salon has the potential of \$75K+ in Color
- May be a recent Summit attendee and has not switched
- Must be a competitive Color brand to L'Oreal
- Only 2 people per salon can attend
- Each L'Oreal SBD can hand pick 2 salons
- Salon is seriously considering a change in color
- Salon does not have to be a Summit salon to attend

Salons must be **PRE-APPROVED** by your L'Oreal SBD: Please see Team Map
We ask that Salons are not shown the program until they have cleared the approval process and the invite is secured

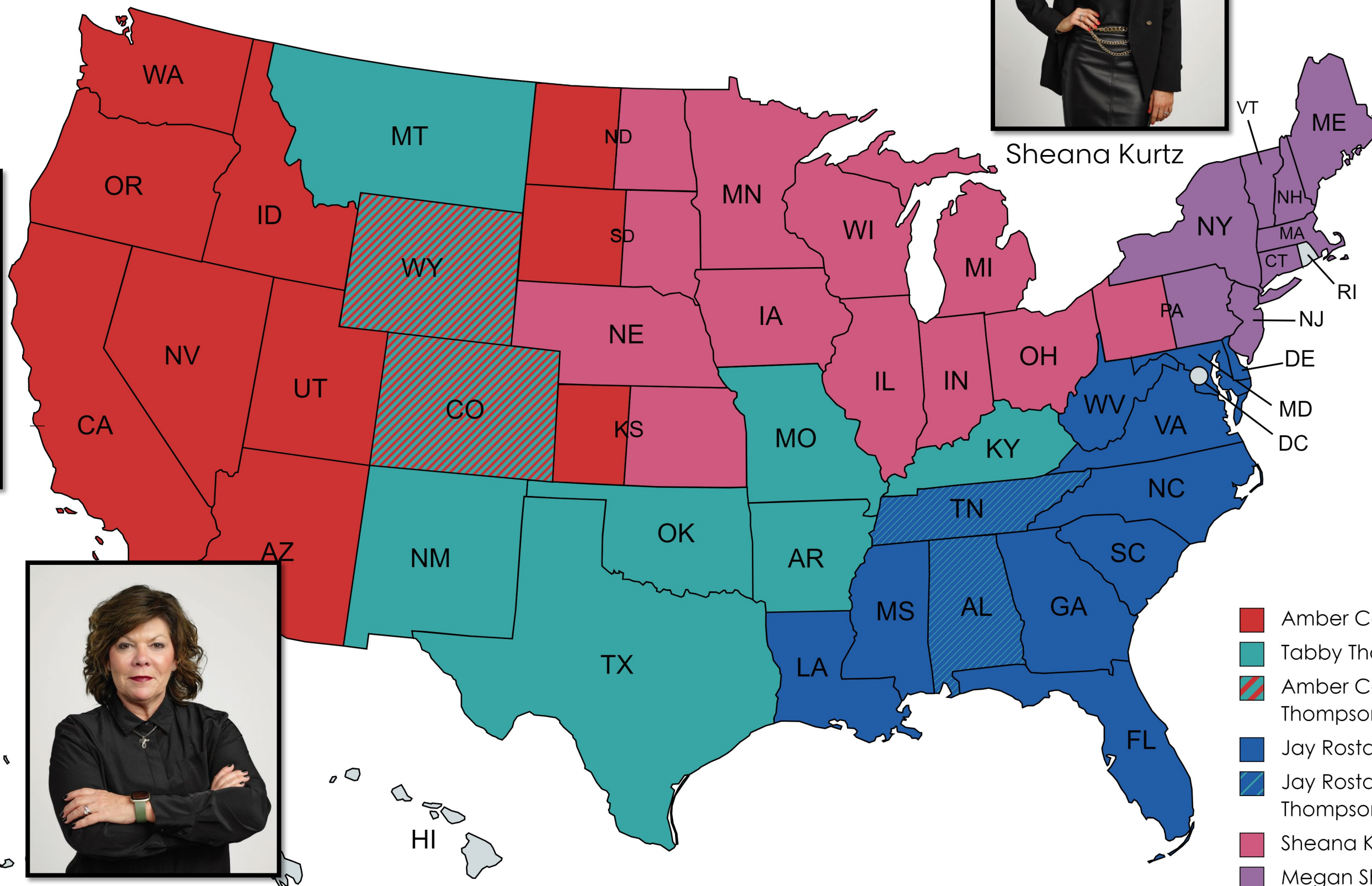
If you have a salon that fits the above criteria please contact your DSM as space is very limited

Total Program: Compliments of L'Oreal
Includes Airfare and Hotel Accommodations

Meet the LP Field Sales Team



Amber Cavener



Sheana Kurtz



Megan Sharp



Jay Rostad



Tabby Thompson

- Amber Cavener
- Tabby Thompson
- Amber Cavener/Tabby Thompson
- Jay Rostad
- Jay Rostad/Tabby Thompson
- Sheana Kurtz
- Megan Sharp