

uniqueart

Jan/Feb 2024

INOA

Black Abyss

Discover new depths
of color expression.

**Our deepest
level of repair.**

Absolut Repair
Molecular.

**Discover
our star.**

Blond Studio 9
Bonder Inside.

L'ORÉAL
PROFESSIONNEL
PARIS

Table of contents



“

Merging inspiration from AI with hair artistry was an amazing experience. No matter the task, iNOA is my go-to for the rich tone it delivers, even on the deepest of bases. ”



Nina Rubel
@ninarubelhair

Pg **04** Color
Essentials

Pg **12** Haircare
Essentials

Pg **18** Education

Pg **10** Stylist
Spotlight

Pg **16** Business
Corner

Pg **22** Monthly
Offers



On the cover.

Discover our deepest level of repair with Absolut Repair Molecular for clients with very sensitized hair. For more information on this range, see page 12.

Check out
the back cover
for resources.

Pg.

06

Inspired by AI, created by pros.

Discover how our pros brought AI inspiration to life on hair.

Coming February

iNOA™

No ammonia permanent color.
Oil Delivery System. Vegan Formula.

color
essentials



Discover why pros love iNOA.



100%
grey coverage.



Visibly
healthier hair.



Uncompromised
comfort.



Vegan
formula.

*No animal-derived ingredients or byproducts.

Introducing Black Abyss.

Discover new depths of color expression.

Evoke shine and dimensionality on even the darkest bases with **Oil Delivery System** technology.



Visibly improves hair quality:

- Hydrates and conditions hair.
- Reduces porosity of hair.
- Adds +48% shine**.

Before.



After.

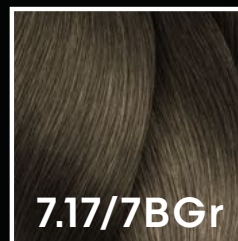


Featuring two NEW shades.



3.0/3NN

For maximum coverage on dark bases.



7.17/7BGr

BACK BY PRO DEMAND.

For neutralization of red undertones.

**vs. unwashed, uncolored hair.

Coming February

Curated recipes for reflect visibility on dark bases.

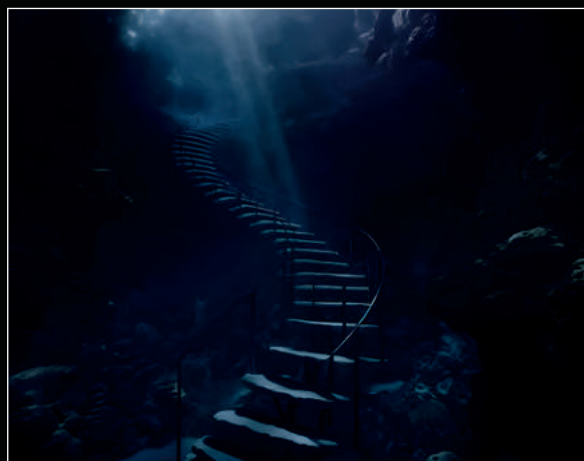
Our first-ever collaboration featuring AI-generated worlds created by AI designer @illusorybeauty, used as inspiration for looks created by L'Oréal Professionnel Artists.



Cool Slate

AI-generated inspiration by @illusorybeauty

Hair by Nina Rubel. @ninarubelhair.



AI-generated inspiration.



Pro interpretation featuring
NEW iNOA 3.0 (1/2) + iNOA 2.10 (1/2).



Styling for all looks by
Drew Schaefering
L'Oréal Professionnel Artist
@drewschaefering

Discover the
codevelopment
between AI designer
and L'Oréal Professionnel
Artists here.



Rich Espresso

AI-generated inspiration by @illusorybeauty



AI-generated inspiration.

Hair by Tippi Shorter. @tippishorter.



Pro interpretation featuring
iNOA 3 (1/2) + iNOA 4.8 (1/2).

Rouge Noir

AI-generated inspiration by @illusorybeauty



AI-generated inspiration.

Hair by Frank Diaz. @frankdiaz.colorist.



Pro interpretation featuring
iNOA 4 (1/4) + iNOA 5.60 (3/4).

New year, new you.

With our star Blond Studio 9 Bonder Inside.



by Hollie Haskins

@holliehaskinshair

"Blond Studio 9 Bonder Inside is the ultimate work smarter, not harder product."



Prep hair with Metal Detox.

Lighten with Blond Studio 9 Bonder Inside.

Tone with Dia Light 9.13 + 7.13

Discover our lightener portfolio

for all your needs this year.

Blond Studio Clay 7



Ammonia-free clay
for precise painting.

Majicrème Developer.

Multi-Techniques 8 + 8 Bonder Inside



Classic lightening
powder.

Majicrème Developer.



With bonder inside
for added protection.

Blond Studio 9



Lightening powder
to lift dark bases.

Blond Studio 9 Oil Developer.

Blond Studio 9 Bonder Inside

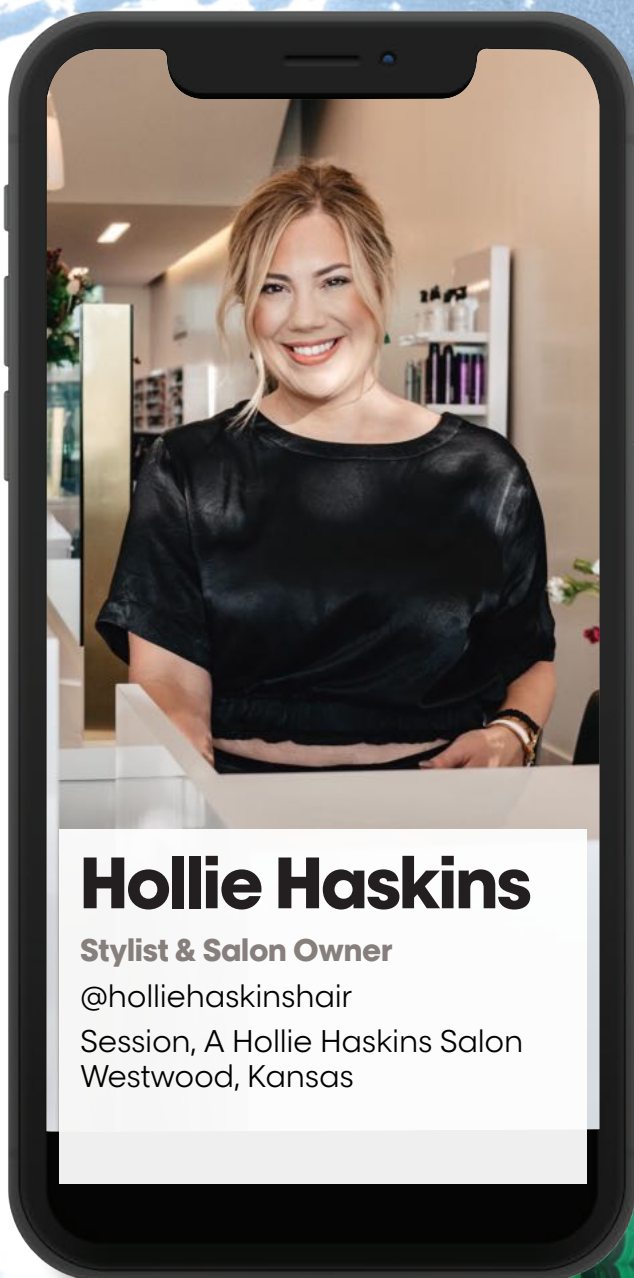


With bonder inside for
accelerated lift with care.

Blond Studio 9 Oil Developer.

Full Blond
Studio
portfolio.





Hollie Haskins

Stylist & Salon Owner

@holliehaskinshair

Session, A Hollie Haskins Salon
Westwood, Kansas

Blonding services

with Blond Studio 9
Bonder Inside





Why is Blond Studio 9 Bonder Inside your go to?

I like to work fast and efficiently behind the chair while maintaining the integrity of my clients' hair. Blond Studio 9 Bonder Inside allows me to consistently work this way and achieve beautiful results.

What services are you predominantly using it for?

I love using Blond Studio 9 Bonder Inside for foiling specifically on dark base.

How do you sell the Blond Studio 9 Bonder Inside service to your client?

When I explain how you will get a quick, but beautiful result they are like, "sign me up!"

What tips can you provide on increasing revenue during a blonding service?

Blond Studio 9 Bonder Inside is a premium product with the latest oil enriched lightening system to lift the hair 9 levels fast without compromising on care and needs to be charged accordingly. I find that if I suggest what I think is best for my client's hair they genuinely agree. Adding Blond Studio 9 Bonder Inside with Metal Detox is the ultimate luxury for my guests.

How has Metal Detox impacted your blonding services?

GAME CHANGER! I don't do a blonding service without it. I have built it into my pricing when I quote my guests and when I explain the benefits of Metal Detox they absolutely want it in their hair before we start the service!

Absolut Repair Molecular

THE TECH

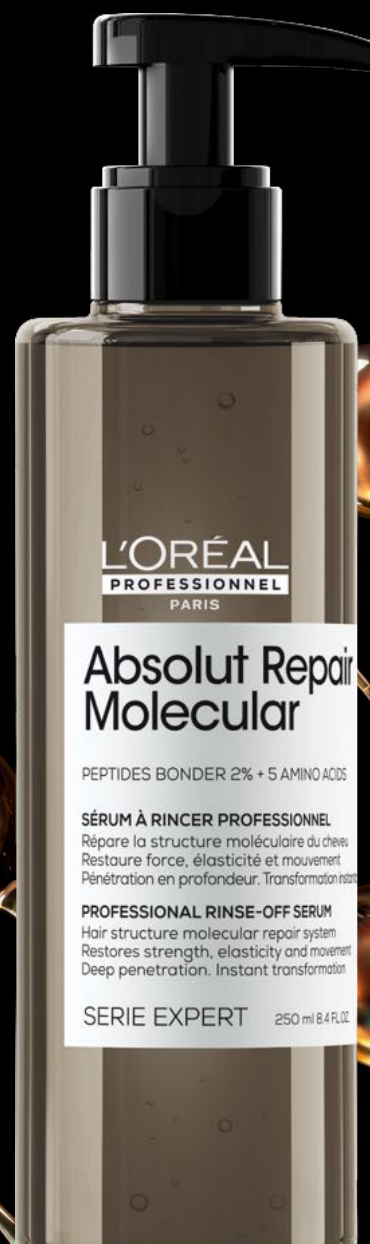
Peptides bonder + Amino acids

repairs hair's molecular structure.*



Learn more.

With continuous use of rinse-off serum.



Salon Exclusive Pre-treatment.

A pro favorite.

Earn up to \$490
in incremental profit per bottle.*

Salon service results.

Share your transformation. #RebornStronger



Adina Pignatare

Stylist and L'Oréal Professionnel Ambassador
@Adina_Pignatare

"I love the Pre Treatment. I can address clients' needs and increase my average service ticket with no additional time added to my book"

*13 applications per bottle with recommended service charge of \$40

NEW Mini Pre-treatments.

Limited time only.



Absolut Repair Molecular.

THE TECH

**Peptides bonder
+ Amino acids.**

Restores strength, elasticity,
and movement.*



*With system of shampoo + rinse-off treatment + leave-in mask.

@adina_pignatare

Metal Detox.

THE TECH

Exclusive Glicoamine.

Prevent breakage
& color shift.



@tarafayehair



Discover our
Diagnostic Tool.



Oscar Blandi Salon.

Winning 2024 with social media.



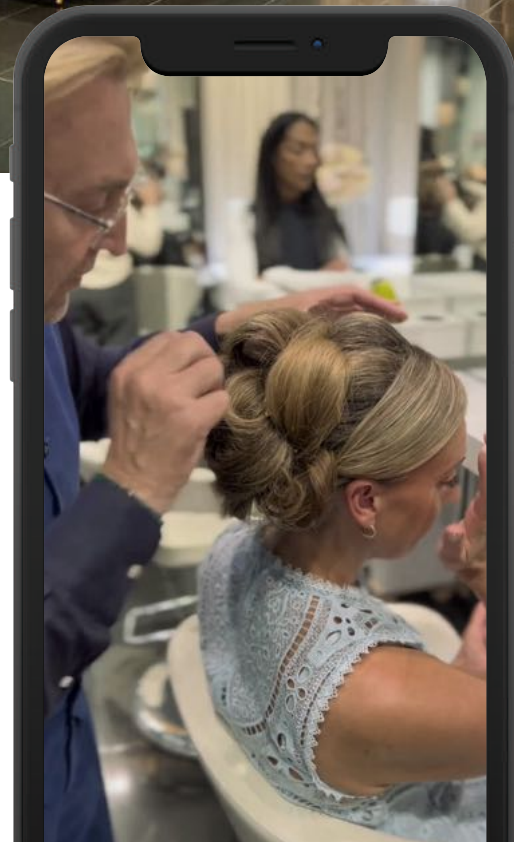
Oscar Blandi.

Founder & Owner, Oscar Blandi Salon
New York, NY | @blandiattheplaza



How has social media helped you grow your business?

It helped us reach clients who were previously unaware of our offerings and maintain engagement with our existing clients, whether it's for retail promotions, the latest hair trends or immediately after they leave the salon. It has created the opportunity for us to spark interest among new clients by showcasing our stylists' beautiful craft and the entire salon experience, which we invite them to become a part of.



What social media strategy has worked well for you?

Before and after images are a great way of showcasing true results with our existing clients; however, we've found that videos are the best way to stop new users from scrolling in their feed. Videos allow us to take viewers through the Blandi Salon experience and educate them on how to recreate effortless looks at home.

What does your process look like to set yourself up for success on social media?

Consistency is key! We aim to post 6-7 times a week with content varying from tutorials to special promotions to celebrations. Our in-salon social media works closely with our PR company, ensuring the appropriate use of the Blandi Salon language and helping us create more engaging content. Additionally, our stylists have improved lighting by using ring lights to help reduce harsh shadows and enhance photos on our social media pages.

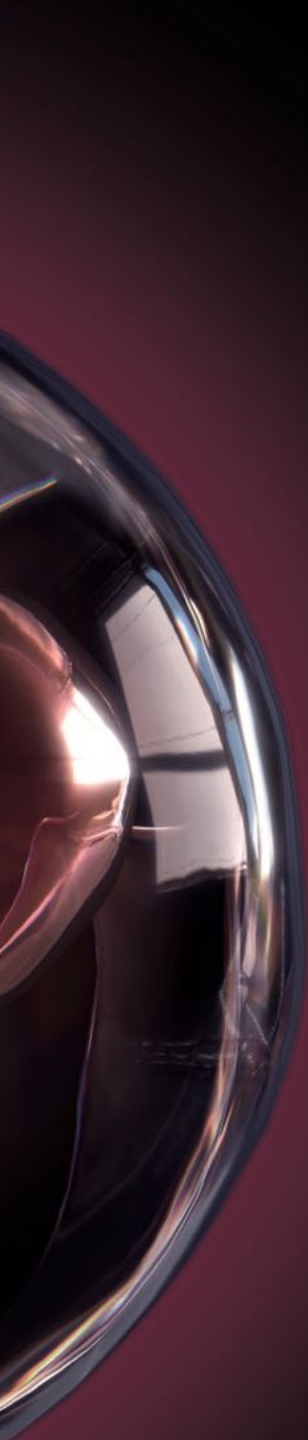
How do you use social media to reach new clients?

Through video content, we've been able to capture the attention of a wider audience, exciting people with what the salon experience could look like for them. The videos showcase our points of difference. Incorporating effects like music also helps create interest.

What new years resolutions for your business are you committing to in 2024?

We will continue to commit ourselves to our clients by helping them look and feel their very best. We choose to partner with a strong manufacturer to provide the best products, newest innovations, and cutting-edge techniques so that our clients can have the ultimate salon experience.





Signature Education.

Education that elevates the Pro.

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.

Book your 2024 Signature Education now.



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

[Signature Education]

ON | OFF Education.

Available virtually and live. A purposely curated education offering available to everyone.



[Virtual Education = ON]

- Virtual Atelier
- Color Ambassador
- Access
- Salon or Suite Virtual Rendezvous
- Social



[Live Education = OFF]

- Academy
- In Store
- In Salon or Suite Rendezvous
- Signature Experiences
- School

[Academy]

Haircutting Certification.

Become an Expert in Haircutting!



Learn the terminology and methodology of Haircutting through 6 classic haircuts and how to approach all formations through effective consultation and hair analysis. Stretch those creative muscles past your comfort zone by creating a haircutting collection for your final project! Watch your business accelerate to a new level.

- Master the L'Oréal Professionnel haircutting methodology
- Elevate your expertise through technical upskilling on all formations
- Learn how to accelerate your cutting business

6 days live

\$2700

180,000 Level Loyalty Points



Learn more.

[Academy]

Signature Experiences.

Join us for a two-day immersive education 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. From salon owners and business leaders through to the entire team - regardless if you use L'Oréal Professionnel in your business.

- Light breakfast and lunch served both days
- Evening networking after-hours cocktail party featuring a guest DJ, drinks and hors d'oeuvre.

New York City:

- May 5th - 6th
- August 4th - 5th
- October 6th - 7th



Learn more.

January Only.

Offers valid 1/1-1/31.



Save 15%
with the purchase of
3 or more Serie Expert*.

Salon Price From: \$14.46

Salon Value From: \$17.01

*Retail formats & salon treatments only.



Save 15%
on Serie Expert liters.

Salon Price From: \$24.08

Salon Value From: \$28.33

NEW
Mini Pre-treatments.



\$15
hot price.
Limited time only.

Free Majicrème
Developer 20-vol.

with purchase of
8-35 Majirel tubes.

Salon Price From: \$83.20

Salon Value From: \$92.21



Free developer
& accessories

with purchase of
36+ Majirel tubes.

Includes:

- 2x Majicrème Developer 20-vol.
- 2x L'Oréal Professionnel Aprons

Salon Price From: \$374.40

Salon Value From: \$443.41



\$22.50

Try Blond Studio 9
Bonder Inside.



Save 20%
on Blond Studio
Oil Developers.

Salon Price From: \$8.80

Salon Value From: \$11.00

February Only.

Offers valid 2/1-2/29.

Buy 1 get 1, 50% off on Blond Studio lighteners.

Salon Price From: \$14.90

Salon Value From: \$19.86

*Blond Studio lighteners only. Excludes developers.



Free iNOA Oil Developer 20-vol. + Mini Metal Detox Pre-Treatment with purchase of 9-35 iNOA tubes.

Also includes:*

- iNOA Black Abyss swatchbook pages featuring NEW 3.0 & 7.17.

*Redeem for FREE on LEVEL Loyalty.

Salon Price From: \$99.81

Salon Value From: \$127.77



Free accessories and more with purchase of 36+ iNOA tubes.

Includes:

- 5x FRAMAR™ Big Daddy Brushes
- 2x iNOA Oil Developer 20V
- 1x iNOA Technical Guide
- 1x Mini Metal Detox Pre-Treatment
- iNOA Black Abyss swatchbook pages featuring NEW 3.0 & 7.17.
- iNOA Digital Education Class

Salon Price From: \$399.24

Salon Value From: \$490.17



\$20

Try NEW Absolut
Repair Molecular
Rinse-off serum.



Save 15%
on Absolut Repair
Molecular.*

Salon Price From: \$18.30

Salon Value From: \$21.53

*Excludes Absolut Repair Molecular Rinse-off serum.

Want more resources?

Swatch charts



Majirel



inOA



Dialight



DI\RICHESSÉ

Education



Signature Edu



Academy



Virtual Atelier



Brand Book

Brochures



Metal Detox



Blond Studio

Support Tools



Stay up-to-date
with our
newsletter



Discover our
full product
catalog



Download
sell-thru assets
on **LEVEL**



Discover free
mental health
resources

LEARN MORE ABOUT L'ORÉAL PROFESSIONNEL AT
[US.LOREALPROFESSIONNEL.COM](https://us.lorealparaprofessionnel.com) | [@LOREALPRO_EDUCATION_US](https://twitter.com/LOREALPRO_EDUCATION_US) | [#LOREALPRO](https://hashtagram.com/LOREALPRO)