

Virtual Atelier.

Inspirational, complimentary
education for all.



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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!

Convenient | Complimentary | Live | Interactive | High Impact

Topics covering: Essential information, new product launches, inspiration & technique.



[Essential]



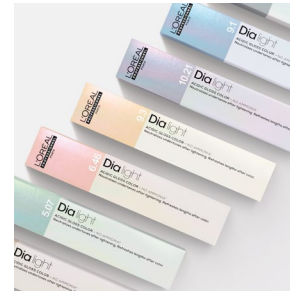
**Welcome To L'Oréal
Professionnel**



**Majirel
Essentials**



**iNOA
Essentials**



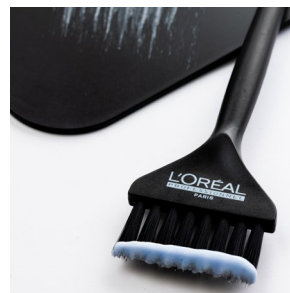
**Dia
Essentials**



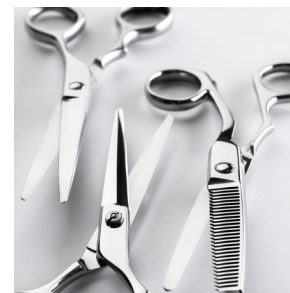
**Blond Studio
Essentials**



**Care & Style
Essentials**



**French Balayage
Essentials**



**Haircutting
Methodology**



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Signature Education.



CLICK OR SCAN



[Signature Education]

Virtual Atelier

Explore the rich history of L'Oréal Professionnel and discover who we are today. Whether you are new to the brand, or looking for a refresh on all that we have to offer. You will discover our entire color and lightener portfolio and learn what steps you can take to continue your journey with us.



Complimentary

1.5 hours | Look-and-Learn

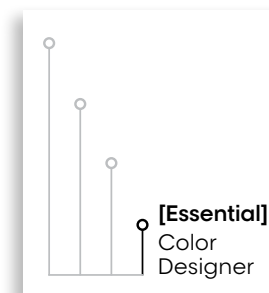
Click or scan the QR code to register.

Top 3 Takeaways

- Discover what it means to be a part of the L'Oréal Professionnel family
- Understand the history of L'Oréal Professionnel
- Discover product knowledge on the complete L'Oréal Professionnel line

Student Profile

Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge.



Welcome to L'Oréal Professionnel

L'ORÉAL
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PARIS

Majirel Essentials



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Majirel provides stylists with three absolutes: absolute color, absolute confidence and absolute care. Explore complete color theory and how to properly use Majirel on all hair formations, followed by express techniques that will feed your creativity.



Complimentary

1.5 hours | Look-and-Learn

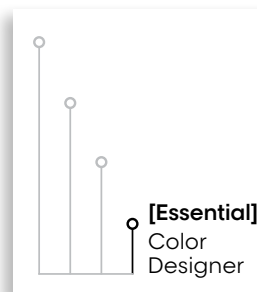
Click or scan the QR code to register.

Top 3 Takeaways

- Discover product knowledge on the complete L'Oréal Professionnel color line: Majirel
- Understand how to choose the proper Majirel products to achieve desired results
- Learn how to conduct a proper consultation and thorough hair analysis

Student Profile

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iNOA Essentials



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Virtual Atelier

iNOA is the first ammonia-free permanent color line powered by oil, to visibly improve hair quality. Explore complete color theory and how to properly use iNOA on all hair formations, followed by express techniques that will feed your creativity.



Complimentary

1.5 hours | Look-and-Learn

Click or scan the QR code to register.

Top 3 Takeaways

- Discover product knowledge on the complete L'Oréal Professionnel color line: iNOA
- Understand how to choose the proper iNOA shade to achieve desired results
- Learn how to conduct a proper consultation and thorough hair analysis

Student Profile

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Virtual Atelier

Dia can boost your color business, both Dia Light and Dia Richesse are ammonia-free and demi-permanent! Discover when to use Dia Light vs. Dia Richesse on all hair formations while exploring complete color theory and how to properly use each range on all hair formations, followed by express techniques that will feed your creativity.



Complimentary

1.5 hours | Look-and-Learn

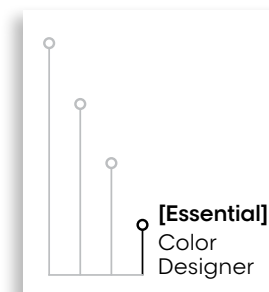
Click or scan the QR code to register.

Top 3 Takeaways

- Discover product knowledge on the complete L'Oréal Professionnel color lines: Dia Light and Dia Richesse
- Understand how to choose the proper Dia Light and Dia Richesse products to achieve desired results
- Learn how to conduct a proper consultation and thorough hair analysis

Student Profile

Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge.





Blond Studio Essentials

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L'Oréal Professionnel has a vast lightening toolbox that gives you the proper lift and effect to meet any client needs. Discover the strengths of each of our lighteners, and explore complete color theory and how to use each product on all hair types, followed by express techniques that will feed your creativity.



Complimentary

1.5 hours | Look-and-Learn

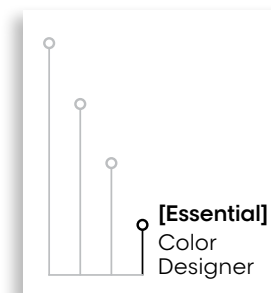
Click or scan the QR code to register.

Top 3 Takeaways

- Discover product knowledge on the complete L'Oréal Professionnel lightener portfolio: Blond Studio
- Understand how to choose the proper Blond Studio products to achieve desired results
- Learn how to conduct a proper consultation and thorough hair analysis

Student Profile

Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge.



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Care & Style Essentials



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The L'Oréal Professionnel portfolio has a product for everyone. Explore how to perform a proper consultation and hair analysis to provide products to your clients that will help them achieve their hair goals, and learn how to execute the L'Oréal Professionnel Signature Blowout on all hair formations for a polished look.



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1.5 hours | Look-and-Learn

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Top 3 Takeaways

- Discover product knowledge on the complete L'Oréal Professionnel care and styling lines: Serie Expert, Tecni.Art
- Understand how to choose the proper products to achieve desired care and style results
- Learn how to conduct a proper consultation and thorough hair analysis

Student Profile

Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge.

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French Balayage Essentials



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L'Oréal Professionnel French Balayage technique will elevate your balayage skills to the next level. Learn the methodology of French Balayage and the best practices to achieving 'the perfect piece'.



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1.5 hours | Look-and-Learn

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Top 3 Takeaways

- Understand proper product selection within Blond Studio and Dia Light
- Discover the basics of traditional French Balayage techniques and how to apply them on all hair formations
- Learn how to conduct a proper consultation and thorough hair analysis

Student Profile

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L'Oréal Professionnel haircutting methodology will ground you in the basics of haircutting. Learn how to conduct a proper consultation and hair analysis, allowing you to understand and recommend haircuts that will wear well on your clients.



Complimentary

1.5 hours | Look-and-Learn

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Top 3 Takeaways

- Understand proper Tecni.Art product selection in prepping and styling the hair with Serie Expert
- Discover the basics of L'Oréal Professionnel haircutting methodology
- Learn how to conduct a proper consultation and thorough hair analysis

Student Profile

Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge.



Haircutting Methodology