



L'ORÉAL PROLAB
ACADEMY OF BEAUTY

pure escape

pure escape-may 5-7, 2024

COST: 3K/200K LEVEL POINTS-PER ATTENDEE

PURE PERFORMANCE

- Education at the L'Oreal Pro Lab
- Live and hands-on Education
- State of the Business
- Industry Elevation



PURE LUXURY

- 5-star hotel accommodations
- California beach-front dreamin'
- Welcome reception
- Breakfast and lunch included
- Special experience
- Luxury touches throughout trip



PURE INTENTION

- Celebrate with Pureology and our "doing better" initiatives
- Align with Pure intentions and wellness at the core



pure escape

SALON CENTRIC/SRDA NEED TO KNOW

WHEN May 5-7, 2024 (arrive on the 5th, with option to depart on the 8th)

REGISTER www.pureescape2024.com (go here for sizzle reel and all videos)

COST 3K/200K Level Points for **Stylist/Attendee**-airfare NOT included
1750K /116K Level Points for **non-stylist** includes room and welcome reception only- **All salons “invited” are required to pay**
*Combination of points and cash accepted

WHO Physical invites will be sent from Pureology to the attendees from last year, as a “pre-sale” opportunity.
Virtual invites will be sent from Pureology to the top Pureology accounts as a “second opportunity” layer- approximately 60 salons, and 10 SRDA salons.

COUNTS 50 paid, (LEVEL or Cash) stylist tickets available MAX / 4 people per salon

