

uniqueart

Jan/Feb 2023

NEW
iNOA

The haircolor
of the future
has arrived

Discover New
Metal Detox Oil

L'ORÉAL
PROFESSIONNEL
PARIS

Table of contents



“

I'm in love with the new iNOA. It has a fantastic, improved consistency that makes it so easy to apply, and the grey coverage is stellar.

”



Nika Forsythe,
L'Oréal Professionnel Artist
@mooreunikahair

Pg **04** Color
Essentials

Pg **20** Stylist
Spotlight

Pg **24** Education

Pg **14** Haircare
Essentials

Pg **22** Business
Corner

Pg **26** Monthly
Offers



On the cover

Neutralize metals in the hair with Metal Detox Pre-Treatment. Cover roots and pull through lengths and ends with iNOA 7.43/7CG and iNOA Oil Developer 20-vol.



**Look for page
tear out option!**

Easily remove
pages and display
in your salon!

**Check out
the back cover
for resources.**

Pg.

04 The next generation of no ammonia permanent color.



Coming February

color
essentials



NEW iNOA™



The haircolor of the future has arrived.



**100%
grey coverage.**
Long-lasting results.



**Visibly
healthier hair.**
+48% shinier hair.**



**Uncompromised
comfort.**
No odor. No dripping.
Easy & fast to apply.



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

Discover the **NEW iNOA** through our Pros.



**"A permanent color
that speaks for itself."**

Nika Forsythe
@mooreunikahair

L'Oréal Professionnel Artist,
2022 US Style &
Colour Trophy Winner

Evolving with the needs of pros.

- **NEW!** More pliable consistency for easier + faster mixing, application, and rinsing.
- **NEW!** Vegan formulation.
- **NEW!** Refined palette with twelve new shades.

Without impacting what they already loved.

- Oil Delivery System technology with 60% oil-based formula.
- 1+1 mixing ratio + 35-min. processing time.
- Long-lasting, shiny results with 100% grey coverage.



Before.



After.

Roots:

iNOA 6.0/6NN with
iNOA Oil
Developer 20-vol.

@adina_pignatare

Roots:

iNOA 8.1/8B (2/3)
+ iNOA 8/8N (1/3)
with iNOA Oil
Developer 20-vol.

Mid-Lengths + Ends:

Lowlight with
identical formula.



Before.



After.

@mooreunikahair



Before.



After.

Roots:

iNOA 5/5N with
iNOA Oil
Developer 20-vol.

@jackiepp

innovation NO Ammonia

A technology
made of **60% oil.**



Access the iNOA technical guide + shade chart here.
Accede a la guía técnica y carta de colores iNOA aquí.



Blues

Greens

Violets

.10/BBB

.11/BB

.12/BV

.1/B

.17/BGr

.20/VVV

.21/VB

.2/V

10



10.1/10B

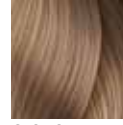
9



9.11/9BB



9.1/9B



9.2/9V
NEW!

8



8.11/8BB
NEW!



8.12/8BV
NEW!



8.1/8B



8.21/8VB
NEW!

7



7.11/7BB



7.1/7B

6



6.11/6BB



6.1/6B

5



5.12/5BV



5.1/5B



5.17/5BGr

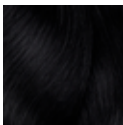
4



4.20/4VVV

3

2



2.10/2BBB
NEW!

1

Cool Browns & Blondes

Mochas

Naturals

.18/BM	.13/BG	.15/BRv	.23/VG	.25/VRv	.8/M	.0/NN	-/N	.3/G
--------	--------	---------	--------	---------	------	-------	-----	------



10/10N



9.13/9BG



9.0/9NN
Extra Coverage



9/9N



9.3/9G
Gold Naturals



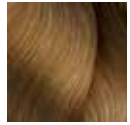
8.13/8BG



8.0/8NN
Extra Coverage



8/8N



8.3/8G
Gold Naturals



7.18/7BM
NEW!



7.13/7BG



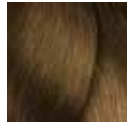
7.8/7M



7.0/7NN
Extra Coverage



7/7N



7.3/7G
Gold Naturals



6.13/6BG



6.23/6VG



6.8/6M



6.0/6NN
Extra Coverage



6/6N



6.3/6G
Gold Naturals



5.18/5BM
NEW!



5.15/5BRv



5.25/5VRv
NEW!



5.8/5M



5.0/5NN
Extra Coverage



5/5N



5.3/5G
Gold Naturals



4.15/4BRv



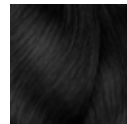
4.8/4M
NEW!



4.0/4NN
Extra Coverage



4/4N



3/3N



1/1N

Tear along dotted line and display in your salon!

Tear along dotted line and display in your salon!

Warm Browns & Blondes		Golds			Coppers		
.31/GB	.32/GV	.3/G	.34/GC	.35/GRv	.4/C	.43/CG	.44/CC



9.3/9G



8.31/8GB



8.3/8G



8.34/8GC



7.31/7GB



7.3/7G



7.34/7GC



7.35/7GRv



7.4/7C



7.43/7CG



7.44/7CC



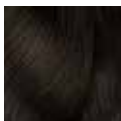
6.32/6GV



6.3/6G



6.34/6GC



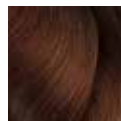
5.32/5GV



5.3/5G



5.35/5GRv



5.4/5C



4.3/4G



4.35/4GRv
NEW!

Coppers			Reds				
.40/CCC	.45/CRv	.46/CR	.62/RV	.5/Rv	.56/RvR	.66/RR	.60/RRR



6.40/6CCC
Rubilane™
NEW!



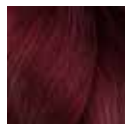
6.45/6CRv



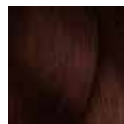
6.46/6CR



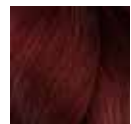
6.66/6RR
Carmilane™



5.62/5RV
Carmilane™



5.5/5Rv
Carmilane™



5.60/5RRR
DM5



4.45/4CRv



4.62/4RV
Carmilane™
NEW!



4.56/4RvR



Clear

One shade, multiple possibilities.

- Break the base.
- Subdue the intensity of tone.
- Create a lighter shade.
- Use to dilute another shade for color matching and refreshing on mid-lengths and ends.
- Create pastel shades with Carmilane, DM5 or Rubilane shades.



iNOA is optimized for use with the dedicated iNOA Oil Developer (10, 20, 30-vol.).

MIX 1 + 1 color & developer

Coming January

haircare
essentials





NEW BREAKTHROUGH OIL
[Metal Detox]

Shield against heat,
color fading & metals.

- 97% less hair breakage*
- 100% true-to-tone, long lasting color.

*vs. non-conditioning shampoo

Lightweight oil. Deep protection.

For the first time ever, glicoamine has been injected in an oil to provide multi-dimensional protection.



- 4X less frizz.
- 2X more shine & conditioning.*
- Up to 450°F heat protection.
- Color & anti-metal protection.
- For all hair types. Only 1-2 pumps needed for full head.

*2X more shine vs unwashed hair;
2X more conditioning vs non-conditioning shampoo



Great as part of the Metal Detox System OR in addition to a client's regular hair routine..

In-salon



[Step 1]
Neutralize metals.
Metal Detox
Pre-treatment.

In-salon and/or take home



[Step 2 & 3]
Remove metals & nourish hair.
Metal Detox Shampoo
& Metal Detox Mask.

[Final Step]
Shield the hair.
Metal Detox Oil.

Color or lightening service



Protection for all hair types.

Just 1-2 pumps of Metal Detox Oil.

with Ashley Smith,

L'Oréal Professionnel Regional Educator
Luxury hairstylist and makeup artist
[@ashleymithbeauty](#)



Before.



After.



What do you like about the Metal Detox Oil?

The Metal Detox Oil is lightweight and adds incredible shine and smoothness to any hair formation.

Does this oil work on all hair types?

Yes! It's great for finer textures because it is lightweight & won't weight the hair down. On higher formations, it helps eliminate frizz & dryness. The versatility is amazing!

What's unique about this oil?

It absorbs into the hair nicely and doesn't just sit on the surface. It feels like a lightweight leave-in-conditioner.



Creature Studio.

Atlanta, GA @creature.atl



Jenn Jones

Lead Stylist, Owner
@jennjonesatl

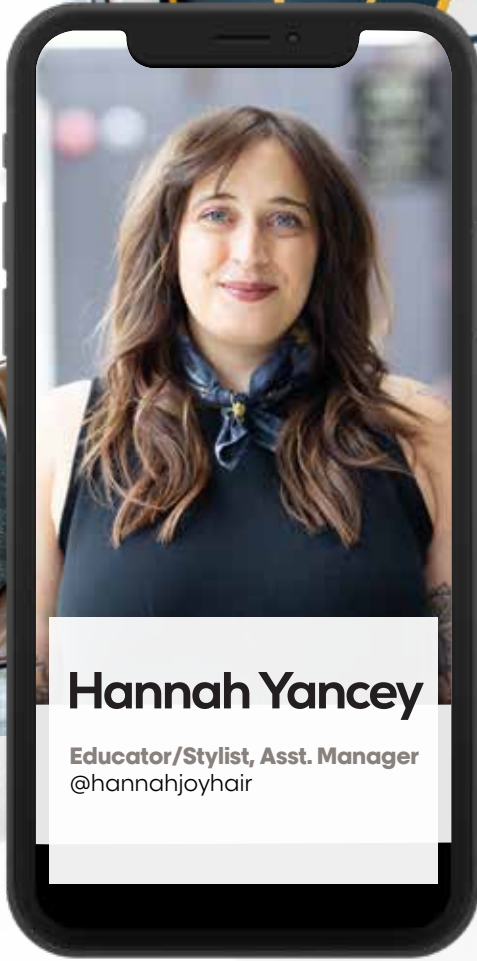
Share with us a little about your background. How did Creature Studio come to be?

I've been in the beauty industry for almost 20 years. I'm incredibly passionate about what I do, and Creature Studio was born out of the need for me to have my version of the perfect place to work that is inclusive, supportive, and positive. As a vegan of more than 20 years, I also placed importance on having a completely vegan and environmentally-conscious space.

You've gotten to try the new iNOA. What do you think?

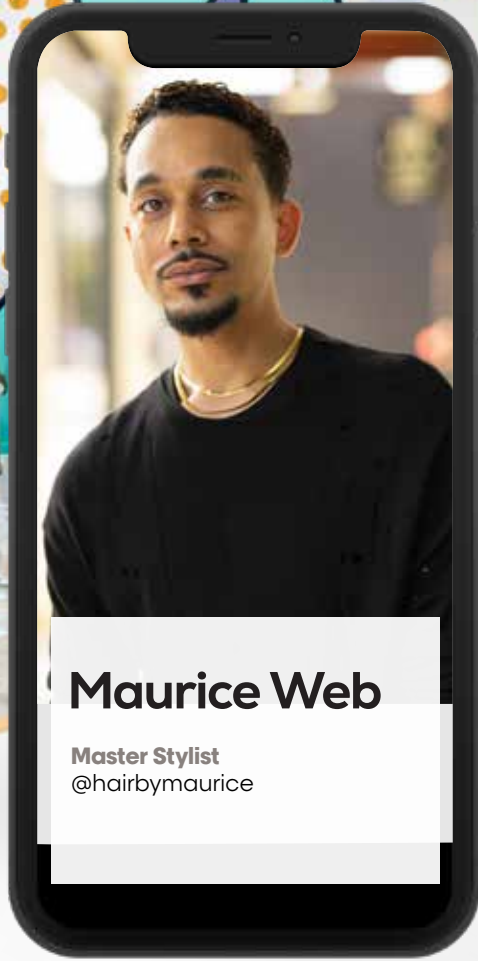
Since switching to L'Oréal Professionnel, I've found iNOA easy to use and have absolutely loved the results. The new formulation has only elevated the experience, and the new color is easier to mix, apply, and wash out of the hair. The results are consistent, and the grey coverage is even better than before. Our clients love that there is no smell or skin irritation. It's amazing to be able to offer a cleaner color without compromising results. It's what longtime organic color specialists like me have been waiting a long time for.





Hannah Yancey

Educator/Stylist, Asst. Manager
@hannahjoyhair



Maurice Web

Master Stylist
@hairbymaurice

How does L'Oréal Professionnel's portfolio allow you to operate as an entirely vegan, ammonia-free salon?

Bringing L'Oréal Professionnel into Creature Studio was a game changer. Our clients' hair has never looked or felt better, and we have enjoyed consistent results with longevity from start to finish. Everything from the non-ammoniated color lines, to the treatments and styling products, has elevated the stylist and client experience. Over the past 4+ years we've been open, I've seen amazing talent and creativity come to life within these walls.

Tell us about the transition to iNOA as the sole permanent haircolor line used at Creature Studio. What are your clients' and your favorite qualities about iNOA?

The transition to iNOA has been amazing. One of the largest advantages of iNOA is the vast catalog of true-to-tone shades. Returning color clients have all been very satisfied with the results and love that the health of their hair is preserved. They also love that the color is gentle and odor-free, keeping the integrity of the air quality in the salon.



Powered by



Leading Luxury Conversations.

Change your words, change your life.

with Heather Bagby

Vice President of Business Development, Summit Salon Business Center

Here are some suggestions to enhance the quality of your conversations while increasing your sales:

- 1 Never underestimate the power of recommendations.**
Clients want your professional expertise. It's not "selling"... it's "telling".
Clients value your opinion and expect to learn about additional opportunities.
- 2 Education begins with the consultation.**
The consultation sets the stage for the client experience. Take the time to explain the benefits of ammonia-free color and specifically why you choose to use iNOA. The connection between L'Oréal Professionnel color, retail and treatment offerings extend a professional triad of excellence.
- 3 Sensorial touchpoints are key.**
Refer to your shampoo area as your "treatment lounge" and always deliver an intentional scalp massage that is enjoyable. Of course, the treatment will improve the integrity of the hair, but the client will focus on the extra few minutes of massage.
- 4 Charge correctly.**
Resist the temptation of "throwing in" the treatment or undercharging for an iNOA color; it doesn't make you more popular. In fact, it diminishes the value of the service. If you want to entice more clients to try it, consider a "New to You" promotion offering a complimentary treatment after a color service explaining the value.



SteamPod

The Award-winning 2-in-one
straightening & curling iron.

When using the extra power
of steam technology and
integrated comb, style hair

2X
faster*

2X
smoother*

And up to **91%** less
breakage** over time



Download tutorials
& education card.

*compared to SteamPod without steam and comb (heating plates only)

**After 15 uses with steam and integrated comb vs. SteamPod heating plates alone

education



Signature Education.

Helping you create your individual signature.

At L'Oréal Professionnel, we believe that education is the most powerful tool we can use to grow, inspire and develop our salon partners and hair artists of tomorrow.

Curated education offerings available to everyone. We provide ON | OFF Education Available Virtually and Live.



Global Experience.

- When education meets inspiration in global destinations.
- Experience the destination, local artists and education while connecting with others.
- Five night experience in a beautiful global city such as Barcelona, Spain!



US Experience.

- When education meets inspiration across the US.
- Discover the brand through its best-in class education and exclusive luxury experience.
- Three night experience in some of the coolest US cities such as Savannah, GA and Jackson Hole, WY.



Academy Experience.

- Academy Education and a networking experience.
- Two day immersive education experience in Nashville, New York, Chicago, St. Louis and Los Angeles.



Scan for
entire 2023
education
offering.

monthly offers

January only

Offers valid 1/1-1/31.



Free Majirel swatchbook with the purchase of 28+ tubes of Majirel.

Salon Price: From \$276.92
Salon Value: From \$361.90



Free Dia swatchbook with the purchase of 28+ tubes of Dia.*

Salon Price: From \$240.24
Salon Value: From \$322.74

*mix-and-match Dia Light & Dia Richesse



Stock up on Serie Expert retail sizes

15% off with the purchase of 3+ Serie Expert.

(retail size only, excludes MD Oil and MD starter kit)



\$49

Save big on Metal Detox Pre-treatment.

28% savings.

January / February

Offer valid 1/1-2/28.



\$21

Blond Studio 9 Bonder Inside.



\$15.00

Try the NEW Metal Detox Oil.

February only

Offers valid 2/1-2/28.



New to Metal Detox?

Try Metal Detox Starter Kit.

Salon Price: \$60.00
Salon Value: \$83.84



iNOA Stylist Kit \$10

Includes:

- 6/6N
- Oil Developer 20-vol, 8 oz.
- Technical Guide
- Shade Chart



Free iNOA Oil Developer

with purchase of 8-35 tubes of iNOA.

(choice of 10-vol., 20-vol., 30-vol.)

Salon Price: \$87.84
Salon Value: \$100.80



Free iNOA swatchbook & iNOA Oil Developer

with purchase of 36+ tubes of iNOA.

(choice of 10-vol., 20-vol., 30-vol.)

Salon Price: \$395.28
Salon Value: \$493.22

Want more resources?

Swatch charts



Majirel



iNOA

Education



Access



Academy

Brochures



Metal Detox



Diallight



DI RICHESSE



Virtual Atelier



Brand Book



Blond Studio

Support Tools



Stay up-to-date
with our
newsletter



Discover our
full product
catalog



Download
sell-thru assets
on LEVEL

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