

# uniqueart

JUNE 2022

The coolest  
blondes  
for the  
warmest  
days

Blonder,  
cooler, &  
smarter  
than ever  
with @tippishorter

A take home  
range for  
**every**  
blonding  
need

L'ORÉAL  
PROFESSIONNEL  
PARIS

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“  
Blond Studio 9 Bonder Inside allows me to take my clients lighter than ever without compromising one bit of curl integrity. It's a refreshing experience not just to my clients, but also to me, behind the chair. ”



Tippi Shorter,  
L'Oréal Professionnel Artist

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## On the cover

- Neutralize metals with Metal Detox Pre-Treatment
- Lighten with Blond Studio 9 Bonder Inside & Blond Studio 9 Oil Developer 20-Vol
- Gloss with Dia Light 9.01/9NB and 9-Vol Diactivateur at the transition zone
- Take Dia Light 9.13/9BG and 9-Vol Diactivateur through the lengths and ends.

Stay up-to-date with our newsletter.



pg. **04** **The coolest blondes**  
with Blond Studio 9 Bonder Inside.



Explore our full product catalog.



what's **new**

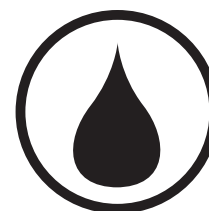


# Not all 9 level lighteners are the same.

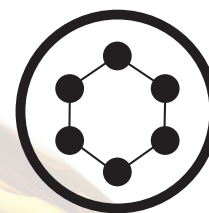
Oil innovation meets the protection of bonder.



Lift up to 9 levels fast  
Even the darkest bases



Oil enriched  
lightening system  
Improves hair feel



Bonder inside  
No additive  
needed

# Discover the Blond Studio portfolio lineup.

Introducing our broadest lightener portfolio to date.



	Majimèches Step 1 & 2	Blond Studio Clay 7 Ammonia-free	Platinum Plus	Multi-Techniques 8	Multi-Techniques 8 Bonder Inside	Blond Studio 9	Blond Studio 9 Bonder Inside
Texture	Cream	Clay-based	Paste	Powder	Powder	Powder	Powder
Lift	Up to 5 levels	Up to 7 levels	Up to 7 levels	Up to 8 levels	Up to 8 levels	Up to 9 levels	Up to 9 levels
Best for	Honey blonde highlights	French Balayage	Extra conditioning while lightening	Natural or color-treated hair. Perfect for foiling techniques	Protecting strong bonds. For all hair types & textures	Lifting dark bases without complications	Lifting dark bases while protecting hair bonds
Benefit	Controlled lightening up to 5 levels in 15 minutes	19% Clay for easy & precise painting	Nutricéride + beeswax help protect & smooth the hair fiber	Accelerated lightening action	The Bonding Complex is made up of a high concentration of Citric Acid + Glycin	Enriched with Olicare Complex™ to improve the cosmeticity of the hair	Proven bond protection & oil enriched lightening system to improve hair feel
Usage	Off-scalp lightening	On- and off-scalp lightening	On- and off-scalp lightening	On- and off-scalp lightening	On- and off-scalp lightening	On-(with 20-vol only) and off-scalp lightening	On-(with 20-vol only) & off-scalp lightening

**Developer**

- Majicrème Developer
- Nutri-Developer
- Blond Studio 9 Oil Developer

Scan for additional details on mixing & processing!



# Three steps to bring out the coolest blondes for the warmest days.



## 1 Metal Detox.

Neutralize metals in the hair for clean lift and true-to-tone color.



NEW

## 2 Blond Studio 9 Bonder Inside.

Lift up to 9 levels fast with bonder protection and an oil enriched lightening system.

## 3 Dia Light.

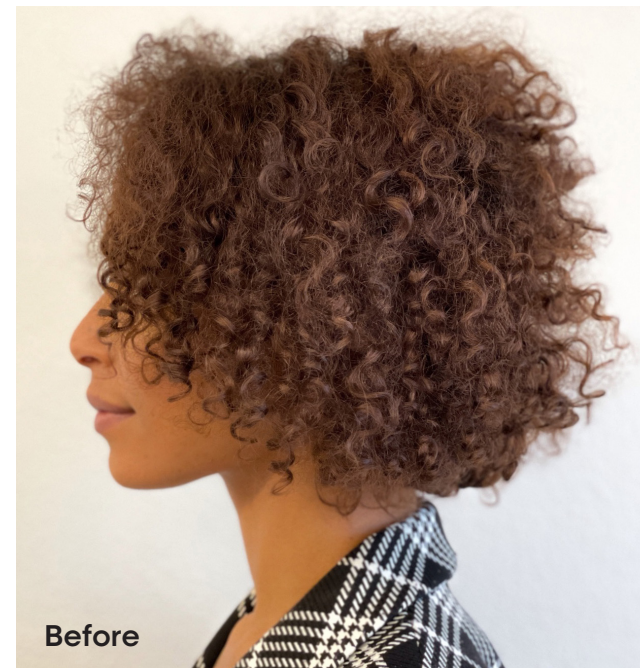
Neutralize undertones and add shine without lift.



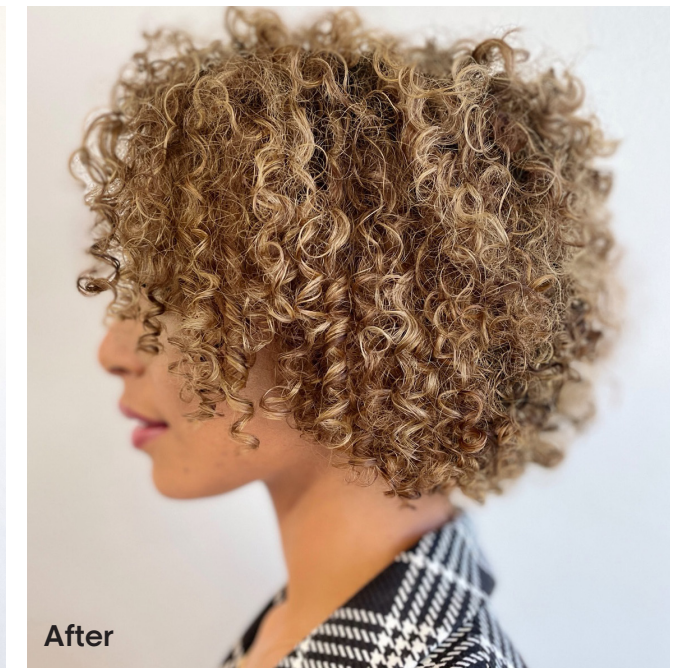
# Blonder & cooler than ever

with @tippishorter

Tippi Shorter,  
L'Oréal Professionnel Artist



Before



After

Dia Light toners neutralize undertone and add shine without lift.



10.01/10NB  
Soft Frosty  
Milkshake

10.02/10NV  
Soft Pearly  
Milkshake

10.21/10VB  
Pearl Sorbet  
Milkshake

10.22/10VV  
Iridescent  
Berry  
Milkshake

10.12/10BV  
Frosty Pearl  
Milkshake

10.13/10BG  
Vanilla  
Macaroon  
Milkshake

10.23/10VG  
Pearly Gold  
Milkshake

# A prescription for all your blonde needs.

A guide for you and your client.



**Metal Detox.**  
**Neutralize metals** for stronger hair & true-to-tone color.

**Pro:** Prep your canvas for max results by lightly misting the pre-treatment with enough to cover, but avoid dampening. Do not rinse.

Proceed with color or lightening service. Rinse with Shampoo & Nourish with mask.

**Client:** Achieve stronger hair\* & longer lasting color \*\*with Metal Detox shampoo & mask.

Use the shampoo & mask at home for at least 2 weeks after your color or bleaching service. Afterward, can be used as frequently as desired.



Before.

After.  
 @mooreunikahair

\*Instrumental Test: Metal Detox pre-treatment + technical procedure + shampoo + mask

\*\*Instrumental Test: Metal Detox shampoo + mask



**Blondifier.**  
**Replenish lipids** on blonde or highlighted hair.

**Pro:** When the hair is in need of extra love, use the shampoo after lightening or bleaching service. Follow with the Blondifier Gloss Concentrate to seal in strength.

**Client:** Use shampoo & conditioner after Metal Detox 2 week regimen, for multi-dimensional shine and hair strength.



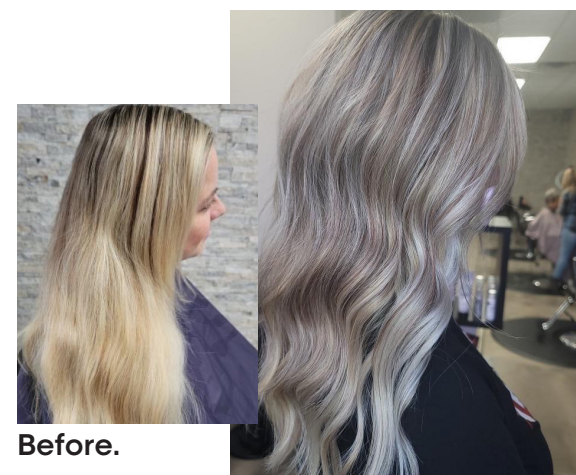
Before.

After.  
 @tarafayehair

**Silver.**  
**Purple care range** for brassy hair.

**Pro:** Use Silver after a color service, when you would like results to be extra icy. Prescribe to clients for maintenance.

**Client:** Use shampoo and conditioner once a week or once every 10 days to neutralize yellow tones and provide intense shine.



Before.

After.  
 @tarafayehair



# Get summer blonde ready.

Featuring L'Oréal Professionnel Artists



Frank Diaz  
@frankdiaz.colorist

“**Metal Detox is the perfect insurance when doing a lightening & color service.**

It is great for ensuring I get clean results, especially on new clients, where I might not know what the true hair history is. It's a must all year round but especially in the summer.

”



Before



After



Xhana Villa  
@xhanahairprofessional

“**Blondifier is amazing at giving a smooth, healthy result instantly.**

It is the best at smoothing the cuticle and protecting the guests' hair with powerful antioxidants that reduce oxidation of color & most importantly provide strength. You can see the difference in one use.

■ **Dialight Milkshake glazes** are great for giving you beautiful, rich blonde tones. When paired with Metal Detox & Blondifier, the results are NEXT LEVEL!

■ **Silver** is a no-brainer for keeping brass away in between color services.

”



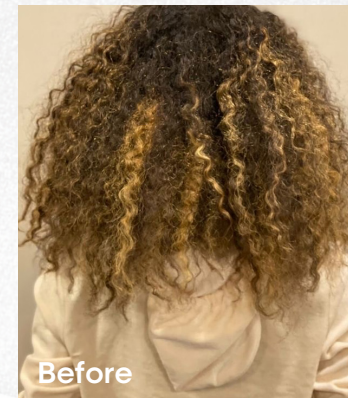
After



Before



Anna Cecchi Smith  
@annacecchismith



Before



After

“**Recommending take home products is a MUST to protect end results and make the next salon visit easier.**

Especially during the summer months, there is natural oxidation from the sun, leading to a need for more protection. Trips to the pool, traveling & going to the beach exposes clients to many blonde disruptors, making it super important to recommend those take-home products.

”



# Blonder, cooler, & smarter than ever

with @tippishorter,  
L'Oréal Professionnel Artist

## How do Metal Detox, BS9 Bonder Inside, and Dia Light allow you to go "blonder and cooler than ever" on your textured clientele?

All of them make for beautiful, healthy results on texture! Metal Detox adds so much vibrancy, especially when I apply it to smaller sections at a time for maximum coverage. BS9 Bonder Inside gives me rapid, even lift with

great curl coverage – no compromise to curl integrity at all. Dia Light is consistent and reliable on my clients with textured hair - effortless to apply, and it goes right to work.



## Can you speak more to using BS9 Bonder Inside on your textured clientele?

Typically I process "low and slow" for a medium-level "golden curl" look. With BS9 Bonder Inside, I wanted to shoot for a level 10. It mixes incredibly well – the Oil Developer is a dream! Using Sweet Mèches, I was fully able to coat the curls, without swelling or compromising on curl integrity. The lift was even and consistent – I almost think the curls looked healthier!

## Do you have any advice for those using BS9 Bonder Inside for the first time?

When in doubt, mèche it out! If you are concerned with the integrity of the hair – particularly on a thicker, coarser hair type – use Sweet Mèches to give optimal application and coverage, without the major concerns of swelling and loss of curl integrity.



## How would you differentiate it from Multi Techniques 8 Bonder Inside?

I ask myself two questions – where are you trying to take the hair, and in how much time? When I lighten "low and slow" and take my clients to a medium-high level, MT8 Bonder Inside works perfectly. However, on my clients looking to go even lighter, or when time is tight, BS9 Bonder Inside is the natural choice. You cannot go wrong with either!

## How do you recommend increasing profit through BS9 Bonder Inside?

Going blonder and cooler with BS9 Bonder Inside is an inherently premium service. The quick lift justifies upcharge because time is money! Additionally, with the added protection of bonder, both the client and the colorist have the assurance of healthy results. This is another opportunity to charge a premium, in place of a separate (optional) bonder additive. Healthy results should have never been a negotiable anyway!





# SteamPod

The innovative flat iron and 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**



Scan to download our education card with SteamPod tutorials.

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

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



## Steamy Styling Tip.

Featuring @mane\_ivy.

“ I like to “bump” the middle section because this is going to create width throughout the hair. This is great for fine-haired clients as well that’s looking to gain width. If you don’t want width by your jawline, then maybe start the “bump” lower, or up higher and flatten out the edges. For this section, I would take more narrow—from anywhere to 2-3 inches. I flip the Steampod up and down and bevel it and it creates the perfect wave to create width

”

Michelle Zeller Porumb @mane\_ivy



**Kim  
Tran**

**Stylist**

Handle: @via\_kiim

Location: San Diego, CA

Salon name: Femme by Kim Tran



### HOW LONG HAVE YOU USED L'ORÉAL PROFESSIONNEL?

I've been using L'Oréal Professionnel since cosmetology school. So about 6 years.

### WHAT DO YOU LOVE MOST ABOUT LP PRODUCTS?

I love the consistency and pigmentation of tones when applied. I love the results that I get, which is a huge safety net when working so many unique textures and transformative colors.

### WHAT ARE YOUR BLONDING COOLER TIPS & TRICKS?

Contrast! You have to leave out the dark dimensions so the blonde can lay against the contrast. This helps it pop even brighter without having to highlight every little piece of hair. As far as formulations, adding a warmth to the formula will keep your blonde looking bright and stay cool longer, instead of a muted blonde that'll rinse out in two washes.



### HOW DO YOU KEEP YOUR TECHNIQUES FRESH AND ON TOP OF THE TRENDS?

I learn mostly by doing, so sometimes I will stumble upon a new method because I just "did it" to see if it'll work. I also go back to the basics to predict what will make a comeback—like music and fashion.

### FAVORITE BLONDING TECHNIQUE?

Man, this is like asking me to pick a favorite child... I honestly cannot think of a favorite only because I use different "favorite" technique according to different hair textures.

### BLONDE TRENDS FOR SUMMER 2022?

I see many clients accepting warmer tones because they're more educated on what looks more natural. I also see a lot of natural brunettes with a minimal blanding to create the sultry soft blonde-brunette tone.



# Signature path.

- Understand what each Signature Path level means for your journey.
- Identify what you want to focus on to elevate your career.
- Select a Signature Path that will help you achieve your goals!

## [Specialist]

Designed for professionals looking to push the boundaries of their expertise and apply their skills in new and creative ways with L'Oréal Professionnel.

## [Expert]

Designed for professionals looking to master and become an expert in their craft with L'Oréal Professionnel.

## [Advanced]

Designed for professionals looking to elevate their existing knowledge of L'Oréal Professionnel and upskill themselves through advanced techniques, theory, and business opportunities.

## [Essential]

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

# Signature path: Navigation.

Designed for hairdressers at all levels, addressing all needs. Take the guess work out of registering for classes & use our L'Oréal Professionnel Signature Paths to guide you.

## Step 1.



Decide which area you want to focus on and select the corresponding path.

## Step 2.



Explore ON|OFF offering and register for classes that work for your schedule and your budget.

## Step 3.



We recommend always starting with the essentials to establish a strong foundation. Move into advanced classes to continue developing your skills.

## Step 4.



Take as many classes at each level as needed to feel comfortable progressing to the expert and specialist levels.

# Buy one Blond Studio lightener, get another 50% off.\*

Salon Price From: \$12.30  
Salon Value From: \$16.40



\*Blond Studio Lighteners only. Developers not included.



## 3 Dia tubes for \$21\*\*

Salon Price: \$21.00  
Salon Value: \$22.05

\*\*Max. 5 Deals  
\*\*Includes Dia Light and Dia Richesse



Bring the blondest & coolest looks ever with L'Oréal Professionnel accessories!

# Save 20% With the purchase of Serie Expert Blondifier or Silver

Salon Price From: \$12.00  
Salon Value From: \$15.00



Pass the savings to clients. Download sell-through assets here.

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