

# uniqueart

The launch edition.

May/Jun 2025

## NEW Vitamino Color Spectrum.

Day 1 color vibrancy  
for up to 100 days.\*

## French Balayage Mermaids

NEW Dia light  
shades.

## The French Blowout

Powered by  
AirLight Pro.

L'ORÉAL  
PROFESSIONNEL  
PARIS

\*With continued use of the Vitamino Color Spectrum classic shampoo, mask, and leave-in serum.



NEW

# Vitamino Color Spectrum

PROFESSIONAL COLOR CARE TECHNOLOGY

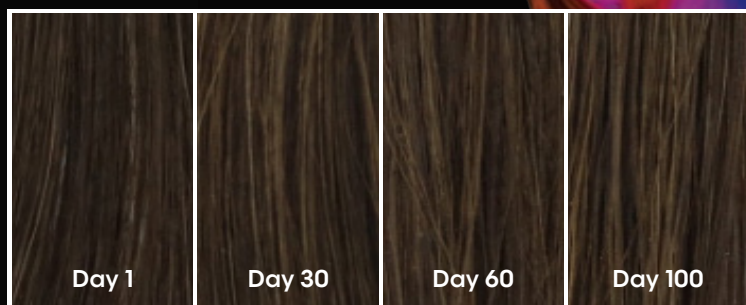
L'ORÉAL  
PROFESSIONNEL  
PARIS



# Maintain day 1 color vibrancy for up to 100 days.\*

## THE TECH

Ferulic Acid + Citric Acid 2.5%.



Step 1

### Sulfate-free Shampoo [OR] Neutralizing Shampoos

- Purple shampoo for blondes.
- Blue shampoo for brunettes.



Step 2

### Conditioner [OR] Mask

Step 3

### Glass Shine Serum

\*With continued use of the Vitamino Color Spectrum classic shampoo, mask, and leave-in serum.

# Professional Glass Shine Serum.

**ALPHA-SILANE 5%**

**Instant frizz & humidity protection for up to 10 washes.\***

Protects up to 450°F.



Heat-activated technology. Forms invisible shield to repel water.

**Get the viral glass shine look.**



\*Leave-in serum vs. untreated hair.

# Discover Vitamino Color Spectrum

with stylist and co-developer Sabrina Bias.



"I am proud to be a part of creating a product I can recommend to all of my clients. As a color specialist, it's important to have the **highest quality products to maintain color vibrancy**, and that work on different types of color-treated hair."

## What is Vitamino Color Spectrum?

A professional protocol designed to maintain day 1 color vibrancy for up to 100 days\*. The range combats color fade over time while maximizing hair shine and strength. Formulated with Ferulic Acid and Citric Acid.

## What is Citric Acid and its benefits?

This strong and powerful active ingredient is well-known for reinforcing hair from the inside out. It helps to strengthen the bond network by rebuilding inner broken bonds, maximizing strength and resistance. As a result, hair is protected and repaired, leading to shine and optimal color results.

## What is Ferulic Acid and its benefits?

This skincare ingredient with powerful antioxidant properties helps protect the skin against damage caused by oxidative stress, thereby slowing down premature skin aging.

## What is the difference between Vitamino Color and Vitamino Color Spectrum?

The Vitamino Color range is for those looking to keep their natural or grey-coverage color looking fresh and vibrant. It helps maintain shine and protect against fading. If you have more vibrant color (like rich red or brunette tones) or highlights, balayage, or glossing, Vitamino Color Spectrum is the better choice. It's formulated to enhance the reflectivity of multi-tonal color, resulting in ultra-vibrant, shimmering hair.

\*With continued use of the Vitamino Color Spectrum classic shampoo, mask, and leave-in serum.

**NEW**

## Flex Depolish

Reshape. Restyle. Repeat.

- **Deconstructing paste for an unpolished look**
- **Texturizes and adds definition**
- **Natural matte finish**



**tecni.art**  
New look  
coming soon.  
Same great  
formulas.



# AirLight Pro

**Dry with the speed of light. Without damage.**



**Salon Price**  
**\$400**

Includes  
concentrator  
& diffuser.

## Introducing **French Blowout.**

Co-developed with pros.  
Customized for every hair  
type and texture.



Technique by AirLight Pro Ambassadors  
Mick Lewis, Sara Botsford, and Kara Williams.

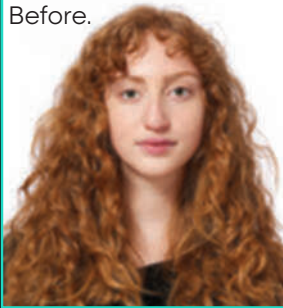
Scan to register  
for class.



# French Blowout Signature Technique.

Effortless volume and movement in record time.  
No other hot tools needed.

Before.



After.



by **Sara Botsford**

@sarabotsfordhair

Temp: **230°F**

Airflow: **60%**

Drying time: **25 mins**

Prep.



by **Kara Williams**

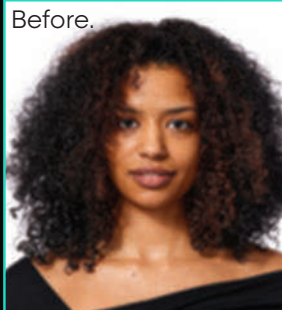
@haircolorkillla

Temp: **285°F**

Airflow: **50%**

Drying time: **45 mins**

Before.



After.



Set.





A full-page advertisement for L'Oréal Professionnel featuring two models with long, flowing hair underwater. The model on the left has dark hair with a teal tint, and the model on the right has blonde hair with a warm, orange-red tint. The background is a deep blue with light rays filtering down, creating a mermaid-like atmosphere. Bubbles are visible around the models' heads.

INTRODUCING

# French Balayage Mermaids.

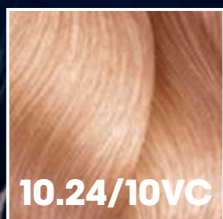
Classic balayage  
with a peekaboo twist.

**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS



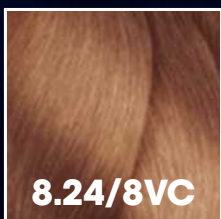
# Dia light

## NEW Coral Shades



10.24/10VC

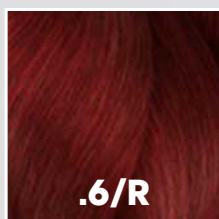
Sun kissed  
copper  
touched by  
violet.



8.24/8VC

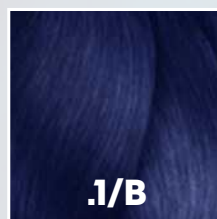
Deep blonde  
with a  
violet-copper  
tone.

## NEW Limited Edition Boosters\*



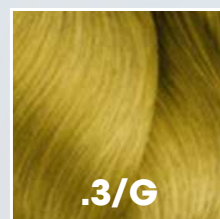
.6/R

Red  
booster.\*



.1/B

Blue  
booster.\*



.3/G

Yellow  
booster.\*

## Get the #peekaboo technique.



### Step 1.

#### The French Balayage.

Take the top and front sections of the hair and lighten with Blond Studio 9 Bonder Inside using the French Balayage technique. Tone with a natural Dia light shade.

### Step 2.

#### The Peekaboo Effect.

Fully lighten bottom section with **Blond Studio 9 Bonder Inside**. Tone with a contrasting Dia light shade.



Scan to  
learn the  
peekaboo  
technique.

\*Dia light red, yellow, and blue boosters are available through your SalonCentric or State | RDA Business Partner or online. While supplies last.

INOA™

SalonCentric's

#1 no ammonia  
permanent color.<sup>1</sup>

L'ORÉAL  
PROFESSIONNEL  
PARIS





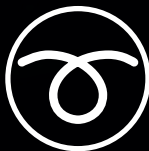
**91% of women would color  
their hair again with iNOA.<sup>2</sup>**



**100% grey  
coverage.**



**Visibly healthier  
results, +48% shine.<sup>3</sup>**



**Maintains  
curl pattern.**



**Vegan<sup>4</sup> &  
fragrance free.**

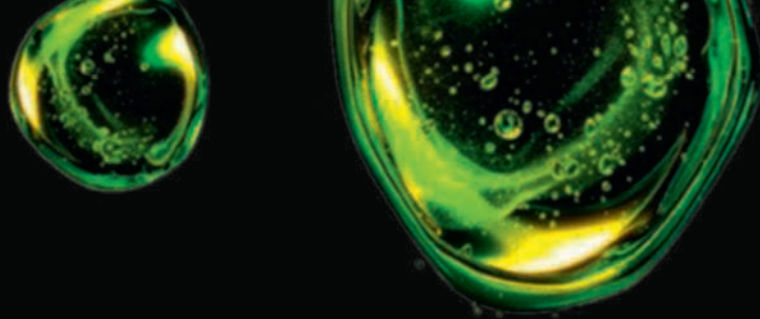


<sup>1</sup>Based on 2024 SalonCentric sales data.

<sup>2</sup>Consumer questionnaire, 111 women.

<sup>3</sup>Vs. unwashed, uncolored hair.

<sup>4</sup>No animal-derived ingredients or byproducts.



Exceptional coverage.



Exceptional care.



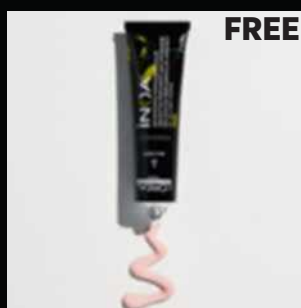
For all hair formations.



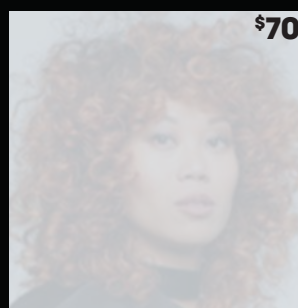
Exceptional education for all.



**Virtual look and learn.**  
May 14th with  
Suzie Bond.  
Master color  
melting with vibrant  
iNOA reds.



**60-min Live.**  
iNOA Virtual Atelier.  
Our signature product  
immersion program.



**Hands In.**  
Color melt,  
no ammonia.  
Create seamless  
multi-dimensional  
looks that mimic the  
natural highs & lows.

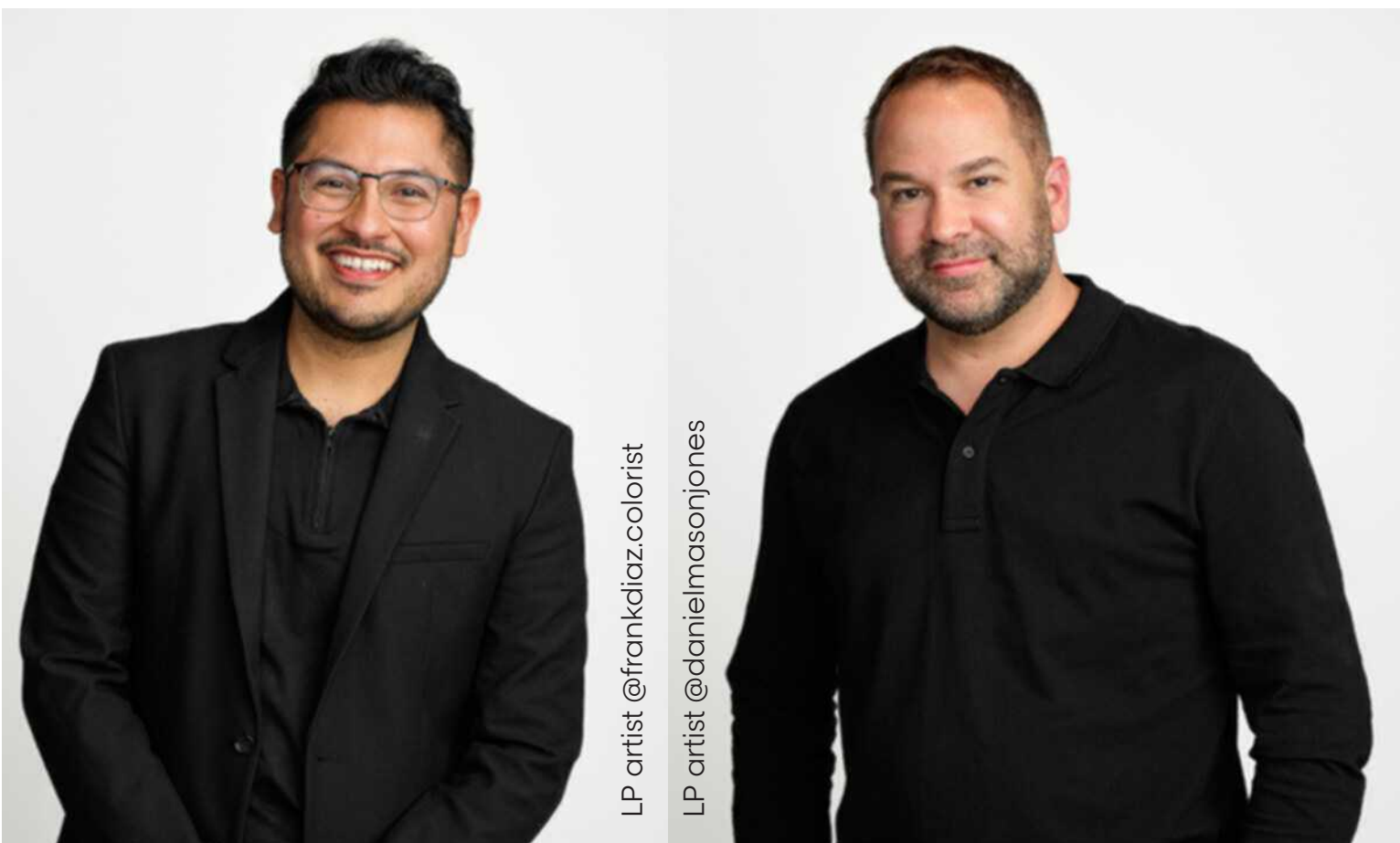


**Scan to reserve  
your spot.**



# HeadUp is now available in Spanish.

HeadUp ya esta disponible en Espanol.



## HeadUp for Pro's Mental Health.

Free Mental Health Trainings designed for Pros.



Scan to get trained.

**HeadUp**  
FOR HAIR PROS' MENTAL HEALTH

IN PARTNERSHIP WITH  
 **NAMI**  
National Alliance on Mental Illness



# **Get certified from the inventors of French Balayage.**

**L'Oréal Pro French Balayage  
Certification @ LA ProLAB**



Scan to register.



# Join Min Kim & Nancy Braun.

Learn the methodology behind the classic French painting.



Perfect techniques of brush and planchette and elevate your balayage and blonding skills to a mastery level. By the end of the program, you will plan and execute your own French Balayage collection!

## Key Takeaways.

1. Master advanced color theory with a focus on blonding
2. Elevate your expertise through technical upskilling on all formations
3. Expand your creativity by mapping out and executing your very own balayage techniques



"Attending the French balayage certification class was a transformative experience that went beyond mastering a technique. It immersed me in the artistry and precision behind creating sun-kissed, natural-looking hair. I left with a renewed sense of creativity, confidence, and the skills to elevate my work to a whole new level."

**@kathleenvanvorst**

**Education  
Virtual Atelier.**



2025  
Academy  
Education.



2025 Color  
Ambassador  
Calendar.

# Want more resources?

## Swatch charts



Majirel



in()A



Dialight



Dia color

## 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

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