

# uniqueart

Nov/Dec 2022

Our  
**biggest  
business  
building**  
issue yet!

**Shine golden**  
this holiday season

**Added  
profitability**  
heading into  
the new year

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

# Table of contents



“

Q4 is also known as the Golden Quarter for a reason. There's so much opportunity to serve your client, while also bringing creativity & profitability to your business.

”



Jenn Yeager,  
@jenn\_yeager\_pro  
Stylist & Salon Owner  
@salonyeagerknoxville  
L'Oréal Professionnel Artist

Pg **04** It Looks

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## On the cover

On wet hair apply Curl Expression Long Lasting Moisturizer Leave-In Cream. Dry with diffuser and apply Definition Activator Gel while separating the curls to create volume. Revive with Curl Reviver until next wash.

## On the back cover

Find all the resources.



it looks

Stay warm this winter with

# French Glossing Bronze.

Upsell your coverage clients with a trendy holiday gloss.



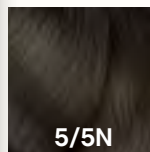
@xhanahairprofessional

## ROSEWOOD BRONZE

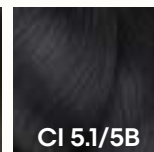


by **Xhanan Villa**  
L'Oréal Professionnel Artist

### ROOTS



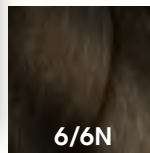
5/5N



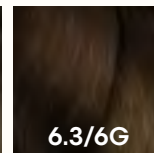
CI 5.1/5B

Majirel

### LENGTHS/ENDS



6/6N



6.3/6G

Dia Light



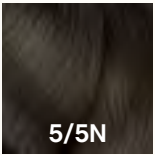
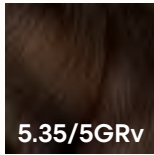
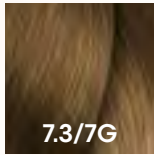


@tina\_hairartist

# ILLUMINATING BRONZE



by **Tina Jimenez**  
L'Oréal Professionnel Artist

ROOTS		LENGTHS/ENDS
		
5/5N	5.35/5GRv	7.3/7G
Majirel		Dia Light



# Gloss & Go for beautiful, warm winter hair.

Upsell your coverage clients with a trendy holiday gloss.

## Step 1

Prep hair with Metal Detox

- 87% less breakage.
- 100% reliable color.



## Step 2

Cover regrowth with Majirel.

- 100% grey coverage.
- +45% more conditioned hair.\*

\*Instrumental test.

## Step 3

Refresh mid-lengths & ends with Dia Light

- +30% more conditioned hair.\*\*
- Flexible processing time (2-20 minutes).

\*\*vs. uncolored hair.

# Increase your revenue!

with Express French Glossing.

## 12 minute application.

2 minutes for regrowth.

10 minutes for lengths & end refresh.

## +35 minute processing.

Within 35 minutes for regrowth,

10 mins for Dia Light + 9-vol,

20 mins for Dia Light + 6-vol  
for mid-lengths and ends.

## Up to \$60 incremental revenue, per service.\*

\*Incremental revenue defined as \$30 upcharge for Metal Detox Pre-Treatment and \$30 for Dia Light gloss.

**10 incremental Express French Glossing services per week**

10 incremental glosses per week  $\times$  \$60 upcharge per gloss

= \$3,600 incremental holiday revenue!\*\*

\*\*Assuming a 6-week holiday period

**The next  
generation of  
oil is on its way.**

**Coming January 2023.**





L'ORÉAL  
PROFESSIONNEL  
PARIS

# Metal Detox

GLUCAMINE + IONÈNE

**HUILE CONCENTRÉE PROFESSIONNELLE**

Protecteur anti-dépôt - Usage quotidien, sans rinçage

**PROFESSIONAL CONCENTRATED OIL**

Anti-deposit protector - Daily leave-in

**SERIE EXPERT**

50 ml 1.8 FL.OZ.



# Holiday Hacks



Retailing Tips by  
**Jenn Yeager**

@jenn\_yeager\_pro

Stylist & Salon Owner

@salonyeagerknoxville

L'Oreal Professionnel Artist

## What tips can you share to increase retail sales during the holidays?

*My #1 tip is to make shopping easy for your guests.*

- Create visual displays that are a gift-giving guide. Create the perfect display for the season with holiday sets that say, "Perfect for mom" or "perfect for a teacher".
- Be their one stop shop before a party, by having ready-to-go gift-wrapped or beautifully decorated sets.
- Be inclusive of all holidays during the fourth quarter of the year, not just Christmas.
- Be their personal shopper and don't be afraid to ask if they need help selecting gifts. If they are getting a service, you have from 30 mins to a few hours to take care of their checklist. Bring suggested items to their station for them to discover.
- Most importantly, remind your guest that it is vital that they take care of themselves during the holiday season which includes taking home the products that they need.

## How would you recommend leveraging and introducing Metal Detox during the holidays?

- Offer a promo such as, "Purchase a Metal Detox Shampoo and Mask in Nov/Dec, and receive a gift card for 1 complimentary Metal Detox Treatment to be redeemed in Q1 of 2023 with any paid color service."
- Create custom gift sets. My favorite is a luxury set including Steampod, Metal Detox Shampoo + Mask, and Fluidifier. Give it a clever name and keep a few sets gift wrapped and ready to be purchased.
- Use a fun, catchy phrase and holiday display: "Metal is for tinsel not for tresses!"



## Any fun ideas to drive extra revenue during the holiday season?

### Host a holiday event during normal business hours!

- Have festive refreshments and décor.
- Set up "Beauty Stations" throughout the salon to expose your attendees to new products and services.
- Offer giveaways on the hour during the event. The giveaways can be products or services you want to feature.
- Partner with a local charity that's near to your heart and offer a percentage off retail with a donation to the cause.



# Holiday Gifting with SteamPod



**\$199**



- FREE decorative clips
- FREE heat resistant travel pouch



Download tutorials  
& education card.



Powered by



# Start Strong in 2023!

Secure more salon visits.

with Heather Bagby

Vice President of Business Development, Summit Salon Business Center

The key to starting the year strong is encouraging salon guests to visit during the first six weeks of the year. Create Nov and Dec promos that inspire guests to secure reservations between Jan 1-Feb 15. These guests will most likely visit your salon **8+ times in 2023!** The math tells a powerful story:

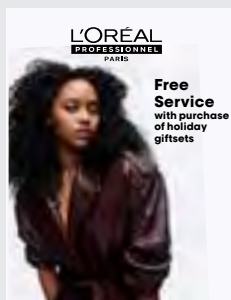
Guests per month	Average service ticket	6 visits per year	7 visits per year	8 visits per year
500	\$100	\$300,000	\$350,000	<b>\$400,000</b>
750	\$100	\$450,000	\$525,000	<b>\$600,000</b>
1000	\$100	\$600,000	\$700,000	<b>\$800,000</b>

By incorporating end-of-year promotions that focus on increasing future reservations and providing a bounce-back benefit, salons will entice their guests to enjoy services early in the year.

Here are some great ideas:

### Bounce-back promotion tied to a retail purchase.

Purchase two or more holiday packs and receive a complimentary hair treatment.



### 30% off all retail purchases.

Secure one or more future reservations in 2023, and be entered to win 30% off all retail purchases for the year!



### \$500 gift card.

Secure one or more future reservations and be entered to win a \$500 gift card.



# Check out more tools to build your business!



## For all Pros

Learn about all our product offerings, service tutorials, and business building education at [us.lorealprofessionnel.com](http://us.lorealprofessionnel.com).



## Be in the know

Stay up to date on our newest classes, launches, and experiences by signing up for SMS and email at [us.lorealprofessionnel.com](http://us.lorealprofessionnel.com)



## Follow us

Follow our social channels to discover the latest trends, product innovations, education offerings, and inspirational work.



## Merchandising

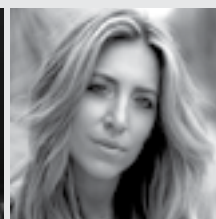
Outfit your salon with a full offering of merchandising tools. Available on LEVEL Loyalty at [levelloyalty.com](http://levelloyalty.com)



Daniel Mason Jones  
[@danielmasonjones](https://www.instagram.com/danielmasonjones)



Min Kim  
[@minkimcolorist](https://www.instagram.com/minkimcolorist)



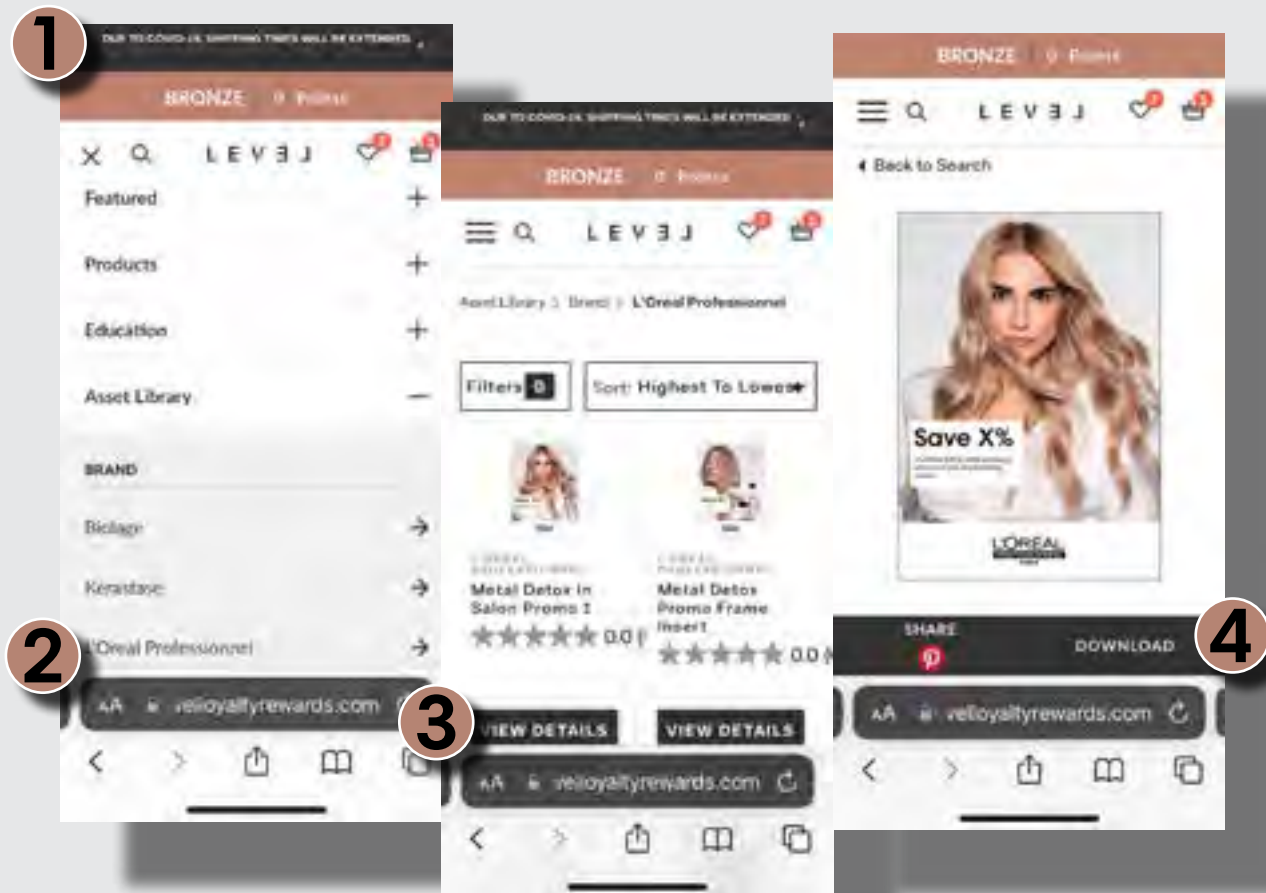
Michelle Zeller  
[@maneivv](https://www.instagram.com/maneivv)

## Get inspired

Learn techniques, tips, social media tricks and attend classes by some of our experts. Click the images above to follow them on Instagram.

# In-Salon Support

Order printed in-salon marketing materials or download branded images to create in-salon promotions, decorate your salon, and advertise new services and products on your social channels.



## How it works.

1. Visit <https://levelloyaltyrewards.com>
2. In the main menu at the top of the page (top left on mobile), navigate to the "LEVEL asset library" and select "L'Oréal Professionnel" under brand.
3. Select the asset you'd like to download.
4. Download and post on social, your salon website, or print as a poster, easel, or add to any brochure.

# 2022 Style & Colour Trophy!

The Longest Running Haircolor Competition.

On July 17th the best hairdressing talent in the country competed in the **US National Finals of Style & Colour Trophy**. The 2022 Global Theme was French Edito - taking inspiration from the editorial world of hair and fashion.



Hosted by Colorist & Run Le Hairshow host Min Kim.



Thank you to our judges Jack Howard, Tippi Shorter- Rank, Johnny Wright, Felicia Walker and Daniel Mason-Jones for being an imperative part of this competition, and the entire L'Oréal Professionnel USA team who made this competition a success.

[Click to watch the finals.](#)



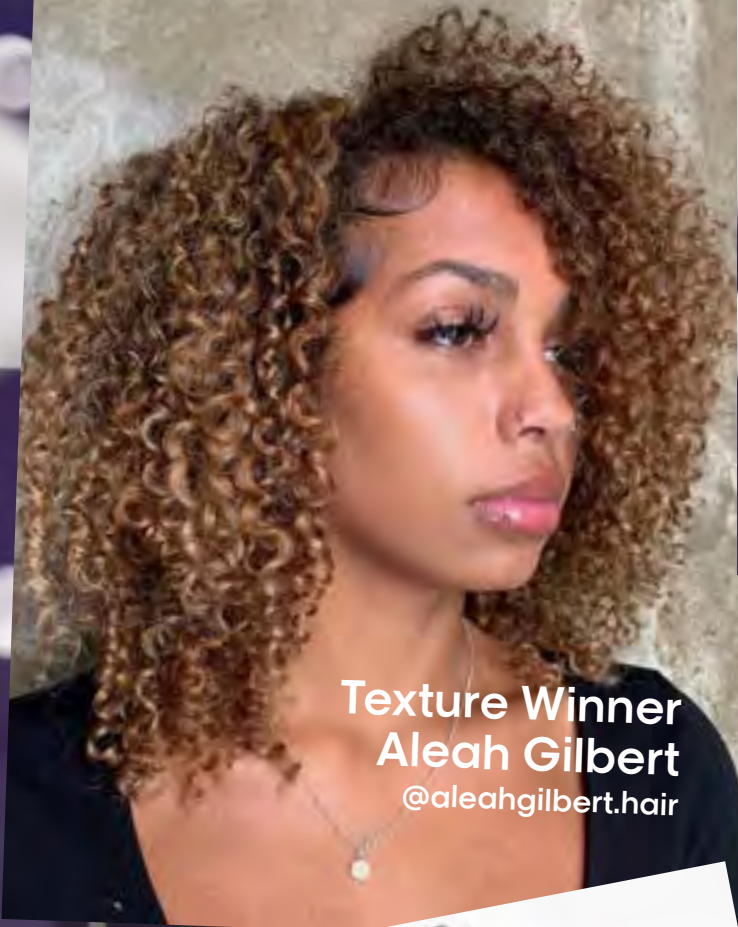


Overall Winner  
Nika Forsythe

People's Choice Winner  
Future Trend Winner  
[@mooreunikahair](#)

**Congratulations Nika Forsythe  
as the first triple winner in  
Style & Colour Trophy history!**

Nika will represent the US in the Global Competition.



**Texture Winner**  
**Aleah Gilbert**  
@aleahgilbert.hair



**Balayage Winner**  
**Erica Moomey**  
@ericaleemoomey



**New Talent Winner**  
**Mariah Fouch**  
@Mariah\_fouch



# Expert Level Color Specialist Program

Now available in the United States!

Advanced haircolor course is designed for hair color professionals looking to push the boundaries of their expertise and apply their skills. This globally renowned color specialist program is now available in the US!

**Extensive 10-day program:**

- Days 1-2 Live at our LA Academy
- Days 3-8 virtual and finish the specialist program
- Days 9-10 at our NYC Academy

Once completed you will be part of an elite family of Color Specialists worldwide.

[Click to reserve your spot.](#)




“  
 Color specialist was the most in-depth, educational, and transformational training that I have ever experienced in 40 years of being a hairstylist. It pushed my thinking and expanded my knowledge like no other Thank you L'Oréal Professionnel for pushing me towards my greatness. ”

**Jo Blackwell-Preston**  
 @blackwelljo  
 L'Oréal Professionnel Artist

“  
 As a colorist and color educator, outside of creative techniques, you can sometimes feel like you've got the chemistry of color down. Well, this BLEW MY MIND! It made me uncomfortable to become the most comfortable and confident colorist. ”

**Tippi Shorter-Rank**  
 @tippishorter,  
 L'Oréal Professionnel Artist

**L'Oréal ACCESS.**  
 The ultimate learning destination for salon professionals.

In the midst of the digital revolution, professional education has evolved to stay relevant for every hairdresser. L'Oréal ACCESS was developed so stylists would have access to education at their fingertips, anytime, anywhere.

[Click to download the app.](#)

# Bond Beauty Group.

Hoboken, NJ



## Tanya Philibert

### Stylist

Handle: @taaaanj

Salon: Bond Beauty Group



### Lightener:

Blond Studio 7 Clay 30 vol

### Root Shade:

Majirel 5/5N (1/2) 5.8/5M (1/2)

with 20-vol Majicrème developer

### Gloss:

Dia Light 8.43/8CG (1/2)

+9.03/9NG (1/4) +10.13/10BG (1/4)

with 6-vol DIActiveur developer  
& processed for 15 minutes

### What is your favorite L'Oréal Professionnel color line and what do you love most about it?

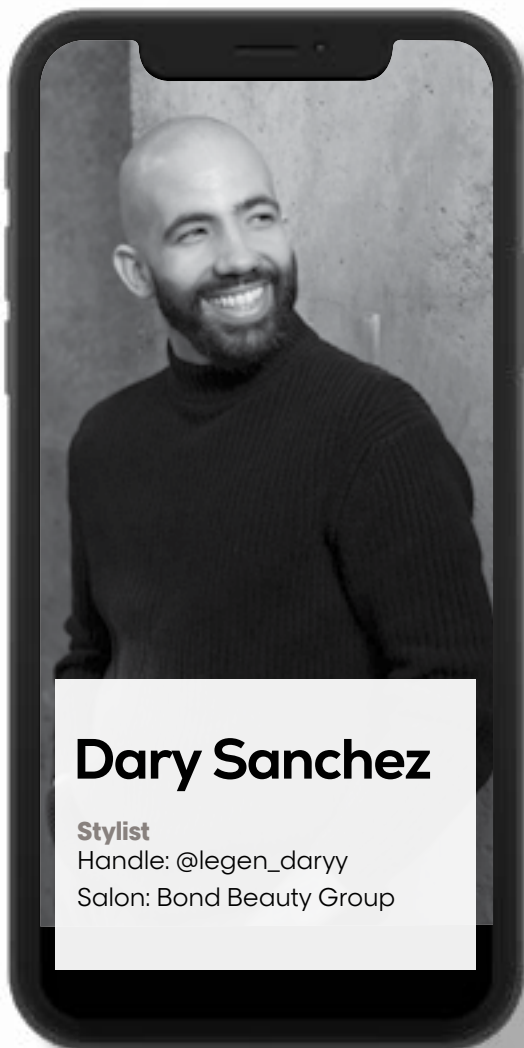
Hands down the Dia line. The pigment and coverage from Richesse makes it my go to for everything except for the most resistant grays. Dia Light makes the blinding process a dream with the range of Milkshake glosses to choose from.

### How are you maximizing your revenue this holiday season?

I always try to get my clients excited for their next service while we're consulting for their current one. We usually start the conversation now for something a little extra during the holidays, whether it's a few extra highlights with their single process, or even just a Serie Expert concentrated treatment to add some extra TLC to their hair.

### What is your favorite product for clients to try?

I love the Serie Expert Fluidifier because of its versatility. It makes blow drying more manageable for at home styling, the heat protection is key, and it can also be used as a leave in product for a wash and go kind of day. It's a one and done product for as much or as little styling s you need!



## Dary Sanchez

**Stylist**

Handle: @legen\_daryy

Salon: Bond Beauty Group



Metal Detox shampoo and mask. Prepped with Vitamino Color 10-in-1 spray and Tecni.Art Bouncy & Tender. Finished with Tecni.Art Super Dust.

Volumetry shampoo and Absolut Repair conditioner. Prepped with Tecni.Art Transformer Lotion and finished with Tecni.Art Next Day Hair Dry Finishing Spray.

**Tell us about a “wow” moment coming to L’Oréal Professionnel?**

Great products with great education to back is few in our industry nowadays. We’re happy to see L’Oréal Professionnel filling that need. Also using Blond Studio 9. Phenomenal product in so many ways.

**How are you using Metal Detox to increase your holiday revenue?**

It’s all about education for us. We don’t like any sale to feel forced. Metal Detox is a great series of products targeting a real hair problem. We educate our clients on why it’s so important and how the products work. The results

**sell themselves! What is your favorite product for clients to try?**

Favorite product for clients to try might be the Blondifier line. Leaves hair feeling amazing!

monthly offers

**November Only**

Offers valid 11/1-11/30.

## Free Metal Detox minis with purchase of 9-35 Majirel and/or Dia shades.\*



**Includes:**

- FREE Metal Detox Shampoo (100 mL)
- FREE Metal Detox Mask (75 mL)

**Salon Price: \$67.49**

**Salon Value: \$81.93**

## Free Metal Detox retail and Pre-Treatment with purchase of 36+ Majirel and/or Dia shades.\*



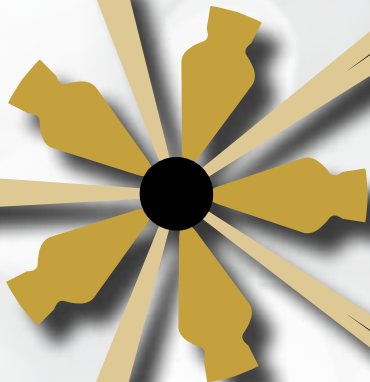
**Includes:**

- FREE Metal Detox Shampoo (300 mL)
- FREE Metal Detox Mask (250 mL)
- FREE Metal Detox Pre-Treatment (500 mL)

**Salon Price: \$269.94**

**Salon Value: \$373.98**

\*Mix and match Majirel, Dia Light, & Dia Richesse.



## L'Oréal Professionnel Gift Sets

Available November & December!



# December Only

Offers valid 12/1-12/31.



## 30% off all iNOA\*\*

\*\*Excludes iNOA developers and iNOA Post-Color Shampoo



## Buy 2 Get 1 Free

All Serie Expert,  
& Mythic Oil retail size\*\*\*

\*\*\*Travel sizes & backbar not included



Salon Price: \$32.00  
Salon Value: \$38.00



Salon Price: \$199  
Salon Value: \$239

# Want more resources?

## Swatch charts



Majirel



iN(O)A



Diallight



DI RICHESSE

## Education



Access



Academy



Virtual Atelier



Brand Book

## Brochures



Metal Detox



[New] Blond Studio 9  
Bonder Inside

## Support Tools



Stay up-to-date  
with our  
newsletter



Discover our  
full product  
catalog



Download  
sell-thru assets  
on LEVEL

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