

# uniqueart

October 2022

## French Glossing Bronze

Enhance the  
hair's luminosity

Tips & Tricks to  
**Style  
Curly Hair**

**Ultimate guide**  
to getting your  
salon or suite  
holiday ready

Celebrating  
**Hispanic  
Heritage  
Month**

**L'ORÉAL**  
PROFESSIONNEL  
PARIS

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“

French Glossing for me is the gloss on top of the lipstick. Because a hair color without a gloss is like a cake without frosting. ”



Anna Cecchi Smith  
L'Oréal Professionnel Artist

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## On the cover

Cover regrowth with Majirel 4.35/4GRv.  
Gloss the mid-lengths and ends with Dia Light 7.43/7CG.



**Look for page tear out option!**

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**Unique Art:  
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# 12 Get holiday ready





Did you know?

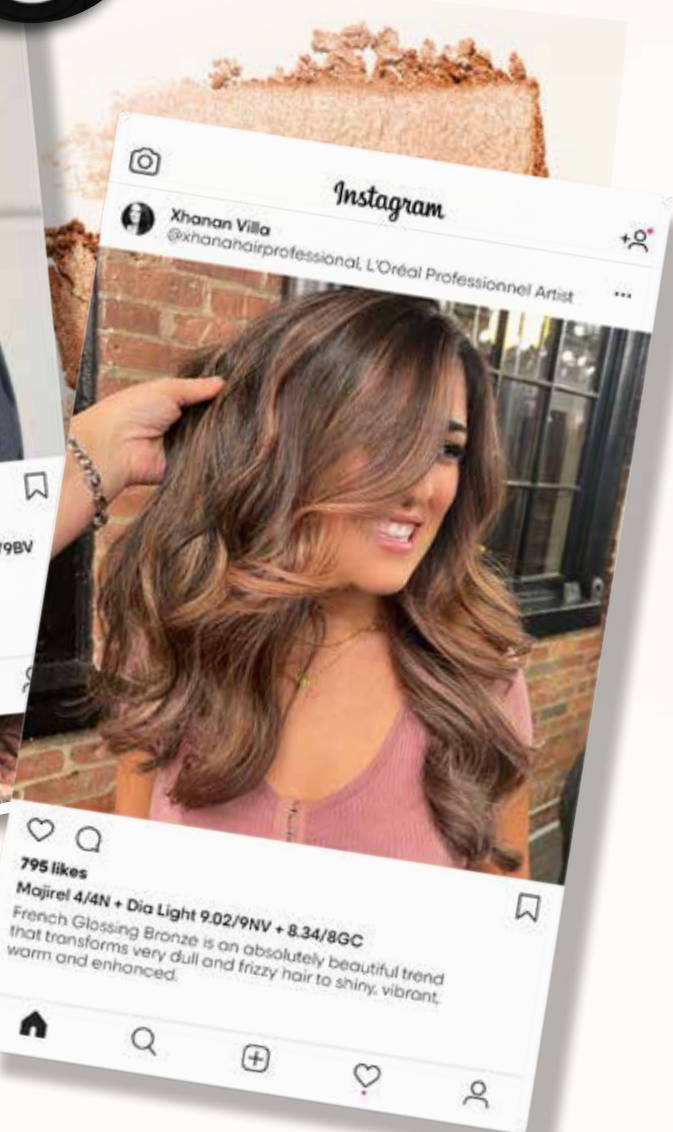
# Bronze is the buzzword.

From fashion, to makeup, to hair color.



**Majirel 5.8/5M + 6.8/6M + 7.8/7M + Dia Light 8.23/8VG + 9.12/9BV**

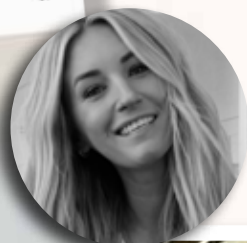
**Anna Cecchi Smith**  
@annacecchismith



**Majirel 4/4N + Dia Light 9.02/9NV + 8.34/8GC**

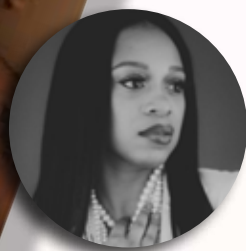
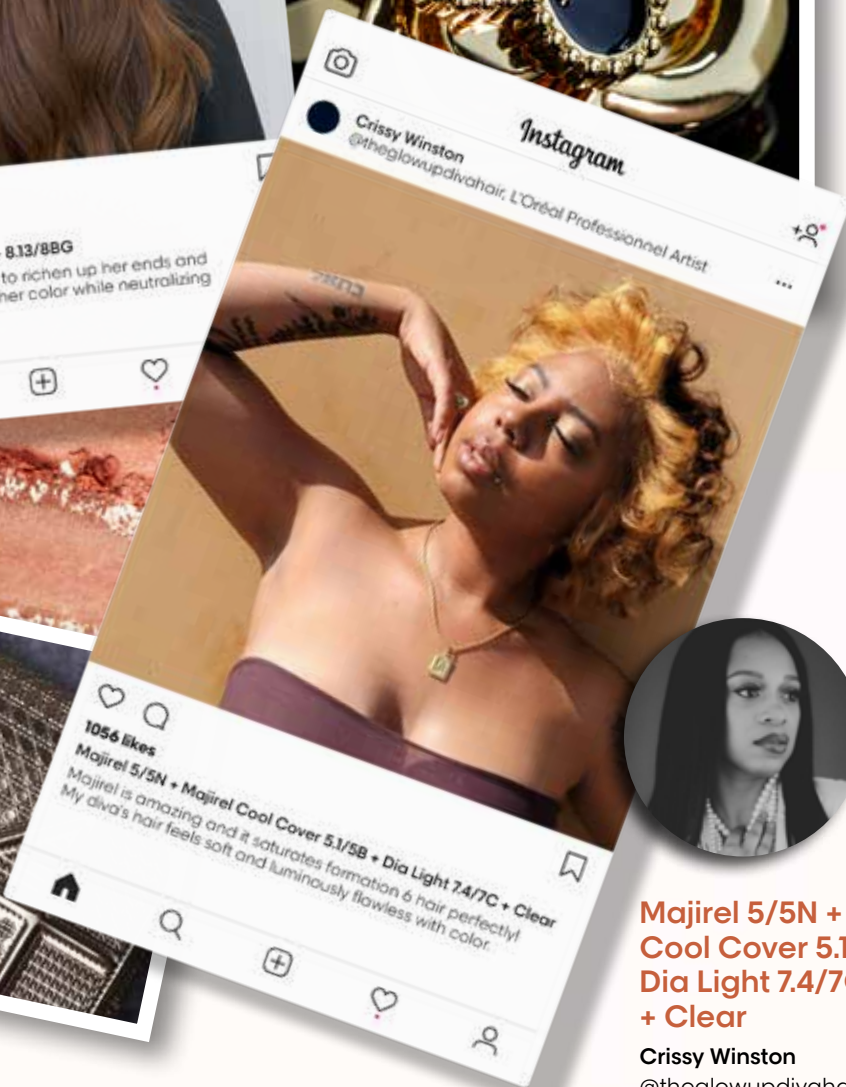
**Xhanan Villa**  
@xhananhairprofessional

\*Certain models were pre-lightened or lightened during the coloring process.



**Majirel 5/5N +  
Dia Light 7/7N + 8.13/8BG**

**Tauni Dawson**  
@taunidawson



**Majirel 5/5N + Majirel  
Cool Cover 5.1/5B  
Dia Light 7.4/7C  
+ Clear**

**Crissy Winston**  
@theglowupdivahair



\*Certain models were pre-lightened or lightened during the coloring process.



# French Glossing Bronze.

The signature two-step technique to enhance hair's natural luminosity.



## Step 1

Cover regrowth with Majirel.

**Perfect coverage**  
100% grey coverage.

**Exceptional care**  
+45% more conditioned hair with Majirel\*.

**Rich color**  
True-to-tone, long-lasting results.

\*Instrumental test.



## Step 2

Gloss mid-lengths & ends with Dia Light.

**Controlled application**  
Gel-crème consistency for precision application.

**Flexible processing time**  
(2-20 minutes).

**+30% more conditioning\*\***  
Conditions hair after lightening and color services.

\*\* vs. uncolored hair.



# Get inspired

with these luminous bronze formulations.

## FIERY BRONZE for medium bases



Majirel 4.35/4GRv



Dia Light 7.43/7CG (3/4)



+ Dia Light 7.01/7NB (1/4)

## MIDNIGHT BRONZE for darker bases



Majirel 4.0/4NN



Dia Light 6.45/6CRv

## SANDY BRONZE for lighter bases



Majirel 8.3/8G



Dia Light 8.43/8CG (1/2)



+ Dia Light 10.32/10GV (1/2)

## GLOWING BRONZE for a bold statement



Majirel 7.43/7CG



Dia Light 7.43/7CG (3/4)



+ Dia Light 7.40/7CCC (1/4)

## MOCHA BRONZE for a subtle gradient



Majirel 6.8/6M



Dia Light 7.8/7M

### Grow your business with French Glossing

8 incremental glosses per week  $\times$  \$30 upcharge per gloss  $=$  \$12,480 incremental annual revenue!

\*Assumes an average of eight additional glosses per week on existing grey coverage services, \$30 upcharge per gloss. Calculated additional revenue to be taken as estimate of potential and should not be taken as a guarantee.



# Bronze curls.

by Hair Artist, **Ron Lopez.**



## Tell us about the inspiration for this look.

The overall inspiration was to celebrate her natural curl pattern. I wanted a shape that enhanced her silhouette while keeping length and a color story that brought out her curl formation with a coppery gold effect.

**@ronlopez2**

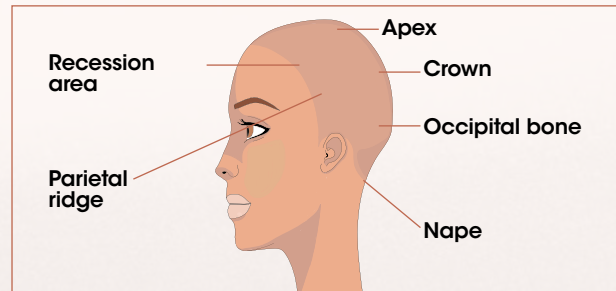
Salon Owner, El Salon Denver  
L'Oréal Professionnel Artist



## What do you recommend for this curly/coily cut?

I recommend cutting in the air-dried, natural state. For achieving this cut, specifically:

- Using your fingers, create a central profile part. Establish visual short to long cut line that will give you the desired height. Elevate without stretching the coil and cut the hair at the bend in the curl.
- Take a radial parting from ear to ear. In the front of the head, take one inch sections in front of the radial, from left parietal ridge to right parietal ridge.
- Using the center apex as a guide to length, cut the hair coil by coil along the horizontal section following a square layering shape.
- For the back of the head, use your finger to take a wedge section, starting at the apex to the nape area. Elevate each coil independently, directly up, cutting to the center profile square guide.
- Continue each wedge section from the center working to the left ear, and then repeating the same wedge section working from center to the right ear.
- Separate the fringe section and cut each coil at a natural fall following an arch shape.
- The last step is to customize the look! Isolate and elevate curls, cutting each curl individually where needed to fill in the shape and create a visual balance as desired.



## What bronze color formulation did you use on the model?

- I took a large triangle section that started at the apex of the head and widened toward the front hairline. I started with fine baby horizontal weaves and alternated each foil in a weave, slice, weave pattern.
- I took slightly thicker pieces as I moved towards the back of the head.
- I took triangle sections in the same way following the pattern all the way around the head.
- We lifted her to a level 8 using Blond Studio 7 mixed with Majicrème developer at a 1:2 ratio.
- Then we glossed with 1 part Dia Light 8/8N to 2 parts Dia Light 8.34/8GC with Diactivateur 6-volume.



8/8N

8.34/8GC

## What tips do you have in styling curly/coily hair?

- Cleanse with the Curl Expression Anti-Buildup Shampoo, followed by the Moisturizing Shampoo to leave moisture in client's hair. This keeps the hair controlled while applying styling products.
- Spray a generous amount of the Curl Expression Reviver Spray before the 10-in-1 Mousse as the first layer of definition while adding another layer of control.



- Overall, be gentle with the hair to not disrupt the natural curl pattern.
- When using a diffuser, be sure not to hold the diffuser at the scalp as to let the curls flow, without interruption.

# We're celebrating Hispanic Heritage Month.

Our pros share how their Hispanic heritage influences their place in the salon industry today.



“

Being light-skinned Latina, I have privilege that is not afforded to other Latin people. I have made it my mission to get into places and walk through doors to bring others with me. As the biggest challenge of the industry is access, I build bridges. It is important to me as a Latina to provide a hand to others who may think their big dreams are too distant.

”

**Adriana Serrano**

@adriana\_serrano\_pro

Senior Manager, Artist Training, L'Oréal Professionnel  
Phoenix, AZ

“

Identifying as a Hispanic woman in the hair industry, I show my authenticity and my creativity through hair. Not being shown how to handle different formations in hair school was a challenge. Luckily, I had some prior knowledge and was willing to make myself vulnerable and open to learning more about all formations.

”

**Kiyita Padilla**

@shearbubbles

L'Oréal Professionnel Artist  
Austin, TX



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“

My Hispanic heritage influences my place in the salon industry because of its beautiful rich culture, history, style, and a strong work ethic. I'm not afraid to pull inspiration from its colorful, diverse, and very rich history. ”

## Carlo Novoa

@litfromwithin

L'Oréal Professionnel Artist  
Beverly Hills, CA

“

Growing up with my Puerto Rican culture on the island as well as in the States, my mom and grandmother always emphasized to make sure I cater to “la visita” while making them comfortable in our home and leaving with the feeling of joy. This has influenced my servitude mindset to make sure those I am serving are getting everything they need to make the experience feel as if it's been uniquely catered for them.

”

## Tanya Marie Acevedo

@tanyamarie\_beautystylist

L'Oréal Professionnel Artist  
Tampa, FL



“

My heritage in the industry, and being first-generation Mexican-American, has allowed me to bring hair education to Spanish-speaking markets in the US and Spanish-speaking international markets in the Caribbean and Latin America. It has also allowed me to go into salons and share about how ethnicity is not defined by your hair formation. ”

## Frank Diaz

@frankdiaz.colorist

L'Oréal Professionnel Artist  
Sherman Oaks, CA



# Get Holiday Ready

with  
**L'Oréal  
Professionnel  
Gift Sets.**





# Your 2022 holiday calendar.

Map out the next three months to end the year strong!

	OCTOBER	NOVEMBER	DECEMBER
MERCHANDISING + EVENTS	Merchandise your salon	Host a holiday event	Place the gift sets on the front desk and window to highlight
IN-SALON PROMOTIONS	Announce stylist incentives	Host Small Business Saturday promotion	Place remaining gift sets on markdown
DIGITAL ACTIVITIES	Post picture of salon decorated for the holidays	Post Look Book to promote holiday event	Post teaser videos to promote gift set sell-through



Scan here for more tips on prepping for the Holidays.

# Maximize profits in 3 ways.

# Prep to boost your Business this Holiday Season.

## 1 Add Express L'Oréal Professionnel treatments.

### Tips for an easy add-on service:

- Receive a luxurious backbar treatment for only \$X with your color service.
- Offer a complimentary treatment when they rebook today.
- Offer a discount on retail products with a backbar treatment.

## 2 Upsell retail products after every backbar service.

Send your clients home with a prescribed at-home routine.

## 3 Offer Gift Sets

Remind your clients of your gift set offering by displaying them beautifully in a noticeable area.







# Holiday Styles with SteamPod

L'ORÉAL  
PROFESSIONNEL  
POUR HOMME  
FAMENTS

SteamPod



## Frank Diaz

@frankdiazcolorist,  
L'Oréal Professionnel Artist  
Sherman Oaks, CA

### Straight.

"To prep hair: I used Serie Expert Vitamino Color 10-in-1, followed by Pro Longer Renewing Cream for Lengths and Ends. Stretch hair formation 3 with a paddle brush, and blow dried hair until it was completely dry. With the SteamPod, I did two passes and beveled the ends to create a softer, smooth look with movement."



### Wavy.

"To prep hair: I used Vitamino 10-in-1 spray, followed by Tecni.Art Volume Extra Envy Mousse on roots and Fluidifier Blow Dry Cream on mids and ends. After smoothing the mids and ends until it was dry, I took 2 inch sub sections, alternating the direction of the wave pattern with SteamPod. Each wave was sprayed with Tecni.Art Infinium 3 hairspray placed in a duckbill hair clip and left to cool and set."



# How to win during the holidays.

Powered by



Featuring  
**Kristi Valenzuela**

Summit Salon  
Business Center

During the holidays, consumers are ready to spend; they have a budget, and they have a list of people they're shopping for! It's predicted that the 2022 holiday season will continue the upward swing of retail sales that was reported in 2021. Your salon can't miss if you entice guests with exciting choices, engaging displays and interaction on all your social channels.



# Easy steps to follow.

## 1 Exciting Choices

Your customers may have different gift budgets. Determine your average retail ticket, then offer two retail choices above your average, and one below.



**Level 3 (\$\$\$\$):** Holiday retail kit + gift card purchase

**Level 2 (\$\$\$):** Holiday retail kit

**Your Average Retail Ticket (\$\$)**

**Level 1 (\$):** Travel sizes displayed as stocking stuffers or secret Santa gifts



## 2 Engaging Displays

Avoid reducing retail space by placing a Christmas tree or other holiday décor that takes up valuable sales space. By creatively stacking holiday kits in the shape of a Christmas tree, you can create exciting holiday energy and entice shoppers to browse and buy!

## 3 Interaction on Social Channels

Having a solid plan to stay top of your guest's mind is pivotal to earning their business. Some holiday social campaign ideas to engage with salon followers:

- 12 days of Christmas with fun social videos and salon tours
- Salon stylist holiday favorites
- Holiday beauty tips



## 4 Start Early

It's predicted that holiday shopping will start earlier this year even as soon as October! When you receive your holiday kits, display them in your store as soon as possible.

## Make 2022 your best holiday retail sales season ever!

Start planning early, create sales goals, and begin to create a plan for displays, contests, and your social digital game plan!

education



# 2023 Education Ready to book now.

Education for everyone,  
Helping you create your individual signature.

# On/Off.

Inclusive, comprehensive, customized offering available online & offline.



**Online** when you can join virtually from anywhere.

**Offline** when we come to you, or you attend a class at the academy or in store.

Whatever your education needs, Signature Education will support you on your journey with creating your own individual signature.

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until **December 31<sup>st</sup>**  
for **20% off any 2023 course.**



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or virtually with Academy.TV



Some of our Signature course at our academies:

**Become Become Certified in Color, Balayage or Haircutting**

## New in 2023

- **Experience the ultimate in color education**  
by completing Color Specialist and join an elite group  
of colorist from around the world.
- **Future trend education**, we've partnered with Fashion  
Schools around the world for our Trend Collab Series.

For inspiration **join us on our Artistic Expression courses**,  
learning from some of the best hair artists in the world.



Book your  
place here!

# Color Ambassador.

Would you like to become a L'Oréal Professionnel Color Ambassador and have a fantastic level of color knowledge?



**Discover the must have 4 step program designed for every colorist.**

- Ground yourself in Innovation Inspiration.
- Immerse in Color Therapy.
- Captivate leadership skills needed to become an Ambassador.
- Continue to engage with a private community of fellow experts.



Book your  
place here!

# Free French Glossing Bronze Lookbook...



...plus,  
1 Dia Light Shade of Choice,  
and Diactivateur Developer\*  
**with purchase of  
9-35 permanent shades\*\***

Salon Price: \$76.38  
Salon Value: \$91.92

...plus,  
4 Dia Light Shades of Choice,  
1 Diactivateur Developer\*,  
and 2 L'Oréal Professionnel Aprons  
**with purchase of  
36+ permanent shades\*\***

Salon Price: \$305.54  
Salon Value: \$389.92



## Save 15%

when you buy 3 or more  
Metal Detox products

**Includes:**

- Metal Neutralizer Pre-treatment, 16.9 oz
- Sulfate-Free Shampoo, 10.1 oz, 50.7 oz
- Anti-Metal Conditioner, 16.9 oz
- Anti-Metal Mask 8.4 oz, 16.9 oz

Salon Price: \$44.64  
Salon Value: \$52.53



# Prep for the Holidays with L'Oréal Professionnel Gift Sets.

**+15%**  
in savings  
vs regular price

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



## Metal Detox.

Includes:

- Shampoo 16.9 oz
- Mask 8.4 oz



## Curl Expression.

Includes:

- Shampoo 16.9 oz
- Mask 8.4 oz



## Absolut Repair.

Includes:

- Shampoo 16.9 oz
- Conditioner 16.9 oz



## Pro longer.

Includes:

- Shampoo 16.9 oz
- Conditioner 16.9 oz



## Vitamino Color.

Includes:

- Shampoo 16.9 oz
- Conditioner 16.9 oz

★ **Receive 1,000 LEVEL points**  
With the purchase of  
\$500-749 in Holiday Kits

**Receive 2,000 LEVEL points**  
With the purchase of  
\$750-1499 of Holiday Kits

**Receive 3,000 LEVEL points**  
With the Purchase of  
+\$1,500 in Holiday Kits

★

# Want more resources?

## Swatch charts



Majirel



iN()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**



Unique Art:  
**En Español!**

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