

uniqueart

Sept/Oct 2024

iNOA

Visibly healthier results
on all hair formations.

AirLight Pro

Augmented with
infrared light.

Dazzle your clients

with Serie Expert
holiday kits.

L'ORÉAL
PROFESSIONNEL
PARIS

Table of contents



Dazzle your clients this holiday season with brilliant tech from Serie Expert. Choose from five full size kits and two mini kits. See pages 14-17.

Pg 04 Color Essentials

Pg 10 Haircare Essentials

Pg 19 Education

Pg 08 Stylist Spotlight

Pg 14 Serie Expert Holiday Kits

Pg 22 Monthly Offers

On the cover.

Prep: Metal Detox Pre-treatment
Roots: iNOA 4.35/4GRv
Lengths & Ends: iNOA 6.34/6GC



Check out the back cover for resources.

The next generation in hair drying.
Coming October 2024.

NEW AirLight Pro

Our first professional hair dryer augmented with infrared light technology.



L'ORÉAL
PROFESSIONNEL
PARIS

iNOA™

No ammonia vegan permanent color.
Visibly healthier results on all hair formations.



100% grey coverage.



Maintains curl pattern.



Adds +48% shine.



Helps improve porosity.

For all curl formations.



Roots: iNOA 4.35 + iNOA 20-vol. iNOA Oil Developer
Length & Ends: iNOA 6.34 + iNOA 20 Volume Developer

New in October

New Icy Shades.



10.12/10BV



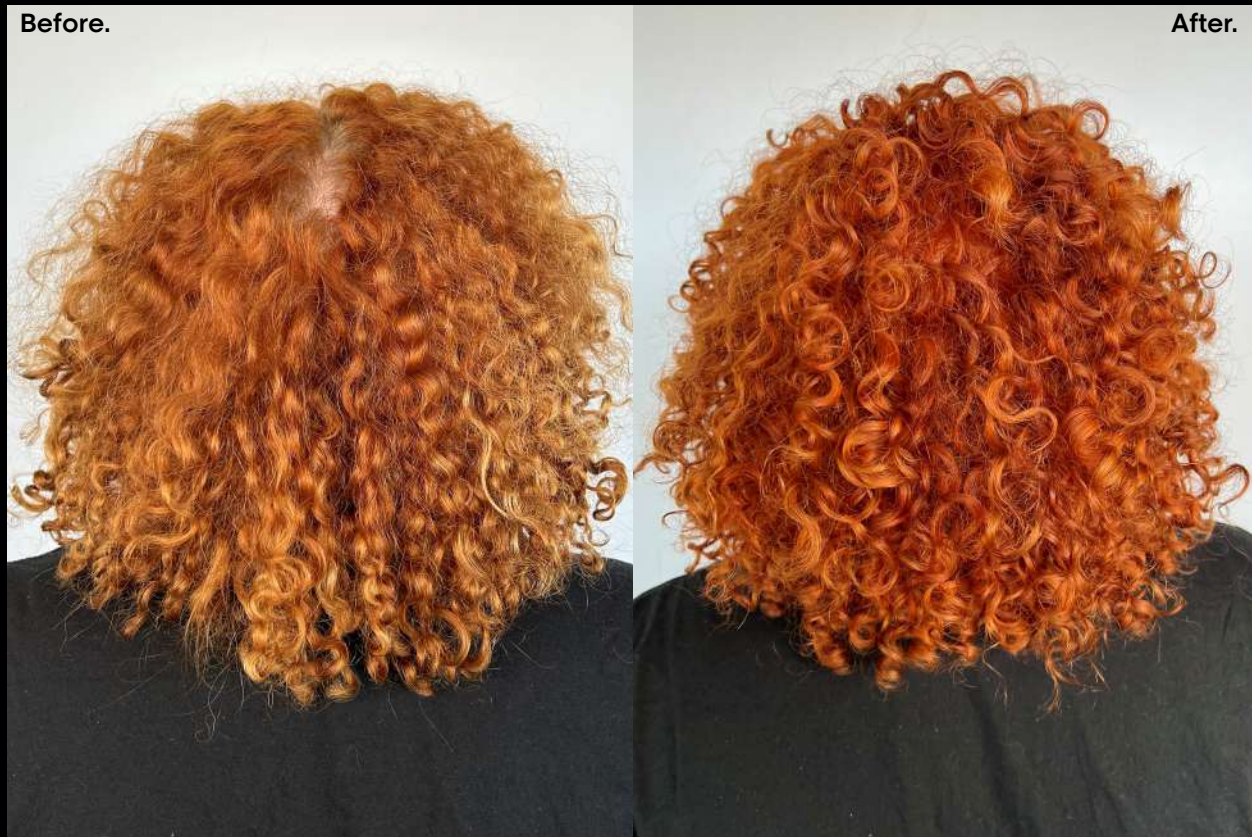
10.21/10VB

10.12 An icy blue-violet tone to cancel unwanted post-blonde yellow.

10.21 A kiss of violet-blue reflect for the timeless iridescent blonde.

All hair types, all formations.

Color with care & confidence.



Cowboy Copper

Roots: iNOA 6.40 + 6.46 + 7.4 + iNOA 20-vol. iNOA Oil Developer
 Ends Depth: iNOA 6.40 + 7.44 + iNOA 20-vol. iNOA Oil Developer
 End Reflective Pieces: iNOA 7.43 + 8.34 + iNOA 20-vol. iNOA Oil Developer

“ iNOA respects all hair formations. The Oil Delivery System allows curls to stay hydrated and reflect more shine! ”

Jennifer Cahill, @the_jen_cahill

Pumpkin Spiced Latte.



iNOA 6.45 + iNOA 7.43
 + iNOA 10-vol. iNOA Oil Developer

“ iNOA made my client's natural waves super shiny and soft. Not only is it super versatile, it's also very caring for the hair. ”

Jessica Strange @jessica_strangelovecollective

Sweet Cortado.



iNOA Clear + iNOA 30-vol. iNOA Oil Developer.
 Dia light 10.01 + 9.82 + 6-vol Developer.

“ My clients and I love how long-lasting the color is, especially on higher curl formations. ”

Jeremiah Cook @jeremiahcookpro

Curly Tales.

Artists committed to uplifting and caring for curly hair.



Jennifer Cahill, @the_jen_cahill

Can you describe your relationship with your own hair?

My relationship with my curly hair was difficult when I was younger. I grew up in a small town where no one had curly hair like me. As a teen, there was one time I received a haircut and came home crying. My stylist trimmed my hair wet and when dry it bounced up, ending up way shorter than expected.

What needs to be true to care for curly hair?

Understanding that the curl pattern is just one part of understanding your curls. You need to know your porosity, elasticity, density, and curl pattern.

How do your values help you lead your salon team and take care of your clients?

The values I instill in the salon is that everyone should leave feeling confident, and we don't shame guests for their hair or how they want to wear it. We as stylists should be able to educate and teach them how to take care of their hair. If that guest is not loving their natural texture and blowing out their hair, we should teach them how to take care while using heat.



Jeremiah Cook @jeremiahcookpro

What needs to be true to care for curly hair?

Curly hair requires a much higher level of moisture and protein. Each curl formation has its own unique characteristics to help identify the type of waves, curls, or coils, and address the need of each type. I highly recommend the Hair Love program offered through L'Oréal Professionnel, which provides this education.

What do you hope to see change in the hair industry?

I went to a beauty school where we weren't taught how to work on higher curl formations. I would love to see beauty schools having outreach programs where people who want more hands-on experience, can come, and relearn services on high curl formations to help fill in this gap in the industry.



Jessica Gonsalves @jess.stylist



How does iNOA help support higher formations?

iNOA respects all hair formations. The oil allows curls to stay hydrated and reflect more shine! I also recommend the curl expression line for my high formation clients to inject moisture back into their hair.

Can you describe your relationship with your own hair?

I was raised in a family that has predominantly curly hair, and it's been a journey of embracing my natural formation. I've learned to love my waves whether I style them curly or blown out!

Break up with breakage for good.

Metal Detox Pre-treatment spray.

THE TECH

Exclusive Gliocoamine

- 87% less hair breakage.*
- 100% true-to-tone color.*



Prevent breakage and color shift.



No added service time.



Compatible with all color and lightener brands.

*Instrumental test, after application of Pre-treatment + technical procedure + Shampoo + Mask.

All looks by @suziebond.

Don't want to choose between repair ranges? You don't have to.

Metal Detox + Absolut Repair Molecular Express service.

Prevent future damage and color shift while treating existing damage.



01

Metal Neutralizer Pre-treatment spray

Neutralize metal inside the hair fiber before a color or lightening service.



02

Sulfate-free shampoo

Gently remove metal.



03

Rinse-off serum

Repair hair's molecular structure*
*with continuous use of rinse-off serum



04

Metal Detox Mask or Absolut Repair Molecular Mask

Metal Detox: Provide softness and nourishment after any color or lightening service.

Absolut Repair Molecular: For instant moisture and strength repair.



05

Leave-in mask, Oil & Smoothing cream

Provide softness and nourishment after any color or lightening service.

PRO TIP: Select the take-home tech that serves the client's unique needs.



Discover the step-by-step.

Available September

Discover the brilliance of

Make your hair dreams a reality with the latest technology, exclusively from L'Oréal Professionnel.



Available October

Serie Expert this holiday season.

Discover NEW Metal Detox and Absolut Repair Molecular mini kits.

Travel size
100 ml shampoo
75 ml mask



Dazzle your guests this holiday season with brilliant tech.

	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 lookbook to promote holiday event	Post teaser videos to promote gift set sell-through



Metal Detox.
For color treated hair.
Kit includes:
Shampoo 16.9 oz
Mask 8.5oz



Absolut Repair Molecular.
For very damaged hair.
Kit includes:
Shampoo 16.9 oz
Rinse-off serum 8.4 oz



Absolut Repair.
For sensitized hair.
Kit includes:
Shampoo 16.9 oz
Conditioner 16.9 oz



Vitamins Color.
For color preservation.
Kit includes:
Shampoo 16.9 oz
Conditioner 16.9 oz



Pro longer.
For thinned ends.
Kit includes:
Shampoo 16.9 oz
Conditioner 16.9 oz



Travel sets
Mini kits include:
Shampoo 3.4 oz
Mask 2.5 oz



World Mental Health Day is Thursday, October 10th.

Head Up + Calm.

Mental health for pros is hard. Getting support doesn't need to be.

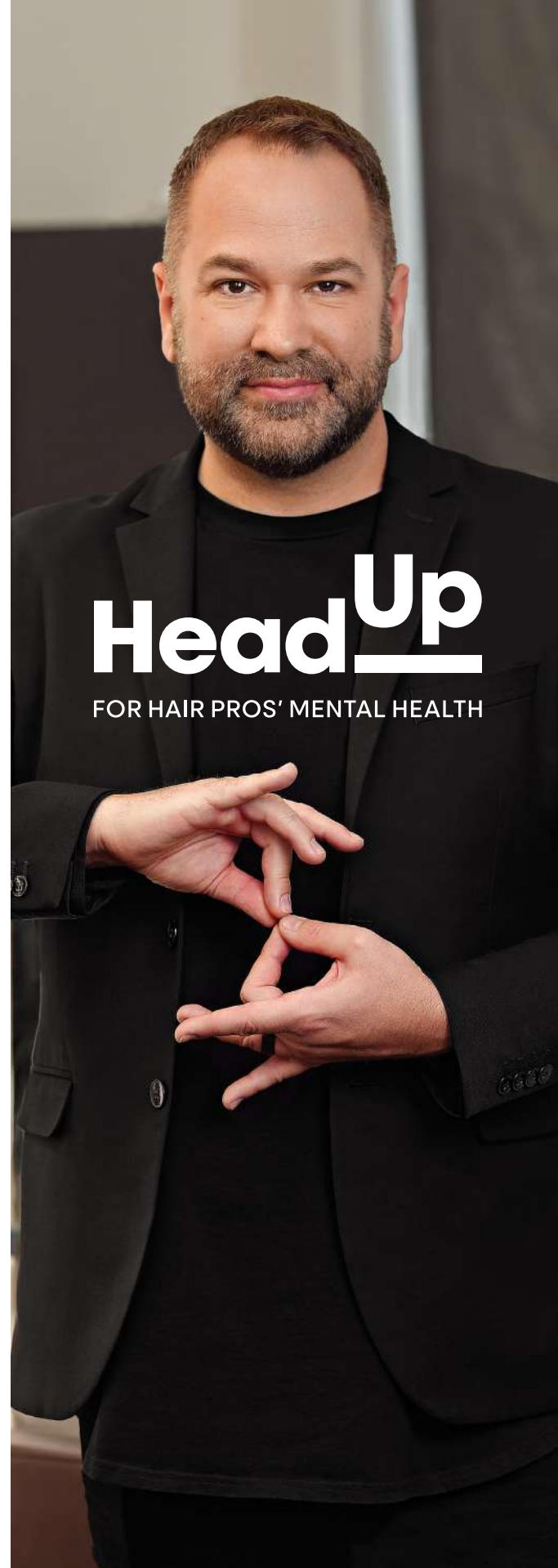


Discover tools to improve well-being to better cope with stress & anxiety.

Join Daniel Mason-Jones for Head Up Keys and enjoy **3 months of Calm for FREE.**



Learn more.



HeadUp

FOR HAIR PROS' MENTAL HEALTH

2025 Signature Education

Launching October.

We have best-in-class education, featuring programs for every level: essential, advanced, expert and specialist. Elevate to the next step in your career with inclusive, comprehensive, and customizable offerings for color, haircutting, finishing, and business.

Whatever your education needs, L'Oréal Professionnel can provide it.



Scan to learn more.





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PARIS

× **Kennaland**

Our goal is to provide our Artistic Network with inspiration that fuels their thinking behind the chair, and create a collection that inspires L'Oréal Professionnel for the future.

Kennaland, a L'Oréal Professionnel salon in Brooklyn, is known for its creative yet wearable color placements and techniques. The salon is led by Kenna, a British superstar with well-known haircutting and finishing techniques, as well as session styling expertise. His high-profile clients include Victoria Beckham and Gigi Hadid and he works closely with one of his star colorists and educators, Natalie Elias, known for her strategic color placement and formulation.

Together L'Oréal Professionnel x Kennaland create a 360 inspirational approach to color, haircutting, finishing, and editorial collections. This session, exclusive to 2024 Artistic Signature Atelier, was designed to inspire creativity and promote key innovations such as Absolute Repair Molecular, Metal Detox, Curl Expression, Inoa, and Dia Color.



Join the L'Oréal Pro Artistic Network.



September Only.

Offers valid 9/1-9/30.



Buy 1, get 1
50% off*

Blond Studio lighteners.

Salon Price From: \$14.92
Salon Value From: \$19.88

**Blond Studio lighteners only.
Excludes developers.



15% off
Pro Longer.

Salon Price From: \$16.86
Salon Value From: \$19.83



FREE Dia color
tube of choice +
8 oz. DIActivateur
developer 9-vol
with purchase of 10-39
Majirel, iNOA or Dia light
tubes (mix & match).

Salon Price From: \$88.30
Salon Value From: \$102.51

7 FREE Dia color
tubes of choice
+ 1L DIActivateur
developer of
choice
with purchase of 40+
Majirel, iNOA or Dia light
tubes (mix & match).

Salon Price From: \$353.20
Salon Value From: \$430.64

October Only.

Offers valid 10/1-10/31.



FREE 1L iNOA Oil developer of choice
+ 500 ProReward points (\$5 Value)*
with purchase of 9-35 iNOA tubes.

Salon Price From: \$88.11
Salon Value From: \$104.55



FREE 1L iNOA Oil
developer of choice
+500 ProReward
pnts (\$5 value)
+ iNOA swatchbook
with purchase of 36+
iNOA tubes.

Salon Price From: \$399.24
Salon Value From: \$487.20



15% off
Absolut Repair
Molecular.

Salon Price From: \$18.30
Salon Value From: \$21.53

*Valid 10/1/24 - 10/31/24. Offer limited to iNOA Haircolor. Spend based upon net spend, excluding taxes, shipping or ProRewards Dollars used. Customer must be a SalonCentric ProRewards Member prior to the Promotion end date to participate. Promotion must be completed within the specified dates. Void where prohibited. Online Exclusives and purchases of SalonCentric Gift Cards are not included. Points may take up to 72 hours post purchase date in-store or ship-date online to reflect in account. For full Terms and Conditions, see saloncentric.com/prorewards-terms.html.

Want more resources?

Swatch charts



Majirel



iNOA



Diallight



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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