

# uniqueart

Jul/Aug 2024

Discover NEW  
**Metal Detox**  
Pre-shampoo  
treatment.



Discover NEW  
**Absolut Repair**  
Molecular Mask.

**Dia color Recipes.**  
Chef up endless  
possibilities.

**L'ORÉAL**  
PROFESSIONNEL  
PARIS

# Table of contents



“

Every client is unique, with different hair types, formations, and concerns. By using L'Oréal Professionnel, I know I am using the latest and greatest technology. ”



Jill Engelsen  
@jillthehairexpert

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## On the cover.

Discover Glicofiller, the latest technology within Metal Detox designed to refill hair microbreaks.

Check out  
the back cover  
for resources.

Pg.

**04** Become 1 of 4 million.  
Join the Metal Detox movement.



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**PROFESSIONNEL**  
PARIS

# Metal Detox



GLICOFILLER 2% + IONÈNE

## **PRÉ-SHAMPOOING PROFESSIONNEL**

Traitement combleur anti-porosité  
Empêche la casse & ravive l'éclat

## **PROFESSIONAL PRE-SHAMPOO TREATMENT**

Anti-porosity filler system  
Prevents breakage & illuminates radiance

New in July

# NEW Metal Detox Pre-shampoo treatment.

## THE TECH

Concentrated with 2% Glicofiller.

Refill hair micro-breaks for 96% less breakage\*.

- 2X hydration\*\*
- Instant fiber detangling

For use  
at home.

L'ORÉAL  
PROFESSIONNEL  
PARIS

Metal  
Detox



GLICOFILLER 2% + IONÈNE

PRÉ-SHAMPOOING PROFESSIONNEL

Traitement combleur anti-porosité  
Empêche la casse & la couleur de virer

PROFESSIONAL PRE-SHAMPOO TREATMENT

Anti-porosity filler system  
Prevents breakage & color shift

SERIE EXPERT 250 ML 8.4 FL. OZ.

\*instrumental test, after application of Pre-shampoo  
\*\*\*vs non conditioning shampoo

haircare  
essentials

# Everyday aggressors can cause micro-breaks in the hair.

This includes coloring hair, pulling hair into a tight style, or even brushing the hair. When hair is sensitized, it can absorb more water and consequently increase the risk of breakage. Fight this at home with **NEW Metal Detox Pre-Shampoo treatment** powered by Glicofiller.



# Step one starts with metal protection,



## Step 1 **In-Salon** Salon Exclusive Pre-treatment

### **THE TECH**

## Exclusive Glicoamine

Neutralizes metals during any color service.

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

### How to use:

1. Spray on dry hair, mid-lengths and ends.
2. Let air dry while mixing color.
3. Apply color or lightener as usual.  
Compatible with all color and lightening.

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

# in-salon and at-home.



Step 1  
**At Home**  
Pre-shampoo  
treatment

## THE TECH

### Exclusive Glicofiller

Refills micro-breaks  
and prevents  
breakage.

#### How to use:

1. Separate hair into 2 sections.
2. Apply 2-4 pumps per section, work through. Do not rinse.
3. Apply shampoo over top. Lather, rinse.

# Want to pro guarantee your color service?

Join the 4 million who love Metal Detox.

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



@jackiepp

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





“Metal detox Pre-treatment makes my dreams come true.”  
Jada, Illinois

“My clients are noticing their color lasts longer.”  
Beth, Florida

“This stuff is amazing... a must-have product for any hairdresser.”  
Hayley, Kansas



@tarafayehair



@hairbychristyh

New in August

# NEW Absolut Repair Molecular Mask.

Visibly fight 2 years of damage, in one use.\*

## THE TECH

### Peptides Bonder and Amino Acids.

Skincare-inspired texture provides instant moisture & strength repair for:

- 5X stronger hair\*\*
- Improved elasticity



\*With system of shampoo + rinse off serum + leave in mask.

\*\*vs non-conditioning shampoo.



Use NEW Rinse-off mask as a part of the full **Absolut Repair Molecular** service, or add to any repair routine for instant moisture and strength repair.



@ashley\_smith\_pro

color  
**essentials**

**NEW**

# Dia color

Alkaline demi-permanent.



## Why Dia color?



Up to 70%  
grey coverage.  
Up to 1.5 levels of lift.



Up to 6 weeks  
of gloss color,  
2x shine.\*  
Soft demarcation.



Fast processing.  
20 minutes.

Explore our  
40 shades.

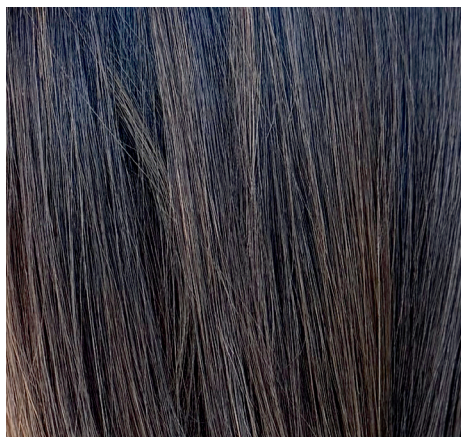


\*Vs. unwashed hair.

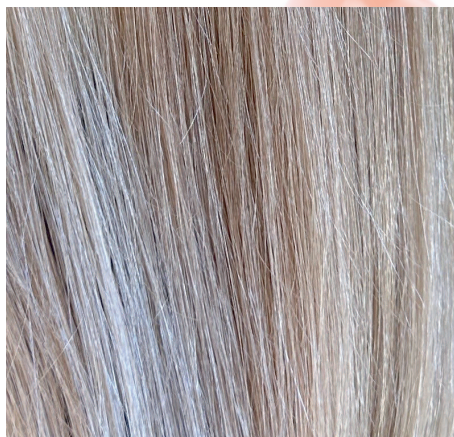
# It's a great Dia to try a new recipe.

Chef up your creativity with endless recipe possibilities.

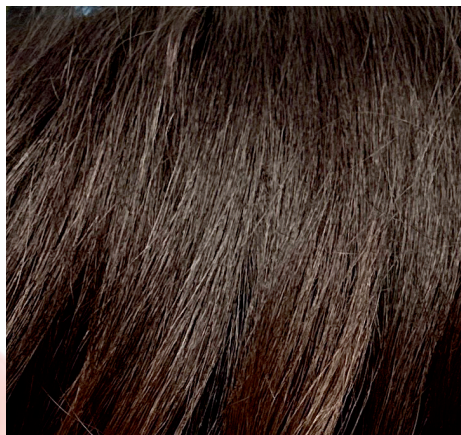
**Discover unlimited looks.**  
Share your #DiacolorRecipes.



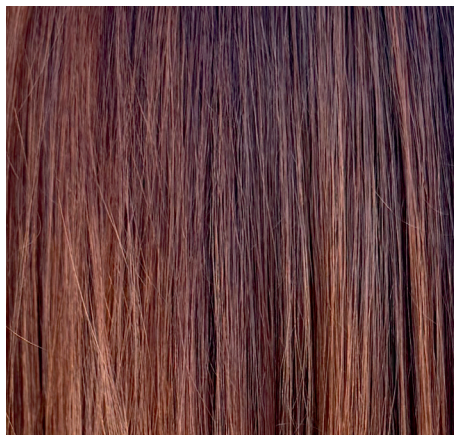
5/5N + 6/6N + 6.1/6B + 8/8N



8.2/8V + 6/6N



4/4N + 4.15/4BRv + 5.4/5C



6.45/6CRv + 7/7N + 8.43/8GC

Coming August

# NEW Dia color recipes, from our L'Oréal Professionnel chefs.



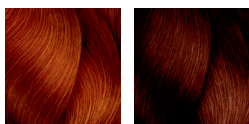
**Dia color 8.3 + 8.34 +  
8.43 + 7.44 with DIActivateur  
Developer 6-vol.**



8.3/8G    8.34/8GC    8.43/8CG    7.44 /7CC

@ninarubelhair

**Dia color 7.44/  
+ 5.4 with  
DIActivateur  
Developer 9-vol.**



7.44/7CC    5.4/5C



@geoffreyhairr



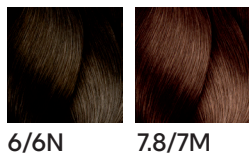
**Dia color 6 + 6.84  
+ 5 + 5.18 + with DIActiveur  
Developer 9-vol.**



@jess.stylist



**Dia color 6  
+ 7.8 with DIActiveur  
Developer 9-vol.**



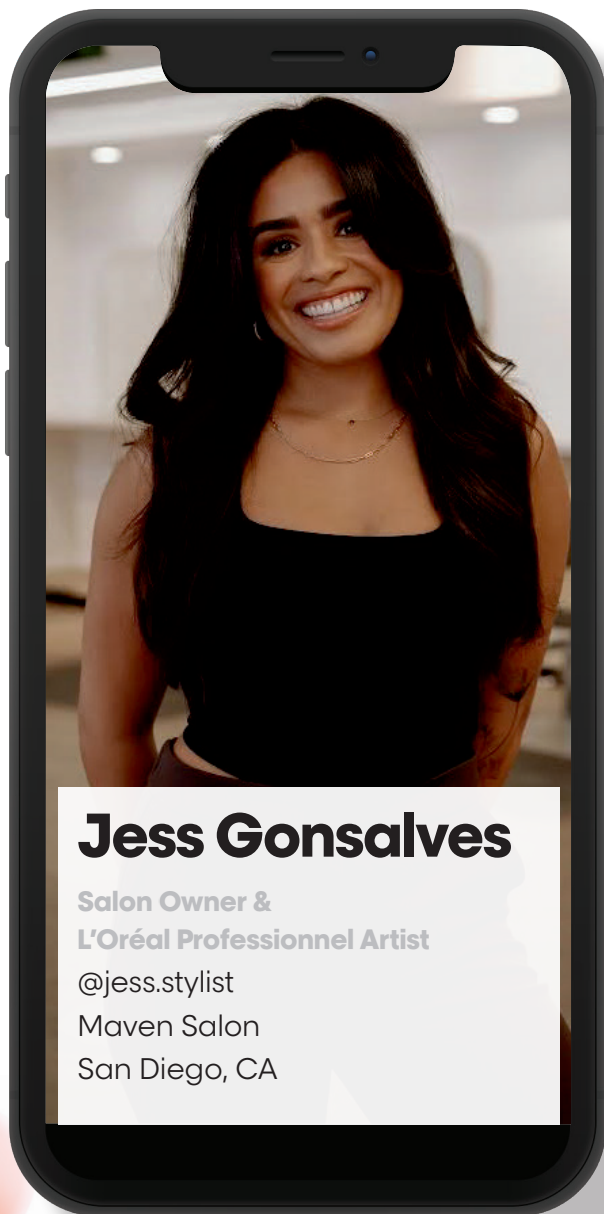
@jess.stylist



Explore our Pro's  
secret recipes here.

# Explore Dia color recipes

with our head chef Jess Gonsalves.



Could you walk us through the creative process of formulating personalized Dia color recipes for each client?

The beauty of Dia color is being able to mix single tone shades to create the ultimate customized color for my clients. When clients walk in, I typically formulate their custom shades based on their skin tone, features and style, and Dia color makes that process so seamless. We know the product will deliver so the ease of blending tones allows for results I know I'm confident in.





## Can you share any favorite Dia color combinations or techniques when creating a custom shade for your client?

8.2 & 7.8 is the PERFECT mushroom brown – it's cool enough but still has a touch of warm reflects. Honesty, the mocha double tone shades are a game changer. What I love most about Dia color is the SHINE! And of course, the lasting results.

## Can you share a memorable experience you had with a client while using Dia color to create their customized look?

AH! My favorite moment was the reaction my client had to the depth and shine of her rich warm brunette hair. She also loved the fact that Dia color didn't leave a scent of "hair color" in her hair when leaving the salon.

## What tips or tricks do you have for stylists who are using Dia color to perfect their recipes?

Have fun! The new formula of Dia color is very reflective, the cool tones are amazingly shiny and get the job done. Honestly, try glossing after a blinding appointment and you'll see the long-lasting results and shine.



# French Balayage Milky.

Get the soft, lived in technique with a creamy cool finish inspired by the #milktea color trend.



#Milky  
tech guide.



**French  
Balayage Milky  
with our star  
Blond Studio 9  
Bonder Inside.**

Dia light 1/2 clear + 1/4 10.82 + 1/4 10.13.



**Lift up to 9  
levels fast**  
Even the  
darkest bases



**Oil enriched  
lightening system**  
Improves hair feel



**Bonder inside**  
No additive  
needed

**Add \$25 upcharge for bonder service**  
Upsell 3 clients per day x 6 days per week=incremental  
**\$20,000 per year**

**PRO TIP:** On service menu, include call out. "All lightening services include a bonder additive to protect hair bonds."

# Increasing profitability with specialized treatments.

Independent Stylist Jill Engelsen.



## In your business, what is your strategy for increasing profitability?

Treatments, treatments, treatments! When people think treatments, they often think of color services specifically. As an independent stylist who specializes in haircutting and styling, in-salon treatments can be a great way to boost your bottom line. By offering a variety of treatments, bundling them with other services, and promoting them effectively, you can increase your average ticket price and bring in more revenue. This also helps to keep my clients excited and coming back.

## How do you stay on top of the latest trends in the haircare space?

Staying up-to-date with the latest trends and techniques is SO important for all stylists. The beauty industry is constantly evolving, and to remain successful, stylists need to be informed about emerging trends, styles, and techniques to provide- otherwise clients could go elsewhere. I am fortunate to be a National Artist with L'Oréal Professionnel where I am able to travel the country sharing what I know and love to help inspire and up-skill fellow stylists through teaching in various salons and academies. Connecting with other stylists and attending industry events inspires me and keeps me on top of my game bringing new ideas and product recommendations to my clients. (And P.S. they LOVE to hear about that stuff!)



## How do you build trust with your clients?

Personalizing services to each client's individual needs is key! Every client is unique, with different hair types, formations, and concerns. By taking the time to understand each client's specific requirements and preferences, I can deliver tailored services that exceed expectations and foster long-term client loyalty. By using products like L'Oréal Professionnel, I know I am using the latest and greatest technology. Clients are more educated than ever- and they know what they want and often come in asking for treatments they see on social media. No matter if the client in my chair is new or returning, they get a thorough consultation! It helps me to build trust, recommend bespoke treatments and services and create a positive experience for each and every guest.



## What is your favorite treatment at the moment?

Repair is huge right now! I find that my clients are always asking how to make their hair look and feel healthier. (I mean, who isn't!?) So what's my fave?... I am obsessed with the New Absolut Repair Molecular treatment! Not only is the technology amazing, but the results are too and it takes almost no extra time to apply. On top of that, I broke it down and did a little 'hairstylist math'- if I offer this treatment to 10 clients a week- I am making almost an additional \$20,000 annually. Obsessed!



Discover Absolut Repair Molecular.

# Signature Education.

What's it all about?



## Technique.

Are you ready for technical evolution? Signature Education is driven by technology and inspired by technique.



## Inspiration.

Awaken your creativity with classes that inspire – from Virtual Atelier to Signature Experiences and everything in between.



## Development.

Courses designed for every level of your career – from Essential Virtual Atelier to Color Specialist.

### **Color Specialist:**

The ultimate color course to make you a specialist like no other.



Scan to learn more.



## Experiences.

Where will your education take you? Around the globe or across the country – immerse yourself in the culture of local trends.



Scan to learn more.

[Academy]

# Signature Experience.

## New York, NY



**Tippi Shorter Rank**  
@tippishorter



**Ron Lopez**  
@ronlopez2

**October 6<sup>TH</sup> - 7<sup>TH</sup>, 2024**

### The Main, NYC

We invite you to immerse yourself in the art of color and haircutting during an intimate 2-day Academy event curated to elevate your skills with live model demos and curly and straight hair Hands-On workshops. What's included? Light breakfast and lunch both days, as well as a networking after-party featuring a DJ, drinks, hors d'oeuvres, and a special look and learn with one of your favorite influencers after day one.

### [INVESTMENT]

- \$1,500 or 100,000 Level Loyalty Points

Please note all details are subject to change, and places are strictly limited, so please reserve your places ASAP. If using Level loyalty to Purchase, you must complete registration once you have your points - booking is a 2 step process. Once air ticket is issued, the entire Experience ticket is non refundable, and any changes will be at your own cost. Cancellations must be made with at least 4 weeks notice to receive a refund, and only if air ticket has not been issued.



# Virtual Atelier.

90-minute, high impact workshops that are complimentary to all hairdressers in the USA.

Whether you are new to L'Oréal Professionnel and would like to learn the essential knowledge to get the best results, learn about an innovation, need inspiration or learn a new technique, we have you covered.

## **Dia Essentials**

- Discover product knowledge on the complete Dia L'Oréal Professionnel color lines.
- Understand how to choose the proper Dia products to achieve desired results.
- Learn how to conduct a proper consultation and thorough hair analysis.

## **Care & Style Essentials**

- Discover product knowledge on the complete L'Oréal Professionnel care and styling lines: Serie Expert, Tecni.Art.
- Understand how to choose the proper products to achieve desired care and style results.
- Learn how to conduct a proper consultation and thorough hair analysis.



Scan to  
learn more.

monthly offers

July Only.

Offers valid 7/1 – 7/31.



**FREE BS9 BI + 8oz BS Oil Developer 20-vol.**

with the purchase of 12-41 tubes LP color (mix & match).

Salon Price From: \$106.00  
Salon Value From: \$140.60



**FREE BS9 BI + 1L BS Oil Developer 20-vol., 1L BS Oil Developer 30-vol. + 2 x Blond Studio Foils**

with the purchase of 42+ tubes LP color (mix & match).

Salon Price From: \$370.99  
Salon Value From: \$455.73



**20% off**  
all Metal Detox Retail and Pre-treatment.

Salon Price From: \$15.86  
Salon Value From: \$19.83



**15% off**  
Serie Expert backbar.

Salon Price From: \$24.08  
Salon Value From: \$28.33

**August Only.**

Offers valid 8/1-8/31.



**FREE 8 oz  
DIActivateur 9-vol**  
with the purchase  
of 3-35 Dia color tubes.

Salon Price From: **\$29.40**  
Salon Value From: **\$33.80**



**FREE Dia swatchbook  
+ 1L DIActivateur  
Developer 9-vol**  
with the purchase  
of 36+ Dia color tubes.

Salon Price From: **\$352.84**  
Salon Value From: **\$436.68**



**15% off**  
with the purchase of  
3 or more any Serie  
Expert Retail.\*

Salon Price From: **\$50.58**  
Salon Value From: **\$59.49**

\*Retail Sizes Only.

**\$20**  
NEW ARM mask.  
Hot Price Point.



# Want more resources?

## Swatch charts



Majirel



iNOA



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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