

uniqueart

FEBRUARY
2022

Level up with
**Express
French
Balayage.**

Save time.
Increase services.

**Signature
Education.**

Become an expert
in French Balayage.

L'ORÉAL
PROFESSIONNEL
PARIS

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“
When it comes to balayage, my philosophy is to keep it simple. The Express French Balayage technique allows me to be efficient with my time, without compromising on the customized look that my clients expect.”



Michelle Zeller Porumb
@mane_ivy



On the cover

Recreate our cover model's look by Color & Style Trophy Finalist, Erica Keelen.

- Prep your service with Metal Detox Pre-Treatment
- Lighten with Blond Studio Multi Techniques 8 + 20 Volume Majicrème Developer, or Blond Studio 9 + 20 Volume Blond Studio Oil Developer.
- Gloss with DIA Light 8.13.



Stay up-to-date with all things L'Oréal Professionnel! Sign up for our newsletter.



pg. **04** Level Up Your Express French Balayage

Explore our full product catalog offering here



Level up your Express French Balayage

A quick, customizable approach to balayage using single- and double-point placements of light on hair sectioned around the perimeter of the bowl.

Perfect your Express French Balayage with three standout products.



1 Metal Detox.

Neutralize metals for clean lift and true-to-tone color.

2 Blond Studio 9.

Lift fast with care. Even the darkest bases.

3 Dia Light.

Neutralize unwanted warmth with flexible processing time.



Look by @ericakeelen_hair_love US Color & Style Trophy Winner.

Metal Detox.

Tackle metals in the hair for an Express French Balayage free of breakage and color fading.

Metal Detox neutralizes metals inside the hair fiber for:

- 87% less breakage.
- 100% reliable, true-to-tone color results.



3 reasons why stylists love Metal Detox.

1. Clean Lift.



“ With Metal Detox, I was finally able to get her light enough with an even tone. ”
 @kim_grillo , @saracraig15, #lSalons

2. No added time to your service.



“ Metal Detox is a GAME CHANGER. The 1st step is done in a minute; it's so simple. ”
 @abigailbazzoli

3. Rich & reliable haircolor.



“ I'm obsessed with Metal Detox & the vibrant results I'm able to achieve during my hair transformations. ”
 Xhanan Villa

2 Blond Studio 9.

Results are visible in only ten minutes - keeping the "express" in Express French Balayage

Lift fast with care. Even the darkest bases.

Up to 9 levels of clean lift, with results in only ten minutes. Easily breaks through undertones, on even the darkest bases.

Caring for the Hair.

Enriched with the Olicare Complex™, oil maintains the cosmeticity of the hair.



“Blond Studio 9 is my FAVORITE lightener to use for dark bases and color correction. This powdered lightener provides up to 9 levels of lift and shows visible lift within 10 minutes of application.”

Michelle Zeller Porumb
@mane_ivy

3 Dia Light.

Zero Ammonia. Zero lift.
Ultra conditioning.



Controlled application

Gel-crème consistency for precision application.



Flexible processing time

(2-20 minutes).



+30% more conditioning*

Conditions hair after lightening and color services.



“

Dia light is my go-to for that creamy, expensive, luminous finish – especially for my blondes. It is perfect for that cool, creamy blonde with a touch of warmth for brightness.

Michelle Zeller Porumb
@mane_ivy

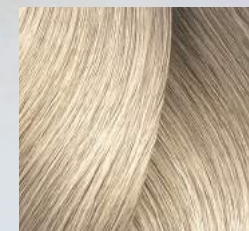
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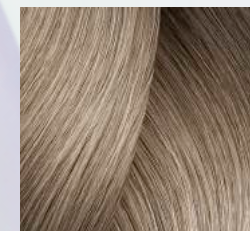
Stand-out shades for a post-Balayage gloss.



9.01/9NB



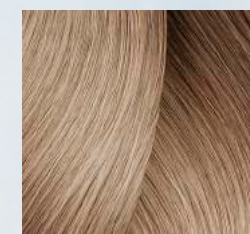
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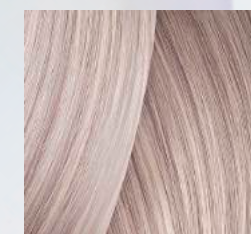
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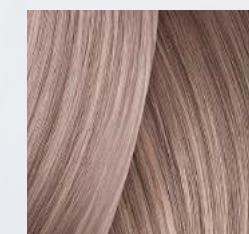
9.12/9BV



10.12/10BV



10.21/10VB



9.2/9V

Accelerate Your Express French Balayage with the Dia Light Liquifier.

Fast application.

Liquifies consistency for fast bottle application.

Ultimate customization.

Change consistency based on client need & stylist preference.

Adjustable color intensity.

Increase transparency and shine.



Before.

After.

Express French Balayage.

ex • press french bal • ay • age

N. (of a technique) sophisticated, bespoke, time-saving.



Save 15-45 minutes per service with this Express French Balayage technique by Regional Educator Eric James.

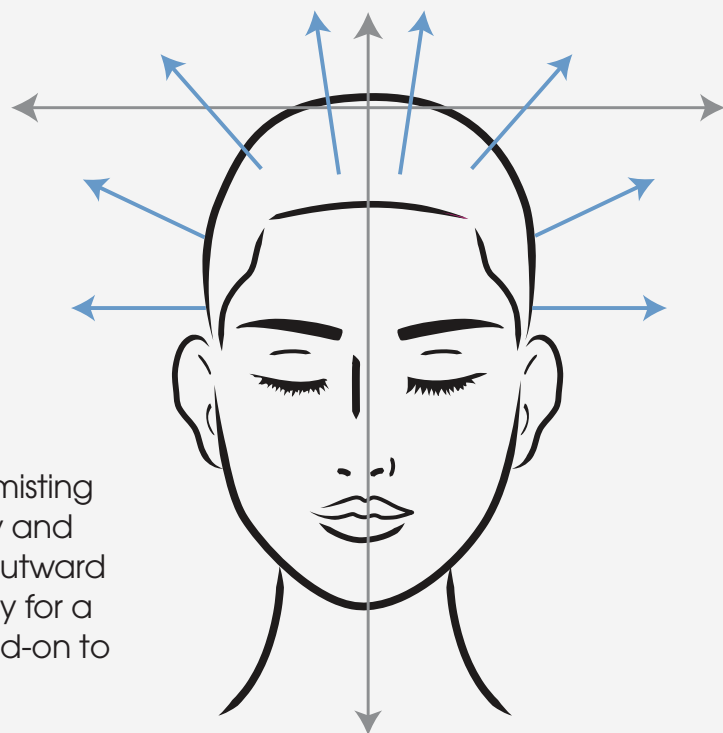
“ This Express French Balayage technique is my go-to when I want to create a stunning visual impact in a short timeframe, by gently introducing pieces of light around the face to accentuate my clients’ features. The versatile sectioning and placement of light make it ideal for all face shapes, hair parts, and styles, so I never have to worry about too much or too little.

Eric James
@eric_james_pro

”

STEP 1

Prepare your client at the bowl by misting Metal Detox Pre-Treatment globally and extending mids and lengths in an outward direction. This service works perfectly for a standalone face frame or as an add-on to a single-process.



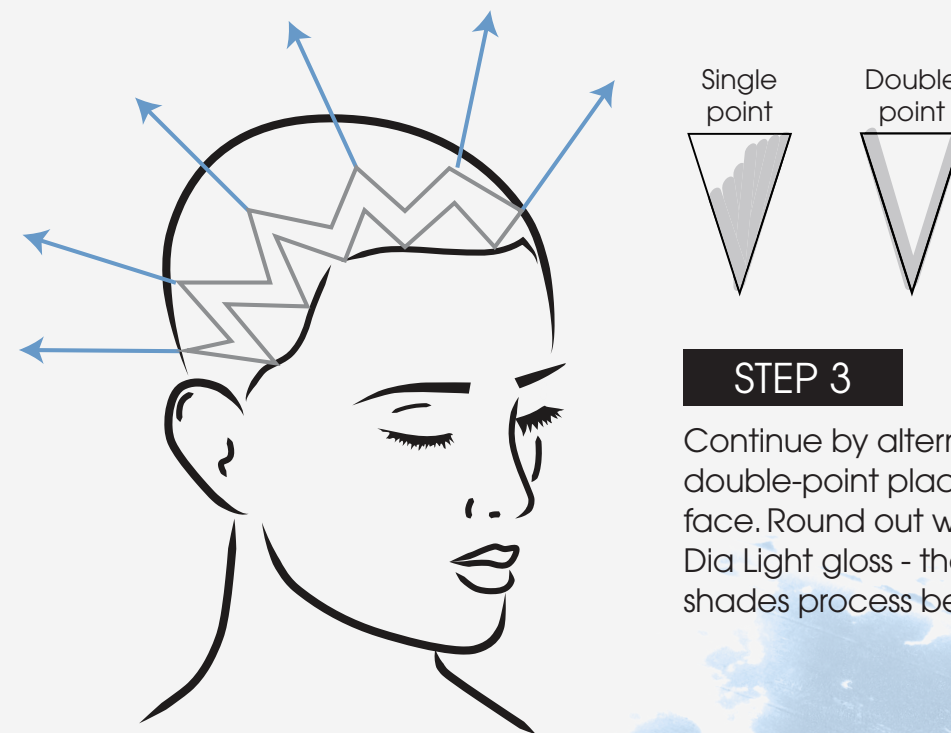
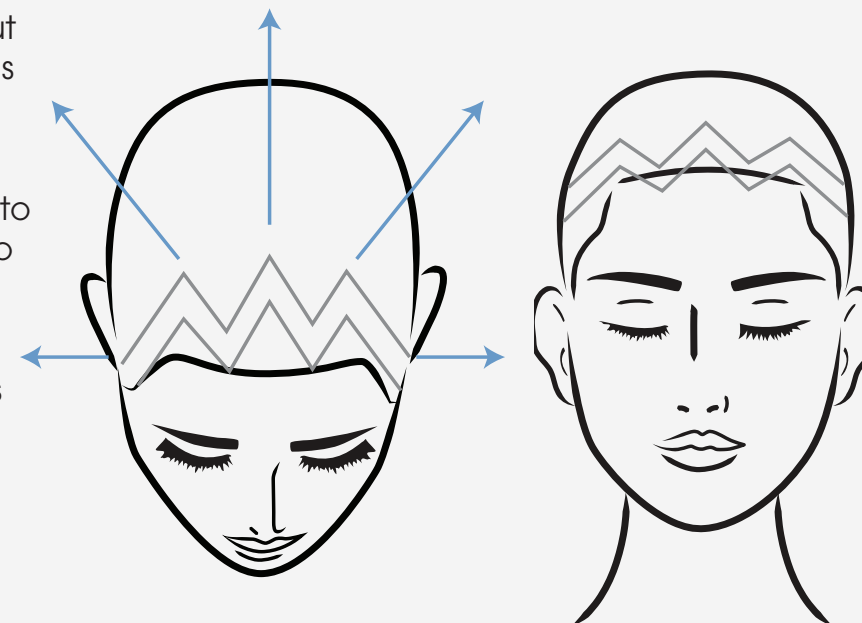
STEP 2

Now that the client is draped and in the bowl, section out the hair. Follow the three P’s to perfect your balayage using Blond Studio 9.

Placement. From sideburn to sideburn, no more than two inches back.

Piece. Singles or doubles, depending on what light is needed in that section (negative space vs. positive space).

Parting. Follow the client's natural part. This Express French Balayage technique works ideally for all hair parts!



STEP 3

Continue by alternating single- and double-point placements around the face. Round out with a photo-finish Dia Light gloss - the Dia Light Milkshake shades process beautifully in 2-10 minutes!

Level up with @mane_ivy

Michelle Zeller Porumb

Number of years in hair.

20+

Overall specialty.

Bronde.

Favorite L'Oréal Professionnel product.

Dia Light.

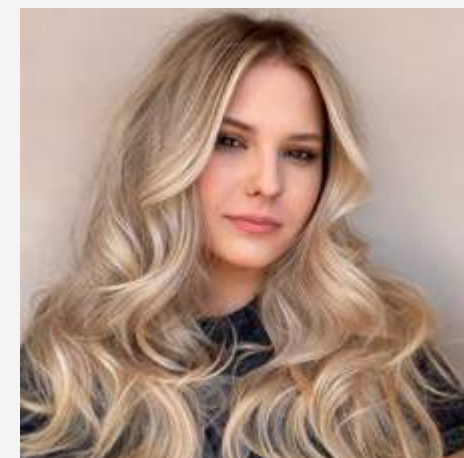


Did you know you can reduce your balayage by 15-45 minutes with the Express French Balayage?

@mane_ivy is revolutionizing the hair industry by teaching stylists how to work smarter, not harder.



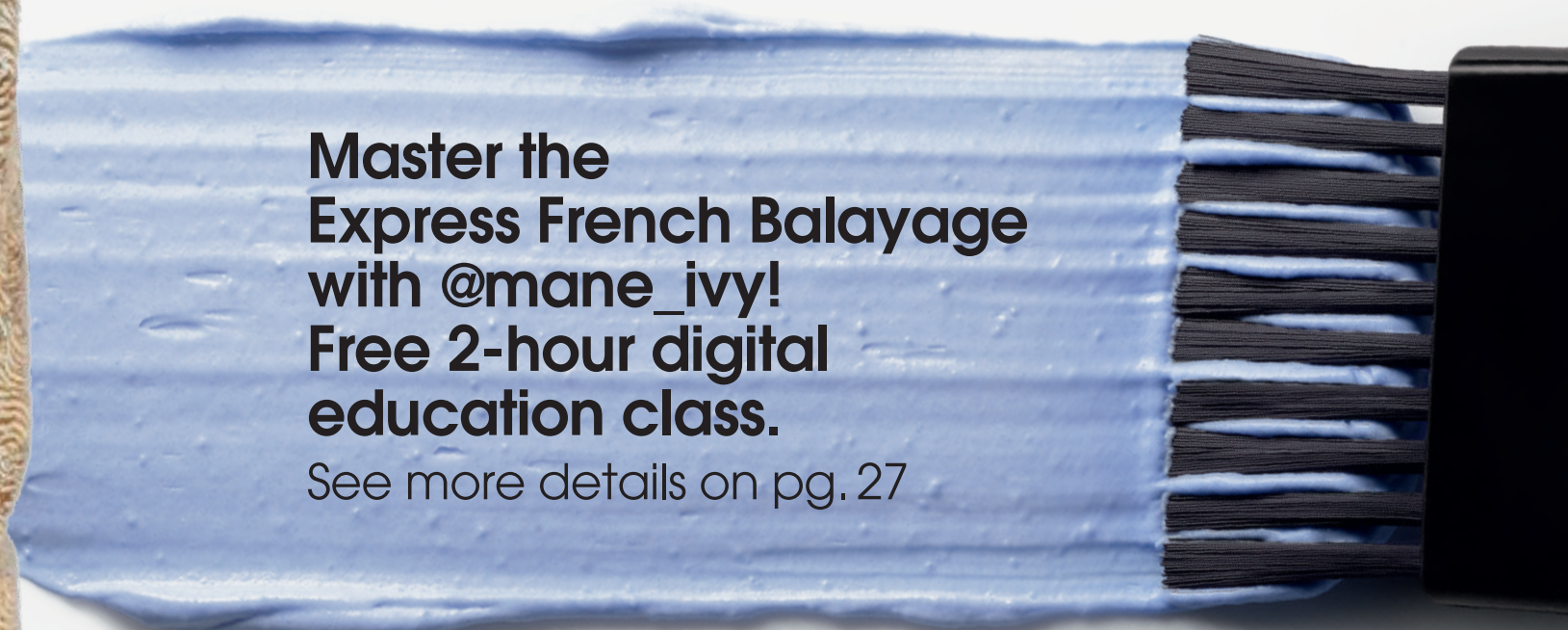
Before.



After.

Master the Express French Balayage with @mane_ivy! Free 2-hour digital education class.

See more details on pg. 27



Earn more with Express French Balayage.

Conventional Balayage

- lightener layered, multi-point placements + processing
- - 45-60 - MIN
- shampoo + conditioner
- tone-on-tone
- post-treatment

Express French Balayage

- Metal Detox pre-treatment
- Blond Studio 9 single- and double-point placements on surface + processing
- - 15-30 - MIN
- Dia Light rapid glossing
- Metal Detox shampoo & mask

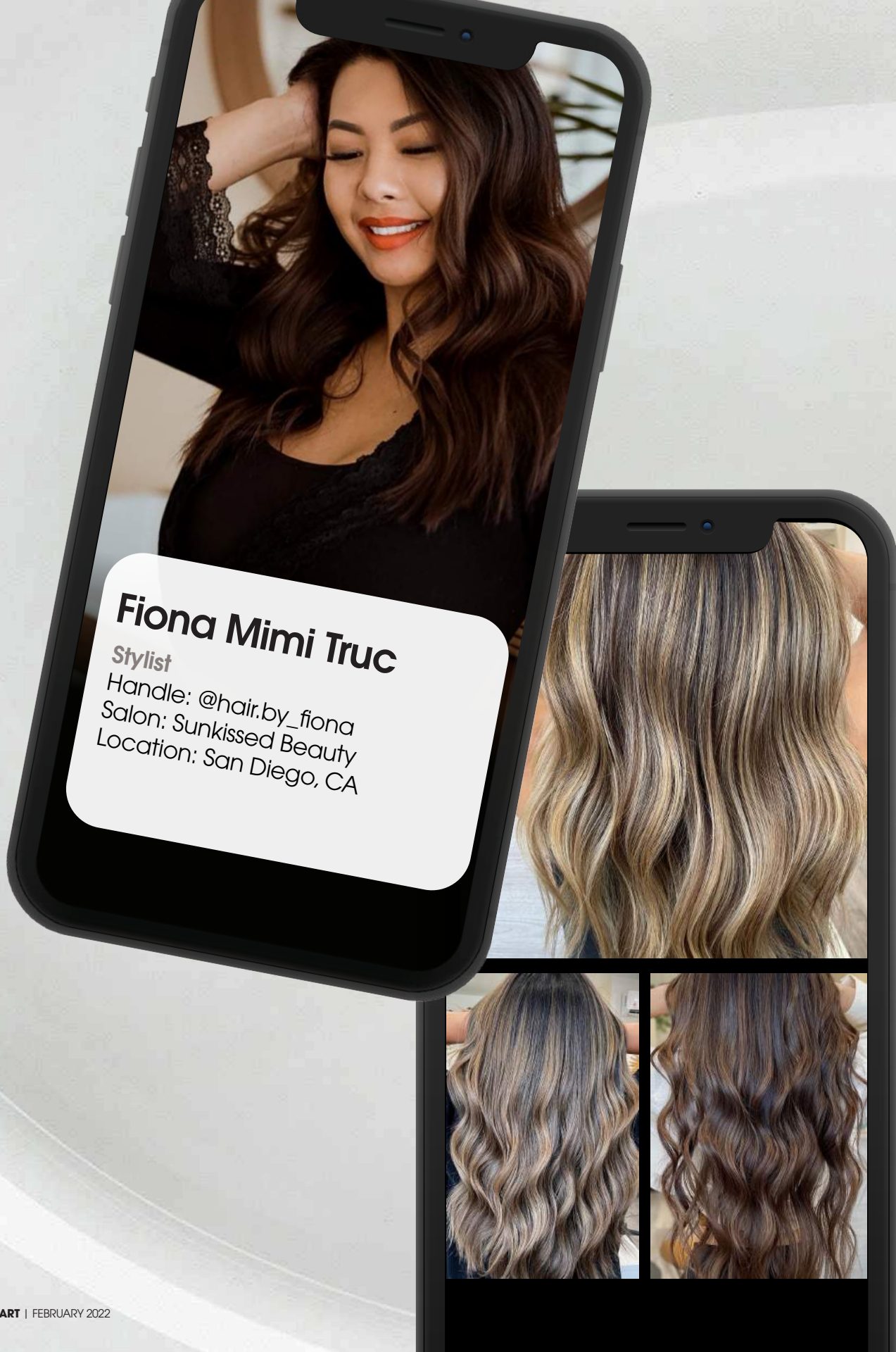
**15 - 45
minutes
saved
per service**

Earn up to
\$31,200
more annually with the
Express French Balayage.*

More clients in and out of the chair
+ higher service ticket
= increased revenue.



*Assumes an average of four additional clients serviced weekly with the Express French Balayage technique, \$150 service ticket per client. Calculated additional revenue to be taken as an informative estimate of potential and should not be taken as a guarantee.



Fiona Mimi Truc

Stylist

Handle: @hair.by_fiona
Salon: Sunkissed Beauty
Location: San Diego, CA

This or That.

BEST ADVICE (YOU WOULD GIVE TO OTHER STYLISTS)

Knowledge is power and learning is endless. When you have a ton of knowledge, it shows confidence behind the chair.

TELL US SOMETHING ABOUT YOURSELF:

I specialize in blonding naturally dark hair so patience, low & slow is key!



FAVORITE THING ABOUT FRENCH BALAYAGE TECHNIQUE?

I love being able to see where to place lighter pieces to see pops of color creating a sunkissed look on naturally dark hair.

FAVORITE CAREER MOMENT:

I stepped away from behind the chair to work in corporate cosmetics for a few years. I came back to doing hair because I was fascinated by hair color & coloring hair the modern way. I built a full clientele off Instagram. In a year, I went from being a commissioned stylist, to suite owner and now salon owner. I outgrew my suite in 4 months, and now I'm a salon owner.



L'ORÉAL PROFESSIONNEL PRODUCT THAT YOU CANNOT LIVE WITHOUT & WHY?

Now that we have Metal Detox, it's the product we didn't know we couldn't live without. Elevating a guest experience by the WOW factor. That is something L'Oréal has taken the cake on, is being the king of creating the most innovative products that keep all consumers intrigued. Aside from Metal Detox, I love Absolut Repair Instant Resurfacing Mask! It's a dreamy hair mask that makes the hair incredibly soft, shiny, smooth and silky.



BREAKTHROUGH COLORING HACK THAT CHANGED THE GAME FOR YOU?

Saturation, knowing your formulation, and trusting the process. Even when toner looks scary, walk away and let it do its thing. You'll thank yourself when you see the final result!

ANYTHING ELSE YOU'D LIKE TO SHARE?

I believe that passion can take you so far. When you love what you do, convey it through your content & lifestyle, the following will come.

[Signature Path]
French Balayage.

At L'Oréal Professionnel, we believe that education is the most powerful tool we can use to grow, inspire, and develop our salon partners and French Balayage Artist of tomorrow.

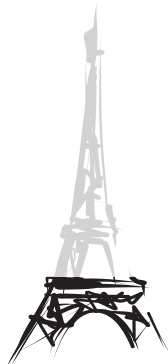
Designed for hairdressers looking to become an expert in the art of French Balayage.



Scan to register for classes

[Signature Path]
French balayage.

	Access.	Virtual Atelier.	Store.	Salon.	Academy.
[Specialist] Push the boundaries.					Color specialist
[Expert] Master your craft.					<ul style="list-style-type: none"> French balayage certification
[Advanced] Develop your skills.				<ul style="list-style-type: none"> Inspired: Balayage obsession 	<ul style="list-style-type: none"> French balayage and styling Foils: The perfect technique French glossing: Grey coverage Mastering curls
[Essential] Establish a strong foundation.	<ul style="list-style-type: none"> Scan below to see all class offerings on Access 	<ul style="list-style-type: none"> Blond Studio essentials Welcome to French balayage Welcome to L'Oréal Professionnel 	<ul style="list-style-type: none"> The haircolor edit: French balayage Embrace your inner hair geek 	<ul style="list-style-type: none"> Blond Studio essentials Welcome to French balayage Welcome to L'Oréal Professionnel 	<ul style="list-style-type: none"> Inspiration atelier Color keys 1 Color keys 2



[Essential]
Welcome to French balayage.

Join us monthly online for complimentary education with our Virtual Ateliers.

Virtual Atelier: Complimentary.

Top 3 Takeaways

- Understand proper product selection within Blond Studio and Dia Light
- Discover the basics of traditional French Balayage techniques and how to apply them on all hair formations
- Learn how to conduct a proper consultation and thorough hair analysis

Student Profile

Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge.

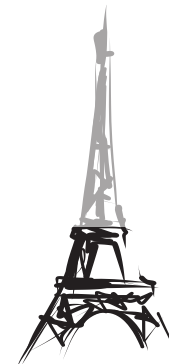
Register now.



1.5 Hours
 Live
 Look and learn

Scan to register.

To utilize Level Loyalty Points, visit www.levelloyaltyrewards.com



[Advanced]
French balayage and styling.

Learn the highly customizable French Balayage technique that allows you to create bespoke results for your clients. After French Balayage, you will then discover on-trend styling techniques to finish the look.

Academy Education.

Top 3 Takeaways

- Elevate your French Balayage placement and techniques
- Discover styling tips using Tecni.Art
- Develop a deeper understanding of the Blond Studio and Tecni.Art portfolios

Student Profile

Designed for professionals looking to elevate their existing knowledge of L'Oréal Professionnel and upskill themselves through advanced techniques, theory, and business opportunities.



Scan to register.

To utilize Level Loyalty Points, visit www.levelloyaltyrewards.com



Join Min Kim,
 @minkimcolorist

5/9/2022
10 AM EST

L'Oréal Professionnel Academy
 435 Hudson St. New York, NY 10014

Join Us Live
 7 hours | Hands-On
 \$400 or 26,667 Level Loyalty Points

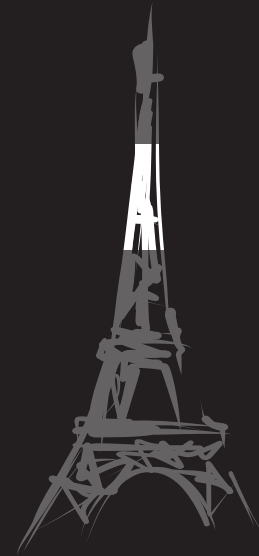
Or Join Us Virtual
 3 hours | Look & Learn
 \$150 or 10,000 Level Loyalty Points

[Expert]

French balayage certification.

Designed to guide you to becoming an Expert in French Balayage! During the program you will learn color theory as it relates to lifting color pigment from the hair, the classic French painting techniques of brush and planchette, palm painting and French Balayage techniques for curly to coiled hair formations to elevate your skills to a mastery level. Discover how to evaluate all hair formations while delivering an impactful consultation. In order to stretch those creative muscles past your comfort zone, you will plan and execute your own French Balayage Collection for a final project!

*L'Oréal Professionnel French Balayage Certification attendees must pass all assessments to become certified. Any attendee that doesn't pass a portion of the program.



Signature Education.

Top 3 Takeaways

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

Student Profile

Designed for professionals looking to master and become an expert in their craft with L'Oréal Professionnel.

4 hours | 6 Sessions | Virtual | Hands-On
\$2,400 or 160,000 Level Loyalty Points

The French Balayage Certification consists of 6 sessions each beginning at 10 AM EST.

Day 1- 4/3/2022
 Day 2- 4/4/2022
 Day 3- 5/15/2022
 Day 4- 5/16/2022
 Day 5- 6/26/2022
 Day 6- 6/27/2022



Scan to register.

To utilize Level Loyalty Points, visit www.levelloyaltyrewards.com

Metal Detox: Neutralize Metals.



Save 15%
with the purchase 3-8
units of Metal Detox.

Salon price from: \$42.02
Salon value from: \$49.44

Save 20%
with the purchase 9+
units of Metal Detox.

Salon price from: \$118.66
Salon value from: \$148.32



**Pair Metal Detox with Blond Studio.
Buy 1, Get 1 50% off.***
All Lighteners.

Salon price from: \$8.45 - \$37.01 each

*Lightener only. Developers not Included.



**Free 2-hour digital
education class with
@mane_ivy
(\$150 Value)**

with the purchase of
9-35 L'Oréal Professionnel shades
(mix and match)

Salon price from: \$66.15
Salon value from: \$216.15



**Receive free Express
French Balayage
education and
salon bundle**

with the purchase of 36 or more
L'Oréal Professionnel shades
(mix and match)

Includes
2-Hour Digital Education Class (\$150 Value!)
1 Blond Studio 9 Powder
1 20-vol. Blond Studio 9 Oil Developer
1 Dia Light 9.2/9V
1 Dia Light Clear
1 6-vol. Diactivateur Developer

Salon price from: \$264.60
Salon value from: \$471.58



Pass the savings to clients.
Download sell-through assets here.

**LEARN MORE ABOUT L'ORÉAL PROFESSIONNEL AT
PROUS.LOREALPROFESSIONNEL.COM | @LOREALPRO_EDUCATION_US | #LOREALPROUS**