

# uniqueart

AUGUST 2022

## New Curl Expression

Co-Developed  
with curl experts.

## Curls Master Class

ft. Emmy  
nominated stylist  
Derick Monroe.

## Clean Lift. Ultimate care

Blonding for all  
curls & coils.

L'ORÉAL  
PROFESSIONNEL  
PARIS

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“

It was beautiful to co-develop Curl Expression with other stylists around the world to create a line that will impact the world. I'm excited for you all to try it and learn more.

”



Derick Monroe  
@derickmonroe  
3X Emmy nominated  
celebrity stylist  
Curl Expression  
co-developer

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## On the cover

Introducing Curl Expression – a range for all curls & coils, composed of 8 unique skus, co-created with texture experts around the world and formulated to address the needs of different texture types. To learn more about Curl Expression, see page 4.



Look for page tear out option!  
Easily remove pages and display in your salon!

Stay up-to-date with our newsletter



pg.

# 04 New Curl Expression



Explore  
our full  
product  
catalog

**NEW**

# [Curl Expression]

Supercharge curls & coils  
with professional hydration.

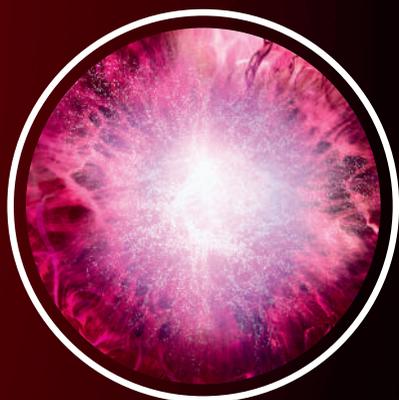
Concentrated actives. Immediate results.



**2X MORE CONDITIONING\***

**11X MORE DEFINITION\***

**48H FRIZZ FREE PROTECTION**



**INFUSED WITH:**

**Glycerin** for long-lasting hydration

**Urea H** to reinforce the hydrolipid layer protecting delicate curls

**Hibiscus Seed** to provide moisture, strength & softness

\*vs. non-conditioning shampoo when using deep moisturizing shampoo + rich mask; clarifying shampoo + mask or 10-in-1 mousse



# Supercharge curls and coils

[Cleanse & Treat]



## ANTI-BUILD UP CLEANSING SHAMPOO

Gently eliminates buildup while providing moisture without irritation or stripping the hair.

- Sulfate-Free
- Silicon-Free
- Paraben-Free

## INTENSE MOISTURIZING SHAMPOO

Gently cleanses curls while providing weightless, long-lasting hydration for healthy and easy to detangle curls and coils.

- Sulfate-Free
- Paraben-Free

## INTENSIVE MOISTURIZER MASK

Deeply hydrates & pre-detangles curls and coils while providing shine, for a free-flowing result and a natural feel.

- Paraben-Free

## INTENSIVE MOISTURIZER RICH MASK

Intensely hydrates curls & coils while providing shine and frizz-control for a luxurious feel.

- Paraben-Free

BENEFIT  
FREE-FROM

# with professional hydration.

[Style]

[Revive]



## LONG LASTING MOISTURIZER LEAVE-IN CREAM

Provides 2x more hydration without weighing down the hair for long lasting smooth & silky curls & coils.

- Paraben-Free

## 10-IN-1 CREAM-IN- MOUSSE

Alcohol-free multi-benefit mousse with cream texture specializing in soft hold & hydration.

- Silicon-Free
- Paraben-Free
- Alcohol-Free

## DEFINITION ACTIVATOR GEL

Activates the definition of curls & coils for definition from roots to ends.

- Silicone-Free
- Paraben-Free

## CURL REVIVER SPRAY

Instantly revives curls & coils to extend curl definition until next wash day.

- Sulfate-Free
- Silicone-Free
- Paraben-Free
- Alcohol-Free

## A routine for every curl & coil.



### **Loose curls.**

Long lasting condition & definition without weighing down the hair.



### **For tight curls & coils.**

Fast & easy detangling, long lasting definition & condition with no residue.



### **For coily hair.**

Fast detangling & sectioning, long-lasting definition and condition with no residue.

**1. Cleanse & Treat**



**Every wash**

Intense moisturizing  
shampoo  
+  
Intensive  
moisturizer mask

**2. Style**



10-in-1  
cream-in-mousse

**Revive/Cleanse**



**Daily / as desired**

Curls reviver spray



**Every wash**

Intense moisturizing  
shampoo  
+  
Intense moisturizer  
rich mask



Long lasting moisturizer  
leave-in cream  
+ / or  
Definition activator gel  
+ / or  
10-in-1 cream-in-mousse



**As needed for deep cleansing.**

Anti-buildup cleansing  
shampoo  
+  
Intense moisturizer  
rich mask

▼ Tear along dotted line and display in your salon!

# Master caring for curls & coils



## Curl Keys on ACCESS.

A comprehensive curls class to understand hair texture, the consultation, how to treat and how to style curly and coily clients.



Sign up now.

with complimentary education.



## Curls Master Class.

Learn about the Curl Expression portfolio, the technology and how to style curly & coily hair from 3x Emmy nominated stylist Derick Monroe.



Scan to watch!

color  
essentials

# Clean Lift. Ultimate Care.

For all curls and coils.



1

## Metal Detox

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

2

## Blond Studio 9 Bonder Inside

Lift up to 9 levels fast with bonder protection and an oil enriched lightening system.

3

## Dia Light

Neutralize undertones and add shine without lift.

4

New

## Curl Expression

Supercharge your curls & coils. Finish your look with increased condition & curl definition.

# Spotlight on lightening curls.

with Blond Studio 9 Bonder Inside.



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



**Oil enriched lightening system**  
Improves hair feel



**Bonder inside**  
No additive needed

# Spotlight on toning curls.

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



9.01/9NB  
Frosty Milkshake



9.12/9BV  
Pearl Milkshake



9.13/9BG  
Cool Buttercream



10.01/10NB  
Soft Frosty Milkshake



10.12/10BV  
Frosty Pearl Milkshake



10.13/10BG  
Vanilla Macaroon Milkshake



10.21/10VB  
Pearl Sorbet Milkshake

\* vs. uncolored hair.



@ashley\_smith\_pro

## [Pro Technique] **Coils & Foils**

with Ashley Smith,  
L'Oréal Professionnel Regional Educator.

An all-over foil lightening and toning technique to lighten and transform curls. Suitable for hair formations 4-8.



Before.



After.

Technique photos  
by @photobymemry.



## Metal Detox

### [Step 1]

Spray Pre-Treatment, detangle and air dry.

## Blond Studio 9 Bonder Inside



### [Step 2]

Mix 30g of BS9BI and 20-vol. BS Oil Developer.

- Slice to create large weave at the nape.
- Place between foils, with lightener applied in a double point.

### [Step 3]

- Alternate double point weave foil and traditional slices until you reach the occipital bone on the back right and left quadrants.

### [Step 4]

- Move to front of head. Take diagonal back sections from left and right quadrants.
- Apply lightener from roots to ends, repeating 3-4 foils. Leave out triangular section.

### [Step 5]

- At fringe, apply lightener in a double-point application. Repeat in 3-4 foils until halfway to top section.

### [Step 6]

- Above the occipital bone, apply in double points up to crown area.
- Above the ears, alternate slices and double point large weave foils, stopping at the top section.
- Finish top section by using large weave double-point foils.

## Metal Detox

### [Step 7]

After lightener has processed, shampoo once with Metal Detox.

## Dia Light

### [Step 8]

Gloss from mid-lengths to ends using 20g each of Dia Light 10.01/10NB & 10.02/10NV with 60g of 9-volume Diactivateur.



## Curl Expression

### [Step 9]

Hold and hydrate curls with Curl Expression 10-in-1 cream-in-mousse. Revive with Curl Reviver until next wash.

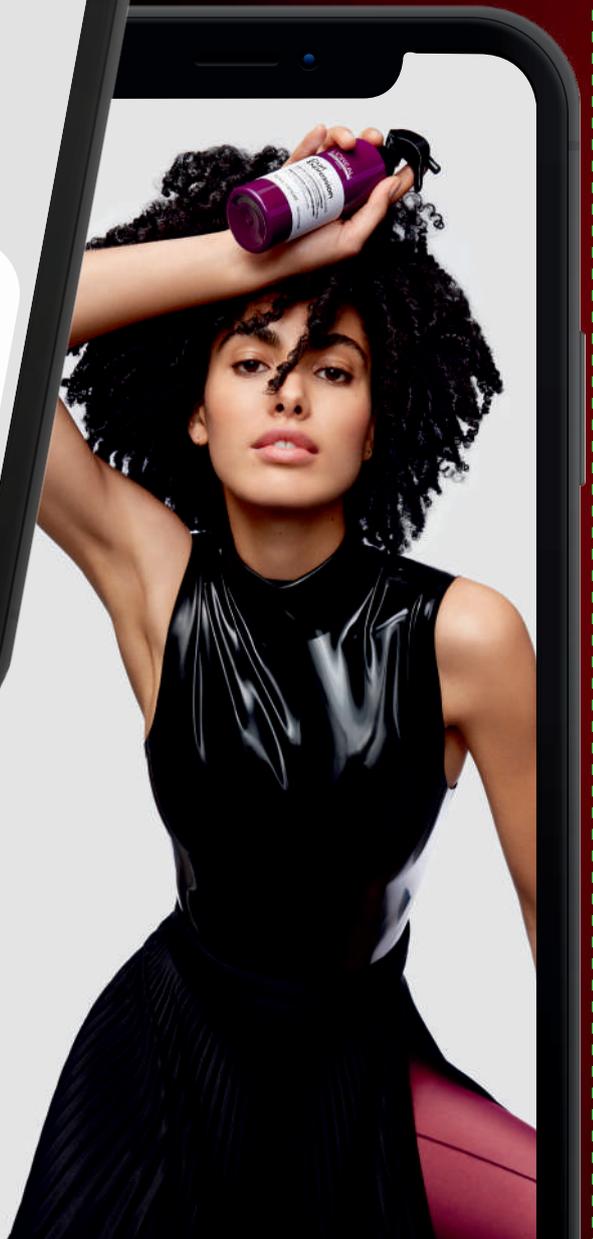
stylist  
**Spotlight**



**Derick  
Monroe**

**@derickmonroe**

3X Emmy Nominated  
Celebrity Stylist  
Curl Expression co-developer





**TELL US ABOUT THE PROCESS OF CO-DEVELOPING CURL EXPRESSION WITH L'ORÉAL PROFESSIONNEL?**

It was amazing. It was a full year of working with 4 other stylists from around the world to ensure we created the best for all curly/coily clients. It was beautiful to have input into something that will affect people globally.

**WHAT DO YOU LOVE ABOUT CURL EXPRESSION?**

It's a gamechanger for pros because there is no stone left unturned. From shampoos to the mask to even the styling. It's going to take care of everything you need, in the salon, on set and for clients at home.

**WHAT WOULD YOU LIKE TO SHARE WITH OTHER STYLISTS INTERESTED IN LEARNING MORE ABOUT CURLS AND COILS.**

Keep going. Education on different textures is a necessity, because things are changing over time with your clients. Many of them are embracing their curls, so it's important to have an offering for them. Now, it's either you dive into learning about curls or you could be left behind and miss out on the opportunity to push ahead with your career.

**HOW WOULD YOU RECOMMEND INTRODUCING YOUR CLIENTS TO CURL EXPRESSION:**

The 1st thing I suggest is getting very familiar with the line & understanding the benefits they provide so you can make a personalized recommendation. Next, be honest - share your experience and why you think it would be great for them. If they see that you are educating yourself & are confident in your recommendation, they will keep your suggestion in mind.

# ASPEN, COLORADO

# U.S.A. Experience

with Nancy Braun & Jack Howard.



**September 18th – September 21st, 2022**

Stylist cost: \$3,500 or 233,000 LEVEL Loyalty points

Companion cost: \$2,500 or 166,667 LEVEL Loyalty points

## What's Included?

- Round trip airfare
- 3 nights accommodation at Viceroy Snowmass Resort
- 1 day of education with L'Oréal Professionnel Master Artists
- An inspired local experience
- Gala dinner, meals throughout and more...



Register here.

# Global Experience

with L'Oréal Professionnel.

MEXICO CITY, MEXICO



**November 6th – November 11th, 2022**

Stylist cost: \$7,500 or 500,000 LEVEL Loyalty

Companion cost: \$3,500 or 233,340 LEVEL Loyalty points

## What's Included?

- Round trip airfare
- 5 nights accommodation at a 4 star+ hotel
- 2 days of education with local hair artists, including hands on
- A full day of local experiences
- Gala dinner and more...



Register here.



# SteamPod

The Award-winning  
flat iron and curling iron.

When using the extra power  
of steam technology and  
integrated comb, style hair

**2X Faster\***

**2X Smoother\***

**And up to 91%  
less breakage\*\*  
over time**



Download tutorials  
& education card.

\*compared to SteamPod without steam and comb (heating plates only)

\*\*After 15 uses with steam and integrated comb vs. SteamPod heating plates alone



## Steamy Styling Tip.

Featuring Athena Zieser

L'Oréal Professionnel Regional Educator

“ Bouncy coils one minute, sleek and straight the next. I love that when I use the SteamPod to straighten curls, they don't miss a beat reforming to their original curl pattern. I believe that sealing in the hydrating steam makes a huge difference!

”



Before



After

monthly offers

# Curl Expression. Supercharge your curls & coils.



**Save 15%**  
with the purchase of  
**3-11 units of Serie Expert**

Salon Price From : \$37.00  
Salon Value From: \$46.00

**Save 20%**  
with the purchase of  
**12+ units of Serie Expert**

Salon Price From : \$148.00  
Salon Value From: \$185.00



## Free Curl Expression backbar & stylist station products

with the purchase of 3 sets of  
Curl Expression Retail SKUs

Receive backbar & styling station products complimentary:

- 1 Anti-Build Up Cleaning Shampoo Backbar
- 1 Intense Moisturizing Shampoo Backbar
- 1 Intensive Moisturizer Mask Backbar
- 1 Intensive Moisturizer Rich Mask Backbar
- 2 10-in-1 Cream-In-Mousse
- 2 Curl Reviver Spray

Buy one Blond Studio lightener,  
get another 50% off.\*



Salon Price From: \$12.30  
Salon Value From: \$16.40

\*Blond Studio Lighteners only. Developers not included.



Save 20%

1 Free Dia Shade with the  
purchase of 4 Dia Shades.\*\*

Salon Price: \$29.90  
Salon Value: \$37.50

\*\*Mix-and-match Dia Light & Dia Richesse.



Discover the  
full catalog of  
L'Oréal Pro Accessories



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

# Want more resources?

## Switch charts



Majirel



iN()A



Diallight



DIARICHESSE

## Education



Access



Academy



Virtual Atelier



Brand Book

## Brochures



Metal Detox



[New] Blond Studio 9  
Bonder Inside

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