

uniqueart

SEPTEMBER 2022



3 go-to curl techniques

Ft. Curl Expression

Swirling Up
Dia Light
Milkshakes

SteamPod

The award-winning
flat iron and styler

L'ORÉAL
PROFESSIONNEL
PARIS

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“

The Curl Expression line is heavenly. It's so versatile for any curly or coily client. There's so much to love and explore.

”



Erica Moomey
L'Oréal Professionnel Artist

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On the cover

Introducing Curl Expression for all curls & coils. To replicate hairstyle on the cover, layer the Curl Expression Long Lasting Moisturizer Leave-In, the Definition Activator Gel and the 10-in-1 Mousse in a finger coil technique. For more information on the finger coil technique, see page 6.



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

Stay up-to-date with our newsletter



pg.

09

On the Menu: Dia Light Milkshakes!



Discover
our full
product
catalog

what's
NEW

NEW
[Curl Expression]

**Supercharge curls & coils
with professional hydration.**

**2x more conditioning.* 11X more definition.*
48h frizz protection.**

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

A routine for every curl & coil.

	1. Cleanse & Treat	2. Style	3. Revive/Cleanse
 <p>Loose curls. Long lasting condition & definition without weight down the hair.</p>	 <p>Every Wash Intense moisturizing shampoo + Intensive moisturizer mask</p>	 <p>10-in-1 cream-in-mousse</p>	
 <p>For tight curls & coils. Fast & easy detangling, long lasting definition & condition with no residue.</p>	 <p>Every Wash Intense moisturizing shampoo Anti-buildup cleansing shampoo + Intense moisturizer rich mask</p>	 <p>Long lasting moisturizer leave-in cream +/ Definition activator gel +/ 10-in-1 cream-in-mousse</p>	 <p>Daily / as desired Curls reviver spray</p>
 <p>For coily hair. Fast detangling & sectioning, long-lasting definition and condition with no residue.</p>	 <p>As needed for deep cleansing Anti-buildup cleansing shampoo + Intense moisturizer rich mask</p>		

Three fundamental techniques

your curly & coily clients will love.



1 Wash & Go



1. Start with detangled wet hair.
2. Layer the Long Lasting Moisturizer Leave-In Cream and continue by combing in the 10-in-1 Cream-In-Mousse



2 Finger Coil



1. Start with fully detangled, saturated wet hair.
2. Apply Definition Activator Gel or Long Lasting Moisturizer Leave-In Cream.



3 Twist Out



1. Section the fringe in the front of the hair into 3 zig zag sub sections.
2. Detangle each section.



Watch for
Curl Keys
on ACCESS
to learn more.



3. Scrunch the hair in sections to enforce the curl formation.



4. Use a diffuser on medium to cool heat to gently dry the hair. Remember to be gentle to not impact the curl definition.



5. When the hair is about 75% dry, lift the head over and diffuse to add more volume, as desired.



3. Starting from the hair at the base of the neck, ribbon the curl in its natural formation around the finger (or comb).



4. Continue this technique throughout the entire head, one curl at a time.



6. Apply Definition Activator Gel to hands like applying lotion. Separate the coils to create volume, working gently through the hair.

5. Dry the hair using a dryer or diffuser. If using a diffuser, work gently & with patience to ensure the best definition.

7. If desired, use a pick to create more volume.



3. Layer in the Long Lasting Moisturizer Leave-In Cream, the 10-in-1 Cream-In-Mousse and the Definition Activator Gel to each section.



4. Overlap 2 sub sections within each section to create a 2-strand twist. Smaller 2 strand twists will create a crimp. Larger 2-strand twist will create larger curl definition. Use your comb to ribbon the ends of each section.

5. Use zig zag parts as you make your way toward the back with new sections.



6. Place the hair under the dryer.

7. Apply Long-Lasting Moisturizer Leave-In to hands like applying lotion and gently undo the twists. Use a pick at scalp only to create volume without disturbing the curl pattern

Discover Dia Light

Acidic gel-crème demi.

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.

* vs. uncolored hair.

On the menu: Dia Light Milkshakes!

Tone & condition high-level blondes in one step.



Try our top sellers today!

10.12/10BV
Frosty Pearl
Milkshake

Turn page to see
this pro favorite!



10.21/10VB
Pearl Sorbet
Milkshake



10.13/10BG
Vanilla
Macaroon
Milkshake



9.01/9NB
Frosty
Milkshake

Turn page to see
this pro favorite!



9.12/9BV
Pearl
Milkshake



9.11/9BB
Iceberg
Milkshake



10.01/10NB
Soft Frosty
Milkshake



9.02/9NV
Pearly
Milkshake

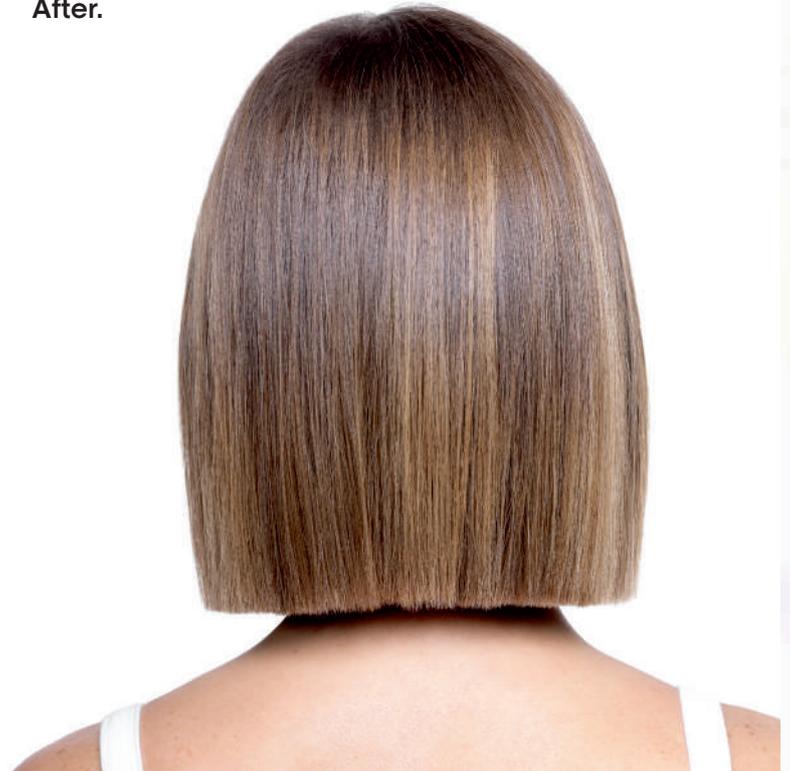


The looks clients are asking for.

if looks



After.



Look by L'Oréal Professionnel Artists,
Jack Howard (@jackhowardcolor)
& Ron Lopez (@ronlopez22).



Serve Frosty Milkshake.

1. Prep the canvas and neutralize metals in the hair with **Metal Detox Pre-Treatment Spray**.
2. Lighten the hair by following the French Balayage technique, using **Blond Studio 9 Bonder Inside** (1:1 mixing ratio with **Blond Studio 9 Oil Developer 20-volume**).
3. Gloss the hair with **Dia Light 9.01/9NB** (1:1.5 mixing ratio with **Diactivateur 6-volume**).

Add Milkshakes to your menu.

Before.



After.



Look by L'Oréal Professionnel Artists,
Jack Howard (@jackhowardcolor)
& Jill Engelsen (@jillthehairexpert).

Deliver Frosty Pearl Milkshake.

1. Prep the canvas and neutralize metals in the hair with **Metal Detox Pre-Treatment Spray**.
2. Lighten the hair by following the French Balayage technique, using **Blond Studio 9 Bonder Inside** (1:1 mixing ratio with **Blond Studio 9 Oil Developer 20-volume**).
3. Gloss the hair with **Dia Light 10.12/10BV** (1:1.5 mixing ratio with **Diactivateur 6-volume**).

10.12/10BV



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 Aubrey Harley
L'Oréal Professionnel Regional Educator

“ When it comes to endless possibilities of style and finishing, salon professionals are now steaming up classy curls and sultry waves with the undisputed tool, the SteamPod. ”



Before.



After.

stylist Spotlight



**Madison
Sullivan**

@madisonsullivanhair

Stylist & L'Oréal
Professionnel Artist
Location: New York, NY





WHAT ARE YOUR FAVORITE L'ORÉAL PROFESSIONNEL PRODUCTS FOR CURLY & COILY HAIR?

The Curl Expression Long Lasting Moisturizer – because it easily allows me to comb through the hair & instantly moisturizes and defines the curls. I also like the Curls Reviver Spray because it is the best product for redefining and refreshing worn in curls, hands down!

WHAT DO YOU LOVE MOST ABOUT WORKING ON CURLY & COILY HAIR?

I love curly/coily haircuts. There's so many things you can do to sculpt and create shape. One of the great parts too is when working on natural texture, I am able to see the shape come to life almost immediately to give me direction for the desired end look.

WHAT IS ONE TIP YOU WOULD GIVE STYLISTS THAT ARE LEARNING MORE ABOUT CURLY & COILY HAIR?

Have very open communication with your curly and coily clients, ask them what type of products they like to use on their curls and how they normally style and wear their hair themselves. Be open to learning from them while also giving your professional opinion. This helps to build trust.

WHAT HAS BEEN THE BIGGEST GAME CHANGER IN ATTRACTING CURLY & COILY CLIENTS TO YOUR CHAIR?

I think my clients see me via social media, working on all different types of curl formations and trust that I will be able to work with their curl/coil no matter what their hair type or hair history. Most of my newer curly/coily clients have come to me after seeing my work on previous curl clients.

WHAT RESOURCES DO YOU USE TO STAY UP-TO-DATE.

Social media, following curly hair accounts & pros is always helpful. Especially Instagram reels and TikTok are great forms of education for both the professional and client too.

Powered by



SUMMIT
SALON BUSINESS CENTER

3 ways to slay your social digital content

Engage, Inform & Inspire Your Guests



Featuring

Tim Fisk

Director of Brand Development.
Owner of multi-unit salon
based in Massachusetts.

“

Getting your guests excited about a new product or service doesn't just happen while they are in the chair. Your digital brand is often the first, and in many ways the most compelling exposure that they will have. This is your opportunity to engage, inform and inspire your guests.

”

Remember: you're the expert, and your guests are eager to benefit from that expertise!

1

Prioritize Video Content

Video content is now the preferred medium on Instagram and will earn you more engagement overall. You don't have to be an influencer to make great content. Consider videos capturing before, in service, and after, and add infographics and product photos.

Don't forget TikTok: every single month, the algorithm is becoming more industry specific (so make sure to use hashtags)!

2

Repurpose Content Cross-Channel

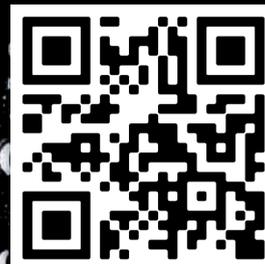
Stylist don't realize that just a little bit of raw video can go a long way! It is 100% okay to repurpose video content when making a Reel, TikTok, Post or Story. You can create a week's worth of content (if not more) with just 60 seconds of raw video from your phone. Remember the key to getting a consumer to "take action" is to expose them to multiple digital interactions over time. It's all about "lather, rinse, repeat."

3

Personalize Your Content

People care more about what you BELIEVE than what you DO. Don't be afraid to personalize your content and let viewers know why you are so excited about a product or service. Film yourself using the product, with a voiceover on Reels or TikTok, with text over videos and photos, or even in your captions.

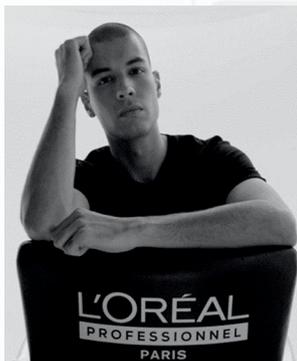
Follow SSBC @summitsalon for more tips.



Learn more.

ID.ARTIST

Inspire. Develop.
Unleash your creativity.



ID.ARTIST is a talent incubation program, designed to discover and elevate future professional hairdresser talent. The ID.Artist program provides one year's worth of exclusive mentorship from inspirational figures within and outside of the beauty industry, leading to the development of a home-grown hybrid of influencers and artists.

Throughout the course of the year, artist minds will be open to taking their color, balayage, cutting, styling, social media and photography skills to a level beyond the best in the beauty industry. The year will end in being part of a photo shoot experience, in which winners can begin they're personally branded portfolios.



Look for artist application details coming in October!

“
The ID.ARTIST program was my entry into the industry. There are times when you don't know where to turn to get the career you want. ID.Artist Molds you, educates you and allows you to start a new life.
”



Sophia Hilton,
@hiltonsophia
Not Another Salon

The 2022 ID.ARTIST winners.

Follow to track their progress!



Carissa Hanford

@Carissahanfordhair



Janessa Daniels

@Janessad.forhair



Mairead Clarke

@maireadclarke_hair



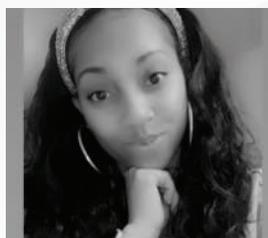
Michelle Cao

@aboutmichellicao



Rosie Hubbard

@_hair_by_rosie



Natresha Moore

@natresha_glamu



Nga Kim Tran

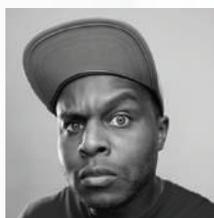
@via_kiim



Taylor Wilson

@WithLove_TaylorBrooke

ID.ARTIST mentors.



Brian Love

@Brianloveco



Erica Lee Moomey

@Ericaleemoomey



Frank Diaz

@Frankdiaz.colorist



Jack Howard

@Jackhowardcolor



Johnny Wright

@Johnnywright220



Julia Matthiessen

@Lorealpro_education_us



Justin Thompson

@Justinwayne



Min Kim

@Minkimcolorist



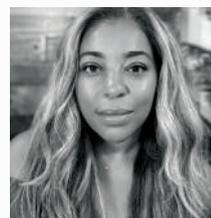
Simon Herfray

@Ateliersucre_ny



Soné Ehabe

@4wallsinterior design



Tippi Shorter Rank

@Tippishorter

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...



Find out more
about US
Experiences

Global Experience

with L'Oréal Professionnel.

MEXICO CITY, MEXICO



November 6th – November 11th, 2022

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

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.

monthly offers

Supercharge curls & coils with Curl Expression Stylers.



Buy 1, get 1 50% Off Curl Expression styling products

- 10-in-1 Cream-in-mousse
- Definition Activator Gel
- Curls Reviver Spray
- Long Lasting Moisturizer Leave In

Salon Price: \$24.72
Salon Value: \$32.96

Swirl & save with Dia Light Milkshakes!



**Free
Dia activateur
developer**
(6, 9, or 15-vol.)
with purchase of
6-23 Dia shades.*

Salon Price: \$45.00
Salon Value: \$53.03

**Four Dia Light
shades FREE +**
Dia activateur developer
(6, 9, or 15-vol.)
with purchase of
24+ Dia shades.*

Salon Price: \$180.00
Salon Value: \$218.03



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



Discover the
full catalogue 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



DI RICHESSE

Education



Access



Academy



Virtual Atelier



Brand Book

Brochures



Metal Detox



[New] Blond Studio 9
Bonder Inside

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