

# uniqueart

Mar/Apr 2023

## **iNOA Techniques**

Color to deliver  
every inspiration.

## **iNOA + Framar 2.0**

Change the way  
you cover grey.

## **Express Treatments**

Increase profits  
with Serie Expert.

**L'ORÉAL**  
PROFESSIONNEL  
PARIS

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“

I love the effortless application and saturation that I am achieving with iNOA's new creamy, no-drip consistency. Paired with my favorite Framar brush, the application and coverage are hard to beat.

”



Nina Rubel  
L'Oréal Professionnel Artist

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## On the cover

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



**Look for page tear out option!**

Easily remove pages and display in your salon!

**Check out the back cover for resources.**



Pg.

**04**

The next generation of  
no ammonia permanent color.



# color essentials



L'ORÉAL  
PROFESSIONNEL  
PARIS

**inoA**  
NO AMMONIA PERMANENT COLOR  
OIL DELIVERY SYSTEM  
MIX 1+1

FRAMAR™



Tear along dotted line and display in your salon!

# INOA™ + FRAMAR™

Change the way you cover grey.

INOA™ No ammonia permanent color.



**100%**  
**grey coverage.**  
Long-lasting results.



**Visibly healthier hair.**  
+48% shinier hair.\*\*



**Uncompromised comfort.**  
No odor. No dripping.  
Easy & fast to apply.



## FRAMAR™ Big Daddy Brush



**Wide head & dense bristles.**  
Distribute color to hair evenly and quickly.



Discover the dream duo on page 23.

\*No animal-derived ingredients or byproducts.  
\*\*vs. unwashed hair.

# iNOA™ + FRAMAR™ technique.

## Cosmic Copper



**Nina Rubel**  
@ninarubelhair

L'Oréal Professionnel Artist



### Formula #1

Blond Studio Multi Techniques 8 Bonder Inside + 20-vol. Majicrème Developer.

### Formula #2

iNOA 7.43/7CG + 20-vol. iNOA Oil Developer.

### Formula #3

Dia Richesse 7.43/7CG (2/3) + 7.40/7CCC (1/3) + 9-vol. Diactivateur.

Tear along dotted line and display in your salon!



## Quick & comfortable color transformation.

1. Apply Metal Detox Pre-Treatment.
2. Isolate the hair into four quadrants. Begin application at nape taking  $\frac{1}{4}$  inch horizontal slices. Apply Formula #1 one inch away from scalp, and isolate with foils. Repeat on front two sections. Process until a yellow/orange undertone is achieved.
3. Shampoo and condition with Metal Detox Shampoo + Mask. Blow dry and resection hair into four quadrants.
4. Apply Formula #2 to zone 1 with the FRAMAR<sup>®</sup> Big Daddy Brush for ease of application. Then, apply Formula #3 through zones #2 and #3. Process.  
 ↳ Discover the dream duo on page 23. ↳
5. Shampoo and condition with Metal Detox Shampoo + Mask.



**Pro tip:** Dense brush bristles + no-drip formula = fewer motions to and from the color bowl.

**April only.**

**Free Digital Education Class** with purchase of any color offer.

**Monday, May 8th**

Eligible attendees to receive webinar link via email in early May. Link also available through your SalonCentric Business Partner.

# iNOA™ for every client. FRAMAR™ for every service.



## Grey coverage clients.

### Why iNOA?

100% grey coverage with long-lasting results.

### Why FRAMAR?

Wide brush head for quick regrowth application.



## High formation clients.

### Why iNOA?

Visibly healthier hair with +48% added shine\*, on all hair formations.

### Why FRAMAR?

Designed for total color saturation, no matter the hair formation.



## All-over color clients.

### Why iNOA?

Uncompromised comfort with odorless, no-drip formula.

### Why FRAMAR?

Dense AccuSoft bristles for quick, even, precise color deposit.

\*vs. unwashed hair.



**Coming May.**

THE WORLD IS YOUR OYSTER

**Dia** light

**Luminous hair is your pearl.**

**L'ORÉAL**

**PROFESSIONNEL**

**PARIS**

NEW BREAKTHROUGH OIL

# [Metal Detox]

Shield against heat,  
color fading & metals.

- 97% less hair breakage\*
- 100% true-to-tone, long lasting color.



\*vs. non-conditioning shampoo



# The Metal Detox Oil from the stylist corner.



Ashley Smith

## **Lightweight & incredible shine.**

“This adds incredible shine and smoothness to any hair formation. It absorbs beautifully into the hair and doesn't just add to the surface. It feels like a light-weight leave in conditioner. ”



Mezei Jefferson

## **A hair transformation.**

“The Metal Detox Oil instantly brings life back to the ends, especially on very long hair. Best of all it makes the haircolor pop & gives the hair an overall natural sheen & softness, while being lightweight. ”



Hannah Schlichter

## **Soft hair. Amazing results.**

“The Metal Detox Oil is my new go-to product. After using the Metal Detox shampoo and mask, I applied 2 pumps to wet hair, focusing through my mid lengths and ends. When I blew out my hair, I was left with a super soft, bouncy blowout with no fly-aways. ”

Earn additional revenue  
with no added service time  
with the Metal Detox Pre-treatment.



- 87% less breakage.\*
- 100% true-to-tone-color.
- No added service time.



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





# How I accelerated my business in 28 days.

with Jenn Yeager

Stylist & Salon Owner @salonyeagerknoxville, L'Oréal Professionnel Artist

## How did you establish the Metal Detox treatment in your salon?

First, I bought Metal Detox pre-treatment, shampoo and mask for all 19 of my salon stations and educated the team on the system. Then we launched an in-salon campaign to incentivize guests to try it. Having the Metal Detox pre-treatment at the stylist station made it simple to discuss with clients and apply before every color and lightening service.

## What were the results of having Metal Detox at every stylist station?

The results were incredible, we doubled our Metal Detox service business! We also significantly increased our retail revenue!

## What do you love about the Metal Detox system?

I enjoy seeing how much my clients love it. They keep coming back because they notice less breakage and less color fading. Best of all, once a client is using Metal Detox at home we have a cleaner palette to work on, making it easier to focus on creativity.

# Earn an additional \$1,000\*

with 1 Metal Detox Pre-Treatment bottle used each time you color or lighten.

**Recommended service price/addition price \$30 - \$40.**



\*35 color services in 1 bottle x \$35 Metal Detox treatment add-on service – Metal Detox bottle cost = \$1,158.

# Boost profits with express treatments.



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

Seal the cuticle for longer lasting color.

Strengthen blonde hair.

Reduce split ends & provide longer, thicker hair.

## Start the client conversation with these 4 steps.

1. Mention the treatment, within the context of the client's needs.
2. Explain what it does.
3. Mention price & time commitment.
4. Ask if they have time to try it.



Scan for more tips.





Powered by



## Cultivating a hair treatment culture.

Change your words, change your life.

with Heather Bagby

Vice President of Business Development, Summit Salon Business Center

A salon company's culture defines the proper way to behave within the organization. A treatment culture is rooted in the belief that authenticity matters. Hair treatments are the answer to achieving healthy, shiny, and strong hair. The **ADKAR** model is an effective strategy to employ when creating a hair treatment culture: awareness, desire, knowledge, ability, and reinforcement.

### **Awareness** Signage is a must. Creativity is a plus!

Signage is key to helping clients navigate additional opportunities. Approach your shampoo area as an explanation, not just a "display."

### **Desire** Theme your services...change it up!

Create a complete 4-season theme around treatment services that offer additional opportunities and increase ticket revenue. Fun, unique, and new!

### **Knowledge** Healthy, shiny, and strong hair.

Offer promos to help promote your services and educate your clients.

"Spring into Healthy Color" Receive a hair bonding treatment with your color service for only an additional \$X. Savings of \$X!"

### **Ability** Our thanks to you.

Make sure you thank your best clients for their loyalty. Complimentary treatment offerings are a great way to create a treatment culture while we "surprise and delight." Tie these to birthdays or salon anniversary dates. The clients will feel special, and chances are they'll request that service again the next time they return.

### **Reinforcement** Consistency is authenticity!

Consistently offer your color guests the opportunity to enjoy a treatment color service.

# SteamPod

Speed up your styling services with the 2-in-1 straightening & curling iron.

- A **single pass** to smooth any hair type.
- **Large ceramic plates** allow you to take bigger sections when styling.
- Heats up in **under 1 minute**.



“

Styling with SteamPod cuts my service time in half. It straightens with a single pass and allows me to take larger sections of hair. The tool is very quick to heat up, keeping my client from waiting. ”

Jody Lampi

L'Oréal Professionnel Regional Educator



# Give your clients visibly healthier hair.

Offer your clients a luxurious service that delivers:

- 24-hour frizz control.
- Instant shine\*.
- 2X smoother hair\*\* & 91% less breakage over time\*\*\*.



Before.

After.



Before.

After.

## Pro tips.

- Detangle hair before the service.
- When servicing higher formation hair, detangle each section before styling or remove integrated comb to avoid tangling.
- When dry styling after a blowdry, SteamPod can be used to finish a look so that it is smooth, bouncy, and reinforced.

\*vs. natural hair.

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

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

# BEAUTY CHANGES LIVES<sup>®</sup>

[www.beautychangeslives.org](http://www.beautychangeslives.org)



## Bryton Quattlebaum

@brygotthejuice

\$20,000 scholarship winner  
of L'Oréal Pro Empowerment.

(ESI School)

### Tell us something about yourself.

I'm adopted and have 30 adopted siblings. There are 16 girls and 14 boys!

### What advice can you give to aspiring stylists?

Put God first in everything you do! Be intentional about all your decisions. Trust yourself and persevere because if things are feeling down, the only way to go is up!

### How has the Beauty Changes Lives scholarship impacted your life?

It has impacted my life in so many ways! Having a major brand like L'Oréal Professionnel believe in me, inspires me to continue to evolve my skill set and overcome obstacles. It has provided me with financial freedom, and helped build long-lasting relationships!

### What do you want to accomplish in your career?

I want to have a global brand of my own with barber shops all over the world! I would also like to become an educator owning my own academy that is centered around God, and impacts others on their journey!

### Favorite L'Oréal Professionnel product?

I love the entire Absolut Repair line! I've learned about how to properly care for my hair. Not only has it grown, but it's healthy and smells great!

## 2022 Winners \$5,000 Scholarship

**Gabriel Bernal** @Antoni.hair – L'Oréal Professionnel Elevate Salon Institute (ESI)

**Mia "Solstice" Waltemate** @solstice\_sparkles – L'Oréal Professionnel Inspiration Through Education

**N'Dia Gruning** @thats\_dia – L'Oréal Professionnel Empowering Diversity

**Britney Dickerson**, @bad.beautystudio – L'Oréal Professionnel Professional Pro Empowerment



**With a mission to elevate, educate and empower, Beauty Changes Lives is uniting the industry and building awareness of the extraordinary career opportunities in the beauty, wellness, and massage therapy industries.**

Learn more at [www.beautychangeslives.org](http://www.beautychangeslives.org) or find us on Facebook and Instagram.

Winners are also eligible to participate in a L'Oréal Professionnel mentoring/coaching program during their cosmetology program and for one-year post-graduation.

# Scholarship Opportunities

## in Partnership with L'Oréal Professionnel

1

### **ESI Cosmetology Student Scholarship (Elevate Salon Institute)**

For cosmetology students currently enrolled in an Elevate Salon Institute partner school.

\$5,000 Scholarship- Summer 2022 (open March 1 - May 31, 2023)

\$10,000 Scholarship- Fall 2022 (open Sept 1 - Nov 30, 2023)

2

### **Empowering Diversity Cosmetology Scholarship**

For students enrolled or accepted in a cosmetology program at any accredited institution whose service demonstrates a commitment to justice, equity, and diversity.

\$5,000 Scholarship- Summer 2022 (open March 1 - May 31, 2023)

\$5,000 Scholarship- Fall 2022 (open Sept 1 - Nov 30, 2023)

3

### **"Inspiration through Education" Cosmetology Scholarship**

For students enrolled or accepted in a cosmetology program at any accredited institution.

\$5,000 Scholarship- Summer 2022 (open March 1 - May 31, 2023)

\$10,000 Scholarship- Fall 2022 (open Sept 1 - Nov 30, 2023)

**Each winner is eligible to be included into a mentoring / coaching program designed for cosmetology students during their time in school and for 1 year POST Graduation.**

# Global & US Signature Experiences.

Curated to give you a learning experience you will never forget.



## Global Signature Experience.

**Barcelona, Spain: May 6th-12th**

### Experience

- 5 nights, minimum 4-star hotel
- 2 days of inspiration education from Global Artists from the destination
- Welcome cocktail party
- Local group experience
- Gala Dinner
- Daily breakfast & lunch on education days
- Free time to enjoy destination

### Investment

- \$8,500 or 570,000 Level Loyalty Points
- \$4,000 or 270,000 Level Loyalty Points for Companion ticket, based on room share and not attending the educational section



Register now.



## US Signature Experience.

**Savannah, GA: April 2nd-5th**

**Jackson Hole, WY: October 1st-4th**

### Experience

- 3 nights, minimum, 4-star hotel
- 1 day of inspirational education with some of the best US Artists
- Local group experience
- Gala Dinner
- Lunch on education day
- Free time to enjoy destination

### Investment

- \$4,750 or 420,000 Level Loyalty Points
- \$3,000 or 270,000 Level Loyalty Points for Companion ticket, based on room share and not attending the educational section

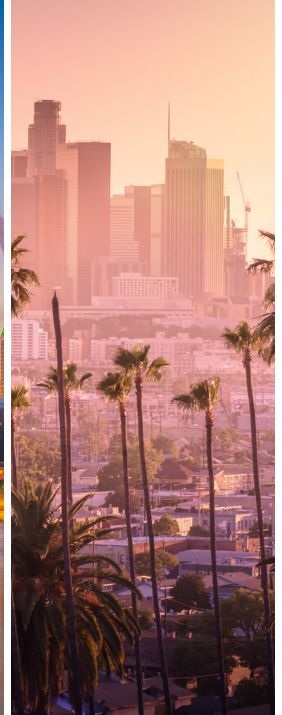
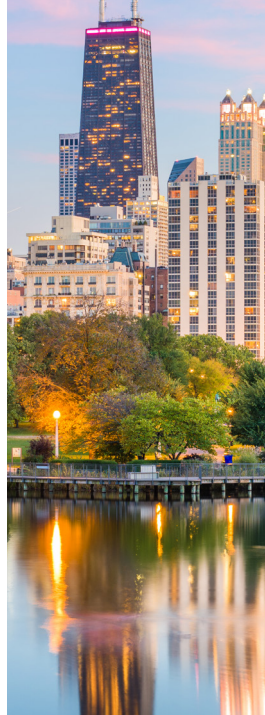


Register now.



# Academy Signature Experience.

A two-day immersive education experience.



**Nashville, TN**  
**April 23rd-24th**  
 Style House Salon

**New York, NY**  
**May 21st-22nd**  
 The Main

**Chicago, IL**  
**June 4th-5th**  
 Solo Salon

**St. Louis, MO**  
**July 23rd-24th**  
 The Boulevard

**Los Angeles, CA**  
**September 10th-11th**  
 The ProLAB

Academy Signature Experiences are for everyone who would like some inspiration from amazing Artists where the focus is all hair!

### Experience

- 2 days of inspirational education with some of the best US Artists, in an intimate Academy environment
- Lunch provided both days
- Evening networking dinner with Artists

### Investment

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



Register now.

**March Only**

Offers valid 3/1-3/31.



Buy 12-27 tubes of Majirel and/or Dia\*,  
**get 1 iNOA Stylist Kit**

**Includes:**

- 6/6N
- Oil Developer 20-vol, 8 oz.
- Technical Guide
- Shade Chart

**Salon Price: From \$102.96**

**Salon Value: From \$112.96**

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

Buy 28+ tubes of Majirel and/or Dia\*,  
**get 5 iNOA tubes of choice & iNOA Developer**

Choice of: 10-vol./20-vol./30-vol.

**Salon Price: From \$240.24**

**Salon Value: From \$308.09**

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



**Save 20%** on all Serie Expert Masks

(retail & backbar included)

**Salon Price: From \$20.40**

**Salon Value: From \$25.50**

**March / April**

Offers valid 3/1-4/30 while supplies last.



**New to Metal Detox?**  
 Try Metal Detox Starter Kit.

**Salon Price: \$60.00**

**Salon Value: \$83.85**



April Only

Offers valid 4/1-4/30.

## iNOA + Framar Stylist Kit \$12

Includes:

- 6/6N
- Oil Developer 20-vol, 8 oz.
- Framar Big Daddy Brush
- Technical Guide
- Shade Chart



## 2 for \$25 Styler Sale

- Curl Expression Mousse
- Curl Expression Activator Jelly
- Curl Expression Reviver Spray
- Curl Expression Long Lasting Moisturizer
- TECNI.ART Architecture
- TECNI.ART Transformer Lotion
- TECNI.ART Transformer Gel

## Buy 8-17 tubes of iNOA, get iNOA + Framar Stylist Kit

Salon Price: From \$87.84  
Salon Value: From \$99.84



## Buy 18+ tubes of iNOA, get 2X iNOA Developer 20-vol. & 5X Framar Big Daddy Brushes

Plus: iNOA Tech Guide & Shade Chart

Salon Price: From \$197.64  
Salon Value: From \$223.56

## Receive free iNOA + Framar digital education class with purchase of any iNOA + Framar offer!

**Monday, May 8th.**

Eligible attendees to receive webinar link via email in early May. Link also available through your SalonCentric Business Partner.

## Save 15% on any Serie Expert treatment & backbar

Salon Price: From \$21.67  
Salon Value: From \$25.50



## Buy 2, get 1 Free Metal Detox Oil

Salon Price: From \$39.66  
Salon Value: From \$59.49





# Want more resources?

## Swatch charts



Majirel



iNOA

## Education



Access



Academy

## Brochures



Metal Detox



Diallight



DI \ RICHESSE



Virtual Atelier



Brand Book



Blond Studio

## Support Tools



Stay up-to-date  
with our  
newsletter



Discover our  
full product  
catalog



Download  
sell-thru assets  
on LEVEL

LEARN MORE ABOUT L'ORÉAL PROFESSIONNEL AT  
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