

uniqueart

March 2022

iNOA + Framar

**Metal Detox
& Pro-Longer**
treatments to
try this Spring

Steam-Power
your business with
SteamPod

L'ORÉAL
PROFESSIONNEL
PARIS

Table of contents



“ Powered by oil, iNOA not only delivers up to 100% grey coverage with ultimate shine to the hair, but also provides an incomparably comfortable client experience. By pairing iNOA with Framar for effortless, thorough application of color, experiencing the best of iNOA has never been easier. ”



Emilie Poisson
General Manager,
L'Oréal Professionnel U.S.

Pg **04** What's New

Pg **12** Haircare Essentials

Pg **20** Stylist Spotlight

Pg **10** Business Corner

Pg **16** Education Experiences

Pg **22** Monthly Offers



On the cover

Recreate our cover model's look.

- Cover regrowth with iNOA 4.8/4M.
- Melt into mid-lengths and ends with iNOA 6.8/6M.

Stay up-to-date with our newsletter.



pg.

04 INOA™ + FRAMAR™



Explore
our full
product
catalog.



what's new

America's
most loved
color brush.





INOA™ + FRAMAR™

Your clients deserve a
Root Melt
with ultimate
scalp comfort.

The 1st Pro
zero-ammonia
permanent color.

Discover why pros LOVE iNOA.



100%

100% grey coverage with multidimensional results.

“ I use iNOA on every single guest receiving a permanent color service – always 100% grey coverage, shine, and longevity! ”

Colorist, Nevada



Powered by oil.
Zero ammonia.

“ The oil delivery system nourishes the hair and delivers beautiful shine and consistent results every time – without harsh chemicals. It's a joy to use this product! ”

Colorist, Pennsylvania





Exceptional scalp comfort— for a premium client experience.

“ This color line is just AMAZING! There's no itching, stinging, or odor - and the oil delivery system provides some much needed moisture to the hair. Love it!

Colorist, Connecticut

”



Who is the iNOA client?

1

Clients looking for perfect coverage.

100% grey coverage with multidimensional results.

2

Clients concerned with damage.

Oil-powered formula nourishes the hair and protects pattern without damage.

3

Clients prioritizing scalp comfort.

Zero itching, stinging, scalp irritation, or odor.

Root Melt with iNOA™ + FRAMAR™



1

Starting with four quadrants, apply iNOA to regrowth using the Framar brush.

2

Starting at the nape, and working up and following the shape of the head, take horizontal sections. Apply "Ends Formula" to mid-lengths and ends. Be sure to smudge into root formula for a seamless result. Adding Dia Light Liquifier to formula and applying via bottle allows for a quicker, cleaner application.



3

Continue moving up the head until all sections are complete, making sure to fully saturate mid-lengths and ends. Process for a total of 35 minutes.





Before.



After.



“

iNOA and the Framar Big Daddy Brush are a match made in heaven! Pre-diffused bristles with just the right density allow my iNOA applications a whole new level of comfort for the client and confidence for me that I am getting full saturation with every stroke, dab, and roll! ”

Eric James
@eric_james_pro

Sample root formula.

iNOA 6N & 10-Volume ODS2 Developer (1:1 Mixing Ratio)

Sample ends formula.

Dia Light 7.3 + 8.43 (.85 oz. each) & 6-Volume Diactivateur (1:1.5 Mixing Ratio + .4 oz Dia Light Liquifier)

Grow your business with iNOA.

A premium experience for your clients.
More revenue for you.

\$24,000

Incremental annual revenue!*

4

Incremental iNOA applications per day

\$100

Incremental daily revenue

*Calculated additional revenue to be taken as an informative estimate of potential and should not be taken as a guarantee. Assumes 240 operational business days (excluding weekends and public holidays).



Profitability talk.

iNOA grey coverage
and Metal Detox services
with Frank Diaz.

@frankdiaz.colorist
Studio City, California

How does iNOA influence your day to day?

I love iNOA because it helps me to have more control with different grey coverage services. It's more forgiving and soft on the scalp, which my clients appreciate.

What advice would you give stylists about grey coverage services?

I would recommend using Metal Detox as part of the service. With my grey coverage clients, it has helped to cover better & faster, even on clients with resistant greys. I've noticed it also helps the color to last longer. At this point, I'm incorporating Metal Detox in all my services.

How do you recommend increasing profit on your iNOA color service with Metal Detox?

1. Involve your clients in the process.

Introduce them to Metal Detox. Share you are trying a new innovation free of charge to give them the best color.

2. Ask for feedback.

Gather information. Use this to make an informed decision on whether you would like to include Metal Detox.

3. Raise your service price & be transparent.

Share with your clients that you have added the technology to give them the best, long lasting color, which will ultimately save them money in the long run.

Treatments you'll love this spring.



Metal Detox.

For all of your lightener & color clients.

- 87% less breakage.
- 100% reliable color results.
- Compatible with all color & lightener brands.



Neutralize metals for a clean lift.
[@victoryhairmaplewood](#)

Pro longer.

For your clients
with split ends.

- Powered by patented filler A-100 to thicken & resurface hair.
- Instantly fills in ends.
- Visibly reduces split ends.



Reduce split ends and fill.
[@glambydrea_](#)





SteamPod

The innovative 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****



Scan to download
our education card
with SteamPod tutorials.

*Compared to Steampod without steam and comb (heating plates only)

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

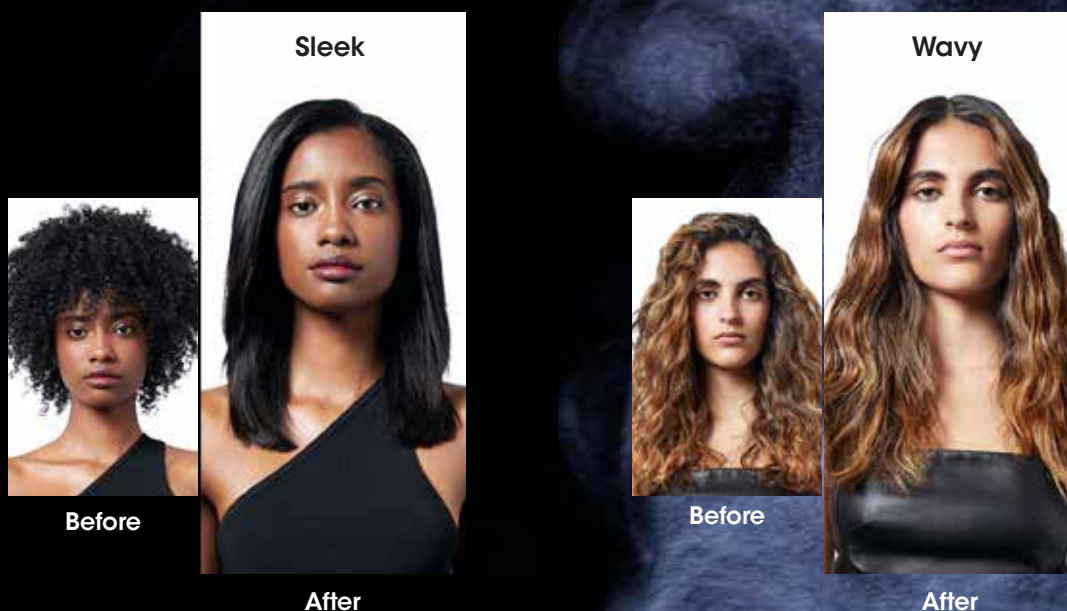
Steam-Power your craft and business.

SteamPod = speed.

- Faster service time in salon with SteamPod.
Up to 91% less breakage over time**
- Care for your clients' hair while fitting more clients into your schedule.

SteamPod = convenience.

- Integrated water tank: style up to 600ft of hair without having to refill.
- 360° rotative, extra-long cord: no cord tangling.



Explore our color class offerings.

No matter your level, embark on a journey to take your color skills to the next level.



Scan to
register for
classes.

Color offerings. Any format. Any level.

ON OFF

	Access	Virtual Atelier	Store	Salon	Academy
[Specialist] Push the boundaries.					<ul style="list-style-type: none"> ■ Color specialist
[Expert] Master your craft.					<ul style="list-style-type: none"> ■ Color certification
[Advanced] Develop your skills.			<ul style="list-style-type: none"> ■ The haircolor edit: Color in ■ The haircolor edit: Color out ■ Color the cut 	<ul style="list-style-type: none"> ■ Inspired: Color designer ■ Inspired: Hair geek 	<ul style="list-style-type: none"> ■ Color ambassador ■ The complete blonde ■ Secrets of a redhead ■ Foils: The perfect technique ■ Create durable depth ■ Corrective color ■ The art of coloring hair ■ Mastering curls
[Essential] Establish a strong foundation.	<ul style="list-style-type: none"> ■ SCan QR code to see all class offerings on Access 	<ul style="list-style-type: none"> ■ Welcome to L'Oréal Professionnel ■ Color coach ■ Majirel essentials ■ Dia essentials ■ inoa essentials ■ Blond Studio essentials 	<ul style="list-style-type: none"> ■ The colorful world of L'Oréal professionnel ■ The successful stylist: Color ■ Embrace your inner hair geek 	<ul style="list-style-type: none"> ■ Welcome to L'Oréal Professionnel ■ Color coach ■ Majirel essentials ■ Dia essentials ■ inoa essentials ■ Blond Studio essentials 	<ul style="list-style-type: none"> ■ Inspiration atelier ■ Color keys 1 ■ Color keys 2

Color & Style Trophy 2022



Scan here to learn more.

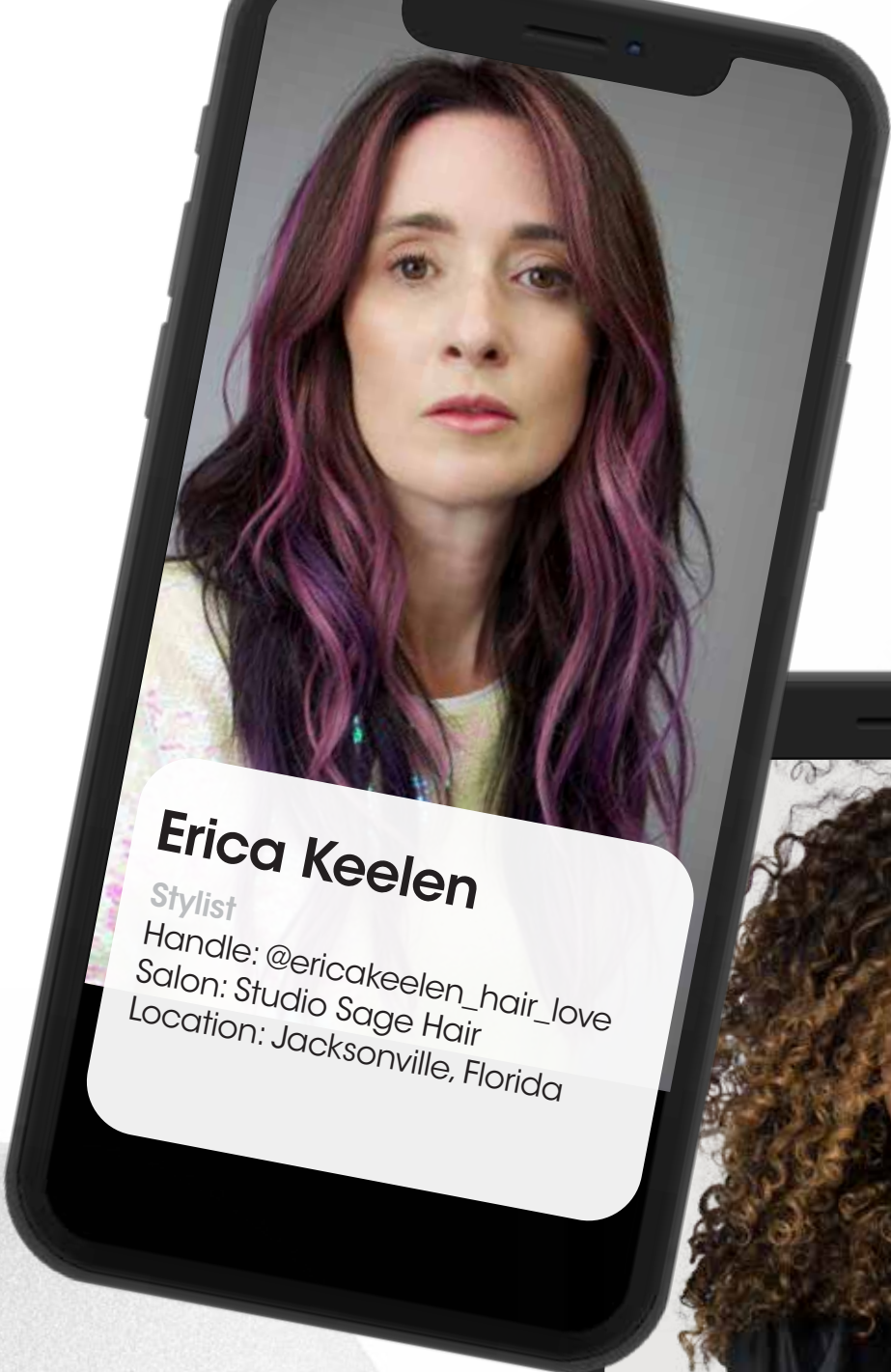
The world's
longest running
live competition
is returning
to the US.

Is this your year?

Competition Opens May 2022.



stylist Spotlight



Erica Keelen

Stylist
Handle: @ericakeelen_hair_love
Salon: Studio Sage Hair
Location: Jacksonville, Florida



Color & Style Trophy 2021 winner!

Erica's story begins on a farm, where she spent her free time styling friends' hair, on anyone who would let her.

At 19, she left her family farm to pursue her passion in the hair industry.

Erica achieved a great deal of experience behind the chair at an early age, exposing her to a big change in the beauty industry: the rise of social media marketing and content creation. The growing hair competition circuit inspired her to begin showcasing her work on Instagram and submit her favorite looks into multiple competitions. With over 20 years of experience in the hair industry, Erica has developed a portfolio and following that has allowed her to start her own salon as well as mentor others on editorial hairstyling.

Having been the winner and nominee for many competitions, Erica is now internationally recognized for her work and is an award-winning artist. She excels in bold artistic color, content creation, and competition coaching.

FAVORITE L'ORÉAL PROFESSIONNEL PRODUCT:

I love Metal Detox. It helps me to achieve a clean lift when using lightener and rich color when doing a color service and in no added time.



WHAT ADVICE WOULD YOU GIVE TO OTHER STYLISTS WHO ARE THINKING ABOUT COMPETING:

Don't overthink it. You can do it. Also, do your research in the competition so you know what they're looking for and give it your best shot. It's worth it.

FAVORITE CAREER MOMENT:



Winning style color trophy for the US was one of the my most memorable moments.



WHAT INSPIRED THE MODEL'S LOOK:

French balayage.

WHAT INSPIRED YOU TO BEGIN SHOWCASING YOUR WORK IN COMPETITIONS?

Honestly, I was getting a bit bored behind the chair and decided to start competing as a creative outlet.

WHAT ARE YOU MOST EXCITED ABOUT RIGHT NOW?

Going to London for the L'Oréal Professional global experience is next for me. I'm so excited!!

monthly offers



also sold
separately
\$10

Free iNOA + FRAMAR Stylist Kit.

with the purchase of
9-35 L'Oréal Professionnel
Shades (Mix & Match).

- 1 iNOA 6/6N
- 1 Framar Big Daddy Brush
- 1 iNOA + Framar Root Melt
Technique Guide

Salon Price From: **\$66.15**
Salon Value From: **\$89.52**
Savings: **26%**

Free iNOA + FRAMAR Salon Kit.

with the purchase of 36 L'Oréal Professionnel
Shades (Mix & Match).

- 1 iNOA 6/6N
- 1 iNOA 8/8N
- 1 20 Vol iNOA ODS² developer
- 6 Framar Big Daddy Brushes
- 1 iNOA + Framar Root Melt
Technique Guide

Salon Price From: **\$264.60**
Salon Value From: **\$324.82**
Savings: **19%**



20% Off
iNOA ODS² Developer



Save 20%

on any Pro Longer.

Salon Price From: \$12.36

Salon Value From: \$15.45

Savings: 20%



Free Fluidifier

with the purchase
of a SteamPod.

Salon Price: \$199.00

Salon Value: \$214.45

Savings 8%



30% Off thermal protectants.

Vitamino 10-in-1 190ml

Transformer Lotion 150ml

Salon Price From: \$11.10

Salon Value From: \$14.42

Savings: 30%



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

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