

uniqueart

Nov/Dec 2023

**Deck your
salon in
holiday tech.**

**New
Absolut Repair
Molecular**

Visibly fight
2 years of
damage, in 1 use.*

iNOA

The power of
Oil Delivery
System.

**L'ORÉAL
PROFESSIONNEL
PARIS**

*With system of shampoo + rinse-off serum + leave-in mask.

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The gift of
haircare
powered by
advanced
research.

Build your sell-through
strategy & increase
profitability this holiday
season, see page 16.

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On the cover.

Introducing a deeper level of repair for your clients with sensitized to very sensitized hair: The new Absolut Repair Molecular range. For more information on this range, see page 4.

Check out
the back cover
for resources.

Pg.

04 New Absolut Repair Molecular.



L'ORÉAL
PROFESSIONNEL
PARIS

Absolut Repair Molecular

PEPTIDES BONDER 2% + 5 AMINO ACIDS

SÉRUM À RINCER PROFESSIONNEL

Répare la structure moléculaire du cheveu
Restaure force, élasticité et mouvement
Pénétration en profondeur. Transformation instantanée

PROFESSIONAL RINSE-OFF SERUM

Hair structure molecular repair system
Restores strength, elasticity and movement
Deep penetration. Instant transformation

SERIE EXPERT 250 ml 8.4 FL. OZ.

haircare
essentials

BREAKTHROUGH ADVANCED RESEARCH

NEW

Absolut Repair Molecular

THE TECH

Repairs hair's molecular structure**

with Peptides bonder + Amino acids.



**With continuous use of rinse-off serum.

**Visibly fight 2 years
of damage, in 1 use.***



L'ORÉAL
PROFESSIONNEL
PARIS

*With system of shampoo +
rinse-off serum + leave-in mask.

Repair hair's molecular structure

In Salon



Step 1.

Salon Exclusive
Pre-treatment
to restore hair's elasticity.

- Highest concentration of Amino acids + Peptides bonder

How to use: Spray 15-20 pumps on damp hair. Work through lengths & ends for 1-2 minutes. Do not rinse. Follow with regimen.



Step 2.

Sulfate-free
Shampoo.

- Nourish & strengthen
- Rich, sensorial lather



Frequently
asked
questions.

ure in salon & at home.

In Salon & Take Home

Star Product.

Can be added to any repair regimen.



Step 3.

Rinse-off Serum.
to repair hair's
molecular structure.*

- 3X stronger hair.**
- Give body to the hair.

How to use: Apply 4-6 pumps, work through lengths & ends for 1-2 minutes. Rinse.

Hot tip: After Rinse-off Serum, apply a conditioner/mask.



Step 4.

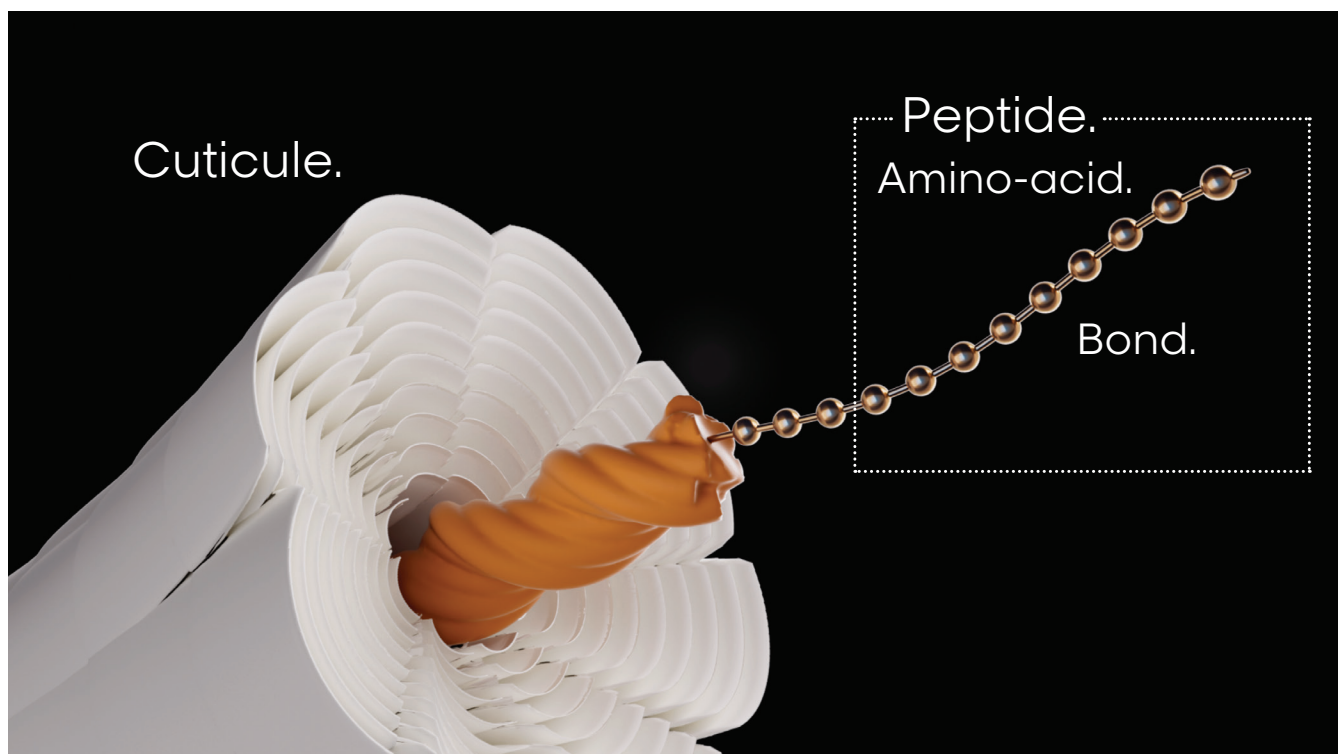
Leave-in Mask.

- Repairs, smooths & protects the fiber
- Heat protection up to 450°F

*With continuous use of the rinse-off serum.
**Vs. non-conditioning shampoo.

Our deepest level of repair

The L'Oréal Professionnel labs have discovered a way to inject amino acids & peptides bonder to repair hair's molecular structure.



Hair is made up of peptides, a combination of linked amino acids, which are essential for hair integrity. When hair is extremely damaged, peptides break and the molecular structure becomes fragile. This leads to hair that is brittle, lacking movement, and easily broken due to no elasticity.

By injecting Amino acids + Peptides bonder, Absolut Repair Molecular repairs the hair's molecular structure* and restores strength, elasticity & movement.**

*With system of shampoo + rinse off serum + leave in mask.

**With continuous use of rinse off serum.

for any type of damage.

What the pro's have to say:



“

My client has a lot of mechanical damage but this treatment had her hair looking brand new: Soft, incredibly shiny & smelling amazing! ”

@shonna_curtis_pro

“

It was truly a treatment experience. My client instantly noticed the transformation. I like that clients can easily see the value of this treatment at the salon. It will be a great add on to any client with damaged hair. ”

@ashley_smith_pro

“

The transformation felt incredible. My client's hair felt so much softer and had more elasticity to hold shape from the blowout! ”

@dave_pearson_pro

in the **stylist's chair**

Prevent & repair breakage in no added time

with Metal Detox & Absolut Repair Molecular



1 Speedy services.

Spray at the backbar.
No added time.

2 Disruptive transformation.

- **Absolut Repair Molecular:**
Visibly fights 2 years of damage creating more opportunities for your clients.
- **Metal Detox:**
Prevent breakage + color shift

3 Opportunity to profit big!

Profitable services in every pre-treatment bottle with no added service time.

Absolut Repair Molecular & Metal Detox treatments

with stylist & co-developer Adina Pignatare.



Adina Pignatare

Stylist, Educator & Absolut Repair Molecular co-developer.
@adinapignatare

How would you go about identifying molecular damage?

There are 2 types of damage. 1. surface damage, which is often seen by hair that lacks nutrition and often lacks shine. 2. Then there is molecular damage, which you can see by way of split ends, can easily break, has no elasticity and has zero movement. If you see these, it's a sign that the hair is incredibly sensitized & can benefit from an Absolut Repair Molecular treatment.

How do you recommend leveraging Metal Detox & Absolut Repair Molecular in the salon? How would you price a service?

I recommend doing a Metal Detox treatment for all color services. Metal Detox is amazing in prepping the canvas for rich color results. As someone who has been using it for some time, I guarantee you cannot go wrong. An Absolut Repair Molecular treatment is recommended for clients with sensitized to very sensitized including clients who you might consider turning away because they are not ready for color. With both of these, it is recommended to charge at \$30-\$40. Metal Detox can be added to your color service price just as it can be added as a salon service item depending on your style. Absolut Repair Molecular is a must have as a salon menu item. The best part for both - is that there is little to no added service time with these treatments.



color essentials

INOA™

No ammonia permanent color.
Oil Delivery System. 60% oil formula.



100%
grey coverage.



Visibly
healthier hair.



Uncompromised
comfort.



Vegan
formula.

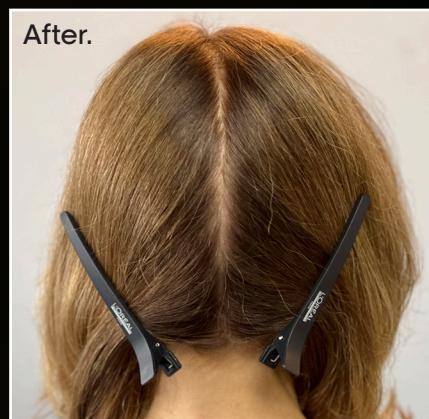
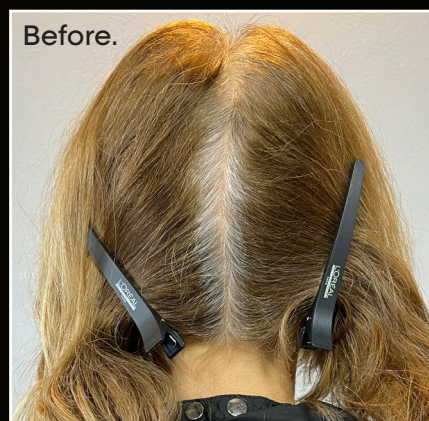
*No animal-derived ingredients or byproducts.

The power of Oil Delivery System. A colorist's perspective.



Tricia Cosgrove
L'Oréal Professionnel Artist
@mama_cos_hair

iNOA is a gamechanger! The patented Oil Delivery System technology drives colorants deep into the hair cuticle without ammonia - creating natural coverage and unbeatable shine. My clients couldn't be happier that iNOA is now vegan - without sacrificing a degree of shine or coverage. iNOA is the best of both worlds - a product my clients love, and a product I can depend on. From a colorist's perspective, it doesn't get better than that.



Regrowth, lengths, and ends: iNOA 7/7N (1/2) + iNOA 7.31/7GB (1/2) with iNOA Oil Developer 20-vol. "Balayage" effect on selected pieces with iNOA Clear + iNOA Oil Developer 30-vol.

The gift of haircare

powered by advanced research.





Metal Detox.
For color-treated or lightened hair.

- Includes:
- Shampoo 10.1 oz
 - Mask 8.4 oz



Absolut Repair.
For sensitized hair.

- Includes:
- Shampoo 16.9 oz
 - Conditioner 16.9 oz



Vitamino Color.
For color-treated hair.

- Includes:
- Shampoo 16.9 oz
 - Conditioner 16.9 oz



Pro longer.
For thinned ends.

- Includes:
- Shampoo 16.9 oz
 - Conditioner 16.9 oz

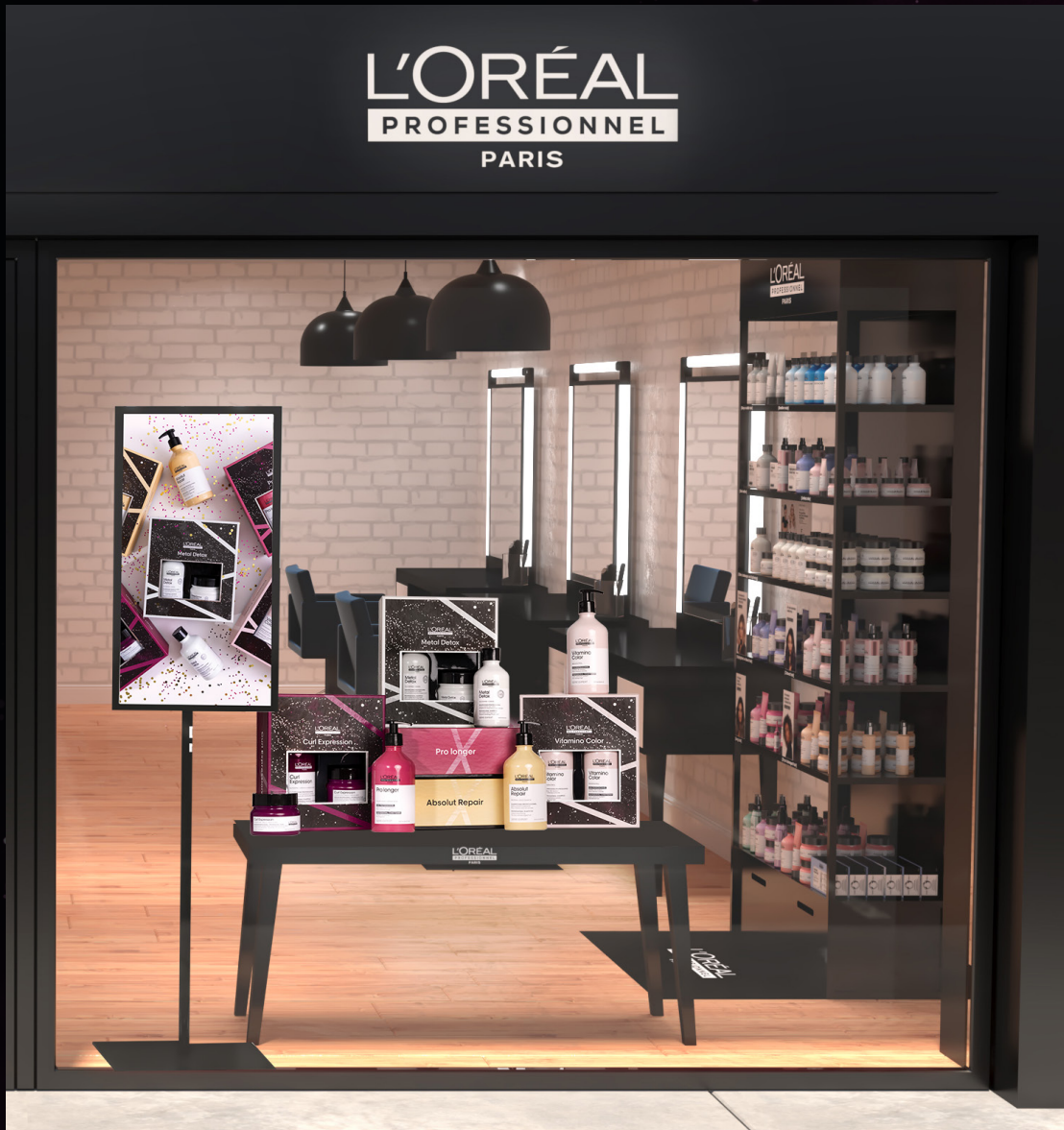


Curl Expression.
For curly & coily hair.

- Includes Intensive Moisturizing:
- Shampoo 16.9 oz
 - Mask 8.4 oz

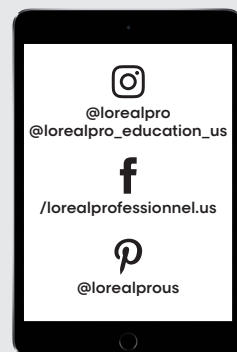
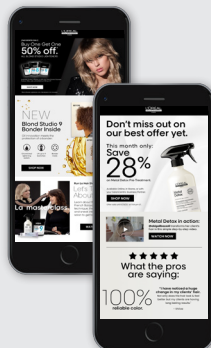
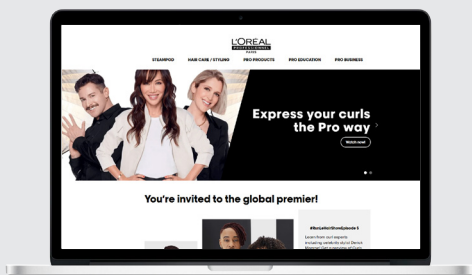
Deck your salon with holiday tech.

Build sell-through strategy in your salon or suite & increase profitability this holiday season.



Download
2023 Retail
Holiday Guide
for more info.

Check out more tools to build your business!



For all Pros

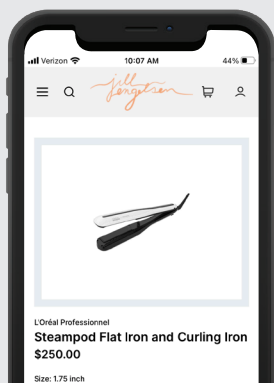
Learn about all our product offerings, service tutorials, and business building education at us.lorealprofessionnel.com.

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Daniel Mason Jones
[@danielmasonjones](https://www.instagram.com/danielmasonjones)



Min Kim
[@minkimcolorist](https://www.instagram.com/minkimcolorist)



Michelle Zeller
[@maneivy](https://www.instagram.com/maneivy)

Build your business

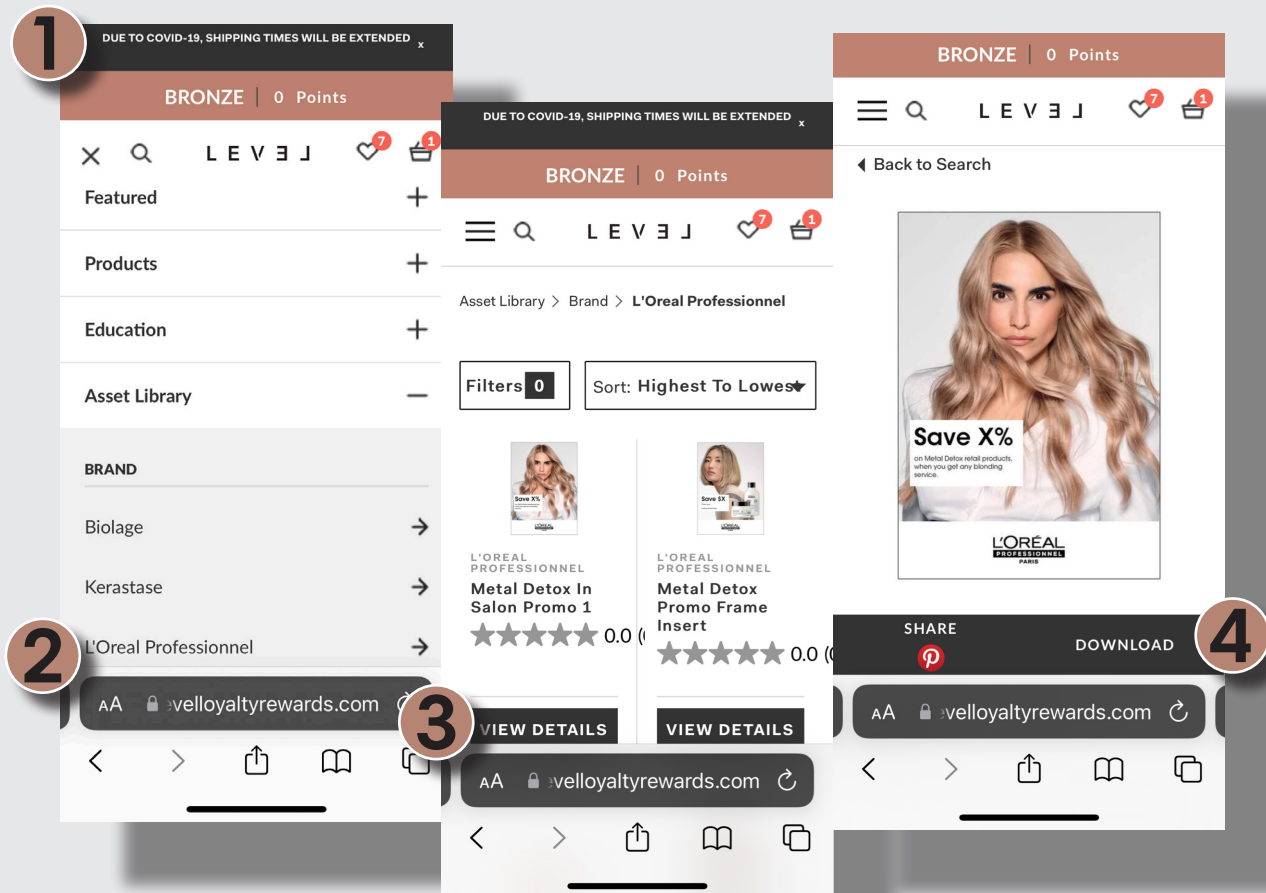
Earn commissions without investing or managing inventory with SalonInteractive. Create an e-commerce site to sell clients the products you recommend. SalonCentric fulfills all orders for you!

Get inspired

Learn techniques, tips, social media tricks and attend classes by some of our experts. Click the images above to follow them on Instagram.

In-salon support.

Order printed in-salon marketing materials or download branded images to create in-salon promotions, decorate your salon, and advertise new services and products on your social channels.



How it works.

1. Visit <https://levelloyaltyrewards.com>
2. In the main menu at the top of the page (top left on mobile), navigate to the "LEVEL asset library" and select "L'Oréal Professionnel" under brand.
3. Select the asset you'd like to download.
4. Download and post on social, your salon website, or print as a poster, easel, or add to any brochure.

Mental health is a top concern for hairstylists.

Hairstylists are there for their families, clients, co-workers and friends.

L'Oréal Professionnel is there for hairstylists.

Head Up was co-developed by hairstylists in partnership with NAMI, the National Alliance on Mental Illness.

Join Daniel Mason-Jones for Head Up Keys, virtual sessions created to provide hair pros with free mental health education.

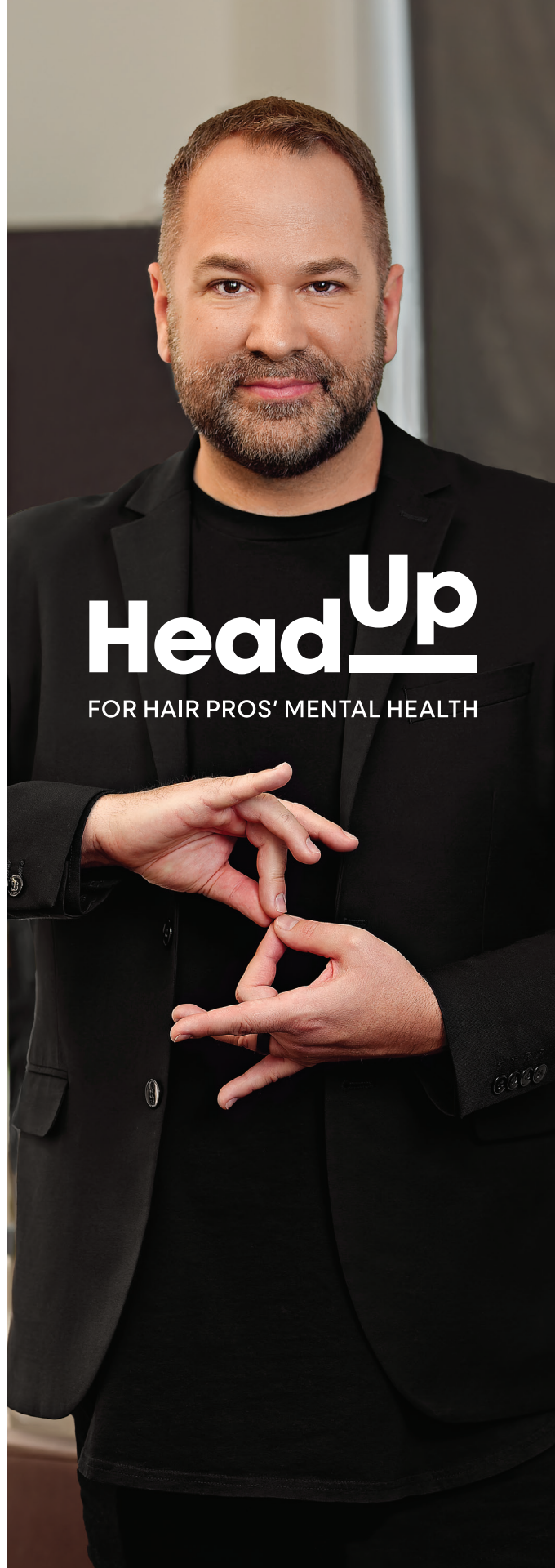


Scan to learn about:

- How pros' mental health is affected by others
- Self-care strategies & real life application
- Boundary setting & creating a safe space
- Communication skills in the workplace

L'ORÉAL
PROFESSIONNEL
PARIS

IN PARTNERSHIP WITH
 **nami**
National Alliance on Mental Illness



HeadUp
FOR HAIR PROS' MENTAL HEALTH

Signature Education.

Education that elevates the Pro.

L'Oréal Professionnel is the pioneer of professional beauty. With advanced research, we discover new actives and technology with the best science.

We have the best-in-class education, featuring programs for every level; essential, advanced, expert and specialist. Elevate to the next step in your career with inclusive, comprehensive, and customizable offerings.



Whatever your education needs, L'Oréal Professionnel can provide it.

[Signature Education]

Our Education Manifesto.

What makes our education unique.

- Education that is 100% customizable providing exactly the education you need.
- Education that encapsulates the heartbeat of L'Oréal Professional since 1909 and co-developed with hair pros, Hair Tech with advanced Technological products and educational programs that elevate you.
- Education that is inclusive and educates multiple hair formations from straight, wavy, curly to coiled hair in every class. We call this Hair Love.
- Education experiences are made amazing by the people who teach for us, each with a passion for hair and a love for their craft.
- Education that is available ON | OFF giving you the choice of how and when you would like to learn with live and virtual education.



[Signature Education]

ON | OFF Education.

Available virtually and live. A purposely curated education offering available to everyone.



[Virtual Education = ON]

Available conveniently from the palm of your hand

- Virtual Atelier
- Color Ambassador
- Access
- Salon or Suite Virtual Rendezvous
- Social



[Live Education = OFF]

From our Academy Education held in New York City and Los Angeles through to our Store Education and in Salon or Suite Education.

- Academy
- In Store
- In Salon or Suite Rendezvous
- Signature Experiences
- School

monthly offers

November Only.

Offers valid 11/1-11/30.



2 Free Dia Light tubes of choice

with purchase of 12-35 Majirel and/or iNOA tubes (mix-and-match).

Salon Price From: \$118.68

Salon Value From: \$135.84



7 Free Dia Light tubes of choice and Diactivateur developer

with purchase of 36+ Majirel and/or iNOA tubes (mix-and-match).

Includes:

- 7 Dia Light tubes of choice
- 1 Diactivateur developer 1L of choice (6V/9V/15V)

Salon Price From: \$356.04

Salon Value From: \$424.93



Save 25%

when you purchase Absolut Repair Molecular Shampoo & Rinse-off Serum.

Salon Price: \$39.52

Salon Value: \$52.69

December Only.

Offers valid 12/1-12/31.



Buy 1 get 1, 50% off* L'Oréal Professionnel Developers

Salon Price From: **\$13.24**
Salon Value From: **\$17.66**

*Deal includes Majicrème Developer, iNOA Oil Developer, Diactivateur Developer, LUO Color Developer, and Blond Studio Nutrideveloper (all volumes).
Deal excludes Blond Studio Oil Developers (all volumes)

Buy 1 get 1, 50% off L'Oréal Professionnel Stocking Stuffers:

- Metal Detox Oil
- Metal Detox Cream
- Absolut Repair Molecular Leave-in Mask
- Curl Expression Mousse
- Curl Expression Reviver
- Next Day Hair
- Extreme Laquer
- Infinium 3
- Infinium 4

Salon Price From: **\$25.50**
Salon Value From: **\$34.00**



Want more resources?

Swatch charts



Majirel



iNOA

Education



Signature Edu



Academy

Brochures



Metal Detox



Diallight



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**



Discover free
mental health
resources

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