

SALON INSIDER

JULY-AUGUST 2026

The Vacation Edit

TSA Alert!

Travel-size faves approved by
our Travel in Style Authority

Summer Moves

4 Steps Smart Salons Take
to Summer-Proof Their Books

Halftime Score

Mid-Year Check-In
on 2026 GOALS

Smart Blonde

Blonde Smarter with
Redken's Blonde IQ

Honey, I'm Home

Welcome NEW Shades EQ
Honey Blondes into Your Salon

Perfect 10

A Decade of Disruption
with Pulp Riot

Bon Voyage

Say Goodbye to
the Summer Slump

Celebrate Shine

Prepare for National Gloss
Month 2026

L'ORÉAL
PROFESSIONAL PRODUCTS

ACCESS PREVIOUS
BRAND ACTIVATION
RESOURCES ON
LEVEL LOYALTY



L'ORÉAL
PROFESSIONNEL
PARIS

REDKEN
5TH AVENUE NYC

matrix

BIOLAGE
PROFESSIONAL HAIR SPA

PUREOLOGY®
PROFESSIONAL COLOR CARE

PULPRIOT

MIZANI
TEXTURE LOVE SINCE 1991

COLOR WOW

SALON INSIDER

JULY-AUGUST 2026

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L'ORÉAL
PROFESSIONAL PRODUCTS

REDKEN
5TH AVENUE NYC

THE SMARTEST WAY TO BLONDE

Boost your blinding business with versatile trending techniques to create personalized, modern dimension that keeps clients coming back!

BLONDE IQ 9+

Powder format with up to 9 levels of fast, even lift & no swelling perfect for:

- Transformations
- Foilage for high contrast
- Ultra-bright results



HIGH LEVEL DIMENSION TECHNIQUE



@phillipforesto

All-over dramatic dimension toned to compliment natural features creates the ultimate yet natural-looking impact for a summer transformation

DIMENSIONAL PAINTING TECHNIQUE



@paintedhair

Transform dark, flat hair into a lived-in look with soft ribbons of color and high-impact dimension

BLONDE IQ 8

Cream format with up to 8 levels of lift with precision cream glide & no swelling perfect for:

- Freehand painting
- Open air balayage
- Platinum retouches



USE BLONDE IQ 8 & 9+
WITH PRO-OXIDE OIL

BLONDE IQ 7

Powder format with up to 7 levels of lift with controlled brightening perfect for:

- Traditional foil highlights
- Teasy-lights
- On-scalp global lightening
- Color correction



SOFT DIMENSION TECHNIQUE



@lamajbackwards

Subtle dimension combines with base color for an immediate and natural-looking boost in contrast

DIMENSIONAL BRIGHTENING TECHNIQUE



@adriennedara

Controlled dimensional foil application with placements that create natural-looking variation in highlights from the base.

BLONDE IQ 5

Cream format with up to 5 levels of synchronized lift + tone perfect for:

- Sun-kissed balayage
- Face-framing money piece
- Base breaking



USE BLONDE IQ 5 & 7 WITH PRO-OXIDE CREAM



Discover these **Blonde IQ Techniques**
and more on YouTube!

Redken Blonde IQ

MELT INTO SUMMER

WITH NEW TRENDING TONES & A SIGNATURE TECHNIQUE

Introducing Redken Shades EQ NEW Honey Copper family with 3 trending tones for soft warmth using subtle accents of gold and copper.

“The Honey Copper family is so versatile for all levels and techniques. Use it within a formula to create both natural looks as well as bolder and more vibrant tones, or on its own for equally beautiful, soft natural gold and copper nuances to hair.”

Adrienne Dara,
Co-creator Honey Copper
Family & Honey Melt Technique



3 NEW SHADES FOR VERSATILE WARM BLONDES



09HC
HONEY BUTTER



08HC
HONEY BEE



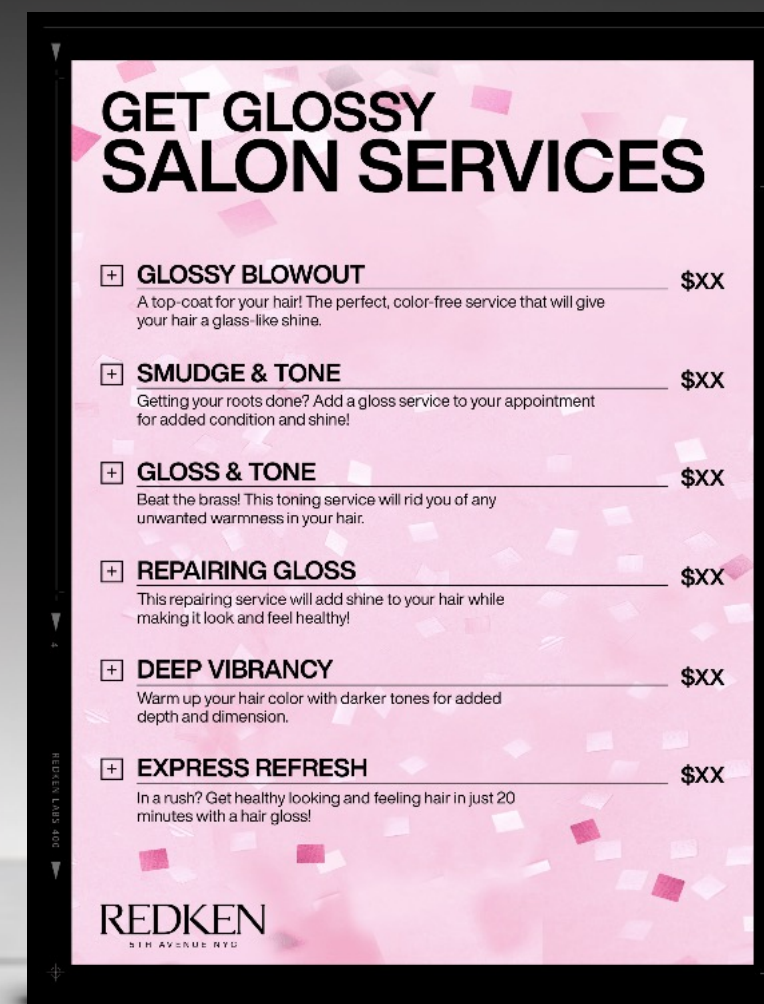
06HC
HONEYCOMB



HONEY MELT TECHNIQUE

DESIGNED TO CREATE SUBTLE, TONE-ON-TONE DIMENSION

“The Honey Melt Technique uses universal foiling for soft, shimmering dimension and zone application for even, melted results. This pairs perfectly with our new shades, creating balanced reflection grounded in the honey tones of blended golds and coppers.”



DISCOVER THE HONEY
MELT TECHNIQUE



Summer Secured

4 Moves Smart Salons Are Making Right Now

Summer hits and your regular clients disappear to long weekends, vacations, and last-minute cancellations. They still want great hair, but they're not coming in the same way.

The question:

Is your business set up for that or working against it?

The most in-demand salons plan ahead and shift how they serve to avoid a slow down in summer. If you're not planning for summer, you're relying on last-minute bookings to carry your business and that's when gaps start to show.

The Summer System in 4 Moves



1. Plan

with a travel in style consultation

At the start of summer, smart salons introduce concepts like a **Travel in Style Consultation** to power their entire summer strategy.



Try this promotion

Clients who purchase their recommended summer regimen receive a complimentary **Restore Treatment** to redeem at the end of summer.

2. Prep

Build high-maintenance into low-maintenance

If your client wants to think less about their hair this summer, you need to think more about it now. Choose services that grow out softer, last longer, and require less upkeep

L'Oreal Professionnel's French Blending Services A customized approach that reinvents grey coverage.

Elevates coverage with 3 services to be more dimensional, more natural, and grow-out friendly.

REQUESTS
COMING TO
YOUR SALON
SOON!

FIRST BLENDING

Blend the first signs of grey, with a natural, lived-in result.

After
service

After
6 weeks



TOTAL BLENDING

Embrace greys with a blended, tailor-made look.

After
service

After
6 weeks



RETOUCH BLENDING

Blend greys with a seamless low-maintenance touch-up.

After
service

After
6 weeks



Engage your clients
with this French
Blending mirror cling



First Blending's Perfect Duo

4 NEW DIA COLOR SHADES

BEAUTIFULLY BALANCED TO CREATE
A SEAMLESS, BLENDED LOOK.



Alkaline
demi-permanent.
Up to 70%
grey coverage,
6 weeks of
gloss color.



Acidic crème
demi with
Hyaluronic Acid.
Our breakthrough
way to gloss,
tone & take-
through with zero
ammonia and
zero lift.



Redken's Halo Contouring Technique

plays with light and shadow to illuminate
the face and give all over customized
radiance with a natural grow-out.

Discover more *Shades ALK Halo
Contouring* inspiration in the
Brand Resource Backbar

Lived In Color with Matrix's Low-Key Foiling Technique

for a lived-In look with strategic brightness
and dimension that grows out flawlessly.

Use this mirror cling to educate your
clients on this lived-in look



PRO TIP: Make protection your default finish.



Glow Mania Lamination Glow Up Service: The Ultimate Summer Shield

A Protective Service for up to 10 weeks of
enhanced color glow*

*When used as a system of shampoo, conditioner / mask
and leave-in.





3. Protect

Shift to smart, in-between maintenance visits

When clients come in less often, your menu should meet them there.

Offer quick, high-impact services that keep hair looking right without the time commitment:

- ✓ Glossing to revive tone and shine after trips to the pool & beach
- ✓ Express hydration treatments to fit within busy summer schedules
- ✓ Scalp services to protect against summer heat & sweat
- ✓ Quick smoothing services to combat summer humidity

If July Gets Busy, Pop in for a Quick Refresh.

It Will Keep Everything Looking and Feeling Right Until Your Next Visit.

Social Posts to turn 'Maintenance into a "Must-Have"'

Use social posts to create FOMO and show followers exactly what their hair is currently missing.

Use these samples for guidance



4. Restore

Treat post-summer rehab like a real service

By late August, you'll hear clients say their hair feels **dry**, **dull** and/or **brassy**. Instead of reacting to damage, plan ahead so the solution is already booked.

The Restore Experience: Where It All Comes Together

Successful post-summer rehab is more than a take-home product. Think of it as a customized, in-salon recovery service.



Assess the hair and build the experience across key needs:

Repair

Diagnose damage, explain the “why,” and show a visible strength result with a stretch test or feel.



INSTACURE
BUILD-A-BOND
LIQUID MASK



METAL
DETOX MASK



PUREOLOGY
HYDRATE MASK



REDKEN ALL
SOFT MASK



PUREOLOGY
HYDRATE MASK



BIOLAGE
SCALP SYNC

Scalp Detox

Start with a scalp analysis, exfoliate with intention, and finish with lifted, refreshed roots.

Color Refresh

Diagnose tone together, customize gloss for dimension, and create a high-shine reveal moment.



Say this in the chair...

Let's Set Your Hair Up for Summer so It Stays Looking Good Even When You're Not in the Salon and I'll Book Your Reset for When You Get Back.

Before

After

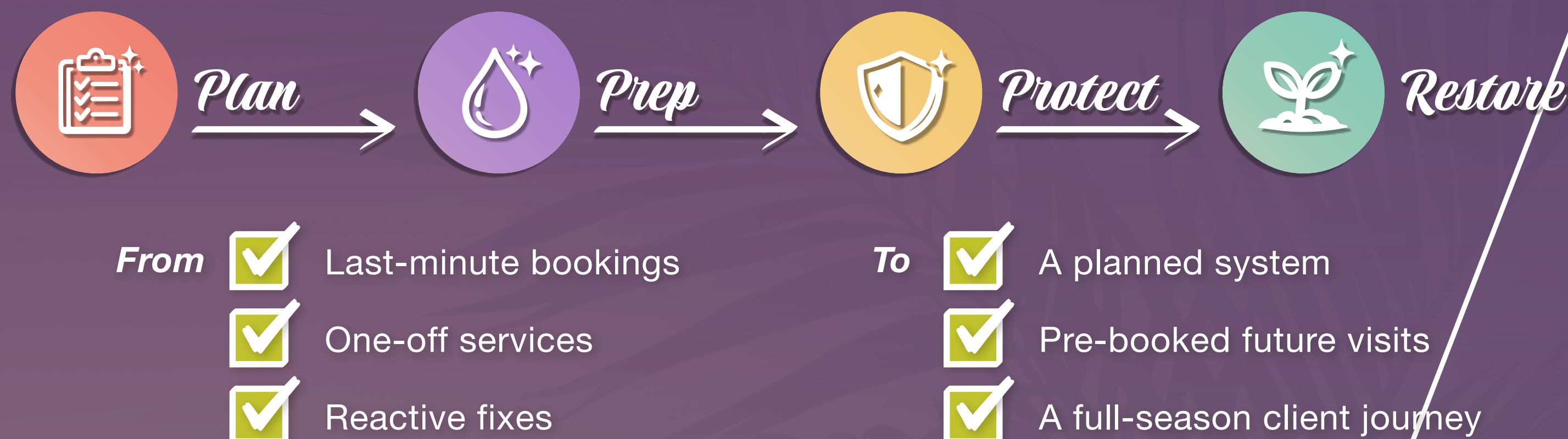


Not retouched.



Not retouched.

The Shift ✨



Build a complete, seasonal system for your clients to drive revenue before, during, and after summer, secure future bookings in advance, and build loyalty for seasons to come.

Make Convenience Part of the Service

Summer routines are inconsistent, but your service model shouldn't be.

Make it easy for clients to maintain their hair wherever they are:

- ✓ Curated travel-size essentials
- ✓ Carry-on ready bundles
- ✓ Simplified at-home routines for staycations

“Here's Exactly What Your Hair Needs for Your Trip.”

Carry-on Collection

PUREOLOGY MINIS TRAVEL KITS

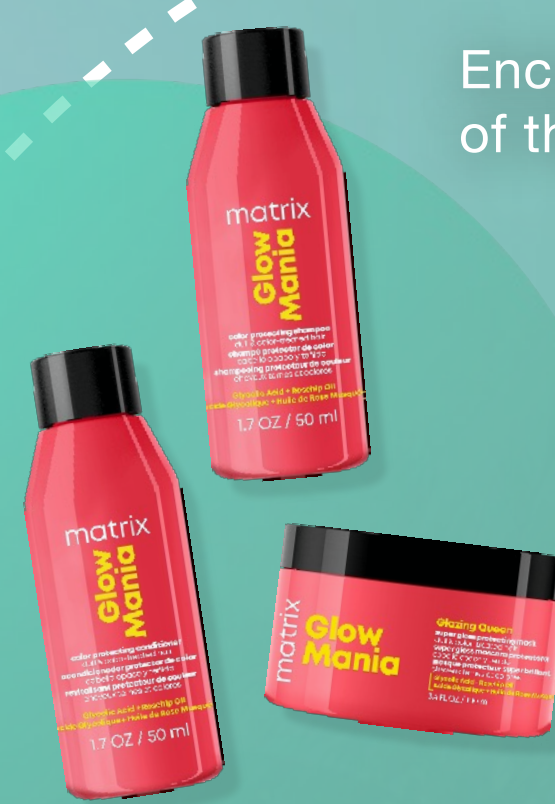
Because Color Care Never Takes a Vacation.

TSA (Travel in Style Authority) approved travel size products

LIMITED TIME!



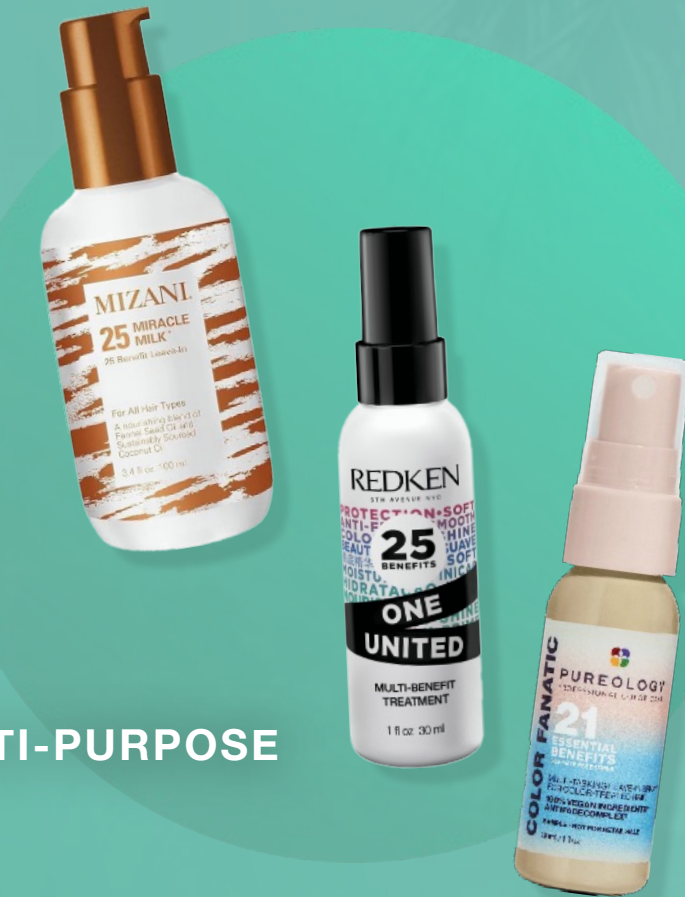
Encourage clients to maintain their color & hair health on vacation with convenient travel sizes of their favorite products!



COLOR CARE



DAMAGE



MULTI-PURPOSE



HYDRATION

Checked Baggage & Staycation

Your Full Routine, Covered.



THE CURL-CATION KIT



THE COLOR PRESERVE KIT

Want your color to last? Shampoo, conditioner, toning, leave-in with UV/protection, weekly mask.

THE BEACH DEFENSE KIT

Color enhancing shampoo, mask, leave-in



THE SCALP RESET

Scalp feeling off? Exfoliating treatment, shampoo, lightweight conditioner, scalp serum



Summer Hair, Secured.

YOUR PLAN FOR EFFORTLESS HAIR ALL SEASON.

Ask your stylist to build your custom summer plan.

PREP



High Maintenance → Low Maintenance

- **LIVED-IN COLOR** - Soft dimension. Seamless grow-out.
- **THE SOFT BLEND** - Modern grey blending with no harsh lines
- **FIRST BLEND** - Subtle, natural introduction
- **RETOUCH BLEND** - Softens regrowth
- **TOTAL BLEND** - Full, seamless result

PROTECT



Keep Your Hair Looking Like Today

- **THE SUMMER SHIELD** - Lock in shine + protect color
- **HYDRATE & REVIVE** - Restore moisture + softness
- **SCALP RESET** - Clean, balanced foundation
- **SMOOTH & SET** - Humidity-proof finish

MAINTAIN



Quick visits. Visible results.

- **GLOSS & TONE REFRESH** - Shine and tone reset
- **EXPRESS ROOT SOFTENING** - Diffuse regrowth
- **QUICK SHINE & STYLE** - Polish in under an hour

RESTORE



Reset after summer

- **SCALP DETOX** - Refresh from the root
- **CLARIFYING TREATMENT** - Remove buildup
- **HYDRATING COLOR GLOSS** - Restore tone + shine
- **DEEP CONDITIONING** - Repair + replenish

Know Your Numbers. Grow Your Summer.

You've built your **Summer, Secured** strategy. You're leading clients through a **Travel in Style consultation** and setting them up for what happens between visits.

Now, the reality...

Q1 2026 data from SalonInteractive's **KIM Report** shows an average of **1.56** services per client and **9.45%** retail-to-service.

Summer puts both at risk with fewer visits and longer gaps.

Stay booked by marketing your services because clients won't book what they don't know!

On Behalf of Marketing (OBM) from SalonInteractive sends ready-to-go, client-facing emails - branded as your salon - promoting the exact services you're recommending.

Ask your distributor sales consultant how to get started.
Availability varies by region.



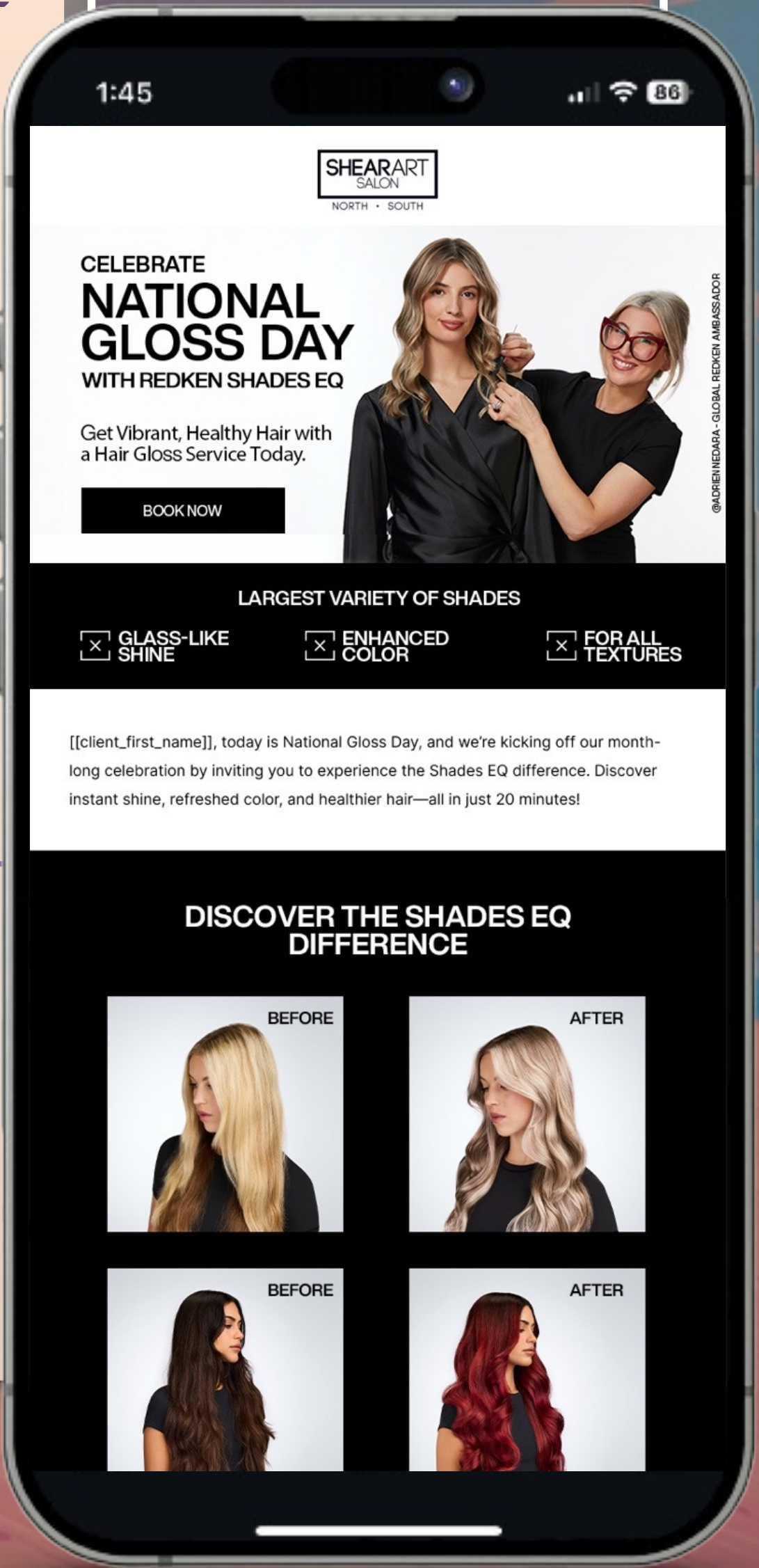
Powered by
SalonInteractive

**Sent out August 2025 on behalf of 657 salons. Tracking was done for 30 days following email.*

The KIM Report is a census-based benchmark of the independent U.S. salon industry, tracking real performance data across revenue, services, retail, pricing, and productivity.

How effective is OBM?

This email communication drove an average of **\$4,000 in incremental service revenue** per salon.*





Mid-Year Check-In

A Growth Strategy for Small Business Owners

The urgency of January fades. The clarity of goal setting softens. And what once filled you with excitement can feel just out of reach, until you choose to reignite that spark.

A mid-year check-in is not a “nice to have.” It is one of the most strategic, data-backed habits a small business owner can implement to drive performance, profitability, and personal alignment.

It’s rarely about not knowing what to do; it’s about avoidance. Checking in means facing tough questions:

Are we truly on track?

Are my goals still relevant?

Am I building a business I enjoy, or simply maintaining one?



HEATHER BAGBY,
VICE PRESIDENT,
SUMMIT SALON BUSINESS CENTER

The Top 3 Reasons to Complete Your Mid-Year Check-in

1. WRITTEN AND REVIEWED GOALS INCREASE SUCCESS RATES UP TO 42%*

For small business owners, this matters even more:

- You are balancing operations, leadership, finances, and growth.
- Without a structured review, goals default to “survival mode.”

A mid-year check-in brings your goals back into active decision-making.

2. SMALL BUSINESSES THAT TRACK METRICS PERFORM BETTER

They are also much more likely to sustain profitability and survive for 5+ years.**

Mid-year is the ideal checkpoint to evaluate:

- Revenue vs. projections
- Profit margins
- Client retention
- Retail or add-on performance

Without this pause, many businesses don’t realize they’re off track until Q4, when options are limited.

3. STRATEGIC AGILITY IS A COMPETITIVE ADVANTAGE

A McKinsey & Company study finds that organizations that frequently reassess strategy outperform peers.



Small Businesses Operate in Constant Change

A mid-year check-in allows you to adjust **before** problems compound.



Shifting Consumer Behavior



Pricing Pressure



Staffing Challenges



Economic Fluctuations

The Mid-Year Check-In Framework

Here is a simple, high-impact structure you can use immediately:

1. REFLECT: WHAT ACTUALLY HAPPENED?

Look at facts, not feelings:

- Revenue year-to-date vs. goal
- Average ticket
- Client frequency
- Retail per guest
- Team productivity

2. REALIGN: DO THESE GOALS STILL MATTER?

The business you set goals for in January may not be the business you are running today.

Adjust:

- Pricing strategies
- Service mix
- Retail focus

3. RECOMMIT: WHAT ARE THE TOP 3 PRIORITIES?

Small businesses lose momentum when they try to do too much. Narrow your focus:

- 1 financial goal
(ex, increase average ticket)
- 1 guest experience goal
(ex, improve retention)
- 1 team goal
(ex, increase pre-booking rates)

*Research from Dominican University of California; **SBA

Maybe you never set clear goals back in January, or you’ve felt too busy to even start. That’s okay. The beauty of a mid-year check-in is that it’s never too late to gain clarity and create intention for your business. The **SalonIQ** assessment is your next step. Take a few minutes to complete the assessment and get a clear, actionable snapshot of your business’s strengths and opportunities. Use your results to make the second half of the year your most impactful yet.





Dear Demi...

Welcome to **Dear Demi**, a column dedicated to snipping away your salon woes and styling your professional life to perfection! This week, we have a letter that many of you might find painfully familiar...

SOS: My Chair Is on Summer Vacation Without Me!

Dear Demi,

I've been a stylist for twelve years, and without fail, July hits and my chair goes cold. Between my clients being on vacation or juggling their kids' summer camp schedules, my books are looking pretty thin. I hate just sitting around the break room. How can I maximize my time in the salon during this "summer slump" so I'm not just spinning my wheels?

Sincerely, Stuck in the Slump

Dear Stuck,

The July lull is a real phenomenon, but it's actually the perfect window to pivot your strategy! Instead of waiting for the 4-hour transformation appointments, market to the "summer-busy" crowd.

First, promote Express Services. Text your regulars about 20-minute express glosses to refresh sun-bleached ends or 10-minute root touch-ups using express permanent color like Color Gels 10 Minute. These are low-time commitments for them but high-margin for you.

Second, get your salon house in order. Tackle that retail wall by organizing and swapping out old displays for updated signage, especially for the products you've added over the last year. A fresh, organized shelf often triggers impulse buys from the clients who are coming in.

Say 'Bon Voyage' to the summer slump and use this quiet time to work on your business so you're ready to hit the ground running for the back-to-school rush!

Stay Sharp,

Demi

Retail Revival

Ensuring your retail merchandising is as professional as possible is half the battle when it comes to creating premium & engaging retail experience.

Clients decide whether or not to approach your retail section within 3 seconds of seeing it and strong merchandising can increase retail sales by up to 30%! That can be the difference between breaking even and making a profit for the year so it's important to show up with your best retail foot forward.

Upgrade your retail game with branded signage that makes your client shopping experience more navigable, discoverable, and shoppable with glorifiers, shelf talkers, and easels from all your favorite brands!

Upgrade Your Shelves with Signage

Signage guides shoppers, highlights products and influences purchasing decisions.

LOGO BLOCK
10.0" W x 8.0" H

EASELS 4.0" W x 11.0" H

SHELF TALKERS 3.5" W x 2.5" H

LOGO BLOCK
10.0" W x 8.0" H

EASELS 4.0" W x 11.0" H

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10.0" W x 8.0" H

EASELS 4.0" W x 11.0" H

SHELF TALKERS 3.5" W x 2.5" H

PAIR WITH THESE ACRYLIC FRAMES

Download & Print

Buy Display Items

REDKEN
5TH AVENUE NYC

CELEBRATE GLOSS MONTH

IN YOUR SALON THIS AUGUST
WITH THE SHINE OF SHADES EQ



LOADING GLOSS MONTH...

Y2K TO TODAY

SHADES EQ: THE "IT" GLOSS
FOR HAIR INSPIRED BY Y2K ICONS

LEARN ABOUT EVENTING BEST PRACTICE
& DISCOVER EDITABLE ASSETS FOR YOUR SALON'S
NATIONAL HAIR GLOSS DAY EVENT!

[View Redken Playbook](#)

LEVEL
LOYALTY REWARDS

OPEN FOR BUSINESS BUILDING L'ORÉAL ACADEMY NYC & LA

Discover the brand new, state-of-the-art Educational Hub in NYC! L'Oreal Academy NYC is the East Coast Education center designed to help you achieve all of your color and styling learning needs, in-person and on-line.

And with our West Coast Academy in Los Angeles (El Segundo) stylists can choose the facility most convenient to them no matter where they are!



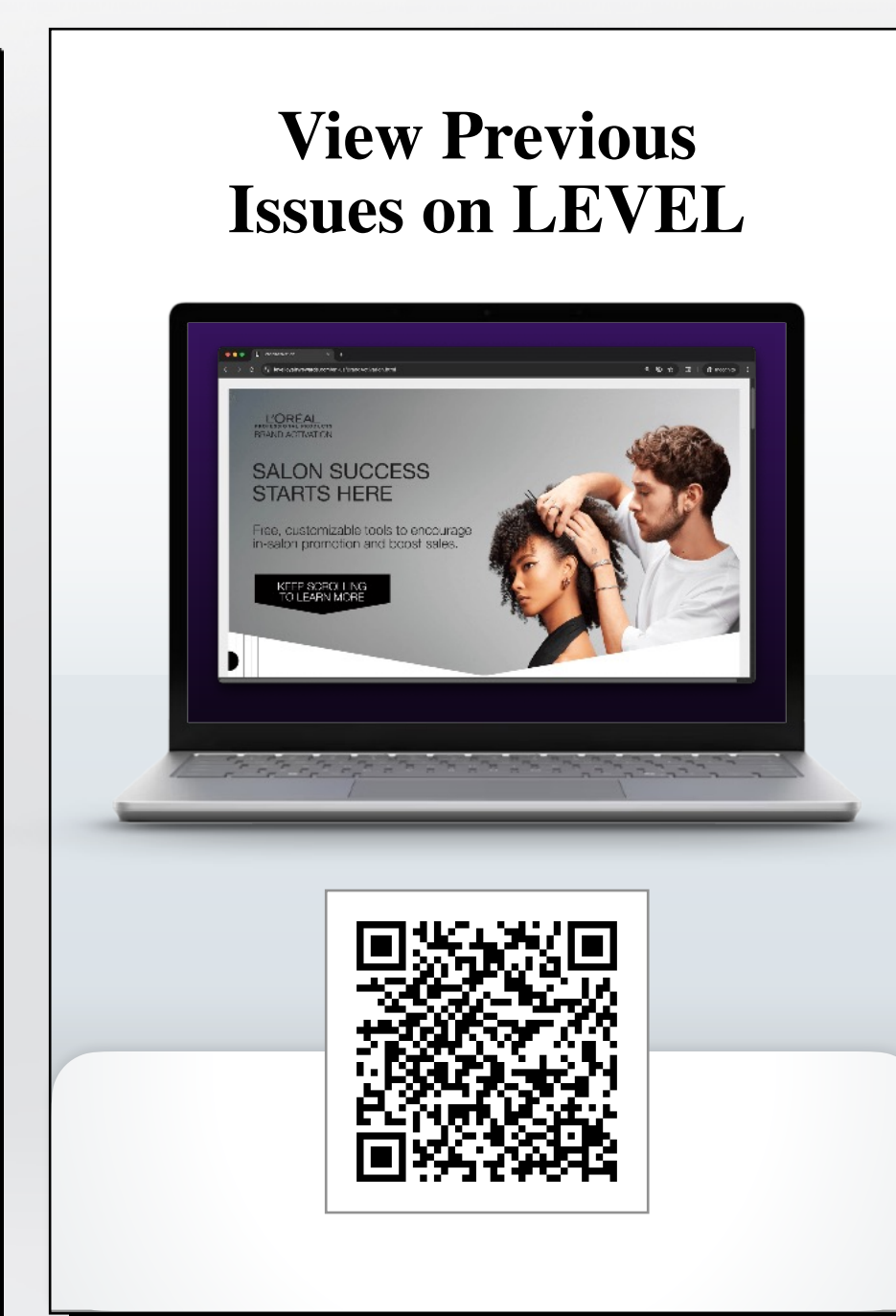
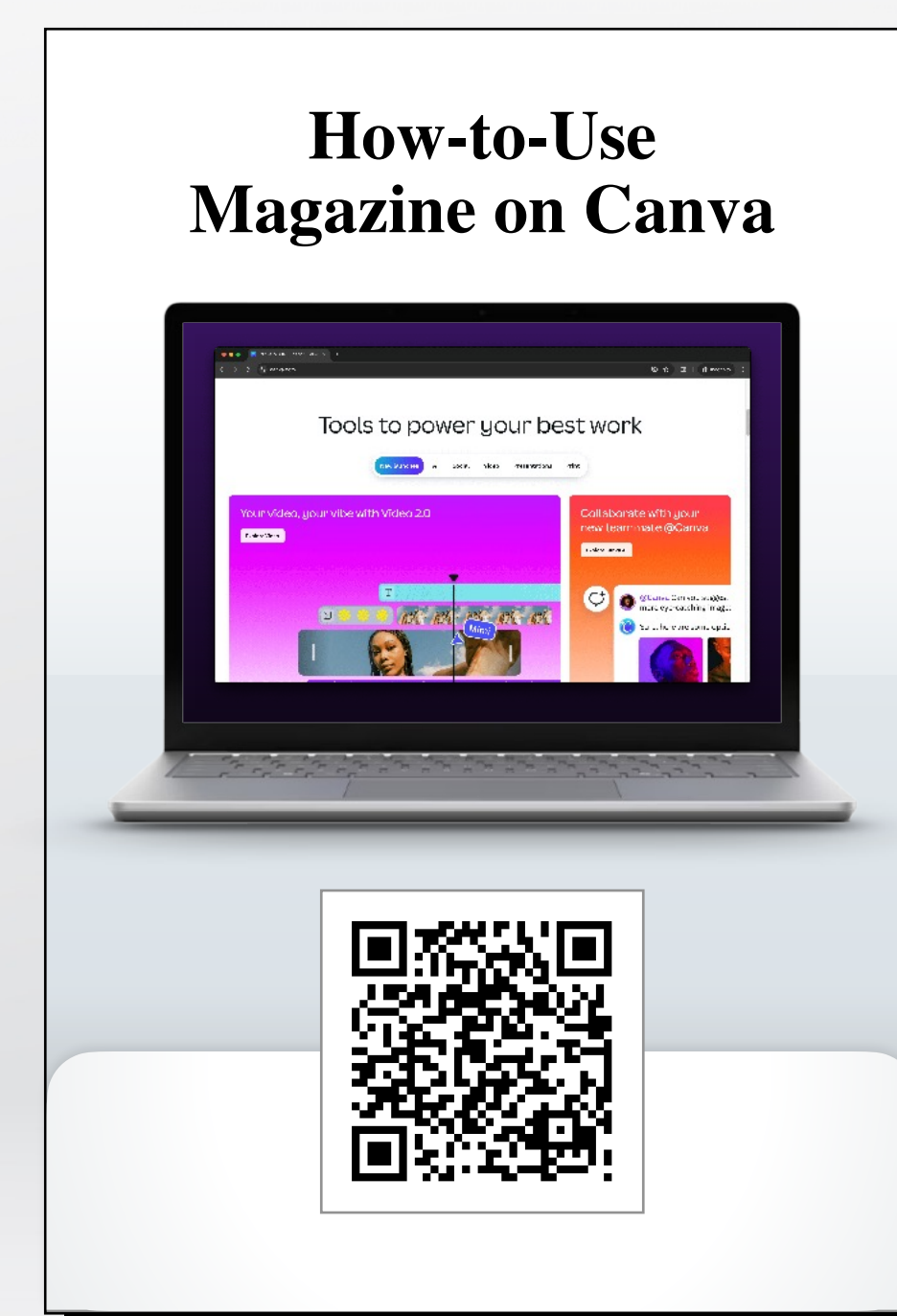
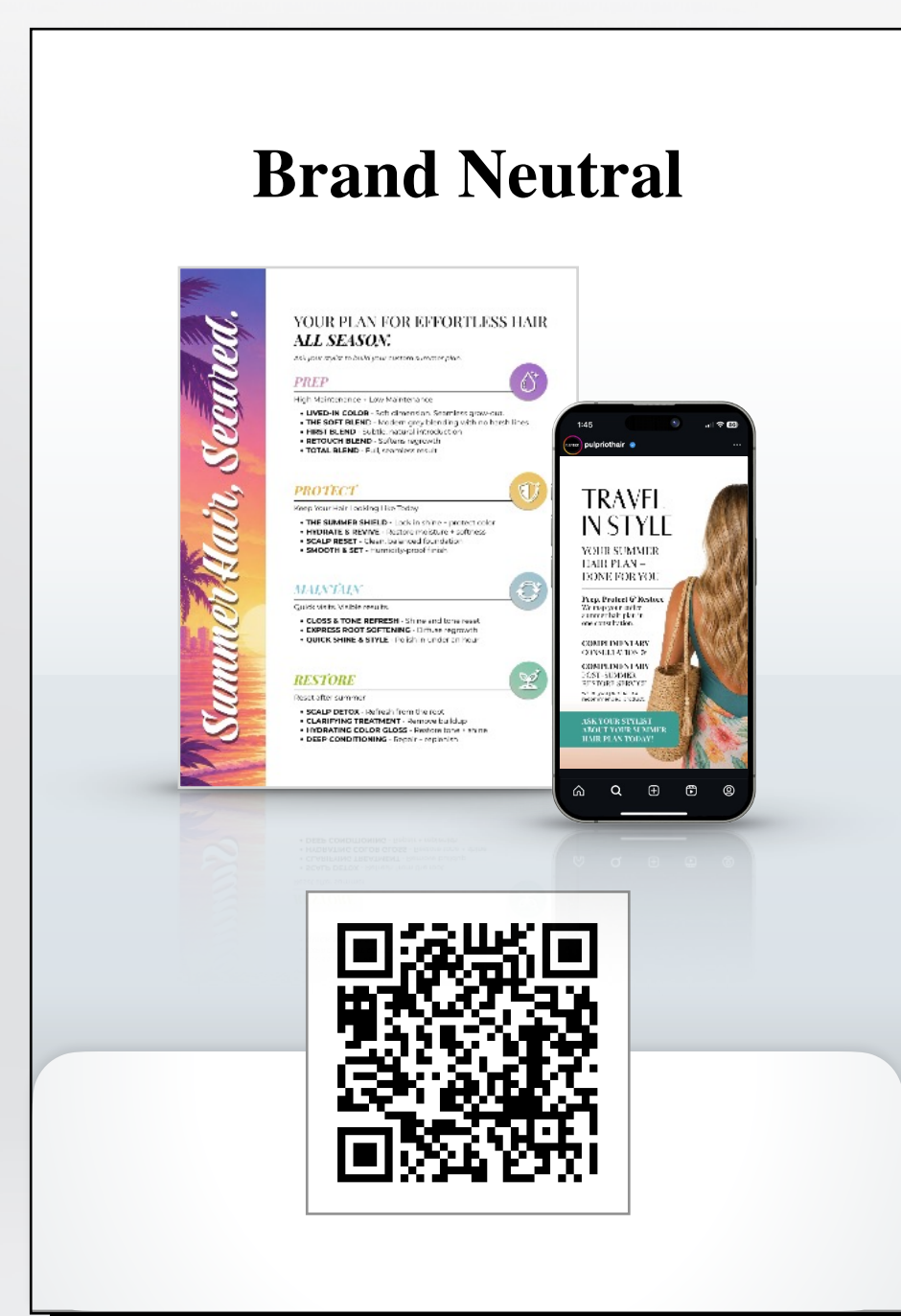
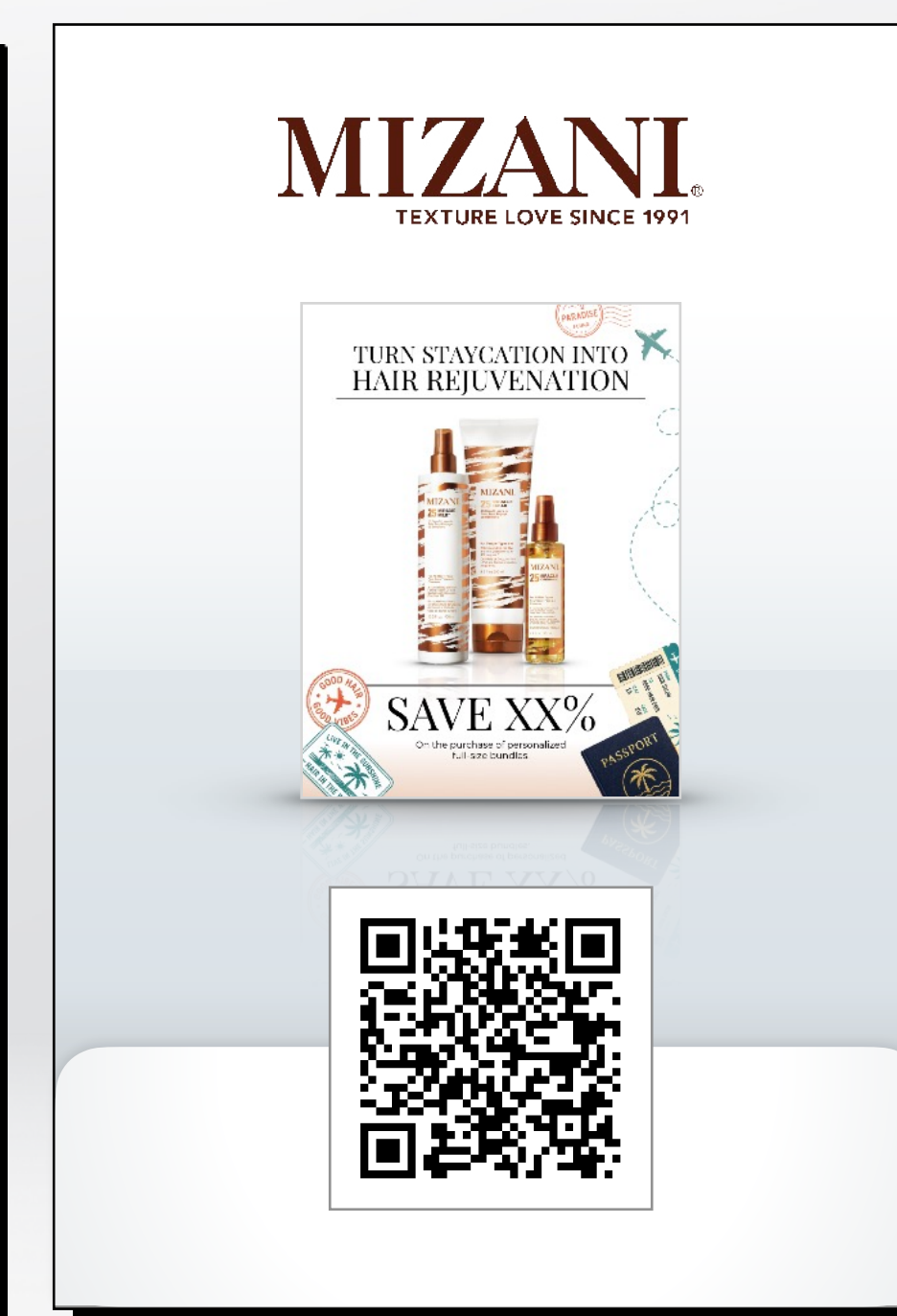
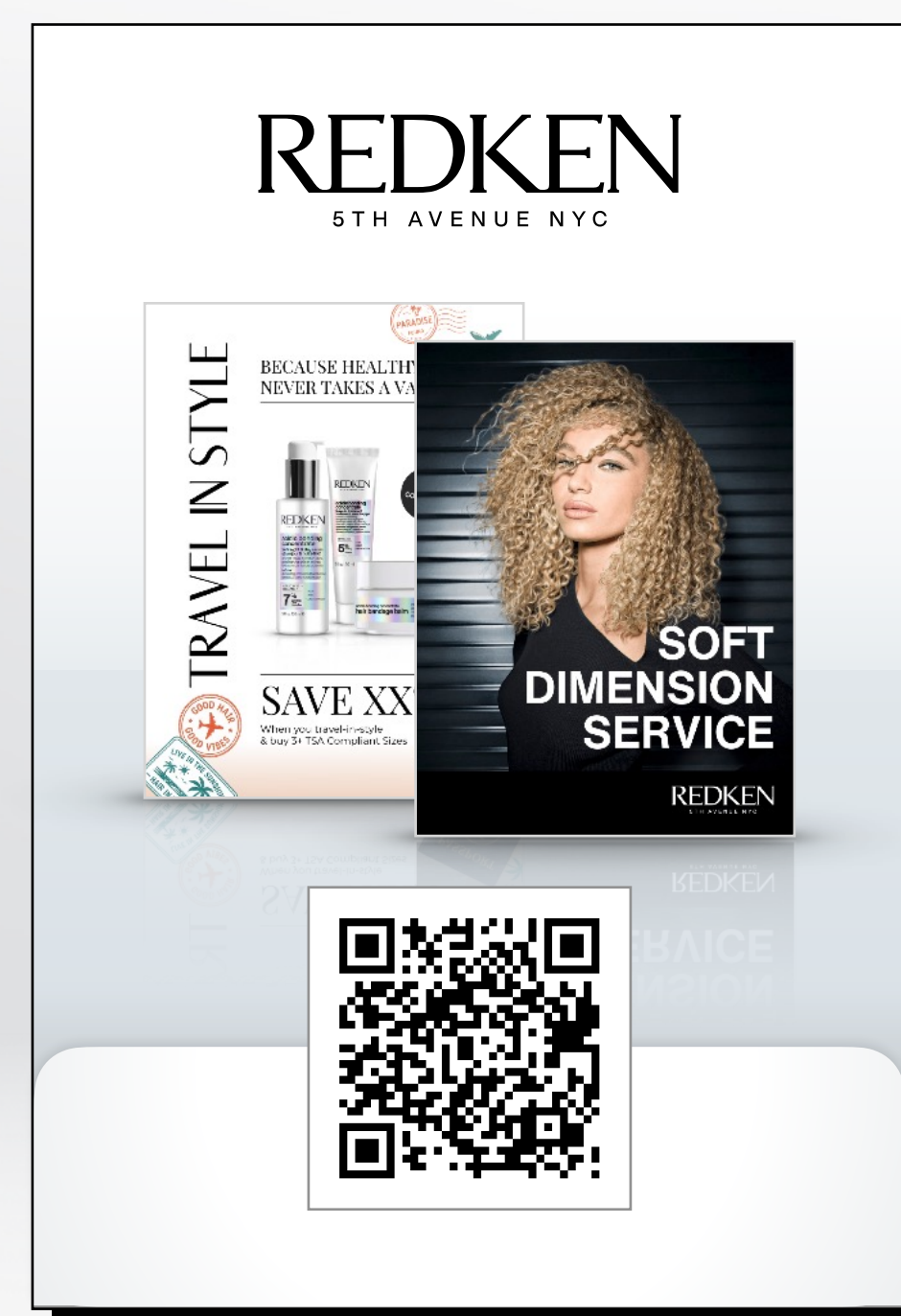
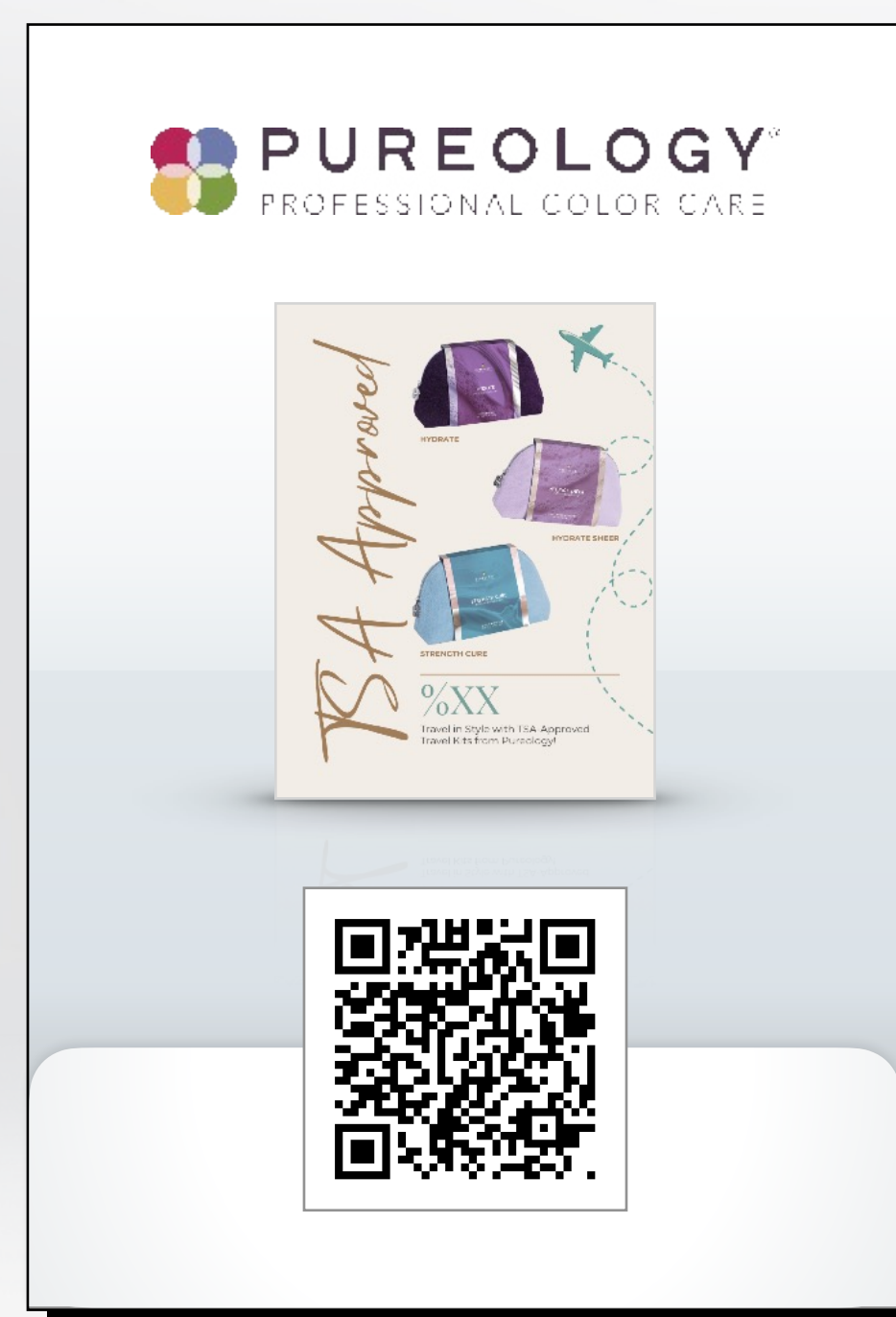
CHECK OUT EDUCATIONAL OPPORTUNITIES AT EACH
ACADEMY AND SIGN UP NOW WITH LEVEL LOYALTY

[Learn More & Register Here](#)

BRAND RESOURCE

Backbar

Click or scan each QR code to download window posters, service menus, look-books, social assets & MORE!





+ PAMELA ANDERSON
FOR BIOLAGE



NEW
HYDRA SOURCE
MOISTURE METHOD SERUM
FOR SCALP + HAIR

SKINCARE FOR
YOUR HAIR
UP TO 24-HOUR
CONTINUOUS HYDRATION*



- + LOCK IN MOISTURE
11% humectants
- + ULTRA-LIGHTWEIGHT
Water-based + silicone-free



*Based on an instrumental study of 31 panelists.

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PROFESSIONAL PRODUCTS

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