

brand activation

TOOLKIT

MAY 2025

For June
Salon
Success

L'ORÉAL
PROFESSIONNEL PRODUCTS

 **BIOLAGE**
PROFESSIONAL HAIR SPA

L'ORÉAL
PROFESSIONNEL
PARIS

 **matrix**

MIZANI
TEXTURE LOVE SINCE 1991

PULPRIOT

 **PUREOLOGY**
PROFESSIONAL COLOR CARE

REDKEN
5TH AVENUE NYC



Table of Contents

1 Brand Highlights

NEW! Biolage Full Rescue

NEW! Redken Shades EQ Pearl Vinyl Blondes

NEW! Naked Gloss Lightweight Shine Oil

NEW! L'Oréal Professionnel Vitamino Color Spectrum

iNOA: The Answer to Your Clients' Color Concerns

NEW! Pureology Dream Healer

Matrix Instacure Build-A-Bond

Mizani Style Shifter Society

2 SalonCentric Head to Toe Color Sale

We ❤️ Color

Consultation Tools & Promotion

3 June In-Salon Merchandising

Tables

Shelf

Cash Wrap/Reception



Brand Highlights

- NEW! Biolage Full Rescue >
- NEW! Redken Shades EQ Pearl Vinyl Blondes >
- NEW! Naked Gloss Lightweight Shine Oil >
- NEW! L’Oréal Professionnel Vitamino Color Spectrum >
- iNOA: The Answer to Your Clients’ Color Concerns >
- NEW! Pureology Dream Healer >
- Matrix Instacure Build-A-Bond >
- Mizani Style Shifter Society >





NEW

FULL RESCUE

Break the stressful cycle of hair fall due to breakage.

+74% RESISTANCE TO HAIR FALL*

Dual-action defense against mechanical and oxidative stress.

Reinforces healthy-looking hair as it grows. Instantly fuller-looking hair.

Restorative Mask COMING SOON!



**BUY 3,
GET 1 FREE***

- NEW! Full Rescue
- Scalp Sync
- Volume Boost

*Excludes Liters & Minis



BEFORE/AFTER**

De-stress.
Re-store.
Re-fortify.

*Due to breakage from brushing. Full Rescue Shampoo, Conditioner & Serum vs. non-conditioning shampoo.

**After one use of full rescue shampoo, mask and invigorating serum.



ENHANCE THE RITUAL

Create an experience that goes beyond the typical hair care while addressing individual client needs. Re-ignite in-salon visits and client loyalty with an experience that focuses equally on physical relaxation and the hair's restoration.



Hair Spa Services

Service Menu

PERSONALIZED CONSULTATIONS

Elevate the client experience with personalized consultations. Deeper understanding builds stronger relationships and fosters client loyalty.

The new Scalp Certification 2.0 provides in-depth education on the hair cycle, stressors accelerating scalp & hair concerns, and the solution to combat hair fall: Full Rescue. Upon completion, you will be prepared to guide clients through their scalp & hair health journey.



Scalp Certification 2.0

EXTEND THE RITUAL

Elevate your hair spa with Biolage. This collection transforms distressed hair, leaving clients with stronger and healthier hair.

Our Biolage Professional Hair Spa Guide provides turnkey solutions on how to build in Full Rescue today!



Well-Placed Display Tables
Can Grow Retail Sales by 30%

Bring Biolage to Life

Biolage Scent Bar



REDKEN
5TH AVENUE NYC

NEW SHADES EQ PEARL VINYL BLONDES

**NEVER OVER-TONE AGAIN WITH NATURAL-LOOKING
NEUTRALIZED BLONDES. DISCOVER 4 NEW SHADES IN
NEW NATURAL VIOLET AND NATURAL PEARL FAMILIES.**

NP: NATURAL PEARL

NV: NATURAL VIOLET



OPAL
SHIMMER

PEARLESCENT
LUSTER

LAVENDER
JEWEL

ICONIC
LILAC

Product Knowledge

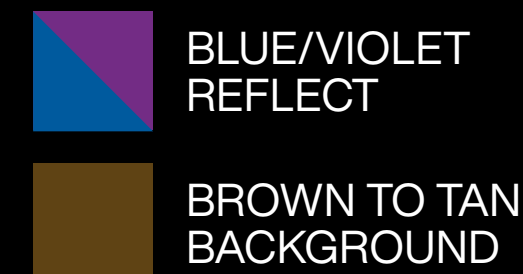
RECEIVE FREE

SEQ Light Blonde bundle and Pearl Vinyl
Blondes Formulation Book with the
purchase of 10-35 Shades EQ shades.

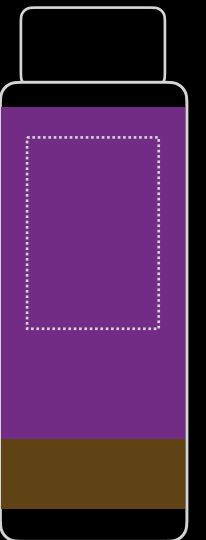
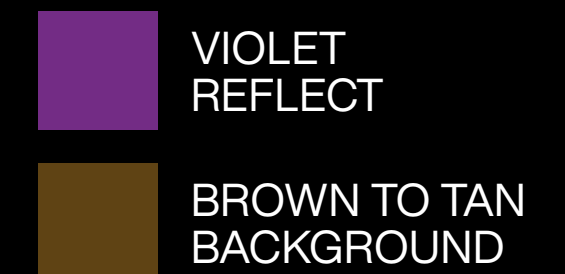
SEQ Light Blonde bundle, SEQ Bright
Blonde bundle, Flash Lift Bonder Inside 1
lbs, Pearl Vinyl Blondes Formulation Book,
Pearl Vinyl Blondes swatch insert with the
purchase of 36+ Shades EQ shades.

DISCOVER THE NEW SHADE FAMILIES

**NP NATURAL
PEARL**



**NV NATURAL
VIOLET**



**EXCLUSIVE SHADE EDUCATION VIDEO
WITH SEAN GODARD COMING SOON!**

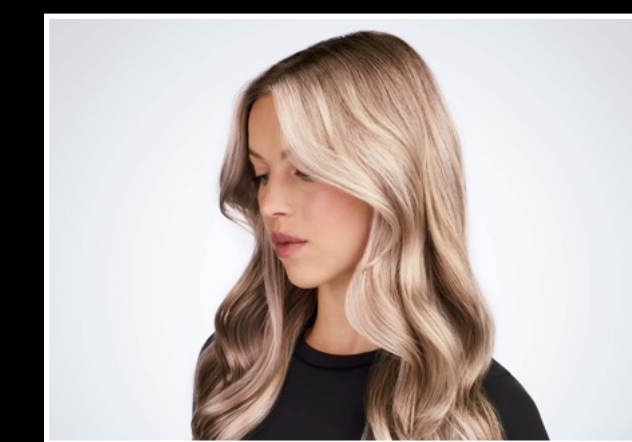
PEARL VINYL BLONDES TREND LOOKS

PEARL VINYL
BLONDE



010NV + 08NV + CLEAR

JEWEL
BLONDE



010NV + 08NV + 07N

PEARLESCENT
BLONDE



010NP + 08NP



REDKEN
5TH AVENUE NYC

UNCENSORED SHINE
NEW!
NAKED GLOSS
LIGHTWEIGHT
SHINE OIL

SHINE TO THE MAX, NAKED FEEL

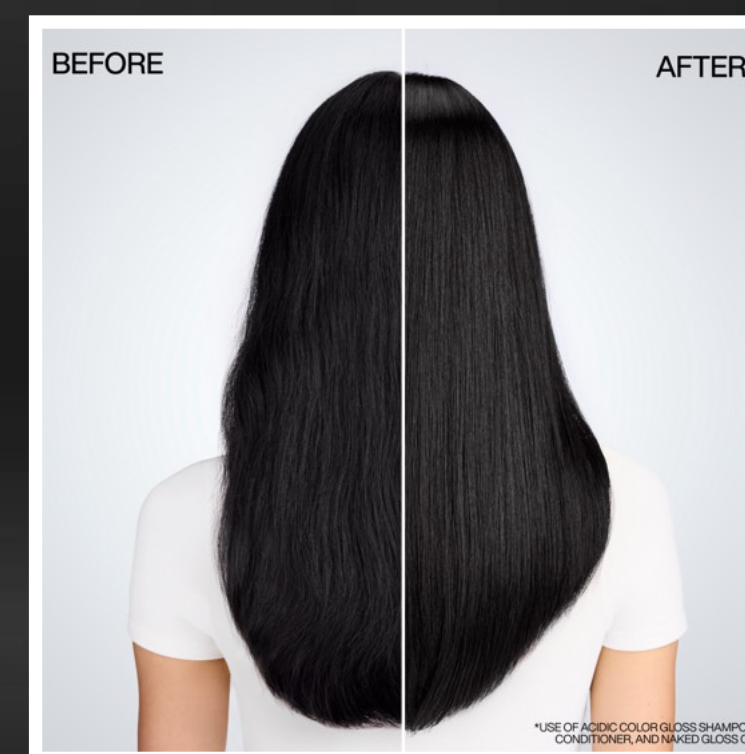
- + 130% MORE SHINE*
- + 89% AGREE HAIRCOLOR RETAINS ITS VIBRANCY AFTER 4 WEEKS
- + HEAT PROTECTION UP TO 450°F

*vs. unwashed hair

Product Knowledge



SAVE 22%
TRY FOR
\$20



EXPERIENCE 130% MORE SHINE*

Naked Gloss

LIGHTWEIGHT SHINE OIL



TRY TODAY FOR
\$40

*vs. unwashed hair

Your Salon
Logo Here

Editable Signage



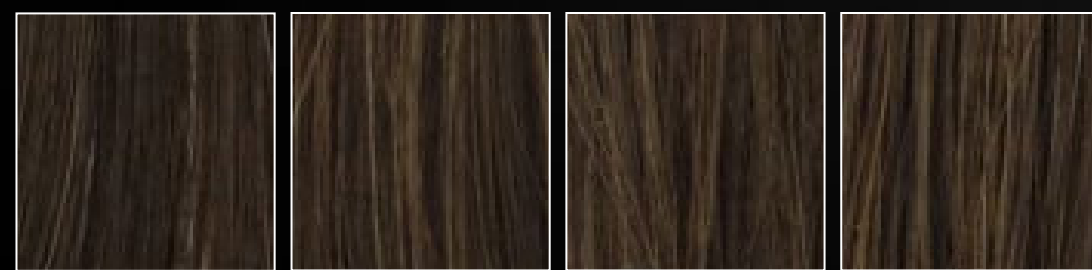
L'ORÉAL
PROFESSIONNEL
PARIS

NEW

Vitamins Color Spectrum

PROFESSIONAL COLOR CARE TECHNOLOGY

Maintain day 1
color vibrancy for
up to 100 days.*



Day 1

Day 30

Day 60

Day 100

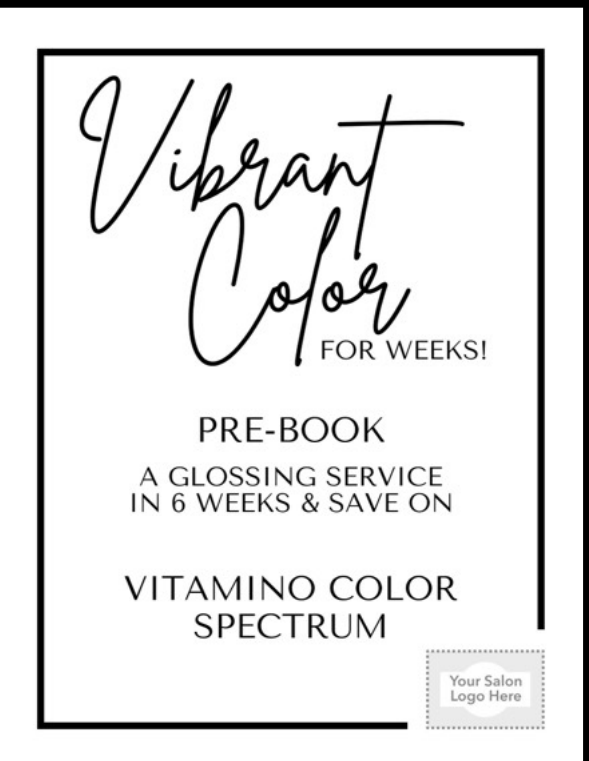
*with continued use of the Vitamins Color Spectrum classic shampoo, mask, and leave-in serum

Product Knowledge

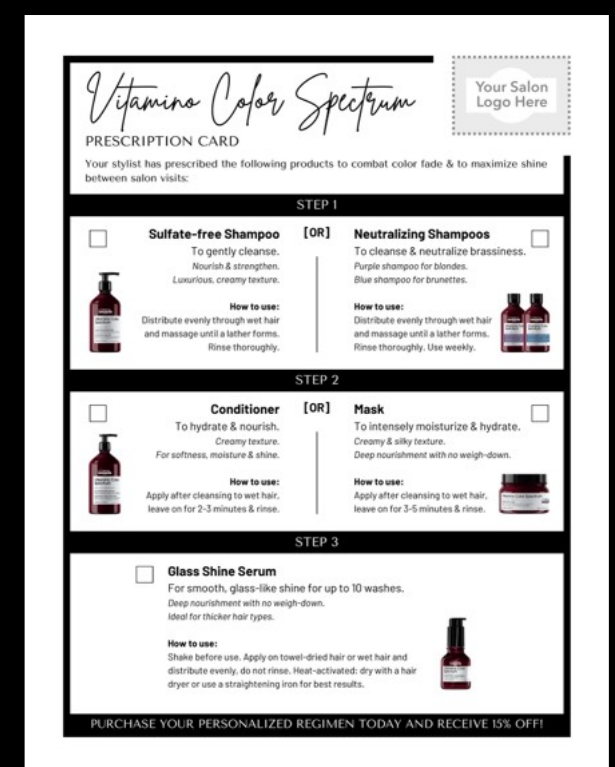
BRAND ACTIVATION TOOLKIT | MAY 2025



Save 15% on All Vitamins Color Spectrum
+ Hot Price Point of \$15 on Glass Serum



Editable Signage



Prescription Card

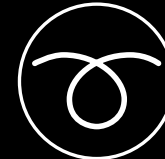


L'ORÉAL
PROFESSIONNEL
PARIS

iNOA

No ammonia vegan* permanent color.

The answer to your clients color concerns

- 100% 100% grey coverage
-  Adds + 48% shine*
-  Maintains curl pattern
-  Vegan** and fragrance-free

*vs. unwashed, uncolored hair

**no animal-derived ingredients or byproducts

Product Knowledge

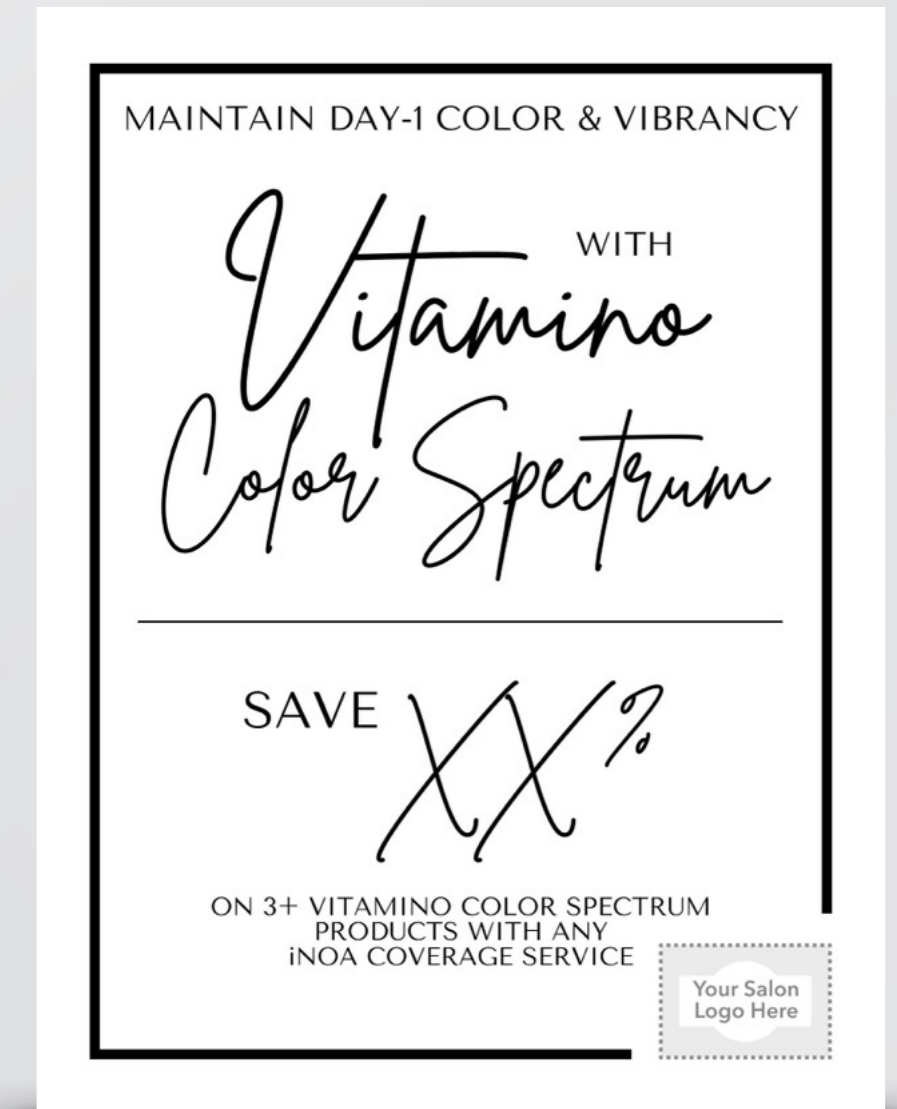


Receive FREE 2 1L developers of choice with
the purchase of 12-39 **iNOA** and/or **Majirel** tubes

Receive FREE 3 1L developers of choice +
Metal Detox Pretreatment with the purchase of 40+
iNOA and/or **Majirel** tubes

FREE Virtual Atelier with Suzie Bond.

Register Now



Editable Signage

Product Knowledge

SAVE 15%

on **VITAMINO COLOR SPECTRUM**
Products + Hot Price Point of \$15
on **Glass Serum**



NEW!

DREAM HEALER

FEELS LIKE VIRGIN HAIR.
MOVES LIKE VIRGIN HAIR.

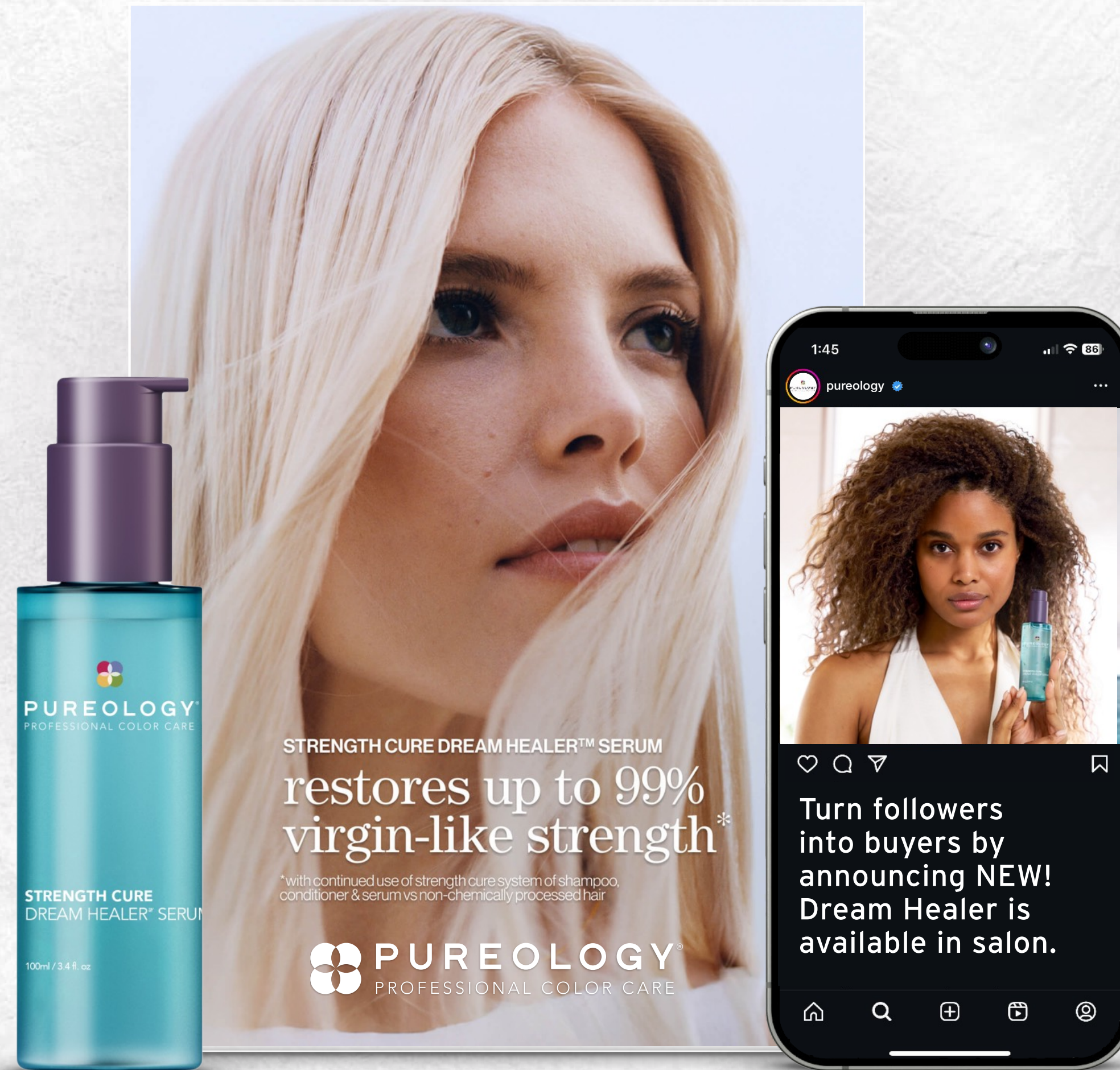
PRO TIP: Dream Healer is the one product for easy retail success.

Create a simple, but effective daily goal for retail success:

of clients = # of products sold.

Dream Healer works on all hair types and is a beneficial recommendation for every client.

Product Knowledge



Dream Healer Social Toolkit



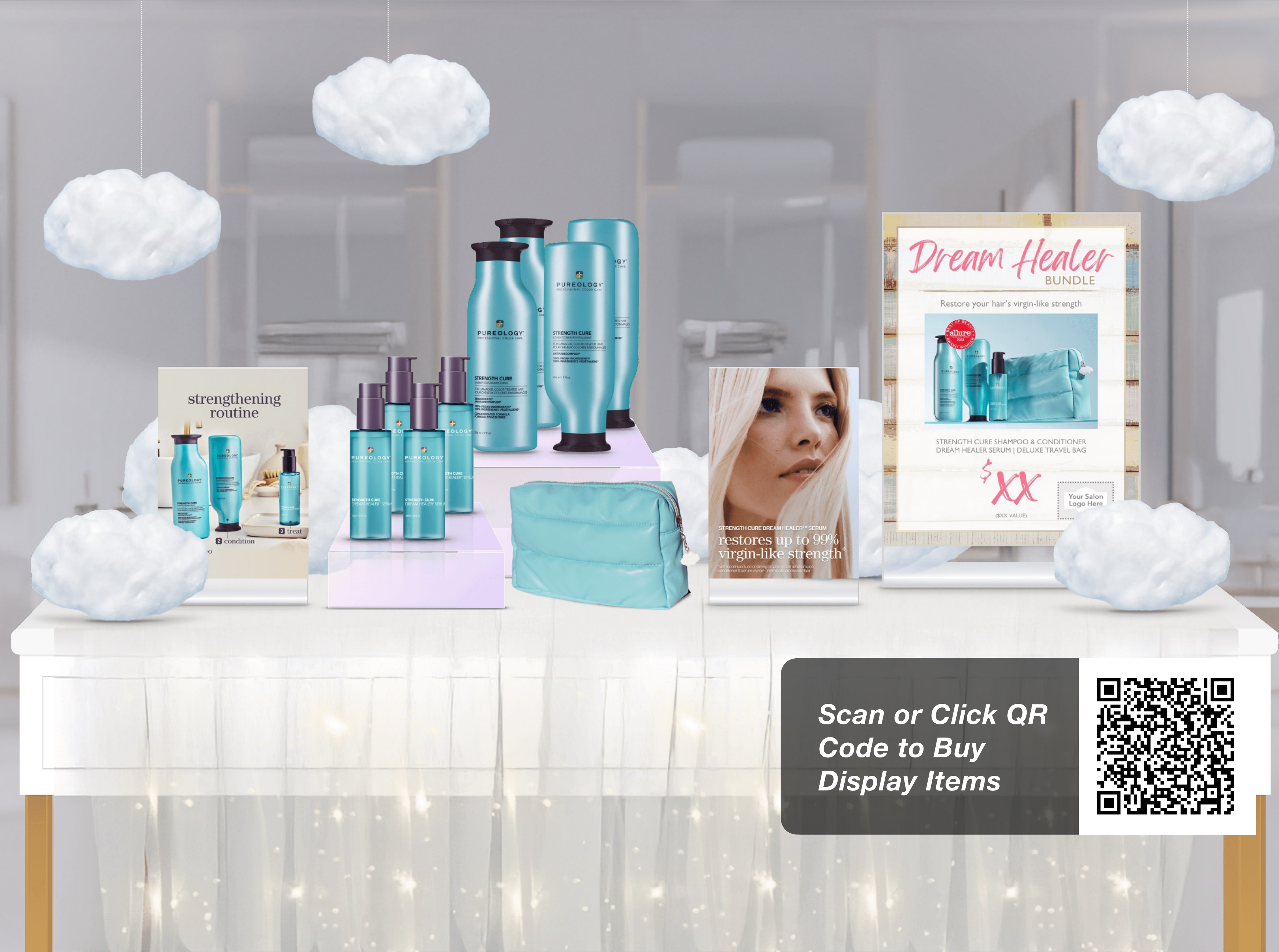
Editable Signage



CREATE YOUR
OWN DREAMY
MOMENT WITH

NEW!
**DREAM
HEALER**

WELL PLACED
DISPLAY TABLES CAN
**GROW RETAIL
SALES BY 30%**



Scan or Click QR
Code to Buy
Display Items





Instacure Build-A-Bond

Lightening Season Meets Its Match

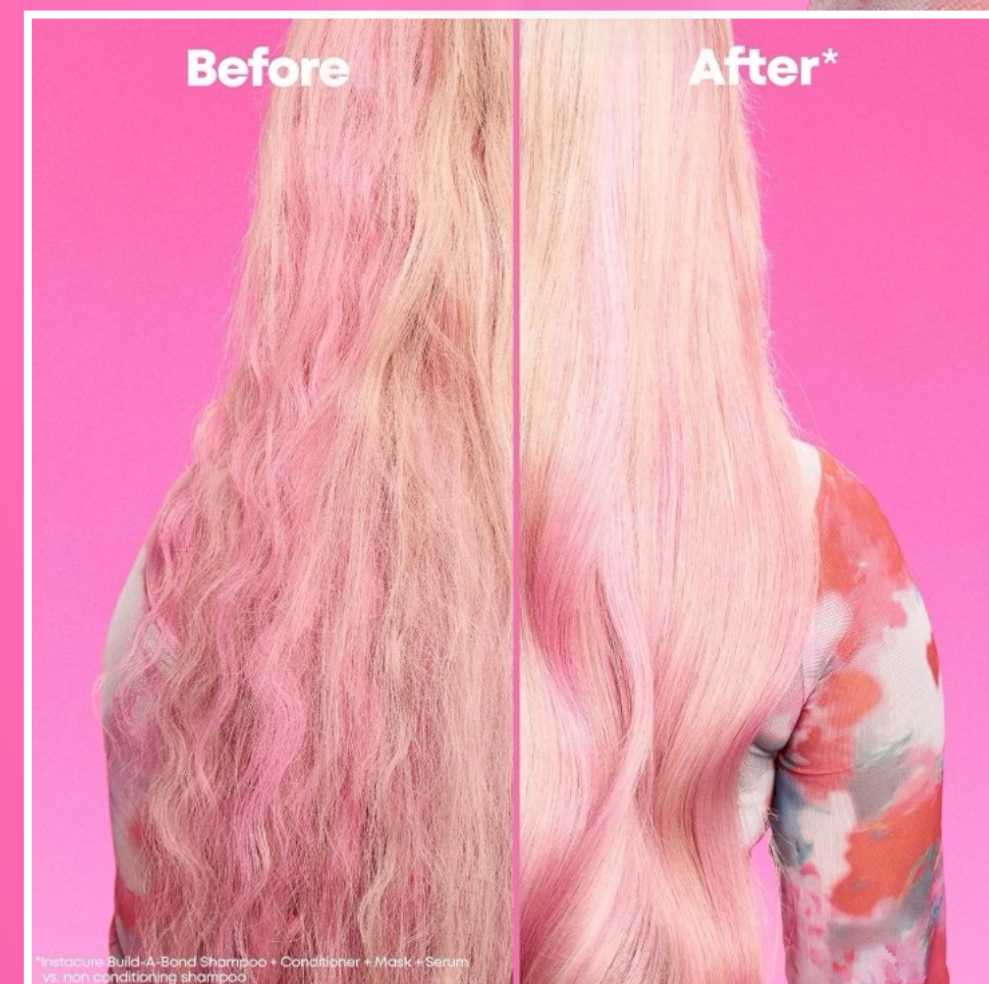
1 Billion Bonds
to Fight Damage With
Instacure Build-A-Bond

20% Off
**Instacure
Build-A-Bond** (Retail Size Only)

8x Stronger Hair*

*System of Instacure Build-A-Bond Shampoo, Conditioner, Mask & Balm vs. non-conditioning shampoo.

Product Knowledge



Blonding & Bonding

CUSTOMIZED LIGHTENING SERVICE
DEEP BONDING TREATMENT
BONDING HOME CARE REGIMEN

Shampoo | Conditioner | Leave-In

\$XX

\$XX VALUE

Your Salon
Logo Here

Editable Signage

Pro Tip: Use **Instacure
Build-A-Bond** to grow
your treatment business

Treatment Menu

Treatment Rewards Club



MIZANI
TEXTURE LOVE SINCE 1991

STYLE SHIFTERS

STYLE SHIFTERS CHANGE UP
THEIR LOOK 30X PER YEAR.
THAT'S EVERY 2 WEEKS!

Discover

MIZANI'S STYLE SHIFTER SOCIETY

1. **RESET** with **Wonder Crown** Foaming Scalp cleanser to remove product build-up
2. **PROTECT** against heat damage up to 450°F with **Heat Screen** Heat Protectant Spray
3. **(P)RESTYLE** with **Coco Dew** Curl Spray for moisture, volume and definition on command

30%
OFF

WONDER CROWN
COCO DEW
HEAT SCREEN



Product Knowledge

Mizani Look Book

Editable Signage





SalonCentric Head to Toe Color Sale

We ❤️ Color



Consultation Tools & Promotion





Head to Toe Color Sale

PERMANENT & DEMI

Up to 25% off 5/1-5/15

SEMI & LIGHTENER

Up to 25% off 5/16-5/31

COLOR CARE

Save 20% Select SKUs

Promotion Details





COLOR
CONSULTATION
TOOLS

Did you know
90% of sales
happen during
consultation?

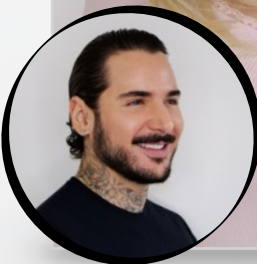
VISUALS
TOOLS

Gain a deeper understanding
of your client's goal.



**Matrix
Formula
Factory**

Click Here



By Miguel Gato



SPRING
Twist

**Mizani
Look Book**

Click Here



**iNOA
Look Book**

Click Here



**Shades EQ
Look Book**

Click Here

SERVICE
MENUS

Confidently make
recommendations showing clear
descriptions & consistent pricing.



**Transformative
Express Color**

GREY BLENDING
No-ammonia demi-permanent gloss color. Starting at \$XX

GLOSS AND TONE
Ammonia-free gloss that tones and delivers the ultimate shine and condition. Starting at \$XX

ALL UNDER 20 MIN



**BLONDE
Transformation
JOURNEY**

Embark on a personalized blonde transformation journey tailored to your unique hair goals and needs. Our expert stylists will guide you every step of the way, creating a stunning look you'll love.

YOUR JOURNEY BEGINS

BLONDE TRANSFORMATION CONSULTATION
Let's explore your blonde aspirations, analyze your hair's unique personality, and map out your perfect blonding blueprint.

**YOUR CUSTOMIZED BLONDING SERVICE
STARTING AT \$XX**

ELEVATE YOUR JOURNEY
Choose Your Add-ons

ESSENTIAL CARE
Glossing Service \$XX
Personalized At-Home Care Kit \$XX

ENHANCED EXPERIENCE
Bond-building Service \$XX
Haircut & Style \$XX

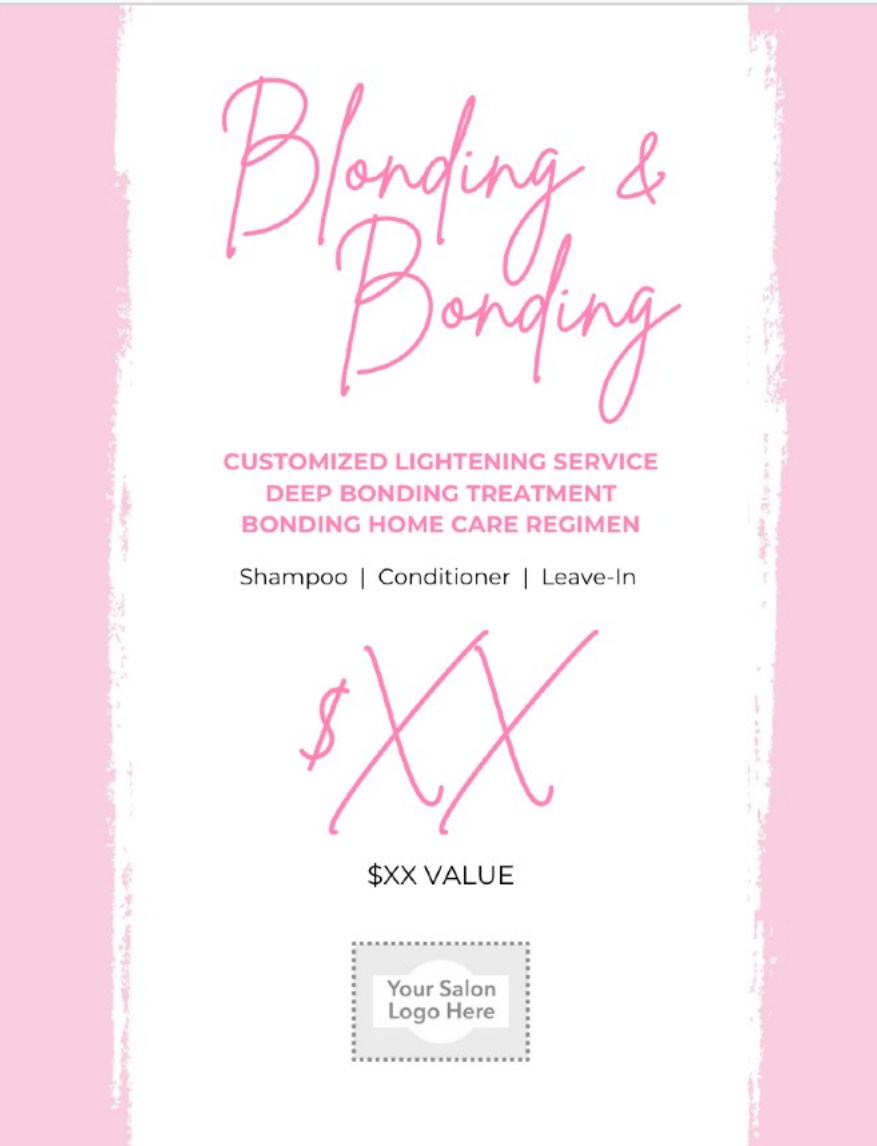
LUXURIOUS RENEWAL
Deep Conditioning & Repair Mask \$XX
Scalp Detox & Massage \$XX

**ULTIMATE BLONDE
EXPERIENCE**
All add-ons for \$XX.
Indulge in the ultimate blonde transformation with our luxurious and comprehensive package.

Your Salon Logo Here

SERVICE & RETAIL
BUNDLE OFFERS

Ensure color maintenance with
curated product selections.



Blonding & Bonding

**CUSTOMIZED LIGHTENING SERVICE
DEEP BONDING TREATMENT
BONDING HOME CARE REGIMEN**

Shampoo | Conditioner | Leave-In

~~\$XX~~

\$XX VALUE

Your Salon Logo Here

Menus and Bundle Offers

Click Here



GET YOUR

Clients

TO



Color

**COLOR
LOVE**

TRY A NEW
COLOR SERVICE
AND RECEIVE

\$xx
OFF!

Your Salon
Logo Here

*Discount applies to services
you haven't tried before.



Editable Promotion Signage

GET YOUR

Stylists

TO



Color

**COLOR
LOVE**

MISSION: Get 100% of clients to
try a color service

**HOW TO
PLAY:** Encourage every client
to experience a color
service —even a clear
gloss! Hit 100% in a day?
You're entered to win!

GRAND PRIZE DRAWING
END OF THE MONTH

Signage for Staff Room



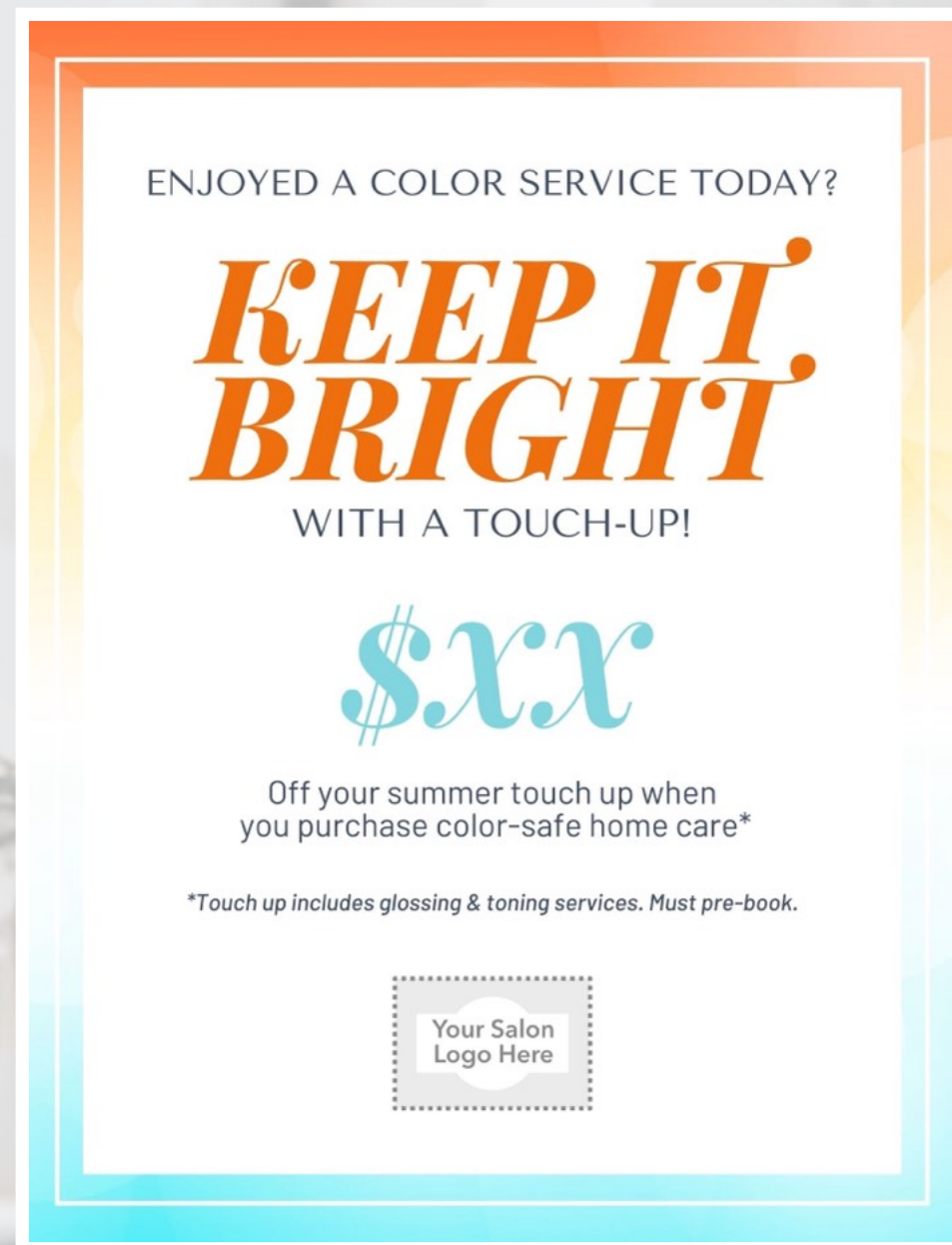
June In-Salon Merchandising

Tables	>
Shelf	>
Cash Wrap/Reception	>

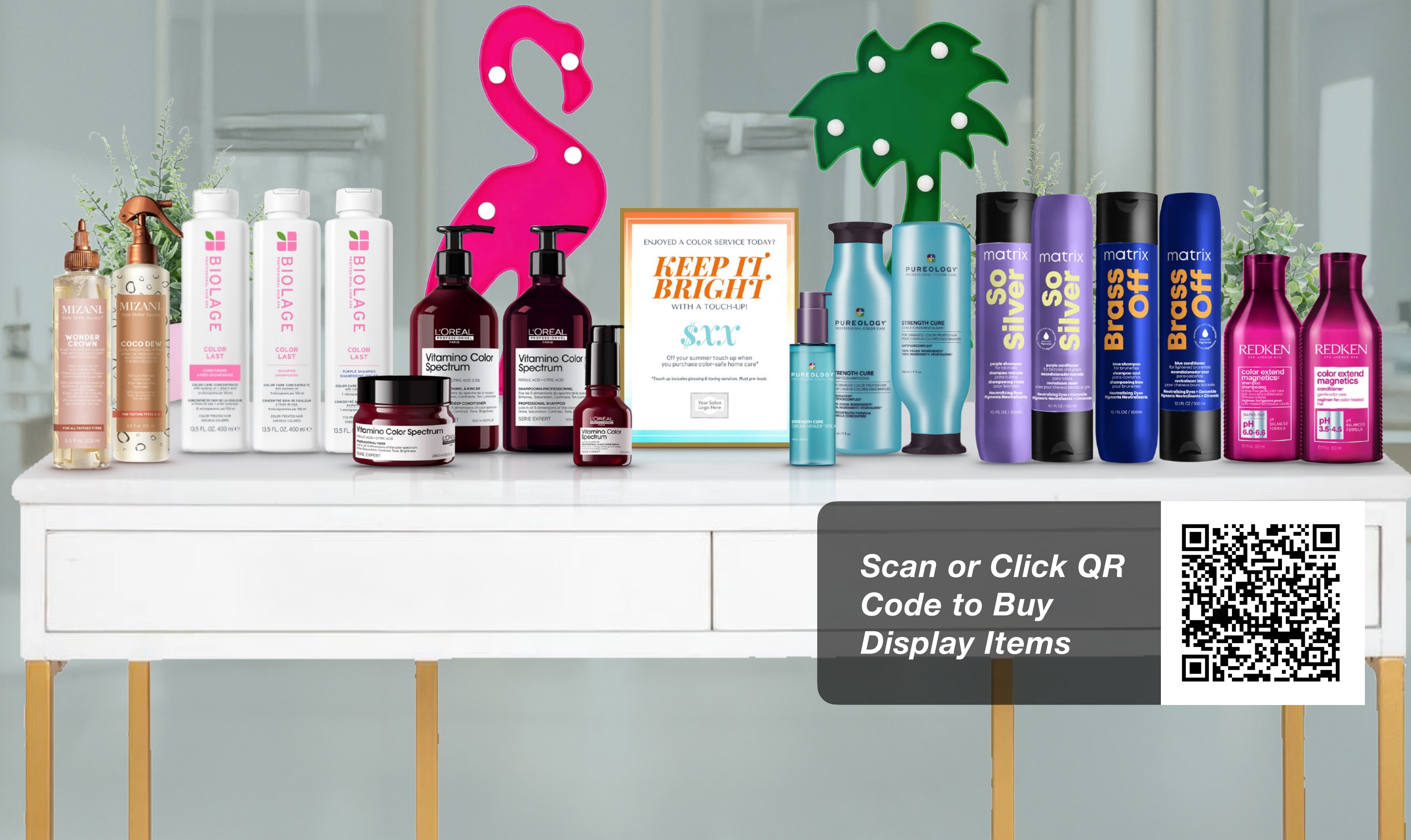




Table



Promotional Signage

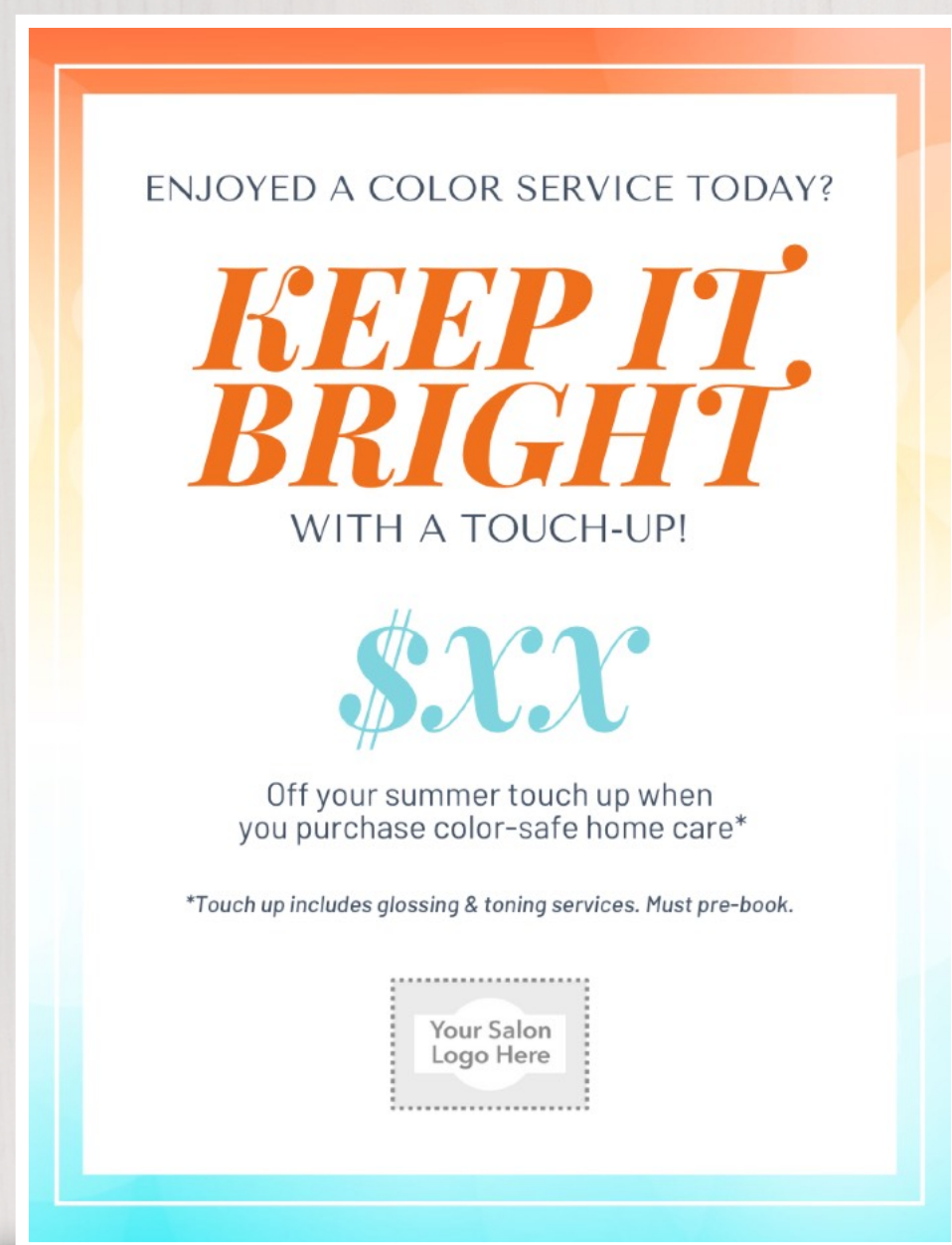


Scan or Click QR
Code to Buy
Display Items

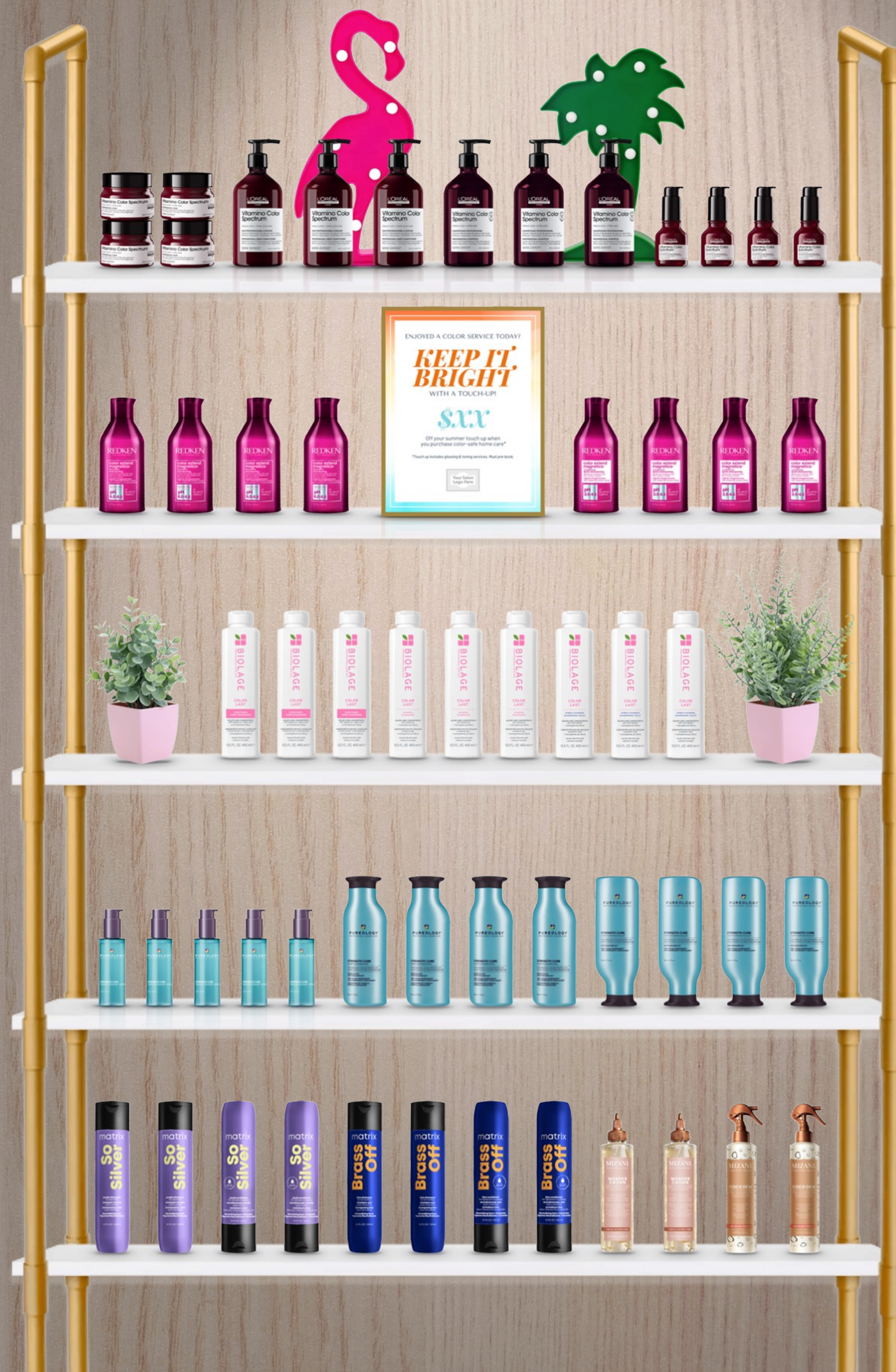




Shelf



Promotional Signage

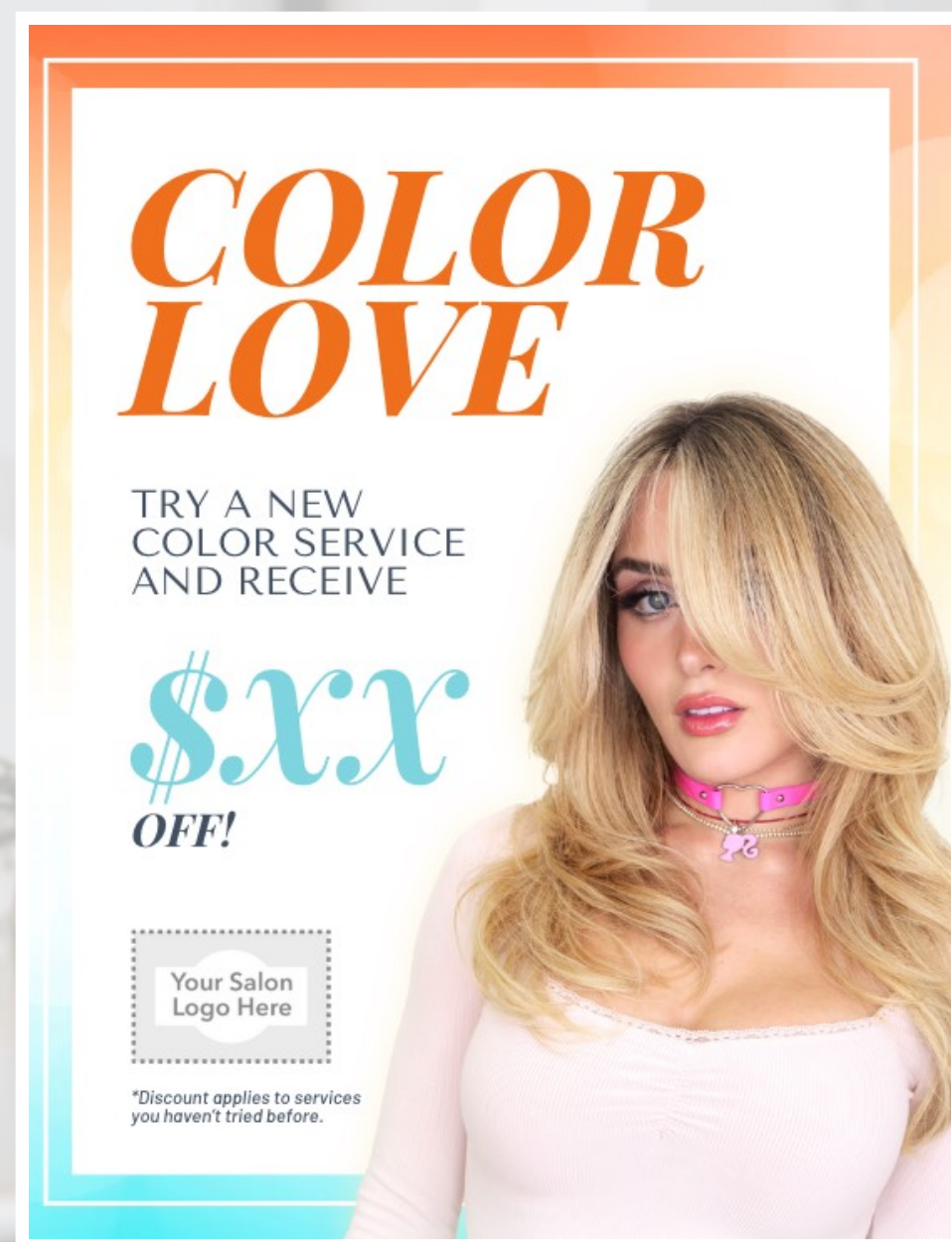


Scan or Click QR
Code to Buy
Display Items

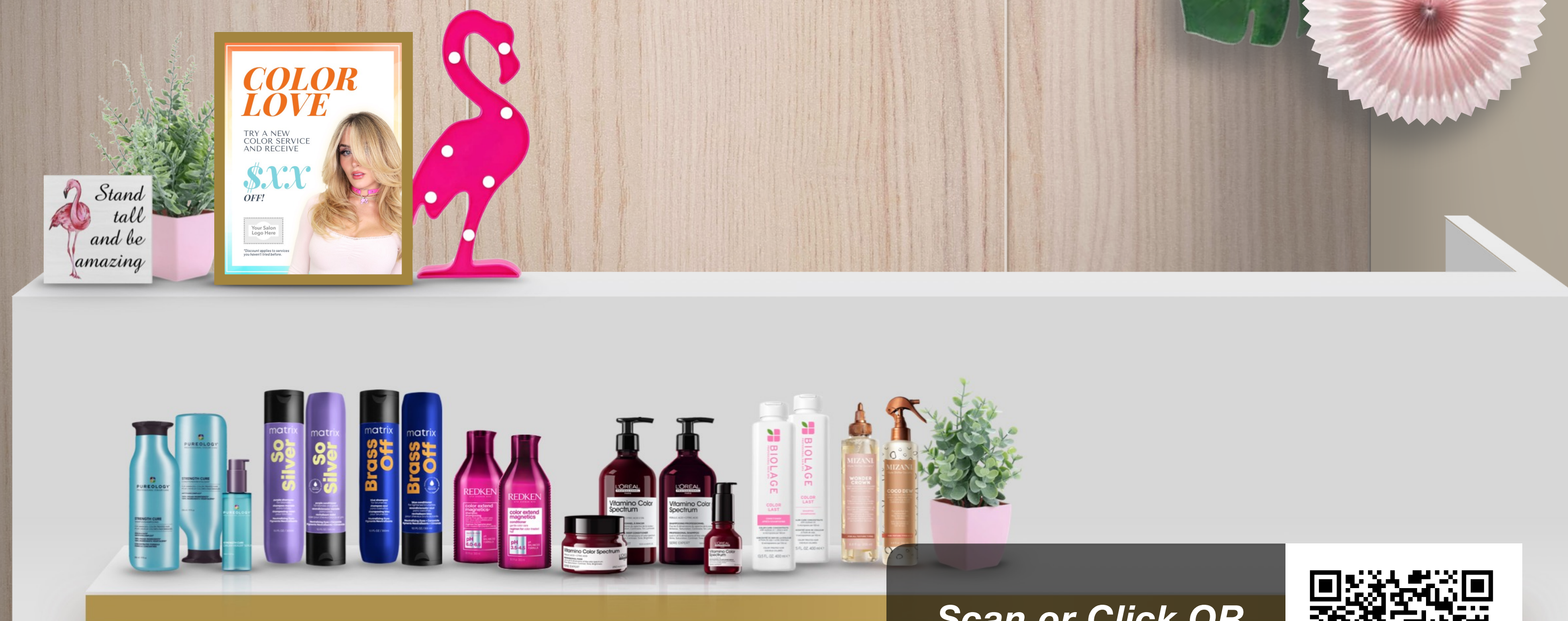




Cash Wrap/ Reception



Promotional Signage



Scan or Click QR
Code to Buy
Display Items

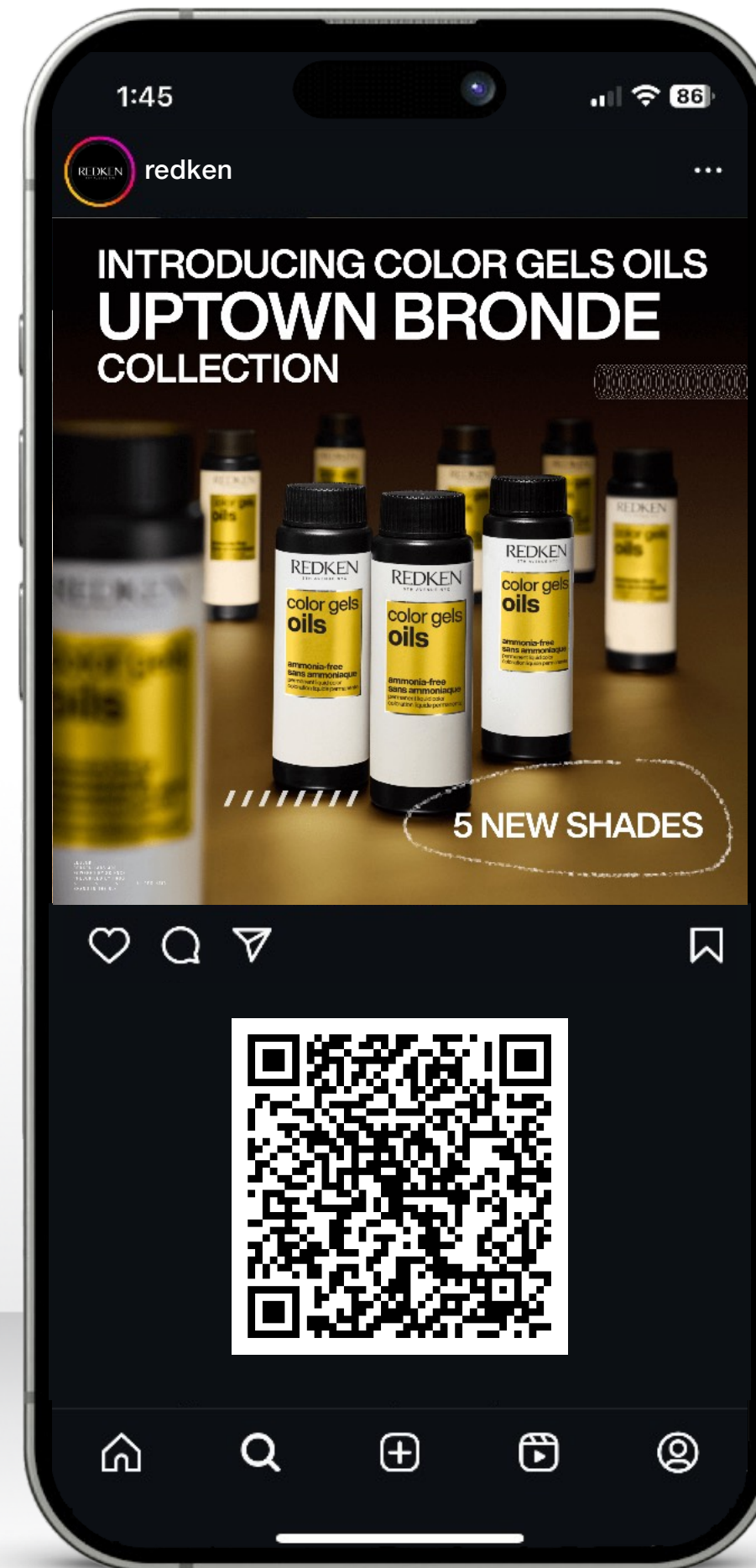




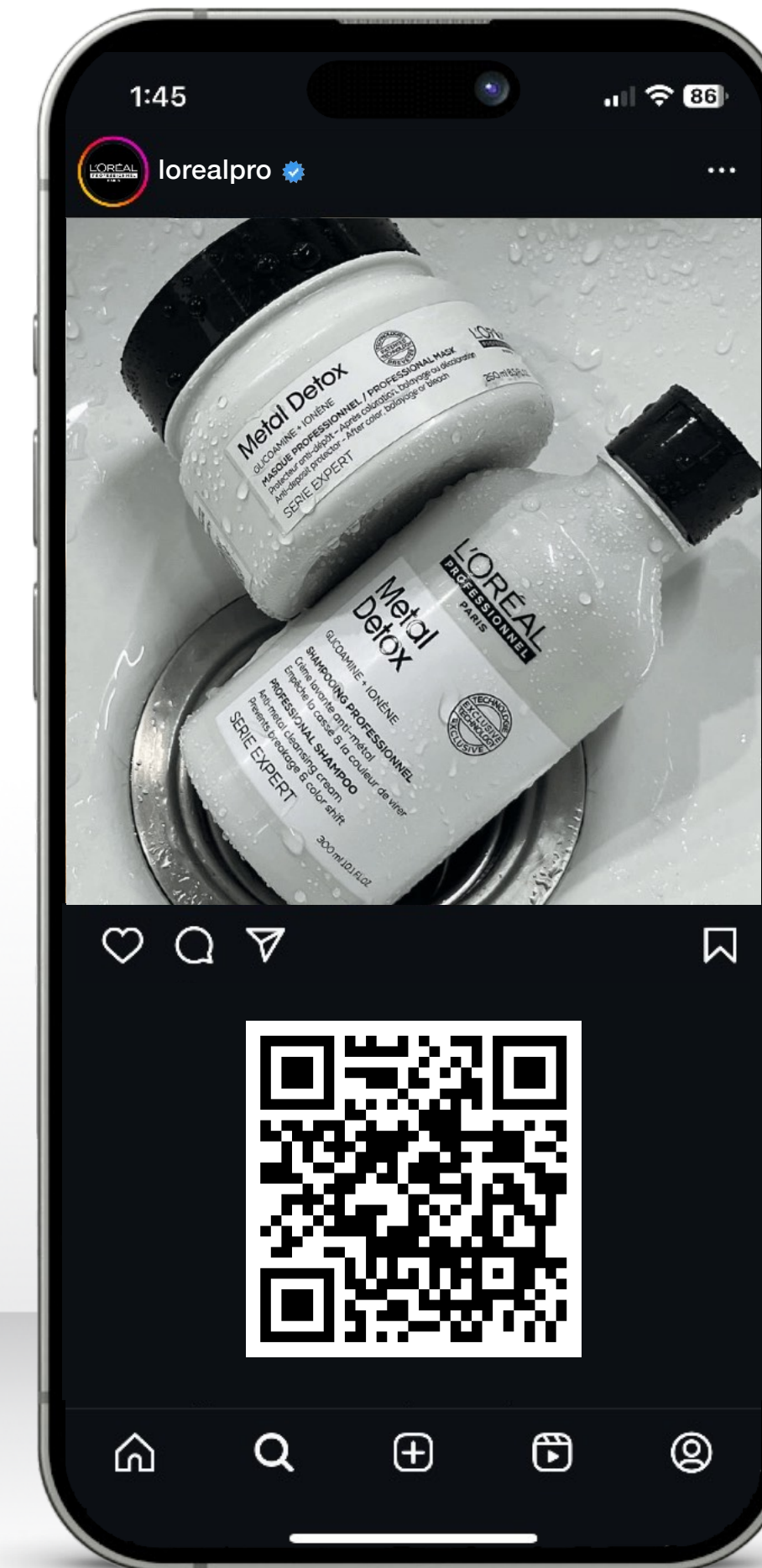
Branded Social Content

Looking for social media assets?
Check out each brand's content here!

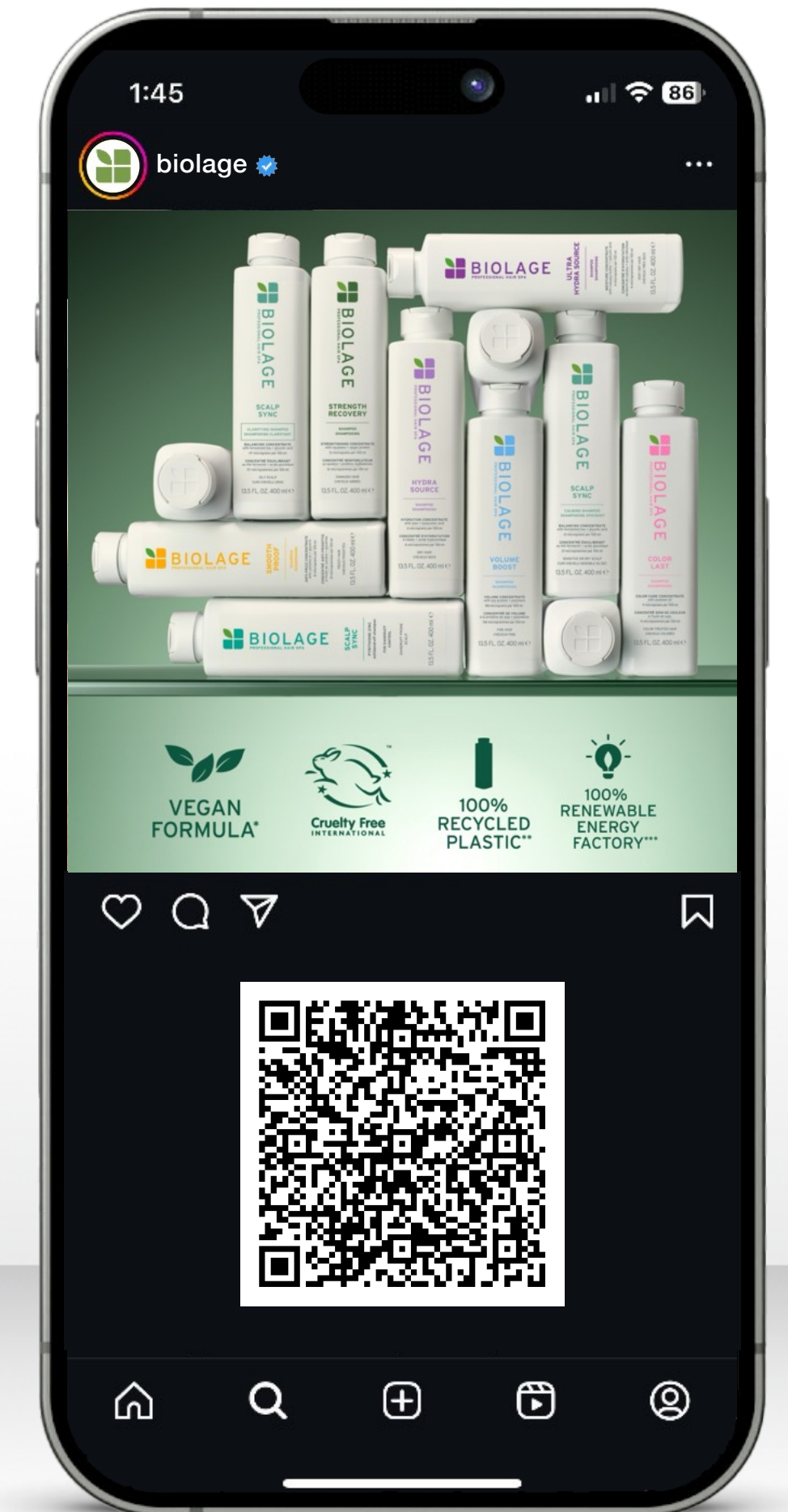
Scan or Click QR Code for each brand
to access relevant materials for each brand.



REDKEN
5TH AVENUE NYC



L'ORÉAL
PROFESSIONNEL
PARIS



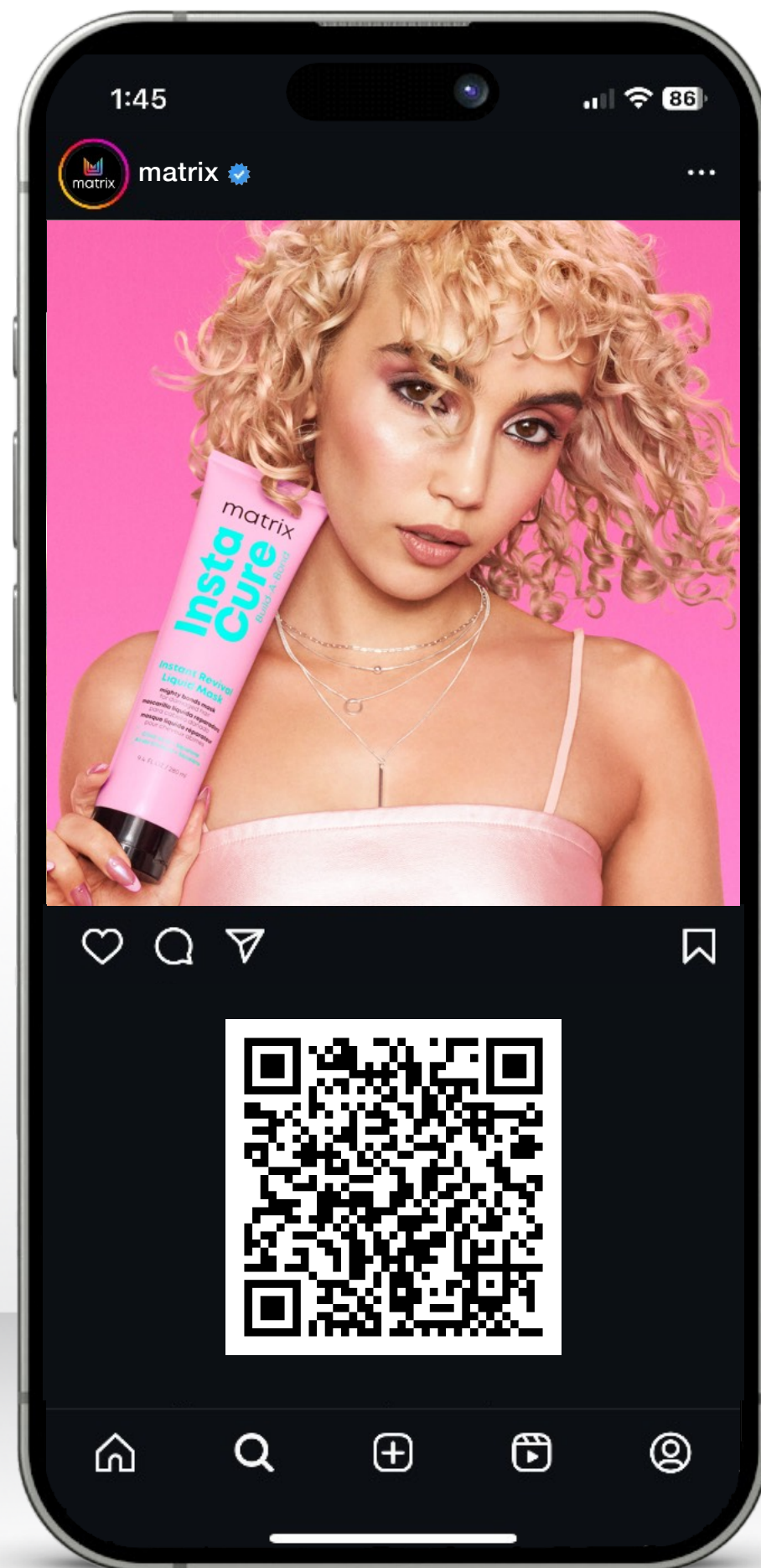
BIOLAGE
PROFESSIONAL HAIR SPA



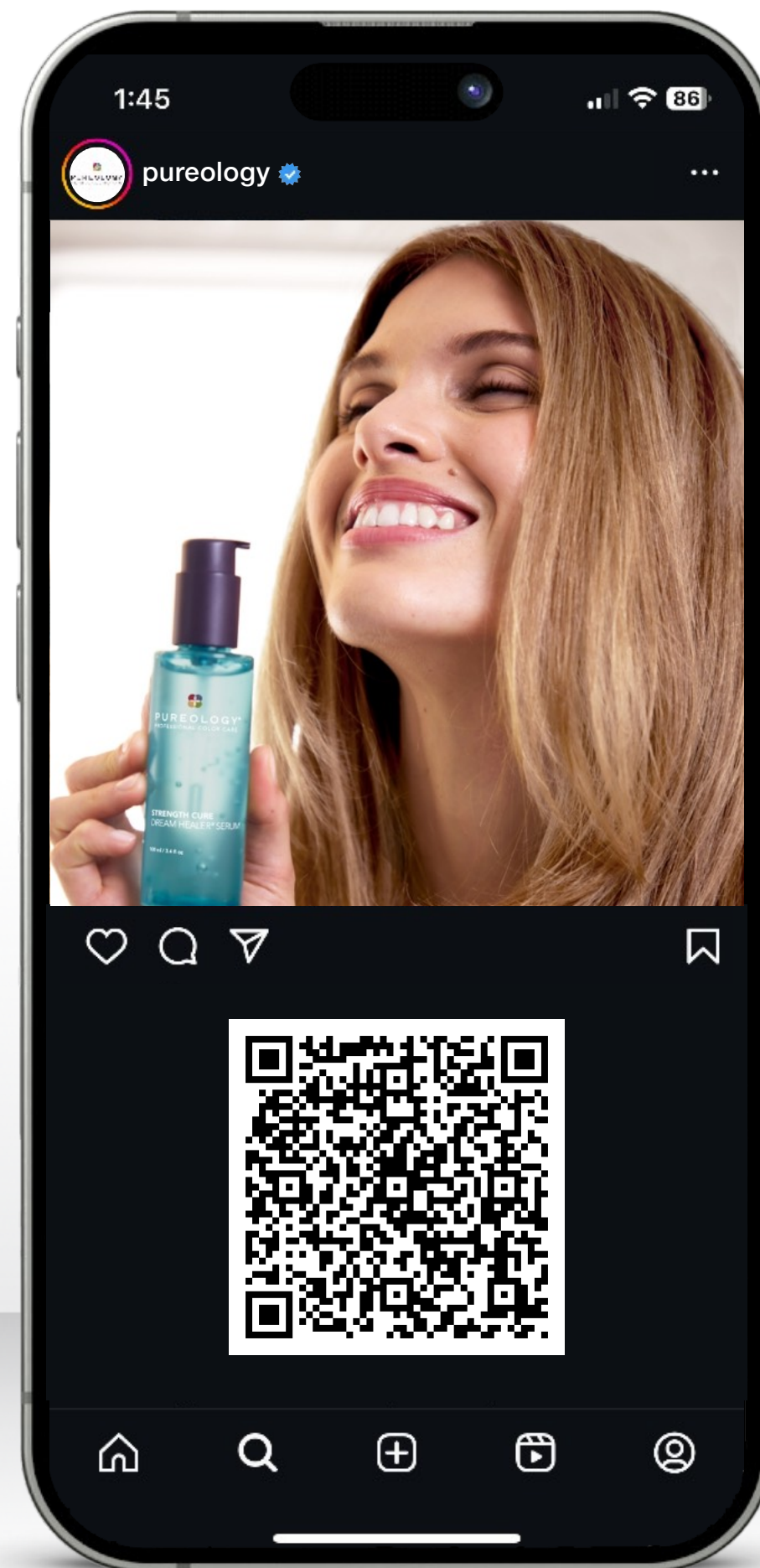
Brand Focuses & What's New

SalonCentric Sales

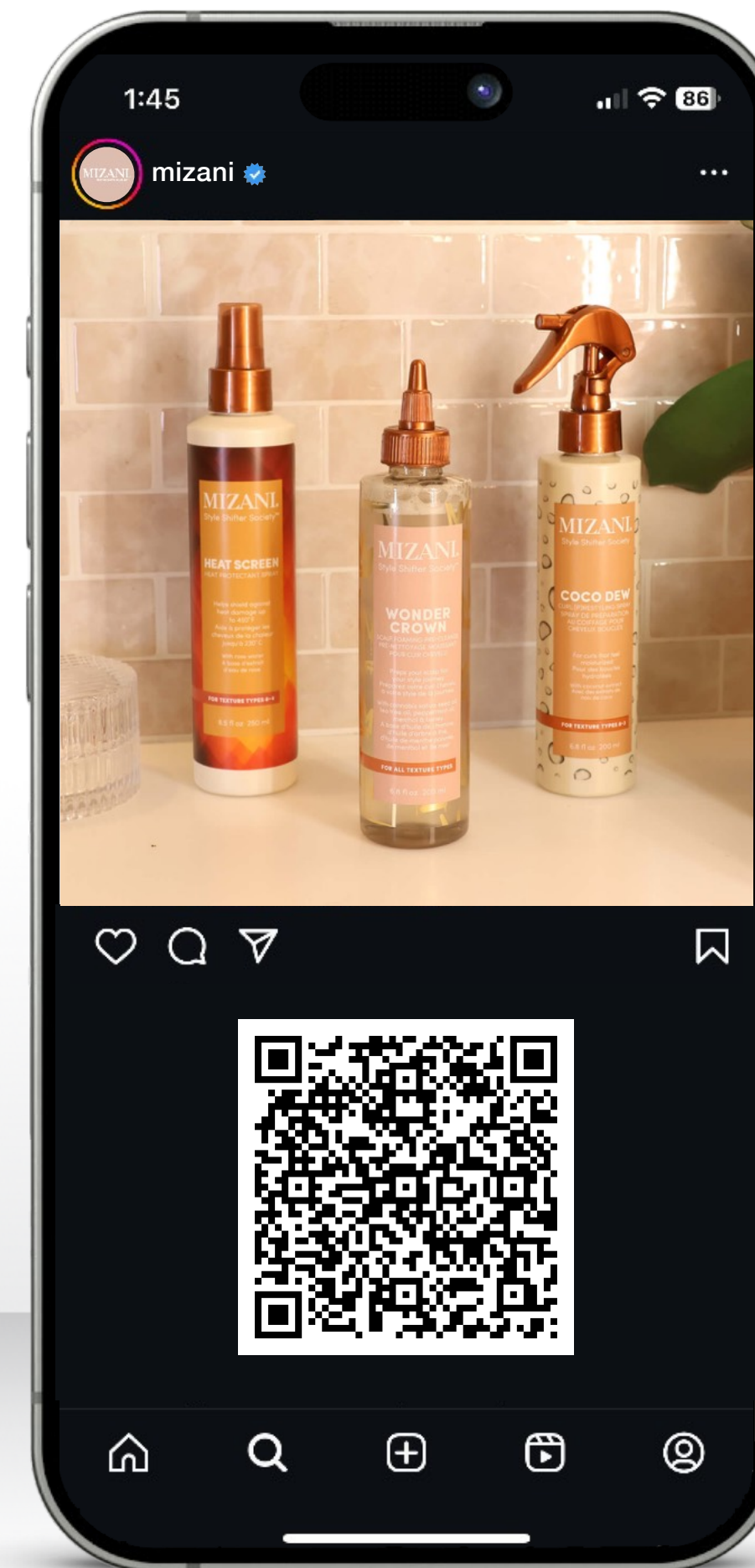
Merchandising



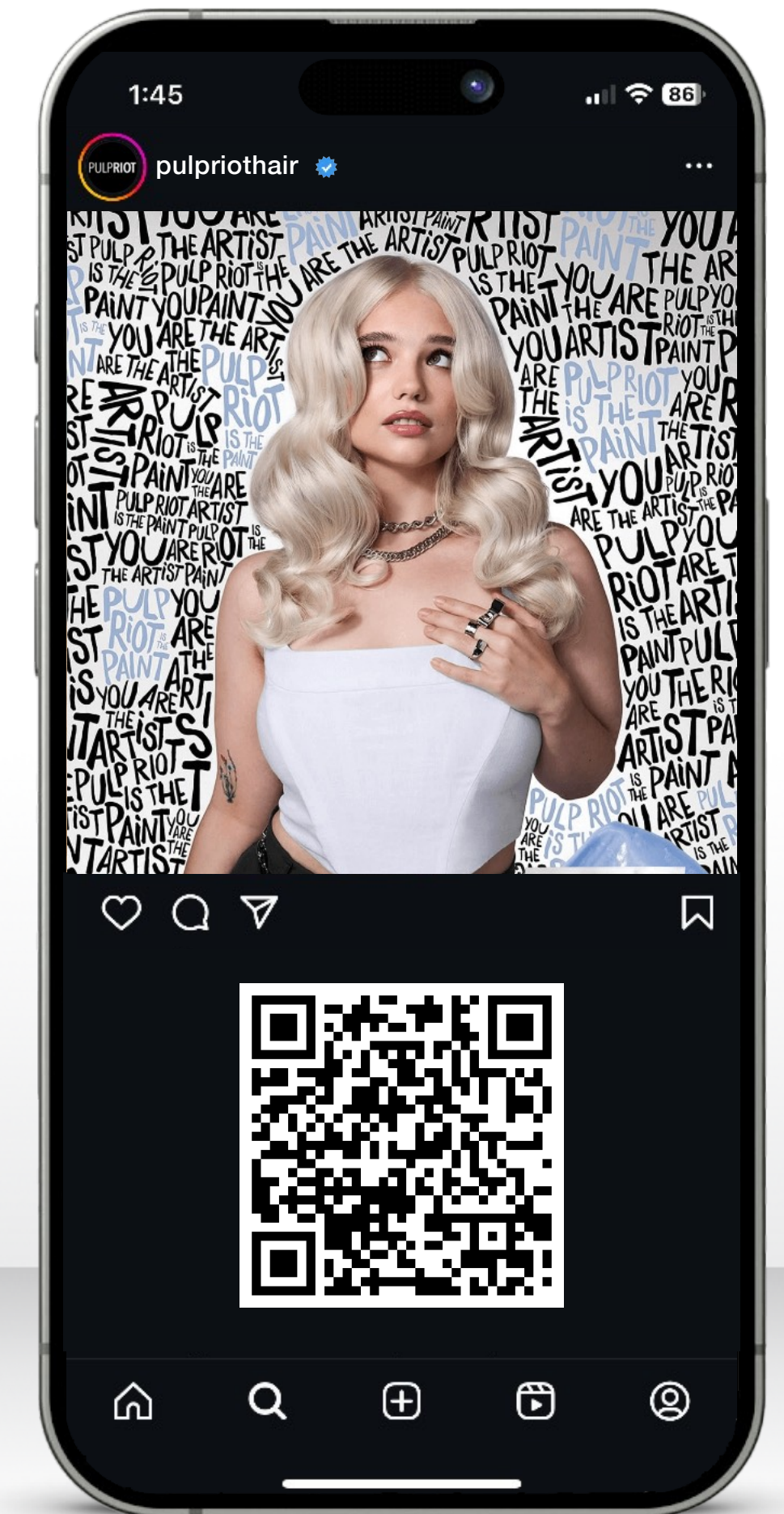
 **matrix**



 **PUREOLOGY®**
PROFESSIONAL COLOR CARE



MIZANI
TEXTURE LOVE SINCE 1991



PULPRIOT

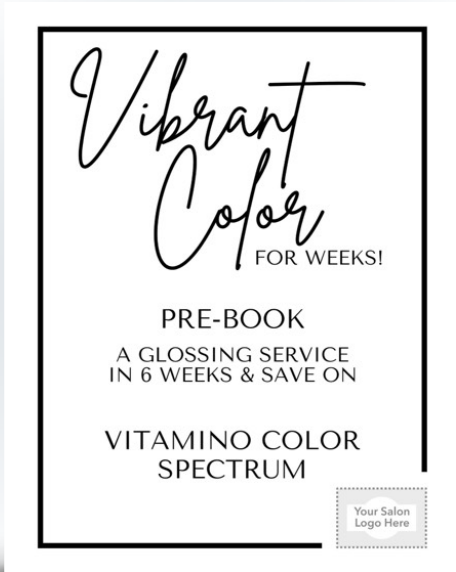


Ready-To-Go Toolkit

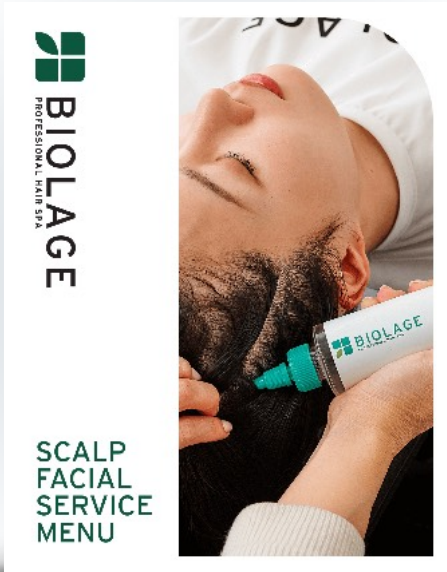
SALON READY!



Redken Launch



LP Launch



Biolage Launch



Pureology Launch



Evergreen



E-Newsletters



Custom Salon Signage Templates Available for Your Brand/Promotional Content

Download & print assets on the next slide.



Ready-To-Go Toolkit



**8.5x11
Easel Signage**



**5x7
Easel Signage**



**E-Blast Newsletter
Active Clients**



**E-Blast Newsletter
Lost Clients**



Insta Stories



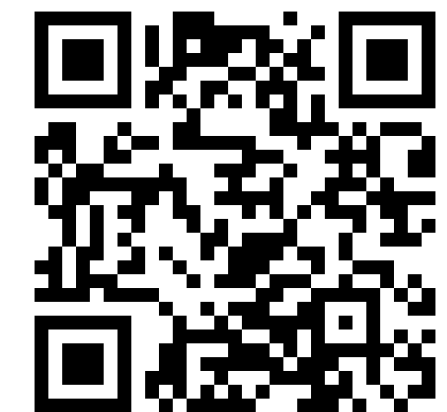
Insta Posts



Facebook Posts



Product Imagery



**How-To-Use
Toolkit on Canva**

Click or scan the QR codes for instant salon signage!

L'ORÉAL

PROFESSIONAL PRODUCTS