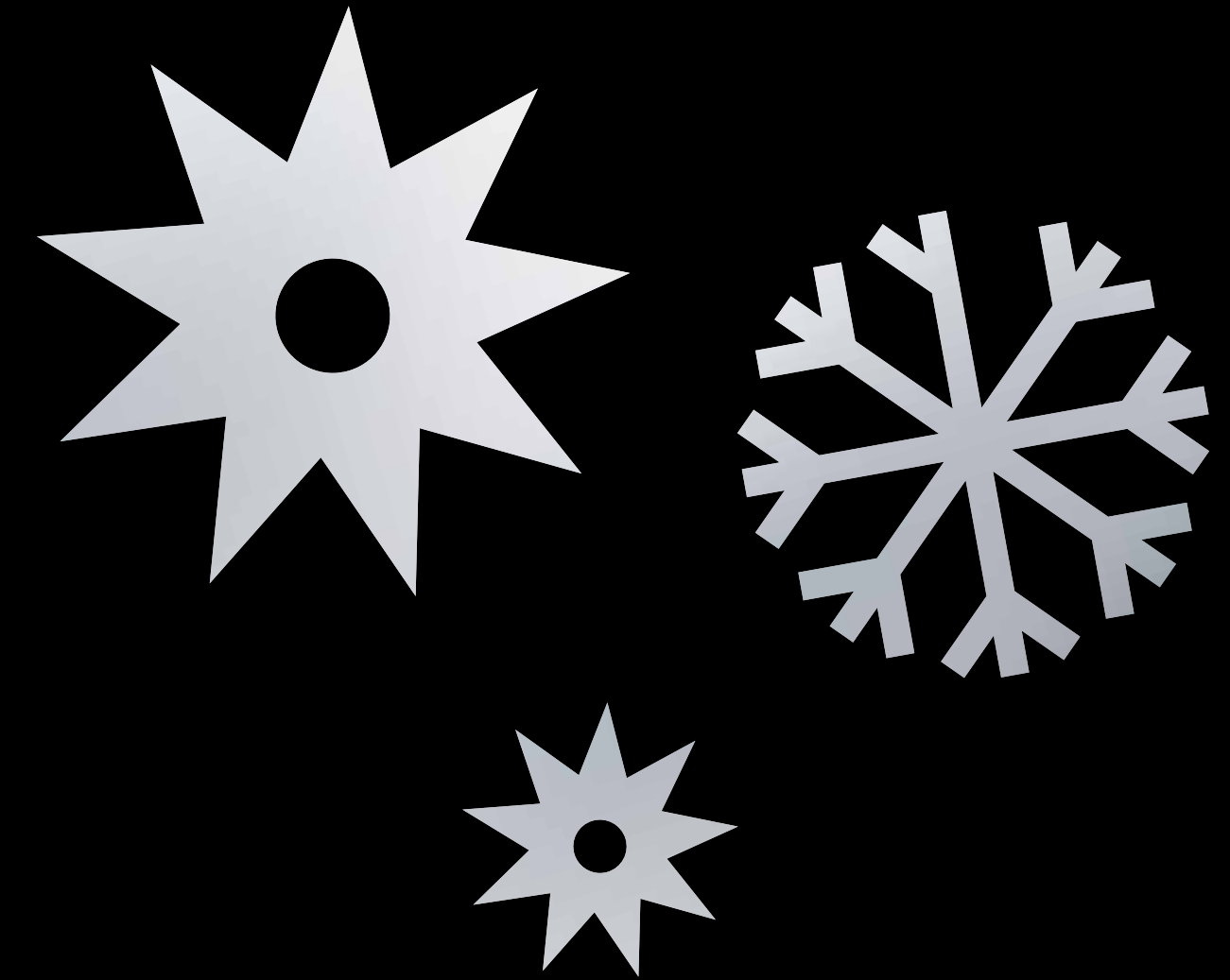


L'ORÉAL
PROFESSIONAL PRODUCTS
BRAND ACTIVATION



BRAND ACTIVATION

Toolkit

NOVEMBER & DECEMBER 2024



TIMELINE & CHECKLIST

September – PLAN AHEAD

Invest in products needed for services and retail

Set a budget for merchandising/display items (pg.10)

Plan out client incentives and staff sales incentives (pg.12-13)

October – PREPARE

Holiday kits go on sale at SalonCentric!

Use the toolkit to customize signage and social content for your incentives (pg.15-16)

Schedule a team huddle to review holiday products, announce incentives and share retail best practices

November – LAUNCH

Put out signage, set up merchandising displays and post on social media

Track staff sales incentive with a leaderboard (pg.12)

Save on SalonCentric Winter Blow Out deals!

December – CELEBRATE

Announce winners of client and staff incentives

January – RECAP

Review sales to determine what worked and what didn't

Refine new retail offerings based on sales

Share findings during a team huddle

Continue to engage new clients from the holiday season

Re-stock on products post-holiday

A GIFT FOR EVERYONE

REDKEN

ALL SOFT HOLIDAY KIT

DRY SHAM HOLIDAY KIT

VOLUME INJECTION HOLIDAY KIT

FRIZZ FIGHTER HOLIDAY KIT

COLOR EXTEND MAGNETICS HOLIDAY KIT

ACIDIC RINSE CONCENTRATE HOLIDAY KIT

ACIDIC COLOR GLOSS HOLIDAY KIT

ONE UNITED HOLIDAY KIT

\$42

\$42

\$42

\$42

\$42

\$42

\$42

L'ORÉAL

PRO-LONGER HOLIDAY KIT

ABSOLUTE REPAIR HOLIDAY KIT

STRENGTH CURE HOLIDAY KIT

ABSOLUTE REPAIR MOLECULAR HOLIDAY KIT

REPAIR HOLIDAY KIT

MINI ABSOLUTE REPAIR MOLECULAR HOLIDAY KIT

MINI REPAIR HOLIDAY KIT

\$98

\$98

\$72

\$72

\$72

\$72

\$72

PUREOLOGY

HYDRATE HOLIDAY KIT

HYDRATE SHINE HOLIDAY KIT

STRENGTH CURE HOLIDAY KIT

STRENGTH CURE HOLIDAY HOLIDAY KIT

PURE VOLUME HOLIDAY KIT

MINI HYDRATE HOLIDAY KIT

MINI HYDRATE SHINE HOLIDAY KIT

MINI STRENGTH CURE HOLIDAY KIT

\$14

\$14

\$14

\$14

\$14

\$14

\$14

BIOLAGE

COLOR LAST HOLIDAY KIT

HYDRATE SOURCE HOLIDAY KIT

VOLUME BLOOM HOLIDAY KIT

SMOOTH REPAIR HOLIDAY KIT

STRENGTH RECOVERY HOLIDAY KIT

BOND THERAPY HOLIDAY KIT

\$40

\$40

\$40

\$40

\$40

\$40

matrix

BRASS OFF HOLIDAY KIT

COLOUR HOLIDAY KIT

KEEP ME VIVID HOLIDAY KIT

MEGA SILK HOLIDAY KIT

A COLOR CAN DREAM HOLIDAY KIT

FOOD FOR SOFT HOLIDAY KIT

HAIR AMP HOLIDAY KIT

A GIRL CAN DREAM MAKE HOLIDAY KIT

REDEFINE BOLD-A-BOND HOLIDAY KIT

\$48

\$48

\$48

\$48

\$48

\$48

\$48

\$48

\$48

YOUR GO-TO TOOLKIT FOR HOLIDAY SUCCESS!

INCENTIVIZE YOUR STAFF

THE AUDIENCE

For the fun-loving staff

THE INCENTIVE

Stylist Bingo
CLICK HERE TO ACCESS

THE EXECUTION

Use our bingo card to run a fun competition amongst your staff

THE PRIZE

Holiday Gift Basket

THE AUDIENCE

For the staff looking to learn new skills

THE INCENTIVE

Pair Up Program
CLICK HERE TO ACCESS

THE EXECUTION

Pair high retail to service and low retail to service stylists for a contest on who can sell the most Holiday kits

THE PRIZE

Bonus for pair who has the highest Holiday kit sales

THE AUDIENCE

For the staff who loves friendly competition

THE INCENTIVE

Staff Leaderboard
CLICK HERE TO ACCESS

THE EXECUTION

Use our leaderboard to keep track of Holiday kit sales

THE PRIZE

Prize for employee with the most stars

THE AUDIENCE

For the staff that loves new business opportunities

THE INCENTIVE

New Customer Incentive
CLICK HERE TO ACCESS

THE EXECUTION

Use our leaderboard to keep track of Holiday kit sales

THE PRIZE

Whichever employee is currently leading gets first choice on walk-in clients

HOLIDAY SPECTACULATOR!

PROFITABILITY

TOTAL PRODUCT COST

TOTAL REVENUE

NET DISCOUNT

TOTAL UNITS

TOTAL SALES PAYOFF

SPRIF PER UNIT

HOLIDAY MERCH

HOLIDAY EVENT/PRIZE

MISC. HOLIDAY SPEND

CLASSIC HOLIDAY SHELF DISPLAYS

Shop the Look!

CLICK HERE TO SHOP ON AMAZON

INCENTIVIZE YOUR CLIENTS

Click to customize!

Raffle Prize Incentive

Charitable Contribution

Service Discount

Retail Discount

L'ORÉAL PROFESSIONAL PRODUCTS BRAND ACTIVATION

BRAND ACTIVATION Toolkit

HOLIDAY 2024

BIOLAGE

L'ORÉAL PROFESSIONNEL

matrix

MIZANI

PULPRIOT

PUREOLOGY

REDKEN

CLICK HERE

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Brand Focuses & Big Bets

1

Sabrina Carpenter First-Ever Redken Global Brand Ambassador!
Light Up & Glow with Lighteners

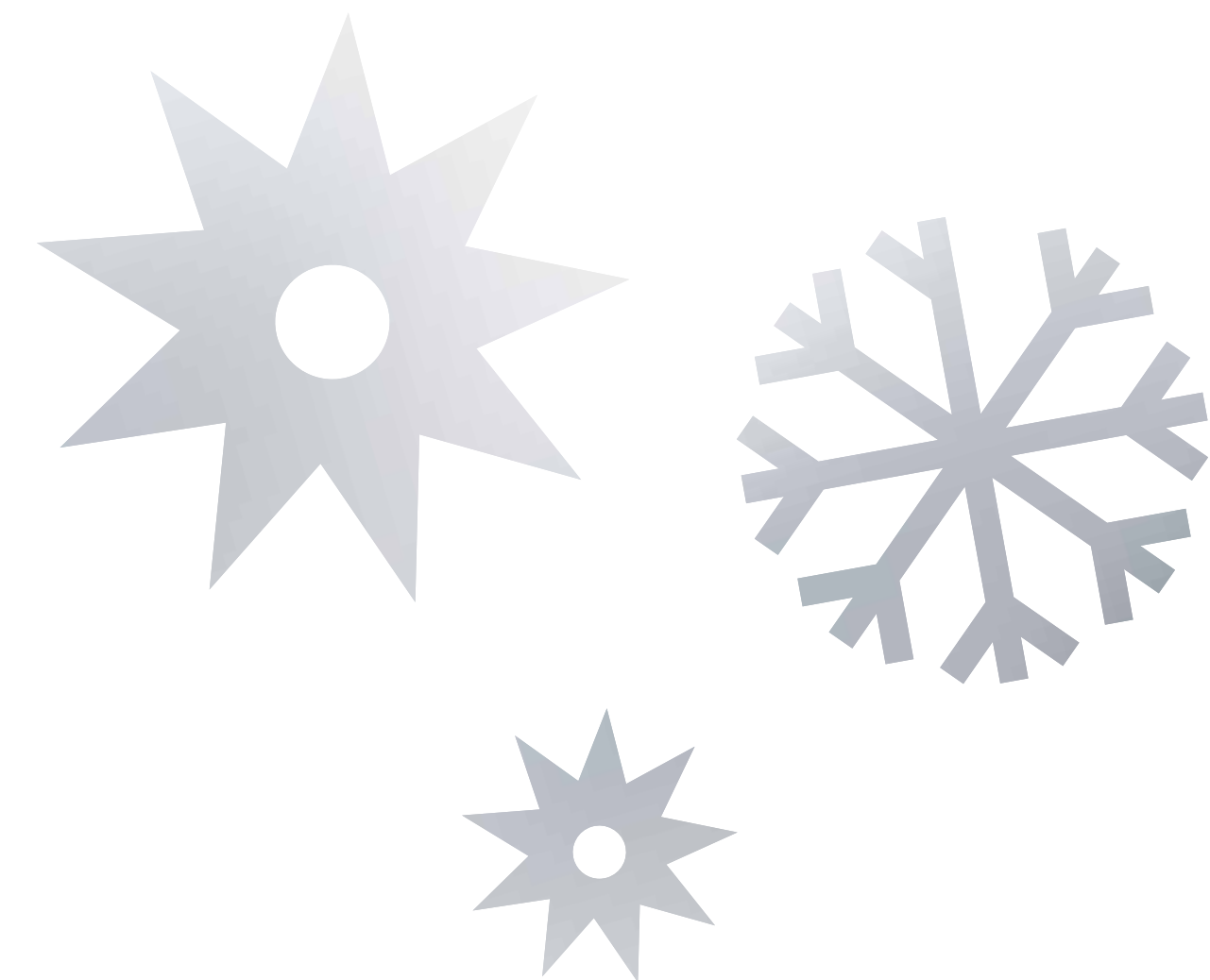
Staying Competitive With Holiday Sales

2

How to: Promote Black Friday & Cyber Monday in Salon!
Ready to print signage templates

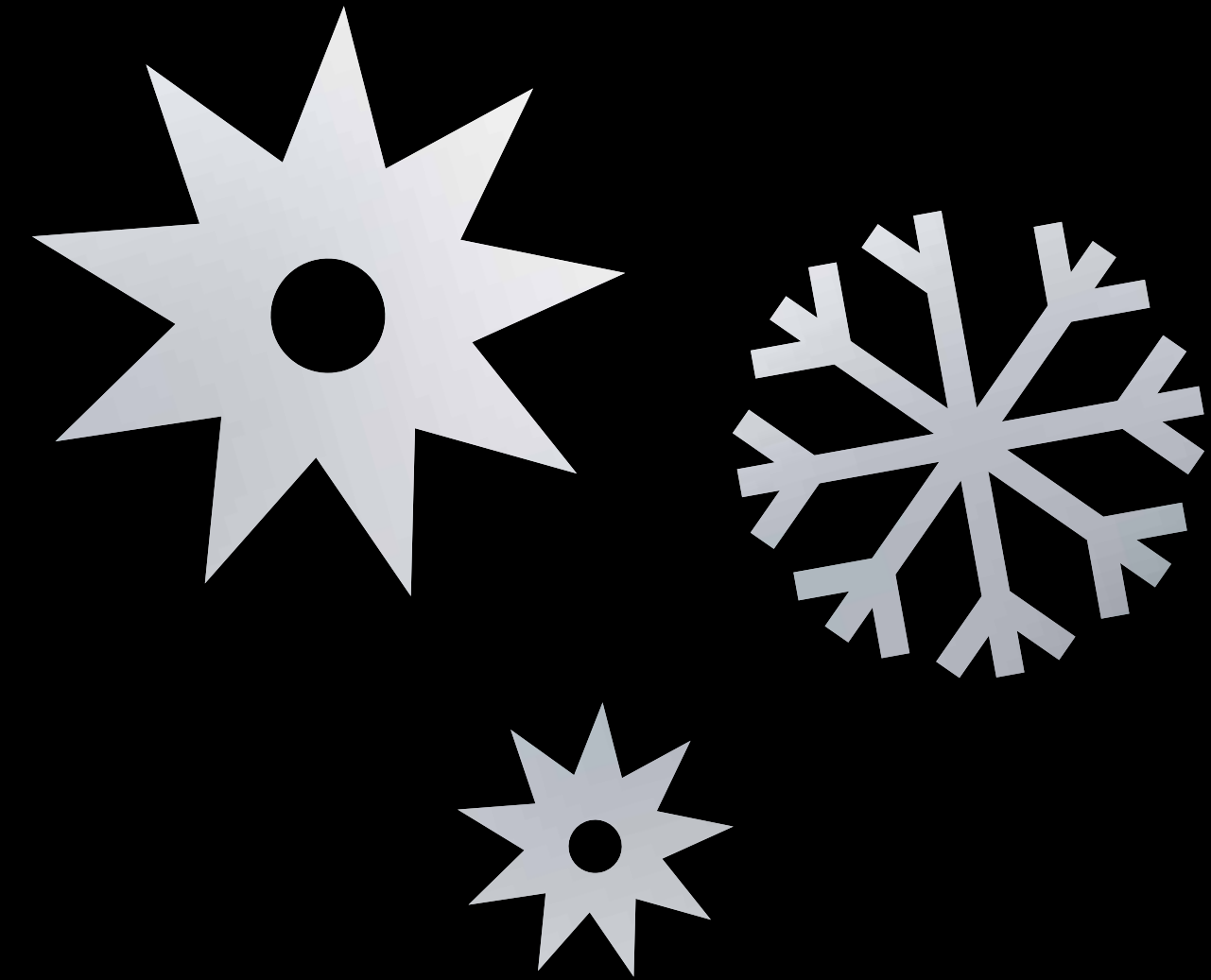
In-Salon Merchandising

3



1

BRAND FOCUSES & Big Bets

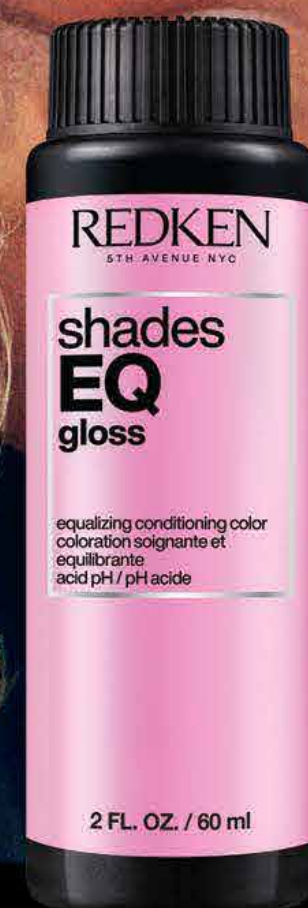


The Sabrina Carpenter Blonde



Redken

The iconic blonde that only
Shades EQ can create.



FROM THE #1 DEMI IN
THE WORLD,* SHADES EQ

Sabrina Carpenter's secret is out!

Sabrina's signature blonde is made of a combination of
Shades EQ 09N, 09G and 010GI. The result is a perfect
buttery dimensional blonde with a hint of iridescence.

HERO SHADES



09N
CAFE AU LAIT



09G
VANILLA CREME



010GI
TAHITIAN SAND



HAIRCOLOR BY
LAURIE HEAPS
@_hairbylaurie

A full-page background image of Sabrina Carpenter. She is shown from the chest up, looking into a large, ornate silver mirror. She has long, wavy blonde hair with bangs and is wearing a white lace-trimmed top. Her reflection is visible in the mirror. The background is softly blurred, showing what appears to be a window with bokeh lights.

Get to know

Sabrina Carpenter

@SABRINACARPENTER

Please, please, please join Redken 5th Avenue in welcoming international superstar Sabrina Carpenter as the brand's first ever Global Ambassador.

A singer, song-writer, actress and beauty icon to multiple generations of women.

Sabrina has sent waves through social media with her show-stopping vintage looks and catchy lyrics. Sabrina took the world by storm in 2024, releasing not one, but two, undisputed "songs of the summer." Featuring impossibly catchy hooks and witty lyrics, her singles "Espresso" and "Please Please Please" reached #1 on the Spotify global chart and #1 on the Billboard Hot 100 chart, respectively, and her viral Coachella performance and Saturday Night Live debut all but broke the internet.

Did you know? Sabrina's iconic hairstyle has been powered by Redken. Garnering millions of views for her look, it's Shades EQ that creates her brilliant blonde, while ABC provides the ultimate in hair repair. Together, this partnership is truly a match made in hair heaven.

Bring the Sabrina Carpenter Blonde Technique to Your Salon

CLICK HERE

[#TheSabrinaCarpenterBlonde Tech Guide](#)



CLICK HERE

[#TheSabrinaCarpenterBlonde Mirror Cling](#)



CLICK HERE

[#TheSabrinaCarpenterBlonde Client Facing Easel](#)



PULPRIOT



CLAY LIGHTENER
Levels of lift: 7



#BLONDE AF
Levels of lift: 9



CREAM BLEACH
Levels of lift: 9

REDKEN
5TH AVENUE NYC



UP TO 7
Levels of lift: 7



BLONDE ICING
Levels of lift: 7



FLASH LIFT |
BONDER INSIDE
Levels of lift: 8



FLASH LIFT 9
BONDER INSIDE
Levels of lift: 9

NEW LOOK!

L'ORÉAL
PROFESSIONNEL
PARIS



MAJIMÈCHES
Levels of lift: 5



PLATINIUM PLUS
Levels of lift: 7



MULTI TECHNIQUE
8 | WITH BONDER
INSIDE
Levels of lift: 8



BLOND STUDIO 9 |
WITH BONDER
INSIDE
Levels of lift: 9



BLOND STUDIO
CLAY 7
Levels of lift: 9

matrix



CURL LIGHTS
LIGHTENING CREAM
Levels of lift: 5



CURL LIGHTS LIGHTENING
ACCELERATOR CREAM
Levels of lift: 5



LIFT + TONE
Levels of lift: 6



OPEN AIR
PRE-BONDED
Levels of lift: 7

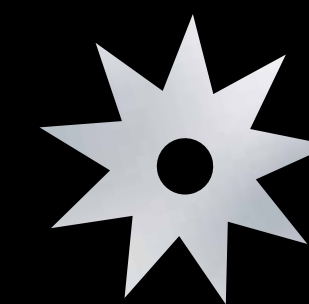


LIGHT MASTER |
PRE-BONDED
Levels of lift: 8



HIGH RISER
PRE-BONDED
Levels of lift: 9

A Complete Portfolio To Help Your Clients *Light Up & Glow* This Season



1. Prepare your staff with
product knowledge

[CLICK HERE](#)
FULL PRODUCT GUIDE

2. Run a client promotion to
encourage lightening services

[CLICK HERE](#)
SUGGESTED PROMO SIGNAGE

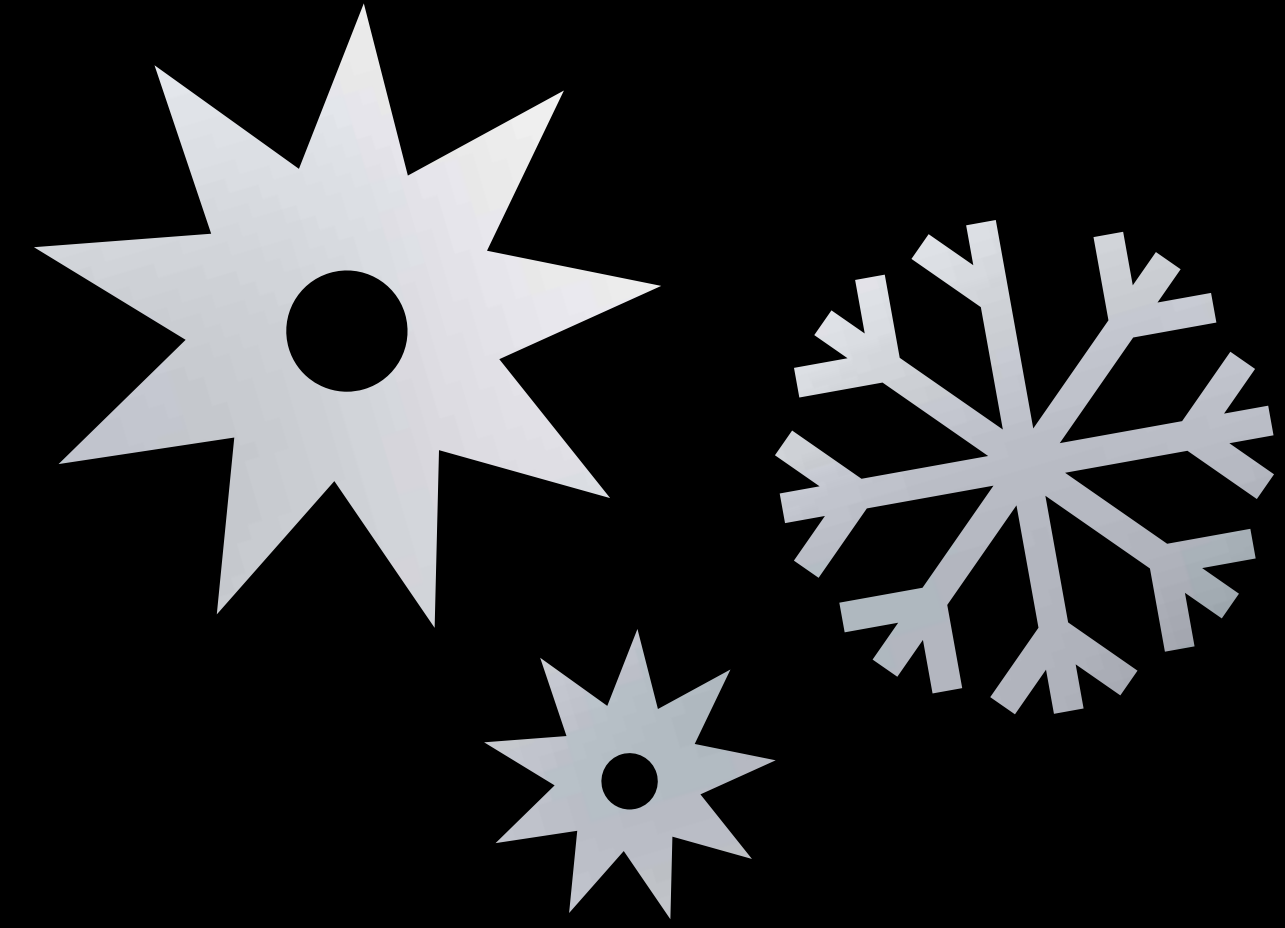
3. Incentivize your staff with a raffle entry for every lightening
service performed. Winner of drawing gets a prize!

Suggested
Promo Signage



Use with this editable
enhancement menu!





STAYING COMPETITIVE with Holiday Sales

STAY COMPETITIVE IN YOUR RETAIL MARKET WITH AN EXCITING HOLIDAY PROMOTION

Competitive Pricing Strategy

How to compete while staying profitable?

COMPETITIVE
RETAILER

30% OFF



~~\$32.00~~ **\$22.40**

By passing on
your savings!

SALONCENTRIC
NOVEMBER OFFER

20% OFF



~~\$18.13~~ **\$14.50**

Take advantage of the
20% off price!

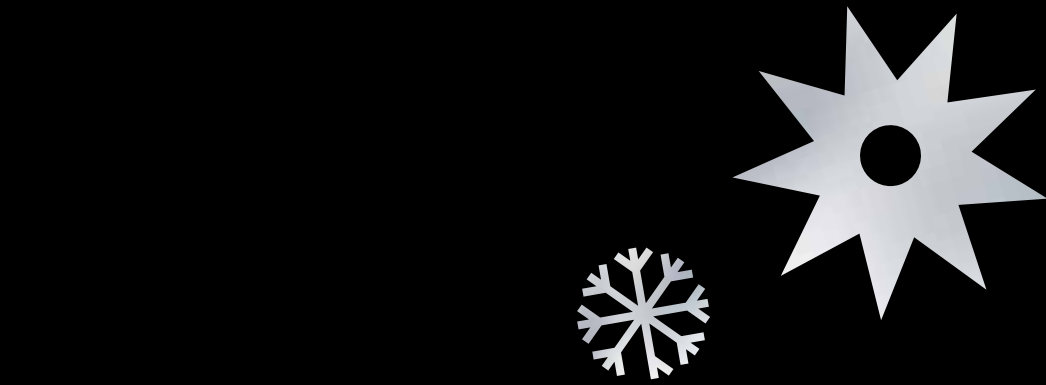
IN-SALON
CLIENT COST

30% OFF



~~\$32.00~~ **\$22.40**

Your Profit = **\$7.90**



Black **SALE** FRIDAY

The biggest sale of the year is here!

Salon Partner
Logo Here

Black Friday Cyber Monday

SALE

Grab a bag, fill it up, & receive

XX% OFF

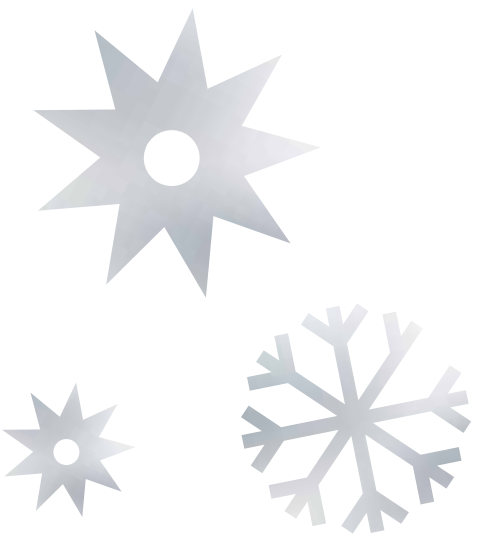
your entire haul.

Limited Time
Suggested Sell-Through Promo

Win This Holiday Season

Your clients will be seeking deals! Use distributor discounts to your advantage and pass the savings on to your clients!

THE BEST DEALS OF THE YEAR ARE HERE!



- 🎁 Remember to make it fun and engaging!
- 🎁 Make offers competitive
- 🎁 Promote special offers on social media to drive traffic

Instagram Post/Ad suggestions. Feature in-store merchandise images of displays or a generic countdown.

Example Posts:

#days to go – our biggest sale ever! What are you going to fill your bag with?

more days until our biggest sale. Limited time offer, grab what you love!

Treat Yourself All Weekend Long!



Product/Haul



Spin The Wheel



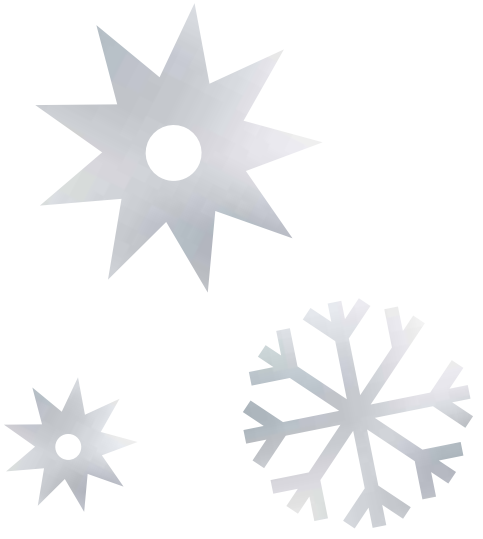
Gift Card Bonus Event



Raffle

Turn Holiday Traffic into New Year's Success!

Pick Your Favorite!



Complimentary Service



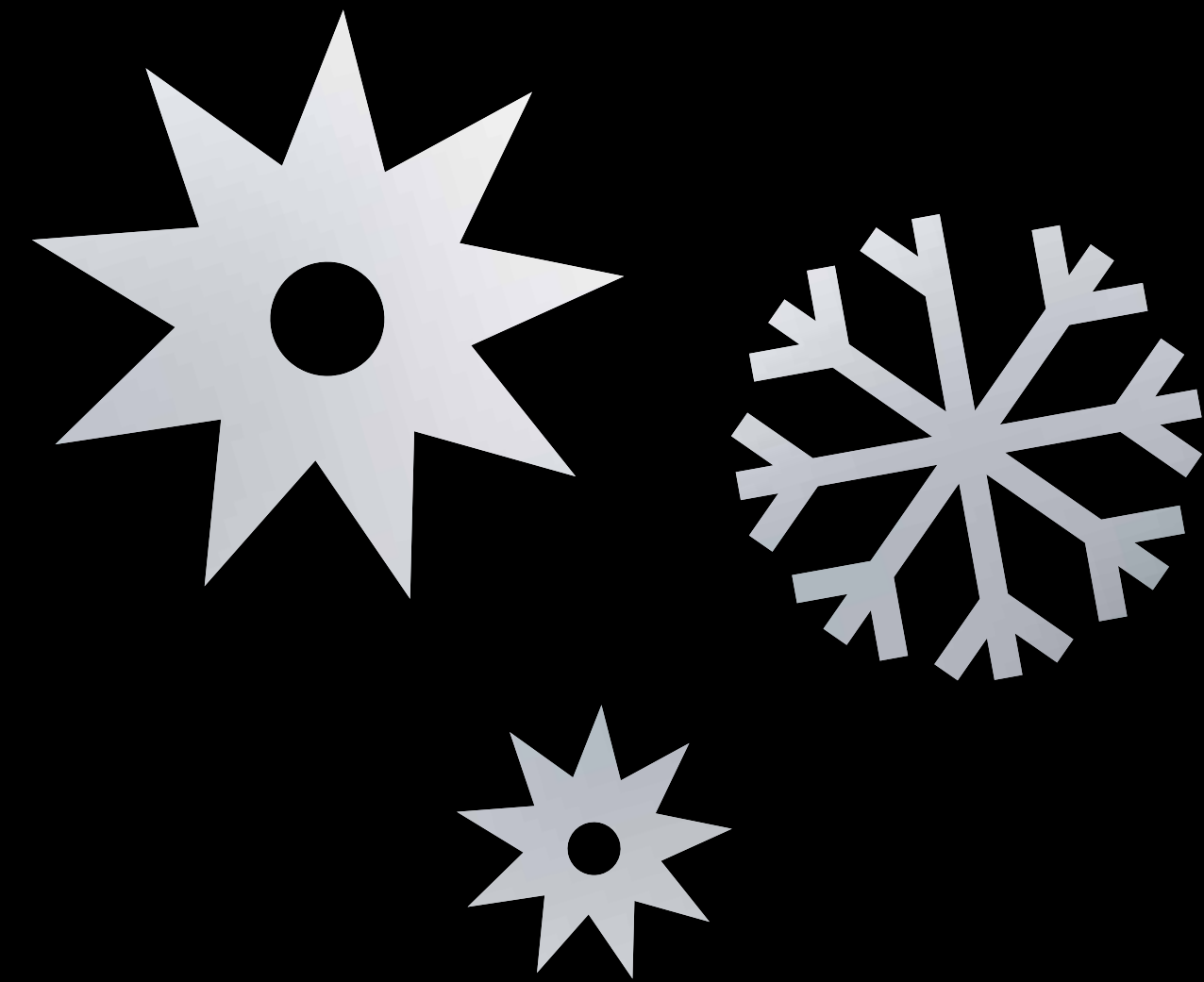
Salon Credit

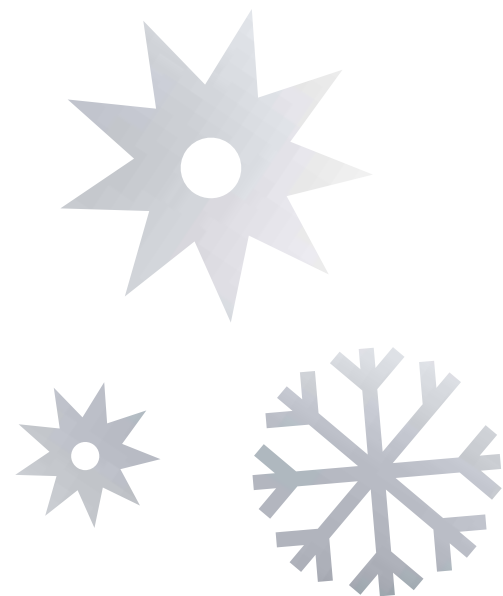


Raffle

S

In-Salon Merchandising





READY-TO-GO SIGNAGE TOOLKIT



Download & Print Assets on the Next Slide

SABRINA CARPENTER



ENHANCEMENT MENUS



EVERGREEN

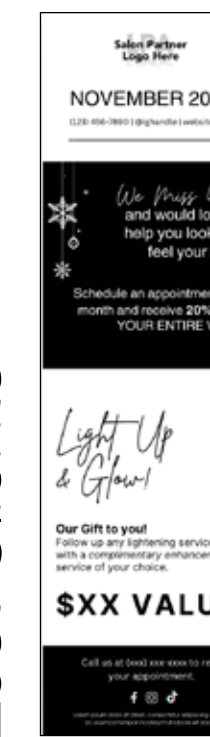


E-NEWSLETTERS

Active Clients



Lost Clients

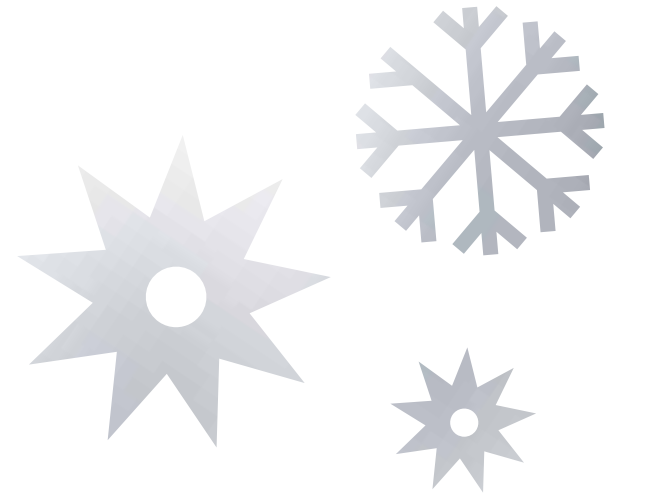


BRAND/PROMOTIONAL CONTENT - Available in all 3 Holiday templates!



READY-TO-GO TOOLKIT

Click or Scan the QR Codes for Instant Salon Signage!



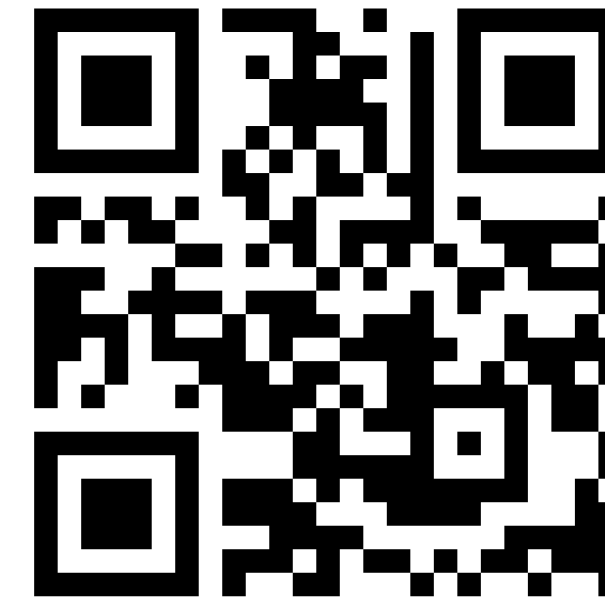
8.5x11 Easel Signage



5x7 Easel Signage



E-Blast Newsletter
Active Clients



E-Blast Newsletter
Lost Clients



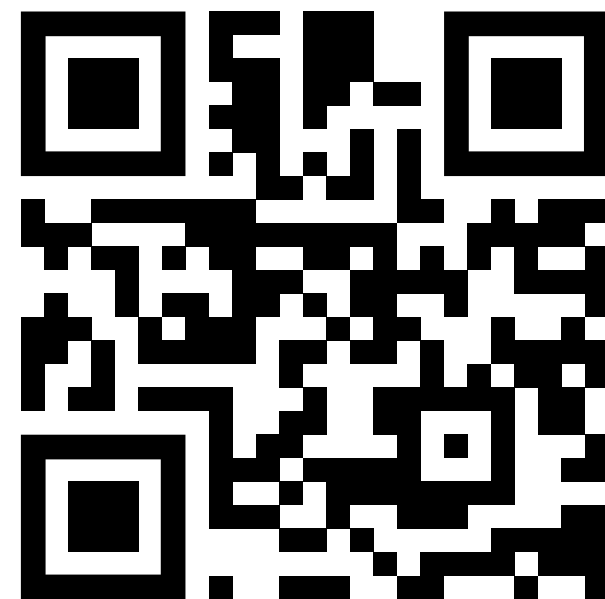
Enhancement Menus



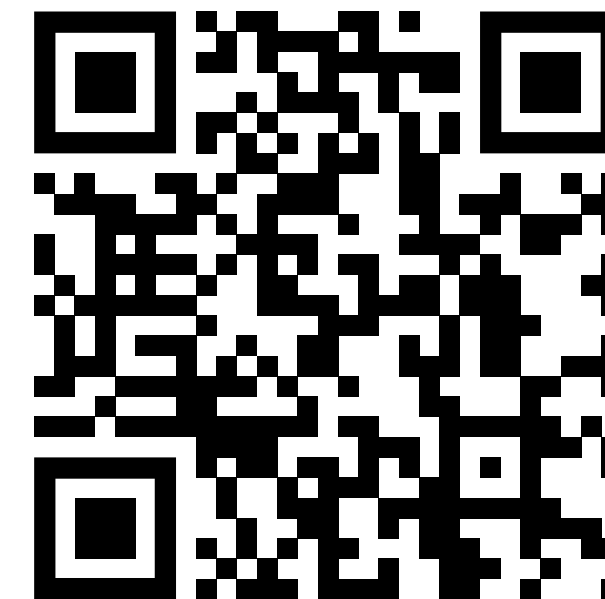
Insta Stories



Insta Posts



FaceBook Posts



Product Imagery
*to help customize
signage*



How-To-Use
Ready-To-Go
Toolkit on Canva

THANK YOU!

L'ORÉAL
PROFESSIONAL PRODUCTS
BRAND ACTIVATION

