

L'ORÉAL
PROFESSIONAL PRODUCTS
BRAND ACTIVATION

MAKE IT HOT



TABLE OF CONTENTS

How To Make It The Hottest Summer In Your Salon

Splash & Summer Blow-Out Sales

Summer Hair Needs

Client Incentives

1

Bring These Ideas To Life

Merchandising & Display Options

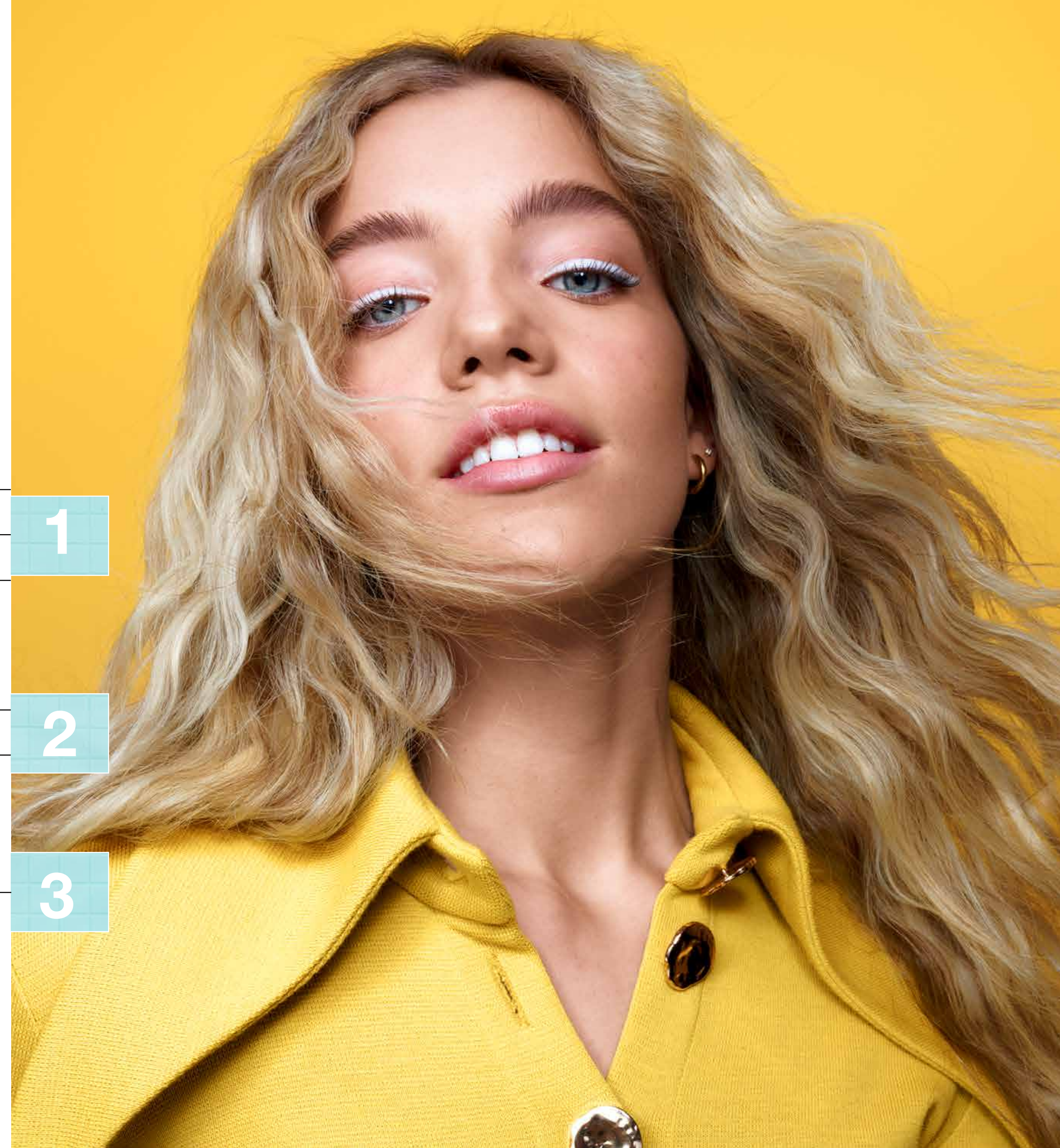
Timeline/Checklist For Success

2

Ready-To-Use Toolkit

Ready-To-Go Toolkit Assets

3



SUCCESS FORMULA

USE **SAVINGS**
FROM MAJOR
DEALS TO RUN
INCENTIVES



PLAN *AHEAD*
FOR **CHANGING**
CLIENT NEEDS
IN THE SUMMER



CELEBRATE
THE **HOTTEST**
SUMMER AT
YOUR SALON

SPLASH SALE!

2-DAY SALE
JUNE 10TH - 11TH

40% OFF
TOOLS

20% OFF ALL
LIGHTENERS & DEVELOPERS

50% OFF DOOR DAZZLERS
MAX QTY 4 OF EACH

CLICK ON
PRODUCT IMAGE
FOR PRODUCT
KNOWLEDGE



ABC Intensive Treatment 150ml
Brews Maneuver
Spray Wax
Spray Smooth



ARM Rinse Off Serum
ARM Leave-In Mask



Vavoom Extra Hold Freezing Spray
So Silver Purple Conditioner 300ML



Texture Finishing Spray 5 oz
On The Rise Root-Lifting Mousse
Shine Bright Taming Serum
Refresh & Go Dry Shampoo 5.3oz



Color Last Purple Shampoo 400ML
Color Last Acidic Milk Rinse



25 Miracle Leave in Cream
Butter Blend Sensitive Scalp Rhelaxer Kit



Barcelona Toning Shampoo Liter
Belfast Toning Conditioner 10oz

SEIZE THE SUMMER **BLOW OUT!**

3-DAY SALE
JUNE 16TH -18TH

15% OFF ALL
BRANDS

12% OFF ALL
COLOR 12+ TUBES

50% OFF DOOR DAZZLERS
MAX QTY 4 OF EACH

CLICK ON
PRODUCT IMAGE
FOR PRODUCT
KNOWLEDGE



Extreme Play Safe 450 Treatment
Extreme Conditioner 300ML
Extreme Shampoo 300ML
Extreme CAT Treatment



Vitamino 10-in-1
Absolut Repair Mask 250ML



Food For Soft Oil 50ML
Opticurl Extra Body Wave
Brass Off Conditioner 300ML



Strength Cure Conditioner 266ML
Strength Cure Shampoo 266ML
Color Fanatic 400ML



Volume Bloom Shampoo 400ML
Volume Bloom Conditioner 400ML



25 Miracle Milk 8.5 oz
25 Miracle Oil



Clay Lightener

DOOR DAZZLER TIP: USE AS A GIFT WITH PURCHASE



CLIENT SATISFACTION



INTRODUCING
A NEW PRODUCT



PROFIT



Buy an **ASSORTMENT** of door dazzers to meet every client's needs!

HOW TO OFFER A GIFT WITH PURCHASE



EXAMPLE OFFER:
Free Mizani Miracle Milk with any treatment service

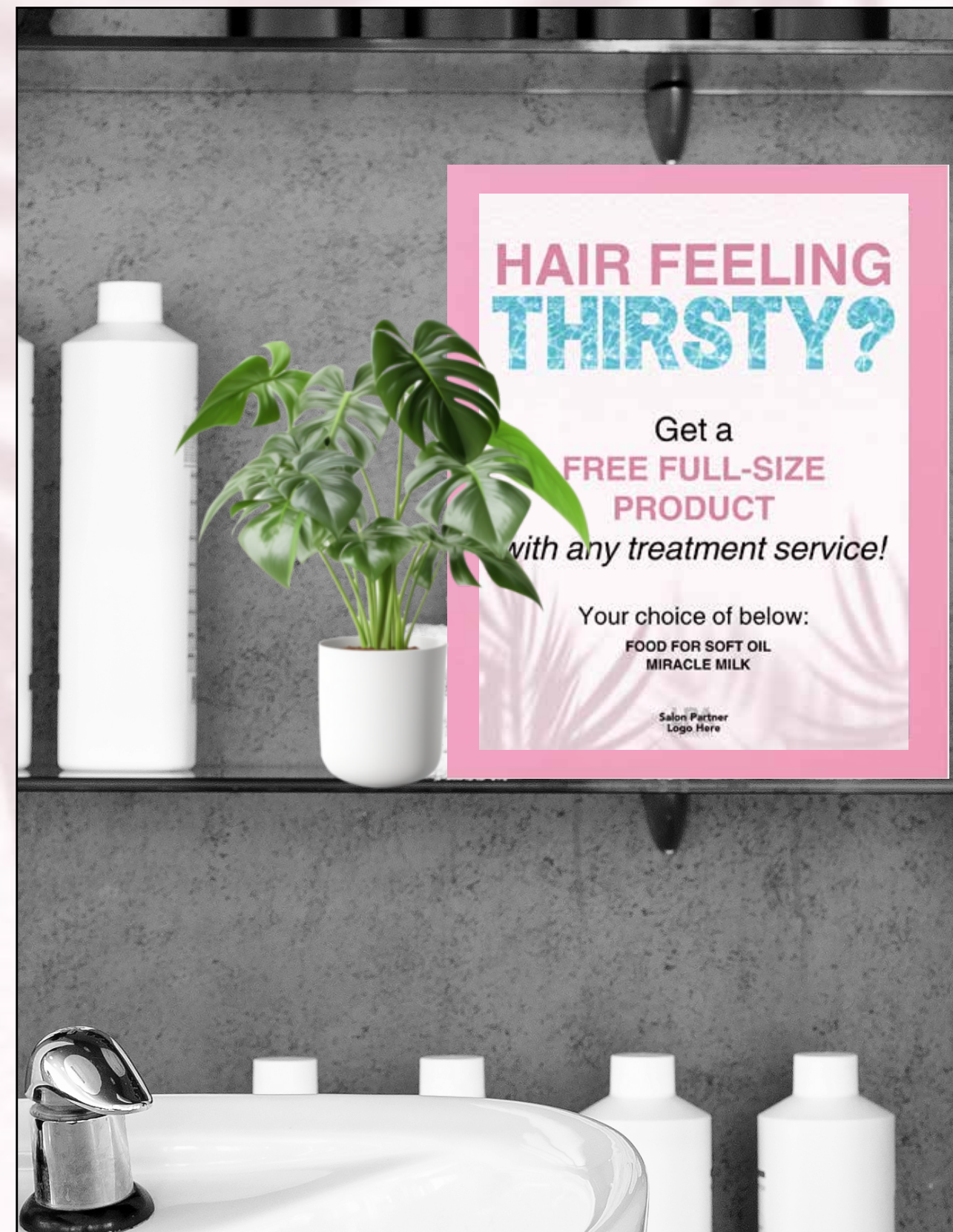
Treatment Price	\$40
Less: Cost of Full-Size Gift	-\$6.25
Revenue	\$33.75



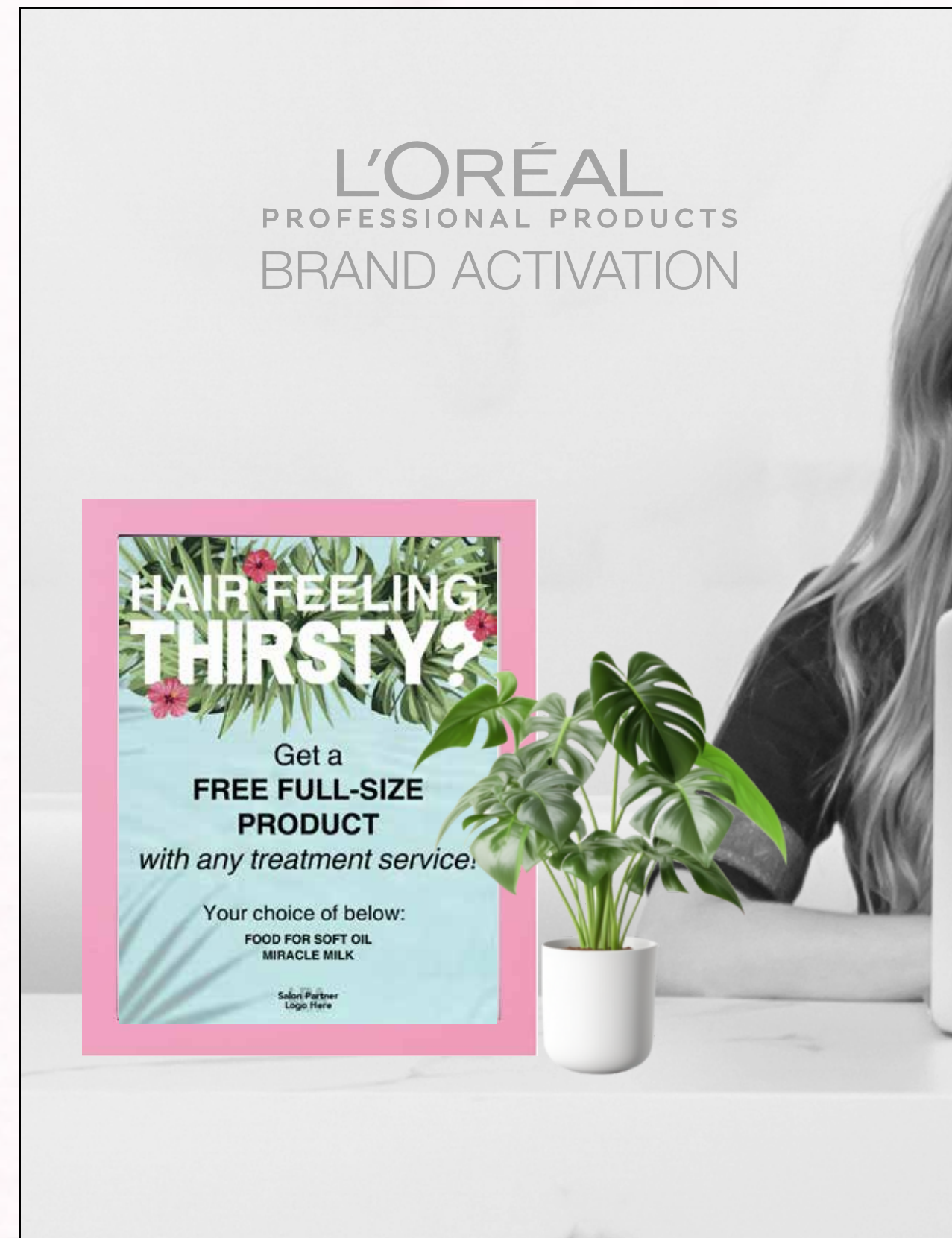
EXAMPLE OFFER:
Free Food For Soft Oil with any treatment service

Treatment Price	\$40
Less: Cost of Full-Size Gift	-\$7.75
Revenue	\$32.25

ULTIMATE **SUMMER** SALE



Back Bar Signage



Front Desk Signage



Station Signage

HOT TOPIC

BRIGHTER & BOLDER COLOR

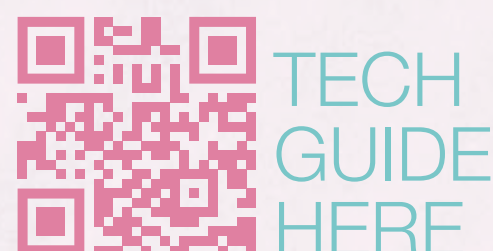
CLIENT CONVERSATION STARTER: “It’s Summer! How are you feeling about your hair color?”

BOGO 50% OFF LIGHTENERS

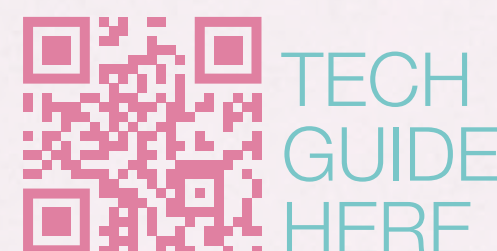
BRIGHTER & MORE DIMENSIONAL



**LP French
Balayage Milky**



**Redken Shades EQ
1001 Blondes**



BOLDER MUST-HAVES



Pulp Riot To Dye For



3X
LEVEL
POINTS:
PULPRIOT
IN JUNE

Click for
inspiration
and technique

Click for
must-haves

HOT TOPIC

DETOXIFY

CLIENT CONVERSATION STARTER:

“Did you know that metals accumulate in everyone’s hair, wash after wash, causing breakage and color fading?”



TRY
FOR
\$15
METAL
DETOX
MINI
PRE-TREATMENT



TRY
FOR
\$49
METAL
DETOX
PRE-TREATMENT
(28% SAVINGS)

**CLICK ON
PRODUCT IMAGE
FOR PRODUCT
KNOWLEDGE**

PROTECT YOUR HAIR WITH **METAL DETOX** THIS SUMMER
87% less breakage* | **100%** reliable color results

*Instrumental test: Metal Detox pre-treatment + technical procedure + shampoo + mask.

PROTECT & MAINTAIN COLOR AT HOME

CLIENT CONVERSATION STARTER:

“During the Summer, it is typical for hair color to dull and fade. How important is it for you to protect and maintain your color?”

IGNITE YOUR
SHADES EQ SHINE.

35%
OFF
(TRY FOR \$14)
REDKEN ACIDIC
COLOR GLOSS
TREATMENT



25%
OFF
COLOR
FANATIC



20%
OFF
MATRIX
XL MASKS



20%
OFF
BIOLAGE
ALL-IN-ONE
PRODUCTS



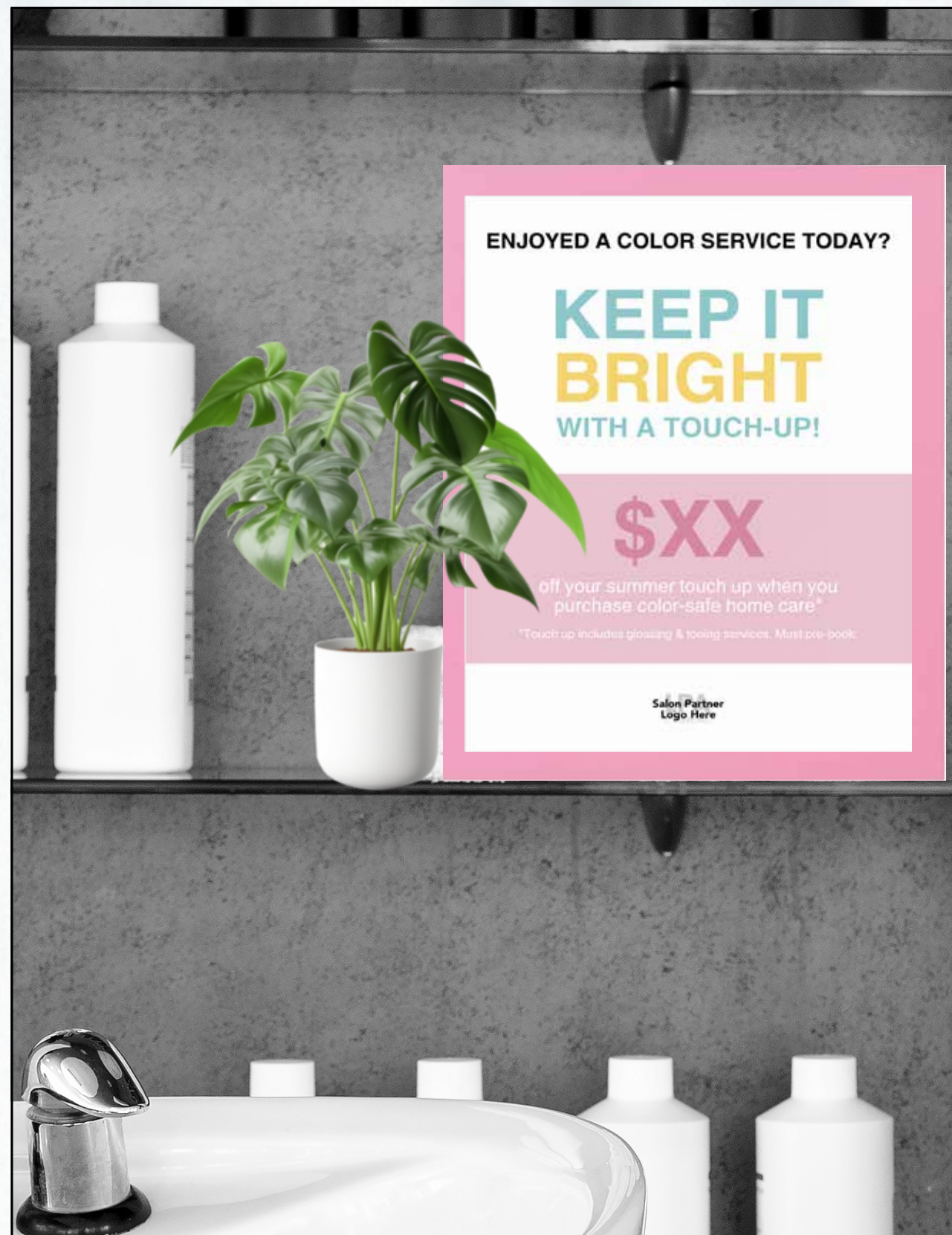
25%
OFF
BIOLAGE
LITERS
20%
OFF
REDKEN
& MATRIX
LITERS

CLICK ON
PRODUCT IMAGE
FOR PRODUCT
KNOWLEDGE

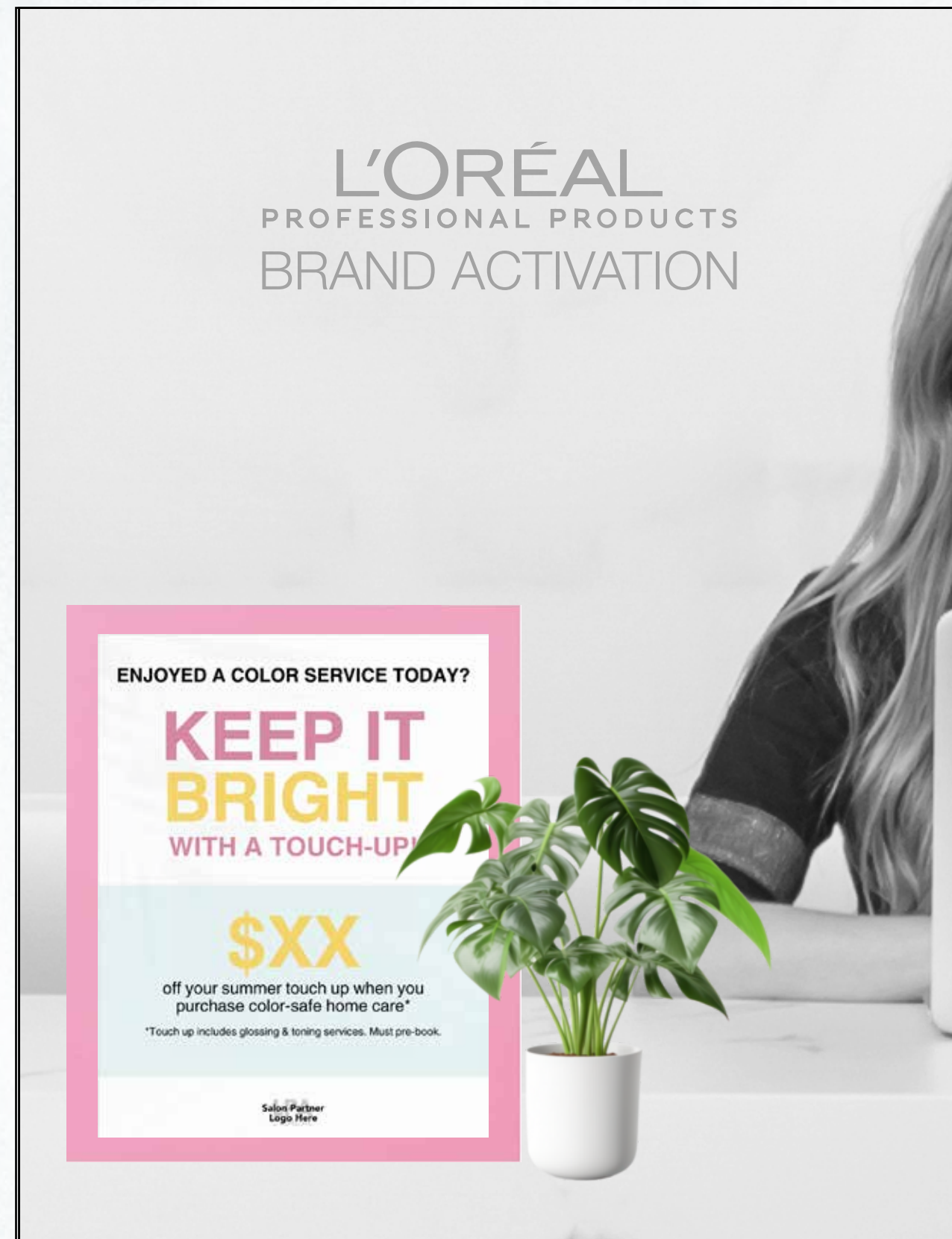


GET YOUR SUMMER **GLOW** ON

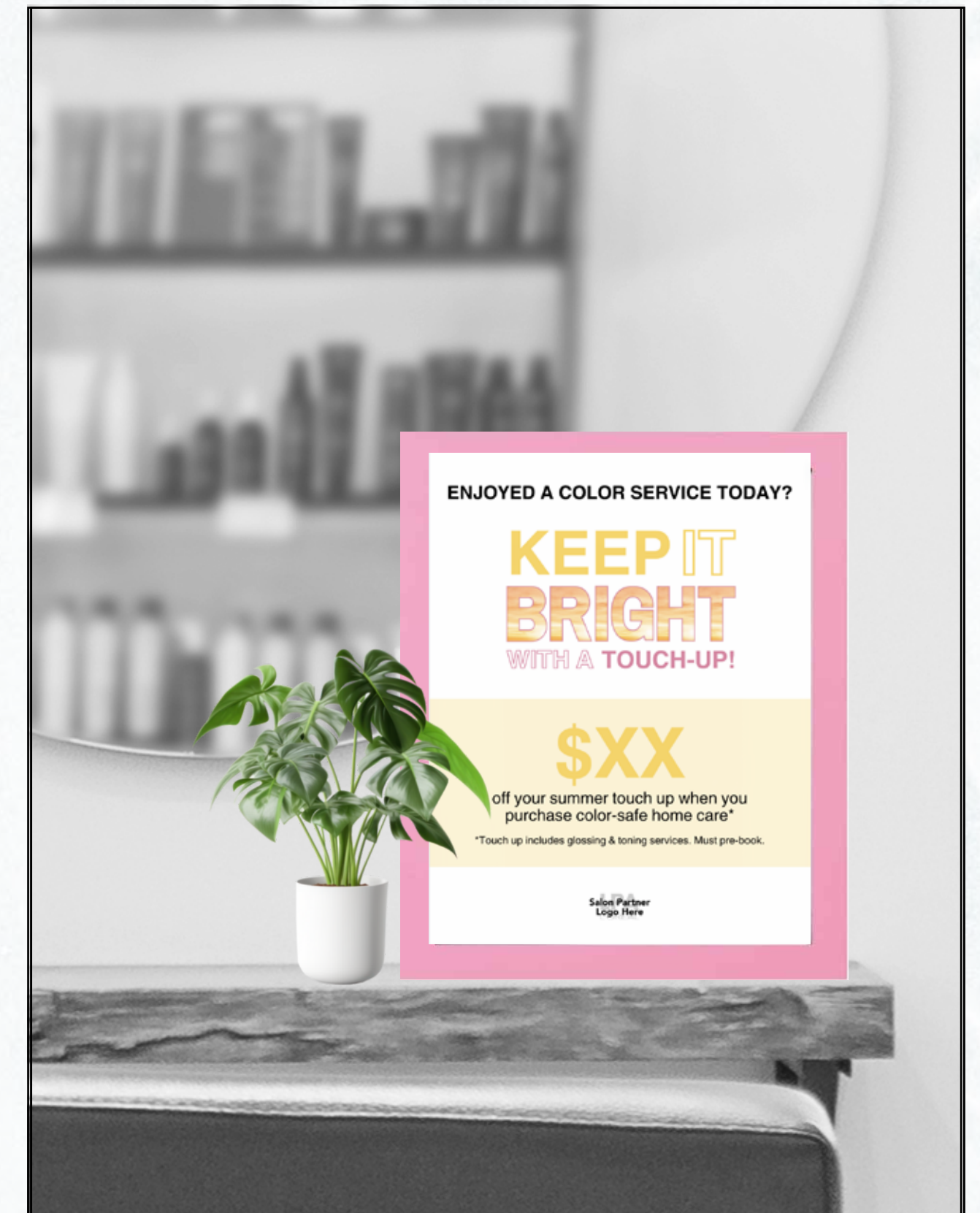
Ensure Long-Lasting Color and Shine with Home Care Essentials



Back Bar Signage



Front Desk Signage



Station Signage

LOWER MAINTENANCE STYLES

DID YOU KNOW
65% OF THE
U.S. POPULATION
HAS **WAVY** OR
CURLY
HAIR?

Show them how to **enhance**
their *natural texture!*



NEW!
A CURL CAN DREAM **WAVE**

CLIENT CONVERSATION STARTER:
“What does your daily routine look like in Summer?”

Empower your wavy-haired clients to SCRUNCH N’ GO!
Incorporate A Curl Can Dream into your clients’ hair regimens for lower maintenance styles.

A Curl Can Dream Full Line Up

new!

Weightless Moisture Shampoo

Gentle Cleansing Shampoo

Moisture Preserving Co-Wash

new!

Weightless Moisture Conditioner

Rich Moisture Mask

new!

Scrunch N’ Go Defining Spray

Moisturizing Definition Cream

Light-hold Gel

Light Weight Nourishing Oil

Clean

Treat

Define & Enhance

Nourish

WE
Care
FOR
Your
HAIR

Receive a **complimentary** hair lesson with every service when you purchase any product.

Salon Partner
Logo Here

Click **HERE** for ready-to-go sell-through signage

Click **HERE** for launch product knowledge

12

COMPETITIVE PRICING STRATEGY

Stay Competitive In Your Retail Market With An In-Salon Client Trial Offer

How to compete while staying profitable?

COMPETITIVE
RETAILER
20% OFF



~~\$20.00~~ **\$16.00**

By passing on
your savings!

SALONCENTRIC
LAUNCH OFFER
20% OFF



~~\$10.00~~ **\$8.00**

Take advantage of the
20% off price!

IN-SALON
CLIENT COST
FULL PRICE



\$20.00

Your Profit = **\$12.00**

IN-SALON
CLIENT COST
20% OFF



~~\$20.00~~ **\$16.00**

Your Profit = **\$8.00**

RIDE THE BEACHY WAVES HAIR INCENTIVE

ENCOURAGE CLIENTS TO EMBRACE NATURAL, BEACHY TEXTURE FOR A CHANCE TO WIN!

SUMMER WAVES
& **CURLS**
GIVEAWAY!

WIN A
BEACH LOUNGER

Earn a chance to win with any curl
product purchase of **\$XX**.

Salon Partner
Logo Here

Click **HERE** to
download and print
a leaderboard

WIN BIG

Purchase 2
outdoor
chaise loungers
\$120 (\$60 each)
as the prize!

1

TEAM INCENTIVE

Reward 1 point
to each staff member
for every curl product
sale over \$40

2

CLIENT INCENTIVE

Reward 1 raffle ticket
to each client who
makes a curl product
purchase of
\$40 or more

3

MORE PROFIT

Break even
with only 3 qualifying
retail purchases

4

L'ORÉAL
PROFESSIONNEL
PARIS



Curl Expression

MIZANI
TEXTURE LOVE SINCE 1991



True Textures

CURLS AND WAVES

HELP CLIENTS EMBRACE
THEIR TEXTURE
AT ANY PRICE POINT!

REDKEN
5TH AVENUE NYC



Acidic Bonding Curls

REDKEN
5TH AVENUE NYC



All Soft Mega Curls

matrix



A Curl Can Dream

TIMELINE & CHECKLIST

1ST WEEK OF JUNE: INVESTMENT

- Purchase into SalonCentric deals _____
- Review Ready-To-Go Signage for in-salon promotions (pg. 19)
- Decide which promotions to run and use relevant signage & digital content from toolkit
- Purchase in-salon display & merchandising items (pg. 17-18)
- Set up stylist incentive (pg. 14)
- **SIGN UP** for complimentary digital education on L'Oréal ACCESS for relevant product knowledge

JUNE-JULY: EXECUTION

- Set up display
- Put out signage
- Post digital content
- Launch promotions & incentives

MID-JULY: REVIEW

- Take down signage & merchandising
- Review success of promotions
- Award prize for incentive
- Discuss wins & learnings with your team



Scan or Click Here
to Download Your
Printable Checklist



TABLE **DISPLAY**



Shop the look **HERE!**

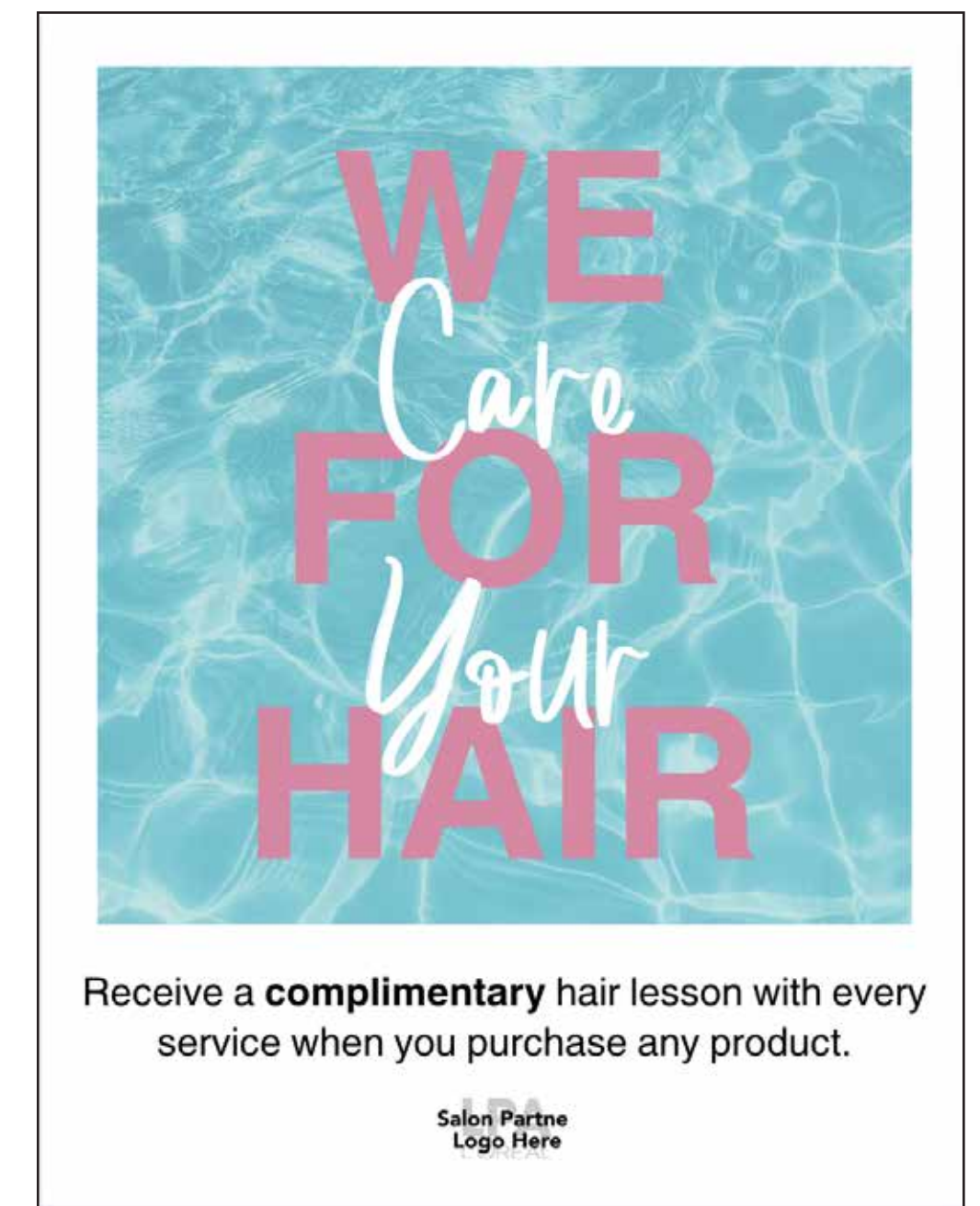
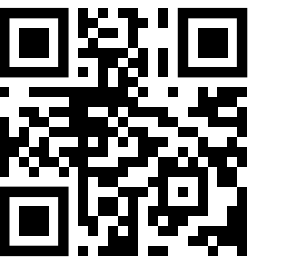


Thank You For Shopping
Small Signage



SHELF DISPLAY

Shop the look [HERE!](#)



Receive A Complimentary Hair Lesson
When You Purchase A Product Signage.

STAY **HOT** THIS SUMMER

READY-TO-GO TOOLKIT

Download
& Print on
Next Page

Access Assets on the Next Slide!

EVERGREEN SIGNAGE



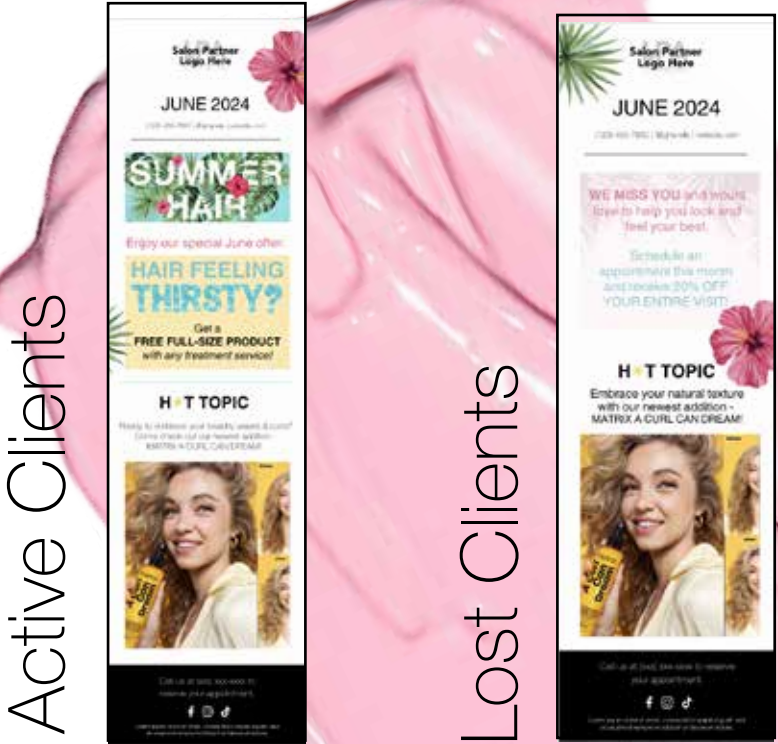
REDKEN ACG SIGNAGE



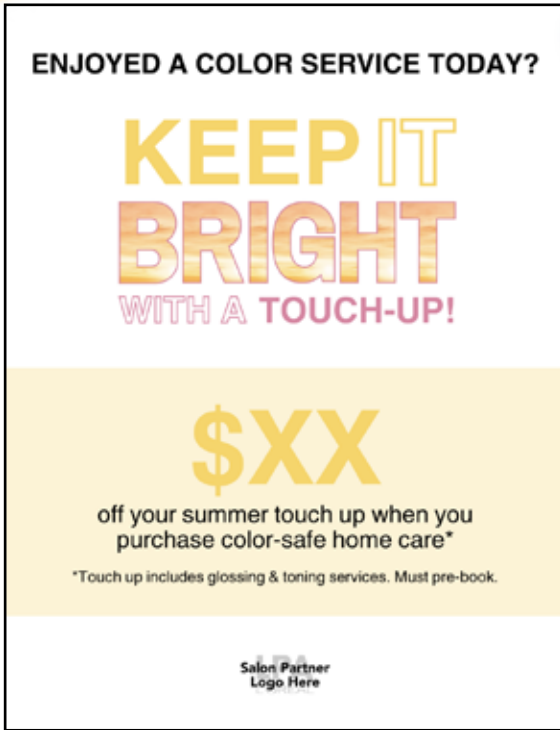
MATRIX ACCD SIGNAGE



E-NEWSLETTERS



PROMOTIONAL CONTENT



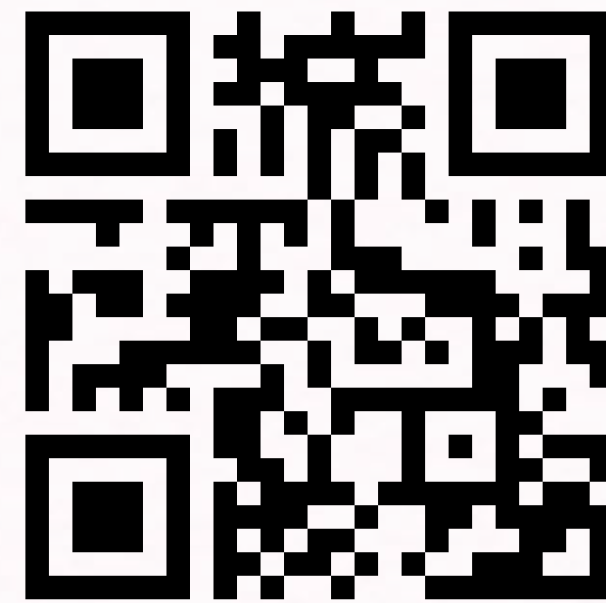
STAY **HOT** THIS SUMMER

READY-TO-GO **TOOLKIT**

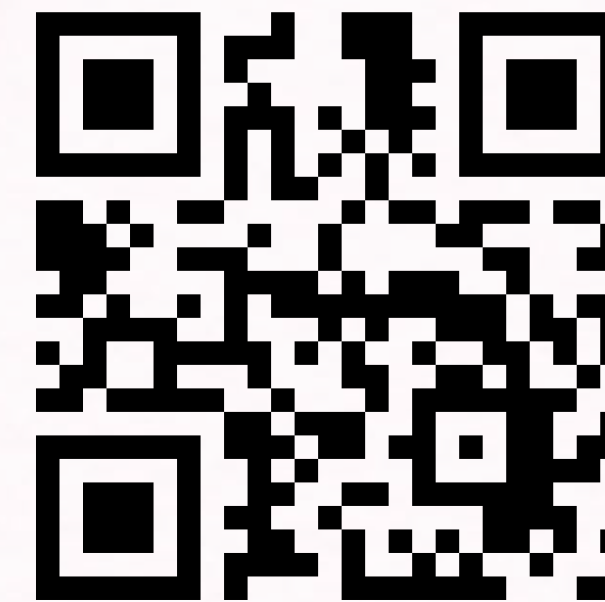
Click or Scan the QR Codes Below!



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
*to help customize
signage*



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



SUMMER HAIR DOCUMENTARY

L'ORÉAL
PROFESSIONAL PRODUCTS
BRAND ACTIVATION