

brand activation

TOOLKIT

JUNE 2025

L'ORÉAL
PROFESSIONAL PRODUCTS

 **BIOLAGE**
PROFESSIONAL HAIR SPA

L'ORÉAL
PROFESSIONNEL
PARIS

 **matrix**

MIZANI
TEXTURE LOVE SINCE 1991

PULPRIOT

 **PUREOLOGY**
PROFESSIONAL COLOR CARE

REDKEN
5TH AVENUE NYC



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Summer Color, Texture & Care

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Liter Sale

**4 July In-Salon Merchandising
(Independence Day)**
Tables
Shelf
Cash Wrap/Reception



Brand Highlights

Summer Color, Texture & Care





Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

matrix Summer Color Cocktails

Shake Up Your Shades
with SoColor!

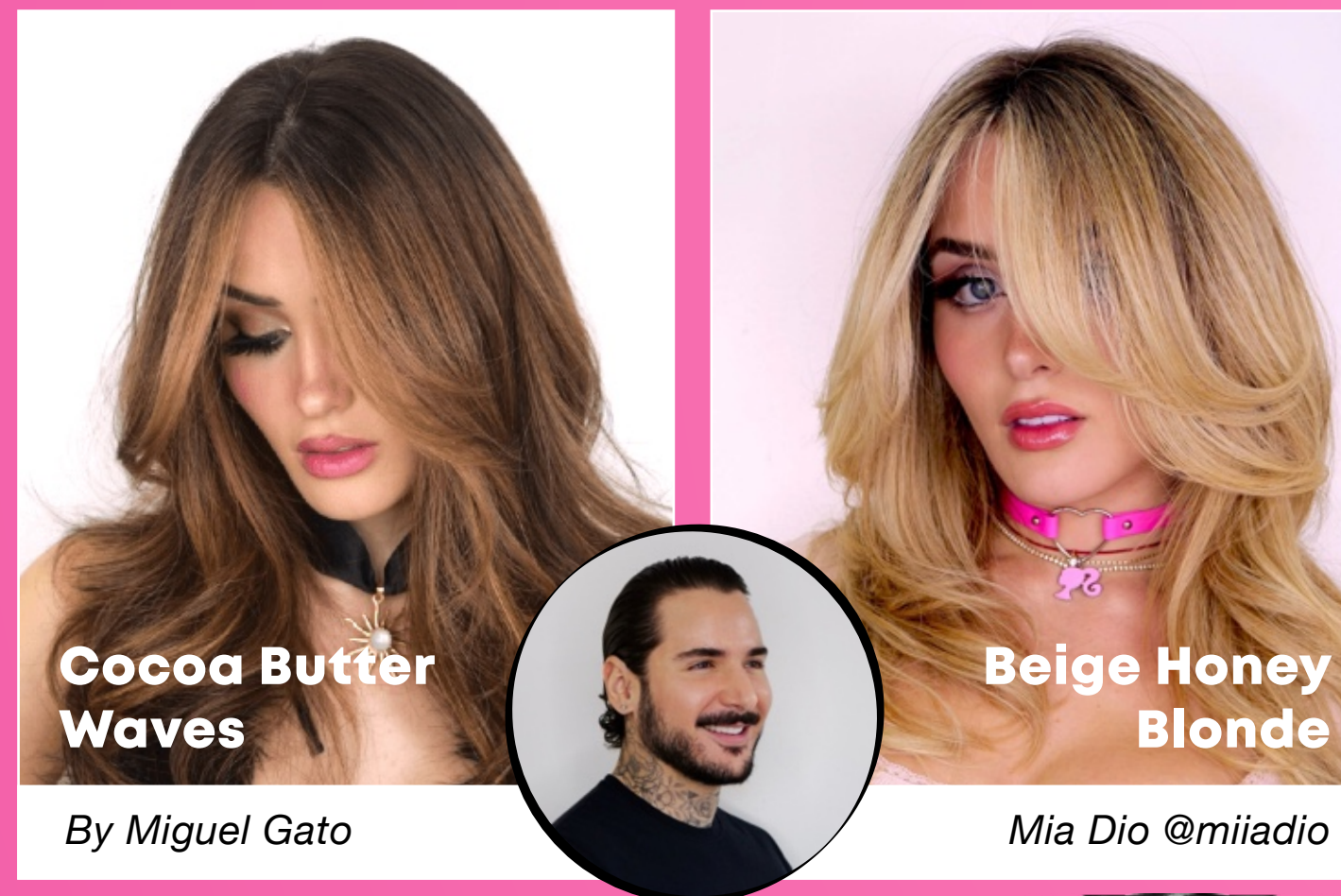


Cocktail-Inspired Color,
Poured to Perfection



Product Knowledge

It's Always Blonding Szn



We're here for all your
transformations!

Buy 1, Get 1 Free Light Master 2 lb
2 weeks only



Product Knowledge

Mix it Up with the
Matrix Community

Formula Factory



Editable Signage



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

matrix Summer Texture & Care

Pattern Preserving Haircare System



Save 20%

A Curl Can Dream
Includes A Curl Can
Dream For Waves
(excl. Liters)



Product Knowledge

Quench Dry Hair's Thirst



Save 15% - 20%

Food for Soft
Tiered Offers



Product Knowledge

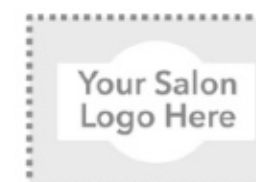
Ultimate
Summer
HAIR PACKAGE

CUSTOM COLOR
SERVICE & DEEP TREATMENT

Receive

\$10

toward Curated Home
Care Regimen



Editable Signage



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

REDKEN
5TH AVENUE NYC

SUMMER COLOR SHINE

SHADES EQ

TREND ALERT: LIVED IN BLONDES WITH
NEW! PEARL VINYL BLONDE SHADES



TIERED OFFERS WITH FREE GOODS

Product Knowledge

ACIDIC COLOR GLOSS



SAVE 25% WITH 6+ ACIDIC COLOR GLOSS PRODUCTS

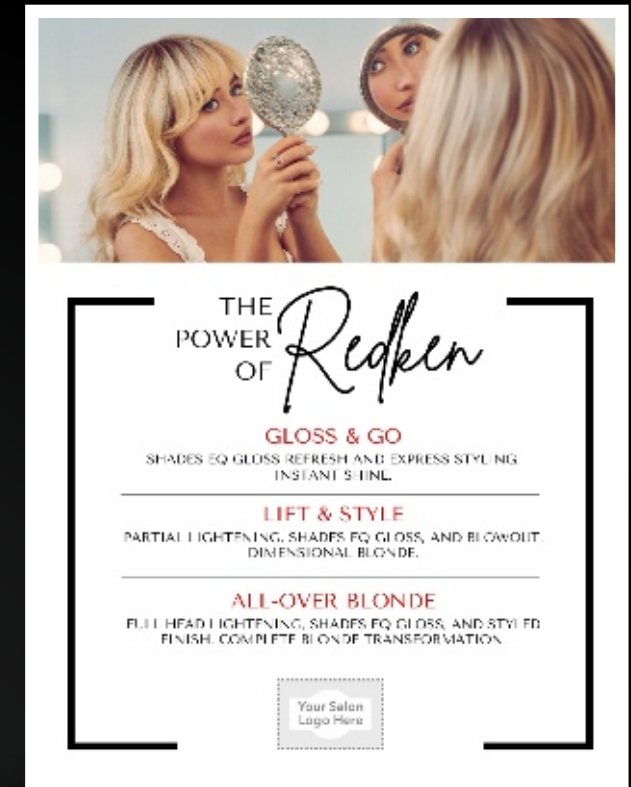
Product Knowledge

NAKED GLOSS LIGHTWEIGHT SHINE OIL



SAVE 22% TRY FOR \$20 NAKED GLOSS SHINE OIL

Product Knowledge



Editable Signage



Editable Signage



Summer Color Chic

Dimensional Color Melt

Seamless Luxurious Color for Visibly Healthier Hair formula change.



Detoxify

Metal Detox Pre-Treatment

Try for \$49

Product Knowledge



Cover

iNOA Essentials

June 10 Livestream Education

Livestream Access



Protect

Metal Detox Oil

Try for \$9

Product Knowledge



Style

Airtight Pro

Dry with the speed of light. Without damage.

Product Knowledge



Discover

Technique Education

Digital French Blowout Class: June 23

Click Here To Register



Editable Signage



Editable Signage



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

PULPRIOT

THE BOLDEST SUMMER COLOR

NOW WITH ANTI-OVERWORKING TECHNOLOGY!

NEW BASE, WHO'S THIS? SOLVING PAIN POINTS BY PROVIDING:

- NEW! Anti-Overworking Technology
- Lasts up to 50 Washes*
- 86% More Shine**
- 3X Less Breakage***
- Fades True To Tone
- No Color Bleed

TRY SEMIS FOR \$8

*vs. Previous formula **vs. Unwashed hair ***vs. non conditioning shampoo

PRODUCT KNOWLEDGE

COMPLIMENTARY MONTHLY EDUCATION

CREATIVE COLOR WITH SEMIS

DEEP DIVE: NEW PULP RIOT SEMIS

EDITABLE SIGNAGE

BRAND ACTIVATION TOOLKIT | JUNE 2025





Brand Highlights

Business-Building

SalonCentric Sales

Merchandising



SUMMER CARE & REPAIR

RECEIVE FREE BAG

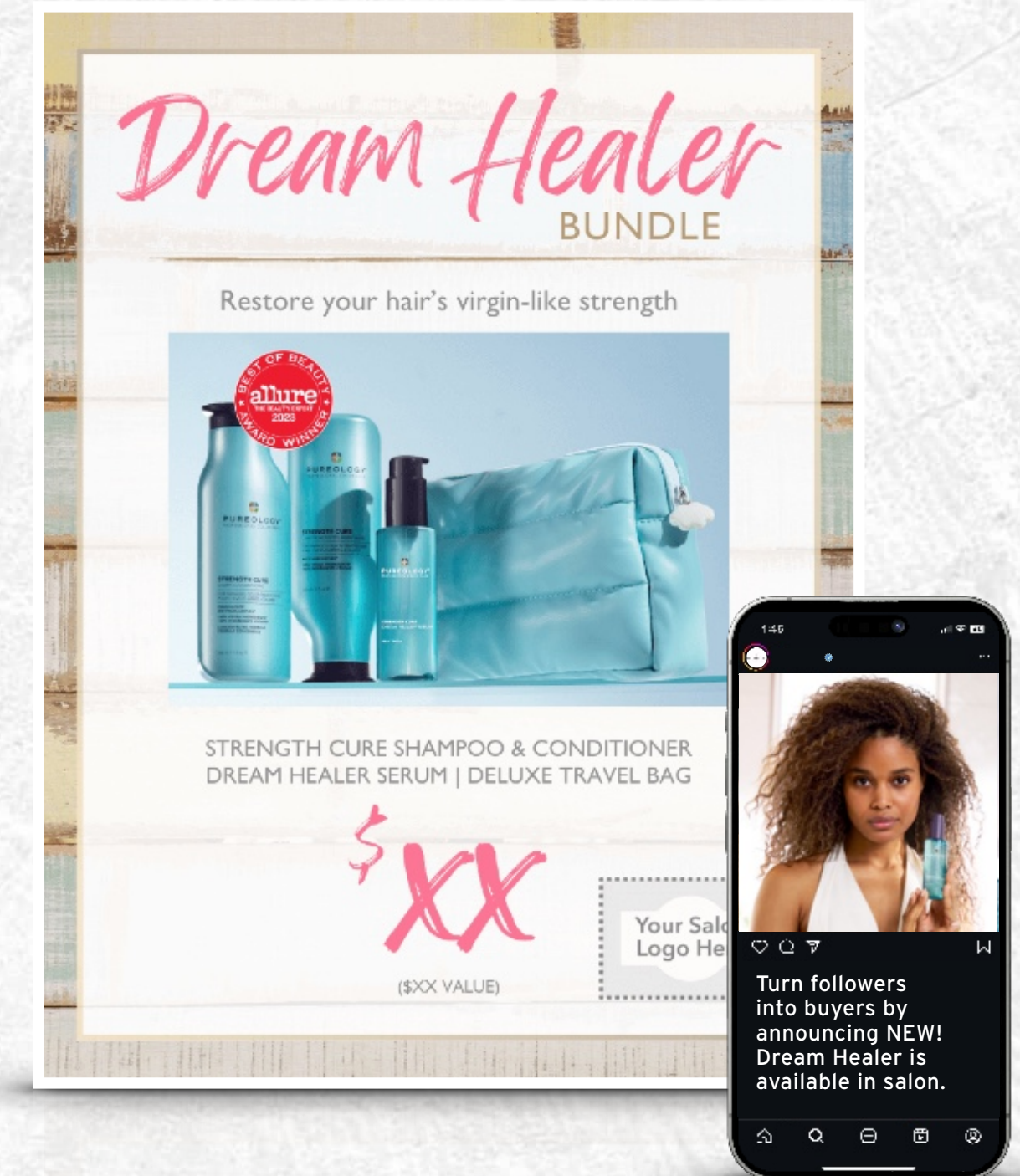
With Purchase Of 1 Or More Of Each
Strength Cure Shampoo, Conditioner & Serum



Product Knowledge

BRAND ACTIVATION TOOLKIT | JUNE 2025

WELL PLACED
DISPLAY TABLES CAN
GROW RETAIL
SALES BY 30%



Pureology Social Toolkit

Editable Signage



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising



SUMMER HAIR SPA TREATMENTS

TRY THESE HAIR SPA MUST-HAVES FOR \$11

Hydra source leave-in cream 6.8oz

Scalp sync purifying scalp concentrate 6.8oz

Full rescue invigorating scalp serum 1.6oz

Product Knowledge

BRAND ACTIVATION TOOLKIT | JUNE 2025



Editable Signage



Treatment Menu



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

MIZANI[®]
TEXTURE LOVE SINCE 1991

SUMMER MOISTURE

Pro Tip

Create a styling service menu and build treatments into your styling service to ensure healthy hair and happy clients.



MOISTURE FUSION
SAVE 30%

CLEANSE & HYDRATE

- Removes build-up
- Revitalizes curls, coils & waves
- Does not strip natural moisture

Product Knowledge



Get the Look Signage



Editable Signage



Styling Menu



Business-Building

Referral Programs





Referral Programs

USE SUMMER DOWNTIME TO IMPLEMENT NEW PROFIT-DRIVING PROGRAMS

Referral marketing is the most trusted form of advertising!

When referred by a friend, people are 4x more likely to purchase*

Referred clients generate 16% more in profits than non-referred clients!*

*Extole 2017

Interested in setting up a seamless & digital referral program?

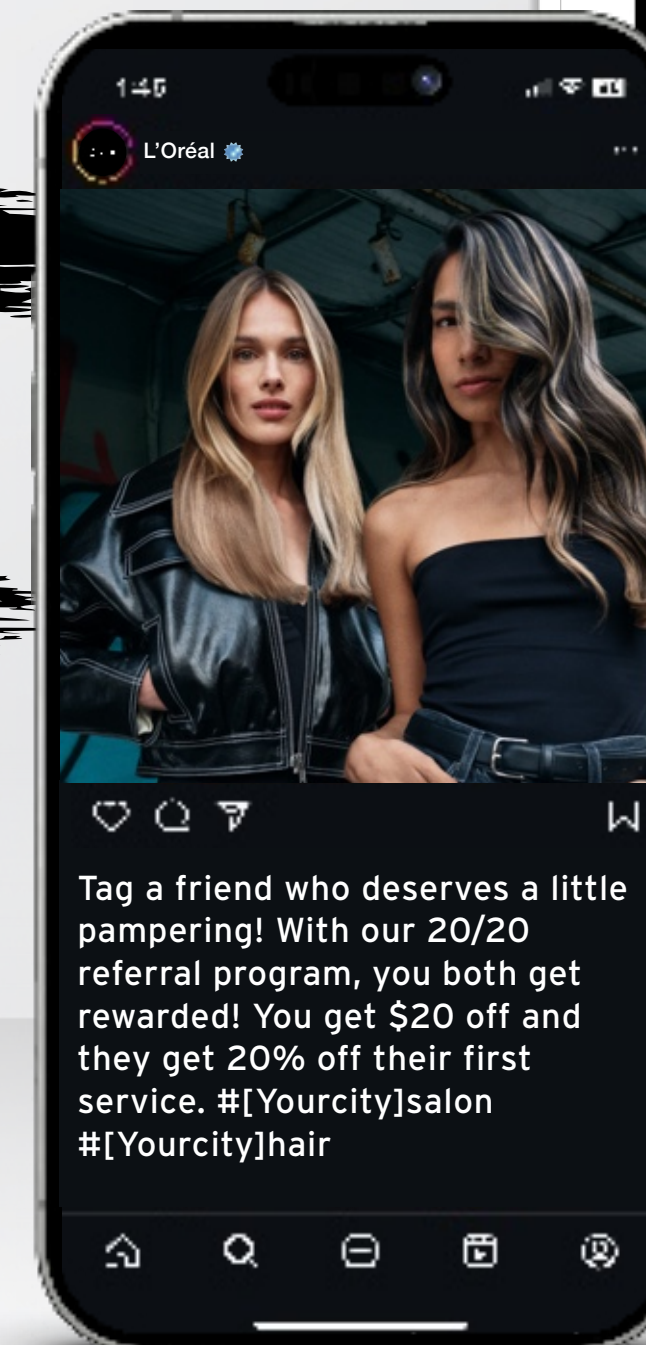
Click **HERE** to give your word-of-mouth marketing a digital upgrade with Phorest.



Try the "20/20!"

NEW CLIENT
Receives 20% Off
1st Service

EXISTING CLIENT
\$20 Credit for
Each Referral



Social Post



Editable Signage



SalonCentric Sales

Liter Sale





Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

July Liter Sale

Save 20% Matrix

LITERS AND XL MASKS

Save 20% Biolage

LITERS

**Save 15% L'Oréal Professionnel
Serie Expert**

LITERS

Save 15% Mizani

LITERS

Save 20% Pureology

LITERS

BRAND ACTIVATION TOOLKIT | JUNE 2025





July In-Salon Merchandising

Tables	>
Shelf	>
Cash Wrap/Reception	>





Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

Table



Promotional Signage



Scan or Click QR
Code to Buy
Display Items





Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

Shelf



Promotional Signage



Scan or Click QR
Code to Buy
Display Items





Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

Cash Wrap/ Reception



Promotional Signage



Scan or Click QR
Code to Buy
Display Items





Brand Highlights

Business-Building

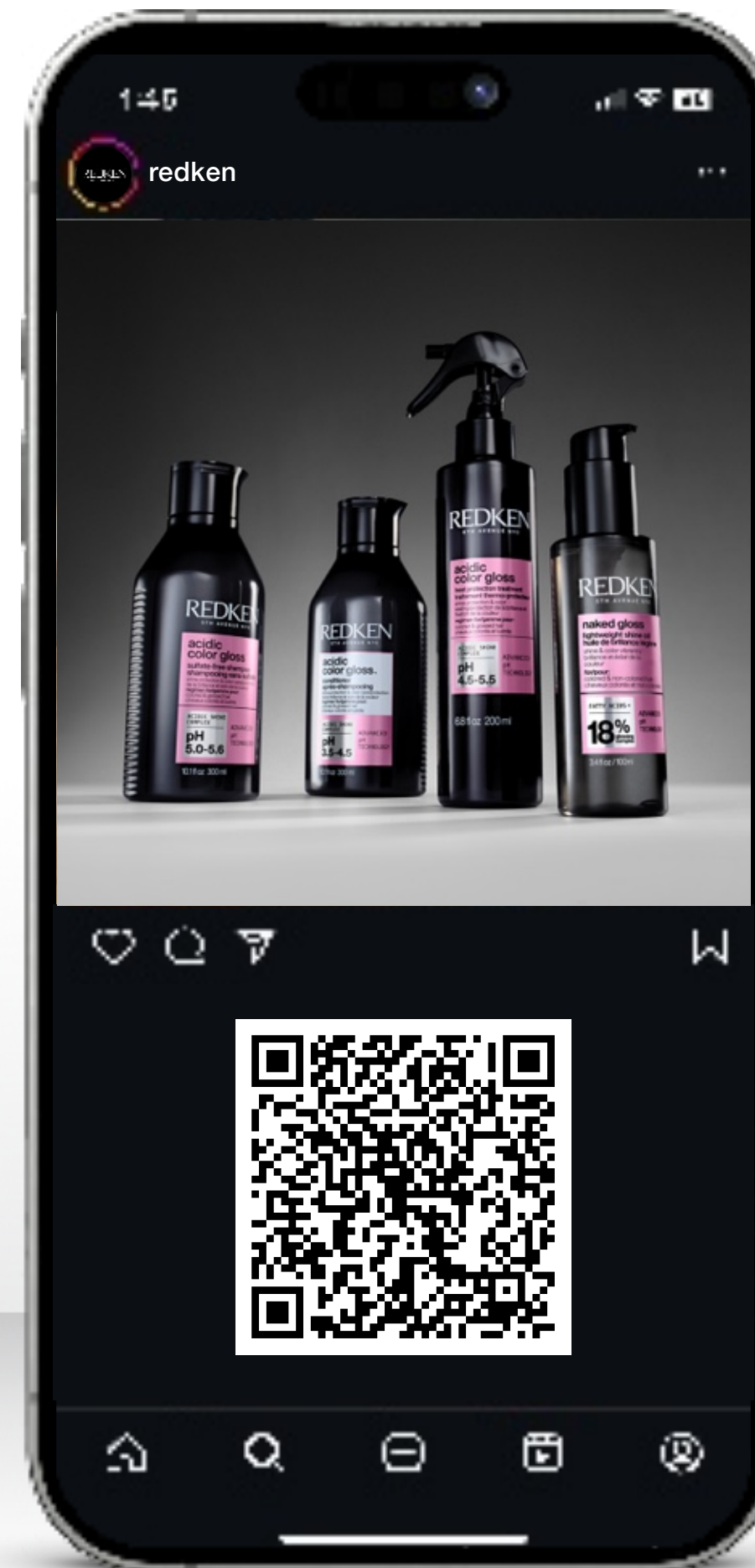
SalonCentric Sales

Merchandising

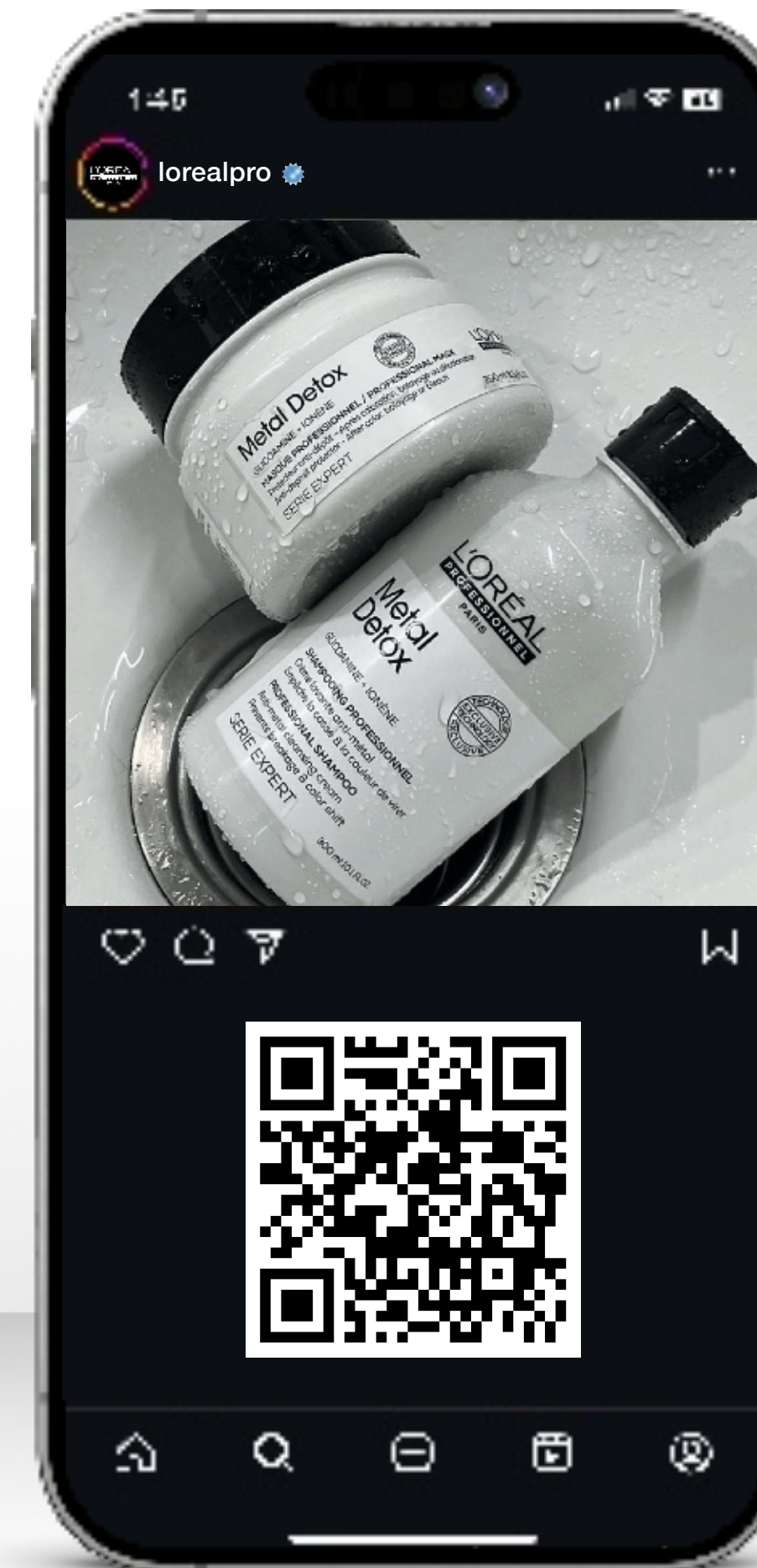
Branded Social Content

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

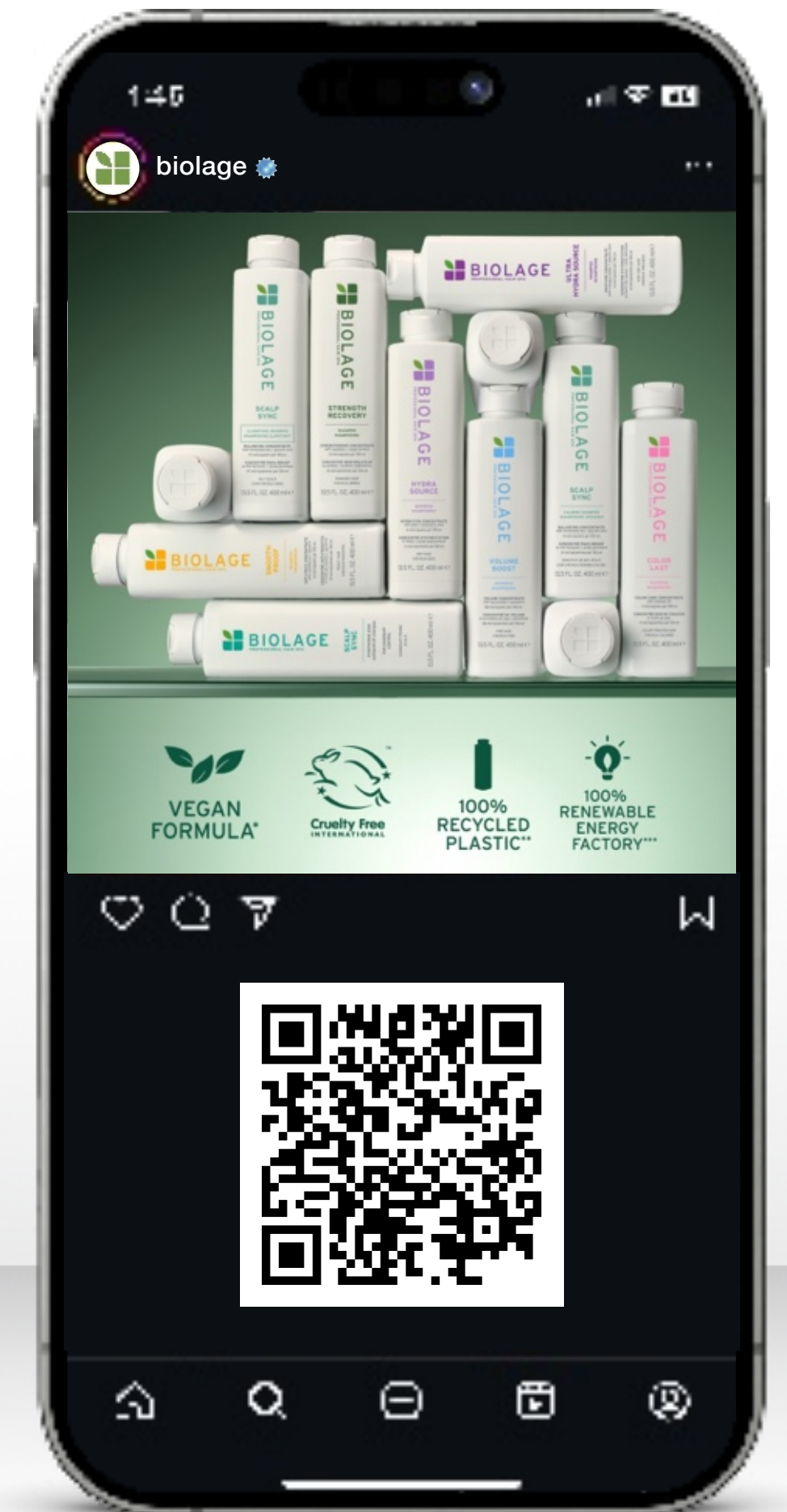
Scan or Click QR Code for each brand
to access relevant materials for each brand.



REDKEN
5TH AVENUE NYC



L'ORÉAL
PROFESSIONNEL
PARIS



BIOLAGE
PROFESSIONAL HAIR SPA

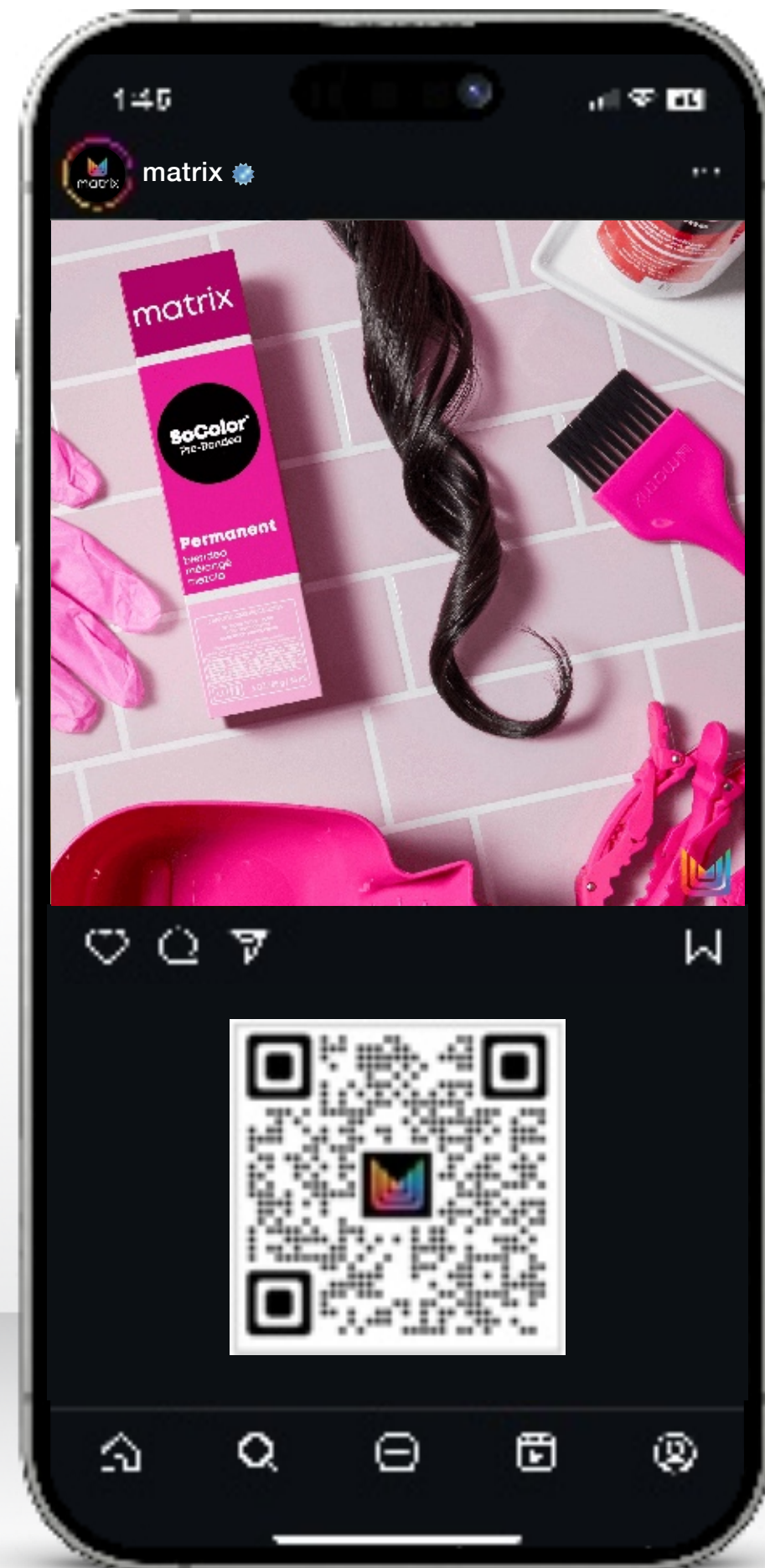


Brand Highlights

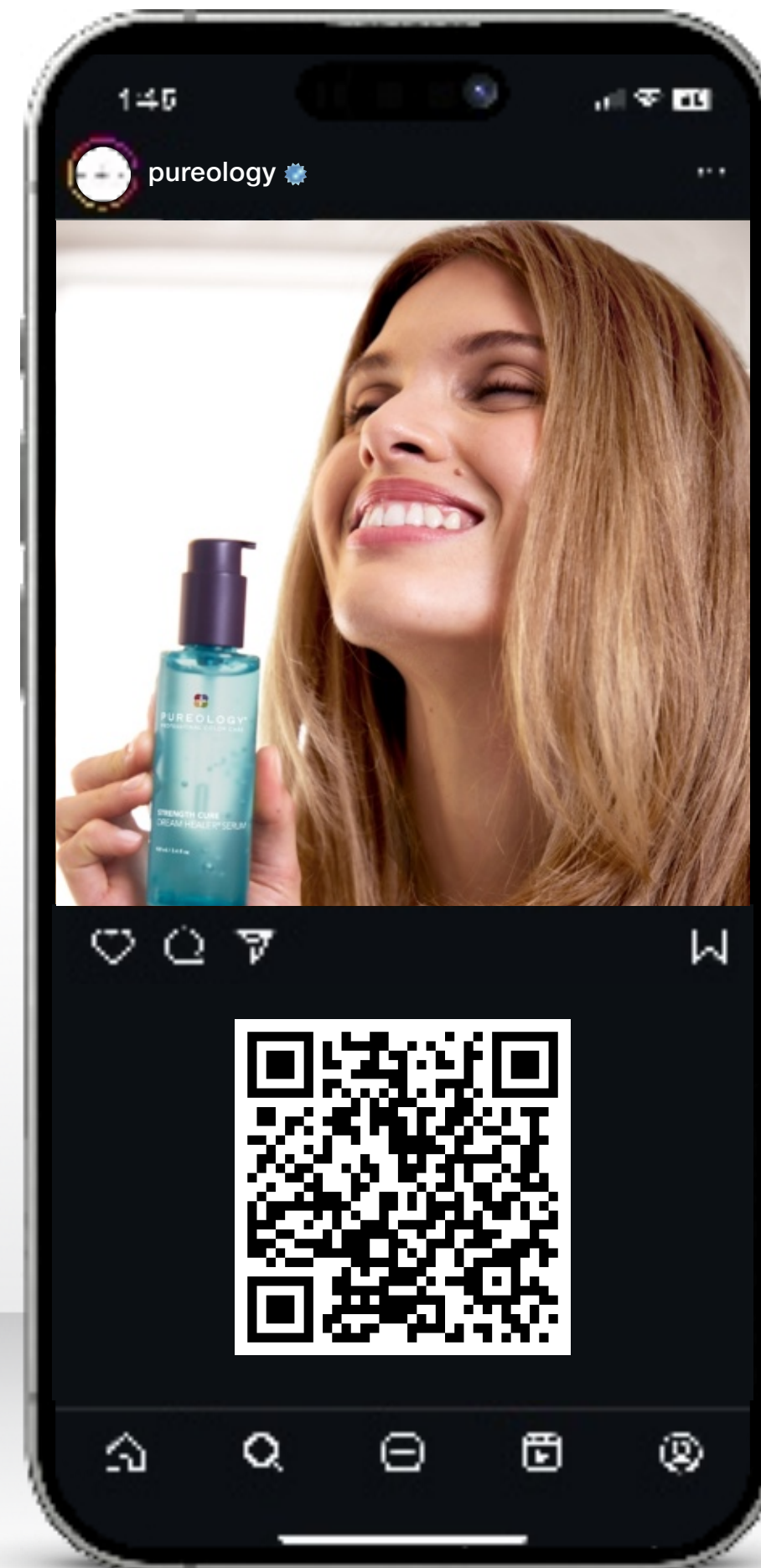
Business-Building

SalonCentric Sales

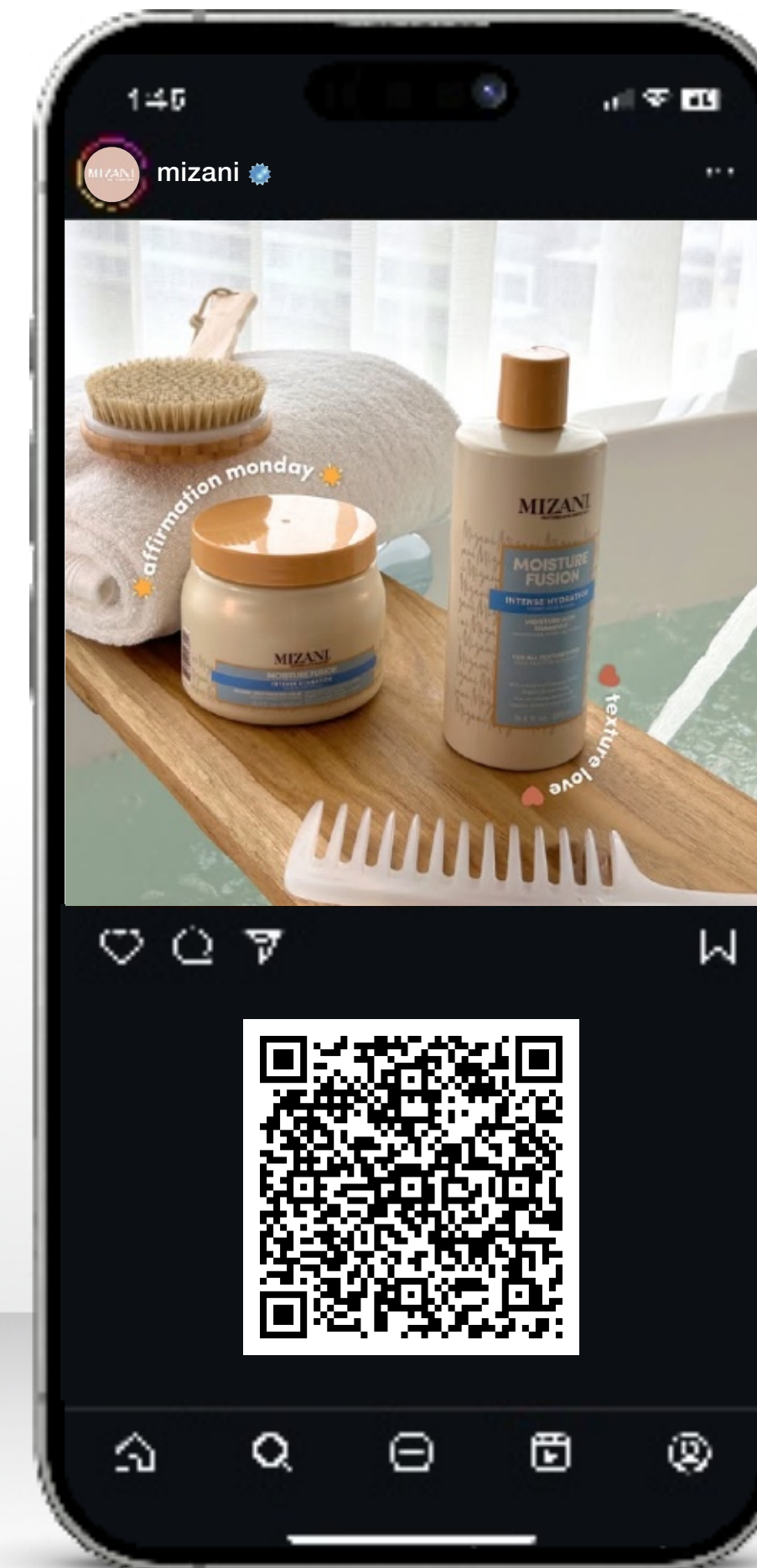
Merchandising



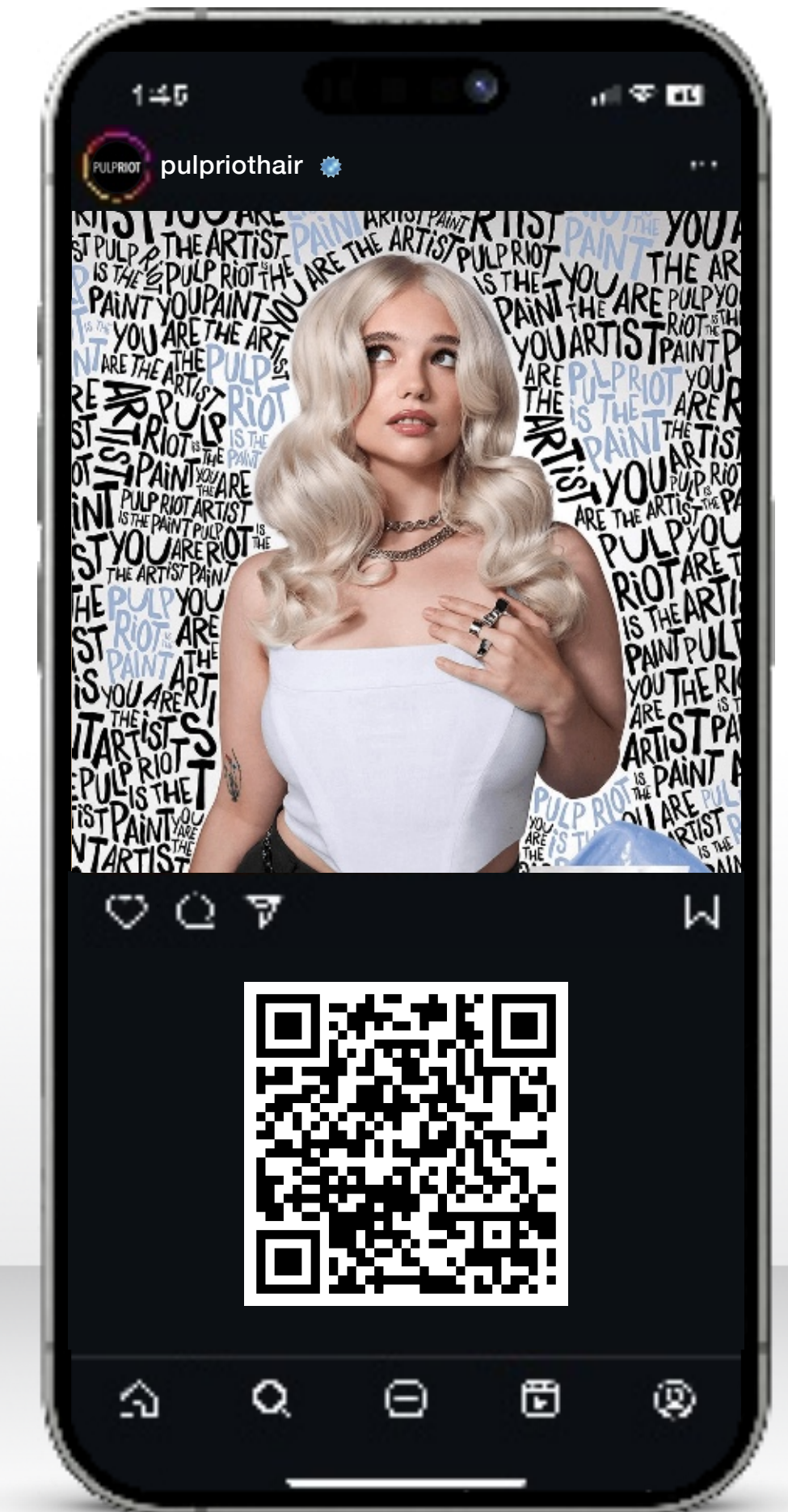
 **matrix**



 **PUREOLOGY**
PROFESSIONAL COLOR CARE



MIZANI
TEXTURE LOVE SINCE 1991



PULPRIOT



Brand Highlights

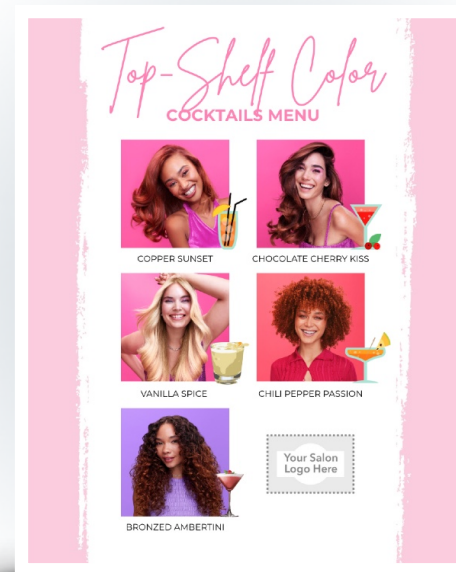
Business-Building

SalonCentric Sales

Merchandising

Ready-To-Go Toolkit

SALON READY!



Matrix Cocktails



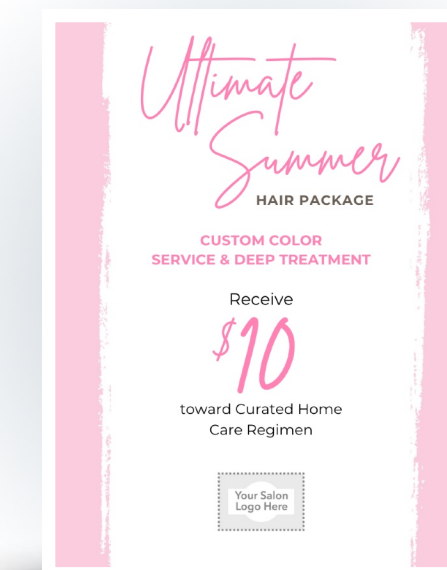
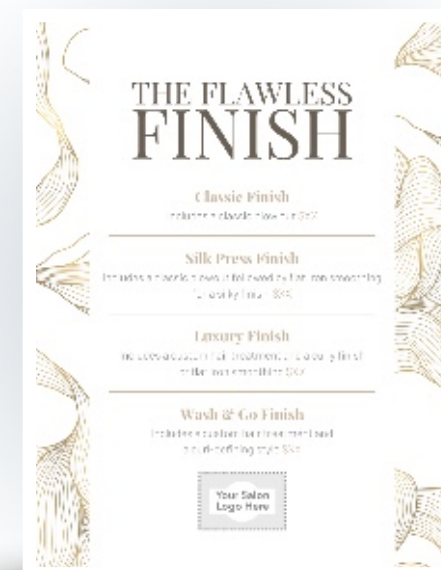
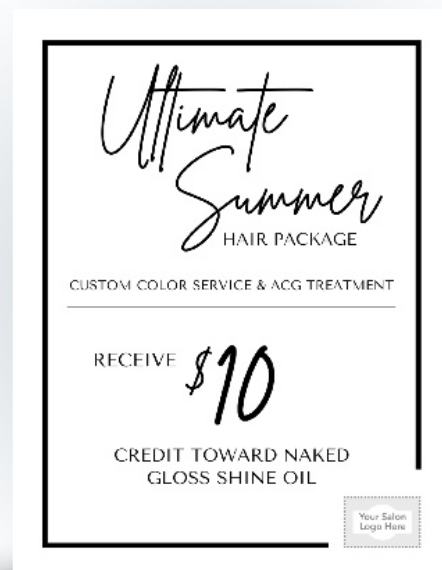
Referral Program



Evergreen



E-Newsletters



Custom Salon Signage Templates Available for Your Brand/Promotional Content

Download & print assets on the next slide.



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

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