

brand activation TOOLKIT

APRIL 2025

L'ORÉAL
PROFESSIONNEL PRODUCTS

 **BIOLAGE**
PROFESSIONAL

L'ORÉAL
PROFESSIONNEL
PARIS

 **matrix**

MIZANI
TEXTURE LOVE SINCE 1991

PULPRIOT

 **PUREOLOGY**
PROFESSIONAL COLOR CARE

REDKEN
5TH AVENUE NYC



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EASTER / SPRING RENEWAL

Tables

Shelf

Cash Wrap/Reception

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EARTH MONTH

Tables

Shelf

Cash Wrap/Reception



Brand Focuses & What’s New

Discover Biolage Professional Hair Spa >

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De-stress.
Re-store.
Re-new.

BRAND ACTIVATION TOOLKIT | APRIL 2025

DISCOVER



BIOLAGE
PROFESSIONAL HAIR SPA

PRECISION-DOSED RESTORATIVE HAIRCARE

Infused with high potency actives—micro-filtered, fermented & distilled—for maximum hair & scalp efficacy.

Rejuvenating & uplifting experiences that relax as they renew.

THE BIOLAGE PROFESSIONAL HAIR SPA ADVANTAGE

- Elevated client experience
- Increased revenue & profitability
- Competitive edge & client retention
- Targeted solutions for clients' needs

SAVE 25%

with the purchase of
4 or more Shampoos,
Conditioners, Stylers,
and Treatments.*

Plus Receive Free Travel
Case Made of Recycled
Cotton Canvas.

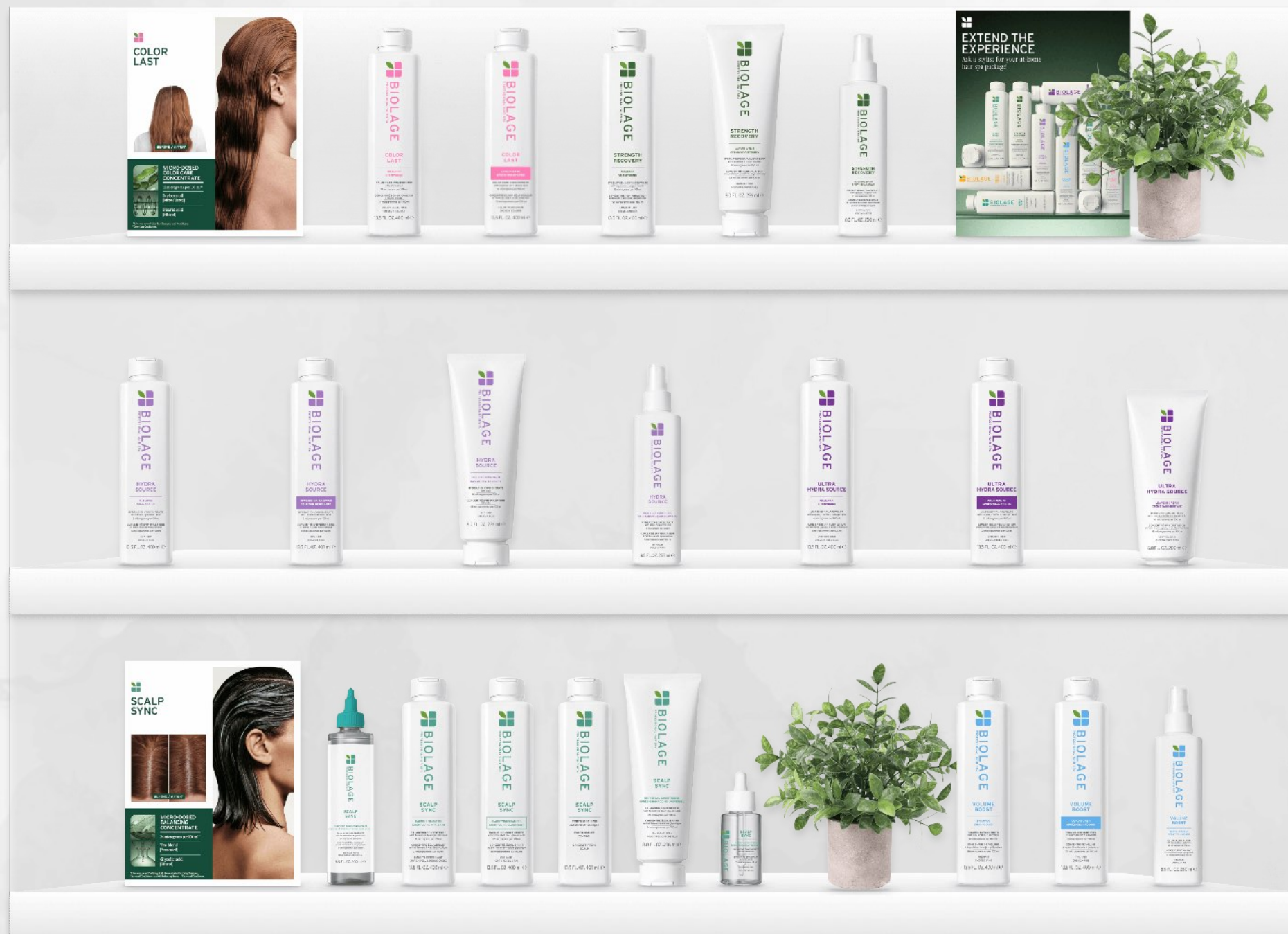


*Excludes Liters, Gallons & Minis



CREATE THE AMBIANCE

Elevate your clients' experience by providing an escape to the hair spa, where relaxation meets restorative care. Our Biolage Professional Hair Spa Guide provides turnkey solutions to get started today!



The Professional Hair Spa Guide

EXTEND THE EXPERIENCE

Empower your clients to continue their hair spa experience at home. Recommend Biolage products tailored to their individual needs, allowing them to continue the revitalizing benefits between salon visits.



Editable Signage

Make sure to move old packaging to the backbar so you can stock your shelves with the **new** Biolage



NEW LOOK, SAME GREAT PERFORMANCE

CONCENTRATED ON OUR EVERGREEN COMMITMENTS

73% RECYCLED TUBE &
100% RECYCLED CAP

100% RECYCLED
BOTTLE & CAP

PAPER TUBES FOR
LEAVE-IN TREATMENTS

De-stress.
Re-store.
Re-hydrate.

BRAND ACTIVATION TOOLKIT | APRIL 2025



*No animal-derived ingredients or byproducts. **Hydra Source Shampoo, Conditioning Balm and Daily Leave-In Tonic vs. non-conditioning shampoo.



REDKEN
5TH AVENUE NYC

NEW COLOR GELS OILS UPTOWN BRONDE COLLECTION

DISCOVER 5 NEW SHADES IN TRENDING TONES THAT TRANSFORM AGING HAIR INTO SEEMINGLY EFFORTLESS BRONDE LUXURY—INSPIRED BY THE UNDERSTATED ELEGANCE OF UPTOWN NYC.

- +78% SHINE*
- +30% CONDITION**
- 2% APRICOT OIL FOR SMOOTHER HAIR
- AMMONIA & FRAGRANCE-FREE

**SAVE 20% WITH THE PURCHASE
OF 5 NEW SHADES**

*vs uncolored hair **vs non-conditioning shampoo

Product Knowledge

5N
WALNUT

7N
MIRAGE

9N
CAFÉ AU LAIT

6MO
ICED COFFEE

8MO
FROSTED LATTÉ

Save 20%

ON ACIDIC BONDING
CONCENTRATE

with any color service today!

Your Salon
Logo Here

Editable Signage

Product Knowledge

SAVE 20%

with the purchase of 4 or more
select retail sizes of **Acidic Bonding
Concentrate, Acidic Bonding Curls
& Curl Stylers.**



Upgrade to NEW! Super Sync

The Do-It-All Alkaline Demi
with Superior Protection &
Super Coverage

**Easily Tone, Cover Gray,
Lowlight, Fill, Refresh,
Darken, Gloss & More**

Product Knowledge

Launch Offer

Are your clients going longer in
between appointments?

PRO TIP:

Introduce your haircut
clients to color with
Super Sync's natural,
low-commitment
results.

With only 20 minutes
of processing time,
first-time color clients
will love trying it as
an express service!



Low Key Color Technique Class



Express Color Menu

New-to-Color Promotional Signage



Crafting a First-Time Color Experience

Consulting Color Newbies

1

Welcome & Reassurance

"I understand this is your first color experience. I'll guide you throughout the way, addressing any concerns you have."

Baby Steps Approach

"We can start with a subtle change, using a demi-permanent color for natural results and a gradual fade-out that will be low commitment."

2

3

Hair Health & Maintenance

"I use professional products to protect against damage. I'll customize a simple home-care regimen with color-safe products."

Next Steps

"Ask questions anytime! Let's book your appointment and provide you with clear pre- and post-appointment care info. I'm excited for you and am here to support you on your color journey!"

4

Follow-Up Formula for Client Retention

Reach out 2-3 days post-appointment by either phone, text or email and include these important key elements:

Personalized

Use the client's name and refer to their specific service.

Positive & Enthusiastic

Share genuine excitement about their new color.

Helpful

Offer support and address any questions or concerns.

Proactive

Suggest booking their next appointment.

Appreciative

Thank them for their business.

Introducing clients to color can **increase average ticket 150%***

Encourage Color Consultations



Editable Signage



Add The **NEW**
Glow Gatekeeper
To Your **Glow Mania** Routine

Enhance Color Glow from Inside Out for 8 Weeks*

20% OFF
Glow Gatekeeper
Glow Sealing Leave-in Conditioner

*When used with a system of shampoo, conditioner/mask & leave-in.

Product Knowledge



PRO TIP:
Bundle the in-salon Glazing Queen treatment with Glow Mania take home products to teach your clients the important connection between services & home care.



L'ORÉAL
PROFESSIONNEL
PARIS

iNOA

No ammonia vegan* permanent color.

The answer to your clients color concerns

100% 100% grey coverage

Adds + 48% shine**

High impact long lasting color

For all hair formations

*no animal-derived ingredients or byproducts
**vs. unwashed, uncolored hair

Product Knowledge

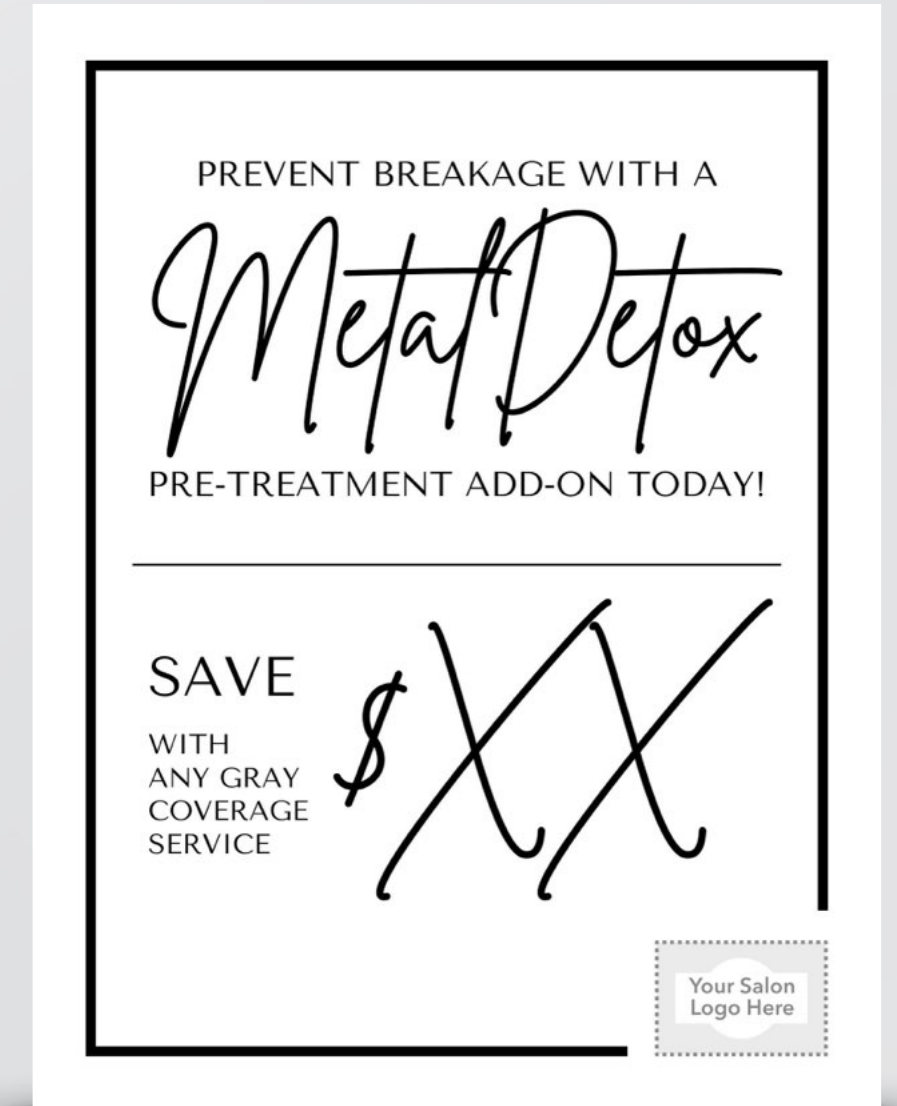


Receive FREE 1L **iNOA** Oil Developer of choice
with the purchase of 9-31 iNOA tubes

Receive FREE 1L **iNOA** Oil Developers of choice + **iNOA**
Swatchbook with the purchase of 32+ **iNOA** tubes

FREE Virtual Atelier Class featuring **Suzie Bond**

Register Now



Editable Signage

Product Knowledge

SAVE 15%

Select Treatment and Backbar
SKUs including **Metal Detox**
Pre-treatment



TRAVEL KITS



KITS INCLUDE

Mini shampoo 50ml, Mini conditioner 50ml,
Color Fanatic spray 30ml, and FREE BAG

3 MINIS FOR \$15

Product Knowledge

THE TRAVEL SIZE ADVANTAGE

Introduce clients to high-quality products in a convenient size through fun,
travel-themed promotional ideas

PROMO
1



Travel in Style Signage

PROMO
2



Passport to Perfect Hair Signage

Passport Card

Passport Stamp



THE MIZANI AIRCUT Effect

**BUILD YOUR BUSINESS WITH
THE LAST CURL CUTTING
METHOD YOU'LL EVER NEED.**

MIZANI GLOBAL AMBASSADOR

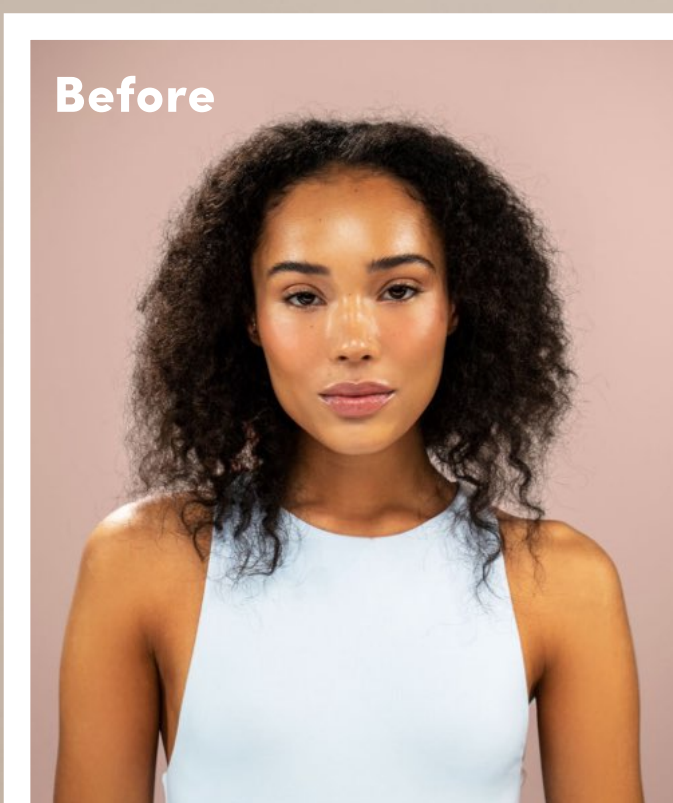


Tippi Shorter spent 5 years meticulously crafting The **Mizani Aircut** to empower hairdressers to cut curls with confidence, better results & true texture love.

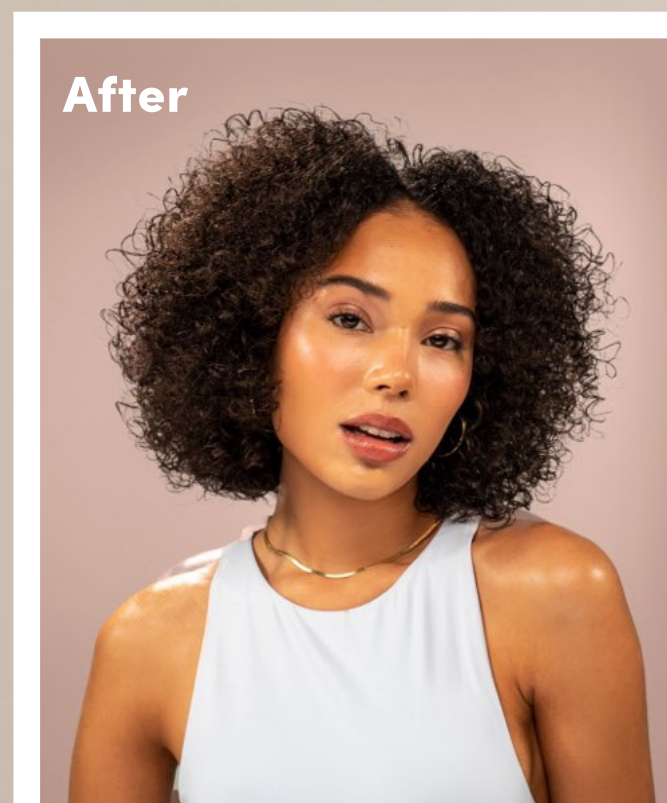
Mizani Aircut Resource Guide

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Why IS THE MIZANI AIRCUT A GAME-CHANGER?



Before



After

- Grounded in the science of texture
- Recreatable
- Versatile
- Better service means better rates
- Backed by community with ongoing education & Mizani's Certified Stylist Finder

Find a Certification Near You

2-Day Comprehensive In-Person Sessions Led by Mizani Educators



**PASS ON THIS
SAVINGS TO
YOUR CLIENTS!**

Ensure they can confidently style their curly hair at home with personalized styling tips.

Editable Signage

SAVE 20%



25 Miracle Collection April 16 – 30
25 Miracle Milk 8.5 fl oz Entire Month

Receive Free Duffle

With the purchase of 6 or more Miracle Milk 8.5 fl oz

Product Knowledge



SalonCentric Sales

Styling & Barbering



Care & Treatments





RETAIL LIKE A PRO SALE

Styling & Barbering 4/1 – 4/15



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PARIS



matrix



MIZANI
TEXTURE LOVE SINCE 1991



PUREOLOGY
PROFESSIONAL COLOR CARE

SAVE 20% WITH THE PURCHASE OF 1-5 PRODUCTS | SAVE 25% WITH THE PURCHASE OF 6+ PRODUCTS

- Max Hold Hairspray
- Max Hold Hairspray Triple Pure
- Quick Blowout
- Brushable Hairspray

- All Tecni.art

- Matrix Styling
- High Amplify Proforma Hairspray
- Vavoom Triple Freeze Spray
- Vavoom XL Freezing Sprays

- Moisture Replenish Shampoo
- Moisture Replenish Conditioner
- Cream Cleansing Conditioner
- Moroccan Clay Steam Mask
- Perfect Coil Oil Curl Gel
- Curl Enhancing Lotion
- Curl Define Pudding Twist and Coil Jelly
- Coil Stretch Cream
- Sleek Holding Gel

- Beach Waves Sugar Spray
- Texture Finishing Spray
- Lock It Down Hairspray
- Instant Levitation Mist
- Soft Finish Hairspray
- Refresh & Go Dry Shampoo
- On The Rise Root Lifting Mousse
- Weightless Volume Mousse
- Shine Bright Taming Serum
- Mess It Up Texture Paste

Product Knowledge

Product Knowledge

Product Knowledge

Product Knowledge

Product Knowledge



RETAIL LIKE A PRO SALE

Care & Treatments 4/16 – 4/30



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5TH AVENUE NYC



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PARIS



matrix

SAVE 20% WITH THE PURCHASE OF 1-5 PRODUCTS | **SAVE 25%** WITH THE PURCHASE OF 6+ PRODUCTS

- All Soft Shampoo
- All Soft Conditioner
- Frizz Dismiss Shampoo
- Frizz Dismiss Conditioner
- Volume Injection Shampoo
- Volume Injection Conditioner
- Extreme Length Shampoo
- Extreme Length Conditioner

- All Inforcer

- Glow Mania Glow Gatekeeper
- Glow Mania Glazing Queen Mask
- A Curl Can Dream Scrunch n' Go Spray
- A Curl Can Dream Moisturizing Cream
- Food For Soft Multi-Use Hair Oil
- Food For Soft Hydrating Treatment Mask

Product Knowledge

Product Knowledge

Product Knowledge



Merchandising

SPRING RENEWAL

Tables >

Shelf >

Cash Wrap/Reception >

EARTH DAY

Tables >

Shelf >

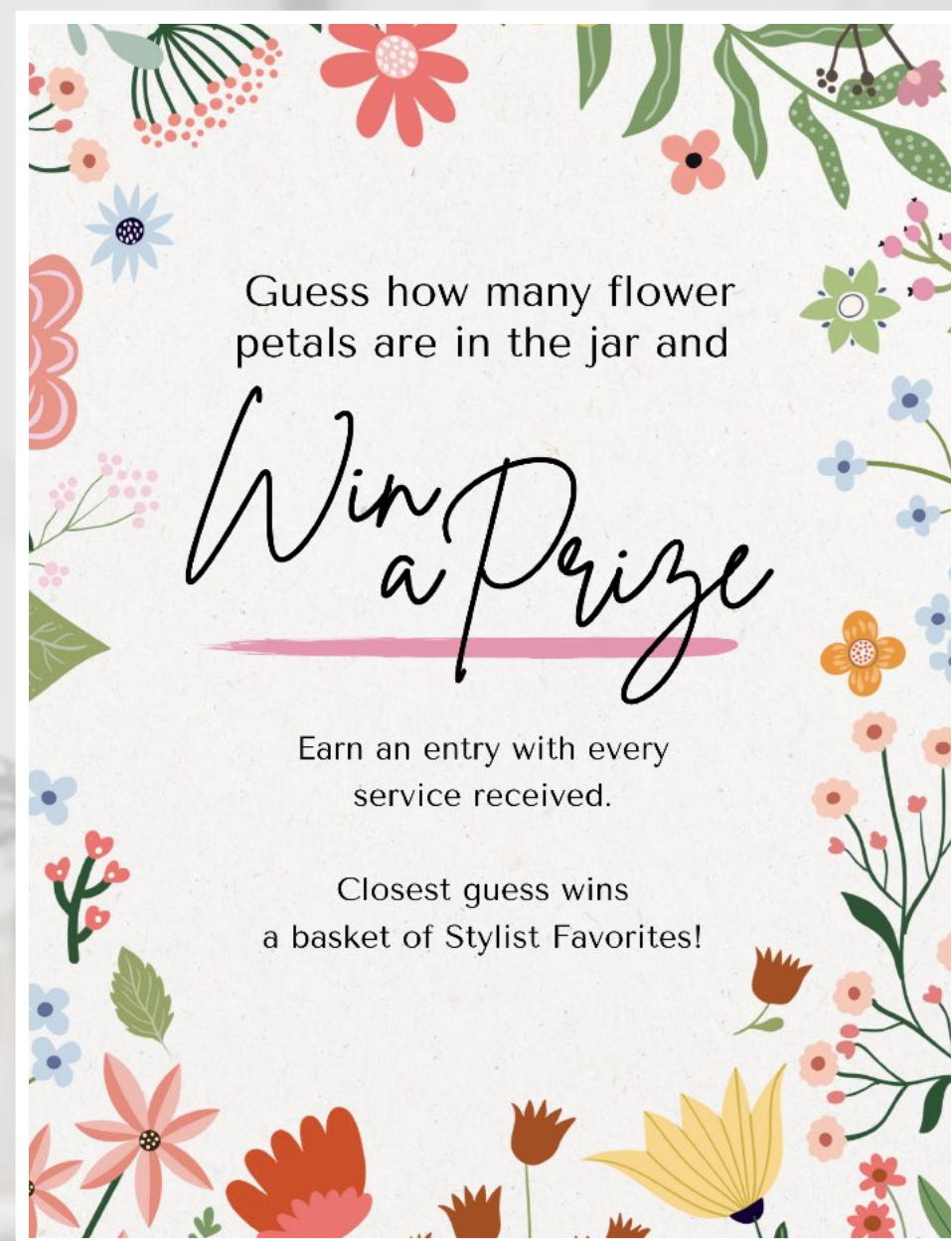
Cash Wrap/Reception >

Selfie Wall >

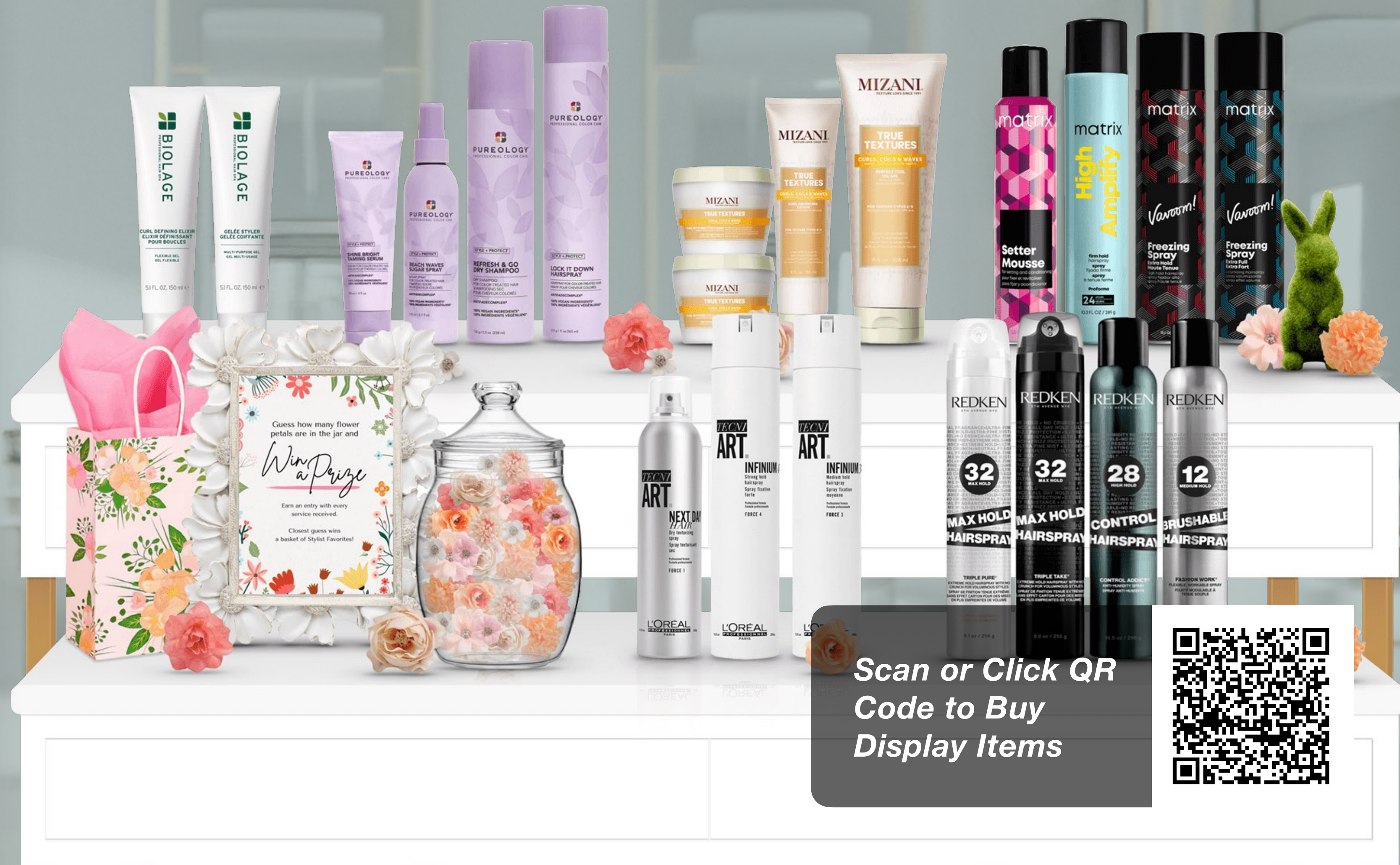




Table



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

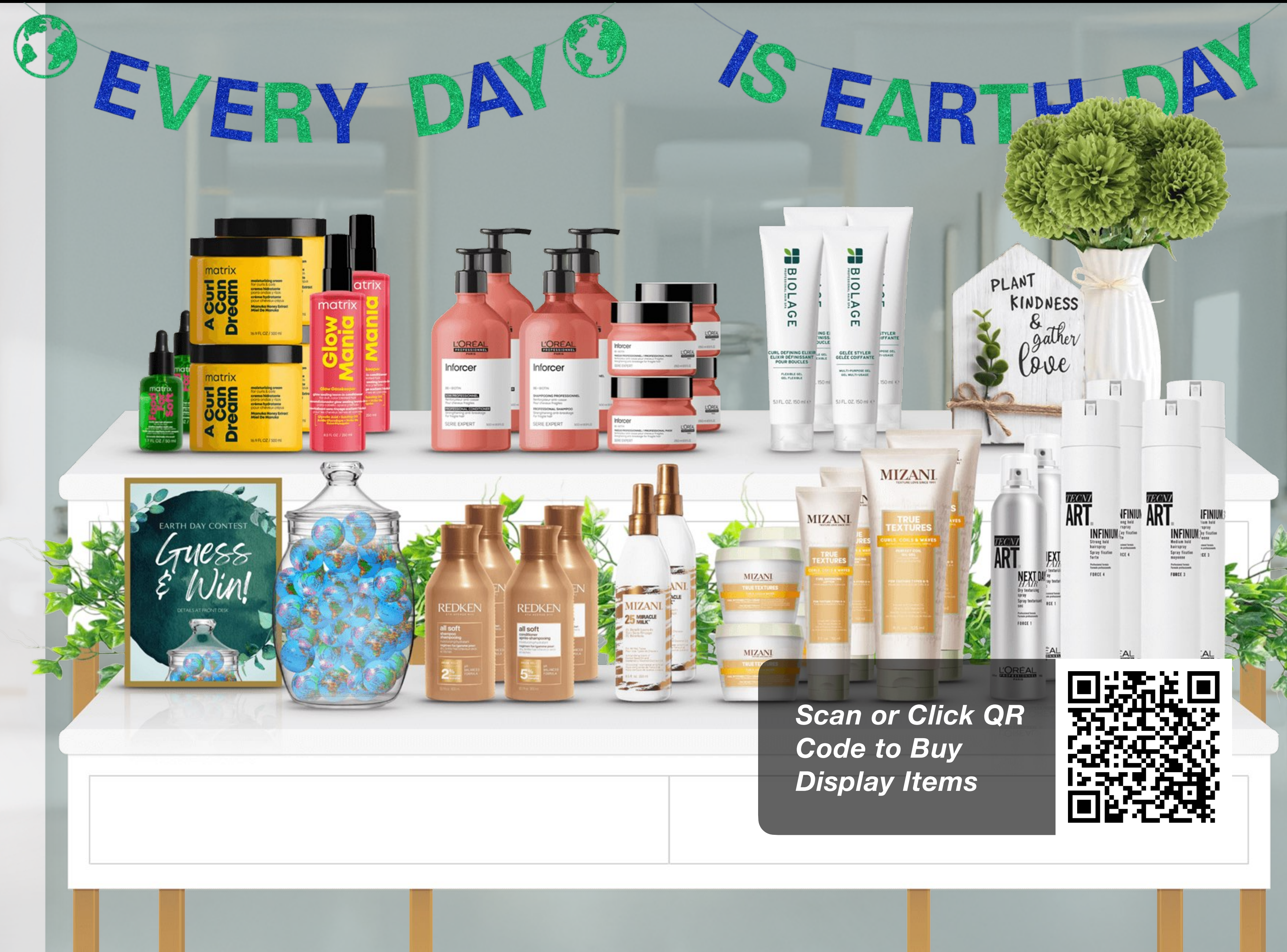




Table



Promotional Signage



Scan or Click QR
Code to Buy
Display Items

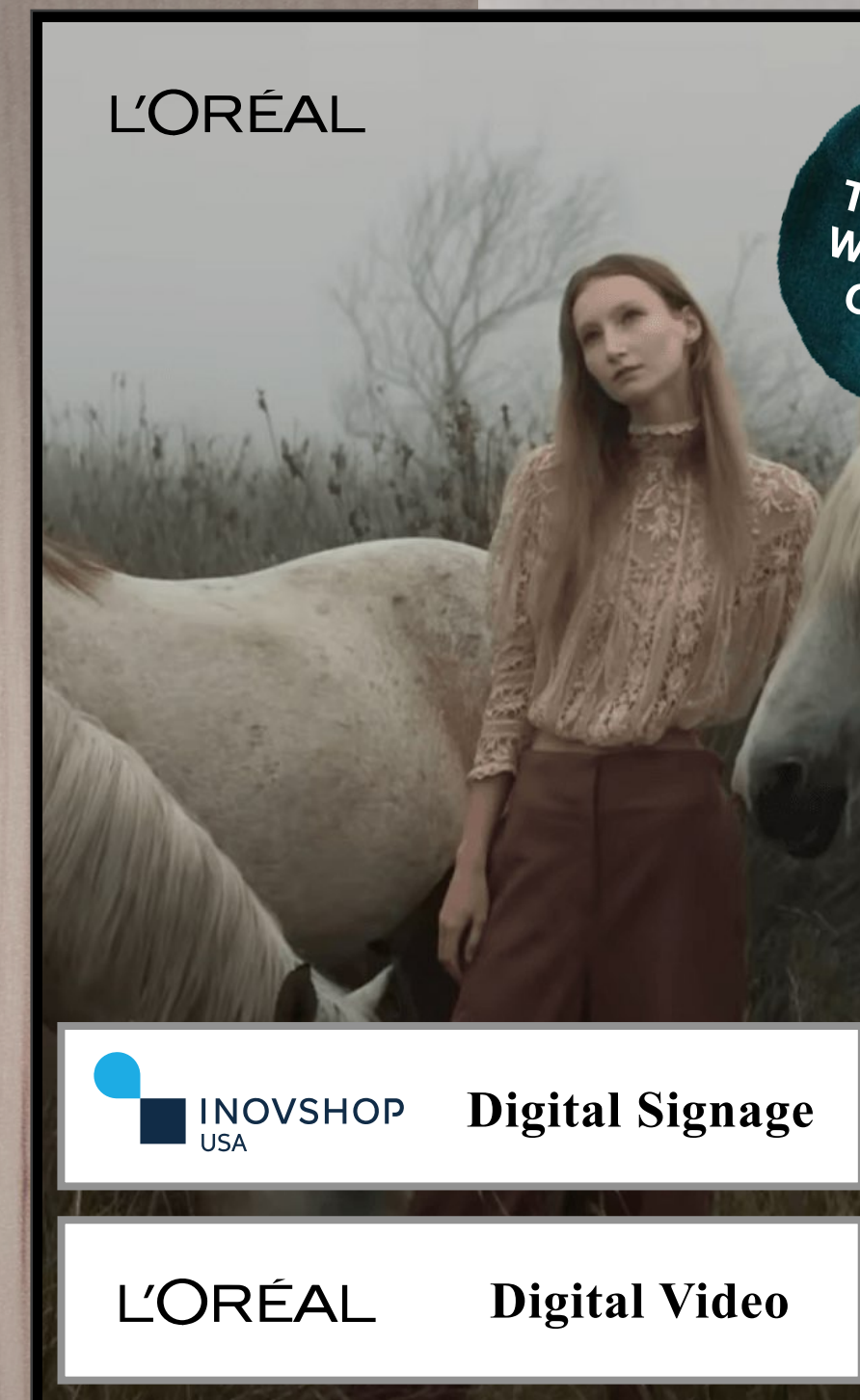




Shelf



Promotional Signage



SHARE
THIS VIDEO
WITH YOUR
GUESTS!

INOVSHP
USA Digital Signage

L'ORÉAL Digital Video

Scan or Click QR
Code to Buy
Display Items





Cash Wrap/ Reception



Promotional Signage



*Scan or Click QR
Code to Buy
Display Items*





Selfie Wall

*Scan or Click QR
Code to Buy
Display Items*

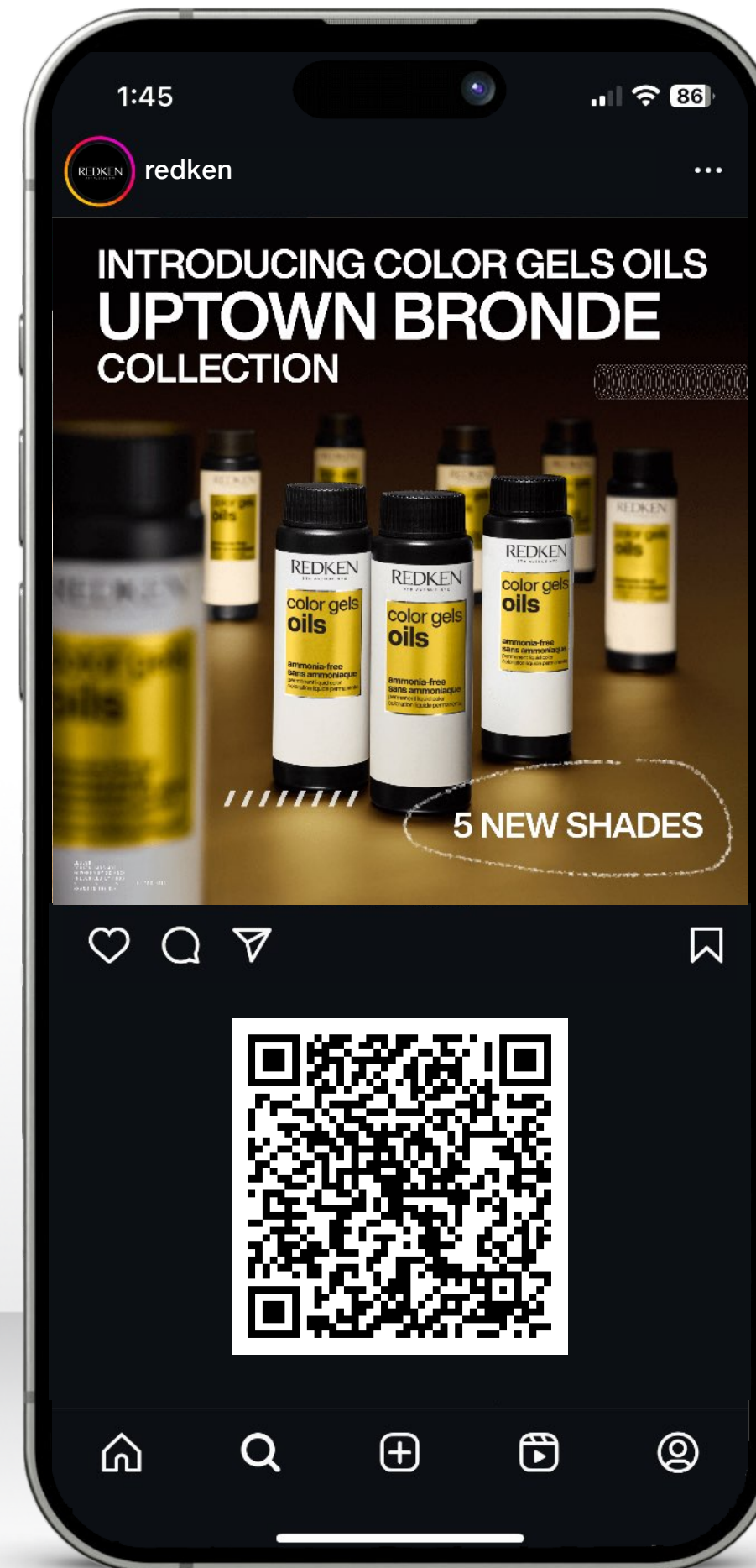




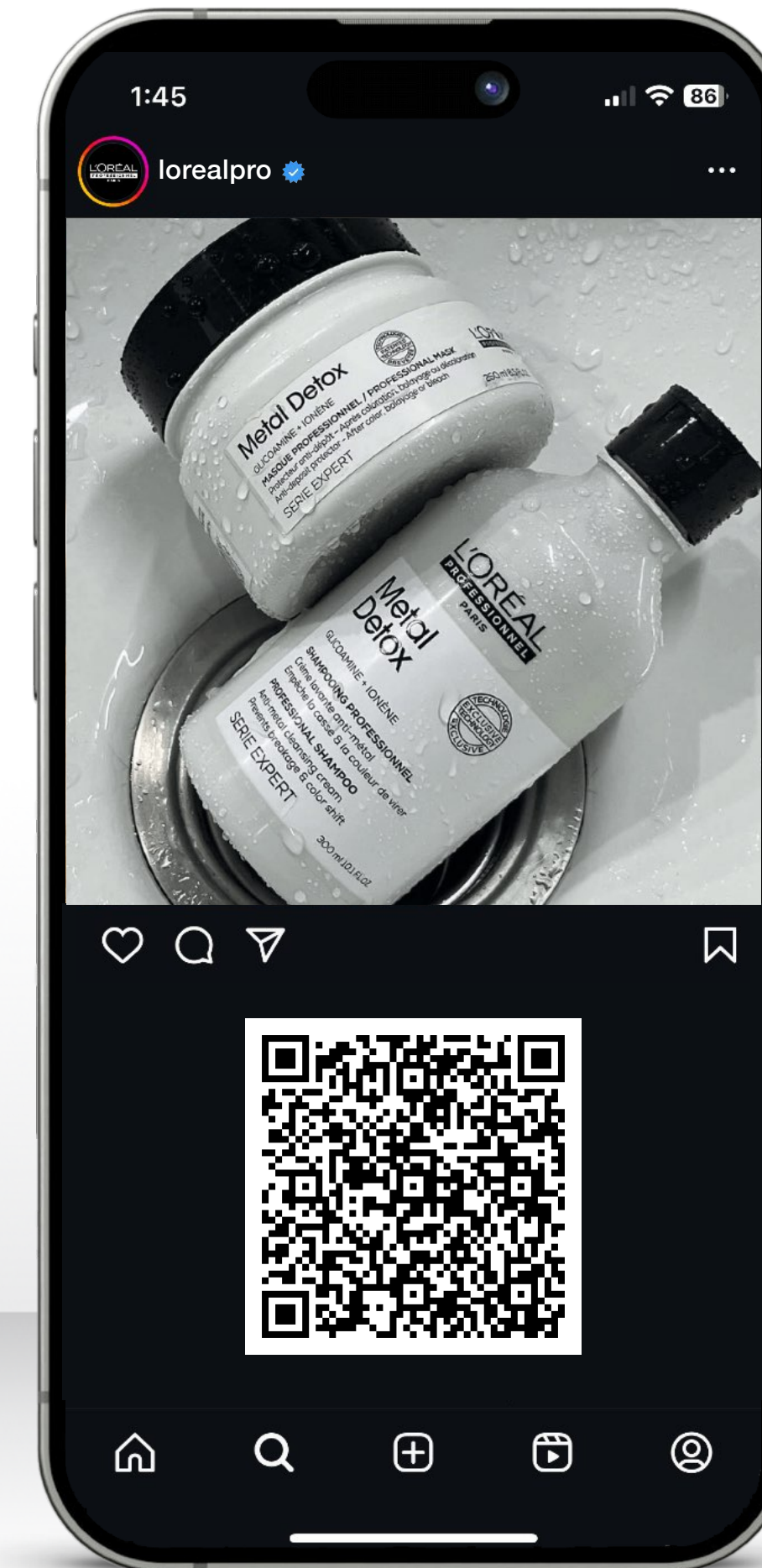
Branded Social Content

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

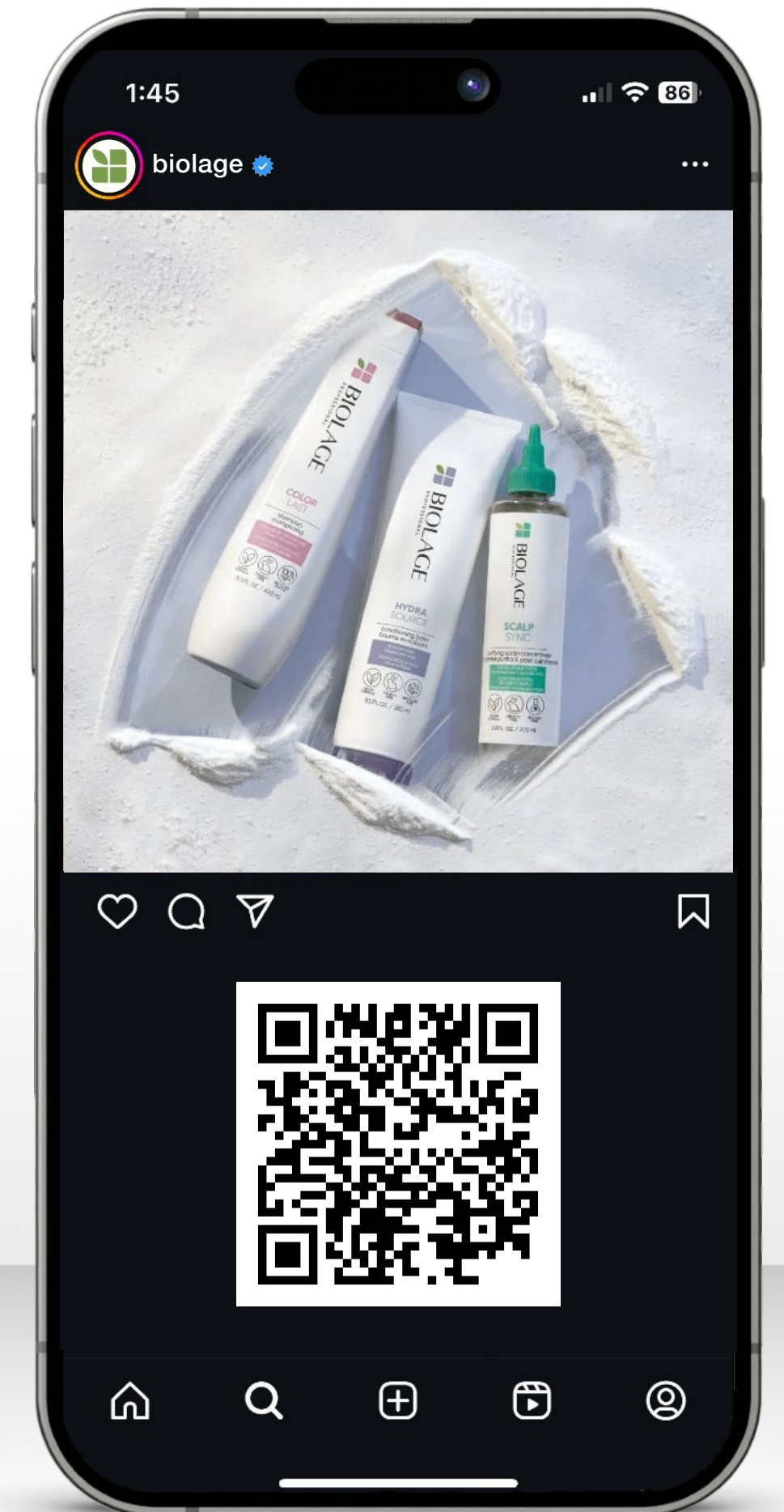
Scan or Click QR Code for each brand
to access relevant materials for each brand.



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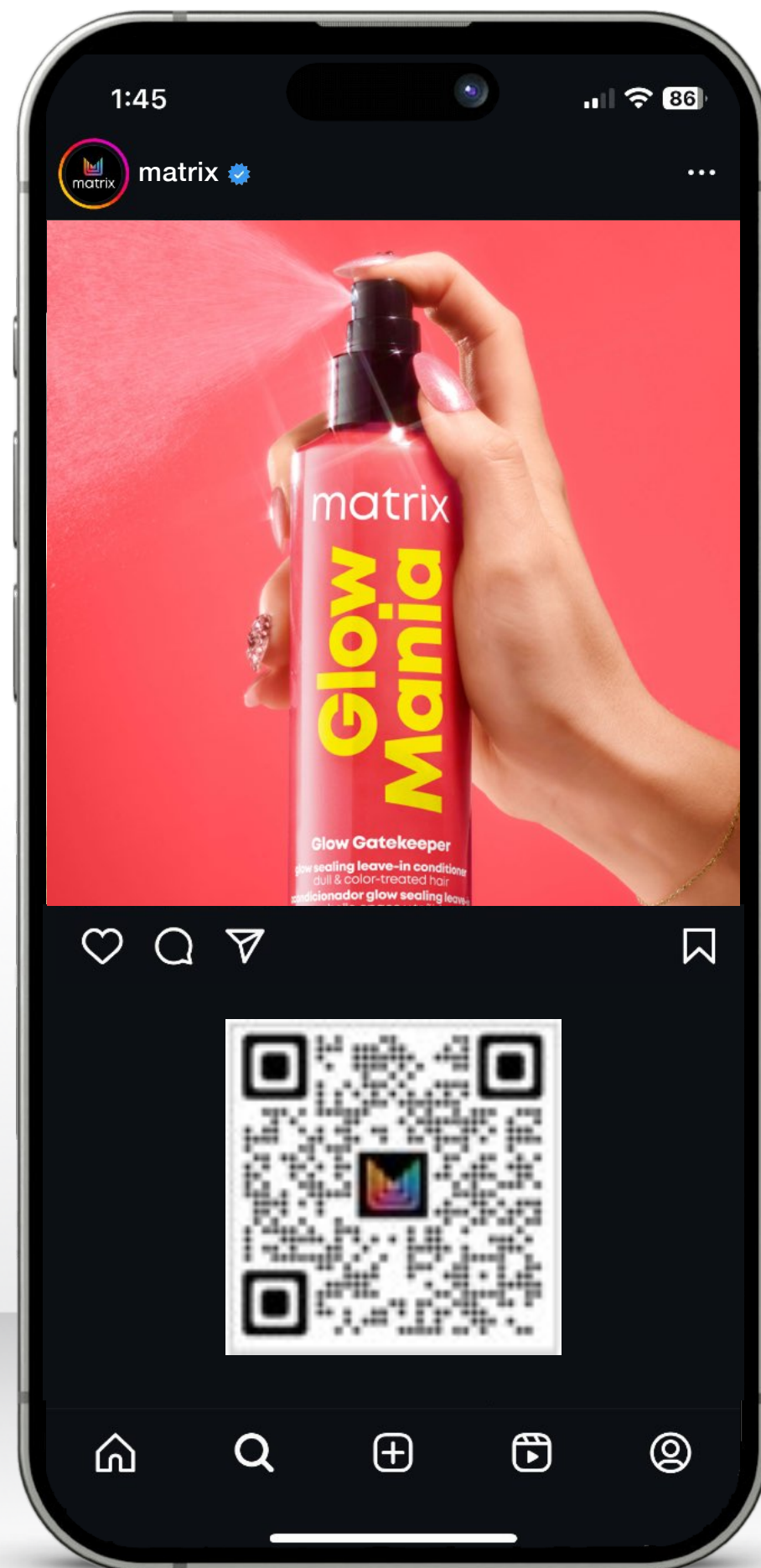
BIOLAGE
PROFESSIONAL



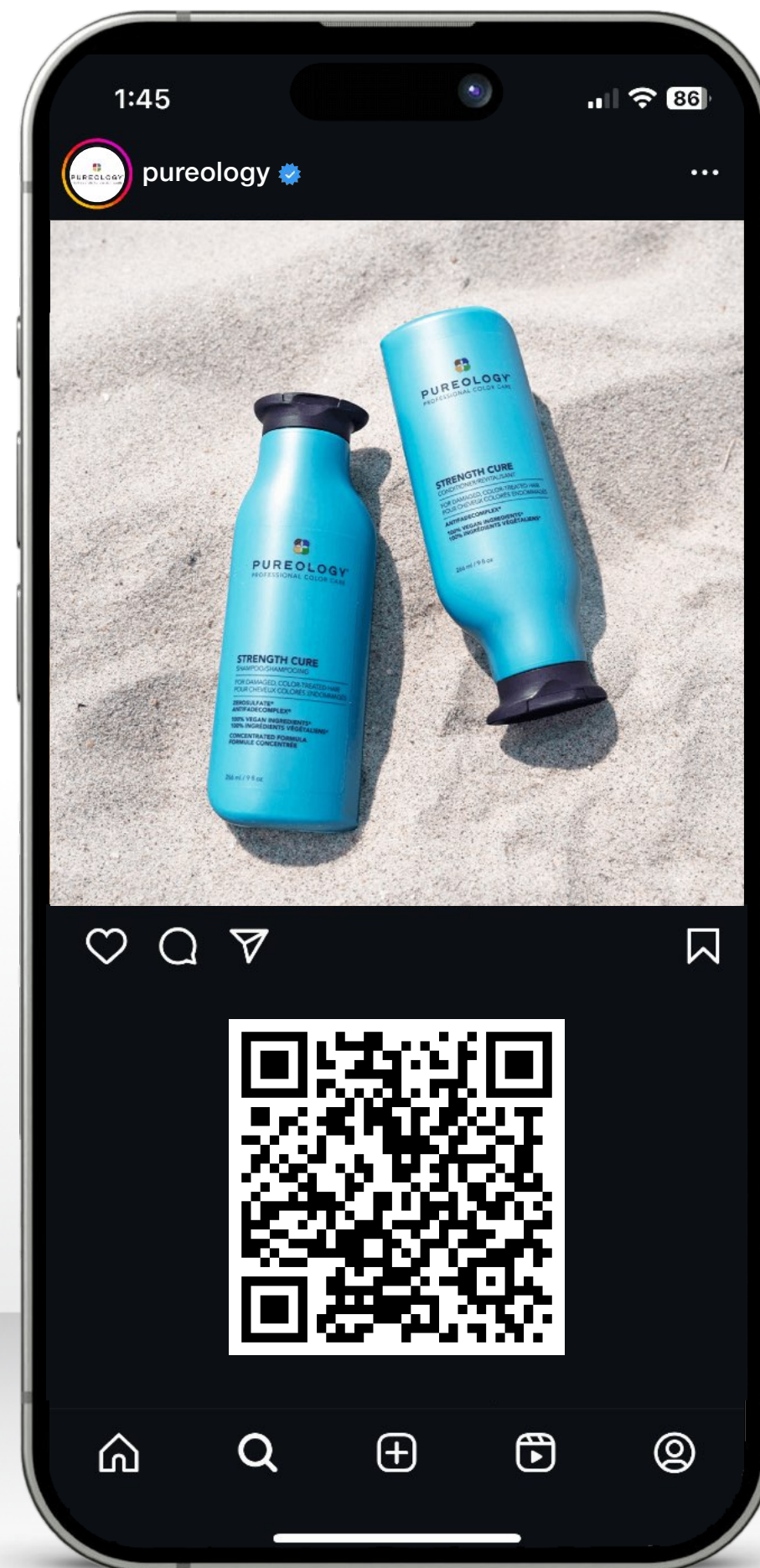
Brand Focuses & What's New

SalonCentric Sales

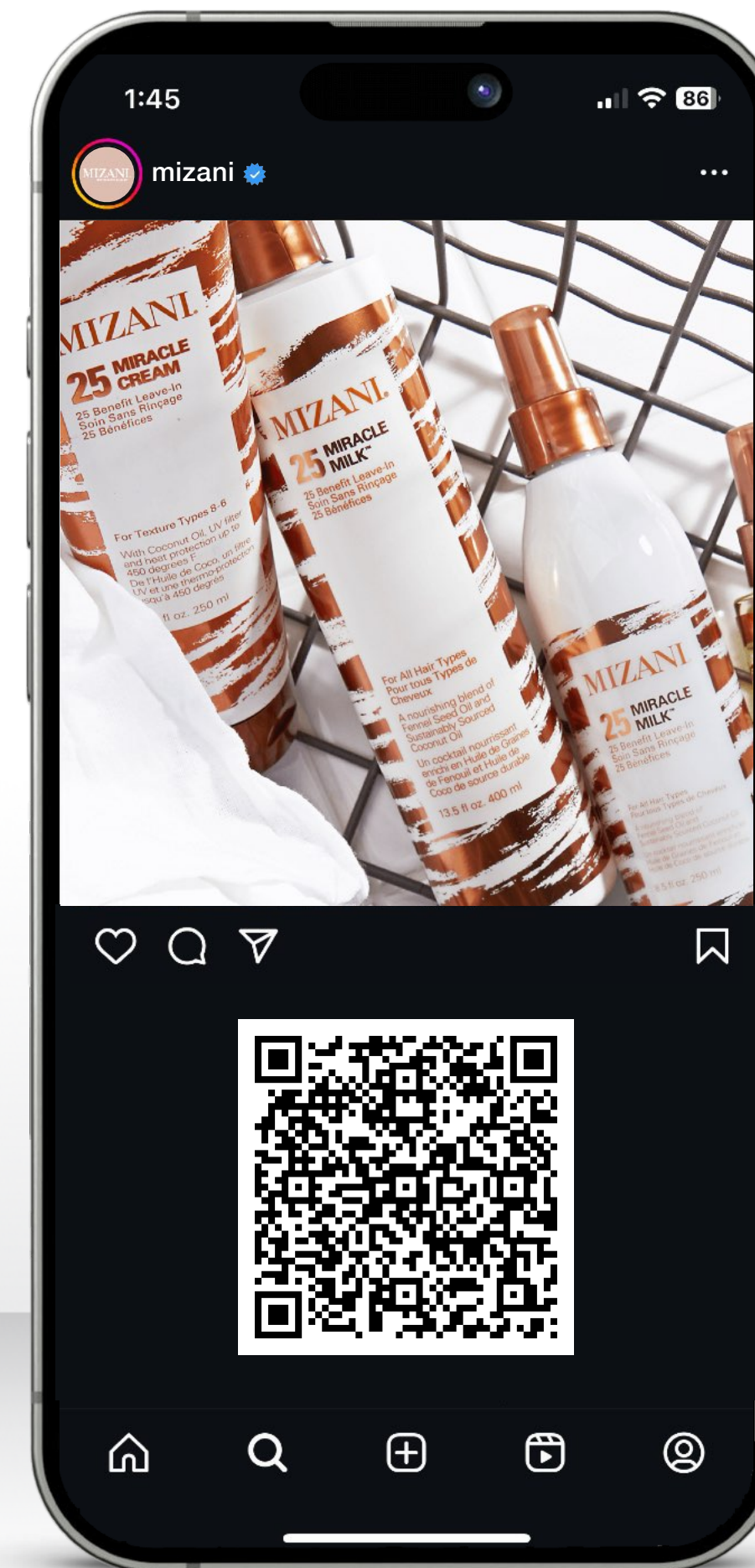
Merchandising



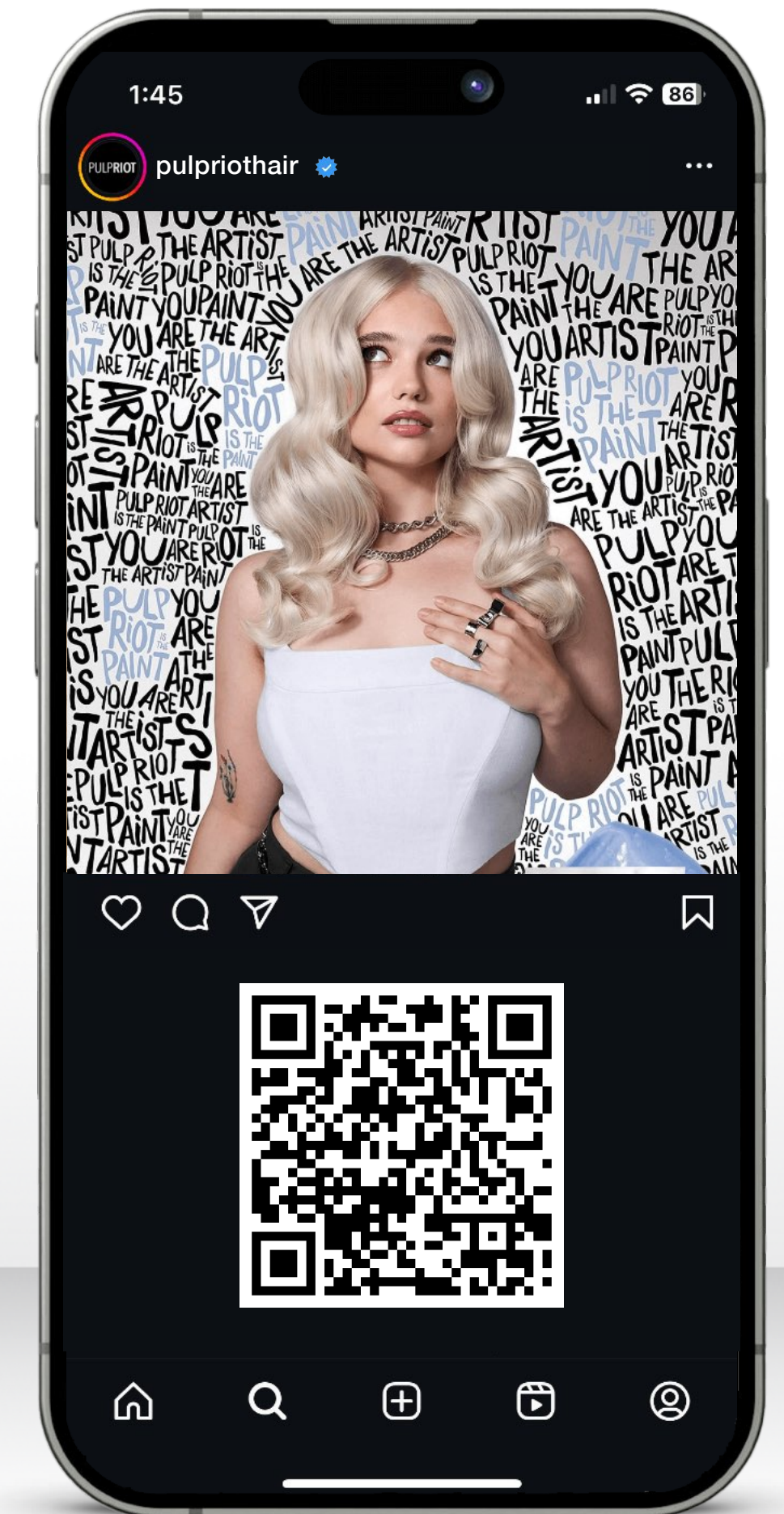
 **matrix**



 **PUREOLOGY**
PROFESSIONAL COLOR CARE



MIZANI
TEXTURE LOVE SINCE 1991

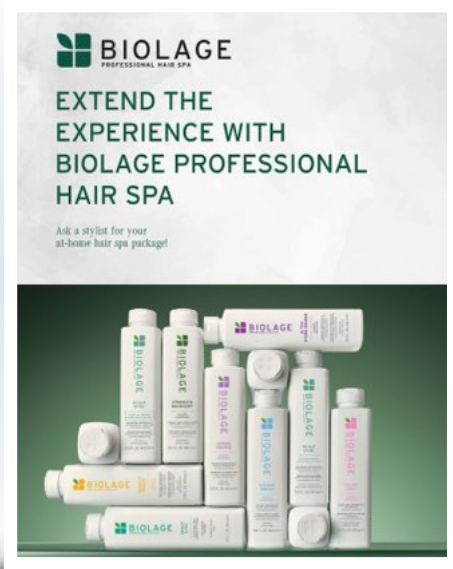


PULPRIOT



Ready-To-Go Toolkit

SALON READY!



Biolage Launch



Spring Renewal



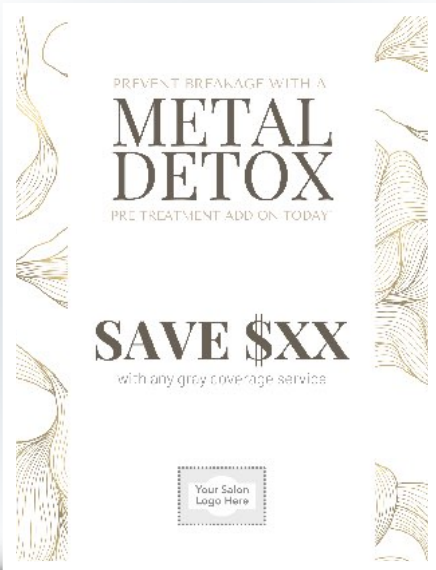
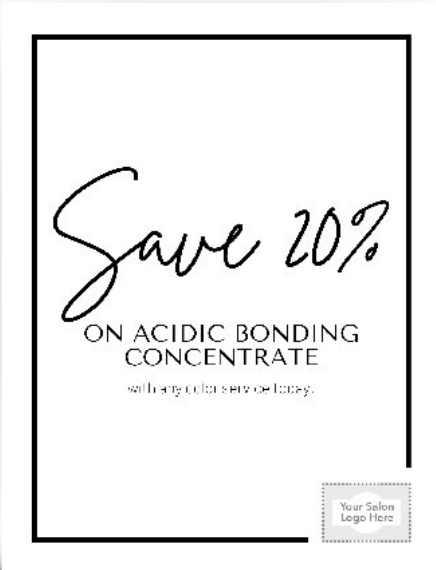
Earth Month



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