

SALON INSIDER

JANUARY-FEBRUARY 2026

GRWM for 2026

Navigating the
New Era of Beauty

Wanna Be a Billion-Hair?

Strike Oil with Matrix's Newly
Complete Oil Portfolio

Treatments Unmasked

Grow Your Backbar
Business Today

Shinier Hair, Faster Services, Smarter Business

Redefine Salon Luxury with AirLight Pro

The Ultimate Reset

For You, Your Team
& Your Clients

Your Most Indulgent Color Consultation Ever

Matrix SoColor Chocolates

Transform Routines into Rituals

In Salon, at Home, On-The-Go Self-Love

ACCESS PREVIOUS
BRAND ACTIVATION
RESOURCES ON
LEVEL LOYALTY



L'ORÉAL
PROFESSIONAL PRODUCTS

L'ORÉAL
PROFESSIONNEL
PARIS

REDKEN
5TH AVENUE NYC

matrix

BIOLAGE
PROFESSIONAL HAIR SPA

PUREOLOGY®
PROFESSIONAL COLOR CARE

PULPRIOT

MIZANI®
TEXTURE LOVE SINCE 1991

SALON INSIDER

JANUARY-FEBRUARY 2026

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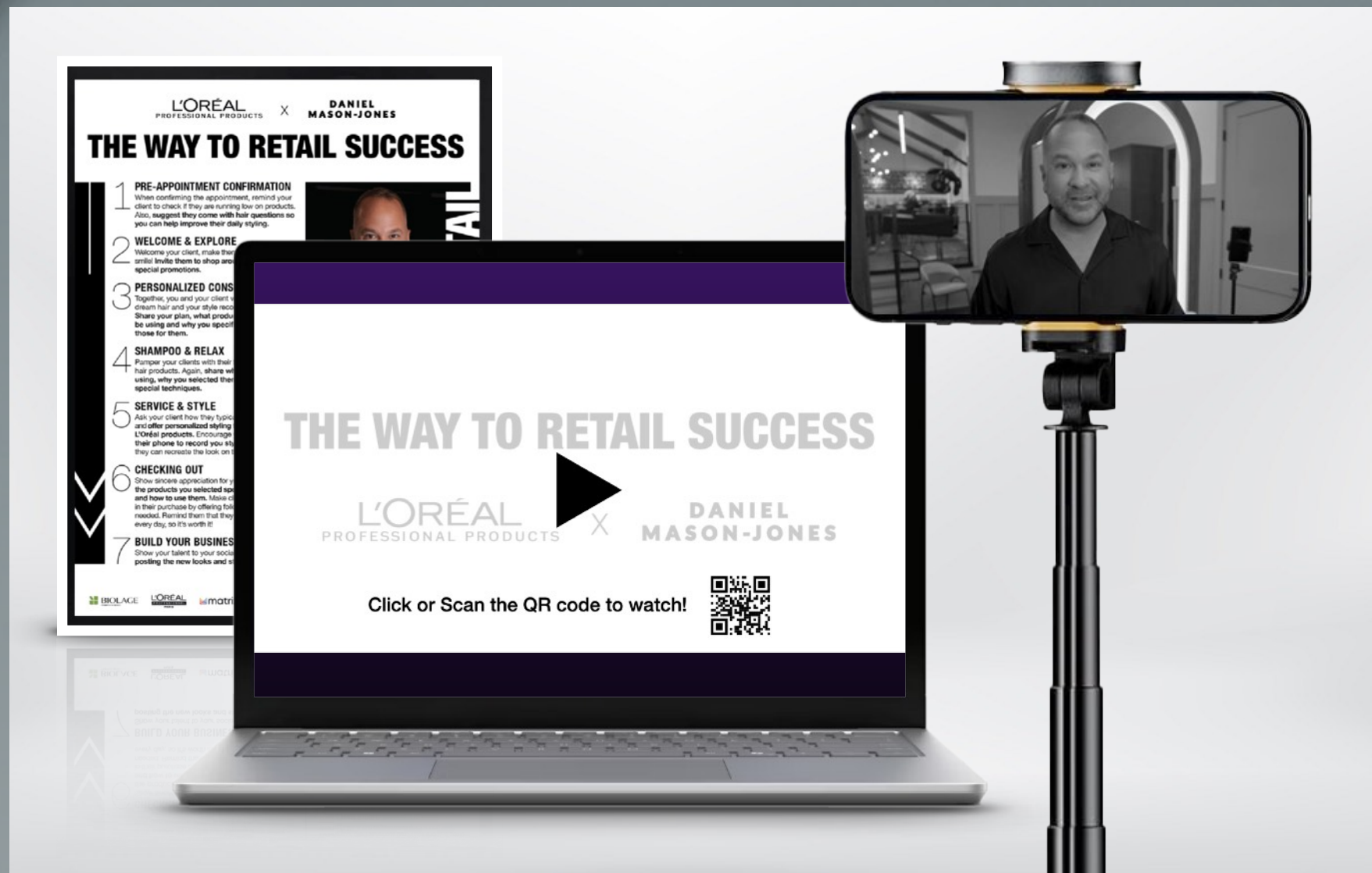
In-Salon & Digital Resources for Salon Success

L'ORÉAL
PROFESSIONAL PRODUCTS

GRWM FOR 2026

Navigate the New Era of Beauty

The New Year calls for a fresh vision. 2026 ushers in the era of intentional beauty. Clients want authentic wellness and conscious choices. Here are 5 ways that client demands are shifting and how you can use them for growth:



The "How-To" Obsession

Client Need
Help recreating salon styles at home.

Your Move
Teach styling techniques. Extend pro results with personalized home care recommendations.

“Place your client’s phone in the tripod to video the experience and the products you are using.”
– Daniel Mason-Jones

Learn More



Hair's Skinification: Scalp Health is the New Luxury

Client Need
Information on healthy scalp and hair growth.

Your Move
Offer scalp detoxes & bond-repair treatments. Educate on hair health.

Head Spa Services



Conscious Consumerism

Client Need
Clean beauty and sustainable practices.

Your Move
Showcase salon sustainability and that you choose brands that also align with those values.

L'Oréal for the Future Video

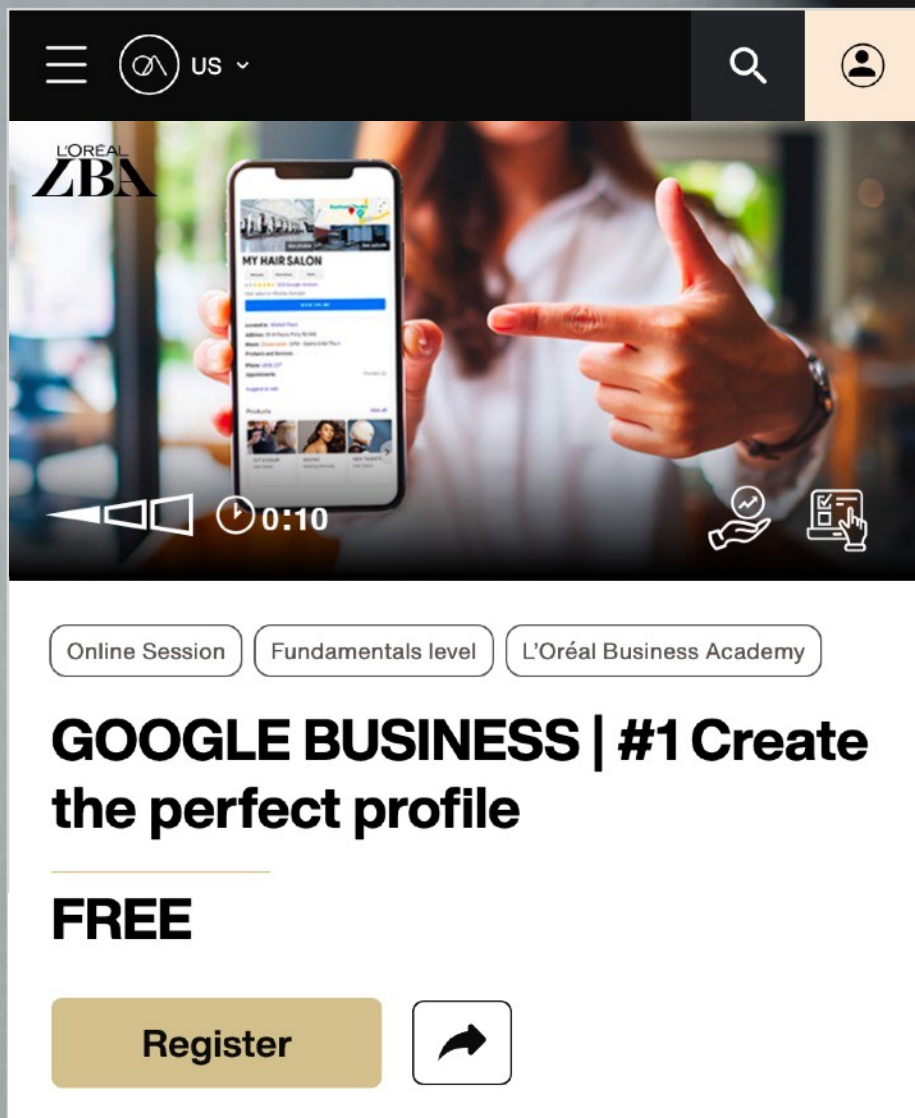


Digital Trendsetting

Client Need
Increasing reliance on Google and social platforms to learn hair trends.

Your Move
Be the color authority. Share stunning transformations. Educate on trends & ways to personalize color visually with digital look books.

Redken Digital Look Book



Local Search Power

Client Need
Easy ways to find you! Top google searches include "Salons near me" and "best for (service)". Direct bookings.

Your Move
Optimize Search Engine Optimization (SEO), encourage reviews, and set up seamless, online booking.

Create the Perfect Profile

THE Ultimate SALON RESET

Welcome, visionary leader!

January isn't just another month; it's your opportunity to redefine success. This issue presents a shift: for you, your team, and your clients.



SALON IQ
BUSINESS
ASSESSMENT

Reset for You *Own Your Empire*

Strategic Ambition Starts Here
This year, your financials aren't just improving; they're skyrocketing...

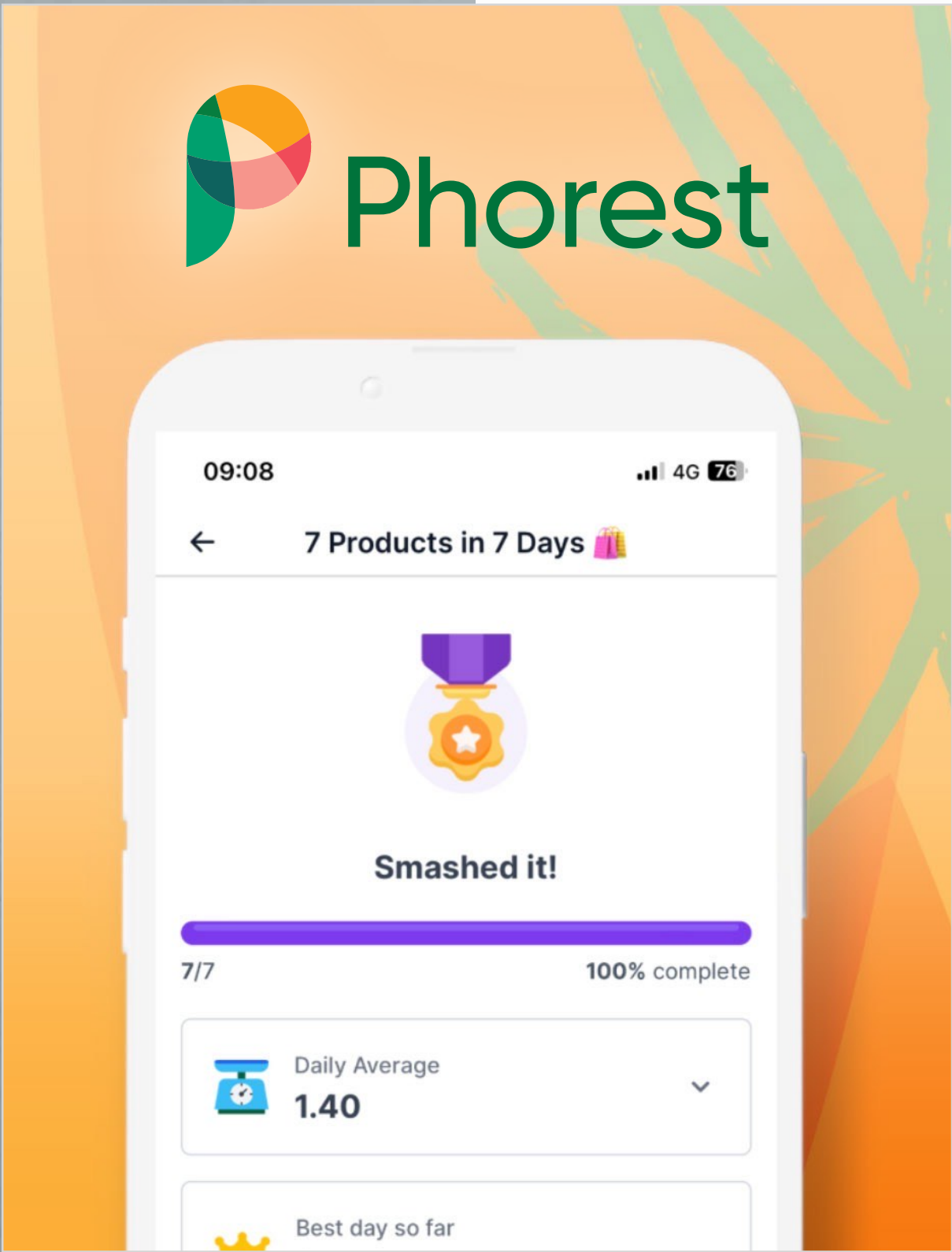
TIPS

- Plan with Summit's SALON IQ Assessment as your blueprint for next-level growth.

Book Free Salon IQ Analysis

- Figure out what you need to achieve your growth goals, and then, use your LEVEL Loyalty points wisely to help you get there.

New to LEVEL Loyalty? [Join Free](#)
Plus get 2,500 bonus points when you sign up!



Reset for Your Team *Your Greatest Asset*

- Team Huddles**
Have regular huddles that are brief, but impactful. Foster open dialogue, problem-solving, and clear communication.
- Recognition Revolution**
Create a culture of appreciation and recognition with a "Shout-Out" Board or peer-nominated awards.
- Innovation Meets Team-Building**
Launch collaborative artistic projects. Challenge your stylists to push boundaries with new products and trends.
- Goal-Setting**
Phorest Staff Goals empowers your team to actively drive your salon's success by tracking vital metrics like sales and rebooking rates. It fosters fierce accountability, supercharges morale, and fuels unstoppable salon growth.

Book Phorest Staff Goals Demo



Reset for Your Clients *Captivate & Convert*

- Elevate Consultations**
Go beyond surface desires to truly understand and achieve their new hair goals for the year.
- Curated Color & Care**
Offer a personalized experience in hair color and care regimens. Tailored service, every time.
- Exceed Expectations**
Clients are seeking out the best experience. Show that you are committed to excellence with innovation like AirLight Pro.

Download this AirLight Pro mirror cling on page 14.

matrix

CARLOS

and the Coverage Factory

NEW! Matrix SoColor Pre-Bonded Chocolates



503N 504AB 505RB 506AB 507RB 508AB 509AB

7 Chocolate-Inspired Shades
With 100% Gray Coverage
For All Hair Types

WATCH: Gray Coverage
Transformation With
Carlos Rojas



Follow **@Matrix** and
@ColorbyCarlos for
more color analysis



The Most Indulgent Color Consultation

In a world obsessed with personalized perfection, adding color analysis to your hair consultations isn't just an upgrade—it's your secret weapon to unlocking every client's most confident self. This move turns your craft into pure artistry, builds client loyalty, and redefines luxury beauty.

Want to nail undertones?

Grab silver and gold scarves! Silver flatters cool, gold lights up warm, and if both look equally fabulous, your client's that gorgeous neutral.



WATCH: Consultation
With Color Analysis

Purchase Scarves Here

Use in-salon signage and service menus to promote complimentary consultations and drive color services!

CONSULTATION

ARE YOU A
**WARM
MELTED
MOCHA**
OR A
**COOL
COCOA?**

DON'T JUST GUESS –
LET'S FIND OUT!

Our color consultations now include a
personalized color analysis to reveal your
most flattering shade!

BOOK YOUR BESPOKE COLOR
CONSULTATION TODAY!

THE ART OF BRUNETTE
COLOR PACKAGES

THE EFFORTLESS
BRUNETTE GLOW \$XX

Enhance your natural color with soft transitions and brilliant shine, ensuring your look serves function for longer.

INCLUDES

- Personalized Color Consultation
- Root Softening & Bleaching
- Custom Color
- Signature Blowout & Style
- Luxury Home Care Guide

THE SIGNATURE
BRUNETTE DIMENSION \$XX

Experience a custom brunette designed to turn heads. Blurring dimension, rich tones, and hair that feels as incredible as it looks.

INCLUDES

- In-Depth Color Analysis & Consultation
- Custom Balayage or Follicage
- Base Color & Custom Gloss
- Bond Building & Strengthening Treatment
- Luxe Deep Conditioning
- Signature Blowout & Styling
- Personalized Home Care Prescription

THE BRILLIANT BRUNETTE
TRANSFORMATION \$XX

This is the pinnacle of brunette luxury. From advanced coloring to a swishing scalp treatment and personalized styling session, every detail is crafted for your ultimate satisfaction.

INCLUDES

- In-Depth Color Analysis & Consultation
- Precision Cut & Shampoo
- Multi-Step Custom Color
- Multi-Step Bonding & Strengthening Treatment
- Custom Gloss
- Intensive Scalp Detox & Stimulating Massage
- Luxe Blowout & Hot Tool Styling Masterclass
- Tailored Product Prescription & Custom Home Care Guide

THE ART OF BLONDE
COLOR PACKAGES

THE LUMINOUS
BLONDE REFRESH \$XX

Illuminate your look with a whisper of blonde that enhances your natural beauty.

INCLUDES

- Personalized Blonde Consultation
- Sun-Kissed Accent Highlights/Balayage
- Root Smoothing (Optional)
- Custom Gloss/Toner
- Nourishing Treatment
- Signature Blowout & Style
- Essential Blonde Home Care Guide

THE SIGNATURE
DIMENSIONAL BLONDE \$XX

Expert lightening techniques, bond-protecting care and luxurious treatments to deliver a vibrant, multi-tonal blonde that truly shines.

INCLUDES

- In-Depth Blonde Analysis & Consultation
- Full Custom Highlights/Balayage/Follicage
- Root Tintless (Optional)
- Custom Gloss/Toner
- Advanced Bond-Building Treatment
- Luxe Deep Conditioning Massage
- Signature Blowout & Style
- Personalized Blonde Care Prescription

THE PLATINUM
BLONDE EXPERIENCE \$XX

Advanced multi-step lightening with intensive hair repair and personalized styling education for blonde that is exceptionally beautiful, healthy, and perfectly balanced.

INCLUDES

- In-Depth Blonde Analysis & Consultation
- Precision Mosaic & Balayage
- Master Full Head Lightening Platinum Care, Micro-Fills, Advanced Conditioning
- Multi-Compositional Toning & Glazing
- Intensive Bond Repairing & pH-Balancing System
- Rebuilding Scalp Treatment
- Luxe Blowout & Hot Tool Styling Masterclass
- Custom Blonde Product Prescription & Home Care Guide

Find sell-through signage using the Brand Resources Backbar QR codes on page 18 in this issue!

TIP: Once you and your client align on tonality and goals, outline straightforward service packages. Always protect their investment by including home care! Check out Diagnostic Home Care with Matrix's new complete oil portfolio on pg. 18.





Wanna Be a Billion-Hair?

Strike Oil with Matrix's Newly Complete Oil Portfolio



Instacure Build-A-Bond Billion Bond Oil

2026 HAIR GOALS

- 5x instantly stronger hair
- 450° heat protection
- No greasy feel
- 100% reduction in visible split ends.

Watch Video To Learn More

BE THE EXPERT Educate Your Client

To repair damage, hair will only accept 3 payment methods



Amino Acids

THE BASE OF THE HAIR MATRIX



Bonds

THE HOLD OF THE HAIR MATRIX



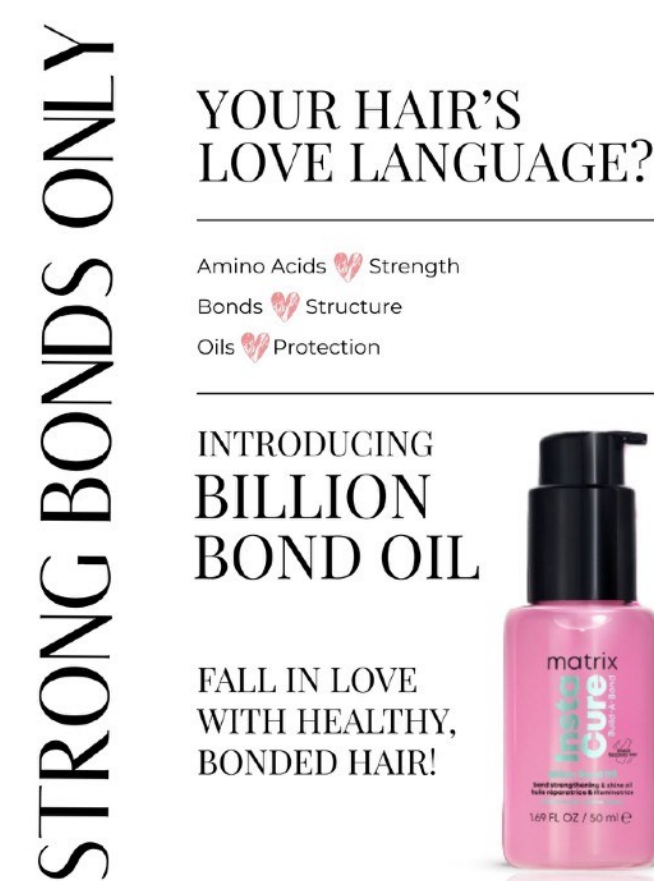
Oils

THE PROTECTOR OF THE HAIR MATRIX



Billion Dollar Hair Bundle

Find sell-through signage using the Brand Resources Backbar QR codes on page 18 in this issue!



Strong Bonds Only



Diagnostic Hair Care

Understand how each Matrix Oil maps to specific benefits and client types for a more diagnostic and prescriptive approach.



New Year, New Me Spin To Win

Use Spin-the-Wheel to excite & educate clients about their ideal regimen.

STEP 1:

Ask client about their main hair concern. Dryness? Frizz? Damage?

STEP 2:

Client spins the wheel!

STEP 3:

Based on their main concern and their prize, recommend the ideal care solution.

POTENTIAL PRIZES TO CONSIDER

- Try an oil for \$XX
- Complimentary treatment
- \$XX off shampoo & conditioner bundle



Get the Wheel





GIVE CLIENTS A RESET TO LOVE at the Backbar

Experiencing is Believing

The holiday dazzle may have faded, but the need for a luxurious reset is just beginning. As your clients ease back into routine, offer them an invitation to self-care right in your salon.

Create a "Reset & Indulge" Experience

With a curated menu of express treatments: glossing, nourishing masks, and scalp therapies. These offer instant gratification and results clients see, feel, and BELIEVE.



Find sell-through signage using the Brand Resources Backbar QR codes on page 18 in this issue!

Treatments *Unmasked*

Empower your clients to maintain their results with a curated home care regimen, extending their salon experience and hair vibrancy until the next appointment.

Prep

A healthy scalp is the foundation of healthy hair & a calming scalp scrub always makes for a great client experience. Encourage regular scalp maintenance between appointments to ensure hair is always prepped to receive the best care!

BIOLOGE SCALP SYNC PURIFYING CONCENTRATE

Gently exfoliates, removes impurities and balances the scalp for all hair types.



Protect

There's nothing color-treated hair craves more than protection from dullness. Pureology's deep treatment masks care for salon color with its patented anti-fade complex, while also providing luxurious hydrating & strengthening benefits like only Pureology can.

NEW STRENGTH CURE MASK

Restores virgin-like hair strength, perfect for lightener & permanent color clients.

NEW HYDRATE MASK

Up to 72 hours of hydration & instant detangling, perfect for virgin hair & gloss clients.

Transform

DON'T JUST MASK, TRANSFORM. Best-in-class masks for every pro hair need. Loved for their transformative performance & transformative indulgence.

ABSOLUT REPAIR MOLECULAR

Designed for deep repair.

METAL DETOX

Built to fight metals, dullness, and breakage.

VITAMINO COLOR SPECTRUM

The latest in premium masks, created for color vibrancy.



Boost

Give your Shades EQ clients even MORE shine with Redken's Acidic Color Gloss-In-Mask. The only mask designed to preserve the vibrancy & condition of a Shades EQ gloss!

FROM ROUTINE TO

Transform Boring Maintenance into Lavish Self-Love with Bundles During Valentine's Month

Ritual

The post-holiday slump often casts a shadow over February. For your salon, this Valentine's season is an opportunity to reignite client passion for their hair and boost retail sales.

Re-frame “Back-to-Routine” into “Self-Love Rituals.” Position product bundles as self-care, allowing clients to fall back in love with their hair every day.



Use the bundles below or feel inspired to curate your own!



Luxe Self-Love Kit

Strength Cure Shampoo
Strength Cure Deep Treatment Mask
Color Fanatic Multi-Tasking Leave-In Spray



Cozy Night In Kit

Food For Soft Oil
Food For Soft Shampoo
Food For Soft Mask



Find sell-through signage using the Brand Resources Backbar QR codes in this issue!



90's Blowout Kit

Root Lifter
Quick Blowout
Brushable Hairspray



Scalp Serenity Kit

Scalp Sync Purifying Concentrate
Cool Mint Shampoo
Scalp Sync Oil-Balancing Serum



Pampering on the Go

Love Luster Hair Perfume
25 Miracle Milk
ABC Bandage Balm

L'ORÉAL
PROFESSIONNEL
PARIS

Shinier hair, faster services, smarter business.

Redefine Salon Luxury with AirLight Pro's Infrared Technology.

Your clients expect the best—for their hair and the planet. That's why you need to know about the AirLight Pro. This isn't just a dryer; it's a game-changer.

14%
faster drying—without damage*

Hydration Locked In

Bringing the AirLight Pro into your salon is a signal. It subtly tells your clientele you're committed to excellence, innovation, and sustainability. That's your premium brand identity solidified.



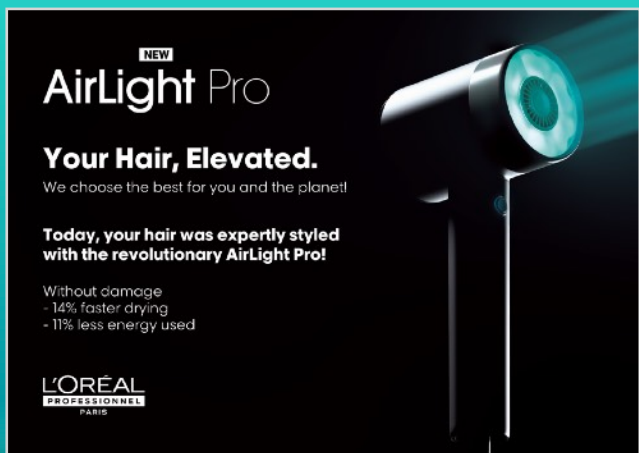
BEFORE

AFTER COMB

AFTER FLAT IRON



TIP: There's a **new comb attachment** that detangles and smoothens curly and coily hair. Even better, soon you will be able to grab it all with your points through LEVEL LOYALTY. Smart way to leverage your existing spend, right?



And for a subtle flex? A chic salon mirror cling featuring the AirLight Pro. It's a quiet declaration to every client: you're getting the absolute best. It's about delivering luxury and backing it up with innovation. This is how you redefine salon luxury and exceed client expectations.

STEP 1

[Download Mirror Cling](#)

STEP 2

[Print Downloaded Mirror Cling](#)



Dear Demi...

Welcome to **Dear Demi**, a column dedicated to snipping away your salon woes and styling your professional life to perfection! This week, we have a letter that many of you might find painfully familiar...

Help! The Holiday Season Left Me Completely Spent!

Dear Demi,

I love the holiday season! It's my busiest time and I enjoy making my clients look and feel good, but I worked myself to exhaustion with non-stop appointments. Now, I'm physically and mentally drained, struggling to find motivation for the chair. How can I truly recover and prevent this burnout after future peak seasons? I truly value this busy time, but I need to manage it without constantly running myself into the ground. Any advice?

Sincerely, Drained in Denver

Dear Drained in Denver,

My dear Drained, your feelings are incredibly valid and common in our industry! You poured everything into the holidays, and now your body and mind demand rest. You can recover and manage busy periods sustainably. Here's how to heal and prevent future burnout, focusing on 3 key areas:

You need a personal recharge away from the salon to truly disconnect. Prioritize sleep, hydrate, and nourish your body. Take this opportunity to take a break from work-related screens and focus on your hobbies and things you find personally fulfilling. Walk, stretch, binge that show you've been saving!

After resting you can re-ignite your professional fire. Explore new year trends, masterclasses, or advanced techniques. Learning something fresh can rekindle your creativity. *L'Oréal ACCESS* and *LEVEL Loyalty* are amazing resources to help you identify these opportunities! Allow yourself to focus on what you love about your profession by delegating administrative duties like booking. Consider industry-focused services like *Vish*, *Phorest*, *Inovshop*, and *Glammatic* to do the heavy-lifting. Working smarter now will reduce future stress.

Finally, protect your future self from burnout with strategies for success. Pre-book your downtime for recovery from the next busy season now, and treat those days off as non-negotiable. If you're consistently booked 6+ weeks in advance, consider a strategic rate adjustment. This manages demand, ensures fair compensation, and can reduce client load while maintaining income. Learn to say "no" or "fully booked" without guilt. Respect your time, and clients will, too.

Drained, your passion is still there, just buried under exhaustion. By prioritizing well-being, continuous learning, and smart business strategies, you will recover and thrive sustainably. Your career is a marathon, and taking care of yourself is your most important tool.

Demi

Education

Develop Your Skillset

Check out upcoming educational opportunities to keep color & styling skills current and ensure your clients keep coming back for more!

LEVEL
LOYALTY REWARDS

January & February Educational Opportunities

Live & Virtual Education!

Learn from Top Talent

INFLUENCERS
AMBASSADORS
ARTISTS

Sign up now! Space is limited!

[Learn More & Register Here](#)

STREAMING
ONLINE
FEB 9

Color Obsessed *Virtual Show*

Discover Advanced Color Techniques & Effective Business Strategies Including these Exclusive Trends From Top Brands

REDKEN
5TH AVENUE NYC

The Art of
Halo Contouring:
Elevating Brunettes



SARA BOTSFORD

matrix

Viral Braided
Balayage



PATI RODRIGUEZ

PULPRIOT

Chromatic Cataclysm:
*the Art of Unhinged
Color Blocking*



KAIT PEREZ

**L'ORÉAL
PROFESSIONNEL**
PARIS

Color Melt
With Dia



MIN KIM

MIZANI
TEXTURE LOVE SINCE 1991

Aircut Trend Cutting
& Color Inspiration



TIPPI SHORTER

**DON'T
MISS OUT!**

REDKEN
SYMPOSIUM

A CELEBRATION OF ARTISTRY,
EDUCATION, INSPIRATION
AND CONNECTION

Welcome Back To Las Vegas For The 51st Symposium
In Our Brand New Home at Caesars Palace

LAS VEGAS JUNE 13TH - 15TH, 2026

REGISTER NOW



**3
DAYS**

**1
MAIN STAGE**

**15+
POWERFUL CLASSES**

REDKEN
HAIRCOLOR
AWARDS 2026

UNLEASH YOUR CREATIVITY
WITHOUT LIMITS

6 SUBMISSION CATEGORIES. ENDLESS POSSIBILITIES.

- ☐ Best Blonde
- ☐ Best Red
- ☐ Best Brunette
- ☐ Best Freehand
- ☐ Best Trendsetting Haircolor
- ☐ Best Emerging Talent

SUBMIT YOUR
LOOKS BY FEB 28



BRAND RESOURCE

Backbar

Use the QR codes below to access the printed and digital resources featured in this issue and MORE!



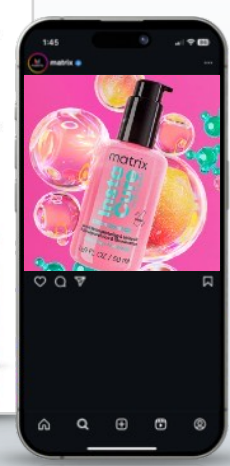
matrix

STRONG BONDS ONLY

YOUR HAIR'S LOVE LANGUAGE?

Introducing **BILLION BOND OIL**

FALL IN LOVE WITH HEALTHY, BONDED HAIR!





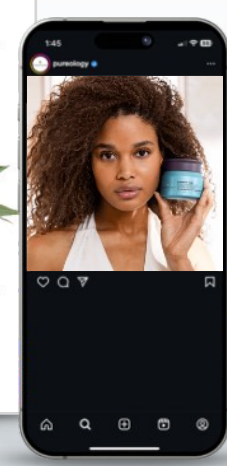


PUREOLOGY
PROFESSIONAL COLOR CARE

CHOOSE YOUR RITUAL

LUXE SELF-LOVE

BUNDLE & SAVE XX%
Following any color service







REDKEN
5TH AVENUE NYC

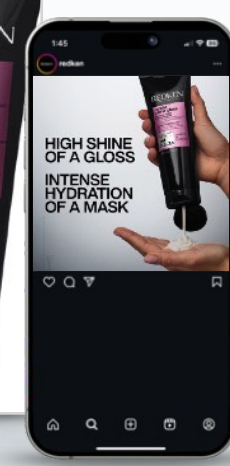
ACIDIC COLOR GLOSS MASK

2X More shine

4X More hydration

24HR Frizz reduction

TRY FOR \$XX
With any Shades EQ Color Service





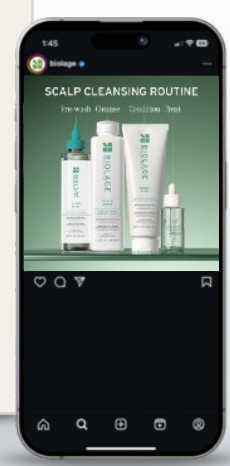


BIOLAGE
PROFESSIONAL HAIR SPA

Choose Your Ritual

SCALP SERENITY

BUNDLE & SAVE XX%
Following today's service







MIZANI
TEXTURE LOVE SINCE 1991

QUICK INDULGENCES

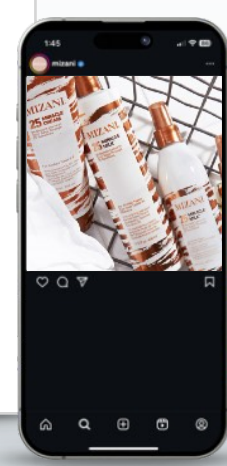
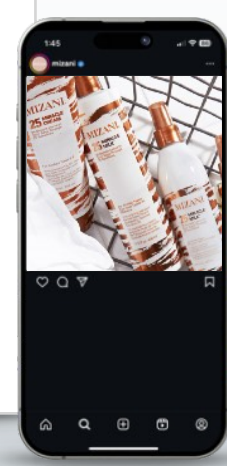
SCALP CARE TREATMENT \$XX
Customize your scalp treatment with our Scalp Care Treatment, Scalp Care Shampoo, and Scalp Care Conditioner.

MOISTURE FUSION MASK \$XX
Customize your moisture treatment with our Moisture Fusion Mask, Moisture Fusion Shampoo, and Moisture Fusion Conditioner.

MOROCCAN CLAY STEAM MASK \$XX
Customize your steam treatment with our Moroccan Clay Steam Mask, Moroccan Clay Shampoo, and Moroccan Clay Conditioner.

STRENGTH FUSION RECOVER MASK \$XX
Customize your strength treatment with our Strength Fusion Recover Mask, Strength Fusion Shampoo, and Strength Fusion Conditioner.

SAVE XX%
On product following today's service



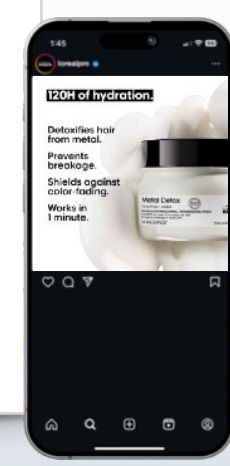




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PROFESSIONNEL
PARIS

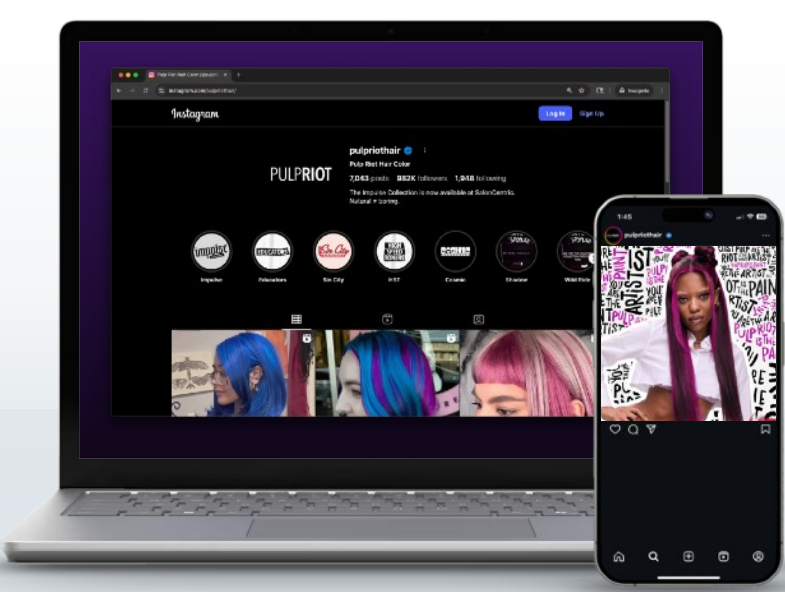
DON'T JUST MASK. TRANSFORM

SAVE XX%
On product following today's service





PULPRIOT



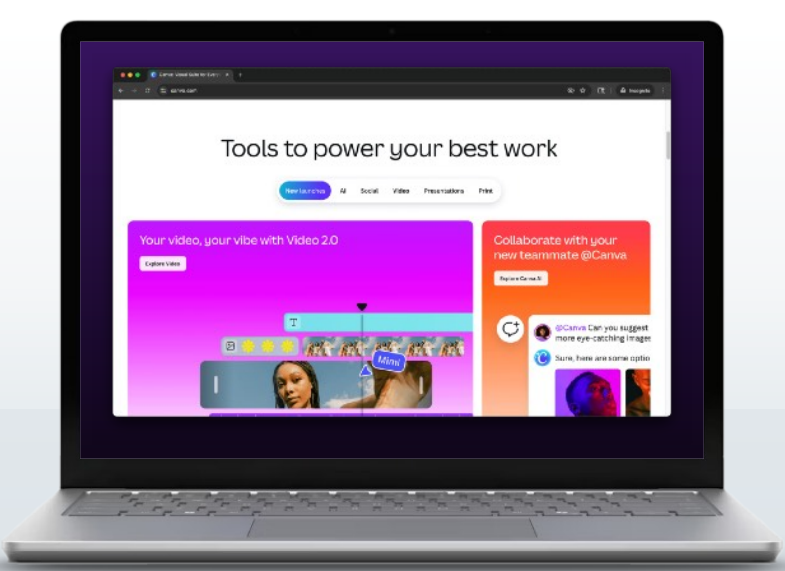


AirLight Pro



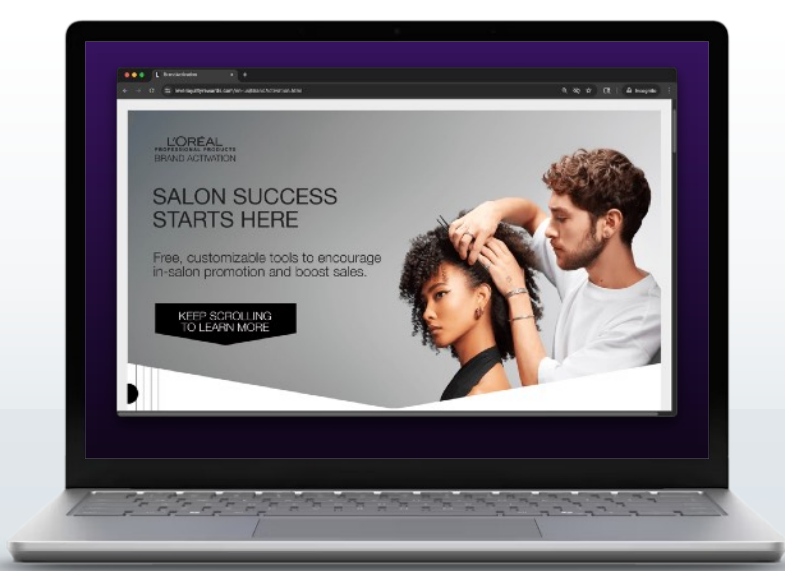


How-to-Use Toolkit on Canva





View Previous Toolkits on LEVEL





L'ORÉAL
PROFESSIONAL PRODUCTS

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