

brand activation

TOOLKIT

JULY 2025

L'ORÉAL
PROFESSIONNEL 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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NEW!

Pureology Glow Catcher Oil

Mizani True Textures

Redken Shades EQ 101 Free Virtual Education

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Shelf

Cash Wrap/Reception



Brand Highlights

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Brand Highlights

Business-Building

SalonCentric Sales

Merchandising



INTRODUCING NEW GLOW CATCHER™ OIL



HYDRATE GLOW CATCHER™ OIL

Up to 72 hours continuous hydration & shine

Product Knowledge

Social Toolkit

*Wave 5 Report, Kyra Gen-Z State of Beauty Report 2023 Edition

BRAND ACTIVATION TOOLKIT | JULY 2025



RESOLVE DRYNESS

The #1 hair concern among GenZ* - with the #1 Hydrating Shampoo & Conditioner in the U.S.* and NEW Glow Catcher Oil



Editable Signage



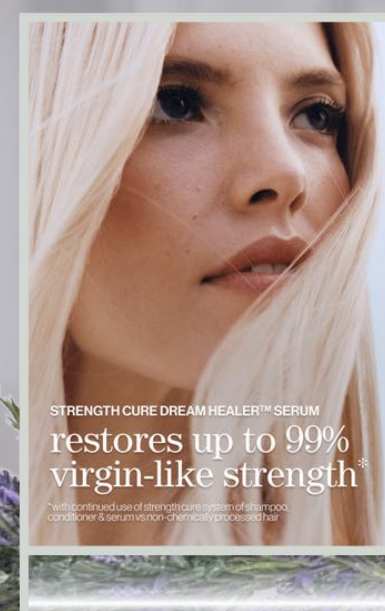
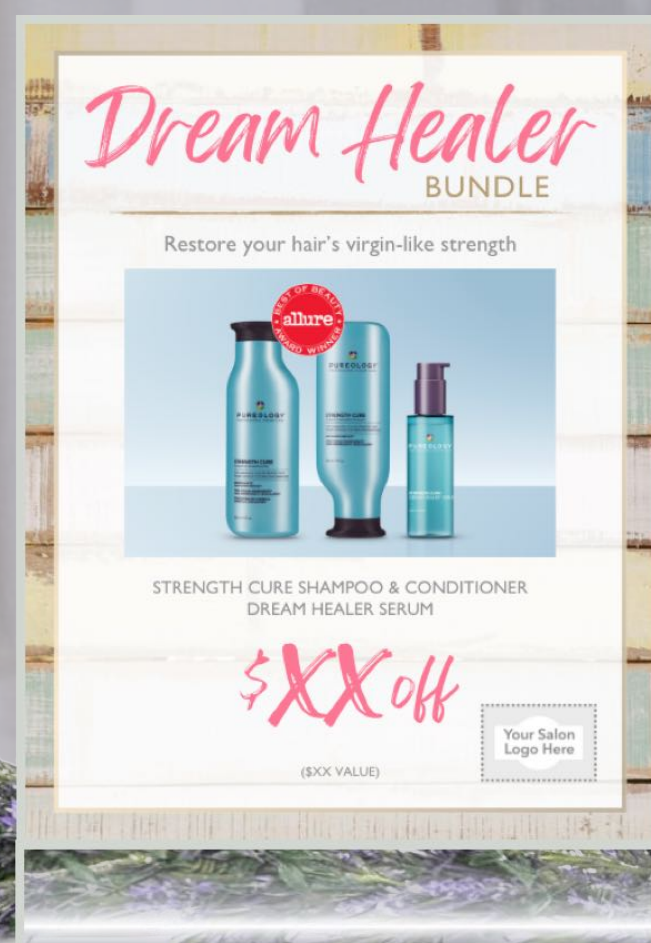
Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

CREATE A PLACE FOR CLIENTS TO EXPLORE AND INTERACT WITH PUREOLOGY'S NEWEST LAUNCHES



Editable Signage

Scan or Click QR
Code to Buy
Display Items





Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

MIZANI
TEXTURE LOVE SINCE 1991

**TRUE
TEXTURES**

**NATURAL CURL
CARE & STYLING**

2 FOR \$20
TRUE TEXTURE
STYLING



Product Knowledge

BRING MIZANI TO LIFE
in your salon



Mizani Shelf Easels

Texture Love Signage

*AirLight
Pro*

A hot tool designed
with all hair types
in mind



Hair By Mizani Artist Jamal Edmonds

Infrared Light Technology locks in
hydration for bouncy, defined, never-
dried-out curls

Product Knowledge



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

REDKEN
5TH AVENUE NYC

SHADES EQ 101

ELEVATE YOUR ARTISTRY WITH REDKEN'S FREE 4-PART DIGITAL EDUCATION SERIES



MASTER THE
FUNDAMENTALS
OF THE #1 DEMI

with Redken's free
Shades EQ 101
education series
from Gloss Boss,
Adrienne Dara

BUY 10+ FOR
FREE SHADES

Shades EQ 101

VIDEO
COMING
SOON!

Shades EQ Product Knowledge

Editable Signage

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FIND *Strength*
IN NUMBERS

Ask your stylist for your curated
Redken Bonding Bundle today, and

SAVE
XX%

Following a Shades EQ Gloss Service

Your Salon
Logo Here

EXTEND SALON SERVICE TO HOME CARE

Bundle **Shades EQ** Gloss Services with Acidic Bonding
& Acidic Color Gloss Products



BUY 4+ ACIDIC BONDING
CONCENTRATE, ACIDIC
BONDING CURLS & CURL
STYLERS FOR 25% OFF

ABC Product Knowledge

*Gloss
& Win*

Scratch & Reveal Your Savings on
Take Home Care & Styling

*One scratch-off card per transaction for qualifying clients. Prizes cannot
be combined with other offers. Savings valid on day of service.

Your Salon
Logo Here

Scratch off Cards

Editable Signage



Brand Highlights

Business-Building

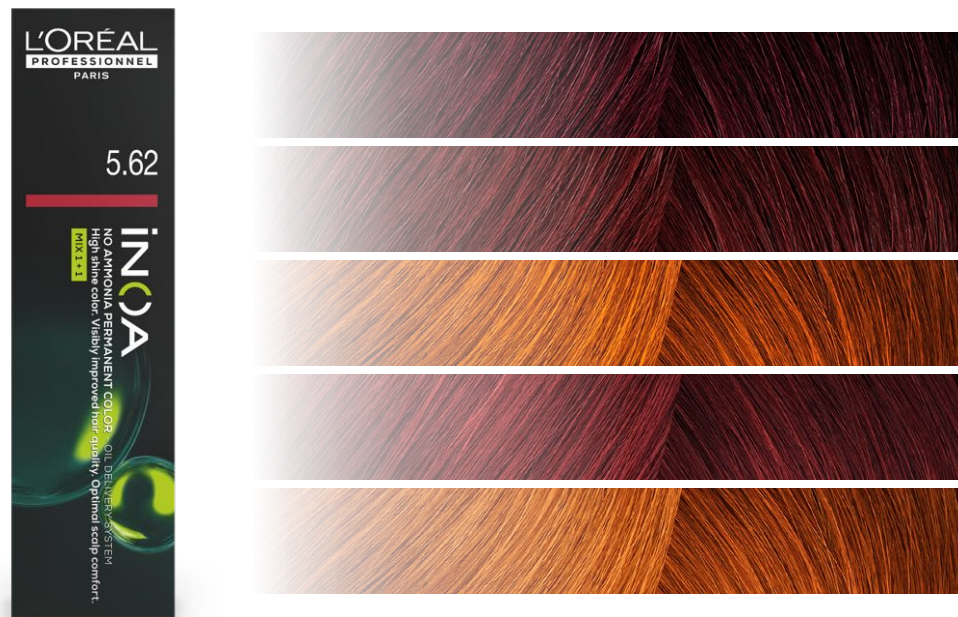
SalonCentric Sales

Merchandising

L'ORÉAL
PROFESSIONNEL
PARIS

Elevate Your Color Services with iNOA x Metal Detox

Elevate your reds with multi-dimensional ammonia-free 100% grey coverage that lasts



Tiered offers
with Free Goods

Product Knowledge

*Influenster 2020 study

BRAND ACTIVATION TOOLKIT | JULY 2025

Remove Metals & Protect Hair from
Damage Between Appointments



Try for \$20

Product Knowledge

Small Size.
Big Impact.

- Allows trial without investment of full-size
- Encourages purchase of multiple products
- 50%+ clients purchase full-size after trial*



Editable Signage



Editable Signage



Gray (*Coverage*) is Gold

Gray coverage services are essential for creating consistent income.

Did You Know?

The fastest-growing salon service is a color, cut & treatment combo - **with revenue up +285%!***

PRO TIP

Boost revenue with service menus and special offers that drive bundled services.

Matrix SoColor EXTRA

#1 Pre-bonded Gray Coverage



Buy 4 SoColor Extra Coverage, Get 1 FREE

Product Knowledge

Redken

100% Gray Coverage with no and low ammonia formulas



FREE Developer and Shade with 10+ Buy-In

Product Knowledge

L'Oréal Professionnel

Elevated Coverage with Shine & Condition



Tiered Offers with FREE Goods Buy 5 Majirel, Get 1 FREE

Product Knowledge



Editable Signage

*Modern Salon; **Kline Pro U.S. Q3 2023



Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

Business-Building

Visual Merchandising





Transform Your Retail Space, Transform Your Sales

70% OF PURCHASING DECISIONS
ARE MADE AT POINT OF SALE*

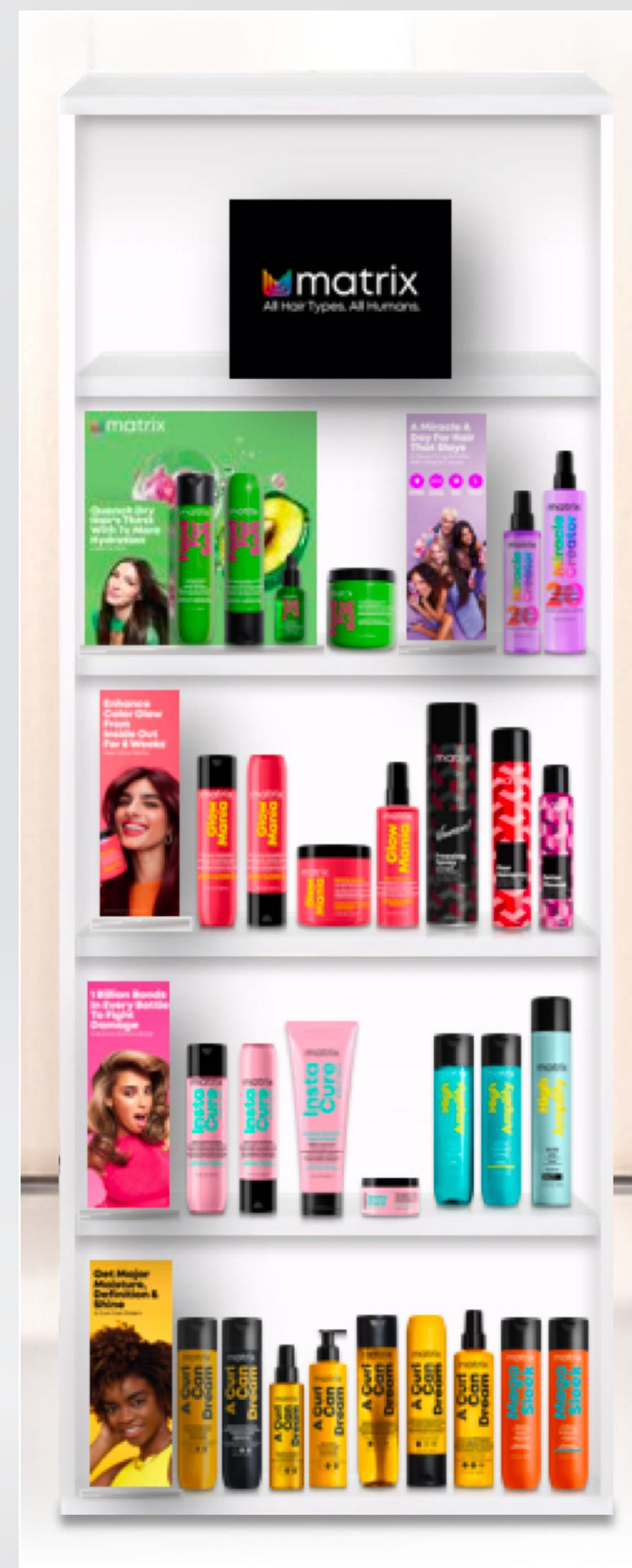
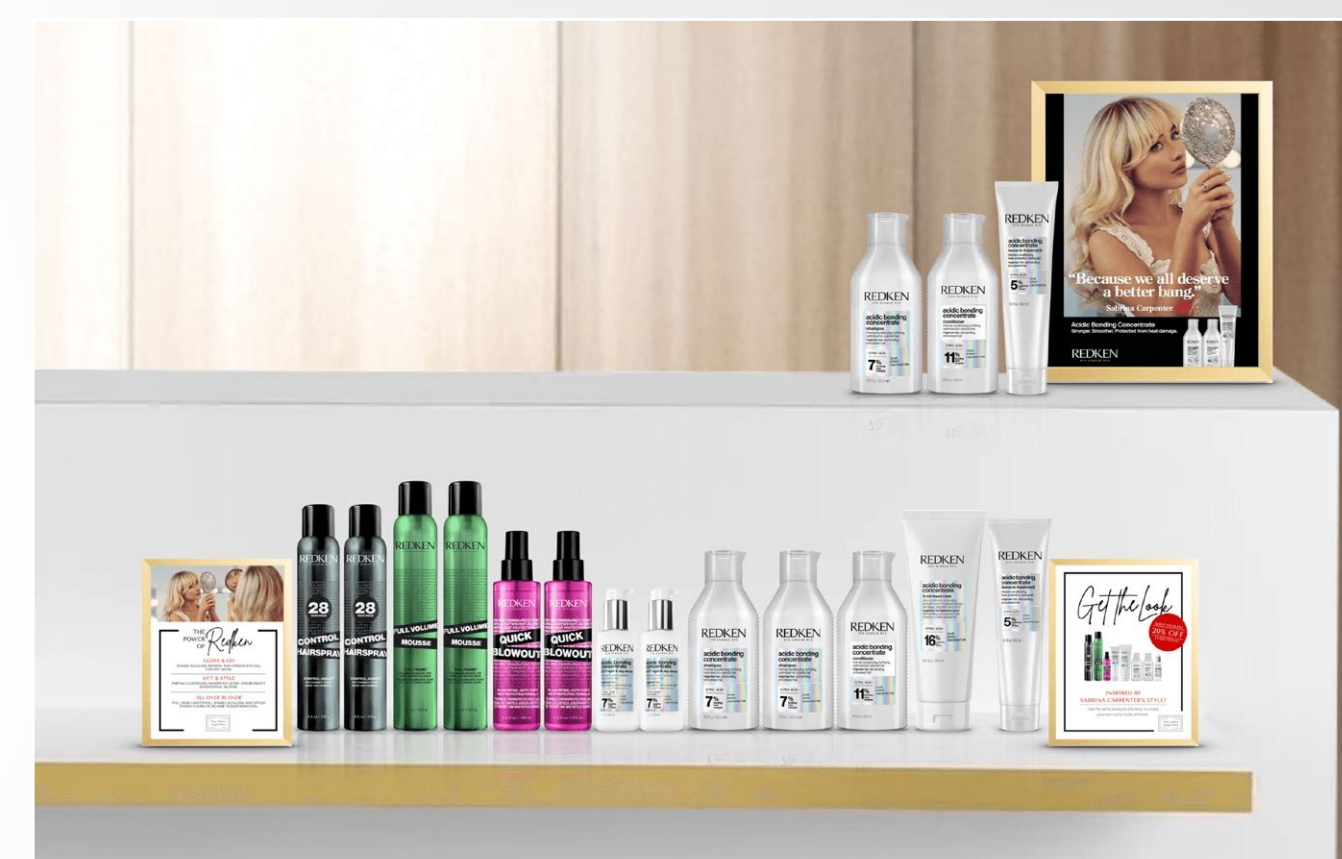
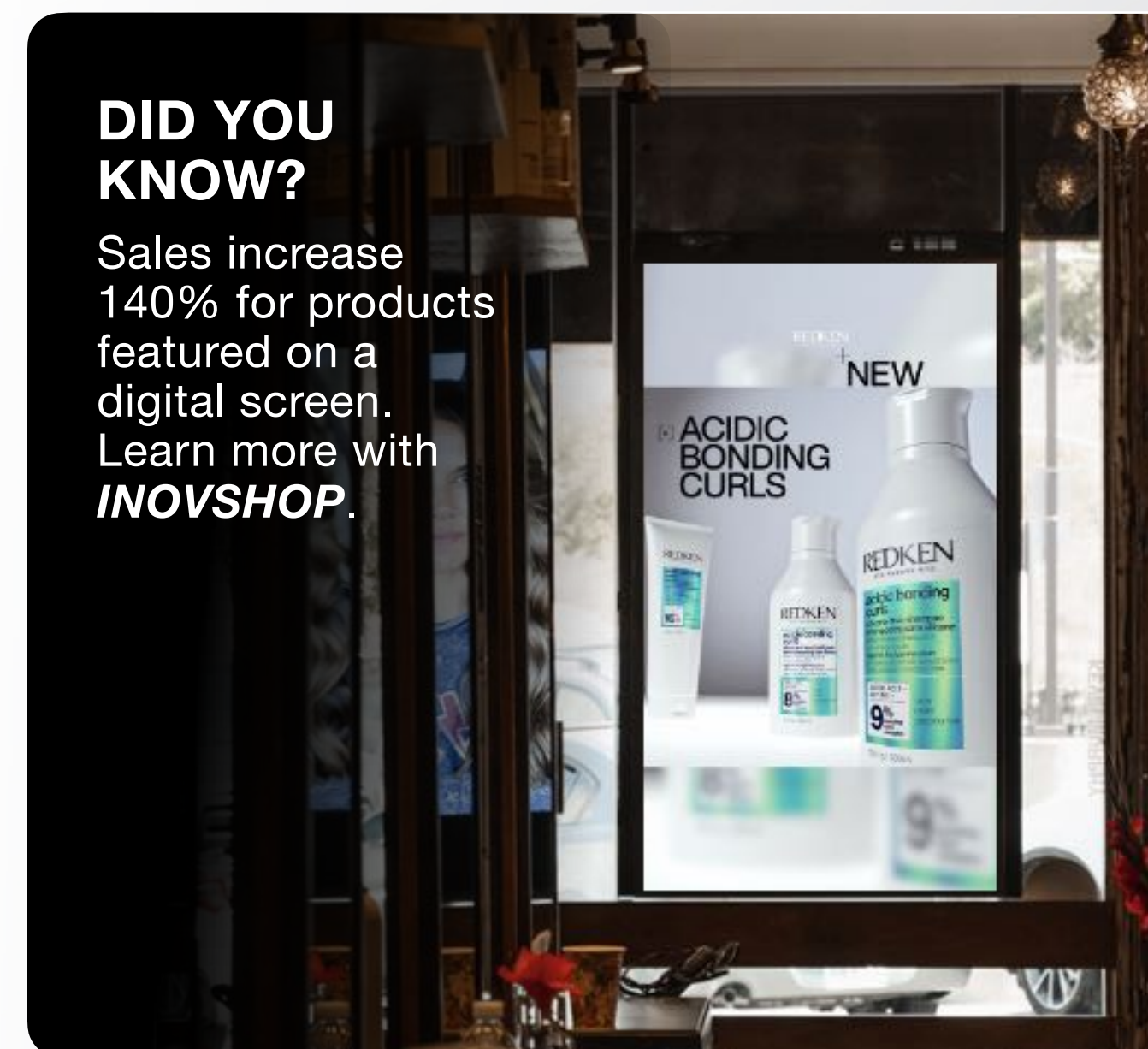
Tips For Any Space

- Incorporate branded elements, shelf easels and informative visuals to attract and educate clients.
- Clients will spend more time in a retail area where they can explore and interact.
- Click ***HERE*** for Salon Emotion's *Top 10 Merchandising Tips*

*CAAD Retail Design

DID YOU KNOW?

Sales increase
140% for products
featured on a
digital screen.
Learn more with
INOVSHOP.





Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

Upgrade Your Shelves With Signage

SIGNAGE GUIDES SHOPPERS, HIGHLIGHTS PRODUCTS AND INFLUENCES PURCHASING DECISIONS

LOGO BLOCK
10.0" W x 8.0" H

EASELS 4.0" W x 11.0" H

SHELF TALKERS 3.5" W x 2.5" H

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Scan or Click QR
Code to Download
& print now!



Pair with these
acrylic frames

Scan or Click QR Code
to Buy Display Items





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Brand Highlights

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SalonCentric Summer Go-To's Sales

End of Summer Sale





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Merchandising

Summer Go-To's

GET 20% OFF WITH PARTICIPATING BRANDS
SEE DETAILS LISTED BELOW

REDKEN STYLERS

REDKEN ALL SOFT & FRIZZ DISMISS

L'ORÉAL PROFESSIONNEL METAL DETOX

MATRIX TONING, REPAIR, & DEFINITION BEST SELLERS

BIOLAGE HYDRA SOURCE

Promotion Details

Full monthly promotional details are available in your monthly distributor catalog

BRAND ACTIVATION TOOLKIT | JULY 2025





August In-Salon Merchandising

Tables	>
Shelf	>
Cash Wrap/Reception	>





Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

Table

INCENTIVE SIGNAGE SCRATCH TO WIN!



POTENTIAL PRIZES TO OFFER

- \$5 off retail
- 15% off retail
- Complimentary Treatment



Promotional Signage



Scan or Click QR
Code to Buy
Display Items





Shelf

INCENTIVE SIGNAGE SCRATCH TO WIN!



POTENTIAL PRIZES TO OFFER

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Promotional Signage



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Code to Buy
Display Items





Brand Highlights

Business-Building

SalonCentric Sales

Merchandising

Cash Wrap/ Reception



Promotional Signage



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Brand Highlights

Business-Building

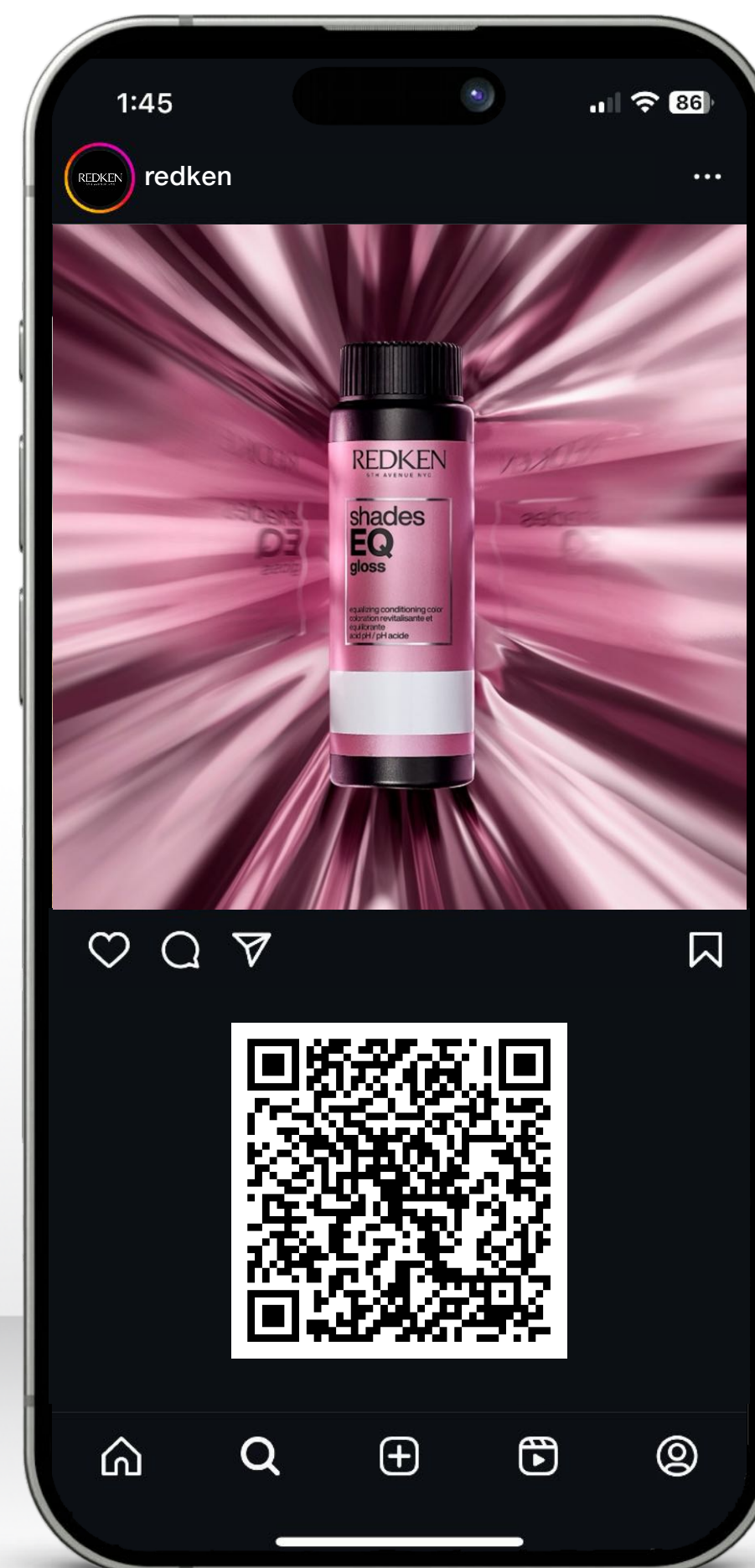
SalonCentric Sales

Merchandising

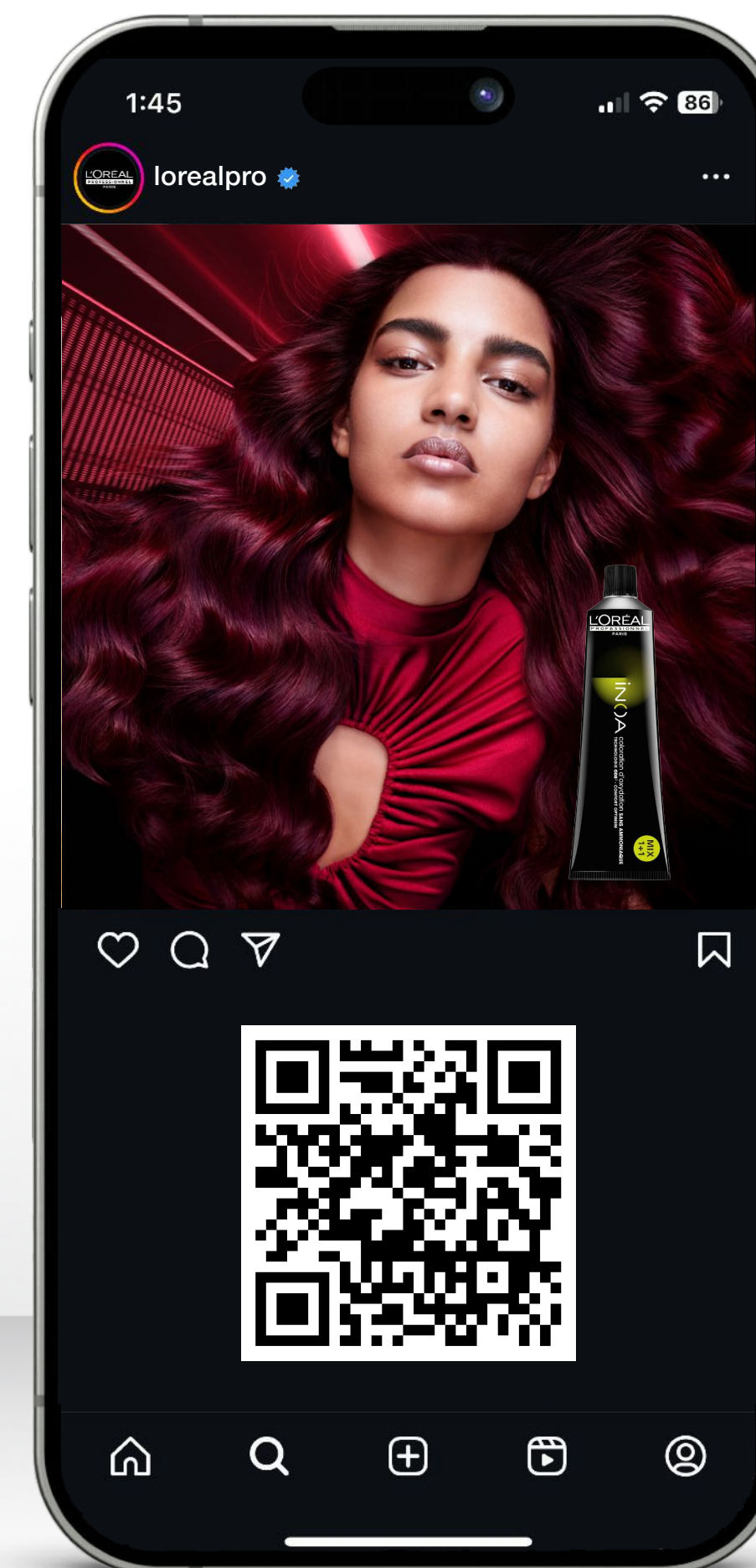
Branded Social Content

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

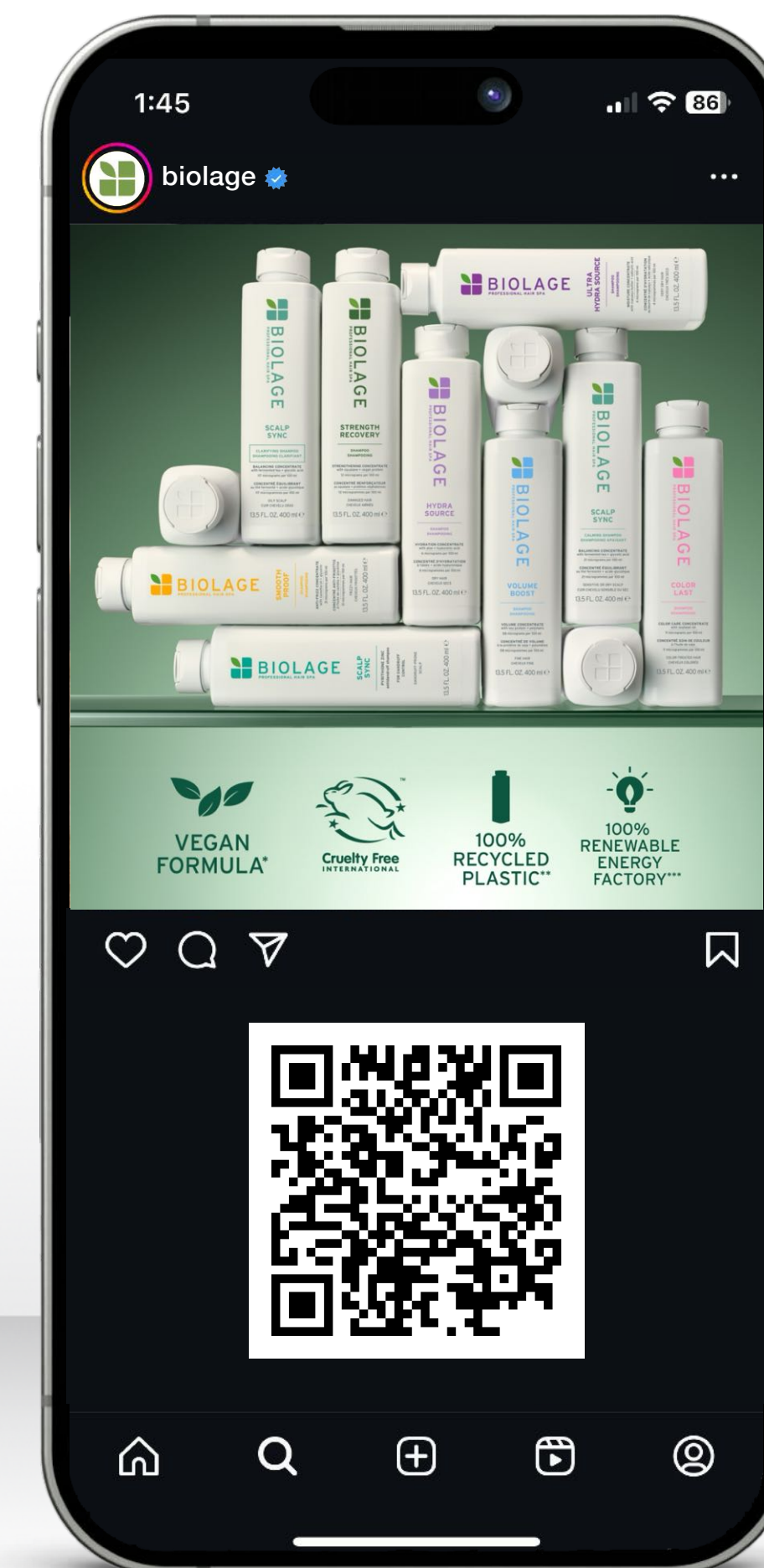
Scan or Click QR Code for each brand
to access relevant materials for each brand.



REDKEN
5TH AVENUE NYC



L'ORÉAL
PROFESSIONNEL
PARIS



BIOLAGE
PROFESSIONAL HAIR SPA

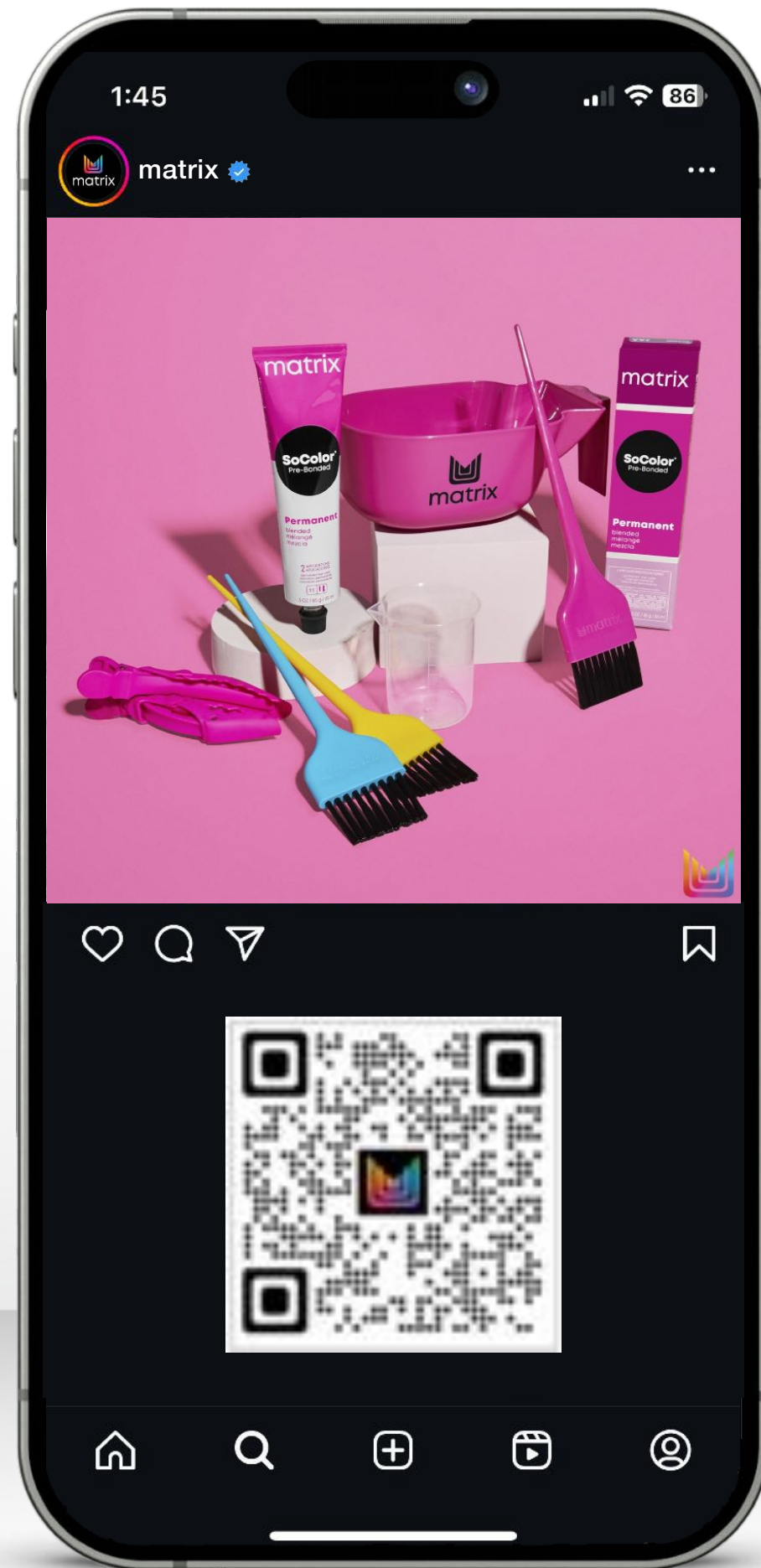


Brand Highlights

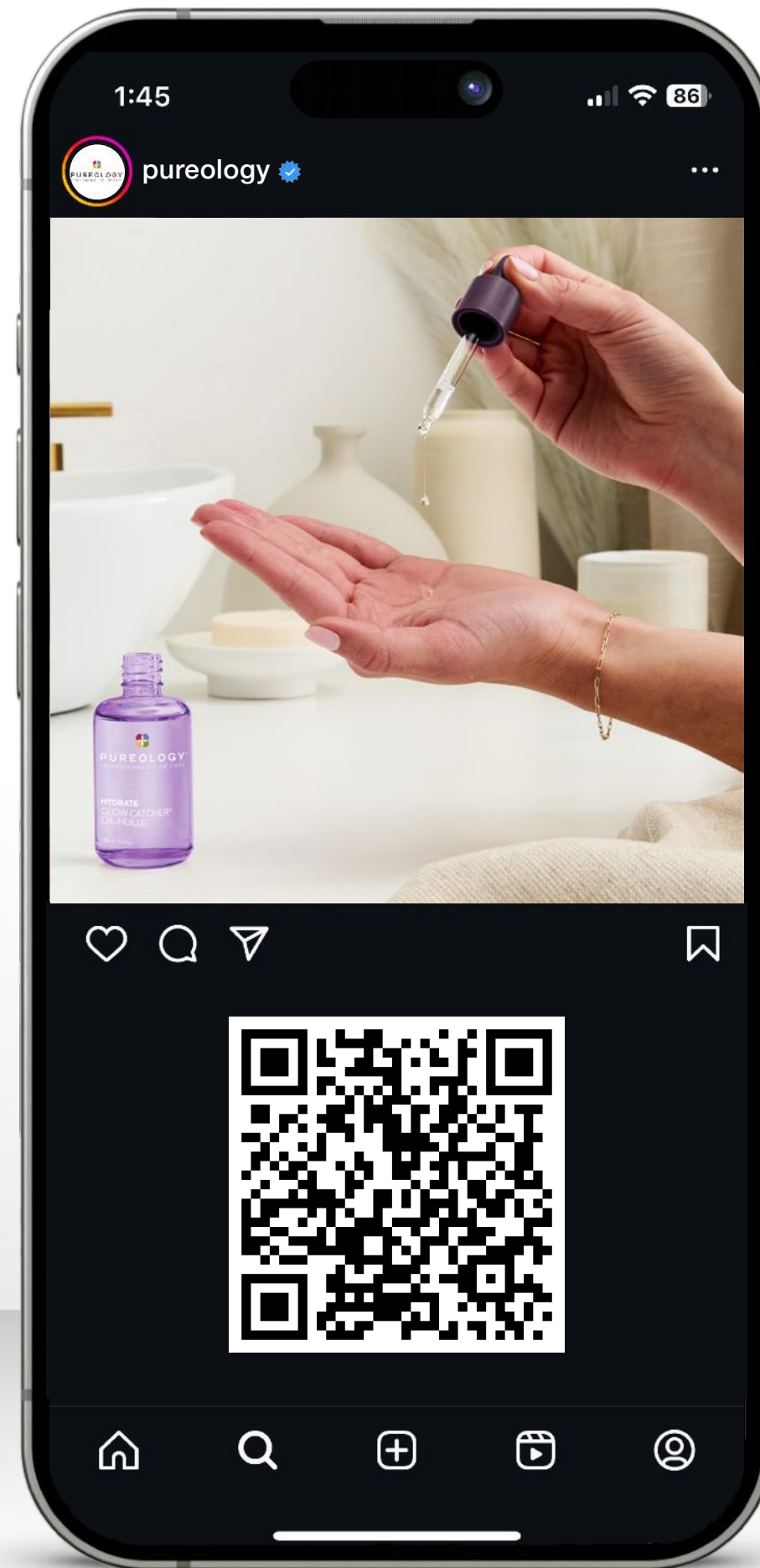
Business-Building

SalonCentric Sales

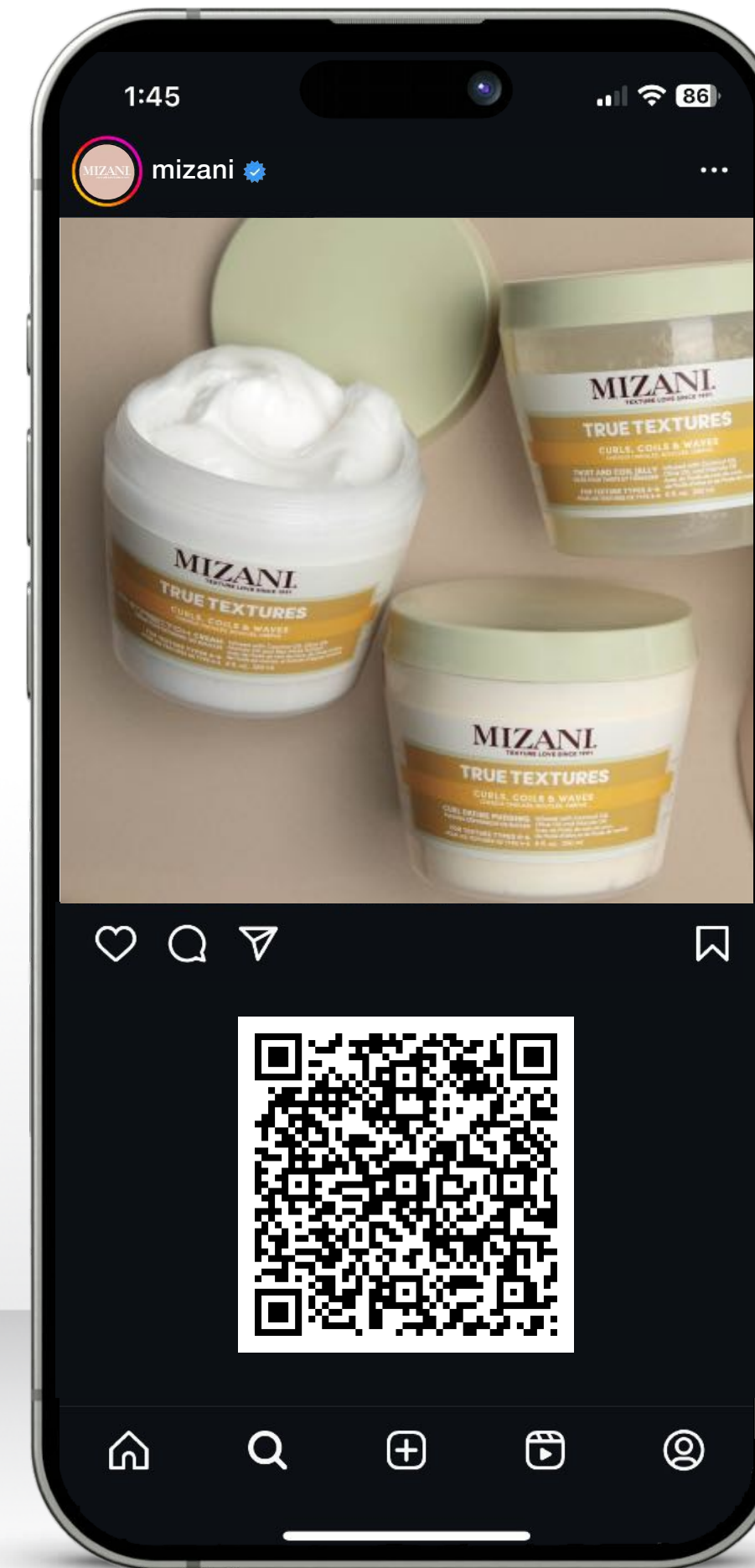
Merchandising



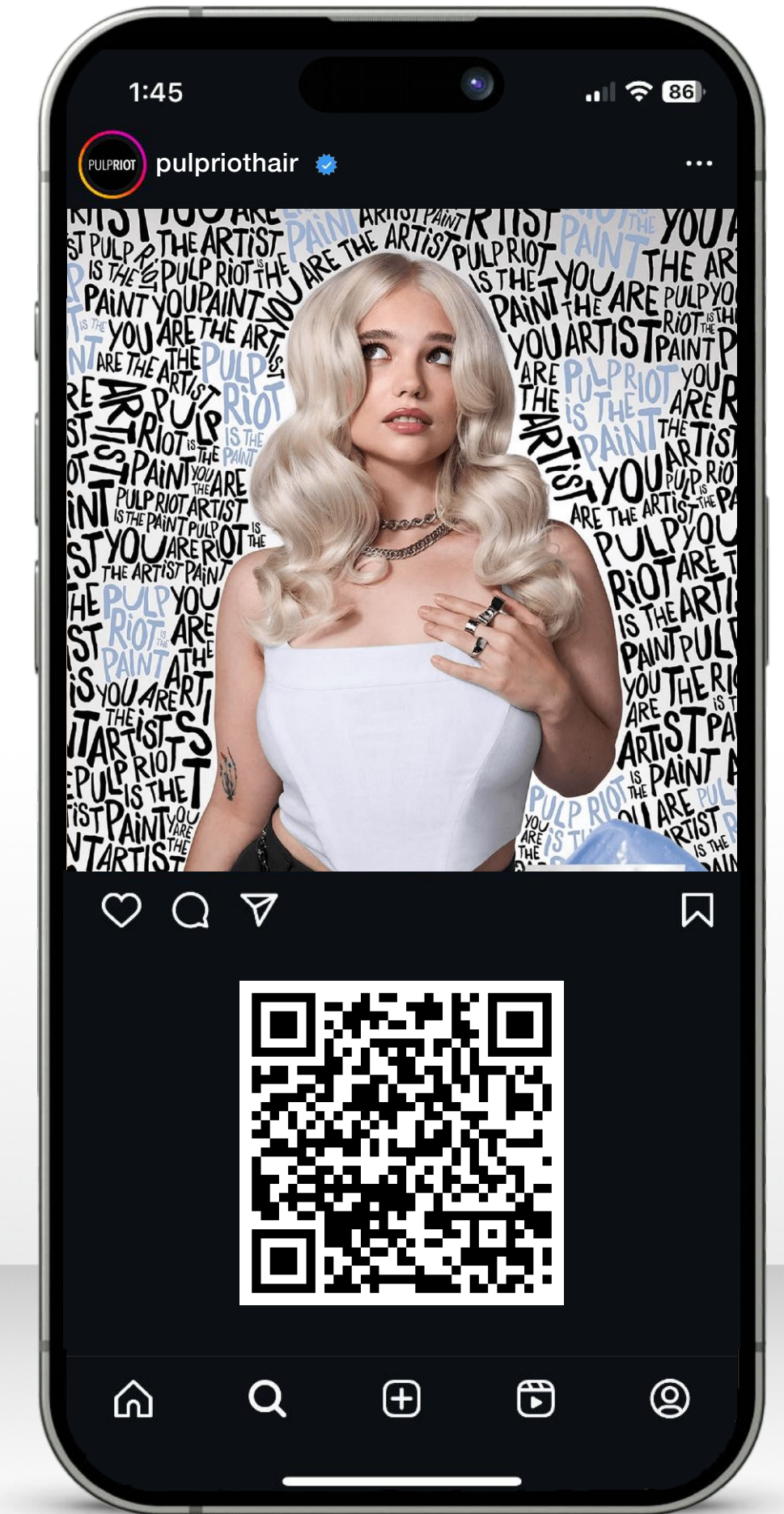
 **matrix**



 **PUREOLOGY**
PROFESSIONAL COLOR CARE



MIZANI
TEXTURE LOVE SINCE 1991



PULPRIOT



Ready-To-Go Toolkit

SALON READY!



Pureology Launch



Redken Shades EQ



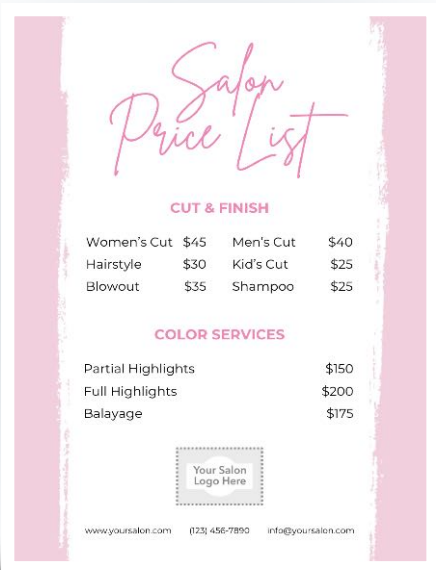
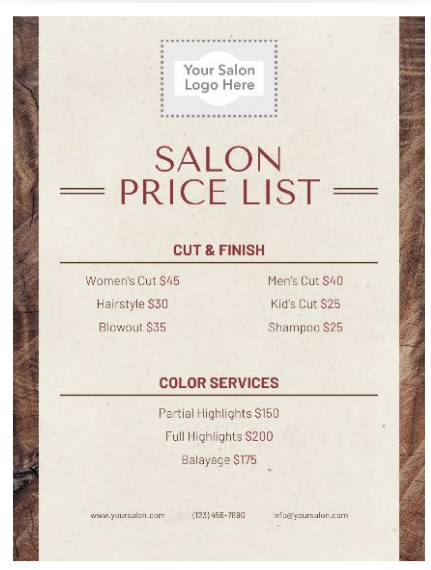
End-of-Summer Sale



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**



**View Previous Brand
Activation Toolkits on LEVEL**

Click or scan the QR codes for instant salon signage!

L'ORÉAL

PROFESSIONAL PRODUCTS