

SALON INSIDER

MAY-JUNE 2026

Bombshell

Help Your Clients Find
Their Inner Blonde

'Tis The Season

Celebrating Mom,
Prom & Weddings

From Frizz To Rizz

Make More \$\$\$ in the
Frizz-Free Zone

3-2-1 LIFT OFF

*PRODUCT & SERVICE LAUNCHES TO
TAKE YOUR SALON TO NEW HEIGHTS*

Star Power

Use Celebrity to Take Your
Salon to Warp Speed

Take A Beat, Not A Beating

Finding Joy in the Hustle

Ride or Die

Loyalty & Retention
Through Client Appreciation

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

COLORWOW

SALON INSIDER

MAY-JUNE 2026

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L'ORÉAL
PROFESSIONAL PRODUCTS

3-2-1 LIFTOFF

OUR BIGGEST INNOVATION EVER

This May/June issue is built on power moves: smarter blonding, frizz-fighting breakthroughs, elevated celebration services, and retention strategies designed to take your salon beyond busy and into true momentum.

Inside, we break down blonding engineered for impact where technique, science, and care deliver results clients can see and feel. We enter the frizz-free zone with smoothing, shine, and volume solutions made for real summer hair and real client lifestyles. And we elevate life's celebratory moments - Mother's Day, Prom, and Weddings - with services that feel special and worth the investment.

But innovation alone won't get you to orbit. That's why this issue goes beyond what's new and focuses on what performs: tiered service packages, client language that builds confidence, and appreciation strategies that keep clients coming back.

Think of this issue as mission control designed to fuel growth, remove friction, and help your salon break through the atmosphere of ordinary.

YOUR SALON IS CLEARED FOR LIFTOFF!



LOOK FOR THE SPACE SHIP

throughout this issue to identify the newest innovation!

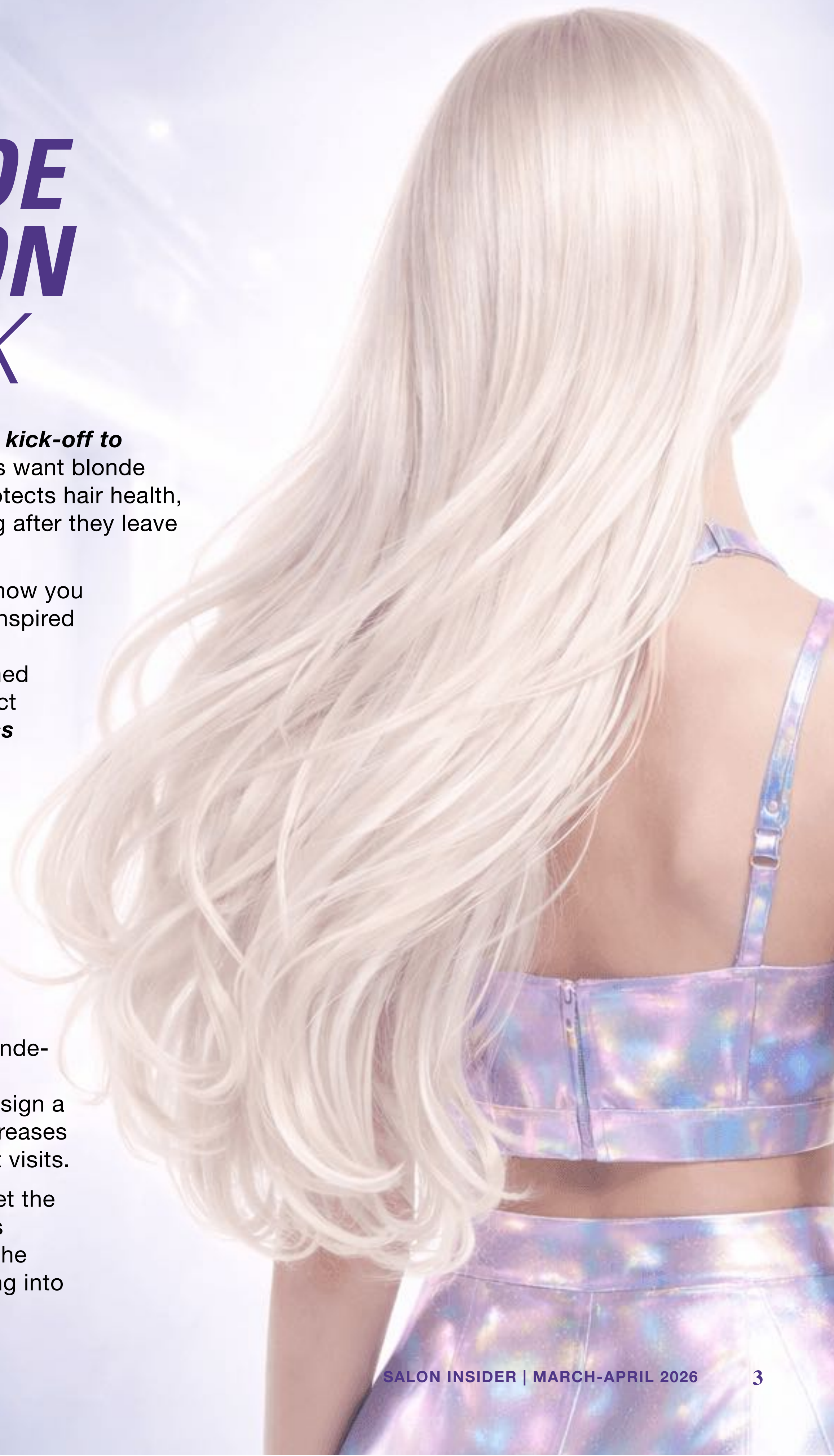
BLONDE SEASON IS BACK

May and June mark the kick-off to blonding season! Clients want blonde that fits their lifestyle, protects hair health, and looks intentional long after they leave the chair.

Blonding today is about how you guide the conversation. Inspired by social feeds and pop culture, clients are informed and selective. They expect **brighter results with less damage, personalized tone, and time-efficient services.** Stylists who recognize these needs and recommend with confidence unlock the biggest opportunity of the season.

When you identify the blonde in your chair (platinum vs. lived-in, blonde-curious vs. bold and experimental) you can design a plan that builds trust, increases tickets, and drives repeat visits.

On the pages ahead, meet the four blonde client profiles shaping the season and the services that turn blonding into repeatable revenue.





THE ICONIC BLONDE

This client wants all-over brightness. The consultation is about alignment, precision and protecting hair health. Positioned as an ongoing blonde plan, this service supports premium pricing, predictable rebooking and consistent treatment add-ons. This client is one of the salon's most reliable revenue drivers.

CONSULTATION GUIDANCE

This client responds best to confidence and clarity:

“Protection is what allows us to maintain this level of brightness without compromising hair health.”

“To keep your blonde sparkling and even, we'll plan regular toning visits.”

“This blonde looks its best when maintenance is part of the routine.”

TIP: Align with your client on the right color and tone with the **Formula Factory**.

Formula Factory



THE LINE UP



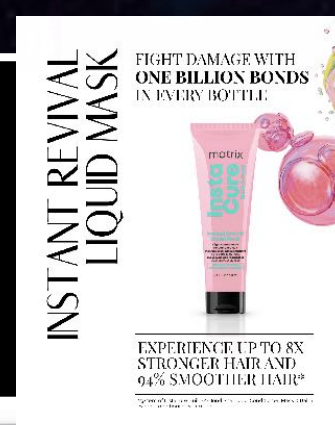
LIGHTEN with BLONDEMAX 9+ Lightener

MAX brightness and MAX protection. Delivers the cleanest, most even lift up to 9 levels. The oil-powered system supports shine and pre-bonded protection while improving speed and consistency.



TONE with Super Sync Sparkling Blonde Collection

for shiny, beige on-trend blondes.



TREAT with Instacure Build-a-Bond Liquid Revival

1 Billion Bonds in Every Bottle to Fight Damage!



Discover the BlondeMax 9+ Lightening System



THE MULTI DIMENSIONAL BLONDE

This client wants blonde that looks intentional but effortless, not overdone. Think ultra-personalized dimension from soft contrast to bold impact using a range of lifts and textures to achieve different trending blanding techniques for any client's hair, focusing on custom placement & toning.

CONSULTATION GUIDANCE

The consultation is about personalized placement and longevity as this client values ease & flexibility:

“This technique is designed to accentuate your unique features and grow out softly, without harsh lines.”

“We can personalize tone and brightness each visit without starting over.”

“Regular glossing keeps your blonde fresh between lightening appointments.”

The Multi Dimensional Blonde ensures consistent rebooking via glossing & treatments, generally avoiding full blanding services every visit. Positioning this as a dimensional plan secures steady revenue and long-term client loyalty.



THE LINE UP

LIGHTEN WITH BLONDE IQ

With 3 NEW additions Redken's Blonde IQ toolkit is the smartest way to blonde, allowing you to create ultra-personalized dimension for any client and every technique!



BLONDE IQ 5

SOFT DIMENSION
by Jamal Edmonds
@lamajbackwards



BLONDE IQ 8

DIMENSIONAL PAINTING
by Patricia Nikole
@paintedhair



BLONDE IQ 9+

HIGH LEVEL DIMENSION
by Philip Foresto
@philipforesto



BLONDE IQ 7



Check back often for the latest **Blonde IQ Techniques**, including **DIMENSIONAL BRIGHTENING** with Blonde IQ 7 by Adrienne Dara coming mid-April!



TONE WITH SHADES EQ

To refine and balance, add shine, and visibly reverse damage in just one use!

L'ORÉAL
PROFESSIONNEL
PARIS

THE #NOBLEACH CLIENT

Curious about lightening, cautious about damage. No-bleach highlights and try-lights offer a safe first step and often lead to long-term blonding confidence.

CONSULTATION GUIDANCE

This client needs confidence before commitment:

This service allows you to go lighter without bleach.

We can create brightness while prioritizing hair integrity.

This is a great starting point that can evolve over time.

NO-BLEACH FRENCH HIGHLIGHTS

STEP 1: NO-BLEACH FRENCH HIGHLIGHTS SERVICE

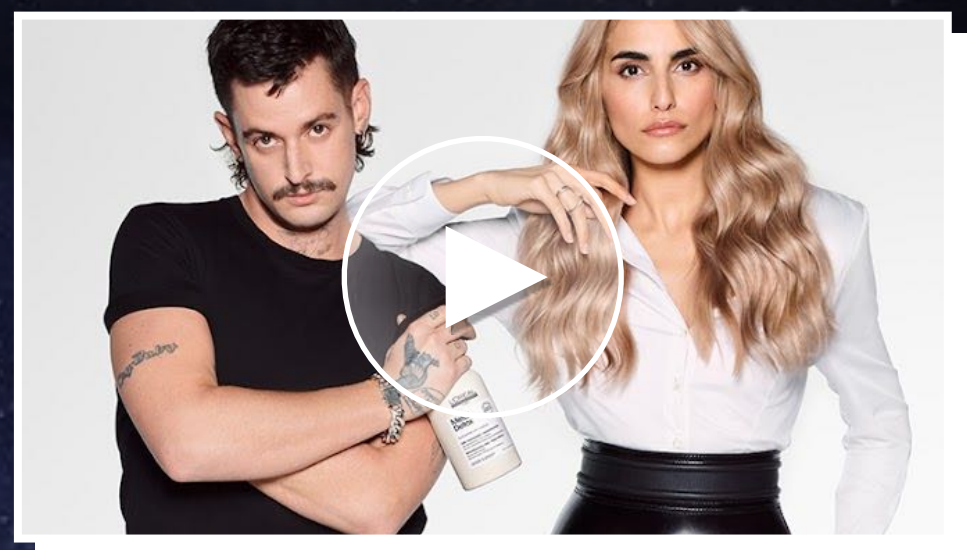
A no-bleach, cream-based lightener that lifts up to four levels with control. Ideal for first highlights, soft dimension, and natural brightness, even on darker bases.

STEP 2: HYALURONIC GLOSS WITH DIA LIGHT

Acidic gloss demi-permanent color with Hyaluronic Acid.

STEP 3: METAL DETOX TREATMENT

9 of 10 women say it's the best mask they've ever tried!



Learn about The French Highlights technique

PULPRIOT THE BADDIE BLONDE

This client sees blonde as a canvas made for change, self-expression, and bold tone moments. The consultation balances creative freedom with clear expectations around upkeep. Positioned as an evolving look, Baddie Blonde drives frequent visits, creative services, and retail designed to protect and refresh color.

CONSULTATION GUIDANCE

This client values creativity, but still needs clarity:

Share these images with your clients to align on creative hair goals.



These tones are designed to fade softly and evolve between visits.

We can adjust intensity and placement each time you come in.

METALLIC SHINE FOR THE BADDIE BLONDE

PULP RIOT PRECIOUS METALS COLLECTION

2 new metallic semi-permanents straight from the vault that last up to 25 washes and fade on tone every time.

86% More Shine*

12x more conditioning**

3x less breakage**

Won't overwork

*vs. unwashed hair

**vs. non-conditioning shampoo



WAYS TO USE

As a creative overlay after blanding with #BlondeAF

Between lightening visits to switch up the vibe

As a stand-alone gloss for instant impact

As a Colorbomb for at-home maintenance by mixing the color with a mask

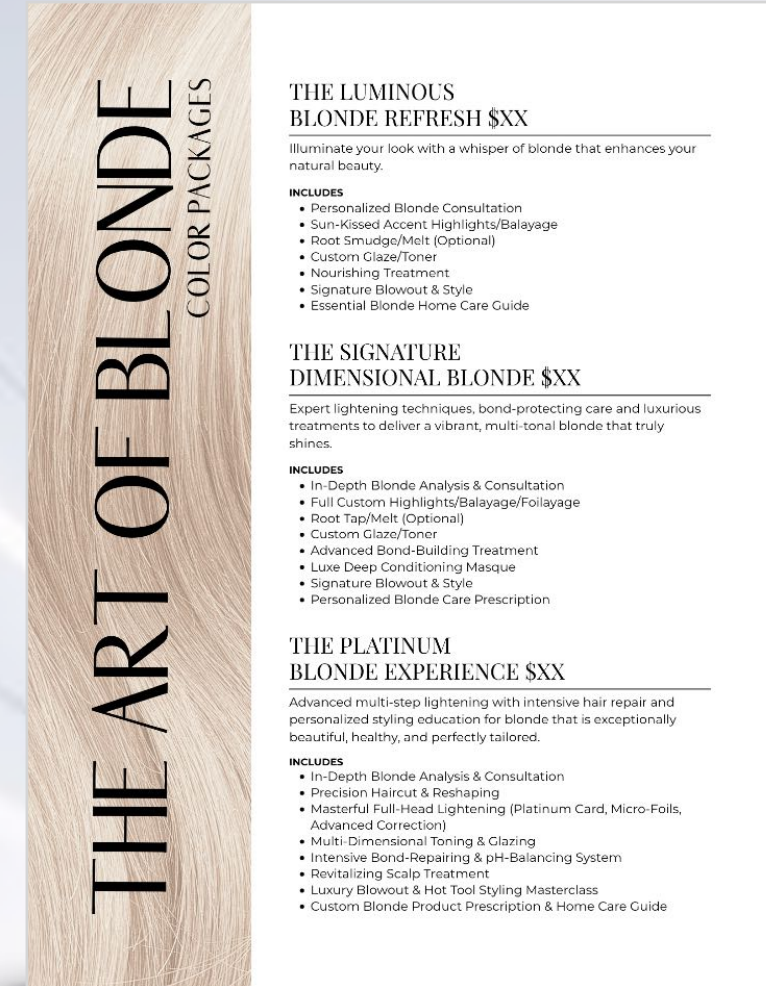
BLONDE THAT LASTS

BLONDING IS THE MOMENT CLIENTS FALL IN LOVE AND MAINTENANCE IS HOW THEY STAY LOYAL.

The most successful blinding salons build maintenance into the blinding experience from the very first visit rather than treating it as an add-on.

Clients are willing to invest when they have clarity.

“This is how we protect the blonde we created today.”



IN-SALON MAINTENANCE KEEPS BLONDE PREMIUM

Express services like glossing and treatments keep blondes looking they're best between bigger lightening appointments.

A simple cadence keeps results consistent:



Maintenance visits every 6-8 weeks



Major blinding services every 12-16 weeks

BLONDE HEALTH BOOST

Maintenance packages to drive rebooking

Offer pre-paid glossing series, treatment bundles and combination packages that carry clients through the season.

“To keep your blonde looking this way, we'll plan quick maintenance visits between lightening appointments.”

“This package protects your blonde and saves you time over the season.”



AT HOME, YOUR BLONDE CLIENTS NEED... PROTECTION TO PRESERVE HAIR INTEGRITY



MATRIX INSTACURE BUILD-A-BOND BILLION BOND OIL

Bond strengthening and shine oil with 1 billion bonds to visibly reverse damage.



PUREOLOGY STRENGTH CURE

Vegan & sulfate-free for damaged and color-treated hair that strengthens, repairs and helps prevent future damage.

REDKEN BANDAGE BALM

Strength repair for damaged, dry split ends in 1 use – at home or on the go!



MOISTURE TO MAINTAIN SOFTNESS & SHINE



BIOLOGE HYDRA SOURCE MOISTURE METHOD SERUM

Lightweight water-based formula that hydrates scalp and strands from within with 11% hyaluronic acid, glycerin & natural humectants.

REDKEN ALL SOFT ALL-IN MASK

Smooth the cuticle & lock in long-lasting moisture following lightening & toning.



PUREOLOGY HYDRATE TREATMENT MASK

Up to 72 hours of hydrated, instantly detangled, soft, shiny blonde.



TONE SUPPORT TO KEEP BLONDE BALANCED



BIOLOGE COLOR LAST PURPLE SHAMPOO

Infused with micro-dosed violet pigments to neutralize warmth & add shine.



MATRIX BRASS OFF & SO SILVER

Pigmented conditioners for toning and care in just 1 wash!

matrix × KATSEYE

**Professional Haircare
That Makes Every Move Hit!**



Learn about **Katseye's favorite must have products!**

[Learn More](#)

STAR POWER

Celebrity-driven trends directly influence client requests in salon.
Stay light years ahead of competition by using branded partnerships to your advantage.

CLIENTS SEEK OUT



Color, style and shine inspired by **Sabrina Carpenter**.



Trend-forward style influenced by **Matrix's newest girl-group ambassador**.



Natural texture and healthy, effortless hair inspired by **Pam Anderson**.

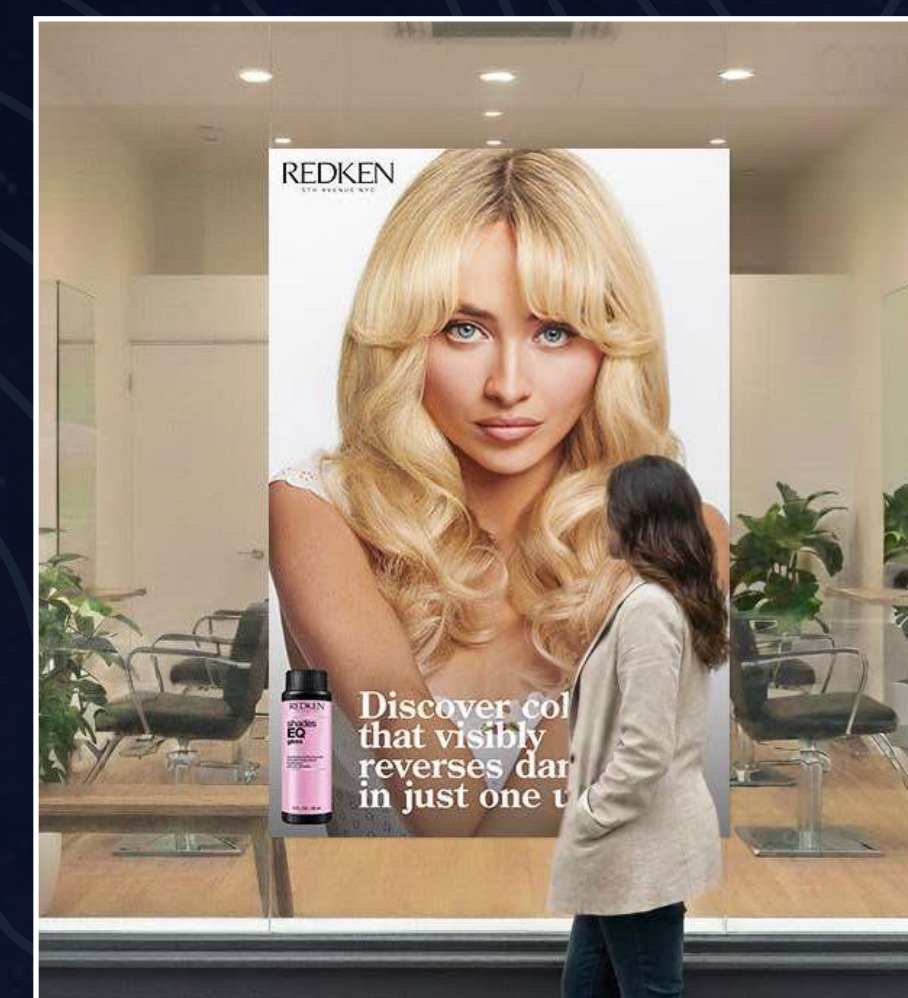
DRIVE INTEREST IN YOUR SERVICES WITH CELEBRITY PARTNERSHIPS

IN YOUR FEED



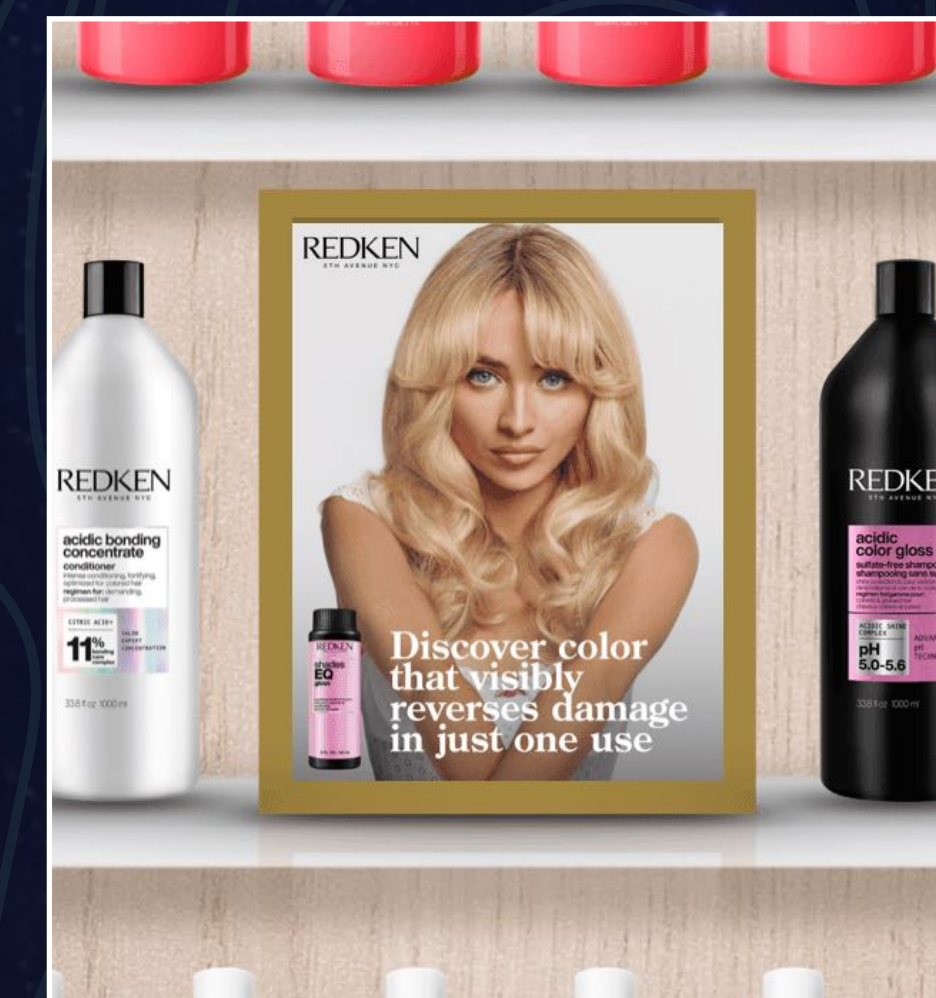
Social Posts

IN YOUR WINDOW



24x36 Posters

IN YOUR SALON



8.5x11 Signage

FROM FRIZZ TO RIZZ

THE MODERN SLEEK TOOLKIT

Any stylist will tell you that the months of May and June turn the chair into a staging area for some of the year's most anticipated and celebrated moments. From glamorous prom nights and elegant Mother's Day brunches to windy, outdoor Spring Graduation ceremonies, frizz is always the ultimate uninvited guest.

That makes smooth, glass-like hair a technical necessity for styles to keep your celebratory clients looking polished and radiant all day (and night) long. Whether it's an extravagant up-do, an expensive looking blowout, or just a simple high pony for a trip to the gym, smooth hair is the high-definition canvas for that ultra-polished, quiet luxury aesthetic that so many clients are looking for right now.

THE SUMMER SLEEK OPPORTUNITY

Upgrade a classic blowout into a smooth, frizz-free blowout with a long-wear sleek finish.

THE FLAWLESS FINISH

CLASSIC FINISH \$XX

Includes a classic blowout

MODERN MOVEMENT FINISH \$XX

Includes a classic blowout followed by curling iron for modern waves and curls

SILK PRESS FINISH \$XX

Includes a classic blowout followed by flat iron for a silky finish

SLEEK LUXURY FINISH \$XX

Begin with a deep smoothing treatment for frizz protection, smoothness and shine, followed by a classic blowout

WASH & GO FINISH \$XX

Includes a curl-defining style

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Includes a curl-defining style

Take advantage of upcoming seasonal moments like Mother's Day, prom, graduation, weddings, weekend travel, and other events to increase average ticket with new smoothing innovation!



KERATIN ALPHA SLEEK

DON'T JUST COAT FRIZZ. CONQUER IT.

This season, smoothing goes deeper. Keratin Alpha Sleek transforms frizz at the Keratin-Alpha level, delivering sleek, frizz-controlled hair that is visibly smoother and better behaved use after use.



SMOOTHS AND CONTROLS FRIZZ FOR UP TO 2 WEEKS*

- **Faster** smooth styling**
- **6x smoother** hair***
- **Progressive results** with heat activation - best after 4 applications

This isn't surface smoothing.
It's fiber-level transformation.



THE SLEEK FOR WEEKS BLOWOUT UPGRADE

For a blowout that just won't quit.

SLEEK FOR WEEKS

WHY STOP AT ONE NIGHT?

Before

After

Upgrade your blowout with Keratin Alpha Sleek for up to 2 weeks of frizz control.

\$XX

Frizz control test under 80% humidity.

Without Keratin Alpha Sleek

With Keratin Alpha Sleek*

After 2 weeks post use*

*After 4 applications of Keratin Alpha Sleek Smooth Transformer.

SHARE PROOF THAT SELLS

*After 4 weekly uses of Smooth Transformer
**Vs. non-conditioning shampoo when using flatiron
***System of shampoo, smooth transformer, and leave-on vs. before application

matrix

FRIZZ-FREE 4 DAYS MEGA SLEEK

DEFY FRIZZ FOR UP TO 96H
& IN 97% HUMIDITY!



NEW, SUPER-CHARGED FORMULAS



NEW! SMOOTHIE SUPREME

96H Frizz Control**

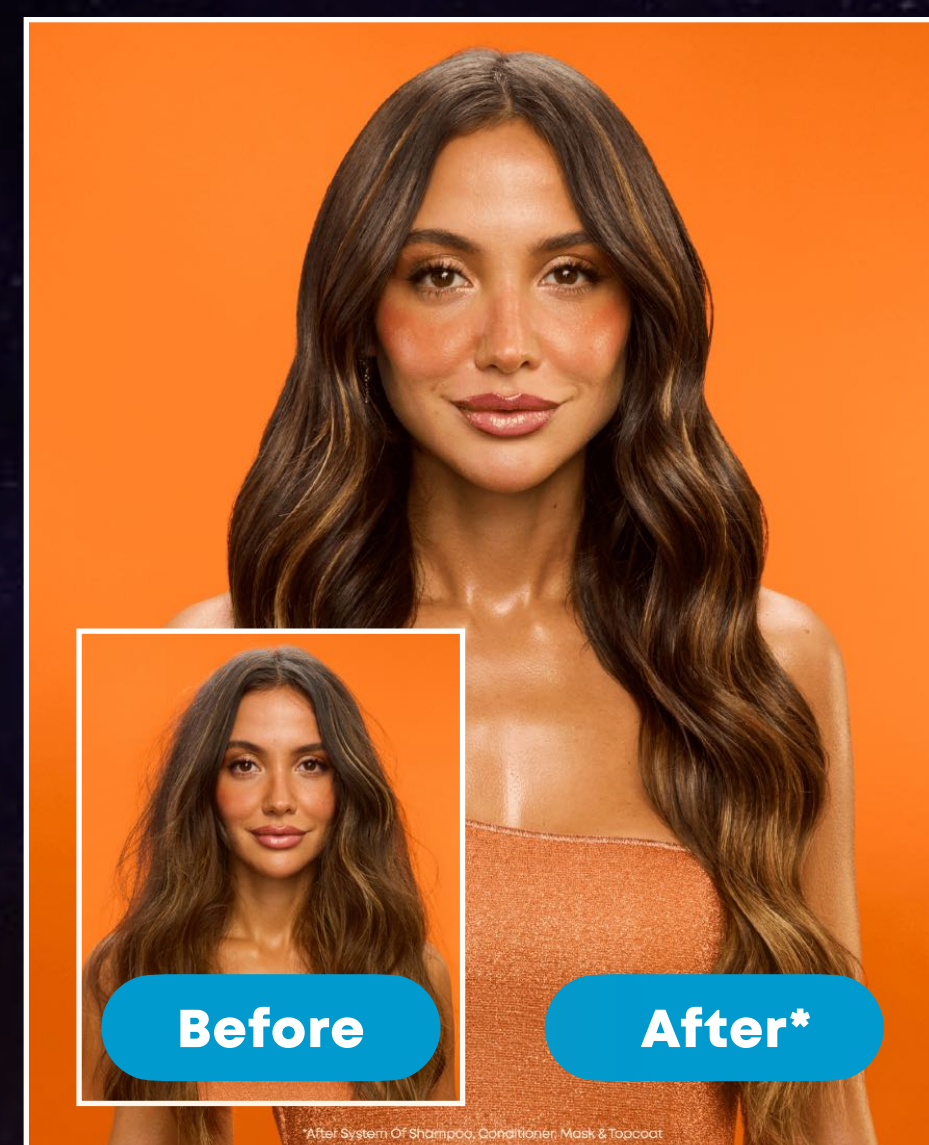
12x More Smoothness*

Vibrant Shine*

450°F Heat Protection**

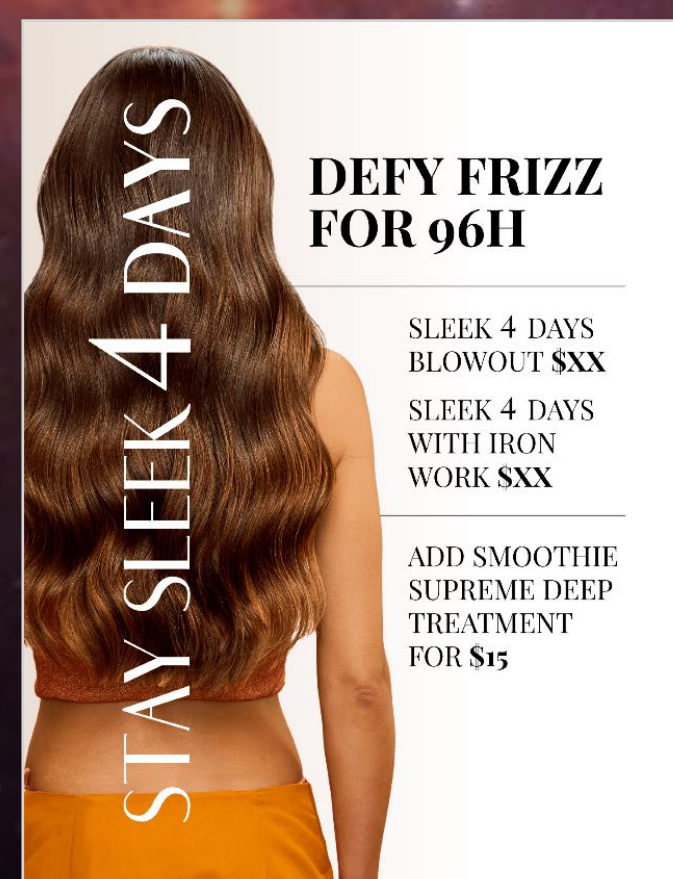
*System of Mega Sleek shampoo, mask, and Topcoat vs non conditioning shampoo

**Mega Sleek Topcoat



SLEEK 4 DAYS BLOW OUT SERVICE

Tie the need for 4 days of sleek hair to special events like prom, weekend weddings, and graduation weekend.



Share this crash test to show clients that you won't let frizz ruin their party!



PUREOLOGY
PROFESSIONAL COLOR CARE

STAY SMOOTH WHEN THINGS GET STEAMY SMOOTH GLOSS

FRIZZ-CONTROLLING SYSTEM



UP TO 72HR FRIZZ-DEFYING PERFORMANCE*

Up to 90% humidity protection*

50% glossier shine**

8x smoother strands*

Color Safe with Anti-Fade Complex®

Blow it out sleek or diffuse for silky curls in 3 luxurious steps.



SMOOTH GLOSS SERVICE

Smooth Gloss blow out upgrade for color-treated clients.



SMOOTH GLOSS AT HOME

Position as daily gloss protection that preserves sleek between visits.

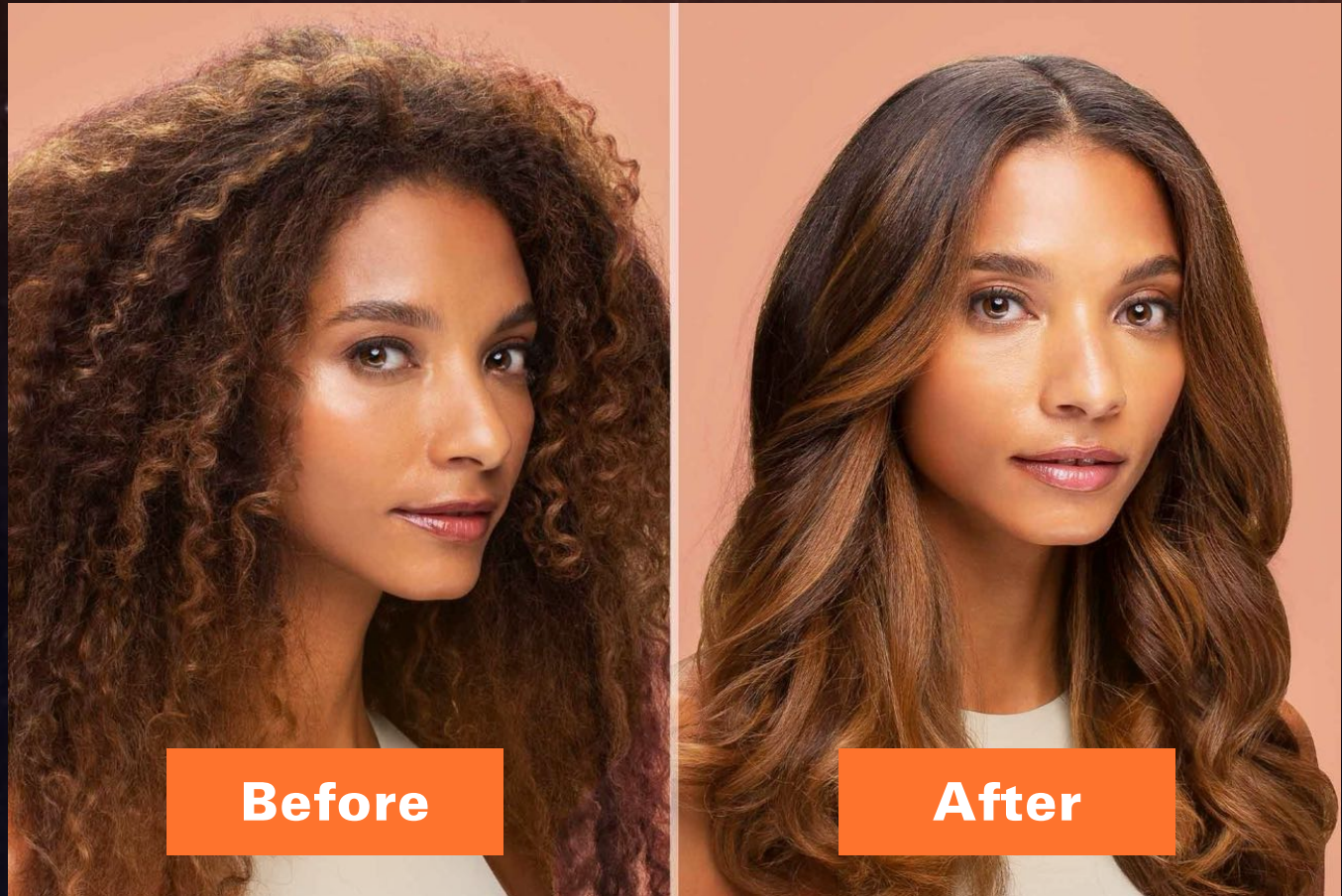
*Smooth Gloss system of shampoo, mask and leave-in spray vs. non-conditioning shampoo

**Smooth Gloss system of shampoo, mask and leave-in spray vs. un-washed hair

MIZANI
TEXTURE LOVE SINCE 1991

PRESS AGENT

Providing texture-inclusive sleek for silk press and smoothing services. Customizable cream and serum usage allows stylists to tailor smoothness, moisture, and heat protection across curl patterns.



matrix

**NEW! MATRIX FOOD FOR
SOFT BIG N' SOFT MOUSSE**

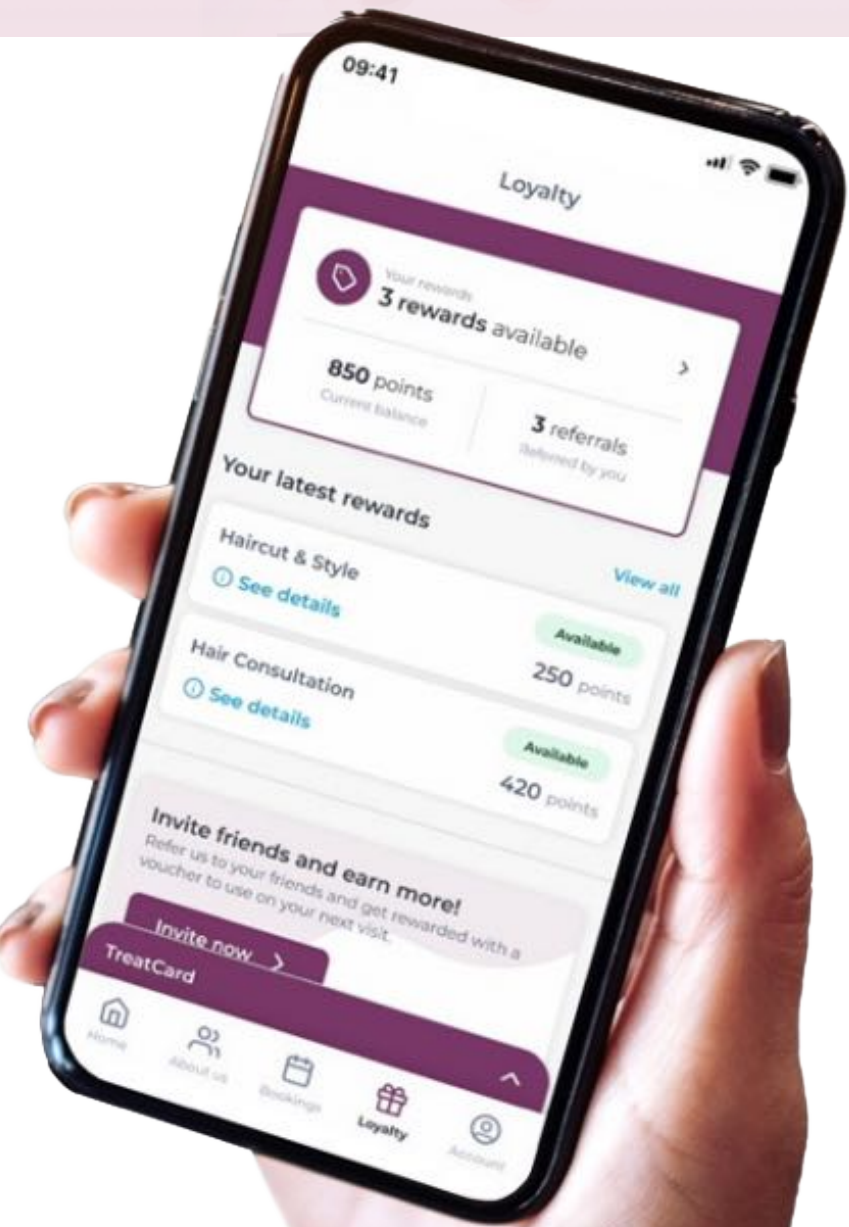
For clients who want frizz control without sacrificing fullness, this mousse adds hydration, softness, and volume with movement.



Loyalty That Defies Gravity

Seasonal appreciation that keeps clients in your orbit

Spring and Summer have several high-emotion appointments
Mother's Day | Prom | Graduation | Weddings



Phorest

**Why Loyalty and Referrals
Matter More Than Ever**

Today's salon guests stay loyal because they feel recognized and genuinely valued. Modern loyalty programs allow clients to track rewards and redeem them easily. Phorest Digital Loyalty boosts revenue by up to 21% and increases loyal clients' average spend by 30%.

Click below to find out more about guest loyalty at Phorest.

[Learn More](#)



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...

Built My Dream Salon, Accidentally Summoned Burnout!

Dear Demi,

I'm writing from a tiny stool squeezed between laundry and invoices, wondering where the magic went. Three years ago, I was on fire to start my salon and finally be my own boss. Now, the "hustle" is a heavy weight. From 6:00 AM alarms to endless social media and back-to-back foils, I've become a "Salon Zombie." I look at my shop and just feel tired. How do I reclaim the joy I once had? Help!

Sincerely, Hazy & Hustled

Hello Hustled,

Kick off those shoes and let Demi pour you a margarita. I've been there juggling a ringing phone and an empty backbar in high heels. You've built a kingdom and now it's time to enjoy the view!

My friends at Summit Salon Business Center invited me to attend their Summit Unplugged event this January in Cancun where we took a closer look at how to uncover joy in our lives when the going gets tough. Sometimes when you feel like you're taking a beating you've just got to stop and take a beat! Here are a few simple and practical solutions to recenter and realize joy!

Clear a corner of that cluttered office and create your own Joy Station. Add a scented candle, a photo that makes you belly-laugh, or any personal token that sparks joy. Spend 3 minutes there when the hustle feels like a headache. It's a sensory reset and a bit of me-time for the Girl Boss.

Find magic in the mechanics and romanticize your routine. Watch the mesmerizing pigment ribbons as you mix color or let the rhythm of the shampoo bowl be your meditation. Take in the beauty of a clean floor or the satisfaction of organizing the backbar. If you find beauty in the process then the hustle loses its power.

Before locking up, record one win from the day in a physical or digital Joy Journal. It could be anything from a client's smile to a perfect blowout. Stylists focus so much on fixing problems we forget to tally our victories. When you're beaten down just flip through these pages. You aren't just hustling, you're changing lives!

Of course, on occasion it's necessary to reclaim your "off" switch. You can't pour from an empty tequila bottle! One night a week lock the phone away and devote your free time to something you love that has nothing to do with the salon. A yoga class, time with friends and family, roller derby, whatever! Remember who you are and what you love without shears in your hand.

You're a Boss, honey! Don't let the hustle hide your joy. Remember that you are the Queen of this Casa you have created and you rule it with joy!

Warmly,

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!

DON'T
MISS OUT!

LEVEL
LOYALTY REWARDS

May & June Educational Opportunities

Sign up now! Space is limited!

[Learn More & Register Here](#)

ACCESS
L'ORÉAL

Education on Your Schedule

[Learn More](#)

REDKEN
SYMPOSIUM

JOIN US AT REDKEN
SYMPOSIUM IN LAS VEGAS

JUNE 13TH-15TH
CAESARS FORUM, LAS VEGAS

LAST
CALL!

IGNITE YOUR PASSION
Authentic Artistry,
Real Connection,
Shaping Tomorrow

REGISTER NOW



BRAND RESOURCE

Backbar

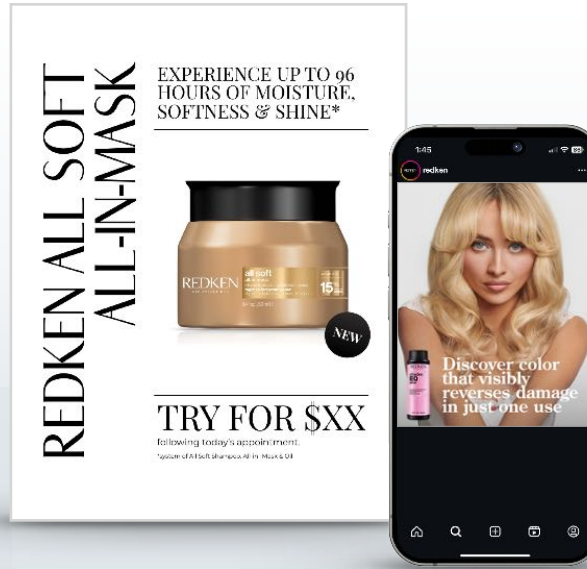
Click or scan each QR code to download window posters, service menus, look-books, social assets & MORE!







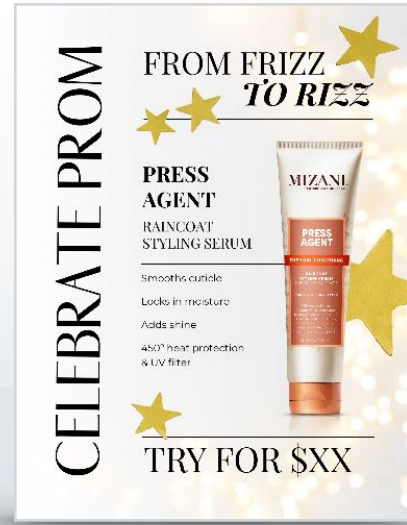


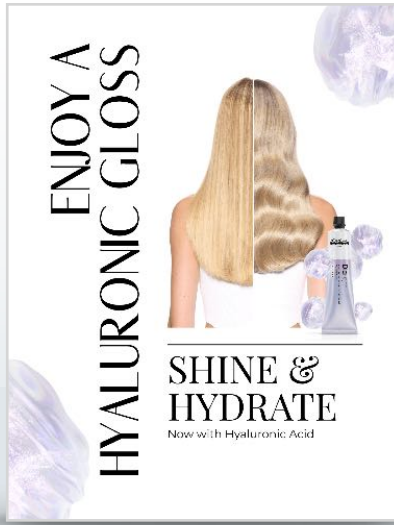




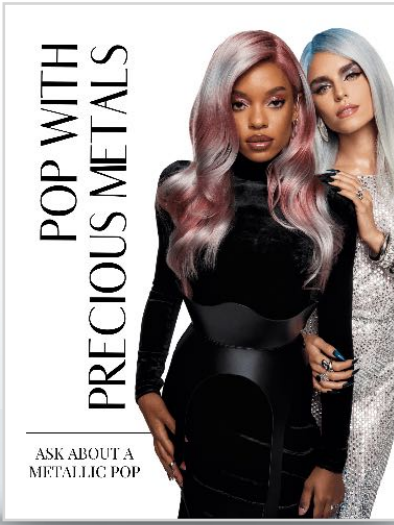








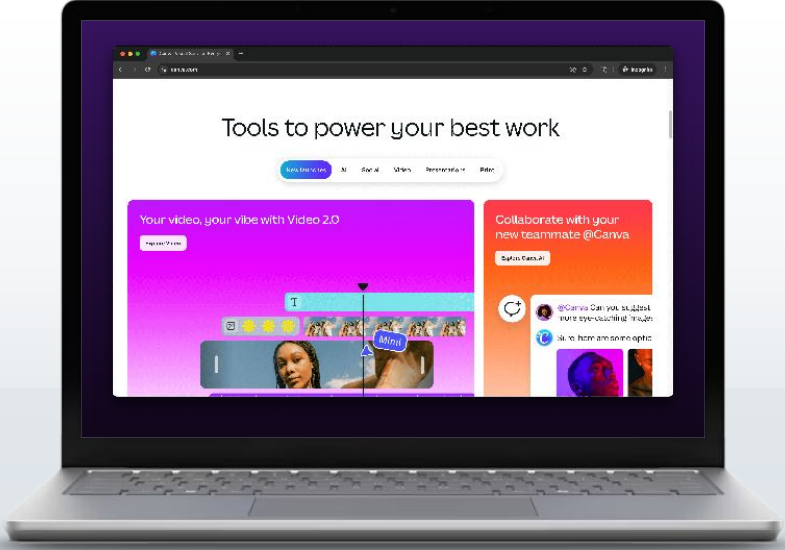




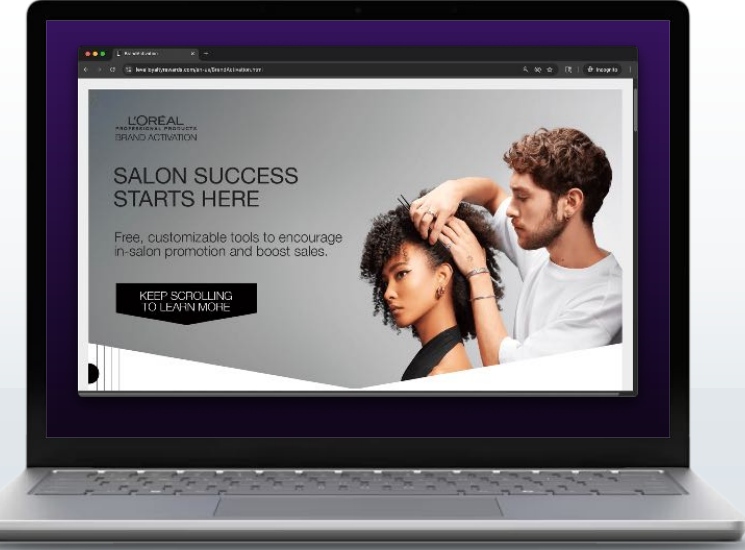















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SalonInteractive

Introducing The **KIM** Report

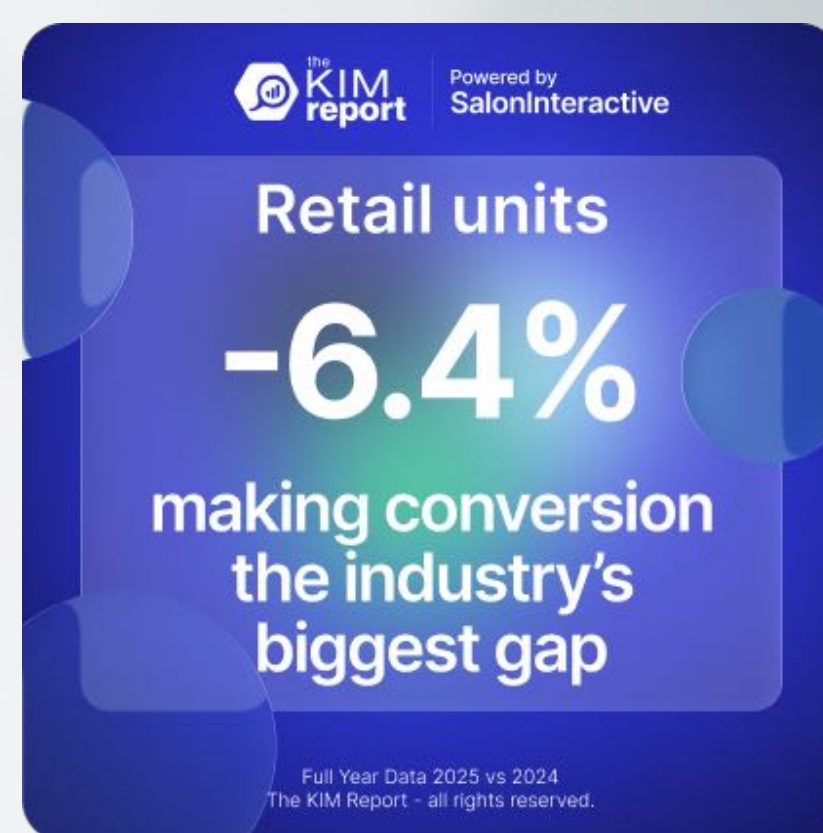
The KIM Report breaks down real salon trends so we can turn them into simple, actionable ideas for your services and your income.



Focus on innovative products and services to excite clients.



One way to grow non-color services? On-trend, in-demand smoothing services!



Build at-home maintenance into the consultation.

LOOK FOR THE SPACESHIP
THROUGHOUT THIS ISSUE



CHECK OUT
FRIZZ TO RIZZ ON PG.12

SEE PG.5 FOR TIPS

The KIM Report is a census-based benchmark of the independent U.S. salon industry, tracking real performance data across revenue, services, retail, pricing, and productivity.

L'ORÉAL
PROFESSIONAL PRODUCTS

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