

L'ORÉAL
PROFESSIONAL PRODUCTS
BRAND ACTIVATION

BRAND ACTIVATION Toolkit

OCTOBER 2024

 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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Brand Focuses & What’s New

NEW L’Oréal Professionnel Airlight Pro

SalonCentric Sales

Texture Services Sale
Scalp Care & Wellness Sale

Merchandising In-Salon

Table Display
Shelf Display
Cash Wrap/ Reception Desk
Ready-To-Use Toolkit

Holiday In-Salon

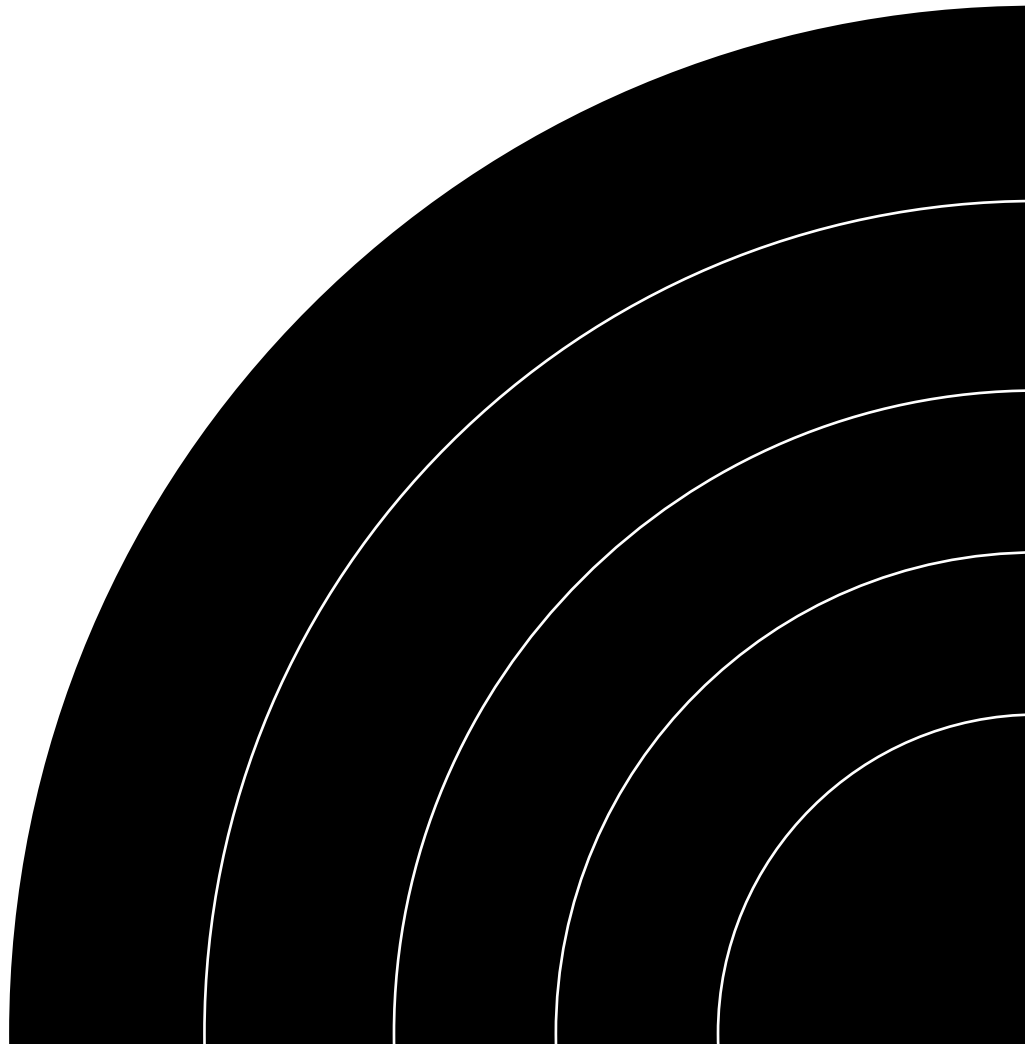
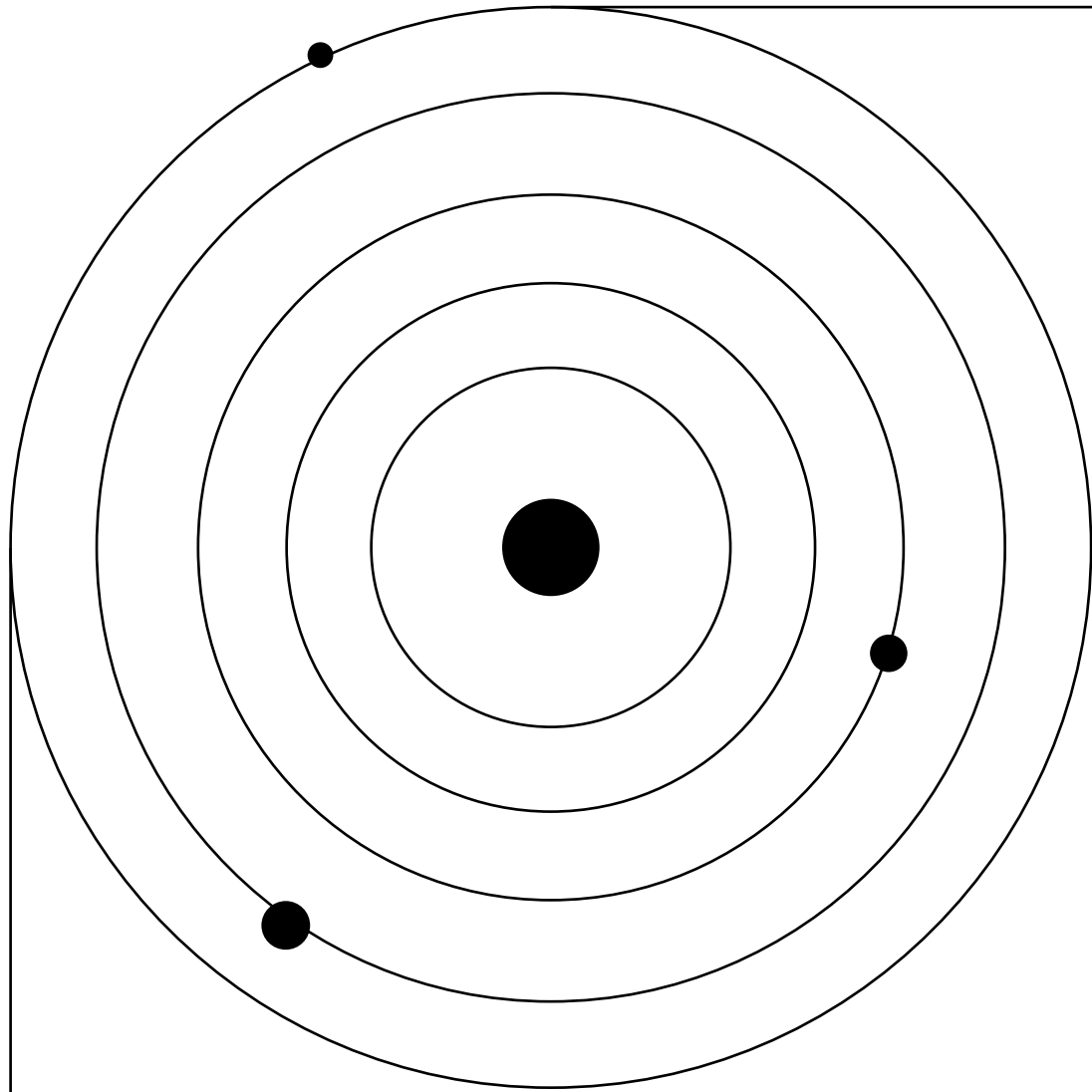
Timeline & Checklist
Holiday Go-To Resource

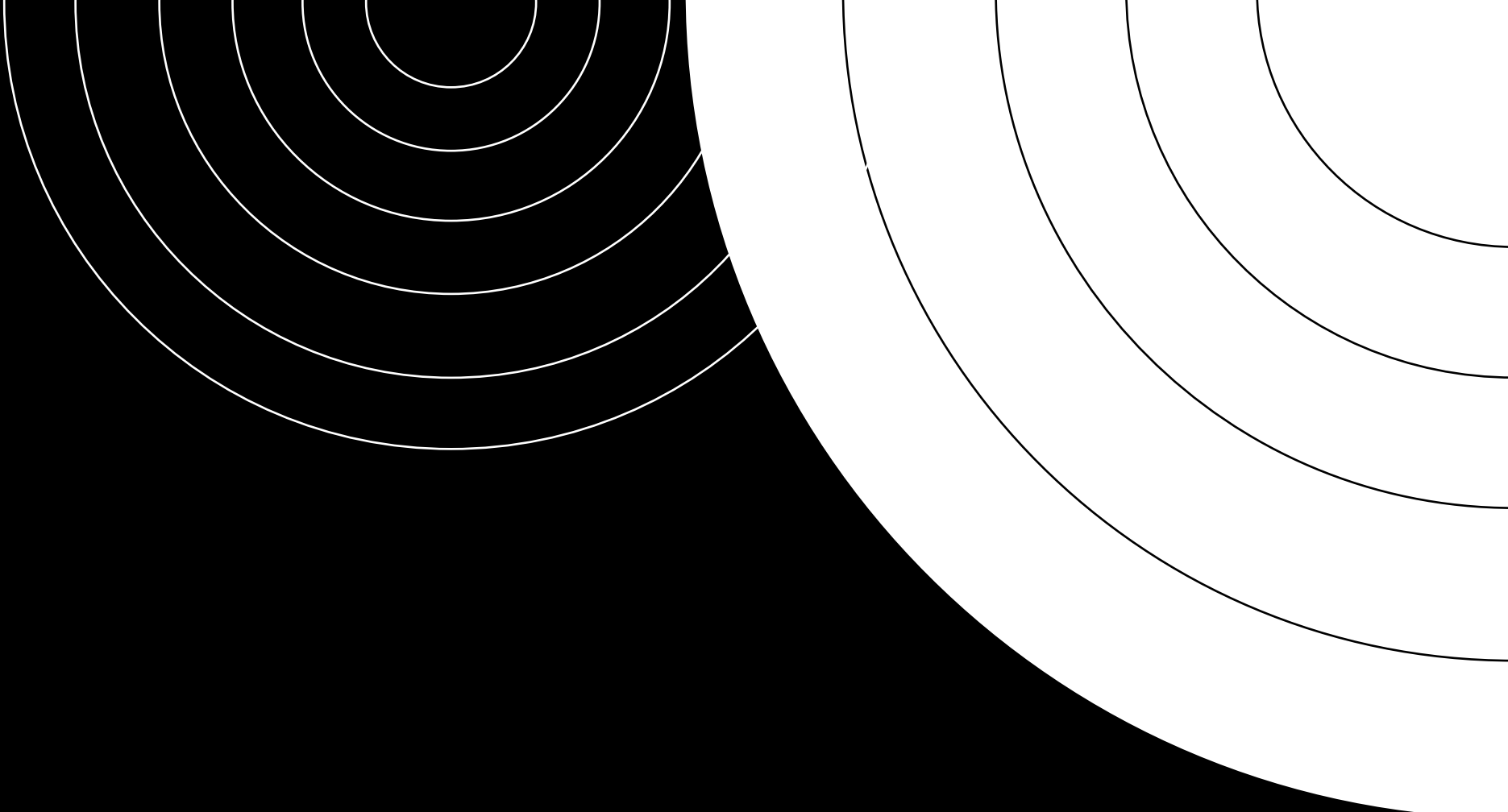
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1

BRAND FOCUSES & What's New

NEW AirLight Pro

**Our first professional hair dryer
augmented with infrared light.**



L'ORÉAL
PROFESSIONNEL
PARIS

L'Oréal Professionnel NEW Airlight Pro

1. Prepare your staff with product knowledge

CLICK HERE
FULL PRODUCT GUIDE

2. Incentivize your staff

CLICK HERE
STAFF INCENTIVE & SUPPORT

3. Run a styling promotion in-salon to increase services

CLICK HERE
SUGGESTED PROMO SIGNAGE

BRAND PROMOTION

SUGGESTED
IN-SALON SELL-THROUGH PROMOTION

REDKEN
5TH AVENUE NYC

25% OFF

4+ Stylers



*EXCLUDES MINIS AND STAY HIGH MOUSSE

[CLICK HERE](#)
PRODUCT KNOWLEDGE

REDKEN STYLERS

Salon Partner
Logo Here

RE-CREATE

Your Salon Style

at home!

Buy 1 Styler,
Get the 2nd

50% OFF

[CLICK HERE](#)
EDITABLE SIGNAGE

BRAND PROMOTION



20% OFF

Scalp Sync & Full Density



[CLICK HERE](#)
PRODUCT KNOWLEDGE

SUGGESTED
IN-SALON SELL-THROUGH PROMOTION

ADD A PURIFYING
SCALP TREATMENT
TO YOUR SERVICE
TODAY

& Receive

a complimentary
5-minute scalp
massage!



Salon Partner
Logo Here

[CLICK HERE](#)
EDITABLE SIGNAGE

[CLICK HERE](#)
BACKBAR SIGNAGE

BRAND PROMOTION

matrix
FOR \$10

Try Instacure Build-a-Bond Mask



[CLICK HERE](#)
PRODUCT KNOWLEDGE

SUGGESTED
IN-SALON SELL-THROUGH PROMOTION

Salon Partner
Logo Here

October Bundle Offer Includes:

Customized Treatment
Full Home Care Regimen
(Shampoo, Conditioner & Leave-In)



\$XX
\$XX VALUE

[CLICK HERE](#)
EDITABLE SIGNAGE

[CLICK HERE](#)
CLIENT-FACING SIGNAGE

BRAND PROMOTION



FOR \$20

Try Nanoworks Gold



[CLICK HERE](#)
PRODUCT KNOWLEDGE

SUGGESTED
IN-SALON SELL-THROUGH PROMOTION



[CLICK HERE](#)
EDITABLE SIGNAGE

[CLICK HERE](#)
CLIENT-FACING SIGNAGE

BRAND PROMOTION



30% OFF

25 Miracle Milk 250ml



CLICK HERE
PRODUCT KNOWLEDGE

SUGGESTED
IN-SALON SELL-THROUGH PROMOTION



CLICK HERE
EDITABLE SIGNAGE

BRAND PROMOTION

SUGGESTED
IN-SALON SELL-THROUGH PROMOTION

PULPRIOT

BOGO 50%

10.1 oz Shampoo & Conditioner

or 2 for \$22

Toning Shampoo & Conditioner Liters



[CLICK HERE](#)
PRODUCT KNOWLEDGE

Salon Partner
Logo Here

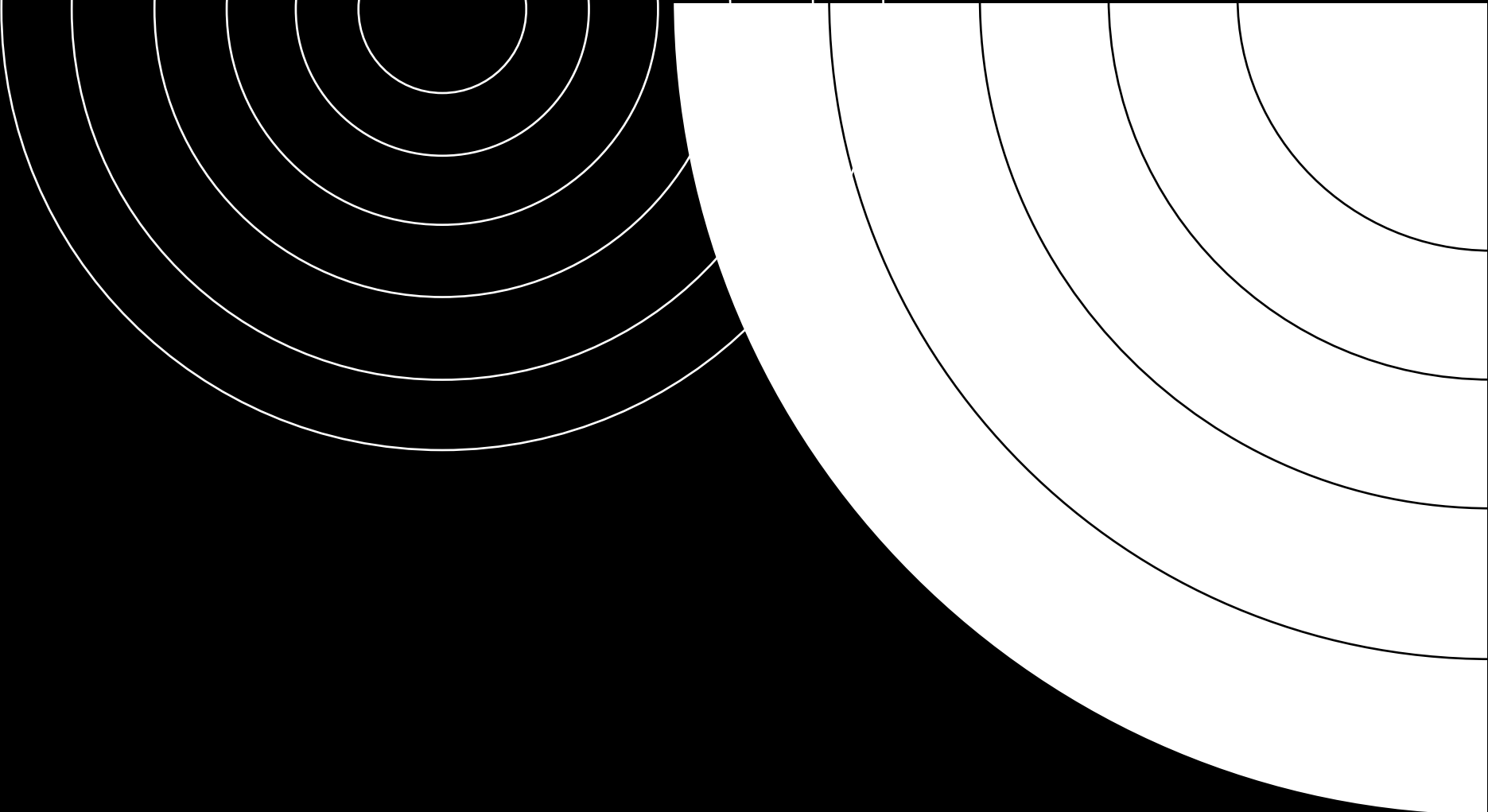


Get

\$10 OFF

color protection
home care regimen
TODAY, with any
vivid semi-color
service!

[CLICK HERE](#)
EDITABLE SIGNAGE



2

SalonCentric Sales

DID YOU KNOW

in the past 10 years the percentage of americans who identify as multicultural has raised 276%*?

Help to foster safe and positive experiences for all customers to feel welcomed, valued, understood, and seen when receiving hair services.



 **matrix**

[CLICK HERE](#)
PRODUCT KNOWLEDGE

- **A Curl Can Dream (All Sizes)**

- Shampoo
- Co-Wash
- Mask
- Gel
- Cream

- **A Curl Can Dream Wave (All Sizes)**

- Shampoo
- Conditioner
- Scrunch N' Go

- **Butter Blend**

- Balance Hair Bath
- Perphecting Creme
- Medium/Normal Rhelaxer (All Sizes)
- Fine/Color-Treated Rhelaxer (All Sizes)
- Sensitive Scalp Rhelaxer Kit



MIZANI
TEXTURE LOVE SINCE 1991

[CLICK HERE](#)
PRODUCT KNOWLEDGE

TEXTURE SERVICES SALE

20% OFF Matrix

30% OFF Mizani

◀ [CLICK THE BRAND LOGOS
TO ACCESS PRODUCT KNOWLEDGE!](#)

THE FUTURE OF HAIRCARE IS SCALP CARE

2 OUT OF 5 WOMEN AND 1 IN 3 MEN ARE
CONCERNED BY SCALP ISSUES



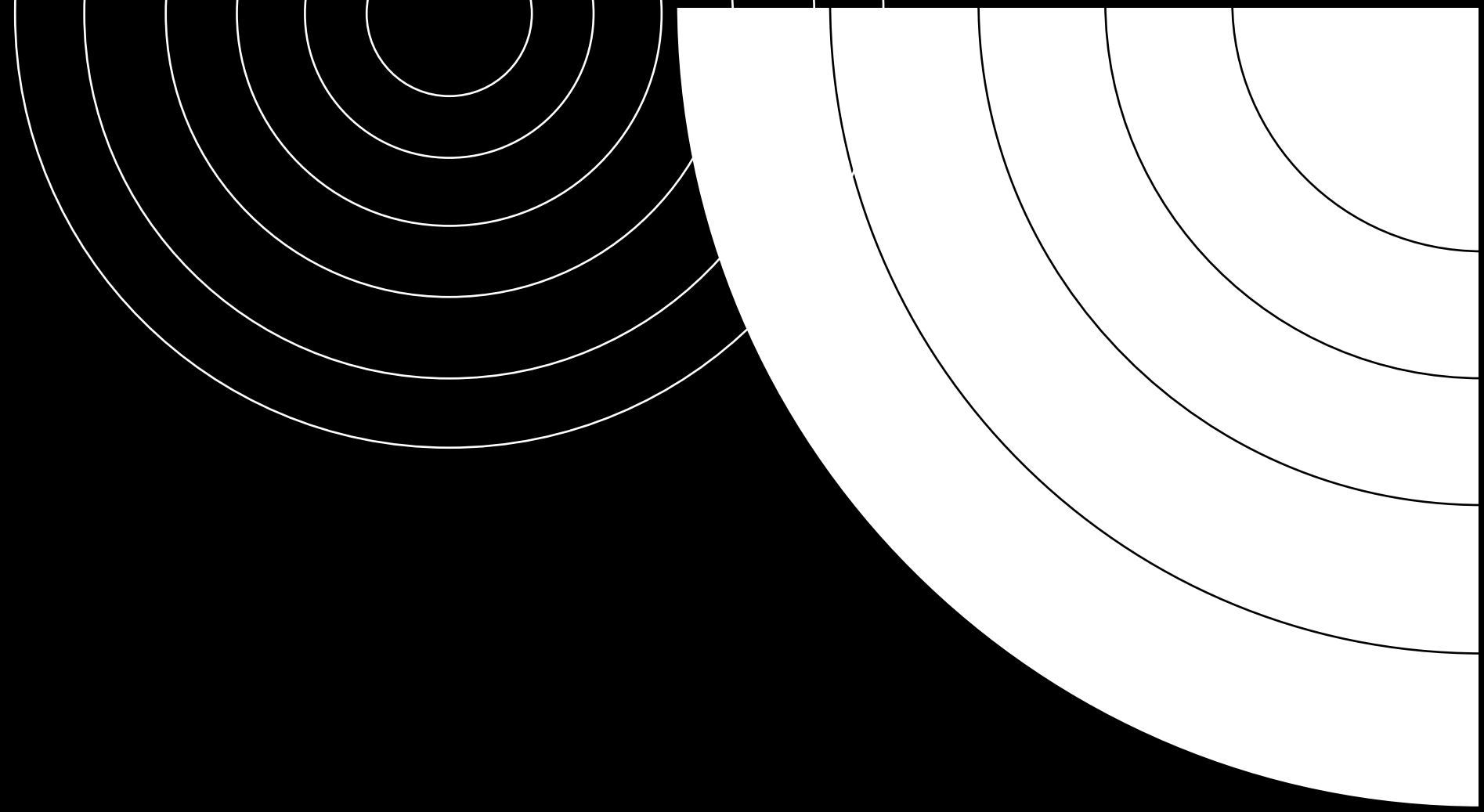
[CLICK HERE](#)
PRODUCT KNOWLEDGE

- **Scalp Sync**
 - Anti-Dandruff Shampoo 13.5oz
 - Calming Shampoo 13.5oz
 - Clarifying Shampoo 13.5oz
 - Universal Conditioner 9.5oz
 - Purifying Scalp Concentrate
 - Oil Balancing Serum
- **Full Density**
 - Shampoo
 - Conditioner
 - Densifying Spray Treatment

SCALP CARE & WELLNESS SALE

30% OFF

CLICK THE BRAND LOGOS
TO ACCESS PRODUCT KNOWLEDGE!



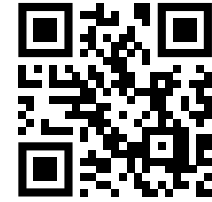
S

MERCHANDISING In-Salon

TABLE DISPLAY

Shop the Look!

CLICK HERE
TO SHOP ON AMAZON



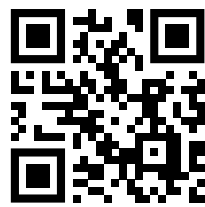
Pick a Pumpkin Sale



SHELF DISPLAY

Shop the Look!

CLICK HERE
TO SHOP ON AMAZON



Pick a Pumpkin Sale

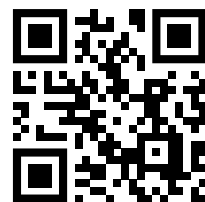
CLICK HERE TO SHOP
MINERVA DISPLAYS ON LEVEL



CASH WRAP/ RECEPTION DESK

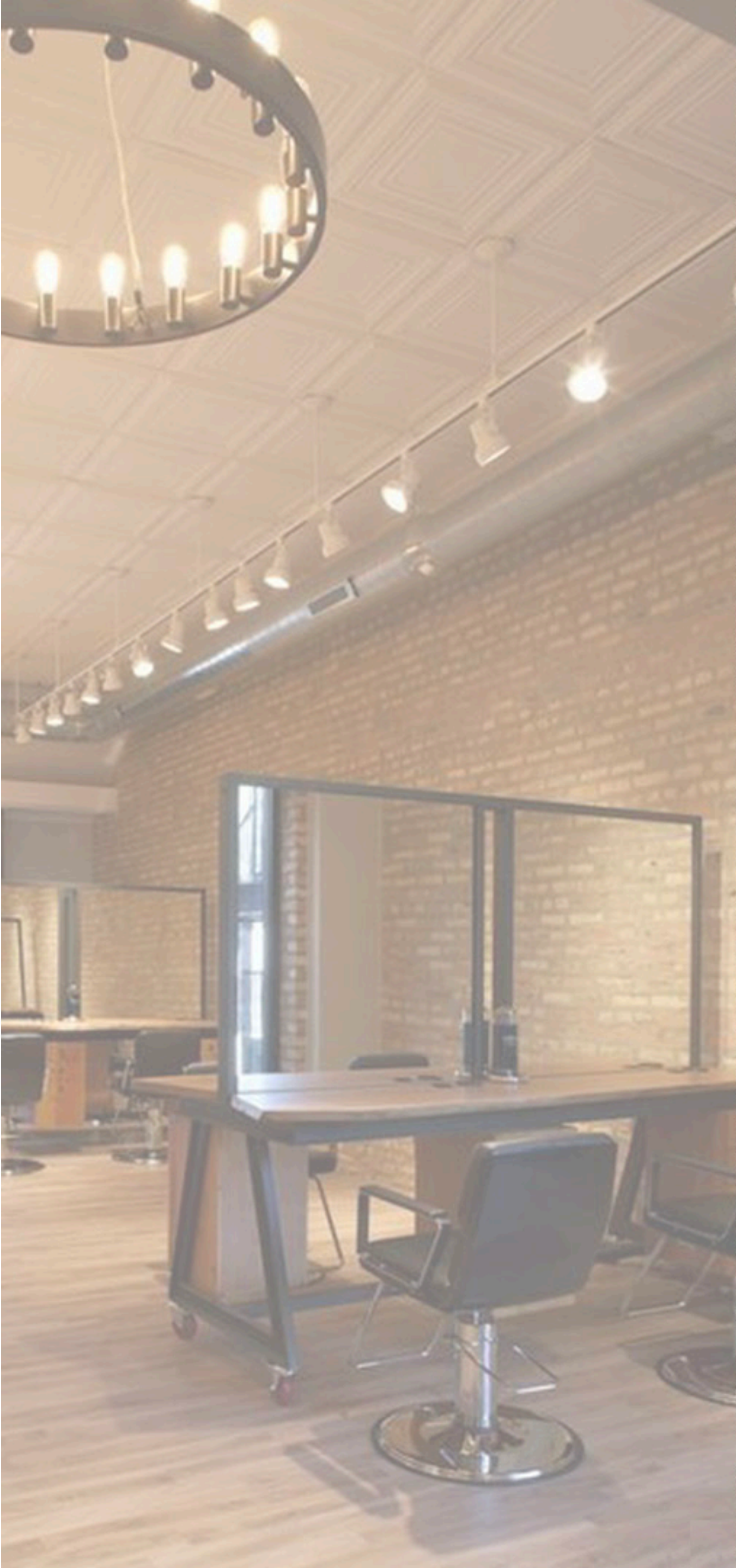
Shop the Look!

[CLICK HERE
TO SHOP ON AMAZON](#)



Pick a Pumpkin Sale

[CLICK HERE TO SHOP
MINERVA DISPLAYS ON LEVEL](#)



READY-TO-GO SIGNAGE TOOLKIT

Salon
READY!

Download & Print Assets on the Next Slide.

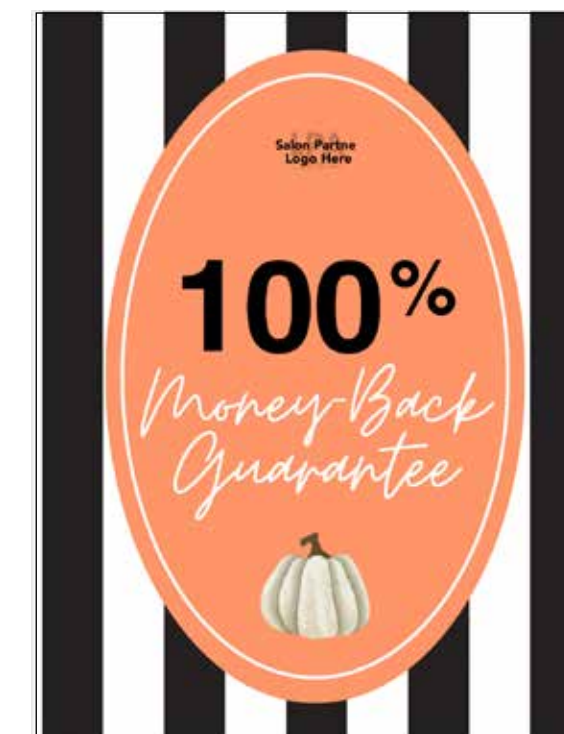
LP LAUNCH



PICK A PUMPKIN



EVERGREEN



E-NEWSLETTERS

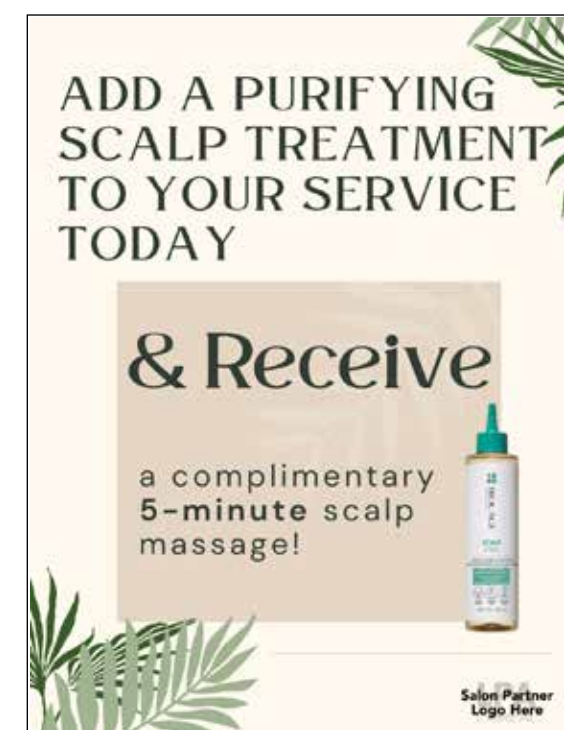
Active Clients



Lost Clients



BRAND/PROMOTIONAL CONTENT - Available in all 5 templates!

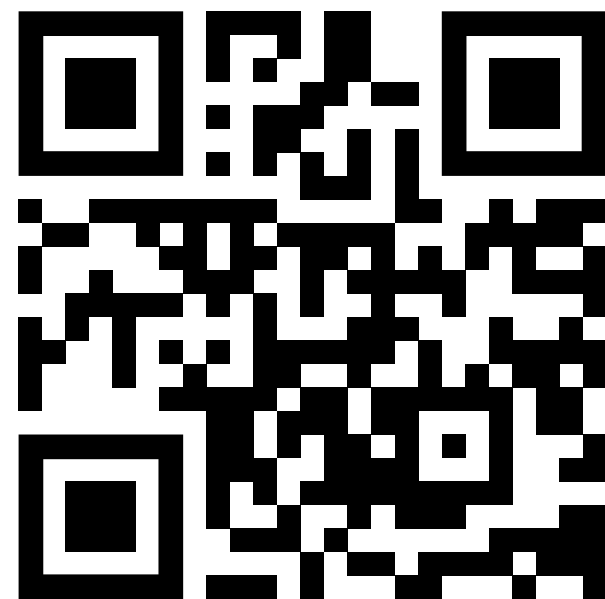


READY-TO-GO TOOLKIT

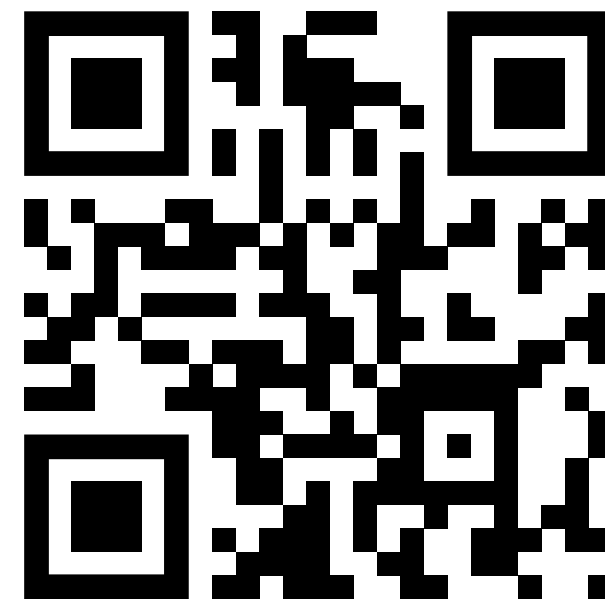
Click or Scan the QR Codes for Instant Salon Signage!



8.5x11 Easel Signage



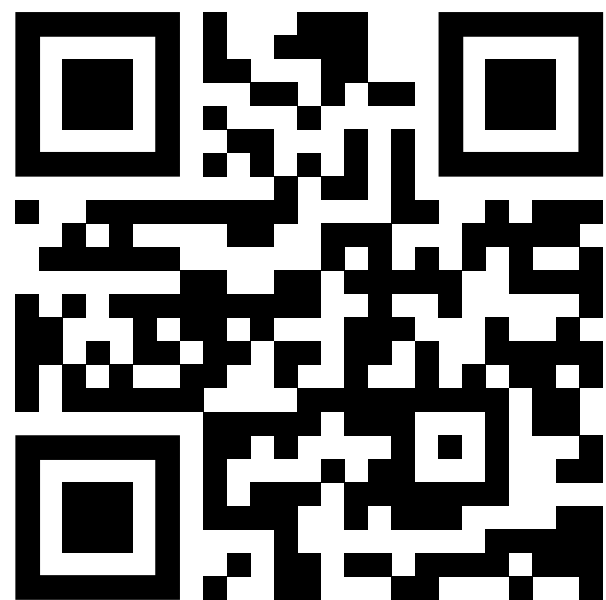
5x7 Easel Signage



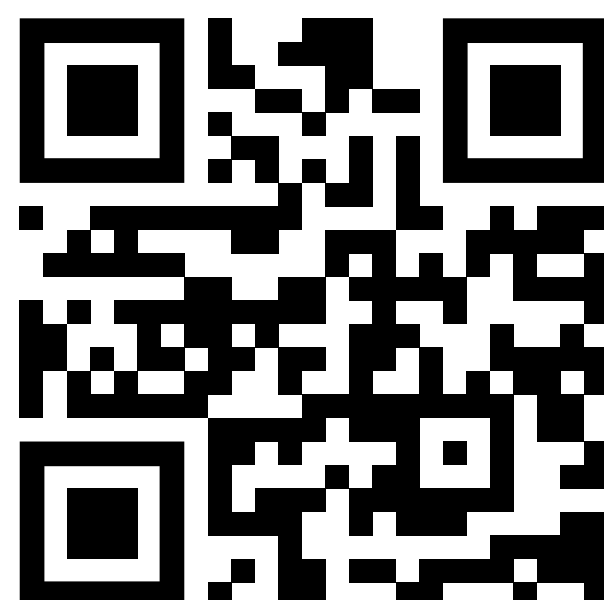
E-Blast Newsletter
Active Clients



E-Blast Newsletter
Lost Clients



Insta Stories



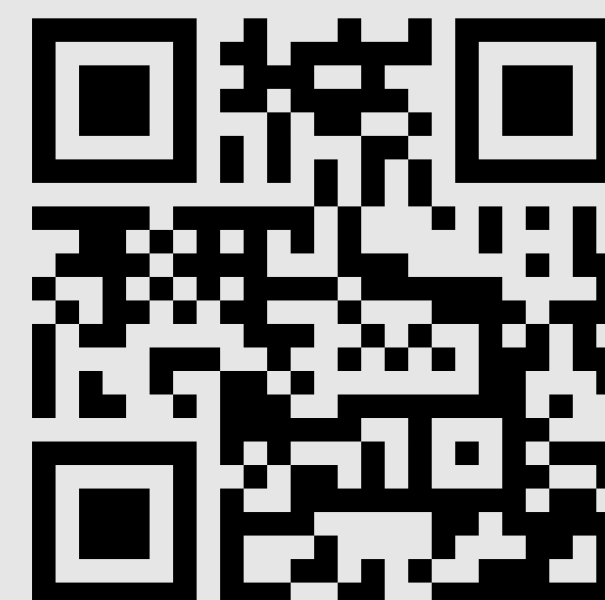
Insta Posts



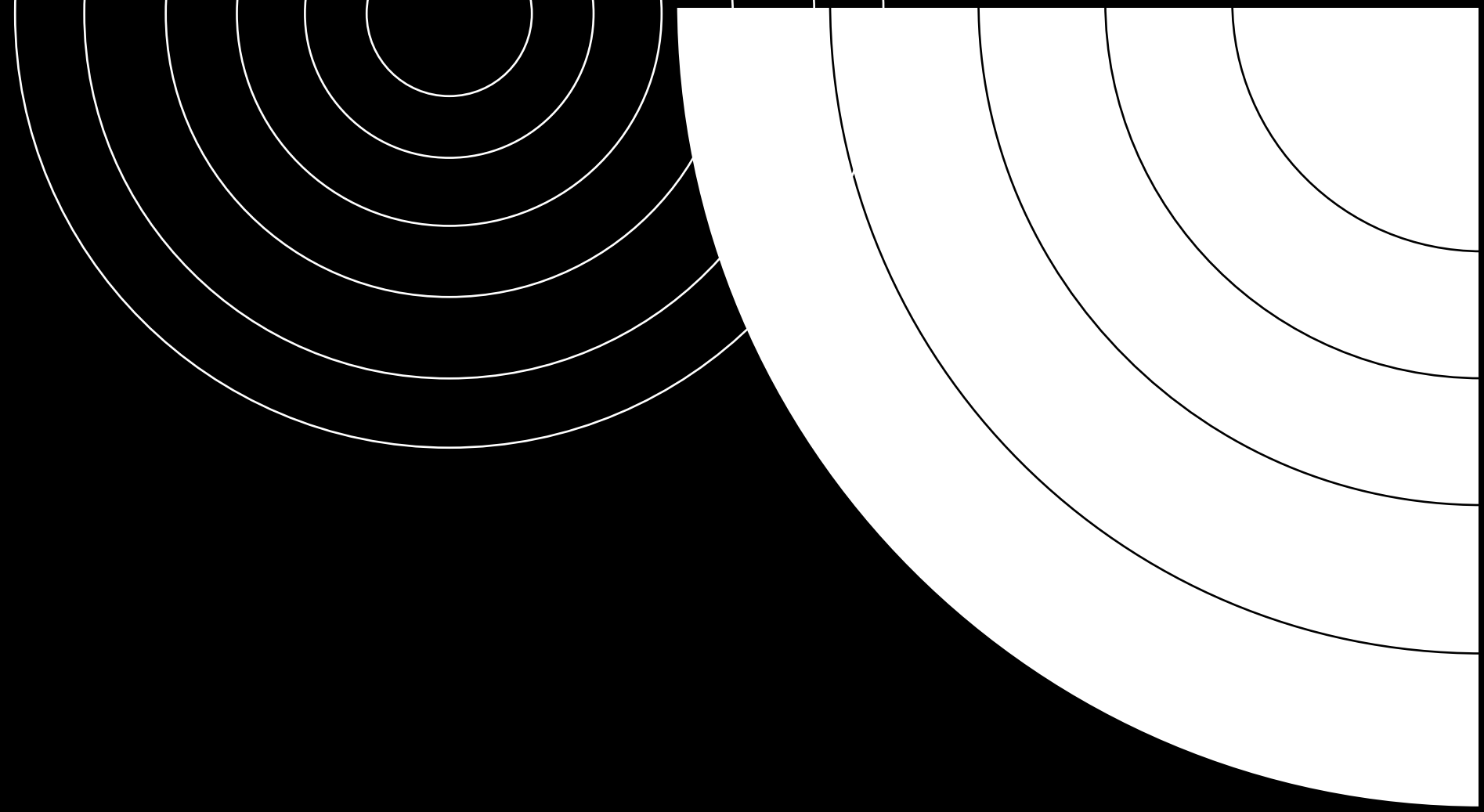
FaceBook Posts



Product Imagery
*to help customize
signage*



How-To-Use
Ready-To-Go
Toolkit on Canva



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HOLIDAY
In-Salon

HOLIDAY TIMELINE & CHECKLIST



September – PLAN AHEAD

- Invest in products needed for services and retail
- Set a budget for merchandising/display items (pg.10)
- Plan out client incentives and staff sales incentives (pg.12-13)

October – PREPARE

- Holiday kits go on sale at SalonCentric!
- Use the toolkit to customize signage and social content for your incentives (pg.15-16)
- Schedule a team huddle to review holiday products, announce incentives and share retail best practices

November – LAUNCH

- Put out signage, set up merchandising displays and post on social media
- Track staff sales incentive with a leaderboard (pg.12)
- Save on SalonCentric Winter Blow Out deals!

December – CELEBRATE

- Announce winners of client and staff incentives

January – RECAP

- Review sales to determine what worked and what didn't
- Refine new retail offerings based on sales
- Share findings during a team huddle
- Continue to engage new clients from the holiday season
- Re-stock on products post-holiday

Access our Holiday
Success Toolkit!

CLICK HERE



TIMELINE & CHECKLIST

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Invest in products needed for services and retail

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Re-stock on products post-holiday

A GIFT FOR EVERYONE

REDKEN

ALL SOFT HOLIDAY KIT

EXTREME HOLIDAY KIT

VOLUME INJECTION HOLIDAY KIT

COLOR EXTING MAGNIFY KIT

ACING EXTING COGNITIVE HOLIDAY KIT

ONE UNITED HOLIDAY KIT

\$40

\$40

\$40

\$40

\$40

\$40

L'OREAL

PRO-LONGER HOLIDAY KIT

ABSOLUTE REPAIR HOLIDAY KIT

VITAMINO HOLIDAY KIT

ABSOLUTE REPAIR MOLECULAR HOLIDAY KIT

METAL DETOX HOLIDAY KIT

MINI ABSOLUTE REPAIR MOLECULAR HOLIDAY KIT

MINI METAL DETOX HOLIDAY KIT

\$60

\$60

\$60

\$70

\$60

\$70

PUREOLOGY

HYDRATE HOLIDAY KIT

HYDRATE SHEER HOLIDAY KIT

STRENGTHEN CURE HOLIDAY KIT

STRENGTHEN CURE BLONDE HOLIDAY KIT

PURE VOLUME HOLIDAY KIT

MINI HYDRATE HOLIDAY KIT

MINI HYDRATE SHEER HOLIDAY KIT

MINI STRENGTHEN CURE HOLIDAY KIT

\$74

\$74

\$74

\$74

\$74

\$70

\$70

BIOLAGE

COLOR LAST HOLIDAY KIT

HYDRATE BLOOM HOLIDAY KIT

SMOOTH PROF HOLIDAY KIT

STRENGTH RECOVERY HOLIDAY KIT

BOND THERAPY HOLIDAY KIT

\$40

\$40

\$40

\$40

\$40

matrix

BRASS OFF HOLIDAY KIT

SO SMOOTH HOLIDAY KIT

KEEP ME VIVID HOLIDAY KIT

KEEP ME VIVID HOLIDAY KIT

A CURE CAN DREAM HOLIDAY KIT

COO ADO SOFT HOLIDAY KIT

HIGH AMPLIFY HOLIDAY KIT

A CURE CAN DREAM HOLIDAY KIT

PATRICIA BUILD-A-BOND HOLIDAY KIT

\$48

\$48

\$48

\$48

\$48

\$48

\$48

\$48

\$48

YOUR GO-TO
TOOLKIT FOR
HOLIDAY SUCCESS!

INCENTIVIZE YOUR STAFF

THE AUDIENCE

For the fun-loving staff

THE INCENTIVE

Stylist Bingo
CLICK HERE TO ACCESS

THE EXECUTION

Use our bingo card to run a fun competition amongst your staff

THE PRIZE

Holiday Gift Basket

THE AUDIENCE

For the staff looking to learn new skills

THE INCENTIVE

Pair Up Program
CLICK HERE TO ACCESS

THE EXECUTION

Pair high retail to service and low retail to service stylists for a contest on who can sell the most Holiday Kits

THE PRIZE

Bonus for pair who has the highest Holiday kit sales

THE AUDIENCE

For the staff who loves friendly competition

THE INCENTIVE

Staff Leaderboard
CLICK HERE TO ACCESS

THE EXECUTION

Use our leaderboard to keep track of Holiday kit sales

THE PRIZE

Prize for employee with the most stars

THE AUDIENCE

For the staff that loves new business opportunities

THE INCENTIVE

New Customer Incentive
CLICK HERE TO ACCESS

THE EXECUTION

Use our leaderboard to keep track of Holiday kit sales

THE PRIZE

Whichever employee is currently leading gets first choice on walk-in clients

HOLIDAY SPECTACULATOR!

PROFITABILITY

TOTAL PRODUCT COST

TOTAL REVENUE

KIT DISCOUNT

TOTAL NETS

TOTAL SWEET PAYOUT

SPF PER UNIT

HOLIDAY MERCH

HOLIDAY EVENT/PRIZE

MISC. HOLIDAY SPEND

CLASSIC HOLIDAY SHELF DISPLAYS

Shop the Look!

CLICK HERE TO SHOP ON AMAZON

Classic Holiday Sale

INCENTIVIZE YOUR CLIENTS

Click to customize!

Raffle Prize Incentive

Charitable Contribution

Service Discount

Retail Discount

L'OREAL PROFESSIONAL PRODUCTS BRAND ACTIVATION

BRAND ACTIVATION Toolkit

HOLIDAY 2024

BIOLAGE

L'OREAL PROFESSIONNEL

matrix

MIZANI

PULPRIO

PUREOLOGY

REDKEN

CLICK HERE

An abstract geometric design on a black background. It features a series of thin white lines that intersect to form a grid-like structure. Two prominent white circles are positioned at the intersections of these lines. The text 'THANK YOU!' is centered in the upper half of the image in a large, white, sans-serif font.

THANK YOU!

L'ORÉAL
PROFESSIONAL PRODUCTS
BRAND ACTIVATION