



brand activation TOOLKIT

AUGUST 2025

L'ORÉAL
PROFESSIONAL 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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Matrix Lowkey Color Express Service

Pureology Haircare

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September In-Salon Merchandising

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Do You Have Clients That Are

- Spacing Out Appointments?
- Spending Less Time in the Salon?
- Requesting Multi-Dimensional Lived-in Looks?

Transform Clients With the Lowkey Color Express Technique

Express Foils and Toning for Blended, Lived-in Color!

Lowkey Blondes, Brunettes & Reds!

- Time-Saving Techniques
- High-Impact, Quick Foil Placements
- Seamless, Lived-in Color Formulation
- Business-Building Tips & Tricks

Register Here

NEW!
HANDS-IN
STUDIO
CLASS!

Transformative Express Color

ALL UNDER 20 MIN

CUT & FINISH

No-ammonia demi-permanent gloss color.

Starting at \$XX

GLOSS AND TONE

Ammonia-free gloss that tones and delivers the ultimate shine and condition.

Starting at \$XX

SHADOW CONTOURING

Multidimensional color created by carefully positioning different tones and depth around the face.

Starting at \$XX

ROOT CAMOUFLAGE

Base Bump, Root Shadow, or Root Melt techniques for a diffused, softer finish. Recommended as an add-on with a lightening service.

Starting at \$XX

Your Salon Logo Here

Service Menu

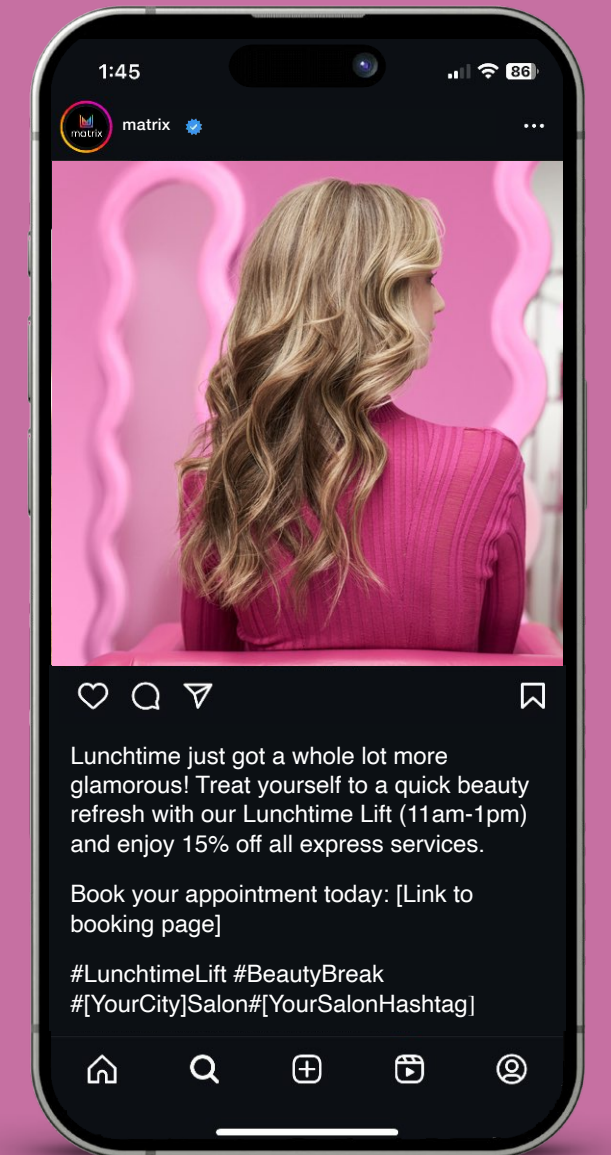
Lunchtime Lift

Maximize Your Lunch Break with a quick beauty boost!

Enjoy 15% Off Express Color Services between 11am-1pm.

Your Salon Logo Here

Promotional Signage



Social Post

Boost Your Service Profit Margin - Limited-Time Savings!



25% Off
All Lighteners



20% Off
12+ SoColor and SuperSync Tubes
Mix and Match



Brand Highlights

Business-Building

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Merchandising



CONCENTRATED FORMULAS WITH 75+ SHAMPOOS PER BOTTLE

BENEFITS

- Save you money at the back bar
- Allow your clients to experience the luxury and lather at home

HAIRCARE

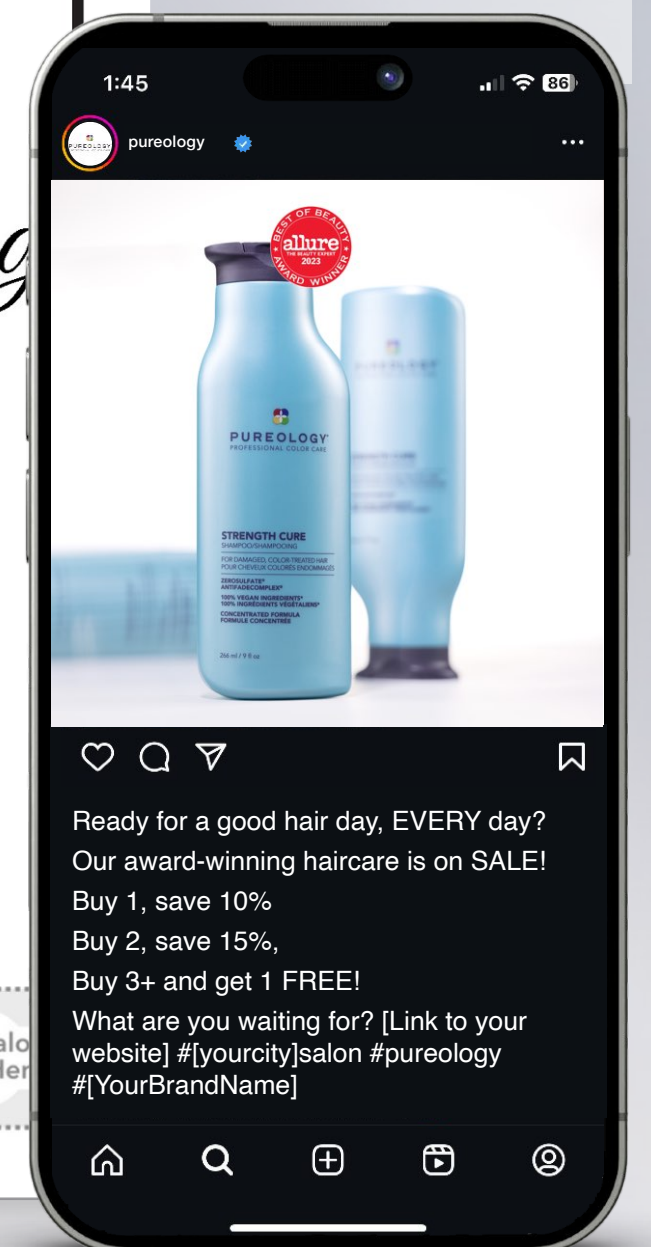
BUY 3,
GET 1
FREE



Product Knowledge



Editable Signage



Social Post



Brand Highlights

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MIZANI
TEXTURE LOVE SINCE 1991

25 MIRACLE COLLECTION

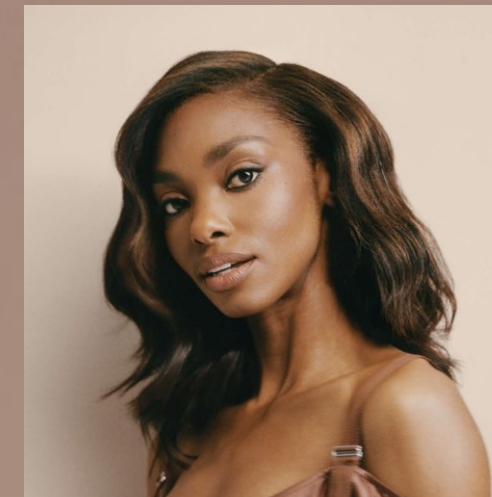
**BESTSELLING
MULTITASKING
LEAVE-INS**

**BUY ONE
GET ONE
50% OFF**



Product Knowledge

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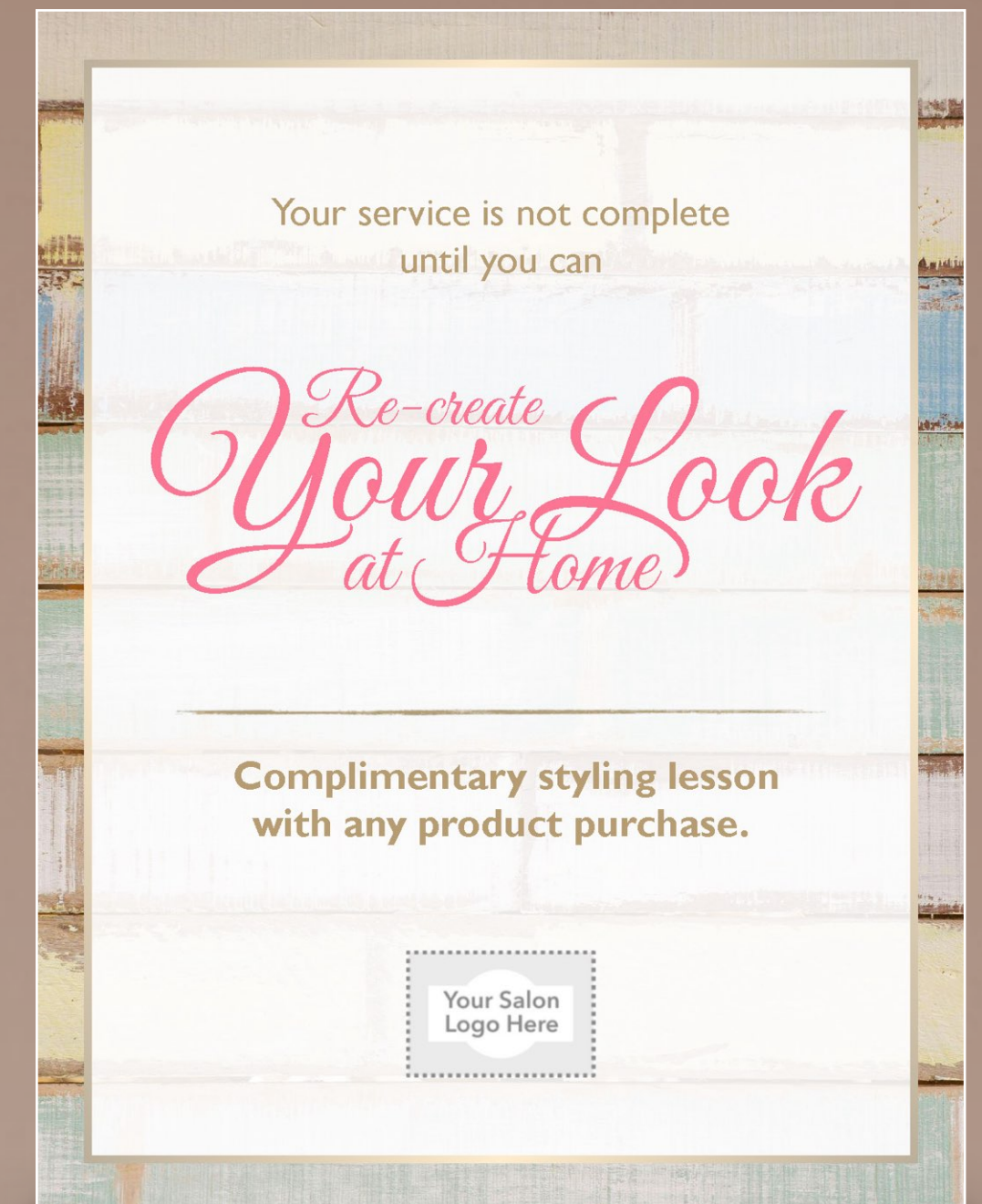


COMPLIMENTARY STYLING EDUCATION

- Why Mizani
- Wash and Go's Made Easy!
- Texture Styling - Twist And Shout!

**ENROLL FOR
YOUR NEXT
MIZANI CLASS
HERE!**

Mizani Look Book



Editable Signage



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REDKEN
5TH AVENUE NYC

ELEVATE YOUR GLOSS MONTH FORMULAS

MASTER 2M+ FORMULAS WITH FREE FORMULATION EDUCATION

GROW YOUR BUSINESS WITH A GLOSS SERVICE
FOR EVERY CLIENT THIS AUGUST



- ♥ Visibly reverse damage in just 1 use*
- ♥ Introduce clients to the simplicity & speed of a Shades EQ service
- ♥ Provide vibrant, shiny, healthier looking & feeling hair
- ♥ Create a gloss client for life

TIERED OFFERS FEATURING FREE
SHADE BUNDLES WITH 10+ BUY-IN

*based on instrumental test + consumer study
**vs washing hair daily

VIDEO
COMING
SOON!

Shades EQ 101

LOCK IN COLOR & SHINE
BETWEEN APPOINTMENTS



SAVE 25%
ON 6+ ACIDIC
COLOR GLOSS

Product Knowledge

MAINTAIN STYLE
BETWEEN WASHES



- Extend the life of your Shades EQ Gloss**
- Absorbs oil on up to 4th day hair
- Oil binding technology
- For all Hair textures

TRY FOR \$11
3.4OZ

Product Knowledge



Service Signage



Editable Signage



Brand Highlights

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Merchandising



RESCUE YOUR RETAIL BUSINESS WITH BIOLAGE

TRY

FULL RESCUE
Break the stressful cycle
of hair fall due to breakage.

DID YOU KNOW?

Hair Fall is the
#1 Scalp Concern*

Instantly Fuller-
Looking Hair**

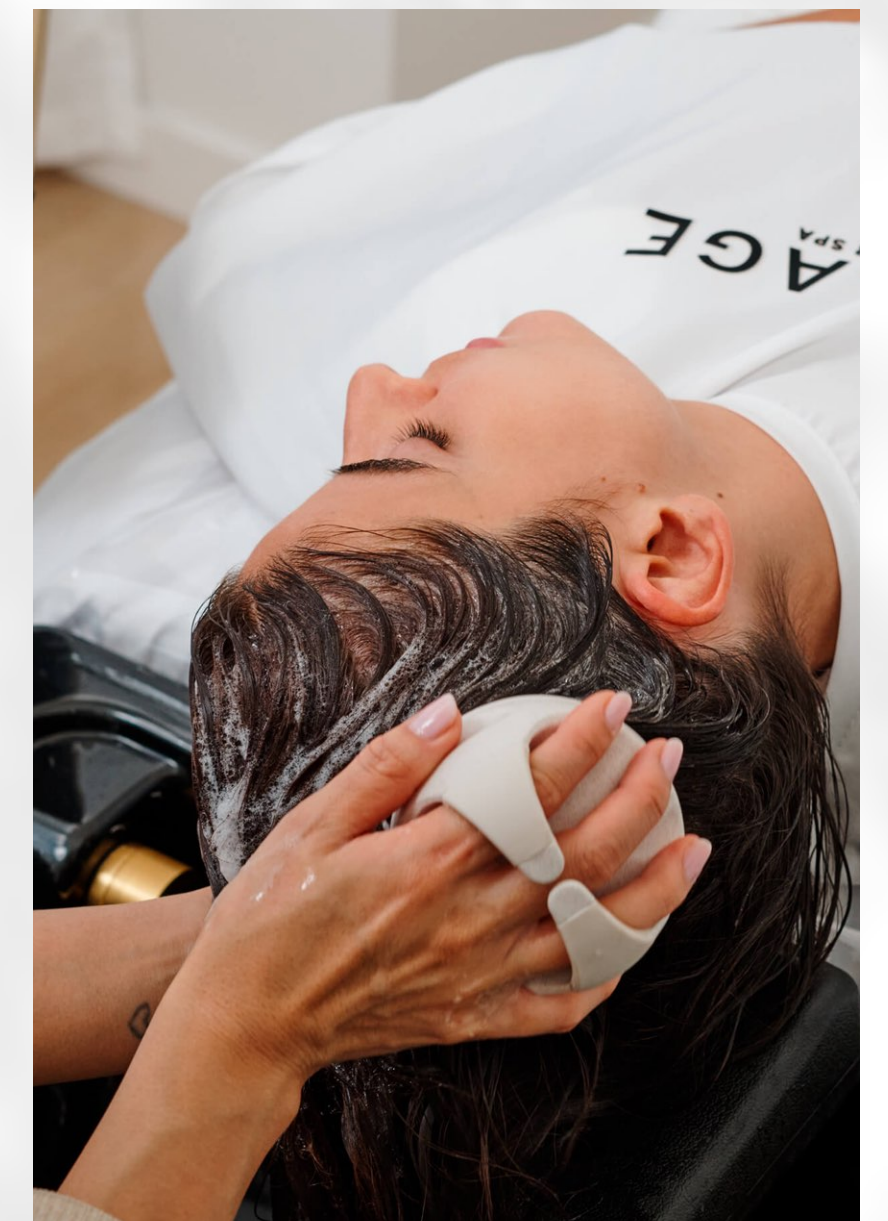
+74% Resistance
to Hair Fall***



BEFORE/AFTER

Differentiate & Grow
Your Salon with scalp
specialization.

Get Scalp Certified
with Biolage!



Scalp Certification

Scalp Certification 2.0

*Source: American Academy of Dermatology, Cleveland Clinic; **After one use of full rescue shampoo, mask and invigorating serum;

***Due to breakage from brushing. Full Rescue Shampoo, Conditioner & Serum vs. non-conditioning shampoo;

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Brand Highlights

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INTRODUCING BIOLAGE REFILLS

25% MORE PRODUCT. MORE SAVINGS. LESS PLASTIC.

more product, same great price.

DE-STRESS.

Never worry about running out of your favorite Biolage products.

RE-USE.

Reduce waste by reusing your existing pack.

RE-FILL.

Reduce waste by reusing your existing pack.

MADE WITH 62% LESS PLASTIC*

*Compared to equivalent formula amount in our 400/135 fl. Oz. bottles

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PRO TIP

Encourage refill trial
by bundling with
corresponding
traditional full-size.



Editable Signage



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L'ORÉAL
PROFESSIONNEL
PARIS

Elevate Client Experience with New & Improved Majirel



IMPROVED

Majirel

Larger tube

For 18% more product

Reduced odor

For a more pleasant client experience

Creamier viscosity

For enhanced control
and precision application

Easier mixability

For faster formulation

Product Knowledge

Pro Hair Home Care

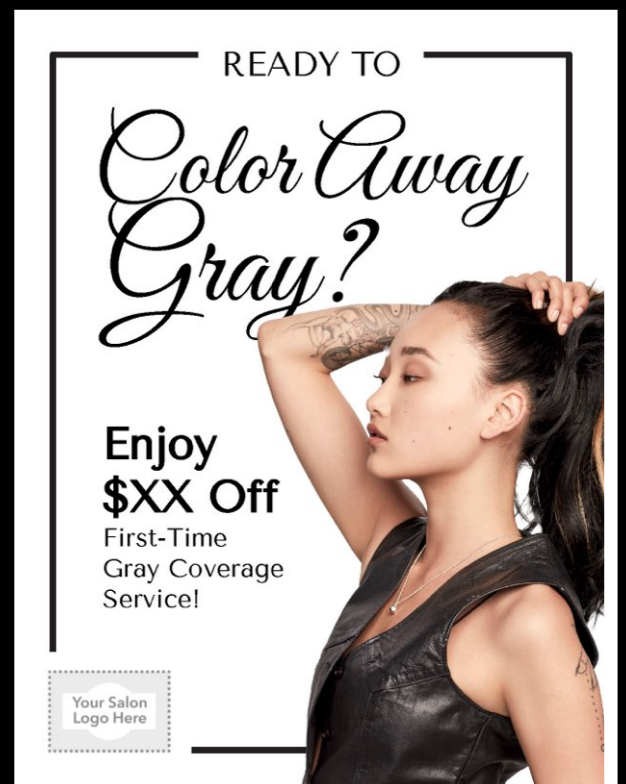


Prescribe client-specific Serie Expert
retail based on hair type, history, and
hair goals with every service

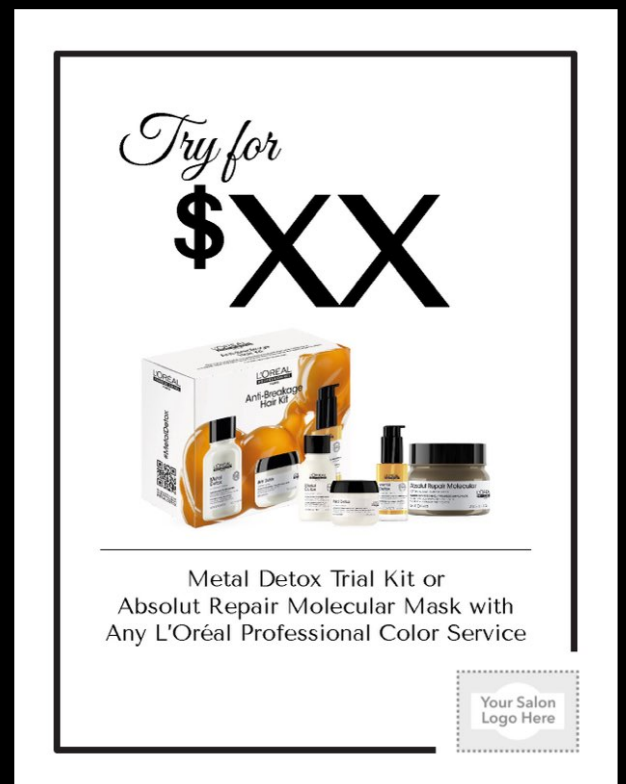
Save 20%

With purchase of 3+ retail
and refill sizes

Product Knowledge



Editable Signage



Editable Signage



Business-Building

Loyalty Program





Gain A Competitive Advantage With A Salon Loyalty Program

- Reward & Appreciate - happy clients are returning clients!
- Personalize marketing by connecting your loyalty program to your CRM.



CRAFT YOUR PERFECT PROGRAM



LEARN SUMMIT’S 7 KEY STEPS

Summit’s 7 Key Steps

POINTS PROGRAM *Instant Gratification*

BENEFITS: Easy to track (e.g., punch cards) and encourages repeat visits

EXAMPLE:

- Earn 1 point for every \$1 spent on services, retail, and gift cards.
- Redeem 2,000 points for a \$20 credit towards future purchases.

TIERED PROGRAM *Long-term Loyalty*

BENEFITS: Fosters deeper emotional connection and a premium experience

EXAMPLE:

TIER	QUALIFIER	BENEFITS
Silver	\$500 Spent	Complimentary Treatment, 10% Off Retail (one-time), Exclusive Email Updates, Travel Size Gift Set
Gold	\$1,000 Spent	Silver benefits PLUS: Complimentary Blowout, 5% Off All Retail (everyday), 10% Off 2+ Retail Items
Platinum	\$1,500 Spent	Gold benefits PLUS: 2 Complimentary Treatments, 2 Complimentary Blowouts, 15% Off 3+ Retail Items, VIP Invite Nights



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Head to Toe Trends





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GET 20% OFF WITH PARTICIPATING BRANDS

REDKEN | ACIDIC COLOR GLOSS,
COLOR EXTEND MAGNETICS AND BLONDAGE

BIOLAGE | COLOR LAST

MATRIX | GLOW MANIA

PUREOLOGY | HAIRCARE

L'ORÉAL PROFESSIONNEL | PRE-TREATMENTS

Full monthly promotional details are available in your monthly distributor catalog

BRAND ACTIVATION TOOLKIT | AUGUST 2025





SEASONAL TRANSFORMATION

Fall Into Fabulous

HELP YOUR CLIENTS FALL INTO FABULOUS HAIR THIS SEASON!

Consult with clients about a personalized seasonal transformation, whether it's a subtle shift or a dramatic new look, using the tiered "*Fall Into Fabulous*" service menu.

Service Menu

Fall into Fabulous

Embark on a personalized transformation journey this fall, tailored to your goals and needs. Our expert stylists will craft a stunning look you'll love, inspired by the rich hues and cozy textures of autumn.

YOUR TRANSFORMATION BEGINS

Starting at \$XX

PERSONALIZED CONSULTATION

Let's explore your hair aspirations, analyze your hair's unique personality, and map out a bespoke blueprint for your perfect seasonal transformation.

ELEVATE YOUR JOURNEY

with enhancements to nourish and perfect your look.

Choose your add-ons

ESSENTIAL CARE

starting at \$XX

Glossing Service
Personalized At-Home Care Kit

ENHANCED EXPERIENCE

starting at \$XX

Bond-building Service
Haircut & Style

LUXURIOUS RENEWAL

starting at \$XX

Deep Conditioning & Repair Mask
Scalp Detox & Massage

ULTIMATE EXPERIENCE

All add-ons for \$XX

Discover the full potential of your hair this fall with our most comprehensive offering.

Your Salon
Logo Here



September In-Salon Merchandising

Tables	>
Shelf	>





Brand Highlights

Business-Building

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Merchandising

Table

SELF-CARE SEPTEMBER

PAMPERING PACKAGE
Luxurious visit that includes a haircut, custom
color service and deep conditioning treatment.

A well-deserved treat!

Your Salon
Logo Here

Promotional Signage



Scan or Click QR
Code to Buy
Display Items





Brand Highlights

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Scan or Click QR
Code to Buy
Display Items





Brand Highlights

Business-Building

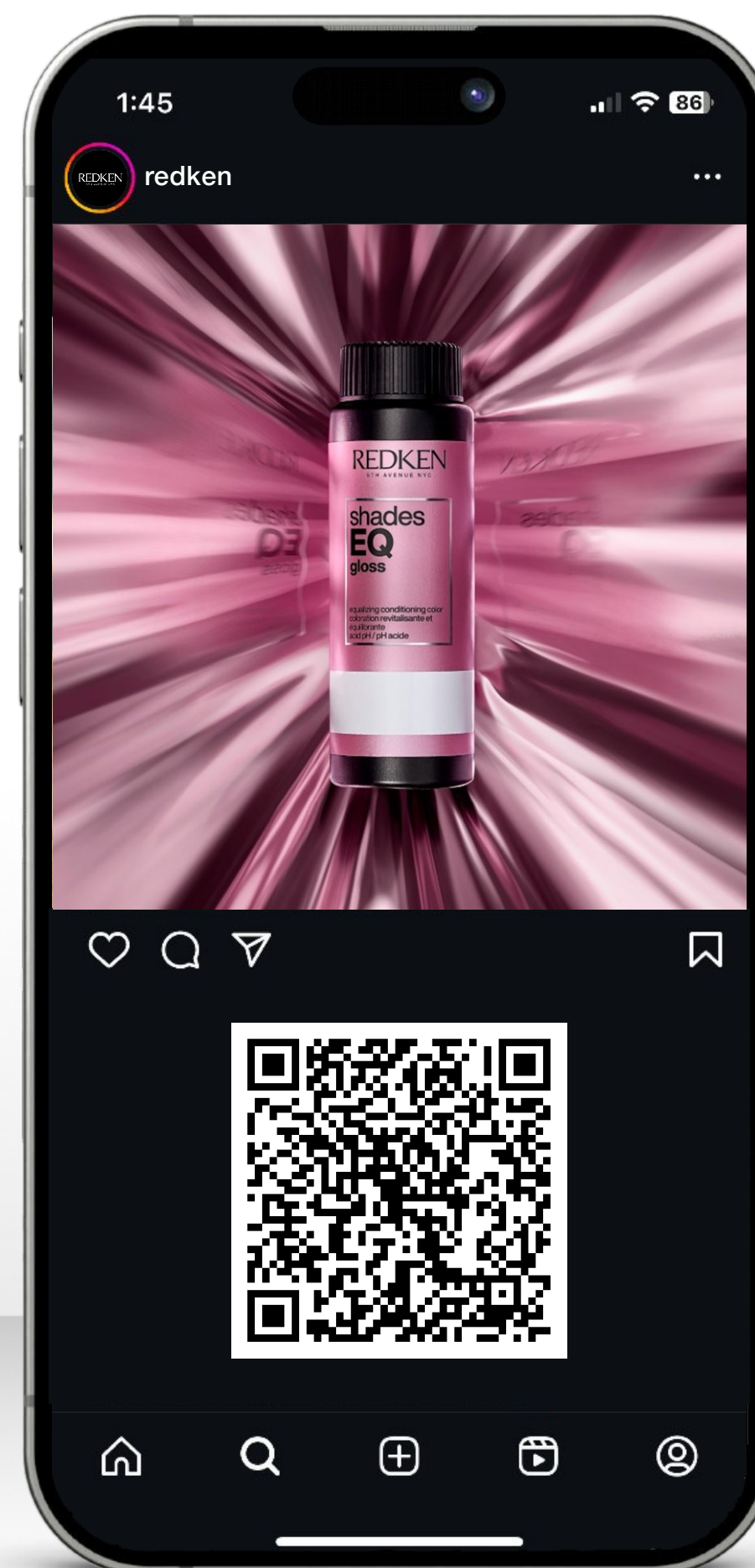
SalonCentric Sales

Merchandising

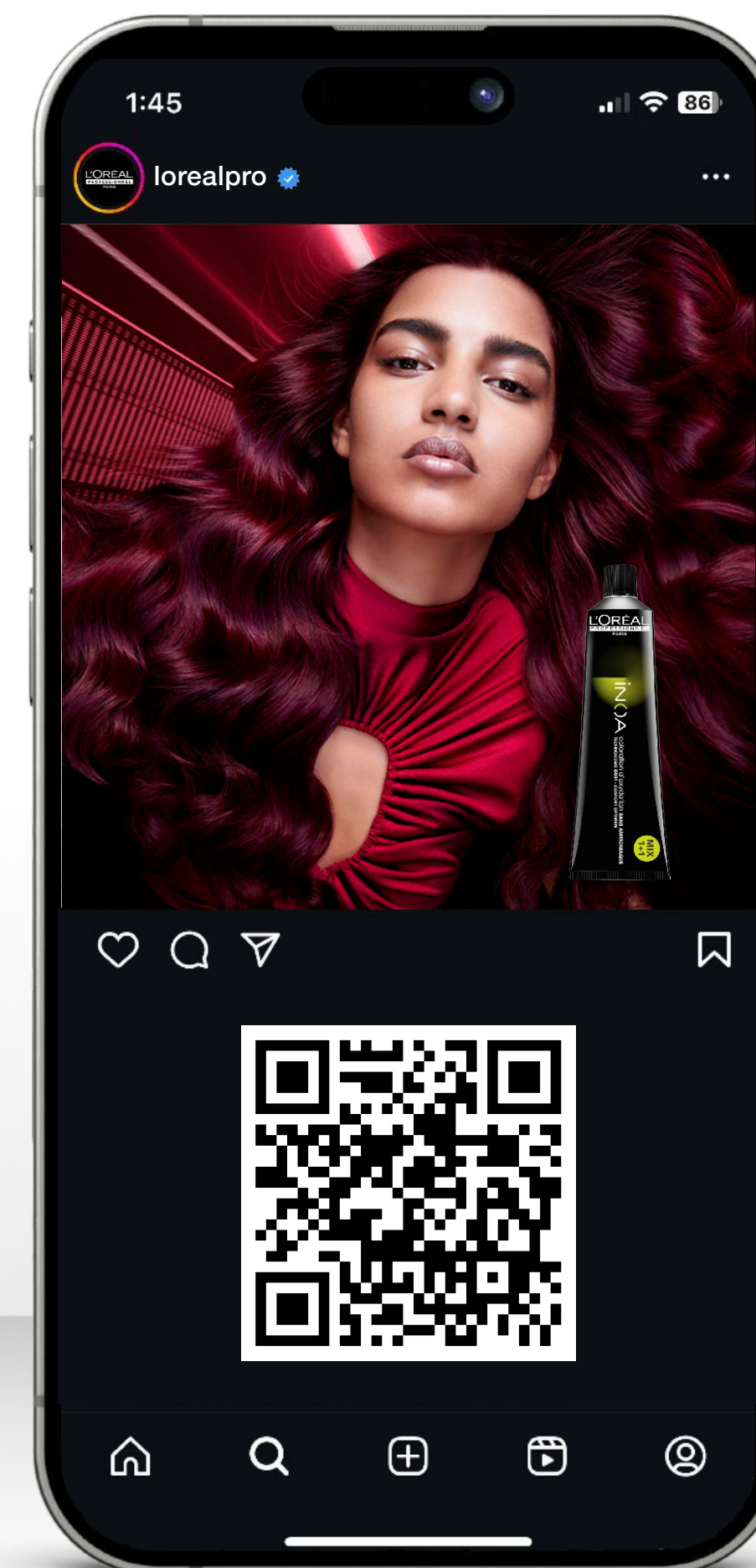
Branded Social Content

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

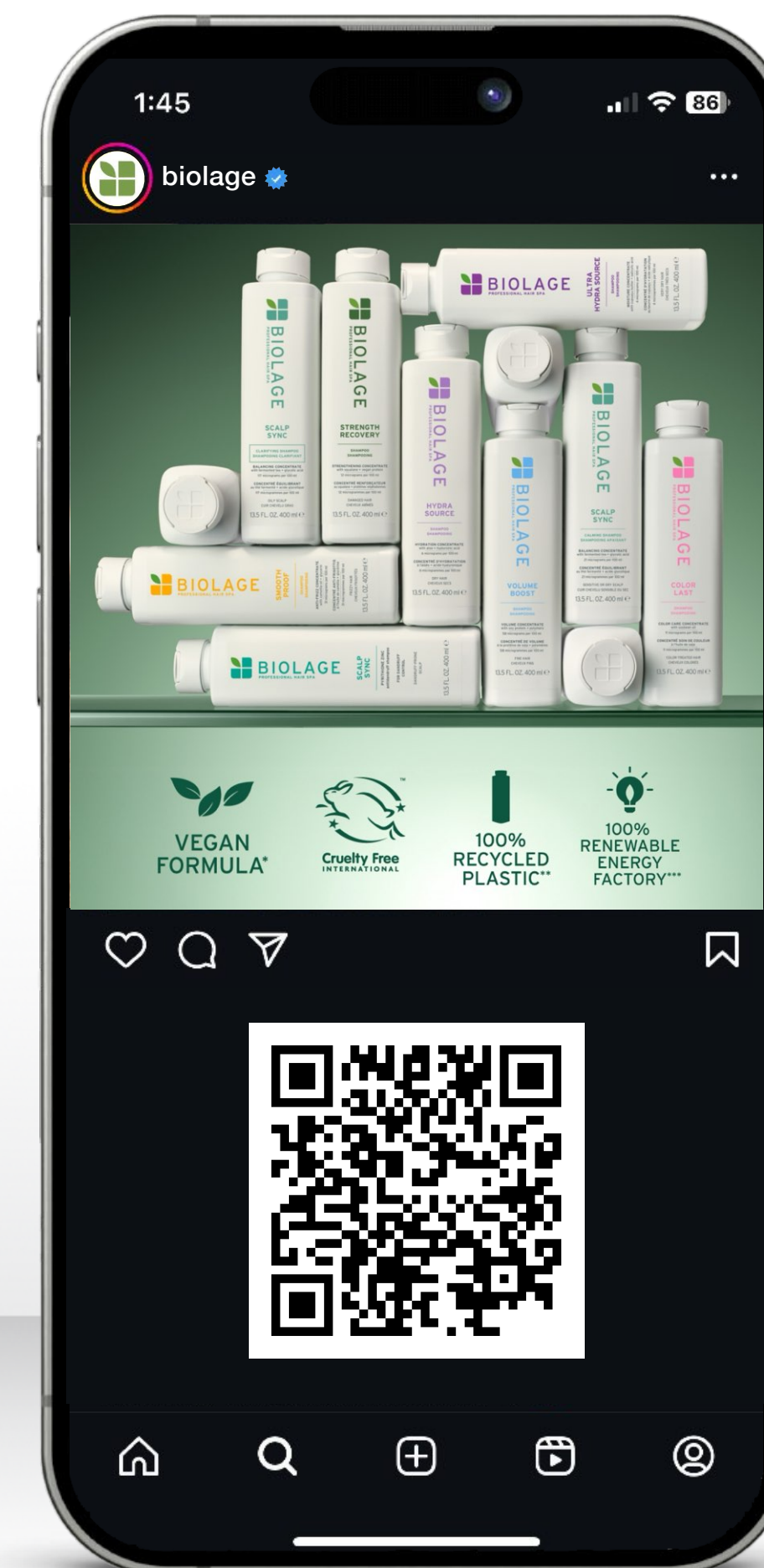
Scan or Click QR Code for each brand
to access relevant materials for each brand.



REDKEN
5TH AVENUE NYC



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PARIS



BIOLAGE
PROFESSIONAL HAIR SPA

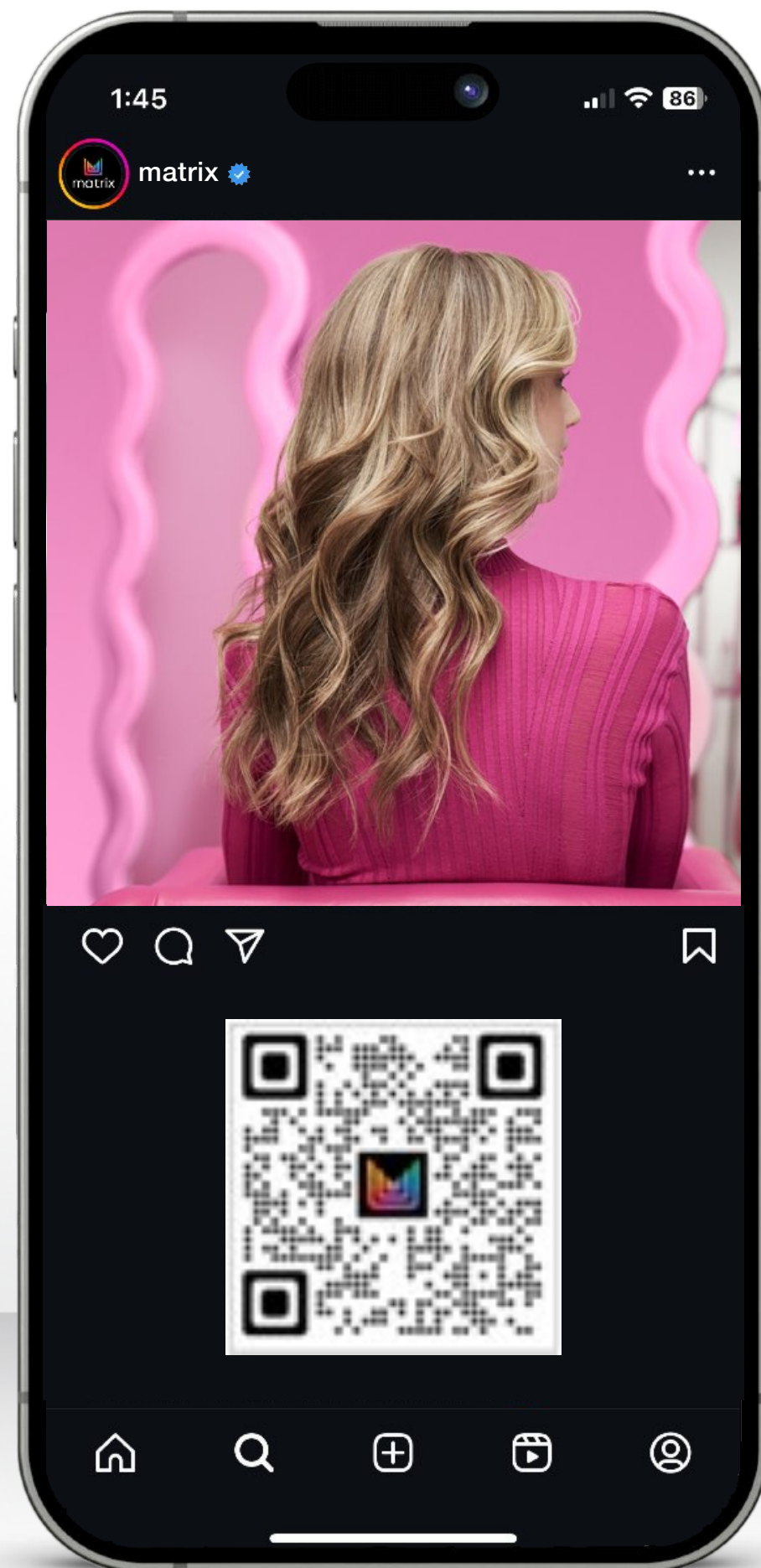


Brand Highlights

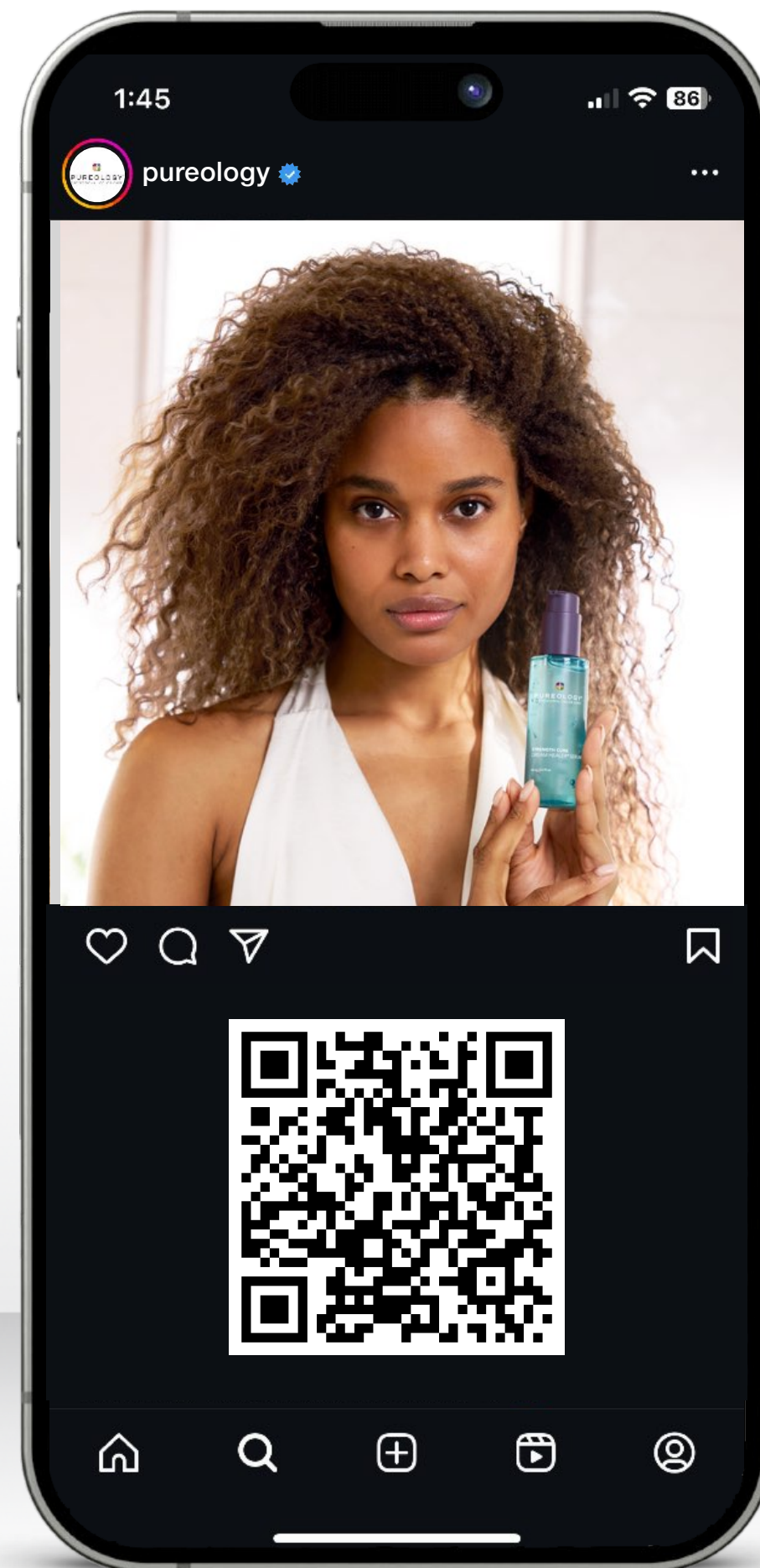
Business-Building

SalonCentric Sales

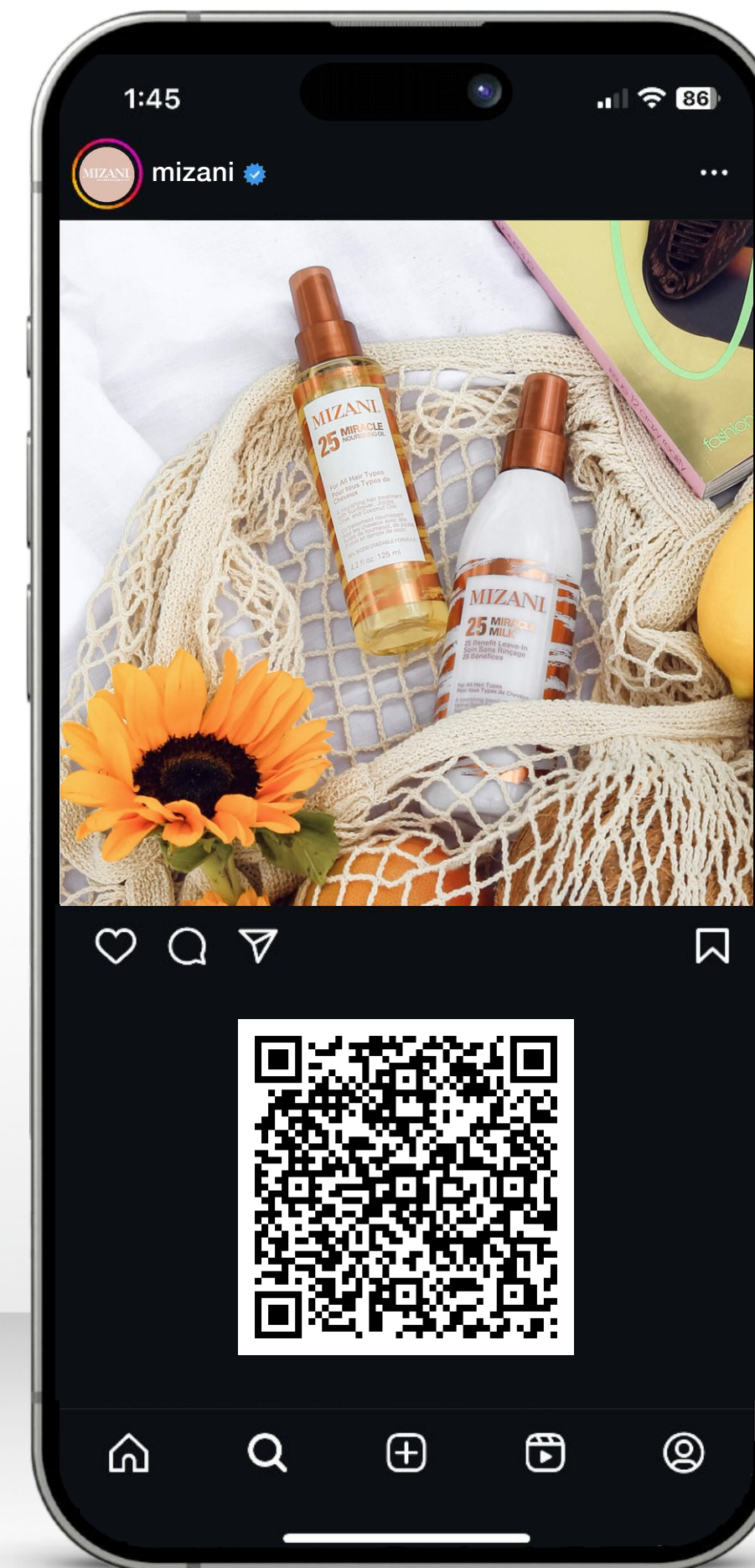
Merchandising



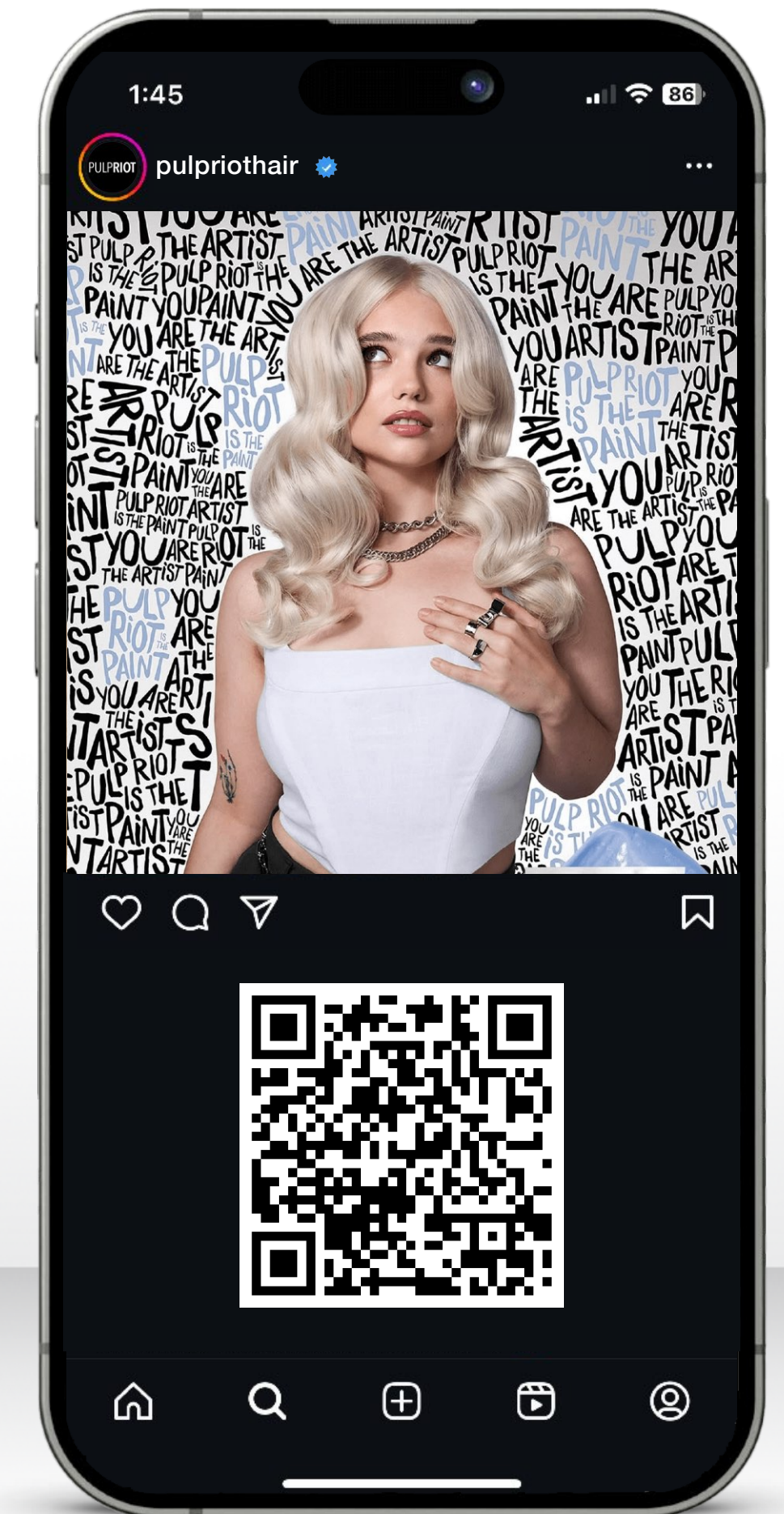
 **matrix**



 **PUREOLOGY**
PROFESSIONAL COLOR CARE



MIZANI
TEXTURE LOVE SINCE 1991



PULPRIOT



Brand Highlights

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SalonCentric Sales

Merchandising

Ready-To-Go Toolkit

SALON READY!



Express Color Menu



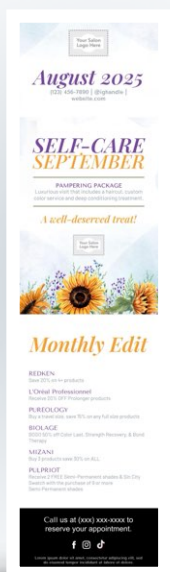
Redken Shades EQ



Fall Themed Signage



Evergreen



E-Newsletters



Custom Salon Signage Templates Available for Your Brand/Promotional Content

Download & print assets on the next slide.



Brand Highlights

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**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 Google Slides**



**View Previous Brand
Activation Toolkits on LEVEL**

Click or scan the QR codes for instant salon signage!

L'ORÉAL

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