

brand activation

TOOLKIT

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

Why Is Holiday Vital to Salon Success?

Holiday brings in over 25% of annual revenue for salons.*

November 1 ▲

Weekly appointments have doubled growing from 8.3 in October to 19.9 in November**

Thanksgiving ▲

By end of November, that number has doubled again.**

October 15 ▲

“Holiday rush” begins**

December 22 ▼

Weekly bookings **drop dramatically** as salon books have filled up for the season**

Most of your clientele will visit between Oct 15 - Dec 22.

Plan ahead to maximize each appointment and boost revenue.



WATCH
Why Is Holiday Important?



SCAN or CLICK
QR Code to
Watch the Series



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Ready-to-Go Signage



Strategic Goal-Setting & Sales Planning

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- Holiday Spectaculator - Profit Calculator >
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Set Your Holiday Sales Goal

2 WAYS TO SET YOUR SALES GOAL

① As a Percentage of Clientele

2 months (Nov + Dec)

Overall Sales Goal: # of Clients last November x 9% x 2

9% of clients purchase promotional items

Daily Sales Goal: # of Holiday Kits ÷ # days salon is open Nov & Dec

② As a Percentage Increase Over Last Year

Overall Sales Goal: # of Holiday Kits Sold Last Year x % More

Daily Sales Goal: # of Holiday Kits ÷ # days salon is open Nov & Dec

Example ①

1000 guests
X 9%

90
X 2

180 Kits
÷ 45 days

4 Kits
per day ✓

Example ②

150 Kits
X 1.20

180 Kits
÷ 45 days

4 Kits
per day ✓



WATCH
Set Your Holiday Sales Goal



SCAN or CLICK
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A Gift for Every Budget

Now is the time to introduce new products.

Clients are shopping for everything:

- 77% are eyeing those mid-price gifts
- 52% are all about the deals
- 17% are going big on high-end items

Click below to explore gifts

Under \$100

Under \$75

Under \$50





Goal-Setting & Planning

Blueprint for Success

The Salon Holiday Profit Playbook
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A Gift for Every Budget

Gifts Under \$100



Acidic Bonding Concentrate
REDKEN
\$99.00



Acidic Color Gloss
REDKEN
\$99.00



Hydrate
PUREOLOGY
\$81.00



Hydrate Sheer
PUREOLOGY
\$81.00



Strength Cure
PUREOLOGY
\$81.00



Strength Cure Blonde
PUREOLOGY
\$81.00



Pure Volume
PUREOLOGY
\$81.00



Vitamino Color Spectrum
L'ORÉAL PROFESSIONNEL
\$81.00



Absolut Repair Molecular
L'ORÉAL PROFESSIONNEL
\$81.00



Metal Detox
L'ORÉAL PROFESSIONNEL
\$81.00



Goal-Setting & Planning

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A Gift for Every Budget

Gifts Under \$75



Pro Longer
L'ORÉAL PROFESSIONNEL
\$74.00



Absolut Repair
L'ORÉAL PROFESSIONNEL
\$74.00



Vitamino Color
L'ORÉAL PROFESSIONNEL
\$74.00



All Soft
REDKEN
\$68.00



Extreme
REDKEN
\$68.00



Volume Injection
REDKEN
\$68.00



Frizz Dismiss
REDKEN
\$68.00



Color Extend Magnetics
REDKEN
\$68.00



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Blueprint for Success

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A Gift for Every Budget

Gifts Under \$50



Instacure Build-A-Bond
MATRIX
\$54.00



Brass Off
MATRIX
\$50.00



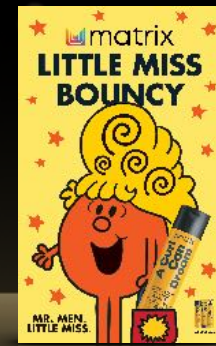
So Silver
MATRIX
\$50.00



Glow Mania
MATRIX
\$50.00



Mega Sleek
MATRIX
\$50.00



A Curl Can Dream
MATRIX
\$50.00



Food for Soft
MATRIX
\$50.00



High Amplify
MATRIX
\$50.00



Hydra Source
BIOLAGE
\$46.00



Miracle Creator
MATRIX
\$44.00



Color Last
BIOLAGE
\$40.00



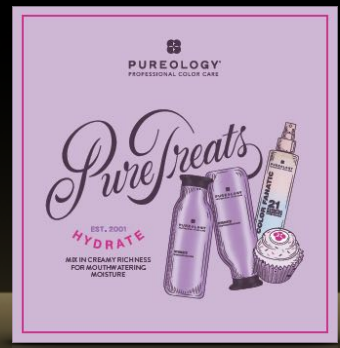
Volume Boost
BIOLAGE
\$40.00



One United
REDKEN
\$39.00



Smooth Proof
BIOLAGE
\$36.00



Hydrate Mini
PUREOLOGY
\$33.00



Hydrate Sheer Mini
PUREOLOGY
\$33.00



Strength Cure Mini
PUREOLOGY
\$33.00



Absolut Repair Molecular
L'ORÉAL PROFESSIONNEL
\$24.00



Metal Detox Mini
L'ORÉAL PROFESSIONNEL
\$24.00



Holiday Spectaculator

Calculate your potential profit

This calculator helps you strategically plan out your inventory and pricing strategy to maximize profit.

[Click Here To Start!](#)

L'Oréal PPD Holiday Kit Spectaculator 2025

Holiday Kit Spectaculator 2025

Maximize Your Salon's Holiday Profit Potential with L'Oréal Professional Products

WELCOME

HOW MANY KITS?

MY ORDER

How Many Kits Should You Order?

Use our formula to estimate the optimal number of holiday kits for your salon. This calculation is carefully based on industry data and the season.

Expected Number of Monthly Guests

300

Use your busiest month's guest count, or last year's November or December figures.

Recommended Kit Quantity

54

Formula: $\text{Guests} \times 2 \times 9\%$

Pro Tip: This is a starting point! Consider your salon's unique factors like average ticket size, client loyalty, and marketing efforts

12:25

L'Oréal PPD Holiday Kit Spectaculator 2025

Select the exact quantities for each kit you intend to order. All pricing and profit calculations are automatically computed for immediate insight.

[Matrix](#) | [Pureology](#) | [Biolage](#) | [Redken](#) | [LP](#) | [Back to the Top](#)

Brass Off

Value	Salon Savings
33.50	25%
Salon Cost	Suggested Retail Price
25.00	50.00
Discount Retail Price	Order Quantity
50.00	0
Total Salon Cost	Total Profit
0.00	0.00

So Silver



Your Monthly Sales Plan

FOLLOW THIS PLAN TO ACHIEVE YOUR GOAL!

September

Prepare for the Holiday Season

- ☐ Set your holiday sales goal
- ☐ Stock up on product for services and holiday kits

December

Sell Through Remaining Products

- ☐ Place any box sets that haven't sold on a stylist bingo card
- ☐ Announce winners of Holiday Kit Kingdom Incentive

October

Get Clients in the Gifting State of Mind

- ☐ Prep with a team huddle
- ☐ Put out holiday kits as soon as they come in!
- ☐ Plan out client incentives through December

January

Assess Success and Celebrate

- ☐ Review sales
- ☐ Celebrate wins
- ☐ Refine new product offering based on holiday sales

November

Keep the Holiday Bustle Going

- ☐ Set up Holiday display
- ☐ Promote Holiday service menus
- ☐ Launch Holiday Kit Kingdom stylist incentive
- ☐ Host Pop Up shop
- ☐ Special Black Friday offers

Printable Calendar



Month-by-Month Blueprint for Success

October >

November >

December >





Goal-Setting & Planning

Blueprint for Success

The Salon Holiday Profit Playbook
Video Ft. Kristi Valenzuela

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October

Team Huddle

Merchandising

Client Incentives

Pre-Booking Incentives



Team Huddle

Prepare Your Team for Success

Make it fun with festive music and holiday refreshments!

- ✓ Have a “Show & Tell” to introduce holiday gift sets, new products and additional services
- ✓ Review client promotions
- ✓ Provide stylists and front desk team with straightforward tips and speaking points
- ✓ Introduce Holiday Kit Kingdom stylist incentive
- ✓ Discuss a Pop Up Shop



Printable Huddle Agenda



**WATCH
Team Huddle**



**SCAN or CLICK
QR Code to
Watch the Series**



OCTOBER

NOVEMBER

DECEMBER

Get the Look

Kick start holiday sales with seasonal displays

Don't wait to start selling your holiday kits! In October, put them out with fall-themed displays for clients to purchase.



WATCH
Wowing Your Guests



SCAN or CLICK
QR Code to
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SCAN or CLICK
QR Code To Buy
Display Items



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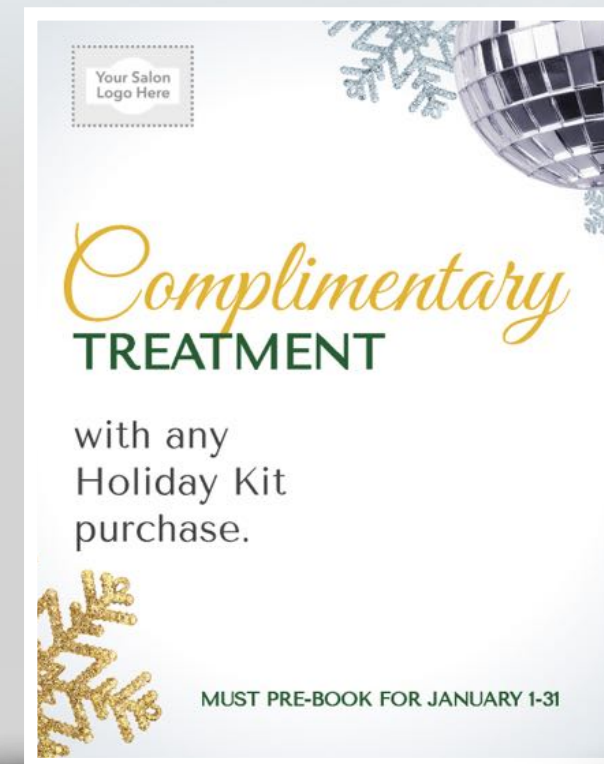
OCTOBER

NOVEMBER

DECEMBER

Client Incentives

Keep the momentum going by switching up special offers throughout the season!



Raffle Prize
Incentive

Charitable
Contribution

Bounce
Back

Retail
Discount

Impulse
Buys

PRO TIP

Instead of 1 promo every 6-8 weeks, try 1 promo every 4 weeks!



WATCH
Engage Guests With Incentives



SCAN or CLICK
QR Code to
Watch the Series



Pre-Booking Incentives to Secure Future Business

In October, encourage clients to pre-book
their next 3 appointments and enter to win!

Potential Prize Ideas:

- One year's worth of free haircare (*defined as a shampoo, conditioner, and styler of choice every other month)
- 40% off retail purchase
- 50% off “New to You” service
- “Best Of” Basket with donations from local businesses...
It's free advertising for them!



Promotional Signage



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November

Services

Holiday Kit Kingdom

Pop-Up Shop

Black Friday/Cyber Monday

Merchandising



Share the Glow: Promote Holiday Services

Display festive service menus
for clients to indulge in.

Menus can range from express treatments to full holiday transformations.



Transformation Menu



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OCTOBER

NOVEMBER

DECEMBER

An Incentive for ALL Stylists to Enjoy

HOLIDAY KIT KINGDOM

Get ready to play, work together,
and transform your salon's success
– *sweet rewards await!*

Printable Game

Game Pieces

BRAND ACTIVATION TOOLKIT | HOLIDAY 2025





Why Host a Pop Up Shop?

-  *Make more money during the biggest shopping season of the year!*
- Attract new clients while celebrating with loyal clients* 
-  *Test new products and services without commitment*

Your Pop Up Shop Success Plan

- ☐ **Gather Team and Create Goals**
- ☐ **Curate Your Offerings** - Offer Holiday Kits, mid-price favorites, promo deals, and high-end indulgences.
- ☐ **Promote and Market** – Mention it to every client. Spread the word with signage throughout the salon, email, texts and social media.
- ☐ **Set the Scene** - Set up displays with lighting, festive music and décor.
- ☐ **Engage & Sell** - Recommend and demo products.
- ☐ **Follow Through** - Send thank you messages. Evaluate what worked, what didn't and replenish inventory.



WATCH
Create a Pop Up Shop Experience



SCAN or CLICK
QR Code to
Watch the Series



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OCTOBER

NOVEMBER

DECEMBER

Get the Look

Sprinkle in some holiday magic with festive merchandising



SCAN or CLICK
QR Code To Buy
Display Items





Goal-Setting & Planning

Blueprint for Success

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OCTOBER

NOVEMBER

DECEMBER

Black Friday, Small Biz Saturday & Cyber Monday

Clients are actively seeking
out deals this weekend

Participate with special offers to boost
revenue & clear out inventory.



Promotion 1



Promotion 2



Promotion 3



Goal-Setting & Planning

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December

Season End Bingo



OCTOBER

NOVEMBER

DECEMBER

Finish Out the Holiday Season Strong!

Sell through any remaining inventory

Re-energize your team by placing box holiday kits that haven't yet sold on a stylist bingo card!

Bingo Card

B I N G O				
Pre-book client's next appointment	Sell travel size products	Sell a Holiday Kit	Scalp treatment	Make a TikTok hair tutorial
Sell a Holiday Kit	Post your work to social media	Sell hairspray	Repost your co-worker's work to social media	Sell a Holiday Kit
Sell a gift card	Like a co-worker's hair post on social media	FREE SPACE	Sell a Holiday Kit	Client referral
Upgrade a service with an add-on	Sell a Holiday Kit	Sell styler	Sell a gift card	Pre-book client appointment
Sell a holiday kit	Sell conditioner	Special occasion hairstyling	Sell a Holiday Kit	Create a post with another stylist: Collab!





Goal-Setting & Planning

Blueprint for Success

The Salon Holiday Profit Playbook
Video Ft. Kristi Valenzuela

Signage



The Salon Holiday Profit Playbook Video

Ft. Kristi Valenzuela

Set yourself up for salon success this holiday season! Join *Kristi Valenzuela*, Co-Owner at Summit Salon Business Center, as she unwraps tips & tricks from planning & promoting to keeping your team engaged all season long.

Plan smart. Sell through. Have fun!



WATCH FULL VIDEO



Signage

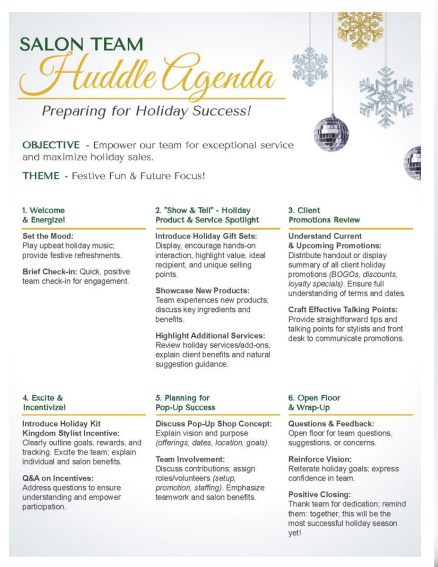
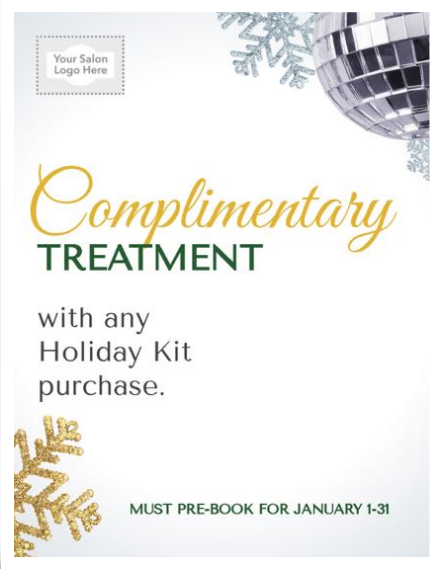
Ready-to-Go Signage





Ready-To-Go Toolkit

SALON READY!



Custom Salon Signage Templates Available for Your Brand/Promotional Content

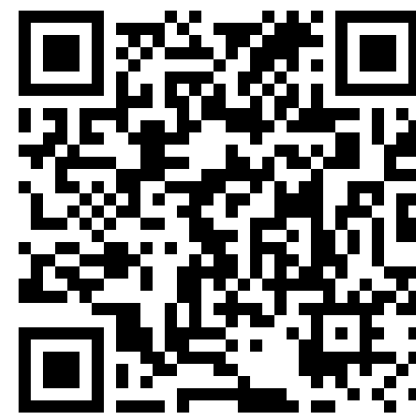
Download & print assets on the next slide.



Ready-To-Go Toolkit



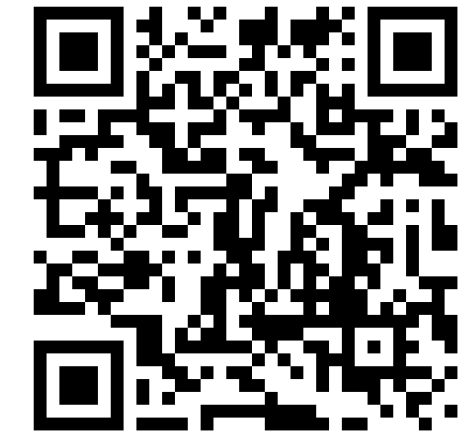
**8.5x11
Easel Signage**



**5x7
Easel Signage**



**E-Blast Newsletter
Active Clients**



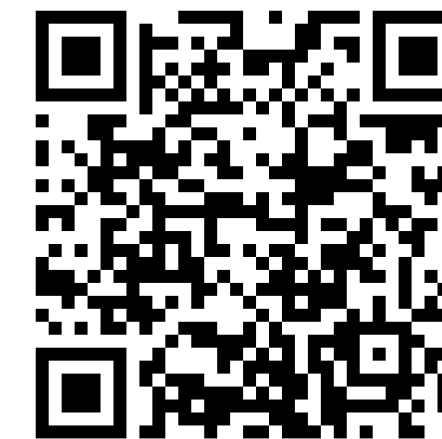
**E-Blast Newsletter
Lost Clients**



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

PROFESSIONAL PRODUCTS