

brand activation TOOLKIT

NOV / DEC 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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Salon Holiday Profit Playbook

Holiday Success Toolkit



Video ft. Kristi Valenzuela





Holiday Success Starts Here

Access both our Holiday Success toolkit and video with industry expert Kristi Valenzuela!

EXPLORE
NOW!



Holiday Success Toolkit



Salon Holiday Profit Playbook Video



Brand Highlights

NEW! Redken Blonde IQ 9+





REDKEN
5TH AVENUE NYC

GIVE HOLIDAY BLONDES A LIFT WITH NEW REDKEN BLONDE IQ 9+ THE SMARTEST WAY TO BLONDE



OIL-POWERED DEVELOPER
FOR CREAMY CONSISTENCY
& EASY APPLICATION

BRAND ACTIVATION TOOLKIT | NOVEMBER / DECEMBER 2025



Product Knowledge

UP TO 9 LEVELS OF EVEN
LIFT WITH MAXIMUM
NEUTRALIZATION FOR
ANY BLONDING SERVICE

Service Menu

CREATE A CLEAN, SHADES
EQ READY CANVAS USING
THE IQ TO YOUR EQ

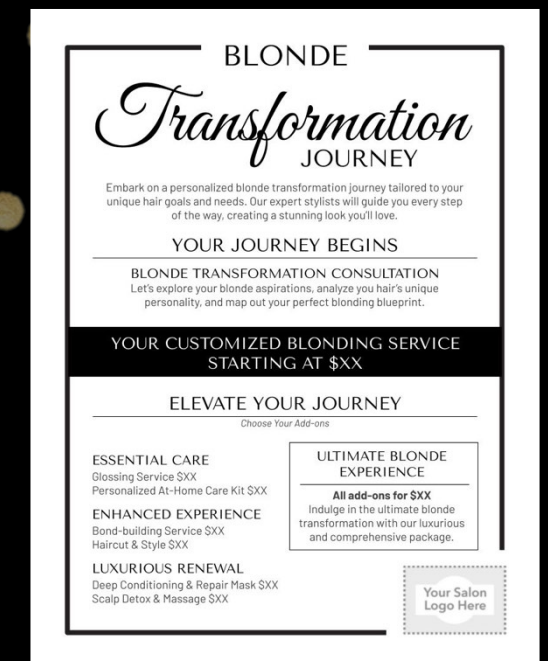


Discover the
12 Blondes of Holiday



LEARN THE SMARTEST
WAY TO BLONDE WITH
BLONDE IQ 9+

Educational Opportunities





2025 Reflections

Innovation



Trends



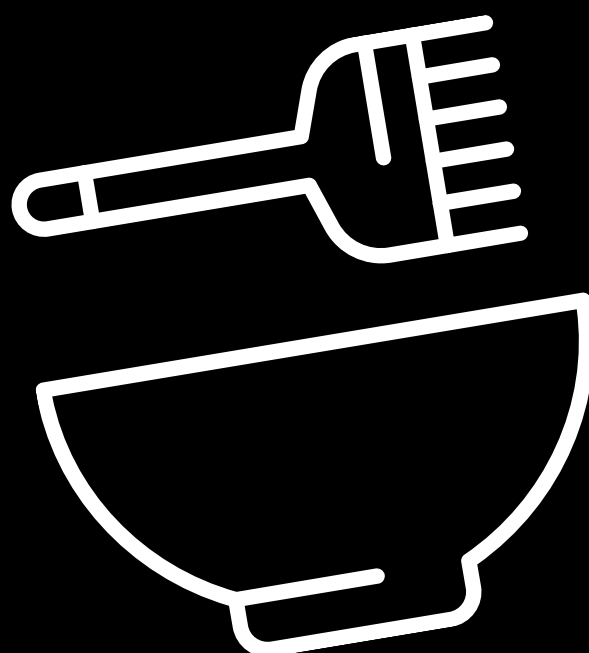


THANK YOU STYLISTS!

We want to extend our sincere gratitude to you, our amazing community of stylists. Your talent, passion, and dedication have made 2025 truly unforgettable. You didn't just transform hair; you transformed lives, boosted confidence, and crafted countless moments of beauty. You embraced new techniques, mastered our latest launches, and turned trends into art. We invite you to join us as we look back on an incredible year together in our *2025 Reflections*.

Get ready for an even more exciting 2026 – filled with new innovations, education, and endless possibilities for your craft.

L'ORÉAL
PROFESSIONAL PRODUCTS





L'Oréal Professional Products Presents: 2025 Reflections – Our Year in Beauty Innovation!

THE TOP 10 PRODUCT HITS



JANUARY 2025 DEBUT DATE



Redken Acidic Bonding Concentrate 24/7 Serum

Repair that never sleeps.
Combat daily damage overnight with the 1st bonding serum for 24/7 repair.

Discover More

APRIL 2025 DEBUT DATE



Matrix Super Sync

The Do-It-All Alkaline Demi with Superior Protection & Super Coverage.

Discover More

MAY 2025 DEBUT DATE



Biolage Full Rescue

CLINICALLY TESTED to promote healthy-looking hair with strand resilience + scalp protection for thin, falling, and breaking hair.

Discover More

MAY 2025 DEBUT DATE



L'Oréal Professionnel Vitamino Color Spectrum

Maintain day-1 color vibrancy for up to 100 days.*

Discover More

JUNE 2025 DEBUT DATE



Pureology Dream Healer

Feels Like Virgin Hair.
Moves Like Virgin Hair.

Discover More



L'Oréal Professional Products Presents: 2025 Reflections – Our Year in Beauty Innovation!

THE TOP 10 PRODUCT HITS

JUNE 2025 DEBUT DATE



Pulp Riot Anti-Overworking Semis

Lasts up to 50 washes, fades on tone, has 86% more shine*, 3x less breakage** in 40+ intermixable shades.

[Discover More](#)

JULY 2025 DEBUT DATE



Pureology Glow Catcher Oil

Up to 72 Hours Continuous Hydration & Shine.

[Discover More](#)

AUGUST 2025 DEBUT DATE



L'Oréal Professionnel Improved Majirel

The permanent cream color you trust with an improved formula for easier mixing, enhanced control, and reduced odor.

[Discover More](#)

OCTOBER 2025 DEBUT DATE



Matrix Topcoat

Defy Frizz for 96H & In Up to 97% Humidity.

[Discover More](#)

OCTOBER 2025 DEBUT DATE



Redken ACG Gloss-in-Mask

High shine of a gloss, deep hydration of a mask for color vibrancy in 1-minute.

[Discover More](#)



THE TREND REPORT: DECODING 2025'S TOP SALON TRENDS



SUSTAINABLE BEAUTY & REFILLS

Sustainability is huge in 2025, with clients actively seeking eco-friendly options.

YOUR L'ORÉAL EDGE

Biolage and Redken introduced refill retail sizes for some fan favorite shampoos & conditioners, helping salons optimize space, reduce waste, and provide value savings and peace-of-mind to eco-conscious clients. They're great for the planet AND your salon business!

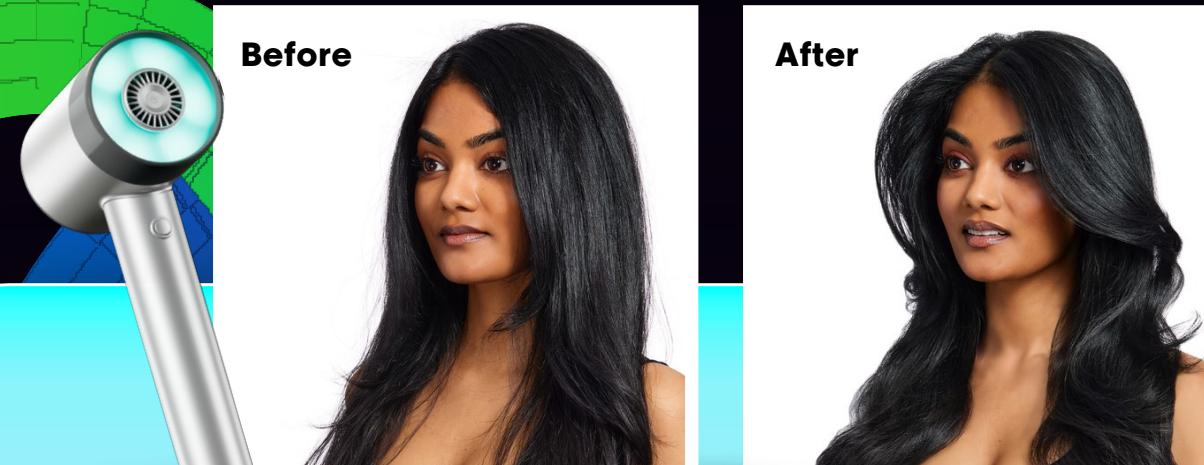
2025 STAT

80% of consumers are interested in buying products in refillable packaging.*

PRO TIP

Highlight refills during consultations to boost interest & provide bundle offers with traditional retail sizes to drive trial!

Biolage & Redken Refill Product Knowledge



THE BIG '90S BLOWOUT REVIVAL

The iconic '90s blowout made a massive comeback, with clients craving that voluminous, bouncy look.

YOUR L'ORÉAL EDGE

The **AirLight Pro's** revolutionary tech helped you create those signature big, bouncy styles faster and healthier than ever.

2025 STAT

The AirLight Pro is the toast of the town, having received highly-coveted awards from Allure, Cosmo, Harper's Bazaar, Women's Health, and more!

PRO TIP

Adopt the **French Blowout** Technique from AirLight Pro for a chic and modern take on a 90's blowout!

ALP Guide

ALP Education on Access



CLIENT PRODUCT DISCOVERY ON SOCIAL

TikTok and social media continue to be primary sources for product discovery, directly influencing consumer purchases.

YOUR L'ORÉAL EDGE

Our "**As Seen on TikTok**" campaign capitalized on this trend with signage and social content for salons to show products that went viral.

2025 STAT

Sales for TikTok viral products can increase by as much as 1300%.**

PRO TIP

Stay active on social! Share your transformations and link to the "As Seen on TikTok" products you use.

"As Seen on TikTok" Campaign



THE TREND REPORT: DECODING 2025'S TOP SALON TRENDS



HYPER-PERSONALIZATION

Clients now demand bespoke solutions, making personalized consultations more crucial than ever.



YOUR L'ORÉAL EDGE

Our consultation tools empowered you to dive deeper into client needs, not just for the service, but to craft precise, customized product and service recommendations.

2025 STAT

90% of sales happen during the consultation.

PRO TIP

Find ways to personalize each step throughout the client journey with *The Way To Retail Success with Daniel Mason-Jones*.

[The Way to Retail Success with Daniel Mason-Jones](#)



INCLUSIVITY & CELEBRATING EVERY TEXTURE

65% of Americans have textured hair. Clients are increasingly seeking stylists with expertise and genuine appreciation for their texture.

YOUR L'ORÉAL EDGE

The *Mizani Aircut* is the last curl-cutting method you'll ever need. The only curly cut certification that is versatile, solution-based, and re-creatable.

2025 STAT

On average, women with textured hair spend 78% more on products than women with straight hair.*

PRO TIP

Show curly clients that with Mizani Aircut they can wear their hair curly or straight. No notches. No choppy look.

[Mizani Aircut Resource Guide](#)



THE SCALP HEALTH REVOLUTION

Hair care evolved into hair wellness, putting scalp health front and center as the foundation for beautiful hair.

YOUR L'ORÉAL EDGE

Building a *Hair Spa with Biolage* allowed salons to offer luxurious, results-driven scalp treatments. Biolage's natural expertise provided the perfect solutions for a therapeutic experience.

2025 STAT

Interest in Scalp Spas surged with searches increasing +350%.*

PRO TIP

Educate clients on the importance of scalp health and recommend personalized Biolage rituals for both in-salon and home care.

[Hair Spa Services](#)

[Service Menu](#)

[Scalp Certification](#)

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