

brand activation

TOOLKIT

OCTOBER 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



Table of Contents

1

Brand Highlights

NEW! Pulp Riot Impulse Collection

Matrix Light Master and Super Sync

Pureology Glow Catcher Oil

NEW! Redken Acidic Gloss-In-Mask
& Shades EQ Lived-In Brunettes

NEW! L'Oréal Professionnel Absolut Repair Molecular
Bi-Phase Oil

Biolage Scalp Care Destination

2

Business-Building

Halloween Mask-Erase

Kick-off Holiday Season

3

SalonCentric Sale

Scalp & Skin, and Service Trend

4

Marketing Resources

Branded Social Content

Ready-to-Go Toolkit



Brand Highlights

NEW! Pulp Riot Impulse Collection >

Matrix Light Master and Super Sync >

Pureology Glow Catcher Oil >

NEW! Redken Acidic Gloss-In-Mask & Shades EQ Lived-In Brunettes >

NEW! L’Oréal Professionnel Absolut Repair Molecular Bi-Phase Oil >

Biolage Scalp Care Destination >





Brand Highlights

Business-Building

SalonCentric Sales

Marketing Resources

PULPRIOT

THE NEW! PULP RIOT IMPULSE COLLECTION

NATURAL ≠ BORING

NATURAL SHADES THE PULP RIOT
WAY THAT WON'T OVERWORK
AND LAST UP TO 50 WASHES.



PRODUCT KNOWLEDGE

PULP RIOT IMPULSE OFFERS 4 NEW NATURAL SHADES DESIGNED FOR



VIVID-TO-NATURAL TRANSITIONS

A seamless shift without compromise.
Damage-Free.



EXPERIMENTATION

Try new tones without the long-term fuss of
permanent color.



LOW-COMMITMENT CHANGE

Natural tones that wash out, lasting up to 50
washes.

GET THE LOOKS GUIDE

BRAND ACTIVATION TOOLKIT | OCTOBER 2025



NEW BUSINESS OPPORTUNITIES WITH IMPULSE CLIENT ENGAGEMENT AND RESOURCES

TURN IMPULSE INTO INCOME!

This October, tap into client cravings for temporary natural color and boost your salon's revenue.

IDENTIFY YOUR CLIENTS

Use our polls to discover who's ready for a low-commitment change.
(e.g., 'Which hair color would you want to try for a day?')

IMPULSE Collection is perfectly timed for spooky-good transformations this Halloween season!

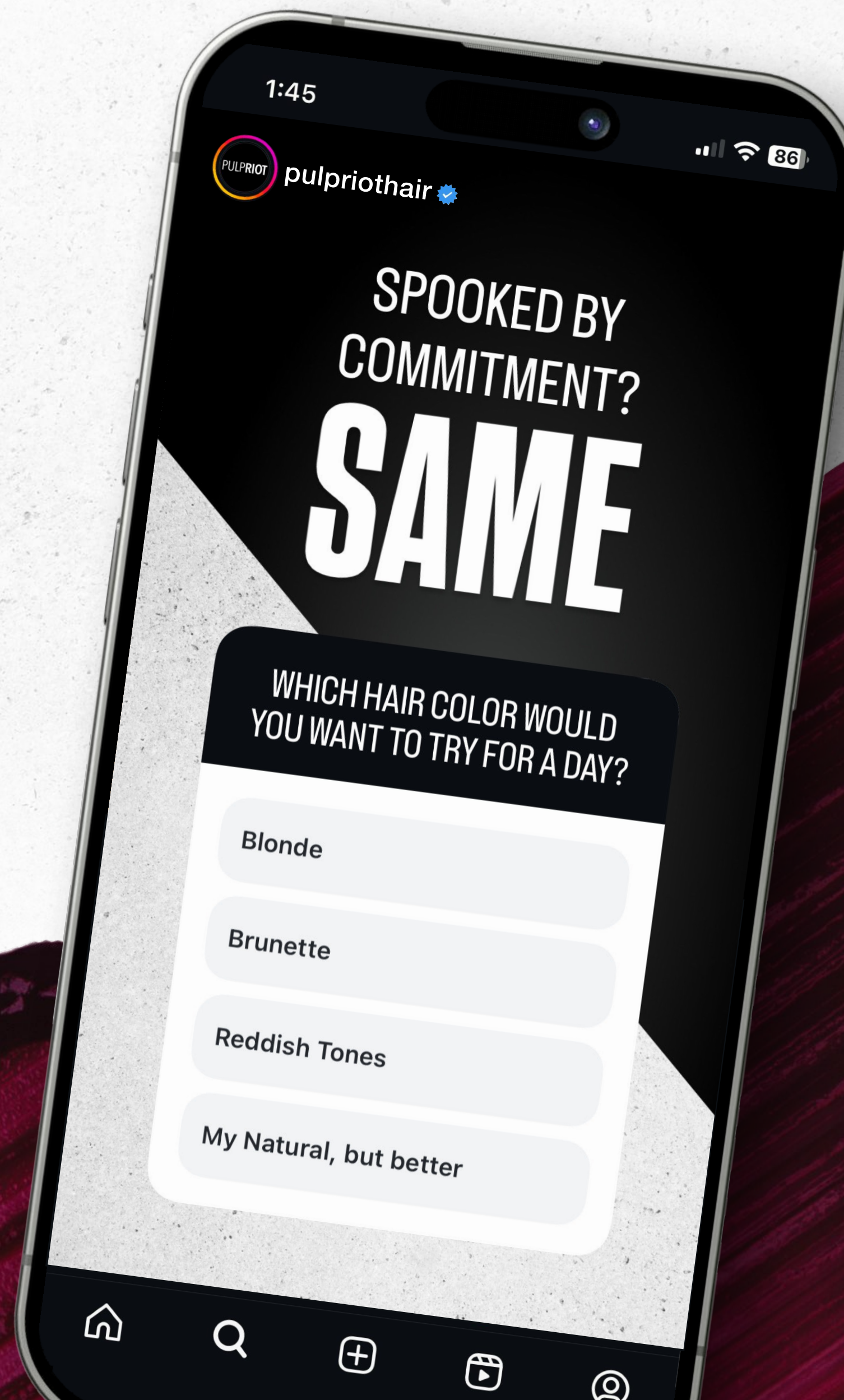
Which hair color would you want to try for a day?

What holds you back from trying a new hair color?

Ready to temporarily disguise your vivid side with a natural break?

DOWNLOAD POLL CONTENT

BRAND ACTIVATION TOOLKIT | OCTOBER 2025



*Natural
≠ Boring*

Discover rich, natural tones with zero damage, zero commitment and all the excitement of change.

ASK ABOUT THE NEW PULP RIOT
IMPULSE
COLLECTION

Your Salon
Logo Here

EDITABLE SIGNAGE



Conjure Up Client Loyalty with Seasonal Transformations

Plan ahead with your clients to craft personalized hair transformations throughout the year. Then, incentivize pre-booking with value-add offers!



"Always reaching for this lightener, super clean lift."

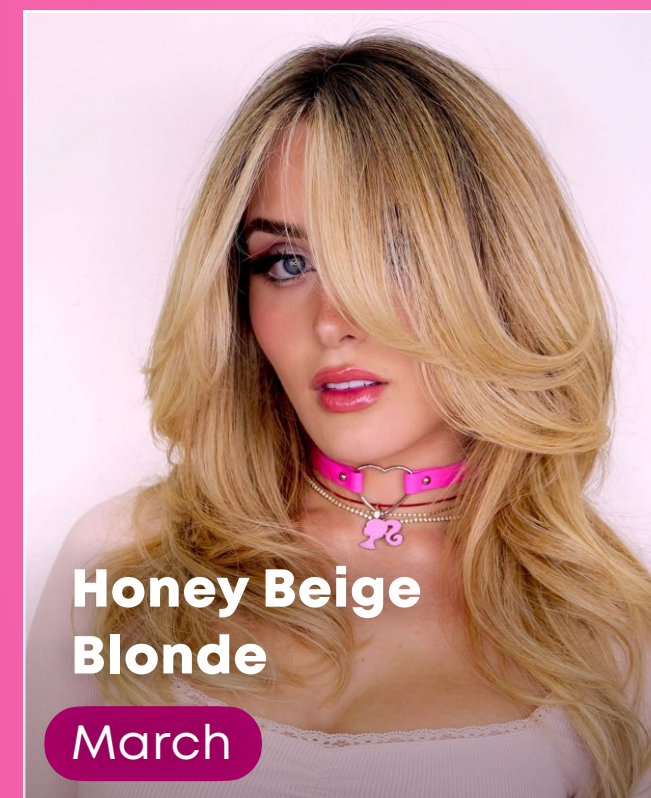


"My go-to demi, love the shine & excited for the new Neutral shades!"



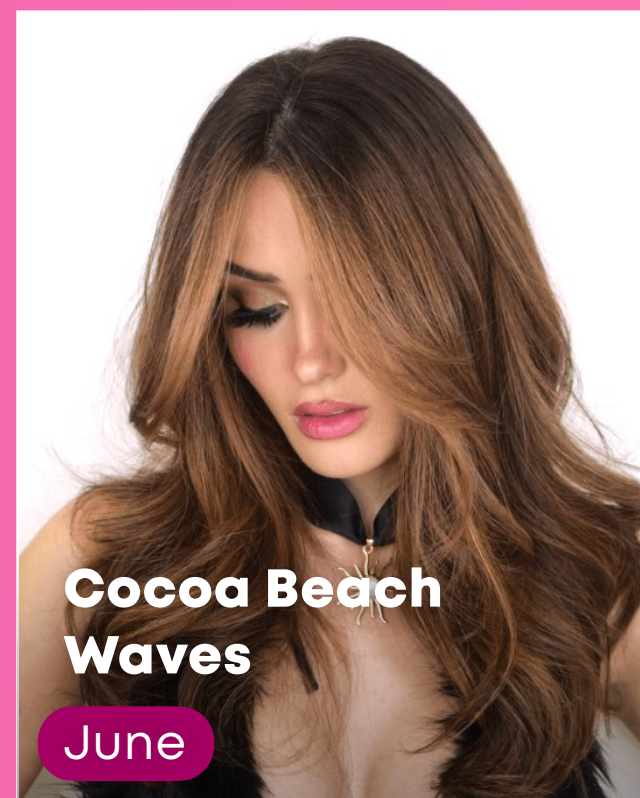
"Bonder in the formula already to keep my blondes healthy"

Hot Girl Summer To Rich Fall Brunette!



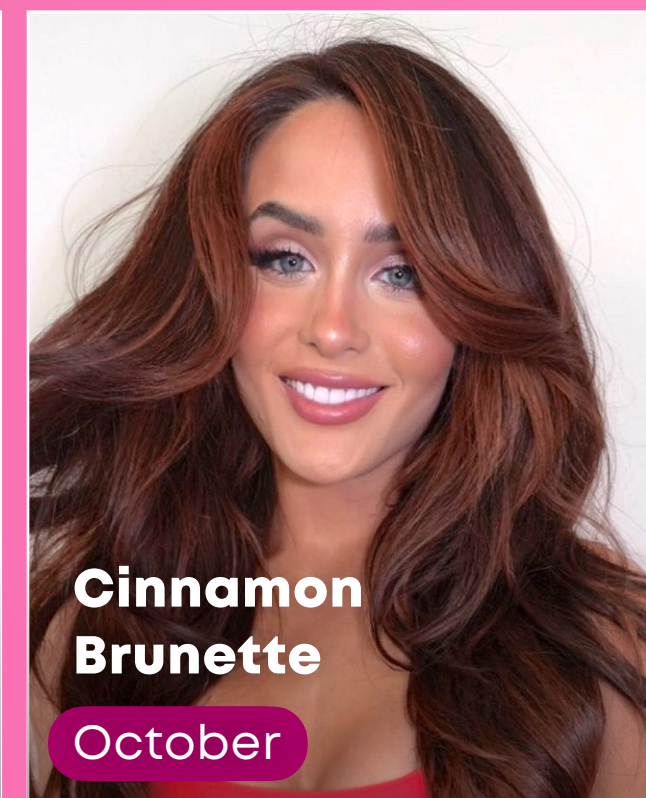
Honey Beige Blonde

March



Cocoa Beach Waves

June



Cinnamon Brunette

October



Miguel Gato's [@migueldoeshair](#)
Seasonal Transformations Featuring [@miiadio](#)

Product Knowledge

Step-By-Step Tutorial

Editable Signage



25% off
Light Master

20% off
12+ Super Sync



TRY NEW!

GLOW CATCHER™ OIL

FOR A SUPERNATURAL GLOW



HYDRATE GLOW CATCHER™ OIL

Up to 72 hours continuous hydration & spellbinding shine

Product Knowledge

BANISH THE DRY HAIR CURSE!

Tackle Gen Z's #1 Hair Fright (dryness!) with hair so hydrated, it's Hauntingly Good!

The Potion for Perpetual Radiance
#1 Hydrating Shampoo and Conditioner in the U.S.
and NEW! Glow Catcher Oil!



Editable Signage



SCAN or CLICK
QR Code To Buy
Display Items



Brand Highlights

Business-Building

SalonCentric Sales

Marketing Resources

REDKEN
5TH AVENUE NYC

THE MASK YOUR SHADES EQ CLIENTS HAVE BEEN WAITING FOR

NEW

GLOSS-IN-MASK



HIGH SHINE OF A GLOSS,
DEEP HYDRATION OF A
MASK FOR COLOR
VIBRANCY IN **1-MINUTE**

- + 2x More Shine*
- + 4x More Hydration**
- + 24hr Frizz Reduction***
- + Silicone-Free

TRY FOR
\$15

*ACG Shampoo + Mask vs. unwashed hair
**ACG Shampoo + Mask vs. non-conditioning shampoo
***ACG Shampoo + Mask + Naked Gloss vs. non-conditioning shampoo

Editable Signage



CREATE
PERFECT

1 LIVED-IN- BRUNETTES WITH SHADES EQ

Apply Shades EQ
lived-in brunette formula
to dry hair & process for

**20
MINS**

Trend Education

PRO TRICK FOR A CLIENT TREAT

Use **NEW** Gloss-In-Mask following a Shades EQ Gloss
Service for scary shine in just **21 minutes**



LOCK-IN & AMPLIFY
SHADES EQ SHINE

2 GLOSS-IN- MASK BY ACIDIC COLOR GLOSS

After shampooing, apply Gloss-
in-Mask to wet hair from mid-
lengths too ends & leave on for

**1
MIN**





L'ORÉAL
PROFESSIONNEL
PARIS

Shake up your clients' Shine Regimen

Breakthrough
bi-phase
formula with
repairing acids +
oils emulsifies when
shaken for terrifyingly
strong, shiny hair

Product Knowledge

BRAND ACTIVATION TOOLKIT | OCTOBER 2025

NEW

Absolut Repair Molecular Bi-Phase Oil

Shake to Shine. Shake for Strength.

Before

After



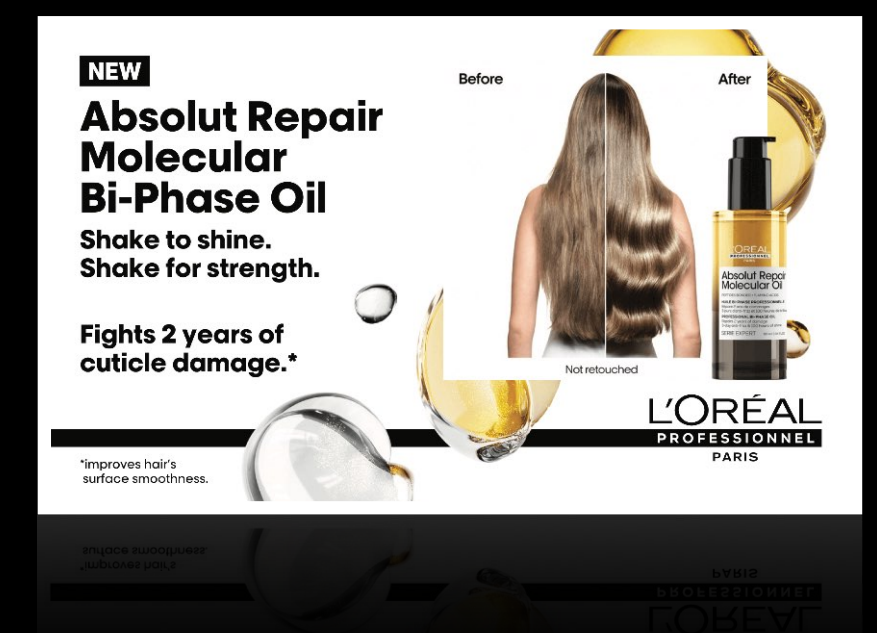
Not retouched

- Fights **2 years** of cuticle damage*
- Up to **100 hours** of shine, hydration & frizz control
- Heat protection for up to **450°F**
- **97%** stronger hair**

*Improves hair's surface smoothness
** vs non-conditioning shampoo



Editable Signage



Mirror Cling



Brand Highlights

Business-Building

SalonCentric Sales

Marketing Resources



CALM THE SCALP SCARIES

TRUST BIOLAGE AS YOUR SALON SCALP CARE DESTINATION



SCALP SYNC

Clinically-tested formulas that gently cleanse & reset the scalp to balance moisture + sebum levels

For oily, dry, or dandruff-prone scalps



FULL RESCUE

Promotes healthy-looking hair as it grows by providing strand resilience + scalp protection

For those with hair fall or thin hair

20% OFF SCALP SYNC & FULL RESCUE RETAIL

Product Knowledge

Editable Signage

Product Knowledge



Scalp Certification

Scalp Certification 2.0

DID YOU KNOW?
'Scalp Spa' searches have increased **+350%***
Get Scalp Certified with Biolage!

*US Google Search + TikTok Views from Feb 2024 to Jan 2025 vs. Feb 2023 to Jan 2024

BRAND ACTIVATION TOOLKIT | OCTOBER 2025



Business-Building

Halloween Mask-Erade



Kick-off Holiday Season





Welcome to the Mask-Erade!

Witch Way to More Revenue?

Quick, easy add-on treatments

10 treatment services per week x \$30 Avg. Service Charge x 4 weeks =

\$1,200 Additional Revenue per Month



NEW

JOIN OUR

Rewards Club

FOR EVERY FOUR GLOW UP SERVICES GET ONE FREE!

Your Salon Logo Here

Rewards Club

Mask-erade Glow-Up Menu

All Under 15 Minutes

T-ZONE GREY COVERAGE \$XX
100% gray coverage in just 10 minutes

ACIDIC BONDING TREATMENT \$XX
Intensive strength repair after one application, 2x stronger & 14x smoother hair

ACTIVATED GLASS GLOSS TREATMENT \$XX
Infuse hair with shine while maintaining a healthy pH for extended color vibrancy.

Ask About Receiving a **FREE** Service

Glow Up Menu

WELCOME TO THE

Mask-erade

Boost your sales and win awesome prizes with our Mask-erade Challenge. Grab a card, perform the services, sell the products, and get BINGO!

B I N G O				
Pre-book client's next appointment	Sell travel size products	Sell a Holiday Kit	Scalp treatment	Make a T&T&T hair tutorial
Sell a Holiday Kit	Post your work to social media	Sell hair spray	Repost your work to social media	Sell a Holiday Kit
Sell a gift card	Like a co-worker's hair post on social media		Sell a Holiday Kit	Client referral
Upgrade a service with an add-on	Sell a Holiday Kit	Sell a 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!

Mask-erade Bingo

Click Signage Above to Download



October Marks the Official Start of the Holiday Season

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.**

December 22



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

October 15



“Holiday rush” begins**

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



Holiday Success Toolkit



Holiday Success Video



Brand Highlights

Business-Building

SalonCentric Sales

Marketing Resources

SalonCentric Sale

Scalp & Skin, and Service Trend





Brand Highlights

Business-Building

SalonCentric Sales

Marketing Resources

Scare Up Some Savings October Sales!

SCALP & SKIN

Biolage Scalp Sync and Full Rescue **Save 20%**

SERVICE TREND

Mizani Butter Blend **Save 30%**

Pulp Riot BlondeAF **Save 20%**

MATRIX

Super Sync **Save 20%**

Light Master **Save 25%**

L'ORÉAL PROFESSIONNEL

Metal Detox **Save 20%**

Blond Studio Lighteners **Save 25%**

Holiday Toolkit

Full monthly promotional details are available in your monthly distributor catalog

BRAND ACTIVATION TOOLKIT | OCTOBER 2025





Brand Highlights

Business-Building

SalonCentric Sales

Marketing Resources

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.

Promotional Signage



Promotion 1



Promotion 2



Promotion 3



Marketing Resources

Branded Social Content



Ready-to-Go Toolkit





Brand Highlights

Business-Building

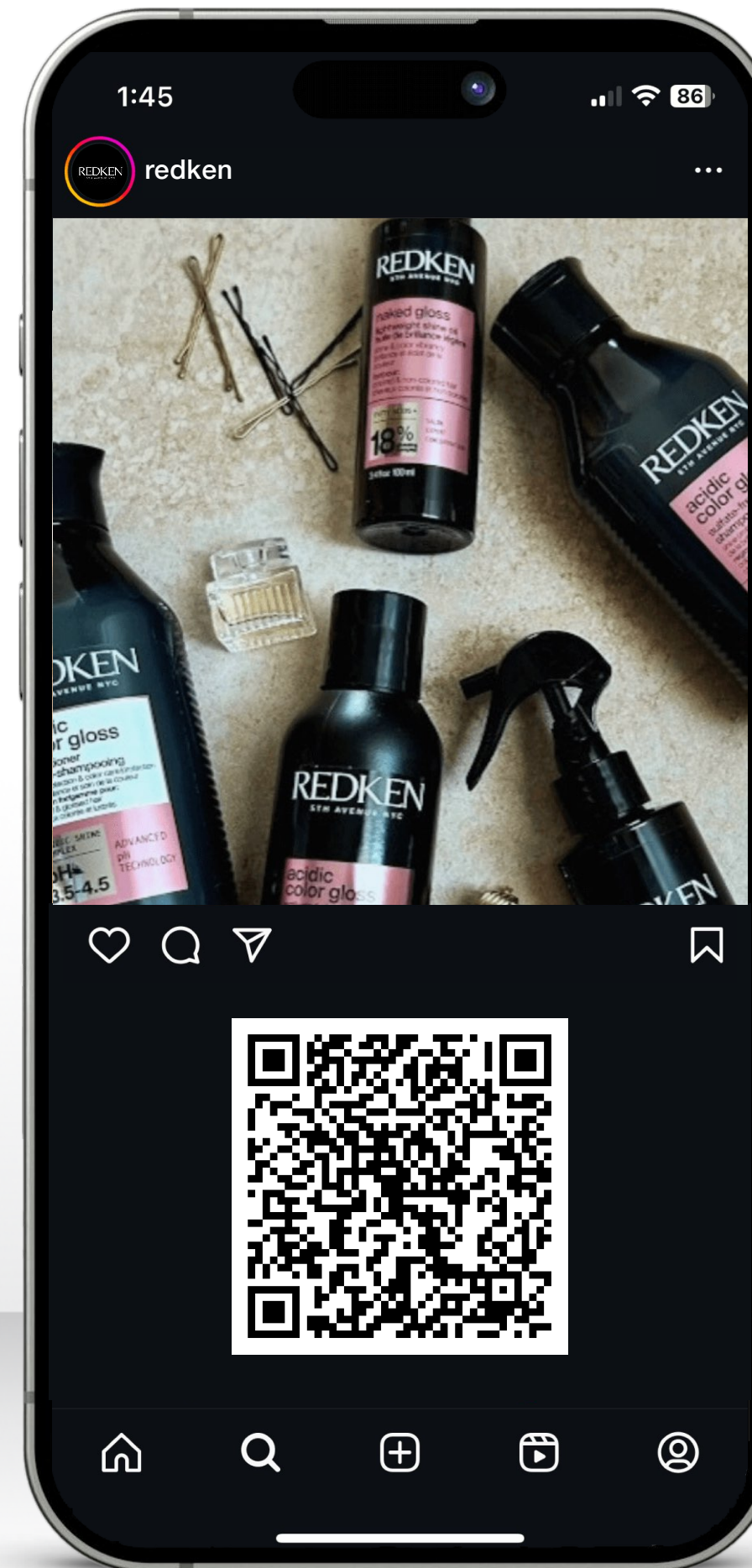
SalonCentric Sales

Marketing Resources

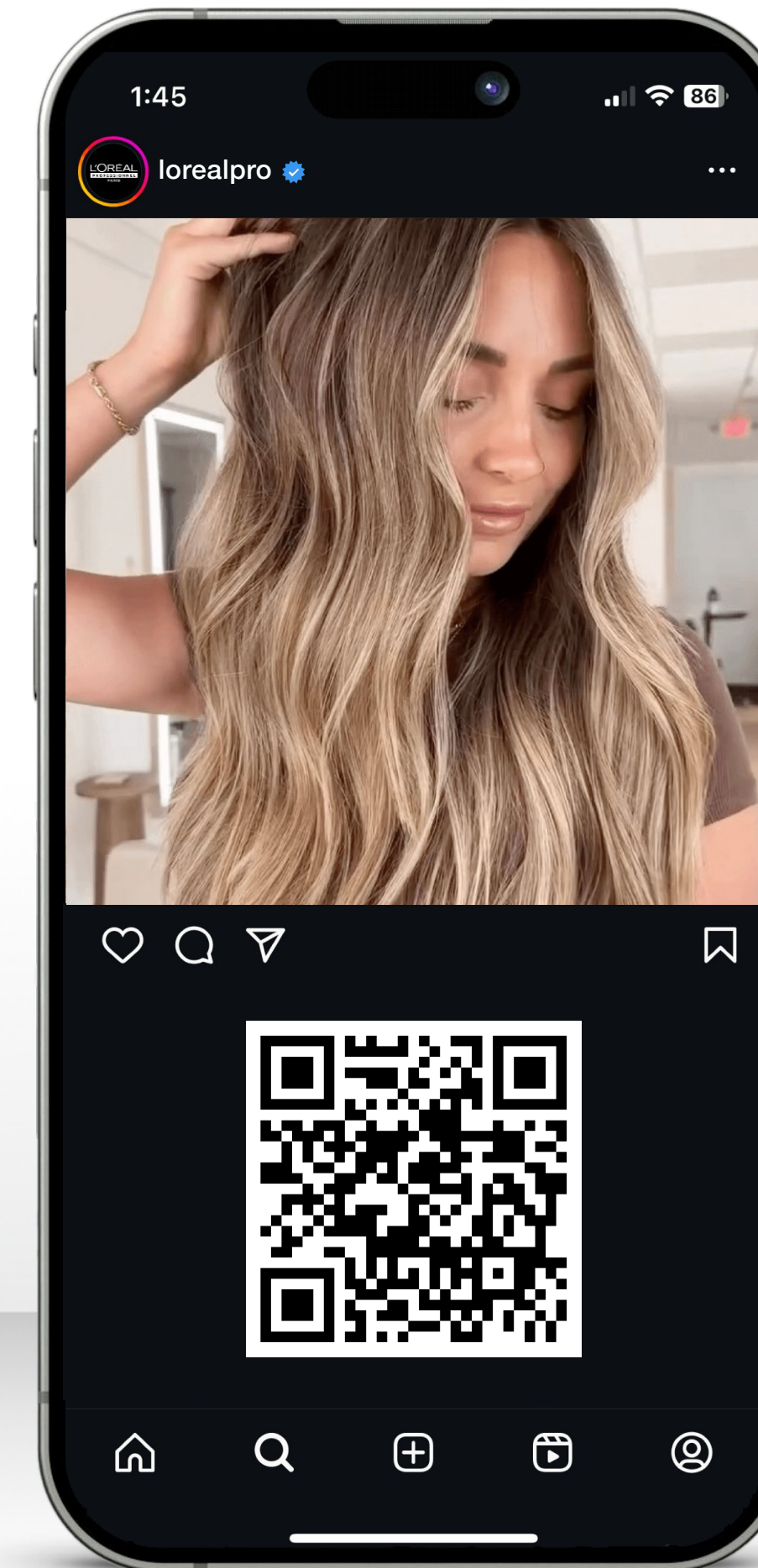
Branded Social Content

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



L'ORÉAL
PROFESSIONNEL
PARIS



BIOLAGE
PROFESSIONAL HAIR SPA

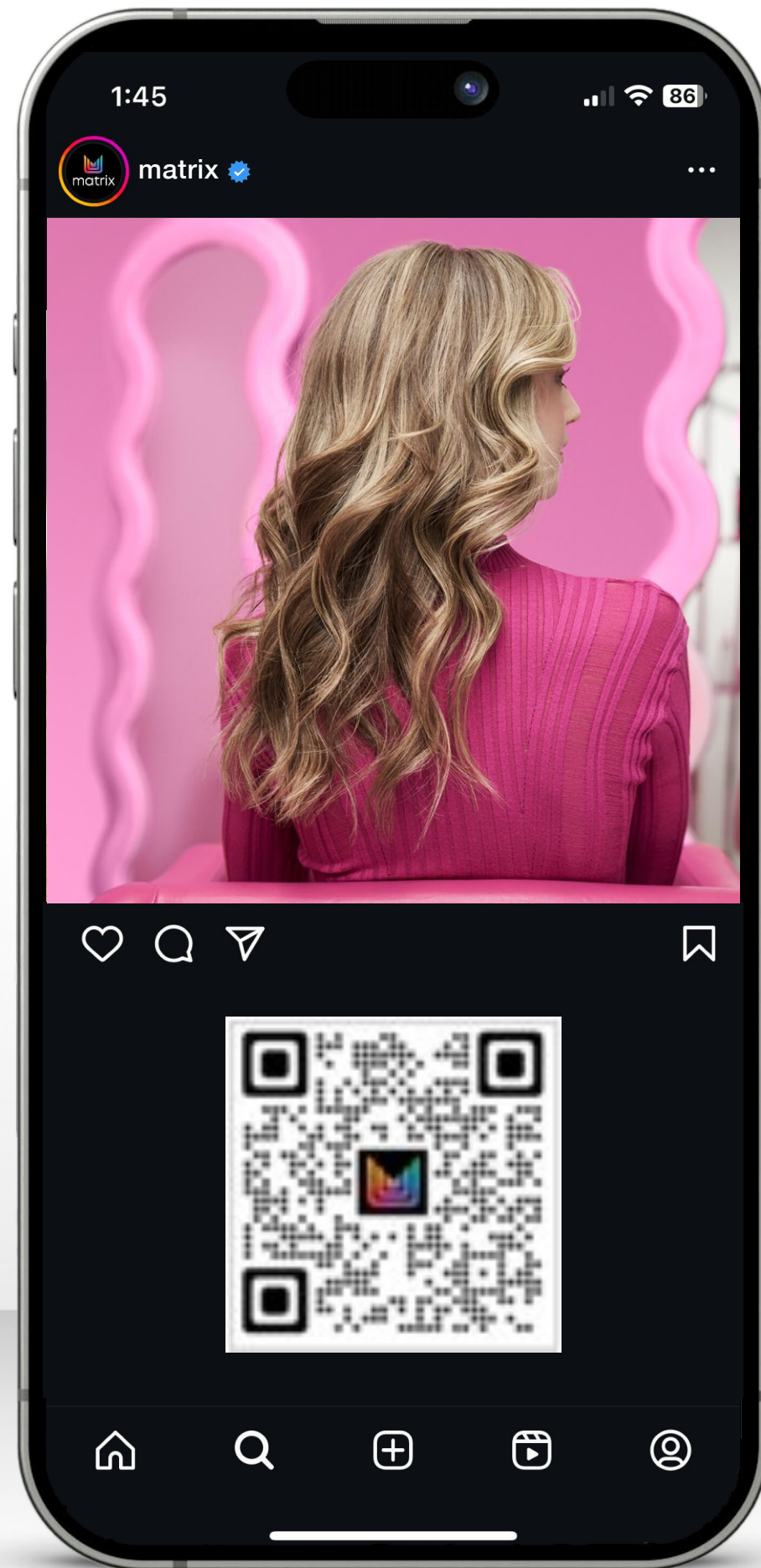


Brand Highlights

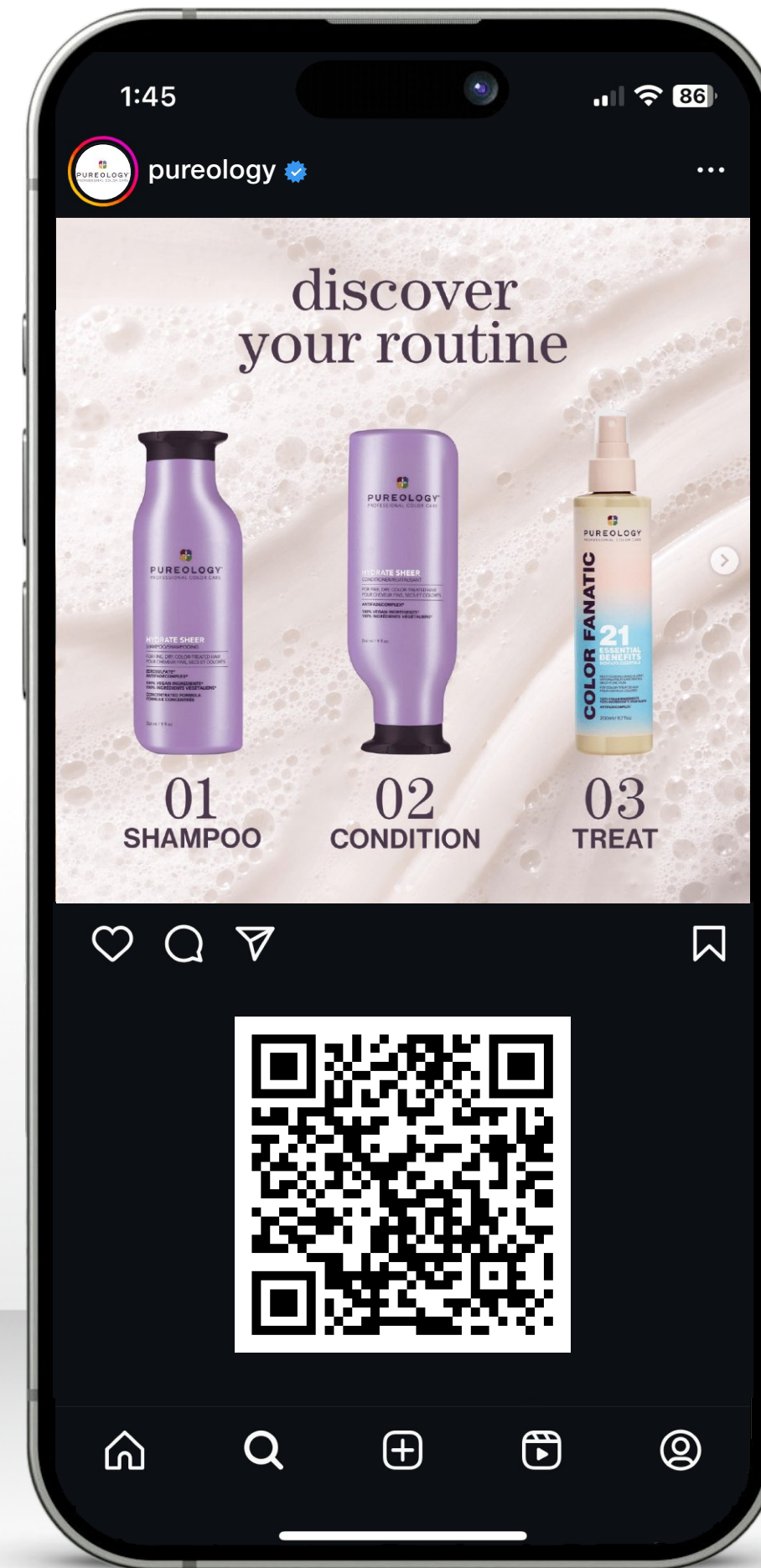
Business-Building

SalonCentric Sales

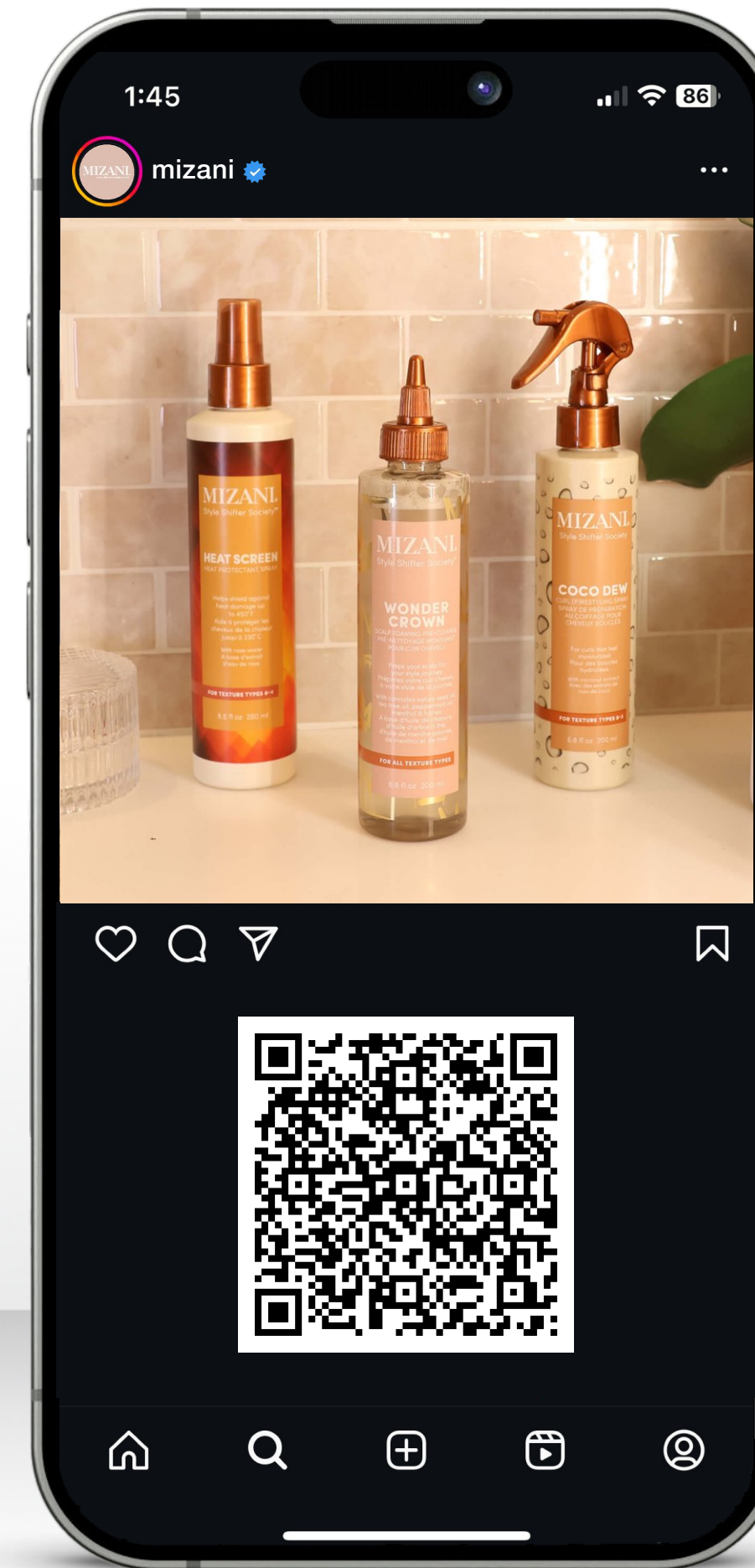
Marketing Resources



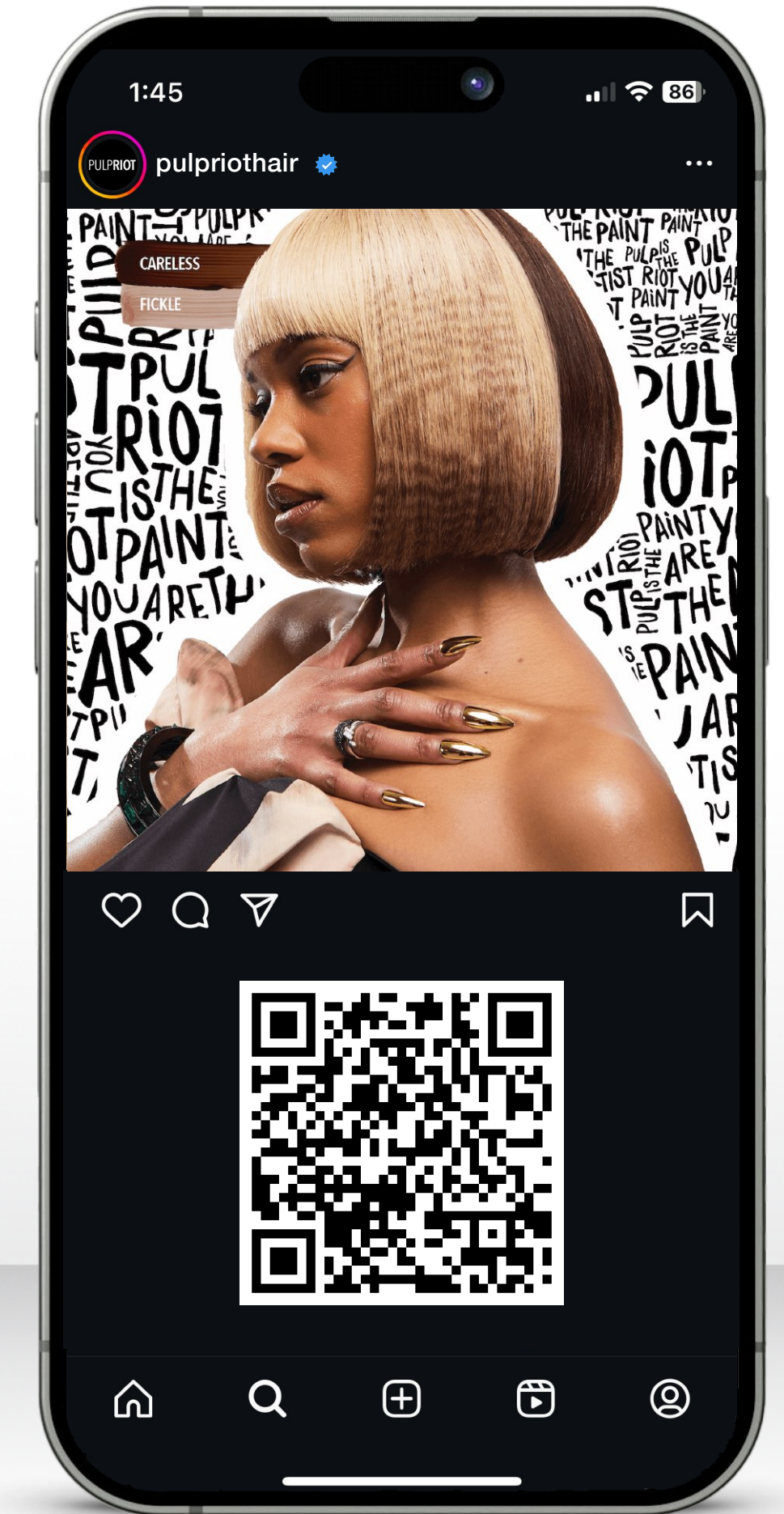
 **matrix**



 **PUREOLOGY**
PROFESSIONAL COLOR CARE



MIZANI
TEXTURE LOVE SINCE 1991

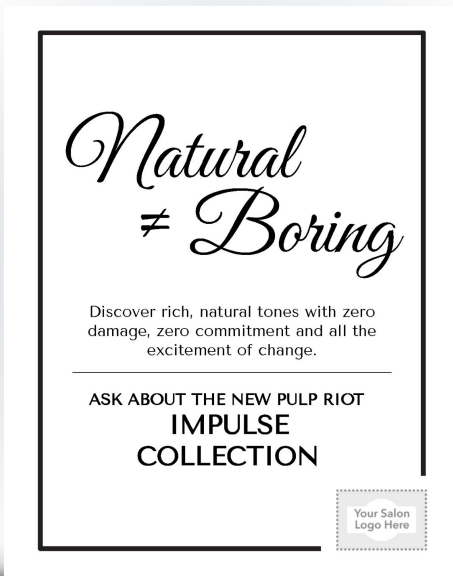


PULPRIOT



Ready-To-Go Toolkit

SALON READY!



Pulp Riot Launch



Halloween Mask-erade



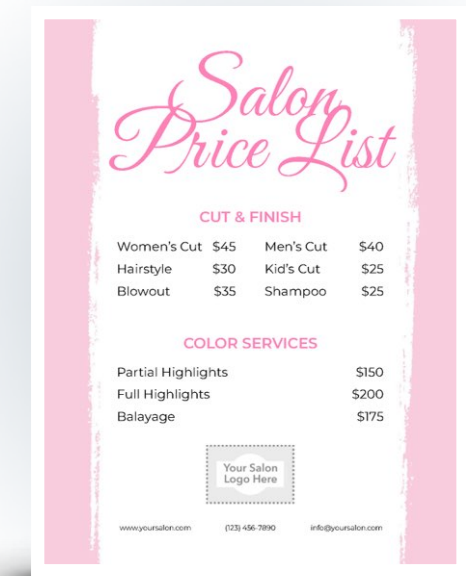
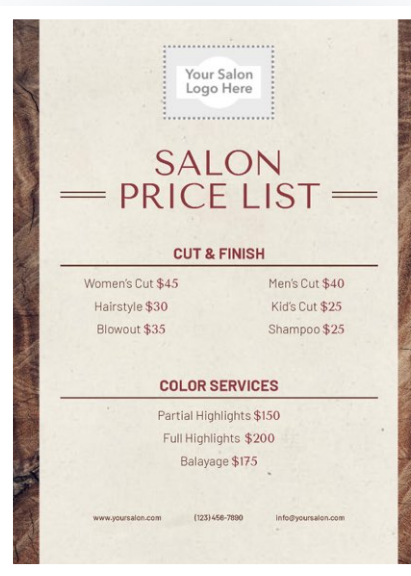
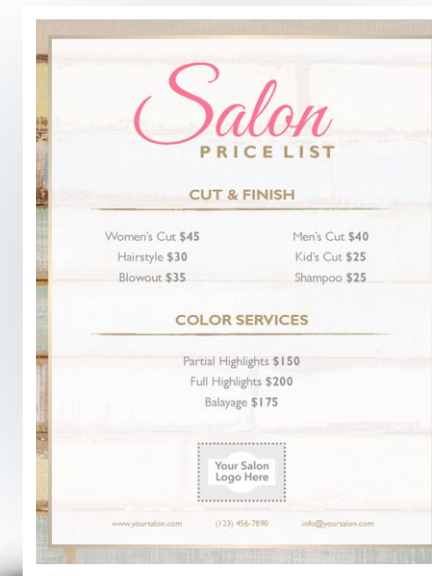
Holiday Signage



Evergreen



E-Newsletters



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