

SALON INSIDER

MARCH-APRIL 2026

Spring Forward

Fierce Artistry Meets
Unstoppable Salon Success

Who's The New Girl?

Redken's Shades ALK
Is Here To Dominate

Boring to SCORING

With Digital Power Moves

Service Alert!

Acidic Grow Full Is No Bull

Parlez-vous Grey Blending?

French Blending, Oh La, La!

Go Green, Girl!

Beauty With A Conscience

LEVEL Loyalty's Next Chapter

More Rewards Than You Expected

Spring Revival

Bringing Back A Pulp Riot
Fan Favorite

ACCESS PREVIOUS
BRAND ACTIVATION
RESOURCES ON
LEVEL LOYALTY



L'ORÉAL
PROFESSIONAL PRODUCTS

L'ORÉAL
PROFESSIONNEL
PARIS

REDKEN
5TH AVENUE NYC

matrix

BIOLAGE
PROFESSIONAL HAIR SPA

PUREOLOGY®
PROFESSIONAL COLOR CARE

PULPRIOT

MIZANI®
TEXTURE LOVE SINCE 1991

SALON INSIDER

MARCH-APRIL 2026

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is here to Dominate

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L'ORÉAL
PROFESSIONAL PRODUCTS

REDKEN
5TH AVENUE NYC

THERE'S A NEW DEMI ON THE BLOCK

AND SHE'S HERE TO SHAKE UP YOUR SERVICE OFFERINGS WITH CARING COLOR THAT PACKS A PUNCH



Clients today are looking for more flexibility and less commitment with their color. They may want to experiment with new shades, blend away grays, or just enhance their natural color without the full-on, long-term change of permanent dyes. Demi-permanents are the perfect middle ground, offering a beautiful tone of color that fades gracefully over time allowing clients to switch up their look more often without dealing with harsh grow-out lines or extensive damage.

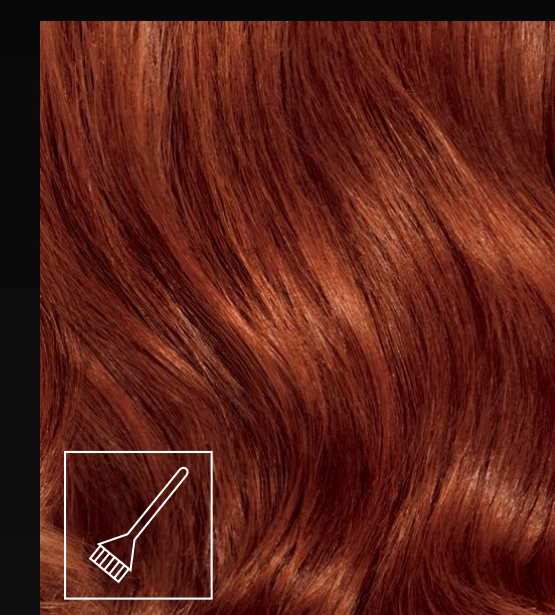
Alkaline demi-permanents bring a whole other level of versatility to the salon floor. They offer a deeper color with more impact and minimal lift, making them the perfect choice to enhance and brighten natural tones, effectively blend grays, or provide a full-bodied tone to strands.

With the launch of Redken's NEW Shades ALK, featuring 50 intermixable shades in a liquid-cream formula for easy application, you'll get the total versatility of an alkaline demi but with the same Shades EQ care you know and trust, plus a more full-bodied tonality that lasts up to 8 weeks. And with several shade families providing gray coverage up to 75%, Shades ALK also gives the coverage you and your clients need! Discover Shades ALK and harness the power of profit with new services from the #1 Demi Brand in the World!

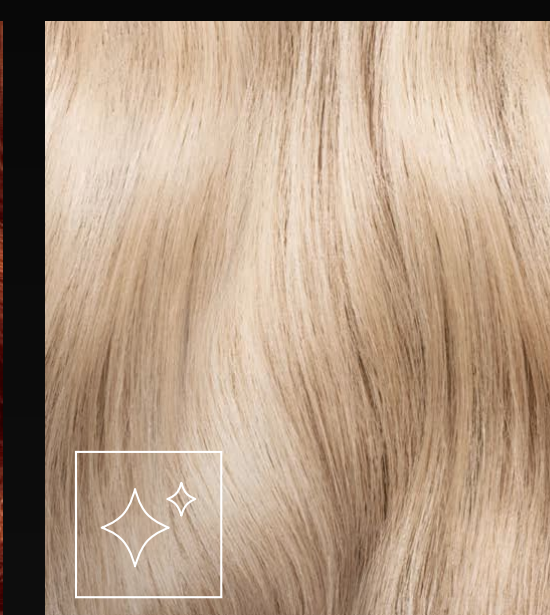
*Formula Simplified and Optimized for Targeted Performance

THE ALKALINE DEMI FOR VISIBLY HEALTHIER HAIR IN ONE SERVICE

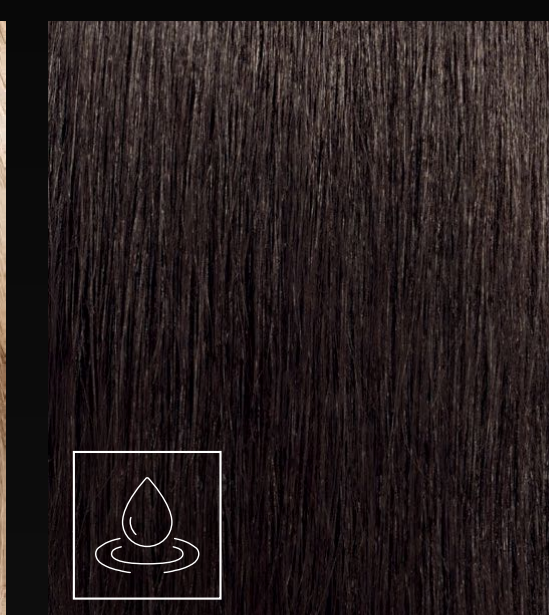
INSTANTLY REPLENISH AND BOOST THE 4 SIGNS OF HEALTHY, YOUTHFUL HAIR



COLOR
Full-Bodied Color
Payoff + Coverage



SHINE
2.3X Ultra-Glossy
Luminous Shine



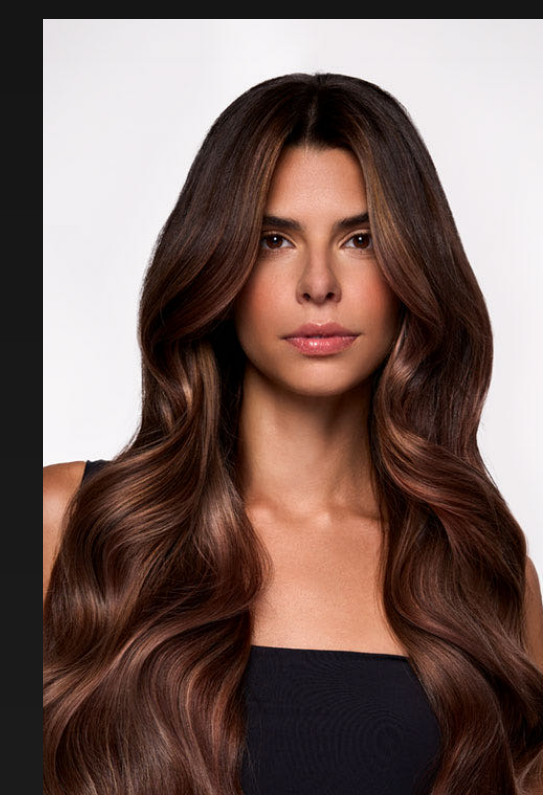
HYDRATION
Deeply Nourished,
Moisturized Feel



VITALITY
Restored Natural
Movement + Bounce

DRIVE BUSINESS WITH NEW SERVICES CREATED EXCLUSIVELY FOR SHADES ALK

**HALO
CONTOUR**



**BLEND
+ GLOSS**



**BOOST
+ BRIGHTEN**



**LIFT
+ BALANCE**



Access the
Shades EQ +
Shades ALK Salon
Success Playbook
to discover more
ways to win with
Redken!

Check the **Brand Resource Backbar** at the end of this issue for Playbook access, window posters, service menus, look-books, social assets & MORE!



SPRING FORWARD

Fierce Artistry & Unstoppable Salon Success

Spring is the season of renewal and this year, the revival starts at the color bar.

Classic favorites are returning with smarter formulas, modern techniques, and fresh ways to spark client excitement. Inside, you'll see legacy heroes reimagined and how these updates can energize your menu, refresh consultations, and open new revenue opportunities.

For years, the magic behind the chair stayed behind the chair. Not anymore.

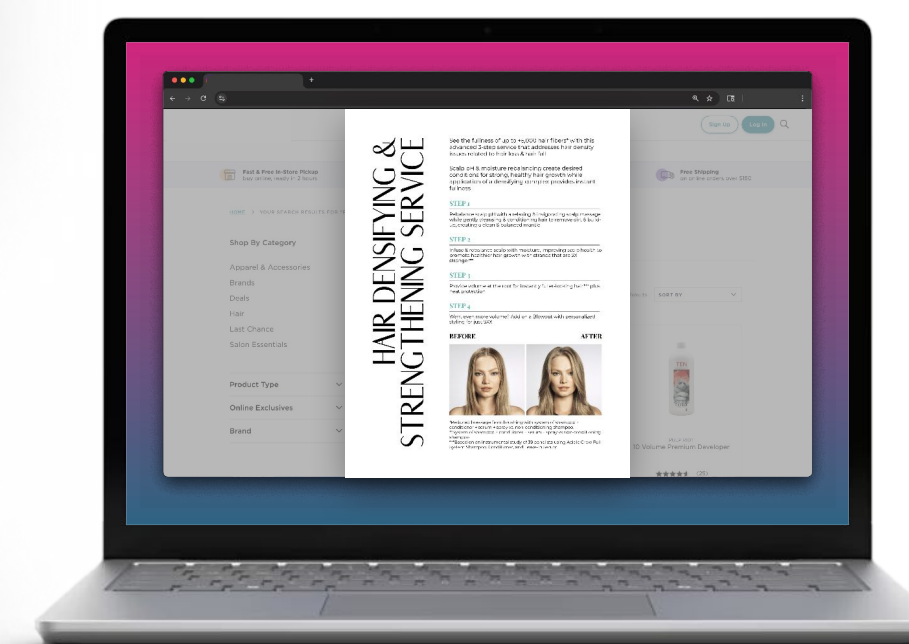
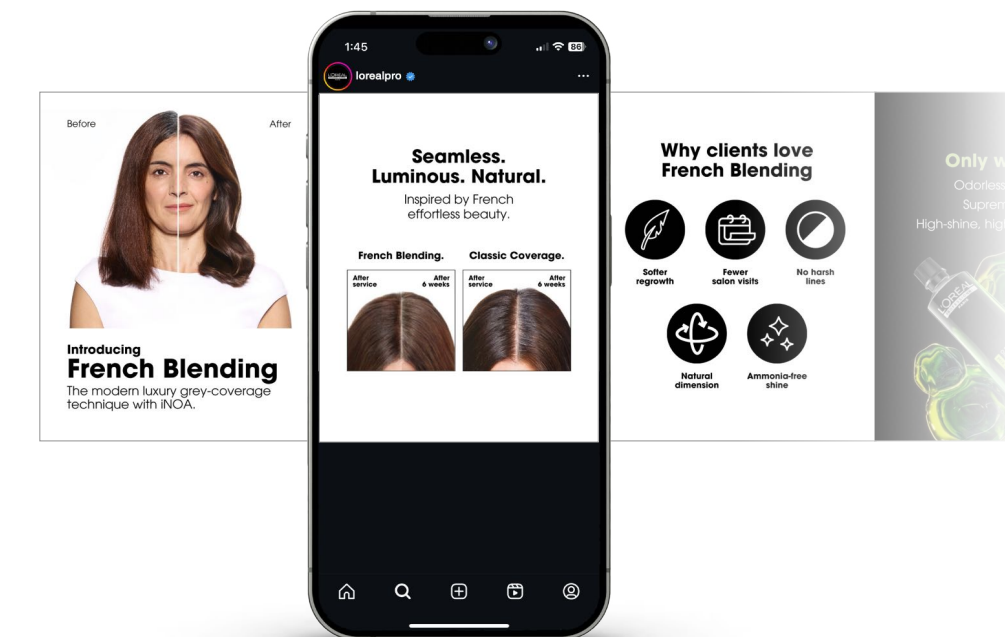
In a fully connected world, your artistry deserves reach far beyond the salon. This issue shows you how to pair your creative talent with digital power moves plus simple client solutions and strategic rewards to fuel growth.

Digital Power Moves: Boring to SCORING Through Digital

Digital isn't optional. It's your fastest route from "slow season" to booked. These tools make marketing easier, boost your visibility, and turn everyday engagement into revenue.

Social That Sells

Your feed is your salon window. Showcase the seamless dimension of the new *French Blending technique*™, the vibrant punch of *Shades ALK*, or the highly-anticipated comeback of *Satire*. When your content sparks curiosity, demand follows.



Your 24/7 Booking Machine

A polished landing page works while you sleep. Highlight your menu, spotlight spring specials like Acidic Grow Full, and make booking frictionless. Clients see your work, tap once, and they're booked.

Consultations, Upgraded

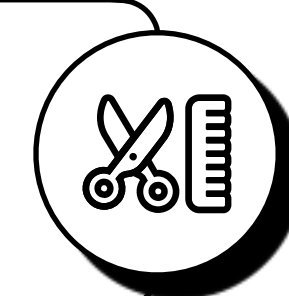
Digital look-books simplify choices, build trust, and speed decisions leading to more confident (and more profitable) service selections.



Automation That Fills Your Calendar

Let email and text automation handle the follow-ups: promos, reminders, post-service touch-points. Consistent communication keeps you top-of-mind and your calendar full.

Step into spring with an even stronger digital presence and a refreshed business mindset.



L'ORÉAL
PROFESSIONNEL
PARIS

Parlez-vous Grey Blending?

French Blending Oh là là

This spring, L'Oréal Professionnel is redefining grey and handing you the tool to book more color services. Discover the revolutionary French Blending Technique™, the new pro technique to cover greys with multidimensional color and graceful growout

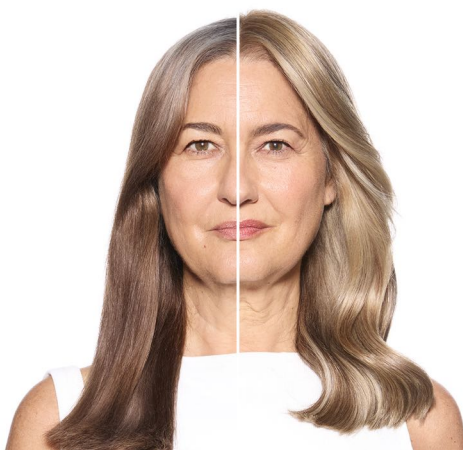
One technique for all your clients' needs. French Blending delivers a tailored, transformative solution with the premium iNOA color experience.



Retouch Blending.

“I still want to cover my greys but with a lower maintenance and in a more sophisticated way.”

- Dimensional color.
- Smoother regrowth demarcation.
- Easier root touch-up management.



Total Blending.

“I’m ready for a total change. Embracing my greys with a blended tailor-made look.”

- Seamless natural grey blend.
- Enhanced greys with sophistication.
- Graceful grow-out.



INTRODUCING L'Oréal Professionnel Global Ambassador
JACK MARTIN

Click **BELOW** for upcoming French Blending education

[Learn More](#)



And speaking of upgrades, get ready for another fan favorite: **NEW! Dia Light with Hyaluronic Acid.** The same iconic cream texture is now enhanced with skin-inspired, hydrating Hyaluronic Acid, treating the hair while perfecting tone.

- 1.9x more hydration, 82% glossier color.
- No lift, helps respect cortex integrity.
- 2x less breakage, strengthens hair after lightening services.

Book More Color Services with iNOA French Blending

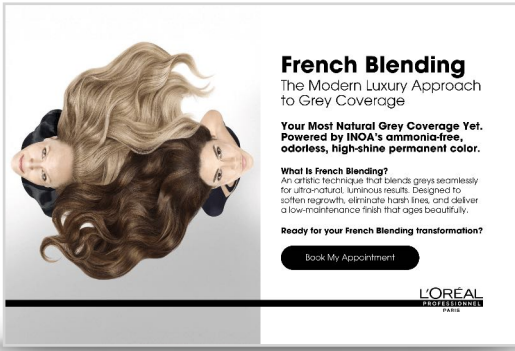
Let French Blending with iNOA redefine grey for your clients and help to consistently book more color services. Clients will return to the salon because only their stylist can create and maintain this result. Oh là là, that’s smart!

Social Content / IG Carousel.



Website Pop-Up Feature.

Use this pop-up as-is or adapt it to fit your brand. Set it to appear after a short delay or a scroll and link it to a service page or consultation form.



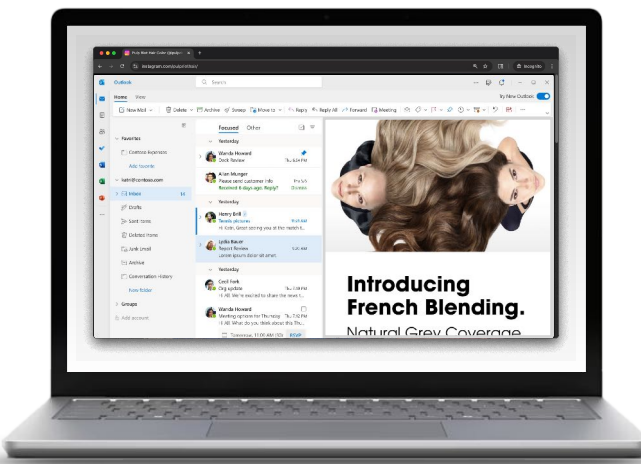
Service Menu.



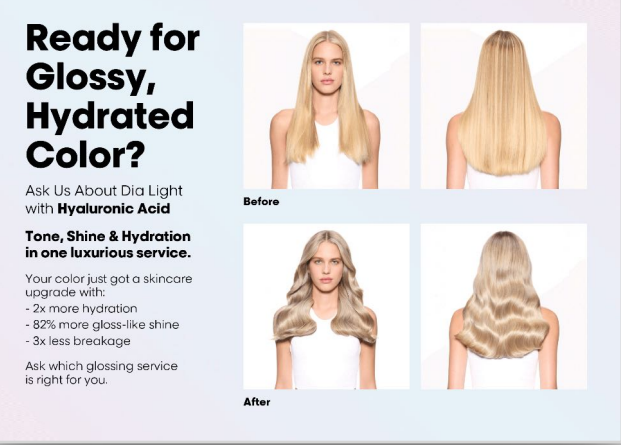
Digital Look-book.



Client E-mail Template.



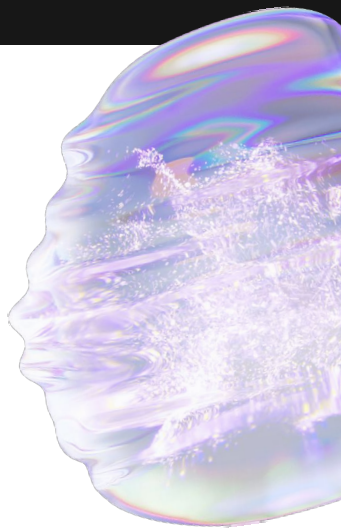
Check the **Brand Resource Backbar** at the end of this issue to download these resources!



Use this mirror cling to kickstart conversations about a color service that doubles as a hydrating treatment – another reason for clients to book!

STEP 1
DOWNLOAD ON PG. 21

STEP 2
Print Mirror Cling



PULPRIOT

SATIRE IS BACK.

THE FAN-FAVORITE YELLOW THAT ARTISTS REFUSED TO LET GO

There are fan favorites... and then there's Satire - the marigold yellow semi-permanent shade that Pulp Riot artists have been begging to bring back since the day it left the lineup. Satire was more than just a color, it was a movement.

Now, just in time for the energy of spring, Satire is officially back in our NEW formula that lasts up to 50 washes with MAX color deposit and intensity.

And this time, it's returning with anti-overworking technology.

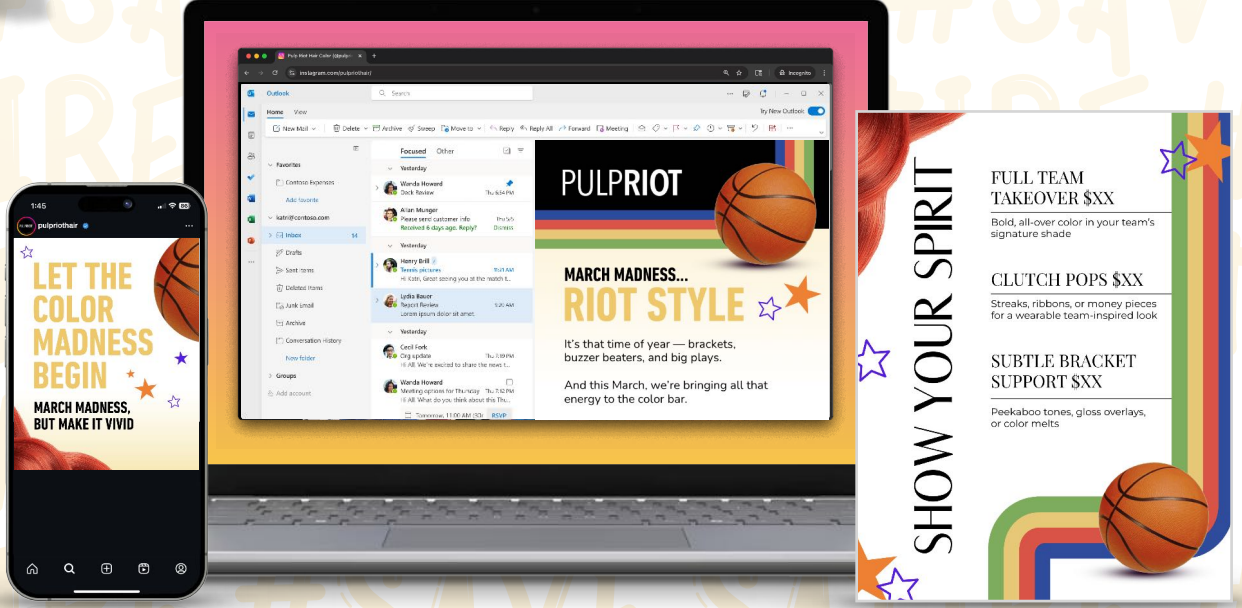


LAUNCHING IN MARCH!



LET THE MADNESS BEGIN.

To celebrate Satire's epic comeback, we're tapping into the fandom, the rivalry, and the full-court passion of college basketball. We challenge clients and stylists alike to show their team spirit with color - matching their favorite teams' shades!



SOCIAL CONTENT EMAIL TEMPLATE SERVICE MENU

Satire is making a huge comeback. This March, let your hair rep your team. *Let Satire take the shot. Let the riot run wild!*

Check the **Brand Resource Backbar** at the end of this issue to download these resources!



REDKEN
5TH AVENUE NYC

SHED STIGMA, NOT HAIR!

GROW YOUR SALON WITH HAIR DENSIFYING SERVICES



Hair thinning and loss can be a deeply personal and often silently suffered concern for many clients. Since the dawn of time, humans have experienced hair changes with age, and with new factors like the popularity of GLP-1 weight loss medications potentially linked to hair fall, the demand for compassionate, effective solutions is soaring. Hair thinning and loss affects around 50% of women and almost 80% of men. This means there's a significant opportunity for you to become a hair density recovery hero!

It's time to break through the stigma. By creating a safe, understanding space during consultations, you can initiate these sensitive conversations. Simply asking clients if they've noticed changes in their hair density, or an increased amount of hair in their brush or shower, can open doors. You'll be surprised how many clients will confirm and eagerly show interest in solutions. Imagine becoming your clients' go-to guru for gorgeous, fuller looking hair!

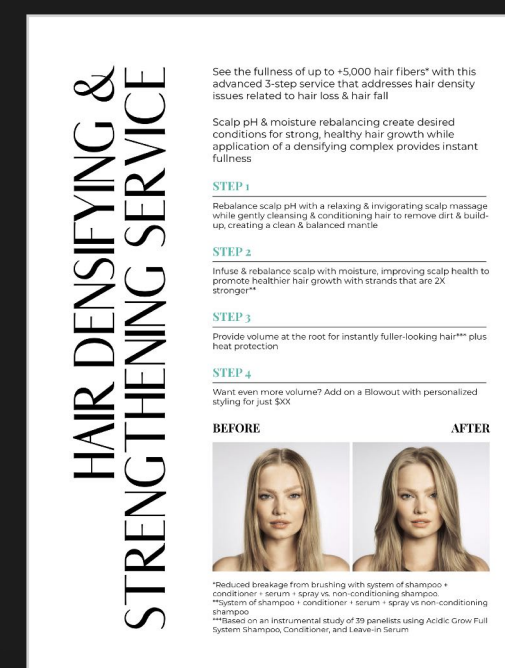
*Tested with shampoo + conditioner + serum + spray system
**Based on an instrumental study of 39 panelists using Acidic Grow Full System Shampoo, Conditioner, and Leave-in Serum
***System of shampoo + conditioner + serum + spray vs non-conditioning shampoo

HEALTHY HAIR GROWTH STARTS WITH ACIDIC pH ON SCALP

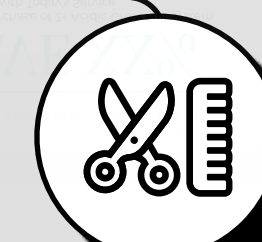
Enter Redken's new Acidic Grow Full line – a state-of-the art hair density solution focused on restoring scalp's pH for healthier, fuller strands starting at the root. The Acidic Grow Full system is clinically tested to hydrate the scalp* resulting in a healthier feel, balanced with moisture along with instantly thicker, fuller looking hair** that is 2X stronger.***

By adding a dedicated hair density service and stocking these game-changing products, you're not just selling. You're solving a real problem and building unshakeable loyalty. Use your digital platforms to subtly introduce these services – perhaps through educational posts about scalp health or confidential online consultation forms. Get ready to help your clients rock their best hair and watch your business blossom as a trusted haven (and hero) for solutions!

TIP: Use a social poll to introduce Acidic Grow Full Density Services. Ask followers if they are concerned with changes in their hair density. Results will demonstrate that this is a common problem and allow you to privately follow up with clients to discuss options and schedule an appointment!



Check the **Brand Resource Backbar** at the end of this issue for service & retail easels, social assets & MORE!



Planting the Seed

Cultivating new retail clients, one product at a time.

Spring is a great time to cultivate a flourishing retail business right in your salon. Start *Planting the Seed* by gently guiding clients to their very first salon product purchase.

Why? Because It Literally Sprouts Loyalty and Revenue

- When clients leave feeling fabulous and use your recommended products, they:
- Extend that "fresh out of the salon" feeling.
 - See better, longer-lasting results.
 - Become more loyal to your salon.

Consider these products to introduce your clients to the benefits of in-salon retail purchases!



Check the **Brand Resource Backbar** at the end of this issue to download these resources!



Biologie Mini Kits
A mini sampling of Biologie favorites for hydration and lasting color will make Spring Break totes adorable for your clients.

Matrix Food For Soft Oil
Hydration & moisture, max shine, heat protection – What's not to love?

Redken Naked Gloss
Clients love the lightweight shine & added heat protection from Redken's newest fave.

Mizani 25 Miracle Milk
With 25 benefits and a fragrance to make them swoon, it's nothing short of a miracle!

Pureology Dream Healer
Strength & repair don't need to take a vacation just because your client does.

L'Oréal Professionnel All-in-1 Techni Art
Introducing the All-in-1 for Every-1! Techni.Art brings you a multi-purpose leave-in that truly tops out on benefits. Any more and they'd need a bigger bottle.

Pureology Color Fanatic
Truly a must-have for the color client.

Redken One United
All the benefits united into one legendary white bottle.

Matrix Miracle Creator Multi-Tasking Treatment
20 beautifying benefits for all hair types & textures.

Try Me Size

- Allows trial without investment of full-size.
- Encourages purchase of multiple products.
- TSA compliant sizes make Spring Break travel a breeze!

50%+ CLIENTS BUY FULL-SIZE AFTER TRIAL*

Uncomplicated & Multi-Purpose

- Simplicity sells!
- Versatility across all hair types.
- Tried & True Client & Stylist favorites.

*Influenster 2020 study

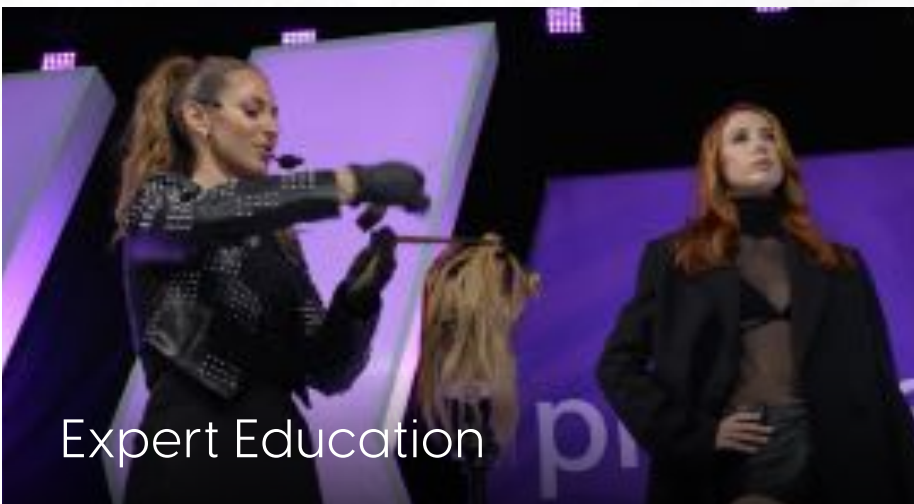
LEVEL
LOYALTY REWARDS

LEVEL Loyalty Rewards Next Chapter
More Rewards than You Expected.

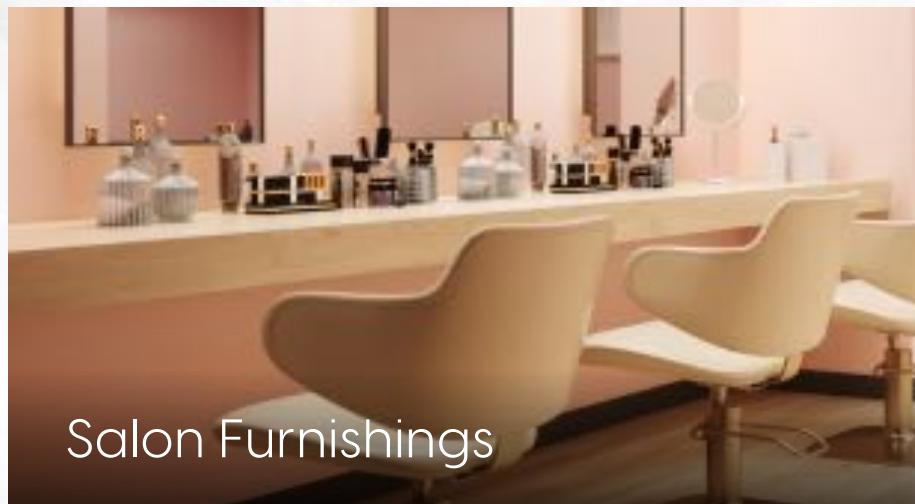
Where Professional Growth Meets Unmatched Rewards

LEVEL is a rewards program and a business accelerator.

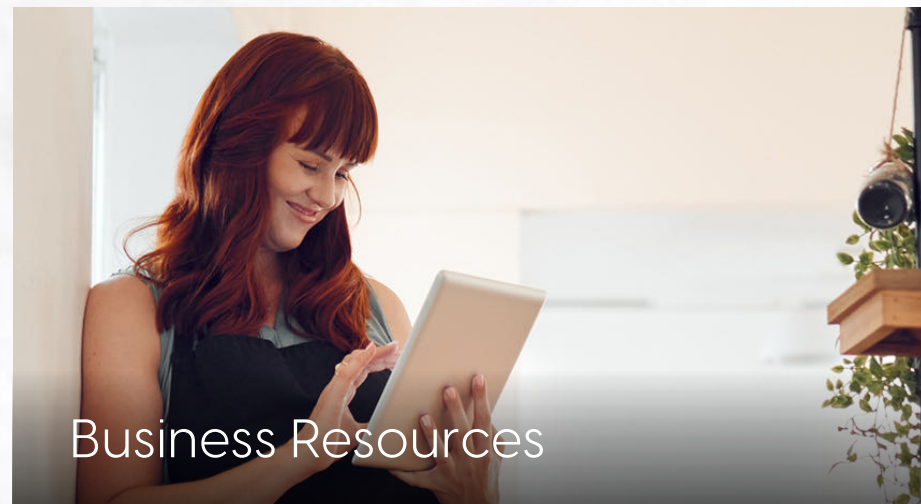
Every day behind the chair, you shape transformations. You refine technique, deliver unforgettable experiences, and build trust in ways that define what artistry looks like. Your commitment doesn't go unnoticed and LEVEL is designed to honor that dedication by fueling your growth with rewards that matter.



Expert Education



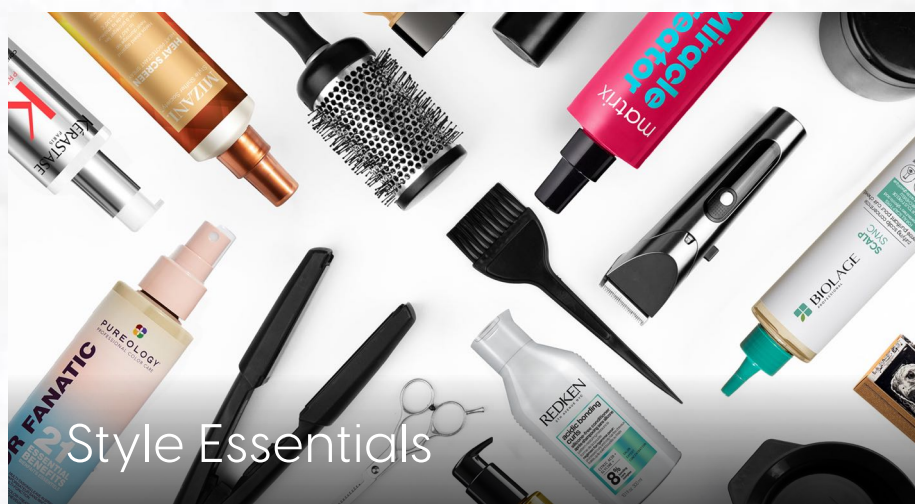
Salon Furnishings



Business Resources



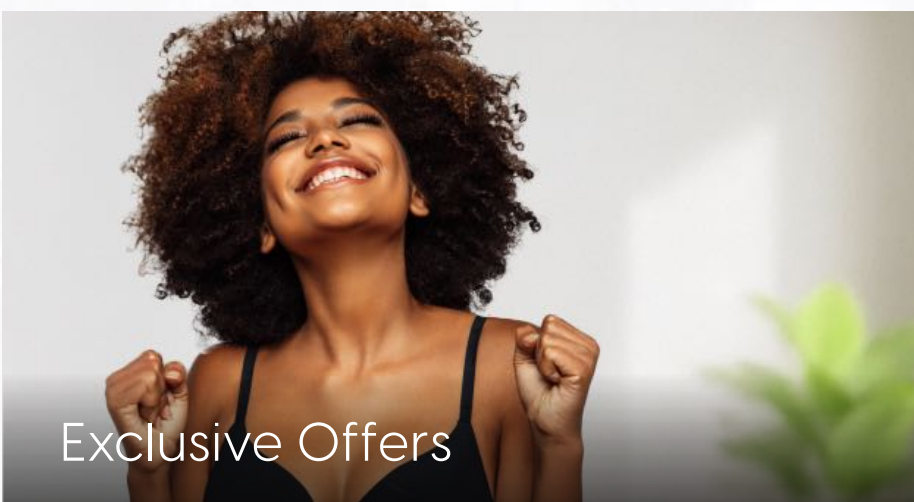
Merchandising



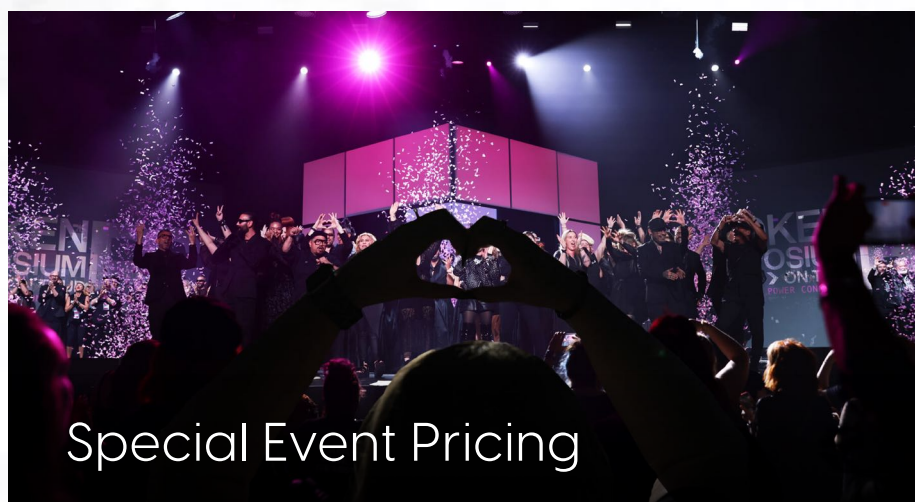
Style Essentials



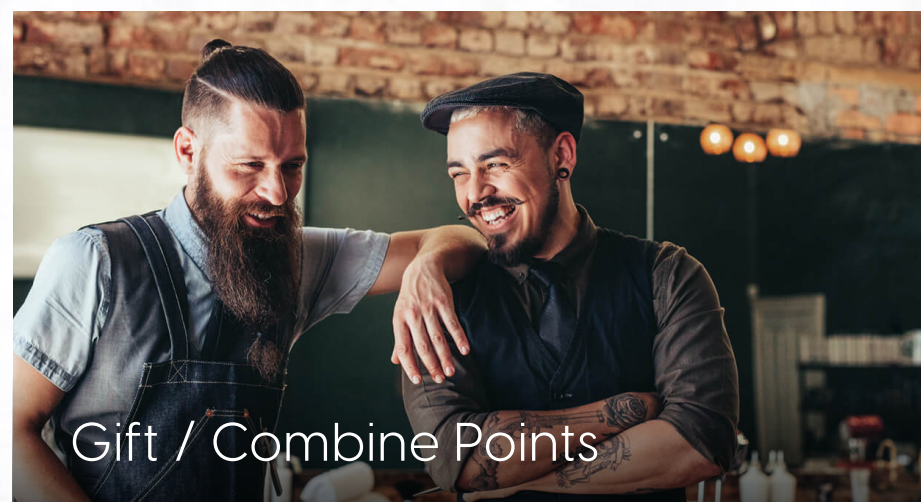
Backbar / Products



Exclusive Offers



Special Event Pricing



Gift / Combine Points

But here's the secret to getting the most out of LEVEL: Stylists who map out their redemptions early in the year maximize their impact, turning one reward into months of momentum.

Make Your Rewards Work For You

You already plan your business goals for the year. Why not plan how your LEVEL points will help you reach them? Points are powerful, but strategic points are transformational. When you create a points redemption strategy that supports your goals, you turn rewards into real results.

Education Enthusiast

If your mantra is "growth never stops," education is your direct path to excellence.



DID YOU KNOW?

You can redeem for education with a combo of points and cash and **points can be gifted or pooled** with other stylists and salons.



Growth-Oriented Salon Owner

You're not just thinking about the next quarter, you're thinking about the next chapter. Focus your points on future-proofing your business.



Digital & Tech Visionary

Today's clients expect seamless digital experiences and your points can help you get ahead of the curve.



Sustainability Trailblazer

If your salon prioritizes conscious beauty, there are rewards that align perfectly with your values.



Merchandising Maven

Want to give your retail area a mini-makeover that pays off big?



GET 2,500
BONUS POINTS
WHEN YOU
SIGN UP!

Your Next Step

You've earned the points. Now it's time to turn them into power moves.

New to LEVEL Loyalty Rewards?

Join LEVEL Free Here

Already a Member?

Explore your upgrades and start planning your 2026 redemption strategy.

Log in to LEVEL Here

Education

Develop Your Skillset

Check out upcoming educational opportunities to keep color & styling skills current and ensure your clients keep coming back for more!

DON'T
MISS OUT!

LEVEL
LOYALTY REWARDS

March & April
Educational Opportunities

Live & Digital Classes!

Learn from Top Talent

INFLUENCERS
AMBASSADORS
ARTISTS

Sign up now! Space is limited!

[Learn More & Register Here](#)

ACCESS
L'ORÉAL

Education on
Your Schedule

Always On. Always Free.

Boost your skills with hundreds of free professional digital training courses led by industry experts and curated to upskill salon professionals in cutting, coloring & styling techniques.

[Learn More](#)

REDKEN
5TH AVENUE NYC

INCREASE YOUR SHADES EQ IQ WITH FREE DIGITAL EDUCATION THIS APRIL

JOIN REDKEN & YOUR FAVORITE ARTISTS TO LEARN THE HOTTEST SHADES EQ TECHNIQUES & MASTER TRENDS WITH THE WORLD'S #1 DEMI!

APRIL 10



EXPENSIVE
BRUNETTE

HOSTED BY
PHILIP FORESTO
@philipforesto

APRIL 17



POWER
BLONDE

HOSTED BY
RACHEL REDD
@rachel.redd

APRIL 24



AIR
TOUCH

HOSTED BY
DANILO BOZIC
@danilo.bozic

APRIL 27



PAINTED
DIMENSIONAL
RIBBON LIGHTS

HOSTED BY
PATRICIA NIKOLE
@paintedhair

[Learn More & Register Here](#)



Dear Demi...

Welcome to **Dear Demi**, a column dedicated to snipping away your salon woes and styling your professional life to perfection! This week, we have a letter that many of you might find painfully familiar...

Trying to Do Right by the Planet (and Avoid Greenwashing)!

Dear Demi,

I'm writing because I'm passionate about running my salon in line with my environmentally conscious values. While we already recycle and manage water carefully, I feel there's more to do for our planet and community.

What additional steps can I take? And how can I find brands genuinely committed to sustainability, avoiding greenwashing, to truly support a better future? Any advice is appreciated!

Sincerely, An Environmentally-Conscious Stylist

Dear Conscious Beauty,

Your letter warmed my heart! Your commitment is inspiring, and I'm thrilled to be able to suggest other simple, yet powerful ways to amplify your positive mark.

Beyond general recycling, explore specialized programs like **Green Circle Salons** and **SalonCycle**. These programs collect virtually all salon waste including hair, PPE, foils, plastics, and chemicals. They divert literally tons of salon waste from landfills and waterways daily, providing a vital solution traditional recycling programs miss.

For product partners, L'Oréal Professional Products Division (PPD) is a true leader. They've achieved a remarkable 91% reduction in direct CO2 emissions since 2005, strive for 100% renewable energy, and invest in ecosystem restoration.

PPD's Hairstylists for the Future program helps salons become more sustainable with solutions that focus on water, waste, and energy. For example, the **Water Saver** shower head dramatically cuts water use by up to 69%, and the **AirLight Pro** hairdryer uses infrared light technology for faster, damage-free drying using 19% less energy. Cut down on plastic waste easily with PPD sustainable packaging in Liter and Gallon sizes for your backbar and consider refill options for your eco-conscious retail clients!

Partnering with L'Oréal PPD means partnering with brands recognized for environmental leadership and ensures your salon supports sustainable planetary health.

Your initiative is truly commendable. Keep pushing boundaries, and you'll inspire countless others!

Warmly,

Demi

Going Green

Earth Day 2026 is April 22 and it's the perfect time to make sure you and your salon are doing the most to ensure you are wasting the least. Check out this handy salon checklist to see what other methods and safeguards you can put in place to help Mother Earth!

TODAY, I CARE FOR THE EARTH BY...

Energy

- ☐ Set thermostat to 70°F in winter, 78°F in summer for climate control.
- ☐ Switch to LED or CFL for energy-efficient lighting.
- ☐ Turn off lights, heating, AC overnight to save energy.
- ☐ Choose renewable energy or community solar when available.
- ☐ Seal air leaks around windows, doors to save up to 30% on energy.
- ☐ Change HVAC air filters regularly for efficient operation.
- ☐ Choose Energy Star appliances to save energy and money.
- ☐ Power down computers and devices at day's end.
- ☐ Set water heater to 120°F year-round to save up to \$400 yearly.

Waste

- ☐ Recycle plastics, paper, glass, and metal through local waste haulers
- ☐ Use Green Circle for salon waste like foils, tubes, clippings, and excess color.

Salon Management

- ☐ Use eco setting, cold water for all laundry loads.
- ☐ Choose towels with OEKO-TEX. Fair Trade, or GOTS certification.
- ☐ Use Girlfriend Collective or Guppyfriend bag for synthetic fabrics to prevent wear and microplastics shedding.
- ☐ Buy FCS-certified or recycled paper for all paper needs.
- ☐ Choose GREENGUARD or Green Seal® paints for yearly refresh.
- ☐ Encourage employees: inform and train on current and future practices.
- ☐ Be transparent with clients and community: share on website social media, salon screens.
- ☐ Start a sustainability fund: collect contributions at checkout.
- ☐ Partner with local organizations focusing on sustainability.

Water

- ☐ Fix leaks in hoses and faucets to save up to 10% on water bills.
- ☐ Choose EPA WaterSense certified faucets for water efficiency.

BRAND RESOURCE

Backbar

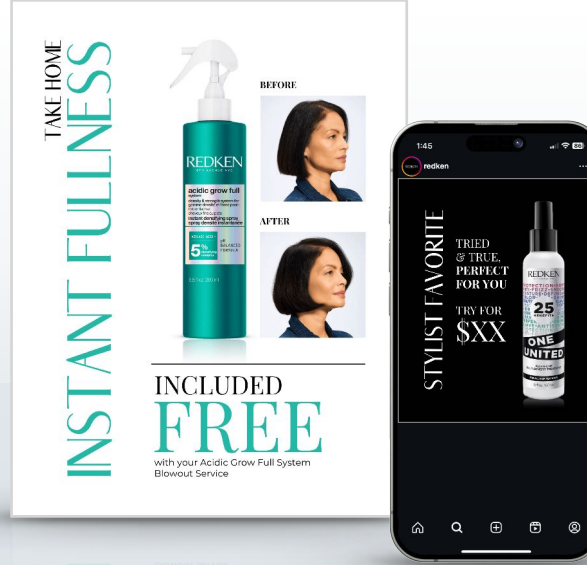
Click or scan each QR code to download window posters, service menus, look-books, social assets & MORE!



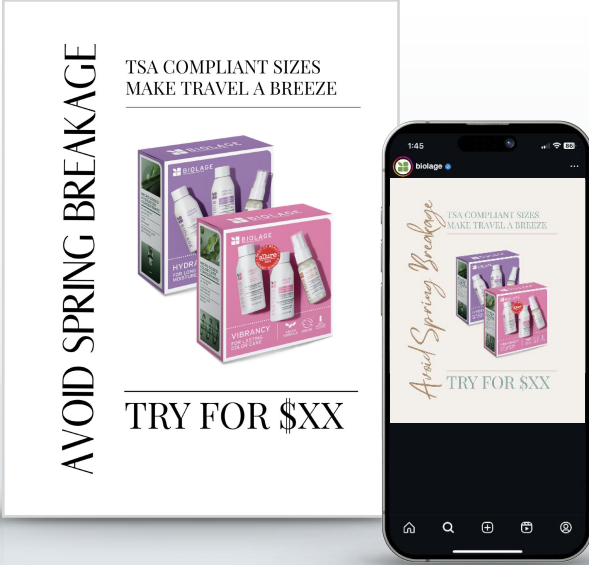










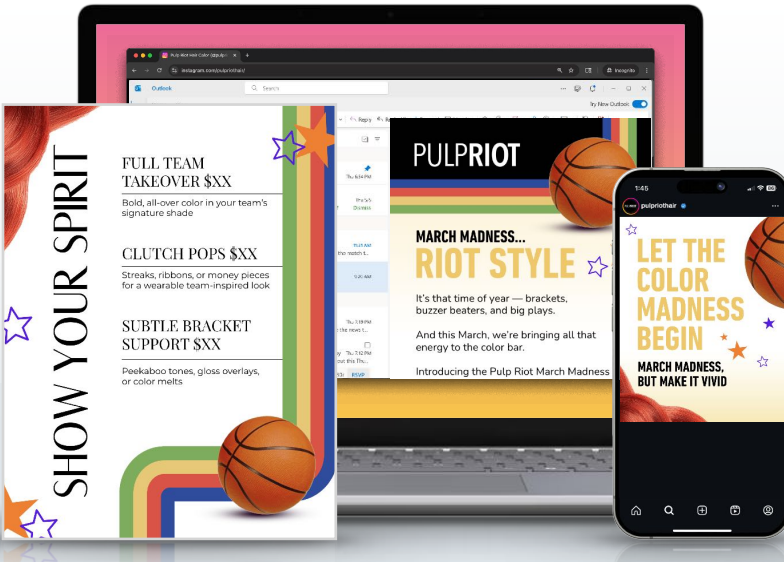




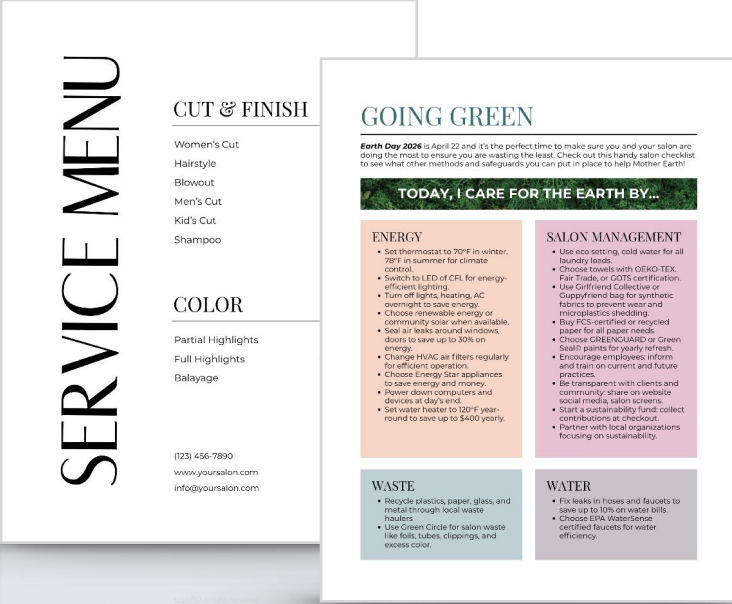




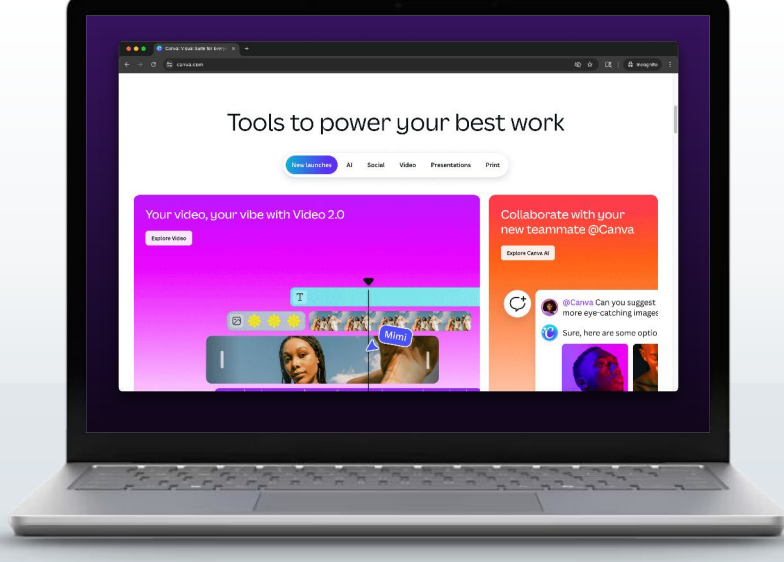




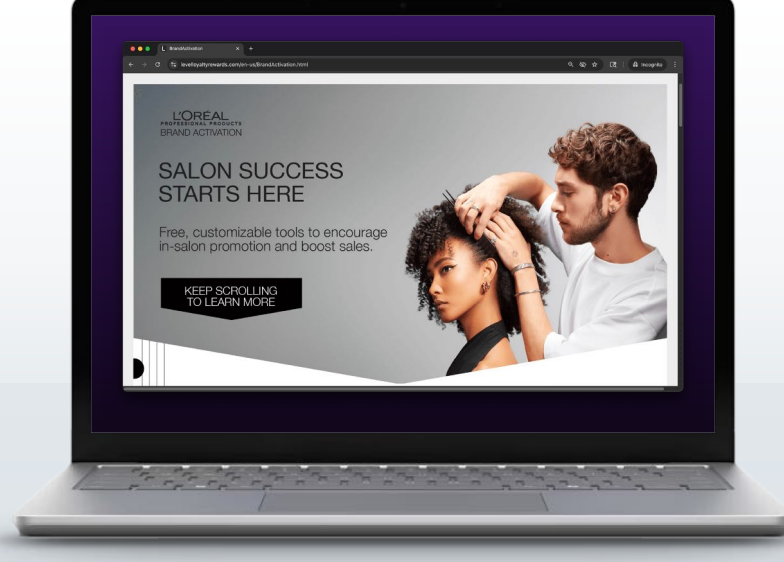













NOW AVAILABLE

COLOR WOW

Prepare to be

WOW'D!



L'ORÉAL
PROFESSIONAL PRODUCTS

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