

New Year, New Hair Goals!

BE A “LITER” IN THE NEW YEAR

SETTING YOURSELF UP FOR A BEAUTIFUL YEAR OF COMMUNICATION & CONNECTION WITH YOUR CLIENTS

January Sell-Through Guide

PART 1

Start Your Year Off Right

- New Year Success Formula ★
- The Life of an In-Salon Promotion ★

Incentivize Your Client to Shop In-Salon

- January Offerings ★
- Competitive Edge ★
- Price Tiered Catalogue ★
- Something for Every Budget ★
- Merchandising Tools ★
- Salon Signage & Tools ★

PART 2

Lead With Expertise & Grow Your Backbar Business

- January Offerings ★
- Backbar Profit Calculator ★
- Merchandising Tools ★
- Salon Signage & Tools ★

Merchandise Shop

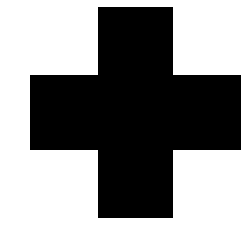
- How to Customize with Canva ★



TABLE OF
Contents

New Year Success Formula

**COMPETITIVE
IN-SALON
PROMOTIONAL
CALENDAR**



**EXPERT
RECOMMENDATIONS
& PRODUCT
KNOWLEDGE**



**RETAIL SUCCESS
IN YOUR SALON
COMPANY**

Use brand promotions to your advantage

Create strategic promotional calendar in-salon

Pass on savings to your clients

Compete with large retailers while remaining profitable

Pair client incentives and savings with:

Best-in-class consultations

Professional product knowledge

Custom regiment curation for every client's specific hair needs

Remain competitive in your market

Provide a value add to shopping independently elsewhere

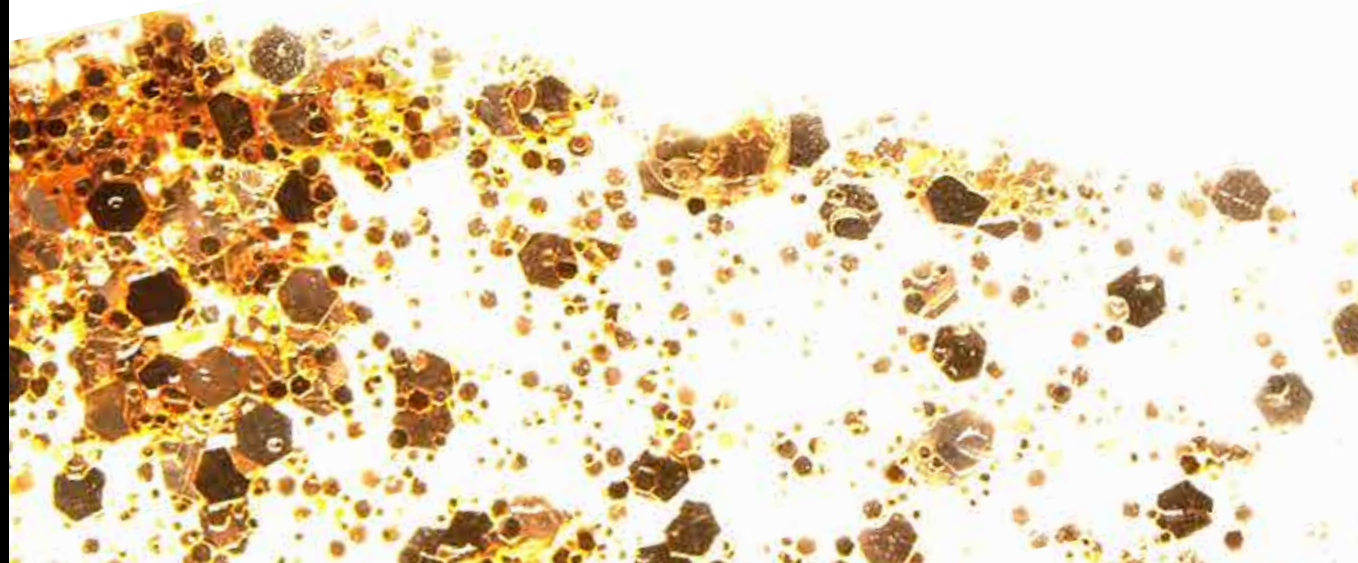
Become your client's retailer of choice for all of their haircare needs

Promotional Timeline

JAN 1-20

STAGE 1 – THE INVESTMENT

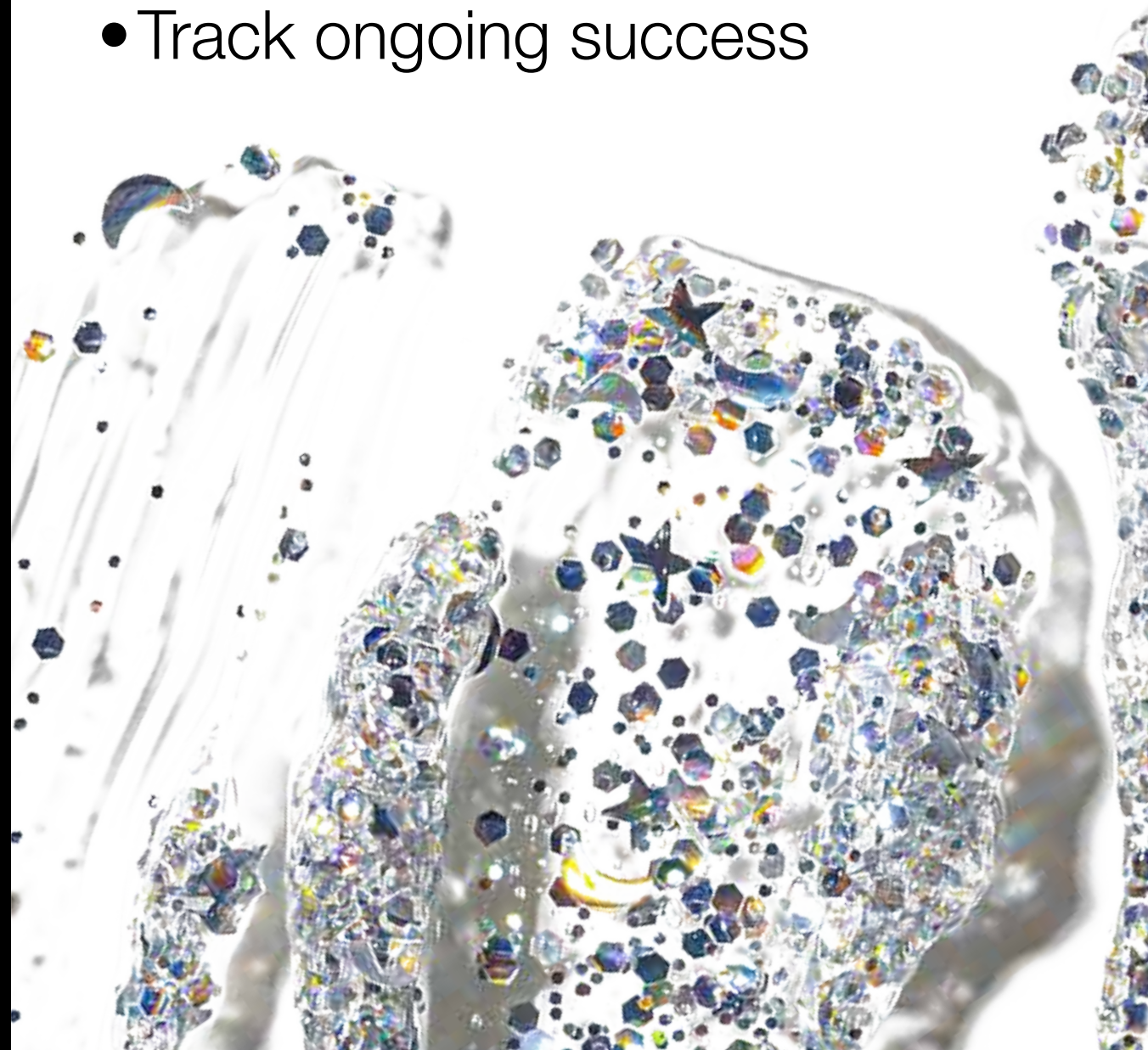
- Purchase distributor deals
- Decide upon in-salon promotions
- Create/Set up signage
- Purchase any additional merchandising items
- Set up merchandising
- Provide product knowledge & scripts to your team
- Launch promotion



JAN 20-FEB 29

STAGE 2 – THE EXECUTION

- Continue to run promotion
- Engage team with updates & incentives
- Track ongoing success



MAR 1-31

STAGE 3 – THE REVIEW

- Take down signage & merchandising
- Review promotional unit/\$ sales
- Award in-salon incentives
- Discuss wins & learnings with your team



JANUARY LITER SALE TOOLKIT

Incentivize Your Client to Shop In-Salon!

Click the Stars Below!

REDKEN

5TH AVENUE NYC

20% Off
Liters

 **matrix**

20% Off
Liters
& XL Masks

L'ORÉAL

PROFESSIONNEL

PARIS

15% Off
Backbar, Retail
& Treatments

PULPRIOT

20% Off
Liters



BIOLAGE
PROFESSIONAL

25% Off
Liters



PUREOLOGY®
PROFESSIONAL COLOR CARE

15% Off
Liters & Gallons

MIZANI®

TEXTURE LOVE SINCE 1991

15% Off
Liters

Competitive Pricing Strategy

How to compete while staying profitable?

COMPETITIVE
RETAILER
30% OFF



~~\$62.00~~ **\$43.40**

By passing on
your savings!

SALONCENTRIC
20% OFF
LITER SALE



~~\$31.93~~ **\$26.37**

Take advantage of the
20% off price!

IN-SALON
CLIENT COST
FULL PRICE



\$62.00

Your Profit = **\$35.63**

IN-SALON
CLIENT COST
30% OFF



~~\$62.00~~ **\$43.40**

Your Profit = **\$17.03**

JANUARY SAVINGS

Haircare Pricing For EVERY Client

PUREOLOGY
PROFESSIONAL COLOR CARE



15% Off
Liters & Gallons

L'ORÉAL
PROFESSIONNEL
PARIS



15% Off
Backbar, Retail, Treatments

MIZANI
TEXTURE LOVE SINCE 1991



15% Off
Liters

REDKEN
5TH AVENUE NYC



20% Off
Liters

PULPRIOT



20% Off
Liters

BIOLAGE
PROFESSIONAL



25% Off
Liters

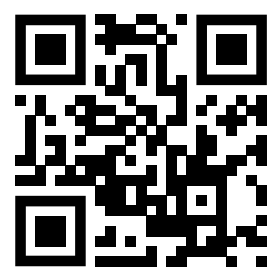
matrix



20% Off
Liters & XL Masks

TOOLKIT

January Liter Sale



Shop the look here!

Salon Partner
Logo Here

**SIZE UP
& SAVE!**

Upgrade your home
regiment to liter size &
receive 20% off today.

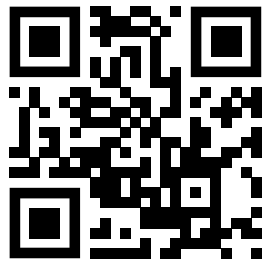
Size Up & Save!



TOOLKIT

January Liter Sale

Shop the look here!



Buy One, Get One 50% Off

JANUARY LITER SALE TOOLKIT

Signage & Sell-Through

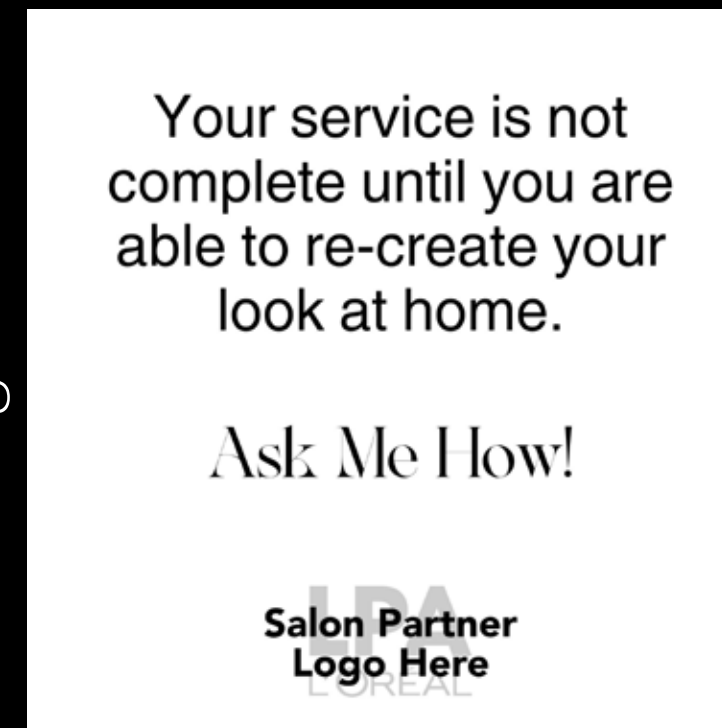
Access Assets on the Next Slide!

CONSULTATION TOOLS

E-NEWSLETTER



Mirror Cling



PROMOTIONAL CONTENT



JANUARY LITER SALE TOOLKIT

Signage & Sell-Through

Click or Scan the QR Codes Below!



8.5x11 Easel Signage



5x7 Easel Signage



Insta Stories



Insta Posts



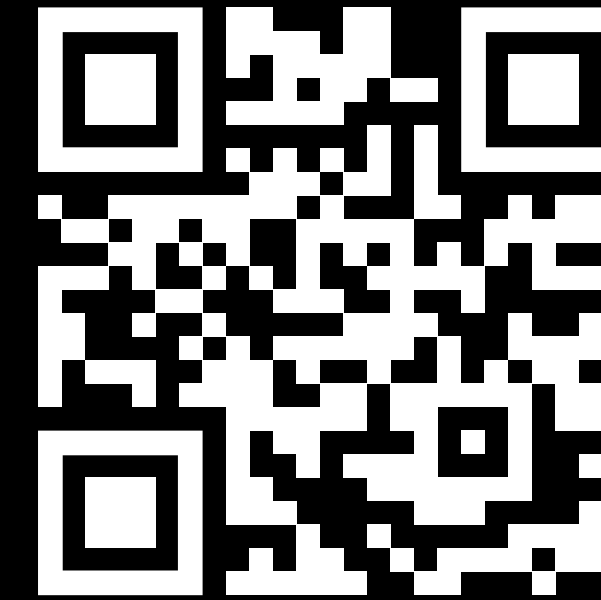
FaceBook Posts



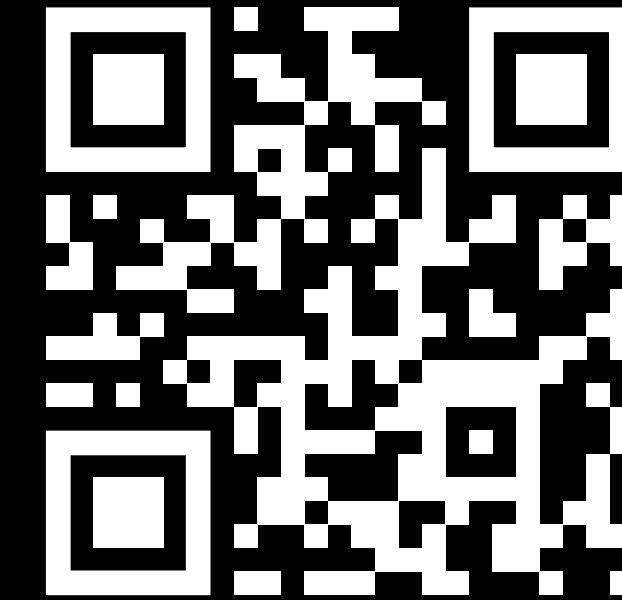
E-Blast Newsletter
Liter Sale



Number of
Liters Sold Board



Service Menus



Mirror Cling

New Year, New Hair Goals!

SCALP HEALTH RESOLUTIONS: NOURISH, REFRESH, RENEW!

SETTING YOURSELF UP FOR A BEAUTIFUL YEAR OF COMMUNICATION & CONNECTION WITH YOUR CLIENTS

January Sell-Through Guide

JANUARY SCALP HEALTH & SERVICES TOOLKIT

Lead With Expertise & Grow Your Backbar Business!

 **BIOLAGE**
PROFESSIONAL

25% Off
Scalp Care

MIZANI
TEXTURE LOVE SINCE 1991

25% Off
Scalp Care

Lead With Expertise & Grow Your Backbar Business!

Profit Calculator



**Using the example of a Hydra Source Deep Treatment Pack

**Services Per Unit Based on using 1 oz of product per treatment

Product Buy In	
Services Per Unit	
Suggested Service Price	
Net Profit Potential Per Bottle	

Service Discount Offered to Client	
New Net Profit Potential Per Bottle	

JANUARY SCALP HEALTH & SERVICES TOOLKIT

Signage & Sell-Through

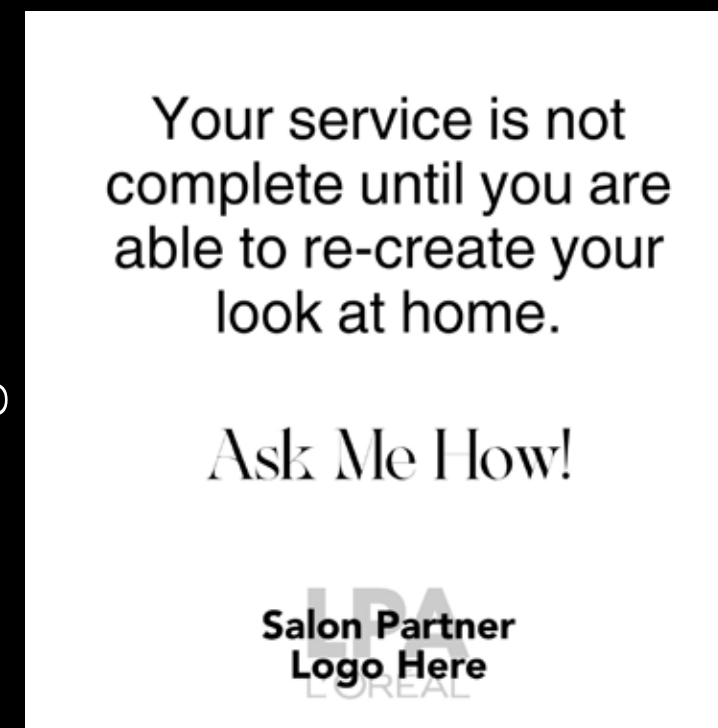
Access Assets on the Next Slide!

CONSULTATION TOOLS

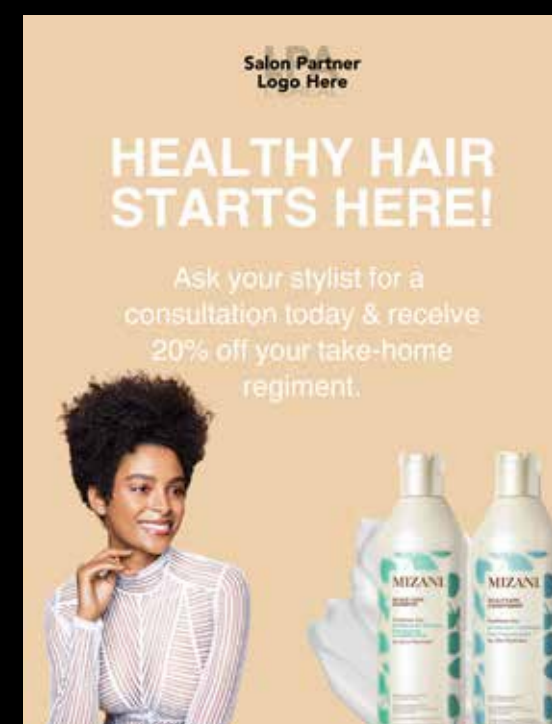
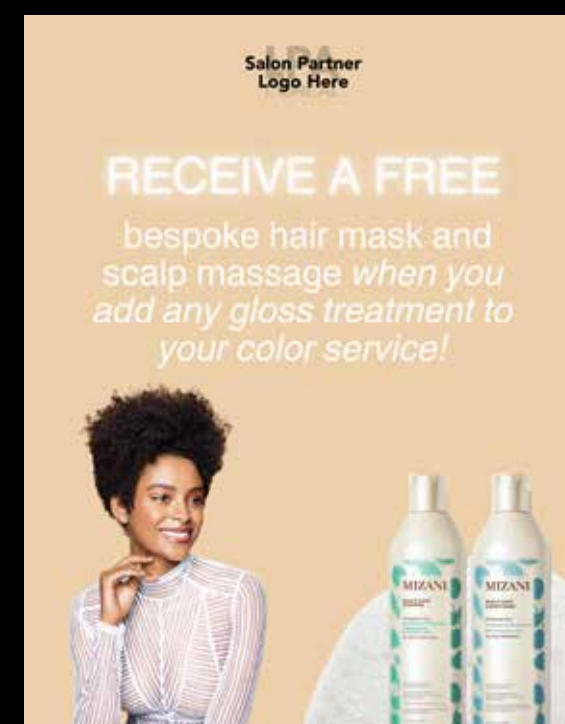
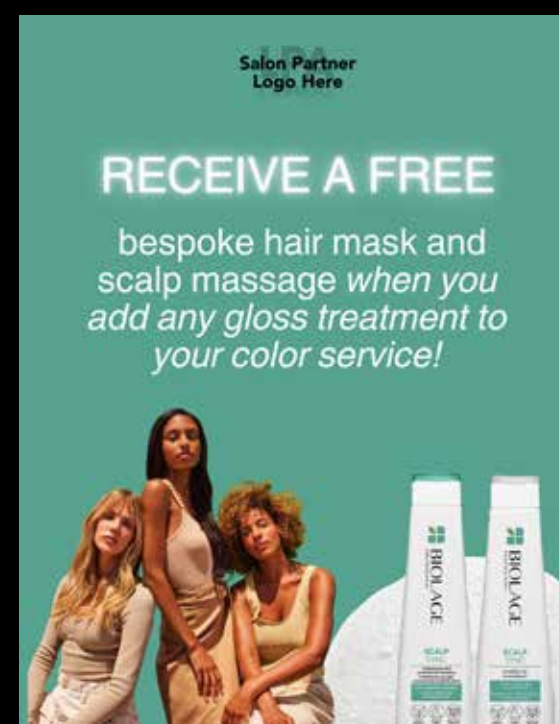
E-NEWSLETTER



Mirror Cling



PROMOTIONAL CONTENT



JANUARY SCALP HEALTH & SERVICES TOOLKIT

Signage & Sell-Through

Click or Scan the QR Codes Below!



8.5x11 Easel Signage



5x7 Easel Signage



Insta Stories



Insta Posts



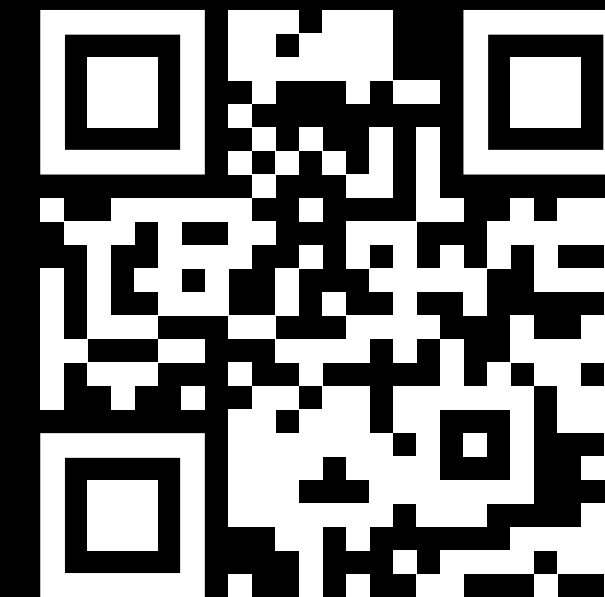
FaceBook Posts



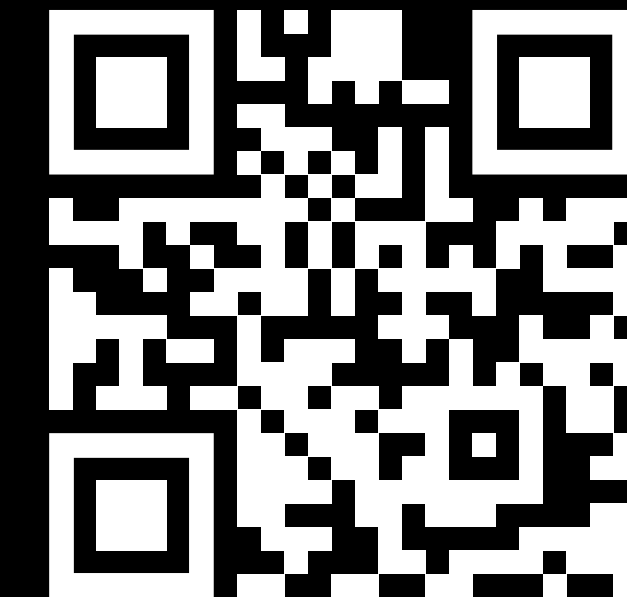
E-Blast Newsletter
Healthy Hair



Backbar Add-On
Services Board



Service Menus



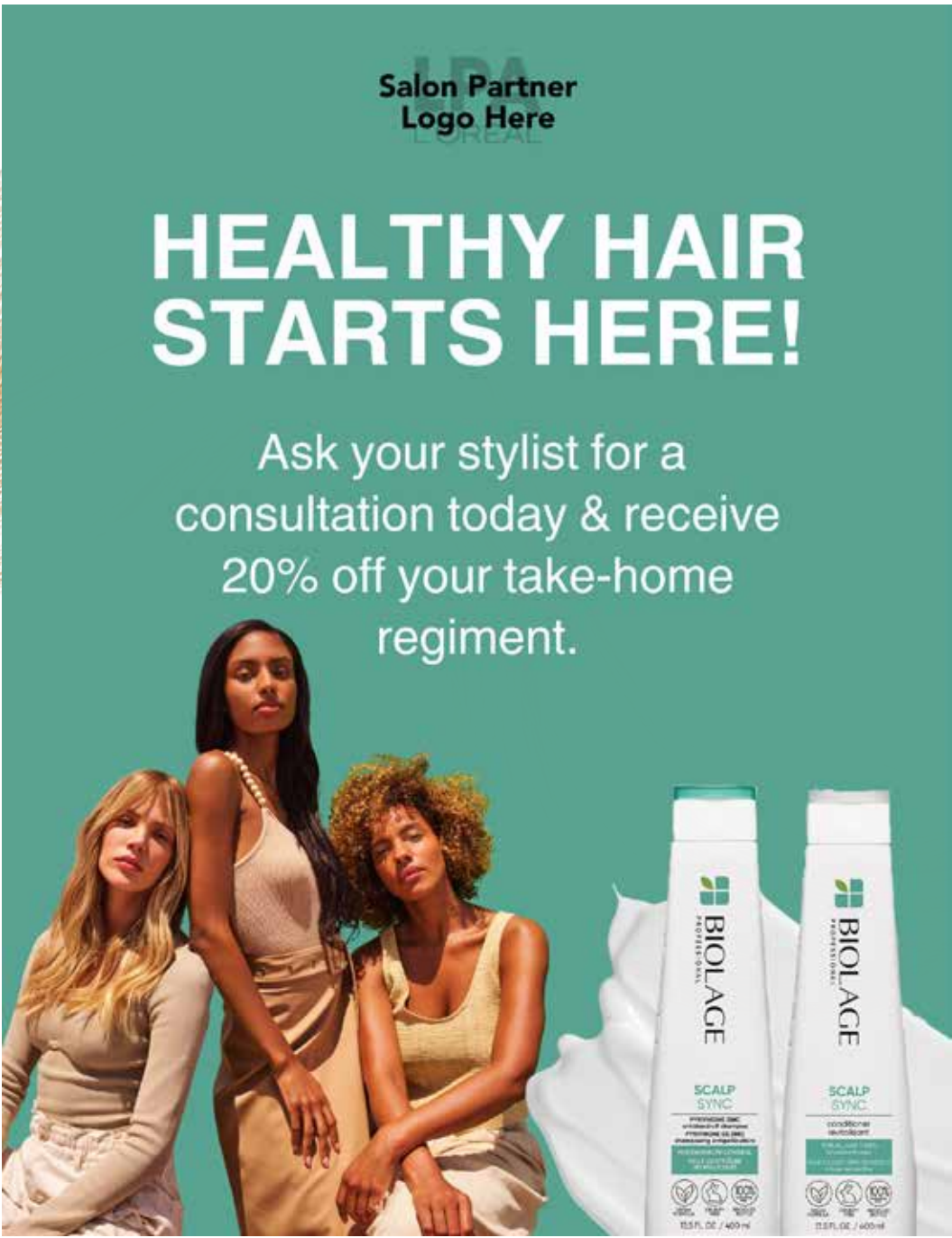
Mirror Cling

TOOLKIT

January Scalp Health & Services



Shop the look here!



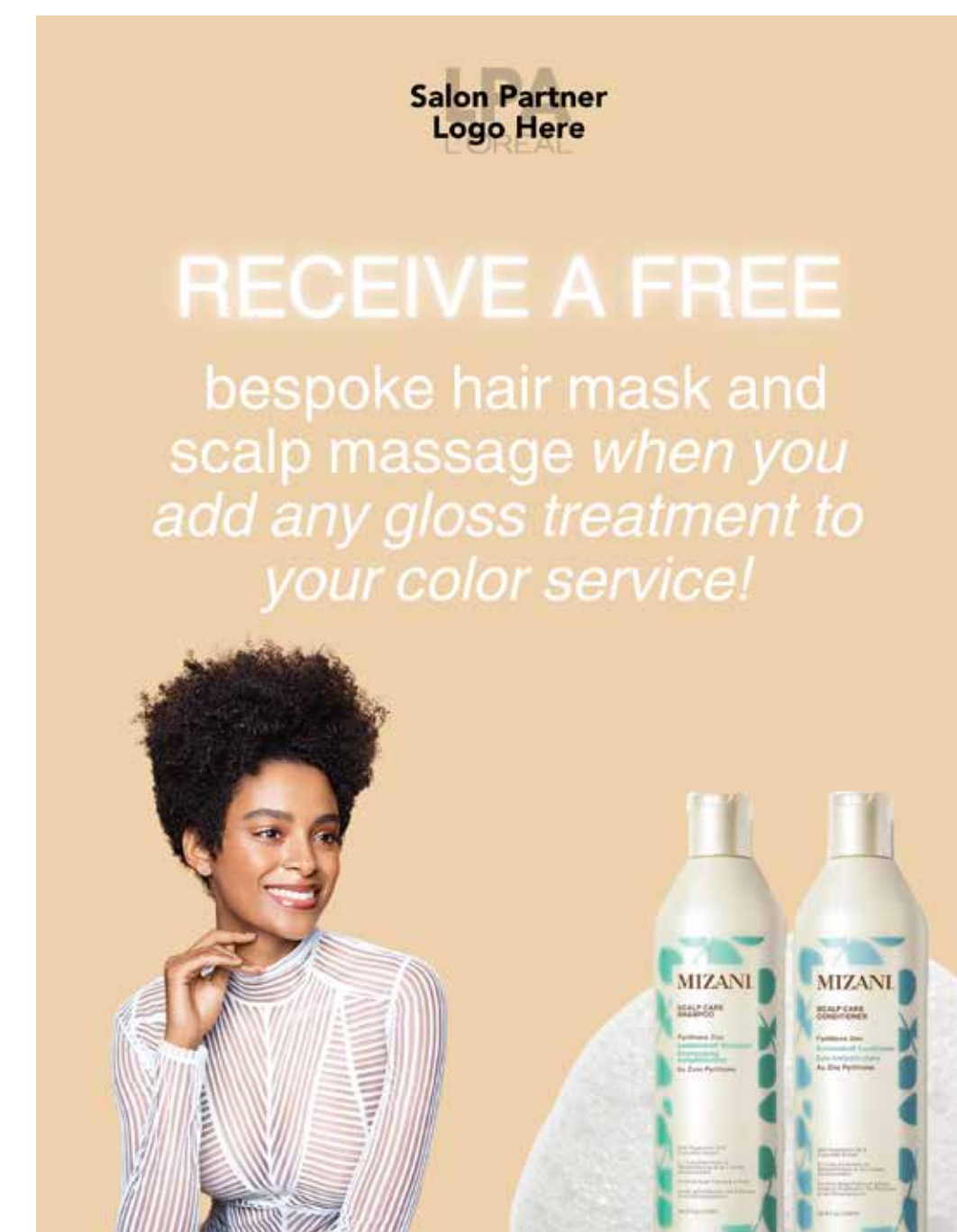
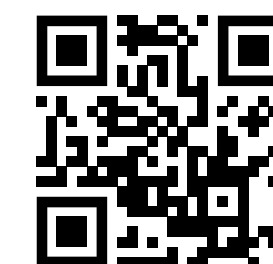
Setting Up Your In-Salon Retail Shop



TOOLKIT

January Scalp & Health Services

Shop the look here!



Celebrate the New Year with
Client Appreciation

How To Use The Ready-To-Go Toolkit On Canva

ACCESS THE SIGNAGE AND COMMUNICATIONS IN THE TOOLKIT ON PAGES 9 & 14

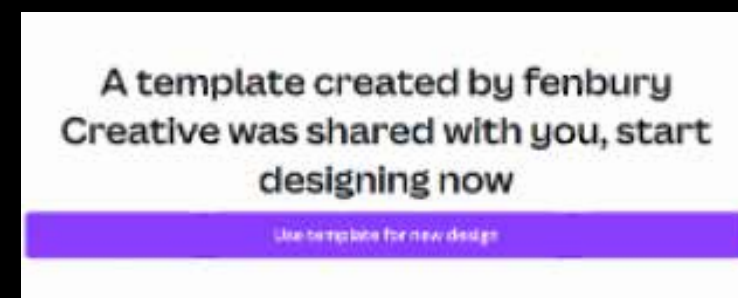
Step 1

ON MOBILE/LAPTOP:
Click on the QR code of the tool needed, e.g., 8.5x11 Easel Signage.

FROM PRINT:
Scan the QR for the tool needed.

Step 2

You will be taken to Canva.
Click on "USE TEMPLATE FOR NEW DESIGN"



Step 3

Log into Canva.
Don't have an account? Either sign up for a free trial OR log in via google, facebook, etc.

Step 4

Click on the icon in the bottom right corner to view all of the available signage.



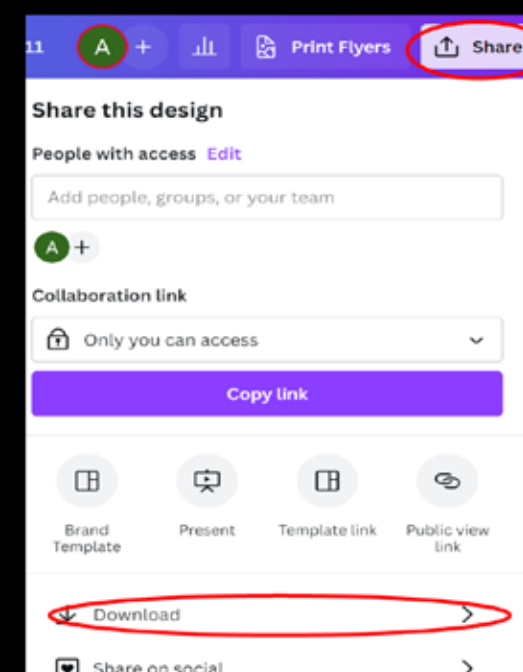
Step 5

Double click on the asset you would like to edit and personalize.
To swap out product images and find what you need, click/scan PRODUCT IMAGERY on pgs. 9 & 14

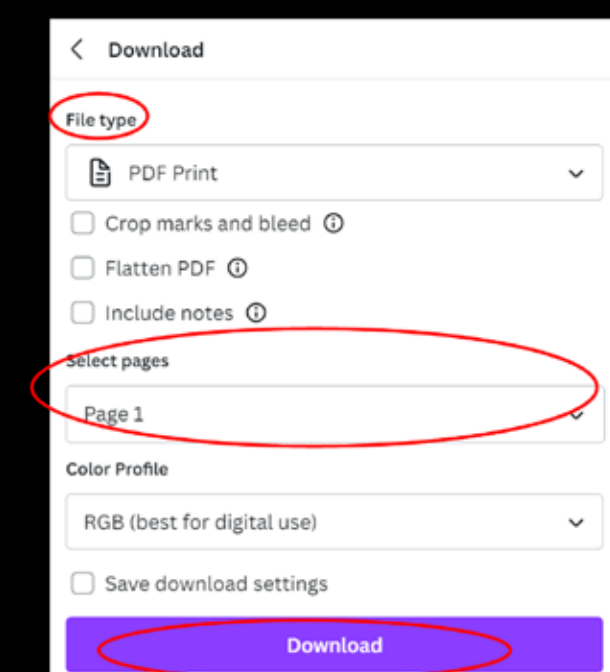
Step 6

To save the signage once you are done customizing:

- Click "Share" on the top right corner
- Click "Download"



- Select "File type" based on needs
- To save down ONLY the specific signage you customized, enter those page numbers under the "Selected pages" drop down
- Press "Download"





Cheers!

L'ORÉAL
Professional Products