

L'ORÉAL
PROFESSIONAL PRODUCTS
BRAND ACTIVATION

BRAND ACTIVATION Toolkit

AUGUST 2024

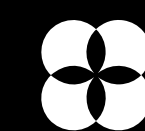
 **BIOLAGE**
PROFESSIONAL

L'ORÉAL
PROFESSIONNEL
PARIS

 **matrix**

MIZANI
TEXTURE LOVE SINCE 1991

PULPRIOT

 **PUREOLOGY**
PROFESSIONAL COLOR CARE

REDKEN
5TH AVENUE NYC

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Brand Focuses & What's New

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NEW L'Oréal Professionnel Absolut Repair Molecular Mask
In-Salon Promotional Signage

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SalonCentric Sales

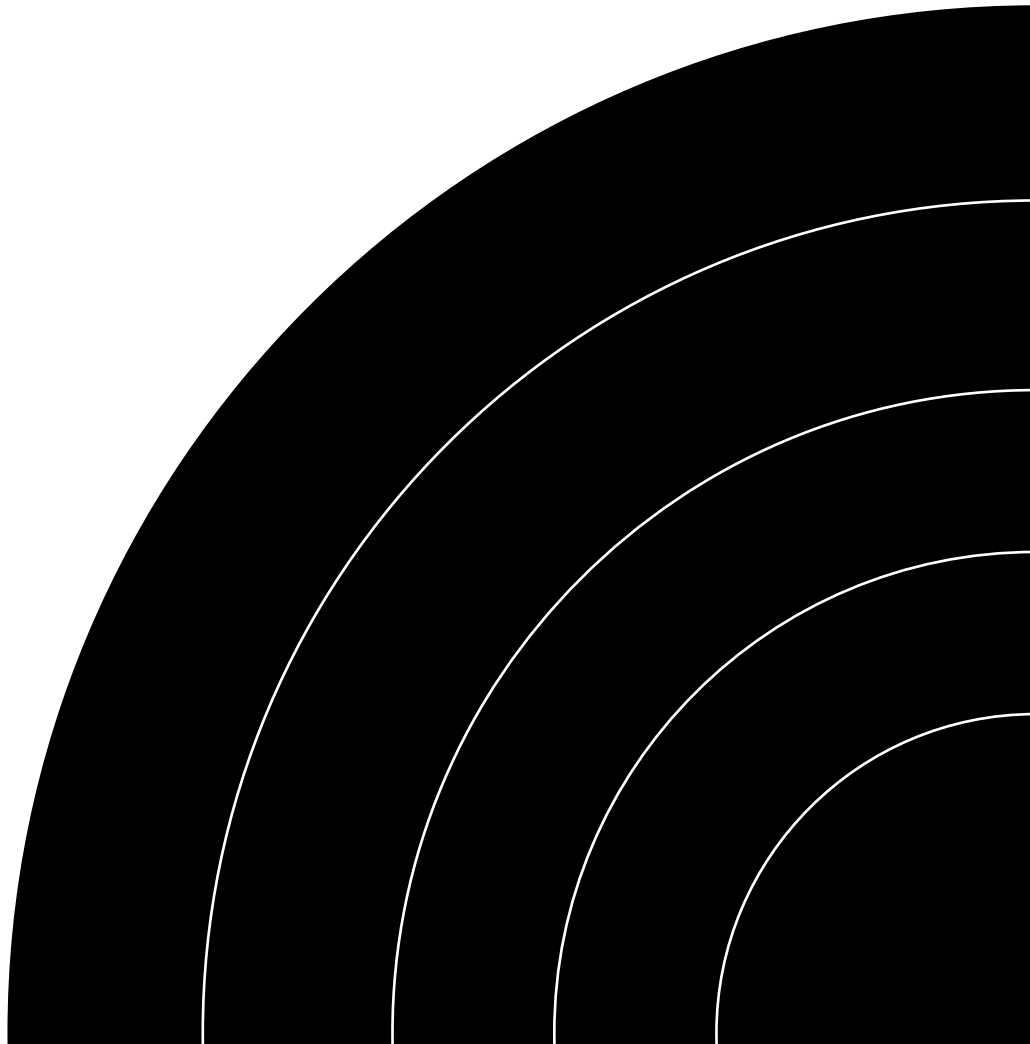
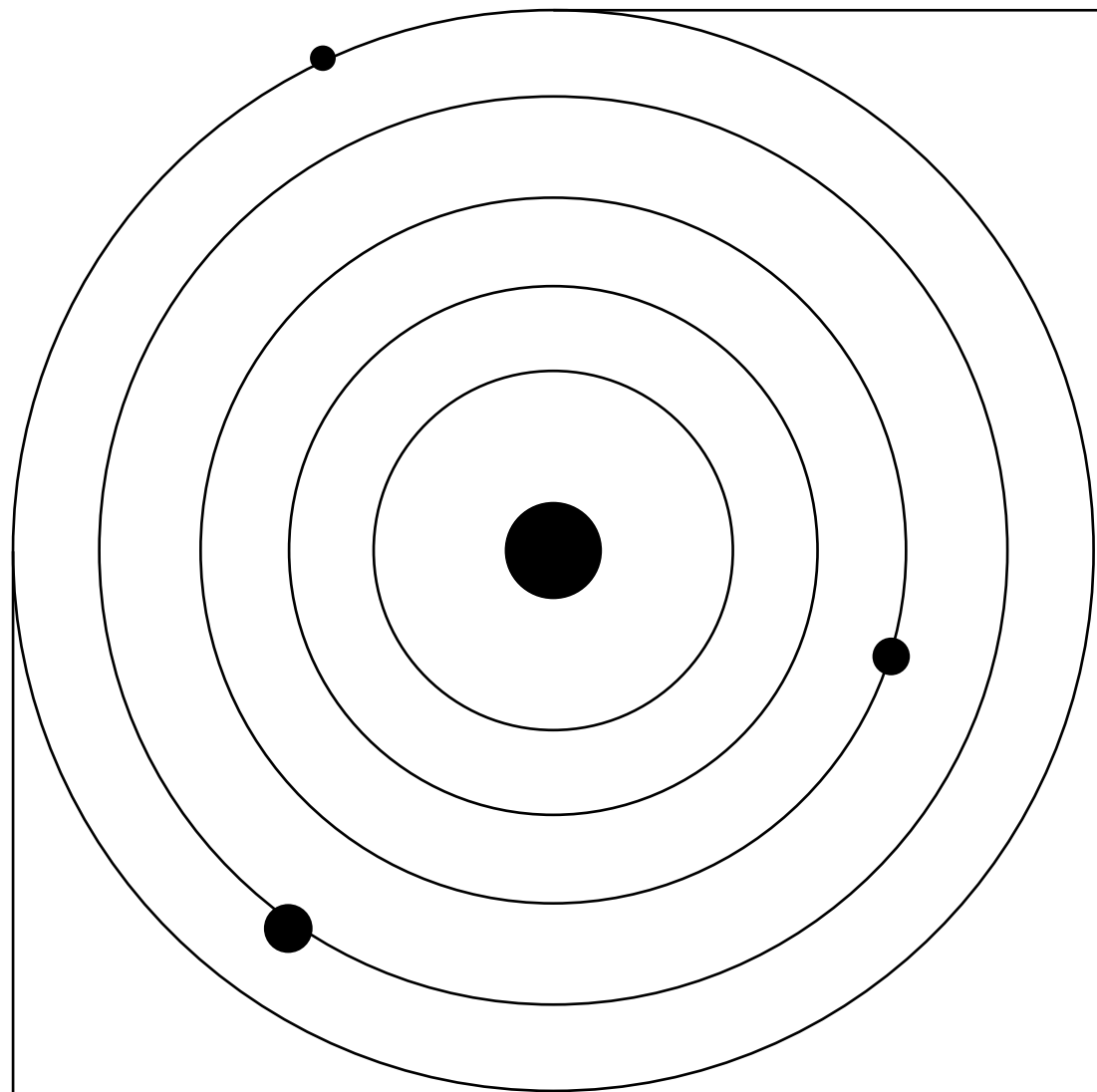
Color Authority Month
In-Salon Promotional Signage

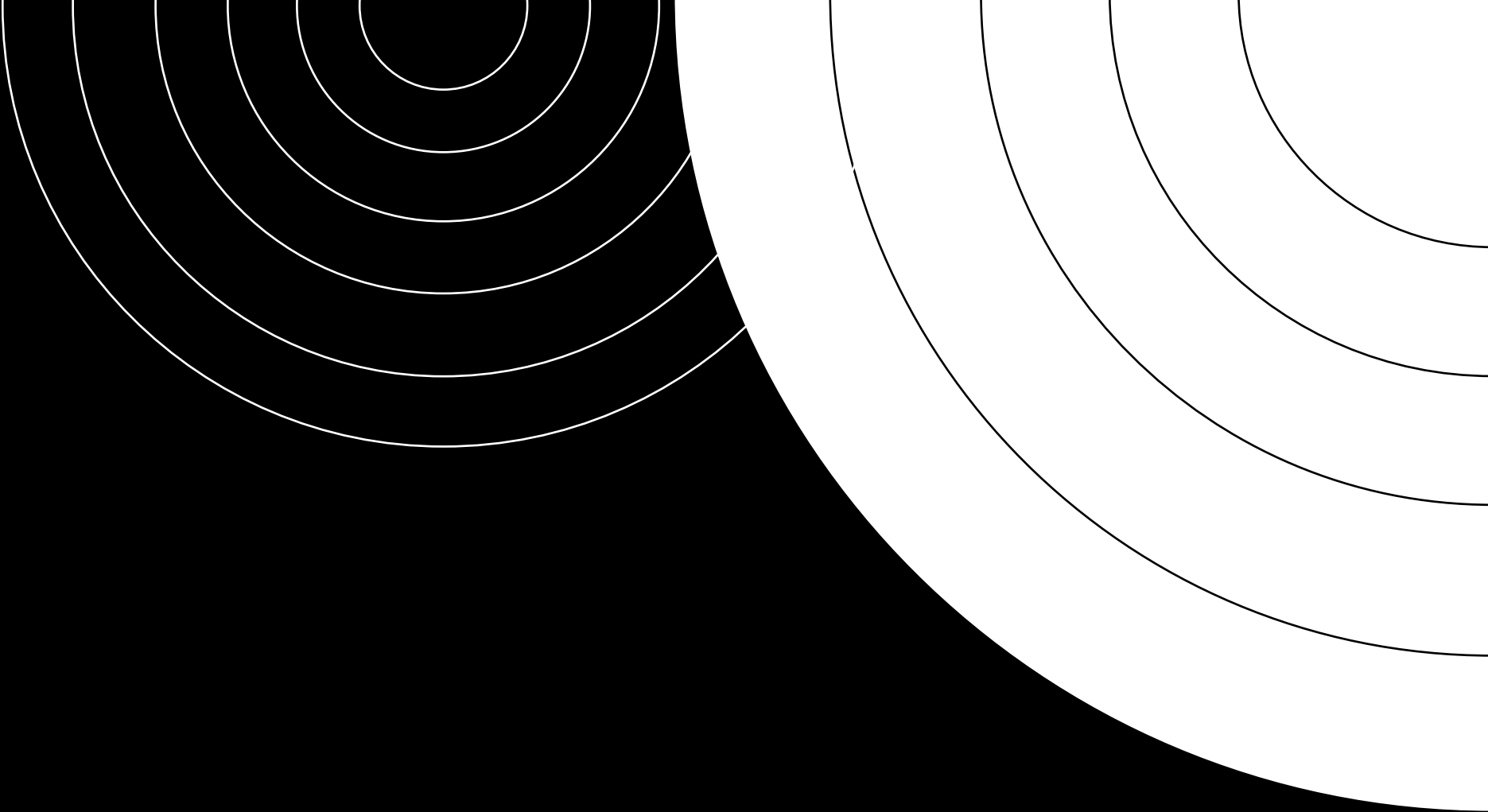
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Merchandising In-Salon

Table Display
Shelf Display
Cash Wrap/ Reception Desk
Ready-To-Use Toolkit

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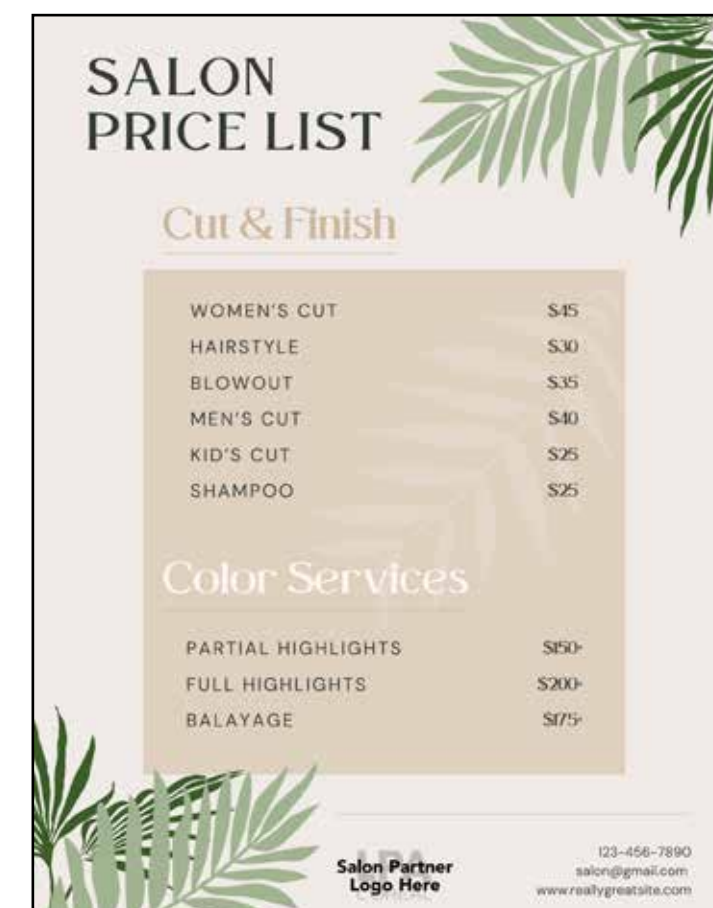
BRAND FOCUSES
& What's New

SHOP OUR CUSTOM Salon Signage Templates!

Choose the look that works for YOUR salon & start using our ready-to-go signage today!



Minimal



Coastal Modern



Luxe Glam



Rustic



Cheerful

NEW! ACIDIC COLOR GLOSS



REDKEN
5TH AVENUE NYC

Encourage your salon guests to Ignite their Shades EQ shine at HOME with Redken haircare products.

1. Prepare your staff with product knowledge and conversation starters

[CLICK HERE](#)
FULL PRODUCT GUIDE

2. Incentivize your staff

[CLICK HERE](#)
STAFF INCENTIVE & SUPPORT

3. Provide client facing education about product benefits

[CLICK HERE](#)
CLIENT FACING SIGNAGE

4. Purchase products at a discount in the month of August

SEE FOLLOWING PAGE
FOR PROMO DETAILS

5. Run an in-salon promotion in Aug/Sep to boost sell through, and establish retailing relationship with your clients

[CLICK HERE](#)
SUGGESTED PROMO SIGNAGE



TRY FOR \$15

Acidic Color Gloss Shampoo 10.1 oz.
Acidic Color Gloss Conditioner 10.1 oz.
Acidic Color Gloss Activated Glass Gloss Treatment 8 oz.
Acidic Color Gloss Leave-In Treatment 6.8 oz.

PURCHASE 12+ DEMI – PERMANENT SHADE (MIX AND MATCH) RECEIVE FREE

Acidic Color Gloss Shampoo Mini 1.7 oz.
Acidic Color Gloss Conditioner Mini 1 oz.
Liquid Color Applicator Bottle
Shades EQ Large Color Shade Chart

PURCHASE 20 ACIDIC COLOR GLOSS PRODUCTS (MIX AND MATCH) RECEIVE FREE

Acidic Color Gloss Shampoo Liter
Acidic Color Gloss Conditioner Liter
Acidic Color Gloss Salon Signage
Acidic Color Gloss Backbar Display
+1000 LEVEL LOYALTY points

BRAND PROMOTION

SUGGESTED
IN-SALON SELL-THROUGH PROMOTION

REDKEN
5TH AVENUE NYC

25% OFF

4+ Acidic Bonding Concentrate or
Acidic Bonding Concentrate Curls Products



*EXCLUDES MINIS, LITERS, AND 16.9OZ

[CLICK HERE](#)
PRODUCT KNOWLEDGE

Salon Partner
Logo Here

FIND *Strength*
IN NUMBERS!

Ask your stylist for your curated
haicare bundle today and

SAVE
20%

ON YOUR PURCHASE OF 4+ PRODUCTS!

REDKEN SAVINGS

[CLICK HERE](#)
EDITABLE SIGNAGE

NEW

Absolut Repair Molecular Mask

Plump up hairs' moisture & strengthen at the molecular level.*

THE TECH

Peptides bonder + Amino acids

Skincare inspired consistency for instant penetration resulting in:

- 5X stronger hair**
- Improved elasticity



[CLICK HERE](#)
PRODUCT KNOWLEDGE
& FULL LAUNCH GUIDE!

[CLICK HERE](#)
IN-SALON PROMOTIONAL SIGNAGE

BRAND PROMOTION



15% OFF

3+ Serie Expert Products



*EXCLUDES LITERS, MINIS, ABSOLUT REPAIR MOLECULAR RINSE OFF MASK

[CLICK HERE](#)
PRODUCT KNOWLEDGE

SUGGESTED
IN-SALON SELL-THROUGH PROMOTION

Buy **MORE**
Save **MORE**

Serie Expert Products

10% OFF 1 PRODUCT
15% OFF 2 PRODUCTS
20% OFF 3+ PRODUCTS

[CLICK HERE](#)
EDITABLE SIGNAGE

BRAND PROMOTION

SUGGESTED
IN-SALON SELL-THROUGH PROMOTION



BUY 3, GET 1 FREE

Food For Soft Retail Line



[CLICK HERE](#)
PRODUCT KNOWLEDGE



[CLICK HERE](#)
EDITABLE SIGNAGE

BRAND PROMOTION



BUY 3, GET 1 FREE
HAIRCARE

**EXCLUDES LITERS & MINIS*

[CLICK HERE](#)
PRODUCT KNOWLEDGE

SUGGESTED
IN-SALON SELL-THROUGH PROMOTION



[CLICK HERE](#)
EDITABLE SIGNAGE

BRAND PROMOTION



BOGO 50% OFF

Color Last, Strength Recovery, & Bond Therapy



*EXCLUDES LITERS, GALLONS, AND MINIS

[CLICK HERE](#)
PRODUCT KNOWLEDGE

SUGGESTED
IN-SALON SELL-THROUGH PROMOTION



[CLICK HERE](#)
EDITABLE SIGNAGE

BRAND PROMOTION



BOGO 50% OFF

Miracle Products

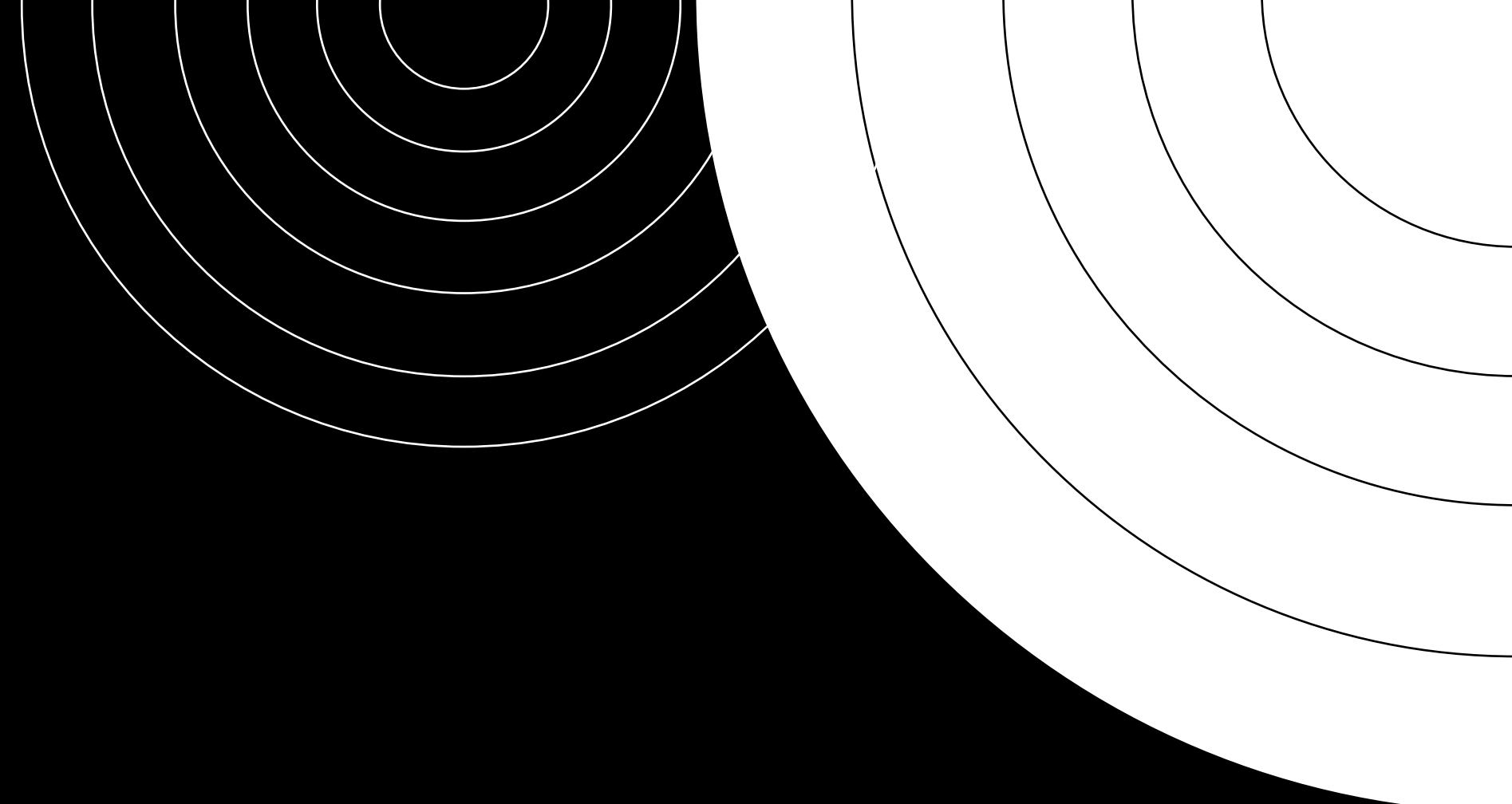


[CLICK HERE](#)
PRODUCT KNOWLEDGE

SUGGESTED
IN-SALON SELL-THROUGH PROMOTION

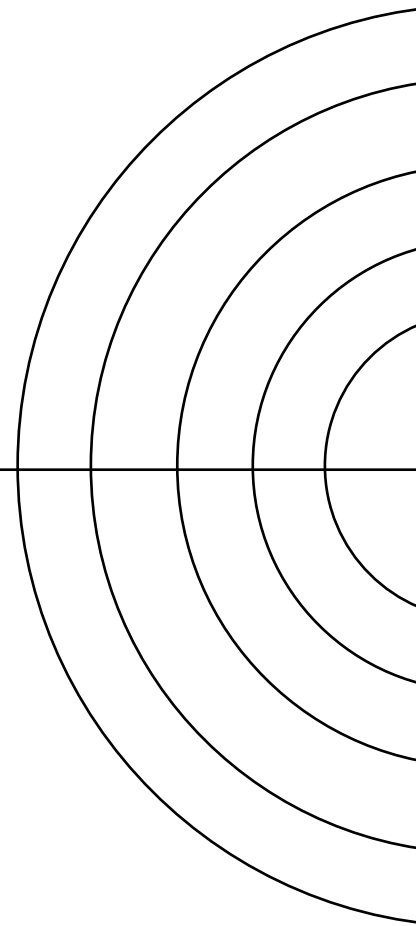
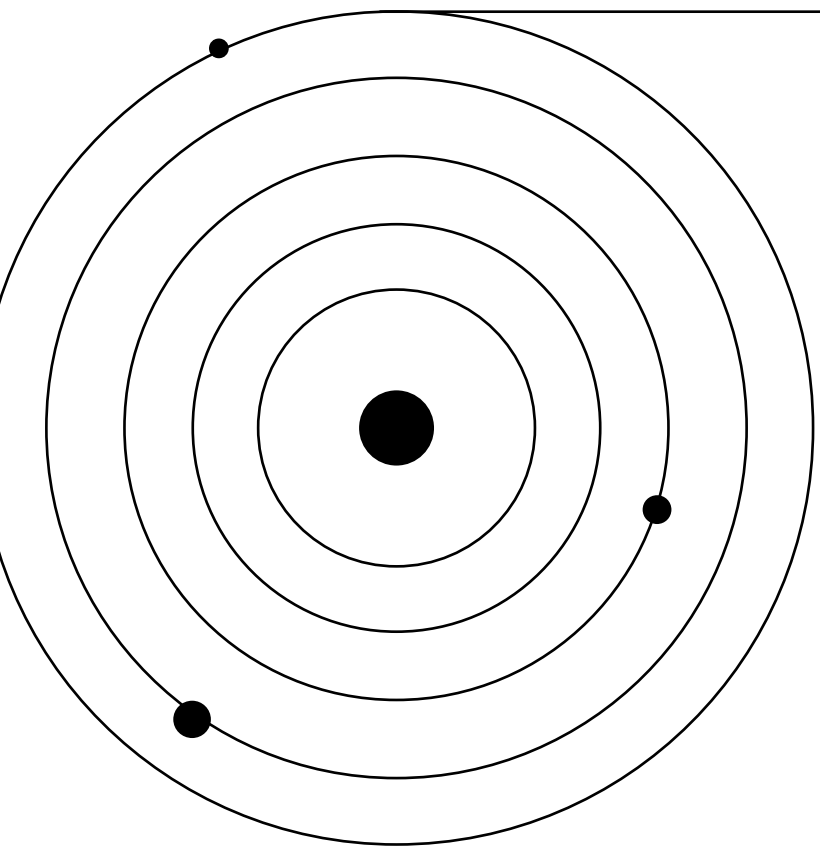


[CLICK HERE](#)
EDITABLE SIGNAGE



2

SalonCentric Sales



REDKEN
5TH AVENUE NYC

FREE GIFTS WITH PURCHASE

Purchase 18+ Permanent Color Shades

Receive **FREE:**

- Redken Color Gear Toolbelt
- Redken 2024 Tech Guide
- Redken 2024 Nav Card

Valued at \$22.66

L'ORÉAL
PROFESSIONNEL
PARIS

FREE GIFT WITH PURCHASE

Purchase 4 Dia Light Shades, Get 1 **FREE**

AUGUST: THE MONTH OF COLOR AUTHORITY

**CLICK THE BRAND LOGOS
TO ACCESS PRODUCT KNOWLEDGE!**

BE THE AUTHORITY ON COLOR TRENDS THIS SEASON



LATTE BRUNETTE



@BEEBLONDOR
07NW Milk Tea

CAYENNE COPPER



@HAIRBYLAQUITABURNETT
08C Cayenne

CHANTILLY BLONDE



@BEEBLONDOR
09GI Hamptons + 010AG
Misty Beige



@SARABOTSFORDHAIR
09GB Butter Cream + 07G Saffron



@VS_STYLIST
09AA Papaya + Orange Kicker
+ Clear



@KATHYNUNEZHAIR
09V Platinum Ice + 010P Ivory Pearl

[CLICK HERE TO ATTEND
GLOSS BOSS ON TOUR](#)



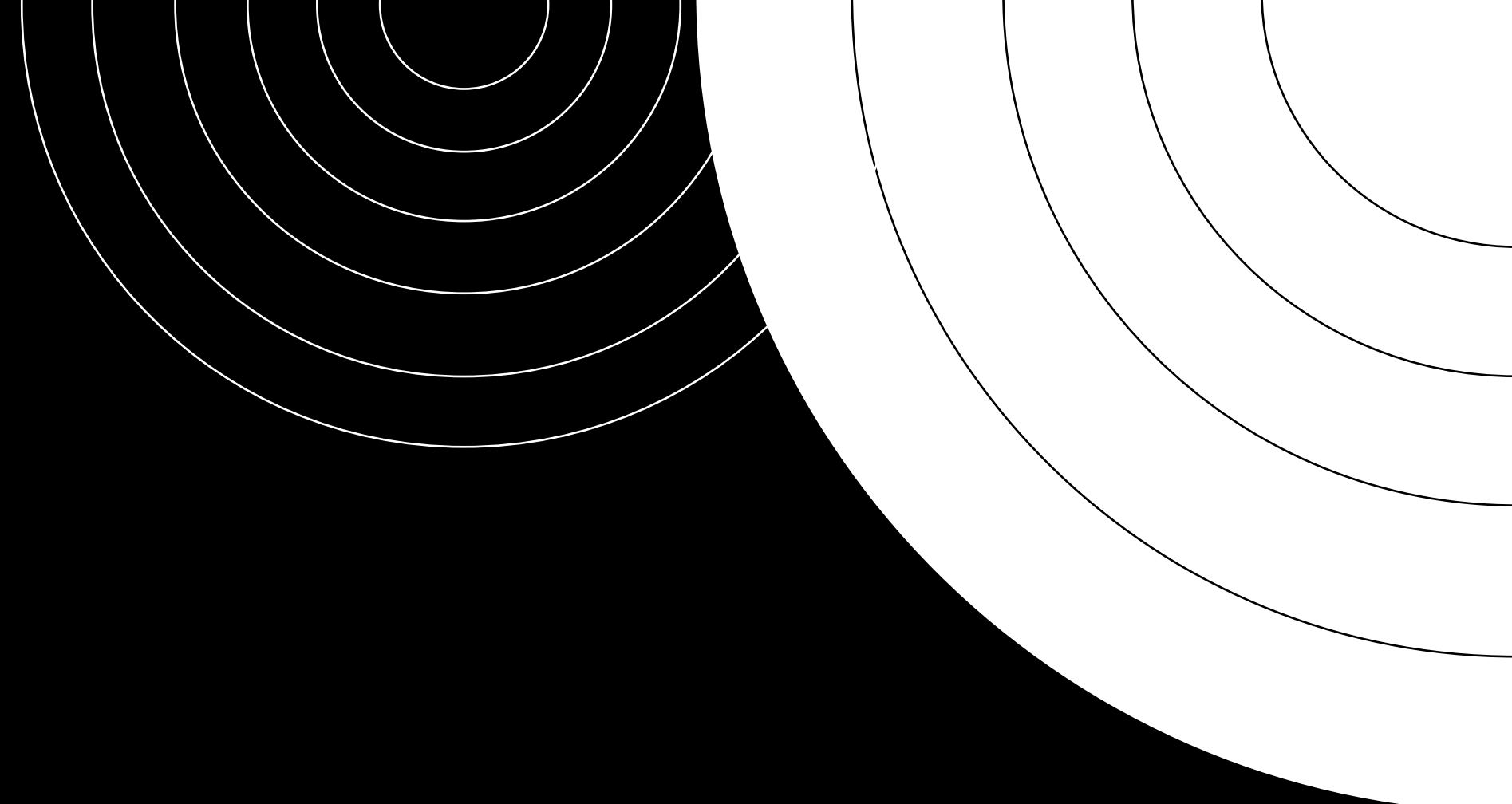
COLOR AUTHORITY SALE

Ensure a successful end to Summer. Plan ahead for seasonal hair changes by discussing trends, customizing looks and scheduling those appointments.

- Encourage pre-booking
- Opportunity for new services and add-ons



CLICK HERE
PROMOTION SIGNAGE



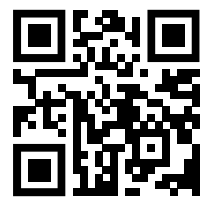
S

MERCHANDISING In-Salon

TABLE DISPLAY

Shop the Look!

CLICK HERE
TO SHOP ON AMAZON



End of Summer Sale



SHELF DISPLAY

Shop the Look!

[CLICK HERE
TO SHOP ON AMAZON](#)



**END OF
SUMMER**
Sale
**SAVE
20%**

on your take-home products when you
pre-book your back to school hair services.

End of Summer Sale

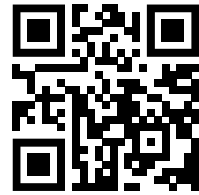
[CLICK HERE TO SHOP
MINERVA DISPLAYS ON LEVEL](#)



CASH WRAP/ RECEPTION DESK

Shop the Look!

[CLICK HERE
TO SHOP ON AMAZON](#)



End of Summer Sale

[CLICK HERE TO SHOP
MINERVA DISPLAYS ON LEVEL](#)



READY-TO-GO SIGNAGE TOOLKIT



Download & Print Assets on the Next Slide.

EVERGREEN END OF SUMMER LP LAUNCH REDKEN LAUNCH E-NEWSLETTERS

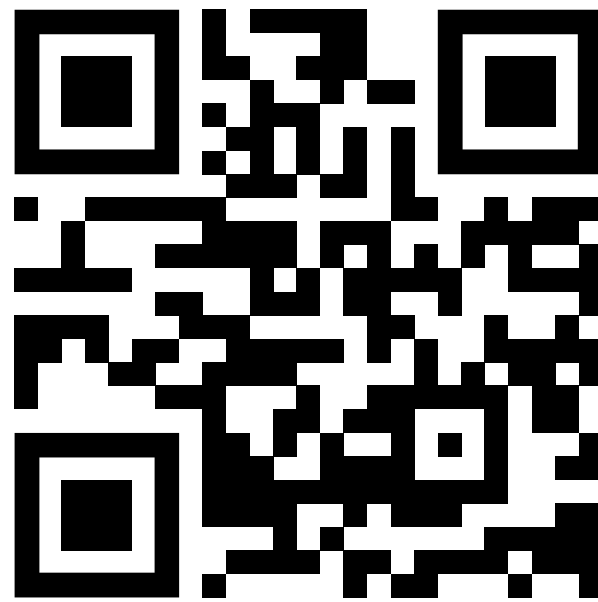


BRAND/PROMOTIONAL CONTENT - Available in all 5 templates!

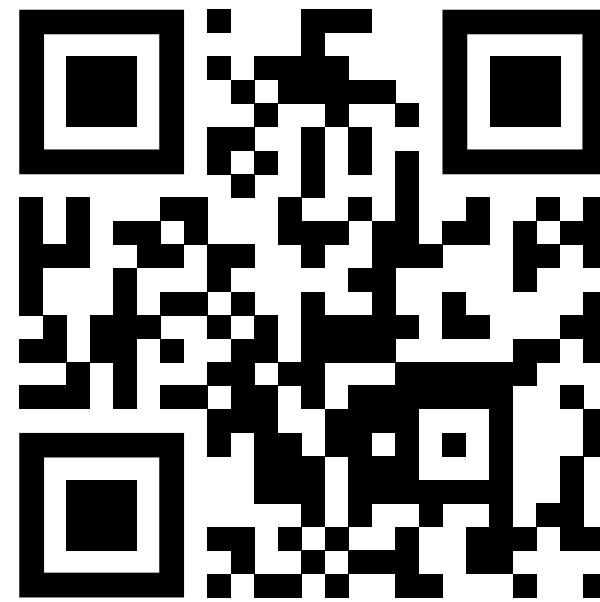


READY-TO-GO TOOLKIT

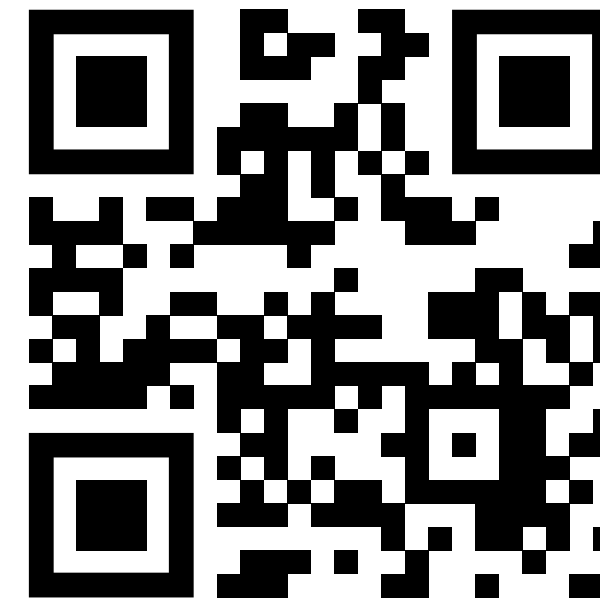
Click or Scan the QR Codes for Instant Salon Signage!



8.5x11 Easel Signage



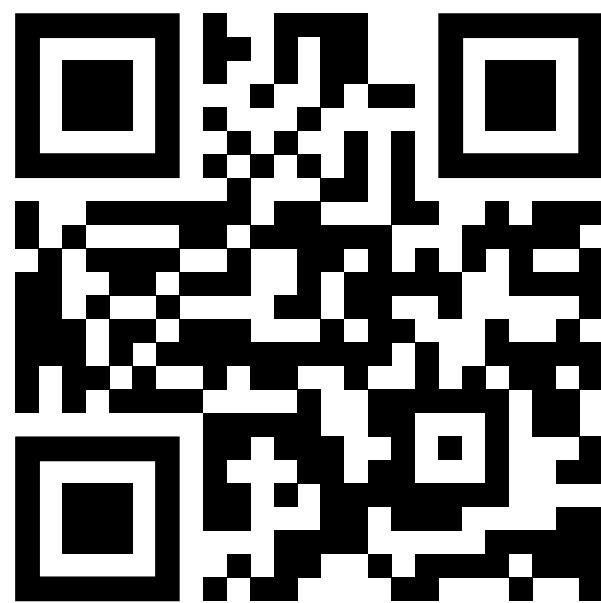
5x7 Easel Signage



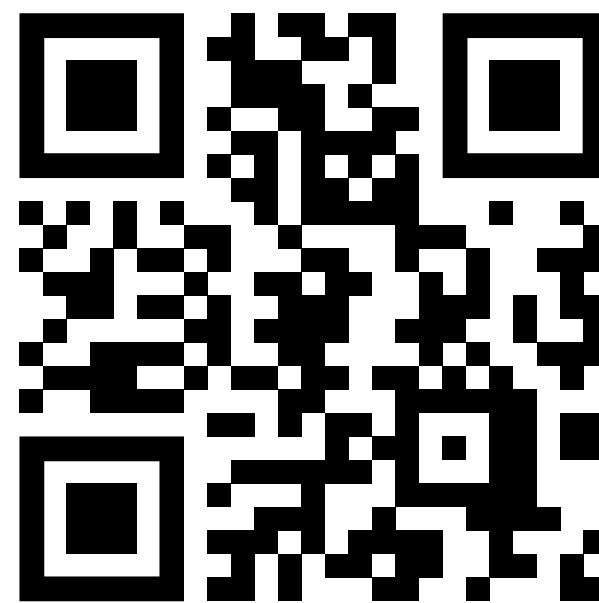
E-Blast Newsletter
Active Clients



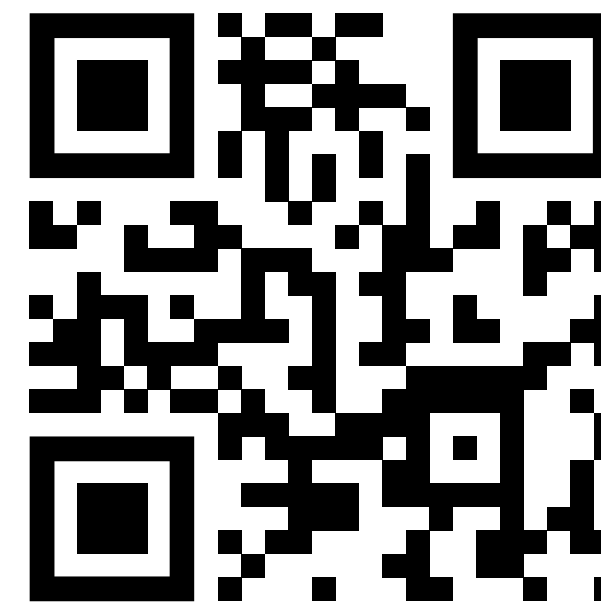
E-Blast Newsletter
Lost Clients



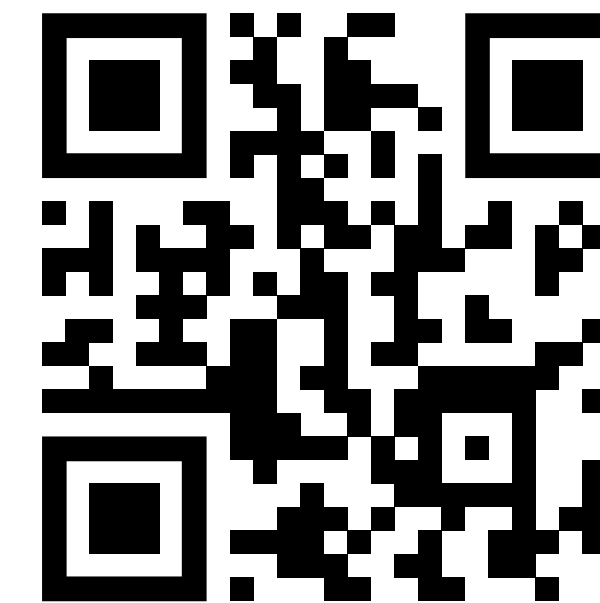
Insta Stories



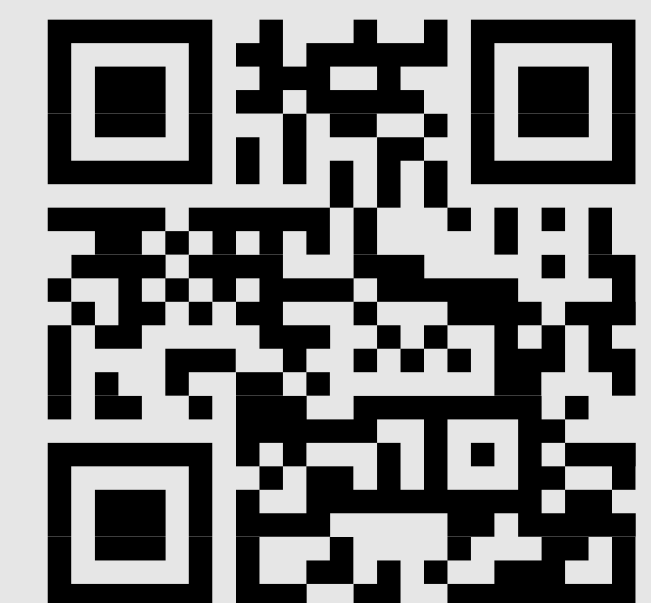
Insta Posts



FaceBook Posts



Product Imagery
*to help customize
signage*



How-To-Use
Ready-To-Go
Toolkit on Canva

An abstract geometric design on a black background. It features several thin white lines that intersect to form a grid-like structure. Three white circles of varying sizes are placed at different points of intersection: a large circle on the left, a medium circle in the center, and a small circle on the right.

THANK YOU!

L'ORÉAL
PROFESSIONAL PRODUCTS
BRAND ACTIVATION