

L'ORÉAL
PROFESSIONAL PRODUCTS
BRAND ACTIVATION

BRAND ACTIVATION Toolkit

SEPTEMBER 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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Thermal Protectant Sale - September

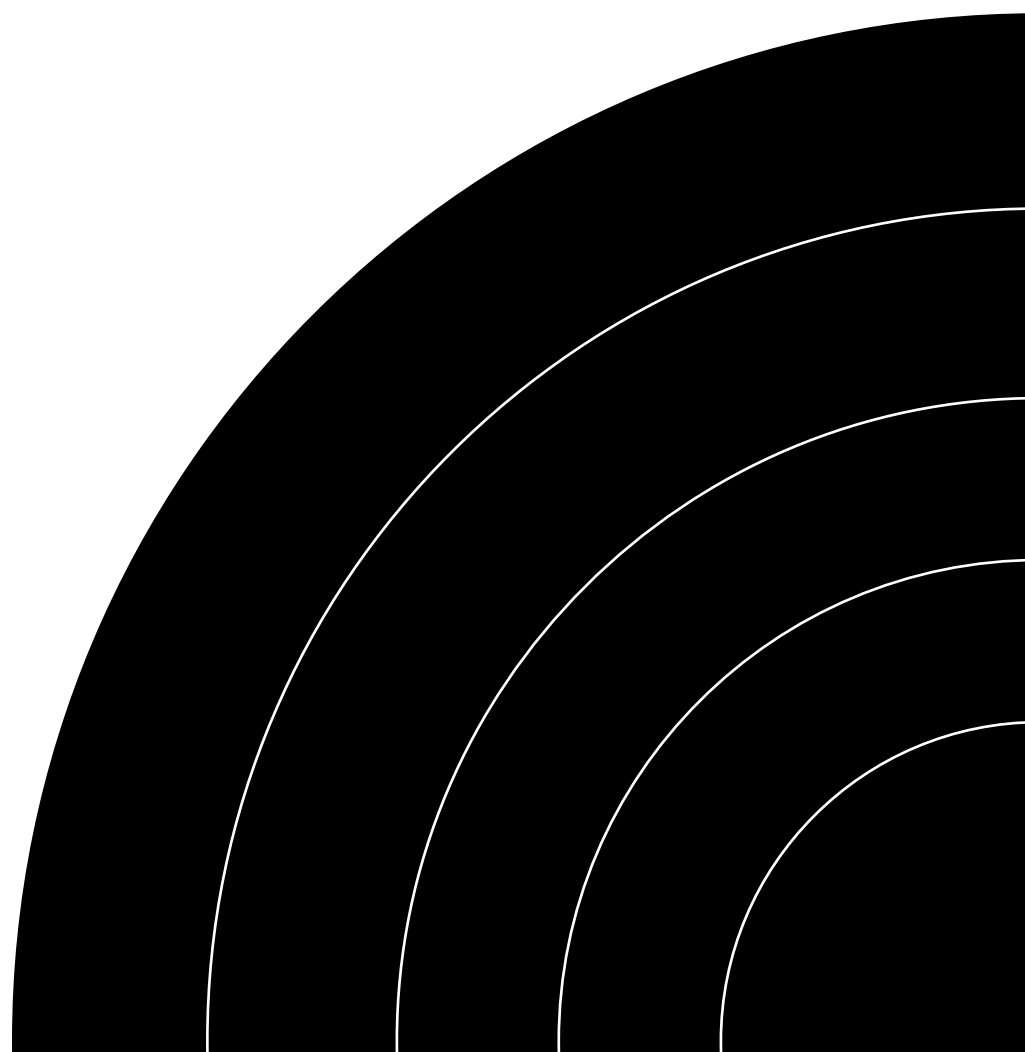
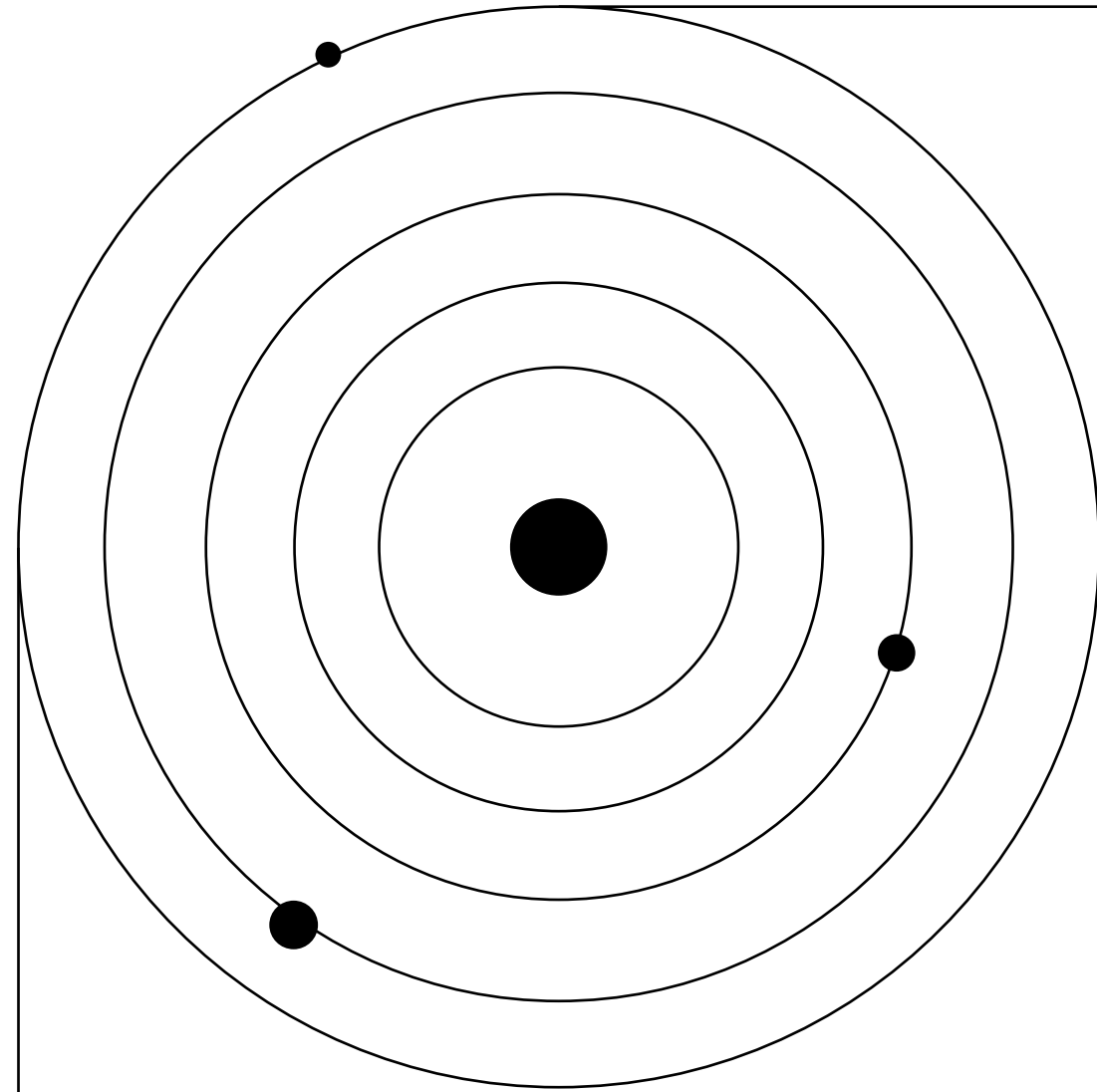
Merchandising In-Salon

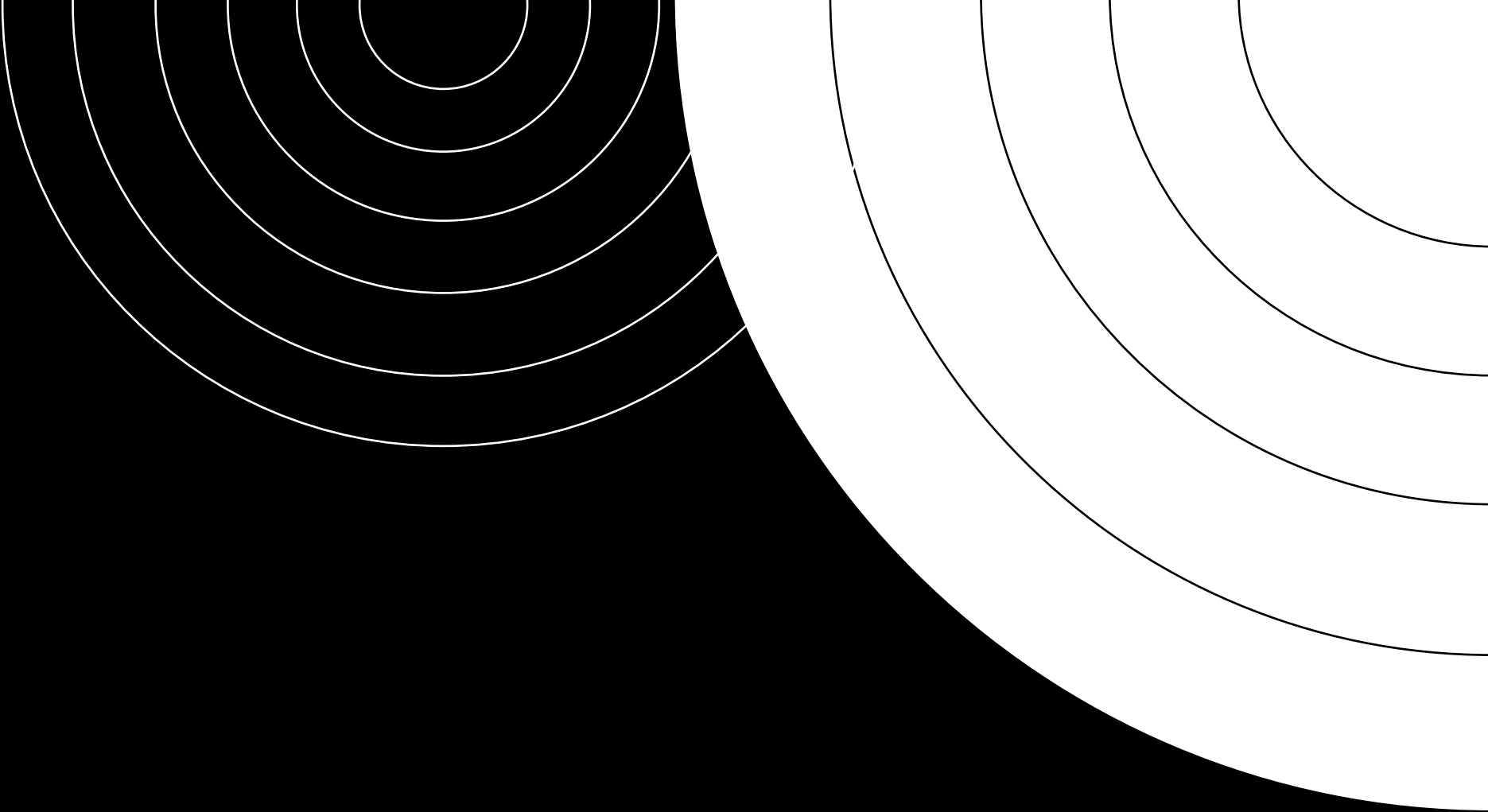
Table Display
Shelf Display
Cash Wrap/ Reception Desk
Ready-To-Use Toolkit

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BRAND FOCUSES & What's New

NEW from  matrix



Instacure Build-A-Bond

Help your clients get the best bond for their buck and grow your revenue with New! Matrix Build-A-Bond.

1. Prepare your staff with product knowledge

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 for the month of September

SEE FOLLOWING PAGE
FOR PROMO DETAILS

5. Incorporate into your service menu

CLICK HERE
FOR ENHANCEMENT MENU

6. Run an in-salon promotion to boost sell-through, and establish retailing relationship with your clients

CLICK HERE
SUGGESTED PROMO SIGNAGE

Instacure Build-A-Bond Launch Deal

Bonding Care for Only \$12!

Purchase 8+ and receive FREE 1 BAB Super Sealing Balm and 2 BAB Instant Liquid Revival Masks (\$42.50 Value)

10 ENHANCEMENT SERVICES PER WEEK
X \$15 PER SERVICE = **\$7,488 PROFIT PER YEAR***

*Assuming purchase of 26 bottles; 1 bottle = 20 applications

A Better Bond
For Your Buck!

\$15 *Enhancement Menu*

Salon Partner
Logo Here

Instant Revival Liquid Mask
Strengthens mega damaged hair from the inside, soften and smooths on the outside

Food for Soft Treatment Mask
Replenishes hydration in even the driest and most porous hair

Miracle Creator Treatment Mask
Intensely nourishes, revitalizes and strengthens hair in just 60 seconds

Instacure Porosity Spray
Visibly reduces split ends with 60% less breakage

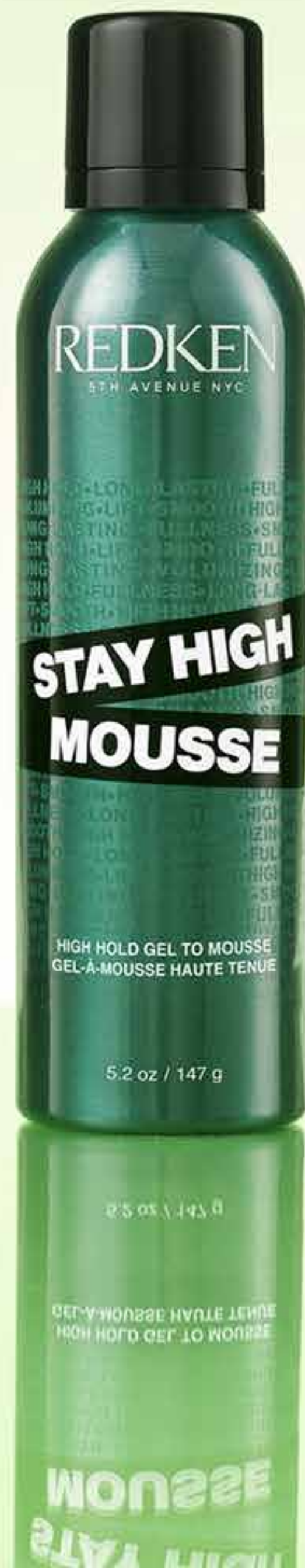
Mighty Bonds Shampoo
for Mega Damaged Hair
\$12 Retail | \$24 Liter

Mighty Care Conditioner
for Mega Damaged Hair
\$12 Retail | \$24 Liter

Instant Revival Liquid Mask
for Mega Damaged Hair
\$15

Super Sealing Balm
for Mega Damaged Hair
\$12.50

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



NEW from REDKEN 5TH AVENUE NYC

CREATE YOUR BIGGEST VOLUME YET STAY HIGH IS BACK!

- + GEL TO MOUSSE FORMULA
- + 24-HOUR STRONG HOLD LIFT
- + MAX FULLNESS, VOLUME, AND BODY
- + MAXIMUM HOLD



CLICK HERE
PRODUCT KNOWLEDGE
& FULL LAUNCH GUIDE!

CLICK HERE
IN-SALON PROMOTIONAL SIGNAGE



NEW from  **BIOLAGE**
PROFESSIONAL

Introducing the NEW BOND THERAPY CONDITIONING FOAM REFILL!

- REFILL IS THE NEW RECYCLE
- 100% Recycled Bottle
- 64% Less Plastic
- REFILL YOUR RETAIL 2X

WANT TO DISCOVER
THE BEST PRODUCTS
FOR OVER PROCESSED
OR FINE HAIR?

ASK YOUR STYLIST TODAY
TO CREATE YOUR PERFECT
TAKE HOME REGIMEN AND

Receive
20%
OFF

YOUR PURCHASE

Salon Partner
Logo Here



CLICK HERE
PRODUCT KNOWLEDGE
& FULL LAUNCH GUIDE!



PARABEN
FREE

SILICONE
FREE

MINERAL OIL
FREE

SULFATE
FREE

64%
less
plastic

VS. TWO
250 ml BOTTLES

VEGAN
FORMULA

CRUELTY
FREE

100%
*excluding
cap

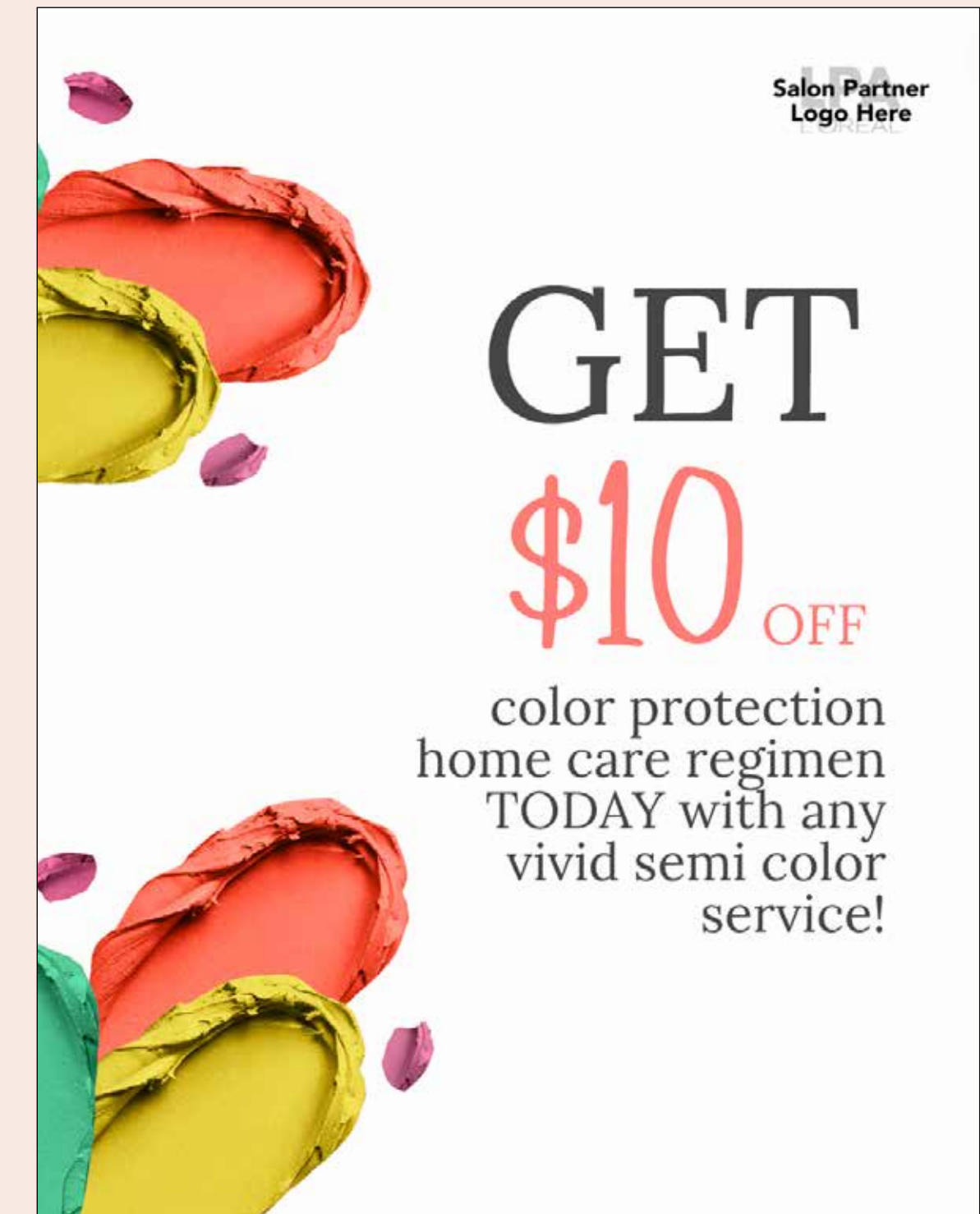
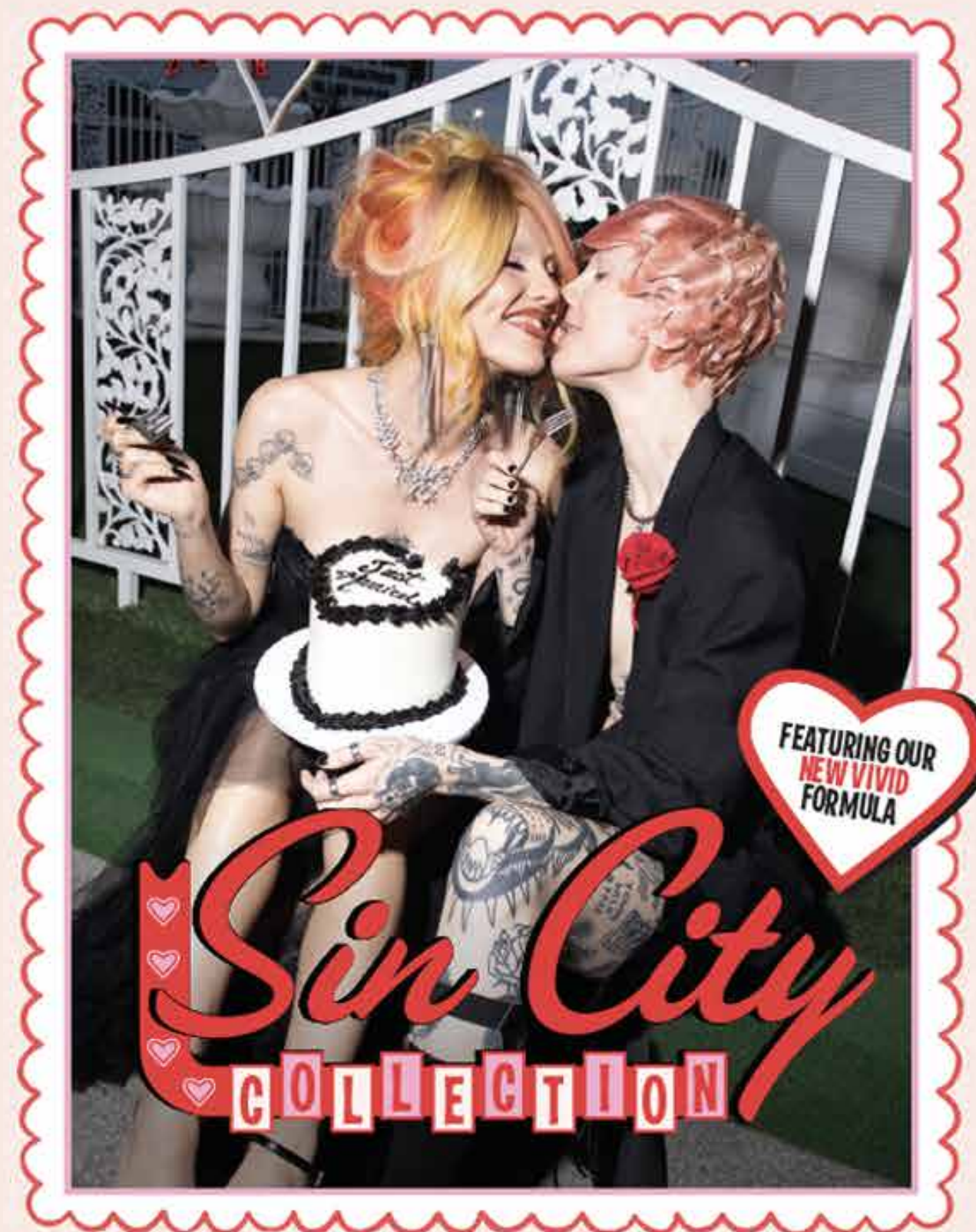
RECYCLED
BOTTLE



REFILL
YOUR
BOTTLE

NEW from PULPRIOT SIN CITY COLLECTION

Receive **2 FREE** Semi-Permanent Shades and Sin City Swatch
with the Purchase of 9 or More Semi-permanent Shades

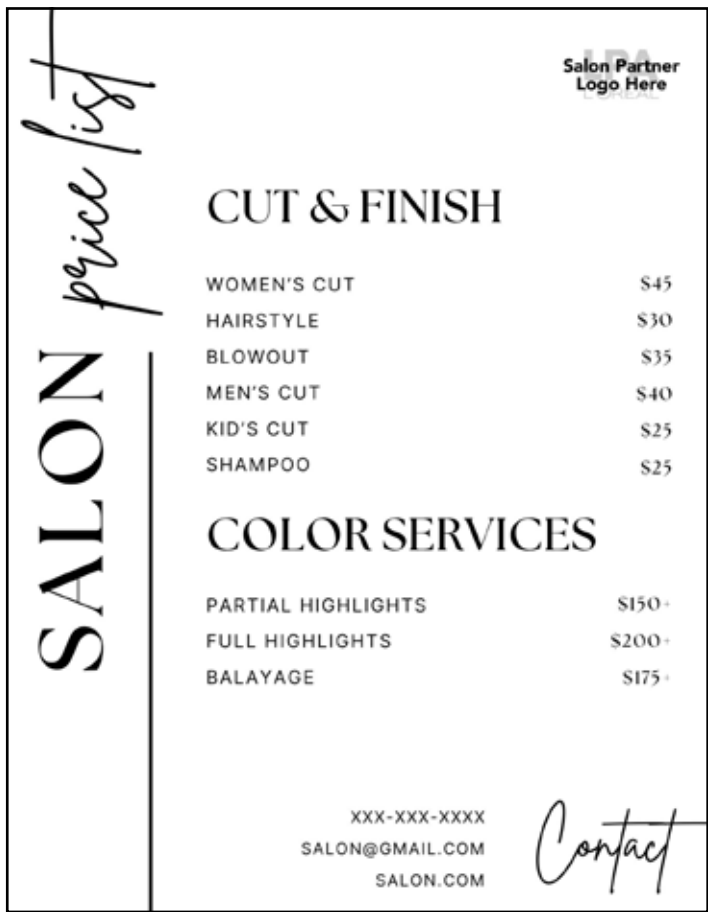


[CLICK HERE FOR
EDITABLE SIGNAGE](#)

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

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

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

BRAND PROMOTION

L'ORÉAL
PROFESSIONNEL
PARIS

15% OFF

Pro longer Product Range



[CLICK HERE](#)
PRODUCT KNOWLEDGE

SUGGESTED
IN-SALON SELL-THROUGH PROMOTION

Salon Partner
Logo Here

Love YOUR
LENGTH

ASK YOUR STYLIST TODAY HOW TO

RECEIVE

20%

OFF PROLONGER PRODUCTS

PROLONGER

[CLICK HERE](#)
EDITABLE SIGNAGE

9

BRAND PROMOTION



25% OFF

Color Fanatic including NEW! 90ml Deluxe Travel Size



[CLICK HERE](#)
PRODUCT KNOWLEDGE

[CLICK HERE](#) BUSINESS BUILDING
TIPS USING TRAVEL SIZE!

SUGGESTED
IN-SALON SELL-THROUGH PROMOTION



[CLICK HERE](#)
EDITABLE SIGNAGE

BRAND PROMOTION



30% OFF

Press Agent

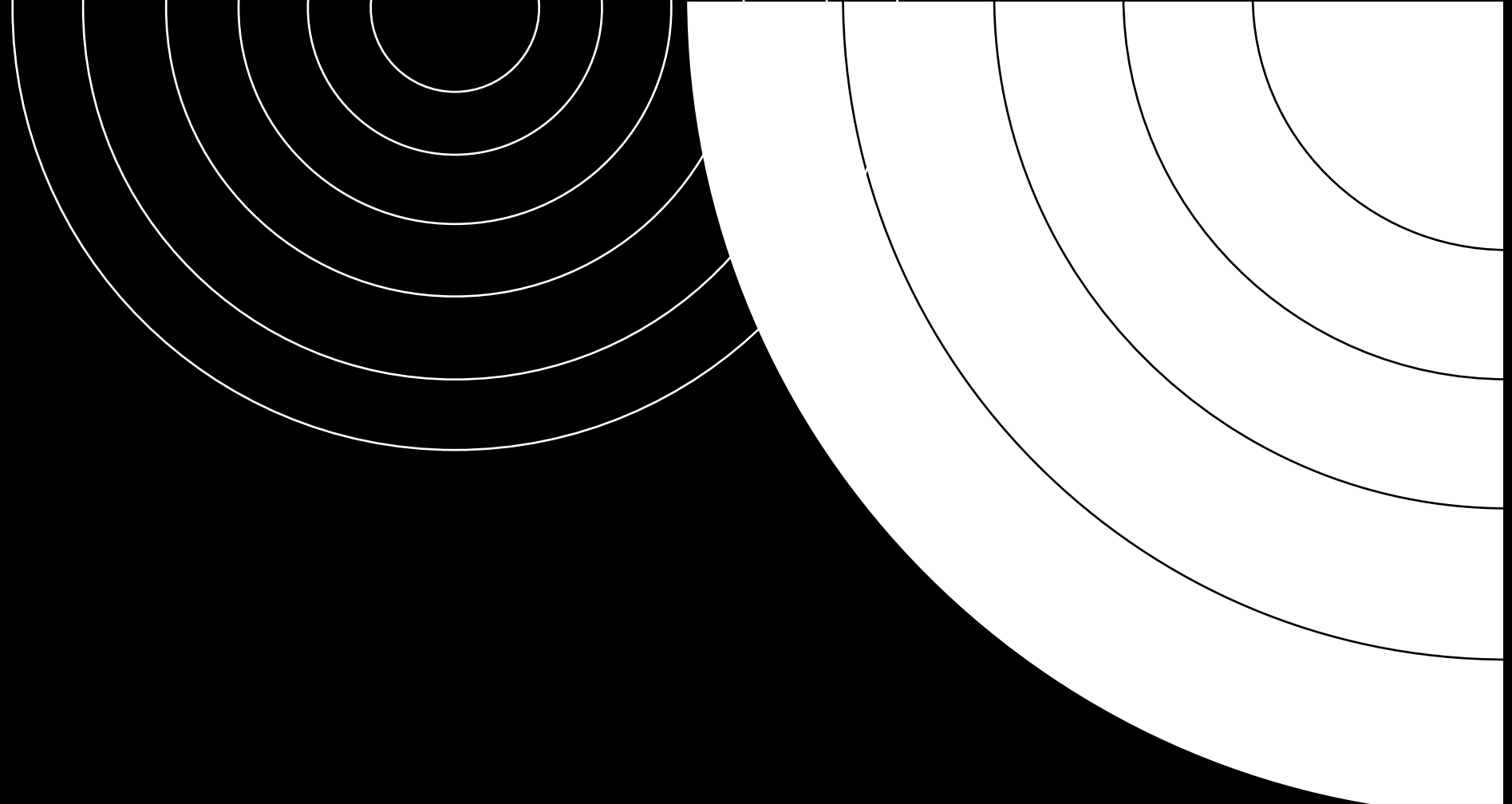


[CLICK HERE](#)
PRODUCT KNOWLEDGE

SUGGESTED
IN-SALON SELL-THROUGH PROMOTION



[CLICK HERE](#)
EDITABLE SIGNAGE



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SalonCentric Sales



REDKEN
5TH AVENUE NYC

- Thermal Spray High Hold
- Thermal Spray Low Hold



 **matrix**

- Mega Sleek Iron Smoother
- Mega Sleek Blow Down
- A Curl Can Dream Moisturizing Cream
- Food For Soft Multi-Use Hair Oil Serum



 **BIOLAGE**
PROFESSIONAL

- Strength Recovery Strength Repairing Spray 232ML
- Strength Recovery Strength Repairing Spray 400ML
- All-In-One Multi-Benefit Spray 30ML
- All-In-One Multi-Benefit Spray 150ML
- All-In-One Multi-Benefit Spray 400ML
- Thermal Active Setting Spray



 **PUREOLOGY**
PROFESSIONAL COLOR CARE

- Smooth Perfection Smoothing Lotion
- Smooth Perfection Smoothing Serum



L'ORÉAL
PROFESSIONNEL
PARIS

- Vitamino Color 10-in-1 Spray



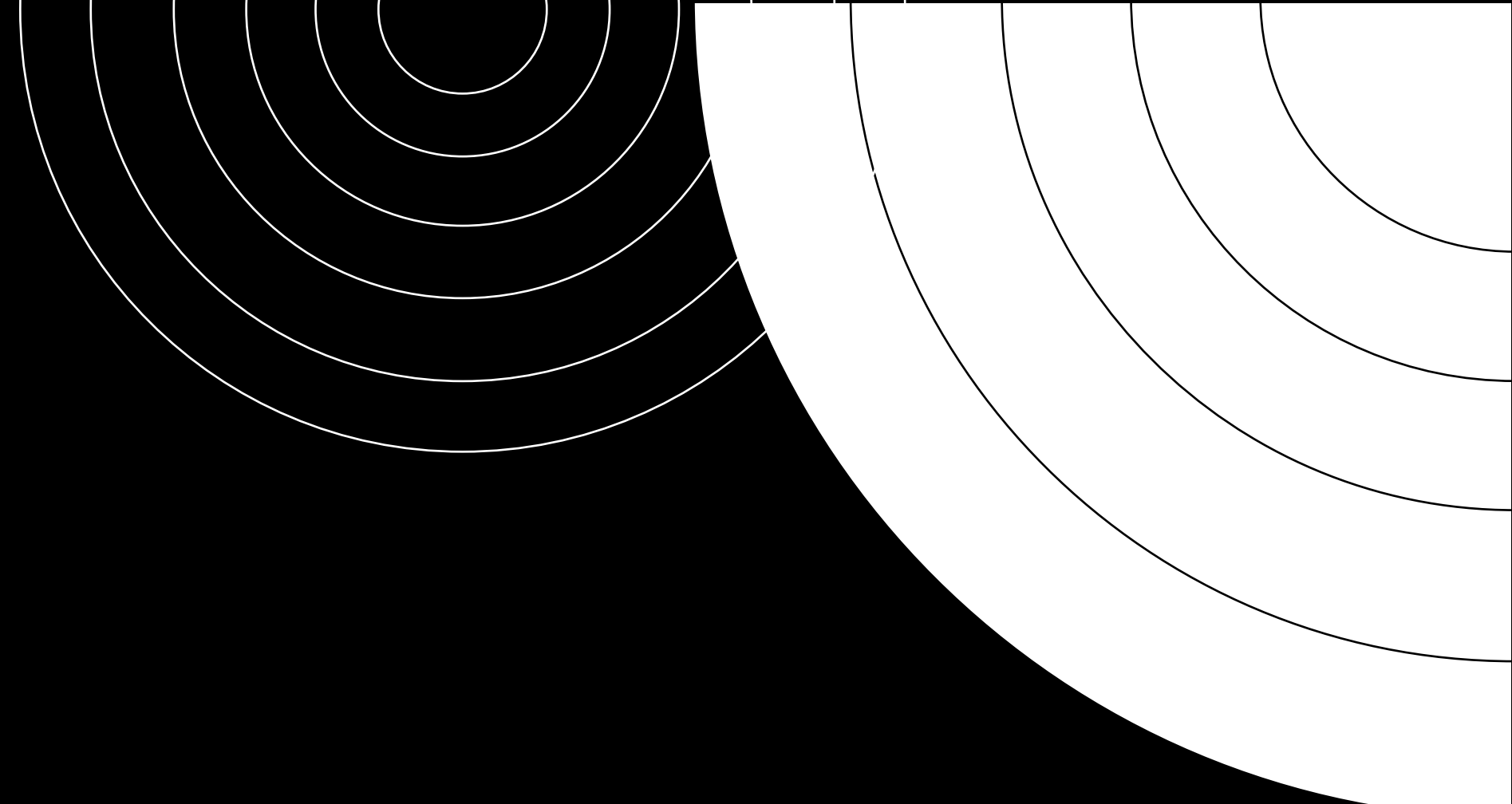
MIZANI
TEXTURE LOVE SINCE 1991

- Press Agent Raincoat Serum
- Press Agent Raincoat Cream

THERMAL PROTECTANT SALE

30% OFF

CLICK THE BRAND LOGOS
TO ACCESS PRODUCT KNOWLEDGE!



S

MERCHANDISING In-Salon

TABLE DISPLAY

Shop the Look!

CLICK HERE
TO SHOP ON AMAZON



Back to School Sale



SHELF DISPLAY

Shop the Look!

[CLICK HERE](#)
TO SHOP ON AMAZON



Back to School Sale

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



CASH WRAP/ RECEPTION DESK

Shop the Look!

[CLICK HERE
TO SHOP ON AMAZON](#)



Back to School Sale

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

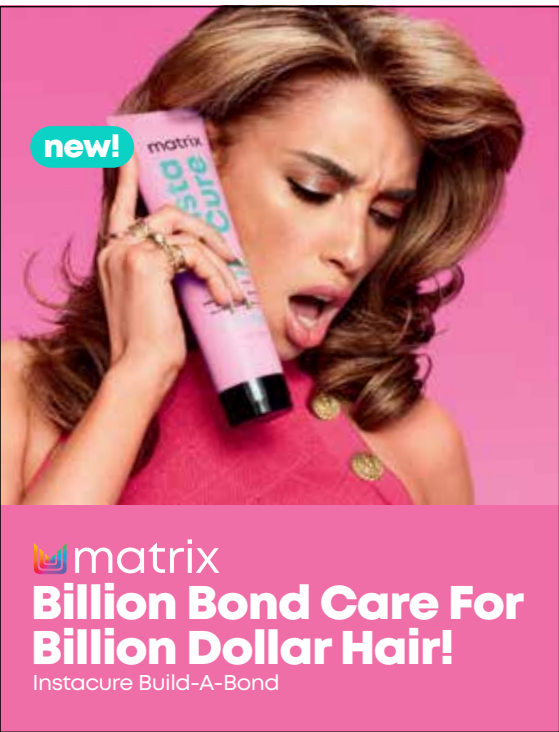


READY-TO-GO SIGNAGE TOOLKIT



Download & Print Assets on the Next Slide.

- MATRIX LAUNCH
- REDKEN LAUNCH
- BIOLAGE LAUNCH
- PULP RIOT LAUNCH
- E-NEWSLETTERS



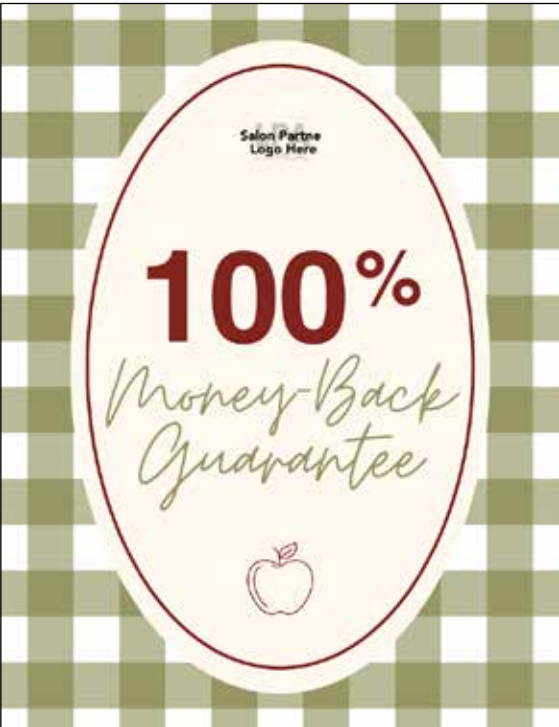
Active Clients



Lost Clients

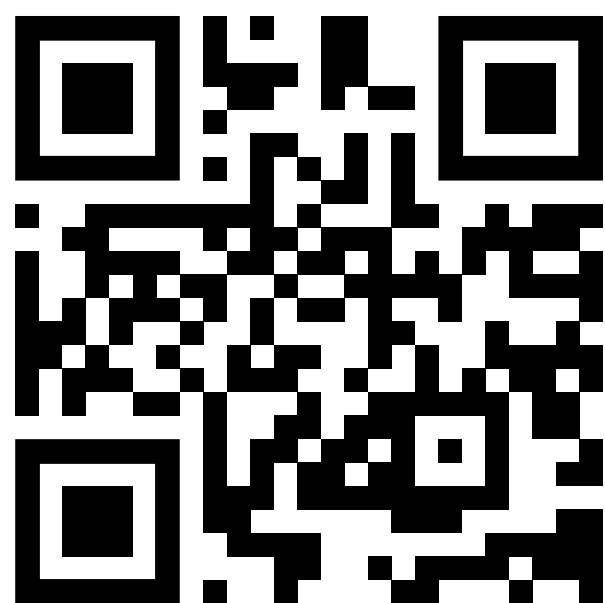


- EVERGREEN
- BACK TO SCHOOL
- BRAND/PROMOTIONAL CONTENT - Available in all 5 templates!

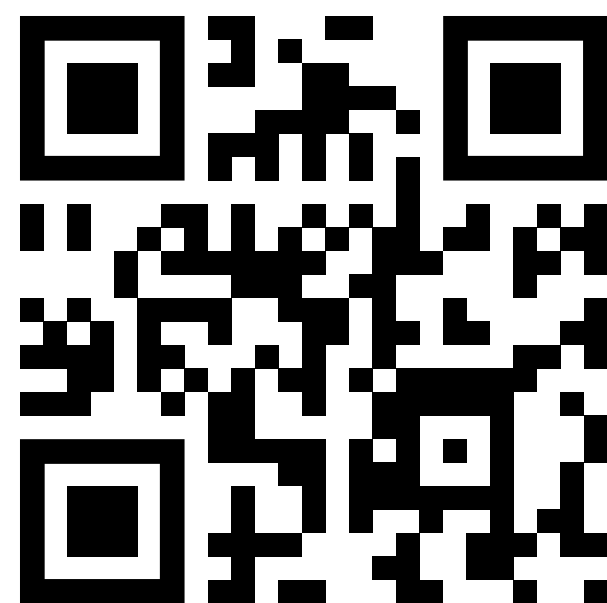


READY-TO-GO TOOLKIT

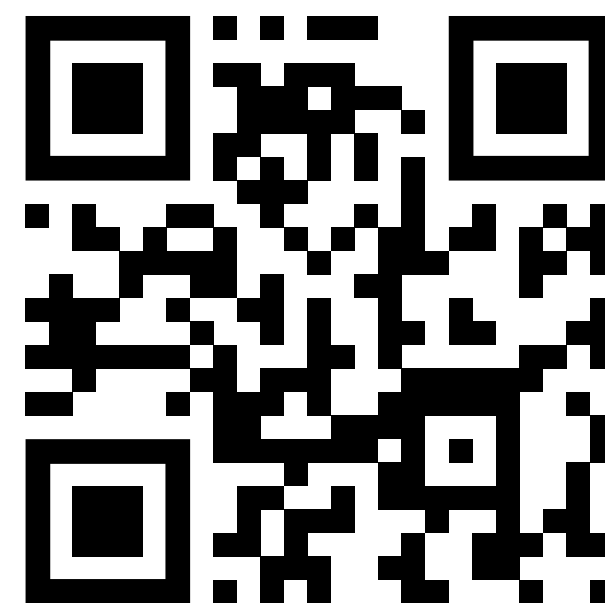
Click or Scan the QR Codes for Instant Salon Signage!



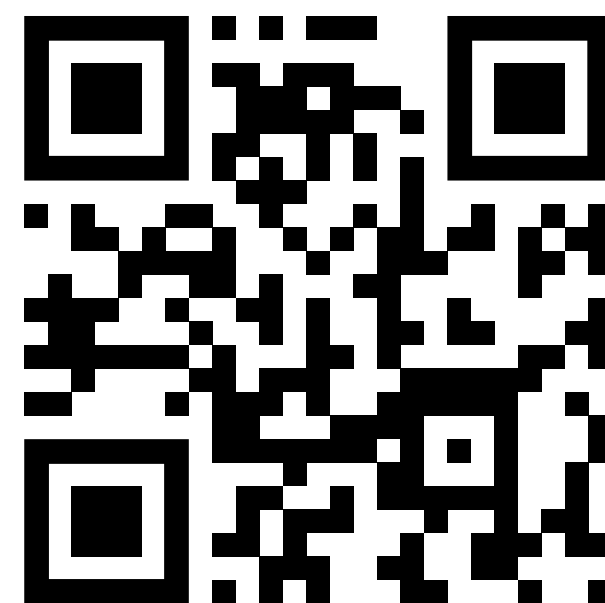
8.5x11 Easel Signage



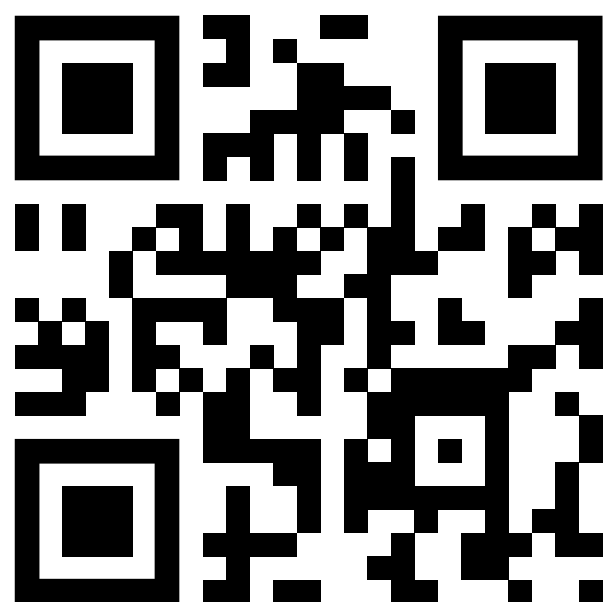
5x7 Easel Signage



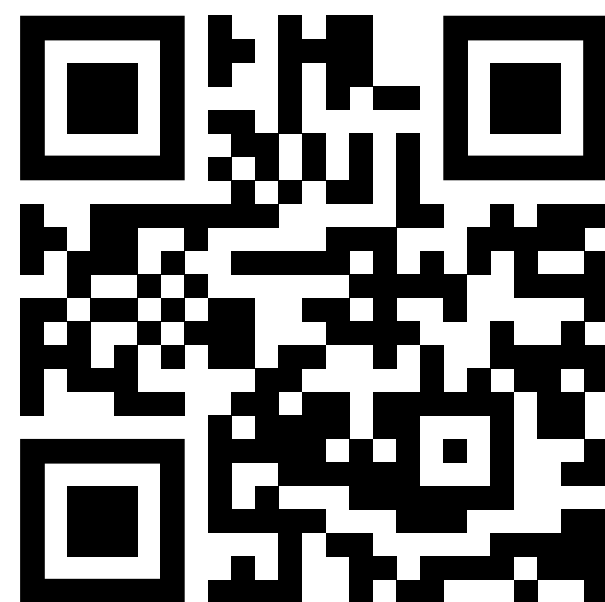
E-Blast Newsletter
Active Clients



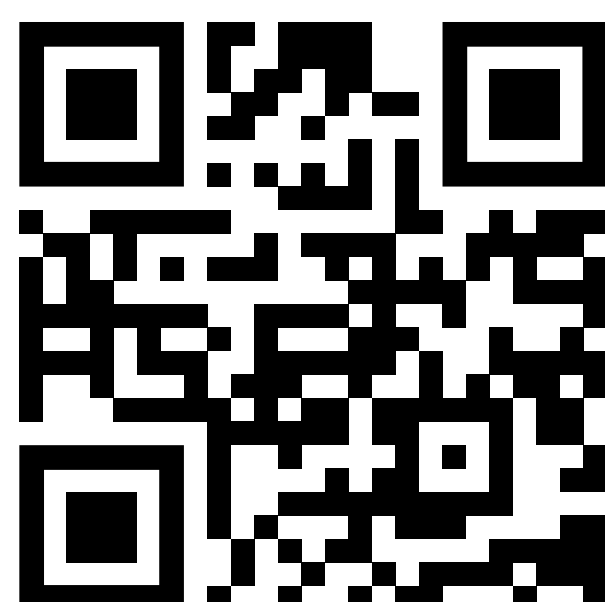
E-Blast Newsletter
Lost Clients



Insta Stories



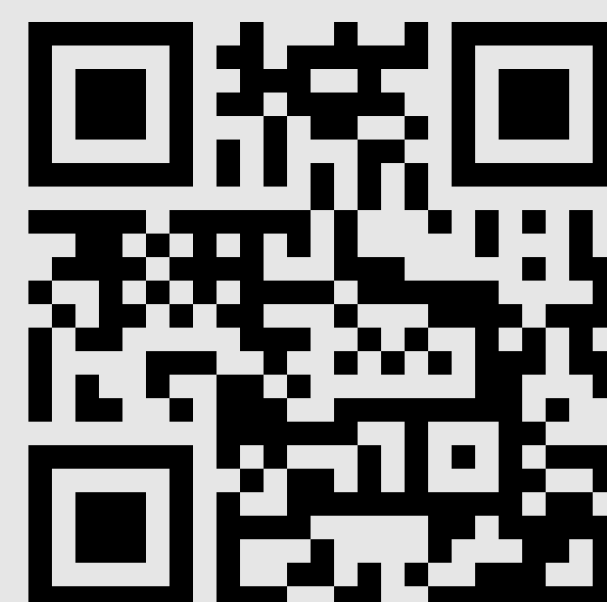
Insta Posts



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: a vertical line on the left, a horizontal line intersecting it, and another horizontal line below that. Two white circles are positioned on these lines: a larger one at the intersection of the first vertical and horizontal lines, and a smaller one on the second horizontal line. The text 'THANK YOU!' is centered in the upper half of the image.

THANK YOU!

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PROFESSIONAL PRODUCTS
BRAND ACTIVATION