

SALON NAME  
BEAUTY OF  
PARTNERSHIP

L'ORÉAL  
PROFESSIONAL PRODUCTS



# POWERFUL BRAND

REDKEN  
5TH AVENUE NYC

 matrix

 BIOLAGE  
PROFESSIONAL

PULPRIOT

L'ORÉAL  
PROFESSIONNEL  
PARIS

 PUREOLOGY  
PROFESSIONAL COLOR CARE

MIZANI  
TEXTURE LOVE SINCE 1991

KÉRASTASE  
PARIS

shu uemura  
art of hair

# EDUCATION

13,000+

Educators  
& artists



YOUR WAY

In-salon, in-store,  
virtual, digital, events  
and global experiences



GROW  
YOUR PATH

Certifications and  
future educators



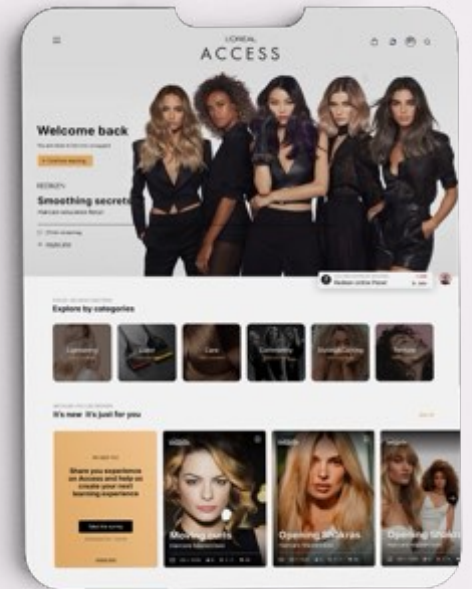
SCHOOL  
PROGRAM

Teach Accelerate  
Grow our students



ACCESS

Curate your own path  
for your career and  
CEU in some states



## PROFESSIONAL ACADEMIES



Redken Exchange



L'Oreal Professionel at The MAIN



proLAB

# BUSINESS SOLUTIONS

**LEVEL**

LOYALTY REWARDS

Loyalty program rewarding salons and stylists with education and products



Coach, mentor, and provide innovative services and resources to help discover your salon's full potential



**SalonInteractive**

Grow your salon business with a customizable online store



Develop your action plan to enhance the 7 steps of the client salon journey

AND MORE....

*vish*

CANVAS **ME**

Glammatic



# SALONCENTRIC PARTNERSHIP

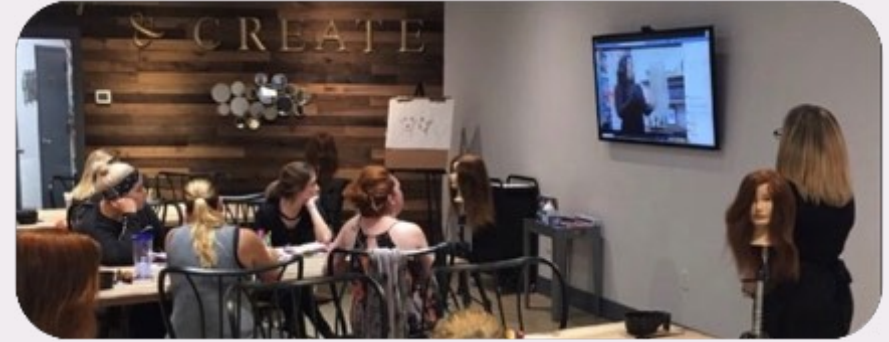


617 SalonCentric Stores  
244 State/RDA Stores

Shop in store, curbside, same  
day and next day delivery



SalonCentric.com  
SalonCentric App  
My Market



385 Salon Business Partner

Customized business planning to grow  
your business

# BRAND ACTIVATION

## ACTIVATING SUCCESS IN SALON

### OUR MISSION

Brand Activation's mission is to empower salon partners with tailored support to maximize sales by increasing in salon sell through, promotions of products, resources and services.

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### OUR SUPPORT

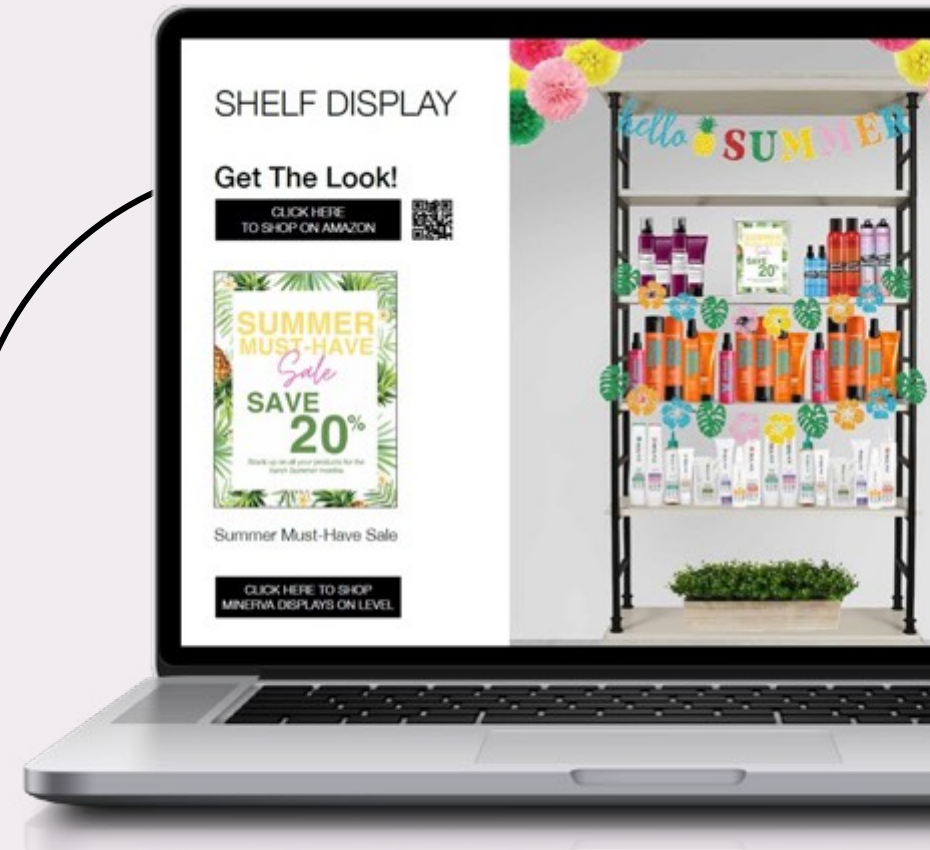
Monthly Toolkits  
In-Salon Activations  
Strategic Brand Support  
Business Resources & Tools

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### OUR SUCCESS

"For the month of March, my salon sold \$3,550 in retail. This is \$1,103 OVER their February sales, just from signage!...The front desk associate is so excited to meet every month and promotional plan. Brand Activation has been a HUGE help to my salons."

– SBP Patty Pilara (Karas & Co in Port Huron MI)



# SUSTAINABILITY

92% BIOBASED INGREDIENTS FOR FORMULA AND PACKAGING  
COME FROM SUSTAINABLE SOURCES AND ARE TRACEABLE

97% NEW OR RENOVATED PRODUCTS WITH AN IMPROVED  
SOCIAL OR ENVIRONMENTAL PROFILE SINCE 2021

100% L'ORÉAL'S OWNED AND OPERATED U.S. SITES  
POWERED BY RENEWABLE ENERGY SINCE 2021\*

-54% AMOUNT OF WATER CUT IN OUR PLANTS AND DISTRIBUTION  
CENTERS IN 2022 COMPARED TO 2005, PER FINISHED PRODUCT



\*Across Scopes 1 and 2. Including offices, manufacturing plants, research & innovation labs and distribution centers.



IN  
2024

WE'RE LAUNCHING **HAIRSTYLISTS FOR THE FUTURE**: A PROGRAM DESIGNED FOR HAIRSTYLISTS, BY HAIRSTYLISTS TO PARTNER WITH YOU ON SUSTAINABILITY. WE WILL OFFER SOLUTIONS TO HELP YOU:

REDUCE YOUR WATER  
CONSUMPTION

MANAGE YOUR WASTE  
RESPONSIBLY

SWITCH TO RENEWABLE  
ENERGY

# POWERED BY SCIENCE. PRESCRIBED BY PROS.

REDKEN IS A LEADING PROFESSIONAL BRAND

Founded by Paula Kent, a woman who believed in the power of science, Redken was the first company to take a scientific approach to hair, defined as the right balance of protein, moisture and supported by an acidic pH, which remains the alpha and omega of haircare to this very day. All Redken products are made with the highest quality ingredients, and tested by salon professionals to ensure maximum efficacy, for every hair type and texture and every hair need.

Based in New York City, Redken supports the expertise of salon professionals with principle-based education, cutting edge technologies rooted in protein-science, and a portfolio of products including Shades EQ – the #1 demi-permanent hair color on the market – for maximum versatility and flexibility for clients of all hair types and hair textures.



# Essentials

## Hair color

### Shades EQ

The #1 demi-permanent hair color that thinks it's a conditioner, is the healthier way to tone thanks to its acidic, no lift formula.



### Color Gels Oils

Liquid permanent ammonia free hair color with up to 100% gray coverage & hair rejuvenation. Now including the Coffeehouse Collection with 5 beautiful new shades.



## Hair care

### Acidic Bonding Curls

Redken's 1st silicone-free bonding range to restore the pattern of processed, damaged curls & coils.



### Acidic Color Gloss

Extends and maintains professional permanent color, glosses and toners. With acidic pH formulas to help seal the cuticle and deliver intense, molecular-level shine.



## Styling

### Stay High Mousse

Coming September, this high-hold gel transforms from a gel to mousse provide the strongest shape and lift while still providing a lightweight feel that does not leave the hair crunchy.



### Curl Stylers

Redken's silicone-free hydrating styling range is dedicated for consumers with curly & coily hair.





## GLOSS BOSS ON TOUR: NEXT LEVEL - TAILORED TONING

Experienced Level Formulation and Customized Toning

Redken is excited to bring Gloss Boss On Tour: Next Level - Tailored Toning to a city near you in 2024! Tailor and customize all of your Shades EQ formulations for your guests! This Shades EQ Experienced Formulation Program will teach trending glazing techniques, refreshing, filling, and glossing service formulas to expand your creativity. Don't miss this live in-person event: Gloss like a Boss!

Follow the link below for more details including dates, cities and getting your tickets!

➤➤➤ [www.redkenpro.com/education/gloss-boss](https://www.redkenpro.com/education/gloss-boss)



**REDKEN**  
5TH AVENUE NYC



# All Hair Types. All Humans.

At Matrix, we welcome all hair types and all humans. That's why we work with our labs and network of stylists around the world to develop hyper-targeted solutions for each and every hair type - every level, underlying pigment, diameter, and pattern.

## Our Commitment to Inclusivity

### **Diversity is not an ideal. It is a fact.**

That is why we created the Hair Diversity Matrix, a scorecard that we use to make sure that our products and education meet the needs of all hair types all levels, all diameters and all patterns, so that you can service every client with confidence.

## Our Vision

Our commitment to minimize our impact on the planet, from our offices to our salon to our consumer's everyday life.

Together we can make an impact. That is why we promise that each new formula launched will be cleaner, each packaging will be optimized in recycled plastic or less plastic, and each time we put merchandising out we should ask if we need it or can we recycle it.

# Essentials

## Hair Color



### SoColor

Our exclusive Bond-Protecting Concentrate protects the inner hair structure, color after color.



### Tonal Control

Our 1st acidic gel-cream toners with real-time visible oxidation.

## Hair Care



### Food for Soft

Hydrating haircare system, infused with Avocado Oil & Hyaluronic Acid, attracts water like a sponge to replenish dry hair & prevent moisture loss, providing **7x more moisture for up to 72 hours!**\*



### A Curl Can Dream

Pattern preserving system, co-created with pattern experts, defines your curls & coils, keeping hair moisturized, with no flaking or crunch.\*\* Now including 3 new products for Waves!



## Styling



### Vavoom

Exclusive blend of unique botanicals and the latest technologies creates gentle, high-performing formulas to enhance the beauty of every hair type.





**BIOLAGE**  
PROFESSIONAL

## **NATURALLY BEAUTIFUL, NATURALLY BIOLAGE**

At Biolage we are committed to creating products that combine the best of science and nature.

## **TRUSTED PROFESSIONAL PERFORMANCE**

With over 30 years of reliable professional performance with exceptional conditioning that works for every hair type and texture, we deliver on the promise of reliable performance to ensure exceptional results with every service.

## **REASSERTING OUR EXPERTISE IN CONDITIONERS**

Biolage was the first brand to introduce a silicone-free conditioning balm and the first to teach stylists the benefits of reverse washing with a pre-shampoo conditioner.



# ESSENTIALS

## DRY HAIR



### HYDRA SOURCE

infused with aloe

6x more moisture with one use\*\*

## DAMAGED HAIR



### STRENGTH RECOVERY

infused with squalene

3x stronger hair after one use\*\*\*\*

## SCALP CARE



### SCALP SYNC

infused with mint

balances scalp and cleanses excess oil

helps target dandruff, control the appearance of visible flakes and relieve scalp irritation\*\*\*\*\*

## COLOR-TREATED HAIR



### ULTRA HYDRA SOURCE

infused with cupuaçu butter

72 hours of moisture and frizz control\*\*\*



### BOND THERAPY

Infused with repairing agent Citric Acid and Coconut Oil, Bond Therapy delivers powerful bond building and conditioning care.



### COLOR LAST

infused with orchid

Formulas with low ph to help prolong color vibrancy for up to 20 washes\*

\*Color Last Shampoo & Conditioner

\*\*Hydra Source Shampoo, Conditioning Balm & Daily Leave-In Tonic vs. non-conditioning shampoo

\*\*\*Consumer test after application of shampoo, conditioning balm and leave-in cream

\*\*\*\*Strength Recovery Shampoo, Conditioning Cream & Strength Repairing Spray vs. non-conditioning shampoo

\*\*\*\*\*Scalp Sync Antidandruff Shampoo & Conditioner vs. non-conditioning shampoo



# TOGETHER, WE CAN MAKE BEAUTY SUSTAINABLE.

Because sustainability is an everyday promise



VEGAN  
FORMULA\*

At Biolage, we care about the world and the creatures with which we share it. That's why Biolage does not test on animals.



Cruelty Free  
INTERNATIONAL

All of our formulas are vegan with no animal-derived ingredients.



RECYCLED  
BOTTLE\*

Our signature bottles are made from 100% post consumer recycled plastic.



## pure performance

We know color care. That's why 20 Years later, Pureology is still the #1 professional color care brand in the US\*

## pure intentions

Always doing better.

## pure luxury

Treat Yourself, Every Single Day. Our rich, extra-creamy lathers and invigorating aromas indulge your senses.



**PUREOLOGY**<sup>®</sup>  
PROFESSIONAL COLOR CARE

\*Based on dollar sales reported in Kline's Kline PRO: Salon Retail Products and Services Database for the year ending December 31<sup>st</sup>, 2019

# essentials



## hydrate

For strands that seek a sensorial splash of intense moisture and supple softness. Our ultra-nourishing formulas shield against damage, seal in vibrant color and smooth even the thirstiest tresses from root to tip.



## strength cure

Defy damage with decadence. Our protein-infused, fortifying formulas deliver 2x stronger strands\* without sacrificing softness for a lusciously lightweight feel.



## color fanatic

Meet your #1 multi-tasking product for how to keep hair healthy. A leave-in conditioner made with Camelina Seed Oil, Olive Oil and Coconut Oil for the ultimate healthy shine and softness.

\*vs non-conditioning shampoo

always pure. always sustainable.  
always Pureology.



100% VEGAN  
FORMULAS\*



NO PARABENS  
& MINERAL OIL\*\*



CONCENTRATED  
FORMULAS



ZEROSULFATE<sup>o</sup>



95% POST-CONSUMER  
RECYCLED MATERIALS\*\*\*



CRADLE TO CRADLE  
CERTIFIED

\*Every formula is made without animal products or by-products. Pureology never tests on animals.

\*\*In Pureology shampoos and conditioners

\*\*\*Our shampoo and conditioner bottles, excluding cap, are created with 95% post consumer recycled materials.



# Professional hair tech that elevates you.

## **Pioneer**

We bring the best innovations science can offer for over 110 years.

## **Professional**

Pros are our reason why, we exist to be at their service.

## **Performance**

We are driven by performance and safety.

## **Paris**

We love design and fashion

**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS

# Essentials.

## HAIR CARE

### Metal Detox

Neutralize metals to prevent breakage & color shift.



### Absolut Repair Molecular

Repairs hair's molecular structure\* with peptides bonder + amino acids.



## HAIR COLOR

### iNOA

Zero-ammonia formula with up to 6 weeks of intense hydration.



### Dia color

Alkaline demi-permanent.

Up to 70% grey coverage, 6 weeks of gloss color.



## STYLING

### Next Day Hair

Micro-propelled dry finishing spray that transforms hair into effortless French next day, disheveled looks with a natural finish and touch.



### Infinium 4

High hold hairspray. Microdiffuser hairspray that provides long-lasting hold with shape memory

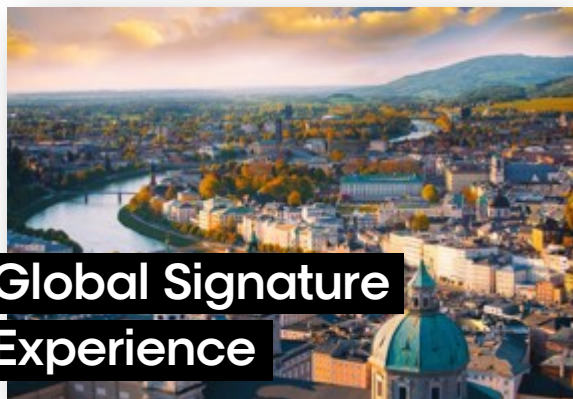


\*With continuous use of rinse-off serum.

# Signature Experiences.

Where education meets inspiration while creating memorable experiences.

- Signature Experiences with L'Oréal Professionnel are curated to give you a learning experience you will never forget.
- While education is at the heart of all that we do, our signature experiences are truly immersive - from the moment you arrive be prepared for an amazing experience.
- You will be inspired by some of the very best artists that have chosen L'Oréal Professionnel as their go-to product while learning in unique locations.

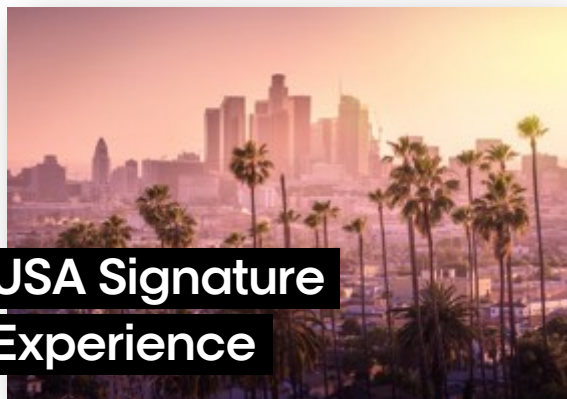


## Global Signature Experience

### 2 days of Inspirational Education

with some of the best Artists from the global destination, showcasing current trends from their country through look-and-learn sessions and a hands-on workshop with total looks including color application.

This is ideal for everyone who would like inspiration, education and connection in an international destination. From salon owners and business leaders through to the entire team!

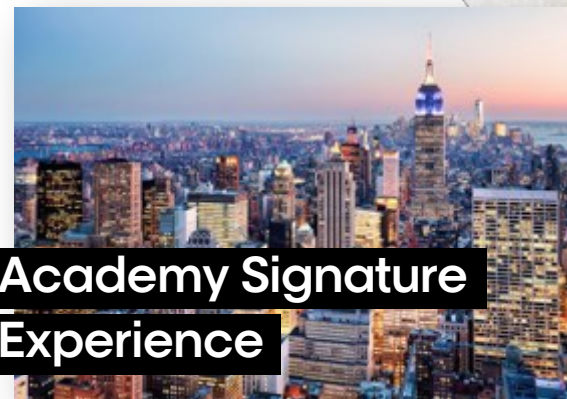


## USA Signature Experience

### 1 day of Inspirational Education

with some of the best US Artists, in an intimate environment with interactive demonstrations and look-and-learn.

This is ideal for everyone who would like inspiration, education and connection in a cool destination. From salon owners and business leaders through to the entire team - regardless if you use L'Oréal Professionnel in your business.



## Academy Signature Experience

### 2 days of Inspirational Education

with some of the best US Artists, in an intimate Academy environment with interactive demonstrations and a hands-on workshop, with total looks including color applications.

This is ideal for everyone who would like some inspiration from amazing artists where the focus is all hair! From salon owners and business leaders through to the entire team - regardless if you use L'Oréal Professionnel in your business.





**MIZANI.**  
TEXTURE LOVE SINCE 1991

Our formulas are specifically and delicately balanced with ingredients that strengthen and quench coils, curls and waves with the right level of moisture. As the experts in texture, we understand that strength is equally as important as moisture, giving textured hair the healthiest foundation for style transformations, without compromise.

Because of this, whether your clients want to wig it, sleek it, braid it, twist it, wash 'n' go it or freestyle it, we've got you covered.



**BALANCE**



**DESIGNED BY  
TEXTURE EXPERTS**



**KIND  
INGREDIENTS**



**UNLIMITED STYLE  
POSSIBILITIES**



**#TEXTURELOVE**

# ESSENTIALS



## 25 MIRACLE

Making miracles spray by spray and one nourishing drop at a time. Now you can hydrate, nourish and beautify all textures, with love.



## TRUE TEXTURES

Stay true to the natural texture and give curlfriends something to talk about.



## PRESS AGENT

Lock out humidity and achieve sleek blowout goals with this smoothing, heat protecting collection.

# MIZANI AIRCUT



## THE LAST CURL-CUTTING METHOD YOU'LL EVER NEED.

### NO FEAR. NO GUESSWORK. 100% RECREATABLE.

Say goodbye to curl by curl cutting!

Get **Mizani Aircut** certified to confidently cut coils, curls, and waves - it's exactly what your current and potential clients are seeking!



### READY TO TAKE YOUR CAREER & TECHNIQUE TO THE NEXT LEVEL?

The Mizani Aircut certification will establish you as the texture expert in your salon and community; as well as increase your visibility to consumers with textured hair through our Mizani Aircut Stylist Finder.



This versatile, solution-based, and recreatable technique will grow your expertise and set you apart as a stylist. Increase your revenue by investing in your potential, through completing the Mizani Aircut Certification.

This technique is designed to perfect your skills in **cutting all texture types.**

#### MIZANI TEXTURE KEY



TEXTURE  
TYPE 8

Zig-Zag  
Coiled

4C



TEXTURE  
TYPE 7

Very Coiled

4B



TEXTURE  
TYPE 6

Coiled

4A



TEXTURE  
TYPE 5

Very Curly

3C



TEXTURE  
TYPE 4

Curly

3B



TEXTURE  
TYPE 3

Wavy

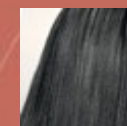
2C-3A



TEXTURE  
TYPE 2

Open Waves

2A-B



TEXTURE  
TYPE 1

Straight to  
Minimal  
Wave  
1A-B

# PULPRIOT

*ARTISTRY-FIRST*

*CREATIVITY & SELF EXPRESSION*

*COMMUNITY*

*COOL - EDGY, RULE BREAKING, IRREVERENT, FRESH*

*100% VEGAN FORMULATIONS, NEVER TESTED ON ANIMALS*

# ESSENTIALS

## SEMI-PERMANENT

*Vibrant and Pastel  
Semi-Permanent  
Colors that are easier  
to apply, more vibrant,  
lasts longer, and fades  
better.*

*Now including 3 new  
out of this world semis  
from the Cosmic  
Collection!*



## FACTION8

*Permanent color  
delivers the highest  
level of vibrant color  
payoff. The boldest  
reds, brightest coppers,  
and most punched up  
violets deliver on one  
key promise: vibrancy..*



## HIGH SPEED TONERS

*Superior pigments  
create beautiful tones  
in 5 mins or less, and  
reach deeper depths  
of tone for up to 20  
mins.*



## #BLONDEAF

*The first and only lightener  
that is superior for in foil, on  
scalp and hair painting  
techniques.*





**KÉRASTASE**  
PARIS

**THE KÉRASTASE MAGIC IS THE  
UNIQUE ALLIANCE OF SCIENCE  
AND LUXURY**

**AVANT-GARDE  
TECHNOLOGIES**

**SKINCARE  
ACTIVES**

**HIGH CONCENTRATION  
HIGH PERFORMANCE**

**SOPHISTICATED  
SENSORY EXPERIENCE**

# ESSENTIALS



**PREMIERE**  
DAMAGED HAIR



**NUTRITIVE**  
DRY HAIR



**BLOND ABSOLU**  
BLONDE HAIR



**CHROMA ABSOLU**  
COLOR-TREATED HAIR



**GENESIS**  
SCALP TREATMENT AND HAIR LOSS PREVENTION



**RESISTANCE**  
RESISTANTLY DAMAGED HAIR



**SYMBIOSE**  
SENSITIVE SCALP AND HAIR



**CURL MANIFESTO**  
WAVY, CURLY & COILY HAIR



**ELIXIR ULTIME**  
ULTIMATE SHINE AND HYDRATION



**SPECIFIQUE**  
DANDRUFF AND SCALP



**CHRONOLOGISTE**  
HAIR REJUVENATION



**DISCIPLINE**  
FRIZZY HAIR



**DENSIFIQUE**  
HAIR DENSITY

# SIGNATURE SERVICES



15-20 minutes

## PREMIER- DECACTING & REPAIRING TREATMENT

Repairs up to 90% of hair's  
original strength.



5 minutes

## CUSTOM BLENDED IN SALON BACKBAR TREATMENTS

Liquid hair technology  
for instant hair  
transformation.

30 customizable colors  
to create hair mood  
and comfort.



3-5 minutes

## ICONIC 3 STEP RITUAL CLEANSE | TREAT | PRIME

The powerful 3-Step  
regimen with Bain  
Mousse and Primer that  
transforms hair and reveals  
its beauty.



5 minutes

## CHROMA ABSOLU SOIN ACIDE CHROMA GLOSS

Restoring high shine  
rinse treatment for  
sensitized or damaged  
color treated hair.



5-10 minutes

## CURL MANIFESTO IN SALON TREATMENT

Deep conditioning  
service for curl strength  
& definition.



10-25 minutes

## CHRONOLOGISTE LE RITUEL D'EXCEPTION

Restores scalp & hair for renewed  
bounce & volume with anti-aging  
ingredients.



# exclusive professional hair artistry

driven by  
one mission

encourage everyone to become  
the artist of their own beauty

shu uemura  
art of hair

# essentials

| care                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | oil                                                                                                                                                                                                                                                                                                                                   | styling                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | treatment                                                                                                                                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div data-bbox="410 294 568 432"></div> <div data-bbox="593 308 886 425"><p><b>ashita supreme</b><br/>for intense<br/>revitalization of scalp<br/>and hair</p></div> <div data-bbox="435 451 550 582"></div> <div data-bbox="593 472 784 561"><p><b>color lustre</b><br/>color-treated<br/>hair</p></div> <div data-bbox="435 601 563 732"></div> <div data-bbox="593 615 792 711"><p><b>yūbi blonde</b><br/>for highlighted<br/>blonde hair</p></div> <div data-bbox="435 751 550 882"></div> <div data-bbox="593 779 853 846"><p><b>urban moisture</b><br/>for dry hair</p></div> <div data-bbox="435 901 550 1032"></div> <div data-bbox="593 908 774 1003"><p><b>silk bloom</b><br/>for damaged<br/>dry hair</p></div> <div data-bbox="435 1051 563 1182"></div> <div data-bbox="593 1065 843 1160"><p><b>ultimate reset</b><br/>for very damaged<br/>dry hair</p></div> <div data-bbox="435 1200 563 1332"></div> <div data-bbox="593 1236 853 1303"><p><b>muroto volume</b><br/>for fine hair</p></div> | <div data-bbox="1014 522 1205 696"></div> <div data-bbox="1026 743 1200 918"></div> <div data-bbox="1039 936 1187 1003"><p><b>essence<br/>absolue</b></p></div> | <div data-bbox="1391 337 1778 554"></div> <div data-bbox="1460 565 1696 604"><p>hold &amp; control</p></div> <div data-bbox="1493 708 1671 918"></div> <div data-bbox="1447 932 1709 971"><p>volume &amp; body</p></div> <div data-bbox="1498 1079 1658 1260"></div> <div data-bbox="1442 1272 1714 1310"><p>smooth &amp; sleek</p></div> | <div data-bbox="1989 651 2028 825"></div> <div data-bbox="1918 836 2097 875"><p>izumi tonic</p></div> |



rare precious  
ingredients



Professional  
artistry



sleek  
luxury



japanese  
flair

shu uemura  
art of hair

THANK  
YOU