

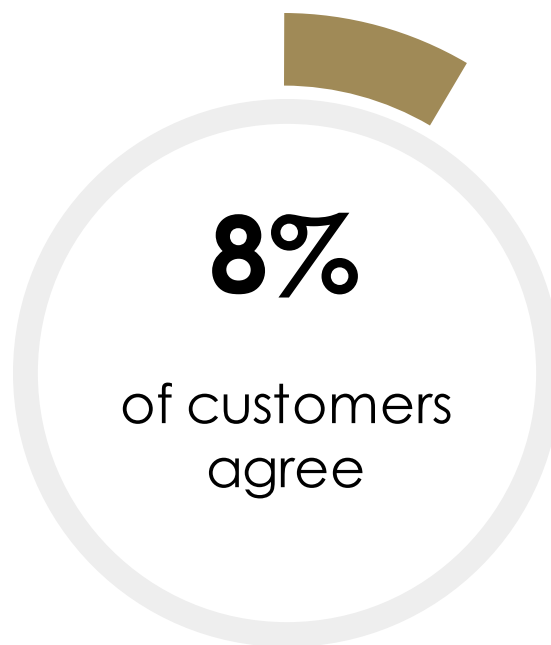
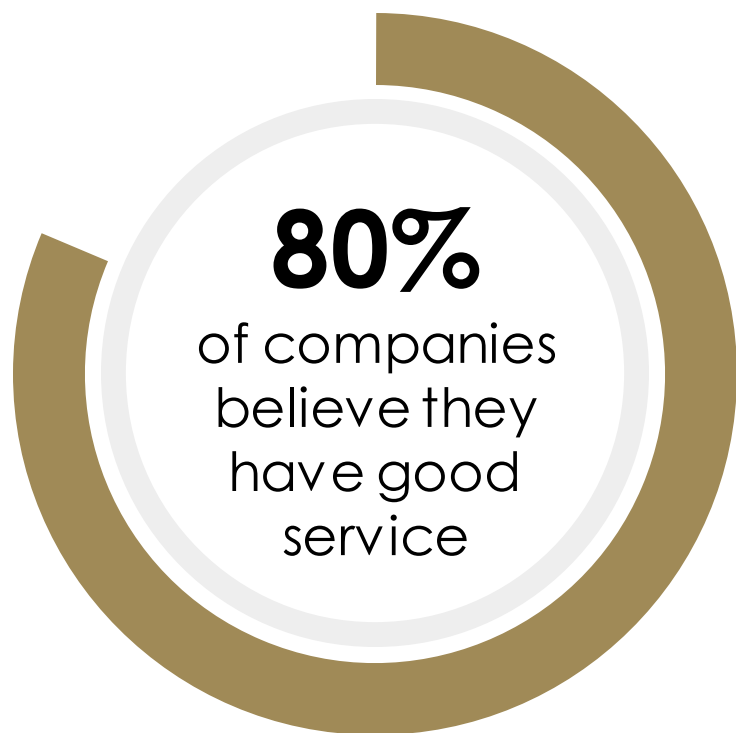
The background of the advertisement is a dark, textured surface with a vibrant, multi-colored powder explosion. The powder is primarily blue, purple, and pink, with some orange and yellow tones at the bottom. The explosion is centered around a large white circle that contains the brand's logo.

L'ORÉAL
Professional Products

SALON
*Emotion*TM

*We care for
more than hair*

THE IMPORTANCE OF EXPERIENCE





MARKET FIGURES



VISITING THE SALON



OR



Number of women going to the hairdresser



OR



Number of times a woman goes to her hairdresser



OR



Retail transactions



CLIENT JOURNEY IN THE SALON

SATISFACTION SURVEY



WINDOW

RECEPTION

CONSULTATION/
DIAGNOSIS

BACKBAR

COLOR/
CUT / STYLE

RETAIL

CHECKOUT



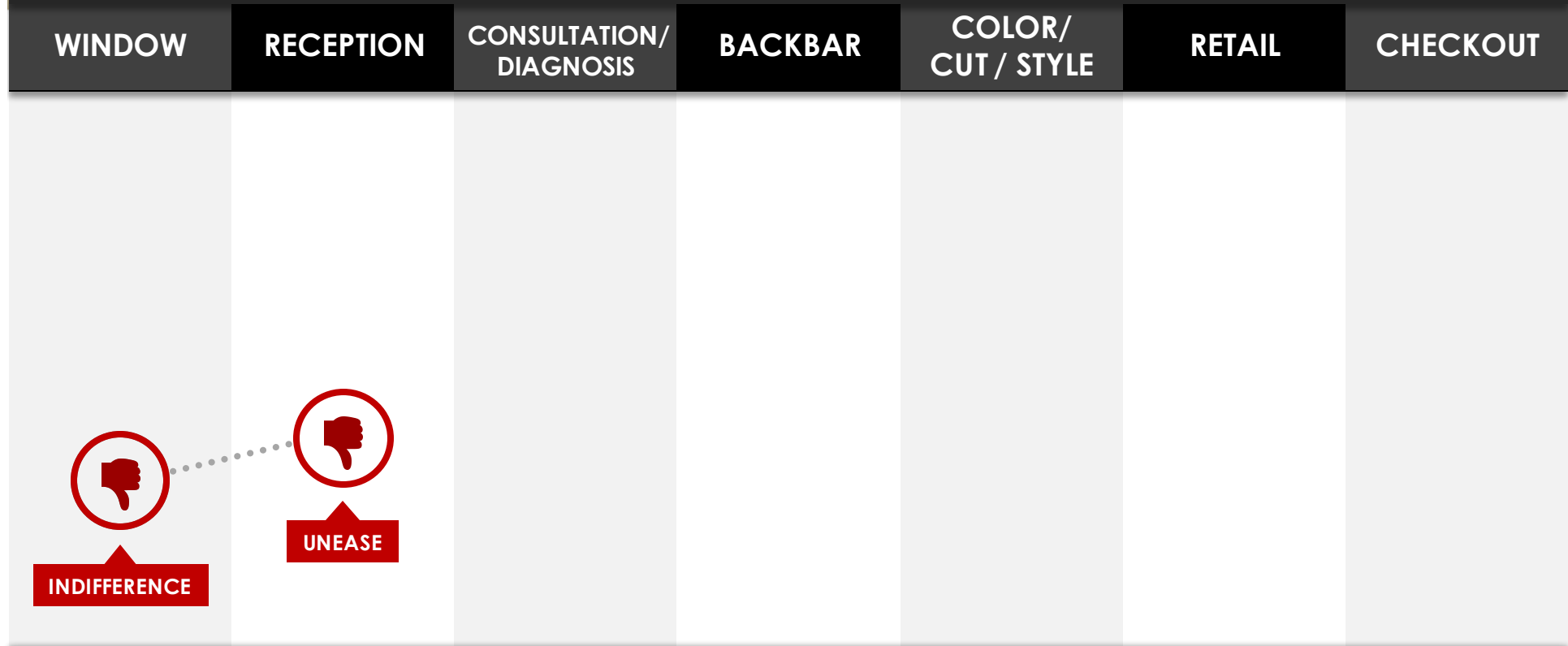
INDIFFERENCE

30%

of guests come into salons
because they have been
attracted by window displays



SATISFACTION SURVEY



70% of salon guests feel anxious when they go to a hair salon for the first time

SATISFACTION SURVEY



WINDOW

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CHECKOUT



INDIFFERENCE



UNEASE



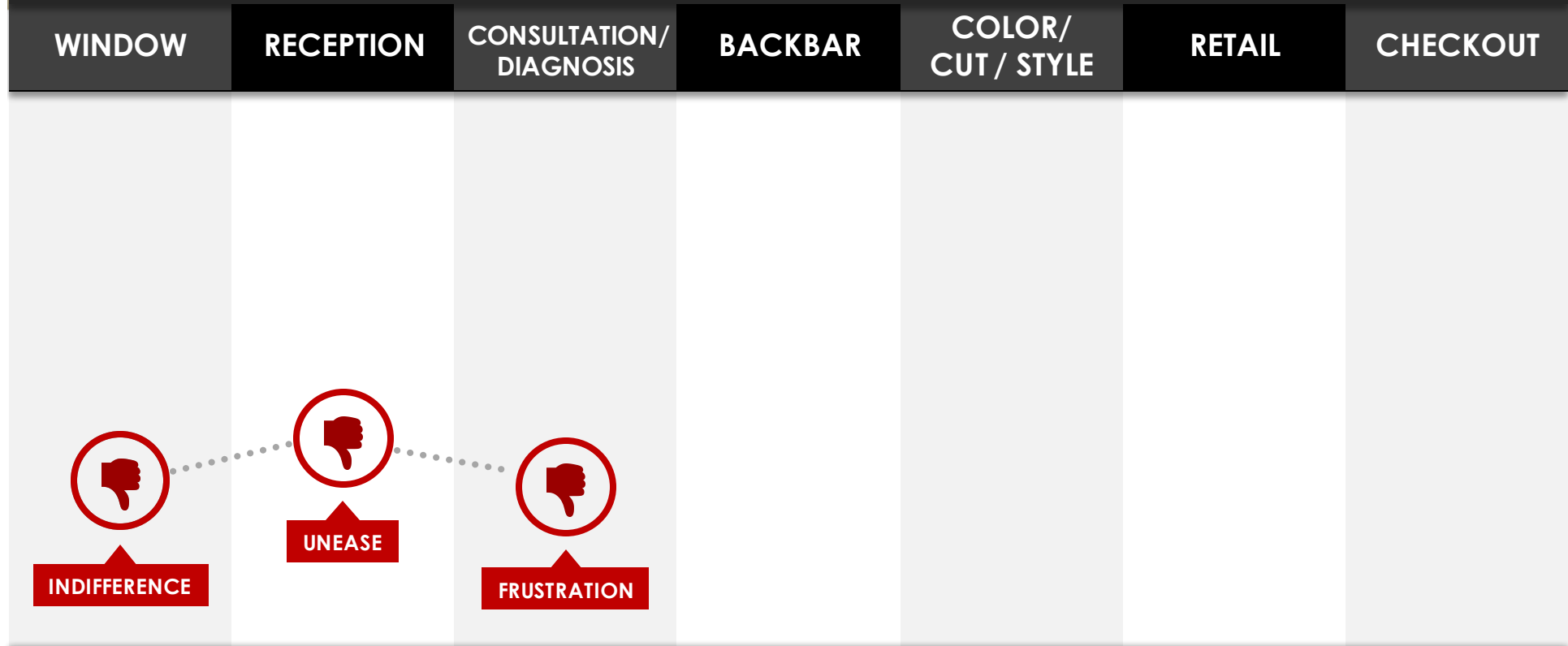
FRUSTRATION

97%

of hairdressers claim they
conduct a consultation with
every salon guest at every visit



SATISFACTION SURVEY



7% of salon guests surveyed
say they've ever had one

SATISFACTION SURVEY



WINDOW

RECEPTION

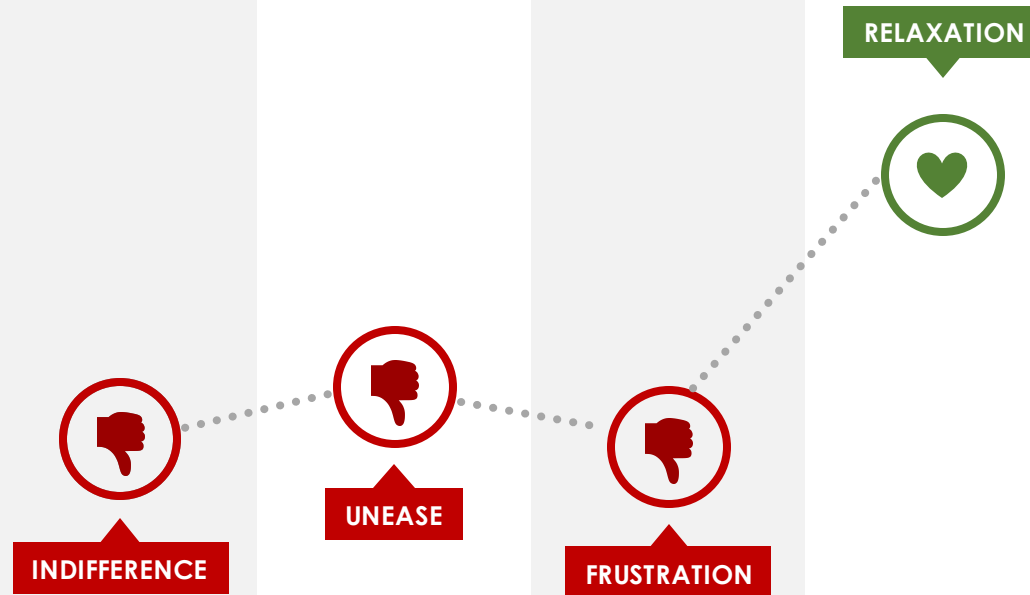
CONSULTATION/
DIAGNOSIS

BACKBAR

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RETAIL

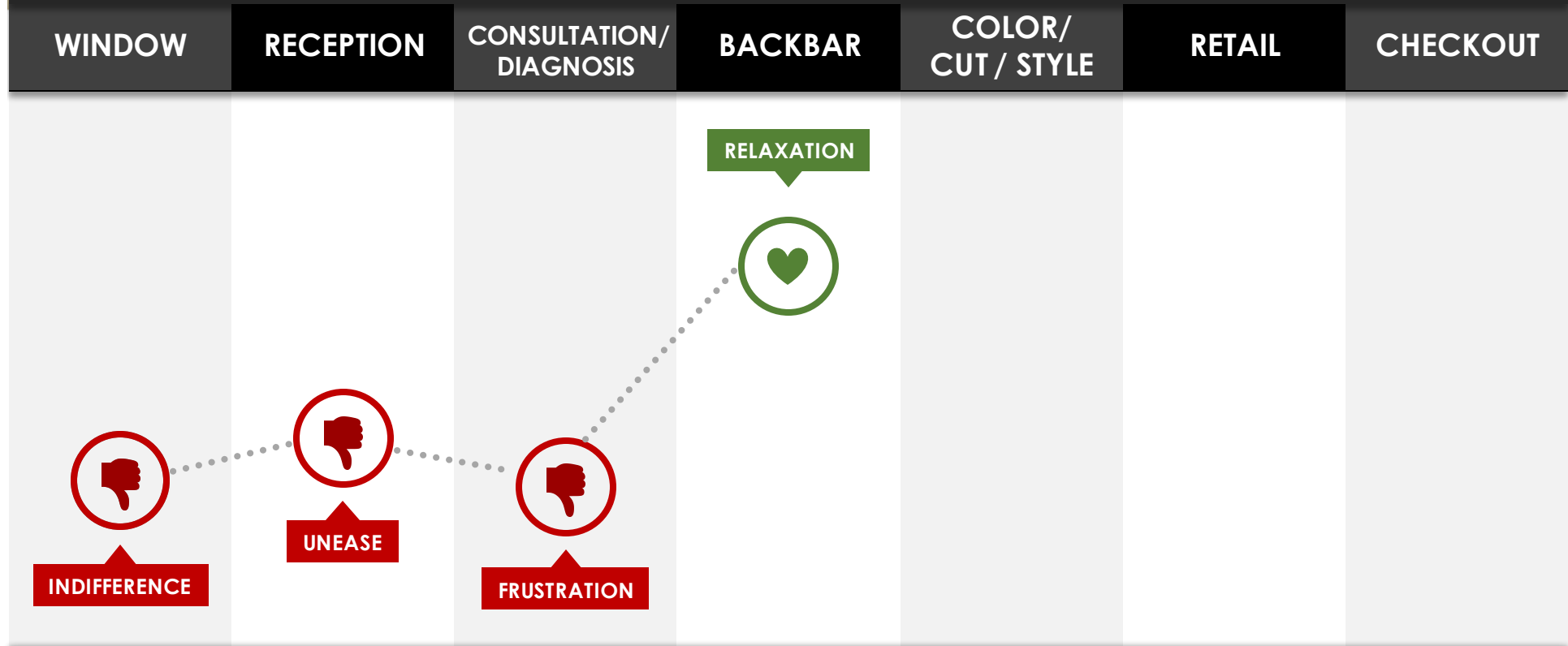
CHECKOUT



87% of salon guests say having their hair shampooed is their favorite moment of the visit



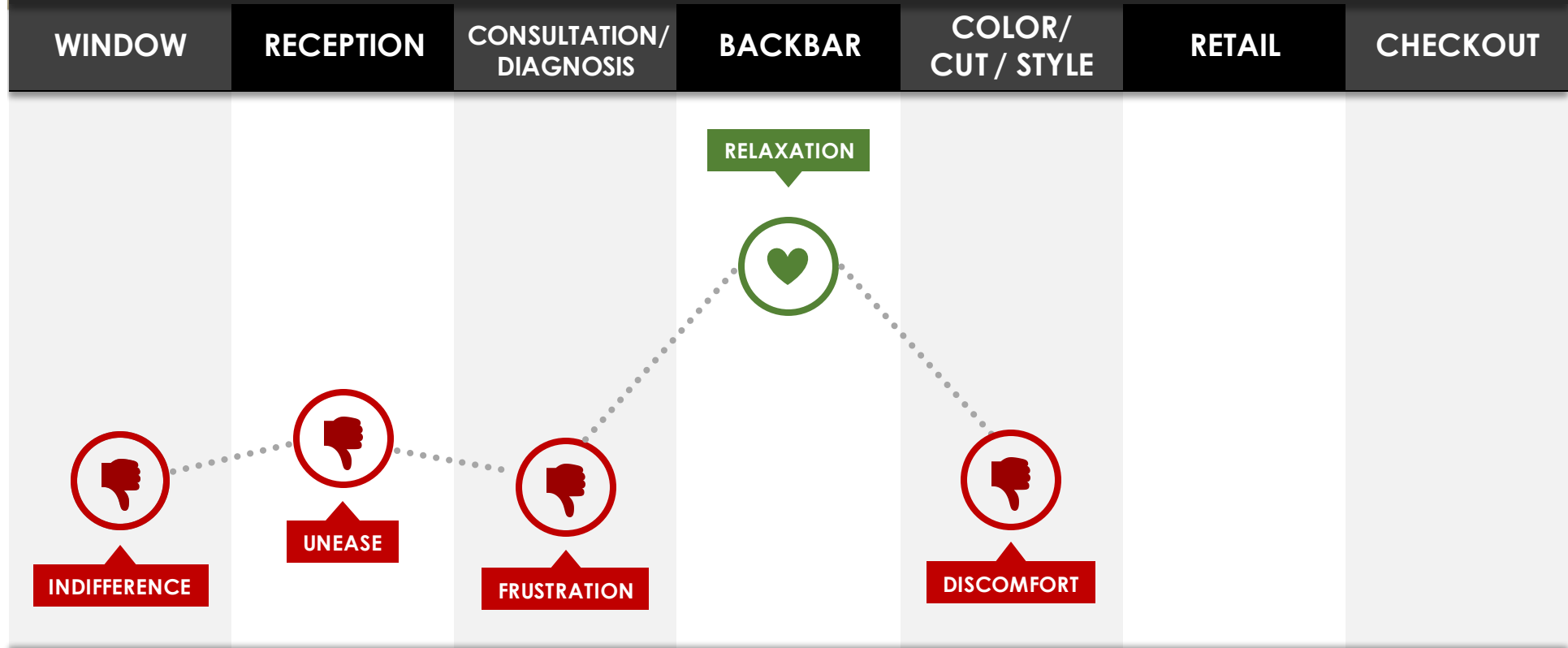
SATISFACTION SURVEY



70% nevertheless say they won't go back if they don't enjoy it

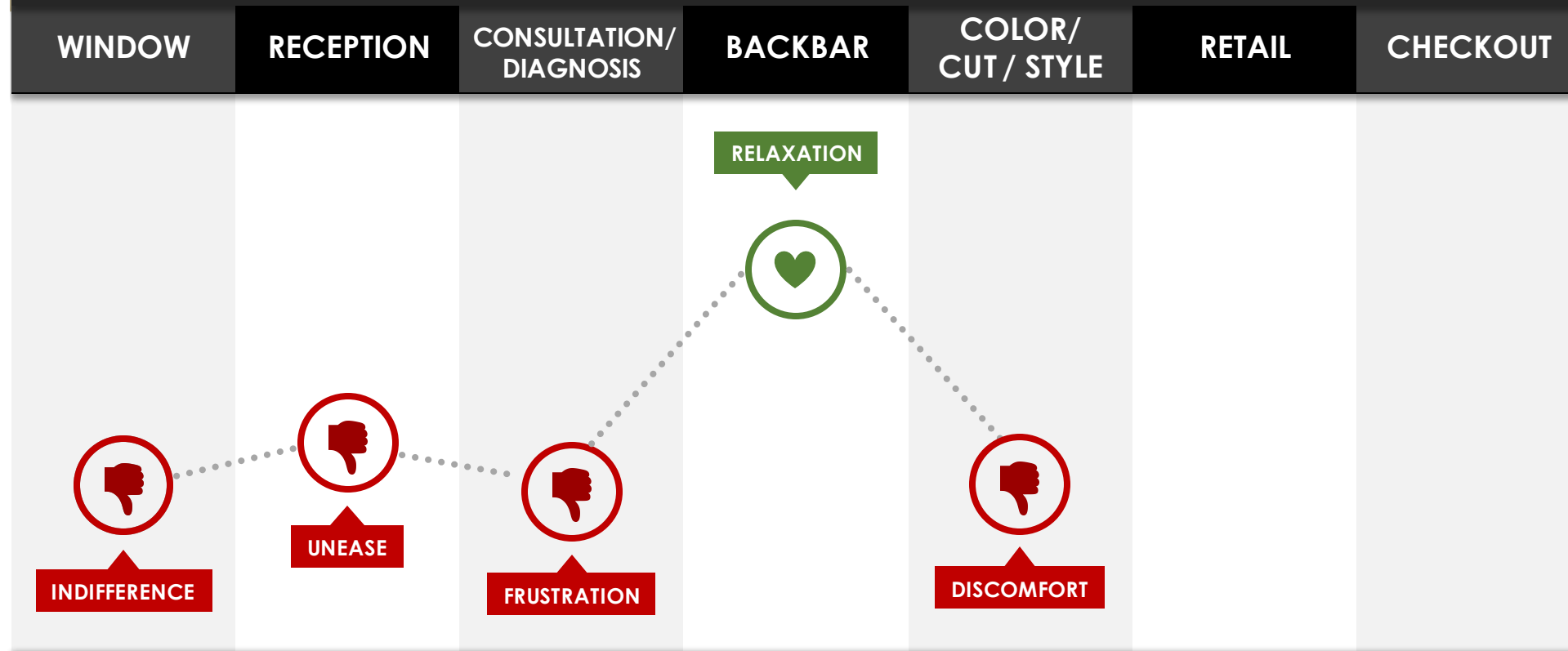


SATISFACTION SURVEY



The service part is sometimes seen as a **worrying** and **uncomfortable** moment

SATISFACTION SURVEY

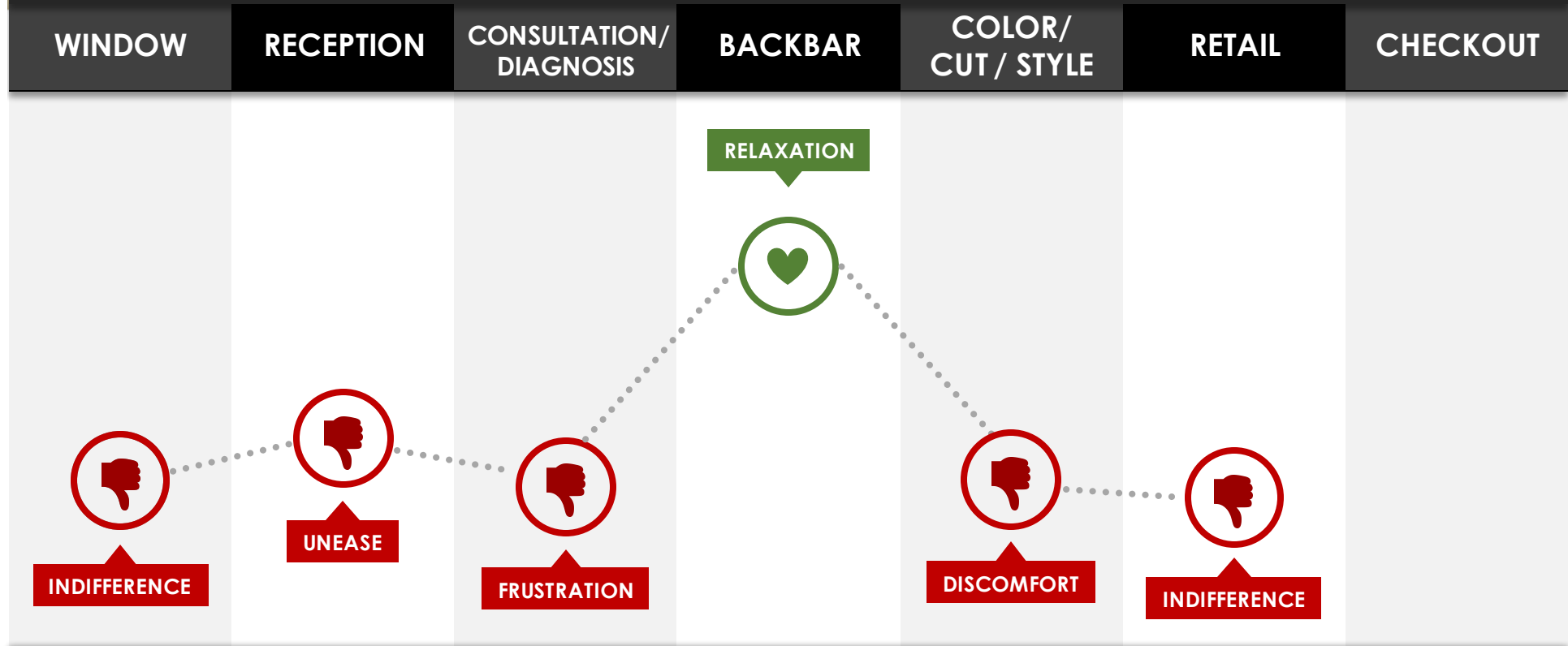


The guest wants to know **what products**
are used and get advice on
how to reproduce the style at home





SATISFACTION SURVEY



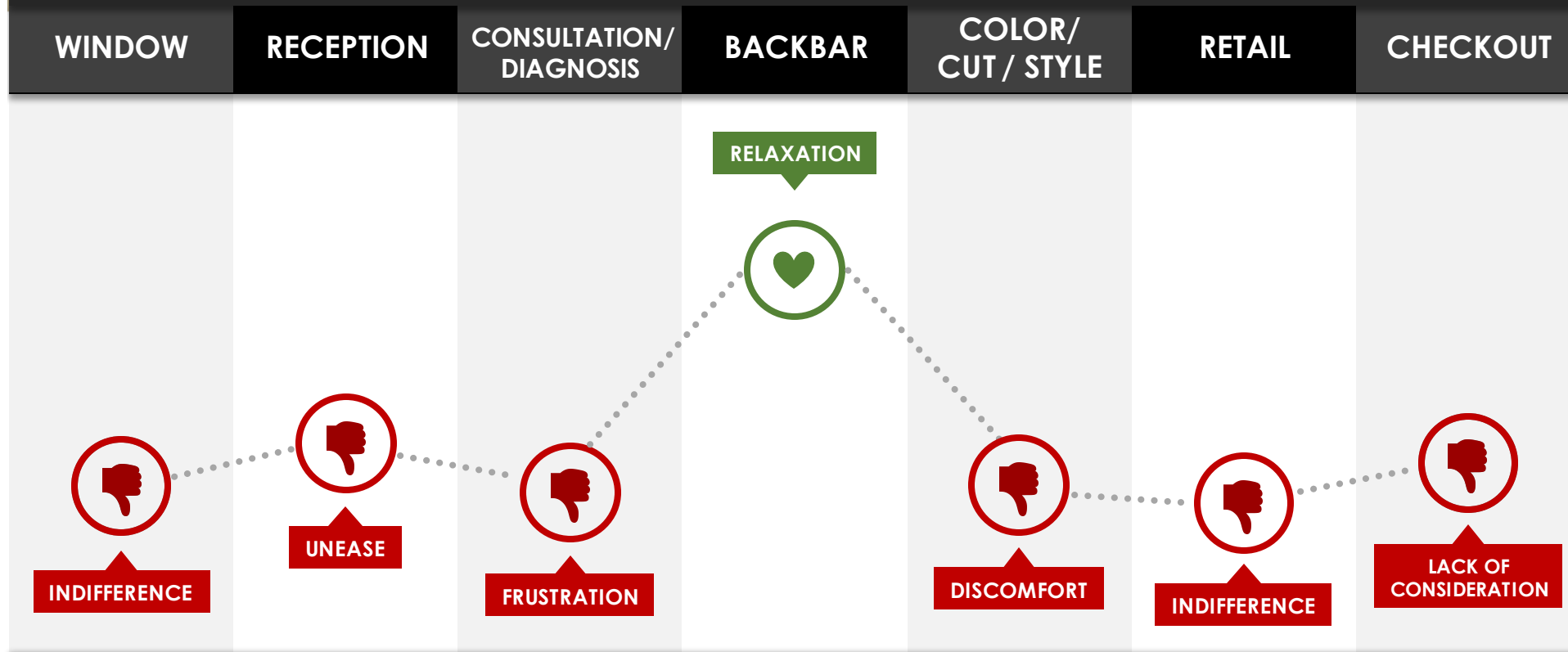
8%

Average Retail to Service

Only 1 in 5 guests leave with product



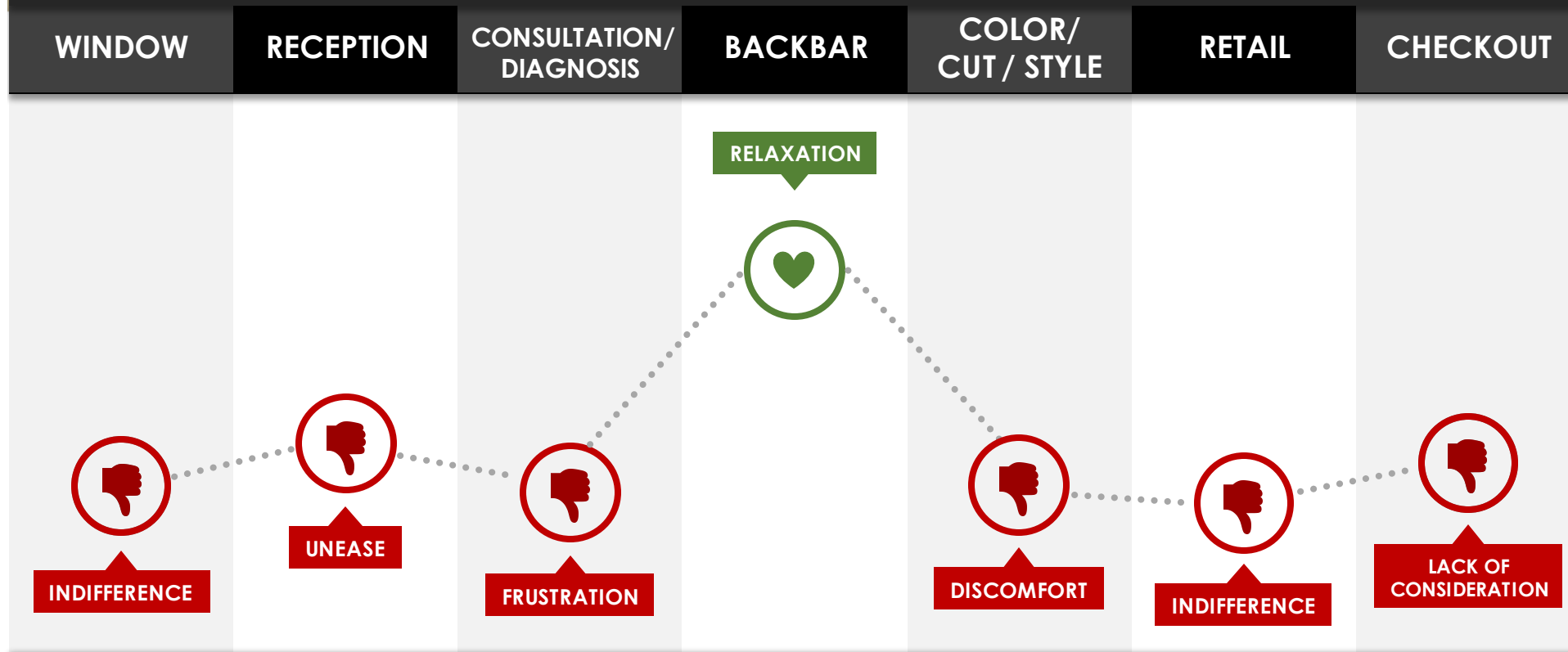
SATISFACTION SURVEY



51% of salon guests feel rushed by the salon staff



SATISFACTION SURVEY



60% of salon guests feel they are treated impersonally

“

*People do not buy goods and services.
They buy relations, stories and magic.*

”

Seth Godin
Marketing guru, entrepreneur
and best-selling author



Great products are everywhere
Great experiences are rare





“

People will forget what you **said**,
people will forget what you **did**,
but people will never forget how
you made them **feel**.

– Maya Angelou

”

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Professional Products

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*We care for
more than hair*

L'ORÉAL
Professional Products

SALON
*Emotion*TM

*Offer your
client the most
unforgettable
journey in
your salon*



The logo is centered within a white circle. The background of the entire image is a vibrant, multi-colored powder explosion in shades of blue, purple, pink, and orange against a black backdrop.

L'ORÉAL
Professional Products

SALON
Emotion™

*Drive Loyalty,
Referrals,
Retail & Service
Revenue,
Staff Retention*

SALON EMOTION MANIFESTO...

As salon professionals,
we want to make people feel beautiful.

A salon is more than
techniques and skills.
It's about creating an unforgettable
experience.

It's a home dedicated to beauty,
built on care, confidence
and well-being.

Where inspiration is shared,
and personalized services and
care regimens are offered.



And where unforgettable
client experiences are created,
tailor-made to each salon's
DNA.

Together, let's elevate
our profession by building sustainable
relationships and providing the best
service.

Let's make our salons a great place,
where we share our passion, for the
benefit of all.

We care for more than hair.

/ THE SALON EMOTION EXPERIENCE



/ THE SALON EMOTION EXPERIENCE



Before

During

After

/ THE SALON EMOTION EXPERIENCE



Before

INVITE

During

INDULGE

After

INTENSIFY

/ THE SALON EMOTION EXPERIENCE



2 *Reception*
WELCOME ME

3 *Consultation*
WOW ME

7 *Checkout*
CARE FOR ME

6 *Retail*
EMPOWER ME

1 *Window*
ATTRACT ME

4 *Treatment Lounge*
RELAX ME

5 *Color / Cut / Style*
REVEAL ME

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