



L'ORÉAL

Professional Products

SCHOOL PROGRAM

REDKEN
5TH AVENUE NYC

matrix

BIOLAGE
PROFESSIONAL

L'ORÉAL
PROFESSIONNEL
PARIS

KÉRASTASE
PARIS

shu uemura
art of hair

PUREOLOGY[®]
PROFESSIONAL COLOR CARE

PULPRIOT

MIZANI[®]
TEXTURE LOVE SINCE 1991



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SCHOOL PROGRAM

the professional advantage

PROFESSIONAL PRODUCTS SCHOOL PARTNERSHIP

Working in partnership with the our L'Oréal Professional Products Division distributor partner. As a L'Oréal PPD school partner we partner with you to to TEACH and invest in your instructors and students. ACCELERATE your business with tools like LEVEL loyalty and a rich discount offering on all L'Oréal PPD professional products. Our L'Oréal PPD school program is designed to GROW our industry today and beyond.

GRADUATE PLACEMENT MATTERS...

As a school that partners with L'Oréal Professional Products Division our expansive network and distribution ensures that your students are training with products and techniques that are used and loved by top salons in your market

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the ultimate school partner

SCHOOL CENTRIC

- L'Oréal PPD School Program
- LEVEL Loyalty Rewards
- Placement opportunity

INDUSTRY PARTNERSHIP

- PBA Gold program sponsor
- American Association of Cosmetology Schools - Platinum Sponsor
- Texture of Change founding members

EDUCATION

- Regional educators
- Live and virtual training
- L'Oréal Access instructor learning plans

SUPPORT

- Salon Business Partner
- ECOMM
- Store
- App

BUSINESS BUILDING/SCHOOL SUCCESS

- LEVEL Loyalty
- SalonCentric PRO Rewards
- LEVEL for students
- Summit school training

STUDENT RESOURCES

- Canvas Me
- Sam Villa graduation offer
- L'Oréal sponsored cosmetology scholarships

DIVERSITY AND INCLUSION

- Comprehensive textured hair education with Texture Mastery
- Access learning plans for texture



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SCHOOL PROGRAM

L'Oréal PPD School Program Topline

BEST IN CLASS EDUCATION

- On-demand digital education for ALL PPD Schools (www.lorealaccess.com)
- Virtual Education for Schools starting at \$5,000+/year PPD*
- Live education based on purchase levels
- Redken, Matrix, Mizani and LP now available on Milady CIMA and Pivot Point LAB

LEVEL LOYALTY REWARDS PROGRAM

- ALL PPD schools are eligible to enroll in LEVEL
- Curated rewards catalog to supplement earned education
- Also available are station products; accessories and other rewards

PRICING STRUCTURE

PPD L'Oréal PPD schools schools qualify for 30% discount on ALL professional products from L'Oréal Professional Products Division brands. Professional products include all color and developer products, lighteners, texture products, perms, treatments, backbar gallons and liters

*Education benefits vary by brand

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LEVEL

LOYALTY REWARDS

NEW TIER STRUCTURE

- Program is redesigned to focus on high potential members and tier jumping
- Allow for point accumulation to drive redemption
- Encourages members to be more engaged with the program

BRONZE	SILVER	GOLD	PLATINUM	COBALT	BLACK
1	2	3	4	5	5
PT PER \$	PT PER \$	PT PER \$	PT PER \$	PT PER \$	PT PER \$
\$0 - \$3K Per Year	\$3K - \$15K Per Year	\$15K - \$40K Per Year	\$40K - \$100K Per Year	\$100K+ Per Year	Invitation Only*

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ACCESS

ONLINE EDUCATION lorealaccess.com

more than

120

E-learning courses
available

more than

900

brand & artist
videos & tutorials

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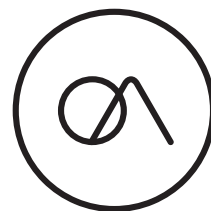
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SCHOOL PROGRAM

L'Oréal school curriculum alignment

EXPAND LEARNING OPPORTUNITIES WITH CURATED VIDEOS PAIRED TO YOUR CURRICULUM

- Chapter by chapter, instructors have brand videos to support their lessons.



ACCESS
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**PIVOT
POINT** **Milady**®

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PIVOT POINT

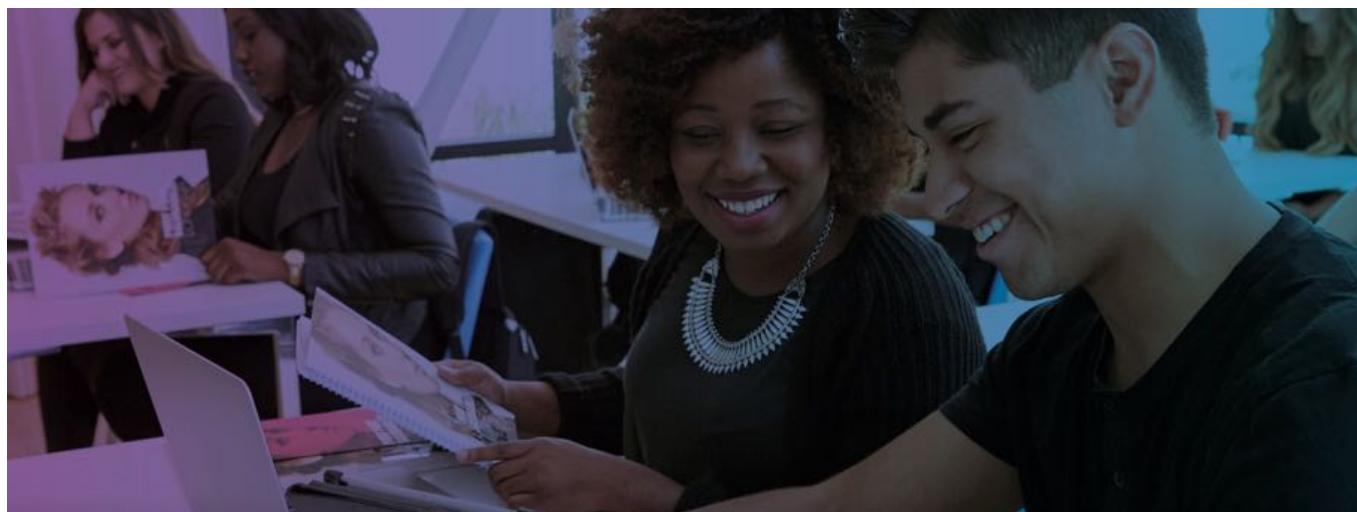
NOW AVAILABLE ON PIVOT POINT LAB

Chapter by chapter, instructors have brand videos to support their lessons.

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NOW AVAILABLE RIGHT IN THE CIMA PLATFORM

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Contact your Account Manager to request Redken, Mizani, Matrix or L'Oréal Professionnel content be added into CIMA.

Will appear as a separate course on the dashboard. No need to toggle between course platforms. Get time tracking, reporting, and all other CIMA capabilities.

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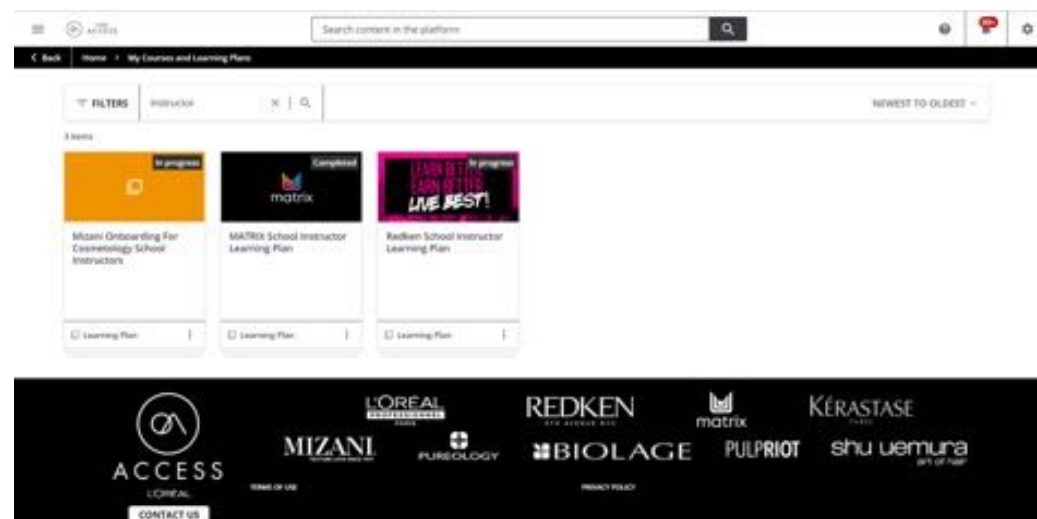
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SCHOOL PROGRAM

L'Oréal instructors learning paths

DESIGNED FOR SCHOOL INSTRUCTORS

- Available for Redken, Mizani, Matrix, L'Oréal Professionnel
- Perfect for new instructors onboarding





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SCHOOL PROGRAM

earned education

2024 EARNED EDUCATION TIERS VARY BY BRAND

Earned education benefits by brand can be found on the DSA.

In 2024, the PPD brands will continue to offer earned education based upon the school's Level of Purchases*.

- These earned classes are separate from LEVEL LOYALTY REWARDS points that can be used to supplement earned education.
- The LEVEL LOYALTY REWARDS points will allow the school to book higher level technical or product related classes from the LEVEL LOYALTY REWARDS website.

Earned brand education for schools will be Look and Learn (2-3 hour) demonstrations, delivered virtually, or can be requested for a live, in-person class in markets with full time Brand Educators

PURCHASING LEVELS FOR COMPLIMENTARY EDUCATION ARE 'PER BRAND' AND ARE NOT CUMULATIVE ACROSS BRANDS

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customized education plans for top schools

ANNUAL CUSTOMIZED EDUCATION PLANNING



PARTNER WITH SCHOOLS + BRAND EDUCATION TEAM

- 1-on-1 assessment of current education level
- Customized onboarding classes based on brands purchased
- Customized education plan for instructors/students
- + Education with LEVEL points

Additional education classes listed in the Level Schools Catalog for redemption

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thank you

We wanted to extend a thank you for considering the L'Oréal Professional brands as a learning tool for your cosmetology students and instructors.

We look forward to the opportunity to strengthen the skills of your students, elevate the skills and industry knowledge of your instructors, and ultimately elevate the cosmetology industry through education, support and resources.

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