

uniqueart

Mar/Apr 2024

New Dia color

The end of
dull hair is here.

Boost profitability

with Serie Expert
in-salon treatments.

Signature Education

Become a
Color Specialist.



L'ORÉAL
PROFESSIONNEL
PARIS

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“

Dia color performs like Richesse with so many upgraded benefits. Needless to say I'm OBSESSED."

”



Jess Gonsalves

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On the cover.

Introducing Dia color, our new and improved Dia Richesse upgraded with the latest technology to the alkaline demi-space. For more information on this new range, see page 4.

Check out
the back cover
for resources.

Pg.

04 NEW Dia color.

Your new favorite alkaline demi-permanent.



Coming April

color
essentials

NEW

Dia color

Alkaline demi-permanent.

**Compensates melanin loss for up to
70% grey coverage, 6 weeks of gloss color.**



Up to 70% grey coverage with Melanin Gap Filler Technology.

How does it work?

Fills gaps from lost melanin by reinjecting color inside the fiber. Up to 92% natural origin formula.* No ammonia.



Dia color 5/5N with DIActiveur Developer 15-vol.

Up to 6 weeks of gloss color, in just 20 minutes.



Dia color 1/2 5/5N + 1/4 8.2/8V
+ 1/4 6.1/6B with DIActiveur
Developer 9-vol.
@jess.stylist



Dia color 8.43/8CG + 7.44/7CC
+ 5.4/5C with DIActiveur
Developer 15-vol.
@ninarubelhair

*We consider an ingredient to be naturally derived if it is unchanged from its natural state or has undergone processing yet still retains greater than 50% of its molecular structure from its original natural state.

Discover the **NEW** Dia color.

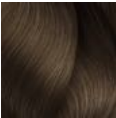
Without compromising on what we know and love about Dia Richesse.

- **NEW** Formulated with Shea butter, Glycerin and Hyaluronic acid for conditioning.
- **NEW** Melanin Gap Filler Technology for up to 70% grey coverage.
- **NEW** More true-to-tone reflects for vibrant color.
- **NEW** Smart shade palette with 15 new shades.
- **NEW** +20% tube size with lower cost per application.

Dia Color and Dia Richesse are completely intermixable.



 Tear along dotted line and display in your salon!

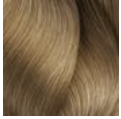
	Blues		Greens	Violets		Cool Browns & Blondes			Mochas		
	.1/B	.18/BM	.71/GrB	.20/VVV	.2/V	.13/BG	.15/BRv	.23/VG	.82/MV	.8/M	.84/MC
9											
8											
7											
6											
5											
4											
3											
2											
1											

Can't find your Dia Richeesse shade?

Discover your Dia color shade conversion.

Alkaline demi-permanent.

Naturals	Warm Browns & Blondes	Golds			Coppers				Reds		
	.31/GB	.3/G	.34/GC	.35/GRv	.4/C	.43/CG	.44/CC	.45/CRv	.5/Rv	.62/RV	.60/RRR



9/9N



8/8N



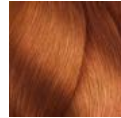
8.31/8GB



8.3/8G



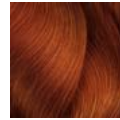
8.34/8GC



8.43/8GC



7/7N



7.44/7CC



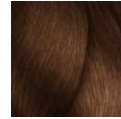
6/6N



6.3/6G



6.34/6GC



6.45/6CRv



6.60/6RRR
DM5



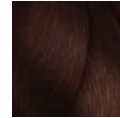
5/5N



5.35/5GRv



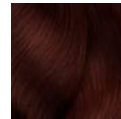
5.4/5C



5.5/5Rv



4/4N



4.45/4CRv



4.62/4RV
DM5



3/3N



1/1N



Clear

One shade, multiple possibilities.

- Soften the intensity of the tone.
- Create a lighter or custom shade.

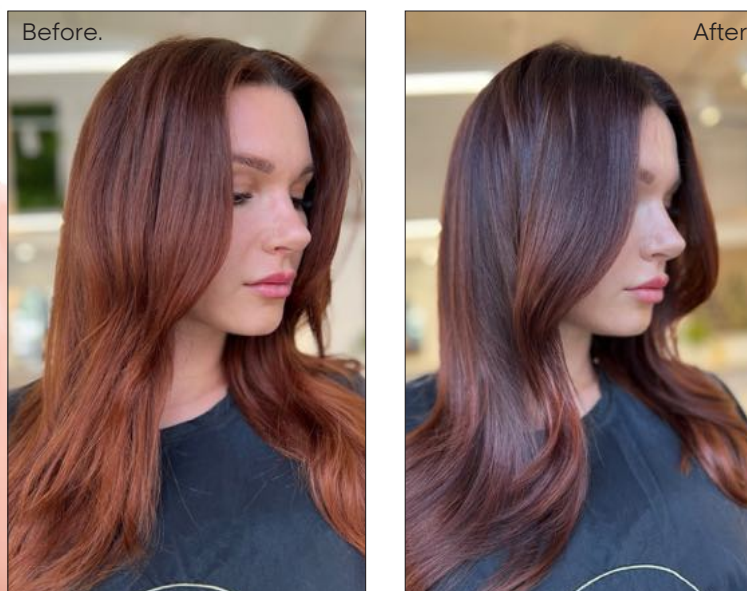
Discover Dia color through our Pros.



Dia color 5/5N with DIActiveur 15-vol. @ninarubelhair



Dia color 5/5N with DIActiveur 9-vol. @jess.stylist



Dia color 5/5N
+ 5.35/5GRv
+ 5.5/5Rv with
DIActiveur
9-vol.
@jess.stylist



Dia color
tech guide.

L'ORÉAL
PROFESSIONNEL
PARIS

5.8

MIX 1 + 1.5
Dia color
ALKALINE DEMI-PERMANENT GLOSS COLOR

Your favorite alkaline demi reimagined.



DI \ RICHESSE

The alkaline demi you love.

- Up to 70% grey coverage.
- Soft demarcation.
- Up to 1.5 levels of lift.
- 1 to 1.5 mixing ratio.
- 20-minute processing time.



NEW

Dia color with all the same benefits + an upgraded formula

- Up to 92% natural origin formula.*
- Up to 6 weeks of gloss color,
2x shine.**
- High visibility for every reflect.
- +20% larger tube size.

**40 shades
with endless
possibilities.**

*We consider an ingredient to be naturally derived if it is unchanged from its natural state or has undergone processing yet still retains greater than 50% of its molecular structure from its original natural state. **Vs. unwashed hair.

A complete demi portfolio that does it all.

Dia color

Alkaline.

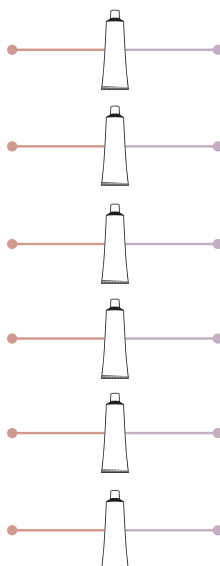
No ammonia.

On natural or colored hair.

Up to 70% grey coverage.

Up to 1.5 levels of lift.

Shine, tonal reflects & first grey coverage.



Dia light

Acidic.

No ammonia.

On colored or lightened hair.

No grey coverage.

No lift.

Shine, condition & color refresh.

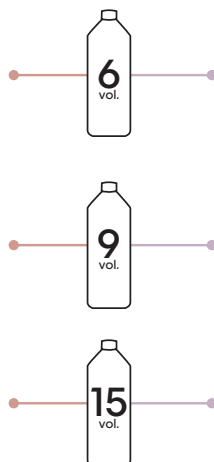
Discover which DIActivateur Developer is right for you.

Dia color

Soft color deposit for more natural result.

Regular color deposit for standard tone on tone results.

Strong color deposit for more visibility and 1.5 levels of lift.



Dia light

Soft color deposit for more transparent result.

Standard color deposit.

Strong color deposit.

INOA™

No ammonia permanent color.

Oil Delivery System technology. Vegan formula.*

Visibly improves hair quality:

- Hydrates and conditions hair.
- Reduces porosity of hair.
- Adds +48% shine**.



100%
grey coverage.



Visibly
healthier hair.



Uncompromised
comfort.



Vegan
formula.

*No animal-derived ingredients or byproducts. a *No animal-derived ingredients or byproducts.

**vs. unwashed, uncolored hair.

//

Grey coverage will never be out of style - the service will always bring revenue, no matter the latest trend. iNOA's Oil Delivery System technology elevates the client experience - with no odor due to the ammonia-free formula, creating a more comfortable, odorless application. I no longer have any client complaints about how the color smells and how it bothers them. The results are super shiny and healthy - and every grey is covered. My clients and I agree - **iNOA is luxury.** //



Adina Pignatare, L'Oréal Professionnel Ambassador
@adina_pignatare



NEW iNOA 3.0/3NN (1/2) + iNOA 1/1N (1/2) with iNOA Oil Developer 20-vol.

Layering the tech to

Absolut Repair Molecular Rinse-off serum.

THE TECH

Peptides bonder + Amino acids

**Repairs hair's
molecular
structure.***



*With continuous use of rinse-off serum.

repair and care.



Follow the Absolut Repair Molecular Rinse-off serum with any Serie Expert mask.

- Boost results
- Customize any at-home routine
- Address secondary hair concerns



Before.

After.



Absolut Repair Mask.
Nourish and hydrate dry hair.

Before.

After.



Metal Detox Mask
Prevent color shift & breakage.

Before.

After.



Pro longer Mask
Visibly reduced split ends.

Before.

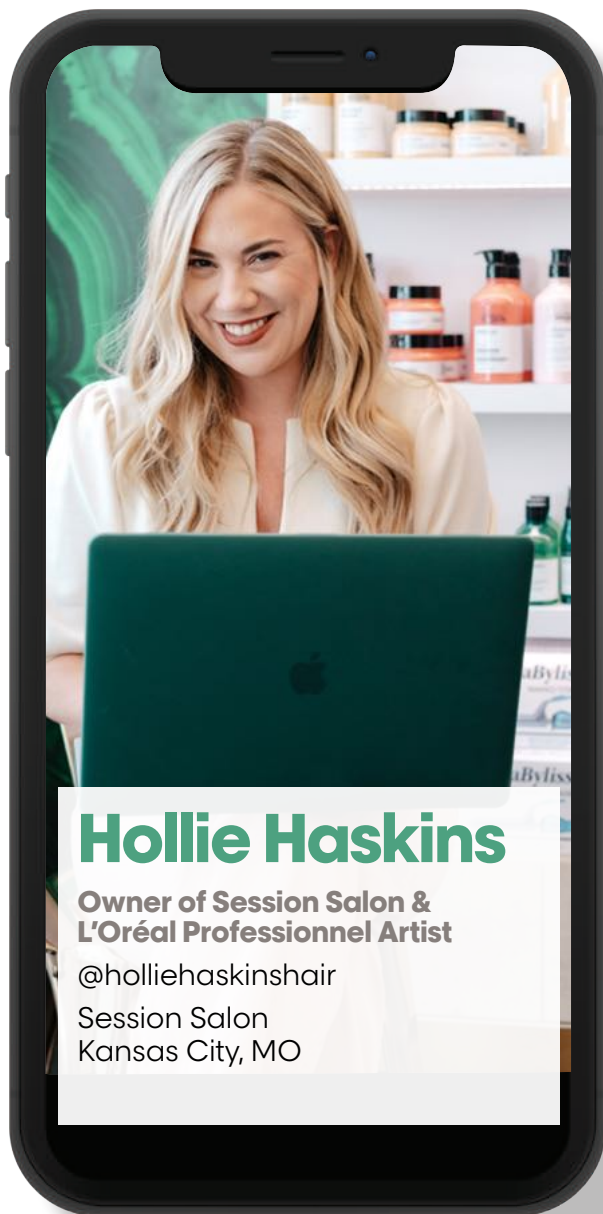
After.



Curl Expression Mask
Supercharge curls and coils.

Building a treatment culture.

Featuring the Session Salon team.



Hollie Haskins

Owner of Session Salon &
L'Oréal Professionnel Artist

@holliehaskinshair

Session Salon
Kansas City, MO

What are some ways that you have been able to build treatments into your services offered at the salon?

Treatments have become a part of our everyday scripts and offerings. We believe every guest's experience can be enhanced by receiving a treatment, and we have treatments suited for each and every need.

Do you find that discussing treatment opportunities helps you with pre-booking?

Treatment opportunities create trust with our guests by helping them to achieve their ultimate hair goals. Once they receive a treatment they almost always want to continue getting that service in the future, allowing us to pre-book them for their next color & treatment service.

Tell us how having a strong treatment culture has helped you with your average Retail to Service %.

We speak to home care products for color treated hair as insurance for their hair. This allows our guests to understand the importance of how to maintain the color and health of their hair in between salon services with take home products.



“I love Metal Detox because it is my safety net for respecting the integrity of the hair as well as getting reliable color results. A blonding non-negotiable for me. ”

Christine Doerge
@christinedoerge



“I love the Absolut Repair Molecular treatment because it's the perfect solution to transform and repair damaged hair from the inside out! ”

Tayen Huyett
@tayenhuyett.hair



“I love the Absolut Repair mask because it gives the hair protein, hydration, and truly helps bring the hair back to life! ”

Taleen Adjemian
@trendsby.taleen



Meet Shuki Avino.

Co-Founder of RH Aventura. Aventura, FL



What are your favorite L'Oréal Professionnel haircolor products?

I would have to say iNOA and Blond Studio 9 Bonder Inside. My favorite part of iNOA's new, all vegan formula is that it has no odor and provides 100% grey coverage while leaving the hair visibly shinier and healthier. Blond Studio 9 Bonder Inside is my go-to lightener as it safely lifts the hair up to 9 levels while having the extra care components.

How do you decide which haircolor service your client needs?

I always start any service with a thorough consultation. I like to ask what they dislike about their hair and at that point I start to customize color formulations based on my client's needs and end goal.

How have demi-permanents supported your color business?

Demi-permanents are amongst the most popular color products in our salon since we use for both covering and blending greys and neutralizing unwanted, stubborn tones when doing highlighting services.

When do you use an acidic versus alkaline demi-permanent? And what are the benefits to your clients?

If a client has porous hair, I automatically resort to using acidic demi-permanent so it seals the cuticle of the hair giving it shine and an all around healthier appearance. Now, if a client has a highlight service but also wants her natural base lightened, then, I would use alkaline demi-permanent to achieve that while also neutralizing unwanted tones.

How has the time benefit of our Dia color services supported with incremental opportunity and revenue?

Shorter processing time allows stylists to provide faster color services, giving us more time to reach more clients, meaning more revenue for the salon.

How do you incorporate Metal Detox into your color services? What main benefits do you see adding in Metal Detox?

Metal Detox is incorporated into almost all color services in the salon since it has many benefits. I mainly use it for any highlighting service as it provides up to 87% less breakage and promises true to tone color with no added service time. You can't beat that.



Ultrafast styling services & healthier hair

with SteamPod.



2x faster styling* with exclusive steam & comb tech.

- A single pass to smooth any hair type.
- Large ceramic plates allow you to take bigger sections when styling.
- Heats up in under 1 minute.



See page 22 for details.

Natural.



Straight.



Wavy.



*Compared to SteamPod without steam and comb (heating plates only).

[USA]

Signature Experience.

Los Angeles, California. April 7th-10th, 2024



Join Min Kim, Tippi Shorter Rank and Ron Lopez one day of inspirational education in an intimate environment. Learn creative color placement, tips on taking your French Balayage to the next level, and how to complete your color with modern approaches to every haircut & style.

[Airfare]

- Round trip, Economy is included.

[Hotel]

- 3 nights, minimum 4-star included

[Additional experiences]

- Welcome cocktail party
- Gala dinner
- Lunch during the education day Local group experience
- Free time to enjoy the destination

[Investment]

- \$4,750 or 320,000 Level Loyalty Points
- \$3,000 Companion Ticket, based on room share and not attending the Education section or 200,000 Level Loyalty Points

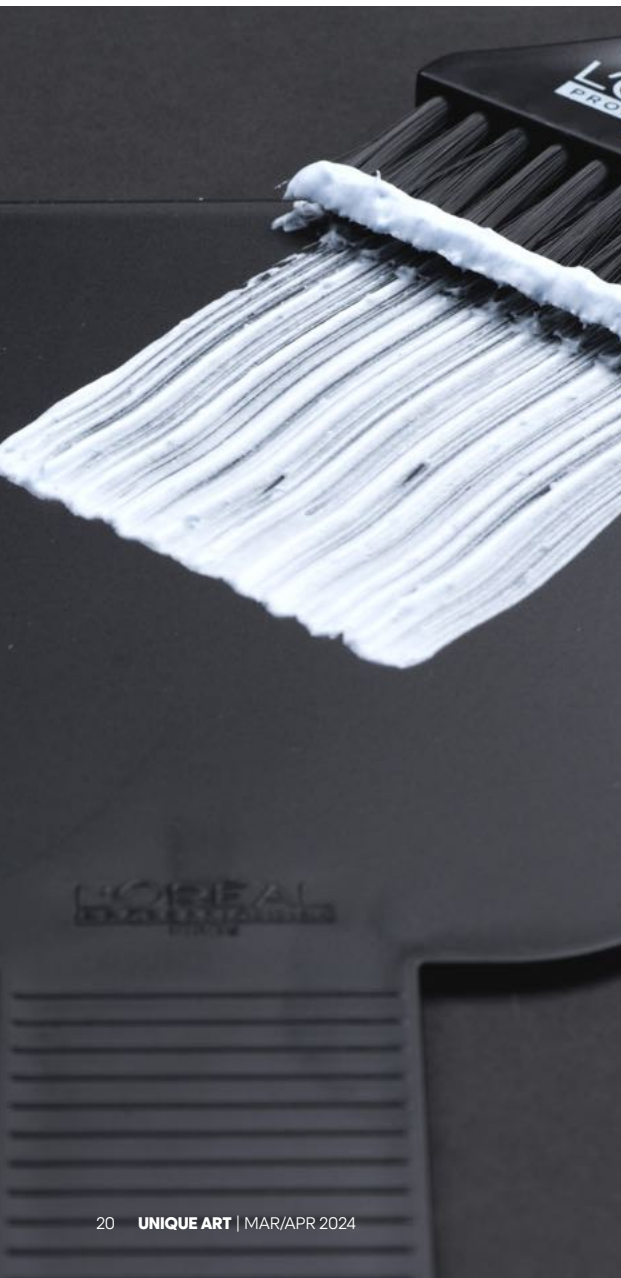
Learn more.



[Academy]

French Balayage Certification.

Become an expert in French Balayage!



During the program you will learn the methodology behind the classic French painting techniques of brush and planchette while exploring best practices for all hair types elevating your skills to a mastery level. In order to stretch those creative muscles and extend past your comfort zone, you will plan and execute your own French Balayage collection for a final project!

Watch your balayage business accelerate to new levels as you become certified in L'Oréal Professionnel French Balayage.

Join Min Kim, Nancy Braun and Sebastian Langman-Kirtley.

6 days | 10am - 5pm | Hands-On
\$2,700 or 180,000 Level Loyalty Points

Scan to become
French Balayage
expert.



[Academy] Color Specialist.

The ultimate color course to make
you a specialist like no other.



Launched in 1998 this globally recognized course continues to elevate colorists. If you have an excellent knowledge of coloring and would really like to understand the why so you can fine tune every head of hair this course is for you! Color Specialist is the highest level of education in your color journey and prior color knowledge with L'Oréal Professionnel is strongly recommended. Please Note: We recommend that you have completed Color Certification or equivalent before embarking on Color Specialist.

10 days | 10am - 5pm | Hands-On
\$5,000 or 333,333 Level Loyalty Points

Attendees to the Color Specialist and any L'Oréal Professionnel Certification program now have the ability to pay for their tuition over time.

To take advantage of this offer, continue with registration and follow the instructions at checkout. After an initial \$500 deposit, you may make payments in any amount. Payment must be complete at least 30 days prior to the start of the program for your seat to be confirmed. Please note that this offer cannot be combined with LEVEL points.

Scan to become a
Color Specialist.



March Only.

Offers valid 3/1-3/31.



15% off
Serie Expert Masks
retail and backbar..

Salon Price From: \$XX.XX
Salon Value From: \$XX.XX

25% off
SteamPod.

Salon Price: \$XX.XX
Salon Value: \$XX.XX



**Free iNOA tube
of choice +
8 oz. iNOA Oil
Developer 20-vol.**
with purchase of 8-35
Majirel tubes.

Salon Price From: \$XX.XX
Salon Value From: \$XX.XX

**Free iNOA tubes
of choice +
iNOA Oil
Developers**
with purchase of 36+
Majirel tubes.

Includes:

- 6 iNOA tubes of choice
- 2 iNOA Oil Developers of choice

Salon Price From: \$XX.XX
Salon Value From: \$XX.XX

20% off
Dia Richesse.*

Salon Price: \$XX.XX
Salon Value: \$XX.XX

*While suppliest last.



April Only.

Offers valid 4/1-4/30.



Save 15%
on Absolut Repair
Molecular.
& Absolut Repair*

Salon Price From: \$18.30
Salon Value From: \$21.53

*Excludes Absolut Repair Molecular Rinse-off serum.



\$20
Absolut Repair
Molecular
Rinse-off serum
Hot price point.

New DiaColor.

Offers valid 4/1-4/30.



Free 8 oz, DIActivateur Developer 9-vol.

with purchase of 2-9 Dia color tubes.

Salon Price From: \$XX.XX
Salon Value From: \$XX.XX

**Free DIActivateur
Developers**

with purchase of 10-27 Dia color tubes.

Includes:

- 2 DIActivateur Developers of choice

Salon Price From: \$XX.XX
Salon Value From: \$XX.XX



**Free DIActivateur
Developers
+ Dia Swatchbook**

with purchase of 36+ Dia color tubes.

Includes:

- 2 DIActivateur Developers of choice
- NEW Dia swatchbook (Dia color + Dia light)

Salon Price From: \$XX.XX
Salon Value From: \$XX.XX

Want more resources?

Swatch charts



Majirel



iN()A

Education



Signature Edu



Academy

Brochures



Metal Detox



Diallight



Dia color



Virtual Atelier



Brand Book



Blond Studio

Support Tools



Stay up-to-date
with our
newsletter



Discover our
full product
catalog



Download
sell-thru assets
on **LEVEL**



Discover free
mental health
resources

LEARN MORE ABOUT L'ORÉAL PROFESSIONNEL AT
US.LOREALPROFESSIONNEL.COM | [@LOREALPRO_EDUCATION_US](https://twitter.com/LOREALPRO_EDUCATION_US) | [#LOREALPRO](https://twitter.com/LOREALPRO)