

L'ORÉAL
PROFESSIONNEL
PARIS



Beauty Biz - April 2024
REVITALIZATION

DID YOU KNOW ?

63% of women are unhappy with their hair colour.*

[Dull Hair] identified as main concern.

L'Oréal Professionnel discovered the science behind dull hair: **Progressive melanin loss**. This natural process leads to dullness first, and then to the appearance of first greys.



NEW

Dia color¹

Alkaline demi-permanent gloss colour.

- **Ammonia-free.**
- **6 weeks of gloss colour.****
- **3x more shine.****
- **Up to 70% grey coverage.**
- **100% true-to-tone natural reflects.**

[Melanin Gap Filler Technology]

Refills gaps from melanin loss inside the hair fiber and formulated with up to 92% ingredients of natural origin.

*Source: U&A UK 2021 / U&A 2017 – FR/UK/US/BR / Tone-on-tone social listening, France, Feb 2022

** Instrumental test

¹Reinventing Dia Richesse from L'Oréal Professionnel

Don't forget to secure your place for our Dia color Connects happening April 22nd in Toronto.

Buy your tickets now

OFFERS

[DIA COLOR REVOLUTION]

Purchase

80 shades of your choice

Receive

2 Diactivateur 9 vol
 1 Diactivateur 15 vol
 1 Metal Detox Oil 50ml
 1 Metal Detox Shampoo 1500 ml
 1 Metal Detox Mask 500 ml
 1 New Large Dia Swatchbook



Salon Price \$876.00	Salon Value \$1053.90	Salon Savings 17%
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Limit of 2 offers per salon.

[DIA COLOR STARTER]

Purchase

40 shades of your choice

Receive

1 Diactivateur 9 vol
 1 Diactivateur 15 vol
 1 Metal Detox Shampoo 1500 ml
 1 New Large Dia Swatchbook



Salon Price \$438.00	Salon Value \$520.80	Salon Savings 16%
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Limit of 2 offers per salon.



[DIA COLOR DISCOVERY]

Mix n Match (Dia color)

Purchase

10 shades of your choice

Receive

1 Diactivateur 9 vol

Salon Price \$109.50	Salon Value \$124.50	Salon Savings 12%
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Limit of 2 offers per salon.

Diagnosis paradox: 97% of hairdressers say they carry out a diagnosis while only 7% of consumers say they received a diagnosis*.

My Hair iD, your exclusive in salon digital service, is meant to break this barrier and facilitate the consultation with unique inspirations, virtual try-on, and much more.

Download on the
Apple Store

Get it on
Google Play

*Source : L'Oréal Professionnel Social Listening 2023.

This April

[SteamPod Spring Offer]

Steamrolling into Spring

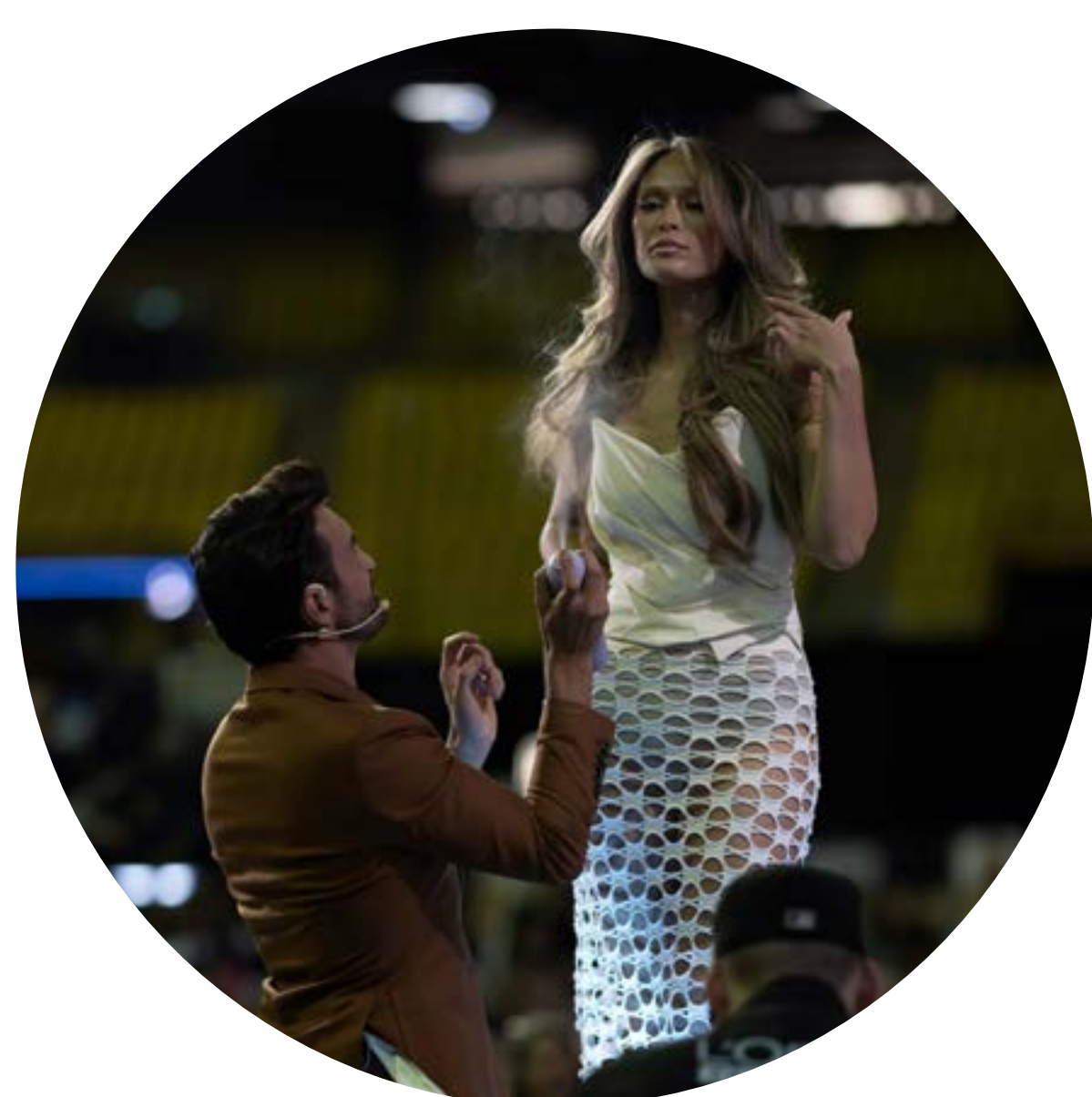
Did you know?

After the end of year Holidays, April and May is the period with the highest demand for hair straighteners in terms of search. It stays high until the end of summer!

Source: Google Trends

REPLICATE THE LOOK

Artist:
kevins-kyle Lambert
@@kevinskyle__kk



Model:
Julie-Anne Ho
@@julieanneho



1. Apply Full volume extra Mousse on towel-dried hair.
2. Apply SteamPod professional smoothing treatment for shine, heat protection, and instant smoothness & discipline.
3. Soft curls with SteamPod 3.0 Steamstyler.
4. Apply SteamPod rollers for an hour or overnight.
5. Set the look with Fix Anti Frizz.

2 X Smoother.
2 X Faster.
91% Less Damage.



Get ready!

Show your clients the way SteamPod gently handles their hair yet delivers faster, smoother, long-lasting results.

Get the tools this April & May and receive a free SteamPod Smoothing Treatment for the perfect blowout & a roller set to maintain those gorgeous curls.

Purchase

1x SteamPod 3.0 Steam styler



Receive

1x SteamPod Professional Smoothing Treatment 50ml

2x Creaseless clips

6x Self-grip rollers

Value of
\$68.50



SALON PRICE
\$285.00

SALON VALUE
\$335.30

SRP
\$405.00

SAVINGS
15%

Curl Expression

Express your curls, the pro way.
Available April 1st

L'ORÉAL
PROFESSIONNEL
PARIS



Did you know?
58%
of Canadian women have wavy to coily hair (2A to 4C).
SOURCE: L'Oréal Usage & Attitude Study, Canada July 2023



2x more hydration, 11x more definition, 48H frizz-free protection all Spring.*

COMPLETE OFFER

Purchase

- 2x Clarifying shampoo 500ml
- 3x Moisturizing shampoo 500ml
- 3x Moisturizing mask 250ml
- 2x Moisturizing butter 250ml
- 2x 10in1 Mousse 300ml
- 3x Curl reviver 190ml
- 2x Curl cream-in jelly 250ml
- 3x Long last leave in 200ml

Receive

- 1x Clarifying shampoo 1500ml
- 2x Moisturizing shampoo 1500ml
- 2x Moisturizing mask 500ml
- 1x Moisturizing butter 500ml
- 2x Pump 1500ml

TOTAL : \$516.00
VALUE : \$706.92
SAVINGS : 27%

MUST HAVE OFFER

Purchase

- 2x Moisturizing shampoo 500ml
- 2x Moisturizing mask 250ml
- 3x Curl reviver 190ml
- 3x Curl cream-in-jelly 250ml
- 3x 10in1 Mousse 300ml
- 3x Long lasting leave-in 200ml

Receive

20% OFF

TOTAL : \$314.88
VALUE : \$393.60
SAVINGS : 20%

CURL CARE MIX & MATCH

Purchase Any 3

- Moisturizing shampoo 500ml
- Moisturizing mask 250ml
- Clarifying shampoo 500ml
- Moisturizing butter 250ml

Receive

15% OFF

TOTAL : \$71.91
VALUE : \$84.60
SAVINGS : 15%

CURL CARE MIX & MATCH

Purchase Any 3

- 10in1 Mousse 300ml
- Curl reviver 190ml
- Curl cream-in-jelly 250ml
- Long lasting leave-in 200ml

Receive

15% OFF

TOTAL : \$59.67
VALUE : \$70.20
SAVINGS : 15%



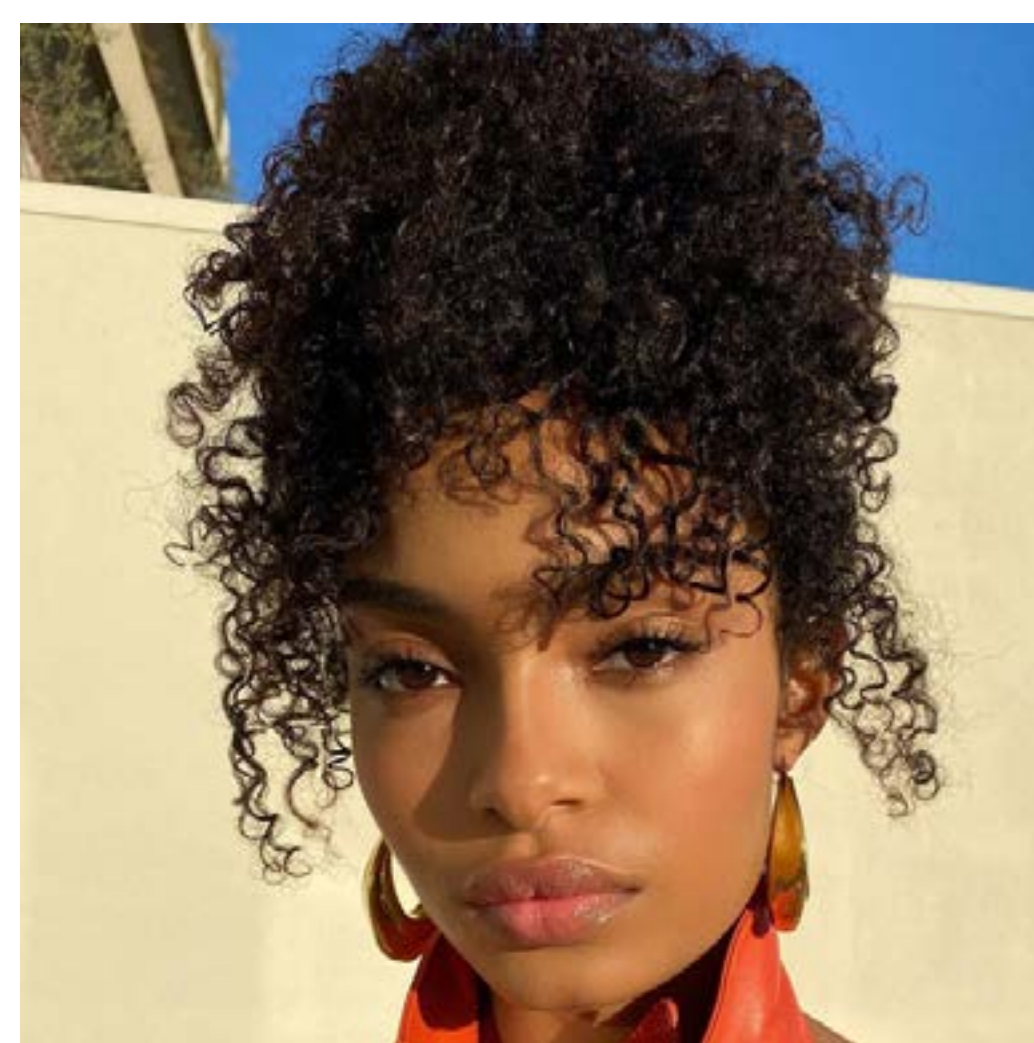
1A-1C



2A-2C



3A-3C



4A-4C



*Instrumental test

Want to perfect your cutting technique on wavy and coily hair?



Join Power of the Collective - a free online educational program designed to help hair stylists navigate diversity and inclusion in regard to diverse hair types.

Sign up for FREE

LAST CHANCE — 20% OFF

[NEW ERA SETS]

Exclusive offers end this month!



[MAKE AN ADDITIONAL \$15,500+ THIS SPRING]

Let's say you see

6

clients per day

and

3

grab a [NEW ERA KIT]

making

\$334.80

a day*,

which can generate

\$1,674

a week.

It's a boost of

\$13,392

of your revenue**.

*Metal Detox Breakage Ending Era Trio at \$111.60

**Throughout sales period from March to April

DISRUPTIVE TECH. TRIOS

EXPERT & CLASSIC TECH. DUOS

[Absolut Repair Molecular] DAMAGE RESTORATION ERA SET



SALON PRICE
\$62.16

SALON VALUE
\$77.70

SRP
\$103.60

[Curl Expression] CURLY COILY ERA SET



SALON PRICE
\$45.12

SALON VALUE
\$56.40

SRP
\$75.20

[Absolut Repair] INSTANT RESURFACING ERA SET



SALON PRICE
\$40.32

SALON VALUE
\$50.40

SRP
\$67.20

[Metal Detox] BREAKAGE ENDING ERA SET



SALON PRICE
\$66.96

SALON VALUE
\$83.70

SRP
\$111.60

[Pro longer] LONGER STRONGER ERA SET



SALON PRICE
\$40.32

SALON VALUE
\$50.40

SRP
\$67.20

[Vitamins Color] COLOUR PROTECTION ERA SET



SALON PRICE
\$40.32

SALON VALUE
\$50.40

SRP
\$67.20

Pro tip:

One out of three consumers claim to always or most of the time look at ingredients when shopping for hair care products.

Invite your client to discover the ingredient technology right on each New Era set.

Source: L'Oréal Canada Hair Care Usage and Attitudes Study 2023.

[Click to discover social media assets](#)

L'ORÉAL
PROFESSIONNEL
PARIS

PORTFOLIO ARTISTIC TRAINING 2024 EDITION

**August 25th & 26th
Toronto**

SAVE YOUR SPOT NOW

**Don't forget that you can use your
Excellence points.**

**@lorealpro_education_canada
lpeducation.ca**

L'ORÉAL
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lpeducation.ca

Education &
events
calendar

SPRING 2024

Professionnal hair tech that elevates you.

Canada

L'ORÉAL PROFESSIONNEL

PARIS

lpeducation.ca

8



Dia Color Webinar

FR/EN
with a special guest,
Microsoft Teams

8



Connect Dia Color

FR/EN
5@7 cocktail +
appetizers
Montréal

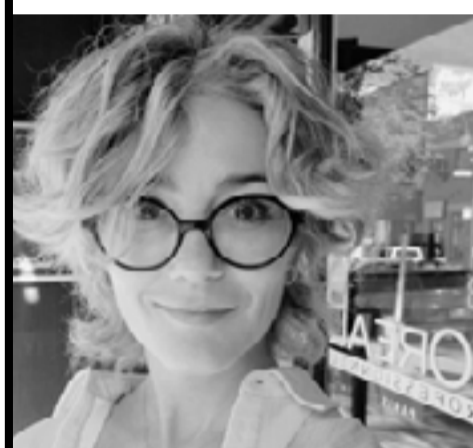
8



Gender Neutral Cutting Class (part 1)

EN
with Darren Jansen
Salon Centric,
Mississauga

14



Close Up Hands On

EN
with Sandy Hogue
Hotel Blackfoot,
Calgary

15



Fundamentals Hair Cutting Class

FR
with Coralie Brochu,
Québec

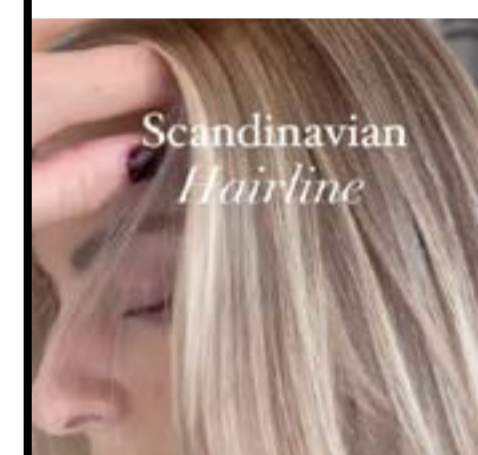
15



Color Keys 2

EN
with Asia Thorpe-Double
Workshop Salon,
Vancouver

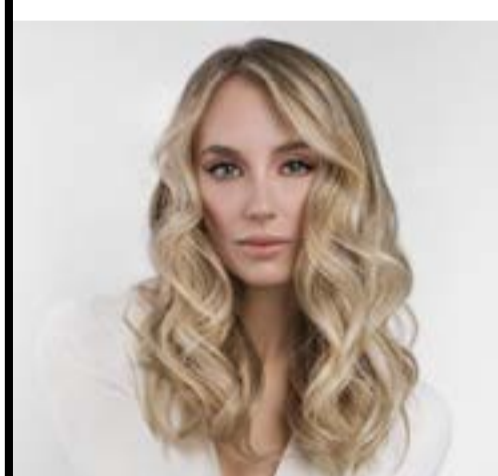
15



TikTok Trends

EN
with Nicole Pidherny
L'Oréal Canada,
Etibicoke

22



Deco I.D.

FR
with Javier Léon,
Académie Ville
Saint-Laurent
Montréal

22



Color Keys 1

EN
with Lauren Hawley
Salon Muse,
Nanaimo

22



Connect Dia Color

EN
5@7 cocktail +
appetizers,
Tiff Bell Lightbox,
Toronto

28-29

SUMMIT
SALONBUSINESS CENTER

The Summit

EN
with SSBC
Hotel Hilton,
Mississauga

29



Color Keys 1

FR
with Véronique Caty,
Académie Ville
Saint-Laurent
Montréal

29



Color Keys 1

FR
with Alex Laberge
Le Host Salon,
Québec

REGISTER NOW


April






EXCELLENCE
L'ORÉAL PROFESSIONNEL

GO **[GREEN]** WITH EXCELLENCE

 EXCELLENCE
L'ORÉAL PROFESSIONNEL

 How Excellence Works

 My Account 

EN 

L'ORÉAL
PROFESSIONNEL
PARIS

EDUCATION & EVENTS

PRODUCTS & MERCHANDISING

BUSINESS DEVELOPMENT

SUSTAINABILITY

BRAND
NEW!

TO SHOW OUR **COMMITMENT**
TO THE **WORLD** WE HAVE BUILT
A **NEW CATEGORY** ON OUR
BUSINESS DEVELOPMENT
PLATFORM.

USE YOUR POINTS TOWARDS
GREEN INITIATIVES.

FIND OUT MORE

Mental health trigger warning



Content Warning: Mental Health

This content discusses mental health, including conditions such as depression, anxiety, and other challenges that some readers may find distressing or triggering. If you or someone you know is struggling with mental health issues, please consider seeking professional help or support. If you need immediate assistance or are in crisis, please reach out to Wellness Together Canada call **1-866-585-0445** or text **WELLNESS** to **741741**.

Your mental well-being is important, and there is help available.



[Part 2] Self-care.



3 PILLARS OF SELF-CARE

Body.
[March topic]



Mind.
[May topic]



Social.
[July topic]



Pillar #1: body.

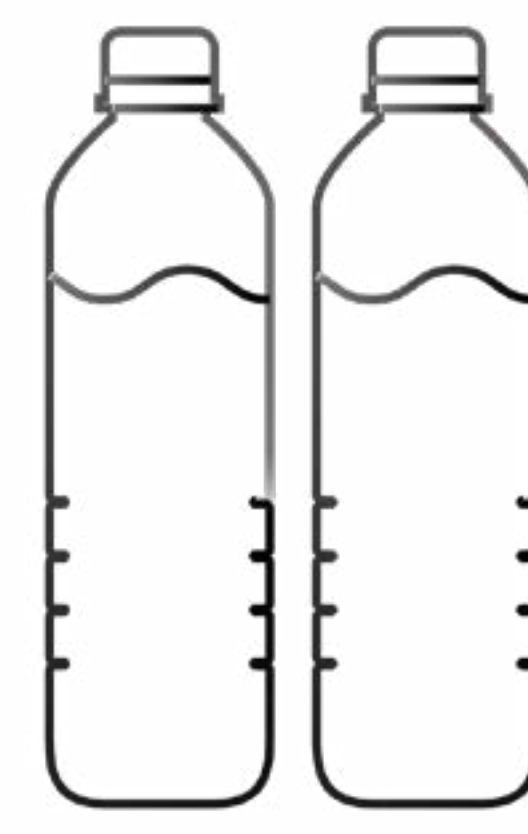
Movement.



Nourishment.



Hydration.



Our **body's** health and **mental** health are fully linked. **This is known as the mind-body connection.**

Focus on [MOVEMENT]



Hairdressing is a physical job, so much so that **75% of work-related illnesses** among hairdressers are musculoskeletal disorders which impact the muscles, joints and bones. (*)

Regular movement and exercise can help defend against this.

But that's not all, thanks to the mind-body connection, movement can improve the way you feel AND think.

- Exercise is clinically proven to positively impact anxiety and depression
- Many of you may already have a regular exercise routine, if so, then this is nothing new to you, so keep it up!
- But for those of you who don't have a regular movement routine, start small!

[TIPS]

Add movement to your commute. Park at a distance from the salon or get off the bus or train a stop earlier... even if you only do it one way remember small and often is better than grand gestures.

Source: <https://pubmed.ncbi.nlm.nih.gov/26190730/>

Focus on [NOURISHMENT]



Eating healthy means different things for different people.

Why should you pay attention to food? Your brain chemistry, and therefore your mental health, are directly related to your digestive track.

- 90% of serotonin, the 'happy' hormone, is actually made in the gut. (*)
- 70% of your immune system resides in the gut. (**)
- Anxiety and depression can be spurred by gut irritation, and in reverse, anxiety and depression can cause an upset gut.

[TIPS]

- Try to take at least a 20-minute break for a meal during the working day.
- Make sure you have healthy snacks on-hand at the salon or your workstation.

Source: * <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6469458/#:~:text=The%20gut%20provides%20approximately%2095,of%20which%20exists%20in%20plasma.>
** <https://www.uclahealth.org/news/want-to-boost-immunity-look-to-the-gut#:~:text=70%25%20of%20the%20immune%20system,where%20diverse%20bacteria%20is%20best.&text=You%20likely%20know%20that%20what%20diet%20affects%20the%20immune%20system.>

Focus on [HYDRATION]



Research shows that there's a beneficial relationship between drinking water and mental health disorders. In fact, one study showed that drinking the lowest levels of water increased the risk of depression and anxiety. (*)

Water doesn't magically cure mental health conditions. However, it nourishes the brain and helps combat the symptoms you may experience.

[TIPS]

- **Drink throughout the day**—have water handy, near your section, for example, or in the dispensary or staff room.
- **Aim to drink about 2 liters of water** each day.
- **Set routines.** For example, drink at the start of each client, or before you mix colors.

Source: <https://www.cnet.com/health/mental/heres-why-drinking-water-is-the-key-to-good-mental-health/>

Continue learning.



Head Up Keys: modules.

Episode 1: Head Up.

duration: 7 min 53

- What is Head Up Keys?
- Summary of ABCs of mental health
- 3 self-care pillars

Episode 2: Mental Health Matters.

duration: 7 min 47

- Head Up purpose.
- ABCs of mental health
- Learn the signs
- What is stigma?
- Self-reflection exercise.

Episode 3: Self-care.

duration: 14 min 47

- 3 pillars of self-care:
- 1/ Body: eating, drinking and moving tips
- 2/ Mind: breathing and meditation exercises.
- 3/ Socializing outside salon.
- Wellness exercise.

Episode 4: Setting boundaries.

duration: 11 min 54

- Importance of setting boundaries in creating healthy work environment
- Setting boundaries: clients
- Setting boundaries: co-workers/manager
- Exercise.

Watch Head Up Keys [here](#)



BECOME A CERTIFIED SUSTAINABLE SALON TODAY!

EARTH MONTH OFFER



The salon industry sends 877 pounds of waste to landfills **every single minute.***
You can change that.



EARTH MONTH OFFER



use code "H4TF" at checkout

INDEPENDENT ARTIST OFFER

If your salon has **3 stylists or less** (>250 clients per month)

1-time fee: ~~\$75~~ \$50

Price per box: ~~\$125~~ Get your 1st box FREE
\$150 savings

INCLUDES:

- **12" x 30"** boxes to collect your beauty waste.

FULL CIRCLE OFFER

If your salon has **4 or more stylists** (250+ clients per month)

1-time fee: ~~\$200~~ \$50

Price per box: ~~\$170~~ Get your 1st box FREE
\$320 savings

INCLUDES:

- A personalized program and on-boarding with your staff.
- **16" x 36"** boxes to collect your beauty waste.
- Complimentary bio-composite recycling bins.

All programs come with a reporting dashboard where you can:

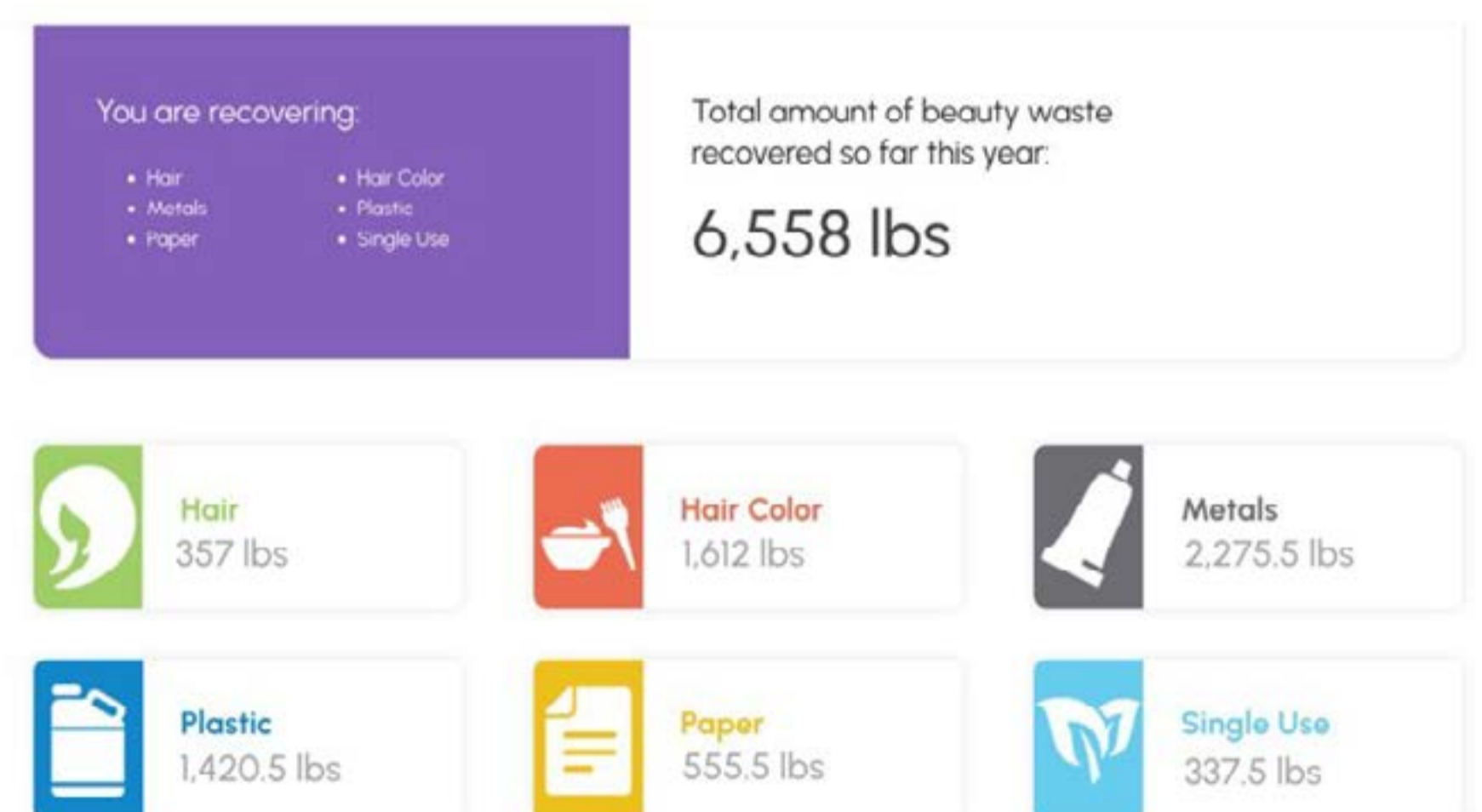
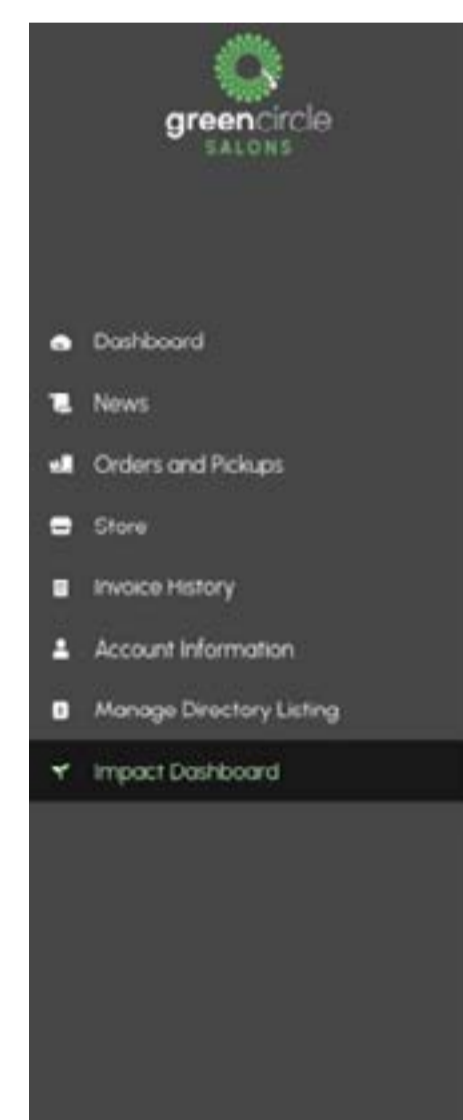
Schedule carbon-neutral next day pickups

Manage your subscription

Get real-time reporting of your year-to-date impact

Download marketing materials

and much more



Recycle up to 6 waste streams.



Hair Clippings



Metals



Excess Colour



Single-use Items



Plastics



Paper and cardboard

LEARN MORE

*Circle of impact report, 2023, Green Circle Salons, <https://greencirclesalons.com/>

RESOURCES



EDUCATION



PRICE LIST



PRODUCT GUIDE



MASTER CLASS



HeadUp

FOR HAIR PROS' MENTAL HEALTH

