
GET YOUR SUMMER HAIR REFRESH
BUSINESS ALERT $ BUSINESS ALERT $
L'ORÉAL
PARTNER SHOP
THIS SUMMER
BOOST BUSINESS BY SHARING YOUR MOST REFRESHING SUMMER CONTENT ON SOCIAL MEDIA.
L'ORÉAL PROFESSIONNEL PARIS
Metal Detox
PRÉ-TRAITEMENT PROFESSIONNEL
PROFESSIONAL PRE-TREATMENT
SERIE EXPERT
Dia light
KÉRASTASE
ELIXIR ULTIME
PROTEIN
VITAMIN E
LACTIC ACID
POLYPEPTIDE
CAMELLIA OIL

GET YOUR SUMMER HAIR REFRESH

SPECIAL TIP

INSPIRE BEFORE YOU SELL!
*USE **SOCIAL MEDIA** TO SHOWCASE SUMMER HAIR IDEAS AND EXPERT ADVICE THAT BUILDS TRUST AND NATURALLY BRINGS CLIENTS TO BOOK.*

RACHEL VALENTINE
CERTIFIED TRICHOLOGIST



C1 - Internal use

ARE YOU READY FOR SUMMER?

BUSINESS ALERT $ BUSINESS ALERT $ L'ORÉAL PARTNER SHOP

DAYS GET WARMER, DRINKS GET COOLER... SPREAD SOME CHEERFUL SUMMER VIBES IN YOUR SALON AND SOCIALS!

PREPARE

- ❑ **INVEST IN THEMED DECORATION** (SUMMER ACCESSORIES, WINDOW DISPLAYS)
- ❑ PUT YOUR **SUMMER REFRESH SERVICES AND OFFERS** CLEARLY IN THE SPOTLIGHT.
- ❑ CONSIDER A SPECIAL. **REFRESHER / COCKTAIL CORNER** WITH ICE-COLD DRINKS, MATCHING THE THEME OF YOUR REFRESH SERVICES.

SHARE

- ❑ START A **SOCIAL MEDIA COUNTDOWN** TO PROMOTE YOUR UPCOMING SUMMER REFRESH SERVICES AND OFFERS.
- ❑ **REACH OUT TO YOUR BEST CLIENTS** AND INVITE THEM FOR AN EXCLUSIVE SUMMER REFRESH SERVICE.

CELEBRATE

- ❑ **PREMIUM REFRESH SERVICES** IN A BEAUTIFUL SUMMER THEME ARE THE SECRET TO A SUCCESSFUL SUMMER EVENT IN YOUR SALON.
- ❑ BE PROUD **TO SHARE YOUR BEST REFRESH SERVICE RESULTS** ON YOUR SOCIALS!

GET INSPIRED

1. TEASE. 2. GO LIVE. 3. REBOOKING



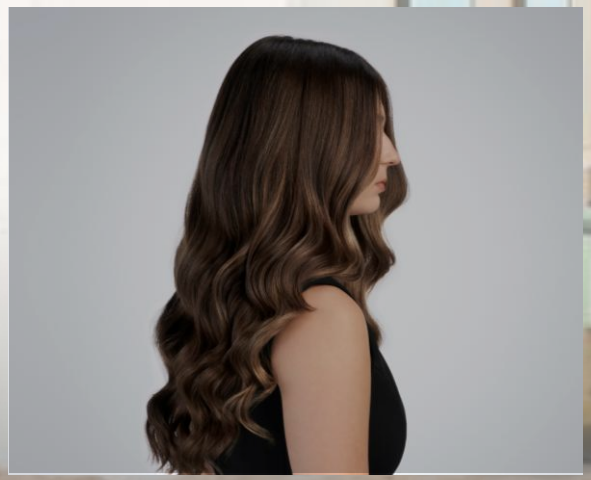




THE SUMMER PROTOCOL

BUSINESS ALERT $ BUSINESS ALERT $ L'ORÉAL PARTNER SHOP

3 STEPS TO CREATE THE ULTIMATE SUMMER REFRESH EXPERIENCE FOR YOUR CLIENTS



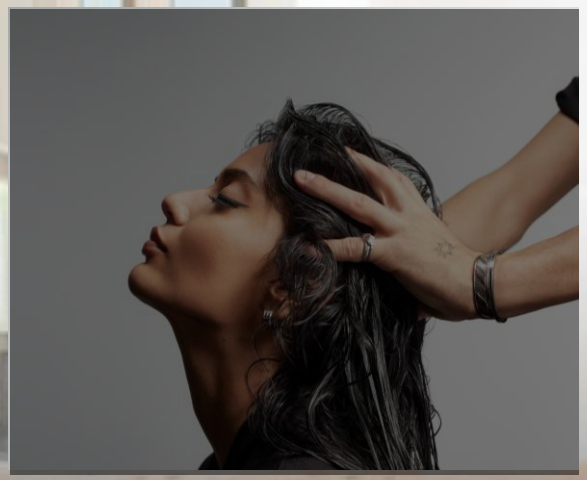
IDENTIFY THEIR HAIR CONCERN

BRASSY, DRY OR WEEK HAIR? WHICH SUMMER HAIR CONCERN DOES YOUR CLIENT HAVE?



PROVIDE THE PERFECT REFRESH SERVICE

OFFER THE PERFECT SUMMER REFRESH SERVICE FOR YOUR CLIENT´S SPECIFIC NEED.



OFFER THE MATCHING HOME ROUTINE

TO MAINTAIN THE REFRESHED LOOK, MAKE SURE YOU MATCH THE TREAMTENT WITH THE PERFECT HOME ROUTINE OFFER.

IDENTIFY THE SUMMAR HAIR CONCERN

BUSINESS ALERT $ L'ORÉAL PARTNER SHOP

THE DIAGNOSIS: WHAT ARE YOUR CLIENT´S PAIN POINTS THIS SUMMER?

BRASSINESS & COLOR FADE

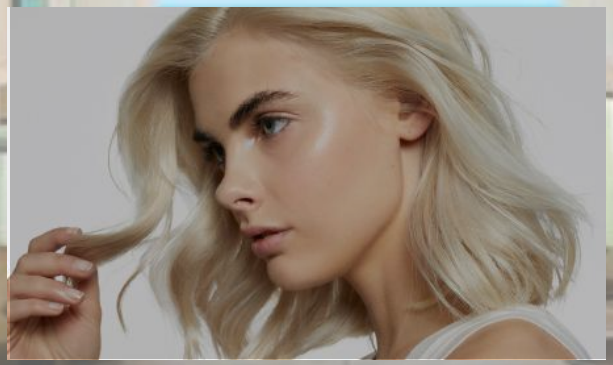


SUN, CHLORINE & METAL BUILD-UP CAN CAUSE COLOR TO LOOK FLAT, FADED OR BRASSY.

What clients may notice:

- Blonde looking yellow
- Brunettes losing richness
- Color not reflecting light

DRY, DEHYDRATED HAIR



UV, SALT WATER AND HEAT STYLING CAN LEAVE THE HAIR FEELING DRY, ROUGH AND HARDER TO MANAGE.

What clients may notice:

- Hair feels straw-like
- Loss of softness
- Tangling more easily

WEAK, FRAGILE HAIR



AFTER SUMMER, HAIR CAN FEEL WEAKER AND MORE PRONE TO DAMAGE DUE TO UV DAMAGE AND HEAT EXPOSURE.

What clients may notice:

- Increased breakage
- Ends feeling fragile
- Hair lacking strength

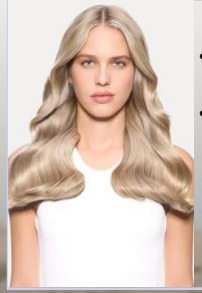
CHOOSE THE RIGHT REFRESH SERVICE

BUSINESS ALERTS L'ORÉAL PARTNER SHOP

YOUR SUMMER SERVICE MENU, CURATED FOR YOUR CLIENT´S SUMMER HAIR CONCERNS.

BRASSINESS & COLOR FADE

HYALURONIC GLOSS



- NEUTRALIZES METALS TO **STOP BRASSINESS.**
- **REFRESHES COOL TONES** WITH HIGH-SHINE GLOSS.

L'ORÉAL PROFESSIONNEL PARIS

DRY, DEHYDRATED HAIR

FUSIO DOSE

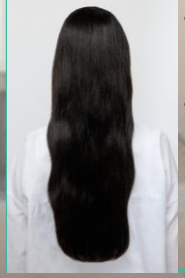


- QUICK **HYDRATION BOOST**
- RESTORES **SOFTNESS & SHINE.**

KÉRASTASE PARIS

WEAK, FRAGILE HAIR

ULTIMATE REPAIR



- **REINFORCES** WEAK HAIR FIBER WITH JAPANESE RICE EXTRACT.
- **RESTORES** ELASTICITY & REPAIRS EXTREME SUMMER **DAMAGE.**

shu uemura art of hair

CHOOSE THE RIGHT REFRESH SERVICE

BUSINESS ALERT $ BUSINESS ALERT $ L'ORÉAL PARTNER SHOP

YOUR SUMMER SERVICE MENU, CURATED FOR YOUR CLIENT´S SUMMER HAIR CONCERNS.

PREVENT BRASSINESS & COLOR FADE	PREVENT DRY, DEHYDRATED HAIR & OTHER HAIR CONCERNS	PREVENT WEAK, FRAGILE HAIR
METAL DETOX ROUTINE	**PERSONALIZED BUNDLES**	**ULTIMATE REPAIR ROUTINE**
