

French Glossing.

[E-Memo]



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PROFESSIONNEL
PARIS

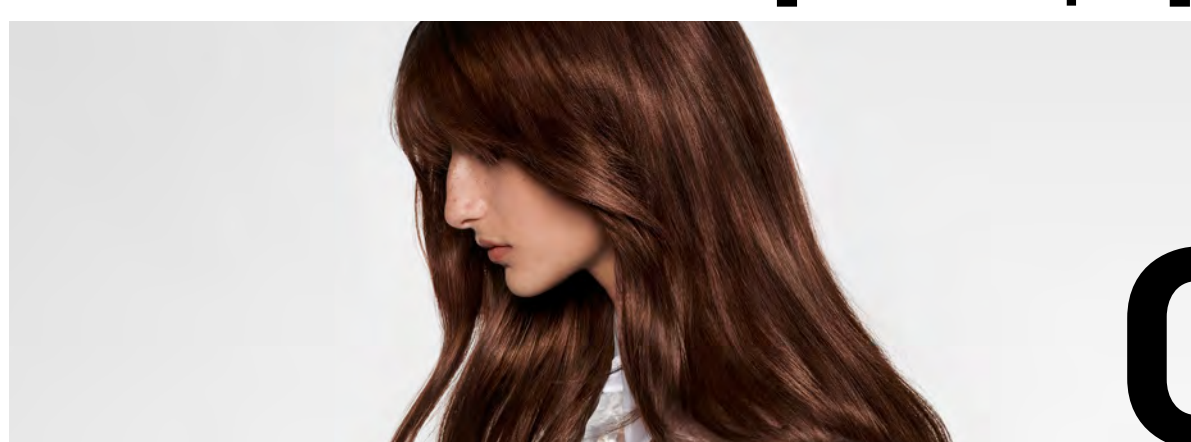
Menu.

[Hair Culture]



01

[Technique]



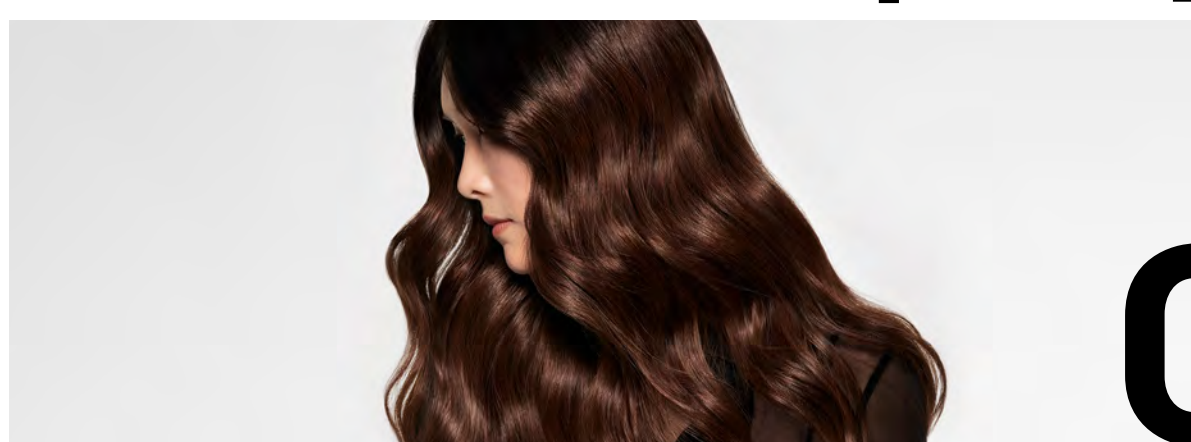
02

[Science]



03

[Hair Art]



04

[Business]



05



[Hair Culture]

#FrenchGlossing

Grey coverage service in salon.

The data speaks for itself.

Decrease in frequency.

The number of salon visitors has been decreasing, and the restrictions of Covid-19 has accentuated it even more.

Lack of personalization.

Many women would love to benefit from more tailor made results.

Intention of going back to salons.

25% of women declared not being willing to go back to salons.*

Grey coverage in salons is the heart of our business.

67% of women in our salons are covering grey hair.**

*Source: U&A HAIRColour FRC/BR/US/UK 2017.

**Source: SALON Colour, HOME Colour SHIFTING - New US CMI MAY 2020.

Re-inventing grey coverage.

Grey coverage can be modern, appealing and ultimately professional.

- We can cover greys and at the same time propose a service that only a professional can provide.
- All inclusive service.

Regrowth touch up is what makes them

come.

The management of their lengths is what makes them

stay.



[Technique]

#FrenchGlossing

Dia light Acidic Gloss Colour.

Unique technology for pros only.

CHARACTERISTICS.

- Gel-cream - no ammonia.
- Gloss colour with acidic pH.

BENEFITS.

- No lift.
- Possibility to darken up to 2 levels.
- No colour overload.
- No over-sensitization.
- Colour tenacity for up to 6 weeks.*
- Up to x2 shinier hair vs permanent hair colour.**
- +30% nourished hair.***
- Preserved hair surface thanks to acidic pH.
- Resurfacing effect of the fiber.

*On fundamental shades, after multiple applications with Dia light vs. permanent hair colour from LP on lengths.

**Instrumental test after multiple applications with Dia light vs. oxidative hair colour from LP on lengths.

***Instrumental test.

Do you want to know
everything about Dia light?



Check on Access.

Dia light Technical Sheet in
the Dia light e-learning module!



French Glossing.

#FrenchGlossing

French Glossing is our in-salon colour service, for gradient colour with an exclusive glossing treatment. Its professional 2-step technique provides perfect regrowth coverage and weightless glossy lengths.

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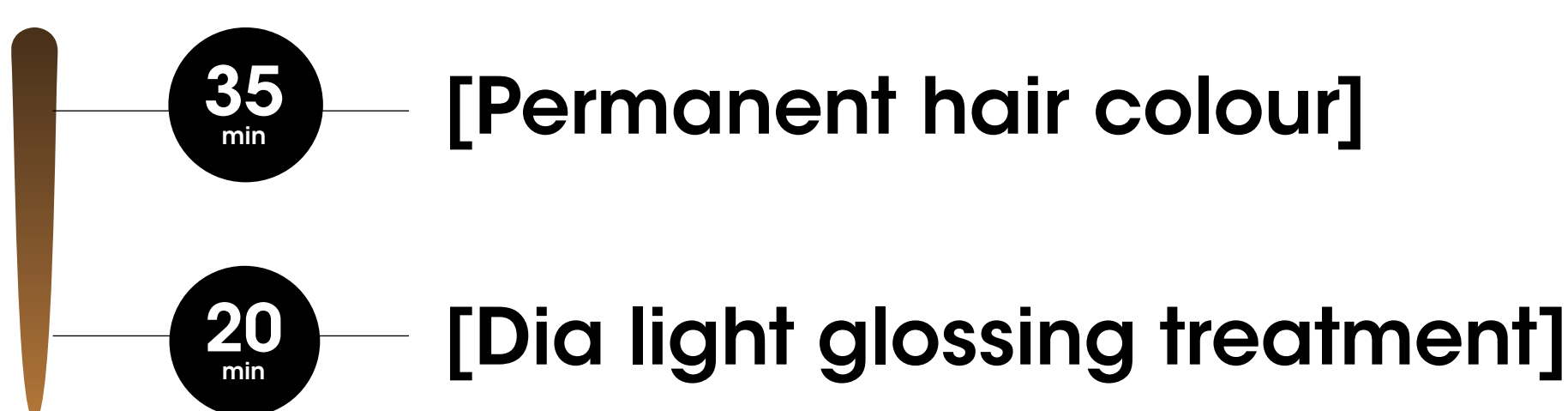


[Technique]

#FrenchGlossing

French aesthetic codes of elegance translated for French Glossing.

- Natural looking.
- Gradient colour – seamless from regrowth to ends, like if you were born with it.
- Sophisticated «à la Française».
- Ultra glossy.



[Permanent hair colour]

With Majirel or Inoa permanent hair colour.

On natural hair (regrowth or virgin hair).

Using 10. 12,5. 20. 30 or 40 volume.

[Dia light glossing treatment]

On lengths, where hair has already been coloured, or treated with pre-lighteners, we need to revive the radiance while preserving the hair with Dia light.

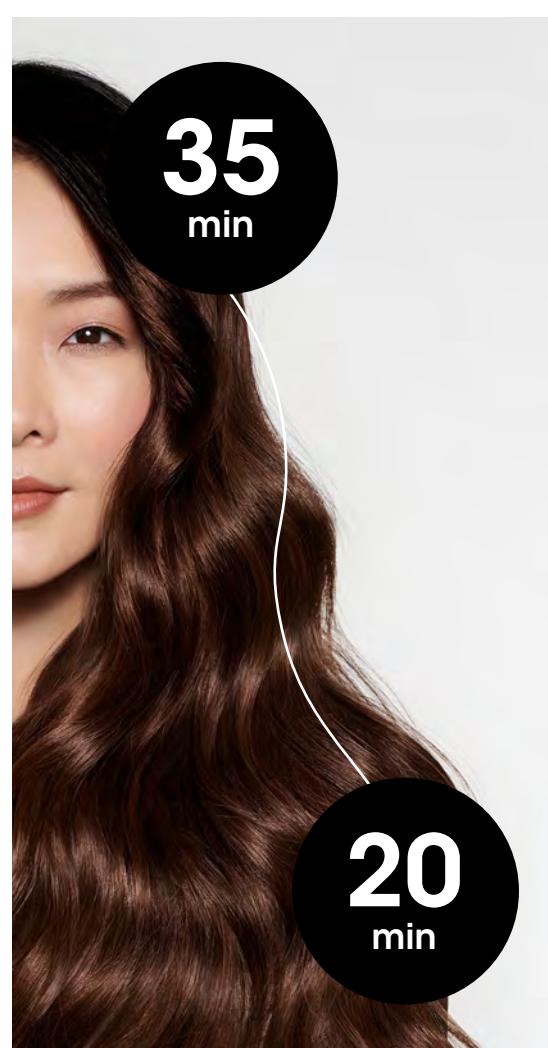
The need is totally different.

It's about refreshing the colour

- Less sensitization.
- Better colour tenacity.
- Higher shine.

On the lengths and ends.

Using 6, 9 or 15 volume.



[Permanent colour]

Opaque or Neutral

Seamless transition

[Acidic gloss colour]

Multidimensional



[Technique]

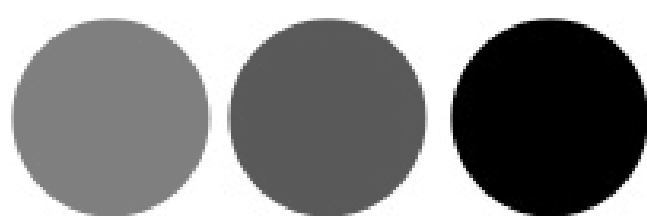
#FrenchGlossing

French Glossing Diagnostic.

1. Regrowth Diagnosis with permanent colour.

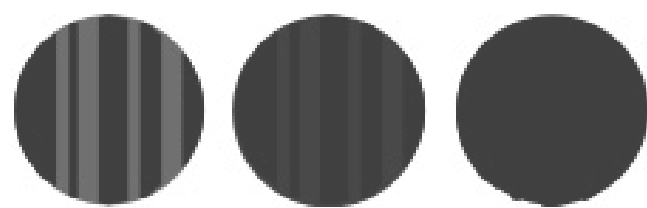
Level of depth.

To be decided according to the shade that will sit on the lengths (2 to 3 levels are necessary to show).



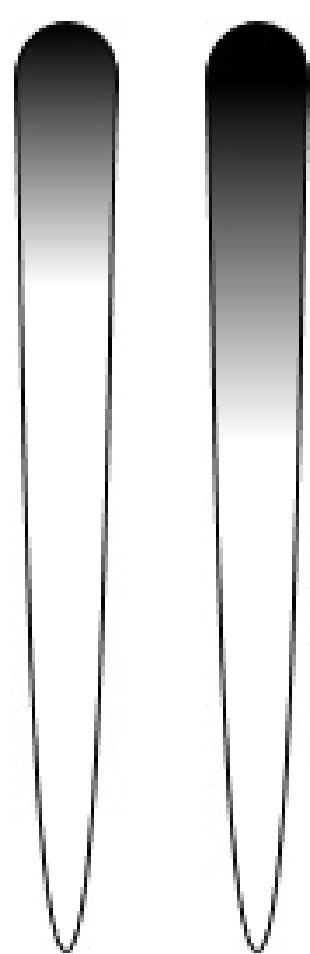
Taste of coverage.

You have all the professional formulas to propose a natural coverage, a normal coverage or a deep coverage to answer your client desire, or your technical necessity.



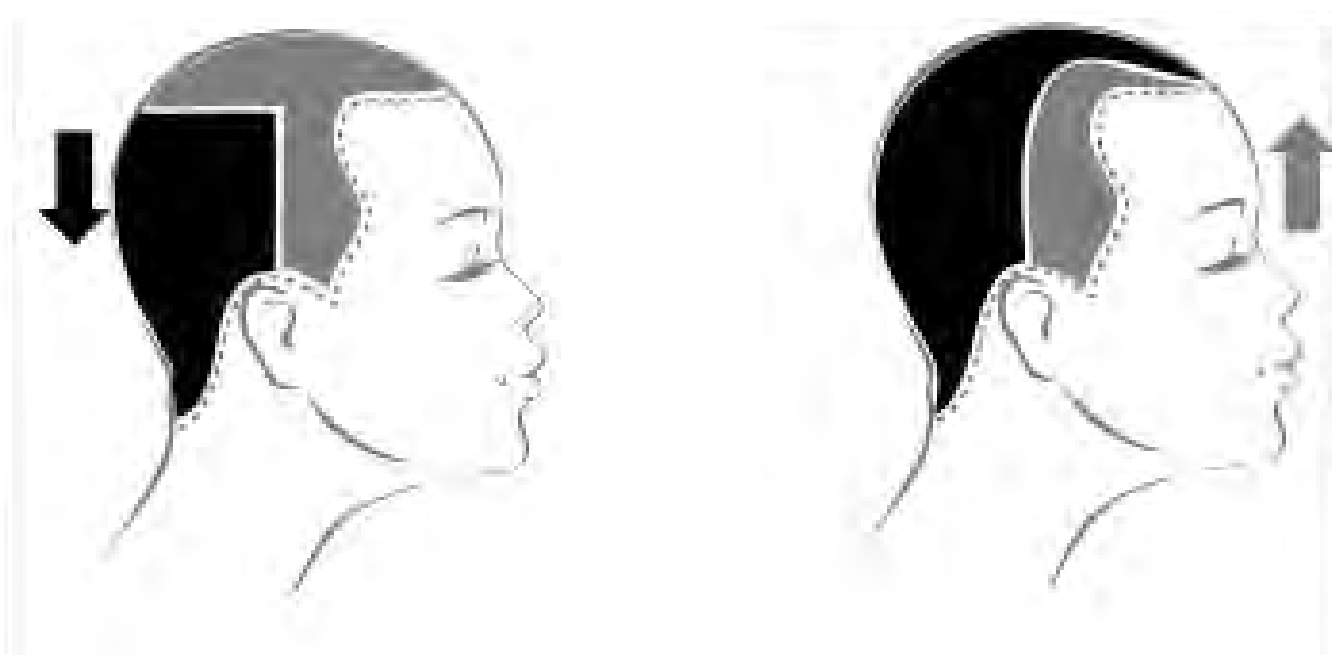
Regrowth shadowing.

You can adapt the regrowth shadowing by stretching the permanent colour on the first 3, 6 or 10 cm.



Colour Placement.

Leaving the nape dark, or emphasize the light on the face frame is a way to balance the weight of the colour on the whole head.





[Technique]

#FrenchGlossing

French Glossing Diagnostic.

2. Length Diagnosis with Dia light.

How much time to refresh?

is 10 min of development time enough to bring back the original character of the colour? is 20 min absolutely necessary to recreate that bright and rich reflect shade?

How much transparency to add?

When taking through any washed out colour, preserving the level of depth given by the undercoat is critical (also true for balayage). The 'danger' is to darken too much with a colour deposit that is too strong. The Clear Gloss helps you to control the transparency. Using $\frac{1}{4}$ or $\frac{1}{2}$ of clear will avoid darkening too much while offering a luminous glossy result.

1. Regrowth Diagnosis.

Manage your depth with the right formula



0% clear



Very rich.
Saturated.
Very cool.

Opaque.
Rich.
Saturated.

Tranluscent.
Fresh.
Light.

Manage grey hair coverage



0% UP to 50% 50% More than 50% 100%

Simply use
your target
shade.

Mix $\frac{1}{2}$ + $\frac{1}{2}$
your target
shade with its
corresponding
base level.



[Science]

#FrenchGlossing

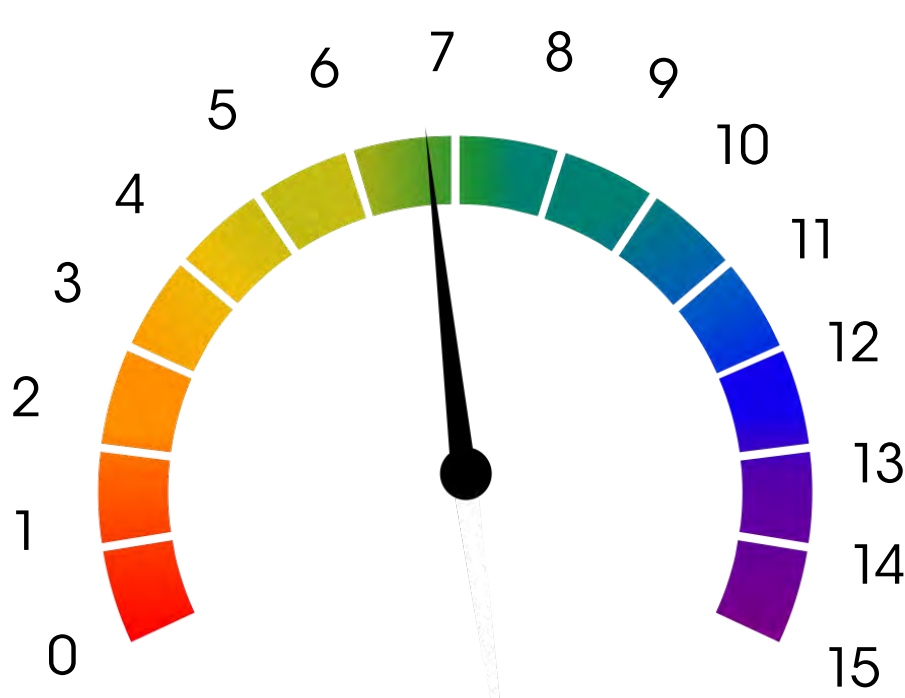


2. Dia light glossing treatment.

What makes the technology unique?

Acidic pH

The natural pH of hair is around 5 (between 4.5 and 5.5).

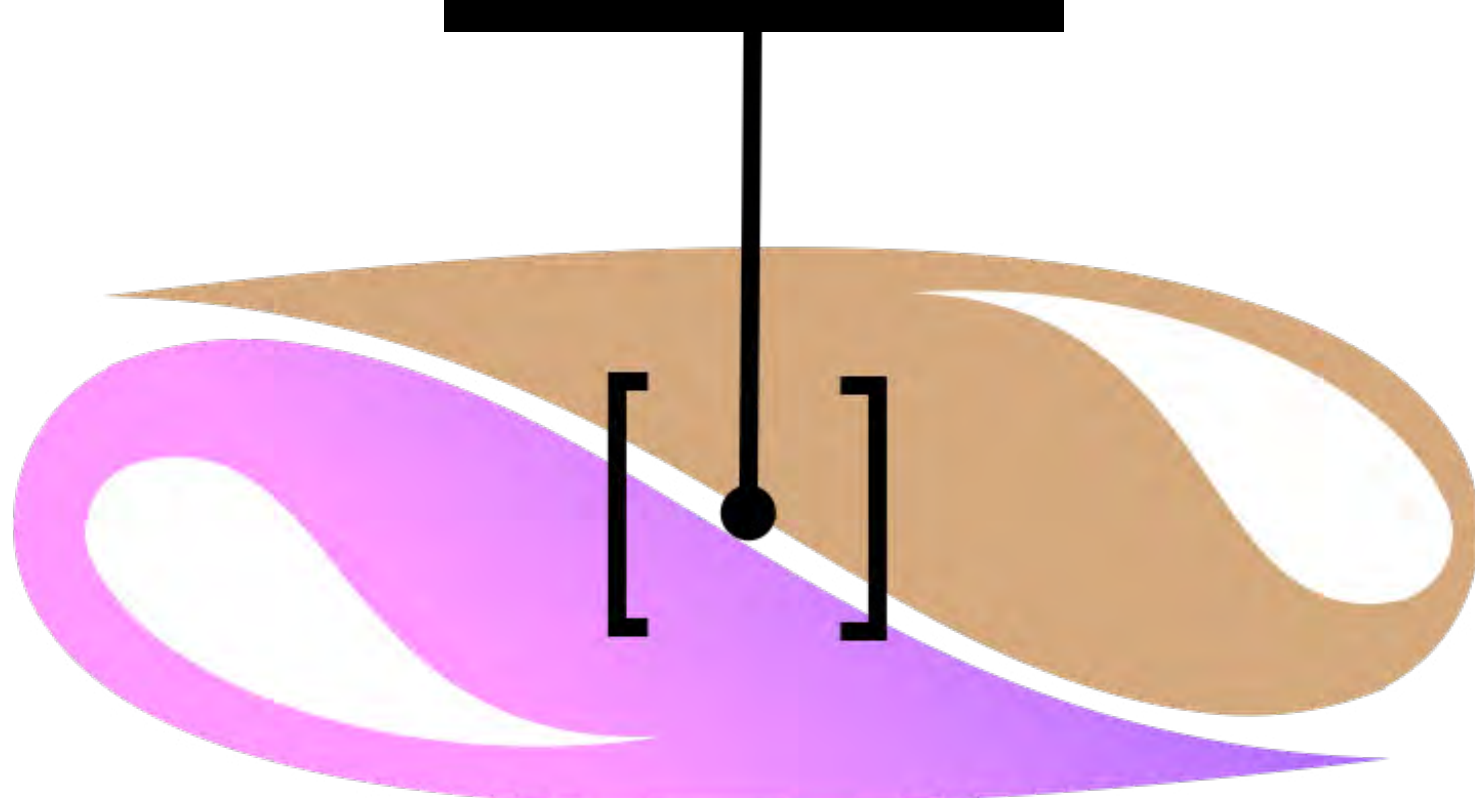


A traditional permanent hair colour rises the pH to an alkaline value close to 10. It is necessary for the colour to do its job (lift up to 3 levels and perfectly cover grey hair) specially on the natural zones when coloured for the first time (regrowth or virgin hair).

Dia light is only bringing the pH to 6.8. Hair is left into an acidic pH environment proper to respect the chemically treated fiber.

Cream gel

Gel-cream



Shine
Transparency

Gel

Cosmeticity

Cream

The gel-cream texture of Dia light allows one to benefit from the cosmeticity of the cream and at the same time the transparency of the gel, while making the application very easy.



[Science]

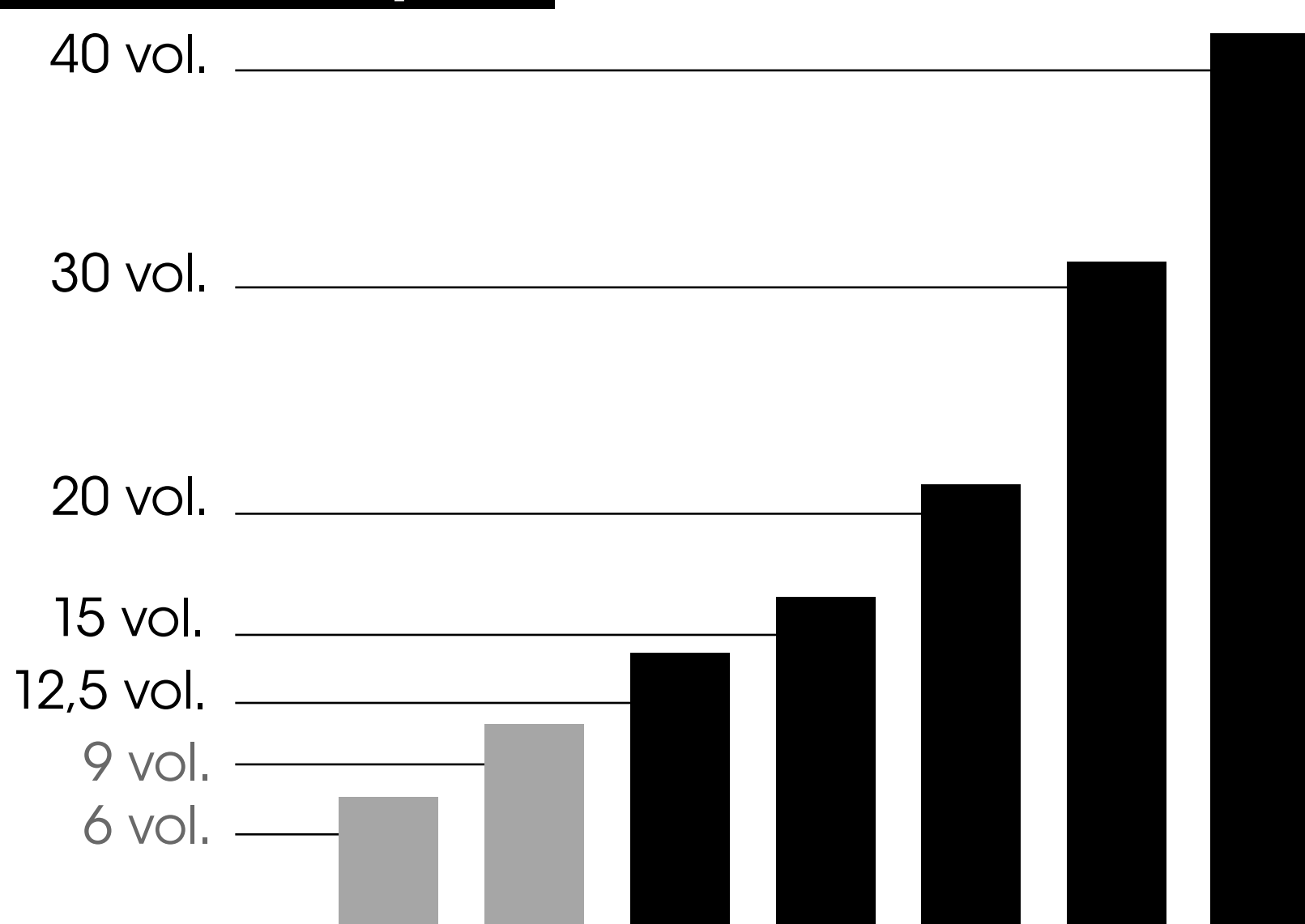
#FrenchGlossing



2. Dia light glossing treatment.

Why is Dia light the best product for French Glossing service?

Low developer



Dia light can be used with 6, 9 or 15 volume Diactivateur.

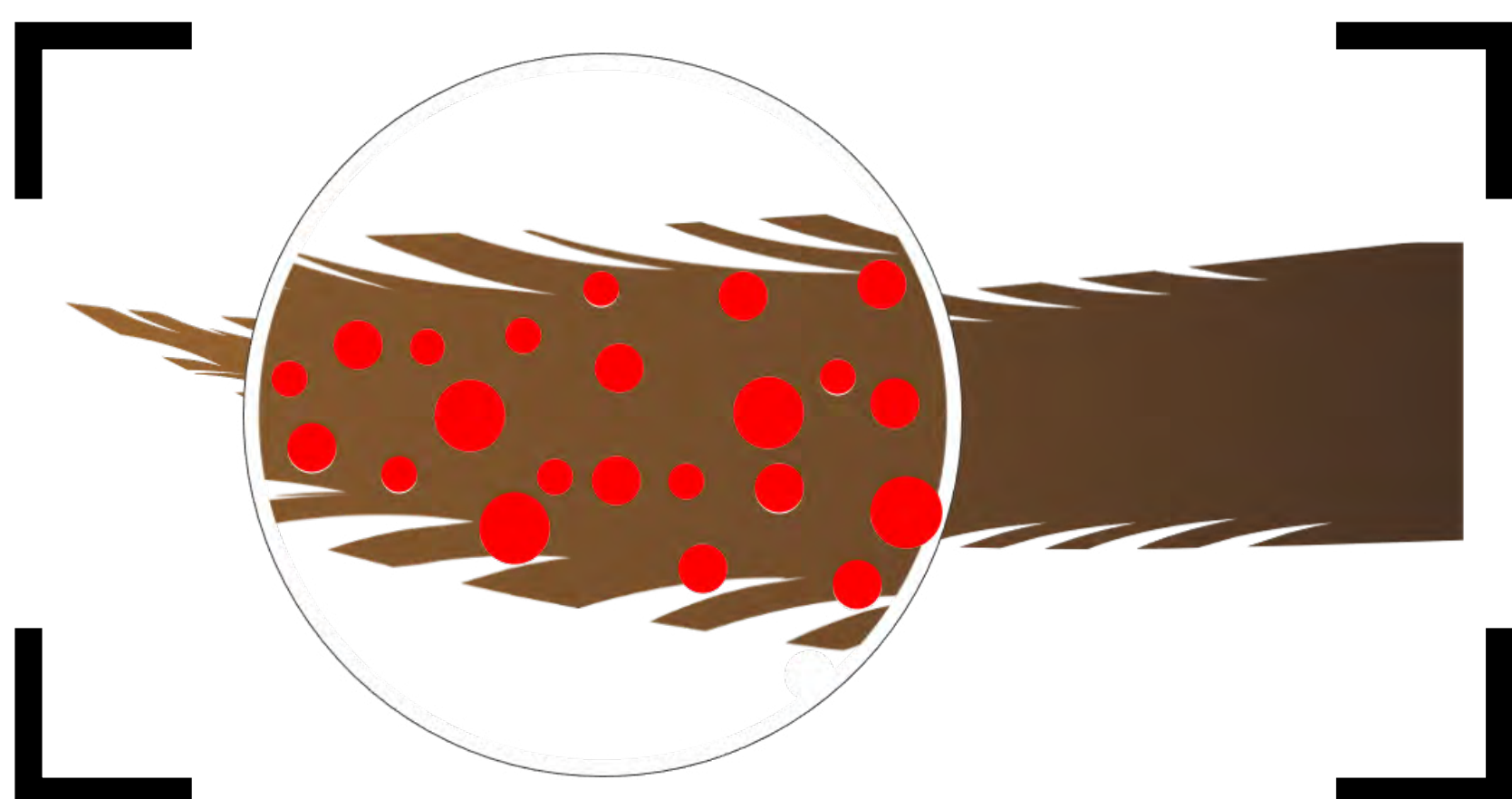
In an acidic environment, Oxygen peroxyde is much less active than the an alkaline one.

In addition to this fact, Dia light is used with **low developers making** it is only capable of colour deposit.

It is the kindest formula of L'Oréal Professionnel colours.

Zero lift

Only colour deposit.



The low developer combined with acidic pH and the short development time doesn't allow Dia light to lift even natural hair.

It however makes possible the necessary colour deposit on colour or lightened hair. Dia light will benefit from the existing porosity and, indeed it will be able to tone balayage or to refresh the lengths of permanent colours.



[Science]

#FrenchGlossing

How to make technical choices to get the result you want.

A new Liquifier Clear Gloss.



To be mixed with any Dia light shade for easier, better and more affordable take throughs.

Acidic Gloss Clear for many benefits.

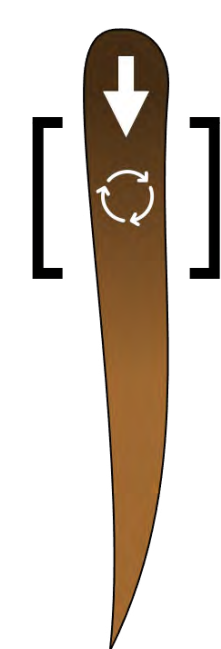
Now available in:

- Multi-dose.

Level & diffusion of contrast.



2 to 3 levels of difference are necessary between the regrowth and the lengths to ensure visibility yet staying subtle.



How far do you need to stretch your regrowth area on the lengths?

■ SHADOW REGROWTH

On short hair, 3 cm are often enough.

■ STRETCH REGROWTH

On mid-lengths hair 6 to 10 cm.

■ MELT REGROWTH

On long hair, from 10 to 15 cm are often necessary.



How to make technical choices to get the result you want.

Choice of the Diactivateur.



COLOUR DEPOSIT

When to use?

- 6 vol. subtle reflect, perfect to achieve tone on tone colour.
- 9 vol. perfect balance to reveal reflection and depth, darkens up to 2 levels.
- 15 vol. intensity and best reveal reflection.

Development time.





[Science]

#FrenchGlossing

Dia light shades chart.

Depending on the application base and the undercoat to be neutralized, choose the best shade according to the desired neutralization level and/or colour reflect.

DIA LIGHT REFLECTS.						
Red Undertone Orange Undertone Yellow Undertone						
R RO O YO Y PY VPY						
Cooler			6.11		9.11	.11
				7.12	9.12	.12
					8.21	.21
					9.21	.22
		5.1	6.1		8.1	.1
				7.01	9.01	.01
					9.02	.02
					9.2	.2
	5.07					.07
	4	5	6	7	8	N
			6.13	7.13	9.13	.13
					8.23	.23
				7.8		.8
					9.03	.03
			6.3	7.3	8.3	.3
	5.31			7.31	9.31	.31
						.32
		6.34		8.34		.34
			7.40			.40
			7.43	8.43		.43
		6.45				.45
		6.46				.46
		6.64				.64
	5.66					.66



New shade 2021



New shade 2022



A better environmental footprint.

From packaging, production to recycling.

New recyclability.

Box, tube & cap.

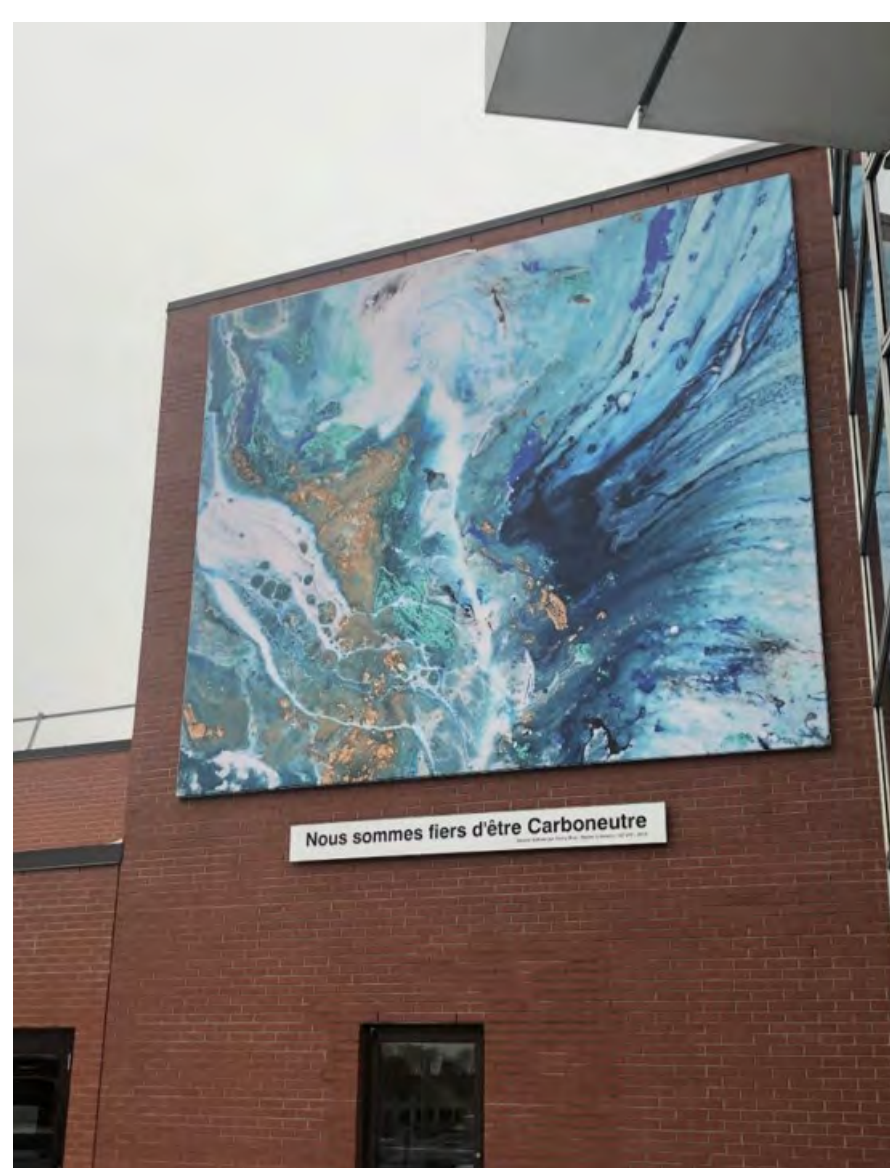
#Dialight



Proudly made in Canada.

Behind the scenes.

- All hair colour tubes are made in Canada in our carbon-neutral plant in Montreal, the 1st one in North America.
- By becoming carbon-neutral, the Canadian L'Oréal plant and distribution center reduced their CO² emissions in the atmosphere by more than 2100T.
- A water filter is installed, enabling us to save more than the equivalent of 14 olympic swimming pools.
- All of our waste is valorized, and we are powered by a solar wall.





[Hair art]

#FrenchGlossing



Whatever your French Glossing desire.

The right technique and product to answer any French Glossing desire.

[Before]



[After]



[Before]



[After]





[Business]

#FrenchGlossing

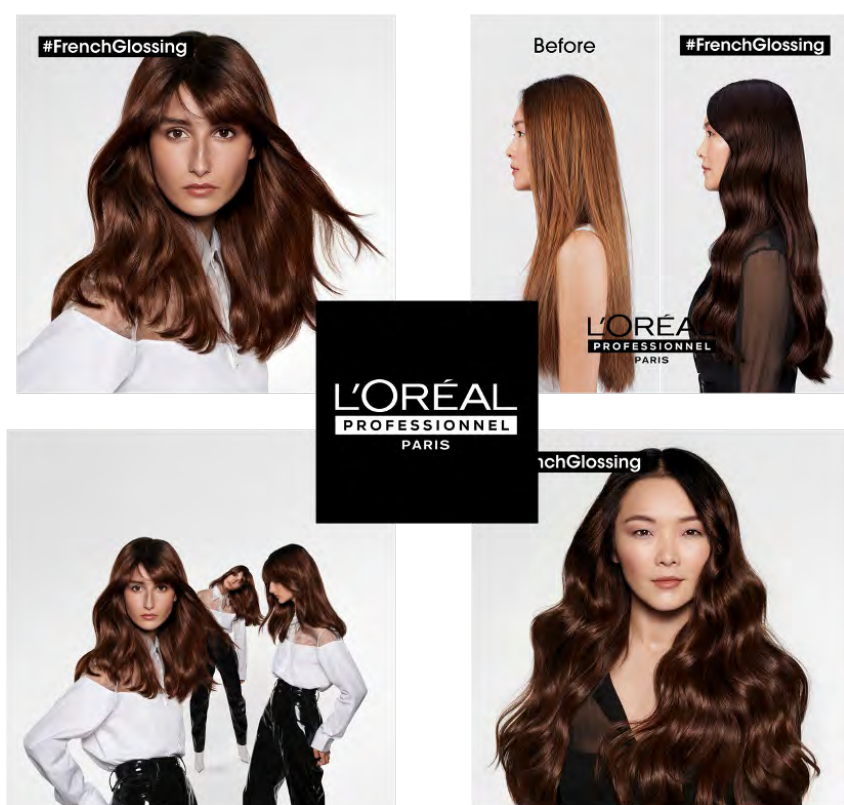
How to set up French Glossing service in your salon?

01. Optimize your online communication.

[Everything starts by social media flirting]

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Visuals that we did for you to communicate on socials.



YOUR SALON

Visuals that YOU did to showcase your own talent and personality.



CREATE YOUR OWN SOCIAL MEDIA CALENDAR

[Sept] [Oct] [Nov] [Dec] [Jan] [Feb]



#FrenchGlossing

[To maintain the link with your client, post regularly and don't be afraid to share a diverse range of creative content.]



[Business]

#FrenchGlossing

How to set up French Glossing service in your salon?

02. Conduct an efficient consultation.

[90%]

of purchase intentions are made during the consultation.*

*Source *KENTAR 2017.

Most of the time, it's too late to propose a service at the backwash or at the styling station.

On the contrary, it is much more efficient to explain, seduce, reassure, convince, answer all questions with a real logic during the consultation.





[Business]

#FrenchGlossing

03. Propose a pro package service.

[French Glossing SERVICE]

Price includes.
Lightening Balayage
+ Toning.

[French Glossing Detox SERVICE]

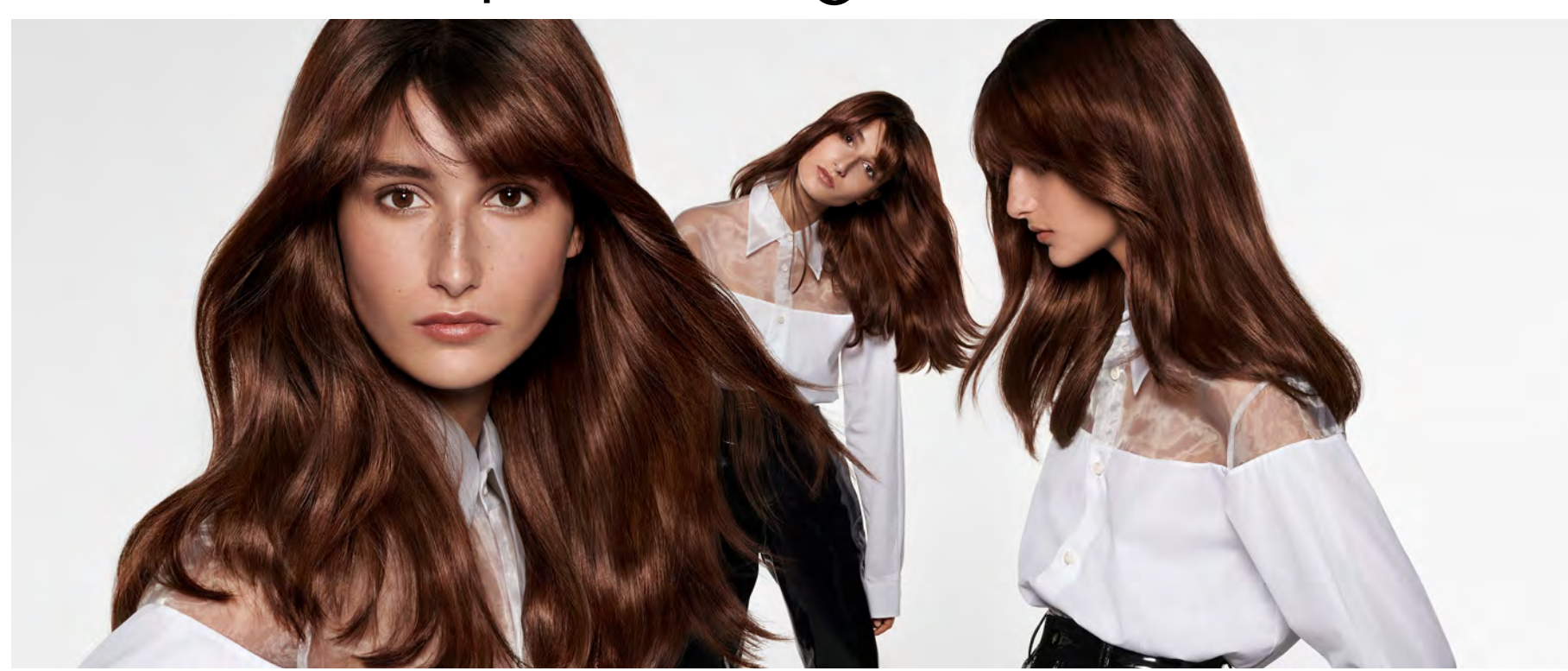
Price includes
Lightening Balayage.
+ Toning.
+ Metal Detox pro
service.

+ \$15



[Thank you]

Congratulations!
It's all about practicing now.



Check it now.

Dia light e-learning Module.

Dia light Technical Sheet.

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