

Trend Up!

WITH THE LATEST STYLES
& COLORS FOR SPRING!



THE BOHO BOB



NATURAL TEXTURE



THE PIXIE

Salon Cielo®

Salon Cielo Spring Trends I & Bumble Focus Month Promotional Recap
March 13th to April 23rd

SPRING TRENDS I & BUMBLE FOCUS MONTH

March 13th to April 23rd

PROMOTION WRAP UP AND SET UP

1. Update Event materials as detailed in PSP by start of business 3/13/18
2. Present this information at your salon meeting to your team.
3. Place this PSP in Promotions Book for reference.

SERVICE PROMOTIONS

Primary Promotion: (Top of sign holder)

Trend Up! Salon Cielo Spring Trends are here!

Three new looks created by Ratner Companies Creative Director, Rodney Cutler & BCC Creative Director, Sharon So.

- The Pixie
- The Boho Bob
- Natural Texture

- See attached pages for all the details on creating these looks in salon for your Guests.



RETAIL PROMOTIONS

Primary Promotion: Bumble Focus Month (Bottom of sign holder)

\$5 off all Bumble product (select salons)

- Use code 21566 to apply Bumble \$5 off discount
- Discount code will appear near the top of the dropdown menu in Shortcuts



Bumble Scalp Detox Launch

- A new fizzing foam to remove impurities and product build up with cleansing micellar water
- Introduce your Guests to this tingly, zingly, chilly scalp refresh
- See attached pages for more information on Scalp Detox



GIFT WITH PURCHASE

Free BaByliss GWP Travel Dryer

- With the purchase of a regular priced, full-size dryer or straightener
- Scan out GWP Travel Dryer at point of sale
- While supplies last



Free Kérastase GWP Diffusers

- With the purchase of 2 or more Kérastase products
- Choose from Nutritive, Elixir Ultime, Reflection, Resistance
- Scan out GWP Diffuser at point of sale
- 1 per Guest, while supplies last



BOGOS & DISCOUNTS

BOGO 50% off L'Oréal Professionnel Tecni.Art

- Use code 6242 to apply Tecni.Art Discount (25% off each item)
- Discount code will appear near the top of the dropdown menu in Shortcuts



\$5 off all Pureology product plus GWP (select salons)

- Use code 14743 to apply Pureology \$5 off discount
- Discount code will appear near the top of the dropdown menu in Shortcuts
- Free GWP travel-size Vinegar Rinse with a Pureology purchase of \$35 or more
- Scan out GWP at point of sale
- 1 per Guest, while supplies last



Pureology Vinegar Rinse Launch (select salons)

- Renew and Keep Your Vibrant Color. This DIY inspired rebalancing formula with naturally derived apple cider vinegar removes product build-up and mineral deposits, while leaving your hair color in tact

Benefits:

- Removes build-up
- Renews and smooths hair
- Protects and seals in color
- Does not weigh hair down
- Formulate with natural ingredients
- See attached pages for more information on Vinegar Rinse



Pureology Focus Month Salon Sampling

- Salons will be receiving Vinegar Rinse sampling to support the launch
- Sampling includes:
 - Back bar size – 2 per salon (arrives 3/8)
 - All Salon Professionals will receive a full-size bottle of Vinegar Rinse. Sampling will be distributed to Salon Leaders for their teams at the March 13th Leader meeting

PERMANENT PRODUCT GLORIFIERS

Cibu Permanent Product Glorifier

- Update glorifier with Cibu Shine Squad
- Place Cibu Shine Squad product on glorifier (one piece, as shown)
- Glorifier should sit at front desk or in Cibu retail wall



Pureology Permanent Glorifier #1 SWING

- Update glorifier with Pureology Vinegar Rinse insert
- Place Pureology Vinegar Rinse product on glorifier (one piece, as shown)
- Glorifier should sit at front desk or in Pureology retail wall



PROMOTIONAL RINGING LIST

NOTE: Active discount codes for this event will appear near the top of the drop down menu.
Please ensure the correct code is being selected to apply the discount.

Discount Codes

Code	Promo Description
21566	\$5 off Bumble & bumble product
6242	Buy One Get One 50% off Tecni.Art
14743	\$5 off Pureology product**

Service Package Codes

Code	Package Description
14717	Innocence Essential Service Package
14718	Celestial Single Color Package
16774	Celestial Demi-Color Package
14719	Halo Partial Highlight Package
14720	Touched by an Angel Full Highlight Package
15040	Twice Blessed Single Color (w/ Partial Highlights)
15116	Twice Blessed Single Color (w/ Full Highlights)

Treatment Codes

Code	Treatment Description
19040	Cibu by Malibu Crystal Gel
20140	Olaplex Treatment
11999	Kérastase Fusio-Dose Ritual – Express
13954	Keratin Max Service

GWP Codes

Code	Description
21898	Pureology Vinegar Rinse travel-size GWP**
22101	BaByliss Travel Dryer GWP

New Promotional Retail Codes

Code	Retail Description	Price
22093	Bumble & bumble Scalp Detox	\$34.00
21900	Pureology Vinegar Rinse 8.5 oz.**	\$29.00

New Promotional Codes:

Code	Retail Description	Price
21040	CIBU Finista 9 oz. + Shang High 8 oz.	\$20.00
21041	CIBU Shine Squad Argan Oil Treatment 4 oz. and 1.7 oz.	\$29.00

**Select salons

MARKETING MATERIALS

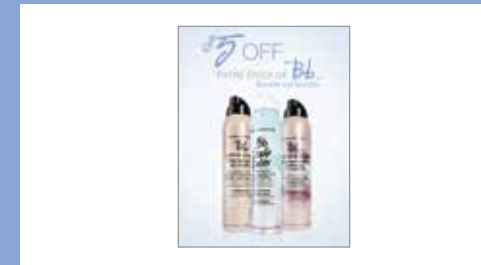


Service Poster (Top of sign holder) Spring Trends

Size: 22"x33", 22"x28" & 36"x48"
Quantity: 1 per salon
Display dates: 3/13/18 – 4/23/18

Place in the Front Frame, into stand or slide into the top half of the double poster frame.

RECEIVED



Service Poster (Bottom of sign holder) \$5 off all Bumble

Size: 22"x28"
Quantity: 1 per salon
Display dates: 3/13/18 – 4/23/18

Place in the Front Frame, into stand or slide into the bottom half of the double poster frame.

RECEIVED



Tri-Easel – \$5 off Pureology and GWP*

Size: 5.5"x10"
Quantity: 1 per salon
Display dates: 3/13/18 – 4/23/18

Place in retail wall next to Pureology.

*Select salons

RECEIVED



Tri-Easel – BaByliss GWP

Size: 5.5"x10"
Quantity: 1 per salon
Display dates: 3/13/18 – 4/23/18

Place in retail wall next to BaByliss.

RECEIVED



Tri-Easel – Kérastase GWP

Size: 5.5"x10"
Quantity: 1 per salon
Display dates: 3/13/18 – 4/23/18

Place in retail wall next to Kérastase.

RECEIVED

MARKETING MATERIALS CON'T.



Tri-Easel – \$5 off Bumble

RECEIVED

Size: 5.5"x10"
 Quantity: 1 per salon
 Display dates: 3/13/18 – 4/23/18

Place in retail wall next to Bumble.



Tri-Easel – Spring Trends

RECEIVED

Size: 5.5"x10"
 Quantity: 1 per salon
 Display dates: 3/13/18 – 4/23/18

Place at front desk.



Cibu Permanent Product Glorifier Insert – Cibu Shine Squad

RECEIVED

Size: 6"x10"
 Quantity: 1 per salon
 Display dates: 3/13/18 – 4/23/18

Place at Front Desk or in Cibu Retail Wall.



Pureology Permanent Product Glorifier Insert – Pureology Vinegar Rinse*

RECEIVED

Size: 6"x10"
 Quantity: 1 per salon
 Display dates: 3/13/18 – 4/23/18

Place at Front Desk or in Pureology retail wall.

**Select salons*

MARKETING MATERIALS CON'T.



Hang Tag – \$5 off Pureology*

RECEIVED

Size: 2" Diecut
 Quantity: 15 per salon
 Display date: 3/13/18 – 4/23/18

Place on Pureology products.

**Select salons*



Hang Tag – \$5 off Bumble

RECEIVED

Size: 2" Diecut
 Quantity: 15 per salon
 Display date: 3/13/18 – 4/23/18

Place on Bumble and bumble products.



Hang Tag – BOGO 50% off

RECEIVED

Size: 2" Diecut
 Quantity: 15 per salon
 Display date: 3/13/18 – 4/23/18

Place on Tecni.Art products .

cibu BLOWDRY BESTIES

Give your Guests the perfect blowout!



CLEANSE

Color-safe, strengthens with keratin & biotin
 ◀ REPAIR Shampoo & Conditioner

PREP

Cuts blowdry time & protects from heat damage
 ◀ DRYNAMIC for fine to medium hair
 ◀ SASHINI for medium to coarse hair



STYLE/BLOWDRY



Eliminates frizz, enhances shine, plus UV & heat protection
 ◀ HIGH DENSITY for fine to medium hair
 ◀ SHIMMER for medium hair
 ◀ FRIZZFIX for medium to coarse hair

FINISH

Coconut oil adds shine, resists humidity
 ◀ FINISTA



#TakeCibuHome

cibu

MARCH CIBU SOCIAL CHALLENGE #TAKECIBUHOME #B42AWESOME

SHOW US 3 IMAGES IN A BEFORE AND AFTER SERIES

1. Take a BEFORE pic of your client prior to service (don't worry about lighting or background)
2. Take a DRAMATIC pic of client in process (think foil head, Platinum on hair in sink)
3. Take an AWESOME shot of finished style (great lighting, against a clean background)

Upload all 3 images to 1 Instagram post in reverse order (start with AFTER)

Tag #TakeCibuHome #B42Awesome

Series with most engagement wins Top 10 Cibu Station Sample Kit (\$200 Value)



Great example of a #B42Awesome color correction by Noemy @centenonerio

◀ WE'LL SHARE on @cibuforhair and cibuforhair.com

◀ Follow Cibu on @cibuforhair

Cibu You!



spring

HAIR TRENDS



NATURAL TEXTURE

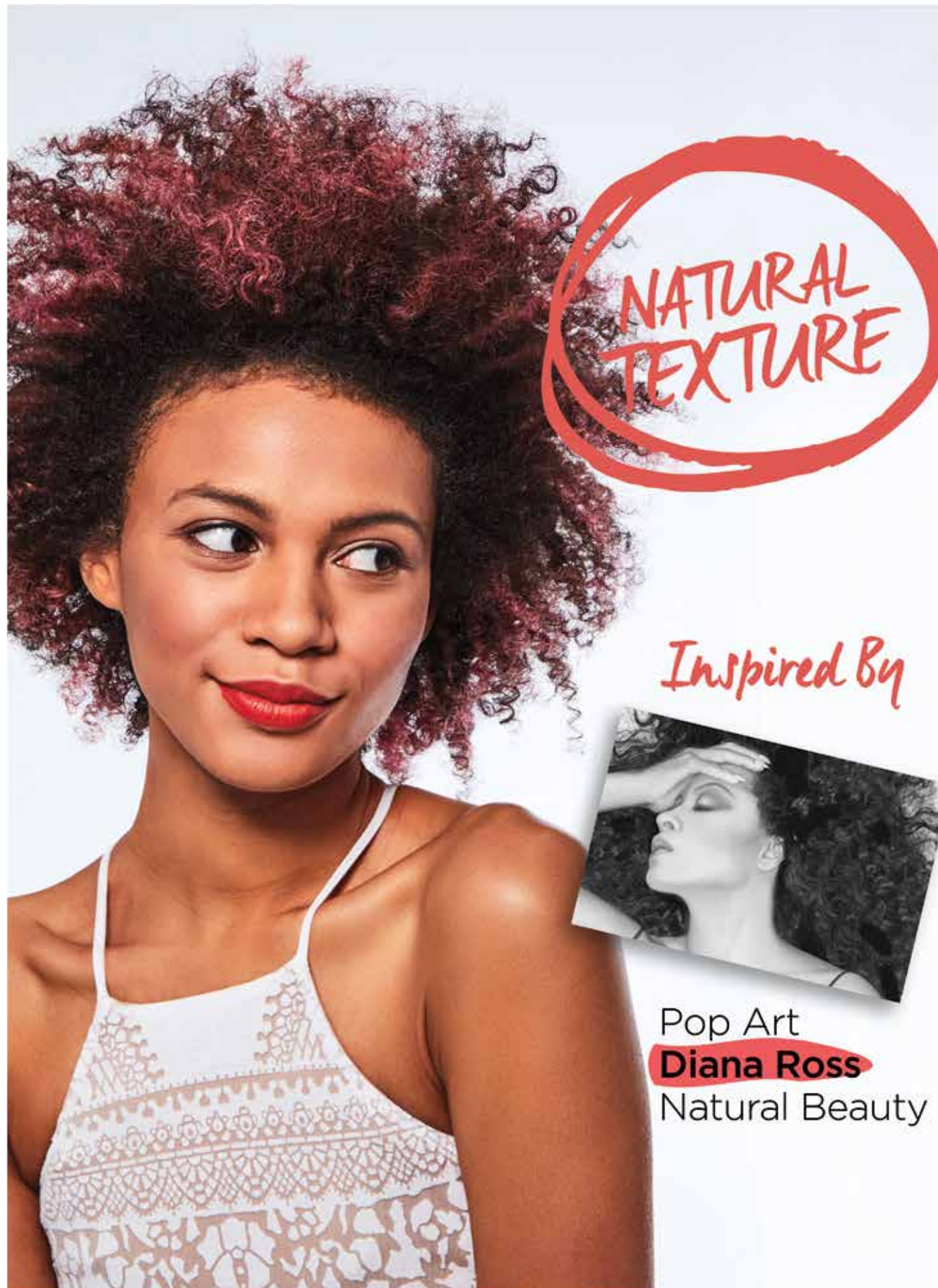
Trend UP!
with the HOTTEST styles & colors for Spring!



THE PIXIE



THE BOHO BOB



Get the Look

- Cut dry by sectioning the hair from ear to ear, pivoting from the center. Take pie-shaped sections around the entire head to clean up the ends before applying color.

Color: Use a loose brick pattern approach, with a thick weave. Each weave was teased at the roots for a seamless look. Pre-lighten ends and color with Pravana Vivids Magenta.



Style File

Add a punch of color with a bubble gum pink lip!

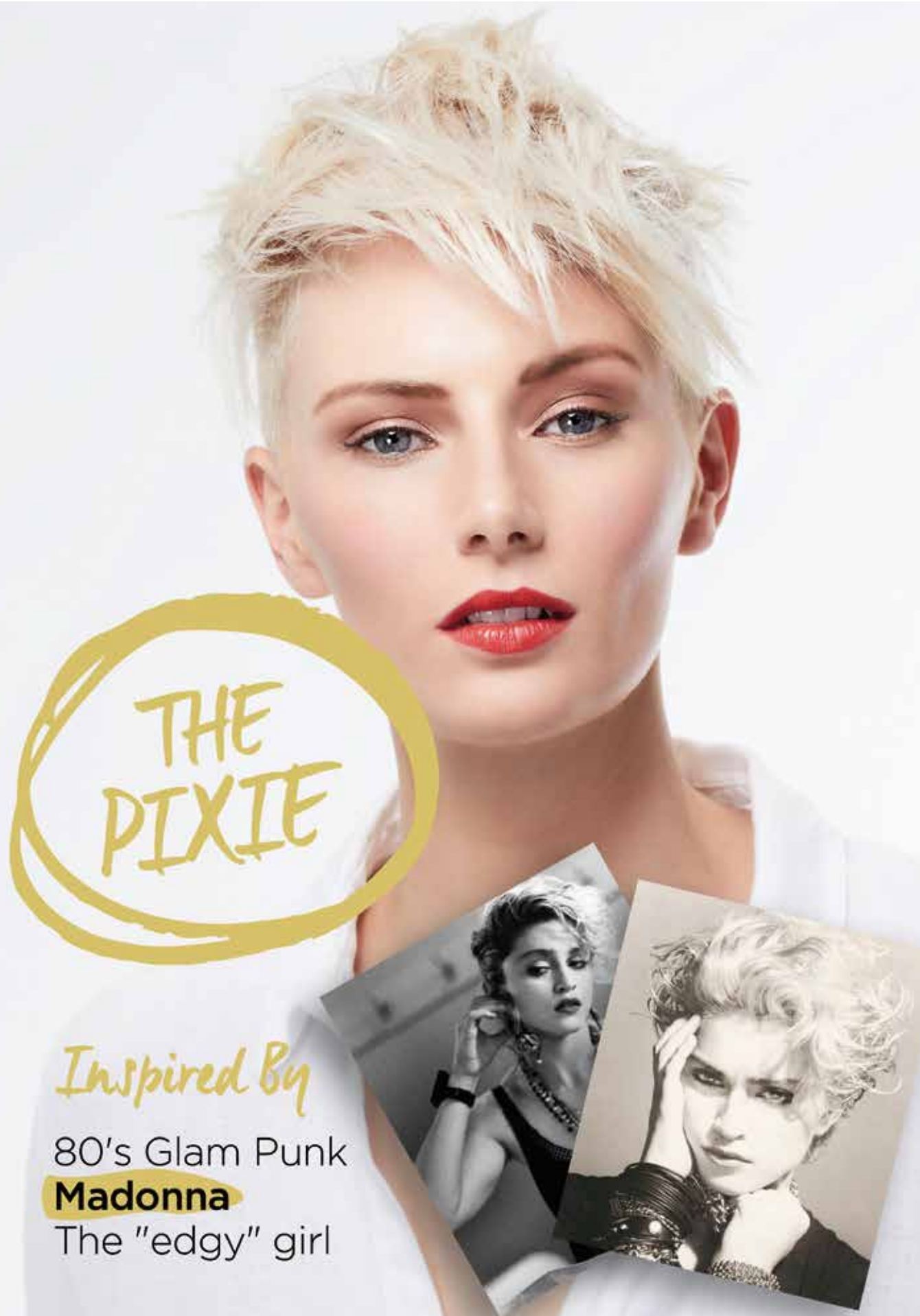
Works on most face shapes and great for women of all ages!



Product Tip

Apply Cibu Spring Roll Curl Shaping Cream and Cibu Shine Squad Gloss Drops to the hair using your fingers coil and twist the hair from root to ends to define the natural curl pattern.





THE PIXIE

Inspired By

80's Glam Punk
Madonna
The "edgy" girl

Get the Look

- Disconnect the pixie by undercutting to the occipital bone and parietal ridge using a scissor over comb technique.

Formula: Double process blonde. Use 30 Volume. Use Multi techniques Powder with 30 Volume to lighten. Tone with DiaRichesse 1/2 9.01 + 1/2 clear.



Style File

Looks great with a glossy red lip or an amethyst smoky eye. Works on most face shapes and great for women of all ages!



Product Tip

Use Cibu Shine Squad Argan Oil Treatment and Cibu Thread Case Texture Paste to give the perfect shine and texture.





THE BOHO BOB

Inspired By

Boho chic 70's Style
Mick Jagger
Beachy, yet refined



Get the Look

- Cut the bob wet and go back to add texture and separation by dry cutting.

Color: Hair paint with a herringbone pattern. For extra lightened ends, apply lightener to ends only in between painted sections.

Formula: Blonde Studio Multi-Techniques Lightening Powder with 40 Volume. Tone with DIA Richesse 9 with 9 Volume for 10 minutes.



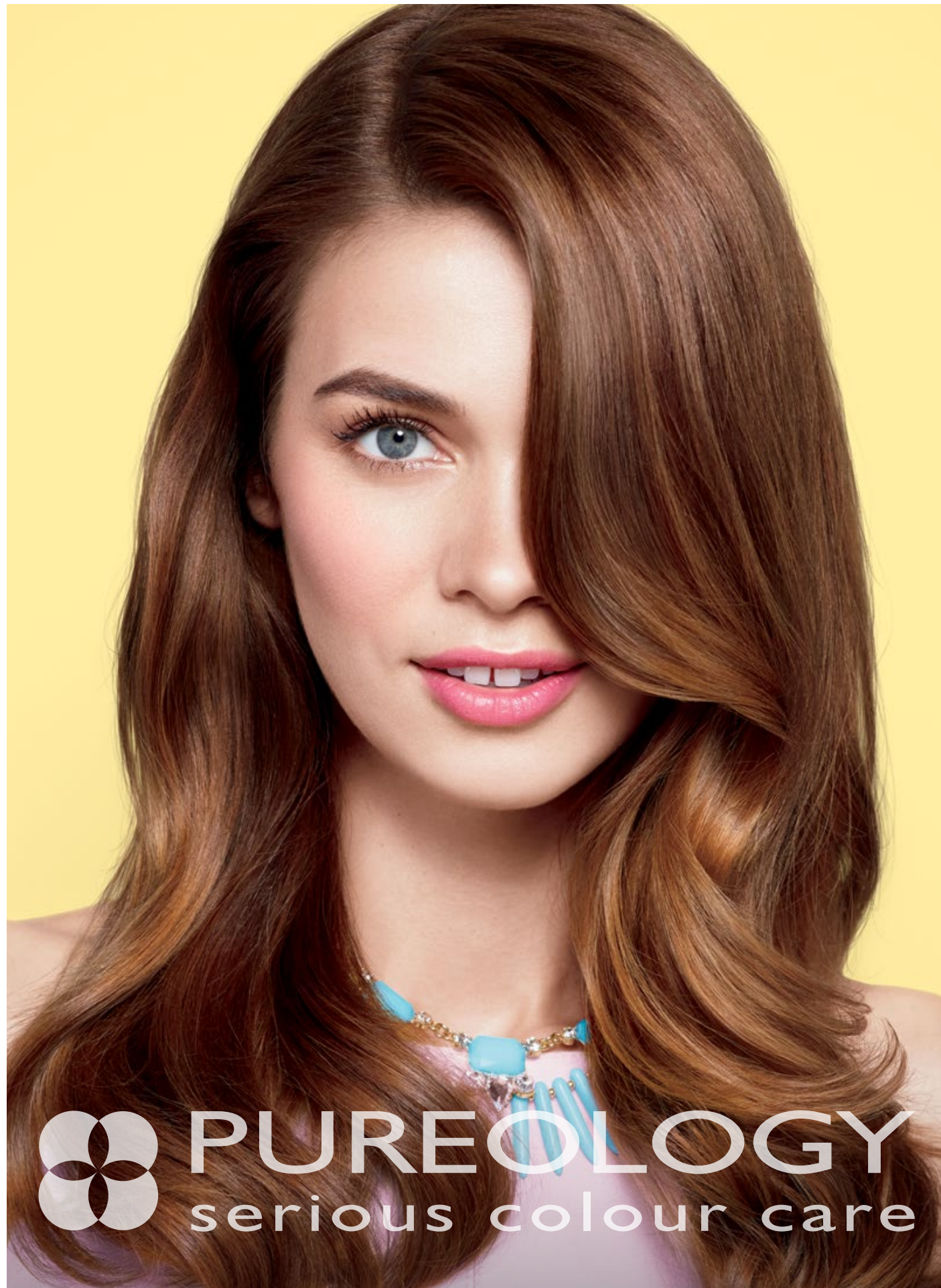
Style File

Accent the hair color with a bronze makeup look.

Product Tip

Blowout the hair with Cibu High Density Voluminizing Cream. Add texture with Cibu 8 Days A Week Texture Finishing Spray. Finish with Cibu Finista Flexible Finishing Spray.






PUREOLOGY
 serious colour care




clarity and shine
FOR THAT PICTURE-PERFECT MOMENT

NEW Vinegar Hair Rinse with naturally clarifying apple cider vinegar and moisturizing cactus pear flower extract removes buildup, seals in haircolor and reveals radiant shine. Shinier hair and brighter haircolor are just a rinse away!

RECOMMENDED FOR USE 1-2 TIMES A WEEK:

- Shampoo with your favorite Pureology system
- Squeeze excess water from hair, apply Vinegar Hair Rinse. Leave on 2-3 minutes and rinse
- Follow with your favorite Pureology Condition if desired or Colour Fanatic multi-tasking spray

REVIVINGSHINECOMPLEX • 100% VEGAN • ZEROSULFATE®


 #pureologylove #keepitcolourful

Join Pureology in support of the National Ovarian Cancer Coalition. Learn more @ /pureology/supportNOCC.com



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Bumble and bumble. PRÊT-À-POWDER FAMILY



Prêt-à-powder

WHAT
Healthy, fine-to-medium hair.

WHO
A loose translucent powder that's equal parts dry shampoo, style extender, and volumizer – in a pinch.

WHEN
Use anytime on dry hair.

HOW
Gently shake at roots and massage into hair (like you would with a traditional shampoo).



Prêt-à-powder *très invisible* DRY SHAMPOO

WHAT
Healthy, fine-to-medium, oil-prone hair.

WHO
A style-extending spray that cleanses, gently volumizes, and adds a light scent – with a sheer finish (no chalky residue).

WHEN
Use anytime on dry hair.

HOW
Shake well, hold can 10-12 inches away from dry hair, and apply. For on-the-spot oil absorption, use fingers or a brush to distribute from roots to ends.



Prêt-à-powder *très invisible* (NOURISHING) DRY SHAMPOO

WHAT
Thick, coarse, dry or damaged hair.

WHO
A style-extending spray that cleanses roots, nourishes ends, and adds a light scent – with a sheer finish (no chalky residue).

WHEN
Use anytime on dry hair.

HOW
Shake well, hold can 10-12 inches away from dry hair, and apply. Use fingers or a brush to distribute from roots to ends.

Bumble and bumble.

Bb. Scalp Detox



WHAT: A fizzing foam that removes impurities and product buildup.

WHY: This icy cleansing treatment instantly rebalances and soothes overloaded scalps – thanks to a blast of invigorating micro-bubbles.

WHO: For scalps that are dry, oily, normal, or overloaded with dry shampoos and other styling products.

WHEN: Weekly, before shampooing (especially if you're a frequent dry shampoo-er).

HOW: Before showering, shake well, section hair, hold can upright, and apply directly to dry scalp. Massage in and leave on for three minutes. Rinse and follow with any Bb.Shampoo and Conditioner.



Salon Cielo®



Spring 2018 Color Contest

DATES: February 11 - April 28, 2018

12 Salon Professionals/SLs will win a trip to the exclusive L'Oreal Professionnel Academy in New York City

Trip includes: transportation, accommodations and advanced color training.



TIER 1 - 4 WINNERS

Trip winners will attend Academy 'class of choice' in 2018

Salon Professionals/SLs with the highest % increase in color sales over prior year will win

TIER 2 - 3 WINNERS

Trip winners will attend Color Commitment class on July 29-30

Salon Professionals/SLs with the highest % increase in color sales over prior year will win

TIER 3 - 3 WINNERS

Trip winners will attend Color Encounter on July 8-9

Salon Professionals/SLs with the highest % increase in color sales over prior year will win

TIER 4 - 2 WINNERS

Trip winners will attend Colour Encounter on July 8-9

Salon Professionals/SLs with the highest total volume sales during the contest period will win

- Salon Professionals and Salon Leaders will be grouped into 4 tier groups based on prior year volume and/or eligibility
- To be placed into tiers 1-3, Salon Professionals must have been hired or rehired prior to 1/1/17 and must have done more than \$2,000 in color sales for the prior time period. To be eligible to win, Associates must achieve color sales greater than prior year for the contest period and a color penetration to total service of 35% or higher for the contest period.
- Tier 4 includes all Salon Professionals not eligible for tiers 1-3. To be eligible to win, Associates must have been hired before 8/1/17 and achieve a color penetration to total service of 35% or higher for the contest period.
- **IMPORTANT: Associates must be in "Active" status and in good standings at the time the prizes are awarded. Associates will not be compensated for the time out of the salon. Tiers will be published to Salon Leaders at the start of the contest.**

Sent To: 2/7/18

Sent To: All BCC Salons

Post Until: 4/28/18

SPRING TRENDS I & BUMBLE FOCUS MONTH

March 13th to April 23rd, 2018

Update Event materials as detailed in PSP by start of business 3/13/18

SERVICE PROMOTIONS:

Spring Trend Up!

Salon Cielo Spring Trends are here!

Three new looks created by Ratner Companies Creative Director, Rodney Cutler & BCC Creative Director, Sharon So.

- The Pixie
- The Boho Bob
- Natural Texture

RETAIL PROMOTIONS:

Bumble Focus Month!

\$5 off all Bumble products

Bumble Scalp Detox Launch

- A new fizzing foam to remove impurities and product build up with cleansing micellar water
- Introduce your guests to this tingly, zingly, chilly scalp refresh

GIFT WITH PURCHASE:

Free BaByliss GWP travel Dryer

With the purchase of a regular priced, full-size dryer or straightener

Free Kérastase GWP Diffuser

With the purchase of 2 or more Kérastase products

BOGOS & DISCOUNTS:

BOGO 50% off L'Oréal Professionnel Techni.Art

\$5 off all Pureology product plus GWP (select salons)

Free Vinegar Rinse travel-size with a Pureology purchase of \$35 or more

Pureology Vinegar Rinse Launch (select salons)

Benefits:

- Removes build-up
- Renews and smooths hair
- Protects and seals in color
- Does not weight hair down
- Formulated with natural ingredients

Pureology Focus Month Salon Sampling (select salons)

• Sampling includes:

- Back bar size – 2 per salon (arrives 3/8)
- All Salon Professionals will receive a full size bottle of Vinegar Rinse

Contests:

Spring Color Contest 2/11-4/28

Win 1 of 12 spots to attend the L'Oréal Professionnel Academy
- See contest flyer for details

