



[SteamPod Holiday] Beauty Biz

November 2022

[STEAMPOD](#) | [HAIR COLOUR](#) | [PUREOLOGY](#) | [BRAND RESOURCES](#)

[SteamPod Holiday]

Canadian consumers are ready to spend this Holiday season.

1,178 CAD

Projected average Holiday Spend among Gen Z consumers in Canada

60%

Share of Canadians buying gifts for their partners

11%

Share of Canadian consumers planning to spend 1,000 CAD or more in gifts

Statista, 2021

Introducing:
SteamPod Holiday



The Essentials Set.



#SteamPodHoliday

The Essentials offer includes:

- SteamPod 3.0
- **FREE** - SteamPod milk or cream
- **FREE** - SteamPod serum
- **FREE** - SteamPod case
- **FREE** - L'Oréal Professionnel comb
- **FREE** - L'Oréal Professionnel brush

***LIMITED EDITION.**

100% recyclable, FSC certified box.
Biodegradable plastic insert made from TPU.

The Satin Sleep Set.



#SteamPodHoliday

The Satin Sleep offer includes:

- SteamPod 3.0
- **FREE** - SteamPod milk or cream
- **FREE** - SteamPod serum
- **FREE** - SteamPod case
- **FREE** - Satin scrunchie
- **FREE** - Satin eye mask
- **FREE** - Satin pillowcase

***LIMITED EDITION.**

100% recyclable, FSC certified box.
Biodegradable plastic insert made from TPU.

The Offer



Purchase

1 x SteamPod 3.0

Receive

1 x SteamPod milk or cream

1 x SteamPod serum

GWP assortment of your choice

(Essentials Set OR Satin Sleep Set)

100% recyclable, FSC certified box.
Biodegradable plastic insert made from TPU.

SALON PRICE
\$275.00

SALON VALUE
\$398.00

SRP
\$395.00

DISCOUNT
31%

The **HIGHEST** savings SteamPod promotion of the year.

[PURCHASE NOW](#)

The Essentials Set and the Satin Sleep Set do not contain the SteamPod, Milk/Cream and Serum in the box. These items are included in the offer but are shipped separately.

Innovation Alert

Stop hair breakage
and colour shift.

97% less hair breakage.*
True-to-tone, long-lasting colour.**

*Instrumental test on Metal Detox Concentrated Oil.
**Colour preservation after multiple washes with Metal Detox shampoo + mask.

9 patents
Concentrated
in Glicamine.



NEW

Offers

Complete offer



Purchase

- 3 x Metal Detox oil 50 ml
- 2 x Metal Detox shampoo 300 ml
- 2 x Metal Detox mask 250 ml
- 1 x Metal Detox care 500 ml
- 1 x Metal Detox spray 500 ml

Receive

- 1 x Metal Detox shampoo 1500 ml
- 1 x Metal Detox mask 500 ml
- 1 x Pump 1500 ml

SALON PRICE
\$254.50

SALON VALUE
\$349.70

SALON SAVINGS
27%

[PURCHASE NOW](#)

Must-have offer



Purchase

- 2 x Metal Detox oil 50 ml
- 2 x Metal Detox shampoo 300 ml
- 2 x Metal Detox mask 250 ml

Receive

- 1 x Metal Detox spray 500 ml

SALON PRICE
\$158.80

SALON VALUE
\$198.80

SALON SAVINGS
20%

[PURCHASE NOW](#)



THE ULTIMATE PRO TOOL TO BOOST YOUR CREATIVITY AND PRO COLOUR PALETTE

NEW

Dia Light Boosters.

6 versatile new pure reflects, in our unique acidic gel cream Dia Light formula to:

- NEUTRALIZE
- INTENSIFY
- CREATE, AND MORE

With improved tenacity for trendy long-lasting colour.

Go further with Dia Light and amplify your pro colour services.



Infinite shade creation



Powerful neutralization



Reflect intensification



DOWNLOAD E-CARD, TECHNICAL SHEET & FORMULA INSPIRATION

Dia Light boosters offer.

Amplify your colour services with 6 Dia Light boosters.



Complete offer



Purchase

12 x Dia Light shades of your choice
6 x Dia Light boosters of your choice

Receive

1 x Dia Light liquifier clear 500 ml
1 x Diactivateur 9 vol
1 x Swatchbook add-on Dia Light boosters

SALON PRICE
\$171.00

SALON VALUE
\$228.00

SALON SAVINGS
21%

*25% savings including swatch book add-on value

PURCHASE NOW

Discover offer



Purchase

6x Dia Light boosters of your choice

Receive

15% off

SALON PRICE
\$48.45

SALON VALUE
\$57.00

SALON SAVINGS
15%

PURCHASE NOW

Offers are non-cumulative. No cap per offer.



[Turkey 5 Deals]

**5-DAY FLASH SALE ON
TECNI.ART, CURL EXPRESSION and
LIGHTENERS**

NOV 24-28 INCLUSIVELY

Canadian consumers are looking for Turkey 5* deals.

4 out of 10

Consumers were planning to take advantage of **Black Friday deals** in 2021.

1 out of 3

Consumers were planning to take advantage of **Cyber Monday** deals in 2021.

In 2021, over four out of ten consumers in Canada were planning to take advantage of deals on Black Friday.

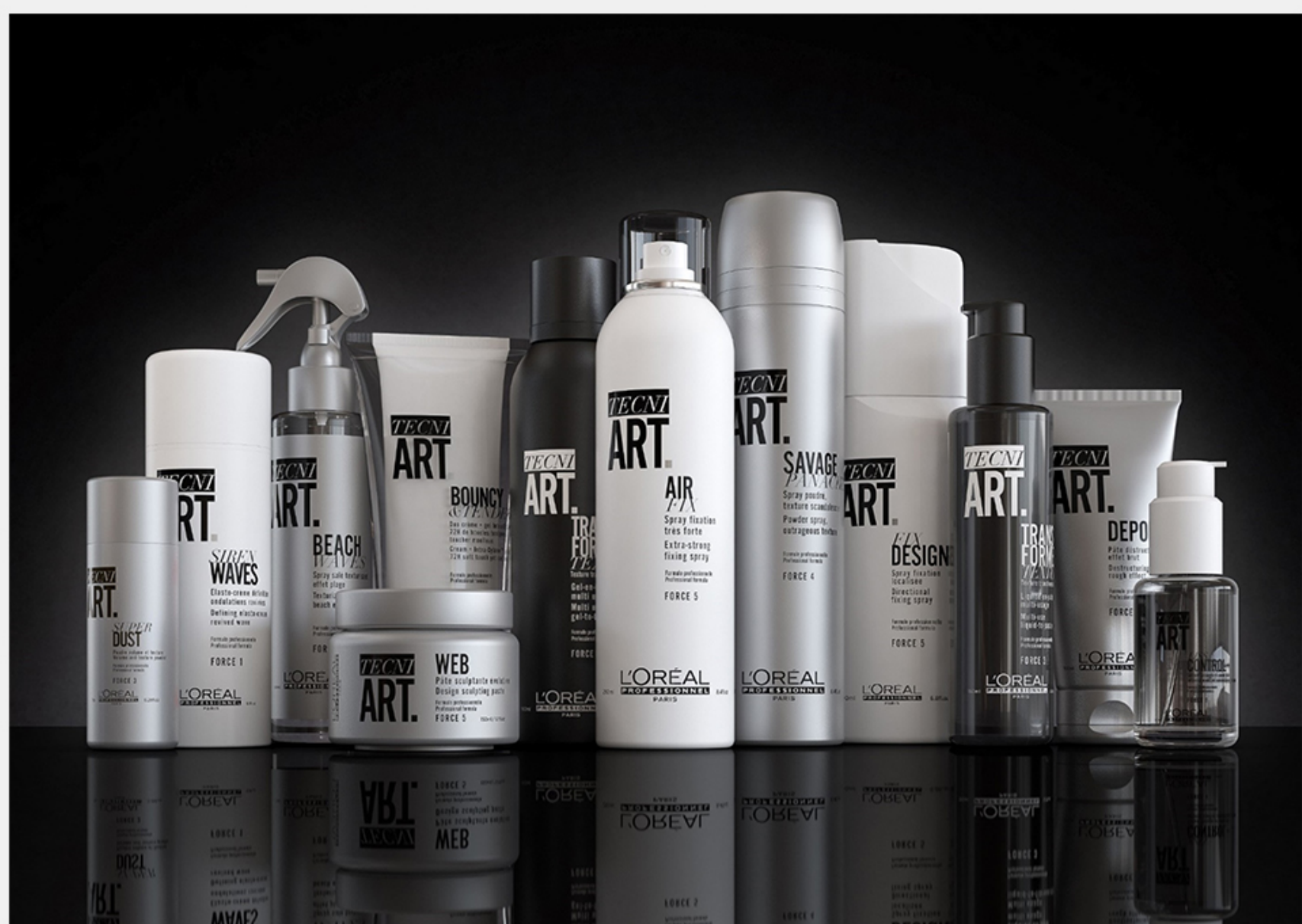
Characteristic	2020	2021
Black Friday	41%	43%
Cyber Monday	34%	35%
Boxing Day	32%	34%

Canada: Black Friday & Cyber Monday shopping 2020-2021 | L'Oréal Search Trend Report Q4 2021

*Turkey 5 refers to the 5 days surrounding American Thanksgiving, including Black Friday and Cyber Monday. In 2022, Turkey 5 is November 24-28 inclusively.

Tecni.Art

NOV 24-28 INCLUSIVELY



[Stock up for Turkey 5]

Purchase

4 x ANY Top 10 Tecni.Art product

Receive

25% Discount

Promotion available on the following TNA skus: Fix Anti Frizz (400 ml), Full Volume Extra (250 ml), Bouncy & Tender (150 ml), Liss Control (150 ml), Constructor (150 ml), Air Fix (400 ml), Morning After Dust (100 ml), Siren Waves (150 ml), Pli Shaper (190 ml), Spiral Queen (200 ml)

[PURCHASE NOW](#)

Curl Expression

NOV 24-28 INCLUSIVELY



[Stock up for Turkey 5]

Purchase

3x each Curl Expression styling products

Receive

25% Discount

Promotion available on the following Curl Expression skus: 3x Long Lasting Intensive Moisturizer 200 ml, 3x Cream-in-Jelly Definition Activator 250 ml, 3x Caring Water Mist 190 ml

[PURCHASE NOW](#)

Blond Studio Lightener Sale

NOV 24-28 INCLUSIVELY



[Stock up for Turkey 5]

Purchase

3 x of the same lighteners

Receive

1 x lightener free (25% savings)

Promotion available on the following skus: Blond Studio Multi-Tech Powder 907 g, Blond Studio 8 Bonder Inside 907 g, Blond Studio Majimeche Lightening Cream 60 ml, Blond Studio Majimeche Lightening Sachet 30 g, LP Blond Studio Clay Powder 500 g, LP BS 9 Powder Lightener 500 g LP Bs 9 Bonder Inside 500 g

[PURCHASE NOW](#)

shield your shade
**1 COLOR FANATIC SOLD
EVERY 4 MINUTES IN CANADA**



21 benefits

PRIME

1. Helps preserve color vibrancy
2. Excellent leave-in conditioner
3. Instantly detangles
4. Makes blow-drying easier
5. Moisturizes parched hair
6. Helps smooth hair fiber
7. Weightlessly conditions
8. Primes hair for styling

PROTECT

9. Helps prevent split ends
10. Helps prevent breakage from brushing and combing
11. Helps strengthen the hair fiber
12. Protects against heat damage
13. Helps protect from external aggressors

PERFECT

14. Smooths out hair surface
15. Creates silkiness
16. Helps seal hair cuticle
17. Reduces dryness
18. Controls frizz
19. Reduces static
20. Refreshes hair for restyling
21. Adds shine

The OFFERS



MUST-HAVE COLOR FANATIC

COLOR FANATIC SPRAY: BUY 3, GET 1 FREE



Purchase

3x Color Fanatic spray 200 ml

Receive

1x Color Fanatic spray 200 ml

SALON PRICE
\$70.20

SALON VALUE
\$93.60

SALON SAVINGS
25%

[PURCHASE NOW](#)

INTENSE TREATMENT COLOR FANATIC

COLOR FANATIC MASK: BUY 3, GET 1 FREE



Purchase

3x Color Fanatic mask 200 ml

Receive

1x Color Fanatic mask 200 ml

SALON PRICE
\$61.20

SALON VALUE
\$81.60

SALON SAVINGS
25%

[PURCHASE NOW](#)

TRIAL THAT COLOR FANATIC

BUY 12 TRAVEL/MINI CF SPRAY, GET 1 BACKBAR FORMAT CF



Purchase

12x Color Fanatic spray 30 ml

Receive

1x Color Fanatic spray 400 ml

SALON PRICE
\$86.40

SALON VALUE
\$120.00

SALON SAVINGS
28%

[PURCHASE NOW](#)

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[Brand Book](#) | [Price List](#) | [Product Guide](#) | [Social Media Kit](#)
[Instagram Page](#) | [Contest](#)

PUREOLOGY:

[Brand Book](#) | [Price List](#) | [Product Guide](#) | [Social Media Kit](#)
[Instagram Education](#)

