



L'ORÉAL
Professional Products

SALON
*Emotion*TM

CREATING THE
ULTIMATE CLIENT EXPERIENCE
IN YOUR SALON

DIGITAL AND FURNISHINGS CATALOG



*“People do not buy goods and services.
They buy relations, stories and magic.”*

SETH GODIN
Marketing Guru, Entrepreneur
and Best-Selling Author

As salon professionals, we want to make people feel beautiful.

A salon is more than techniques and skills.

A salon is...

Dedicated to **beauty**, built on care, confidence and well-being.

Where inspiration is shared, and **personalized** services and care regimens are offered.

And where unforgettable client **experiences** are created, tailor-made to each salon's DNA.

Together, let's elevate our profession by building sustainable relationships and providing the best service.

Let's make our salons a great place, where we share our passion, for the benefit of all.

WE CARE FOR MORE THAN HAIR.



SALON EMOTION is a unique transformative program designed to elevate the client experience and drive loyalty to your salon.

Salon Emotion's exclusive seven-step program provides the tools, mindset, and training to create the ultimate client experience in your salon.

- NEW CLIENT-CENTRIC QUALITY OF SERVICE
- RE-DESIGNED, RE-IMAGINED SALON
- NEW STATE-OF-THE-ART DIGITAL EXPERIENCE

Making the client central to the experience will set a salon above the rest.

THE SEVEN STEPS OF THE CLIENT JOURNEY

DISCOVER THE ELEMENTS TO BRING
SALON EMOTION TO LIFE IN YOUR SALON!

1. **ATTRACT *me*** - WINDOW.....10-13
2. **WELCOME *me*** - RECEPTION.....14-25
3. **WOW *me*** - CONSULTATION.....26-33
4. **RELAX *me*** - TREATMENT LOUNGE.....34-43
5. **REVEAL *me*** - SERVICE.....44-55
6. **EMPOWER *me*** - RETAIL.....56-65
7. **CARE FOR *me*** - CHECKOUT.....66-67

HOW TO ORDER.....70

TESTIMONIALS FROM SALONS EMBRACING SALON EMOTION

“Salon Emotion has been a game changer for me and my clients.”

“In our fast paced world we can very easily forget what truly makes us successful - providing impeccable service, creating an amazing experience and developing meaningful relationships.

Salon Emotion provided me with tools that have **increased my retail sales, rebooks and referrals**, creating a rise in overall revenue & a new level of income consistency. The program taught me how to connect better with my clients, allowing me to give each one of my clients an experience that not only meets their expectations, but exceeds them in every way.”

YUREESH HOOKER
Broome Street Society Salon
NY, NY

“Salon Emotion gave my team the courage to be themselves and genuinely connect with their guests, thereby elevating the guest experience.”

“The results are evident in our numbers: **revenue trending +42%**; average ticket +25%; rebooks +14% to an incredible 79%; and our retail is soaring with our retail-to-service growing from 14% before Salon Emotion to 22%! And the best part – our clients are sharing the word with over 500 referrals this year.”

ELIZABETH STRUSZ
E Claire Salon, Carbondale, IL

“The Salon Emotion tools helped us engage in more conversations around retail and additional services, delivering a higher average service ticket and more retail units per guest.”

“The Salon Emotion program was game changing for our salon when it came to elevating our guest experience. Salon Emotion simplified the customers’ journey by breaking it down into seven defined areas. This allowed us to re-evaluate how we were interacting with our customers to increase both guest satisfaction and company revenue. This program has helped us look at our company from the customer perspective and put an action plan into place to **deliver a more extraordinary customer journey**. I would highly recommend this program to anyone looking to elevate their salon company.”

JAISON HENRY
House of J Henry, Portland, ME

“Our salon has continued to thrive as a result of our continued partnership with L’Oreal and Salon Emotion.”

“Over the past two years, we have continued to implement both the physical elements and systems developed through Salon Emotion.

Salon Emotion helped our salon company think about the mindset of the client in different ways, creating a stronger bond between stylist and client. As a result, client retention and revenue have increased month over month. Our rebook percentage increased from 53% to 67%, we saw 430 referrals, and **grew our RTS from 11% to 20%!**

To experience JOY every time you write a bigger check for a stylist is a blessing. Salon Emotion has allowed us to implement systems and elements that normally wouldn’t be attainable in smaller salons like ours, allowing us to compete and thrive.”

DARREN WOOD
Ensemble Salon, West Linn, OR

“Salon Emotion was such a great class for my entire team.”

“I love the focus on how we can **better serve our guests**, especially the segment on empathy. Looking forward to implementing all the tools and principles in our salon.”

SARAH SRONCE
Shear Attitude, Pinckneyville, IL

“I love Salon Emotion because it’s all about the client experience.”

“Salon Emotion is designed to meet the total needs, wants and desires of today’s clients. Salon Emotion ensures a seamless, highly intelligent, purposeful and focused interaction with clients from the start to the end of their salon visit.

Today’s clients are not yesterday’s clients. We live in a different era in which clients are much more informed, educated and deserve/demand a higher standard of personalized experience beyond the haircut/ beyond the hair color. Salon Emotion meets and exceeds their expectations resulting in client retention, higher product/service sales and overall salon success.

With Salon Emotion at its core, our salon combines art, beauty, intelligence, nature and technology, providing our clients with an **exceptional salon journey and experience.”**

FRANCIS TESMER
Rolfs Salon, Scottsdale, AZ

EXPERIENCE SALON EMOTION RESULTS IN YOUR SALON:

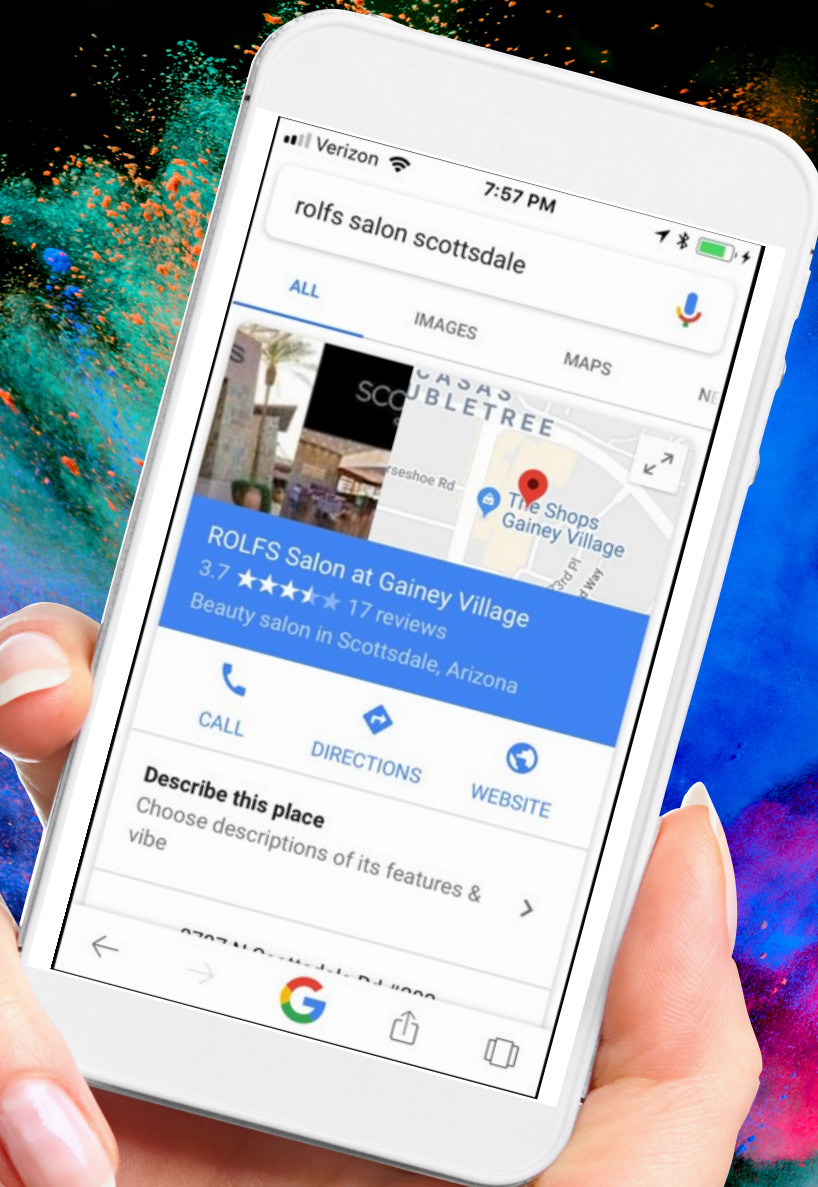
SALES GROWTH AVG: **Up to 20%+**
REBOOK: **+21%**
LOYALTY: **+++**
REFERRALS: **+++**





CREATE THE
PERFECT CLIENT JOURNEY

STEP 1



ATTRACT *me* WINDOW

The journey starts with the salon's **digital window** and the power of social media.

TIPS

- Post your salon's work on Instagram and Facebook to catch clients' eyes.
- Use Google My Business to drive clients to your website for more details and online booking.

Outside the salon, strong visuals can attract clients' eyes.

Only 30% of clients currently enter a salon because they're attracted by a window display.

TIPS

- Animate your windows 24/7 with digital monitors featuring brand and salon content.
- Merchandising displays in the window are a great way to showcase new products and promotions.





DIGITAL WINDOW MONITORS

Feature brand and salon content 24/7!

A WINDOW MONITOR: OUTDOOR FACING

Ultra high brightness for window displays.
Samsung OM46D-W, Media Player & Mount.
LIST PRICE: **\$5,000***
SALON EMOTION PRICE: **\$4,000***
LEVEL LOYALTY REWARDS: **266,670 Points**

B WINDOW MONITOR: INTERIOR MALL FACING

High brightness for interior mall based windows.
Samsung PH49F, Media Player & Mount
LIST PRICE: **\$3,815***
SALON EMOTION PRICE: **\$3,050***
LEVEL LOYALTY REWARDS: **203,340 Points**

C ANNUAL LICENSE AND SERVICE FEES**

Choose 1, 2 or 3 Year Contract Commitment:
ONE YEAR CONTRACT -
SALON EMOTION PRICE: **\$55/Month; \$660 Annually**
LEVEL LOYALTY REWARDS: **44,000 Points**

TWO YEAR CONTRACT -
SALON EMOTION PRICE: **\$45/Month; \$1,080 Upfront Payment**
LEVEL LOYALTY REWARDS: **72,000 Points**

THREE YEAR CONTRACT -
SALON EMOTION PRICE: **\$35/Month; \$1,260 Upfront Payment**
LEVEL LOYALTY REWARDS: **84,000 Points**

*Includes freight and installation.

**Only one license needed per salon; license covers multiple screens.



STEP 2



WELCOME *me* RECEPTION

68% of clients feel anxious when they enter a salon for the first time. Make sure they feel welcome!

TIPS

- Small podium style reception desks are perfect to create a welcoming feel.
- Service menus are a great way to drive upsell/add-ons.
- Play Stations are a great way to have your clients engage with retail products.
- Monitors in the reception area can feature service and retail offerings.



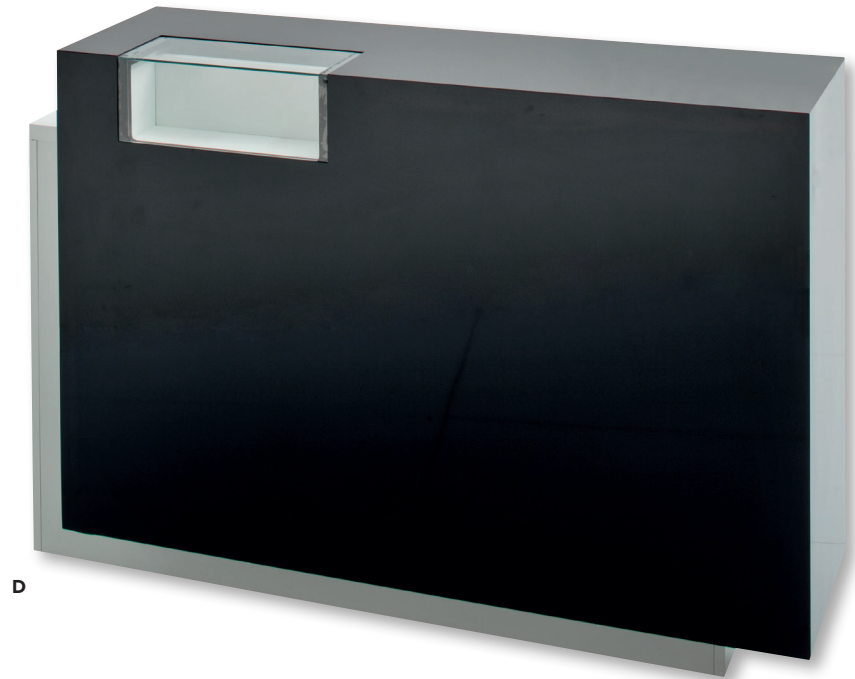
A



C



B



D



A ECO GREEN

Black or white lacquered painted wood front.
Back-lit opal Plexiglas front panel.

LIST PRICE: **\$3,979***

SALON EMOTION PRICE: **\$2,984***

LEVEL LOYALTY REWARDS: **198,940 Points***

B PANDORA SLIM

Polished finish white fibreglass front.
Two drawers with lock and keyboard/PC compartment.

LIST PRICE: **\$1,935***

SALON EMOTION PRICE: **\$1,451***

LEVEL LOYALTY REWARDS: **96,740 Points***

C QUADRA

White or black waterproof surfaced frame.
Ivory powder coated sheet metal front.

LIST PRICE: **\$1,857***

SALON EMOTION PRICE: **\$1,393***

LEVEL LOYALTY REWARDS: **92,870 Points***

D TAO

Polished finish black laminate front with display.
Drawer with lock, keyboard tray, open computer compartment.

LIST PRICE: **\$4,783***

SALON EMOTION PRICE: **\$3,587***

LEVEL LOYALTY REWARDS: **239,140 Points***

*Excludes tax, freight and installation.



MILLARD COLLECTION

A RECEPTION DOUBLE PEDESTAL

Slim profile; ledge for displays.
Alternate finishes available upon request.
LIST PRICE: **\$6,498***
SALON EMOTION PRICE: **\$5,198***
LEVEL LOYALTY REWARDS: **346,550 Points**

B RECEPTION SINGLE PEDESTAL

Slim profile; ledge for displays.
Alternate finishes available upon request.
LIST PRICE: **\$5,033***
SALON EMOTION PRICE: **\$4,027***
LEVEL LOYALTY REWARDS: **268,460 Points**

C RECEPTION DESK

Elegant design; ledge for displays.
Alternate finishes available upon request.
LIST PRICE: **\$11,806***
SALON EMOTION PRICE: **\$9,445***
LEVEL LOYALTY REWARDS: **629,650 Points***

*Excludes tax, freight and installation.





A



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D



E



A ECO-BRIGHT RECEPTION

Illuminated, streamlined design.
Alternate finishes available upon request.

LIST PRICE: **\$3,340***

SALON EMOTION PRICE: **\$2,672***

LEVEL LOYALTY REWARDS: **178,140 Points***

B GREY PODIUM

Streamlined design with locked storage.
Alternate finishes available upon request.

LIST PRICE: **\$525***

SALON EMOTION PRICE: **\$419***

LEVEL LOYALTY REWARDS: **27,940 Points***

C ANGULAR RECEPTION

Mix textures for a unique look.
Alternate finishes available upon request.

LIST PRICE: **\$7,977***

SALON EMOTION PRICE: **\$6,381***

LEVEL LOYALTY REWARDS: **425,400 Points***

D OVAL RECEPTION

Mix textures for a unique look.
Alternate finishes available upon request.

LIST PRICE: **\$8,328***

SALON EMOTION PRICE: **\$6,662***

LEVEL LOYALTY REWARDS: **444,140 Points***

E LARGE RECEPTION

Sleek finish for larger salons.
Alternate finishes available upon request.

LIST PRICE: **\$16,698***

SALON EMOTION PRICE: **\$13,286***

LEVEL LOYALTY REWARDS: **885,740 Points***

*Excludes tax, freight and installation.

PLAYSTATIONS



MILLARD COLLECTION

A PLAYSTATION
Available in black or white.
Add monitor or visuals.
LIST PRICE: **\$7,129***
SALON EMOTION PRICE: **\$5,703***
LEVEL LOYALTY REWARDS: **380,226 Points***

*Excludes tax, freight and installation.



B PLAYSTATION
Available in alternate finishes.
Stools sold separately.
LIST PRICE: **\$2,756***
SALON EMOTION PRICE: **\$2,205***
LEVEL LOYALTY REWARDS: **147,000 Points***

*Excludes tax, freight and installation.



DIGITAL INTERIOR MONITORS

Feature brand and salon content in your reception area!

A INTERIOR MONITOR

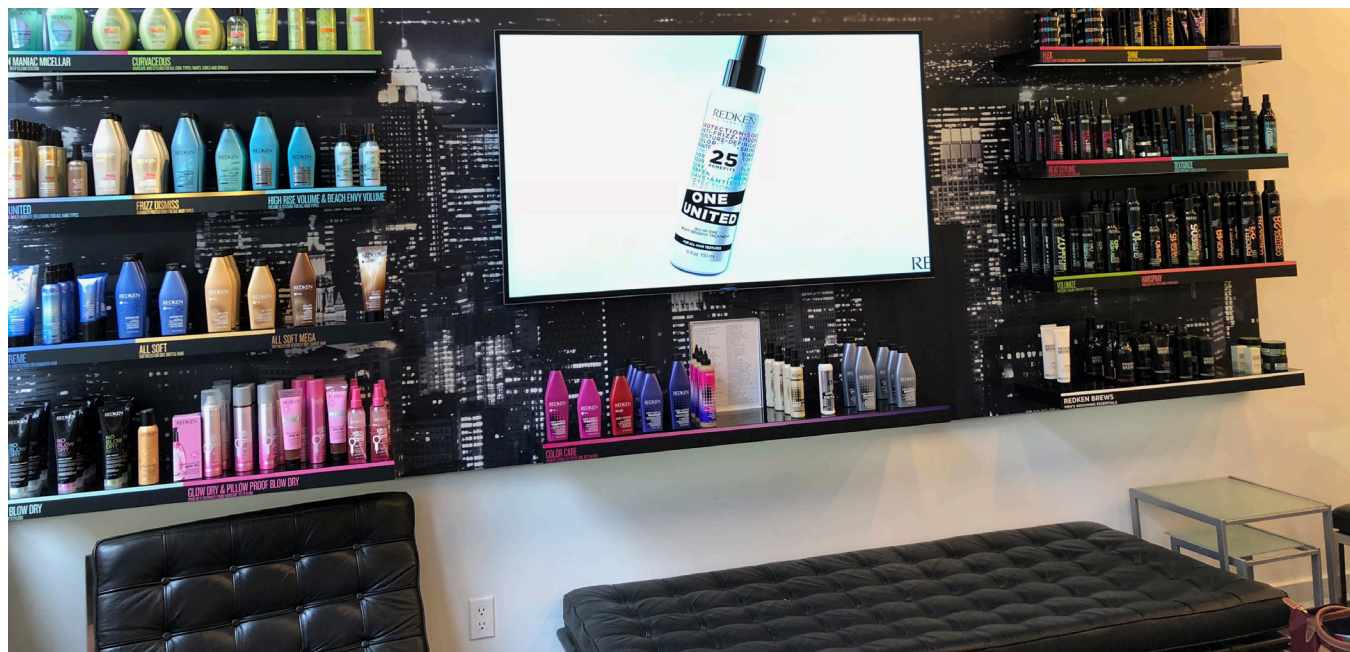
Designed for interior wall mount.
Samsung PM49-H, Media Player & Mount.
LIST PRICE: **\$3,370***
SALON EMOTION PRICE: **\$2,935***
LEVEL LOYALTY REWARDS: 195,670 Points

B ANNUAL LICENSE AND SERVICE FEES**

Choose 1, 2 or 3 Year Contract Commitment:
ONE YEAR CONTRACT -
SALON EMOTION PRICE: **\$55/Month; \$660 Annually**
LEVEL LOYALTY REWARDS: 44,000 Points
TWO YEAR CONTRACT -
SALON EMOTION PRICE: **\$45/Month; \$1,080 Upfront Payment**
LEVEL LOYALTY REWARDS: 72,000 Points
THREE YEAR CONTRACT -
SALON EMOTION PRICE: **\$35/Month; \$1,260 Upfront Payment**
LEVEL LOYALTY REWARDS: 84,000 Points

*Includes freight and installation.

**Only one license needed per salon; license covers multiple screens.



STEP 3



WOW *me* CONSULTATION

97% of Stylists say they provide a full consultation while only 7% of clients say they've ever received one.

TIPS

- 90% of sales occur at consultation. It's the perfect opportunity for upsell services and to discuss the recommended take home products. Make sure you bring the professionalism of a complete consultation and diagnosis to every client.
- For the optimal consultation, at the styling station or designated area, sit opposite the client, eye to eye level.





A CONSULTATION COUCH AND TABLE
 Ideal for consultations.
 Alternate fabrics available upon request.
 COUCH:
 LIST PRICE: **\$3,469***
 SALON EMOTION PRICE: **\$2,602***
 LEVEL LOYALTY REWARDS: **173,470 Points***
 TABLE:
 LIST PRICE: **\$372***
 SALON EMOTION PRICE: **\$279***
 LEVEL LOYALTY REWARDS: **18,600 Points***

B CONSULTATION TABLE
 Ideal design for consultation or processing.
 Available in alternate finishes.
 LIST PRICE: Starting at **\$10,380***
 SALON EMOTION PRICE: Starting at **\$7,785***
 LEVEL LOYALTY REWARDS:
 Starting at **519,000 Points***

C ALOE STOOL
 Fixed height stool with painted wood back
 Aluminium base and footrest.
 LIST PRICE: **\$1,195***
 SALON EMOTION PRICE: **\$896***
 LEVEL LOYALTY REWARDS: **59,740 Points***

D YOU CONSULTATION STOOL
 Height-adjustable swivel stool with gas pump.
 Wood and polyurethane foam seat.
 LIST PRICE: **\$400***
 SALON EMOTION PRICE: **\$300***
 LEVEL LOYALTY REWARDS: **20,000 Points***

E COLOR BAR
 Feature the beauty of color.
 Custom sizes available upon request.
 PRICE UPON REQUEST

*Excludes tax, freight and installation.





A

MILLARD COLLECTION

A CONSULTATION TABLE

Perfect for consultation or processing.
Available in black or white. Chairs sold separately.
LIST PRICE: **\$4,933***
SALON EMOTION PRICE: **\$3,946***
LEVEL LOYALTY REWARDS: **263,090 Points***

B COLOR BAR

Feature the beauty of color.
Available in 6', 8', 10' design.
LIST PRICE: Starting at **\$16,107***
SALON EMOTION PRICE: Starting at **\$12,886***
LEVEL LOYALTY REWARDS: **859,050 Points***

COLOR BAR WITH SINK

Enhance with sink upgrade.
Available in 6', 8', 10' design.
LIST PRICE: Starting at **\$18,523***
SALON EMOTION PRICE: Starting at **\$14,819***
LEVEL LOYALTY REWARDS: **987,910 Points**

*Excludes tax, freight and installation.



B





A



B



C



A CONSULTATION BAR

Sleek design for the perfect consultation.
Alternate finishes available.
LIST PRICE: Starting at **\$12,875***
SALON EMOTION PRICE: Starting at **\$9,655***
LEVEL LOYALTY REWARDS: **643,670 Points***

B CONSULTATION STOOLS

Height-adjustable swivel stool.
Perfect for consultations at styling stations.
LIST PRICE: Starting at **\$136***
SALON EMOTION PRICE: Starting at **\$102***
LEVEL LOYALTY REWARDS: **6,800 Points***

C COLOR BAR

Feature the beauty of color.
Available in 6', 8' 10' design and alternate finishes.
LIST PRICE: Starting at **\$13,645***
SALON EMOTION PRICE: Starting at **\$10,916***
LEVEL LOYALTY REWARDS: **727,740 Points***

COLOR BAR WITH SINK

Enhance with sink upgrade.
Available in 6', 8' 10' design and alternate finishes.
LIST PRICE: Starting at **\$14,060***
SALON EMOTION PRICE: Starting at **\$11,251***
LEVEL LOYALTY REWARDS: **750,070 Points***

*Excludes tax, freight and installation.

STEP
4



RELAX *me* TREATMENT LOUNGE

85% of women say this is their favorite moment in the salon however, 70% would not return if it was not done right.

TIPS

- Treatments and care products should be prominently displayed. Explain the products that you're using and why you chose them.
- Spa-like chairs can truly make all the difference. Make sure your chairs are comfortable for your clients' head, neck and body for a fully immersive experience.
- Video monitors are a great way to feature treatment services and aspirational imagery.



A CARROSSEE COMFORT
 Motorized leg rest.
 Chromatherapy LED system.
 LIST PRICE: **\$7,465***
 SALON EMOTION PRICE: **\$5,599***
 LEVEL LOYALTY REWARDS: **373,270 Points***

B BERGERE COMFORT
 Motorized leg rest.
 Privacy panels.
 LIST PRICE: **\$5,391***
 SALON EMOTION PRICE: **\$4,043***
 LEVEL LOYALTY REWARDS: **269,540 Points***

C SKYWASH PRIMA CLASSE COMFORT
 Ergonomic seat and backrest.
 Motorized leg rest.
 LIST PRICE: **\$3,732***
 SALON EMOTION PRICE: **\$2,799***
 LEVEL LOYALTY REWARDS: **186,600 Points***



D LORD NELSON COMFORT
 Motorized seat and leg rest.
 Chair converts to full flatbed.
 LIST PRICE: **\$5,930***
 SALON EMOTION PRICE: **\$4,448***
 LEVEL LOYALTY REWARDS: **296,540 Points***

E GREEN STAR CLASS COMFORT
 Motorized seat and leg rest.
 Chair converts to full flatbed.
 LIST PRICE: **\$8,985***
 SALON EMOTION PRICE: **\$6,739***
 LEVEL LOYALTY REWARDS: **449,270 Points***

F ZEN COMFORT
 Motorized seat and leg rest.
 Chair converts to full flatbed.
 LIST PRICE: **\$6,221***
 SALON EMOTION PRICE: **\$4,666***
 LEVEL LOYALTY REWARDS: **311,070 Points***

G LAZZARRO
 Ergonomic seat and backrest.
 Fixed leg rest.
 LIST PRICE: **\$2,214***
 SALON EMOTION PRICE: **\$1,661***
 LEVEL LOYALTY REWARDS: **110,740 Points***

*Excludes tax, freight and installation.
 All available in alternate colors and finishes upon request.



A



A DUNE COMPLETE MODULAR BACKBAR STATION
 Modular components. Streamlined design
 1 DUNE BASIN + 1 DUNE STANDARD + 2 EXPO2 +2
 DUNE UPPER CABINET
 LIST PRICE: **\$5,434***
 SALON EMOTION PRICE: **\$4,075***
 LEVEL LOYALTY REWARDS: **271,670 Points***

*Excludes tax, freight and installation.
 All available in alternate colors and finishes upon request.



B



D



C



YUME SPA

Yume Spa provides the ultimate treatment with a unique process combining scalp massage, mist heating, cleansing and deep conditioning. Taking comfort to a whole new level. Surpassing all prior experiences. Total beauty service for a deeper relaxation.

This salon exclusive offering is an excellent opportunity for add-on treatments.

B SPA MIST II

Create a spa-like atmosphere.
 Helps treatments easily penetrate hair shaft.
 LIST PRICE: **\$3,390***
 SALON EMOTION PRICE: **\$2,204***
 LEVEL LOYALTY REWARDS: **146,940 Points**

C YUME ESPOIR

Designed for the ultimate relaxation and comfort. Available in various colors.
 LIST PRICE: **\$11,000***
 SALON EMOTION PRICE: **\$7,150***
 LEVEL LOYALTY REWARDS: **476,670 Points**

D YUME ESPOIR STOOL

Designed for optimal ergonomics.
 Flexible design to move with the body.
 LIST PRICE: **\$980***
 SALON EMOTION PRICE: **\$637***
 LEVEL LOYALTY REWARDS: **42,470 Points**

*Excludes tax, freight and installation.



A



B

MILLARD COLLECTION

A TREATMENT LOUNGE - L'OREAL PROFESSIONNEL

Unit features an illuminated PowerDose treatment display.
Available in 8' or 10' design.

LIST PRICE: Starting at **\$13,993***

SALON EMOTION PRICE: Starting at **\$11,194***

LEVEL LOYALTY REWARDS: Starting at **746,300 Points***

B TREATMENT LOUNGE - REDKEN

Unit features an illuminated Chemistry treatment display.
Available in 8' or 10' design.

LIST PRICE: Starting at **\$13,993***

SALON EMOTION PRICE: Starting at **\$11,194***

LEVEL LOYALTY REWARDS: Starting at **746,300 Points***



C TREATMENT DISPLAY- L'OREAL PROFESSIONNEL

Spectacularly illuminated PowerDose treatment display.
Available in 4' or 6' design.

LIST PRICE: Starting at **\$5,537***

SALON EMOTION PRICE: Starting at **\$4,429***

LEVEL LOYALTY REWARDS: Starting at **295,300 Points***

D TREATMENT LOUNGE - REDKEN

Spectacularly illuminated Chemistry treatment display.
Available in 8' or 10' design.

LIST PRICE: Starting at **\$5,033***

SALON EMOTION PRICE: Starting at **\$4,027***

LEVEL LOYALTY REWARDS: Starting at **268,460 Points***

*Excludes tax, freight and installation.



C



D



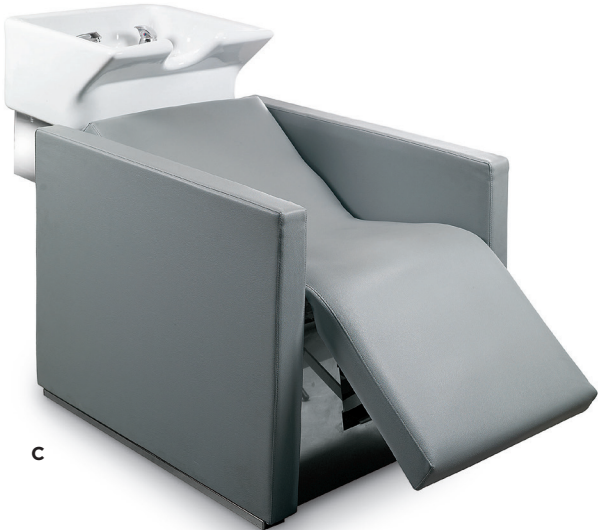
A & B



A TREATMENT LOUNGE
 Classic design.
 Available in 8' or 10' design.
 LIST PRICE: Starting at **\$11,388***
 SALON EMOTION PRICE: Starting at **\$9,110***
 LEVEL LOYALTY REWARDS: Starting at **607,340 Points***

B SEINE SHUTTLE
 Stainless Steel Shuttle; Metal Arms
 Tilting Chair Back.
 LIST PRICE: Starting at **\$2,110***
 SALON EMOTION PRICE: Starting at **\$1,590***
 LEVEL LOYALTY REWARDS: Starting at **106,000 Points**

*Excludes tax, freight and installation



C



D



E



F

C KOLE WASH ELECTRIC
 Electrical synchronized movement of seat & footrest.
 Ergonomic tilting bowl; Stainless steel finish.
 LIST PRICE: Starting at **\$5,679***
 SALON EMOTION PRICE: Starting at **\$4,259***
 LEVEL LOYALTY REWARDS: Starting at **283,940 Points***

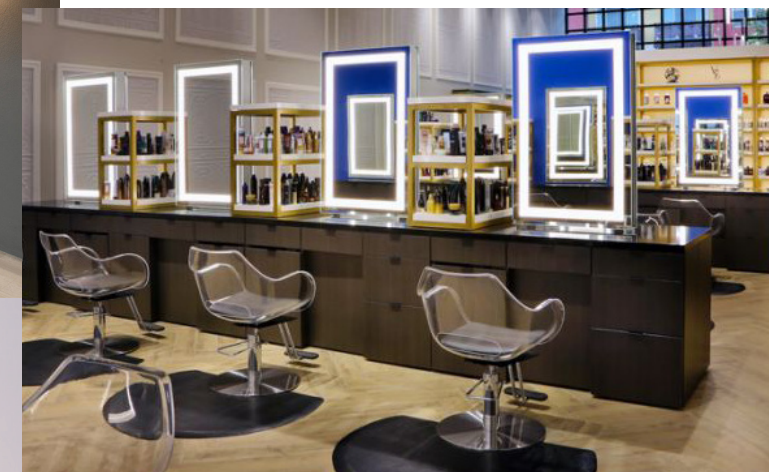
D RACE WASH
 Ergonomic tilting bowl and integrated seat.
 Stainless steel finish.
 LIST PRICE: Starting at **\$4,510***
 SALON EMOTION PRICE: Starting at **\$3,385***
 LEVEL LOYALTY REWARDS: Starting at **225,670 Points***

E MEUSE SHUTTLE
 Fiberglass Shuttle; Tilting Chair Back
 One Piece Chrome Arms.
 LIST PRICE: Starting at **\$1,910***
 SALON EMOTION PRICE: Starting at **\$1,439***
 LEVEL LOYALTY REWARDS: Starting at **95,940 Points***

F RHINE SHUTTLE
 Stainless Steel Shuttle.
 Tilting Chair Back.
 LIST PRICE: Starting at **\$1,750***
 SALON EMOTION PRICE: Starting at **\$1,315***
 LEVEL LOYALTY REWARDS: Starting at **87,670 Points***

*Excludes tax, freight, and shipping.
 Color customization available for all units.

STEP 5



REVEAL *me* SERVICE

Clients often feel uncomfortable and worrisome during the service.

TIPS

- Make sure you share what products are being used and how clients can recreate that style at home.
- Our CURATED FOR YOU trays are a great way to showcase the products and start the take home maintenance conversation.



A



B



C



D



- A VILLAGE**
Two-seater wall-mounted styling unit
Built-in light
LIST PRICE: **\$6,379***
SALON EMOTION PRICE: **\$4,784***
LEVEL LOYALTY REWARDS: **318,940 Points***
- B VICTORIA**
Single wall-mounted styling unit
Built-in light
LIST PRICE: **\$4,098***
SALON EMOTION PRICE: **\$3,073***
LEVEL LOYALTY REWARDS: **204,870 Points***
- C ECLIPSE 2**
Two-seater free-standing styling unit.
Back-lit mirror with Plexiglas frame.
LIST PRICE: **\$3,417***
SALON EMOTION PRICE: **\$2,563***
LEVEL LOYALTY REWARDS: **170,870 Points***
- D PRINCESS**
Single wall-mounted styling unit
Aluminium shelf.
LIST PRICE: **\$1,922***
SALON EMOTION PRICE: **\$1,441***
LEVEL LOYALTY REWARDS: **96,070 Points***

*Excludes tax, freight and installation.



A



B



C



D



E



A ANGELINA & MARE BLOCK BASE

Modern swivel chair
Alternate colors available.
LIST PRICE: **\$1,582***
SALON EMOTION PRICE: **1,187***
LEVEL LOYALTY REWARDS: **79,140 Points***

B TULIPA & MARE BLOCK BASE

Modern swivel chair
Alternate colors available.
LIST PRICE: **\$983***
SALON EMOTION PRICE: **\$737***
LEVEL LOYALTY REWARDS: **49,140 Points***

C ECO FUN & MARE BLOCK BASE

Modern swivel chair
Alternate colors available.
LIST PRICE: **\$1,132***
SALON EMOTION PRICE: **\$849***
LEVEL LOYALTY REWARDS: **56,600 Points***

D MUSETTE & OPERA BASE

Swivel chair
Alternate colors available.
LIST PRICE: **\$1,658***
SALON EMOTION PRICE: **\$1,244***
LEVEL LOYALTY REWARDS: **82,940 Points***

E MIMI & OPERA BASE

Quilted back swivel chair
Alternate colors available.
LIST PRICE: **\$1,658***
SALON EMOTION PRICE: **\$1,244***
LEVEL LOYALTY REWARDS: **82,940 Points***

*Excludes tax, freight and installation.
All available in alternate colors and finishes upon request.



MILLARD COLLECTION

A TOWER TABLE

Square four station styling unit.
Available in custom colors and materials.

LIST PRICE: **\$10,038***

SALON EMOTION PRICE: **\$8,030***

LEVEL LOYALTY REWARDS: **535,350 Points***

B MINIMALIST WALL STATION

Illuminated station; pedestal with pull-out color bowl tray.
Available in custom colors and materials.

LIST PRICE: **\$3,273***

SALON EMOTION PRICE: **\$2,618***

LEVEL LOYALTY REWARDS: **174,550 Points***

C OVAL DOUBLE STATION

Double sided station with pedestal storage.
Available in custom colors and materials.

LIST PRICE: **\$6,296***

SALON EMOTION PRICE: **\$5,037***

LEVEL LOYALTY REWARDS: **335,810 Points***

*Excludes tax, freight and installation.





MILLARD COLLECTION

A MODERN DOUBLE STATION

Pedestal storage with pull-out color bowl tray.
Available in custom colors and materials.
LIST PRICE: **\$7,475***
SALON EMOTION PRICE: **\$5,980***
LEVEL LOYALTY REWARDS: **498,350 Points***

B MODERN WALL STATION

Single wall mount station with pedestal storage.
Available in custom colors and materials.
LIST PRICE: **\$4,803***
SALON EMOTION PRICE: **\$3,842***
LEVEL LOYALTY REWARDS: **256,152 Points***

C LONG TABLE STATION

Double sided; available with 4 or 6 stations.
Available in custom colors and materials.
LIST PRICE: Starting at **\$10,038***
SALON EMOTION PRICE: Starting at **\$8,030***
LEVEL LOYALTY REWARDS: Starting at **535,343 Points***

*Excludes tax, freight and installation.





A



B



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D



A TRIPLE WALL STATION

Beautiful sleek wall mount design.
Available in variety of finishes.
LIST PRICE: \$9,906
SALON EMOTION PRICE: \$7,925*
LEVEL LOYALTY REWARDS: 528,340 Points*

ECO-FRIEND STYLING CHAIR

Available in variety of finishes.
LIST PRICE: \$1,434*
SALON EMOTION PRICE: \$1,148*
LEVEL LOYALTY REWARDS: 76,530 Points*

B CUSTOM ROCOCO

Double sided station with side shelving storage.
Available in variety of finishes.
LIST PRICE: \$4,774*
SALON EMOTION PRICE: \$3,819*
LEVEL LOYALTY REWARDS: 254,600 Points*

SALVADORE STYLING CHAIR

Available in variety of finishes.
LIST PRICE: \$1,070*
SALON EMOTION PRICE: \$856*
LEVEL LOYALTY REWARDS: 57,070 Points*

C FROST STATION

Double sided station with side storage.
Available in variety of finishes.
LIST PRICE: \$4,813*
SALON EMOTION PRICE: \$3,850*
LEVEL LOYALTY REWARDS: 256,670 Points*

SALVADORE STYLING CHAIR

Available in variety of finishes.
LIST PRICE: \$1,119*
SALON EMOTION PRICE: \$895*
LEVEL LOYALTY REWARDS: 59,670 Points*

D CUSTOM ROCOCO

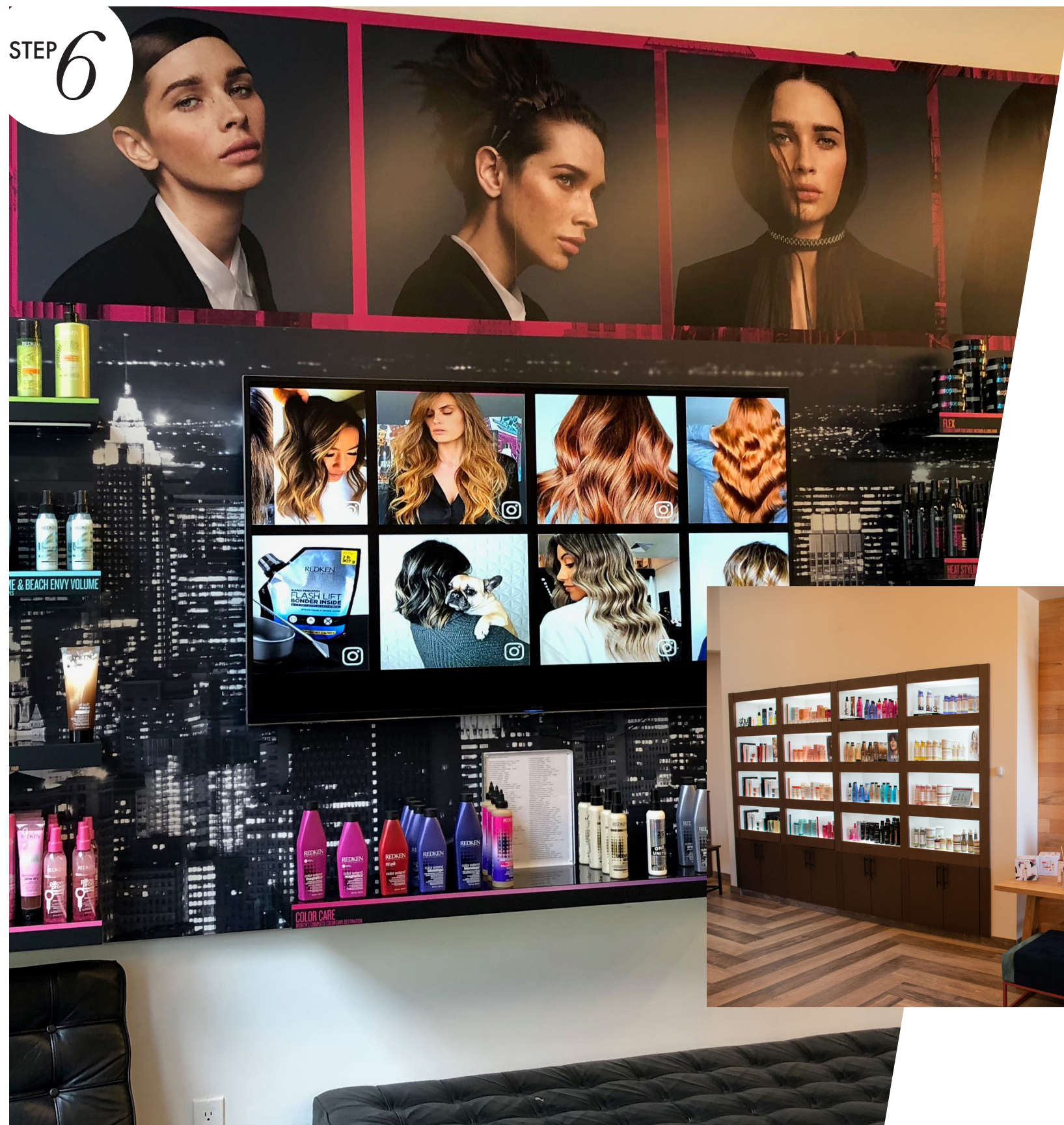
Double sided station with storage.
Available in variety of finishes.
LIST PRICE: \$4,465*
SALON EMOTION PRICE: \$3,572*
LEVEL LOYALTY REWARDS: 238,140 Points*

AMILE STYLING CHAIR

Available in variety of finishes.
LIST PRICE: \$1,010*
SALON EMOTION PRICE: \$808*
LEVEL LOYALTY REWARDS: 53,870 Points*

*Excludes tax, freight and installation.

STEP 6

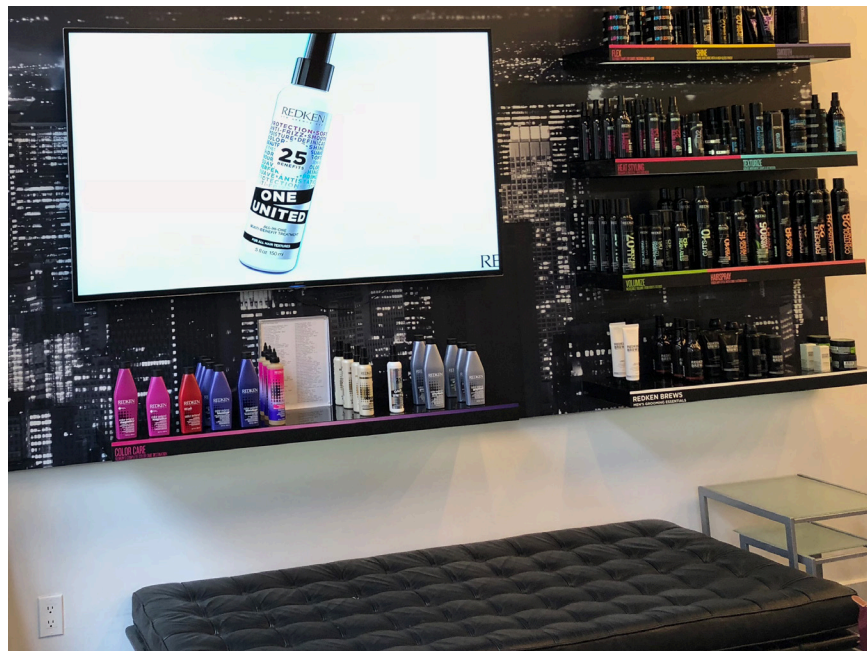


EMPOWER *me* RETAIL

Retail is the #1 missed revenue opportunity. Only 1 in 5 clients leave the salon with product.

TIPS

- Add digital screens to your retail area to catch clients eyes and drive product sales. Feature brand and salon content.
- Create an engaging retail area with impactful shelving. A multi-brand approach ensures there are products to meet every client's budget.
- Nesting tables are a great way to showcase new products and seasonal promotions. Make sure these are planned out for the year!
- Merchandising tools, including salon favorites and rating/reviews are a great way to enhance your retail area and entice clients to shop.



DIGITAL INTERIOR MONITORS

Feature brand and salon content in your retail area!

A INTERIOR MONITOR

Designed for interior wall mount.

Samsung PM49-H, Media Player & Mount.

LIST PRICE: **\$3,370***

SALON EMOTION PRICE: **\$2,935***

LEVEL LOYALTY REWARDS: **195,670 Points**

B ANNUAL LICENSE AND SERVICE FEES**

Choose 1, 2 or 3 Year Contract Commitment:

ONE YEAR CONTRACT -

SALON EMOTION PRICE: **\$55/Month; \$660 Annually**

LEVEL LOYALTY REWARDS: **44,000 Points**

TWO YEAR CONTRACT -

SALON EMOTION PRICE: **\$45/Month; \$1,080 Upfront Payment**

LEVEL LOYALTY REWARDS: **72,000 Points**

THREE YEAR CONTRACT -

SALON EMOTION PRICE: **\$35/Month; \$1,260 Upfront Payment**

LEVEL LOYALTY REWARDS: **84,000 Points**

*Includes freight and installation.

**Only one license needed per salon; license covers multiple screens.



A



A EXPO WALL RODOLFO

Single wall mounted display unit.
Polished aluminum frame with LED back-lit shelves.
LIST PRICE: **\$6,773***
SALON EMOTION PRICE: **\$5,080***
LEVEL LOYALTY REWARDS: **338,670 Points***

B EXPO 5

Modular 5 tier display unit.
Plexiglas front with internal LED lighting.
LIST PRICE: **\$2,075***
SALON EMOTION PRICE: **\$1,556***
LEVEL LOYALTY REWARDS: **103,740 Points***

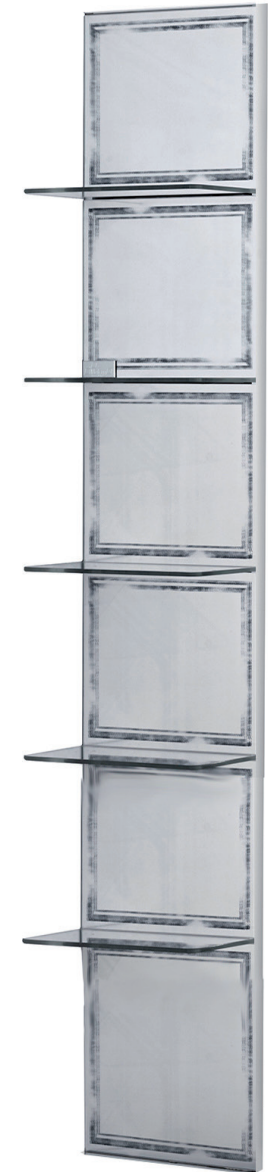
C EXPO MIRROR BRED A WALL 5P

Single wall-mounted display unit
Five tempered extra clear glass shelves with LED lighting.
LIST PRICE: **\$3,042***
SALON EMOTION PRICE: **\$2,282***
LEVEL LOYALTY REWARDS: **152,140 Points***

*Excludes tax, freight and installation.



B



C



A



B



C



D

MILLARD COLLECTION

A RETAIL WALL WITH BACK PANEL IMAGE

Five shelf display with back panel graphic. Available with or without branding; custom colors and materials available.
LIST PRICE: \$4,759*
SALON EMOTION PRICE: \$3,807*
LEVEL LOYALTY REWARDS: 253,810 Points*

B RETAIL WALL

Five shelf display unit with wheels. Available with or without branding; custom colors and materials available.
LIST PRICE: \$3,844*
SALON EMOTION PRICE: \$3,075*
LEVEL LOYALTY REWARDS: 205,000 Points*

C MINIMALIST PEDESTAL

Feature new products and promotions. Custom colors and materials available.
LIST PRICE: \$1,904*
SALON EMOTION PRICE: \$1,523*
LEVEL LOYALTY REWARDS: 101,530 Points*

D NESTING TABLES

Promotional nesting tables for off-shelf display. Custom colors and materials available.
LIST PRICE: \$1,647*
SALON EMOTION PRICE: \$1,318*
LEVEL LOYALTY REWARDS: 87,860 Points*

*Excludes tax, freight and installation.



A



A SINGLE RETAIL DISPLAY

Five shelf display unit. Available with or without branding; custom finishes.

LIST PRICE: **\$4,734***

SALON EMOTION PRICE: **\$3,787***

LEVEL LOYALTY REWARDS: **252,470 Points***

B DOUBLE RETAIL DISPLAY

Double five shelf display unit; secured backing. Available with or without branding; custom finishes.

LIST PRICE: **\$8,455***

SALON EMOTION PRICE: **\$6,764***

LEVEL LOYALTY REWARDS: **450,940 Points***

C TRIPLE RETAIL DISPLAY

Triple five shelf display unit, secured backing. Available with or without branding; custom finishes.

LIST PRICE: **\$14,483***

SALON EMOTION PRICE: **\$11,586***

LEVEL LOYALTY REWARDS: **772,400 Points***

D NESTING TABLES

Promotional nesting tables for off-shelf display. Custom finishes available.

LIST PRICE: **\$560***

SALON EMOTION PRICE: **\$501***

LEVEL LOYALTY REWARDS: **33,400 Points***

*Excludes tax, freight and installation.



B



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MERCHANDISING

A SALON FAVORITES DISPLAY

Share your salon favorites with your clients. Feature at reception, retail or checkout.

LEVEL LOYALTY REWARDS: **3,340 Points**

B SERVICES MENU

Drive upsell services by showcasing your menu.

Beautiful acrylic frame for 8 1/2" x 11" insert.

LEVEL LOYALTY REWARDS: **2,340 Points**

C TRY ME

Lollipop stand; ideal for new product and promotions.

Design your own messaging cards.

LEVEL LOYALTY REWARDS: **1,000 Points**

D CURATED FOR YOU TRAYS

Let clients know the products you recommend.

Feature on your styling station.

LEVEL LOYALTY REWARDS: **1,600 Points**

E BIOLAGE DEEP TREATMENT PACKS

Beautiful display to feature Biolage Deep Treatment Packs.

LEVEL LOYALTY REWARDS: **2,100 Points**



E

STEP 7



CARE FOR *me* CHECKOUT

Last impressions are as important as first impressions! Make sure clients feel valued and appreciated!

51% of salon guests feel rushed by the salon staff during their visit

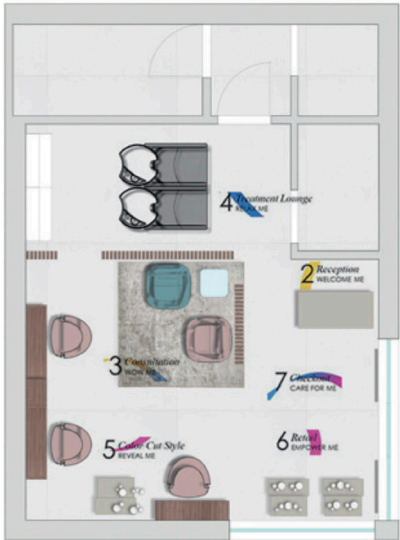
60% of salon guests feel they are treated impersonally

TIPS

- Make sure your client feel satisfied, have purchased at-home products and have booked their next appointment.
- Most importantly, thank the guest and send a follow-up thank you message after the visit, along with birthday greetings and promotion updates.

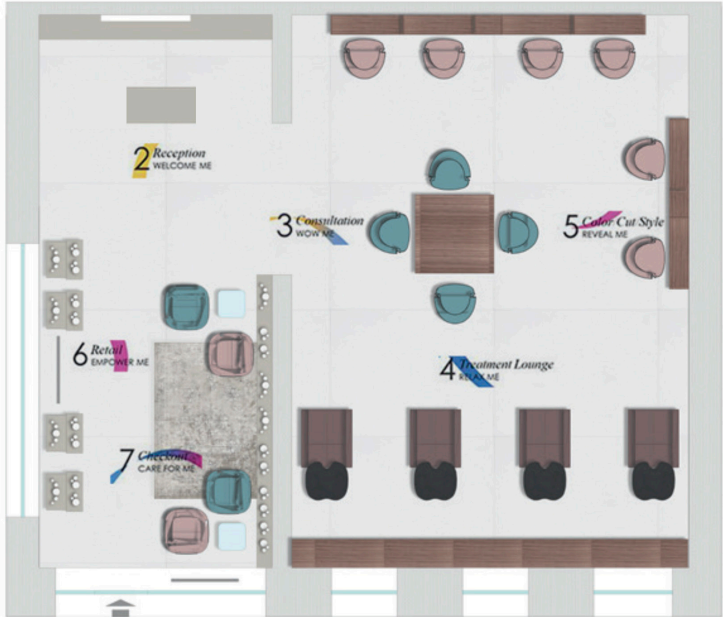


SMALL...MEDIUM..LARGE SALON?
 SALON EMOTION 7 STEP JOURNEY can come to life perfectly in your salon!



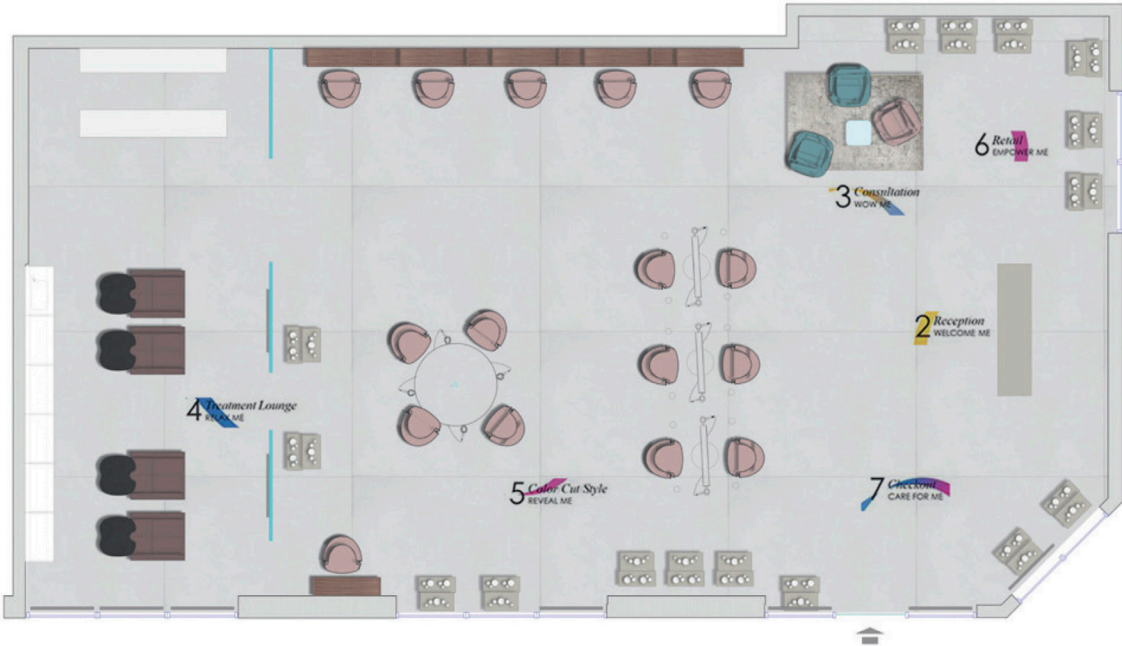
SALON 1
 400 SQ FT

- 1 WINDOW DISPLAY
- 1 PEDESTAL RECEPTION
- 2 TREATMENT LOUNGE STATIONS
- 3 STYLING STATIONS / CHAIRS
- 2 CONSULTATION STOOLS
- 2 RETAIL DISPLAYS
- +MERCHANDISING
- +SALON EMOTION CLASS



SALON 2
 900 SQ FT

- 1 WINDOW DIGITAL MONITOR
- 1 PEDESTAL RECEPTION
- 4 TREATMENT LOUNGE STATIONS
- 10 STYLING STATIONS / CHAIRS
- 4 CONSULTATION STOOLS
- 3 RETAIL DISPLAYS
- 2 NESTING TABLES
- +MERCHANDISING
- +SALON EMOTION CLASS



SALON 3
 1600 SQ FT

- 1 WINDOW DIGITAL MONITOR
- 1 DOUBLE PEDESTAL RECEPTION
- 1 PLAYSTATION
- 4 TREATMENT LOUNGE STATIONS
- 16 STYLING STATIONS / CHAIRS
- 6 CONSULTATION STOOLS
- 6 RETAIL DISPLAYS
- 2 NESTING TABLES
- +MERCHANDISING
- +SALON EMOTION CLASS

READY TO BRING SALON EMOTION TO LIFE IN YOUR SALON?
WHEN ORDERING, BE SURE TO MENTION “SALON EMOTION” TO GET THE
DISCOUNTED PRICING! ORDER TODAY!



DIGITAL MONITORS

- For more information and to order directly, please contact INOVSHOP team @:
inovshopusa.com; 833.466.8747.
- Redeem LEVEL LOYALTY Reward vouchers for INOVSHOP @ levelloyaltyrewards.com.



- For more information and to order directly, please contact MALETTI BELVEDERE team @:
eLewine@belvedereco.com; or hackermann@belvedereco.com or
marta.francesconi@malettigroup.com; 800.435.5491
- Redeem LEVEL LOYALTY Reward vouchers for MALETTI BELVEDERE @ levelloyaltyrewards.com.

MILLARD
COLLECTION

- For more information and to order directly, please contact MILLARD COLLECTION TEAM @:
millard-design.com; 646.322.7868.
- Redeem LEVEL LOYALTY Reward vouchers for MILLARD DESIGN @ levelloyaltyrewards.com.



- For more information and to order directly, please contact KAEMARK team @:
phornig@kaemark.com; 844.428.9737.
- Redeem LEVEL LOYALTY Reward vouchers for KAEMARK @ levelloyaltyrewards.com.



- For more information and to order directly, please contact TAKARA BELMONT team @:
beauty.takarabelmont.com/showrooms ; 800.526.3847.
- Redeem LEVEL LOYALTY Reward vouchers for TAKARA BELMONT @ levelloyaltyrewards.com.

MERCHANDISING
ITEMS

- Redeem LEVEL LOYALTY Rewards points for SALON EMOTION merchandising items.
Search SALON EMOTION merchandising.

SALON EMOTION
CLASSES

- Ready to learn more about SALON EMOTION? In-salon and in-store classes are available.
Ask your Salon Sales Consultant or check LEVEL LOYALTY REWARDS @ levelloyaltyrewards.com
for class schedules or to redeem points for SALON EMOTION classes.



For more information, ask your Salon Sales Consultant or log onto **matrixprofessional.com**,
redkenpro.com or **prouslorealprofessionnel.com**



EXPERIENCE SALON EMOTION
RESULTS IN YOUR SALON:

SALES GROWTH AVG: **Up to 20%+**
REBOOK: **+21%**
LOYALTY: **+++**
REFERRALS: **+++**



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