

JANUARY-FEBRUARY SALON PROMOTIONS



subtil

LIERAC
PARIS

NEW LAUNCH



PHYTOLOGIST

Absolute energizing shampoo

FOR THICKER, DENSER-LOOKING HAIR

Recommended for men & women



- Stimulates the scalp to promote healthy hair
- Hair is protected and strengthened
- Hair is visibly thicker
- Use before applying PHYTOLOGIST treatment to maximize results

Retail price: \$29
Salon price: \$14.5

PHYTOLOGIST SHAMPOO LAUNCH

SALON OFFER

	PURCHASE*	RECEIVE FOR FREE**
LEVEL 1	<p>3 PHYTOLOGIST TREATMENTS 3 NEW PHYTOLOGIST SHAMPOOS</p> <p>\$186 salon price *with a minimum purchase of \$500</p>	<p>5 AT-HOME SPA KITS 6 NEW LITTLE BOOKS OF HAIR THINNING CHAPTER 2</p> <p>Valued at \$105</p>
LEVEL 2	<p>6 PHYTOLOGIST TREATMENTS 6 NEW PHYTOLOGIST SHAMPOOS</p> <p>\$372 salon price *with a minimum purchase of \$700</p>	<p>10 AT-HOME SPA KITS 12 NEW LITTLE BOOKS OF HAIR THINNING CHAPTER 2</p> <p>Valued at \$210</p>
LEVEL 3	<p>9 PHYTOLOGIST TREATMENTS 9 NEW PHYTOLOGIST SHAMPOOS</p> <p>\$558 salon price *with a minimum purchase of \$900</p>	<p>15 AT-HOME SPA KITS 18 NEW LITTLE BOOKS OF HAIR THINNING CHAPTER 2</p> <p>Valued at \$315</p>

** While supplies last

CLIENT OFFER

Buy 1 Phytologist shampoo, receive an at-home spa kit, to prepare your scalp for the treatment and 1 booklet to overcome your hair thinning concerns.

Your Gift



AT-HOME SPA KIT



NEW

THE LITTLE BOOK OF HAIR THINNING CHAPTER 2

EXCLUSIVE LAUNCH

What's in it for you?

PUSH PHYTOLOGIST SHAMPOO FOR ITS LAUNCH

- The perfect shampoo to prevent and slow down hair thinning
- Ideal to prepare the hair & scalp for Phytologist treatment

BOOST YOUR SALES THROUGH CROSS-SELLING

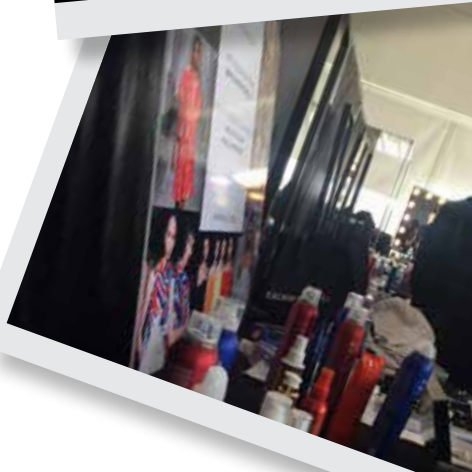
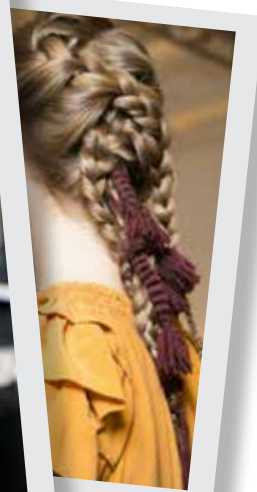
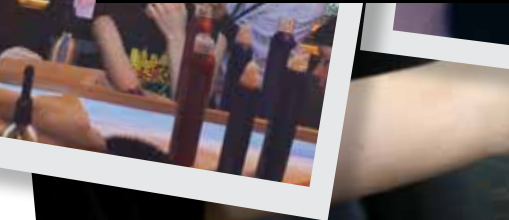
- Cross-sell with Phytologist treatment and Phytopoléine
- Elevate sales in treatment category

Includes promotion materials with the client offer for your retail space



From the runway

to you!



RUNWAY-READY PROMOTION

Backstage
**MUST
HAVE**



PHYTOPROFESSIONAL INTENSE VOLUME MOUSSE

BENEFITS

- Provides soft hold and extra sheen, while moisturizing and protecting hair
- Creates natural, flexible volume from root to end
- Keeps hair healthy and beautiful
- 100% natural fragrance

SALON OFFER

PURCHASE	RECEIVE FOR FREE*
12 PHYTOPROFESSIONAL INTENSE VOLUME MOUSSES \$144 salon price	2 PHYTOPROFESSIONAL INTENSE VOLUME MOUSSES Valued at \$48

* While supplies last



Achieve the perfect French Blow Dry

PHYTO Paris Founder Patrick Alès is a renowned French hairstylist. In the mid 60's he decided to break free from setting hair with chemicals and hot rollers for a new technique he called *Le Brushing*. Instead of forcing the hair to curl up, he chose to embrace its natural movement and started using the combined action of drying the hair while pulling it over a round brush, strand by strand. The result? The most glamorous blow dry your clients will ever get!

Use PHYTODÉFRISANT and PHYTOVOLUME ACTIF to master the perfect Brushing!

FRENCH BLOW DRY PROMOTION



- Handmade with all-natural boar bristles
- Made of a single piece of exotic Bubinga wood, a luxury timbre, resistant to humidity
- Will help you achieve the perfect French blow dry and promote healthy, beautiful hair

SALON OFFER

PURCHASE	RECEIVE FOR FREE*
<p>6 ROUND FRENCH BLOW DRY BRUSHES</p> <p>\$180 salon price</p>	<p>6 BLOW DRY KITS</p> <p>Valued at \$186</p>

* While supplies last

Your Gift



BLOW DRY KIT

All the essentials to achieve the perfect blow dry!

- Award-winning PHYTOVOLUME ACTIF Volumizing spray - MINI
- PHYTODÉFRISANT Botanical straightening balm - MINI

What's in it for you?

OFFER THE PERFECT BLOW DRY KIT TO YOUR CLIENTS FOR THEM TO ACHIEVE THIS LOOK AT HOME

subtil

*Go for warm colors
this winter!*



SUBTIL PROMOTIONS

OFFER 1 - SUBTIL 10



Protect & beautify your color with this mist!

BENEFITS

- A complete program to treat and beautify hair simultaneously
- 5 care benefits:
 1. Nourishes - 2. Rebuilds hair fiber - 3. UV color shield - 4. Heat protectant - 5. Softness and shine
- 5 styling benefits:
 1. Control frizz - 2. Long-lasting styles - 3. Volume and shape - 4. Helps blow drying - 5. Detangles

SALON OFFER

PURCHASE	RECEIVE FOR FREE*
12 SUBTIL 10 \$120 salon price	2 SUBTIL 10 Valued at \$40

* While supplies last

OFFER 2 - SUBTIL BOTANICS



BENEFITS

- A formula that respects the eco-system of the hair and scalp
- A unique botanical complex and a very low concentration of ammonia
- Natural pigments

RESULTS

- 100% gray coverage
- Color is natural, bright and vibrant with an illuminating shine

SALON OFFER

PURCHASE	RECEIVE FOR FREE*
25 TUBES OF SUBTIL BOTANICS \$230 salon price	1 SUBTIL EQUALIZE POROSITY BALANCER 6 SUBTIL CAPES Valued at \$78

* While supplies last

Your Gift



SUBTIL EQUALIZE POROSITY BALANCER



SUBTIL CAPE

What's in it for you?

- Work with this gentle botanical color line with full coverage and beautiful results
- Receive 1 SUBTIL EQUALIZE to balance the porosity of the hair after color processing
- 3 capes for your clients to get the SUBTIL look!

Includes promotion materials with the client offer for your retail space

LIERAC
PARIS

*Give your skin an extra dose
of hydration this winter!*



HYDRATION PROMOTIONS

OFFER 1 - HYDRAGENIST



BENEFITS

AGE 20's - 30's

- Intensely hydrated skin
- Replumping effect
- Wrinkles reduced
- Fresh and radiant complexion

SALON OFFER

PURCHASE	RECEIVE FOR FREE*
3 HYDRAGENIST SERUMS 3 HYDRAGENIST CREAMS \$157.5 salon price	2 HYDRA CHRONO+ LIP BALMS Valued at \$38

* While supplies last

CLIENT OFFER

Receive 1 HYDRA CHRONO+ LIP BALM with any purchase among the HYDRAGENIST collection for a minimum amount of the salon's choice.

Your Gift



HYDRA CHRONO+ LIP BALM

OFFER 2 - HYDRATION KIT



Give your skin an extra dose of hydration during the winter!

- HYDRAGENIST CREAM - FULL SIZE
- COMFORT MASK - FULL SIZE

SALON OFFER

PURCHASE	RECEIVE FOR FREE*
6 HYDRATION KITS \$150 salon price	1 HYDRATION KIT Valued at \$78

* While supplies last

CLIENT OFFER

Purchase the kit: 1 HYDRAGENIST CREAM 1 COMFORT MASK FOR FREE

Retail price: \$50 Total value of the kit: \$78

What's in it for you?

ADVISE YOUR CLIENTS ON HYDRATION DURING WINTER

- Not only 20's and 30's, every age needs an extra dose of hydration during winter time

CROSS-SELL WITH OTHER LIERAC RANGES

- HYDRA-CHRONO+ LIP BALM is the go-to product for lip hydration!
- COMFORT MASK for deep-down hydration

Includes promotion materials with the client offer for your retail space

LIERAC
PARIS

For your eyes only



DIOPTI PROMOTION



BENEFITS

- Treats dark circles, puffiness
- Ultra effective formulas with high concentration of plant extracts
- Safe formulas without parabens, phenoxyethanol, synthetic coloring agents or added fragrances

SALON OFFER

PURCHASE	RECEIVE FOR FREE*
ANY PRODUCT FROM THE DIOPTI COLLECTION FOR A MINIMUM AMOUNT OF \$200	5 GOLDEN POUCHES Valued at \$75

* While supplies last

CLIENT OFFER

Receive a pouch with any purchase of 2 DIOPTI products

Your Gift



GOLDEN POUCH

What's in it for you?

BOOST THE SALES OF THE DIOPTI RANGE

- The skin around the eyes is particularly fragile and thin. This is where your skin first shows visible signs of aging and fatigue. It is necessary to treat the eye contour area with the DIOPTI specific care.

BUILD CLIENT LOYALTY

- Pamper your clients with a beautiful feminine pouch as a GWP
- Send them home with a reminder of the brand



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New to b2b?
Ask your sales representative
for login & password info!

1 800 55 PHYTO (1.800.557.4986)

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