

L'ORÉAL® USA

Dear Valued Clients,

First of all, thank you for choosing a salon that uses one or more of the following L'Oréal Professional Products – Matrix, Redken, PureOlogy, L'Oréal Professionnel, Artec, Kérastase, Shu Uemura Art of Hair and Mizani. I want to take this opportunity to speak to you directly about a problem facing our industry called Diversion. You have probably seen our products before in mass retailers, drug and grocery stores or unauthorized websites. **Do not buy salon products from them.** Why?

1. **QUALITY** – L'Oréal doesn't authorize sales of professional products to these outlets and can't guarantee the content or quality of these products. L'Oréal Professional Products purchased at unauthorized outlets are often older than 250 days, discontinued or even counterfeit. Because of the confidence we have in our products, for the 1st time **ever**, we are offering a **QUALITY GUARANTEE**. If you purchase our products at your local salon or spa and you're not satisfied with their performance, return the product with a receipt within 4 weeks for a full refund. See your salon stylist or product website for further info.

2. **PRICE** – You may be at a price disadvantage when purchasing our products from an unauthorized sales outlet. In fact, through our price checks vs. syndicated data, we have found that salon products purchased at mass retailers are **AT LEAST 10% higher** than when bought at your local salon or spa.

3. **PROFESSIONAL SERVICE** - Most importantly, these products are sold without the service and recommendation of your stylist who knows the best product for your hair, and deprives them of the sale of this product and their service.

Support your stylist, care for your hair and your budget.

Please share your thoughts with me. I'm starting my own blog at davidcraggs.com. Or feel free to call our hotline at (800) 503-3997.

Sincerely,



David Craggs
President
L'Oréal Professional Products

MATRIX
ONLY PROFESSIONAL

REDKEN
5TH AVENUE NYC

L'ORÉAL
PARIS
PROFESSIONNEL

KÉRASTASE
PARIS

ARTEC
ART + TECHNIQUE + TECHNOLOGY


PUREOLOGY
serious colour care

SHU UEMURA
ART OF HAIR.

MIZANI
BEAUTY AND INNOVATION IN BALANCE