

*Contest: Designing
a flagship hairsalon
in Canada*



Brainstorm
Montreal Monday, June 1st 2015
9h-16h

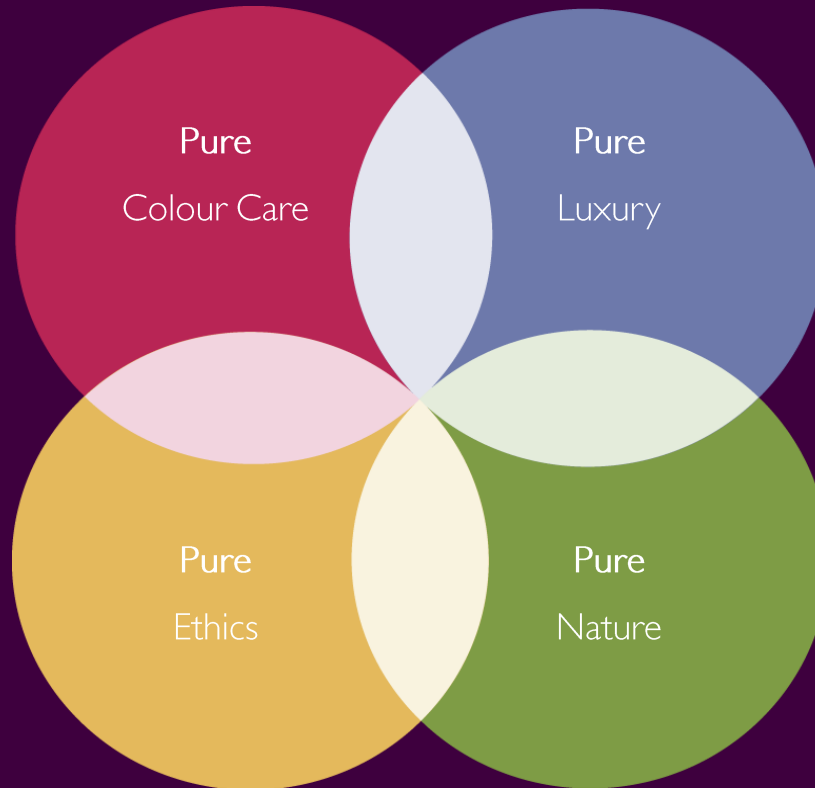
 **PUREOLOGY**
serious colour care

BRAND VALUES TO BE EXPRESSED IN THE SALON

Created in California in 2001 by a hairdresser for a friend who had cancer and could not find sulfate-free and natural shampoos.

the **SPECIALIST** in
providing unique,
extraordinary **colour
care formulas**
Zero sulfate- Antifade
complex

SUSTAINABILITY
is a responsibility.



MUTISENSORIAL
experience with highly
CONCENTRATED
formulas. Up to 70
shampoos. Rich lather.
Feather light textures.
DECADENT Masks.

NATURE infused
formulas. Nourishing
nectar formulas.
Organic botanicals.
Signature
aromatherapy.

OUR PRODUCTS...



PUREOLOGY HAIRCARE

Created especially for professional colourists and their clients, Pureology is a salon haircare brand unlike any other. Our highly concentrated ZeroSulfate® (Sulfate Free) shampoos and the exclusive AntiFadeComplex® help colour-treated hair retain its fresh-from-the-salon vibrancy with every use, while our 100% Vegan, Dual Benefit Formulas provide custom care for every hair type.



PUREOLOGY STYLING

PURE SALON BRAINSTORM

WHERE: L'OREAL STUDIO

1500 Robert Bourassa Street, Suite 600 – Montreal, Quebec H3A 3S7

WHEN:

Monday, June 1st

9h-16h

WHO:

4 students maximum from canadian national design schools

4 PureologyVIP hairdressers

1 Green Circle representative

1 Pureology Brand Director

1 Pureology Pure Stage artist

WHAT:

Revise the Pureology brand values and the salon emotion steps and brainstorm together on the ideal Pureology salon. Designer students will draw their vision of the perfect Pureology salon after this day.

STEPS:

1st of June: Brainstorm in Montreal

1st of July: end of competition. Pureology to choose the best plans

STUDENTS INFORMATION

- 4 students maximum to be elected
- Bi-lingual students english and french
- If you want to participate, please contact
Valerie Garot
Pureology Canada Brand Director
Tel 514 824 7801
vgarot@ca.loreal.com
- First step: meet with Pureology Brand Manager (Valerie GAROT) for a pre-brainstorm interview with your portfolio. 2 students from your university will be chosen for the contest.
- Second step: you will have to participate to a brainstorm June 1st 2015
- Third step: you will have to send the salons plans and vision before June 22d 2015
- Winner will be announced end of August. The best plans will win a prize of \$500
- If your plans were to be implemented we would also discuss fees.

