

L'ORÉAL  
PROFESSIONNEL  
PARIS

What if we told you that  
**2025** was synonym of  
**change.**

And it starts now with PAT.

# IMMERSION

Connect. Inspire. Elevate.



## About

# IMMERSION

"Step into a world of possibilities at Immersion, where you'll connect with community, inspire creativity, and elevate your craft to lead the future of our industry."

- Marie-Michèle Deschesnes,  
National Education Manager of L'Oréal Professionnel.

**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS

IMMERSION

Connect. Inspire. Elevate.

## **[NEW CONCEPT]**

An exciting **3 DAY EVENT** in Montréal  
with incredible learning.

**Gala Evening | New!**  
Saturday, September 13<sup>th</sup>

.....

**"Look & Learn" Trends collection &  
social gathering**  
Sunday, September 14<sup>th</sup>

.....

**Hands-On cut & colour or business  
segment | New!**  
Monday, September 15<sup>th</sup>

# Packages available.

## Gala + Day 1 + Day 2

no hotel

\$1075 or

161,250 Excellence points



---

## Gala + Day 1 + Day 2\*

2 hotel night

\$1475 or

221,250 Excellence points

\*price per person



**L'ORÉAL**  
PROFESSIONNEL  
PARIS

# Packages available.

**Gala + Day 1**  
no hotel  
\$675 or  
101,250 Excellence points



**Gala + Day 1\***  
1 hotel night  
\$875 or  
131,250 Excellence points  
\*price per person



# IMMERSION

Connect. Inspire. Elevate.

**Early Bird**  
First 100 tickets

## **VIP Experience**

Premium gift bags  
Priority seating/front row  
VIP badge/ faster check-in line  
Extra cocktail coupon

**Value of +\$200**

On sale from October 19<sup>th</sup> to November 30<sup>th</sup>  
on Eventbrite.

\*Only applicable for the full 3 day package, with or without hotel.

**Purchase now**

L'OREAL  
PARIS  
EXPERIMENTAL

# IMMERSION

Connect. Inspire. Elevate.

[Save the date]

**September 13<sup>th</sup> - 15<sup>th</sup> 2025**

In Montréal.

**More information to come.**