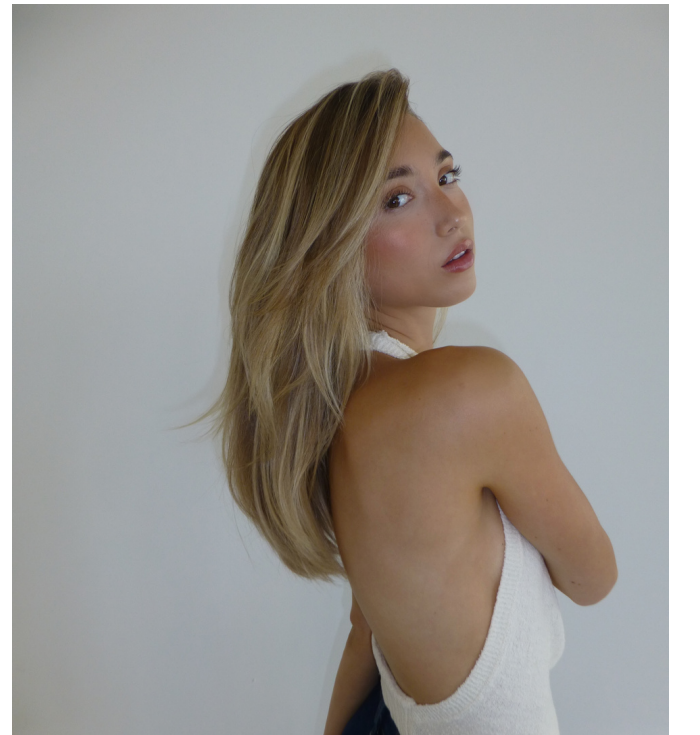
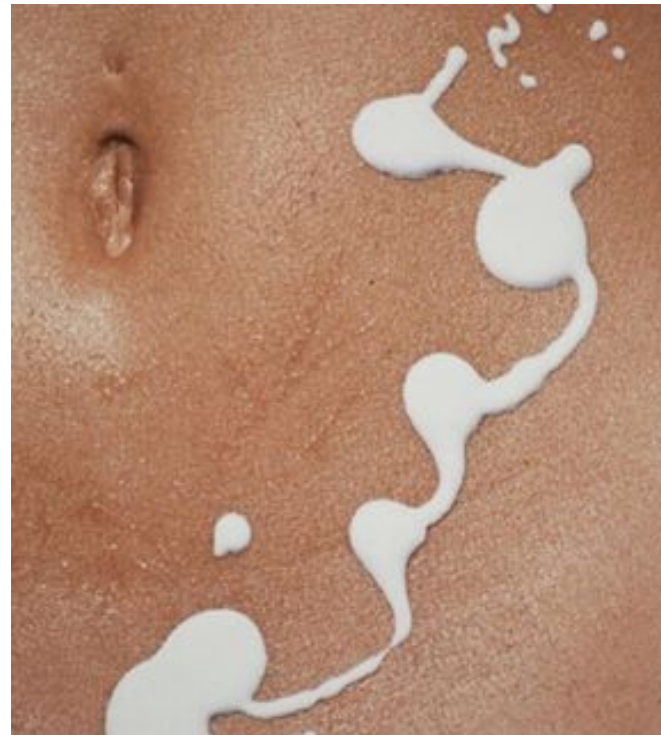
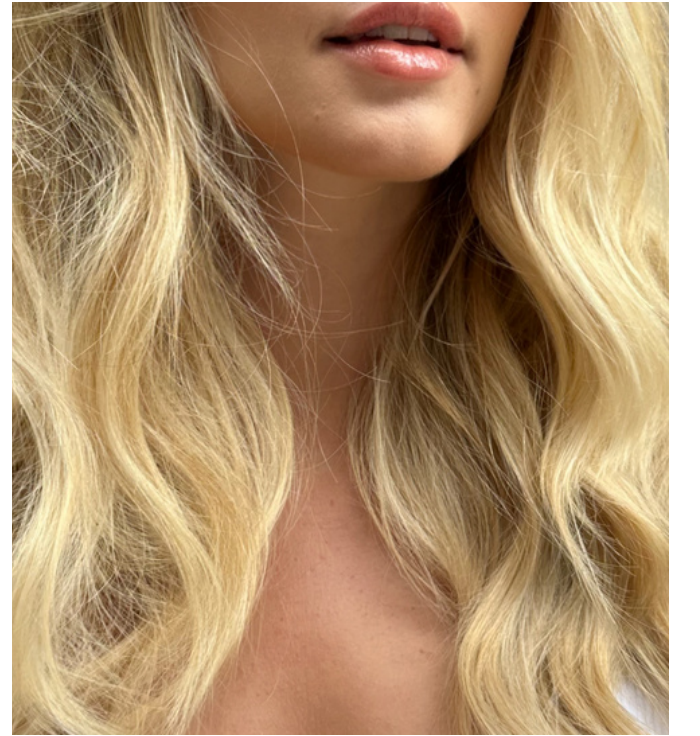
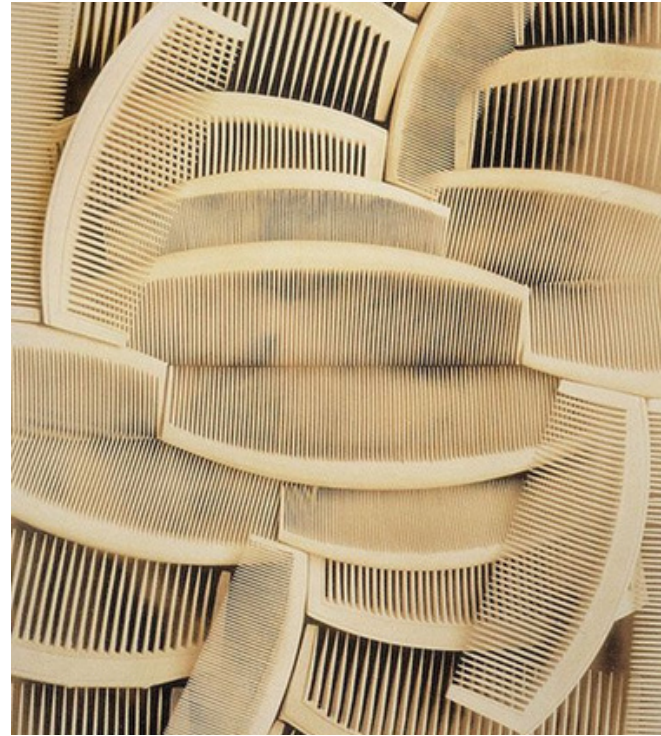


# PINKLABLONDE

THE NEW STANDARD



**MY JOURNEY**

2013-2014



Hair school



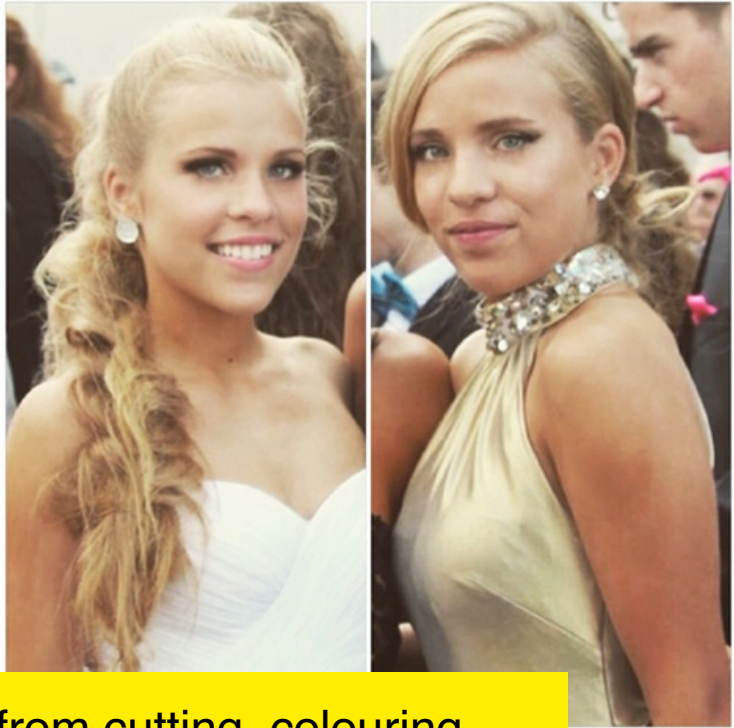
I was obsessed with transfo



First salon experience

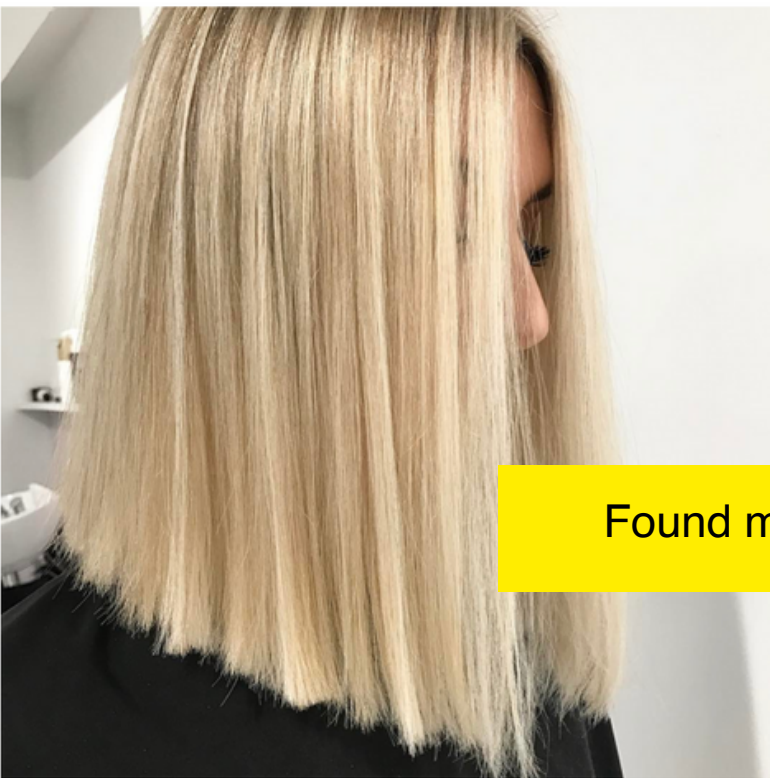


I was touching at everything, from cutting, colouring, weddings etc. Trying to find my niche.



2015-2016

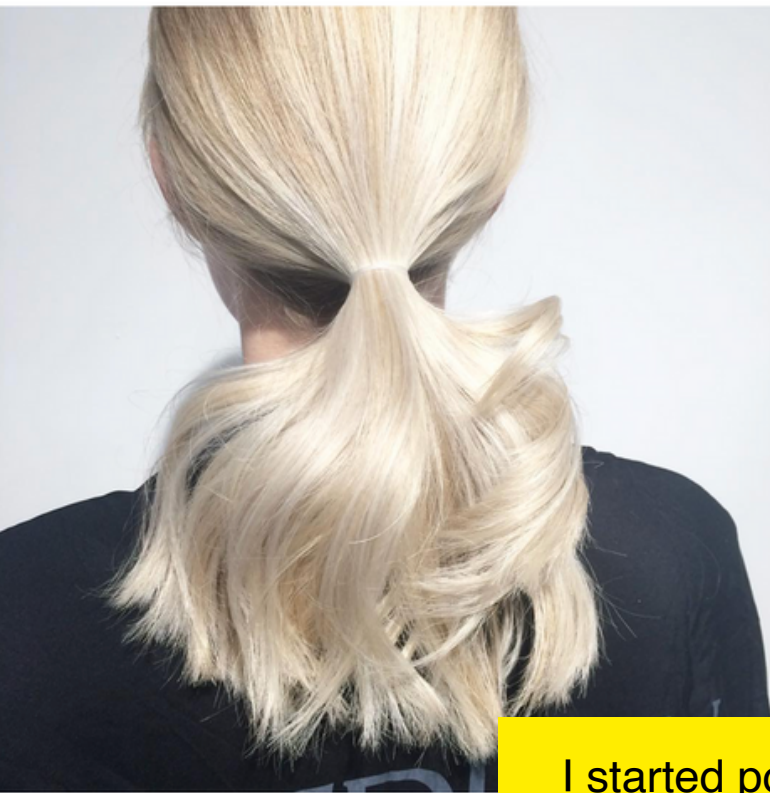
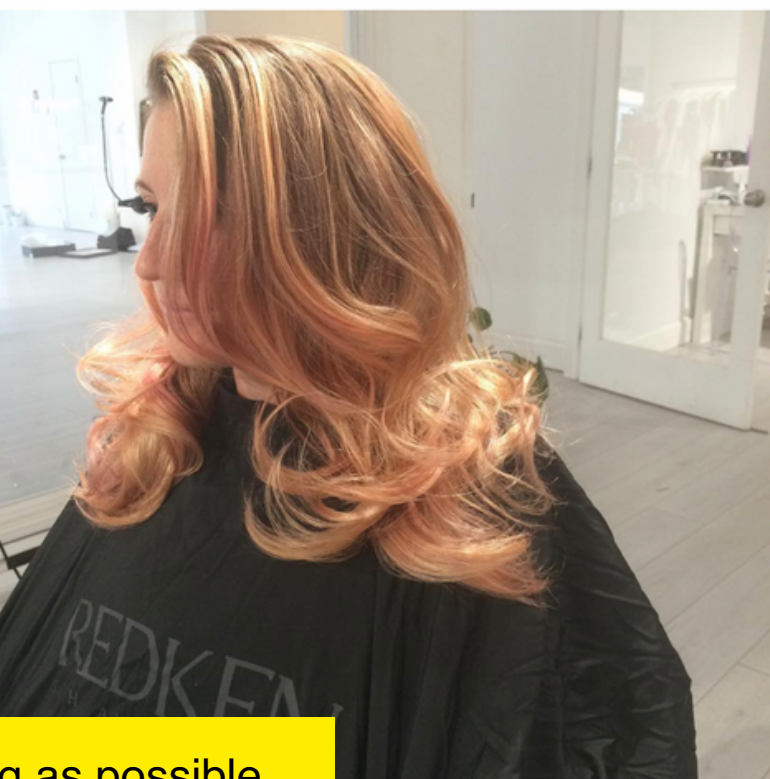
Went freelance



Found my NICHE



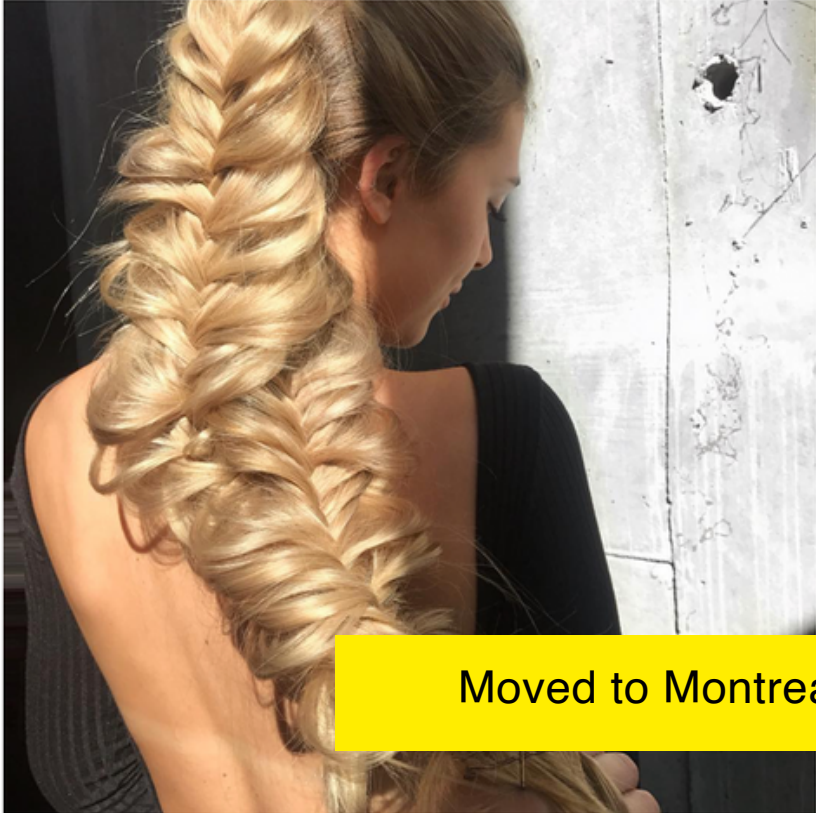
Took as much training as possible



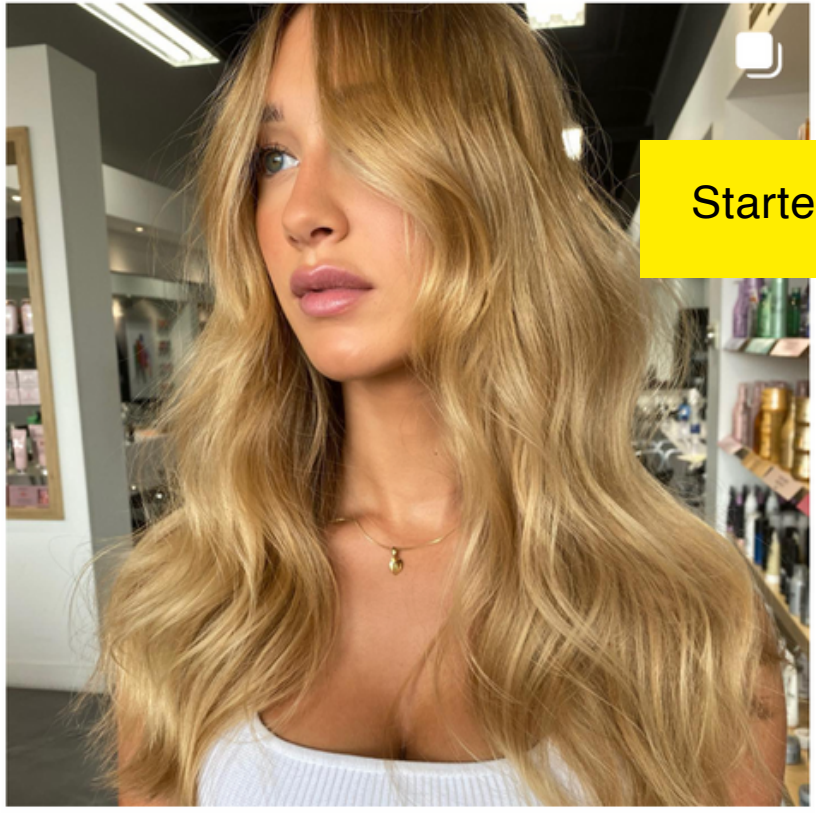
I started posting a lot on Instagram



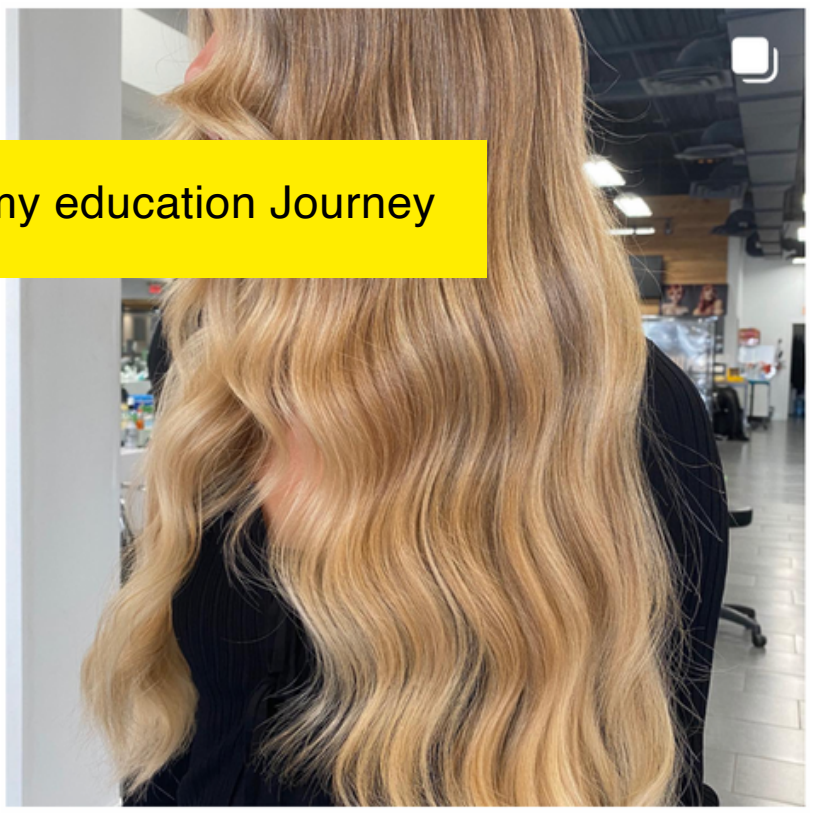
2017-2019



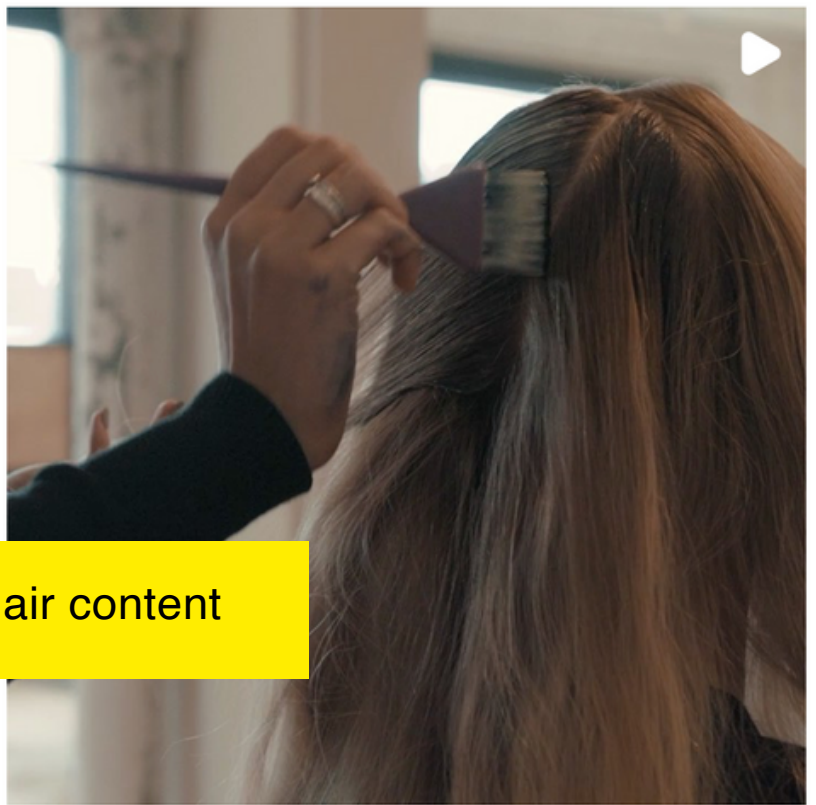
Moved to Montreal



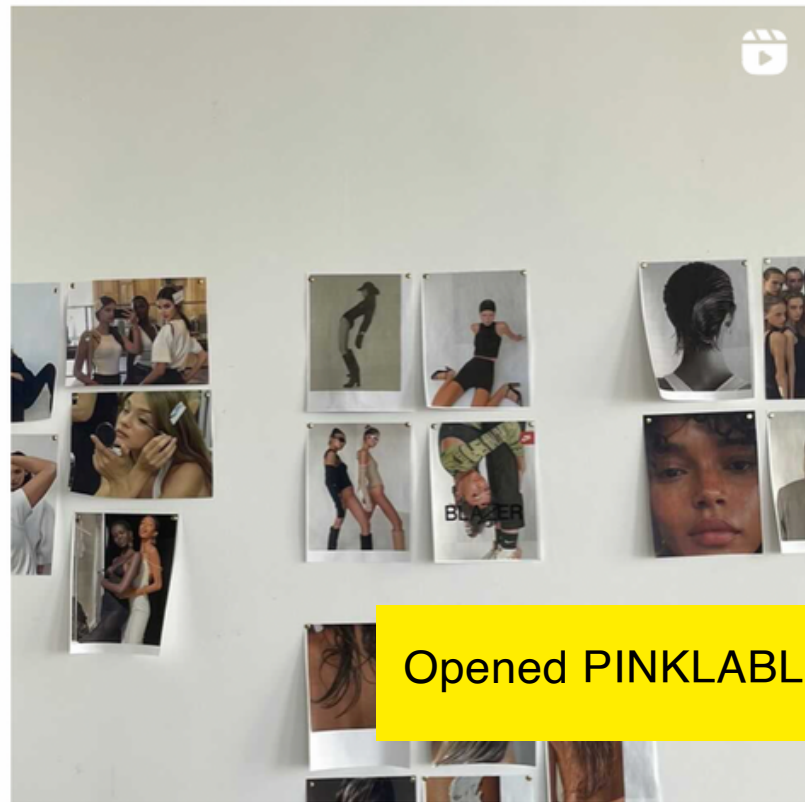
Started my education Journey



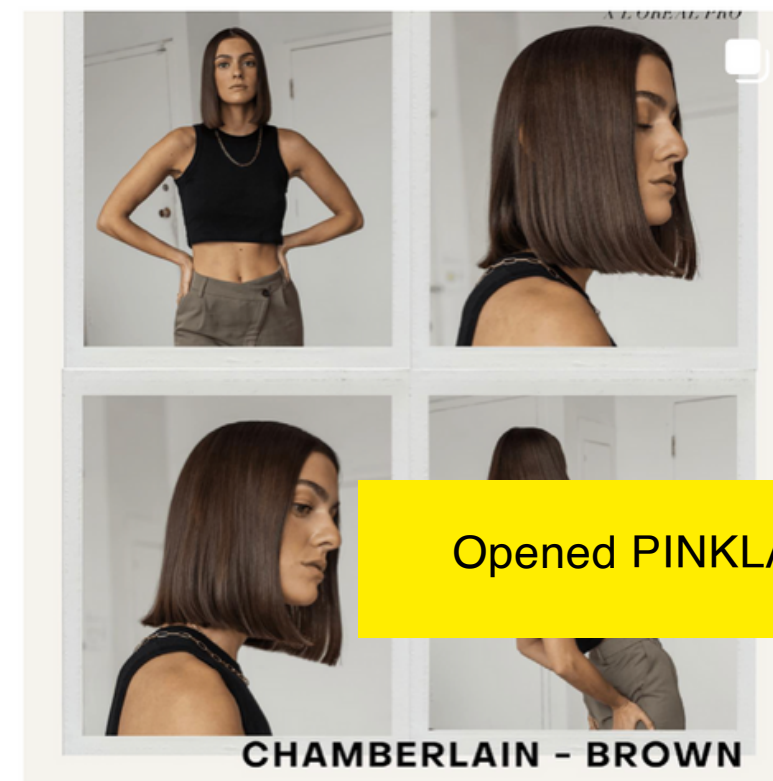
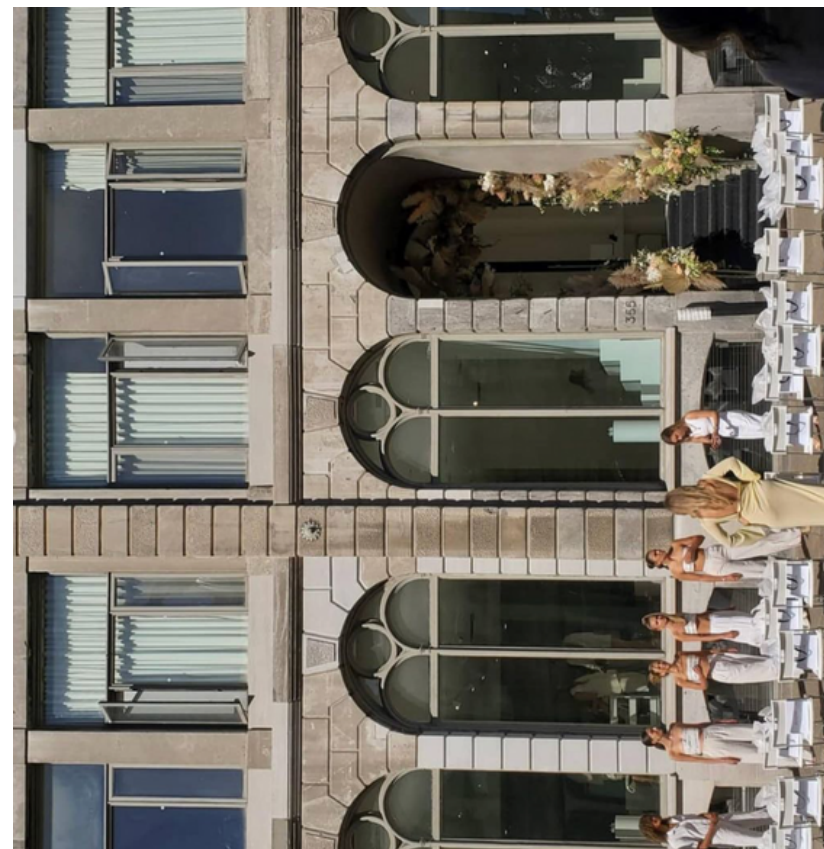
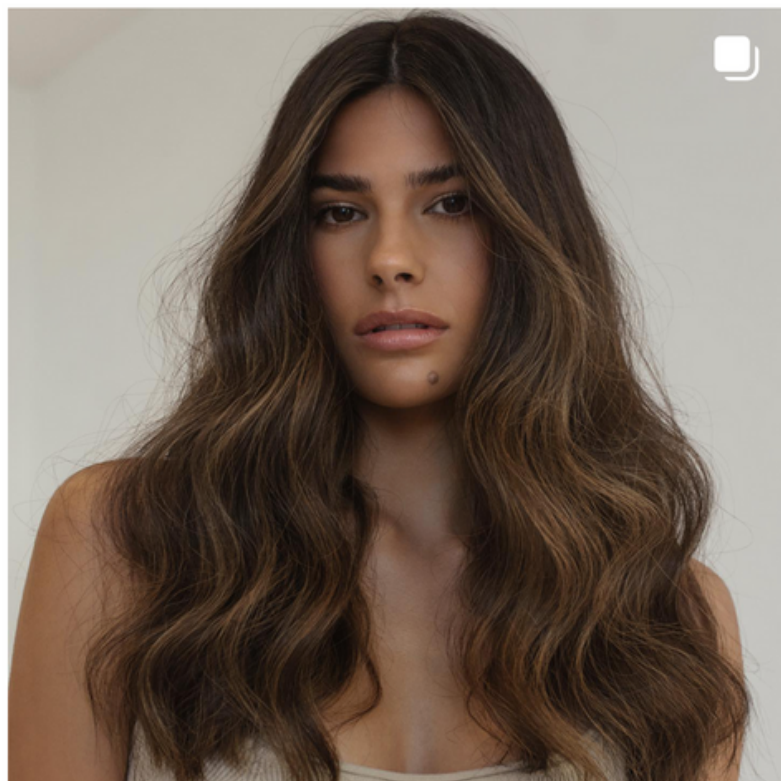
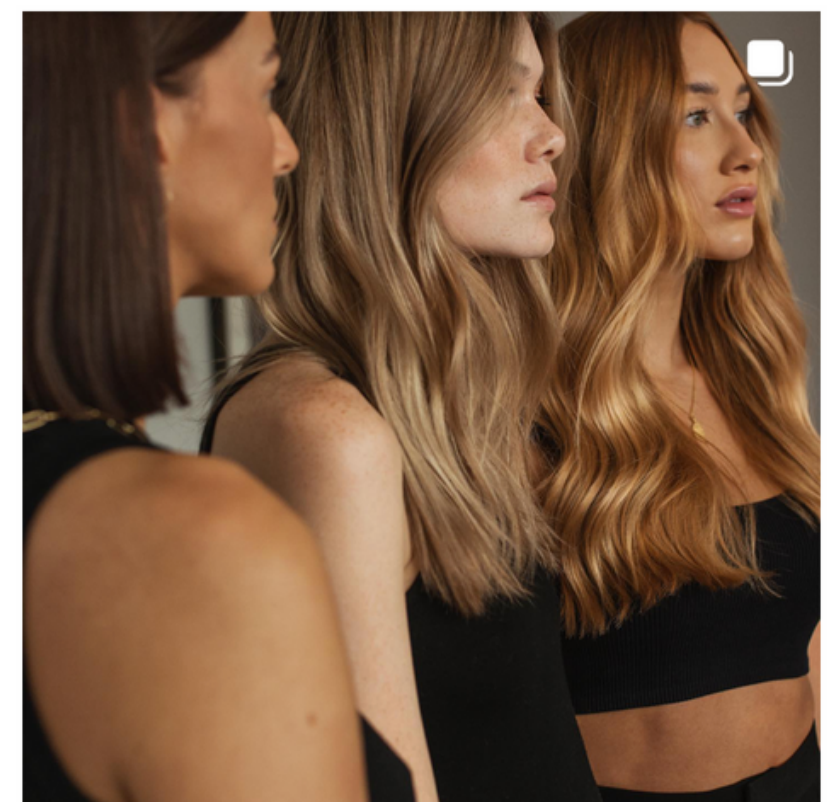
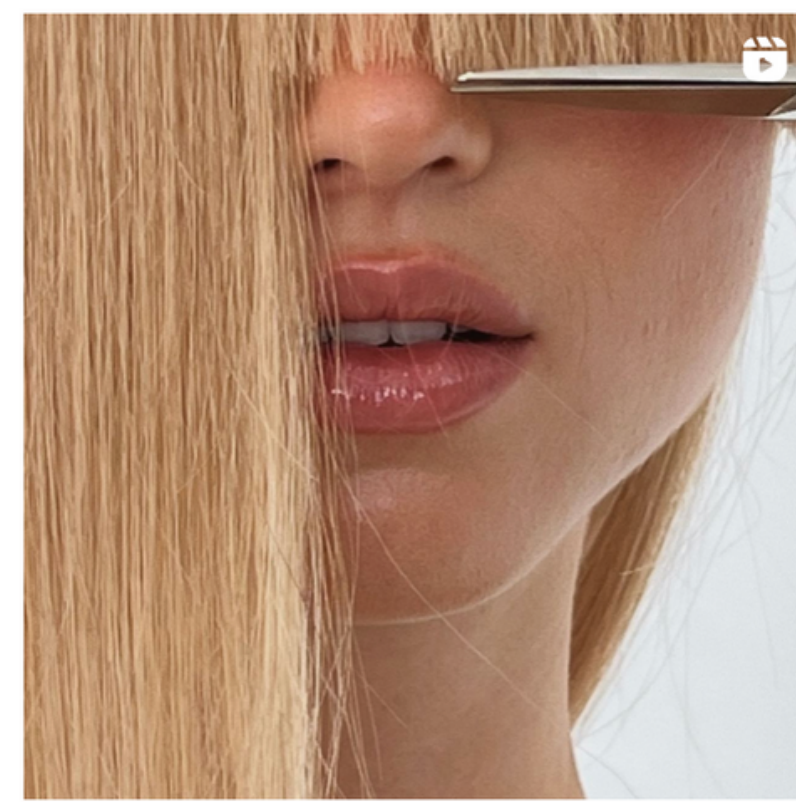
Really improved my hair content



2021 - 2023



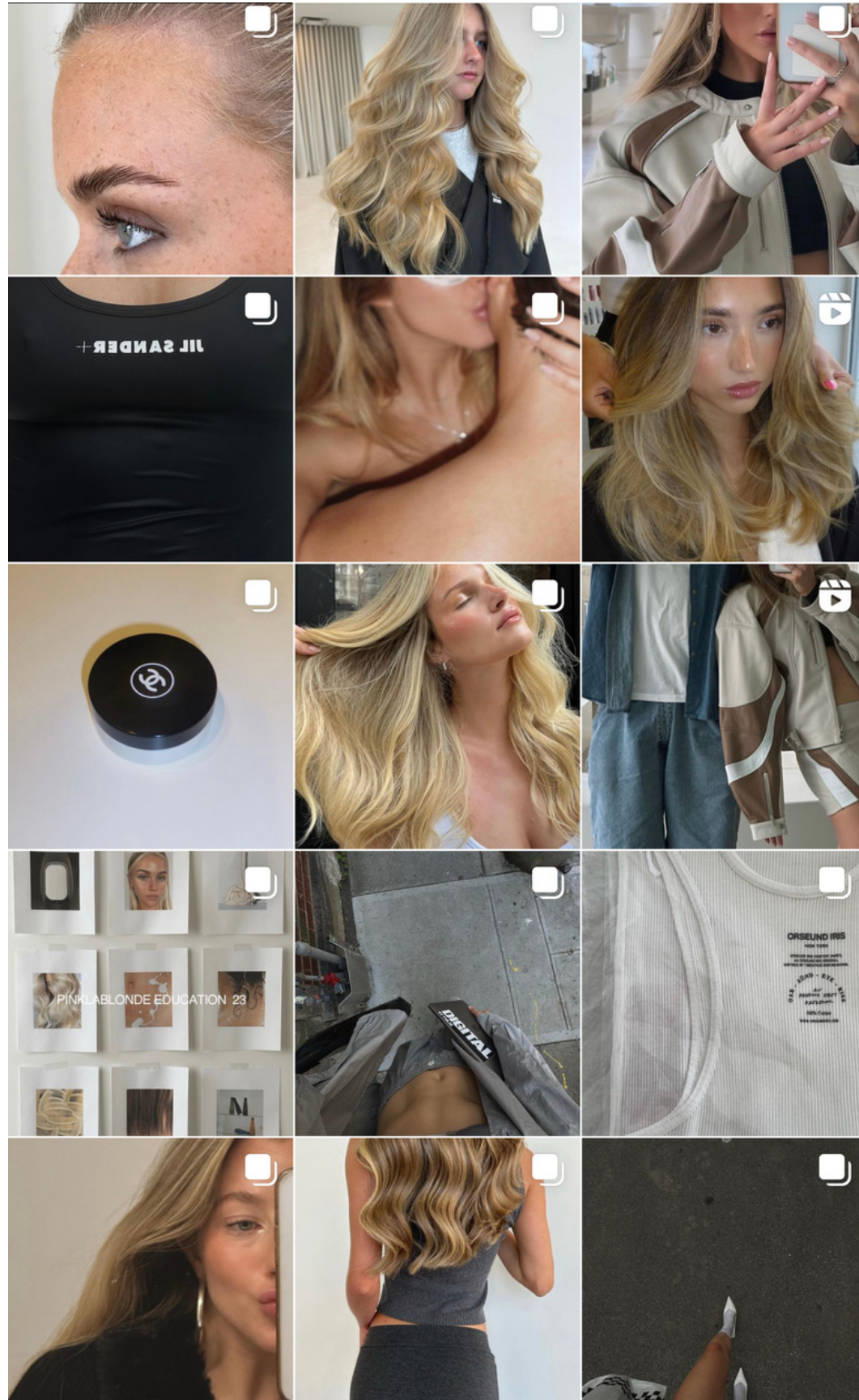
Opened PINKLABLONDE CLUB



Opened PINKLABLONDE ACADEMY

CHAMBERLAIN - BROWN





4,593  
Posts

33K  
Followers

4,225  
Following

Marie-Anne Labrie

3,142,007

MTL BASED COLORIST + EDUCATOR  
Beauty & Fashion ADDICT  
The girl behind @pinklablondeclub  
and @pinklablondeacademy... more

[linktr.ee/pinklablonde](https://linktr.ee/pinklablonde)

**33K FOLLOWERS**

**A FULL CLIENTELE**

**A BUSY SALON**

**BUSINESS OPPORTUNITIES**

**CREDIBILITY + TRUST FACTOR**



**FW/23-24**

**RICH  
BRUNETTE**



**DIA  
RICHESSE**

**ILLUMINATED  
BRUNETTE**



**DIA  
LIGHT OR  
RICHESSE**

**RADIANT  
RED HEAD**



**INOA**

**BARBIE  
BLONDE**



**DIA  
LIGHT**

**PEARL  
BLONDE**



**DIA  
LIGHT**

**90'S  
BLONDE**



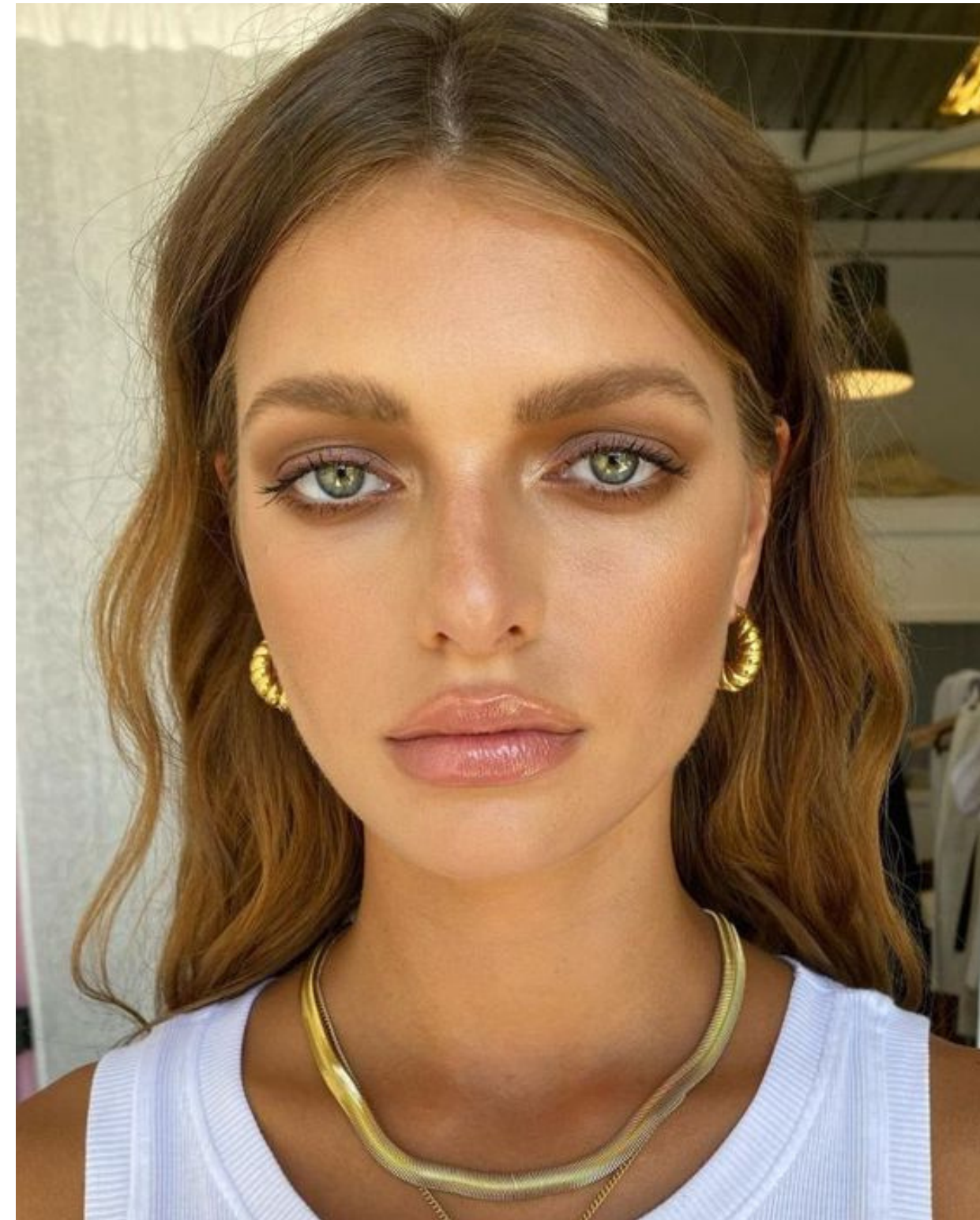
**DIA  
LIGHT**

OPTING FOR;

QUALITY OVER QUANTITY

SUSTAINABILITY OVER TRANSFORMATIONS

## THE LATTE BALAYAGE



## THE LATTE MAKEUP

# THE SUSTAINABLE BARBIE BLONDE



## THE NO MAKEUP MAKEUP

# THE ART OF GLOSSING

L'OREAL PRO

# PRO TIPS:

**Weightless glossy lengths  
with Dia light acidic gloss.**

**#FrenchGlossing**



Hair up to  
**x2 shinier<sup>1</sup>**

Hair  
**+30% nourished<sup>2</sup>**

Color tenacity  
**up to 6 weeks<sup>1</sup>**

<sup>1</sup>Instrumental test, after multiple Dia light applications on lengths vs. oxidative hair color from L'Oréal Professionnel \*on fundamental shades.  
<sup>2</sup>Instrumental test vs untreated hair.

TONE YOUR BLONDE (LEVEL 10) USING 15 VOLUME IN DIA LIGHT

ALWAYS ADD AT LEAST 1/3 OF CLEAR IN YOUR MIX

RESPECT YOUR PROCESSING TIME



# My Favourites Warm Blonde formulas:



40G CLEAR - 8G 8.34 - 2G COPPER  
BOOSTER DIA LIGHT



20G CLEAR - 15G 10.32 - 5G 8.34  
DIA LIGHT



8.34 - 9.3  
INOA

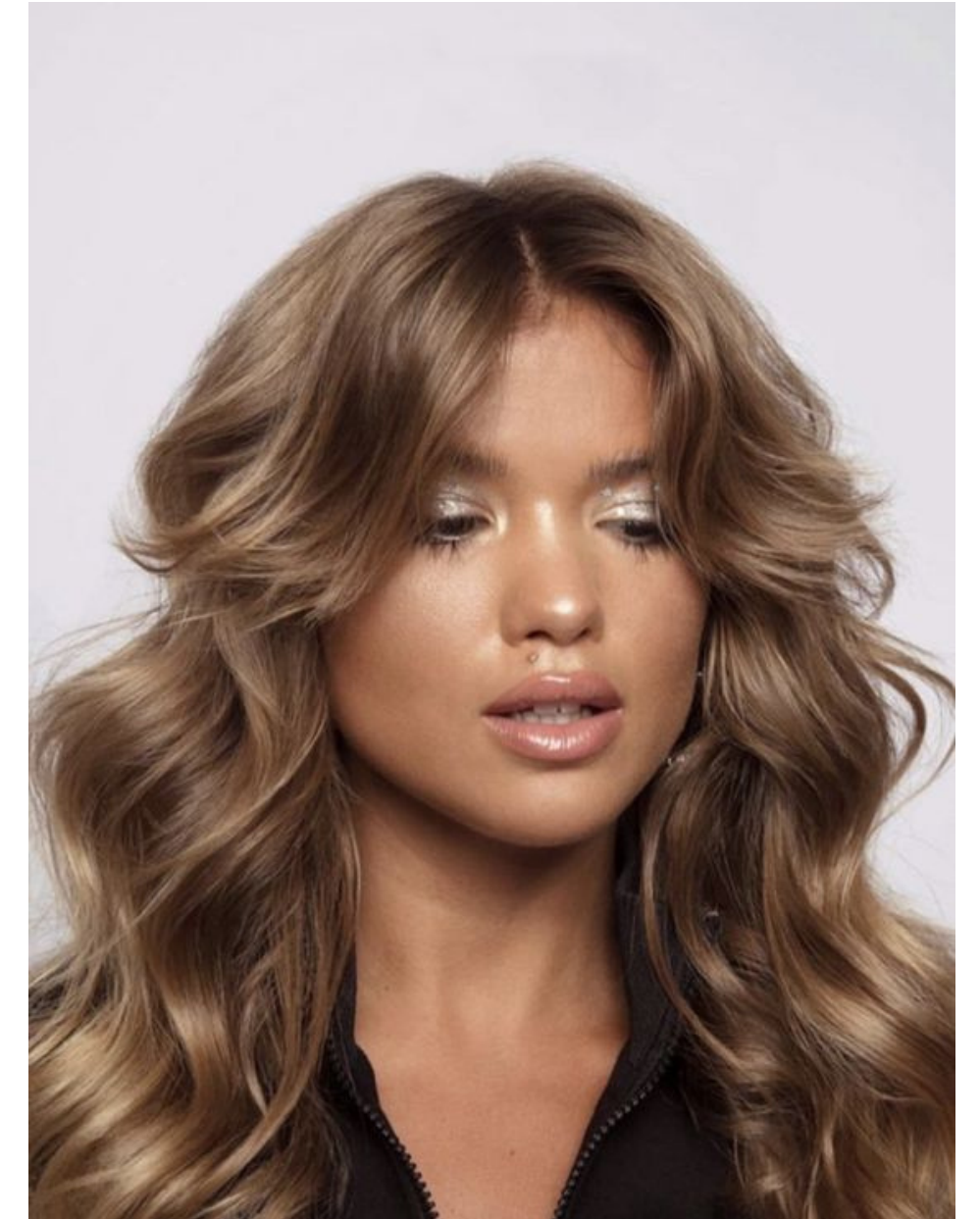
## My favourites NEUTRAL blonde formulas:



10.23/CLEAR  
DIA LIGHT



10.12/CLEAR/9N  
DIA LIGHT



9N/CLEAR/7.8  
DIA RICHESSE

## My favourite **BABY BLONDE** formulas:



18G 10.21 / 20G CLEAR / 2G  
YELLOW BOOSTER DIALIGHT



1/2 10.82 1/2 CLEAR  
DIA LIGHT



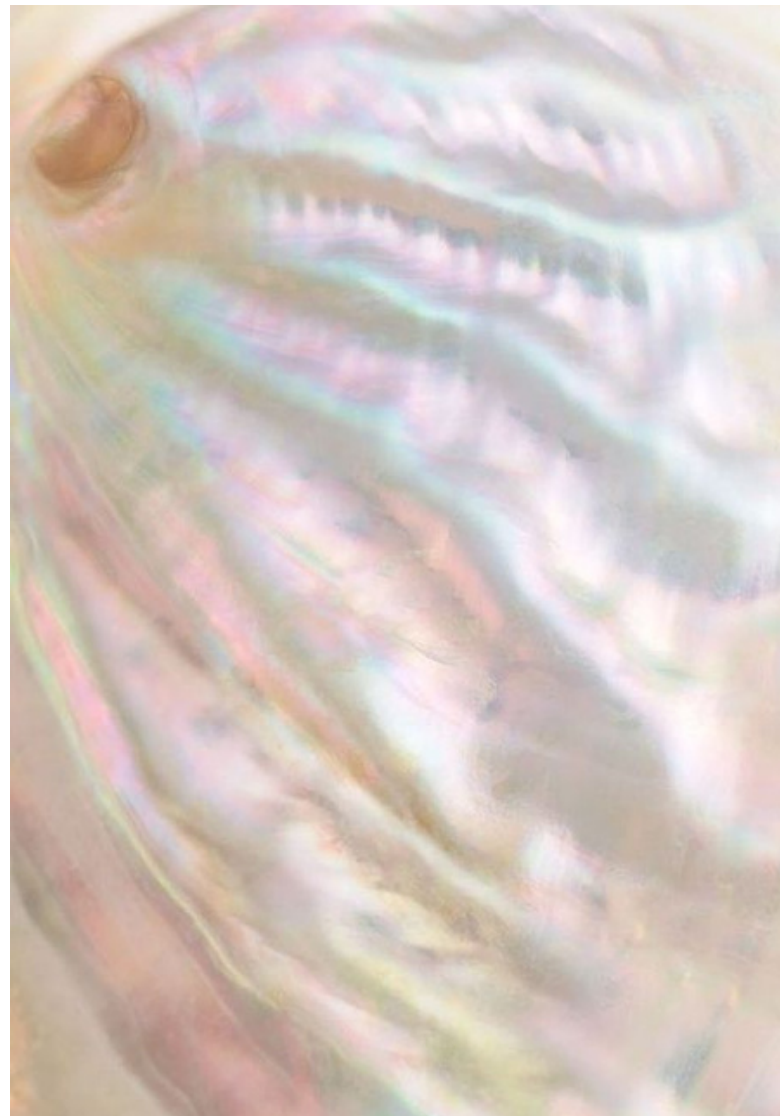
10.21/CLEAR  
DIA LIGHT

# 5 NEW SHADES:

8.18 - 9.18 - 10.18 - 9.82 - 10.82

ASH/MOKA

MOKA/VIOLET



# THE ART OF ATTRACTING THE RIGHT CUSTOMER

INSTAGRAM 101

# **1.Find Your Niche**

- Stand Out from the Crowd:

By specializing in a specific niche, you can differentiate yourself from other hairdressers. This allows you to target a specific segment of the market and make your services more unique and appealing.

- Increase Expertise:

By focusing on a specific area, you can hone your skills and become an expert in that field. This can increase the perceived value of your services, leading to increased prices and profits.

- Build a Strong Reputation:

If you excel in a specific niche, you're more likely to build a strong reputation in that area. Satisfied customers may spread the word about your services, bringing in more customers and growing your business.

- Easier to Stay Current:

In a broad field like hairstyling, there are constantly new techniques, trends, and products emerging. By specializing in a particular niche, it's easier to stay up-to-date on relevant information and ensure you're offering the latest and best services to your customers.

- Less Competition:

With a niche focus, you have a specific target audience, which often means less competition. This can give you a better chance of securing more clients and growing your business.

Remember, the key to finding your niche is understanding what you are passionate about, what skills you possess, and what the market needs or lacks. Combining these elements can help you carve out a successful niche in our industry.



## **2. Identify Your ICA (Ideal Client Avatar)**

Because, WHEN YOU TRY TO PLEASE EVERYBODY, YOU PLEASE NOBODY.

It's extremely important to have a defined target audience if you want to stand out in our industry and convert that audience into potential clients.

Because, at the end of the day, being popular on Instagram? WHY NOT! But being profitable in your business and having fun? YES PLEASE.

Knowing specifically who's your ICA will allow you to tailor your services and marketing efforts to meet the specific needs and preferences that person.

# EXERCISE 01.

## DEFINE YOUR ICA



- What is her style?  
Professional, stylish.

- What does she do for work?  
She holds a high position in an architectural firm.

- Why does she need you?  
Because she cares about her hair.

- What does she value?  
Quality, experience, and longevity.

- What language does your C.I. use?  
French/English.

- What kind of lifestyle does she have?  
She works a lot and enjoys treating herself to fine restaurants, shopping, and high-end treatments.

- How does she like to feel?  
Valued and taken care of.

- Who does she get influenced by?  
Josefine Hj, Elsa Hosk.

- What other brands does she buy from?  
Cos Store, Revolve, SkinCeuticals, Clé de Peau.

## **2. BE CONSISTENT**

# EXERCISE 02.

POST ONCE A WEEK + 4 STORIES A DAY



In addition to static posts, utilizing Instagram Stories holds immense significance. Stories provide a unique opportunity to share behind-the-scenes glimpses, spontaneous updates, and interactive content that brings authenticity and relatability to our brand. By leveraging this feature, we can create a deeper connection with our audience, encourage direct engagement, and showcase the dynamic aspects of our business. The ephemeral nature of Stories also creates a sense of urgency and exclusivity, encouraging viewers to stay tuned and actively participate. Being consistent in both regular posts and Stories on Instagram helps to maximize our reach, foster stronger connections, and ultimately drive meaningful results for our brand.

### **3. Boost Your Engagement !**

# EXERCISE 03.

## DON'T POST AND GHOST



### SECRET TIP TO BOOST YOUR ENGAGEMENT:

When you're finally ready to publish, spend 10 minutes engaging with other profiles and responding to your DMs before posting. After publishing, dedicate another 10 minutes to engage with comments on your post and engage with other accounts by leaving thoughtful comments. This will help boost the visibility of your post.