



Pinar Lacroix

**I am a full service designer and
creative leader offering a wide variety of
creative services.**

Concept and Design Development
Strategy and Brand Design
Art Direction and Design Management
Product Photography & Retouching
Packaging Design & Production
Line extensions
Production support: Prototypes, comps,
vendor management, mechanicals on-site
press approvals

To see my previous work please visit my
website www.pinar.design.com portfolio tab

ABOUT THE BRAND: L’OREAL MATRIX is the #1 American professional hair color/care brand in the world founded in 1980 and acquired by L’Oreal in 2000s, empowers hairdressers all around the world with accessible innovation and education that are on the cutting edge. With innovative and smart products, Matrix allows hairdressers all over the world to share the American dream and imagine all they can be! Brand’s goal is to provide hairdressers with a comprehensive range of products that would help them grow their businesses and provide the means to take full advantage of their talent and creativity.

DESIGN CHALLENGE: After being purchased by L’Oreal and grew into new markets, they needed to push on formula innovation and create new ‘iconic’ designs, that can grow in their own categories. COLORINSIDER is one of these brands that can make it trendy and still connect with younger and aging women who can color their hair, with safer formulas, offer best gray coverage and be offered wide range of shades and feel sexy and confident.

GOALS AND BRIEF: Strengthen COLORINSIDER Core business and build shade innovation with a trend forward classic color, that women from all ages would like to use. There will be 8 to 12 shades of this trendy color on this category.

BIG IDEA AND SOLUTION: Picked the sexy color of red and by creating a whole new sexy, confident look of red to make the management fall in love with this color. Focus on building a modern, confident red by keeping the accent on subtle and confident sexy. Add full of drama and personality while creating colors that would be good for a diversified portfolio. New Model shoots of confident women with red hair and apply same feel& look on all collaterals. Instead of designing different shades of packs; we designed only 1 package that communicates all shades of reds on front panel and showed shades only on flaps with labels.

This decision also saved tremendously on overall production costs.
IMPACT: Sales projected \$5MM in EU and NA annually. Also this solution we created, led to create similar approach for a new bleach blonde portfolio project LIGHTINSIDER. This new lightening product we called LIGHTINSIDER sales globally projected \$14MM.

CREATIVE SERVICES BREAK DOWN

- Identified opportunities:
 - For new trends
 - For new Product
- Defined concept with:
 - Mood boards and key words
- Created Target:
 - Logo Design and Tagline
 - Model search and Photo shoots
 - Overall Look and feel& Adcepts
 - Packaging Design options
- Took Concept to market:
 - Mechanical AW development
 - Work with Cross-functional Partners
 - Find manufacturer and manage Vendors
 - Photoshoot and retouching
 - Marketing Collateral

Mood Board for Red Concept





Naming, tagline and graphics development for product



Adcept: Identifying the look and feel, model and copy development for product launch.

Mechanical AW development for Packaging and production



Final Package Design



COLOR INSIDER CATALOGUE DESIGN
SERVICES RENDERED:

Packaging Design Extension
Art Direction
Layout Design
Retouching
Outside Design Studio Management
Production support:
Marketing Collateral

ALPHA-NUMERIC SYSTEM

COLORINSIDER uses an alpha-numeric system to describe each shade. This ensures that whatever hair color system you are familiar with you can easily predict the result of each shade.

LABEL

Level
Primary Tone
Secondary Tone

LEVEL

1 Black
2 Natural Black
3 Natural Brown
4 Dark Brown
5 Medium Brown
6 Light Brown
7 Very Light Brown
8 Lightest Brown
9 Very Lightest Brown
10 Natural White

NEUTRAL **ASHER BLOND** **VIOLET** **GOLDEN BLOND** **COPPER** **BROWN MAHOGANY** **RED** **GREEN** **INDIGO**

+ Indicates shade-specific technology for increased vibrancy and exceptional color clarity.

CLEAR Use alone to provide lift on natural hair without depositing tone.

Use with other shades to reduce tone deposit.

COLOR WHEEL & NATURAL HAIR COLOR PIGMENTATION

COLORINSIDER is optimally calibrated to meet stylists' needs, for ultimate performance with predictable, easy-to-formulate shades. They combine a traditional level system with self-adjusting tones, for depth and richness or light and brightness as needed, while staying true to tone.

WORKING WITH NATURAL UNDERLYING PIGMENT WHEN SELECTING SHADES:

- To neutralize the Natural Underlying Pigment use a complementary cool tone.
- To enhance the Natural Underlying Pigment use a similar warm tone.

NATURAL LEVEL WITH NATURAL UNDERLYING PIGMENT

NEUTRAL **ASHER BLOND** **VIOLET** **GOLDEN BLOND** **COPPER** **BROWN MAHOGANY** **RED** **GREEN** **INDIGO**

INSIDER TIP: To find the ideal complementary cool tone to neutralize the Natural Underlying Pigment pick a shade from the opposite side of the color wheel.

HOW TO PERFORM THE SKIN ALLERGY TEST

Remove earrings. Behind the ear and using a cotton-bud apply a little of the unmixed colorant product COLORINSIDER sufficient to cover an area about the size of a euro centime. Re-apply two or three times allowing it to dry between each application. Carefully reseal the colorant container. Leave for 48 hours without washing, covering or touching. **IF DURING THIS PERIOD YOU NOTICE ANY ABNORMAL REACTIONS – SUCH AS ITCHING, REDNESS OR SWELLING IN AND/OR AROUND THE TEST AREA, DO NOT APPLY THE PRODUCTS.**

MIXING, PROCESSING

COLORINSIDER is mixed in a 1:1 ratio of COLORINSIDER Precision Permanent Color to COLORINSIDER Oil-Cream Developer.




MIXING

1:1

TIMING: 35 MINUTES

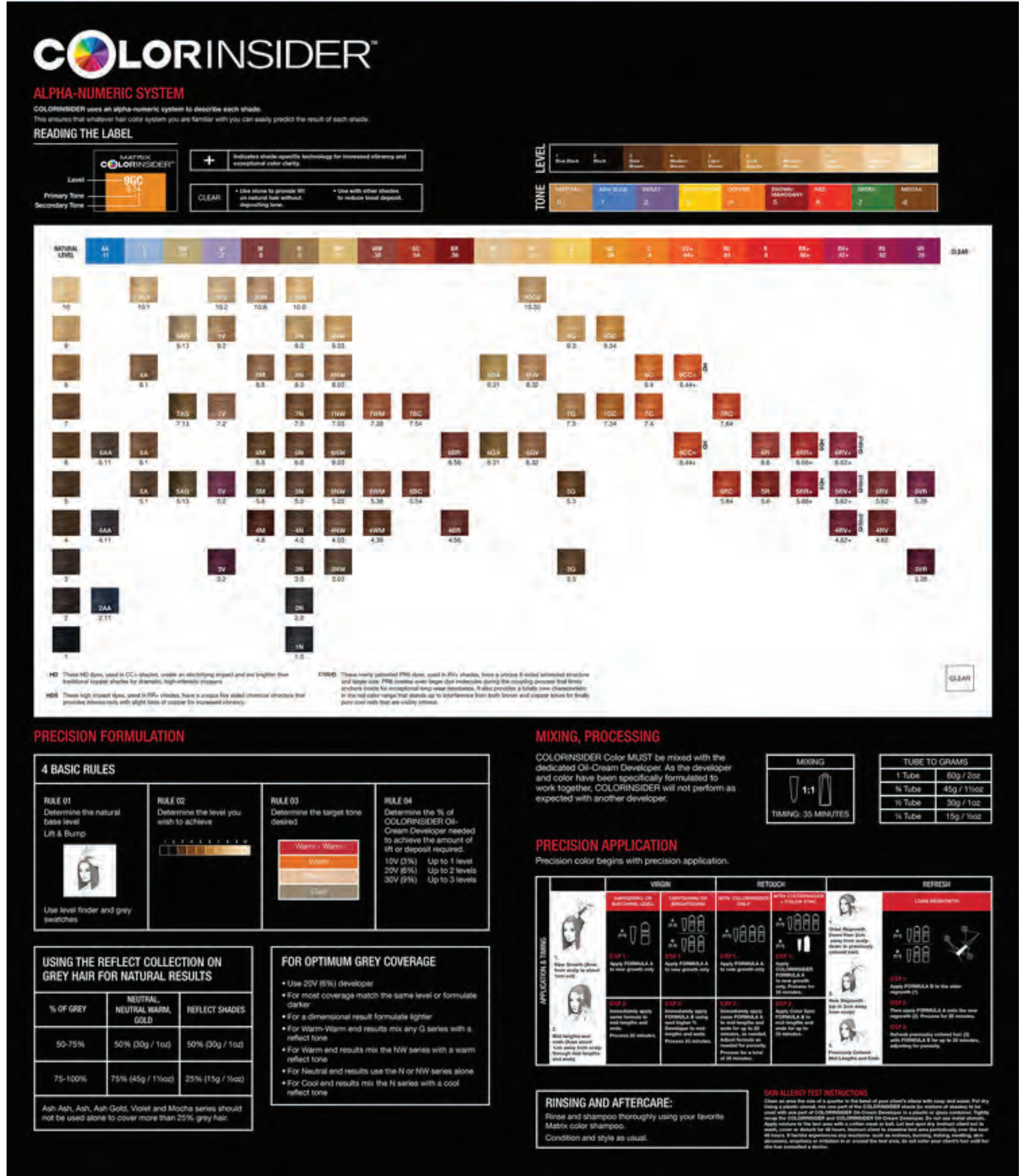
Mixing Ratio	
Color	Developer
1 Tube	60 grams
1/2 Tube	40 grams
1/3 Tube	30 grams
1/4 Tube	15 grams

PRECISION FORMULATION

4 BASIC RULES	STANDARD	GREY COVERAGE
RULE 01 Determine the natural base level. Lift & Blend. 	1 Take a clean, dry subsection of the hair that is closest to the scalp, 'Lift and Blend' to enable you to see the natural level clearly. 2 Place the level rider so it matches the growth direction of the subsection. 3 Check in several areas – crown, nape, and fringe to ensure an accurate reading. INSIDER TIP: If the natural level falls between two levels, take your subsection on the darker level if lifting and the lighter level if depositing.	Determine the natural base level using the 'Lift and Blend' technique. Determine the percentage of grey using the 25%, 50% and 75% grey swatches included on the level rider.
RULE 02 Determine the level you wish to achieve. 	Permanent haircolor can be used in 3 ways: <ul style="list-style-type: none">LightenDarkenMatch the natural level INSIDER TIP: When lightening previously colored hair, a decolorizer is recommended.	<ul style="list-style-type: none">For shade coverage match the same level or formulate darker.For a dimensional result formulate lighter. INSIDER TIP: The NL, NR and G series are designed for optimal coverage.
RULE 03 Determine the target tone desired. 	Check the Natural Hair Color Pigmentation Chart to determine the Natural Underlying Pigment for the level you want to achieve. Select a shade to: <ul style="list-style-type: none">EnhanceBalanceCounteract undertones INSIDER TIP: When lifting, natural warm undertones such as red, orange and yellow will always affect the final result.	<ul style="list-style-type: none">For Warm Warm and results mix any G series with a warm reflect tone.For Warm and results mix the NR series with a warm reflect tone.For Neutral and results use the N or NR series alone.For Cool and results mix the N series with a cool reflect tone. INSIDER TIP: When covering grey on mature clients, selecting a warmer tone will help brighten clients' features.
RULE 04 Determine the % of COLORINSIDER Oil-Cream Developer needed to achieve the amount of lift or deposit required. CORE PALETTE DEVELOPER: 3% (30V) Up to 1 level 6% (60V) Up to 2 levels 9% (90V) Up to 3 levels	CORE PALETTE DEVELOPER: Use 3% (30V) - deposit, change tone at same level, refresh or lift Use 6% (60V) - standard lift and deposit Use 9% (90V) - increased lift, brightening	For optimum grey coverage, use 6% (60V) developer.

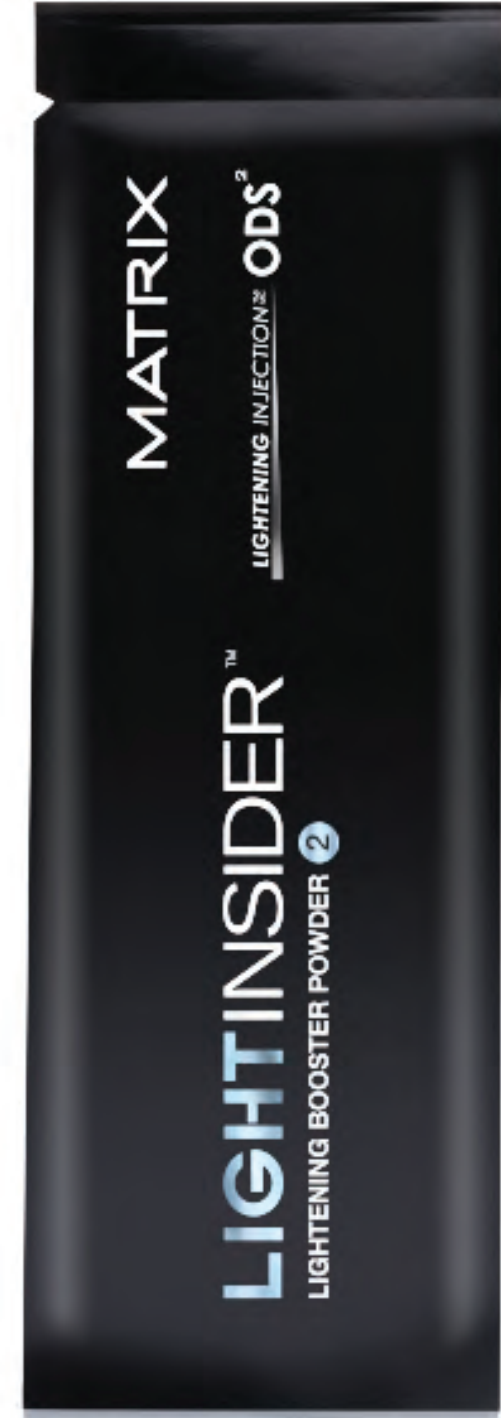
INSIDER TIP: Color Injection COS² is an oil-based system that boosts color active delivery thanks to the oil in both the haircolor and the developer. It is vital to use COLORINSIDER with the dedicated developer ONLY - traditional water-based developers will not activate the color correctly.

- Packaging Design Extension
- Art Direction
- Layout Design
- Retouching
- Outside Design Studio Management
- Production support:
- Marketing Collateral



**LIGHTINSIDER HAIR COLOR
SERVICES RENDERED:**

Design Extension
Naming Support and Logo Design
Die-Line Creation
Retouching
Presentation designs
Production support: Prototypes, comps,
vendor management, mechanicals
on-site press approvals
Advertising and product photoshoot
Marketing Collateral
Education Collateral





Custom Blue foil match target with a little less black

Luxor 326 10% Less Yellow (need to appear less green)

Custom Purple foil match target

ITW 100

Glossy Black Match target

LUXOR 326 customized to appear a little less green

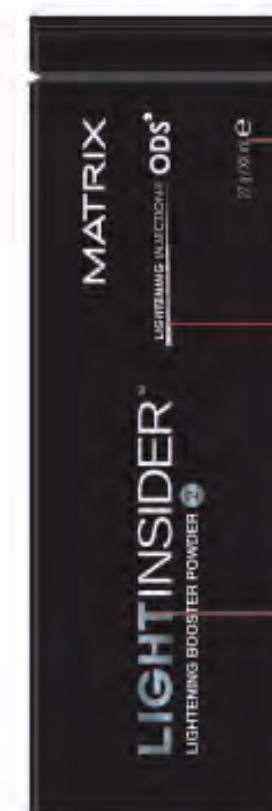
Wrapped paper tube match black to carton black



ITW 100

LUXOR 326 customized to appear a little less green

Packette comp. Packette provided in White.
Black to match black of carton



Opaque white silk screen

ITW 100

LUXOR 326 customized (-Yellow)
appear a little less green

**FINALLY, A LIGHTENER THAT
POWERS WITH FIBER RESPECT.**

**Give her up to 6 levels of lift, no ammonia.
Inject lightness inside.**

NEW

LIGHTINSIDER™ LIGHTENING SYSTEM

An innovation in professional lightening:

Get inspired by our most pristine results yet with LightInsider. Oil propels oxygen into the heart of the hair with laser precision, for maximum blonde clarity and minimum fiber stress, with up to six levels of lift. Powerful lightening, total respect.

NO AMMONIA. LIGHTENING SYSTEM.



M A T R I X
IMAGINE ALL YOU CAN BE