

THE STYLIST INSIDER

May 2026

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Exclusive Pro-Only scoop on trends, education & deals you do not want to miss.

WHAT'S TRENDING?

DON'T JUST COAT FRIZZ, CONQUER IT

L'Oréal Professionnel raises the bar yet again with their all new Keratin Alpha Sleek collection, a four-step smoothing treatment that controls frizz for up to 2 weeks.

The amino-acid infused shampoo is followed by the anti-frizz & volume control treatment. Next up is the deeply nourishing masque, then seal your results with the heat-activated Mirror Sleek Serum.

Learn more about this innovative treatment collection as it rolls out mid May.



BLONDE TREND IN FULL BLOOM

The introduction of Redken's Blonde IQ had the entire hair industry in a chokehold. Now say hello to the Complete Blonding Toolkit- a new take on the beloved collection.

Blonde Idol is now Blonde IQ 5, with up to five levels of controlled lift with the same formula you're used to.

Blonde IQ, initially introduced as 9 level lifting system, now includes level 7 and 8 lifts, with both cream and powder options. Get your hands on it this month as it hits our shelves.



WAYS TO SAVE THIS MONTH

COLOR OBSESSED

20% off select color care

LIGHTENER SALE

Enjoy 25% off select lighteners all month long

GRANDE'S 18TH BIRTHDAY

Save 30% on all Grande serums 5/17-5/23

UPCOMING EVENTS

KANSAS CITY

May 18th - American Blondes

ST. LOUIS

May 18th - License to Lift A Blonding Masterclass

ROLLA

May 18th - Halo Lights & Caramel Blondes

QUINCY

May 18th - Signature Technique: Balayage and Express Highlighting



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Franchise Locations Independently Owned & Operated by The Goellner Group

For a complete list of all upcoming events, scan the QR code on the left.