



L'ORÉAL

THE NEW
EXPRESSION
TOOL

User manual

X Summary

1	How to set up your platform	3 - 6
	1) Connection	4
	2) Changing language	5
	3) Notifications	6
2	Homepage	7 - 8
3	My Hair salons	9 - 33
	Information	11 - 22
	4) Editing my hair salon	13 - 15
	Team	16 - 18
	7) Edit/modify/add a team profile	18
	Trends & Looks	19 - 22
	8) Visibility control	21
	9) Adding a personal look	22
	Services	23 - 25
	10) Add/modify/remove services & prices	25
	Products	26 - 29
	11) Products modification	28
	12) Adding products	29
	WOW ME App	30 - 33
	13) L'Oréal brands applications	32 - 33

4	Medias	34 - 55
	Library	35 - 41
	14) Brand Content	37 - 38
	15) Salon Content	39
	16) My Content	40
	17) Add Content	41
	Playlists	42 - 55
	18) Preview playlists	44
	19) Modify content	45 - 48
	20) Create Templates	49 - 54
	21) Synchronize & preview	55
5	Dashboard statistics	56 - 57
6	Show me	58 - 59
7	User Profile	60 - 64
	22) Password change	63
	23) Synchronize & preview	64
6	FAQ & Support	65 - 67
7	Devices Settings	68 - 74



How to set up your platform



X 1) Connection

Connection - L'Oréal New Express x +

lorealexpressiontool.com/users/login

L'ORÉAL
THE NEW EXPRESSION TOOL

Welcome
Enter your login credentials

Username

Password

Stay connected [Forgotten password?](#)

Login →

No account?

Register

English (DMI) ^

© 2017 - 2020 - L'Oréal New Expression Tool - All rights reserved. - Terms and conditions - Developed by Inovshop Group

You can use the old link below
(it's still working):

<https://o2o-hub.com>

OR the new link below:

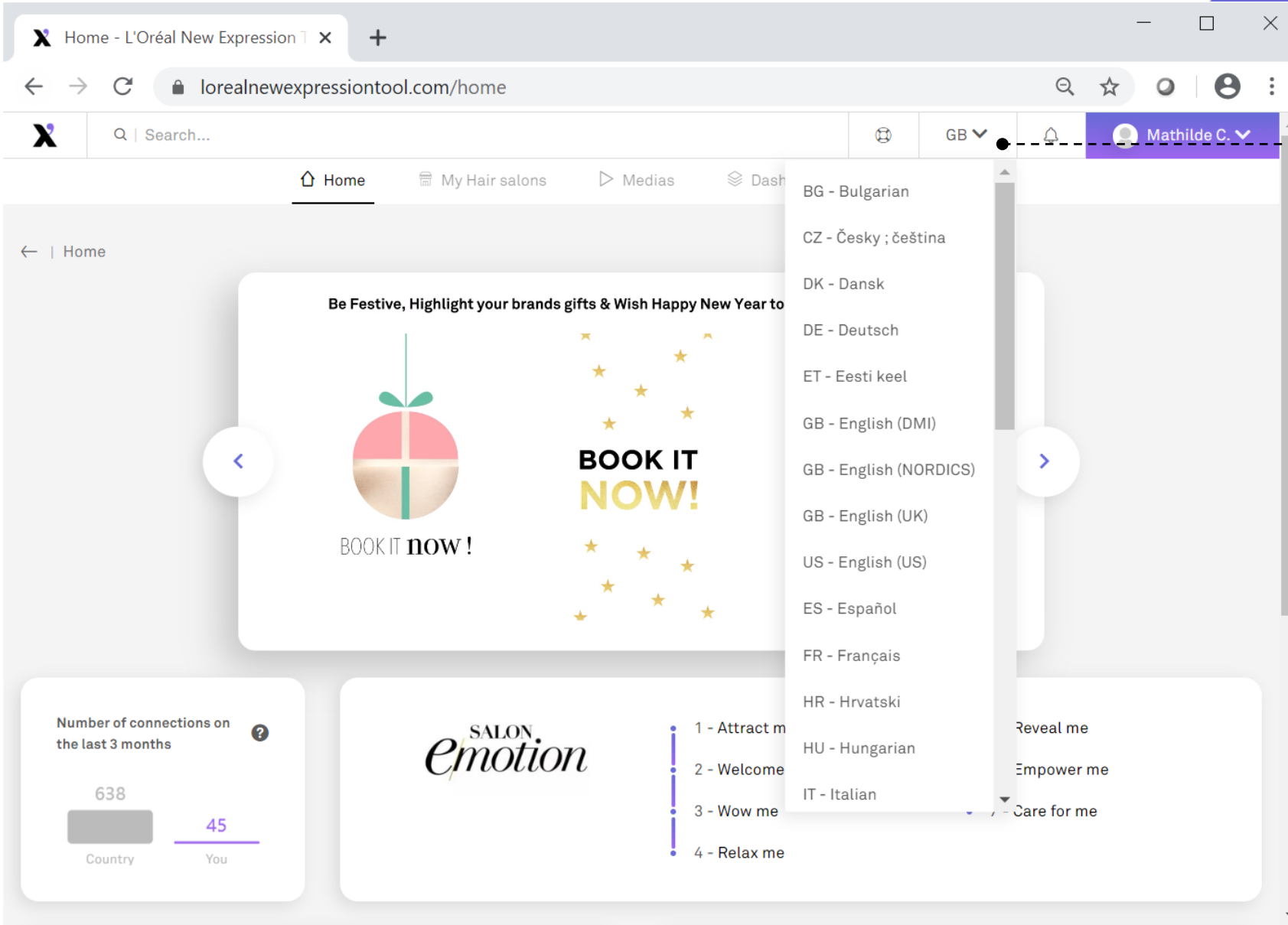
<https://LorealNewExpressionTool.com>

Enter

- Username
- Password

Please check your mailbox, you should have received them by email

2) Changing language



The screenshot shows a web browser window with the URL `lorealnewexpressiontool.com/home`. The user is logged in as Mathilde C. A dropdown menu is open, displaying a list of languages for selection. The current language is set to GB (English (UK)).

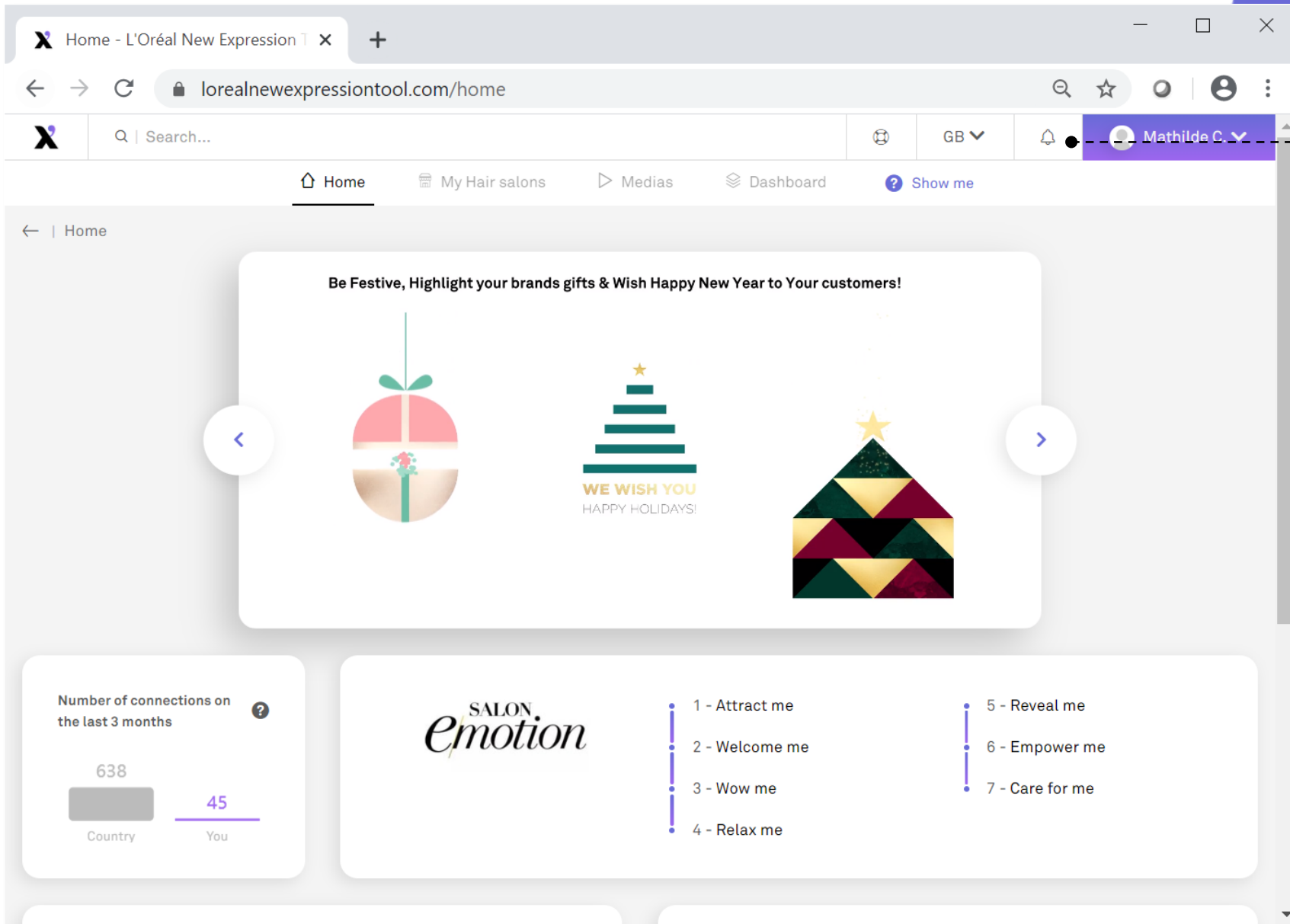
Language Selection List:


- BG - Bulgarian
- CZ - Český ; čeština
- DK - Dansk
- DE - Deutsch
- ET - Eesti keel
- GB - English (DMI)
- GB - English (NORDICS)
- GB - English (UK)
- US - English (US)
- ES - Español
- FR - Français
- HR - Hrvatski
- HU - Hungarian
- IT - Italian

The main content area features a promotional banner with the text "Be Festive, Highlight your brands gifts & Wish Happy New Year to" and "BOOK IT NOW!". Below the banner, there is a statistics card showing "Number of connections on the last 3 months" with a bar chart comparing "Country" (638) and "You" (45). To the right, the "SALON Emotion" logo is displayed above a list of services: "1 - Attract me", "2 - Welcome me", "3 - Wow me", and "4 - Relax me".

Here you can select and change language

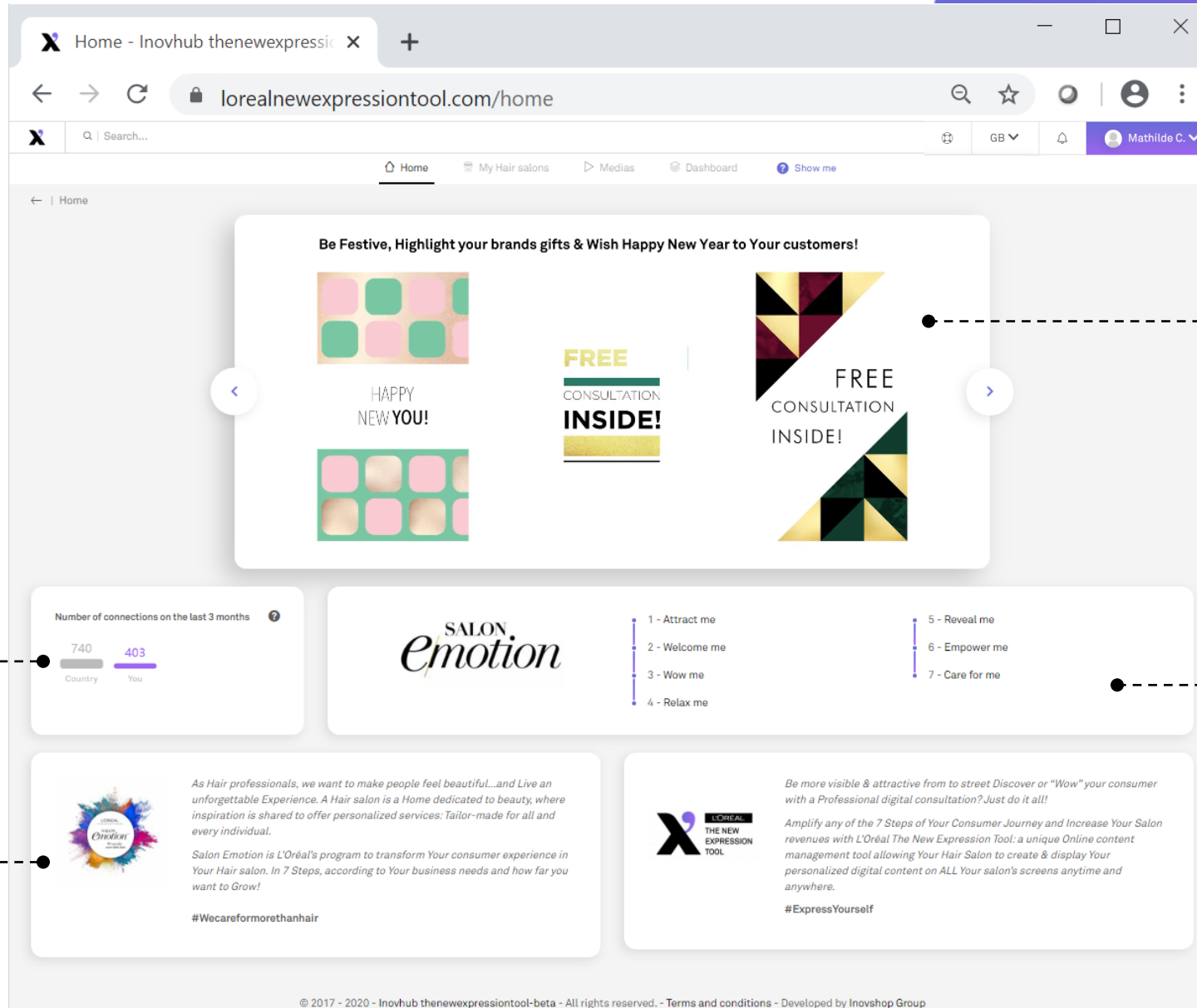
X 3) Notifications



Click on the  button to access to your notifications



 Homepage



Lookout for inspiration here. This content you can put on your screens! You will find here the latest L'Oréal news/greetings season.

You will find interesting datas here

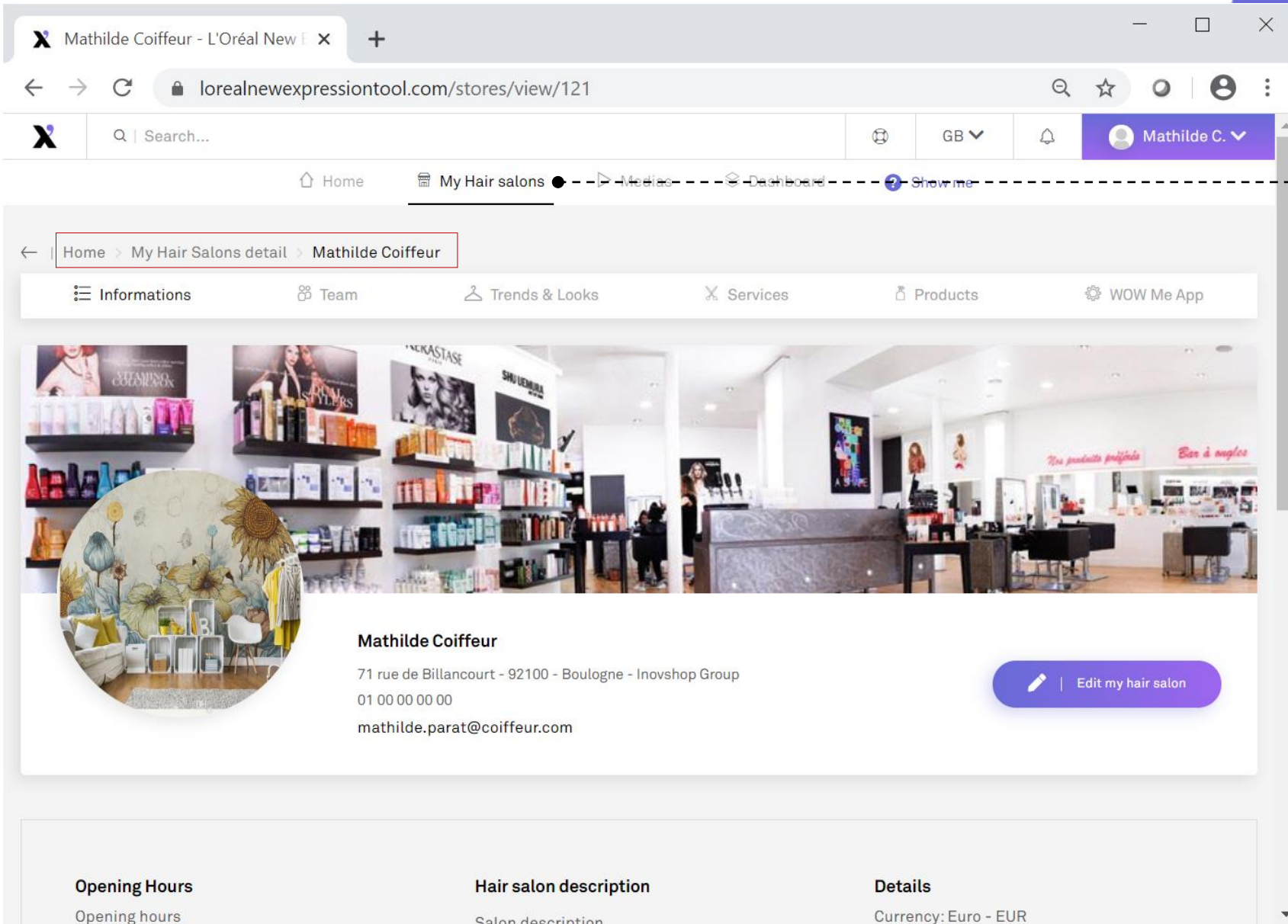
A few words on Salon Emotion and L'Oréal The New Expression Tool concepts

Check your status in Program. At what step of Salon Emotion are you in?



My Hair Salons

My Hair Salons



The screenshot shows a web browser window with the URL `lorealnewexpressiontool.com/stores/view/121`. The page title is "Mathilde Coiffeur - L'Oréal New". The navigation menu includes "Home", "My Hair salons", "Medias", "Dashboard", and "Show me". The breadcrumb trail is "Home > My Hair Salons detail > Mathilde Coiffeur". The main navigation bar contains "Informations", "Team", "Trends & Looks", "Services", "Products", and "WOW Me App". The main content area features a large banner image of a hair salon interior. Below the banner, the salon name "Mathilde Coiffeur" is displayed, along with its address "71 rue de Billancourt - 92100 - Boulogne - Inovshop Group", phone number "01 00 00 00 00", and email "mathilde.parat@coiffeur.com". An "Edit my hair salon" button is visible. At the bottom, there are sections for "Opening Hours", "Hair salon description", and "Details".

Mathilde Coiffeur
71 rue de Billancourt - 92100 - Boulogne - Inovshop Group
01 00 00 00 00
mathilde.parat@coiffeur.com

Opening Hours
Opening hours

Hair salon description
Salon description

Details
Currency: Euro - EUR

Click on “My Hair salons” in the menu to have access to your hair salon(s) details

Everything you will add here will appear on your Wow Me App, this is where you can set-up and update your configuration of application whenever and wherever you want!



My Hair salons

 Informations

 Team

 Trends & Looks

 Services

 Products

 WOW Me App

X Your salon information

The screenshot shows a web browser window with the URL `lorealnewexpressiontool.com/stores/view/2427`. The page displays the profile for a hair salon named 'PARIS DECOIF'. The profile includes a circular logo with the text 'COIFFURE DE PARIS', a large image of the salon interior, and contact information: '3 rue des quatre cheminées - 92514 - Boulogne - France', phone number '0675717509', and email 'lizmaaa@hotmail.com'. There are two buttons: 'Edit my hair salon' and a question mark icon. Below the main profile, there are sections for 'Opening Hours' (Du Lundi au Vendredi: de 9H à 19H), 'Hair salon description' (SALON COSY), and 'Details' (Currency: Euro - EUR, Language: Français).

On that page, you can find all the data of your hair salon

Click on “Edit my hair salon”
You can see or modify the data that appear on your tablet & manage your brands that appear also on your tablet + screens

Click on the ? button and let you leading by the Tuto video to help you

X 4) Editing my hair salon (1)

The screenshot shows a web browser window with the URL `lorealnewexpressiontool.com/stores/edit/121`. The page title is 'Edit hair salon: Mathilde Coiffeur'. The browser's address bar shows the URL. The page header includes a search bar, a language dropdown set to 'GB', a notification bell, and a user profile dropdown for 'Mathilde C.'. The main navigation menu includes 'Home', 'My Hair salons', 'Medias', 'Dashboard', and 'Show me'. The breadcrumb trail is 'Home > My Hair Salons detail > Mathilde Coiffeur > Edit'. The main content area has a navigation bar with 'Informations', 'Team', 'Trends & Looks', 'Services', 'Products', and 'WOW Me App'. The 'Your salon global informations' section contains the following form fields:

Salon name*	<input type="text" value="Mathilde Coiffeur"/>
Language*	<input type="text" value="Italian"/>
Currency*	<input type="text" value="Euro (EUR) - €"/>
Email*	<input type="text" value="mathilde.parat@coiffeur.com"/>
Phone*	<input type="text" value="01 00 00 00 00"/>
Address*	<input type="text" value="71 rue de Billancourt"/>
Zipcode*	<input type="text" value="92100"/>
City/State*	<input type="text" value="Boulogne"/>
Country*	<input type="text" value="France"/>

Here you can modify all the details regarding your salon(s)

X 4) Editing my hair salon (2)

The screenshot shows a web browser window with the URL `lorealnewexpressiontool.com/stores/edit/121`. The page is titled "Edit hair salon: Mathilde Coiffeur". It features two main editing sections: "Salon description*" and "Opening hours". Each section has a rich text editor toolbar with options for bold (B), italic (I), underline (U), strikethrough, subscript (X²), and superscript (X₂), along with font color (A) and background color (14) settings. Below the toolbars are text input areas for "Salon description" and "Opening hours". At the bottom, there is a "Choose a custom background" section with a preview of a background image named "panorama-interieur-1-940x416.jpg".

Add a salon description

Add your opening hours

By scrolling down, adding some pictures to customize your first page of "My Hair salon" You can make your wow me app more professional

4) Editing my hair salon (3)

Brands

TOP BRANDS	SUB-BRANDS (TIER 1)	SUB-BRANDS (TIER 2)	SUB-BRANDS (TIER 3)
<input type="checkbox"/> L'Oréal Professionnel	<input checked="" type="checkbox"/> Haircare	<input checked="" type="checkbox"/> Série Expert	<input checked="" type="checkbox"/> Powermix
<input type="checkbox"/> Kérastase	<input type="checkbox"/> Coloration	<input checked="" type="checkbox"/> Pro Fiber	<input checked="" type="checkbox"/> Vitamino Color
<input checked="" type="checkbox"/> Redken	<input checked="" type="checkbox"/> Styling	<input checked="" type="checkbox"/> Mythic Oil	<input checked="" type="checkbox"/> Lumino Contrast
<input checked="" type="checkbox"/> Matrix	<input checked="" type="checkbox"/> Accessoires	<input checked="" type="checkbox"/> Serioxyl	<input checked="" type="checkbox"/> Shine Blonde
<input checked="" type="checkbox"/> Biolage		<input checked="" type="checkbox"/> Pro-Classics	<input checked="" type="checkbox"/> Absolute Repair Lipidium
<input checked="" type="checkbox"/> Shu Uemura		<input checked="" type="checkbox"/> LP pour Hommes	<input checked="" type="checkbox"/> Nutrifier
<input checked="" type="checkbox"/> Mizani		<input checked="" type="checkbox"/> Silver	<input checked="" type="checkbox"/> Inforcer
<input checked="" type="checkbox"/> Decléor		<input checked="" type="checkbox"/> Platifiz + Platine	<input checked="" type="checkbox"/> Solar Sublime
<input checked="" type="checkbox"/> Pureology		<input checked="" type="checkbox"/> Optimiseur	<input checked="" type="checkbox"/> Volumetry
<input checked="" type="checkbox"/> Carita		<input checked="" type="checkbox"/> Source Essentielle	<input checked="" type="checkbox"/> Liss Unlimited
		<input checked="" type="checkbox"/> Homme	<input checked="" type="checkbox"/> Curl Contour
		<input checked="" type="checkbox"/> Smartbond	<input checked="" type="checkbox"/> Cleanse and Control
		<input checked="" type="checkbox"/> Hair Spa	<input checked="" type="checkbox"/> Aminexil
		<input checked="" type="checkbox"/> Tecni.ART	<input checked="" type="checkbox"/> Pro Classic
		<input checked="" type="checkbox"/> Steampod	<input checked="" type="checkbox"/> Accessories
			<input checked="" type="checkbox"/> Silver
			<input checked="" type="checkbox"/> Density Advanced

Save

By scrolling down, select the brands in your salon and manage it as you want by adding or remove them

Only 1 rule:
You have to leave at least 1 L'Oréal Brand

Do not forget to click on "Save" in order to register all your changes



My Hair salons

 Informations

 Team

 Trends & Looks

 Services

 Products

 WOW Me App

The screenshot shows a web browser window with the URL `lorealnewexpressiontool.com/stores/members/121`. The page title is "Mathilde Coiffeur - L'Oréal New Expression Tool". The navigation menu includes "Home", "My Hair salons", "Medias", "Dashboard", and "Show me". The breadcrumb trail is "Home > My Hair Salons detail > Mathilde Coiffeur". The main navigation bar contains "Informations", "Team", "Trends & Looks", "Services", "Products", and "WOW Me App". A purple "Add member" button is located at the top left of the main content area. Below it is a profile card for "Mathilde Coiffeur" with the address "32 rue de la liberté - 78600 PORNIC" and phone number "08 67 67 56 45". The profile card has three icons: a magnifying glass (View), a pencil (Edit), and a trash can (Delete). The footer contains the text: "© 2017 - 2020 - L'Oréal New Expression Tool - All rights reserved. - Terms and conditions - Developed by Inovshop Group".

Click on "Add member" button if you have a new Team Member!

See all your members' profiles on Q "View" button

Delete it on 🗑️ "Delete" button

Click on ✎️ "Edit" button to modify a profile already existent

X 7) Edit/modify/add a Team Member Profile

The screenshot shows a web browser window with the URL `lorealnewexpressiontool.com/stores/add-member/121`. The page title is "Mathilde Coiffeur - L'Oréal New E". The navigation menu includes "Home", "My Hair salons", "Medias", "Dashboard", and "Show me". The breadcrumb trail is "Home > My Hair Salons detail > Mathilde Coiffeur". The main menu has "Informations", "Team", "Trends & Looks", "Services", "Products", and "WOW Me App". The "Team" tab is active, and the form is titled "ADD A PROFILE".

The form fields are:

- Lastname:
- Firstname:
- Position / Specialty*:
- Is a manager: Yes
- Email*:
- Description:

B *I* U ~~ABC~~ **S** ^{X²} _{X₂} Akkurat ▾ 14 ▾ **A** ▾ ▾ ▾ ▾ ▾ ▾

▾

A "Save" button is located at the bottom right of the form.

You are able to add & modify all the details regarding a member of you team (ex: name/email/add a picture...)

Don't forget to click on "Save" in order to register all your info



My Hair salons

 Informations

 Team

 Trends & Looks

 Services

 Products

 WOW Me App

X Trends & Looks

Mathilde Coiffeur - L'Oréal New E x

lorealexpressiontool.com/stores/looks/121

Search...

Home My Hair salons Medias Dashboard Show me

Home > My Hair Salons detail > Mathilde Coiffeur

Informations Team Trends & Looks Services Products Get the App

Manage the Trends & Looks that will be displayed on the tablet catalog. Roll-over a look, discover options buttons and make it visible or not in the tablet catalog. Pictures with a striped background are not visible in the catalog.

+ Add a look

Gender: All

Style: All

Hair length: All

Author: All

Color: All

Hair type: All

Color technique: All

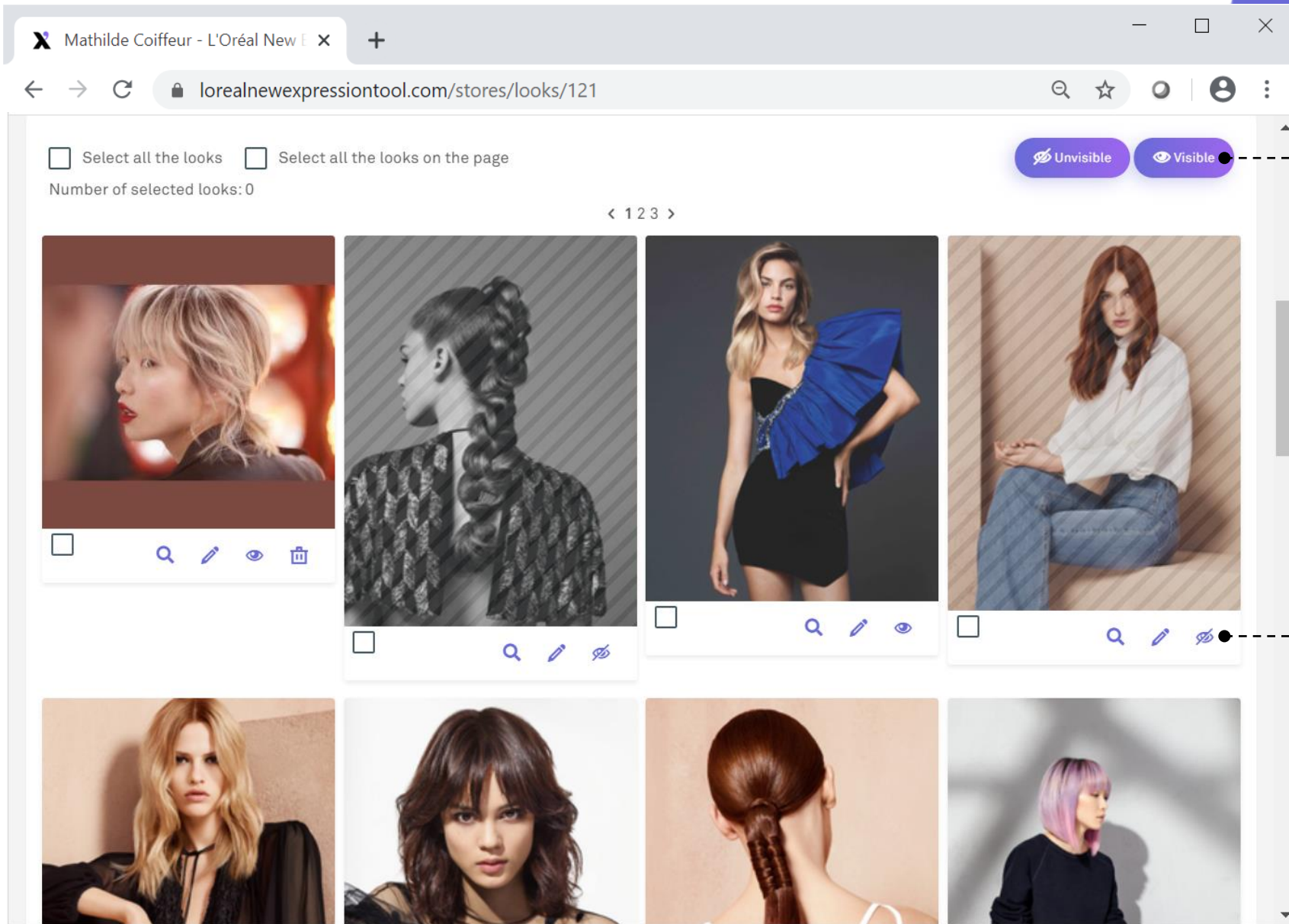
Visibility: All

On “Trends & Looks” page, you are able to see all pictures of L'Oréal looks

Add filter to select what you are looking for.
You can search by:

- Gender
- Style
- Hair length
- Author
- Color
- Hair type
- Color technique
- Visibility

8) Visibility control



You can see the pictures of many looks / haircuts / hair colors pre-loaded by L'Oréal

You can make them

- 👁️ invisible
- or
- 👁️ visible

on your tablet

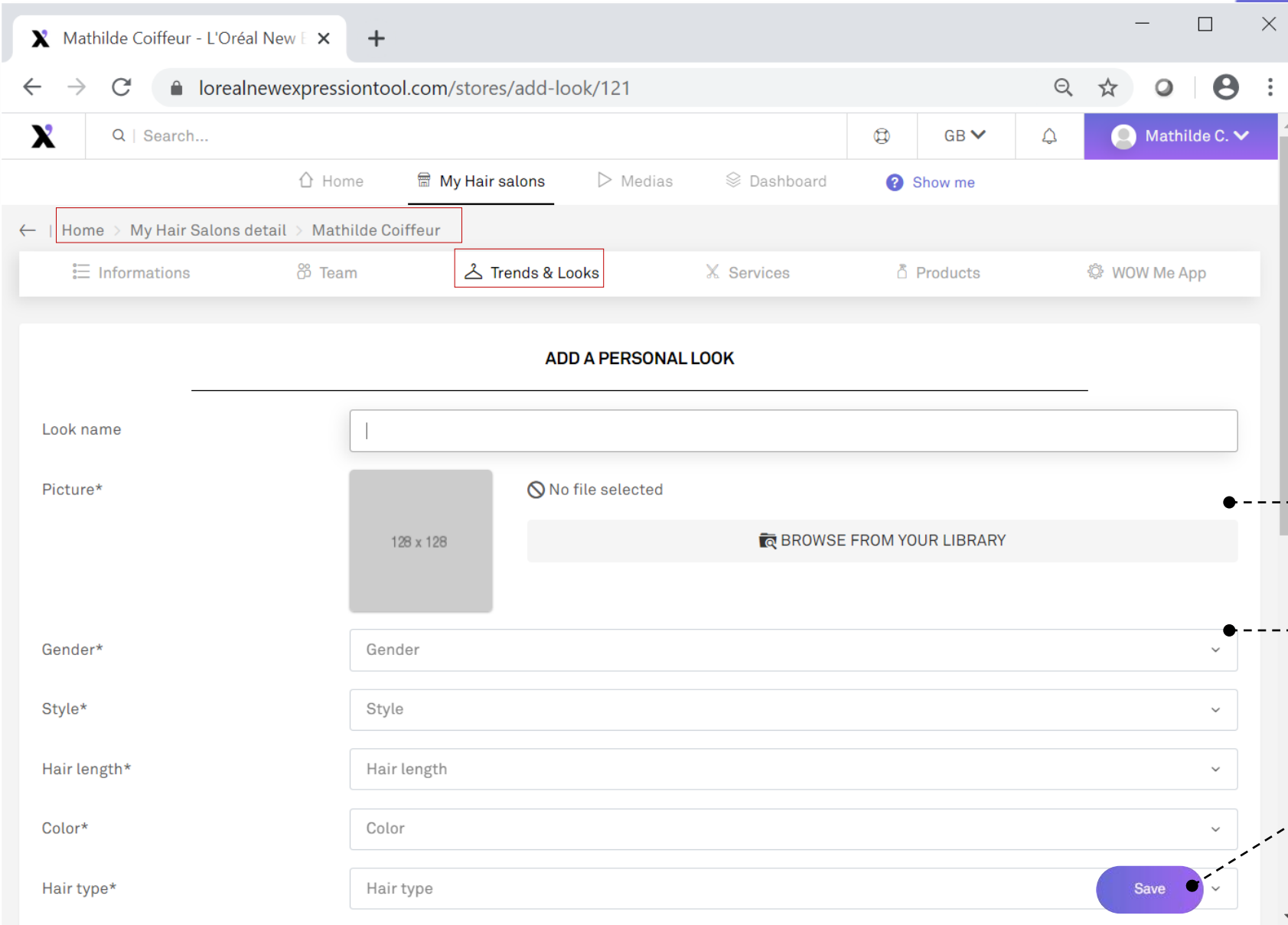
Click on 👁️

“Make store visibility off”:
the picture is **Not visible** on your tablet

Click on 👁️

“Make store visibility on”:
the picture is visible again on your tablet

9) Adding a personal look



Mathilde Coiffeur - L'Oréal New E

lorealnewexpressiontool.com/stores/add-look/121

Search... GB Mathilde C.

Home My Hair salons Medias Dashboard Show me

Home > My Hair Salons detail > Mathilde Coiffeur

Informations Team Trends & Looks Services Products WOW Me App

ADD A PERSONAL LOOK

Look name

Picture*
128 x 128 No file selected
BROWSE FROM YOUR LIBRARY

Gender*
Gender

Style*
Style

Hair length*
Hair length

Color*
Color

Hair type*
Hair type

Save

Add new pictures from your files by your own like your trends, looks...


Add all details about your picture

Do not forget to click on "Save" in order to register all your data



My Hair salons

 Informations

 Team

 Trends & Looks

 Services

 Products

 WOW Me App

X Services and prices

Mathilde Coiffeur - L'Oréal New

lorealnewexpressiontool.com/stores/services/121

Search...

Home My Hair salons Medias Dashboard Show me

Home > My Hair Salons detail > Mathilde Coiffeur

Informations Team Trends & Looks **Services** Products WOW Me App

Add and modify here the services offered in your hair salon. You can also add up to 5 categories of services (example: institute, care ...). You can organize the order of services and also the order of categories by drag and drop it to its final position.

Search + Add category

Women Men Children Colour services

↕	Dry Cut	€45.00	✎	🗑️
↕	Wash & Cut	€50.00	✎	🗑️
↕	Cut & Blow Dry	€70.00	✎	🗑️
↕	Restyle & Blow Dry	€10.00	✎	🗑️

+ New service

On "Services" page, you can manage the list of your in-salon services, appearing on the tablet

You can show them by your own categories

Display your prices to be transparent for your client

10) Add/modify/remove services & prices

The screenshot shows a web browser window with the URL `lorealnewexpressiontool.com/stores/services/121`. The page title is "Mathilde Coiffeur - L'Oréal New Expression Tool". The navigation menu includes "Home", "My Hair salons", "Medias", "Dashboard", and "Show me". The main navigation bar has "Informations", "Team", "Trends & Looks", "Services" (highlighted with a red box), "Products", and "WOW Me App".

Below the navigation, there is a text box: "Add and modify here the services offered in your hair salon. You can also add up to 5 categories of services (example: institute, care ...). You can organize the order of services and also the order of categories by drag and drop it to its final position."

A search bar is present with the text "Search". To the right is a purple button labeled "+ Add category". Below the search bar are tabs for "Women", "Men", "Children", and "Colour services".

The main content area displays a list of services with their prices and edit/delete icons:

Service	Price	Edit	Delete
Dry Cut	€45.00		
Wash & Cut	€50.00		
Cut & Blow Dry	€70.00		
Restyle & Blow Dry	€10.00		

At the bottom left, there is a purple button labeled "+ New service".

Don't forget to write your new prices!

Add/modify/remove/change the order of your services "Add a category"

Add/modify/remove/change the order of your services "New service"



My Hair salons

 Informations

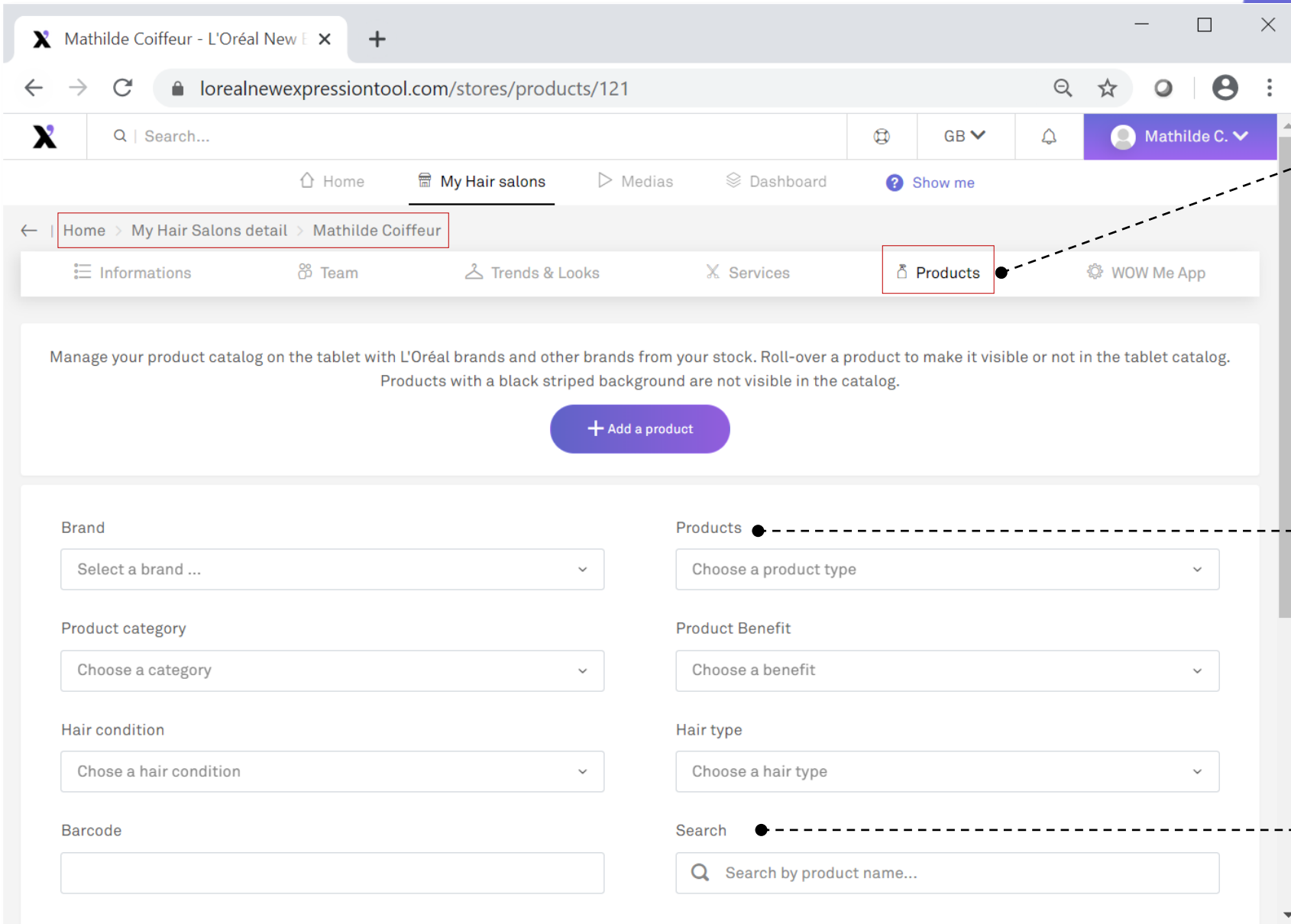
 Team

 Trends & Looks

 Services

 Products

 WOW Me App



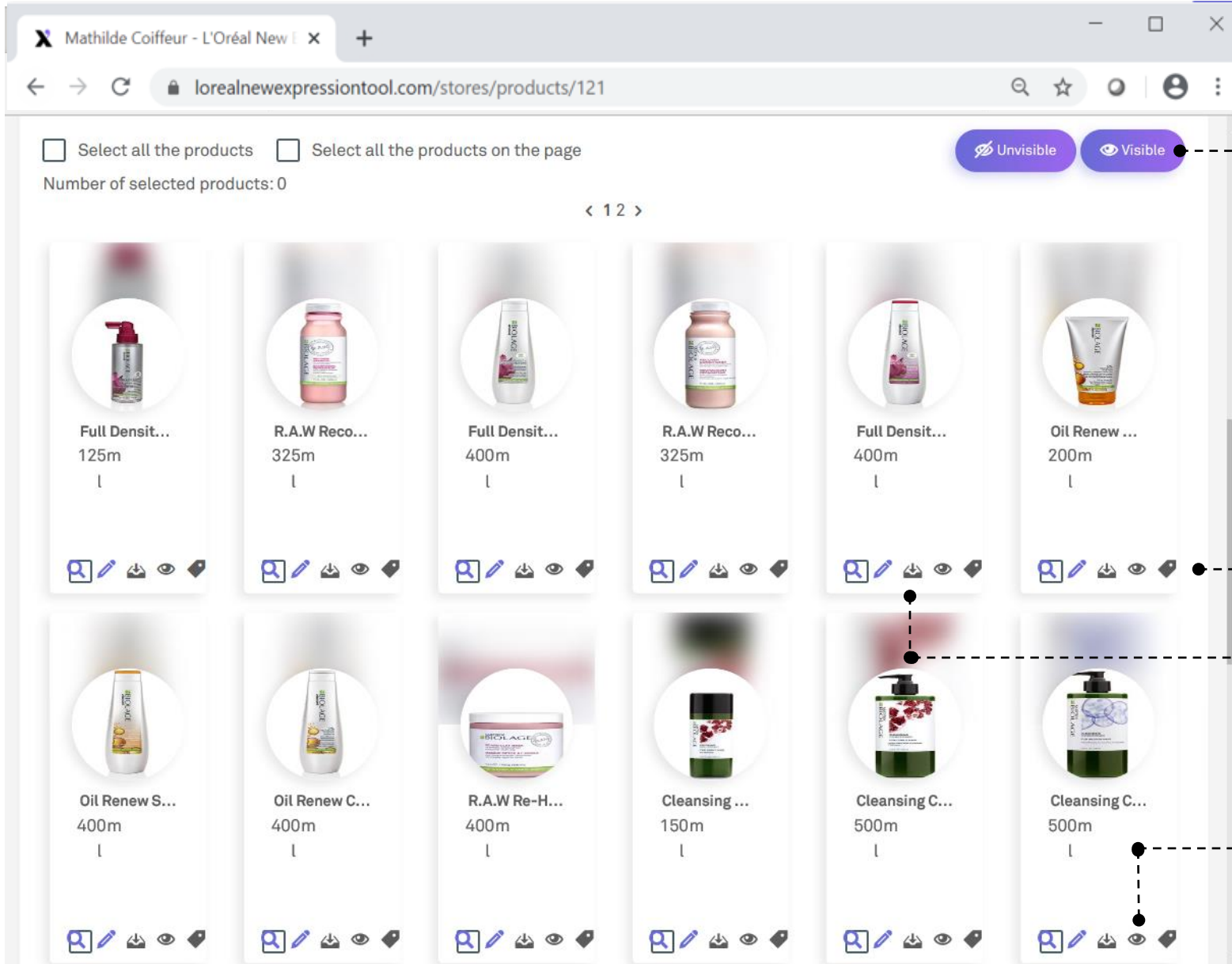
On “Products” page, you can manage your product catalog on the tablet with L'Oréal brands and other brands from your stock

Add filter to select what product you’re looking for
You can search by:

- Brand
- Product category
- Hair condition
- Barcode
- Products
- Product benefit
- Hair type

Use the “Search bar” to be quicker

11) Products modification



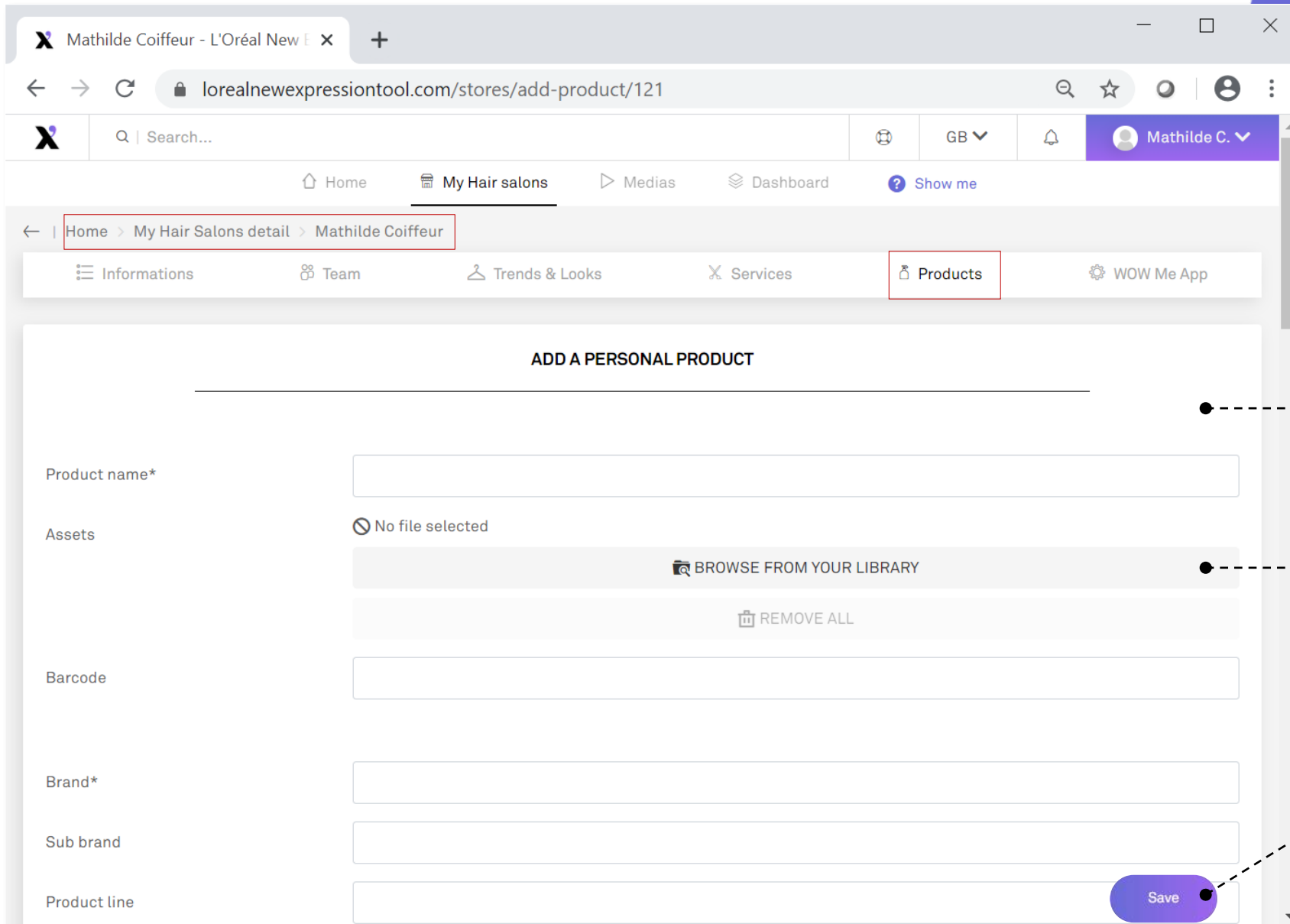
You can make them
invisible
or
visible
on your tablet

You can modify the price of the
product

You can modify the
information of the product

You can delete the product if it
is not available but will
probably be again after

12) Adding products



Mathilde Coiffeur - L'Oréal New E

lorealnewexpressiontool.com/stores/add-product/121

Search...

Home My Hair salons Medias Dashboard Show me

Home > My Hair Salons detail > Mathilde Coiffeur

Informations Team Trends & Looks Services **Products** WOW Me App

ADD A PERSONAL PRODUCT

Product name*

Assets No file selected

Barcode

Brand*

Sub brand

Product line

You are able to add a new L'Oréal product or others of your choice

Add a picture of the product

Do not forget to click on "Save" in order to register all your info



My Hair salons

 Informations

 Team

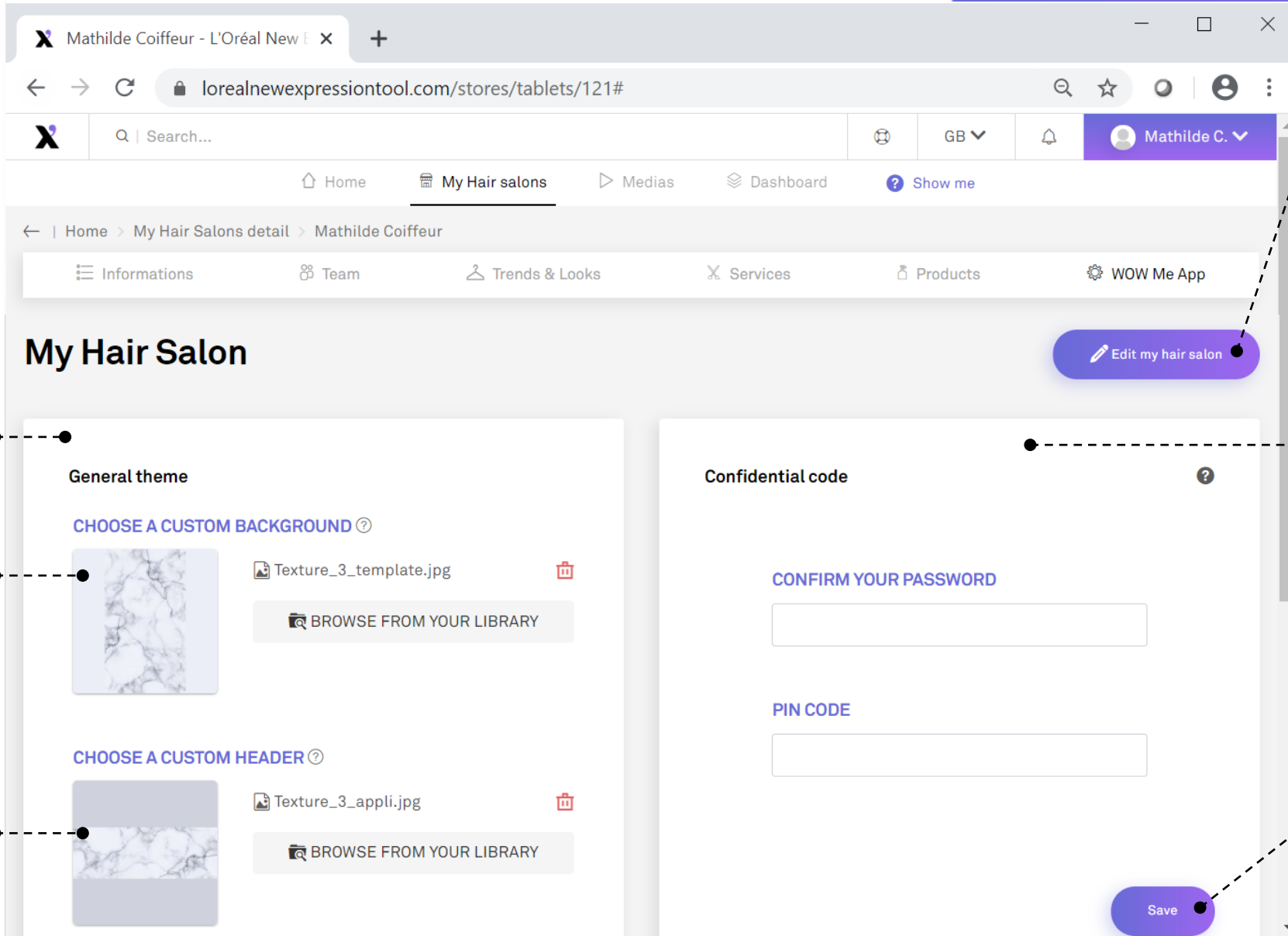
 Trends & Looks

 Services

 Products

 WOW Me App

WOW Me App configuration



You can configure your application Wow Me App here

Select you custom background

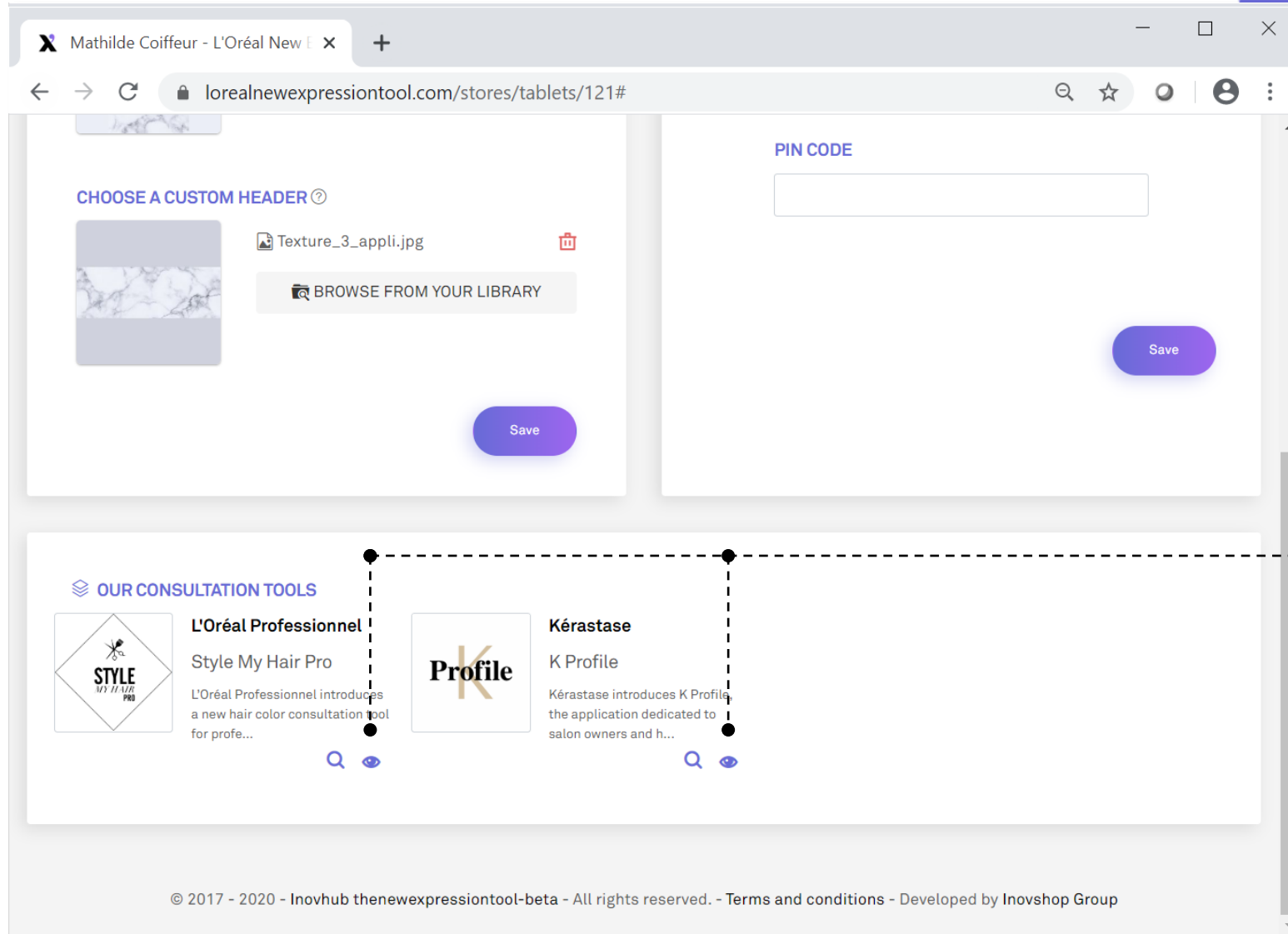
Select you custom header

Click on "Edit my hair salon"
You can see or modify the information that will appear on your tablet

You will have to create your confidential password (to log out of the App, to change the salon displayed on the tablet)

Do not forget to click on "Save" in order to register all your settings

X 13) L'Oréal brands applications – setting visibility



You can decide to make visible or not the 2 L'Oréal brands apps on your tablet

- K Profile from Kérastase
- Style My Hair Pro from L'Oréal Professionnel

X 13) L'Oréal brands applications: which should I use and when?

Ask your client "What do you expect of today's visit?" & "How do you feel about your current look?"

« I want my exact usual hairstyle »



Stylist is a **REPLICATOR** styles hair as usual

« I want marginal improvement of my usual hairstyle »



Stylist is an **ADVISOR** suggests minor variations

« I want a radically new hairstyle »



Stylist is a **EXPERT** leads consumer to a new style territory

« I want my dream hair style »



Stylist is a **GUIDE** translates client's dream into reality

SMALL CHANGE

BIG CHANGE

Hairdresser:
"I need a **Business tool** to convert my expertise in \$"

Primary focus:
HAIR CARE / STYLING

Secondary:
Hair Color

Primary focus:
HAIR COLOR / CUT

Secondary:
Hair Care

1ST



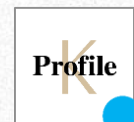
2ND



1ST



2ND





▶ Medias

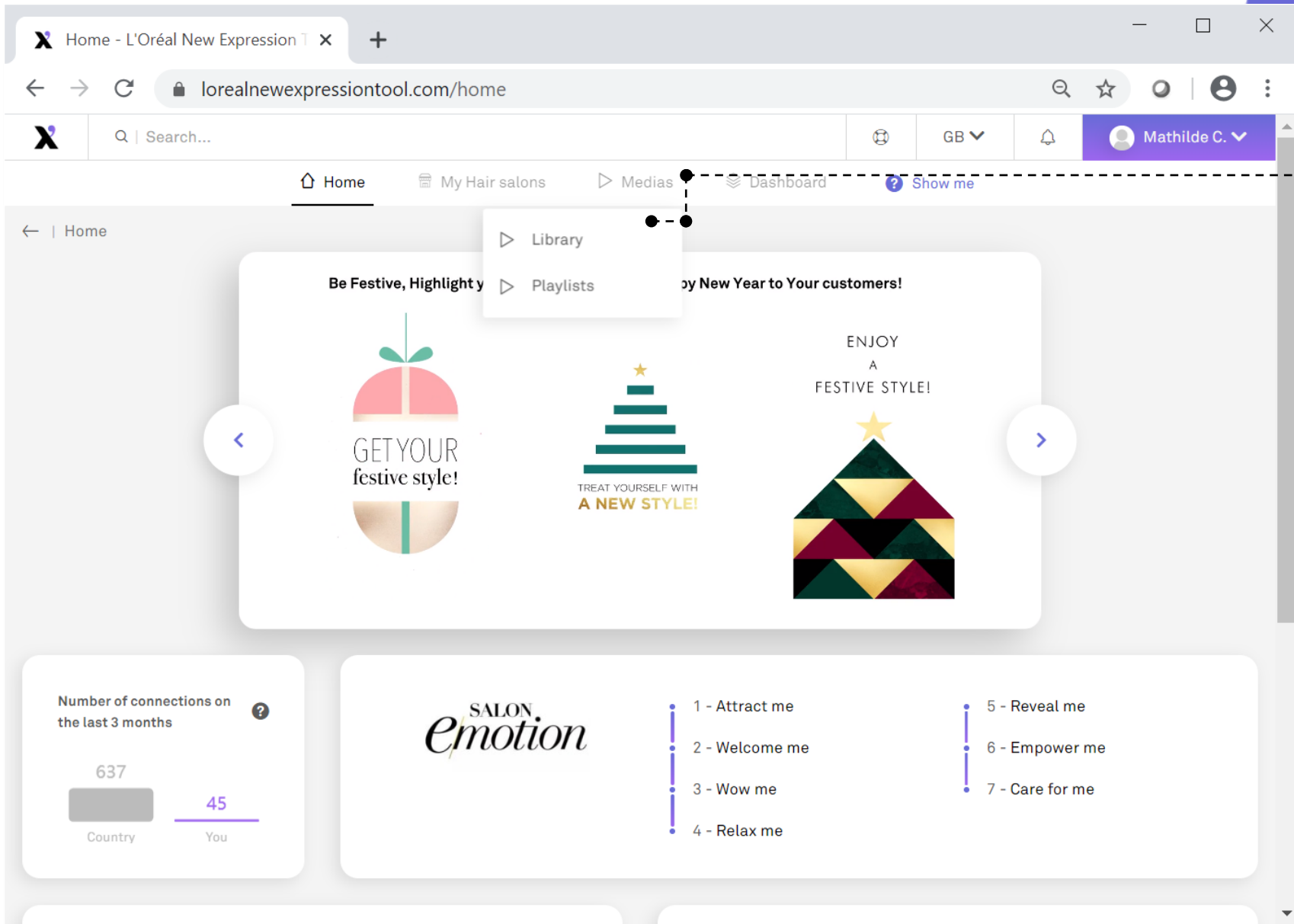


▶ Medias

▶ Library

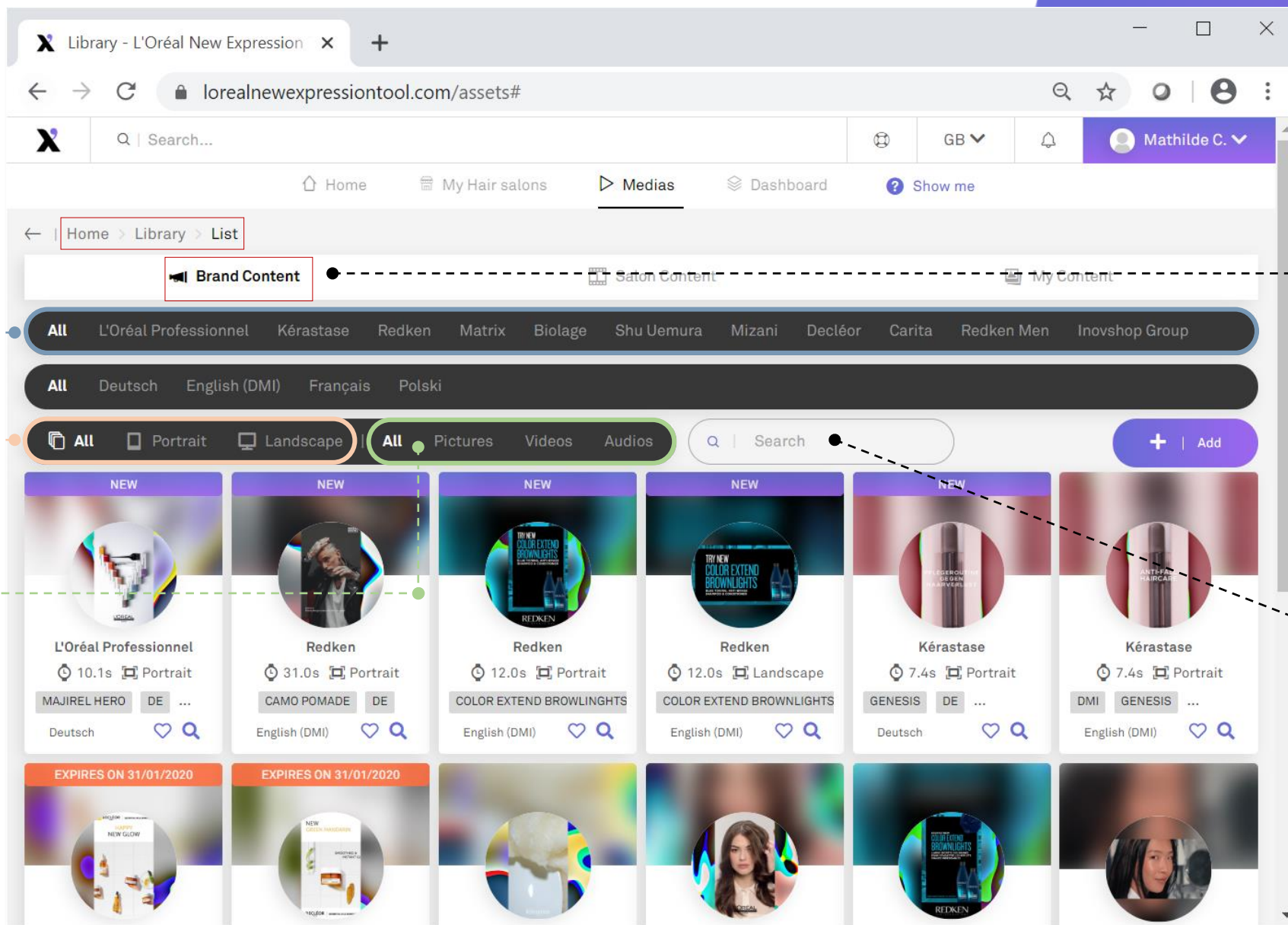
▶ Playlists

X Accessing Library



Click on “Medias” → “Library” to have access to all contents (videos and photos) available on the platform according to your brands

14) Library → Brand Content (1)



View by Brands

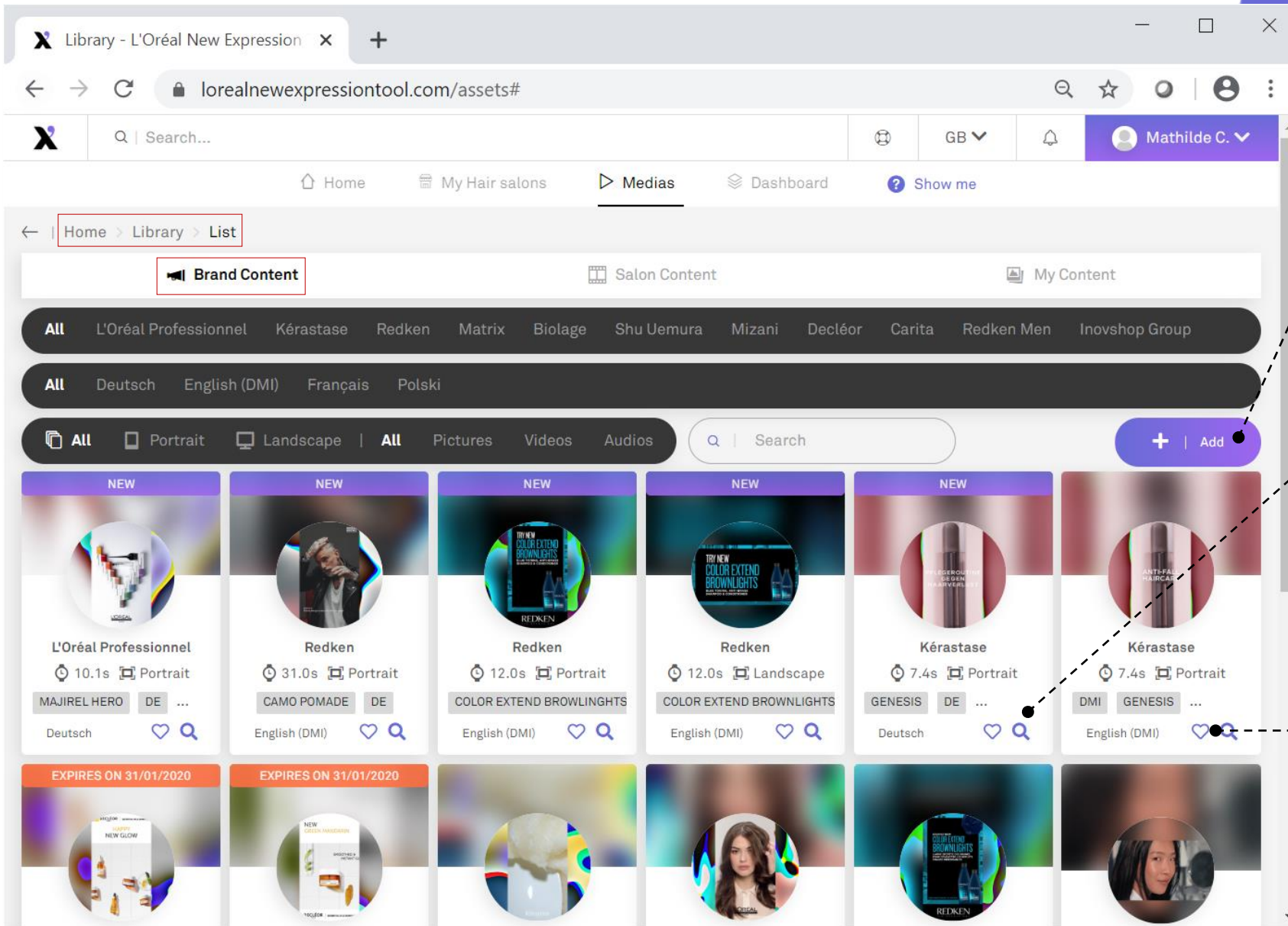
View by format

View by type of media

« Brand Content »
This page contains L'Oréal's brands videos
They are meant to be added in sequences

You can use the "Search" bar if you are looking for a specific video

13) Library → Brand Content (2)

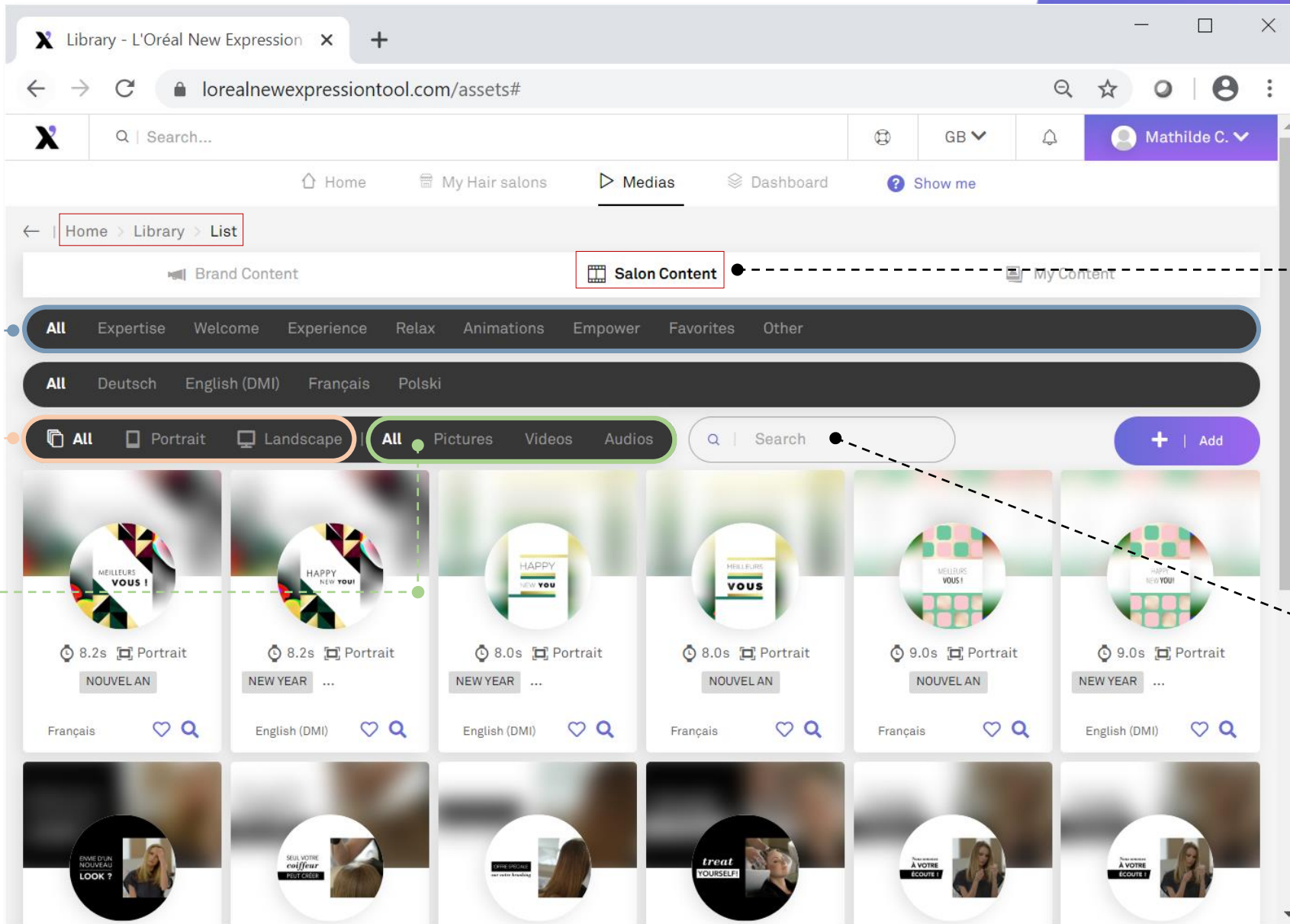


You can add any other brands videos by clicking on “Add”

You can read the video by clicking on the 🔍 button, or by placing your cursor on the video

You can like a video when you click on the ❤️ button & find it on the first location in your playlist (inside brand content)

15) Library → Salon Content



View by theme

View by format

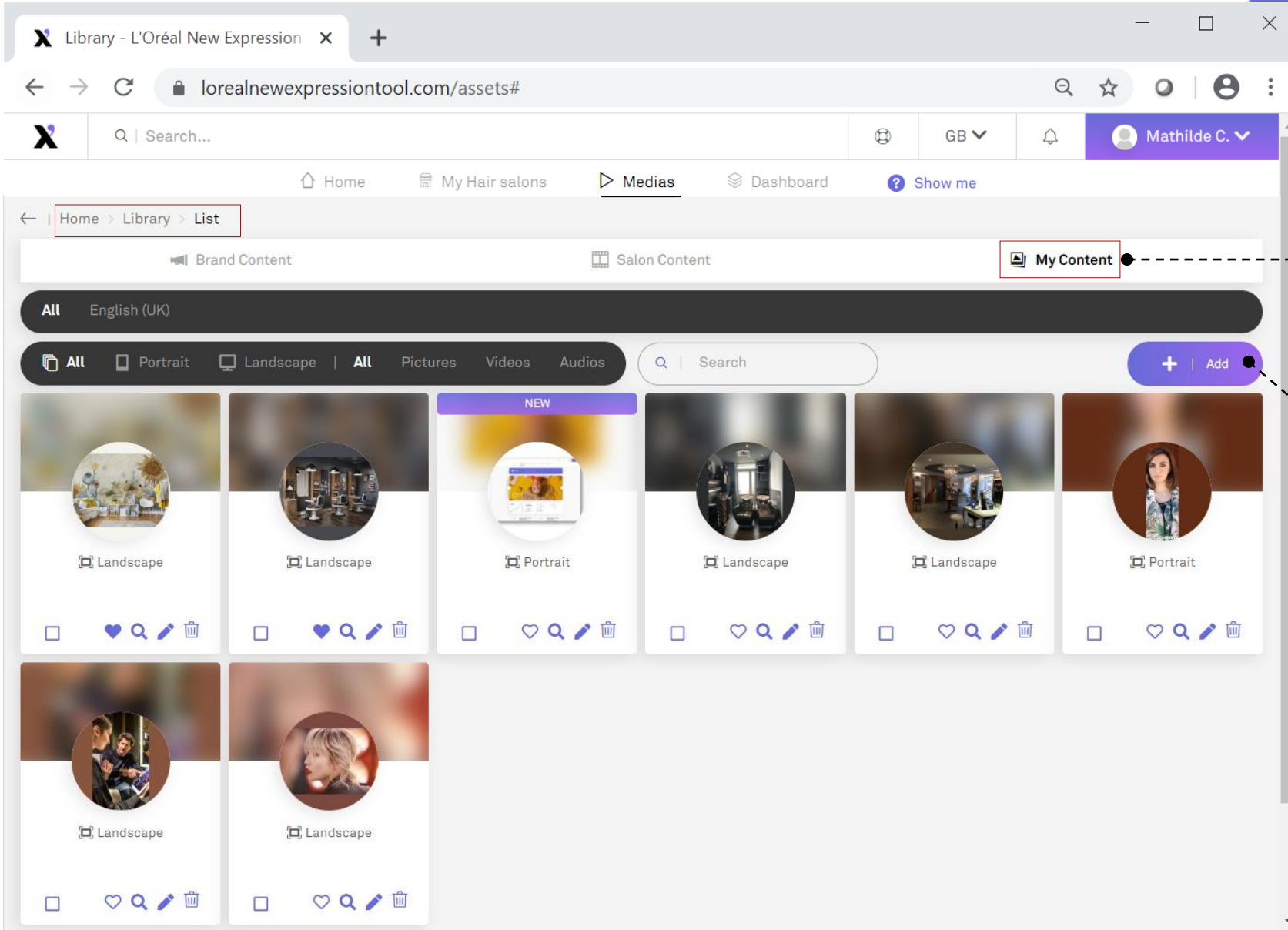
View by type of media

« Salon Content » page contains unbranded generic content created by L'Oréal for seasonal events and many others, especially for Salons

You can use the "Search" bar if you are looking for a precise video

16) Library → My Content

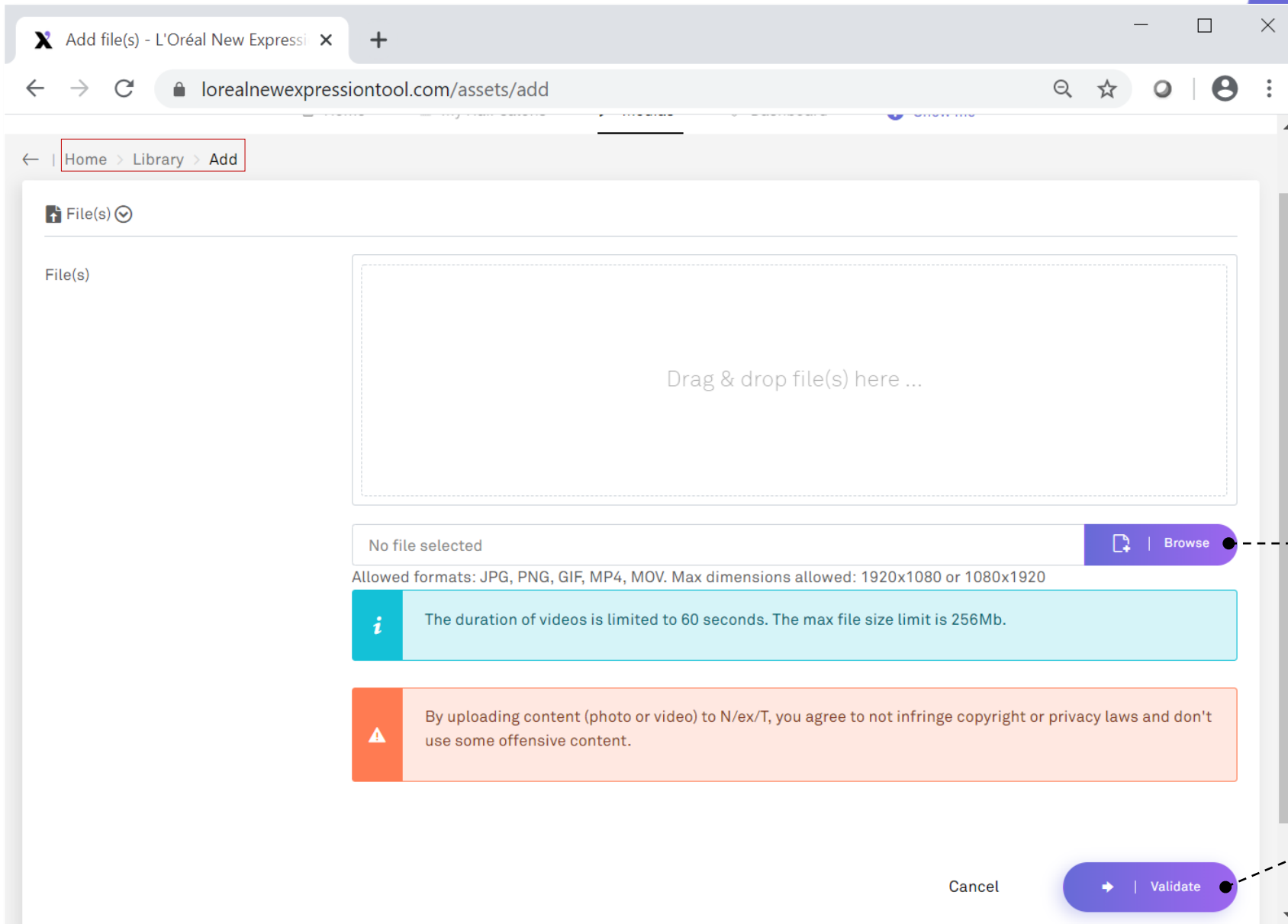
Make sure you have broadcasted rights for any content you add to your library.
Released content is your responsibility



“My Content” page contains your private library. here, you can check, add and delete your own pictures and videos

To add more content: Click on + “Add”

17) Library → Add content



File(s)

Drag & drop file(s) here ...

No file selected

Allowed formats: JPG, PNG, GIF, MP4, MOV. Max dimensions allowed: 1920x1080 or 1080x1920

The duration of videos is limited to 60 seconds. The max file size limit is 256Mb.

By uploading content (photo or video) to N/ex/T, you agree to not infringe copyright or privacy laws and don't use some offensive content.

Cancel Validate

BE CAREFUL

The duration of videos is limited to 6 seconds MIN to 60 seconds MAX.

The max file size limit is 256Mb. Allowed formats are: JPG, PNG, GIF, MP4, MOV.

Max dimensions allowed: 1920x1080 or 1080x1920

You can add personal content from your laptop
Click on "Browse" then choose the file you want to add from your laptop

OR

Drag and drop your files directly on this page

Click on "Validate" to import the content



▶ Medias

▶ Library

▶ Playlists

Medias → Playlists

The screenshot shows a web browser window with the URL `lorealnewexpressiontool.com/sequences/view/305/121`. The user is logged in as LISE MARIE D. The navigation menu includes Home, My Hair salons, Medias, Dashboard, and Show me. The 'Medias' menu is open, showing 'Library' and 'Playlists' options. Below the menu is a grid of six playlist cards:

- 1 - Attract Me** (Window)
- 2 - Welcome Me** (Reception)
- 4 - Relax Me** (Treatment)
- 6 - Empower Me** (Retail)
- Other Screen** (Others)
- Wall Screen** (Wall)

Each card has a filmstrip icon in the bottom right corner. A dashed line connects the 'Playlists' menu item to the top right of the playlist grid. Another dashed line connects the 'Wall Screen' card to the bottom right callout box.

© 2017 - 2020 - L'Oréal New Expression Tool - All rights reserved. - Terms and conditions - Developed by Inovshop Group

Click on “Medias” → “Playlists”

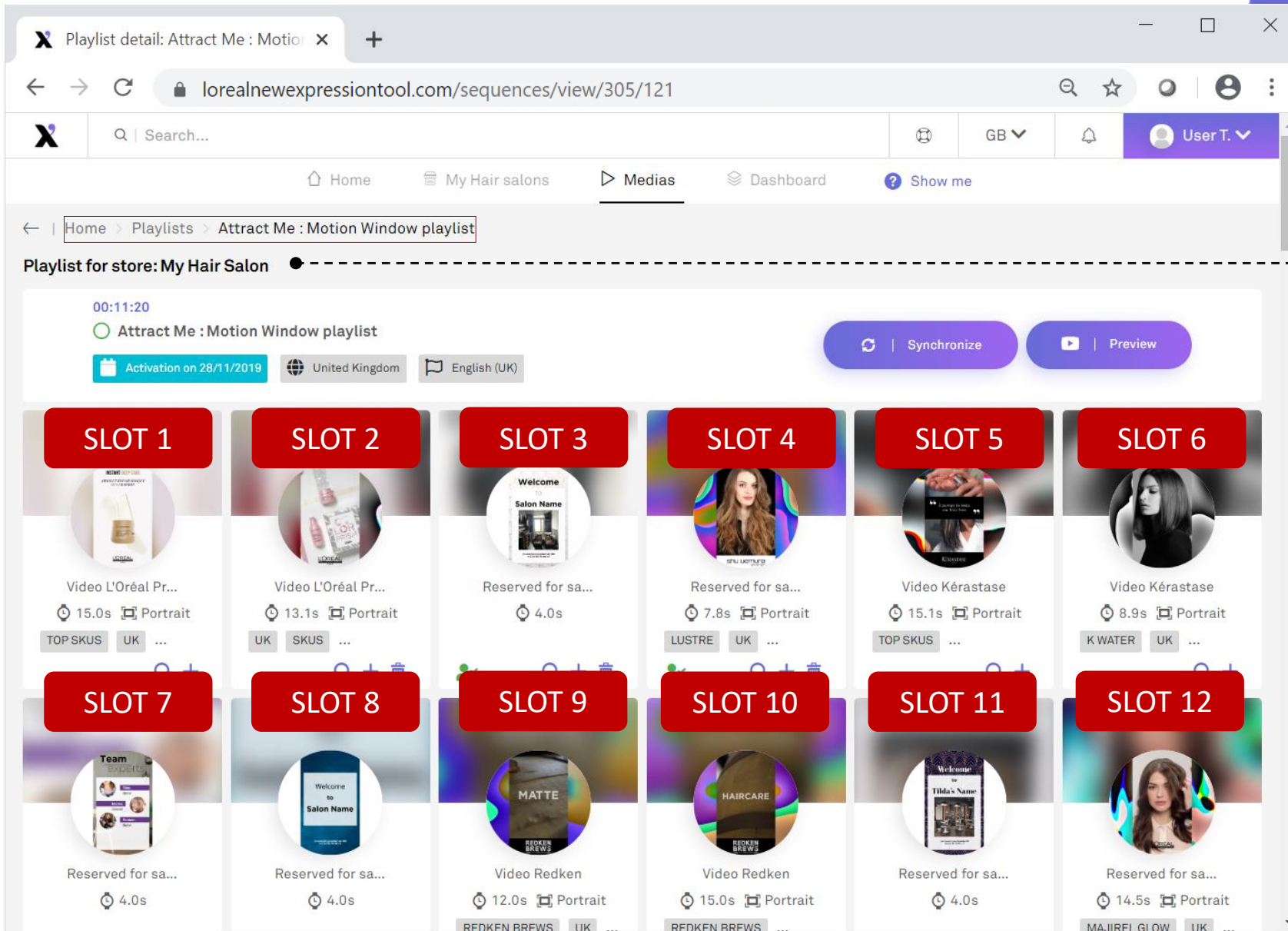
Here you can find all your playlists sorted by category, linked to the appropriate Salon Emotion step devices

- Vertical screen for Motion Window
- Horizontal screen for In-Salon Screen

All the playlists are working exactly like the Motion Window’s playlist

You can access to all the sequence of each playlist, clicking on the one you want to read

18) Playlists → Preview playlists

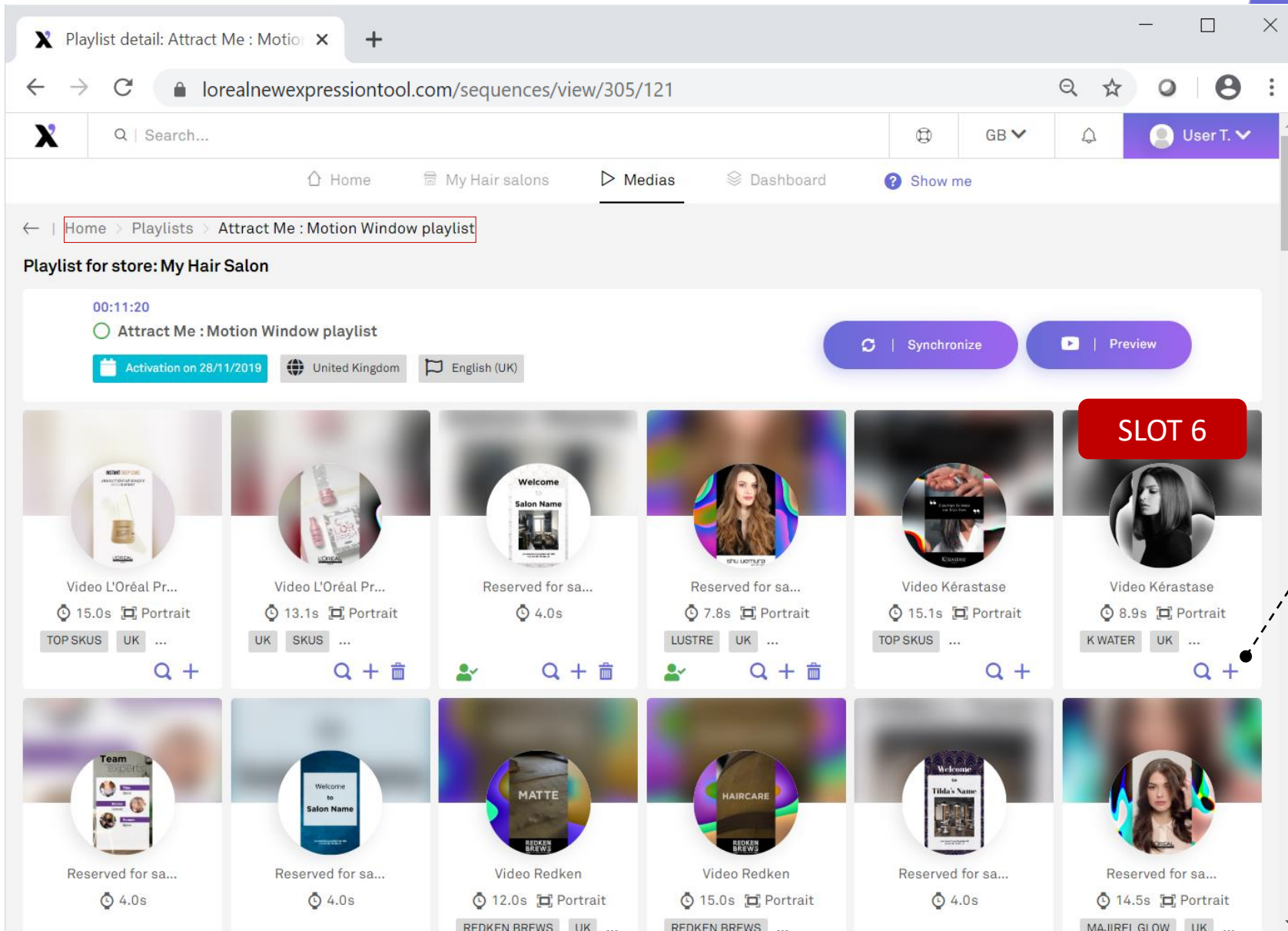


Playlists are split by “Slots”

Slot content is defined by L’Oréal, there are 2 type of slots:

- “Pre filled” slots: reserved for L’Oréal brands only
- “Reserved for salon” slots: where you can add pictures/videos as you want

19) Playlists → Modify content (1)



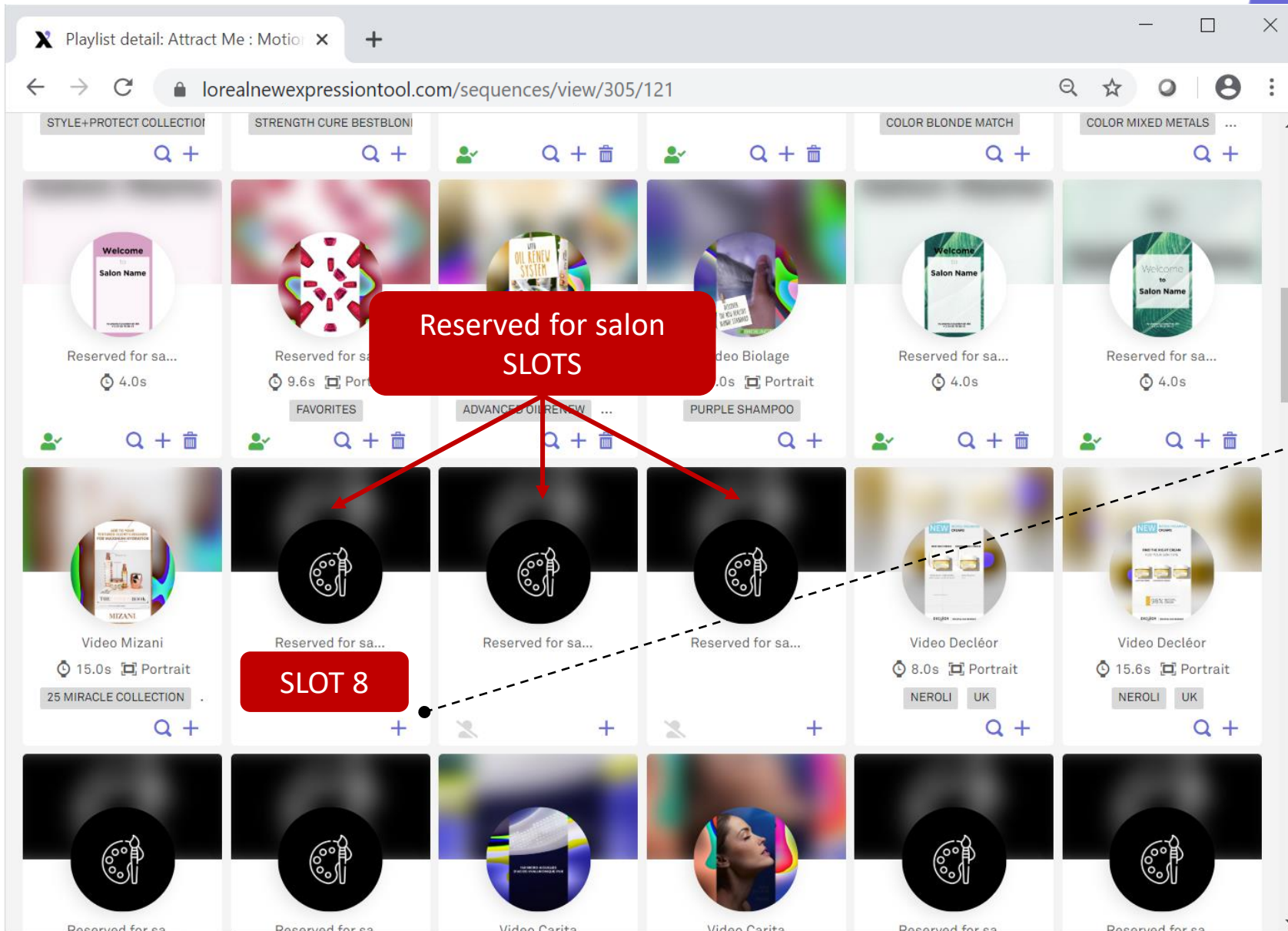
**On slots reserved for
“L’Oréal brands only”**

You can change a brand video with an other video of the same brand

Example: change the video in Slot 6

- 1) Click on the + button
- 2) All clips available for the same brand will appear
- 3) Click on the v button on the video you selected

19) Playlists → Modify content (2)

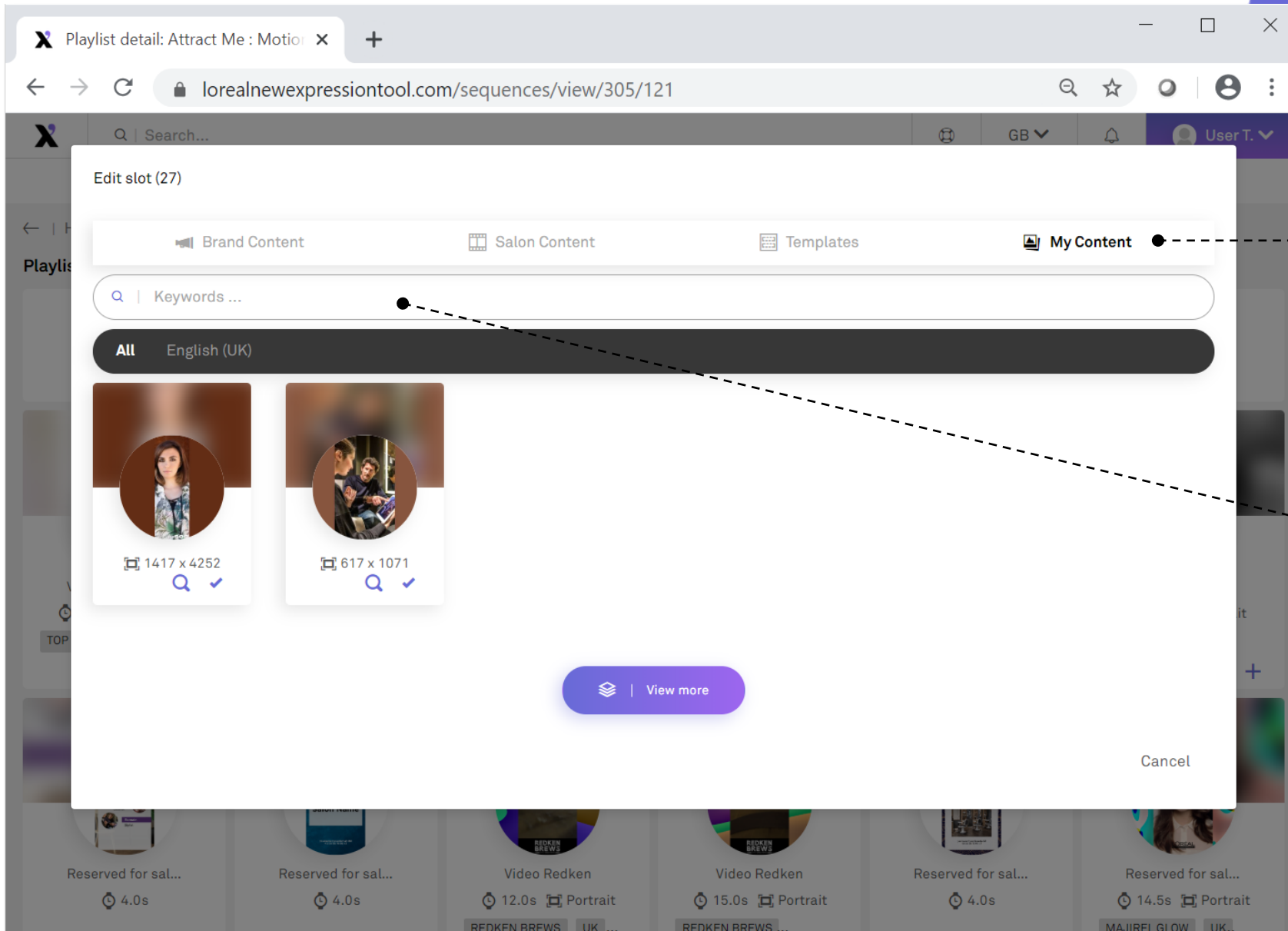


On slots “Reserved for salon”
You can add all contents, videos or images available in the platform

Example: add or change a video in Slot 8

- 1) Click on the **+** button
- 2) All clips available will appear, choose the category you want :
 - ⇒ Brand content
 - ⇒ Salon Content,
 - ⇒ Templates or
 - ⇒ My content
- 1) Click on the **✓** button on the video you selected

19) Playlists → Modify content (3)



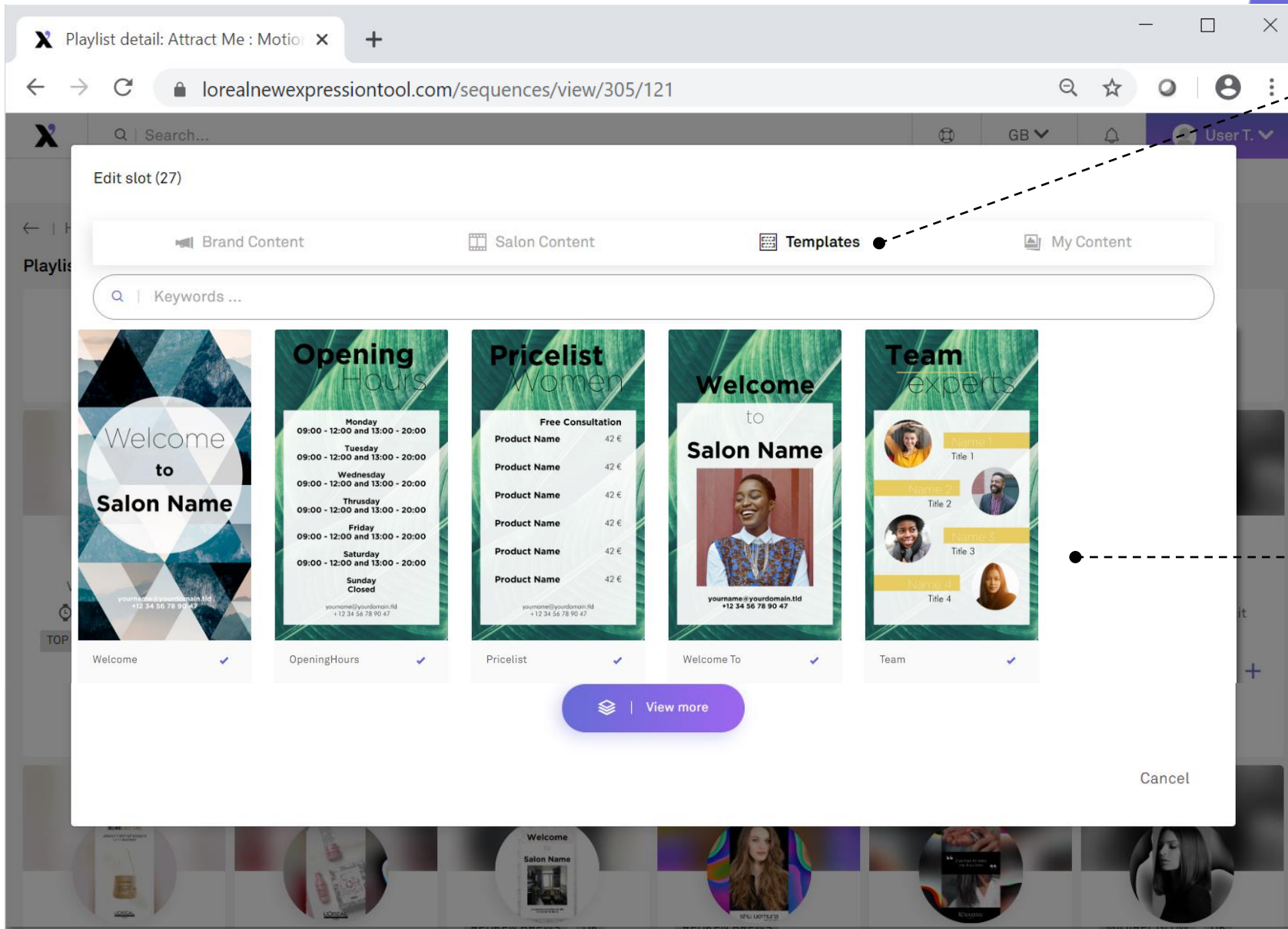
**On slots
“Reserved for salon”**

Clicking on “My Content” page, you can add your own pictures/videos that were previously uploaded to the “My Content” folder in “Medias” → “Library”

You can also use the search bar in to find your content

Be careful, the video must be from **6 seconds Min** & can not exceed **60 seconds Max**

19) Playlists → Modify content (4)



On slots
“Reserved for salon”

On “Templates”, you can create a personal videoclip using pre animated video where you can add personal information

There are many types of “templates” :

- General Welcome message
- Opening days/hours
- Pricelist of Services
- Customizable Welcome or other messages
- Team, with names and pictures

Click on the Template you want to personalize and follow the steps, clicking on “Next”

X 20) Playlists → Create Templates (1)

The screenshot shows a user interface for selecting a background. At the top, a progress bar has three steps: 'Content' (with a pencil icon), 'Generate' (with a sun icon), and 'Congratulations' (with a checkmark icon). The 'Congratulations' step is active. Below the progress bar, the text 'Choose your background' is displayed. A 'Reset background' button is visible. A 'Next →' button is highlighted in purple. A dark overlay box on the left contains the following text: 'Choose your background', 'To customize your background you have two possibility:', 'Select one of the suggested pictures organized by theme (Colored, illustrations, cosy, natural, retro, minimalist, texture)', 'Select one solid color within the 43 colour scheme suggested', and 'On the right side of your screen, you should have the live preview of your template'. Below this, the text 'Select your favorite theme for more pictures' is shown. At the bottom, there are six theme options with corresponding images: 'COLORED' (purple and blue watercolor), 'COSY' (orange armchair), 'NATURAL' (green leaves), 'RETRO' (gold geometric lines), 'MINIMALIST' (grey wavy lines), and 'TEXTURE' (orange bokeh). Navigation buttons '← Previous' and 'Next →' are at the bottom.

If you don't know how to do something, click on the question mark

Click on "Next"!

STEP 1:
Choose your background

You can select between many options, according to your Salon theme

X 20) Playlists → Create Templates (2)

?



← Previous

Define your Style

Next →

Click on "Next"!

Title line 1

Gotham-Thin T

Title line 2

Gotham-Bold T

Title line 3

Gotham-Bold T

Salon informations

Gotham-Bold T

Shape style

Round Square



Preview example

STEP 2:
Define your style
In order to personalize even more your message, you can select your font style

You can click on "Previous" to go back to the Step 1

X 20) Playlists → Create Templates (3)

?

Background Style **Content** Generate Congratulations

← Previous Check the information Next →

Click on "Next"!

**STEP 3:
Check the information**

After you changed your background & font style you can choose your message

Title line 1
Welcome

Title line 2
to

Title line 3
Salon Name

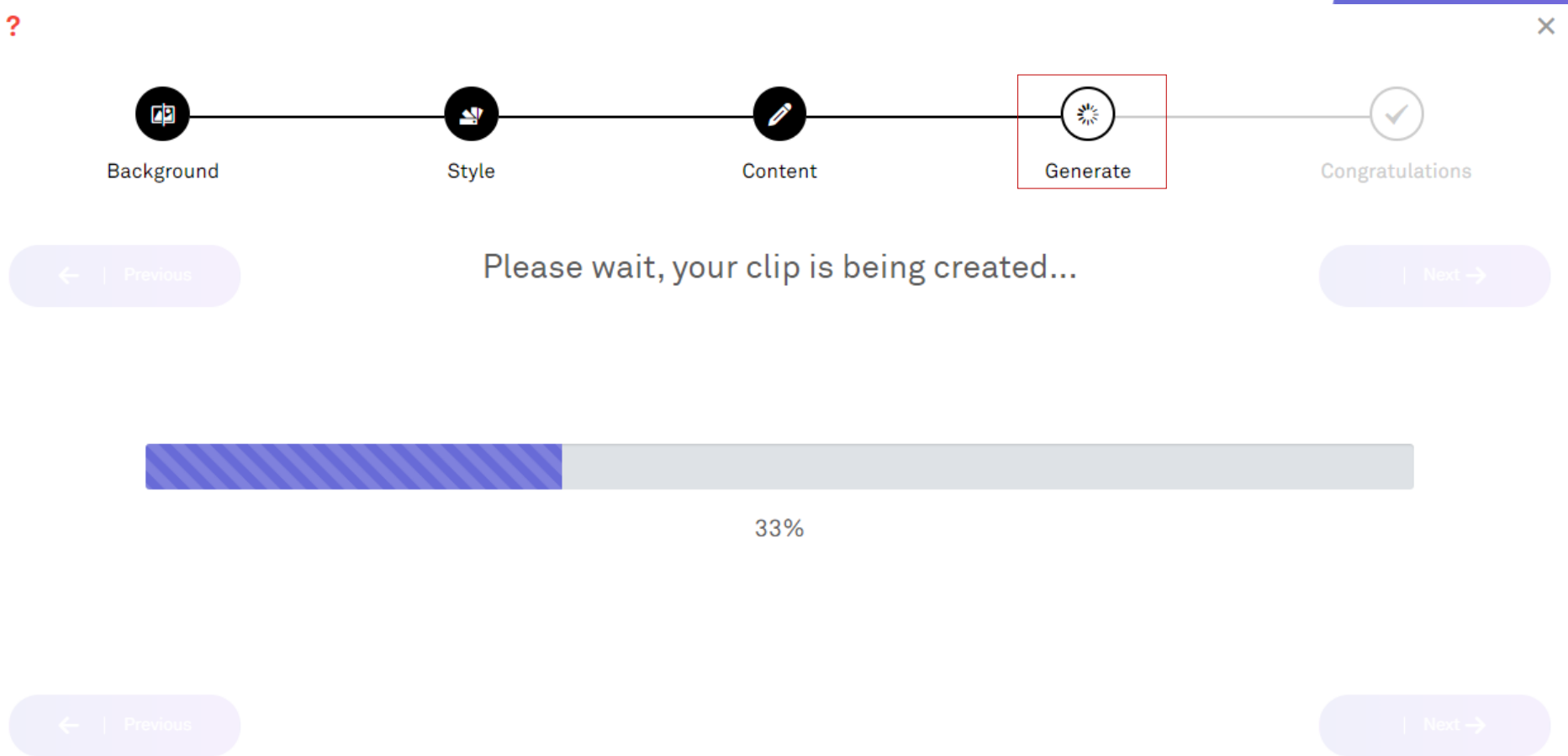
Email
yourname@yourdomain.tld

Phone
+12 34 56 78 90 47

Preview example

You can click on "Previous" to go back to the Step 2

X 20) Playlists → Create Templates (4)



STEP 4: Generate

After those 3 steps, you can generate your Template videoclip

Please do not close the window during this step otherwise you will have to start all over again

X 20) Playlists → Create Templates (5)

?



Félicitations !
Cliquer pour prévisualiser votre modèle



Click on "Finish"!

STEP 5:
"Finish" button

Your template is now created. You can confirm and add it in your timeline

You can click on "Previous" to go back to the Step 3

X 20) Playlists → Create Templates (6)

Modifier emplacement (11)

The screenshot shows a user interface for managing content templates. At the top, there are navigation tabs: 'Brand Content', 'Salon Content', 'Templates' (which is selected and highlighted with a dashed line), and 'My Content'. Below the tabs is a search bar labeled 'Mots-clés ...'. The main area displays six template cards, each with a preview image and a title below it. The 'Templates' tab is highlighted with a dashed line that points to a callout box on the right.

Brand Content	Salon Content	Templates	My Content
---------------	---------------	-----------	------------

Q | Mots-clés ...

- Welcome** (Preview: Welcome to Salon Name, yourname@yourdomain.tld, +12 34 56 78 90 47)
- OpeningHours** (Preview: Opening Hours, Monday-Friday 09:00-12:00 and 13:00-20:00, Saturday 09:00-12:00 and 13:00-20:00, Sunday Closed, yourname@yourdomain.tld, +12 34 56 78 90 47)
- Pricelist** (Preview: Pricelist Women, Free Consultation, Product Name 42 €)
- Welcome** (Preview: Welcome to Salon Name, yourname@yourdomain.tld, +12 34 56 78 90 47, includes a photo of a woman)
- Team experts** (Preview: Team experts, Name 1 Title 1, Name 2 Title 2, Name 3 Title 3, includes photos of three people)

It is exactly the same process regarding landscape Templates for In-Salon Screens

X 21) Playlists → Synchronize & preview

The screenshot shows a web browser window with the URL `lorealnewexpressiontool.com/sequences/view/305/121`. The page title is "Playlist detail: Attract Me : Motion". The navigation menu includes "Home", "My Hair salons", "Medias", "Dashboard", and "Show me". The breadcrumb trail is "Home > Playlists > Attract Me : Motion Window playlist". The main content area is titled "Playlist for store: My Hair Salon" and shows a duration of "00:11:20". Below this, there are two buttons: "Synchronize" and "Preview". The playlist contains six video items, each with a thumbnail, title, duration, and format (Portrait). The items are: "Video L'Oréal Pr..." (15.0s), "Video L'Oréal Pr..." (13.1s), "Reserved for sa..." (4.0s), "Reserved for sa..." (7.8s), "Video Kérastase" (15.1s), and "Video Kérastase" (8.9s).

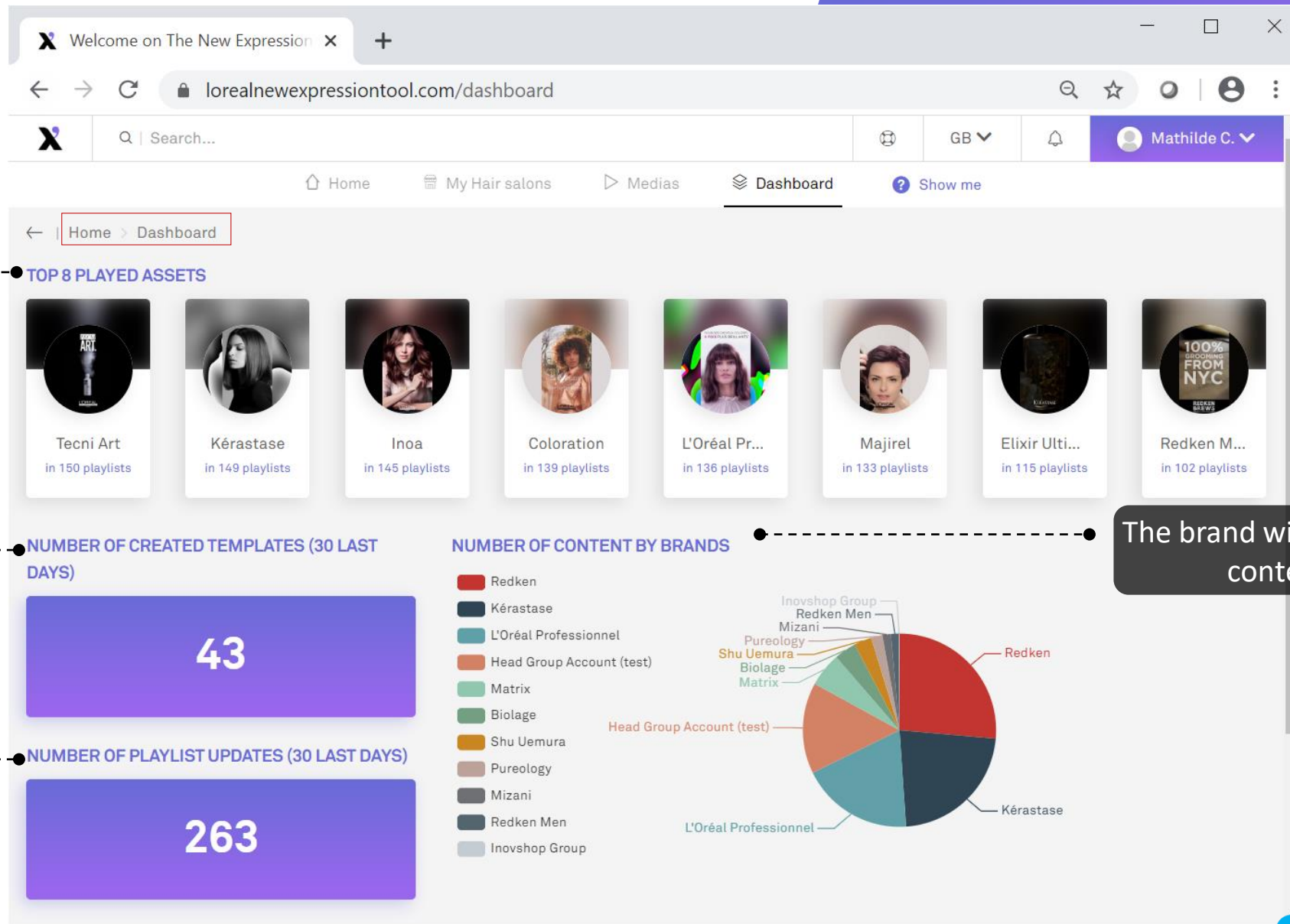
When you have finished to update/create your sequence, click on "Preview" for check your full sequence

Do not forget to synchronize your timeline to push it in your Motion Windows or In-Salon Screens clicking on "Synchronize" button



Dashboard Statistics

X Dashboard Statistics



Here is the Top 8 of famous medias highlighted in the playlist

The number of templates created within the last month

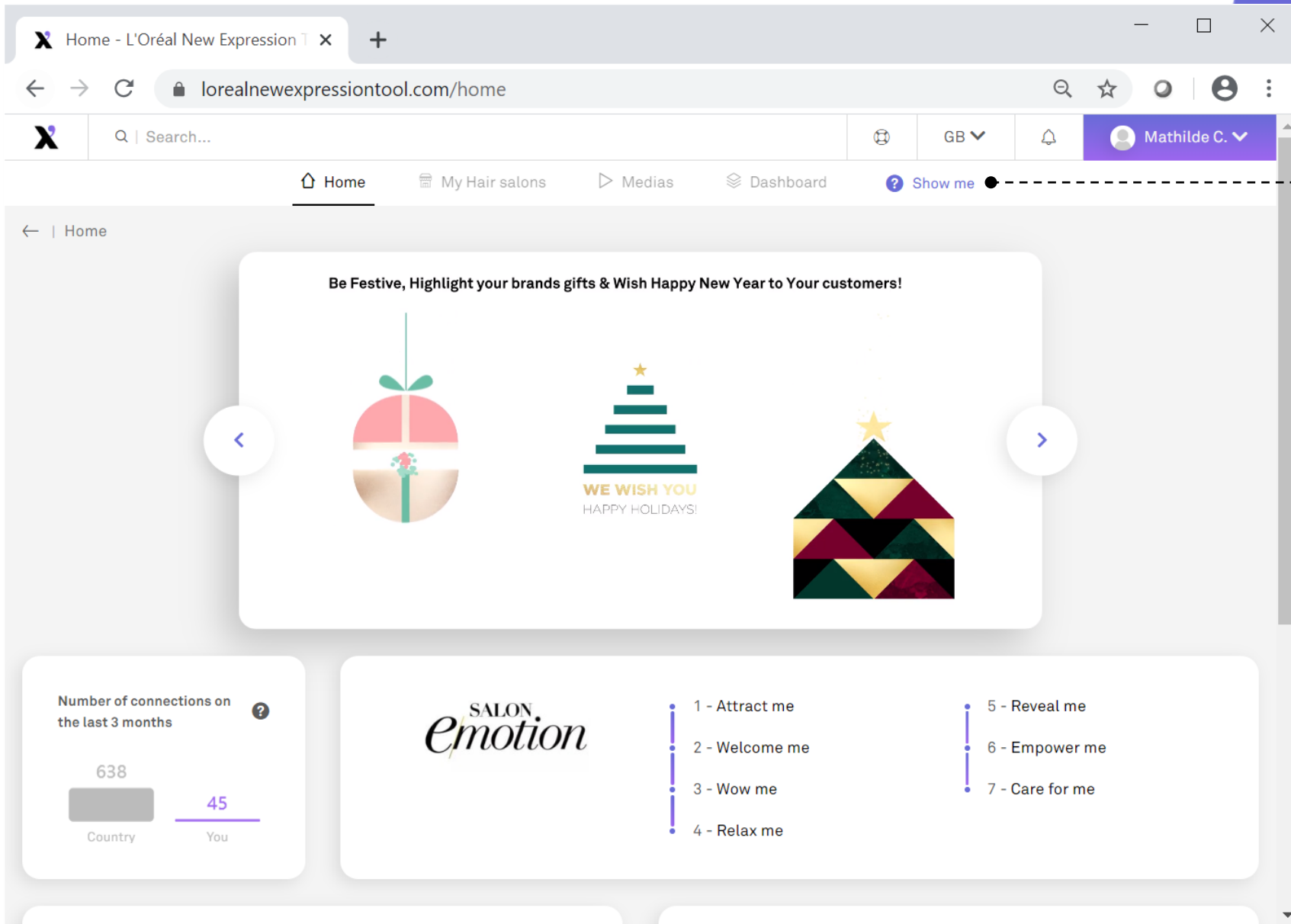
The number of updated playlists within the last month

The brand with the most contents



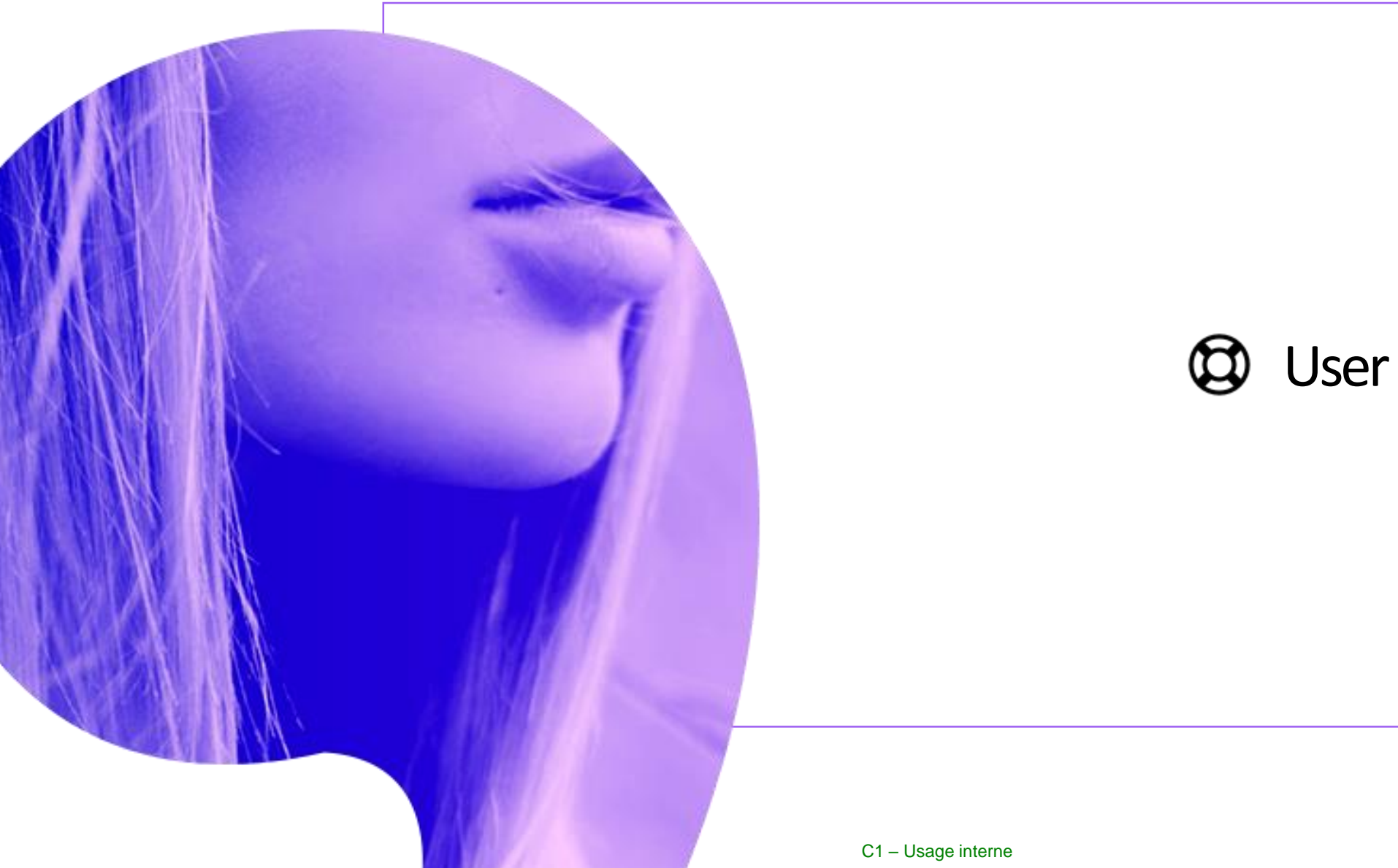
Ⓜ Show me

X Show me feature



The “Show me” button is helping, leading, explaining you all the features on the menu

Remember to use it if you have any questions!



User Profile

X User Profile (1)

Home - L'Oréal New Expression T x +

lorealnewexpressiontool.com/home

Search...

Home My Hair salons Medias Dashboard Show me

Home

Be Festive, Highlight your brands gifts & Wish Happy New Year to Your customers!

BOOK IT NOW!

BOOK IT NOW!

COME BOOK INSIDE!

Number of connections on the last 3 months

638 Country

45 You

SALON Emotion

- 1 - Attract me
- 2 - Welcome me
- 3 - Wow me
- 4 - Relax me
- 5 - Reveal me
- 6 - Empower me
- 7 - Care for me

Profile

My devices

Deconnection

Here you will find your user information

Click on
"User" → "Profile"

X User Profile (2)

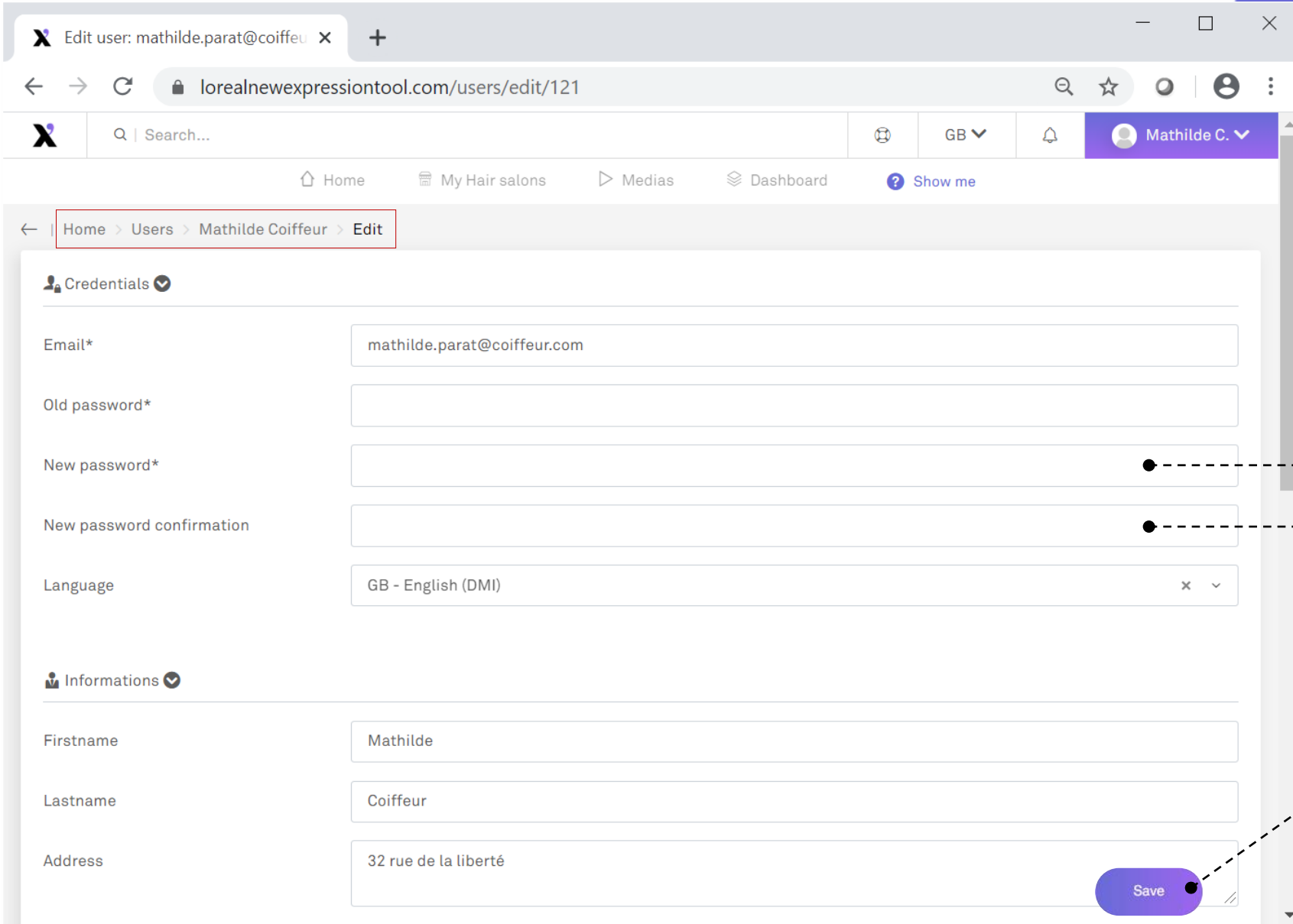
The screenshot shows a web browser window with the following elements:

- Browser tab: "User's details: Mathilde Coiffeur - x"
- Address bar: "lorealnewexpressiontool.com/users/view/121"
- Search bar: "Search..."
- Language: "GB"
- User profile: "Mathilde C."
- Navigation: Home, My Hair salons, Medias, Dashboard, Show me
- Breadcrumb: Home > Users > Mathilde Coiffeur
- Buttons: Edit (highlighted with a red box)
- Profile Name: Mathilde Coiffeur
- Informations:
 - mathilde.parat@coiffeur.com
 - mathilde.parat@coiffeur.com
 - User
 - Notifications emails enabled
- Countries: Inovshop Group
- Address:
 - 08 67 67 56 45
 - 32 rue de la liberté
 - 78600 PORNIC
 - Artist
- Language: English (DMI)
- Last Login:
 - The 08/01/2020 - 13:01:43
 - PC/Mac/Linux - Windows 10 - Chrome
 - 165.225.205.35
- GDPR: Click here to request access to your data or delete your account
- Footer: Inovbox

You can edit your profile, but you can also modify it whenever you want

Click on
"User" → "Profile" →
"Edit" button

Password change



Home > Users > Mathilde Coiffeur > Edit

Credentials

Email* mathilde.parat@coiffeur.com

Old password*

New password*

New password confirmation

Language GB - English (DMI)

Informations

Firstname Mathilde

Lastname Coiffeur

Address 32 rue de la liberte

Save

You need to modify the current password in the settings menu, as your assigned one is temporary

Your new password must contain at least 8 characters including one special character & one number

Enter your new password

Confirm your new password

Click on "Save" at the bottom of the page in order to register it

X Updating user data

Browser tabs: Edit user: mathilde.parat@coiffeu

Address bar: lorealnewexpressiontool.com/users/edit/121

Section: Informations

Fields:

- Firstname: Mathilde
- Lastname: Coiffeur
- Address: 32 rue de la liberté
- Zipcode: 78600
- City/State: PORNIC
- Phone: 08 67 67 56 45
- Shop type: Artist
- Notifications emails enabled: Yes

Section: Avatar

Buttons: Cancel, Validate

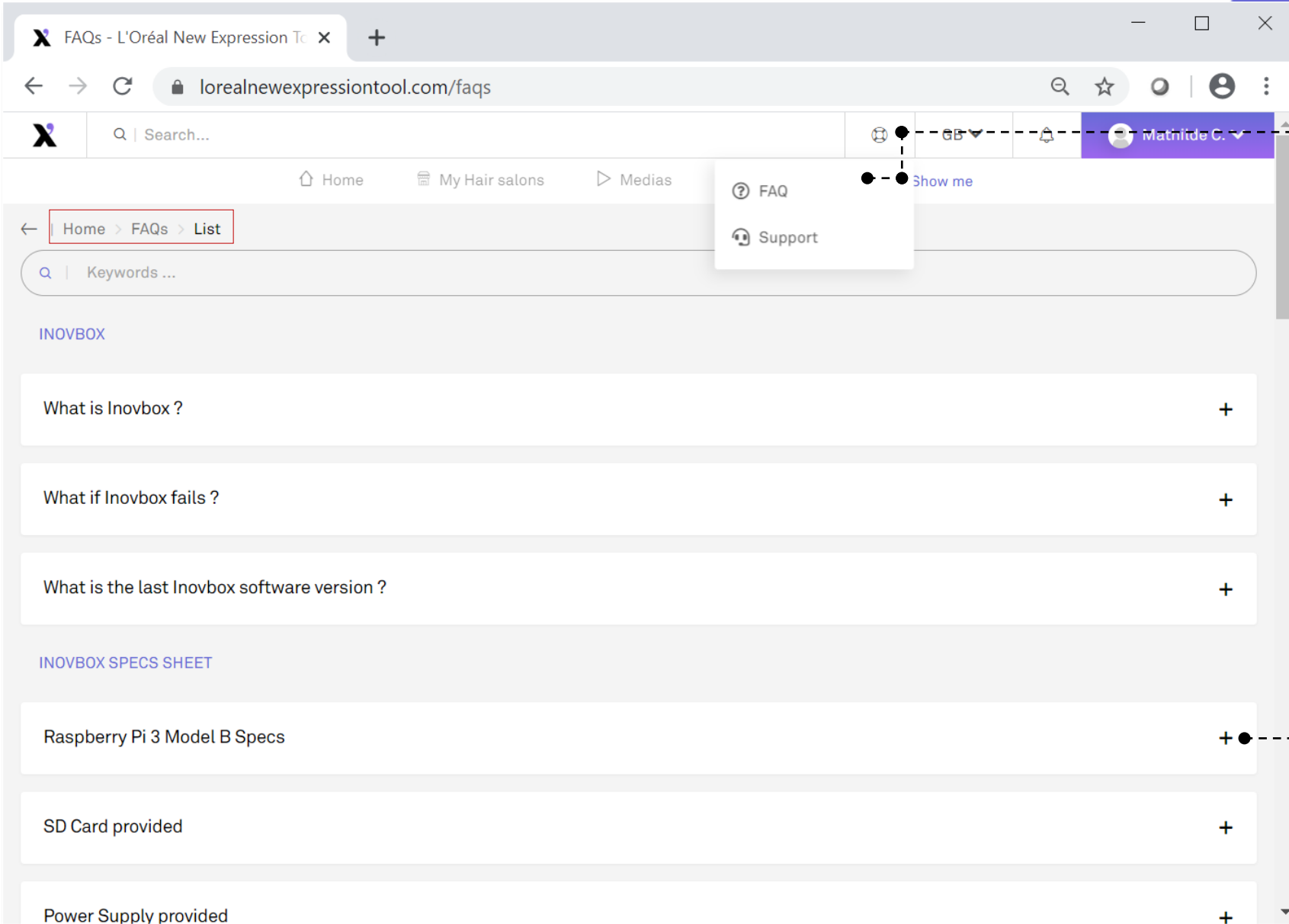
By scrolling down, you can also edit all the information of your salon & add an avatar if you wish

You must click on the "Validate" button to confirm any modifications



FAQ & Support

Frequently Asked Questions (FAQ)



FAQs - L'Oréal New Expression Tool

lorealnewexpressiontool.com/faqs

Home My Hair salons Medias

FAQ Support

Home > FAQs > List

Keywords ...

INOVOBOX

What is Inovbox ? +

What if Inovbox fails ? +



What is the last Inovbox software version ? +

INOVOBOX SPECS SHEET

Raspberry Pi 3 Model B Specs +

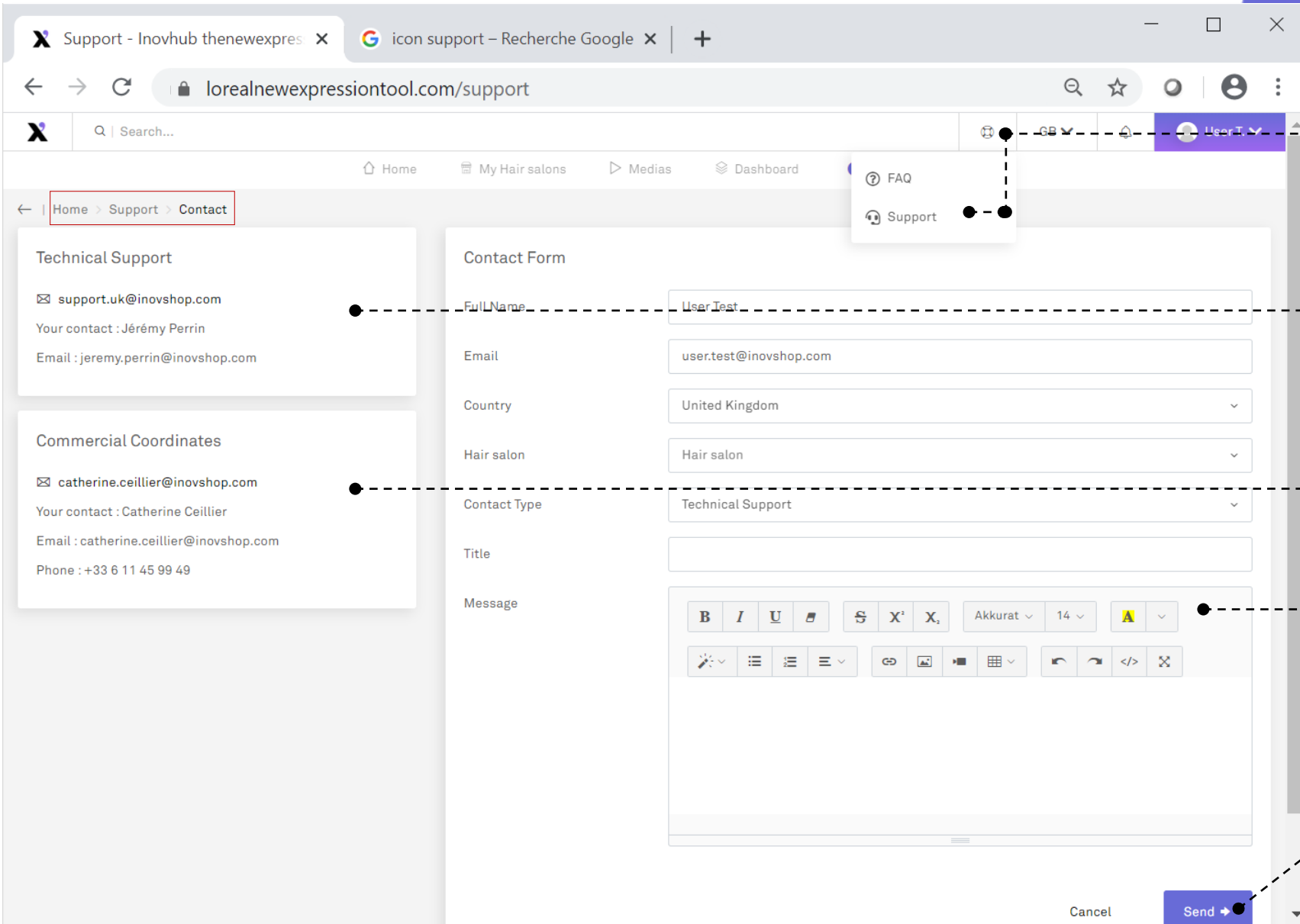
SD Card provided +

Power Supply provided +

Click on
 →  "FAQ"

Here, you will find Frequently Asked Questions & answers

Click on the **+** in the to see further details



The screenshot shows a web browser window with the URL `lorealnewexpressiontool.com/support`. The page has a navigation menu with 'Home', 'My Hair salons', 'Medias', and 'Dashboard'. A dropdown menu is open over the 'Support' link, showing 'FAQ' and 'Support' options. The main content area is titled 'Contact' and is divided into three sections: 'Technical Support', 'Commercial Coordinates', and a 'Contact Form'. The 'Technical Support' section lists the email `support.uk@inovshop.com` and contact name 'Jérémy Perrin'. The 'Commercial Coordinates' section lists the email `catherine.ceillier@inovshop.com` and contact name 'Catherine Ceillier'. The 'Contact Form' contains fields for 'Full Name' (filled with 'User Test'), 'Email' (filled with 'user.test@inovshop.com'), 'Country' (filled with 'United Kingdom'), 'Hair salon' (filled with 'Hair salon'), 'Contact Type' (filled with 'Technical Support'), 'Title', and a 'Message' field with a rich text editor. At the bottom right of the form are 'Cancel' and 'Send' buttons.

Click on  → "Support"

Contact form of your local INOVSHOP technical support

Contact form of your local INOVSHOP business support

Write your message giving as much detail as possible

Click on "Send" button



Devices Settings

X Preview of devices (1)

The screenshot shows a web browser window with the URL `lorealnewexpressiontool.com/devices`. The user is logged in as Mathilde C. The user menu is open, showing options for Profile, My devices, and Deconnection. The 'My devices' option is highlighted. Below the menu, the 'Device list' section is visible, containing a table with one device entry.

ID	MAC Address	Label	Flag(s)	Hair salon	Language	Status	WIFI	Actions
2086	B8:27:EB:52:94:C1	Inovbox La Mondiale 2019		Mathilde Coiffeur	Italian	Offline since: 23/05/2019, 18:45:48	Inovbox-9824805c42	

To access your devices please click on "User" → "My devices"

X Preview of devices (2)

Devices - L'Oréal New Expression

lorealnewexpressiontool.com/devices

Search... GB Mathilde C.

Home My Hair salons Medias Dashboard Show me

Home > Devices > List

+ Add

Device list

You can manage devices in this part.

Filter: Filter Show: 10 CSV XLS PDF Print

ID	MAC Address	Label	Flag(s)	Hair salon	Language	Status	WIFI	Actions
2086	B8:27:EB:52:94:C1	Inovbox La Mondiale 2019		Mathilde Coiffeur	Italian	Offline since: 23/05/2019, 18:45:48	Inovbox-9824805c42	View Edit

Showing 1 to 1 of 1 items

© 2017 - 2020 - L'Oréal New Expression Tool - All rights reserved. - Terms and conditions - Developed by Inovshop Group

To access details
Go to
"Actions" → "View"

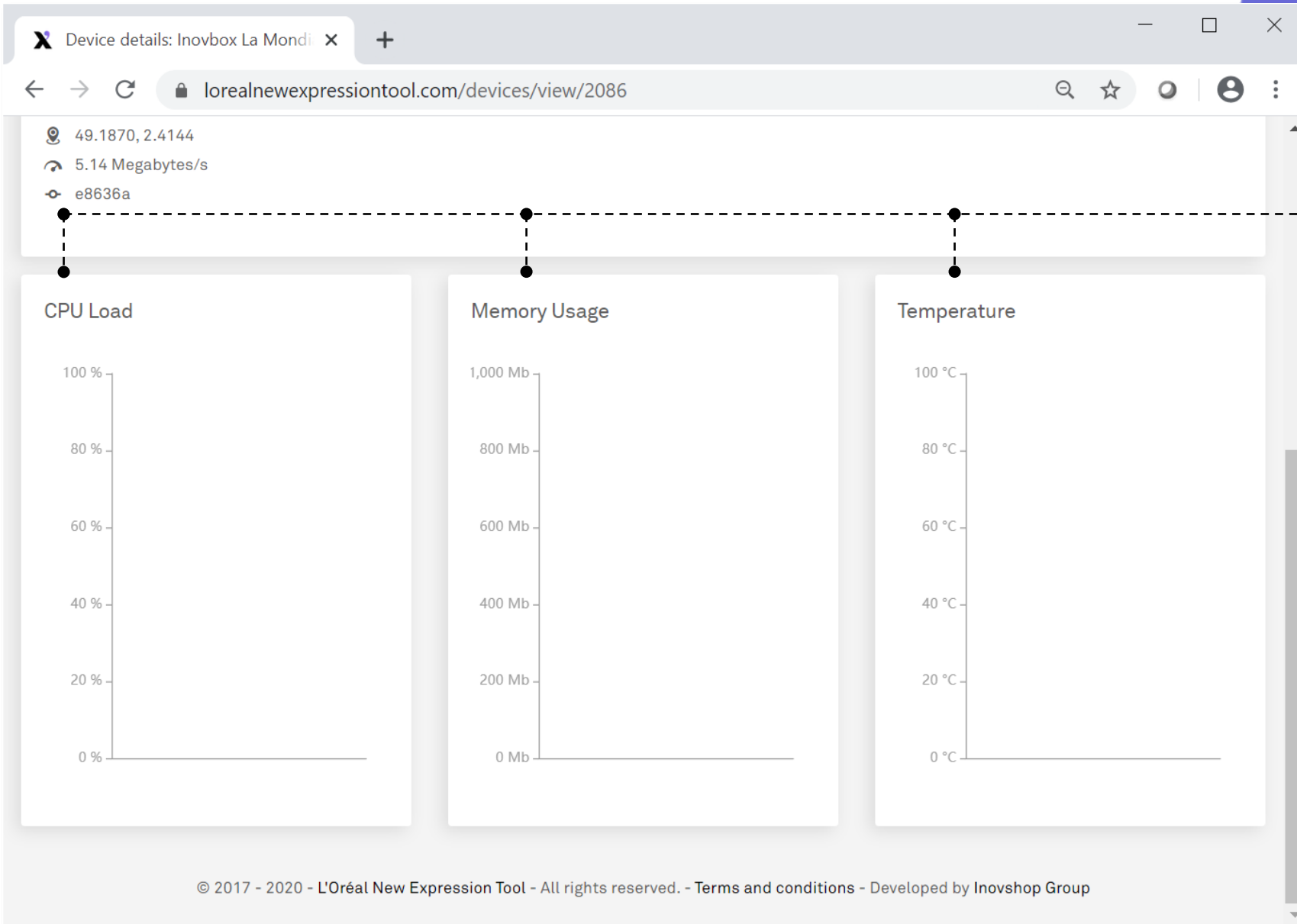
X Preview of devices (3) - Details

The screenshot shows a web browser window with the URL `lorealnewexpressiontool.com/devices/view/2741`. The page title is "Device details: Test box Lise Marie". The browser's address bar shows the URL and navigation icons. The page header includes a search bar, a language selector set to "US", a notification bell, and a user profile for "LISE MARIE D.". The main navigation menu contains "Home", "My Hair salons", "Medias", "Dashboard", and "Show me". The breadcrumb trail is "Home > Devices > Test box Lise Marie". Below the breadcrumb, there are three action buttons: "Reboot" (orange), "Synchronize" (teal), and "Edit" (purple). The device details are presented in a grid layout with the following sections:

- Test box Lise Marie**
- Infos**
 - Test box Lise Marie
 - B8:27:EB:9A:08:3E
 - lizmaaa@hotmail.com
- Location**
 - France
 - Europe/Paris (+01:00)
 - LISE MARIE DEMANGE
- Playlist**
 - Motion Window
 - Français
 - Vitrine digitale
- Status**
 - Synchronized on 1/8/20, 11:46:38 AM
 - Online since: 1/8/20, 11:30:35 AM
 - 82.210.34.26, 82.210.34.26
 - 48.8590, 2.3736
 - 7.2 Megabytes/s
 - d84a7b
- Wifi Information**
 - Inovbox-015eb01e1e
 - df2d797b98
- Settings**
 - 270°

Here, you will find all important information about your devices
It is useful when you need
To Reboot
Synchronize
Edit them

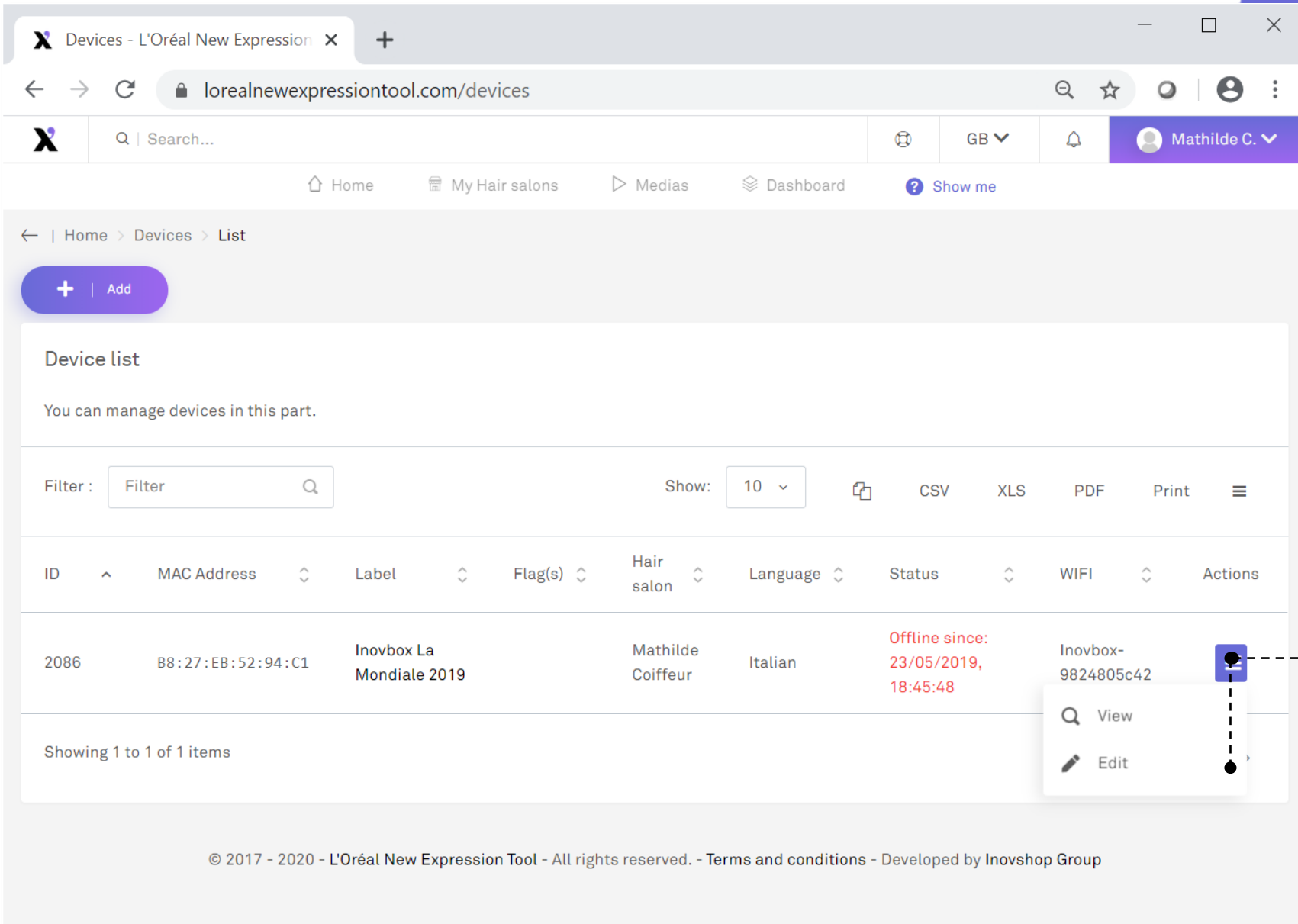
X Preview of devices (4) – Status data



Here, you will find all important information on your Inovbox(es)

- CPU Load
- Memory Usage
- Temperature

Preview of devices (5) – Settings



The screenshot shows a web browser window with the URL `lorealnewexpressiontool.com/devices`. The page title is "Devices - L'Oréal New Expression". The user is logged in as "Mathilde C.". The main content area is titled "Device list" and contains a table of devices. The table has columns for ID, MAC Address, Label, Flag(s), Hair salon, Language, Status, WIFI, and Actions. A single device is listed with ID 2086, MAC Address B8:27:EB:52:94:C1, Label "Inovbox La Mondiale 2019", Hair salon "Mathilde Coiffeur", Language "Italian", Status "Offline since: 23/05/2019, 18:45:48", and WIFI "Inovbox-9824805c42". The "Actions" column for this device has a dropdown menu open, showing "View" and "Edit" options. A blue box highlights the "Edit" option, and a dashed line points from a callout box to it.

Device list

You can manage devices in this part.

Filter : Show: 10 [CSV](#) [XLS](#) [PDF](#) [Print](#)

ID	MAC Address	Label	Flag(s)	Hair salon	Language	Status	WIFI	Actions
2086	B8:27:EB:52:94:C1	Inovbox La Mondiale 2019		Mathilde Coiffeur	Italian	Offline since: 23/05/2019, 18:45:48	Inovbox-9824805c42	View Edit

Showing 1 to 1 of 1 items

© 2017 - 2020 - L'Oréal New Expression Tool - All rights reserved. - Terms and conditions - Developed by Inovshop Group

You will be able to edit information about your device

Click on "Actions" → "Edit"

X Preview of devices (6)

Browser tabs: Edit device: Inovbox La Mondiale

URL: lorealnewexpressiontool.com/devices/edit/2086

User: Mathilde C.

Breadcrumb: Home > Devices > Inovbox La Mondiale 2019 > Edit

Informations

Label: Inovbox La Mondiale 2019

Registration code: B8:27:EB:52:94:C1

More informations

Hair salon: Mathilde Coiffeur

Location: Motion Window

Timezone: Europe/Paris (+01:00)

Misc

Flags:

Rotation: 270° (Portrait)

Here you can edit the name, location, time zone about your device (Inovbox)

Configuration of your device should be confirmed with Inovshop helpdesk



L'ORÉAL

THE NEW
EXPRESSION
TOOL

User manual