




# **Multi-Brand HD Content Plan**

2021

# On-Feed Post




Our salon is loving warmer shades this autumn – are you? 🍂

Ask our stylists about **@schwarzkopfpro**'s [#vegan](#) tbh – true beautiful honest Warm shades for the most multidimensional, natural-looking colour ✨


Book your appointment today!

[#betbh](#) [#naturalhair](#) [#haircolour](#) [#haircolor](#)  
[#beautifulhair](#) [#healthyhair](#) [#hairartist](#)  
[#apassionforhair](#)

**Suggested CTA:** Book now  
Please link to your salon / local salon finder as required.



[@schwarzkopfpro](#)



We're here to help you be true to YOU with [#betbh](#) 🍂


Let us treat you to a seasonal makeover using authentic warm shades from the tbh – true beautiful honest colour line.

P.S. This is **@schwarzkopfpro**'s first multidimensional permanent hair colour and it's [#vegan](#) too ✨

[#beautifulhair](#) [#apassionforhair](#)

**Suggested Headline/Description:**  
Book your appointment today!

**Suggested CTA:** Book now  
Please link to your salon / local salon finder as required.



# On-Feed Post



Whatever your request, it's easy for us to create natural-looking colour with tbh – true beautiful honest.

We stock the full [#betbh](#) vegan assortment with cool, natural and warm shades available – let us find your seasonal shade today! 🌈

[#naturalhair](#) [#haircolour](#) [#haircolor](#)  
[#vegan](#) [#beautifulhair](#) [#healthyhair](#)  
[#hairartist](#) [#apassionforhair](#)

**Suggested CTA:** Learn more  
Please link to local – true beautiful honest webpage.



[@schwarzkopfpro](#)



Explore your authentic self with colour results that are as close to natural hair colour as it gets! 🌈

[#betbh](#) and let our colourists show you shades across the tbh – true beautiful honest cool, natural and warm colour worlds and enjoy authentic colour that works with your hair's natural highs and lows.

See you soon! 🌈

[#vegan](#) [#beautifulhair](#) [#apassionforhair](#)

**Suggested Headline/Description:**  
Discover authentic in-salon colour today!

**Suggested CTA:** Book now  
Please link to your salon / local salon finder as required.



# On-Feed Post



Banish the Brass 💜

For easy toning that works WONDERS ask our stylists about the [#BLONDME](#) Cool Blondes Neutralizing Range 🙌

Available in-salon NOW!

[#BLONDESOFTHWORLD](#) [#iloveblondme](#)  
[#blondehair](#) [#blondehairdontcare](#) [#haircare](#)  
[#coolblonde](#) [#cooltones](#) [#blondehaircare](#)  
[#apassionforhair](#)



**Suggested CTA:** Learn more  
Please link to local BLONDME webpage.

[@schwarzkopfpro](#)



Is your cool blonde feeling a little less than COOL?

With [#BLONDME](#) Cool Blondes Neutralizing Shampoo, Neutralizing Spray Conditioner and Neutralizing Mask you can easily remove brassiness whilst caring for the delicate structure of pre-lightened or natural blonde hair 🙌

Available in-salon NOW!

[#BLONDESOFTHWORLD](#) [#haircare](#)  
[#apassionforhair](#)



**Suggested Headline/Description:**  
Learn more about the [#BLONDME](#) Cool Blondes Neutralizing Range!

**Suggested CTA:** Learn more  
[www.schwarzkopfpro.com/blondmecare](http://www.schwarzkopfpro.com/blondmecare)

# On-Feed Post

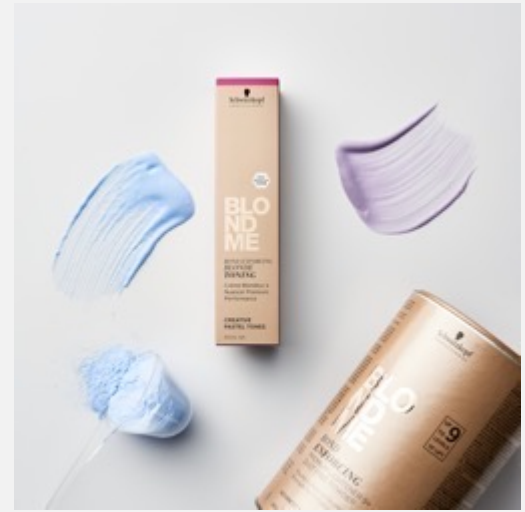


Did you know that toning is like the icing on a cake for blonde hair?

After a lightening service, our colourists can personalise your look using the [#BLONDME](#) Bond Enforcing Blonde Toning range to reveal your most beautiful blonde 🧡

[#BLONDESOFTHWORLD](#)  
[#iloveblondme](#) [#coolblonde](#) [#haircolour](#)  
[#blondehair](#) [#blondehairdontcare](#)  
[#apassionforhair](#)

**Suggested CTA:** Book now  
Please link to your salon / local salon finder as required.



[@schwarzkopfpro](#)



Be it Deep Toning or Pastel Toning, we'll find that perfect tone for you with [#BLONDME](#) 🧡

Your chosen shade from the BLONDME Bond Enforcing Blonde Toning range is applied after lightening your hair to enhance or balance your blonde – giving you the most ICONIC and healthy blonde look! 🙌

[#BLONDESOFTHWORLD](#) [#haircolour](#)  
[#apassionforhair](#)



**Suggested Headline/Description:**  
Unlock the perfect finish for blonde hair with BLONDME!

**Suggested CTA:** Book now  
Please link to your salon / local salon finder as required.

# On-Feed Post



✨ Enjoy BLONDME bliss in our care ✨

The unique [#BLONDME](#) Care and Colour portfolio works together so we can fulfil your every blonde desire!

Pop in for a dedicated consultation with one of our blonde specialists 🧑💇

[#BLONDESOFTHEWORLD](#) [#iloveblondme](#)  
[#haircolour](#) [#blondehair](#)  
[#blondehairdontcare](#) [#hairecare](#)  
[#blondehaircare](#) [#apassionforhair](#)



[@schwarzkopfpro](#)

**Suggested CTA:** Book now  
Please link to your salon / local salon finder as required.



We'll lighten, tone and care for your beautiful blonde locks 🧡

We love the holistic [#BLONDME](#) Care and Colour portfolio – it caters for all blondes with ICONIC ranges that work together to provide tailor-made solutions just for you 💪

Ask us about BLONDME in-salon today!

[#BLONDESOFTHEWORLD](#) [#haircolour](#)  
[#hairecare](#) [#apassionforhair](#)



**Suggested Headline/Description:**  
We'll lighten, tone and care with BLONDME!

**Suggested CTA:** Book now  
Please link to your salon / local salon finder as required.



# On-Feed Carousel Post



We can optimise EVERY step of your colour service for the perfect colour result 🙌

We use @schwarzkopfpro's trusted #ColourEnablers support kit to provide the perfect salon experience – addressing your individual hair, skin and scalp needs before, during and after a colour service.

Tap 'learn more' to discover how we can upgrade your in-salon colour!

#ColourEnablers #salonservices #hairartist  
#perfecthair #salonhair #beautifulhair  
#hairgoals #haircolor #haircolour  
#apassionforhair

**Suggested CTA:** Learn more  
Please link to local Colour Enablers  
webpage.



@schwarzkopfpro

# On-Feed Post



We're pioneering a salon of the future with [#SalonLab](#)!

From scalp care to hair and colour care, you'll receive a customised experience with tailored product recommendations – book in to find out more ❤️

[#matchmixbalance](#) [#matchmixboost](#)  
[#SmartAnalyzer](#) [#FIBRECLINIX](#) [#iot](#)  
[#SCALPCLINIX](#) [#beautytech](#) [#hairecare](#)  
[#craftedforyou](#) [#smartbeauty](#)  
[#apassionforhair](#)

**Suggested CTA:** Book now  
Please link to your salon / local salon finder as required.



[@schwarzkopfpro](#)



A healthier scalp means healthier hair, so come on in for the ultimate consultation experience 🧑💡

Our skilled hairdressers will help you fill out the [#SalonLab](#) App questionnaire to enjoy fully customised product recommendations from [#FIBRECLINIX](#) and the brand new [#SCALPCLINIX](#) range!

[#matchmixbalance](#) [#matchmixboost](#)  
[#SmartAnalyzer](#) [#FIBRECLINIX](#)  
[#apassionforhair](#)



**Suggested Headline/Description:**  
Are you ready for a SMART hair consultation?

**Suggested CTA:** Book now  
Please link to your salon / local salon finder as required.



# On-Feed Post



Neutralise brassy or yellow undertones with the coolest POWER COUPLE 🙌❤️

We use @schwarzkopfpro's vegan #GOODBYEORANGE and #GOODBYEYELLOW Neutralizing Bonding Washes to neutralise, enhance and prolong cool tone luminosity in blonde or brunette hair!

#veganhaircare #vegan #brunettes  
#blonde #blondehair #darkhair  
#haircolour #haircolor #cooltones  
#haircare #apassionforhair

**Suggested CTA:** Book now  
Please link to your salon / local salon  
finder as required.



@schwarzkopfpro

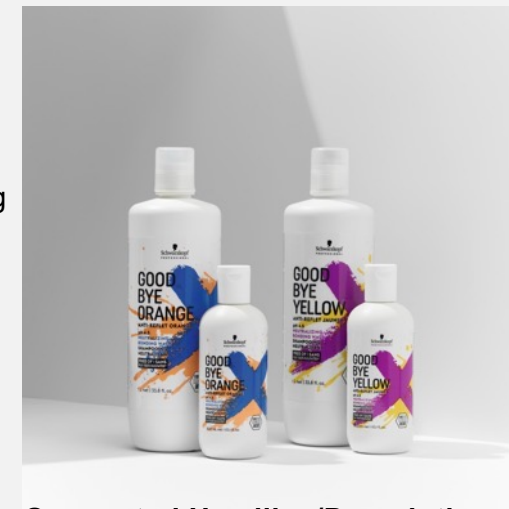


We'll fight unwanted undertones for you with #GOODBYEORANGE and #GOODBYEYELLOW 🙌

@schwarzkopfpro's Neutralizing Bonding Washes use a unique vegan formula, adjusted to a pH level of 4.5 for effective neutralisation with long-lasting results .

Let us help you achieve your perfect cool brunette or blonde look!

#haircolour #haircare #vegan  
#apassionforhair



**Suggested Headline/Description:**

Discover 'Toning No Toning' with Neutralizing Bonding Washes

**Suggested CTA:** Learn more

[www.schwarzkopfpro.com/goodbyeorange](http://www.schwarzkopfpro.com/goodbyeorange)

# On-Feed Video



Let us customise your colour using the BRAND NEW #IGORAROYAL Mixes Collection – inspired by @PANTONE ❤️

With 18 IGORA ROYAL Mixes to choose from – that match perfectly to PANTONE's forecasted trends – you'll be the coolest kid on the block!

Pop in for a consultation to discuss which trending tones are right for you! 🙌

#BeIGORA #IGORA #pantone #haircolor #haircolour #beautifulhair #haircolourists #hairartist #apassionforhair

**Suggested CTA:** Book now  
Please link to your salon / local salon finder as required.



This asset is an .MP4  
@PANTONE  
@schwarzkopfpro



Book a colour consultation and dive into the exciting new #IGORAROYAL Mixes Collection, inspired by #PANTONE ❤️

We are delighted to showcase this exciting colour collaboration – featuring 18 stunning IGORA ROYAL Mixes. Let us mix up your new on trend shade today!


#BeIGORA #IGORA #apassionforhair

**Suggested Headline/Description:**  
Try the latest (hair)colour trends as forecast by the PANTONE Color Institute.

**Suggested CTA:** Book now  
Please link to your salon / local salon finder as required.



# On-Feed Video




🌸 FOXGLOVE 🌸

Introducing one of our favourite [#IGORAROYAL](#) Mixes, inspired by [@PANTONE](#) – could this be your next on-trend colour? Come and see us in-salon if you LOVE it as much as we do! 💕


[#BeIGORA](#) [#IGORA](#) [#pantone](#) [#haircolor](#)  
[#haircolour](#) [#Quintessential](#) [#beautifulhair](#)  
[#haircolourists](#) [#hairartist](#) [#apassionforhair](#)

**Suggested CTA:** Book now  
Please link to your salon / local salon finder as required.



**PANTONE®**  
16-1710 TPG  
Foxglove

**This asset is an .MP4**  
[@PANTONE](#)  
[@schwarzkopfpro](#)




🌸 BEAUTIFUL FOXGLOVE 🌸

For romantic and poetic looks this stunning [#IGORAROYAL](#) Mix from [@schwarzkopfpro](#) has been inspired by the [#PANTONE](#) Color Institute who forecast the [#Quintessential](#) trend – infusing modernity with vibes of nostalgia.

[#AW21](#) [#IGORA](#) [#BeIGORA](#)  
[#apassionforhair](#)

**Suggested Headline/Description:**  
Could this be your next on-trend hair colour?

**Suggested CTA:** Book now  
Please link to your salon / local salon finder as required.



**PANTONE®**  
16-1710 TPG  
Foxglove

# On-Feed Video



Is Downtown Brown your new colour? 🌆

Inspired by **@PANTONE** and created by **@schwarzkopfpro**'s talented hair artists – this rich and luxuriant chocolate shade is one of the latest **#IGORAROYAL** Mixes.

Try it in-salon today!

**#BeIGORA #PANTONE #AW21 #mixes #mixingcolours #colorinspiration #hairtutorials #haircolouring #haircolourists #haircolour #beautifulhair #apassionforhair**

**Suggested CTA:** Book now  
Please link to your salon / local salon finder as required.



**This asset is an .MP4 @PANTONE**



Book an appointment and become a bustling brunette with this NEW Downtown Brown shade 🌆

Inspired by the **#PANTONE** Color Institute and crafted by **@schwarzkopfpro**'s colourists this rich and luxuriant **#IGORAROYAL** shade waiting for YOU ❤️

**#AW21 #IGORA #BeIGORA #apassionforhair**

**Suggested Headline/Description:**  
Could this be your next on-trend hair colour?

**Suggested CTA:** Book now  
Please link to your salon / local salon finder as required.





# Schwarzkopf

PROFESSIONAL

*Together. A passion for hair.*