



Scalp Clinix HD Content Plan

2021

On-Feed Video



We know you care for you hair... but what about your scalp?

Let our salon introduce YOU to a more holistic approach that caters to both hair AND scalp for the most beautiful results ♥

#matchmixbalance #SCALPCLINIX
#FIBRECLINIX #healthyscalp #skincare
#haircare #schwarzkopfpro

Suggested CTA: Learn more
Please link to local Scalp Clinix webpage.



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Healthy hair starts at the scalp!

Our new salon-exclusive #SCALPCLINIX regime will help you re-balance yours with a customisable service and individual product prescriptions ♥

#matchmixbalance #FIBRECLINIX
#healthyscalp #schwarzkopfpro

Suggested Headline/Description:
Discover the science behind the products!

Suggested CTA: Learn more
www.schwarzkopfpro.com/scalpclinik



On-Feed Video



Re-balance and Refresh ❤️

Your customised [#SCALPCLINIX](#) Biotic Service will begin with a Pre-Shampoo Scrub; massaged into the scalp it exfoliates and refreshes in preparation for cleansing.

Book your appointment today!

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[#healthscalp](#) [#skincare](#) [#haircare](#)
[#schwarzkopfpro](#)

Suggested CTA: Book now

Please link to your salon / local salon finder as required.



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As part of our salon-exclusive [#SCALPCLINIX](#) Biotic Service, our team of scalp experts will TREAT your scalp to customised care starting with a Pre-Shampoo Scrub to gently exfoliate dead skin cells – leaving the scalp refreshed with a cooling effect.

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Suggested Headline/Description:

Book your appointment today!

Suggested CTA: Book now

Please link to your salon / local salon finder as required.



On-Feed Video



It's time to think beyond just haircare!

We're stocking the brand new @schwarzkopfpro #SCALPCLINIX products – a complementary extension to the Fibre Clinix range to perfectly treat both scalp and hair from salon to home care!

Visit us today for a diagnosis.

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#schwarzkopfpro

Suggested CTA: Book now

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Scalp concerns?

It's OK, we're here for you ❤️

Thanks to the new @schwarzkopfpro #SCALPCLINIX products – a natural expansion to the Fibre Clinix range – we can effectively treat a variety of scalp imbalances with a totally individualised approach to your skin and haircare needs.

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Suggested Headline/Description:

Book now! Visit us today for a diagnosis.

Suggested CTA: Book now

Please link to your salon / local salon finder as required.



On-Feed Carousel Post



In-salon now! 📣 Try our NEW [#SCALPCLINIX](#) Flake Control regime – with Biotic Technology and Octopirox!

These active ingredients help to gently remove visible flakes, whilst instantly providing a cooling effect for a soothing and calming feeling.

Tap 'learn more' to explore the full Scalp Clinix range.

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[#healthscalp](#) [#skincare](#) [#haircare](#)
[#schwarzkopfpro](#)

Suggested CTA: Learn more
Please link to local Scalp Clinix
webpage.



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Story Video

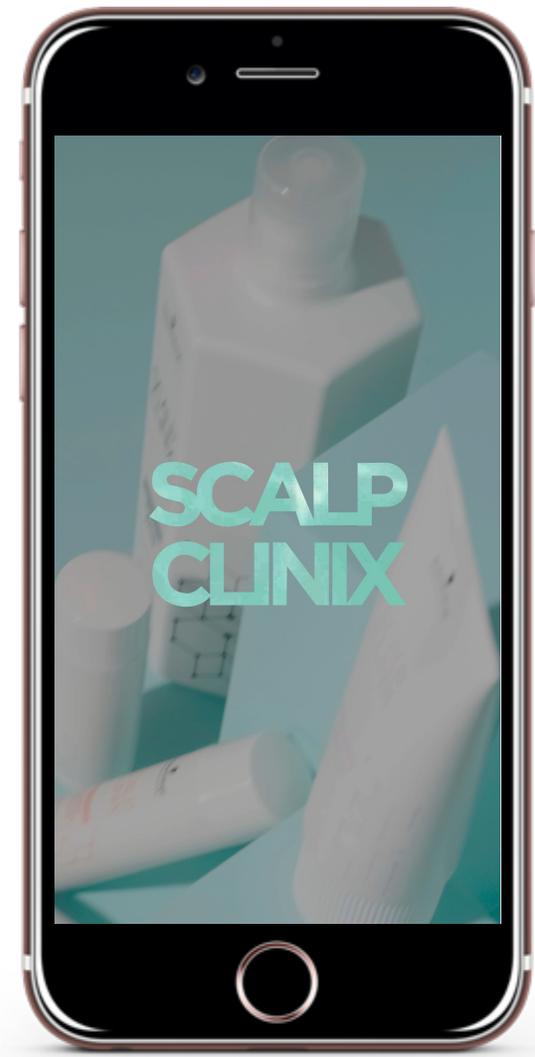


^^SWIPE UP OR LINK STICKER^^

Suggested CTA: Learn more

www.schwarzkopfpro.com/scalpclinix

#matchmixbalance #FIBRECLINIX #healthscalp #schwarzkopfpro



Please remember to be creative when posing Story content to your local accounts – use SKP GIFs, different fonts, location and people tags. Where possible gm. will indicate the specific GIF examples available, or recommend the relevant keyword to search for this within Stories.

On-Feed Video



Maintain your improved scalp condition at home!

After your customised [#SCALPCLINIX](#) Biotic Service in our salon, we'll prescribe the right regime for at-home care until your next salon visit!

Pop in today and let our experts holistically care for your hair AND scalp.

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



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Remember, just like skin each scalp has different needs that require an individualised approach in order to be treated effectively.

After your customised [#SCALPCLINIX](#) Biotic Service, we'll recommend the most appropriate home haircare routine for YOUR unique needs.

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Suggested Headline/Description:

Let our experts care for your hair AND scalp!

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



On-Feed Video



Is your scalp feeling dry and delicate?
Or is it oily? Maybe you have dandruff?

No worries! Let us set the base for beautiful hair through a skincare-inspired regime customised to YOU with our concentrated #SCALPCLINIX Boosters 💪

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Suggested CTA: Learn more
Please link to local Scalp Clinix webpage.



MATCH. MIX. BALANCE.
It's how we care for your scalp!

With our concentrated #SCALPCLINIX Boosters – formulated with Biotic Technology and skincare-inspired ingredients – we can fully customise an in-salon service to re-balance YOUR scalp's condition, setting the base for beautiful hair! 💪

#matchmixbalance #FIBRECLINIX
#healthscalp #schwarzkopfpro



Suggested Headline/Description:
Learn about the dedicated Scalp Clinix Boosters!

Suggested CTA: Learn more
www.schwarzkopfpro.com/scalpclinik

On-Feed Carousel Post



In-salon now! 📣 Try our NEW
[#SCALPCLINIX](#) Oil Control regime –
with Biotic Technology and Eucalyptus
Leaf Extract!

These active ingredients help deeply
cleanse, remove excess sebum and
support the scalp's microbiome balance.

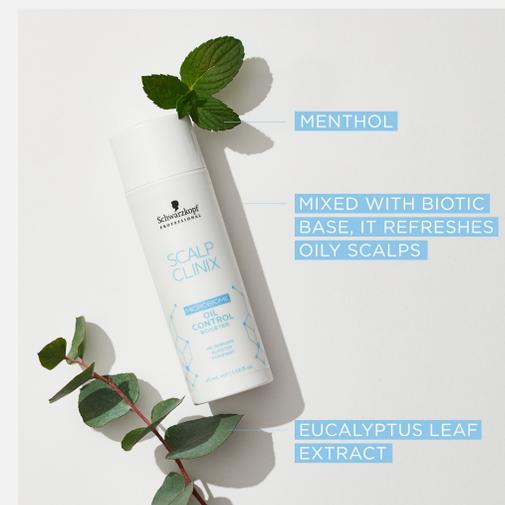
Tap 'learn more' to explore the full Scalp
Clinix range.

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Suggested CTA: Learn more
Please link to local Scalp Clinix
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On-Feed Post



Hair transformation... how about a scalp transformation?

It might not sound very glamorous, but the right scalp care is an essential step for beautiful, healthy hair.

Discover new Scalp Clinix from **@schwarzkopfpro** in our salon today!

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[#haircare](#) [#schwarzkopfpro](#)

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



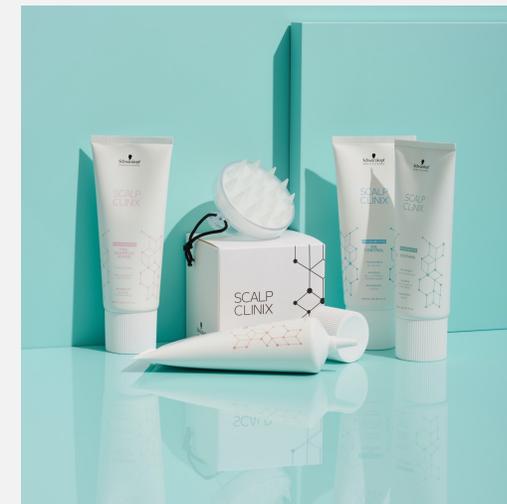
Looking for THE solution for your scalp concerns?

Whether you want to exfoliate, soothe, control oil production, or remove visible flakes, Scalp Clinix has been formulated with Microbiome Active to re-balance the scalp 🏛️

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[#FIBRECLINIX](#) [#healthscalp](#)
[#schwarzkopfpro](#)

Suggested Headline/Description:
Ask us about NEW Scalp Clinix services today!

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



On-Feed Video



#matchmixbalance: with high-performance customisation and THE finest cosmetic-inspired textures, our Scalp Clinix regimes will help address your specific scalp concerns both in the salon and at home.

Learn about the technologies then book in for your personalised diagnosis!

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#healthscalp #skincare #haircare
#schwarzkopfpro

Suggested CTA: Learn more
 Please link to local Scalp Clinix webpage.



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#matchmixbalance: a balanced scalp leads to healthy hair!

Our exclusive Scalp Clinix regimes combine high-performance customisation with THE finest cosmetic textures to address your specific scalp concerns both in the salon and at home.

#SCALPCLINIX #FIBRECLINIX
#healthscalp #schwarzkopfpro

Suggested Headline/Description:

Explore Scalp Clinix – it's suitable for all types of scalp imbalances!

Suggested CTA: Learn more

www.schwarzkopfpro.com/scalpclinix



On-Feed Video



Let's talk about dry and delicate scalps...

Our NEW [#SCALPCLINIX](#) Soothing regime, with Biotic Technology, Allantoin and Tiger Grass Extract will help to re-balance your scalp's moisture level and microbiome – leaving it feeling calm and soothed after just one use.

Book your Biotic Service today!

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[#schwarzkopfpro](#)

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



This asset is an .MP4



Sensitive scalp? We recommend our new [#SCALPCLINIX](#) Soothing regime, with Biotic Technology, Allantoin and Tiger Grass Extract.

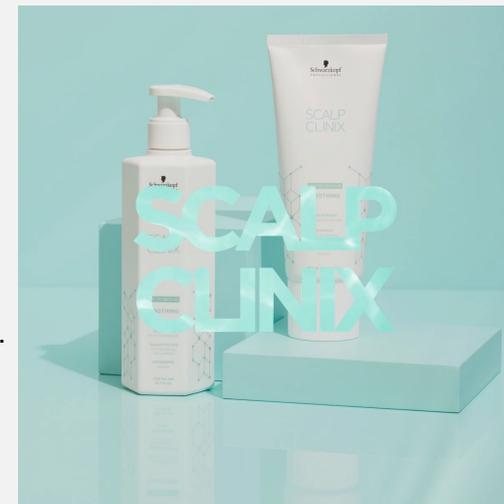
It will help to re-balance your scalp's moisture level and microbiome to leave it feeling calm and soothed after just one use.

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Suggested Headline/Description:

Book your Biotic Service today!

Suggested CTA: Book now
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On-Feed Video



Do you have scalp tightness, itchiness and hair that feels painful at its roots?

We combine a gentle head massage with a [#SCALPCLINIX](#) Soothing Treatment to help alleviate that sensitive scalp feeling – our bespoke scalp and hair services are available in-salon now!

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Suggested CTA: Book now
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There are so many external influences that can cause imbalances to your scalp's microbiome – stress, ageing and dehydration being just a few...

Let us soothe and restore balance with a [#SCALPCLINIX](#) Soothing Treatment – available in-salon now.

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[#healthscalp](#) [#schwarzkopfpro](#)

Suggested Headline/Description:
Support your scalp's microbiome balance!

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



On-Feed Video



Is your hair thinning?

Our NEW [#SCALPCLINIX](#) Anti-Hair Loss regime with Biotic Technology, Carnitine Tartrate and Ginseng Extract promotes the scalp's blood micro-circulation and strengthens the hair follicles – because healthy hair grows from a healthy scalp! 💪

Call us and book your holistic consultation.

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[#healthscalp](#) [#skincare](#) [#hairecare](#)
[#schwarzkopfpro](#)

Suggested CTA: Book now

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Does your thinning hair need extra care?

We can help you set the base for healthy hair with our NEW [#SCALPCLINIX](#) Anti-Hair Loss regime – it uses Biotic Technology, Carnitine Tartrate and Ginseng Extract to promote the scalp's blood micro-circulation whilst strengthening the hair follicles – because healthy hair grows from a healthy scalp! 💪

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Suggested Headline/Description:

Book your holistic consultation today!

Suggested CTA: Book now

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This is one powerful serum!

In combination with the Anti-Hair Loss Shampoo, it can reduce non-pathological hair loss after 6 weeks when used regularly!

Discover the benefits of our exclusive Scalp Clinix regimes today!

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Suggested CTA: Learn more
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We combine a head massage with the [#SCALPCLINIX](#) Anti-Hair Loss Serum to strengthen and anchor the hair to your scalp – our bespoke scalp and hair services are available in salon now!

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[#healthscalp](#) [#schwarzkopfpro](#)

Suggested Headline/Description:

Learn about the Scalp Clinix Anti-Hair Loss regime here.

Suggested CTA: Learn more
www.schwarzkopfpro.com/scalpclinik





Schwarzkopf

PROFESSIONAL

Together. A passion for hair.