




Schwarzkopf
 PROFESSIONAL



ESSENSITY

THE SECRET TO NATURAL LOOKING COLOUR

OUR 1ST AMMONIA-FREE OIL COLOURATION:

- RESPECTING HAIRS MULTI-TONAL REFLEXES
- PROVIDING UP TO 100% WHITE HAIR COVERAGE
- FREE FROM MINERAL OIL, PARABENS, SILICONES & ARTIFICIAL FRAGRANCES



MAXIMUM PERFORMANCE



"FREE FROM PHILOSOPHY"



NATURAL INGREDIENTS

Together. A passion for hair.

DISCOVER ESSENSITY'S HIGHLY INSPIRATIONAL COLOUR PALETTE

CONSTANTLY INSPIRED BY VIRAL TRENDS
TO CREATE A **#NATURALLOOK**

- SEAMLESS FLOW OF COLOURS
- RAW WOODEN TONES
- INDIVIDUAL STRUCTURE EFFECTS WITH NATURAL DEPTH
- A MODERN FUSION OF COOL AND WARM PIGMENTS

Guest Artist **PAMELA MAYR**
from Austria created a new
#NATURALLOOK for ESSENSITY:

"A seamless fusion of delicate cool & warm reflects adding a luminous glow to your client's skin complexion."

"Essensity is very attractive for all of my clients who prefer a modern, yet natural look and without smell of colorations."

"Essensity gives the hair beautiful shine and a lively touch."

"With the ColorMelter, I like to combine different shades of one colour family and achieve structural effects with natural depth."

COLOUR TECHNIQUE

- Customized colour placement, utilizing **SKP ColorMelter**
- Seamless blend of harmonizing shades
- Combination of three multitonal shades:

ESSENSITY Shade Number	Developer Lotion	Mixing Ratio
6-62	2.5% / 8 Vol	1:1
7-2	5.5% / 18 Vol	1:1
8-14	8.5% / 28 Vol	1:1

Watch the ESSENSITY tutorial for more in depth information:



FINAL LOOK

