

essential looks


Schwarzkopf
PROFESSIONAL

THE A2Z
1:2021



Together. A passion for hair.

To get inspired watch our Essential Looks Trendreport:
www.essentiallooks.com/2021-1
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Instagram

@thesimonellis



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We know times have been tough. We used 2020 to listen, to help support our hairdresser community and to celebrate the incredible innovation that keeps our industry strong. We've all gone even more virtual, sharing even more education and inspiration on digital channels. Fashion week, where we draw much of our inspiration for Essential Looks, has evolved, challenging the most creative of minds. These changes, as always in creative communities, have triggered ballooning innovation and as we all adapt to thrive, we are full of hope for what 2021 will bring. We've often celebrated the power of collaborations – creatively greater than the sum of their parts. So, we are delighted to co-author this issue with our flagship colour brand, IGORA ROYAL. With over 120 beautiful shades and some of the world's most exciting formulas, this year you'll see an even deeper focus on colour. We have mined the universal zeitgeist and the global state of mind and identified three trends marrying nostalgia, inspiration and newness. Magical Whimsy is a contemporary twist on that soft-focus Victoriana that always comes to fashion in moments of challenge and change. Back To Classics redefines modern femininity with a nod to the past and an eye on the future, a nostalgia for classicism and elegance redefined for today. Artful Feeling is tuned into the quirky aesthetic of the artisan, a one-of-a-kind ethos that hand-making always delivers. We're celebrating the transformative power of colour on every page and the global connectivity of new digital nativism, enabling us all to enjoy travel of the mind at a time when we're less likely to leave our everyday behind.

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ASK
EDUCATION



We work **TOGETHER**, collaborating with Hairdressers, Ambassadors, Influencers and Hair Artists from around the world to ensure we are **GLOBALLY RELEVANT**. We innovate how you learn with a **FORWARD-THINKING** seminar programme that's personalised to your learning level. Our training offers a blend of non-stop motivational experiences, delivered in our inspiring Academies, eLearning environments or in-salon. Our goal is to create a community that's truly **CONNECTED**. A creative collective that's always up to date with emerging trends and hairdressing know-how.

<http://www.ask-elearning.com>

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MAGICAL WHIMSY

TREND 1



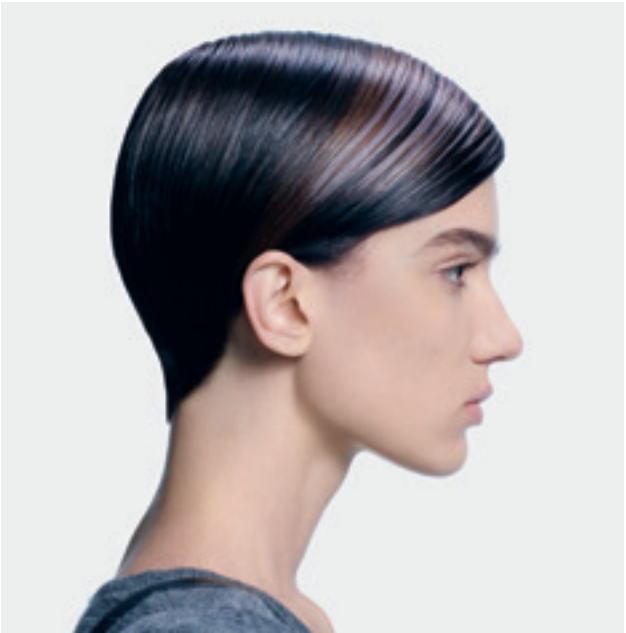
BACK TO CLASSICS

TREND 2



ARTFUL FEELING

TREND 3



MAGICAL WHIMSY

TREND 1

BACK TO CLASSICS

TREND 2

ARTFUL FEELING

TREND 3

MAGICAL WHIMSY

Whimsy comes in unexpected contrasts, extreme proportions and dramatic silhouettes. There's a costume-like feel here, but it looks always forward, never back, with a fresh, modern ethos; vintage shapes accentuated by short, sharp, edgy cuts in cool shades of blonde. It's all drama, power and strength with a twist of perfect imperfection.

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TYLER
JOHNSTON
Global Ambassador
Global Ambassador



VIOLA
LANDSKY
IGORA ROYAL
Colourist
IGORA ROYAL
Colourist



LESLEY
JENNISON
Global Colour
Ambassador
Global Colour
Ambassador



KEY WORDS

EXTRAVANGANCE, DECADE CLASHES, UNEXPECTED CONTRASTS,
VINTAGE SHAPES, CONTEMPORARY

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EXTRAVANGANCE, DECADE CLASHES, UNEXPECTED CONTRASTS,
VINTAGE SHAPES, CONTEMPORARY

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ASK
Education
FOR HAIRDRESSERS

MAGICAL WHIMSY CATWALK

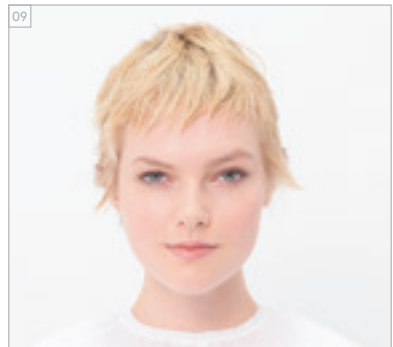
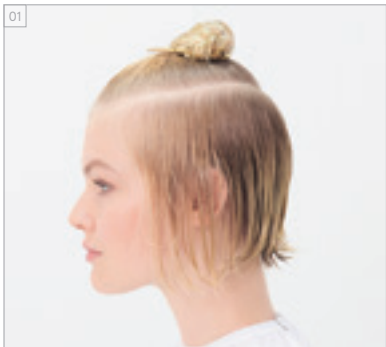
BEFORE // AFTER
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CUT STEP BY STEPS
CUT STEP BY STEPS



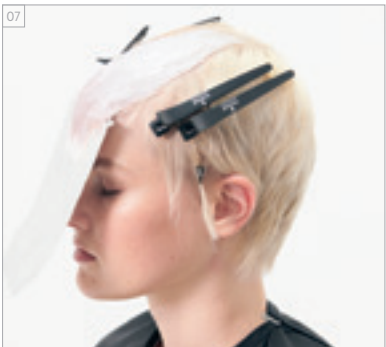
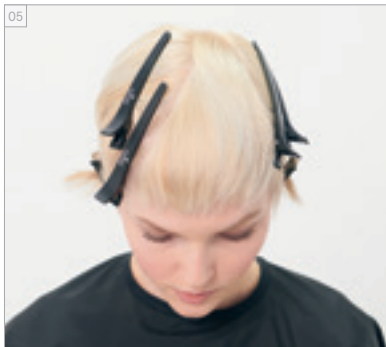
PRODUCTS USED
PRODUCTS USED



#EssentialLooks

COLOUR TECHNIQUE
#triangularplacement
by @violandsky

COLOUR STEP BY STEPS
COLOUR STEP BY STEPS



COLOURS USED

COLOUR 1 – ON ROOTS: IGORA ROYAL HIGHLIGHTS 12-1 + 12-2 (2:1)
+ IGORA ROYAL OIL DEVELOPER 9%/30VOL. (1:2)
COLOUR 2 – ON LENGTHS & ENDS: IGORA ROYAL HIGHLIGHTS 12-1 + 12-2 (2:1)
+ IGORA ROYAL OIL DEVELOPER 12%/40VOL. (1:2)
COLOUR 3 – TRIANGLE: IGORA ROYAL 9,5-49 + 0-99 (10:1)
+ IGORA ROYAL OIL DEVELOPER 3%/10VOL. (1:1)

CARE USED

FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR 25 g
+ FIBRE CLINIX VOLUMIZE BOOSTER 5 g

STYLING USED

OSIS+ HAIRBODY
OSIS+ BEACH TEXTURE
OSIS+ FREEZE

COLOURS USED

COLOUR 1 – ON ROOTS: IGORA ROYAL HIGHLIGHTS 12-1 + 12-2 (2:1)
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OSIS+ BEACH TEXTURE
OSIS+ FREEZE

MAGICAL WHIMSY SALON

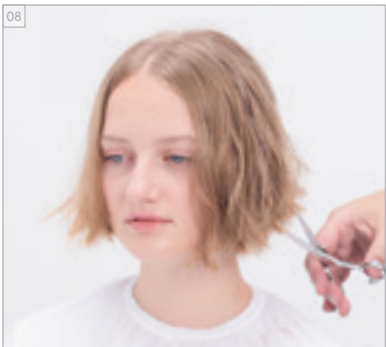
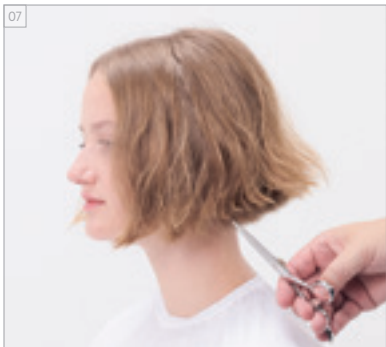
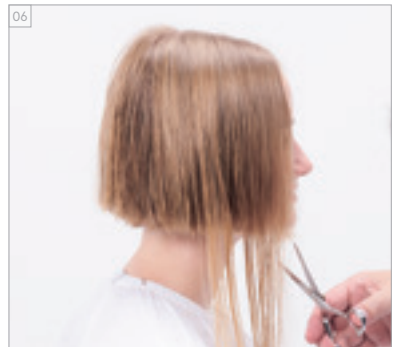
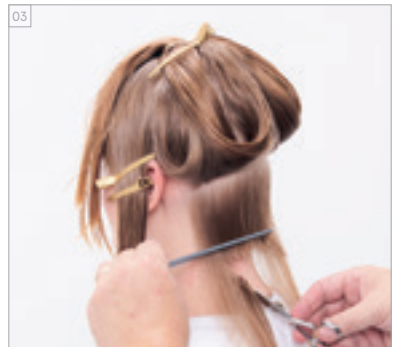
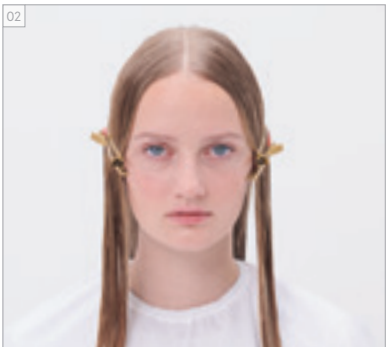
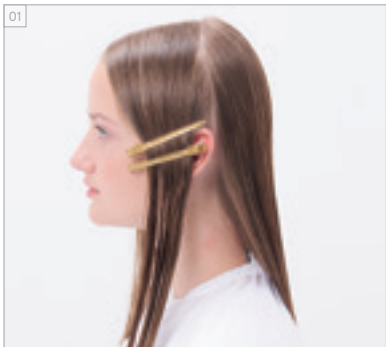
BEFORE // AFTER
BEFORE // AFTER



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CUT STEP BY STEPS
CUT STEP BY STEPS



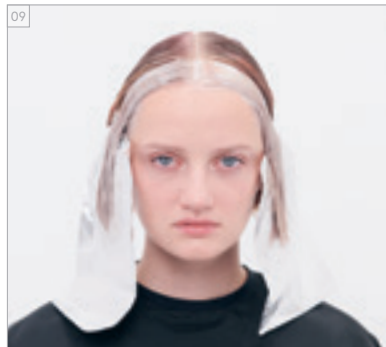
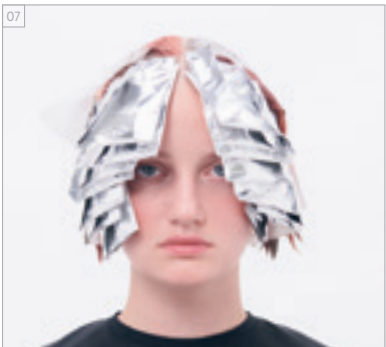
PRODUCTS USED
PRODUCTS USED



#EssentialLooks

COLOUR TECHNIQUE
#face-framing
by @lesleyjennison

COLOUR STEP BY STEPS
COLOUR STEP BY STEPS



COLOURS USED
COLOUR 1 – AT NAPE AREA: IGORA ROYAL 8-84 + 9-7 + PASTELFIER (1:1:1)
+ IGORA ROYAL OIL DEVELOPER 12%/40VOL. (1:1)
ALTERNATING TRIANGULAR SECTIONS:
COLOUR 2 – IGORA ROYAL 8-11 + 0-99 (20:1)
+ IGORA ROYAL OIL DEVELOPER 9%/30VOL. (1:1)
COLOUR 3 – IGORA ROYAL 8-21 + 9-24 (3: 1)
+ IGORA ROYAL OIL DEVELOPER 6%/20VOL. (1:1)
FACE-FRAMING SECTION:
COLOUR 4 – IGORA VARIO BLOND PLUS
+ IGORA ROYAL OIL DEVELOPER 6%/20VOL. (1:2)
FACE-FRAMING SECTION TONER:
COLOUR 5 – IGORA VIBRANCE 9,5-21
+ IGORA VIBRANCE ACTIVATOR LOTION 1.9%/6VOL. (1:1)

CARE USED
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR 25 g
+ FIBRE CLINIX VIBRANCY BOOSTER 5 g

STYLING USED
OSIS+ MAGIC
OSIS+ FREEZE
OSIS+ FAB FOAM
OSIS+ KEEP IT LIGHT

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+ FIBRE CLINIX VIBRANCY BOOSTER 5 g

STYLING USED
OSIS+ MAGIC
OSIS+ FREEZE
OSIS+ FAB FOAM
OSIS+ KEEP IT LIGHT

BACK TO CLASSICS

There's a whole #newfemininity on the runway, rooted in classicism and a love for simplicity, poise and modernism. Today's take on a trajectory that began with Dior's fabled New Look embraces an understated confidence, effortless yet groomed, unapologetically assured.

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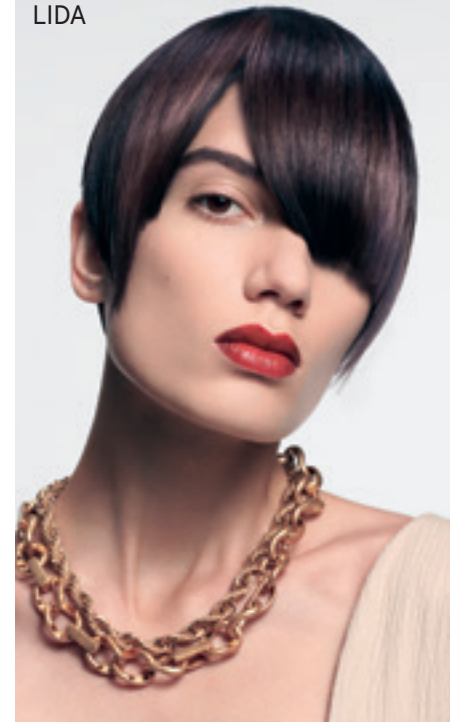
KEY WORDS

FEMININITY, CLASSIC CLASS, SIMPLICITY, ELEGANCE, NOSTALGIA

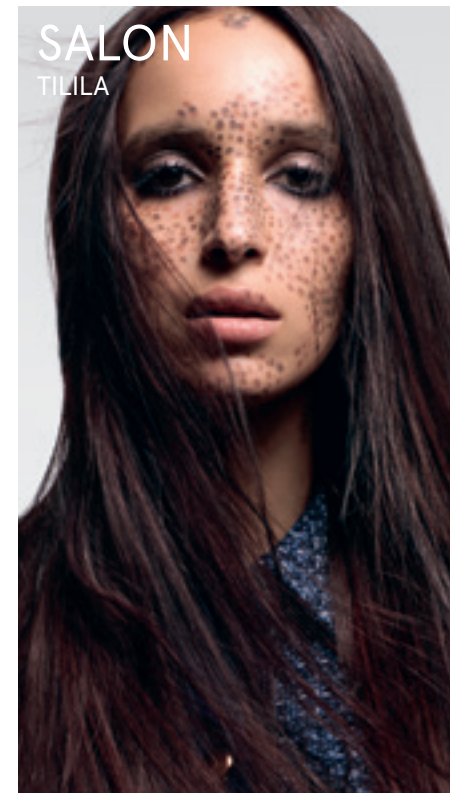
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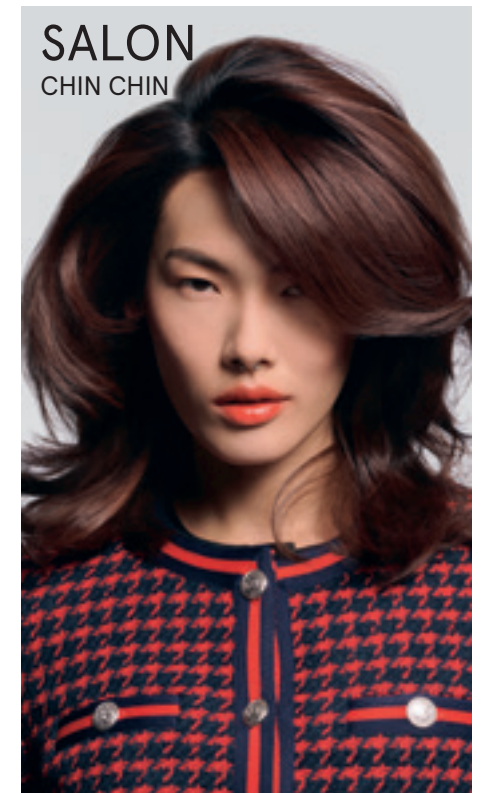
CATWALK
LIDA



SALON
TILILA

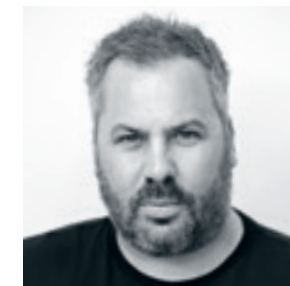


SALON
CHIN CHIN



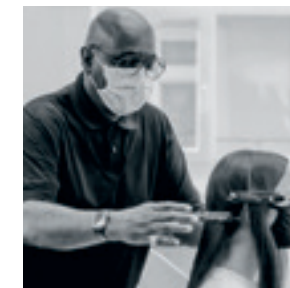
CUT

TYLER
JOHNSTON
Global Ambassador
Global Ambassador



CUT

COLOUR



LESLEY
JENNISON
Global Colour Ambassador
Global Colour Ambassador

RANDOLPH
GRAY
IGORA ROYAL Colourist
IGORA ROYAL Colourist

JACK
HOWARD
Global Colour Ambassador
Global Colour Ambassador

COLOUR

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ASK
Education
FOR HAIRDRESSERS

BACK TO CLASSICS CATWALK

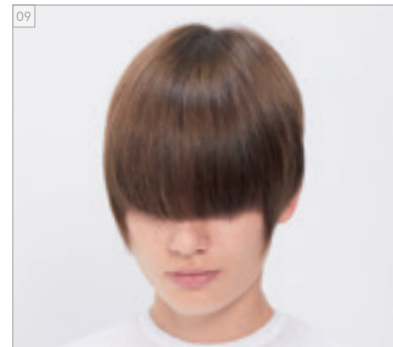
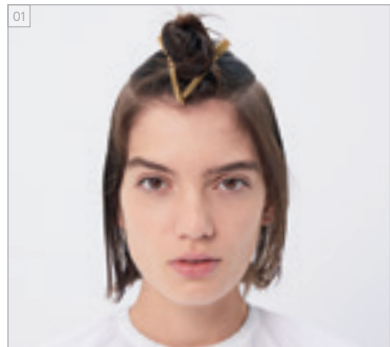
BEFORE // AFTER
BEFORE // AFTER



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CUT STEP BY STEPS
CUT STEP BY STEPS



PRODUCTS USED
PRODUCTS USED



#EssentialLooks

COLOUR TECHNIQUE
#colourcontrasts
by @lesleyjennison

COLOUR STEP BY STEPS
COLOUR STEP BY STEPS



COLOURS USED

ALTERNATING FOILS:

COLOUR 1 – IGORA ROYAL 8-65
+ IGORA ROYAL OIL DEVELOPER 9%/30VOL. (1:1)

COLOUR 2 – IGORA ROYAL 4-6
+ IGORA ROYAL OIL DEVELOPER 3%/10VOL. (1:1)

COLOUR 3 – IGORA VARIO BLOND PLUS
+ IGORA ROYAL OIL DEVELOPER 6%/20VOL. (1:2)

COLOUR 4 – ON BACK & SIDES: IGORA ROYAL 5-65
+ IGORA ROYAL OIL DEVELOPER 6%/20VOL. (1:1)

COLOUR 5 – IGORA ROYAL ABSOLUTES SILVERWHITE GREY LILAC
+ IGORA ROYAL OIL DEVELOPER 3%/10VOL. (1:1)

CARE USED

BC pH 4.5 COLOR FREEZE SULFATE-FREE MICELLAR SHAMPOO

BC pH 4.5 COLOR FREEZE TREATMENT

BC UV FILTER COLOR FREEZE LIQUID SHINE

STYLING USED

OSIS+ MAGIC

OSIS+ FREEZE

OSIS+ HAIRBODY

OSIS+ KEEP IT LIGHT

COLOURS USED

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BC pH 4.5 COLOR FREEZE TREATMENT

BC UV FILTER COLOR FREEZE LIQUID SHINE

STYLING USED

OSIS+ MAGIC

OSIS+ FREEZE

OSIS+ HAIRBODY

OSIS+ KEEP IT LIGHT

TILILA

BACK TO CLASSICS SALON

BEFORE // AFTER
BEFORE // AFTER



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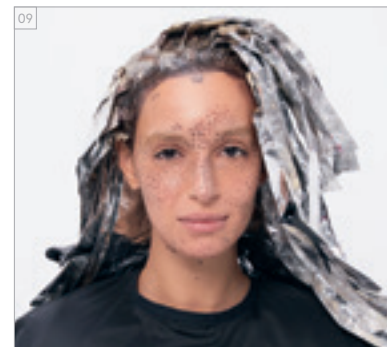
PRODUCTS USED
PRODUCTS USED



#EssentialLooks

COLOUR TECHNIQUE
#tone-on-tonefoils
by @randolphgray

COLOUR STEP BY STEPS
COLOUR STEP BY STEPS



COLOURS USED

ALTERNATING FOILS:

COLOUR 1 – IGORA ROYAL 9-98 + PASTELFIER (1:1)
+ IGORA ROYAL OIL DEVELOPER 9%/30VOL. (1:1)

COLOUR 2 – IGORA ROYAL 7-76
+ IGORA ROYAL OIL DEVELOPER 6%/20VOL. (1:1)

ALL OVER & BETWEEN FOILS:

COLOUR 3 – IGORA ROYAL 5-6
+ IGORA ROYAL OIL DEVELOPER 3%/10VOL. (1:1)

CARE USED

BC pH 4.5 COLOR FREEZE SULFATE-FREE MICELLAR SHAMPOO
BC pH 4.5 COLOR FREEZE CONDITIONER
BC UV FILTER COLOR FREEZE LIQUID SHINE

STYLING USED

OSIS+ FAB FOAM
OSIS+ KEEP IT LIGHT

COLOURS USED

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BC pH 4.5 COLOR FREEZE CONDITIONER
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STYLING USED

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OSIS+ KEEP IT LIGHT

BACK TO CLASSICS SALON

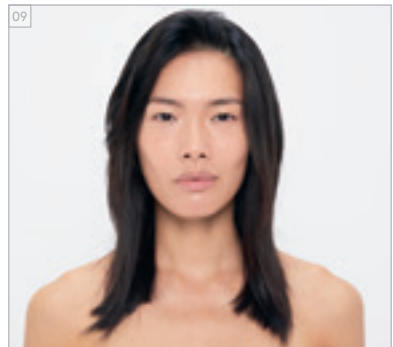
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CUT STEP BY STEPS
CUT STEP BY STEPS



PRODUCTS USED
PRODUCTS USED



#EssentialLooks

COLOUR TECHNIQUE
#colourgrading
by @jackhowardcolor

COLOUR STEP BY STEPS
COLOUR STEP BY STEPS



COLOURS USED
COLOUR 1 – ON ROOTS: IGORA ROYAL 5-0
+ IGORA ROYAL OIL DEVELOPER 3%/10VOL. (1:1)
COLOUR 2 – ON MID LENGTHS: IGORA ROYAL 7-48
+ IGORA ROYAL OIL DEVELOPER 9%/30VOL. (1:1)
COLOUR 3 – ON ENDS: IGORA ROYAL 8-11
+ IGORA ROYAL OIL DEVELOPER 9%/30VOL. (1:1)
CARE USED
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR COARSE HAIR 25 g
+ FIBRE CLINIX VIBRANCY BOOSTER 5 g
STYLING USED
OSIS+ OSIS+ BLOW & GO
OSIS+ ELASTIC
OSIS+ MAGIC

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STYLING USED
OSIS+ BLOW & GO
OSIS+ ELASTIC
OSIS+ MAGIC

ARTFUL FEELING

Wearing our creativity on our sleeve we shift towards handcrafting and inky techniques in fragile florals that speak more to texture and embellishment than straightforward print. It's a freestyle, dreamily abstract spirit that celebrates the artisan.

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CATWALK
ANNA CLARA



SALON
MARLA



SALON
ALEX



KEY WORDS

HAND CRAFTED, TIE DYE, ABSTRACT DESIGNS,
NATURE-INSPIRED, SUBTLE FLORAL

KEY WORDS

HAND CRAFTED, TIE DYE, ABSTRACT DESIGNS,
NATURE-INSPIRED, SUBTLE FLORAL

CUT

TYLER
JOHNSTON
Global Ambassador
Global Ambassador



CUT

COLOUR



LESLEY
JENNISON

Global Colour Ambassador
Global Colour Ambassador



EDOARDO
PALUDO

Global Colour Ambassador
Global Colour Ambassador



SHY & FLO
KNITTEL

IGORA ROYAL Colourist
IGORA ROYAL Colourist

COLOUR

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Visit the ASK e-Academy to benefit from online learning modules for professionals: <http://ask-elearning.com>
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ASK
Education
FOR HAIRDRESSERS

ARTFUL FEELING CATWALK

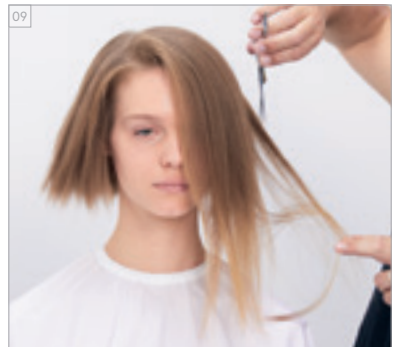
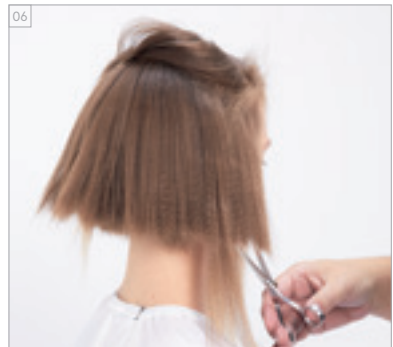
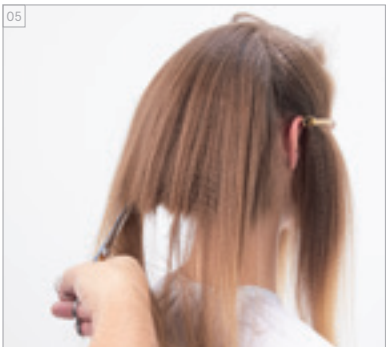
BEFORE // AFTER
BEFORE // AFTER



For more information and get inspired,
have a look at the #ArtfulFeeling Trendreport:
www.essentiallooks.com/2021-1/trend3

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CUT STEP BY STEPS
CUT STEP BY STEPS



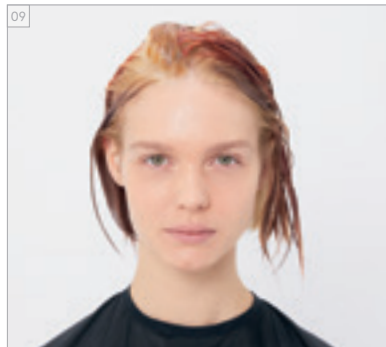
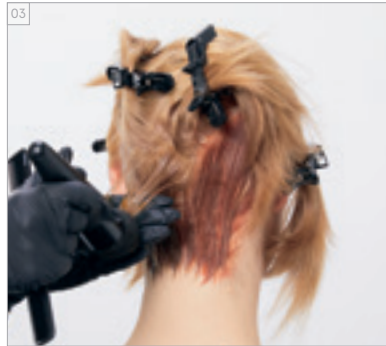
PRODUCTS USED
PRODUCTS USED



#EssentialLooks

COLOUR TECHNIQUE
#colourblending
by @lesleyjennison

COLOUR STEP BY STEPS
COLOUR STEP BY STEPS



COLOURS USED
PRE-LIGHTENED ROOTS: IGORA ROYAL PASTELFIER
+ IGORA ROYAL OIL DEVELOPER 6%/20VOL. (1:1)
PRE-LIGHTENED LENGTHS & ENDS: IGORA ROYAL PASTELFIER
+ IGORA ROYAL OIL DEVELOPER 12%/40VOL. (1:1)
COLOUR 1 – IGORA VIBRANCE 0-00 + 0-88 (10:1)
+ IGORA VIBRANCE ACTIVATOR LOTION 1,9%/6VOL. (1:1)
COLOUR 2 – IGORA VIBRANCE 9,5-49
+ IGORA VIBRANCE ACTIVATOR LOTION 1,9%/6VOL. (1:1)
COLOUR 3 – IGORA VIBRANCE 9-7 + 0-00 (1:1)
+ IGORA VIBRANCE ACTIVATOR LOTION 1,9%/6VOL. (1:1)
COLOUR 4 – IGORA VIBRANCE 9,5-49 + 5-88 (10:1)
+ IGORA VIBRANCE ACTIVATOR LOTION 1,9%/6VOL. (1:1)

CARE USED
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR 25 g
+ FIBRE CLINIX VIBRANCY BOOSTER 5 g

STYLING USED
OSIS+ FAB FOAM
OSIS+ FREEZE

COLOURS USED
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+ IGORA ROYAL OIL DEVELOPER 6%/20VOL. (1:1)
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FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR 25 g
+ FIBRE CLINIX VIBRANCY BOOSTER 5 g

STYLING USED
OSIS+ FAB FOAM
OSIS+ FREEZE

ARTFUL FEELING SALON

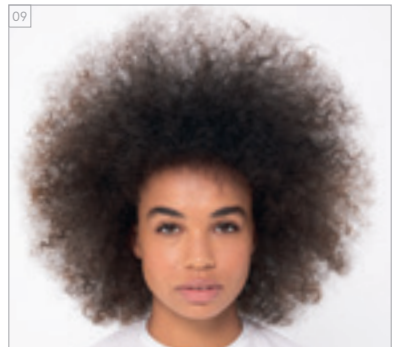
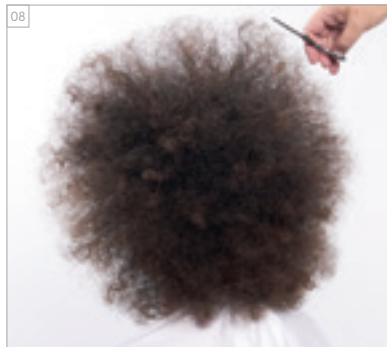
BEFORE // AFTER
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CUT STEP BY STEPS
CUT STEP BY STEPS



PRODUCTS USED
PRODUCTS USED



#EssentialLooks

COLOUR TECHNIQUE
#multitonefoiling
by @edoardopaludo

COLOUR STEP BY STEPS
COLOUR STEP BY STEPS



COLOURS USED
ALTERNATING STRANDS:
COLOUR 1 – IGORA ROYAL 6-88
+ IGORA ROYAL OIL DEVELOPER 9%/30VOL. (1:1)
COLOUR 2 – IGORA ROYAL 8-77 + 0-89 + PASTELFIER (3:1)
+ IGORA ROYAL OIL DEVELOPER 12%/40VOL. (1:1)
COLOUR 3 – IGORA ROYAL 8-84 + 9-98 + PASTELFIER (4:1:2)
+ IGORA ROYAL OIL DEVELOPER 12%/40VOL. (1:1)
CARE USED
BC pH 4.5 COLOR FREEZE SULFATE-FREE MICELLAR SHAMPOO
BC pH 4.5 COLOR FREEZE CONDITIONER
BC UV FILTER COLOR FREEZE LIQUID SHINE
STYLING USED
OSIS+ CURL HONEY
OSIS+ FREEZE
OSIS+ KEEP IT LIGHT

COLOURS USED
ALTERNATING STRANDS:
COLOUR 1 – IGORA ROYAL 6-88
+ IGORA ROYAL OIL DEVELOPER 9%/30VOL. (1:1)
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BC UV FILTER COLOR FREEZE LIQUID SHINE
STYLING USED
OSIS+ CURL HONEY
OSIS+ FREEZE
OSIS+ KEEP IT LIGHT

ALEX

ARTFUL FEELING SALON

BEFORE // AFTER
BEFORE // AFTER



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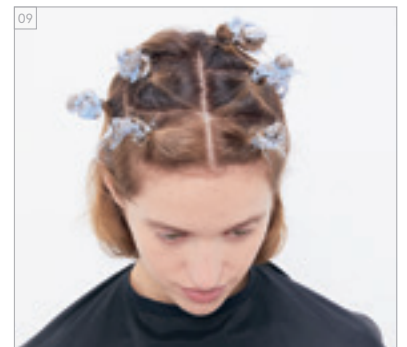
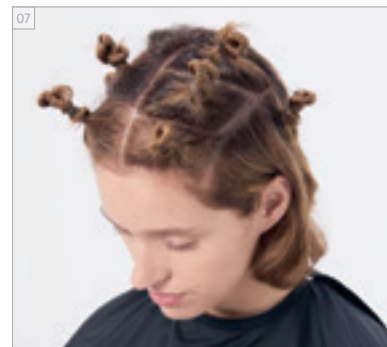
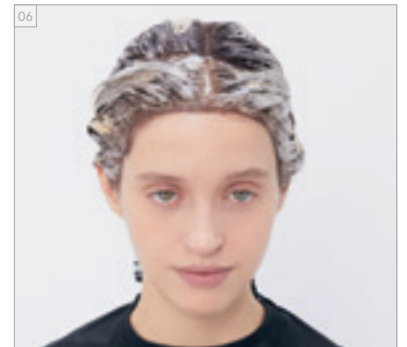
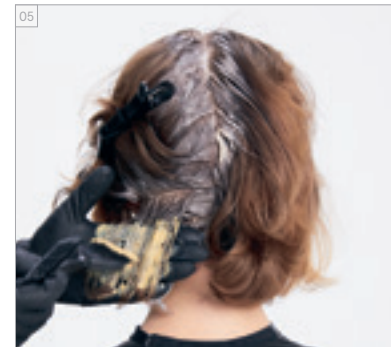
PRODUCTS USED
PRODUCTS USED



#EssentialLooks

COLOUR TECHNIQUE
#colourtwist
by @shyandflo

COLOUR STEP BY STEPS
COLOUR STEP BY STEPS



COLOURS USED

COLOUR 1 – FRONT SECTION ROOTS: IGORA ROYAL 8-21 + 8-0 (1:1)
+ IGORA ROYAL OIL DEVELOPER 6%/20VOL. (1:1)
COLOUR 2 – BACK SECTION ROOTS: IGORA ROYAL 5-4 + 4-46 (1:1)
+ IGORA ROYAL OIL DEVELOPER 3%/10VOL. (1:1)
COLOUR 3 – ALTERNATING MID LENGTHS & ENDS: IGORA ROYAL 6-46 (1:1)
+ IGORA ROYAL OIL DEVELOPER 6%/20VOL. (1:1)
COLOUR 4 – IGORA ROYAL 7-55 + 0-55 (6:1)
+ IGORA ROYAL OIL DEVELOPER 9%/30VOL. (1:1)
SECOND PHASE KNOT COLOURING:
COLOUR 5 – IGORA VARIO BLOND PLUS
+ IGORA ROYAL OIL DEVELOPER 3%/10VOL. (1:2)
AFTER RINSING:
COLOUR 6 – CHROMA ID YELLOW + BLUE (2:1)

CARE USED

FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR 25 g
+ FIBRE CLINIX HYDRATE BOOSTER 5 g

STYLING USED

OSIS+ BOUNCY CURLS
OSIS+ FREEZE PUMP

COLOURS USED

COLOUR 1 – FRONT SECTION ROOTS: IGORA ROYAL 8-21 + 8-0 (1:1)
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OSIS+ FREEZE PUMP

#essentiallooks
#schwarzkopfpro
#togetherapassionforhair

