

TECHNICAL MANUAL **FIBRECLINIX**


Schwarzkopf
PROFESSIONAL



**DISCOVER
THE NEXT
LEVEL OF
BONDING!**

Together. A passion for hair.



DISCOVER THE NEXT LEVEL OF BONDING

After years of research, Schwarzkopf Professional introduces the next level of bonding with **FIBRE CLINIX**! Discover the **BONDFINITY METHOD**, a **fully customisable in-salon service**, starting with permanent repair in-salon for **long-lasting results that keep reactivating at home. INFINITELY.**



BOND IT.

For the first time, **FIBRE CLINIX** creates the strongest, permanent bonds within the deepest part of the hair fibre with the innovative **BONDFINITY TECHNOLOGY**, setting the perfect basis for long-lasting hair health and maintaining in-salon colour results.

BOOST IT.

FIBRE CLINIX combines advanced bonding technologies with customisable services for perfectly tailored hair care solutions. Boost your care service with dedicated **BOOSTERS**, nourish or protect the hair with our heroes or instantly transform hair with the innovative Instant Infusion Concentrate.

INFINITE.

The **FIBRE CLINIX** at-home ranges powered by the new **BONDXTEND TECHNOLOGY** and infused with dedicated skin care ingredients complete the **BONDFINITY METHOD**, additionally reactivating the results at home. For infinite hair repair & long-lasting hair health!



Transform your hair infinitely now with the next level of bonding by **FIBRE CLINIX**!



WHY IS HAIRCARE IMPORTANT?

It's fascinating to consider that while our skin has the ability to regenerate itself, our hair, once grown out of the hair follicle, cannot do the same.



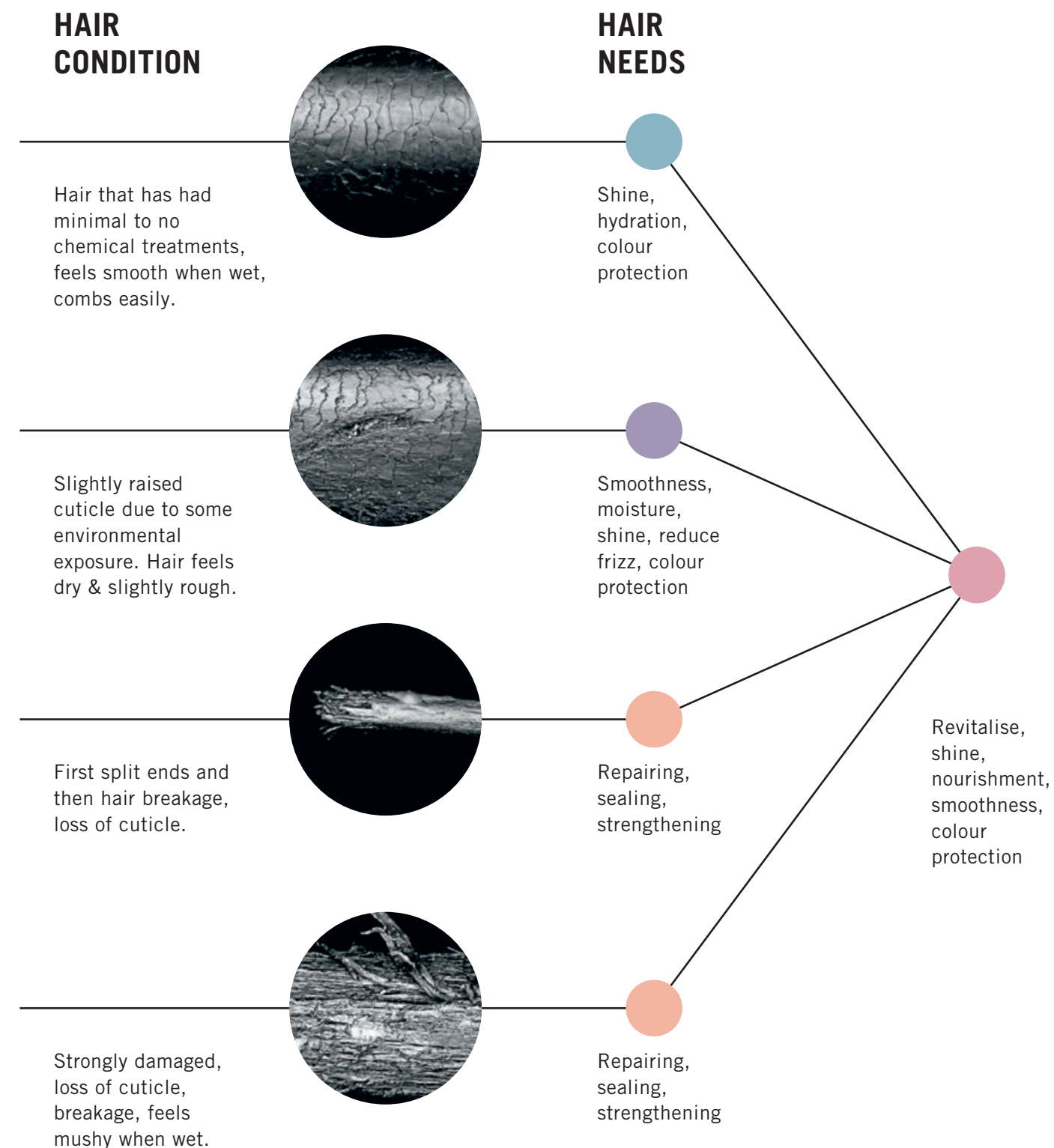
This highlights the vital role that haircare products play in maintaining the health of our hair. As professional hairdressers, **these products are essential in helping us achieve the desired results for our clients.**

We offer haircare products for in-salon and at-home use to enhance the quality of your clients' hair and satisfaction with the salon experience. This builds loyalty and trust while empowering clients to maintain their hair's health and beauty between visits.



WHAT ARE THE HAIR NEEDS?

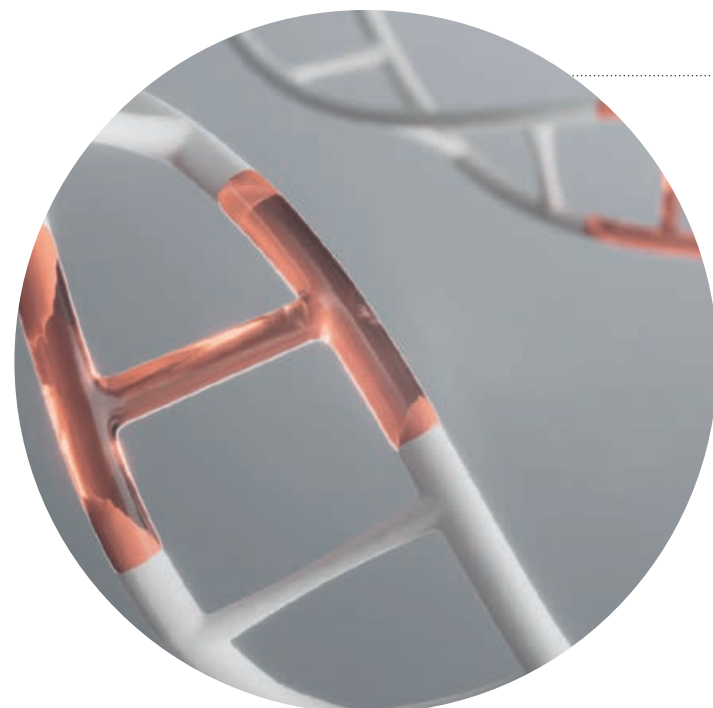
Understanding the hair fibre is essential to prescribe and achieve optimal results. As a hair expert you **identify** the current hair condition to **prescribe** the relevant **In-salon and home care regimen**. Here are the most common hair conditions, how to recognise them, and their related needs to become healthier.





THE BONDFINITY METHOD

FIBRE CLINIX introduces the state-of-the-art **BONDFINITY METHOD**, a new holistic bonding technology system for a **fully customisable in-salon service**, starting with permanent repair in-salon for long-lasting results that keep reactivating at home. **INFINITELY.**

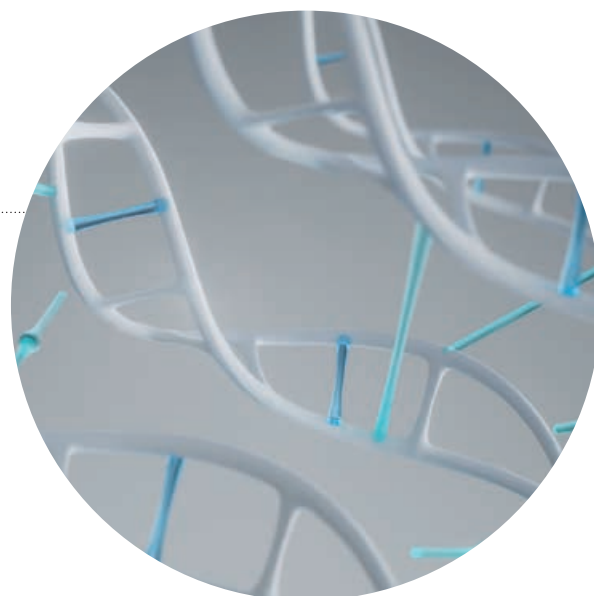


BONDFINITY

The method starts in-salon with a fully customisable service that features the **BONDFINITY TECHNOLOGY**, the most advanced bonding technology in Schwarzkopf Professional's history. For the first time, **FIBRE CLINIX** creates the strongest and **permanent bonds**, the so-called covalent bonds, within the **deepest part of the hair fibre**. These bonds help to **lock in the hair's own keratin** for long-lasting repair results and **stronger, healthier and more resilient hair**.

BONDXTEND

The **BONDXTEND TECHNOLOGY** in the at-home ranges allows to then reactivate the in-salon results at home through the creation and maintenance of additional bonds within the hair fibre.



IN-SALON BONDFINITY SERVICE

The In-Salon range features the ground-breaking **BONDFINITY TECHNOLOGY**, creating permanent bonds in the inner core of the hair fibre and locking in the hair's own keratin – for **up to 90% reversed damage and 10 times stronger hair***! Three new boosters further allow to customise the in-salon service to each client's hair type.



IN-SALON BONDXTEND SERVICE

For instant results and a quick in-salon service, **FIBRE CLINIX** additionally offers a range of in-salon shampoos and conditioners dedicated to specific hair needs, as well as a new Instant Infusion Concentrate, all featuring the **BONDXTEND TECHNOLOGY**, for instant and immediate visible transformative repair results.



AT-HOME CARE

All products from the **FIBRE CLINIX** home care range also feature the **BONDXTEND TECHNOLOGY** complemented by specific skin care ingredients allowing clients to reactivate the in-salon results at home for long-lasting hair health.



*vs. untreated hair



SKIN CARE INGREDIENTS



HYDRATE



ELECTROLYTES

The formula with electrolytes recharges the hair to feel moisturised and revives dry strands, leaving hair hydrated, bouncy and silky.

Electrolytes in skincare are minerals that are essential for maintaining the skin's hydration, strengthening the skin barrier, providing antioxidants and revitalising tired or damaged skin, ultimately promoting a brighter and smoother complexion.

AHA

The formula with AHA prolongs colour intensity for enhanced vibrancy and shine. The optimal pH 4.5 helps rebalancing and tightening the hair structure and protects colour from fading.

AHA – Alpha Hydroxy Acids is a combination of lactic acid and citric acid. In skin care, AHA is known for smoothing fine lines and wrinkles, improving skin tone and texture, unblocking and cleansing pores while improving the condition of the skin.



VIBRANCY

DE-FRIZZ



PASSION FRUIT OIL

The formula with Passion Fruit Oil smoothes hair by reducing frizz, leaving hair more manageable and defined.

Passion Fruit Oil, extracted from passion fruit seeds, is a lightweight yet nourishing oil used in skincare to enhance skin elasticity, deeply moisturise, replenish and sooth the skin and provide protection from environmental stressors, due to its high levels of essential fatty acids and antioxidants.

FORTIFY



MULTI-PEPTIDES

The formula with multi-peptides strengthens and replenishes the hair fibre with powerful actives to reduce breakage and resist damage. Prolongs the effect of the FIBRE CLINIX in salon service.

Multi-peptides are short amino acid chains that, in skin care, are known to strengthen, firm and lift the skin to promote skin renewal, reduce visible signs of aging and the appearance of fine lines to stimulating collagen and elastin production.



FROM SALON TO HOME



IN-SALON

Choose between permanent repair with the **BONDFINITY IN-SALON SERVICE** to create the strongest bonds or immediate repair with the **BONDXTEND IN-SALON SERVICE** for instant, transformative results.

BONDFINITY



Nourishing Shampoo
1000ml



Purifying Shampoo
1000ml



Treatment for
coarse hair 500ml



Treatment for fine to
medium hair 500ml



Fortify Booster
100ml



Hydrate Booster
100ml



Vibrancy Booster
100ml

BONDXTEND



Instant Infusion
Concentrate 400ml

FORTIFY



Shampoo
1000ml



Conditioner
1000ml

HYDRATE



Shampoo
1000ml



Conditioner
1000ml

VIBRANCY



Shampoo
1000ml



Conditioner
1000ml

IN-SALON & AT HOME HEROES

Nourish, protect and seal hair in-salon or at-home with the three multifunctional, heat protecting heroes.



Fibre Sealer 150ml



Light Oil 100ml



Rich Cream-to-Oil 100ml

AT HOME

Reactivate the in-salon repair results at-home with matching ranges dedicated to specific hair needs - for long-lasting repair effects.

FIBRE CLINIX FORTIFY

For highly damaged
& over-processed hair



Shampoo 300ml



Conditioner 250ml



Treatment 250ml



Multi-Repair Spray 200ml

Up to 83%
less hair
breakage*

FIBRE CLINIX VIBRANCY

For coloured hair



Shampoo 300ml



Conditioner 250ml



Treatment 250ml



Spray Conditioner 200ml

4x more
colour
vibrancy &
shine*

FIBRE CLINIX HYDRATE

For dry and brittle
hair



Shampoo 300ml



Conditioner 250ml



Treatment 250ml



Spray Conditioner 200ml

48h
moisturised
hair feel

FIBRE CLINIX DE-FRIZZ

For coarse and
unmanageable hair



Shampoo 300ml



Treatment 250ml



Smoothing Spray 200ml

Frizz
control for
up to 48h

*vs. untreated hair



THE IMPORTANCE OF CONSULTATION

The client's hair is as unique as their fingerprint. To find the optimal care regime for your client, it's key to start with a consultation and an individual diagnosis of their hair. A perfect consultation reflects and identifies the hair's care needs in salon and leads to a home care regime which offers your client a long-term solution.

1 Client Needs

Ask every client during a consultation to understand their specific needs.

- Tell me how you feel about your hair and scalp?
- Tell me all about your current haircare routine?
- What do you like about your hair?
- What have you had done to your hair that you liked?
- What have you had done to your hair that you disliked?

2 Diagnosis & Prescription

Create the basis of the in-salon service & home care regime tailored to your client's needs.

- Define hair type, length of hair & structure
- Diagnose the hair using hair elasticity and porosity test to analyse the condition
- To complete the picture, analyse the scalp condition
- Prescribe the most suitable in-salon service for the client's hair type, needs, and expectations

3 Customised In-Salon Service

Providing a precise and professional in-salon service tailored for your client is essential for retaining clients. It all begins with proper preparation, ensuring that the station is well-organised and equipped with all the necessary tools, and executing a precise sectioning pattern.



4 In-salon Care

Recommend the FIBRE CLINIX In-salon service that enables you to:

- Complete the salon service
- Fulfill the client's hair needs
- Meet the client's desired in-salon experience

5 Maintenance & Post-Salon Support

Create a personalised care plan together with your client based on individual hair needs.

- Elaborate on what the client's hair will need after the salon visit to keep the results to its maximum
- Explain every product the client will need as well as the usage
- Provide tips and tricks and how to integrate Fibre Clinix in their daily care routines

UNDERSTANDING PRIMARY AND SECONDARY NEEDS

When creating a personalised hair care plan for a client, it's essential to choose the appropriate products based on their primary & secondary needs identified during consultation.

Primary Needs

Through a **complete hair diagnosis**, we identify the primary requirements linked to the hair's structure and condition. This enables us to **recommend the most suitable in-salon treatment**, shampoo, conditioner, and other treatments to **enhance the overall health of the hair**.

Secondary Needs

The secondary needs **focus more on the client's specific desires** for the hair's appearance and manageability, such as **detangling, colour and heat protection, smoothing, and adding shine**. We can effectively address these concerns by using leave-in conditioners, Fibre Sealer or Bonding Oils.





CUSTOMISE YOUR SERVICE

Customisation lies at the heart of the **FIBRE CLINIX BONDFINITY SERVICE**.

After starting with either the Bondfinity Purifying Shampoo or Bondfinity Nourishing Shampoo to set the basis for clean & repaired hair, the true customisation comes in with the mixing of one of the two Bondfinity Treatments with up to two boosters.

Mixing and matching the highly concentrated in-salon boosters allows to tailor the Bondfinity service to specific hair needs. Identifying the primary and secondary hair needs is crucial in finding the best solution for each hair type.

ONE HAIR NEED

If there is a clear focus on tackling one hair need, e.g. providing hydration or nourishment to dry hair, the following logic shall be followed.



MAX. 10 PUMPS

OR



MAX. 5 PUMPS

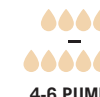
MORE THAN ONE HAIR NEED

If there are two hair needs to cater to, e.g. providing mostly vibrancy, but also strength to coloured hair, the following service logic is followed.



4-6 PUMPS

OR



4-6 PUMPS

Max. 10 pumps in total

1 CLEANSE

Cleanse hair with the FIBRE CLINIX Purifying Shampoo or Nourishing Shampoo.

2 MIX

Mix one scoop (25g) of a FIBRE CLINIX BONDFINITY Treatment for fine to medium or for coarse hair with up to 10 pumps of a BONDFINITY Booster or up to 5 pumps of a BONDFINITY Oil.

3 APPLY

Apply in sections to mid-lengths and ends. Leave to process for 5-10 minutes. Rinse thoroughly.

1 CLEANSE

Cleanse hair with the FIBRE CLINIX Purifying Shampoo or Nourishing Shampoo.

2 MIX

Mix one scoop (25g) of a FIBRE CLINIX BONDFINITY Treatment for fine to medium or for coarse hair, 4-6 pumps of a BONDFINITY Booster/Oil and 4-6 pumps of another BONDFINITY Booster/Oil, depending on the primary and secondary hair need, totalling to a maximum number of 10 pumps.

3 APPLY

Apply in sections to mid-lengths and ends. Leave to process for 5-10 minutes. Rinse thoroughly.



Offer your clients tailored & customisable services based on the diagnosis of their hair and hair needs.

Whether it is a nourishing **BONDFINITY REPAIR SERVICE** or a quick **BONDXTEND SERVICE** for instant results.

Recommend matching home care so your clients can maintain the results at home until the next salon visit.

SERVICE EXAMPLES

SCENARIO

Hair is coarse, damaged or over-processed and in need of strengthening and repair. The client is concerned about hair manageability and smoothness.

IN-SALON SERVICE BONDFINITY Service

TIME: 10-15 min

BUDGET: £ £ £

HOW TO

- Cleanse hair with Nourishing Shampoo
- Mix one scoop (25g) of Treatment with up to 10 pumps of Vibrancy Booster
- Apply in sections to mid-lengths & ends
- Leave to process for 5-10 minutes. Rinse thoroughly

PRODUCT CHOICE



Nourishing Shampoo



Treatment for coarse hair



Vibrancy Booster

AT-HOME CARE

Recommend matching at-home care based on the primary and secondary hair needs to maintain the results at home between in-salon visits.

PRIMARY NEEDS



Vibrancy Shampoo and Conditioner

SECONDARY NEEDS



Multi-Repair Spray



Fibre Sealer



BEFORE



AFTER





SCENARIO

Hair is medium texture, curly with a demi-permanent colour. The client wishes primarily additional shine & softness.

IN-SALON SERVICE
BONDXTEND Service

TIME: 5-8 min BUDGET: £

- HOW TO:
- Cleanse hair with Hydrate Shampoo
 - Apply Hydrate Conditioner through the lengths and ends of damp hair. Rinse after 2 minutes.

PRODUCT CHOICE



Hydrate Shampoo

Hydrate Conditioner

AT-HOME CARE

Recommend matching home care based on the primary and secondary hair needs to maintain the results at home between in-salon visits.

PRIMARY NEEDS



Hydrate Shampoo and Conditioner



De-Frizz Smoothing Spray

SECONDARY NEEDS



Rich Oil

BEFORE



AFTER



SCENARIO

Hair is fine and slightly porous. Regularly coloured blonde and highlighted. The client seeks quick fix.

IN-SALON SERVICE
BONDFINITY Service

TIME: 10-15 min BUDGET: £££

- HOW TO:
- Cleanse hair with Purifying Shampoo
 - Mix one scoop (25g) of Treatment with up to 10 pumps of Fortify Booster.
 - Apply in sections to mid-lengths & ends
 - Leave to process for 5-10 minutes. Rinse thoroughly.

PRODUCT CHOICE



Purifying Shampoo

Treatment for fine to medium hair

Fortify Booster

AT-HOME CARE

Recommend matching home care based on the primary & secondary hair needs to maintain the results at home between in-salon visits.

PRIMARY NEEDS



Fortify Shampoo and Conditioner

SECONDARY NEEDS



Light Oil

BEFORE



AFTER



SCENARIO

Hair tends to be overburdened, coloured with a demi-permanent colour. The client is concerned about frizz.

IN-SALON SERVICE
BONDXTEND Service

TIME: 4-6 min BUDGET: ££

- HOW TO:
- Cleanse hair with Vibrancy Shampoo
 - Apply 10-20ml of Concentrate directly on damp hair. Work in and rinse out thoroughly.

PRODUCT CHOICE



Vibrancy Shampoo

Instant Infusion Concentrate

AT-HOME CARE

Recommend matching home care based on the primary & secondary hair needs to maintain the results at home between in-salon visits.

PRIMARY NEEDS



De-Frizz Shampoo



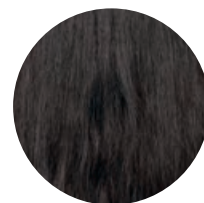
De-Frizz Treatment

SECONDARY NEEDS



De-Frizz Smoothing Spray

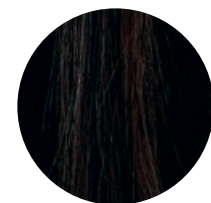
BEFORE



AFTER



BEFORE



AFTER



SCENARIO

Hair is freshly coloured or lightened and needs a post-colour service to stop the oxidation process and give additional care.

IN-SALON SERVICE
BONDXTEND
Post-colour Service

TIME: 5-7 min BUDGET: £££

- HOW TO:
- Cleanse hair with Vibrancy Shampoo
 - Apply 2-3 pumps of Hair Sealer and work in the hair for 30 seconds. Rinse thoroughly.
 - Apply 10-20ml of Concentrate directly on damp hair. Work in and rinse out thoroughly.

PRODUCT CHOICE



Vibrancy Shampoo

Hair Sealer

Instant Infusion Concentrate

AT-HOME CARE

Recommend matching home care based on the primary and secondary hair needs to maintain the results at home between in-salon visits.

PRIMARY NEEDS



Vibrancy Shampoo and Conditioner

SECONDARY NEEDS



Fibre Sealer



BONDFINITY SERVICE

Introducing the BONDFINITY range featuring BONDFINITY TECHNOLOGY for **permanent bond creation and long-lasting repair.**



Bondfinity Nourishing Shampoo 1000ml

- Gently cleanses all hair types
- Provides deep nourishment to the hair



Bondfinity Purifying Shampoo 1000ml

- Effectively removes product build-up, environmental pollutants, dirt, oils, metals and minerals
- Gentle on both the hair and scalp
- Leaves hair feeling refreshed and renewed



Bondfinity Treatment for coarse hair 500ml

- Deeply nourishes coarse hair without weighing it down
- Provides long-lasting strength, resilience and elasticity to the inner hair fibre
- Provides smoothness & shine



Bondfinity Treatment for fine to medium hair 500ml

- Deeply nourishes fine to medium hair without weighing it down
- Provides long-lasting strength, resilience and elasticity to the inner hair fibre
- Provides smoothness & shine



Bondfinity Fortify Booster 100ml

A concentrated booster* formulated with Multi-Peptides that strengthens and replenishes damaged and over-processed hair to revitalise it & resist breakage.



Bondfinity Hydrate Booster 100ml

A concentrated booster* formulated with Electrolytes that recharges dry and brittle hair to feel moisturised and replenished, leaving hair looking hydrated, bouncy and silky with more elasticity



Bondfinity Vibrancy Booster 100ml

A concentrated booster* formulated with AHA that prolongs the colour intensity of coloured hair for long-lasting vibrancy and shine by deeply locking in colour pigments to resist fading



BONDXTEND SERVICE

Introducing the BONDXTEND range featuring BONDXTEND TECHNOLOGY for **instant, transformative results.**



Instant Infusion Concentrate 400ml

- An instant, transformative concentrate treatment
- Instantly and intensively smooths and strengthens all hair types (after just one use)
- Provides immediate shine, moisture and elasticity



Hydrate Shampoo 1000ml

- Gently cleanses dry and brittle hair and prepares it for the FIBRE CLINIX BONDXTEND service
- Balances moisture levels for a lightweight hydration of hair
- Boosts shine, softness and elasticity



Hydrate Conditioner 1000ml

- Smooths dry and brittle hair and seals the hair surface
- Helps retain moisture without weighing hair down
- Improves elasticity and manageability for easier detangling
- Leaves hair feeling soft and shiny



Vibrancy Shampoo 1000ml

- Gently cleanses all coloured hair types and prepares them for the FIBRE CLINIX BONDXTEND service
- Protects and locks in colour vibrancy
- Provides brilliant shine and a smooths hair surface



Vibrancy Conditioner 1000ml

- Smooths all coloured hair types and seals the hair surface
- Protects and preserves colour vibrancy
- Detangles and improves combability



Fortify Shampoo 1000ml

- Gently cleanses damaged and over-processed hair and prepares it for the FIBRE CLINIX BONDXTEND service
- Instantly rebuilds, strengthens and regenerates the hair fibre
- Provides shine & a smooth hair surface



Fortify Conditioner 1000ml

- Smooths damaged & over-processed hair and seals the hair surface
- Instantly helps to reconstruct hair fibres
- Improves resilience and shine



INSTANT TRANSFORMATIVE RESULTS

Discover the **INSTANT INFUSION CONCENTRATE** for quick in-salon services and immediate and transformative repair results you can see and feel right away.

- **An instant, transformative concentrate** treatment for all hair types

- **Lightweight**, yet intensely nourishing liquid-to cream consistency

- Instantly **reverses 3 years of hair damage** in just one application

- **Instantly absorbs** to rebuild and revitalise the inner hair fibre



- Instantly adds **3 times more shine & increases smoothness by 42%** after just one use*

- Facilitates rapid detangling for **improved manageability**

- Provides **immediate shine, moisture and elasticity**



NOURISH AND SEAL WITH OUR HEROES

The universal **FIBRE CLINIX Hero Range** for all hair types to nourish, protect and seal the hair fibre. These 3 must-haves act as essential components before, during or after the in-salon service, as well as daily companions for at-home usage.



BONDFINITY FIBRE SEALER 150ML

A lightweight repair leave-in cream that instantly and visibly helps seal 94% of split ends and gives long-lasting strength to all hair types.

- Deeply nourishes and restores hair
- Provides smoothness & shine
- Provides frizz control for up to 48h
- Lightweight and fast-absorbing formula
- Provides heat protection of up to 230°C/450°F
- 93% less hair breakage*



BONDFINITY LIGHT OIL 100ML

A multifunctional repair oil with a fluid consistency, delivering lightweight moisture to fine to medium hair types.

- Delivers smoothness and shine with its lightweight and fast-absorbing formula and provides nourishment**
- Provides fine to medium hair types with an instant boost of moisture and up to 99% more shine*
- Improves combability and detangling
- Prevents split ends and up to 93% of hair breakage*, providing long-lasting repair results
- Provides heat protection up to 230°C/450°F



BONDFINITY RICH CREAM-TO-OIL 100ML

A multifunctional repair oil with a cream-to-oil consistency, delivering rich nourishment to coarse hair types

- Transforms from a cream into an oil to tame frizz, add definition and improve overall manageability
- Provides coarse hair types with 5x nourishment**
- Delivers a smooth and shiny finish with up to 93% less frizz*
- Prevents split ends and up to 93% of hair breakage*, providing long-lasting repair results
- Provides heat protection up to 230°C/450°F





AT HOME MAINTENANCE

Introducing the at-home ranges to reactivate the **in-salon results at home** for a long-lasting repair effect.

FORTIFY



Shampoo 300ml

- Gently cleanses damaged and over-processed hair
- Instantly rebuilds, strengthens and regenerates the hair fibre
- Provides shine and a smooth hair surface



Multi-Repair Spray 200ml

- Detangles damaged and over-processed hair
- Instantly repairs mid-lengths & ends
- Provides heat protection of up to 230°C/450°F to resist styling and blow-drying damage



Conditioner 250ml

- Smooths damaged & over-processed hair and seals the hair surface
- Instantly helps to reconstruct the hair fibre
- Detangles hair and improves manageability



Treatment 250ml

- Intensively nourishes damaged & over-processed hair
- Instantly and deeply penetrates the hair structure and restructures damaged areas
- Adds intense smoothness & brilliant shine

HYDRATE



Shampoo 300ml

- Gently cleanses dry and brittle hair
- Balances moisture levels for a lightweight hydration of hair
- Boosts softness, shine and elasticity



Spray Conditioner 200ml

- Detangles dry and brittle hair
- Provides smoothness, shine & elasticity with a lightweight hair feel
- Provides heat protection of up to 230°C/450°F to resist styling and blow-drying damage



Conditioner 250ml

- Smooths dry and brittle hair and seals the hair surface
- Helps retain moisture without weighing hair down
- Improves elasticity and manageability for easier detangling



Treatment 250ml

- Intensively moisturises dry and brittle hair
- Adds smoothness and shine
- Recharges dry hair with in-depth strength & care



VIBRANCY



Shampoo 300ml

- Gently cleanses all coloured hair types
- Protects and locks in colour vibrancy
- Provides brilliant shine and a smooth hair surface



Spray Conditioner 200ml

- Protects colour vibrancy and prevents colour fading
- Improves manageability for easier combing and provides frizz control



Conditioner 250ml

- Smooths all coloured hair types and seals the hair surface
- Protects and preserves colour vibrancy
- Detangles and improves combability



Treatment 250ml

- Intensively nourishes all coloured hair types
- Enhances colour vibrancy for long-lasting colour results
- Provides in-depth strength & care

DE-FRIZZ



Shampoo 300ml

- Gently cleanses coarse and unmanageable hair
- Instantly reduces frizz and protects from humidity, making hair more manageable
- Smooths hair surface and adds shine



Smoothing Spray 200ml

- Detangles coarse & unmanageable hair
- Provides an instant frizz-free finish
- Provides humidity control and an anti-static effect
- Provides heat protection of up to 230°C/450°F to resist styling and blow-drying damage



Conditioner 250ml

- Smooths dry and brittle hair and seals the hair surface
- Helps retain moisture without weighing hair down
- Improves elasticity and manageability for easier detangling



Treatment 250ml

- Intensively nourishes and tames coarse and unmanageable hair
- Locks smoothness in and frizz out
- Fuels hair with in-depth care & strength
- Leaves hair looking silky and shiny
- Provides humidity control and an anti-static effect

GROW YOUR CARE BUSINESS WITH FIBRE CLINIX

1



Position your salon as the #1 Colour & Care service partner

Offer your coloration services alongside customised FIBRE CLINIX care services to promote stronger, healthier, and more resilient coloured hair. By combining coloration services with FIBRE CLINIX customised hair care, you can prolong colour results and enhance joint holistic services.

Specifically developed and tested with IGORA for optimal hair quality and strongest hair repair.*

DEVELOPED
& TESTED WITH
IGORA



2

Communicate your expertise as a technology-driven hair care expert

Promote the permanent repair benefits of FIBRE CLINIX bonding technology to show superior care performance. Educate your clients about the BONDFINITY METHOD for long-lasting hair repair outcomes to boost sales and salon visits.



3

Sell your customisable services to build client trust

Drive salon sales via customised services tailored to your clients' individual hair needs. The BONDFINITY SERVICE offers a personalised experience via the hand-picked selection of boosters, together with the strongest repair performance, thereby building client trust.

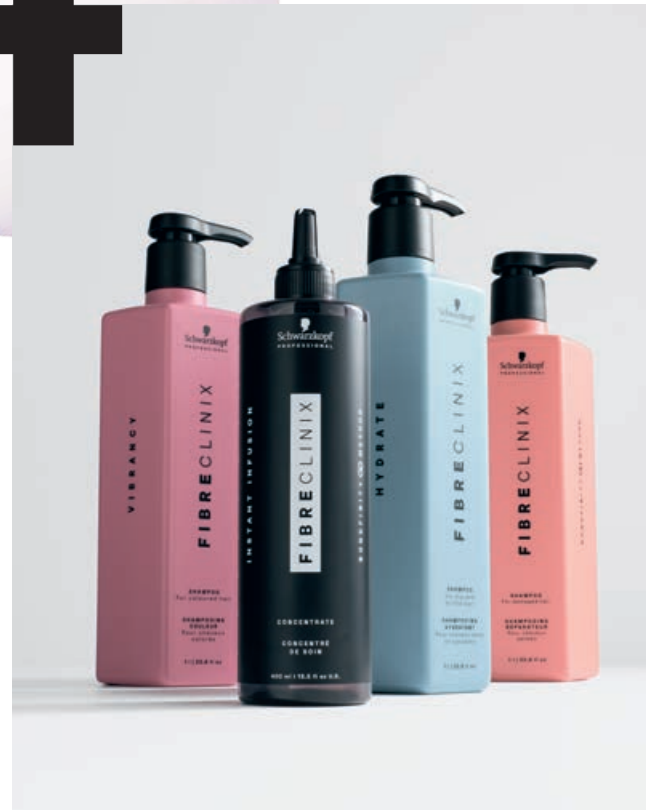




4

Upscale your business by offering customised service packages

Build customised service packages based on the individual need for a more in-depth or time-efficient in-salon experience. The FIBRE CLINIX assortment allows for flexible service options & combinations - from the **strongest repair performance** with the BONDFINITY Service, to a **quick service alternative** with the BONDXTEND SERVICE, as well as the integration of scalp care via Scalp Clinix. **Maximise your business potential by offering different service packages that respond to each client's individual need.**

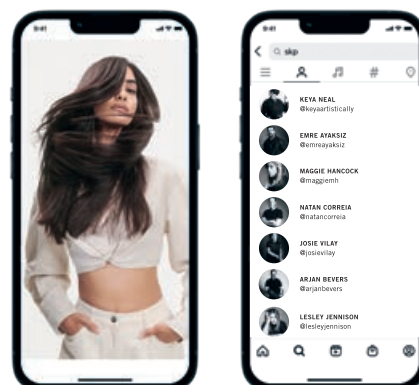


5



Share and interact with your clients on social media

Engage with your audience online and share relevant content on your social media channels, website & online shop to **drive awareness and boost sales.**



TAKE THE SALON EXPERIENCE TO THE NEXT LEVEL

Discover a new kind of hair consultation with groundbreaking hair scanning technology

THE SALONLAB SMART ANALYZER, equipped with a Near-Infrared sensor and paired with an innovative app, takes the salon experience to a whole new level. The cutting-edge technology **analyses inner hair strength** and combines intelligent data insights with hairdressing expertise for a truly tailored experience: **Recommend a customised FIBRE CLINIX care routine to your clients.**



INCREASE SALES

- Use the SalonLab Smart Analyzer to effortlessly sell the new FIBRE CLINIX range to your clients
- Prove the immediate impact of the FIBRE CLINIX formulas on your client's hair by using the Before & After Feature

TRANSFORM CONSULTATIONS

- The SalonLab Smart Analyzer is the only tool on the market able to measure inner hair strength
- Attract new clients by providing a unique service
- Set your salon apart from competition and stay ahead of the game

STRENGTHEN CLIENT LOYALTY

- Enhance your expertise by tracking your client's individual hair journey and improvements while building trust
- Offer your clients customised hair care recommendations
- Reoccurring analysis with every visit to habitualise FIBRE CLINIX sales amongst your clients and increase loyalty





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