

THE UNSEEN

C A
O L
L C
O H
U E
R M
Y

Schwarzkopf Professional



P R E P A R E
F O R
D I S C O V E R Y

LEAVE BEHIND THE IMPOSSIBLE



EXPLORE THE UNKNOWN

In a world where everything seems explored, clients want to uncover the unexplored.



STAND OUT

Clients want to stand out in the digital noise of everyday.



BE BOLD

Bold clients want bold colour effects without the commitment or damage.



BE UNIQUE

Clients want looks that are as unique as their fingerprint.

SCHWARZKOPF
PROFESSIONAL
PARTNERED WITH
THE ALCHEMISTS
OF THEUNSEEN

TO BRING COLOUR EFFECTS THAT HAVE
NEVER BEEN SEEN ON HAIR BEFORE

TOGETHER
WE BLUR THE
LINE BETWEEN
SCIENCE
AND MAGICK



LAUREN BOWKER, ALCHEMIST,
FOUNDER AND CREATIVE
DIRECTOR OF THEUNSEEN

THEUNSEEN is a consultancy, innovation
lab and product development studio that
consists of an eclectic team of chemists
and engineers through to textile designers
and commercial strategists.

EXPLORE
THE
UNKNOWN



COLOUR ALCHEMY



THE FIRST HAIR
COLOUR THAT CREATES
INSTANT, PRISMATIC
EFFECTS RESPONSIVE TO
TEMPERATURE AND LIGHT

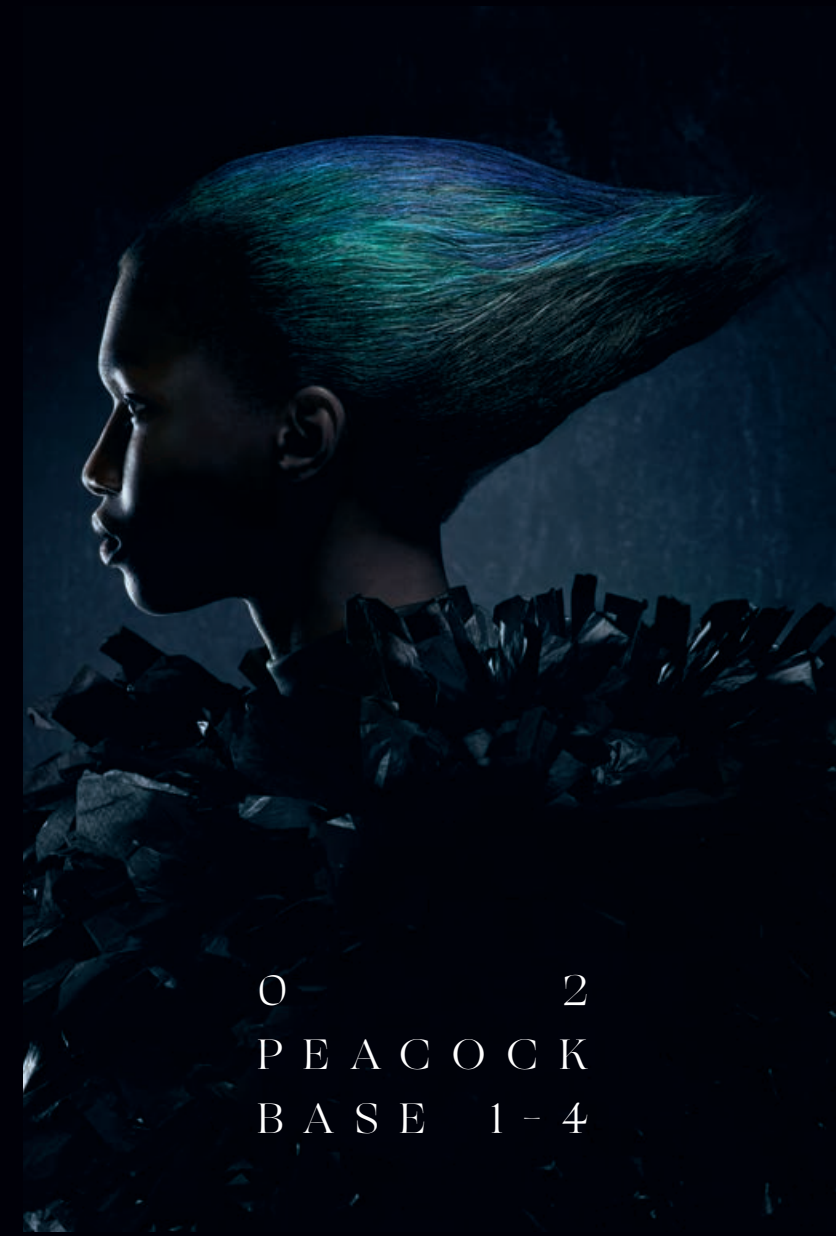
- o Redefines the limits of science and magick
- o Uncovers an unexplored world of creative styles
- o Breaks the rules of hair colour

C R A F T
 B E A U T Y
 B E Y O N D
 I M A G I N A T I O N

- o 5 colour-changing shades inspired by nature
- o Responsive to temperature and light
- o Suitable on dark hair bases (1-6)
- o For instant effects without pre-lightening
- o Ready to use, easy to apply gel-cream formula
- o With temporary, one wash results



0 1
 S C A R A B
 B A S E 1-3



0 2
 P E A C O C K
 B A S E 1-4



0 4
 A N D R I T E
 B A S E 4-6



0 3
 B O R E A L I S
 B A S E 3-6



0 5
 P H O E N I X
 B A S E 4-6

HARNESSES THE MAGICK

REWRITE THE RULES

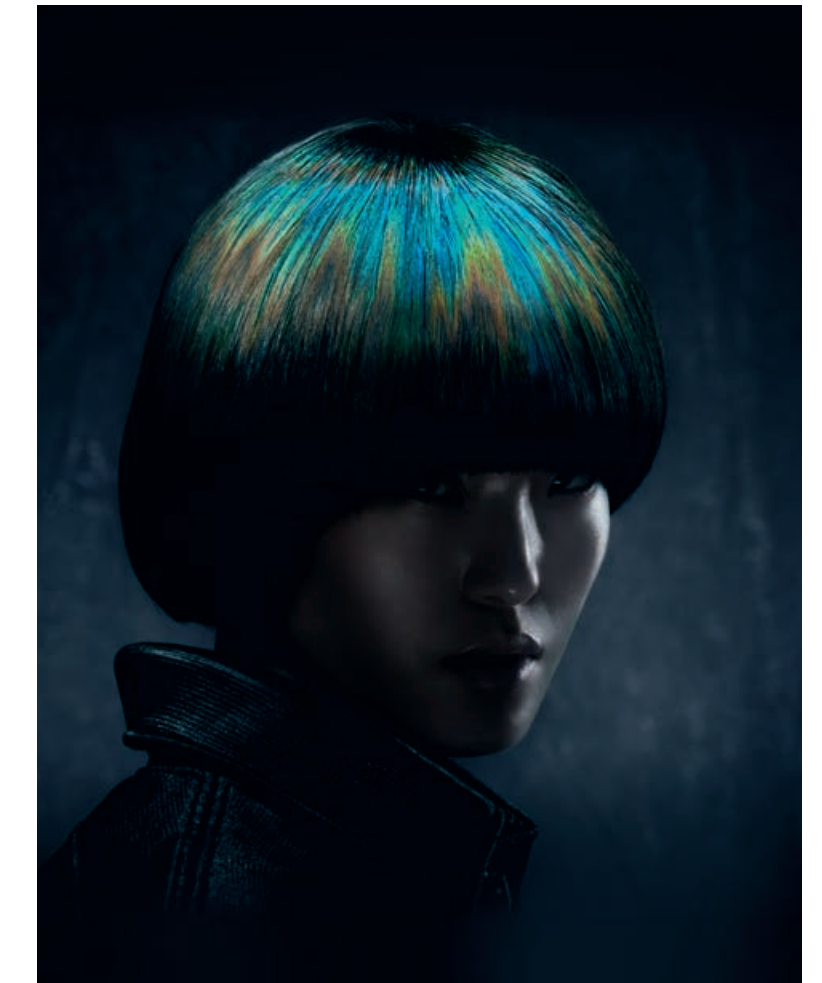
o Paint instant, prismatic results on dark bases without commitment and increase your ticket price

PERFECT YOUR CRAFT

o Excite even non-colour clients - with a colour product fueled with magick
o Enhance your clients with never seen before individual looks



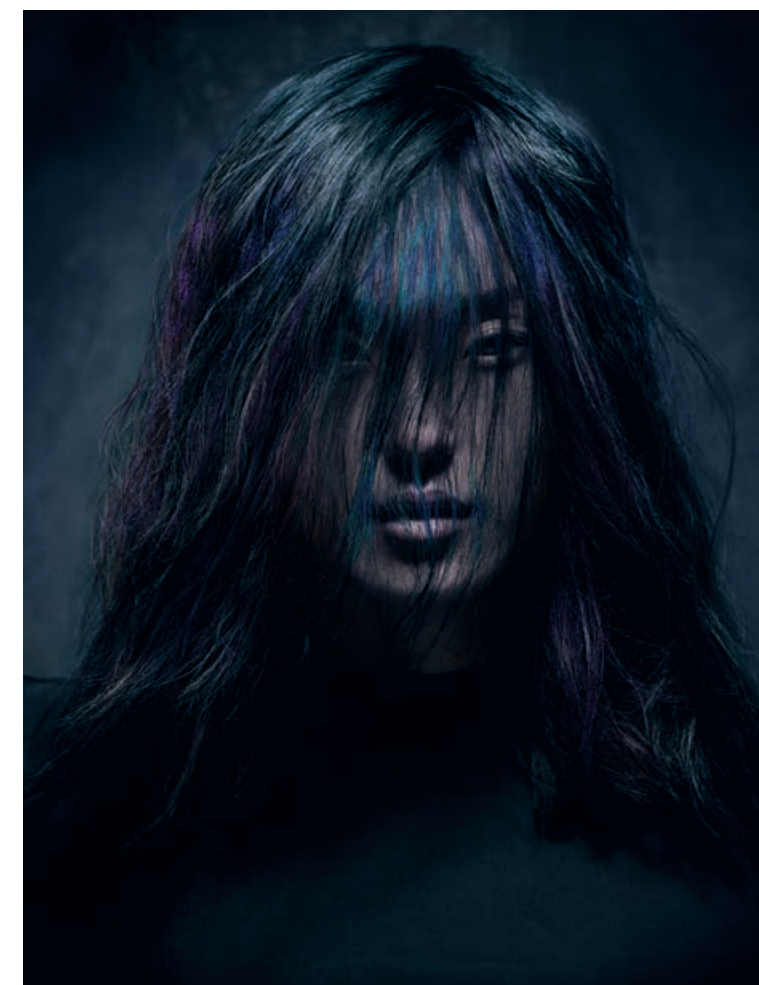
Flacon: 77€ RRP



S = 16 APPLICATIONS

Service price: 15€

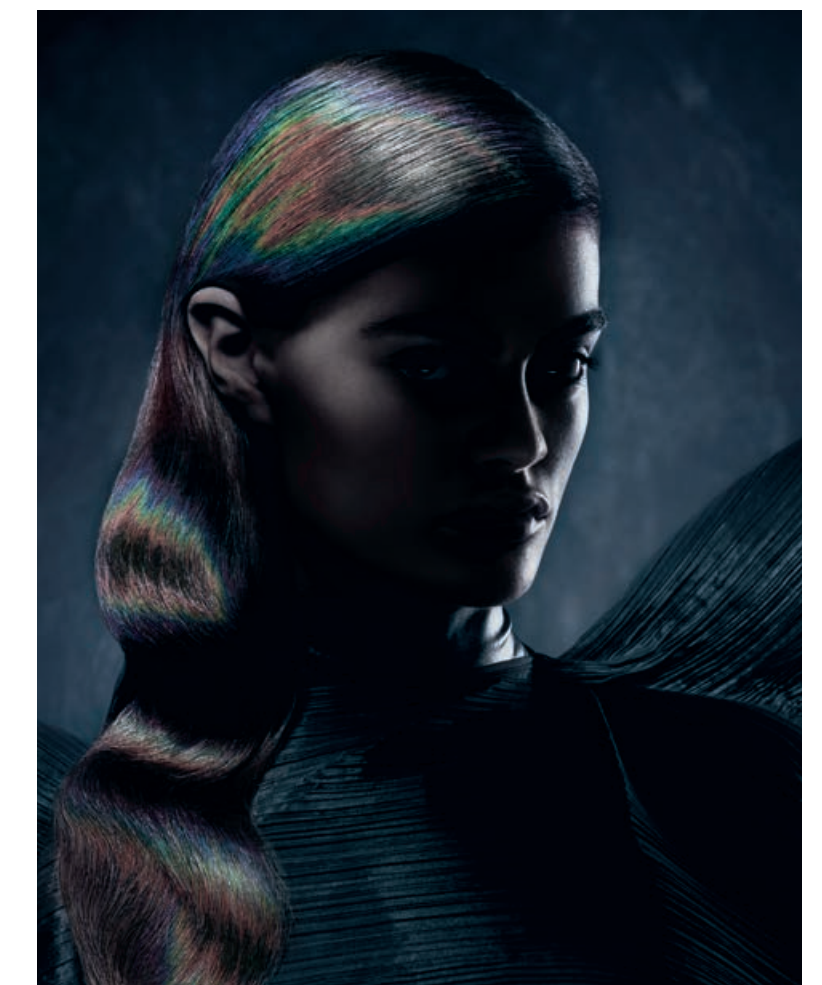
5min - 3ml - 3,30€*



M = 10 APPLICATIONS

Service price: 22€

8min - 5ml - 5,50€*



L = 5 APPLICATIONS

Service price: 30€

10min - 10ml - 8,80€*

* Cost per application based on NET price: 55€

EXCEED CREATIVE LIMITS

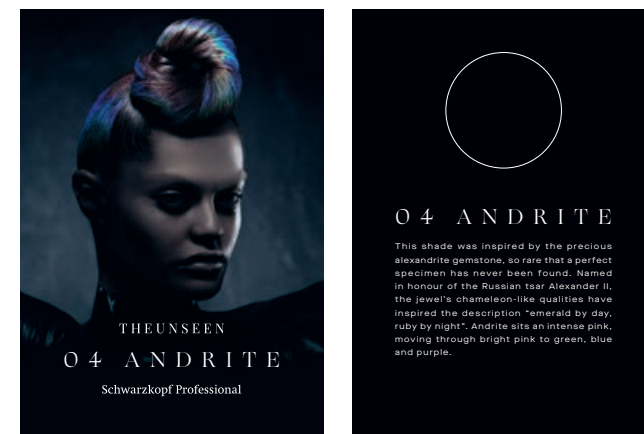
TRANSFORM HAIR INTO OUTSTANDING
INSTAGRAMMABLE LOOKS

CREATE A MAGICKAL IN-SALON
EXPERIENCE FOR YOUR CLIENTS.



A L C H E M Y
B O O K

Technical support &
visual inspiration

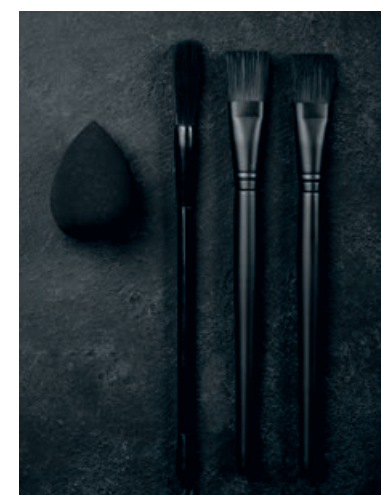


S H A D E
C A R D S

Consultation tool show-
casing colour effect with
imprinted liquid crystals



S I N G L E
B O T T L E
G L O R I F I E R



T O O L S
Sponge, Brushes, Plate



R I T U A L S
5 tutorial videos featuring
step-by-step application
techniques



M U L T I -
P U R P O S E
S T I C K E R



P O S T E R

I M M E R S E
Y O U R S E L F
I N T H E
M A G I C K A L
W O R L D
O N L I N E

FOLLOW @SCHWARZKOPFPRO FOR
UNLIMITED INSPIRATION & EDUCATION.

GET FIRST HAND PRODUCT INSIGHTS
LIVE WITH LAUREN BOWKER
AND SCHWARZKOPF
PROFESSIONAL AMBASSADORS.



DISCOVER THE NEW COLOUR ALCHEMY AR
FILTER ON INSTAGRAM TO EXPERIENCE
THE PRISMATIC COLOUR EFFECTS AND
CREATE UNIQUE REFLECTIONS VIRTUALLY.

SHARE YOUR LOOKS AND TAG US USING
#DOYOUSEE AND #SCHWARZKOPFPRO

WITNESS
O U R
MAGICK



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