

SERVICE MANUAL



Schwarzkopf
PROFESSIONAL



FOR EVERY YOU.



ELEVATE YOUR COLOUR SERVICE OFFERING

Colour services are crucial for salons, as they not only attract a wide range of clients and increase customer loyalty, but also drive business growth by encouraging repeated visits and fostering new market opportunities.

In this Schwarzkopf Professional manual, we present and decode three relevant & highly demanded services for blondes, curls and white hair clients, that will help you drive your business and be on top of trends. You will also find a highly sought-after creative service for those clients who aspire to be more daring and challenge the status quo.



Our holistic colour portfolio gives you all the tools to be the colourist you want to be.





HAIR BY SCHWARZKOPFPRO KEY SERVICES

Schwarzkopf Professional teamed up with talented artists from around the world to share their signature services and techniques - from salon-ready styles to bold, creative looks. Our mission is to empower artists worldwide, celebrating diverse skillsets and expertise, while inspiring creativity and innovation.



CONTRAST BLONDE

Contrast Blonde service for those seeking a bold, fashion-forward look that effortlessly combines vibrant, ribbon-like highlights with deep, rich base tones.



EMBRACE GREY

Embrace and enhance your client's natural grey hair while enjoying a low-maintenance sleek look with Embrace Grey service.



CURLY POP

Curly Pop service enhances your client's natural texture with depth and dimension by adding rich, multidimensional highlights while preserving their curl pattern.

MEET OUR CREATORS



PATRICIA NICOLE
@paintedhair



SHY + FLO
@shyandflo

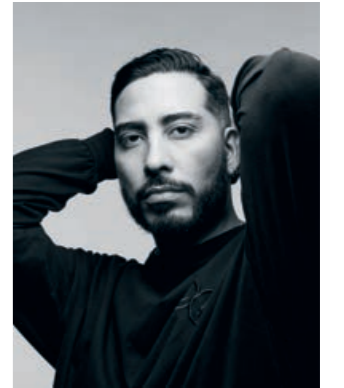


BRENDNETTA ASHLEY
@edgybgirl

WE EMPOWER ARTISTS WORLDWIDE



NICK IRWIN
@nickirwinhair



JAVIER DIAZ
@javierdiaz_hairstyle



LISA FARRALL
@lisafarrall



JACK MARTIN
@jackmartincolourist



TONY TSAI
@tonytony1226



REEMA JABER
@hairbyreema



LESLEY JENNISON
@lesleyjennison

CONTRAST BLONDE



I went in with my ribbon lights technique, which is essentially a way for foil placement that is going to mimic hair painting. I used the new IGORA VIBRANCE shades to enhance, balance and neutralise the hair.

Colour crafted by
PATRICIA NICOLE



BEFORE

HOW TO ACHIEVE THIS LOOK



COLOURS USED

PRE-LIGHTENER: BLONDME Premium Lightener 9+ + BLONDME Premium Developer 6% | 20 VOL. (1:1,5)

COLOUR 1 (Roots): IGORA VIBRANCE 5-0 + IGORA VIBRANCE Activator Lotion 4% | 13 VOL. (1:1)

or if white hair coverage is needed: IGORA ROYAL 5-0 + IGORA ROYAL Oil Developer 6% | 20 VOL. (1:1)

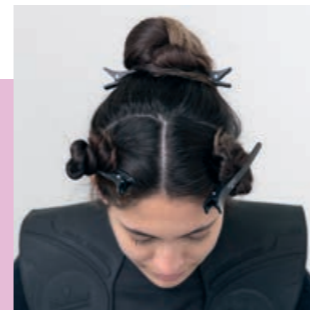
COLOUR 2 (Mid-lengths & ends): IGORA VIBRANCE 9,5-24 + IGORA VIBRANCE Activator Lotion 4% (1:1)

Styling crafted by
JAVIER DIAZ



STYLING TIP

The Schwarzkopf Professional styling line is super extensive. I think it is designed for every hair type, for every texture finish, and that definitely makes my job easier, to be able to have optimal results in hair styling.



STEP 01
Section the hair with a T-section.



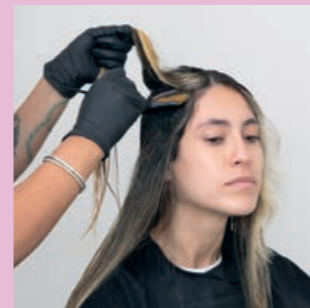
STEP 02
Take a diagonal slice of hair around the back hairline and tease it gently. Apply the selected lightener from the roots to the ends in the foil. Repeat all around the hairline.



STEP 03
Take horizontal slices at the mid-crown and repeat the teasing and application technique.



STEP 04
Continue around the front hairline. Develop for up to 45 minutes then follow with post-lightening care.

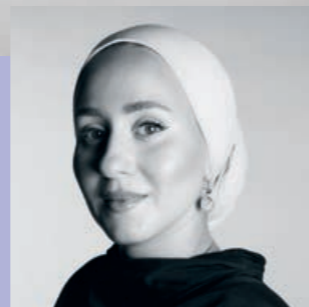


STEP 05
TONING: Create a T-Section, then take horizontal separations starting at the back and apply Colour 1 with a root tap technique to the roots with bowl and brush.



STEP 06
Apply Colour 2 in a zigzag pattern along the hair strand, ensuring even distribution to mid-lengths and ends using the application bottle. Develop for up to 20 minutes, then proceed with post-colour treatment.

CURLY POP



Look crafted by
REEMA JABER

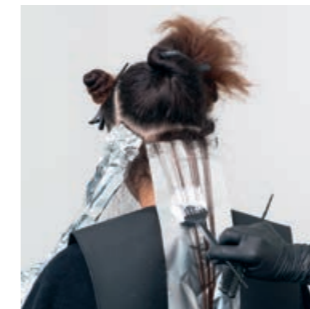
I use a dimensional foiling method for textured hair. I strategically applied three complementary formulas, layering them to enhance the natural texture and create a multidimensional effect. The subtle shifts in tone reflect shine and definition, delivering a beautifully seamless and refined result.



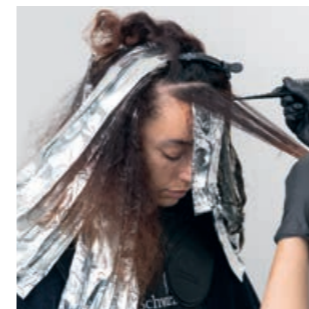
BEFORE



STEP 01
Take a profile parting, then section off the back section from the top of the head to behind the ears. Then section the fringe area.



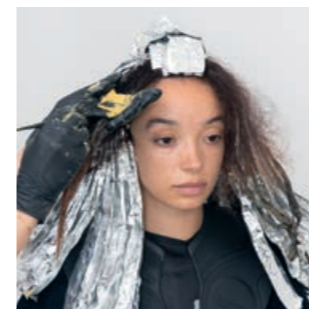
STEP 02
Starting at back hairline, take a slice of hair and create large weaves. Tease gently towards the roots and apply the selected lightener in the foils.



STEP 03
Continue with the same technique alternating between the Pre-lightener and Colour 1. Complete the sides and fringe area.



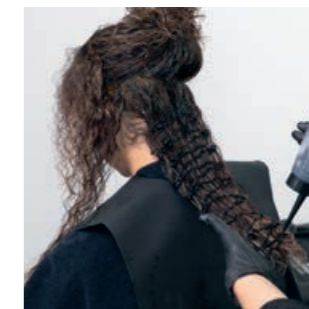
STEP 04
Continue working upward and horizontally, repeating the same technique.



STEP 05
Apply Colour 2 between the foils, to the lighter pieces of hair. Develop for up to 45 minutes and follow with post-lightening care.



STEP 06
TONING: Create a T-section and apply Colour 3 to a large root area with a bowl & brush to create a shadow root effect.



STEP 07
Apply Colour 4 to mid-lengths and ends with bottle applicator. Develop for up to 20 minutes and follow with selected post-colour treatment.

HOW TO ACHIEVE THIS LOOK

PRO TIP:
If more colour intensity is desired, use IGORA ROYAL vs. IGORA ZERO AMM



COLOURS USED

PRE-LIGHTENER: BLONDME Premium Lightener 9+ + BLONDME Premium Developer 2% | 7 VOL. (1:1.5)

COLOUR 1 (Lift & Colour): IGORA ROYAL Fashion Lights L-44 + IGORA ROYAL Oil Developer 6% | 20 VOL. (1:1)*

COLOUR 2: IGORA ZERO AMM 5-0 + IGORA ZERO AMM 5-5 (1:1) + IGORA ROYAL Oil Developer 3% | 10 VOL. (1:1)

COLOUR 3 (Shadow Root): IGORA VIBRANCE 4-46 + IGORA VIBRANCE Activator Lotion 1.9% | 6 VOL. (1:1)

COLOUR 4 (Mid-lengths): IGORA VIBRANCE 7-77 IGORA + VIBRANCE 7-55 (1:1) + IGORA VIBRANCE Activator Lotion 1.9% | 6 VOL. (1:1)

STYLING TIP

To style, I used OSiS Bounty Balm as a base to provide hydration and slip, followed by OSiS Topsy Twirl for hold.



*IGORA ROYAL Fashion Lights is designed to be used with 12% | 40 VOL. to achieve up to 5 levels of lift on natural or coloured hair. Expect less lift with lower strength developers.

HOW TO ACHIEVE THIS LOOK

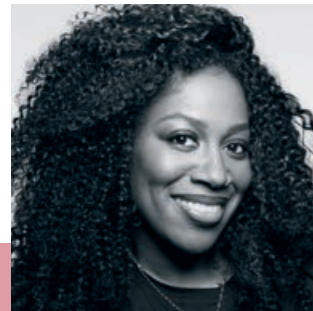


COLOURS USED

PRE-LIGHTENER: BLONDME Clay Lightener + BLONDME Premium Developer 6% | 20 VOL. (1:1,5)

COLOUR: IGORA VIBRANCE 8-46 + 9-1 (1:1) + IGORA VIBRANCE Activator Lotion 4% | 13 VOL. (1:1)

Look crafted by
BRENDNETTA ASHLEY



BEFORE



STEP 01
Section the hair into 5 equal quarters from the top crown. Then subdivide the back horizontally from ear-to-ear.



STEP 02
Using a freehand technique, hand-pick strands the size of a curled lock, and apply the selected lightener with the support of a board.



STEP 03
Continue in the same manner around the 4 remaining sections. Develop up to 45 minutes. Follow with a post-lightening service.



STEP 04
TONING: Section the hair with 4 quadrants, then apply the toner using a bowl and brush, working horizontally on the pre-lightened hair. Develop for up to 20 minutes then follow with a post-colour treatment.



STYLING TIP

I used the OSiS Bounty Balm for definition. Then I added The Mousse from Session Label for a little bit more of that really nice defined curl pattern.



The unique colour placement gives a natural glow that blends as it grows out. Its subtle yet complements the natural hair colour.



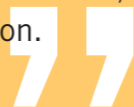
EMBRACE GREY



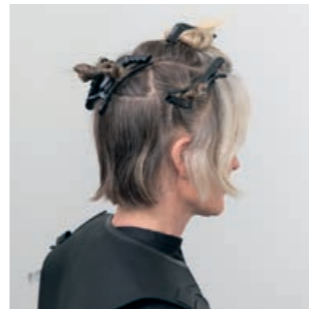
Colour crafted by
JACK MARTIN



This approach ensured a seamless blend between the natural and coloured hair, creating a harmonious transition.



BEFORE



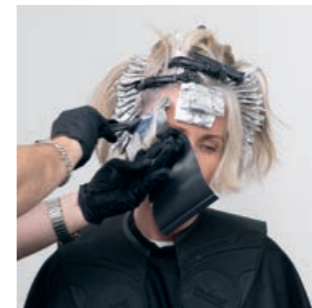
STEP 01
Create a horseshoe section, then isolate the higher percentage of white hair around the hairline. Take a horizontal section from the top of the occipital bone and separate it from ear to ear.



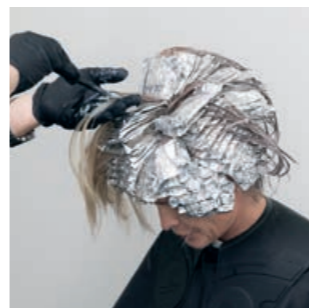
STEP 02
Replicate the white hair pattern with a medium-sized babylight weave. Apply the chosen lightener to the previously coloured hair in the foils.* Repeat with back-to-back foils.



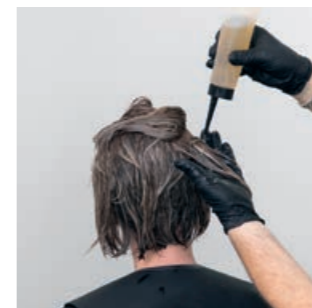
STEP 03
Repeat the same technique on both sides.



STEP 04
When working on areas with a higher percentage of white hair, use a lower-strength developer.



STEP 05
Apply Colour 1 to the previous highlights or colour to match the natural base colour, between the foils. Develop up to 45 minutes for the lightener and 30 for the colour. The follow with the post-lightening care.



STEP 06
Apply Colour 2 to pre-lightened areas. Develop for up to 20 minutes. Then follow with selected post-colour treatment.

*This technique is perfect for clients looking to embrace their grey hair and smoothly transition from previously dyed hair to their natural salt-and-pepper look.

HOW TO ACHIEVE THIS LOOK



COLOURS USED

- PRE-LIGHTENERS:**
- Applied to coloured hair**
BLONDME Premium Lightener 9+ + BLONDME Premium Developer 6% | 20 VOL. (1:1,5)
 - Applied on white and lighter hair**
BLONDME Premium Lightener 9+ + BLONDME Premium Developer 2% | 7 VOL. (1:1,5)
- COLOUR 1:** IGORA ROYAL 7-42 + IGORA ROYAL 7-1 (3:1) + IGORA ROYAL Oil Developer 3% | 10 VOL. (1:1)
- COLOUR 2:** IGORA VIBRANCE 9,5-1 + 9,5-21 (1:1) + IGORA VIBRANCE Activator Gel 1.9% | 6 VOL. (1:1)

Styling crafted by
NICK IRWIN



STYLING TIP

What's important is not over-exaggerating the hair or using products that will be super visible. It's about building texture and foundation into the hair so it becomes almost invisible in the overall feel.

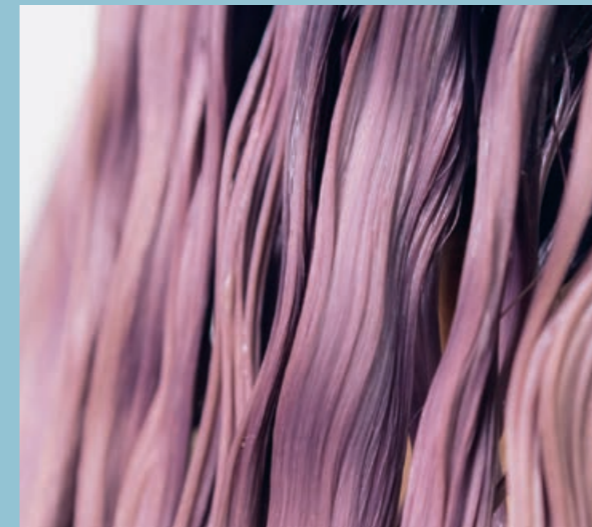
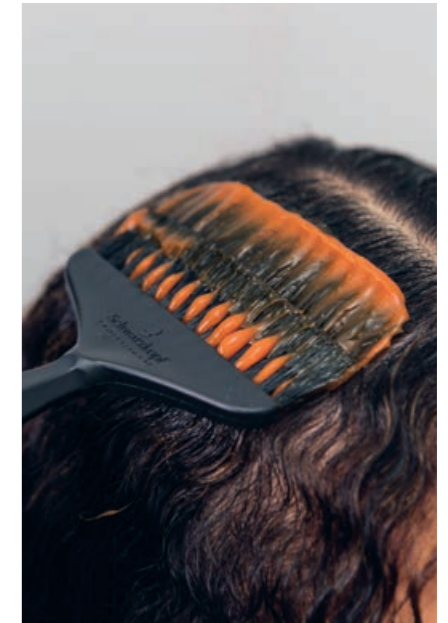
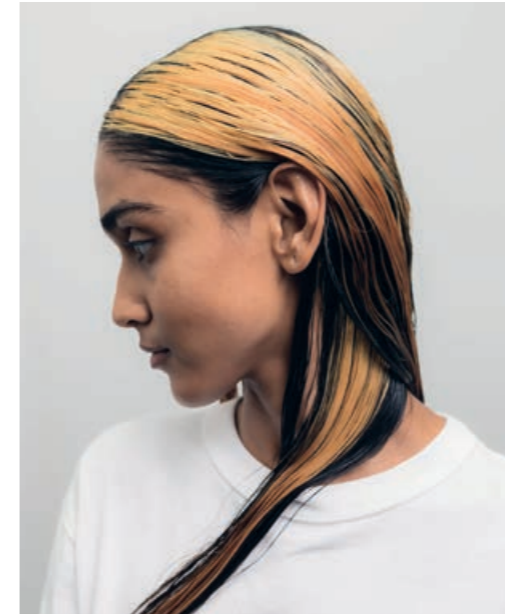




CREATIVE COLOUR PLACEMENTS

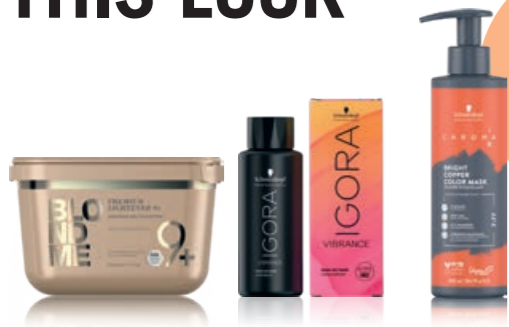
Creativity knows no limits. Our artists bring you the most daring, cutting-edge looks to inspire those who dare to stand out.

By providing different and exclusive offerings in your salon, you not only cater to clients seeking unique and personalised looks, but also established your salon as a leader on the field.



Creative colour services enable clients to express their individuality, and as these services often require specialised skills and techniques, they can command higher prices.

HOW TO ACHIEVE THIS LOOK



PRO TIP:
To further intensify the colour on the root section, use Chroma ID 7-77

COLOURS USED

PRE-LIGHTENER: BLONDME Premium Lightener 9+ + BLONDME Premium Developer 2% | 7 VOL. (1:2)

COLOUR 1 (Roots): IGORA VIBRANCE 7-77 + 9,5-98 + 0-88 + 0-55 (30:20:1:1) + IGORA VIBRANCE Activator Gel 1.9% | 6 VOL. (1:1)

COLOUR 2 (Mid-lengths): IGORA VIBRANCE 10-4 + 0-00 (1:1) + IGORA VIBRANCE Activator Gel 1.9% | 6 VOL. (1:1)

COLOUR 3 (Ends): IGORA VIBRANCE 5-16 + IGORA VIBRANCE Activator Gel 1.9% | 6 VOL. (1:1)

Look crafted by
SHY + FLO



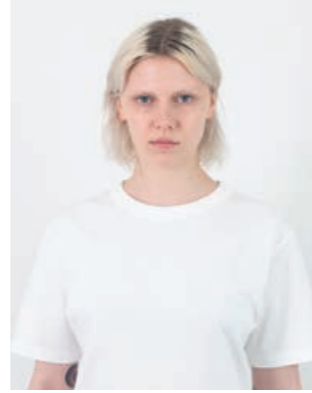
STYLING TIP

To style the hair we used The Texturizer from Session Label, and The Miracle to balance it out and give it shine.

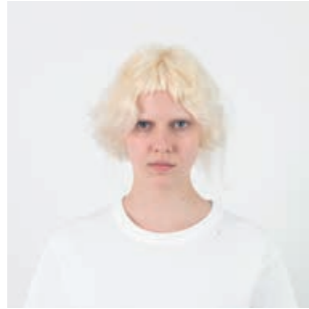
SESSION LABEL The Texturizer



SESSION LABEL The Miracle



BEFORE



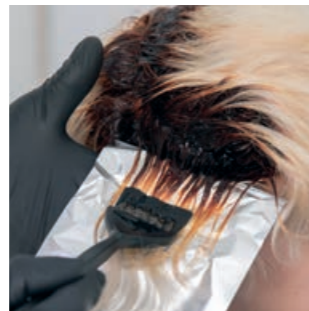
STEP 01

Apply a regrowth application technique with the selected lightener, followed by post-lightening care. Develop up to 45 minutes, then follow with post lightening care.



STEP 02

On dry hair, separate the hair from ear-to-ear through the top of the crown area. Apply Colour 1 to all the root areas.



STEP 03

In the front side section, take a horizontal slice and apply Colour 2 to the mid-lengths only on the foil.



STEP 04

Apply Colour 3 to the ends. Repeat the technique on both sides and the top section, alternating slightly with the colour positioning to create additional texture and contrast.



STEP 05

Apply Colour 2 to the all the remaining mid-lengths and ends. Develop for up to 20 minutes then rinse and follow with selected post-colour treatment.



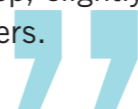
The look starts with an intense, electric orange at the roots, transitioning seamlessly into a soft, creamy vanilla blonde. The colour cascade ends with a deep, rich auburn brown, creating a striking balance of contrast and depth.



Colour crafted by
LESLEY JENNISON



After using IGORA VARIO BLOND Super Plus, I did this really gorgeous big patterned technique with the warm, neutral and cool colour palette. Creating a very deep, slightly asymmetric heavy veil of lightness over the top layers.



BEFORE



STEP 01

Create three triangle sections in the horseshoe area, leaving space between each of them.



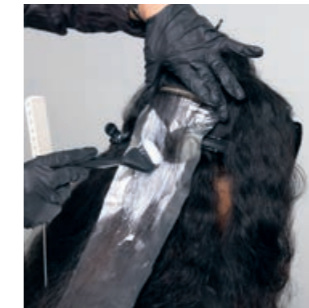
STEP 02

Working in each triangle section, take horizontal slices and apply the selected lightener to the mid-length, in a graphic manner on, onto the foil.



STEP 03

Alternate the product location for each slice of hair to create irregular layering patterns.



STEP 04

Create negative space (hair without product) for maximum contrast. Develop for up to 45 minutes, then follow with post-lightener care.



STEP 05

TONING: On dry hair, take fine slices of hair and place the Colours 1 & 2 on each strand of hair with a calico pattern.

HOW TO ACHIEVE THIS LOOK



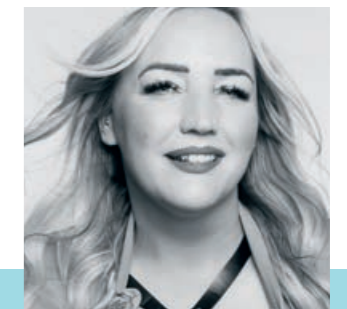
COLOURS USED

PRE-LIGHTENER: IGORA VARIO BLOND Super Plus + IGORA ROYAL Oil Developer 6% | 20 VOL. (1:1.5)

COLOUR 1: IGORA ROYAL 9-55 + 0-88 (4:1) + IGORA ROYAL Oil Developer 3% | 10 VOL. (1:1)

COLOUR 2: IGORA ROYAL 9-1 + 6-88 (15:1) + IGORA ROYAL Oil Developer 3% | 10 VOL. (1:1)

Styling crafted by
LISA FARRALL



STYLING TIP

For the second styling variation, we really wanted to create that grungy, sweaty nightclub class of culture, with a rebellious side.



HOW TO ACHIEVE THIS LOOK



COLOURS USED

PRE-LIGHTENER (Midlengths & Ends): BLONDME PREMIUM LIGHTENER 9+ + BLONDME Premium Developer 9% | 30 VOL. (1:1,5)

PRE-LIGHTENER (Roots): BLONDME PREMIUM LIGHTENER 9+ + BLONDME Premium Developer 6% | 20 VOL. (1:1,5)

UNDER COLOUR:
COLOUR 1 (Roots): IGORA VIBRANCE 8-19 + IGORA VIBRANCE Activator Gel 1.9% | 6 VOL. (1:1)

COLOUR 2 (Mid-lengths): IGORA VIBRANCE 8-19 + 9,5-49 + 9,5-98 + 1-0 (17:17:5:1) + IGORA VIBRANCE Activator Gel 1.9% | 6 VOL. (1:1)

COLOUR 3 (Ends): IGORA VIBRANCE 8-19 + 9,5-49 + 9,5-98 (7:7:2) + IGORA VIBRANCE Gel Activator 1.9% | 6 VOL. (1:1)

TOP COLOUR:
COLOUR 4 (Mid-lengths): IGORA VIBRANCE 9,5-49 + IGORA VIBRANCE Activator Gel 1.9% | 6 VOL. (1:1)

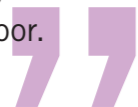
COLOUR 5 (Ends): IGORA VIBRANCE 9,5-98 + IGORA VIBRANCE Activator Gel 1.9% | 6 VOL. (1:1)

COLOUR 6 (Ends): IGORA VIBRANCE 9,5-19 + IGORA VIBRANCE Activator Gel 1.9% | 6 VOL. (1:1)

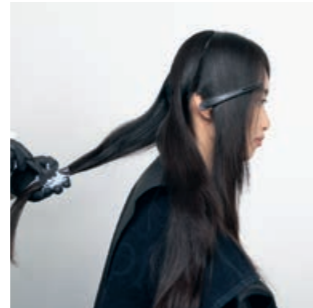


Colour crafted by **TONY TSAI**

Light! Soft! Dim! Through a casual highlighting technique combined with intentional sectioned application, I aim to blend the hair colour seamlessly into the hairstyle, creating the feeling of morning light scattered across the wooden floor.



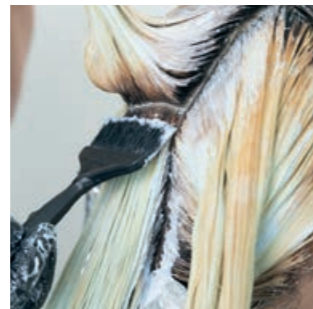
BEFORE



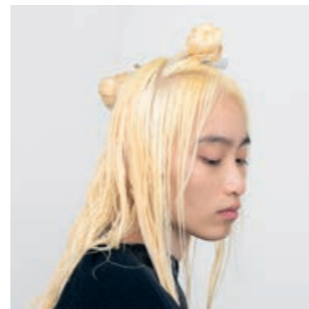
STEP 01
Section the hair with a T-section. Apply a three-step virgin application for Asian hair. Start with the mid-lengths and ends with the selected lightener.



STEP 02
Then apply to the remaining root area, leaving 1,5cm away from the scalp.



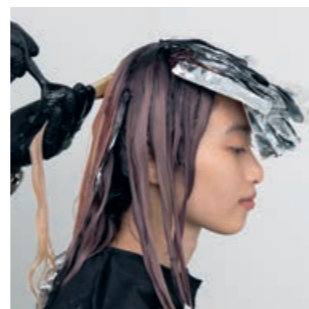
STEP 03
Once the undertone is one level darker than target level, apply fresh prepared lightener to the remaining root area, all over. Develop for up to 45 minutes, then follow with post lightening care.



STEP 04
Section the hair with two diamond shapes over the crown and the top of the head.



STEP 05 – UNDER COLOUR
In the sections below the diamonds sections, take vertical slices and apply Colour 1 to the Roots, Colour 2 to mid-lengths and Colour 3 to the ends.



STEP 06 – TOP COLOUR
In the diamond sections, apply Colour 1 to all the roots. Then apply Colour 4 to all the mid-lengths. Continue with horizontal slices alternating Colours 5 & 6 on the ends. Develop up to 20 minutes, then follow with your selected post-colour treatment.

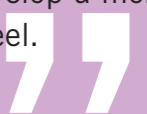


Styling crafted by **NICK IRWIN**



STYLING TIP

The products we used are from Session Label. I felt we really wanted to just develop a more natural nuance to the look and feel.



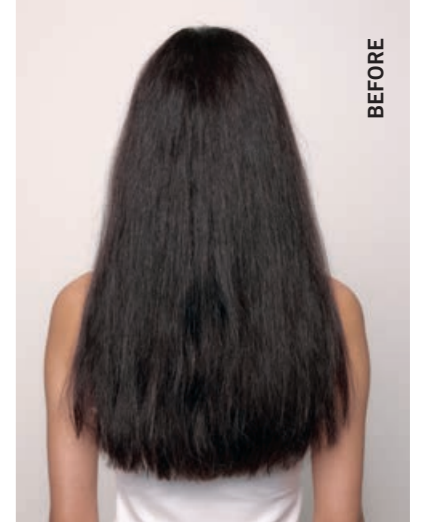
COLOURED WITH IGORA ROYAL, TREATED WITH FIBRE CLINIX



As your partner in craft, Schwarzkopf Professional gives you all the tools and support you need to become the hairdresser you want to be.

Empower yourself with IGORA to create the most beautiful colours, to explore every aspect of your creativity and to reveal your client's individual beauty.

Reach the perfect aftercare with FIBRE CLINIX. The innovative BONDFINITY TECHNOLOGY sets the perfect basis for long-lasting hair health and maintains in-salon colour results.



BEFORE



IGORA ROYAL

- More vibrancy and perfect equalisation
- Natural shades with 100% coverage
- Longer colour retention*
- True-to-tuft colour for total reliability

*vs. previous IGORA ROYAL Colour Creme

POST COLOURATION TREATMENT WITH FIBRE CLINIX

In-salon

Fibre Clinix is specifically developed and tested with IGORA to prolong colour results and offer optimal hair quality and repair. The innovative BONDFINITY TECHNOLOGY creates the strongest, permanent bonds and locks in the keratin and colour, for the strongest repair after a colour service with IGORA.

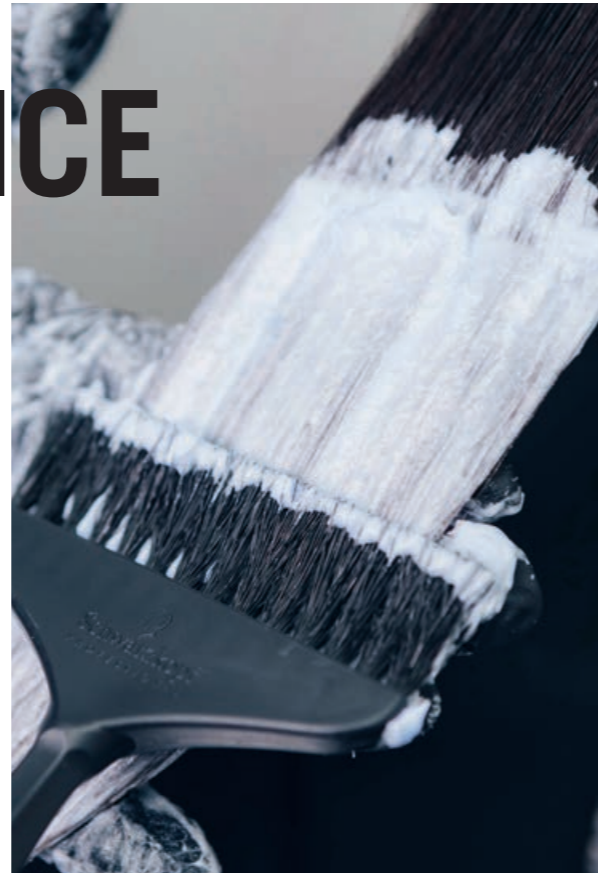
At home

Prolong IGORA colour service at home with the VIBRANCY range with BONDXTEND and pH 4.5 technology for long-lasting colour retention and vibrancy.



HOW TO PRICE, PROMOTE & DELIVER A COLOUR SERVICE

Colour Service Overviews help reduce a service's complexity, providing your clients with a better understanding of the service and managing their expectations – for more efficiency and satisfying results on both ends.



Service overviews help to answer your client's demands at one glance:

1. What look do I want and how can I achieve it?
2. What is the price of the service?
3. How long does it take to create the look?
4. How much maintenance is needed to maintain the look?

SERVICES PACKAGES

With this guidance, you can create 2-3 service bundles, ranging from low to high-end packages, allowing your clients to choose.

- € **BUDGET SERVICE PACKAGE**
This service bundle only contains the minimum services you need to achieve the desired look, such as a one-step colour service, shampoo, and express toning service.

PRO TIP:
Schwarzkopf Professional has a cohesive Colour portfolio to help you position your salon and target your selected clientele with the support of our brand images and performance.



- €€ **STANDARD SERVICE PACKAGE**
This service is the most popular with clients and includes everything you need to achieve an outstanding colour, along with complementary add-on services, such as a lightener service, toning service, shampoo, and post-colour treatment.



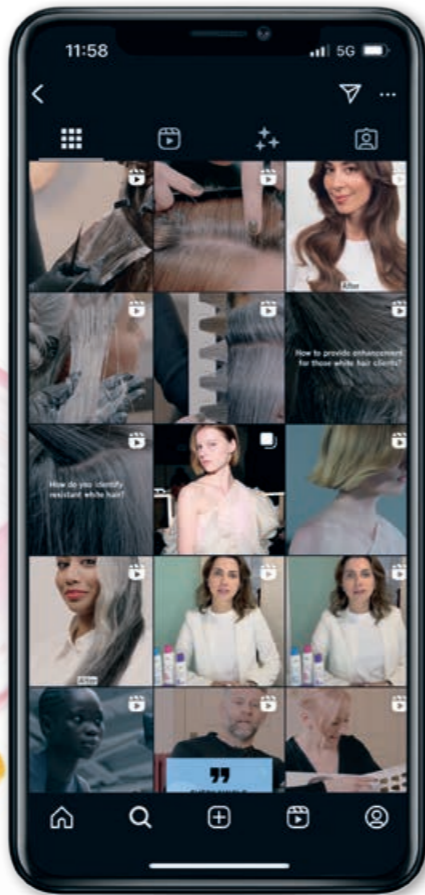
- €€€ **PREMIUM SERVICE PACKAGE**
This service bundle offers the ultimate high-end in-salon experience for your clients. In addition to delivering impeccable results with a holistic approach, the price also includes a complementary home care regime. This package features a lightener service, toning service, shampoo, post-colour treatment, and selected home care products.



BOOST YOUR SALON SUCCESS:

ENGAGE WITH YOUR CUSTOMERS ONLINE AND IN-SALON

Promoting salon services both online and in the salon involves a combination of effective marketing strategies, customer engagement, and showcasing your expertise. Here are several best practices.



SOCIAL MEDIA MARKETING

Visual Content

- Regularly post high-quality photos and videos of your work, including before-and-after transformations, customer testimonials, and behind-the-scenes content.
- Highlight both the quality of your services and the enjoyable salon experience.

Engage your audience

- Engage your audience with questions to spark conversation and increase post visibility.
- Answer audience questions via video, especially using TikTok's green screen feature.

Influencer Partnerships

- Collaborate with local influencers or beauty bloggers to showcase your services to their audience.

Tutorials and Tips

- Share hair care tips, styling tutorials, and product recommendations to establish your salon as an expert in the industry.

Hashtags

- Use relevant hashtags (#haircare, #salonservices, #hairstylist) to increase visibility.

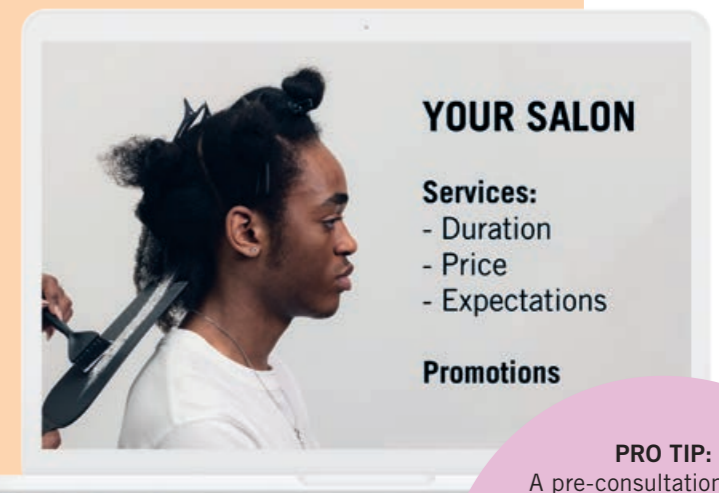
WEBSITE AND ONLINE BOOKING SYSTEMS

Service descriptions

- Provide for all services, including pricing, duration, level of maintenance and what clients can expect.

Promotions

- Use online ads to promote special offers and new services.



PRO TIP:

A pre-consultation before the appointment helps understand the client's preferences, assess their hair condition, and plan the necessary time and resources. This is especially useful for new clients or complex services like transformations.

IN THE SALON



1 MANAGE EXPECTATIONS

Be honest about what's achievable based on their hair type, condition, and history. Set realistic expectations regarding the outcome and maintenance requirements.

2 CLEAR DESCRIPTION

Explain the service in simple terms. Avoid jargon unless the client is familiar with it.

3 SERVICE BUNDLES

Clients enjoy having choices! Provide your recommended service and an alternative option that meets their initial needs and expectations.

4 STEP-BY-STEP OVERVIEW

Briefly walk the client through the process so they know what to expect at each stage. This helps alleviate any anxiety and builds confidence in your expertise.

5 TIME AND COST TRANSPARENCY

Clearly communicate how long the service will take and the total cost upfront. This avoids surprises and ensures the client is fully informed.

THE IMPORTANCE OF PERSONALISED CONSULTATION

Consultation is vital for understanding your client's needs and offering the best service to meet those needs, ensuring a holistic experience and long-term solution. Make sure to follow our Signature Consultation guidance for the best personalised practices.



1 CLIENT NEEDS

Seek information about specific needs (e.g. hair and scalp, haircare routine, what your client likes and dislikes about their hair, which colour and hairstyle inspires them currently).

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 tests 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, an expectations
- Use the SalonLab Smart Analyzer to assess the hair and measure inner hair strength

3 CUSTOMISED IN-SALON SERVICE

Providing a precise and professional in-salon service tailored for your client is essential for the holistic experience and, ultimately, to retain clients. Explain and personalise each step of the service to enhance the client's hair and features.

4 IN-SALON CARE

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

- Complete the salon service
- Fulfill the clients and hair needs
- Meet the clients desired in-salon experience

5 MAINTENANCE & POST-SALON SUPPORT

Customised In-salon Service: Create a personalised colour & care plan together with your client based on individual hair needs, budget and lifestyle.



SALONLAB SMART ANALYZER

Transform consultations with groundbreaking hair scanning technology

The SALONLAB SMART ANALYZER 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.

With the SALONLAB SMART ANALYZER you can increase the sales of your business, transform your consultations and strengthen your clients' loyalty.





THE IMPORTANCE OF PERSONALISED CONSULTATION

Consultation is vital for understanding your client's needs and offering the best service to meet those needs, ensuring a holistic experience and long-term solution. Make sure to follow our Signature Consultation guidance for the best personalised practices.



1 CLIENT NEEDS

Seek information about specific needs (e.g. hair and scalp, haircare routine, what your client likes and dislikes about their hair, which colour and hairstyle inspires them currently).

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 tests 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, an expectations
- Use the SalonLab Smart Analyzer to assess the hair and measure inner hair strength

3 CUSTOMISED IN-SALON SERVICE

Providing a precise and professional in-salon service tailored for your client is essential for the holistic experience and, ultimately, to retain clients. Explain and personalise each step of the service to enhance the client's hair and features.

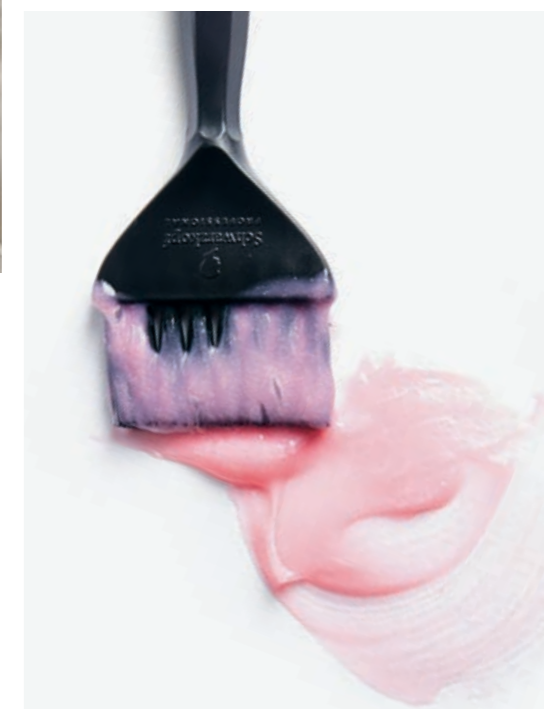
4 IN-SALON CARE

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

- Complete the salon service
- Fulfill the clients and hair needs
- Meet the clients desired in-salon experience

5 MAINTENANCE & POST-SALON SUPPORT

Customised In-salon Service: Create a personalised colour & care plan together with your client based on individual hair needs, budget and lifestyle.



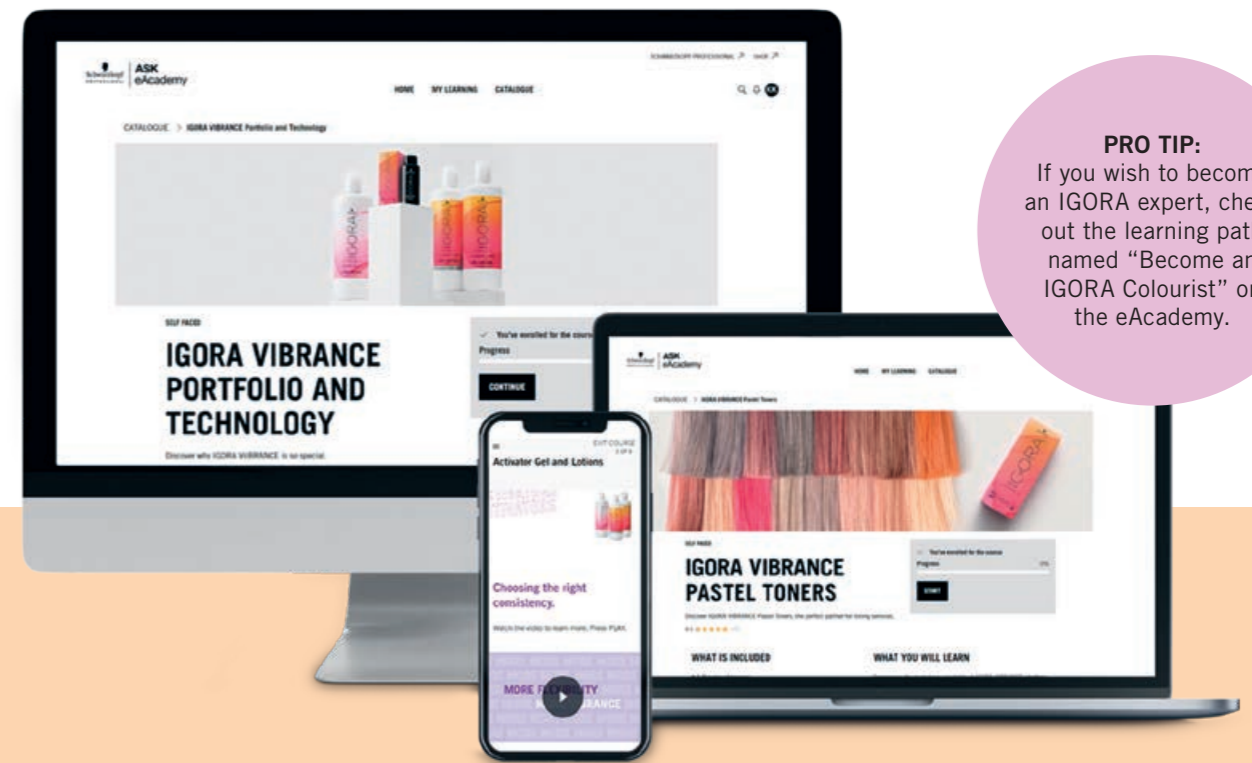
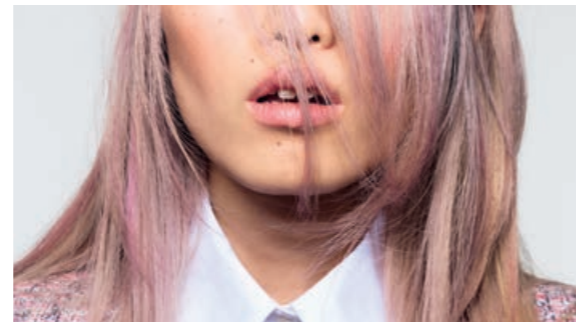
BECOME THE HAIRDRESSER YOU WANT TO BE

Discover our modernised foundational & inspirational learning curriculum across all learner levels and grow your business with our colour-focused, commercial HAIR BY SCHWARZKOPFPRO services. We empower you to deliver latest looks personalised to your individual clients, from consultation to application. We are guiding you in making the right choices on techniques and products.

Connect to our social media platforms or to our eAcademy to discover and enroll to your next learning chapter.



Benefit from the convenient blend of face-to face and 24/7 available digital learning. Learn from the very best global ambassadors and local education experts on our eAcademy and Youtube channel.



PRO TIP:
If you wish to become an IGORA expert, check out the learning path named "Become an IGORA Colourist" on the eAcademy.



SCAN TODAY AND JOIN OUR 24/7 ONLINE COMMUNITY



SCAN AND CHECK OUT OUR YOUTUBE CHANNEL



Schwarzkopf
PROFESSIONAL



FOR EVERY YOU.