



OSiS + JUST ADD YOU.

Together. A passion for hair.





SELF-EXPRESSION ISN'T JUST ABOUT HOW YOU LOOK: IT'S ABOUT HOW YOU FEEL

80%

of Gen Z and Millennials believe beauty is about confidence.¹

62%

of people feel more positive about beauty products when there is no use of the word "normal" or "normal hair".²



Hair is a personal statement of identity and culture.

Consumers are investing more in high-quality, affordable salon styling brands with lightweight formulas and multi-purpose products.³

1 DAZED MONOMASS REPORT, 2022
2 Worldwide Unilever survey
3 WGSN, 2021



We champion limitless self expression and styling crafted your way.

The power of your personality is unbound, and so are our products.

OSiS keeps pace with you and your hair, unleashing creativity, whatever your energy.

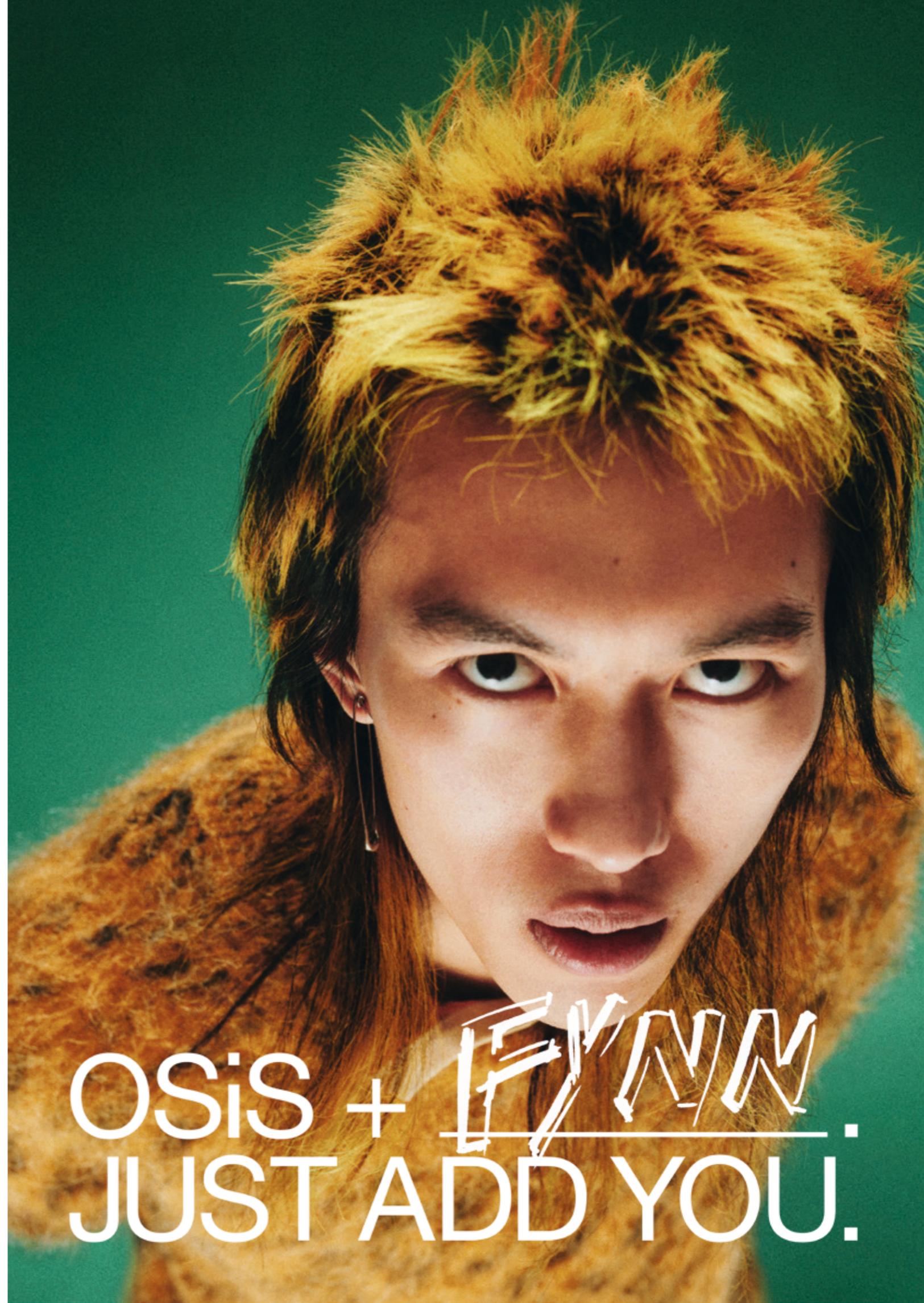
Styling that's ready for any character, anywhere.

JUST ADD YOU



SCAN AND DISCOVER MORE

OSiS +
JUST ADD YOU.



OSiS + **EVNN**.
JUST ADD YOU.



NEW OSiS:

Embraces authentic self-expression and creativity through hair.

- Modern and intuitive
- Inclusive and unique
- More sustainable, with improved recyclability
- Primarily vegan formulas* (25 out of 28 are vegan)

*Free from animal-derived ingredients

OSiS
STYLING WITH
CHARACTER





MODERN AND INTUITIVE

DIFFERENT COLOURED PACKAGING TO EASILY NAVIGATE RANGES



COLOURED SPRAY NOZZLES TO QUICKLY IDENTIFY PRODUCTS



MORE INFORMATIVE PACKAGING

FRONT:

1. Product category for at-a-glance navigation
2. Hold level indicated with “+”
3. Extra info for usage (e.g. dry hair/damp hair)

BACK:

4. QR code with link to product site for detailed product info (ingredients, tutorials...)
5. Vegan claim (where applicable)





NEW INNOVATIONS

Created to embrace the hair's natural texture by supporting and defining all types of curls

CURL JAM

CURL DEFINING GEL

- Vegan formula
- Free from silicones, parabens and mineral oil
- Enhances shine and adds strong definition
- Leaves hair moisturised and soft
- Feels lightweight without overburdening
- Helps protect against humidity



TIPSY TWIRL

WAVE & CURL ENHANCING JELLY

- Vegan formula
- Free from silicones, parabens and mineral oil
- Creates strong definition
- Adds lightweight volume
- Provides soft, non-crunchy texture
- Helps protect against humidity



BOUNTY BALM

RICH CURL CREAM

- Vegan formula
- Free from silicones, parabens and mineral oil
- Reduces frizz and leaves hair feeling nourished
- Enhances natural texture
- Detangles and improves combability
- Helps reduce hair breakage and protects against humidity





SUPER SHIELD

MULTI-PURPOSE PROTECTION SPRAY

Protects and perfects long hair.

- Vegan formula
- Free from silicones
- Adds heat protection up to 230°C/450°F
- Provides anti-bacterial and anti-pollution protection
- Reduces frizz and smoothes fly aways for increased shine
- Helps detangle, for easy combing



AIR WHIP

FLEXIBLE MOUSSE

Layering allows the flexibility of light to medium hold.

- Vegan formula
- Free from silicones and parabens
- Provides a moisturised hair feel
- Creates buildable volume
- Adds heat protection up to 230°C/450°F



PUMP UP

MULTI-USE VOLUME PASTE

The combination of starch, sea salt, and natural derived oils gives a unique consistency.

- Vegan formula
- Free from silicones, parabens and mineral oil
- Adds lasting volume and root lift
- Increases body
- Creates gentle grip to combat freshly-washed fluffiness



VELVET

LIGHTWEIGHT WAX-EFFECT SPRAY

Natural shine and definition with a velvety, lightweight feel.

- Vegan formula
- Free from silicones
- Provides non-sticky hold
- Creates pliable and remouldable definition
- Adds a velvety, non-greasy feel





GLOW

FRIZZCONTROL & SHINE SERUM

Transforms dull hair without weighing it down.

- Vegan formula
- Free from silicones and parabens
- Adds silicone-free shine and a nourished feel
- Lightweight and non-overburdening formula
- Improves combability and manageability of frizzy hair
- Controls fly aways and helps protect against humidity



MUST HAVE BESTSELLERS

NEW DESIGN, SAME PERFORMANCE.



FREEZE

STRONG HOLD HAIR SPRAY

Fixes hair in place all day, with no flaking.



SESSION

EXTRA STRONG HOLD HAIR SPRAY

Creates and maintains long-lasting styles, with no compromise.



DUST IT

MATTIFYING VOLUME POWDER

Adds reliable volume, grip and texture in a lightweight powder.



FLEXWAX

STRONG CREAM WAX

Provides natural shine with strong hold and definition.



THRILL

ELASTIC FIBRE GUM

Accentuates all hair textures in a shine-enhancing gum with remouldable hold.



HIGH-PERFORMANCE PRODUCTS AS DIVERSE AS YOU ARE.



**FREEDOM +
FLEXIBILITY
TO EXPRESS
YOURSELF
THE WAY
YOU WANT.**



EYE-CATCHING SUPPORT MATERIALS TO GRAB YOUR CLIENT'S ATTENTION

OUTSIDE THE SALON

WINDOW POSTERS



WORKSTATION

PROMO CARD SET



RETAIL AREA

HERO HIGHLIGHTER INLAYS



BOOKLET

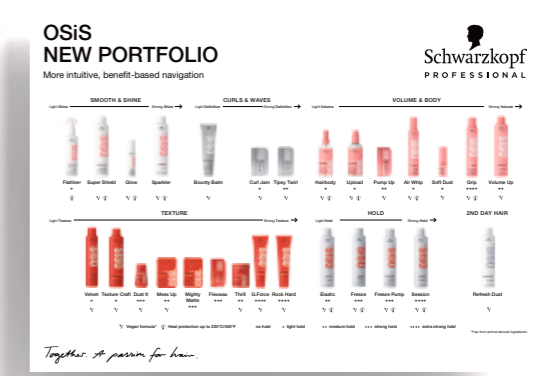


BACKROOM

TECHNICAL MANUAL



PRODUCT MATRIX





OUR SERVICE-CENTRED APPROACH PUTS YOU, THE HAIRDRESSER, AT ITS HEART.

OSiS: EDUCATIONAL SUPPORT

Master OSiS styling with the ASK Education learning offer.

Our Blended Learning Approach is designed to support you, whenever you need to.

WE GIVE YOU THE EDUCATION YOU NEED TODAY, TO BECOME THE HAIRDRESSER YOU WANT TO BE TOMORROW.

EDUTAINMENT 24/7:

Find educational inspiration on our social media.

EDUCATION ON YOUR DOORSTEP:

Enjoy face-to-face education in our academies worldwide, or in your salon.



WORLD-CLASS SEMINARS

IMMERSE YOURSELF IN OSiS!

Learn to create the latest trends and be the first to experience our new product innovations. Forget what's happening now: this is where we show you what's happening next.

Join our OSiS Seminars and see the latest styles come to life!

Deepen your knowledge and sharpen your styling skills through our personalised education.

BOOK NOW!



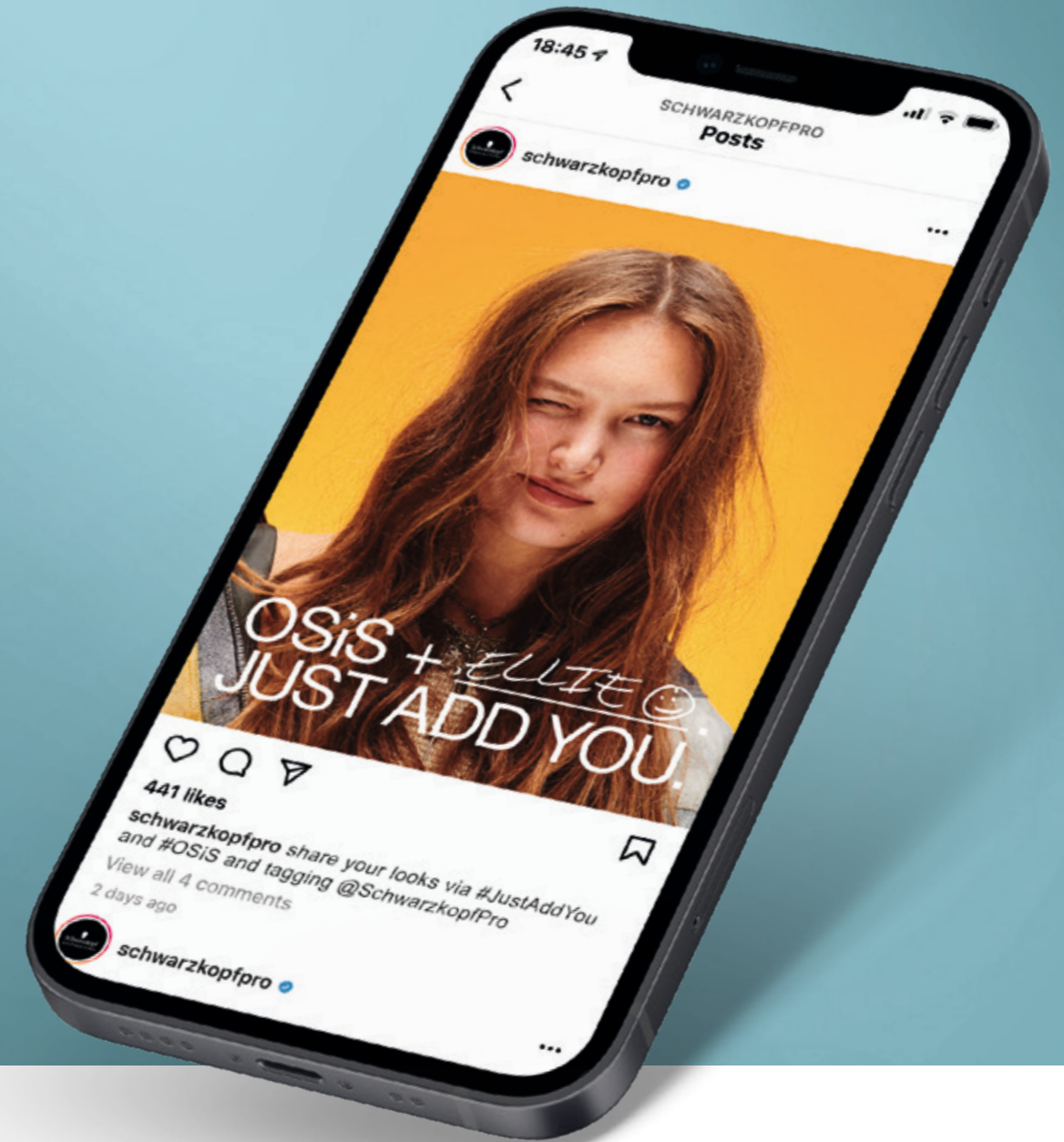
Never miss a story! Visit our Schwarzkopf Professional Website and get intrigued by our ASK Education Blog Articles.



EXPERIENCE AUTHENTIC STYLING ONLINE

Join the digital #OSiS community to be inspired and educated with useful Tips & Tricks and How To's, across our digital platforms.

Follow #JustAddYou and #OSiS to discover tips and tricks, new product insights and the latest trending looks.



Share your looks via #JustAddYou and #OSiS and tagging @SchwarzkopfPro, to be in with the chance of being featured on our global channels, with more than two million worldwide followers.



PROFESSIONAL PERFORMANCE FOR ALL HAIR TYPES



SCAN AND DISCOVER MORE

SMOOTH & SHINE



CURLS & WAVES



VOLUME & BODY



TEXTURE



HOLD



2ND DAY HAIR



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Together. A passion for hair.