

HD SOCIAL MEDIA



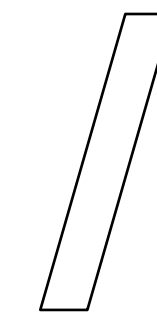
HD SOCIAL MEDIA

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HD'S SOCIAL MEDIA – CONTENT PLAN MARCH/APRIL 23

Together. A passion for hair.

INNOVATIONS



BLONDME RL



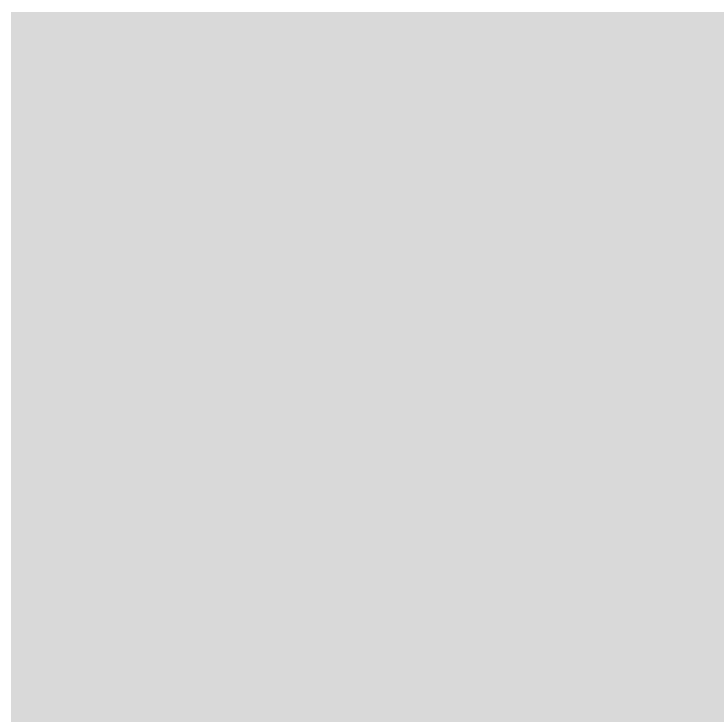
Are you ready to upgrade your hair with our new collection of outstanding blonde shades?! 🤩

We have the NEW #BLONDME colour products available #insalon. Plus... the complementing BLONDME haircare products for at-home care in-between your salon visits! 🙌

Created with new integrated Anti-Metal Bond Protection Technology, our service provides unbeatable performance, whilst helping to protect your delicate blonde hair from breakage.

Ask your stylist at your next appointment 📍 Book yours NOW! ❤️

#authorityinblonde #iloveblondme #salonservices #blondehair #blondehairgoals
#beautifulhair #blonding #platinumblonde #rootmelt #iceblonde #coolblonde
#iceblondehair #blondebalayage #naturalbalayage #sunkissedbalayage
#multitonalblonde #coloredhairgoals #haircolour #haircolor #haircolourists
#hairartist #hairartists #haircare #healthyhair #hairgoals #balayageexpert
#schwarzkopfpro #schwarzkopfprofessional #partnersincraft



Page link: www.schwarzkopfpro.com/blondmecolour

Pro Tip: Combine the model shot with photos of your own blonding results using BLONDME for more personalised and engaging content!

BLONDME RL



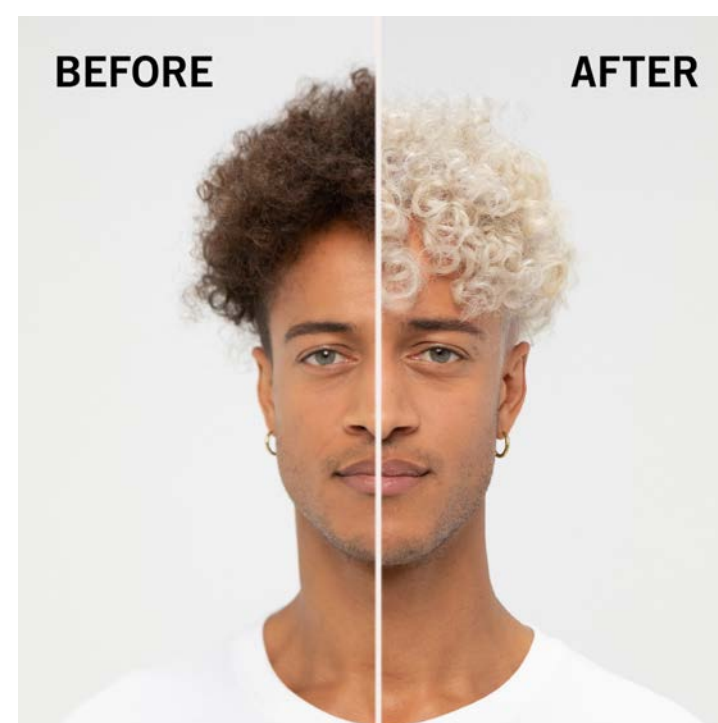
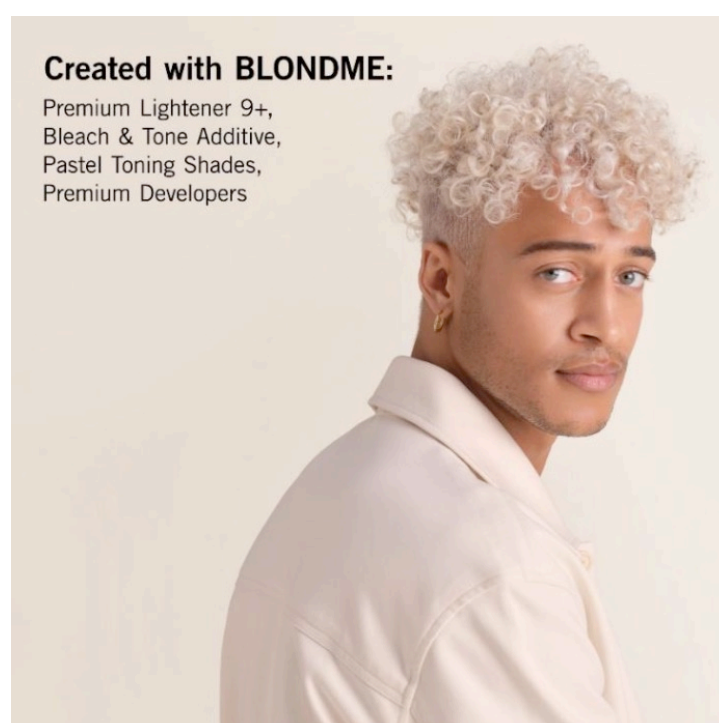
Are you READY TO ROCK this new Platinum Bounce look? 🙌

With **#BLONDME** we can achieve the **CLEAREST BLONDE** whilst keeping the most delicate hair healthy, including the bounce in those curls!

Pop in for a consultation 🙌 Book your appointment today to get your desired blonde look! 😁

SWIPE to see the **#beforeandafter!**

#authorityinblonde #iloveblondme #salonservices #insalon #blondehair
#blondehairgoals #beautifulhair #blonding #platinumblonde #rootmelt #iceblonde
#coolblonde #iceblondehair #blondebalayage #naturalbalayage #sunkissedbalayage
#multitonalblonde #coloredhairgoals #haircolour #haircolor #haircolourists
#hairartist #hairartists #haircare #healthyhair #hairgoals #balayageexpert
#schwarzkopfpro #schwarzkopfprofessional #partnersincraft



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BLONDME RL

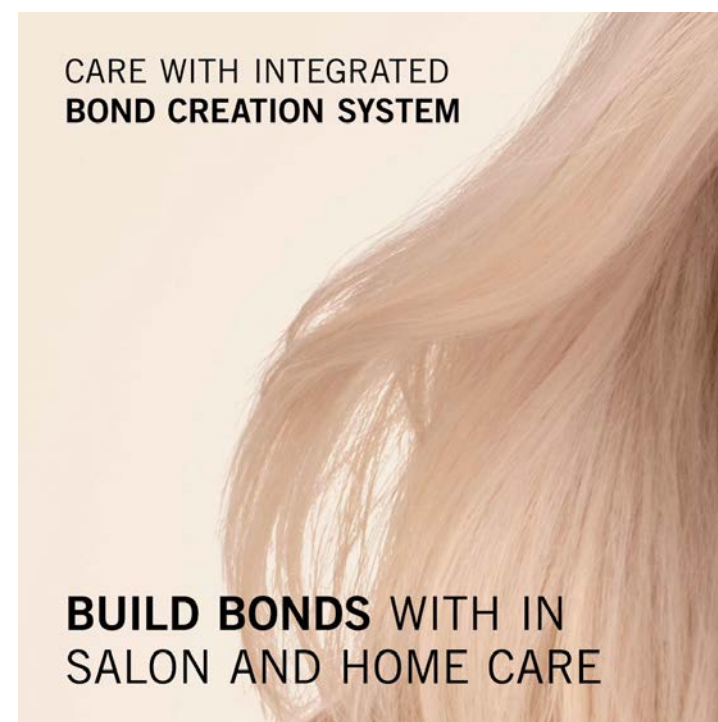


Using the holistic care range from BLONDME to complement your colour and lightening service we can maximise the protection of your hair bonds 💪

Better yet! We can also recommend the BEST BLONDE HAIRCARE for use at home in-between salon visits to perfect and prolong your new blonde do'.

Discover why we LOVE #BLONDME at your next appointment 🙌 Contact us today! ❤️

#authorityinblonde #iloveblondme #blondehair #beautifulhair #blonding
#platinumblonde #iceblonde #coolblonde #iceblondehair #multitonalblonde
#salonservices #hairartist #hairecare #healthyhair #hairartists #hairgoals #insalon
#schwarzkopfpro #schwarzkopfprofessional #partnersincraft



Page link: www.schwarzkopfpro.com/blondme

Pro Tip: Combine the packshots/flatlay with photos of your own blonding results using BLONDME for more personalised and engaging content!

BLONDME RL

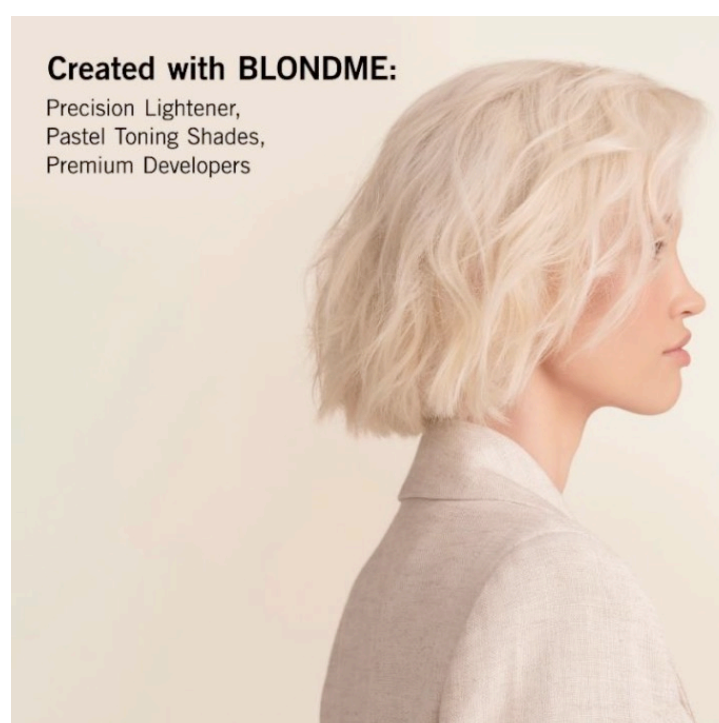


Another day, another beautiful blonde ✨ ...Imagine having the most beautiful root transition to make your blonde look as natural as possible?

🌟 It's possible! We can provide the perfect regrowth application to lighten even the smallest area – why not pop in for a salon consultation and say hello? 🙌

SWIPE to see the before and after and book today for your seamless blonde result!

#authorityinblonde #iloveblondme #blondehair #beautifulhair #blonding
#platinumblonde #iceblonde #coolblonde #iceblondehair #blondebalayage
#naturalbalayage #sunkissedbalayage #multitonalblonde #salonservices #hairartist
#coloredhairgoals #haircolour #haircolor #haircolourists #hairartists #hairgoals
#sharingiscaring #schwarzkopfpro #schwarzkopfprofessional #partnersincraft



Page link: www.schwarzkopfpro.com/blondmecolour

Pro Tip: Combine the model shots with photos of your own blonding results using BLONDME for more personalised and engaging content!

BLONDME RL



Nothing beats a beautiful [#balayage](#) 🙌

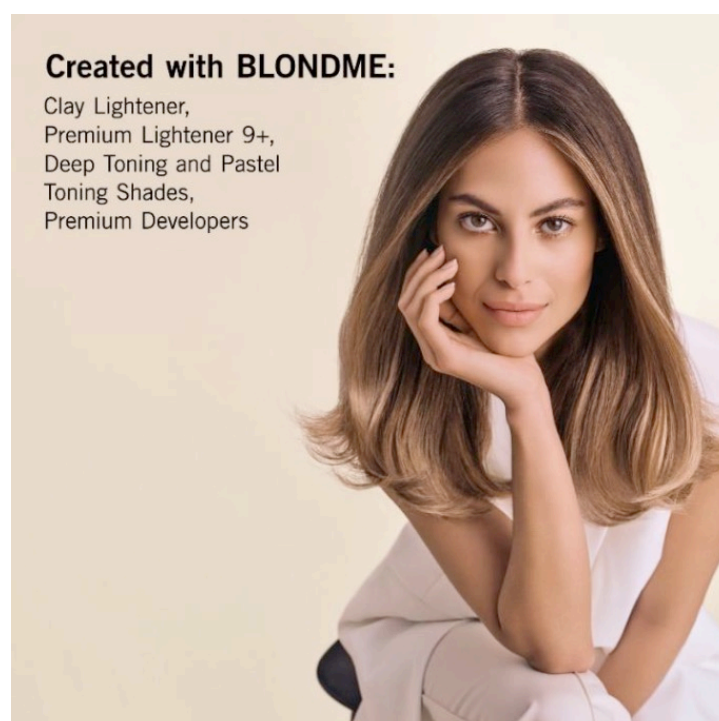
Using [#BLONDME](#) enables us to overcome any blonde challenge! That's why we can provide you with THE perfect [#insalon](#) service tailored to your individual hair needs!

SWIPE to see the before and after! 😊

Ask your stylist about your desired blonde look during your next appointment.

Book yours NOW! ❤️

[#authorityinblonde](#) [#iloveblondme](#) [#blondehair](#) [#beautifulhair](#) [#blonding](#)
[#platinumblonde](#) [#iceblonde](#) [#coolblonde](#) [#iceblondehair](#) [#blondebalayage](#)
[#naturalbalayage](#) [#sunkissedbalayage](#) [#multitonalblonde](#) [#salonservices](#) [#hairartist](#)
[#coloredhairgoals](#) [#haircolour](#) [#haircolor](#) [#haircolourists](#) [#hairartists](#) [#hairgoals](#)
[#sharingiscaring](#) [#schwarzkopfpro](#) [#schwarzkopfprofessional](#) [#partnersincraft](#)



Page link: www.schwarzkopfpro.com/blondmecolour

Pro Tip: Combine the model shots with photos of your own blonding results using BLONDME for more personalised and engaging content!

BLONDME RL



We are READY to protect your blonde hair ❤️

Sticker Link Text

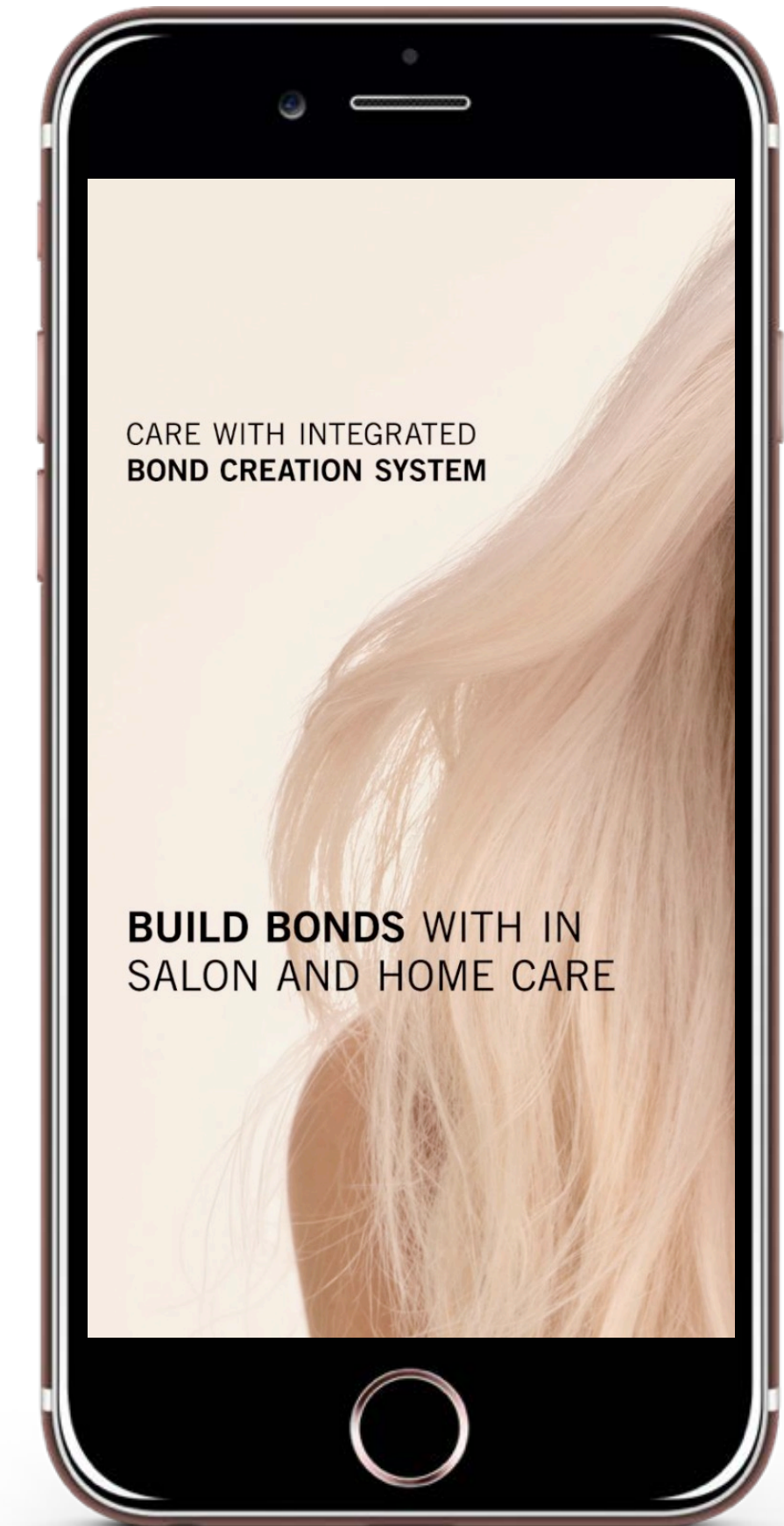
FIND OUT MORE IN SALON

www.schwarzkopfpro.com/blondme

#BLONDME #authorityinblonde #partnersincraft #schwarzkopfpro

Pro Tip: Alternatively link to your salon website to encourage bookings!

Together. A passion for hair.



BLONDME RL



Ask about our full blonde care range #insalon today ❤️

Sticker Link Text

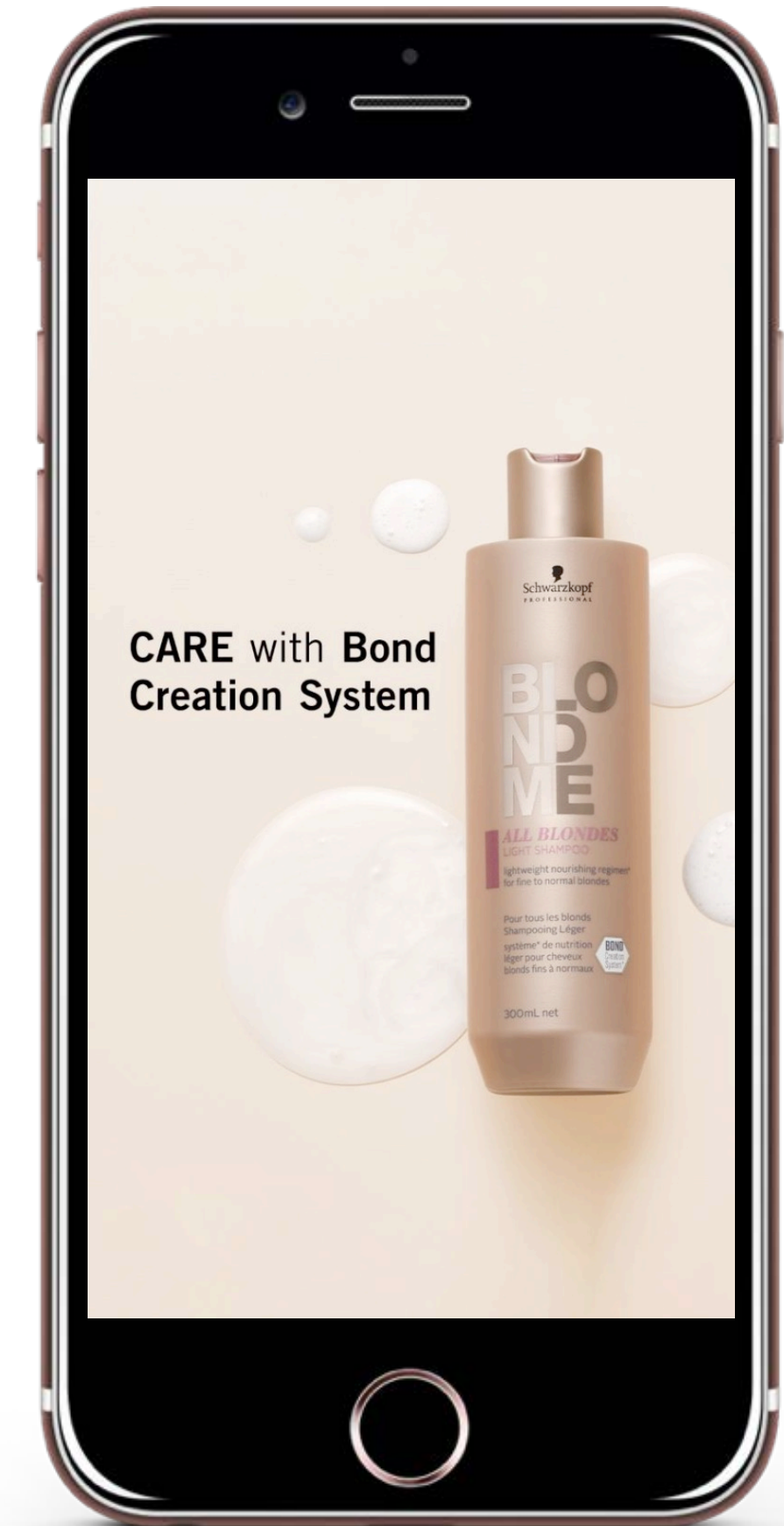
DISCOVER MORE IN SALON

www.schwarzkopfpro.com/blondme

#BLONDME #authorityinblonde #partnersincraft #schwarzkopfpro

Pro Tip: Alternatively link to your salon website to encourage bookings!

Together. A passion for hair.



BLONDME RL



Get ready for your new flawless blonde look with [#BLONDME](#) ❤️

Sticker Link Text

DISCOVER MORE IN SALON

www.schwarzkopfpro.com/blondmecolour

[#authorityinblonde](#) [#partnersincraft](#) [#schwarzkopfpro](#)

Pro Tip: Alternatively link to your salon website to encourage bookings!

Together. A passion for hair.



BONACURE SUN PROTECT

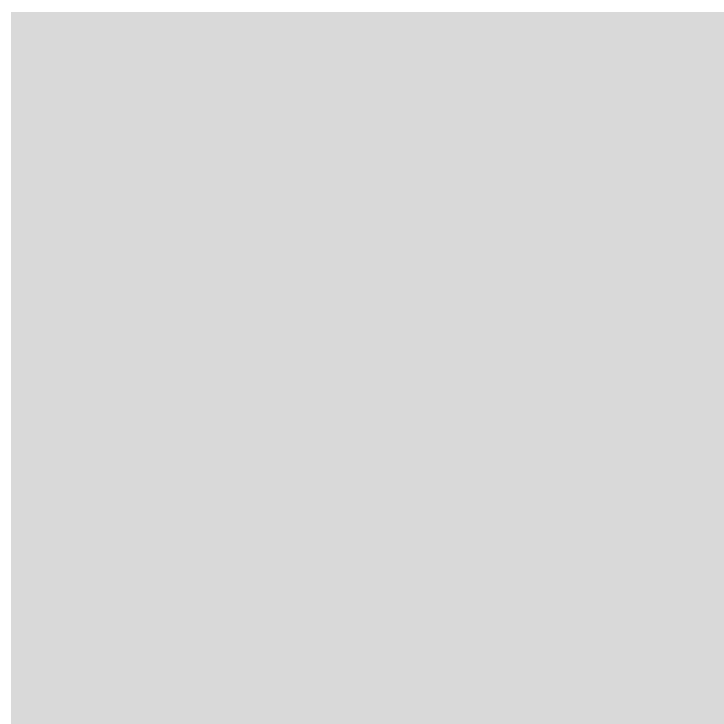


Looking for the perfect summer [#haircare](#) routine? ☀️

Pop in and find out more about [#Bonacure](#) Sun Protect – it's formulated especially for sun-stressed hair! The range protects, cleanses and treats all hair types BEFORE and AFTER sun exposure, so your [#summerhair](#) can be protected all summer long!

Enriched with cold-pressed coconut oil and available in-salon NOW! 🥥🌴

[#BCWECARE](#) [#Bonacure](#) [#SunProtect](#) [#sunprotection](#) [#freefrom](#) [#cleanbeauty](#)
[#BCBonacure](#) [#sulphatefree](#) [#veganhaicare](#) [#healthyhair](#) [#sustainablehaicare](#)
[#beautifulhair](#) [#beautyroutine](#) [#schwarzkopfprofessional](#) [#schwarzkopfpro](#)



Page link: www.schwarzkopfpro.com/sunprotect

Pro Tip: Combine the packshots/flatlay with photos of your own haircare results using this product range for more personalised and engaging content!

BONACURE SUN PROTECT



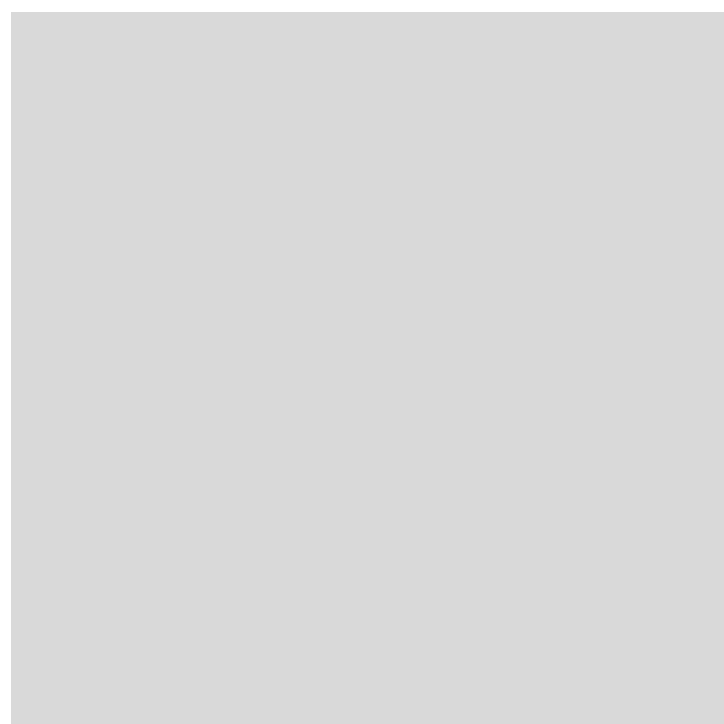
Are you ready to protect, cleanse and treat your hair this summer? 😎

Available in-salon the #Bonacure Sun Protect range is perfect for all hair types and enriched with cold-pressed coconut oil 🥥

- ☀️ Nourishes and strengthens hair
- ☀️ Delivers smooth and shine
- ☀️ Counteracts colour fading damages form free-radicals

👉 Come and get your Bonacure Sun Protect kit today! ❤️

#BCWECARE #Bonacure #SunProtect #sunprotection #freefrom #cleanbeauty
#BCBonacure #sulphatefree #veganhaircare #healthyhair #sustainablehaircare
#beautifulhair #beautyroutine #schwarzkopfprofessional #schwarzkopfpro



Page link: www.schwarzkopfpro.com/sunprotect

Pro Tip: Combine the packshots/flatlay with photos of your own haircare results using this product range for more personalised and engaging content!

BONACURE SUN PROTECT



Receive a FREE tote bag, when you buy 2 full-size #Bonacure Sun Protect products 🙌 perfect for your summer #haicare essentials! ☀️

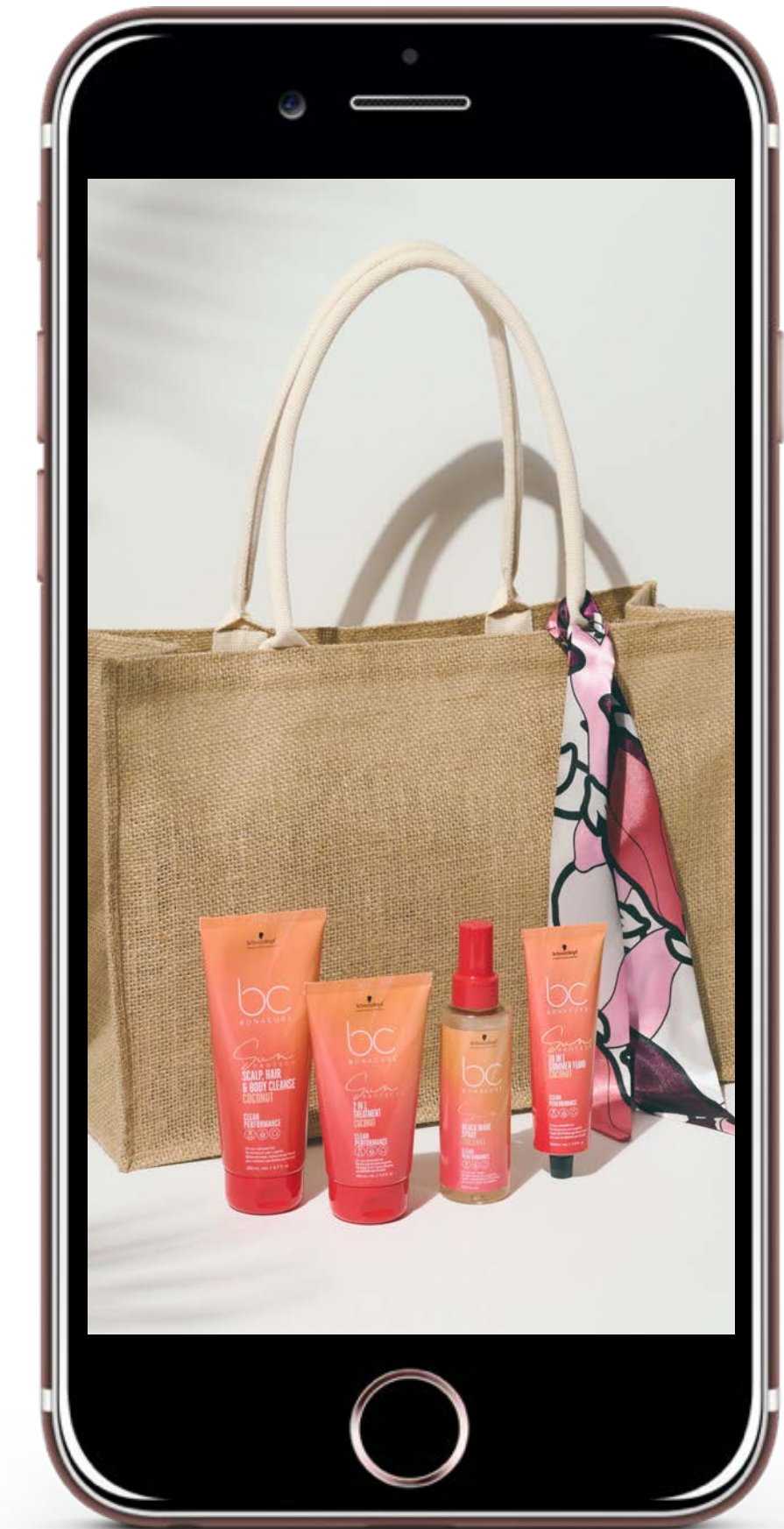
Sticker Link Text

SUN PROTECT FOR ALL HAIR TYPES

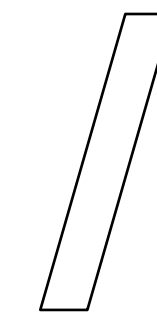
www.schwarzkopfpro.com/sunprotect

#BCWECARE #schwarzkopfpro

Pro Tip: Alternatively link to your salon website to encourage bookings!



GENERAL BRAND CONTENT



FIBRE CLINIX

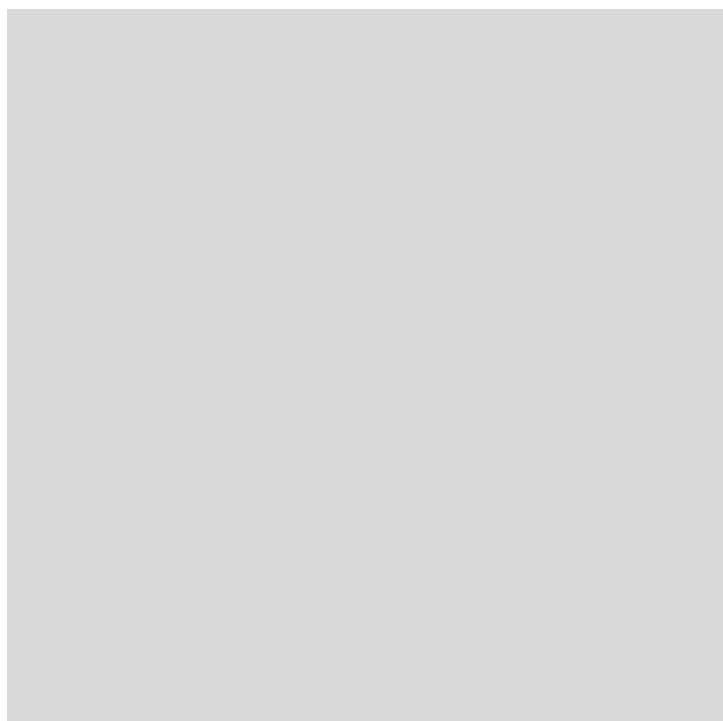


Looking for customised haircare that's creates a lightweight hair feeling with fullness? ❤️

👉 Experience [#FIBRECLINIX](#) in the hands of a pro, by booking one of our customisable Backbar Services. Boosted with Phytokine – a skincare-inspired ingredient – FIBRE CLINIX Volumize is specifically designed for fine and weak hair!

Available [#insalon](#) 👉 Plus you can prolong and maintain your salon results at home! 😊

[#matchmixboost](#) [#craftedforyou](#) [#salonservices](#) [#haircare](#) [#hairgoals](#) [#beautifulhair](#)
[#healthyhair](#) [#hairrepair](#) [#damagedhair](#) [#hairtreatment](#) [#antifrizz](#) [#smoothhair](#)
[#beautyroutine](#) [#schwarzkopfpro](#) [#schwarzkopfprofessional](#)



Page link: www.schwarzkopfpro.com/fibreclinix

Pro Tip: Combine the packshots/flatlay with photos of your own haircare results using this product range for more personalised and engaging content!

OIL ULTIME

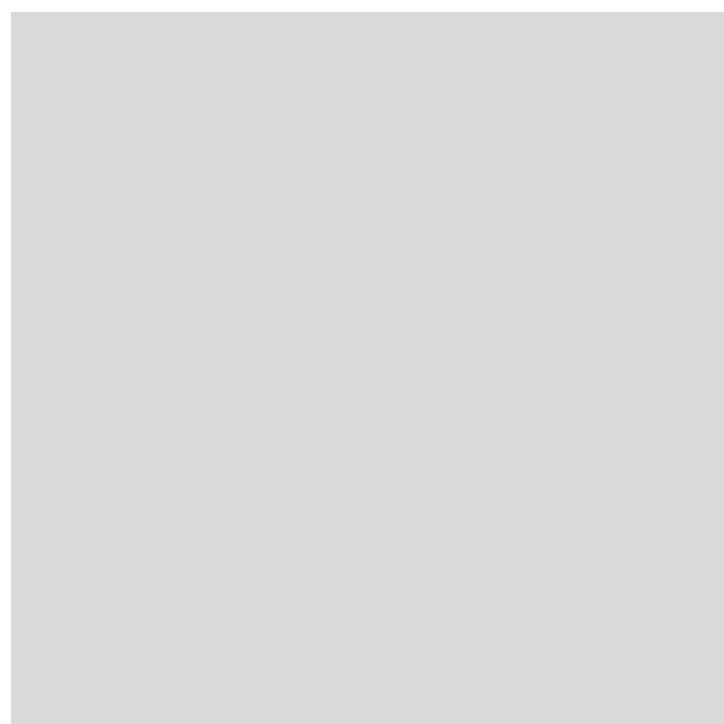


💖 Discover more about Oil Ultime by making an appointment 💖

We can elevate your in-salon experience by using Oil Ultime products that offer the perfect lightweight care for your hair! Powered by natural oils such as Argan and Marula, you can enjoy hair that looks and feels incredible with a sublime shine! ✨

👉 The whole range is available to purchase in-salon NOW! Let us advise you at your next visit

#OilUltime #FinishingOil #TRUEBEAUTY #premiumhaircare #wellness
#aromatherapy #metime #insalon #selfcare #hairgoals #beautifulhair #hairoil
#healthyhair #beautyroutine #schwarzkopfprofessional #schwarzkopfpro



Page link: www.schwarzkopfpro.com/oilultime

Pro Tip: Combine the packshots/flatlay with photos of your own haircare results using this product range for more personalised and engaging content!

SCALP CLINIX

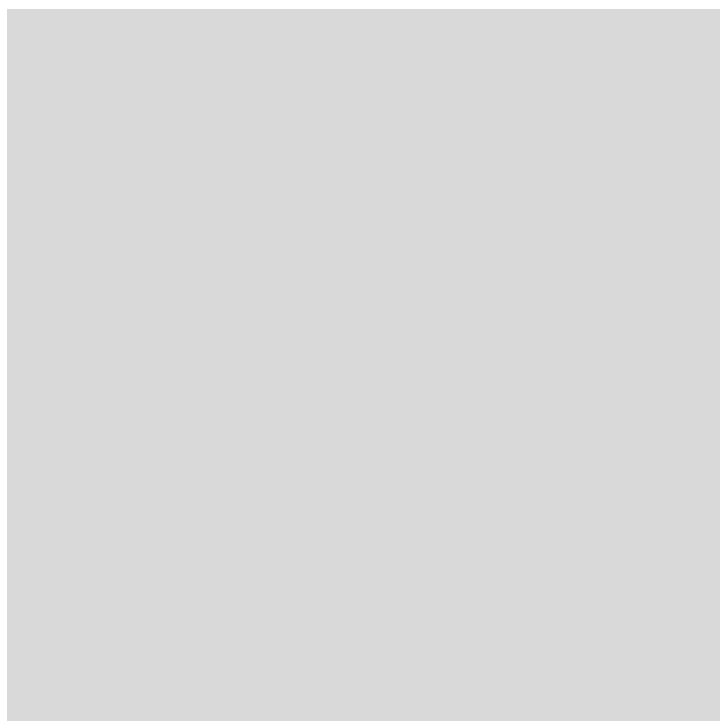


! Suffering from an oily scalp?

NOW AVAILABLE [#insalon](#), we have [@schwarzkopfpro](#)'s [#SCALPCLINIX](#) Oil Control duo 🙌 It removes excess sebum and helps to support the scalp's microbiome balance, prolonging the effect of the Scalp Clinix In-Salon Service!

Achieve a [#healthscalp](#) by stopping by for a free scalp consultation and personalised product recommendation today!

[#matchmixbalance](#) [#microbiome](#) [#salonservices](#) [#haircare](#) [#skincare](#) [#scalpcare](#)
[#beautifulhair](#) [#healthyhair](#) [#hairtreatment](#) [#beautyroutine](#) [#schwarzkopfpro](#)
[#schwarzkopfprofessional](#)



Page link: www.schwarzkopfpro.com/scalpclinik

Pro Tip: Combine the packshots/flatlay with photos of your own haircare results using this product range for more personalised and engaging content!

SCALP CLINIX



Re-balance your oily scalp with [#SCALPCLINIX](#) Oil-Control regime featuring Biotic Technology! Ask for more info in salon! ❤️

Sticker Link Text

FOR A BALANCED SCALP

www.schwarzkopfpro.com/scalpclinix

[#microbiome](#) [#schwarzkopfpro](#)

Pro Tip: Alternatively link to your salon website to encourage bookings!

Together. A passion for hair.



CHROMA ID

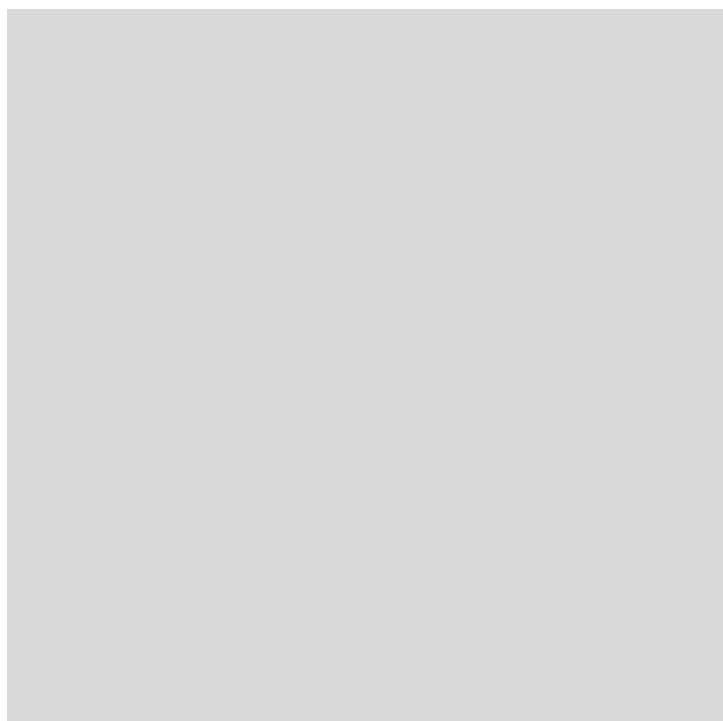


✨ We trust #ChromaID for the perfect colour refreshment in-between your salon visits! #ShowYourColourID #DiscoverChromaID #customcolour #temporaryhaircolor

Keep your colour looking salon fresh at home, by trying Chroma ID's Bonding Color Masks for increased colour longevity, with deeply caring benefits!

#colourcare #haircolour #haircolourists #hairartists #haircolor #healthyhair #beautifulhair #beautyroutine #schwarzkopfprofessional #schwarzkopfpro

💖: Feel free to send us a DM to get your hair colour refreshed for the summer 😎



Page link: www.schwarzkopfpro.com/chromaid

Pro Tip: Combine the packshots/flatlay with photos of your own colour results using this product range for more personalised and engaging content!

SCALP CLINIX



#DiscoverChromaID for the perfect colour refreshment ✨

Sticker Link Text

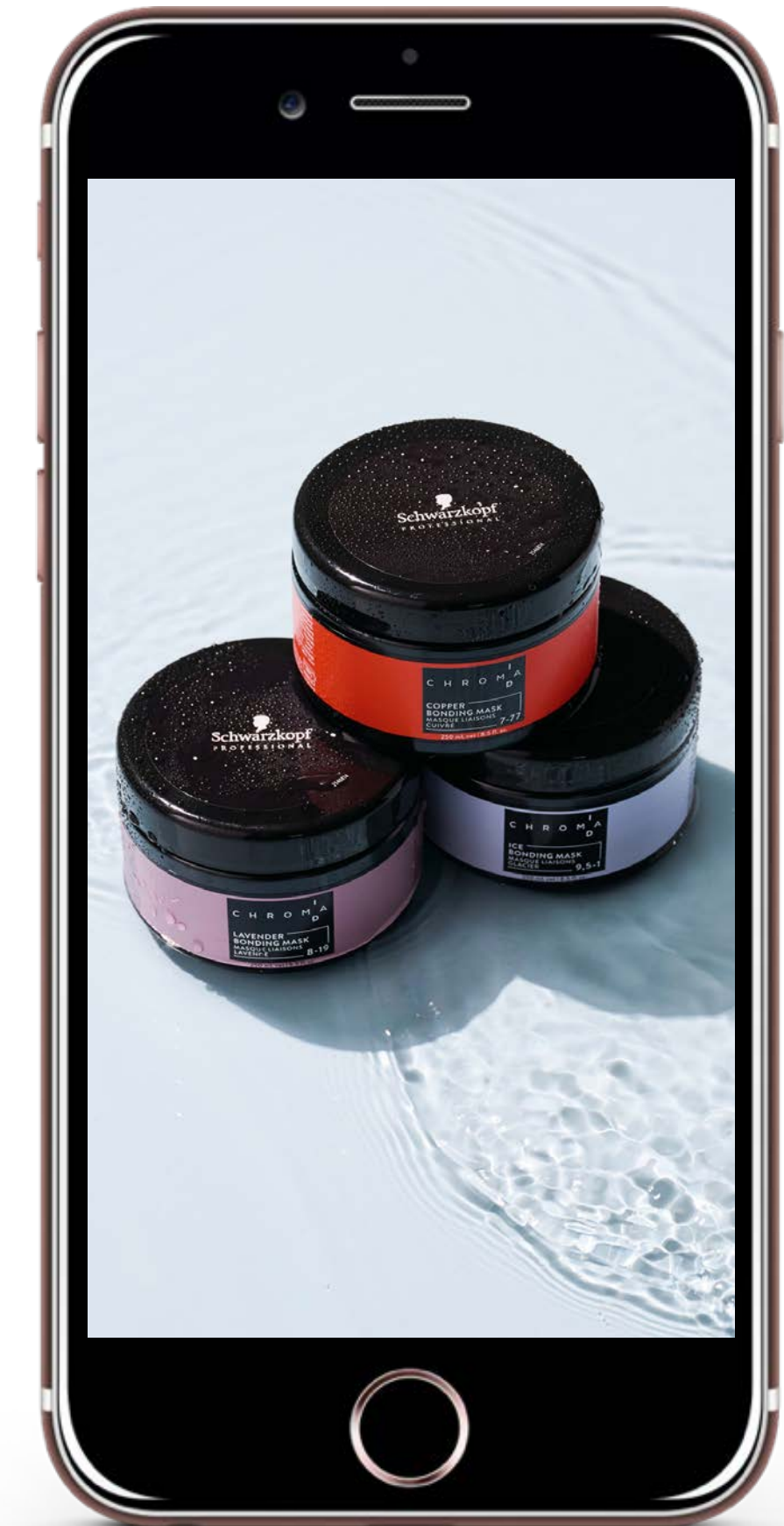
DARE TO COLOUR IT'S ONLY 15 WASHES

www.schwarzkopfpro.com/chromaid

#ChromaID #schwarzkopfpro

Pro Tip: Alternatively link to your salon website to encourage bookings!

Together. A passion for hair.



IGORA ROYAL HIGHLIFTS



Dreaming of cool blonde hair tones, but still afraid of the damage the lightening process might cause? NO NEED! 🙌

❄️ Enjoy beautifully cool, blonde results with MINIMISED HAIR BREAKAGE thanks to the high-performing formulas from [#IGORAROYALHighlights](#) – we LOVE the integrated Bonding Technology, which protects the bonds within the hair structure during the lifting process!

👉 Chat to us in salon today!

[#BeIGORA](#) [#IGORAROYAL](#) [#IGORA](#) [#coolblonde](#) [#blondehair](#) [#blonding](#)
[#haircolouring](#) [#haircolourists](#) [#hairartist](#) [#haircolour](#) [#healthyhair](#) [#beautifulhair](#)
[#schwarzkopfpro](#) [#schwarzkopfprofessional](#)



Page link: www.schwarzkopfpro.com/highlifts

Pro Tip: Combine the packshots/flatlay with photos of your own colour results using this product range for more personalised and engaging content!

BLONDME



✨ Want to upgrade your next colour appointment with an intense luminous shine treatment from **#BLONDME**? ✨

Pop in salon to learn more about how the BLONDME Blonde Wonders Golden Mask, with Integrated 3D Bond Creation Technology, helps to build new bonds while illuminating ALL blonde hair types.

👉 Book your appointment today for that extra shine! ✨

#iloveblondme #blondehair #blondehairdontcare #beautifulhair #blonding
#multitonalblonde #salonservices #hairartist #hairecare #healthyhair #hairartists
#hairgoals #insalon #schwarzkopfpro #schwarzkopfprofessional



Page link: www.schwarzkopfpro.com/blondme

Pro Tip: Combine the packshots/flatlay with photos of your own haircare results using this product range for more personalised and engaging content!

GOODBYE ORANGE



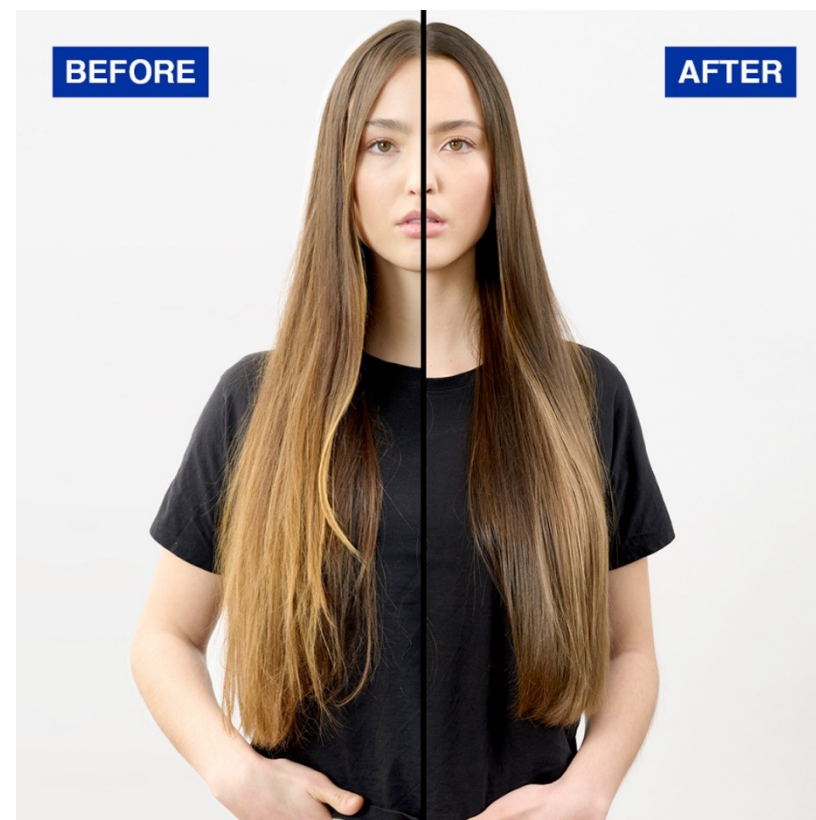
♥ We can help you maintain your cool brunette colour at home with GOODBYE ORANGE!

We've got our hands on this specially developed product that prolongs the hair's cool tone luminosity, so you can forget about being tired of noticing orange or red undertones in-between salon visits!

👉 SWIPE for the #beforeandafter!

We have appointments available for this month so come on in or send us a DM 🥰

#GOODBYEORANGE #veganhaircare #vegan #brunettes #brunettehair
#blondehair #darkblonde #haircolour #haircolor #cooltones #haircare #colourcare
#schwarzkopfprofessional #schwarzkopfpro



Page link: www.schwarzkopfpro.com/goodbyeorange

Pro Tip: Combine the packshots/flatlay/model with photos of your own haircare results using this product range for more personalised and engaging content!

SESSION LABEL

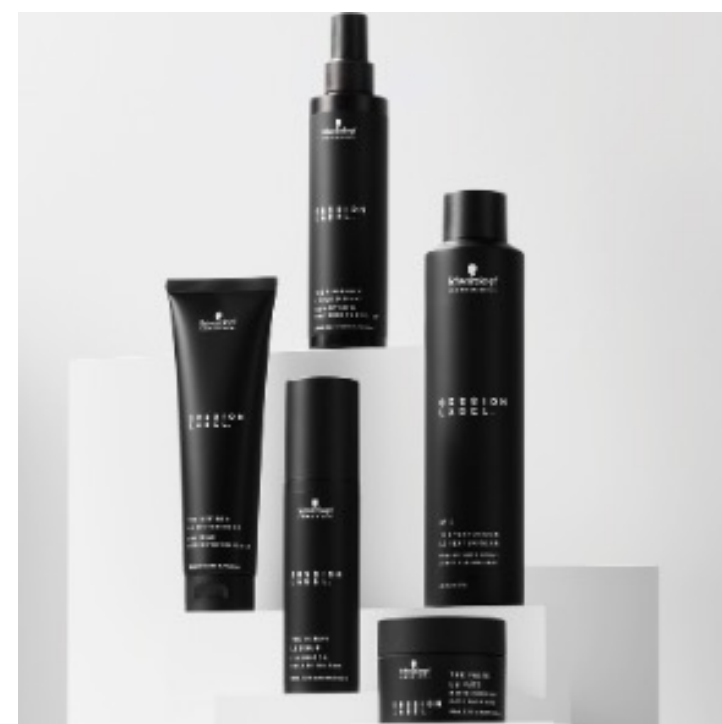
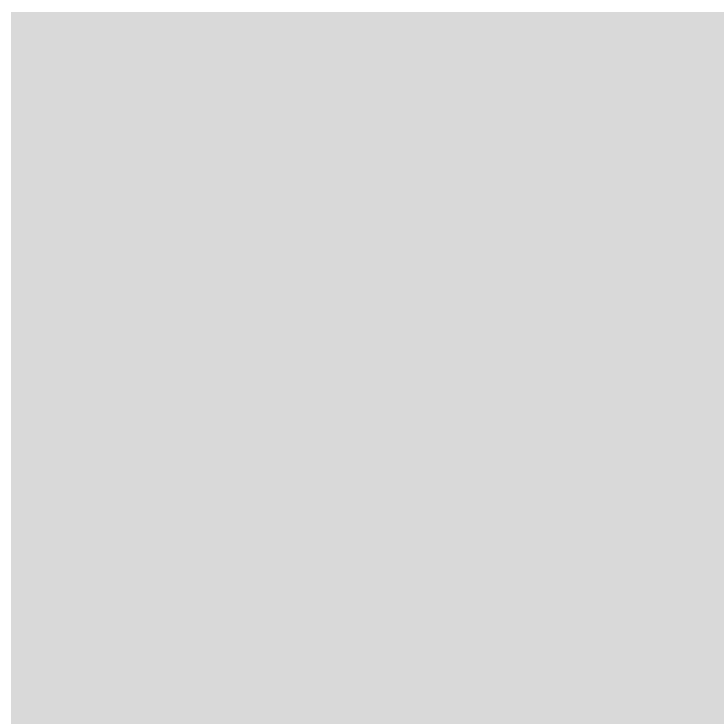


📣 Calling all clients who want to enhance their cut or colour service with [#SESSIONLABEL](#), for added confidence and style 😊

♥ We want to introduce you to THE styling products that enable you to re-create salon looks at home, so you can take your styling to the next level with SESSION LABEL!

👉 Book your appointment now and start using innovative, high-performance, super-lightweight formulas designed to help you [#CRAFTTHEDIFFERENCE!](#)

[#DISCOVERTHEDIFFERENCE](#) [#CRAFTTHEDIFFERENCE](#) [#hairartist](#) [#sessionstyling](#)
[#hairgoals](#) [#hairstyle](#) [#hairstyling](#) [#hairstylists](#) [#salonlife](#) [#insalon](#) [#longhair](#)
[#shorthair](#) [#updos](#) [#schwarzkopfprofessional](#) [#schwarzkopfpro](#)



Page link: www.schwarzkopfpro.com/sessionlabel

Pro Tip: Combine the packshots/flatlay with photos of your own styling results using this product range for more personalised and engaging content!

THANK YOU

A close-up photograph of two hands clasped together. The hand on the left is heavily tattooed with various designs, including a Native American profile, geometric shapes, and the number '040'. The hand on the right is plain. The background is a soft, out-of-focus gradient of light colors. The text 'TOGETHER, AS PARTNERS IN CRAFT.' is centered over the hands in a white, sans-serif font.

TOGETHER, AS PARTNERS IN CRAFT.





Schwarzkopf

PROFESSIONAL

Together. A passion for hair.