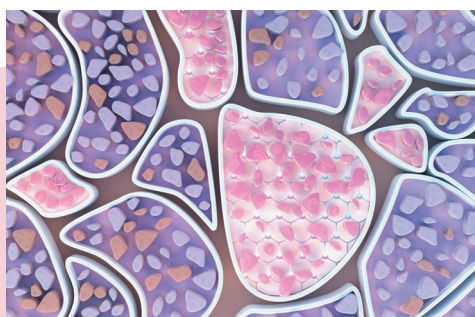


PRODUCT EXPERTISE

Your clients will be curious about the products they order & will have questions. Here you can find the relevant information required to tell your clients about our formulas & sustainable packaging.

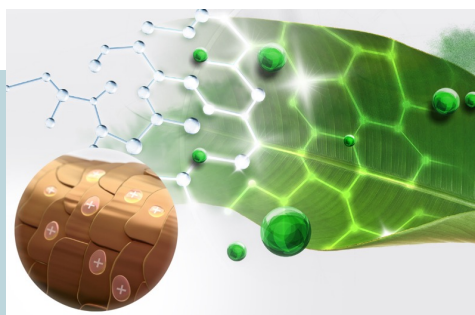


FORMULAS

SalonLab&Me formulations were carefully created with the latest technologies & very best ingredients by Schwarzkopf Professional's Research & Development Team. We use proven formulations created after years of research in Schwarzkopf Professional's database to provide you with only the best hyper-personalised products based on your individual needs.

Below you can see the unique mix of technology & expertise. The latest technology & best ingredients are blended with the hairdressers' craft & data intelligence to create a personalised formula for clients' individual needs:

- **Triple Bonding Technology:** Schwarzkopf Professional's latest advanced bonding technology strengthens the hair structure from within and targets deep layers of hair. It builds new bonds inside the hair fibre for increased elasticity, resilience, and strength.
- **C21 Technology:** This conditioning complex restores C21-Lipid chains & provides improved shine, manageability, and natural movement.
- **C18 Vegan Technology:** This vegan conditioning agent effectively restores C18-Lipid chains and provides the same benefits as the C21 Technology with the added benefit of being vegan.



SUSTAINABILITY

The bottles we use for our SalonLab&Me products and our Care Mask jar are made from 100%* Post-Consumer-Recycled Plastic (PCR Plastic). They are reprocessed plastics from household or commercial waste. PCR Plastic is derived from an end-product (such as a clear water bottle) that has completed its life cycle as a consumer item and would otherwise have been disposed of as a solid waste product.



*Except Colour Mask with 98% Post-Consumer-Recycled Plastic



APPLICATION USE

As a hair expert, it's important to advise your client on how to get the best results at home. Here's an overview of the products to help you talk through the client's regime choices.



SHAMPOOS

- Apply to wet hair
- Work into roots
- Rinse thoroughly after 1 minute
- All SalonLab&Me Shampoo formulations are sulphate-free across the personalised product range.

Scalp Focus

- Rinse after 3 minutes



Top Tip for your client:

Distribute the shampoo into the palm of your hand before applying on scalp for better distribution.



CREAM CONDITIONERS

Rinse off usage

- Apply to towel-dried hair
- Rinse after 2 minutes

Multipurpose usage

- Apply on wet hair, rinse after 5 mins
- Work into towel-dried hair, leave in
- Apply a small amount on dry hair

Based on the hair profile, the recommended best use will be detailed directly on the packaging



Top Tip for your client:

Remove excess moisture before applying the conditioner, otherwise the product will not absorb into the hair as well.



SPRAY CONDITIONERS

- Shake well
- Spray into towel-dried hair
- Leave in



Top Tip for your client:

To detangle hair, start with the ends and work your way upwards to avoid breakage.



MASKS

Care Mask

- Apply to towel-dried hair
- Rinse thoroughly after up to 10 minutes

Colour Mask

- Wear your disposable, waterproof protective gloves & make sure you protect your clothes, skin & surfaces from staining
- Rinse thoroughly after 3 - 5 minutes for colour refreshment & 5 - 10 minutes for more intense colours



Top Tip for your client:

During the development time, use a warm damp towel or a plastic cap, this will boost the mask.

