



# BLONDME AD PLAN

Feb 2022 (Awareness /  
Conversion)

# .jpg Image Asset – Awareness Post

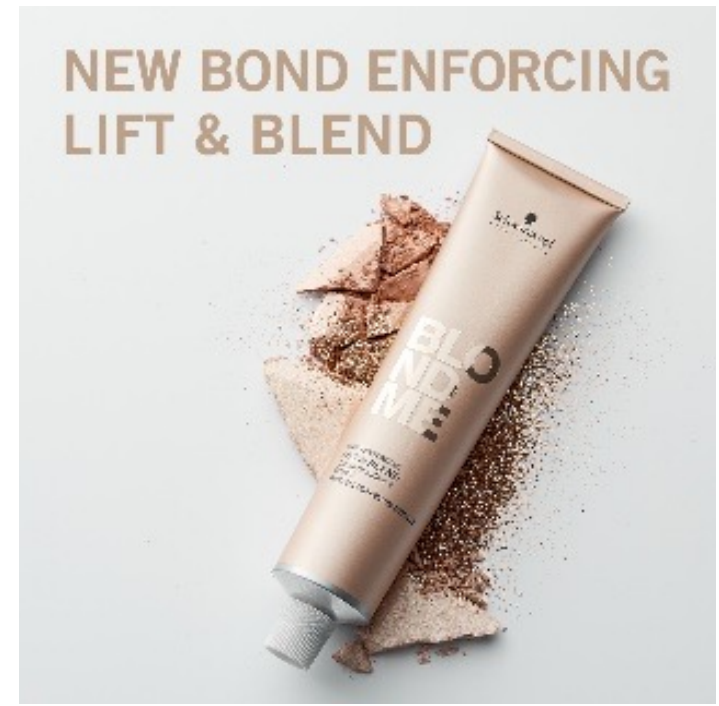
## FEED

Check out our NEW #BLONDME Lift & Blend assortment!  
With Integrated Bond Enforcing Technology and special Collagen-Biotin-Complex, BLONDME Lift & Blend is designed for MATURE SALON CLIENTS who wish to maintain a natural-looking blonde!

#iloveblondme #blondehair #blondehairdontcare #maturehair #haircolor #haircolour #hairgoals  
#beautifulhair #hairartists #insalon #apassionforhair

**Suggested CTA:** Learn more about BLONDME Lift & Blend

Link: Local webpage  
[www.schwarzkopfpro.com/blondmecolour](http://www.schwarzkopfpro.com/blondmecolour)



# .jpg Image Asset – Conversion Post

## FEED

Have you heard? Our NEW #BLONDME Lift & Blend assortment LIFTS and TONES in one step – for up to 30%-70% white hair coverage! Explore 6 intermixable and natural-looking shades today.

#iloveblondme #blondehair #blondehairdontcare #maturehair #haircolor #haircolour #hairgoals #beautifulhair #hairartists #insalon #apassionforhair

**Suggested CTA:** Shop the full range ONLINE!

**Link:** E-Shop



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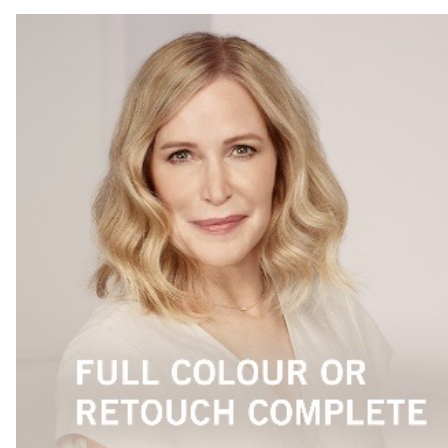
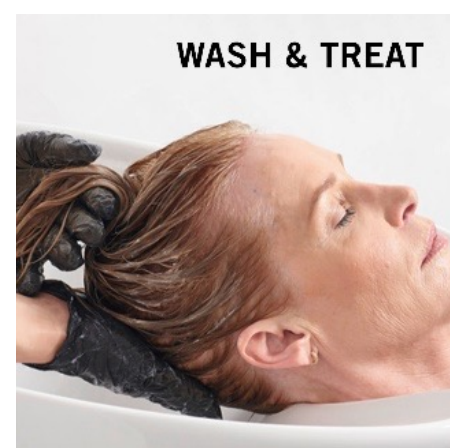
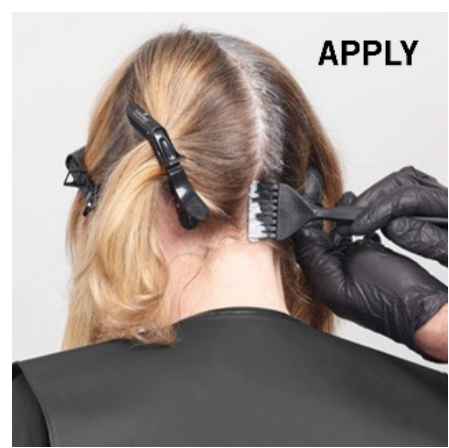
## CAROUSEL

New #BLONDME Product Alert: our BLONDME Lift & Blend assortment caters for your MATURE SALON CLIENTS who seek a natural-looking shade. When intermixed with BLONDME Bond Enforcing Premium Developer, achieve optimal white blending results on a natural base of 6 and lighter!

#iloveblondme #blondehair #blondehairdontcare #maturehair #haircolor #haircolour #hairgoals #beautifulhair #hairartists #insalon #apassionforhair

**Suggested CTA:** CHECK OUT the full range.

Link: E-Shop



# .jpg Image Asset – Conversion Post

## STORY

Shop our NEW #BLONDME Lift & Blend assortment! Especially developed for more MATURE BLONDE hair, with Collagen-Biotin-Complex and Integrated Bond Enforcing Technology for the most ICONIC results!

[#iloveblondme](#) [#blondehair](#) [#blondehairdontcare](#) [#maturehair](#) [#haircolor](#) [#haircolour](#) [#hairgoals](#)  
[#beautifulhair](#) [#hairartists](#) [#insalon](#) [#apassionforhair](#)

**Suggested CTA:** NOW available to shop online!

**Link:** E-Shop





# .jpg Image Asset – Awareness Post

## FEED

Say hello to the NEW #BLONDME BLONDE WONDERS Golden Mask. With 3D Bonding Technology, this innovative care product has been formulated to provide blonde clients with the glossiest SHINE!

#goldenhairmoments #blondewonders #iloveblondme #blondehair #blondehairdontcare #haircare #healthyhair #beautifulhair #blondehaircare #apassionforhair

**Suggested CTA:** Discover the benefits of BLONDME BLONDE WONDERS Golden Mask

**Link:** Local webpage

[www.schwarzkopfpro.com/blondmecare](http://www.schwarzkopfpro.com/blondmecare)



# .mp4 Video Asset – Conversion Post

## FEED

LISTEN UP hairdressers! Our NEW [#BLONDME](#) BLONDE WONDERS Golden Mask with 3D Bonding Technology strengthens the hair’s inner structure by up to 95%, it builds new bonds AND brightens all blonde hair types – adding a gorgeous golden shimmer with NO COLOUR SHIFT.

[#goldenhairmoments](#) [#blondewonders](#) [#iloveblondme](#) [#blondehair](#) [#blondehairdontcare](#) [#hairecare](#) [#healthyhair](#) [#beautifulhair](#) [#blondehaircare](#) [#apassionforhair](#)

**Suggested CTA:** Shop the full range today!

**Link:** E-Shop



# .mp4 Video Asset – Conversion Post

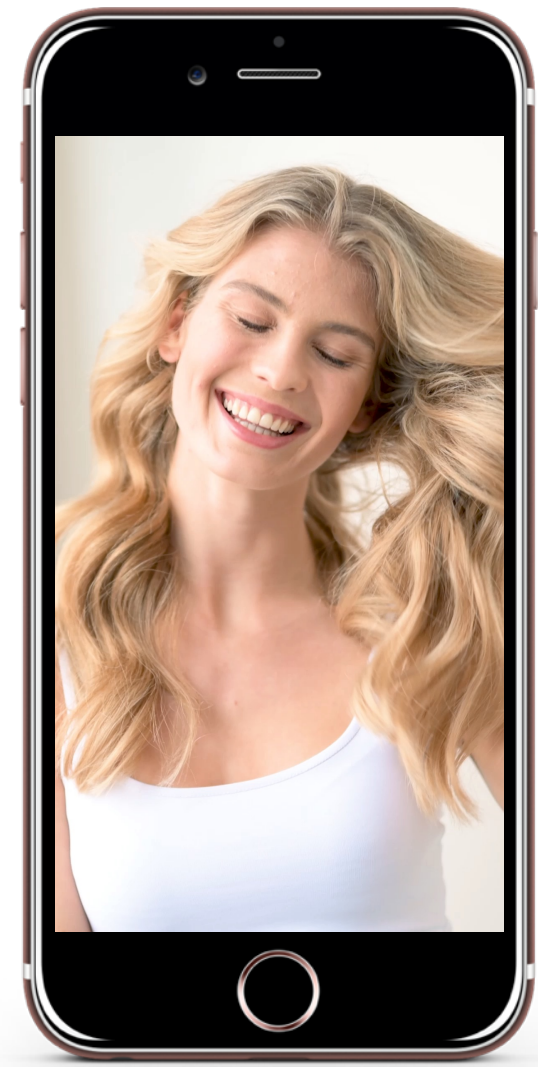
## STORY

For a beautiful finish with EXTRA shine, CHECK OUT our [#BLONDME](#) BLONDE WONDERS Golden Mask with 3D Bonding Technology.

[#goldenhairmoments](#) [#blondewonders](#) [#iloveblondme](#) [#blondehair](#) [#blondehairdontcare](#) [#haircare](#) [#healthyhair](#) [#beautifulhair](#) [#blondehaircare](#) [#apassionforhair](#)

**Suggested CTA:** Shop the new BLONDME BLONDE WONDERS online NOW!

**Link:** E-Shop





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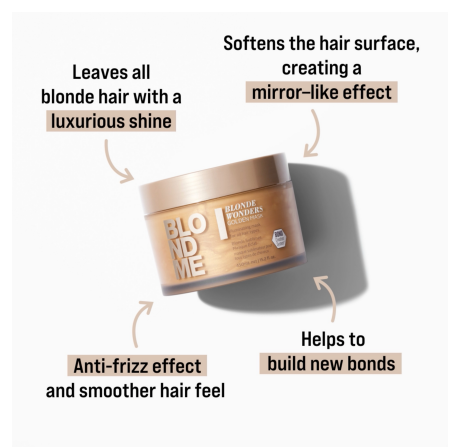
## CAROUSEL

Have you heard? Our NEW #BLONDME BLONDME WONDERS Golden Mask gives blonde hair some serious GLOW – perfect for premium in-salon services! Swipe across and check out the many benefits of this luxurious care product with GOLDEN SHIMMERING PIGMENTS and no colour shift!

#goldenhairmoments #blondewonders #iloveblondme #blondehair #blondehairdontcare #haicare #healthyhair #beautifulhair #blondehaircare #apassionforhair

**Suggested CTA:** Shop the full range ONLINE!

**Link:** E-Shop



# .jpg Image Asset – Awareness Post

## CAROUSEL

With #BLONDME you can lighten and tone without compromising the delicate structure of blonde hair! For improved hair quality and a perfectly toned blonde result, first lighten with BLONDME Bond Enforcing Premium Lightener 9+, then tone with BLONDME Bond Enforcing Blonde Toning. SWIPE to discover the benefits and enjoy perfect blonde results on all types of blondes!

#iloveblondme #blondehair #blondehairdontcare #haircolor #haircolour #blondetoning #hairgoals #beautifulhair #hairartists #insalon #apassionforhair

**Suggested CTA:** Learn how you can guarantee perfect hair quality with BLONDME!

Link: Local webpage

[www.schwarzkopfpro.com/blondmecolour](http://www.schwarzkopfpro.com/blondmecolour)



# .jpg Image Assets – Conversion Post

## CAROUSEL

The perfect tone is ALWAYS on trend! #BLONDME Bond Enforcing Blonde Toning is designed specifically to work with BLONDME Bond Enforcing Premium Lightener to deliver superior blonde results with sophisticated tone enhancement, or perfect neutralization – with both pastel and deep toning shades available!

#iloveblondme #blondehair #blondehairdontcare #haircolor #haircolour #blondetoning #hairgoals #beautifulhair #hairartists #insalon #apassionforhair

**Suggested CTA:** Shop the shades and full BLONDME range ONLINE!

**Link:** E-Shop





Schwarzkopf

PROFESSIONAL

*Together. A passion for hair.*