



# Bonacure HD Content Plan

March 2022

# On-feed Image



Still choosing between clean or high-performing products? You don't have to!

We're stocking the brand new #Bonacure products from @schwarzkopfpro so you can enjoy Advanced Technology, Clean Formulas and Sustainable Packaging – available across ranges suitable for all hair types 🍌

Choose Performance  
Choose Clean Beauty

#BCWECARE #BCBonacure  
#cleanperformance #cleanbeauty #vegan  
#haircare #healthyhair #sustainability  
#beautifulhair #schwarzkopfprofessional  
#schwarzkopfpro #apassionforhair

**Suggested CTA:** Learn more  
Please link to local Bonacure webpage.



@schwarzkopfpro



Still choosing between clean or high-performing products? You don't have to!

We're stocking the brand new #Bonacure range from Schwarzkopf Professional so you can enjoy Advanced Technology, Clean Formulas and Sustainable Packaging 🍌

Choose Performance  
Choose Clean Beauty

#BCWECARE #BCBonacure  
#cleanperformance #schwarzkopfpro  
#apassionforhair

**Suggested Headline/Description:**  
Discover new Bonacure Clean Performance

**Suggested CTA:** Learn more  
Please link to local Bonacure webpage.



# On-feed Video



🌱 Vegan, free-from and still high-performing 🌱

@schwarzkopfpro's new Clean Performance ranges bring the power of #Bonacure's Advanced Technology you already know and love in a new professional clean formula 🙌

Are you ready to embrace products that are free from compromise and full of promise?

#BCWECARE #BCBonacure #cleanperformance  
#cleanbeauty #haircare #healthyhair  
#sustainability #beautifulhair  
#schwarzkopfprofessional #schwarzkopfpro  
#apassionforhair

**Suggested CTA:** Shop Bonacure in-salon today!  
Please link to your salon / local salon finder as required.



This asset is an .MP4  
@schwarzkopfpro



Whatever your lifestyle choices, we've got a haircare range perfect for you – and your hair's individual needs! 🙌

With Schwarzkopf Professional's Clean Performance ranges comes a new era of professional haircare: the power of #Bonacure's Advanced Technology you already know and love, in a new professional clean formula – resulting in a #vegan range that's both high-performing and free-from 🌱

#BCWECARE #BCBonacure #schwarzkopfpro  
#apassionforhair

**Suggested Headline/Description:**  
Shop Bonacure in-salon today!

**Suggested CTA:** Available in-salon!  
Please link to your salon / local salon finder as required.



# On-feed Image



Advanced Technology ✓ Clean Formulas ✓ Sustainable Packaging ✓

New #Bonacure Clean Performance has got it all – along with an innovative Vegan Care Complex and skincare-inspired ingredients.

Let our talented salon team find the right range for you!

#BCWECARE #BCBonacure  
#cleanperformance #cleanbeauty #vegan  
#haircare #healthyhair #sustainability  
#beautifulhair #schwarzkopfprofessional  
#schwarzkopfpro #apassionforhair

**Suggested CTA:** Shop Bonacure in-salon!  
Please link to your salon / local salon finder as required.



@schwarzkopfpro



NEW #Bonacure Clean Performance has got it all: ✓ Advanced Technology ✓ Clean Formulas ✓ Sustainable Packaging.

Upgrade your haircare routine and feel confident AND beautiful, inside & out, whilst being a part of a more sustainable world!

#BCWECARE #BCBonacure  
#cleanperformance #apassionforhair  
#schwarzkopfpro

**Suggested Headline/Description:**  
Shop Bonacure in-salon today!

**Suggested CTA:** Available in-salon NOW!  
Please link to your salon / local salon finder as required.



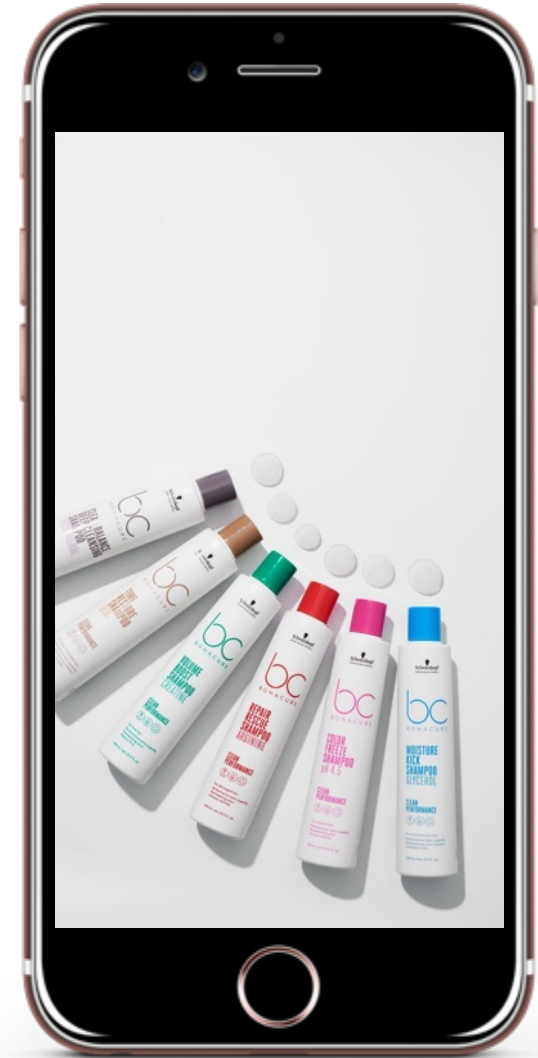
# Story Post

## STORY

No sulphates, same performance, same foaming power.  
We're excited to show you what [@schwarzkopfpro](#)'s NEW [#Bonacure](#) Shampoos can do!

[#BCWECARE](#) [#BCBonacure](#) [#sustainability](#) [#sulfatefree](#) [#cleanperformance](#) [#schwarzkopfpro](#)

**Suggested CTA:** Learn more  
Please link to local Bonacure webpage



Please remember to be creative when posing Story content to your local accounts – use SKP GIFs, different fonts, location and people tags. Where possible gm. will indicate the specific GIF examples available, or recommend the relevant keyword to search for this within Stories.

# On-feed Video



💧 Thirsty hair needs treatment fast 💧

When hair lacks moisture, it lacks shine, elasticity and bounce – ask us about the NEW #Bonacure Moisture Kick range with Glycerol to rebalance and deliver optimum levels of moisture:

- 💧 Provides more elasticity, bounce & shine.
- 💧 Improves manageability by up to 72%.
- 💧 Moisturised hair feeling for up to 48 hours.

#MoistureKick is the ideal range for dry, wavy and curly hair types – and it's available in salon NOW!

#BCWECARE #BCBonacure #cleanbeauty #cleanperformance #haicare #healthyhair #beautifulhair #vegan #schwarzkopfpro #schwarzkopfprofessional #apassionforhair



@schwarzkopfpro

**Suggested CTA:** Shop Bonacure in-salon today!  
Please link to your salon / local salon finder as required.



⚠️ Calling all clients with normal to dry, wavy and curly hair! ⚠️

Ask us about the NEW Bonacure #MoistureKick formulations with Glycerol – they've been developed to rebalance and deliver optimum levels of moisture for beautifully bouncy results and a natural-looking shine:

- 💧 Improves manageability by up to 72%.
- 💧 Moisturised hair feeling for up to 48 hours.

#BCWECARE #Bonacure #BCBonacure #schwarzkopfpro #cleanperformance #apassionforhair



**Suggested Headline/Description:**  
Shop the Bonacure Moisture Kick range in-salon today!

**Suggested CTA:** Available in-salon!  
Please link to your salon / local salon finder as required.

# Story Post



**Suggested CTA:** Learn more  
Please link to local Bonacure webpage

#Bonacure #BCWECARE #BCBonacure #cleanperformance #schwarzkopfpro #apassionforhair



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# Carousel Post



Don't you just LOVE a good [#hairtransformation](#)? WE DO! 🙌

For deep nutrition with extra shine, pop into the salon and let us transform your hair in just 7 minutes with [@schwarzkopfpro](#)'s NEW [#Bonacure](#) Vegan Express Blow-Dry Service 🌟 SWIPE for the before and products used!

[#BCWECARE](#) [#BCBonacure](#) [#MoistureKick](#) [#cleanperformance](#) [#cleanbeauty](#)  
[#vegan](#) [#haircare](#) [#healthyhair](#) [#beforeafter](#) [#beautifulhair](#)  
[#schwarzkopfprofessional](#) [#schwarzkopfpro](#) [#apassionforhair](#)

**Suggested CTA:** Try our NEW in-salon haircare services!  
 Please link to your salon / local salon finder as required.

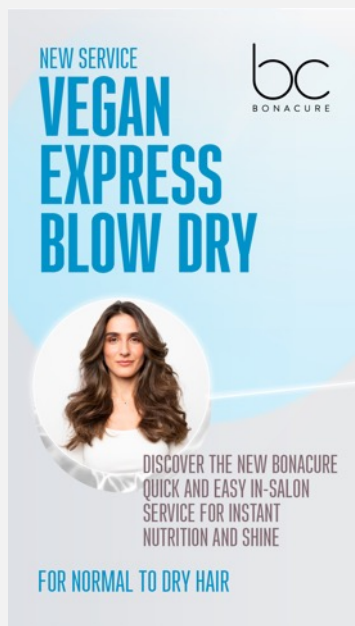
**Extra copy suggestion:**  
 Full details available to watch in our stories/highlights!





# IG Story Sequence

## STORY SEQUENCE



Sticker Link Text

YouTube tutorial video: <https://www.youtube.com/watch?v=IdaDTGjYgh8>

#Bonacure #BCWECARE #BCBonacure #cleanperformance #schwarzkopfpro #apassionforhair

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# On-feed Video



🕒 Dry, brittle hair? We using [#RepairRescue](#) to nourish, restructure and repair hair from the inside out!

- ♥ Reverses up to 3 years of damage
- ♥ Up to 95% less hair breakage
- ♥ Up to 100% stronger hair
- ♥ Up to 85% improved combability

Discover [#Bonacure](#) Repair Rescue with Arginine in-salon today!

[#BCWECARE](#) [#BCBonacure](#) [#cleanperformance](#)  
[#cleanbeauty](#) [#vegan](#) [#freefrom](#) [#haircare](#)  
[#healthyhair](#) [#sustainability](#) [#beautifulhair](#)  
[#schwarzkopfprofessional](#) [#schwarzkopfpro](#)  
[#apassionforhair](#)

**Suggested CTA:** Visit us for a haircare consultation!

Please link to your salon / local salon finder as required.



[@schwarzkopfpro](#)



🕒 Dry, brittle hair? We can instantly reverse up to 3 years of damage with just ONE application of NEW [#RepairRescue](#) with Arginine 📌

- ♥ Provides up to 95% less hair breakage
- ♥ Delivers up to 100% stronger hair
- ♥ Up to 85% improved combability
- ♥ Helps to restore your hair's INNER strength and elasticity!

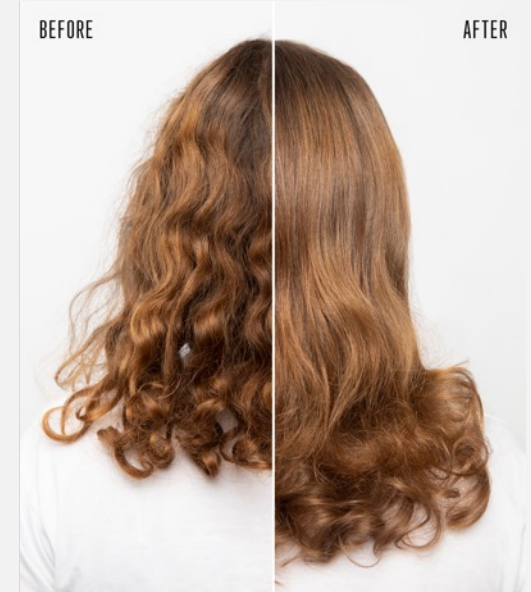
[#BCWECARE](#) [#BCBonacure](#)  
[#cleanperformance](#) [#apassionforhair](#)  
[#schwarzkopfpro](#)

**Suggested Headline/Description:**

Book a Repair Rescue haircare consultation today!

**Suggested CTA:** Book your haircare service!

Please link to your salon / local salon finder as required.



# Story Post



**Suggested CTA:** Learn more  
Please link to local Bonacure webpage

#Bonacure #BCWECARE #BCBonacure #cleanperformance #schwarzkopfpro #apassionforhair



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# Carousel Post



Super CHARGE those locks with renewed strength and elasticity! 💪

Book in to try the new Vegan Keratin Charge Service using @schwarzkopfpro's Bonacure #RepairRescue range – hair will be infused with instant shine, strength and smoothness! SWIPE for the before and products used! ❤️

**Extra copy suggestion:**  
Catch the service steps in our stories/highlights!

#BCWECARE #Bonacure #BCBonacure #cleanperformance #cleanbeauty #vegan #haircare #healthyhair #beforeafter #beautifulhair #hairtransformation #schwarzkopfprofessional #schwarzkopfpro #apassionforhair

**Suggested CTA:** Try our NEW in-salon haircare services!  
Please link to your salon / local salon finder as required.



# IG Story Sequence

## STORY SEQUENCE

NEW SERVICE  
**VEGAN  
KERATIN  
CHARGE**

bc  
BONACURE

DISCOVER THE NEW BONACURE  
IN-SALON SERVICE FOR INSTANT  
STRENGTH, SMOOTHNESS AND SHINE  
FOR DAMAGED HAIR

bc  
BONACURE

**1. PURIFY**

GENTLY CLEANSSES AND  
EFFECTIVELY REMOVES  
PRODUCT BUILD-UP AND  
RESIDUES

bc  
BONACURE  
CLEAN BALANCE  
DEEP CLEANSING  
SHAMPOO  
TOCOPHEROL

CLEAN  
PERFORMANCE

bc  
BONACURE

**2. CLEANSE**

GENTLY AND EFFECTIVELY  
CLEANSSES DAMAGED HAIR,  
PREPARING THE HAIR FOR  
THE TREATMENT

bc  
BONACURE  
REPAIR  
RESCUE  
SHAMPOO  
ARGININE

CLEAN  
PERFORMANCE

**3. TREAT**

bc  
BONACURE

INTENSIVELY REPAIRS AND NOURISHES  
DAMAGED HAIR, BRINGING BACK INNER  
HAIR STRENGTH AND ELASTICITY  
WITHOUT OVERBURDENING THE HAIR

bc  
BONACURE  
REPAIR  
RESCUE  
TREATMENT  
ARGININE

bc  
BONACURE

**4. FINISH**

INSTANTLY  
DETANGLES  
AND NOURISHES  
DAMAGED HAIR,  
ADDING SHINE  
AND PREVENTING  
BREAKAGE

bc  
BONACURE  
REPAIR  
RESCUE  
SLEEPS  
CONDITIONER  
ARGININE

bc  
BONACURE  
REPAIR  
RESCUE  
SLEEPS  
CONDITIONER  
ARGININE

Sticker Link Text

YouTube tutorial video: <https://www.youtube.com/watch?v=Svp6GDSpGEY&t=1s>

#Bonacure #BCWECARE #BCBonacure #cleanperformance #schwarzkopfpro #apassionforhair

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# On-feed Image



Are you ready to experience ULTIMATE colour perfection? 💖

Prolong your salon-fresh colour with NEW #Bonacure Color Freeze – it’s available in-salon to take home today!

- 💖 Close to zero fade with long-lasting colour vibrancy.
- 💖 Formulated with #Vegan Keratin and pH 4.5 Balancer.
- 💖 Delivers up to 90% colour retention for up to 30 washes.

#BCWECARE #ColorFreeze #BCBonacure #cleanperformance #cleanbeauty #freefrom #haircare #beautifulhair #schwarzkopfpro #schwarzkopfprofessional #apassionforhair

**Suggested CTA:** Learn more  
Please link to local Bonacure webpage



@schwarzkopfpro  
This asset is an .MP4

For colour that remains true to YOU enjoy long-lasting results with NEW #Bonacure Color Freeze from Schwarzkopf Professional!

#ColorFreeze is available in-salon to take home today – we’re using it to provide:

- 💖 Close to zero fade with long-lasting colour vibrancy.
- 💖 Up to 90% colour retention for up to 30 washes.

It’s also formulated with #Vegan Keratin and pH 4.5 Balancer to bring the hair back to its optimal pH level.

#BCWECARE #BCBonacure #cleanperformance #apassionforhair #schwarzkopfpro



**Suggested Headline/Description:**  
Discover why we love using Bonacure Clean Performance.

**Suggested CTA:** Learn more  
Please link to local Bonacure webpage.

# Story Post



**Suggested CTA:** Learn more  
Please link to local Bonacure webpage

#Bonacure #BCWECARE #BCBonacure #cleanperformance #schwarzkopfpro #apassionforhair



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# Carousel Post

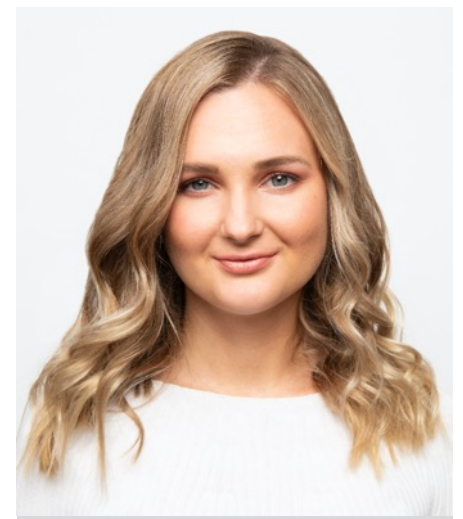


Brassy blonde? BE GONE! 💙💛

Keep things looking ashy and even with a [#Bonacure](#) Color Freeze transformation – ask about our Vegan Cool Neutralisation Service in-salon today!

**Suggested CTA:** Try our NEW in-salon haircare services!  
Please link to your salon / local salon finder as required.

[#BCWECARE](#) [#BCBonacure](#) [#ColorFreeze](#) [#cleanperformance](#) [#cleanbeauty](#)  
[#vegan](#) [#haircare](#) [#healthyhair](#) [#beforeafter](#) [#beautifulhair](#)  
[#schwarzkopfprofessional](#) [#schwarzkopfpro](#) [#apassionforhair](#)





# On-feed Video



Hair feeling a little limp? Let's turn up the VOLUME 🎵👩

We've got something that's fantastically effective on even the finest, weakest hair types – @schwarzkopfpro's NEW #Bonacure Volume Boost range with Creatine improves volume within your every hair strand, giving lasting body and volume!

♥ Receive a volume BOOST in-salon today!

#BCWECARE #BCBonacure  
#cleanperformance #cleanbeauty #vegan  
#freefrom #haircare #healthyhair  
#sustainability #beautifulhair  
#schwarzkopfprofessional #schwarzkopfpro  
#apassionforhair

**Suggested CTA:** Book your haircare consultation today!



@schwarzkopfpro  
This asset is an .MP4



📣 Fine hair that's lacking volume and body?

Our team are giving clients the BOOST they need with Schwarzkopf Professional's #Bonacure Volume Boost range. It's formulated with Creatine and comes in a weightless formulation that cares and provides body, fullness, and bounce.

- ♥ Improves the volume of every hair strand.
- ♥ Enjoy up to 48 hours of a fuller hair feel.
- ♥ Perfect Foam boosts volume by up to 92% while providing heat protection.

Receive a volume BOOST in-salon today!

#BCWECARE #BCBonacure #VolumeBoost  
#cleanperformance #apassionforhair  
#schwarzkopfpro



**Suggested Headline/Description:**  
Book your haircare consultation today!

**Suggested CTA:** Book an appointment  
Please link to your salon / local salon finder as required.

# On-feed Video



Jelly Conditioner? Yes you read that right 📌

One of our faves from the NEW #Bonacure line-up is the #VolumeBoost Jelly Conditioner – its consistency transforms from a lightweight liquid to a foam, to condition whilst creating a fuller hair feeling!

#BCWECARE #BCBonacure #cleanperformance #cleanbeauty #vegan #freefrom #haircare #healthyhair #sustainability #beautifulhair #schwarzkopfprofessional #schwarzkopfpro #apassionforhair

**Suggested CTA:** Learn more  
Please link to local Bonacure webpage.



@schwarzkopfpro  
This asset is an .MP4



Jelly Conditioner? Yes you read that right 📌

Perfect for finer hair types, #Bonacure Volume Boost Jelly Conditioner uses a lightweight liquid-to-foam formula with Creatine to help boost body, fullness, and bounce – without the weigh-down.

#BCWECARE #BCBonacure #VolumeBoost #cleanperformance #apassionforhair #schwarzkopfpro

**Suggested Headline/Description:**  
Explore the benefits of using Bonacure Clean Performance!

**Suggested CTA:** Learn more  
Please link to local Bonacure webpage.



# Story Post



**Suggested CTA:** Learn more  
Please link to local Bonacure webpage

#Bonacure #BCWECARE #BCBonacure #cleanperformance #schwarzkopfpro #apassionforhair



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Schwarzkopf

P R O F E S S I O N A L

*Together. A passion for hair.*