



Multi-Brand HD Content Plan

2021

On-feed Image



✨ Craving blonde hair with that elusive glossy shine? ✨

We're using the new [#BLONDME](#) BLONDE WONDERS Golden Mask to care and strengthen – it's formulated with GOLDEN PARTICLES to brighten all blonde hair types, without any colour shift*

*The golden, shimmering pigments do not influence or change blonde hair colours.

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

Suggested CTA: Learn more



[@schwarzkopfpro](#)

Please link to local BLONDME webpage.



📢 Have you heard? The NEW [#BLONDME](#) BLONDE WONDERS Golden Mask has been infused with golden particles! ✨

We're using it to:

- ☀️ Smooth the hair's surface for increased light reflection
- ☀️ Build new bonds whilst brightening all blonde hair types without any colour shift*

*The golden, shimmering pigments do not influence or change blonde hair colours.

[#goldenhairmoments](#) [#blondewonders](#)
[#iloveblondme](#) [#blondehairecare](#)
[#apassionforhair](#) [#schwarzkopfpro](#)



Suggested Headline/Description:

Learn more about BLONDME BLONDE WONDERS Golden Mask.

Suggested CTA: Learn more
Please link to local BLONDME webpage.

On-feed Video



Be the **BRIGHTEST** blonde this Valentine's Day with **#BLONDME** 🧡

Experience an in-salon service featuring the new **BLONDME BLONDE WONDERS** Golden Mask.

The results? Healthier blonde hair that seriously **GLOWS** ✨

#goldenhairmoments #blondewonders #iloveblondme #blondehair #hairecare #blondehairdontcare #healthyhair #beautifulhair #blondehairecare #apassionforhair #schwarzkopfpro

Suggested CTA: Book your treatment! Please link to your salon / local salon finder as required.



@schwarzkopfpro
This is a .MP4



Blonde hair? Enjoy our new care service for the **PERFECT** finish – just in time for Valentine's Day 😊

The new **#BLONDME BLONDE WONDERS** Golden Mask with 3D Bonding Technology transforms from a cream to paste to create a pleasant cocooning effect during your treatment!

Book your appointment today!

#goldenhairmoments #blondewonders #iloveblondme #blondehairecare #apassionforhair #schwarzkopfpro



Suggested Headline/Description:
Book a **GOLDEN** haircare service in time for Valentine's Day!

Suggested CTA: Book now Please link to your salon / local salon finder as required.

On-feed Video



Because the perfect blonde doesn't age ⭐

We're stocking the NEW #BLONDME Lift & Blend range – developed especially for our mature salon clients who wish to maintain and enjoy a blonde hair colour that looks as natural as possible 💪

Let our expert colourists show you the shades!

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

Suggested CTA: Book a colour service!
Please link to your salon / local salon
finder as required.



@schwarzkopfpro
This is a .MP4



Looking for a more sophisticated blonde look? ⭐

Let our expert colourists show you the new #BLONDME Lift & Blend shades – with integrated Bond Enforcing Technology, this range will perfectly colour the delicate structure of mature, blonde hair – creating a natural-looking result with optimal shine!

#blondehair #maturehair #haircolor
#haircolour #apassionforhair
#schwarzkopfpro



Suggested Headline/Description:
Try BLONDME Lift & Blend in-salon – especially mature blonde hair!

Suggested CTA: Book a colour service
Please link to your salon / local salon
finder as required.

On-feed Image



Dry Shampoo – but not as you know it 📌

The NEW #BLONDME BLONDE WONDERS Dry Shampoo Foam is weightless, slightly texturising and it works on both the roots AND the lengths!

Available to shop in-salon now!

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

Suggested CTA: Learn more
Please link to local BLONDME webpage.



@schwarzkopfpro



📢 Does your Dry Shampoo leave your hair feeling ‘dusty’?

Forget that! Our team are LOVING the NEW #BLONDME BLONDE WONDERS Dry Shampoo Foam:

- 🌟 Absorbs excess oil & reduces odour
- 🌟 Helps to build new bonds whilst refreshing blonde hair and adding volume
- 🌟 Gives instant volume and soft lengths

#goldenhairmoments #blondewonders
#iloveblondme #blondehaircare
#apassionforhair #schwarzkopfpro



Suggested Headline/Description:
Learn more about BLONDME BLONDE WONDERS Dry Shampoo Foam.

Suggested CTA: Learn more
Please link to local BLONDME webpage.

On-feed Image



Styled with [@schwarzkopfpro](#)'s new [#SESSIONLABEL](#), this stunning wave uses THE TEXTURIZER to create lightweight texture and volume for fuller-looking tousled hair – let us show you what it can do for YOUR hair too ♥

[#DISCOVERTHEDIFFERENCE](#) in-salon today!

[#CRAFTTHEDIFFERENCE](#)
[#hairartist](#) [#sessionstyling](#) [#hairgoals](#)
[#hairstyle](#) [#hairstyling](#) [#hairstylists](#)
[#beautifulhair](#) [#apassionforhair](#)
[#schwarzkopfpro](#)

Suggested CTA: Book now
Please link to your salon / local salon finder as required.



[@schwarzkopfpro](#)



We can give YOU some serious hair confidence ♥

Our stylists are using new [#SESSIONLABEL](#) from Schwarzkopf Professional – THE range of ICONIC and salon-exclusive styling products!

Book a blow-dry service with us today!

[#CRAFTTHEDIFFERENCE](#)
[#DISCOVERTHEDIFFERENCE](#)
[#apassionforhair](#) [#schwarzkopfpro](#)

Suggested Headline/Description:
Book an appointment today!

Suggested CTA: Book now
Please link to your salon / local salon finder as required.



On-feed Image



You're just a spritz away from impressive ROOT LIFT, flexible TEXTURE and lasting GRIP!

This NEXT LEVEL dry-texture hairstyling powder from @schwarzkopfpro's #SESSIONLABEL range is available in-salon now – pop in and shop the range with the help of our talented team ❤️

#CRAFTTHEDIFFERENCE
#DISCOVERTHEDIFFERENCE
#hairartist #sessionstyling #hairgoals
#hairstyle #hairstyling #hairstylists
#beautifulhair #apassionforhair
#schwarzkopfpro

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



@schwarzkopfpro



Are you looking for a hairstyling product that creates BOLD volume and grip? 💪

We've got you covered!
#SESSIONLABEL THE POWDER provides just that and MORE. Create the perfect base for all up-dos with supportive grip and added volume ❤️

#CRAFTTHEDIFFERENCE
#DISCOVERTHEDIFFERENCE
#apassionforhair #schwarzkopfpro

Suggested Headline/Description:
Shop SESSION LABEL THE STRONG in-salon today!

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



Carousel Post



Here at [INSERT SALON NAME] we understand that the difference is in the details 📌

Which is why our stylists LOVE using new #SESSIONLABEL THE MIRACLE to prime, protect and define without overburdening.

Tap 'learn more' to discover a styling range designed to #CRAFTTHEDIFFERENCE.

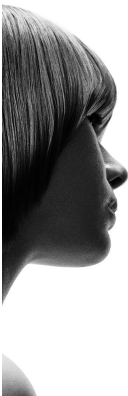
#DISCOVERTHEDIFFERENCE #hairartist #sessionstyling #hairgoals #hairstyle #hairstyling #hairstylists #beautifulhair #apassionforhair #schwarzkopfpro

Suggested CTA: Learn more
Please link to local SESSION LABEL webpage.

@schwarzkopfpro



**THE
MIRACLE**
Multi-tasking Balm
Prime
Protect
Define



**PREPPING
THE HAIR
IS LIKE
CREATING A
FOUNDATION**
— Tyler Johnston
SKP Global Ambassador

**SESSION
LABEL.**
#CRAFTTHEDIFFERENCE

**SESSION
LABEL.**
#CRAFTTHEDIFFERENCE

Carousel Post



We're stocking [#SESSIONLABEL](#) → THE PASTE 🧑💇

This NEW must-have remouldable matte styling paste – with Berry Wax and Tapioca Starch – gives great volume, flexible texture and definition.

[#CRAFTTHEDIFFERENCE](#) [#DISCOVERTHEDIFFERENCE](#)

[#hairartist](#) [#sessionstyling](#) [#hairgoals](#) [#hairstyle](#) [#hairstyling](#) [#hairstylists](#)
[#beautifulhair](#) [#apassionforhair](#) [#schwarzkopfpro](#)

Suggested CTA: Learn more
Please link to local SESSION LABEL webpage.

@schwarzkopfpro



SESSION
LABEL.
#CRAFTTHEDIFFERENCE

On-feed Image



Ready to RESTYLE? ✂️

After your cut & blow-dry, let our talented stylists recommend an ICONIC styling regime using the BRAND NEW styling range from @schwarzkopfpro – it's open to experimentation and made to layer for your every styling need!

#CRAFTTHEDIFFERENCE
#DISCOVERTHEDIFFERENCE
#hairartist #sessionstyling #hairgoals
#hairstyle #hairstyling #hairstylists
#beautifulhair #apassionforhair
#schwarzkopfpro

Suggested CTA: Visit us today!
Please link to your salon / local salon
finder as required.



@schwarzkopfpro



We combine and layer different textures and consistencies to create personalised looks to satisfy your EVERY styling need with #SESSIONLABEL.

Let us show you what we can do 💪

#CRAFTTHEDIFFERENCE
#DISCOVERTHEDIFFERENCE
#schwarzkopfpro #apassionforhair

Suggested Headline/Description:
Book your styling consultation today!

Suggested CTA: Book now
Please link to your salon / local salon
finder as required.



On-feed Image



⚠ Warning: may cause VIBRANT SHINE!

After a colour consultation your colourist will recommend the best colour for your unique hair needs.

For example [#IGORAVIBRANCE](#) is a demi-permanent hair colourant enriched with Vitamins B3 and B5, which help to shield the hair's surface for a beautiful, vibrant shine!

Pop in for a colour consultation today!

[#IGORA](#) [#MOREVIBRANCE](#) [#healthyhair](#)
[#haircolour](#) [#haircolourists](#) [#hairgoals](#)
[#beautifulhair](#) [#hairideas](#) [#apassionforhair](#)
[#schwarzkopfpro](#)

Suggested CTA: Visit us for a colour consultation!



[@schwarzkopfpro](#)

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



Ready for a quick colour refresh? 🧑🏻💇

For low-commitment colour we use [#IGORAVIBRANCE](#) – its a demi-permanent, alcohol-free formula that lasts up to 25 washes – with only 5-20 minutes development time resulting in the most LUMINOUS locks!

[#IGORA](#) [#MOREVIBRANCE](#) [#haircolour](#)
[#apassionforhair](#) [#schwarzkopfpro](#)

Suggested Headline/Description:

Try low-commitment colour from IGORA VIBRANCE!

Suggested CTA: Book a colour service
 Please link to your salon / local salon finder as required.



On-feed Image



Shine ✓ Smoothness ✓ Detangling ✓

For a more luxurious hair wash regime we LOVE @schwarzkopfpro's #OilUltime Marula and Rose Light Oil-in-Spray Conditioner. It will leave fine to medium hair feeling beautifully soft and supple in-between your salon visits 🌹

P.S. it smells AMAZING so why not pick up a bottle today!

#TRUEBEAUTY #hairoil
#premiumhaircare #wellness
#aromatherapy #metime #insalon
#selfcare #hairgoals #apassionforhair
#schwarzkopfpro

Suggested CTA: Shop Oil Ultime in-salon today!



@schwarzkopfpro

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



Want to make your at-home haircare regime even more indulgent? 🌹

We've got the perfect product for you! This luxurious 2-phase formula from Schwarzkopf Professional's #OilUltime range is designed specifically to beautify fine to medium hair types 🌹

Pick one up in-salon today and enjoy a professional treatment feeling at-home.

#TRUEBEAUTY #wellness #metime
#hairoil apassionforhair #schwarzkopfpro

Suggested Headline/Description:
Shop Oil Ultime in-salon today!

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



On-feed Video



Did you know? We combine 2 of these [#FIBRECLINIX](#) Boosters to customise your bespoke in-salon Tribond Service:

- 🌟 Fortify Booster for damaged hair
- 🌟 Vibrancy Booster for coloured hair
- 🌟 Tame Booster for coarse/frizzy hair
- 🌟 Volumize Booster for fine/weak hair
- 🌟 Hydrate Booster for dry/brittle hair

[#craftedforyou](#) [#matchmixboost](#)
[#hairtreatment](#) [#haircare](#) [#hairrepair](#)
[#healthyhair](#) [#beautifulhair](#)
[#beautyroutine](#) [#insalon](#)
[#apassionforhair](#) [#schwarzkopfpro](#)

Suggested CTA: Learn more
Please link to local FIBRE CLINIX webpage.



[@schwarzkopfpro](#)
This is a .MP4



When you visit us for a care service you can choose x2 [#FIBRECLINIX](#) Boosters to completely customise your treatment...

- 🌟 Fortify Booster for damaged hair
- 🌟 Vibrancy Booster for coloured hair
- 🌟 Tame Booster for coarse/frizzy hair
- 🌟 Volumize Booster for fine/weak hair
- 🌟 Hydrate Booster for dry/brittle hair

[#craftedforyou](#) [#matchmixboost](#) [#haircare](#)
[#apassionforhair](#) [#schwarzkopfpro](#)

Suggested Headline/Description:
Learn more about FIBRE CLINIX online.

Suggested CTA: Learn more
Please link to local BLONDME webpage.



Story Post



When you visit us for a care service you can choose x2 #FIBRECLINIX Boosters to completely customise your treatment 💪

#craftedforyou #matchmixboost #hairecare #apassionforhair #schwarzkopfpro

Suggested CTA: Learn more
Please link to local FIBRE CLINIX 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.



Schwarzkopf

PROFESSIONAL

Together. A passion for hair.