



Session Label HD Content Plan

Jan 2022

On-Feed Post – Range 1



New Year. New Style ❤️

We've got our hands on the brand new #SESSIONLABEL products from @schwarzkopfpro – come on by and discover the range of ICONIC and salon-exclusive styling products!

Book your appointment with us today!

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

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



This asset is an .MP4
@schwarzkopfpro



Out with the old and in with the new 🧑💇

Exciting news! We're stocking the brand new #SESSIONLABEL styling range from Schwarzkopf Professional – it's salon-exclusive so book in with your stylist and discover the difference today!

#CRAFTTHEDIFFERENCE #hairstyling
#hairstylists #schwarzkopfpro

Suggested Headline/Description:
Book your appointment today!

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



On-Feed Post – Range 2



Meet our stylists' new favourite styling range: [#SESSIONLABEL](#) 📌

This brand new line-up from [@schwarzkopfpro](#) consists of twelve innovative, high-performance and super-lightweight formulas... and they're available in-salon NOW!

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

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



This asset is an .MP4
[@schwarzkopfpro](#)



Say HELLO to the NEW [#SESSIONLABEL](#) line-up 📌

There are twelve innovative, high-performance, super-lightweight formulas to get to know.

Available in-salon NOW!

[#CRAFTTHEDIFFERENCE](#) [#hairstyling](#)
[#hairstylists](#) [#schwarzkopfpro](#)

Suggested Headline/Description:
Shop the exclusive range in-salon today!

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



On-Feed Post – Range 3



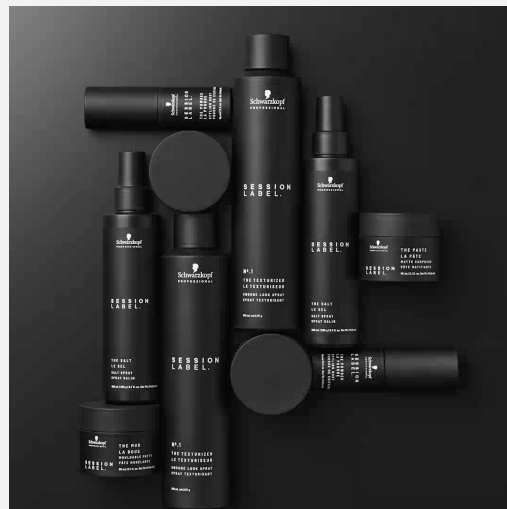
Premium, modern and minimalistic. This is NEW #SESSIONLABEL. ✂️

Our talented stylists are waiting to #CRAFTTHEDIFFERENCE using this innovative styling range from @schwarzkopfpro.

Let us show you what we can do 💪

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

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



This asset is an .MP4 @schwarzkopfpro



Ready to RESTYLE? ✂️

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

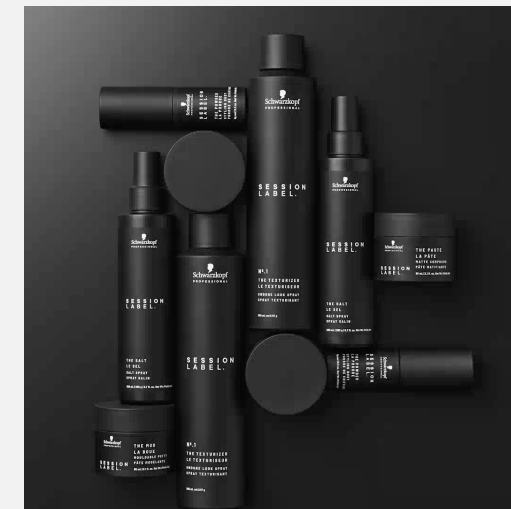
#CRAFTTHEDIFFERENCE #hairstyling #hairstylists #schwarzkopfpro

Suggested Headline/Description:

Try the new Session Label range today!

Suggested CTA: Book now

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



On-Feed Carousel Post



Effortless hair with character and edge ❤️

We're using the new [#SESSIONLABEL](#) range to craft just that – tailor-made just for you.

Tap 'learn more' to discover a styling range designed to [#CRAFTTHEDIFFERENCE](#).

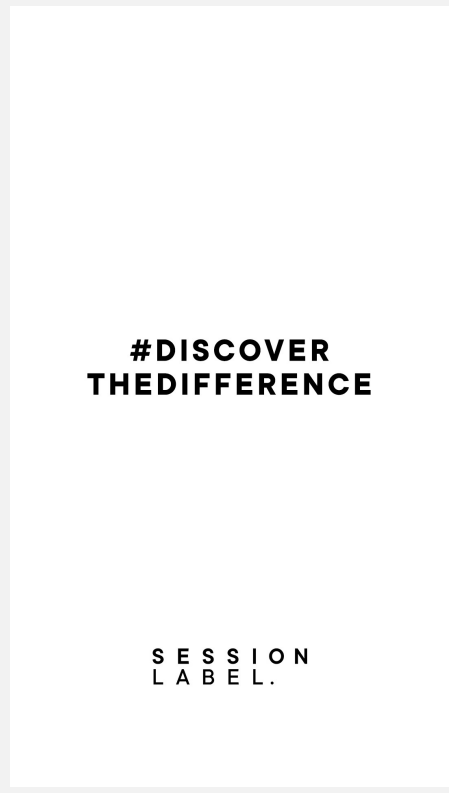
[#hairartist](#) [#sessionstyling](#) [#hairgoals](#) [#hairstyle](#) [#hairstyling](#)
[#hairstylists](#) [#beautifulhair](#) [#apassionforhair](#) [#schwarzkopfpro](#)

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

[@schwarzkopfpro](#)

Story Sequence 1

STORY SEQUENCE



STORY 1

We're using the new #SESSIONLABEL to #CRAFTTHEDIFFERENCE.

STORY 2

This is effortless hair with character and edge ❤️ #SESSIONLABEL

STORY 3 [NO COPY]

Suggested CTA: Learn more
Please link to local SESSION LABEL 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 Post – Product 1



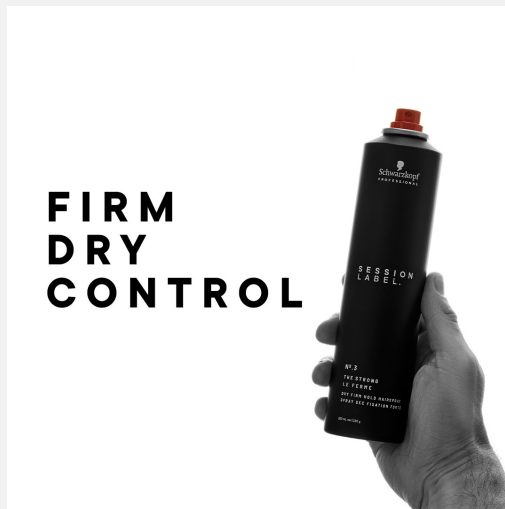
Flawless finish?

It's in reach thanks to our stylists and the new #SESSIONLABEL firm hold hairspray 💪

THE STRONG is available in-salon NOW!

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

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



@schwarzkopfpro



#SESSIONLABEL → THE STRONG 💪

A flawless finish is in reach thanks to our stylists and the new SESSION LABEL firm hold hairspray.

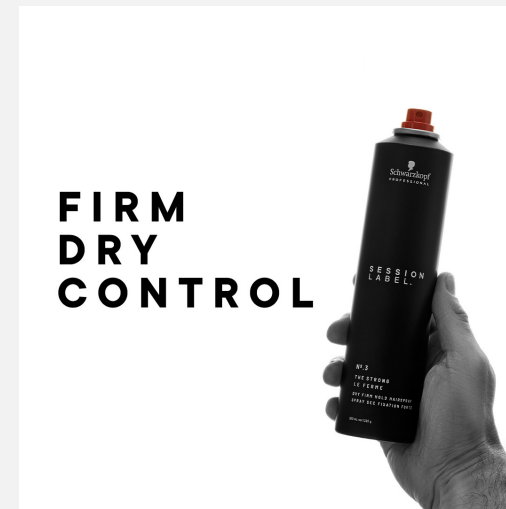
#CRAFTTHEDIFFERENCE #hairstyling #hairstylists #schwarzkopfpro

Suggested Headline/Description:

Shop SESSION LABEL THE STRONG in-salon today!

Suggested CTA: Available in-salon now!

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



On-Feed Post – Product 2



Feeling flat?

Our stylists can give you that undone-look with lightweight texture AND volume thanks to the new #SESSIONLABEL texture spray!

THE TEXTURIZER is available in-salon NOW! ⭐

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

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



@schwarzkopfpro



#SESSIONLABEL → THE TEXTURIZER ⭐

Feeling flat? Let our stylists show you how to achieve an undone-look with lightweight texture and volume with the new SESSION LABEL texture spray!

#CRAFTTHEDIFFERENCE #hairstyling
#hairstylists #schwarzkopfpro

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

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



On-Feed Post – Product 3



Is your blow-dry just not cutting it?

Using this volumising blow-dry spray from [#SESSIONLABEL](#), our stylists will show you how to craft a naturally fuller hair look – without it being sticky or stiff!

THE THICKENER is available in-salon NOW! 🙌

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

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



[@schwarzkopfpro](#)



[#SESSIONLABEL](#) → THE THICKENER 🙌

Is your blow-dry just not cutting it? Our stylists can help thicken things up with this volumising blow-dry spray from SESSION LABEL.

[#CRAFTTHEDIFFERENCE](#) [#hairstyling](#)
[#hairstylists](#) [#schwarzkopfpro](#)

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

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



On-Feed Post – Product 4



Longing for more definition?

Our stylists are using this remouldable matte styling paste from #SESSIONLABEL to craft flexible texture on any hair length.

THE PASTE is available in-salon NOW! 🙌

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

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



@schwarzkopfpro



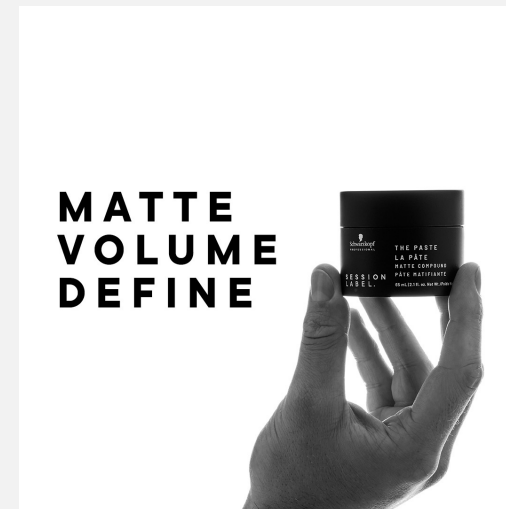
#SESSIONLABEL → THE PASTE 🙌

Longing for more definition? We're stocking the must-have remouldable matte styling paste from SESSION LABEL for flexible texture.

#CRAFTTHEDIFFERENCE #hairstyling #hairstylists #schwarzkopfpro

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

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



On-Feed Post – Model Inspiration



When we say 'undone updo' you say...
[#SESSIONLABEL](#) ❤️

Learn all about the new exclusively-professional styling products from [@schwarzkopfpro](#) – the iconic range created to craft unique looks like this!

P.S: we're stocking it in our salon too!

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

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



With [#SESSIONLABEL](#), the difference is
in the details ❤️

This new exclusively-professional styling range from Schwarzkopf Professional has been created to craft unique looks like this – be inspired because we're stocking these ICONIC products in-salon too!

[#CRAFTTHEDIFFERENCE](#) [#hairstyling](#)
[#hairstylists](#) [#schwarzkopfpro](#)

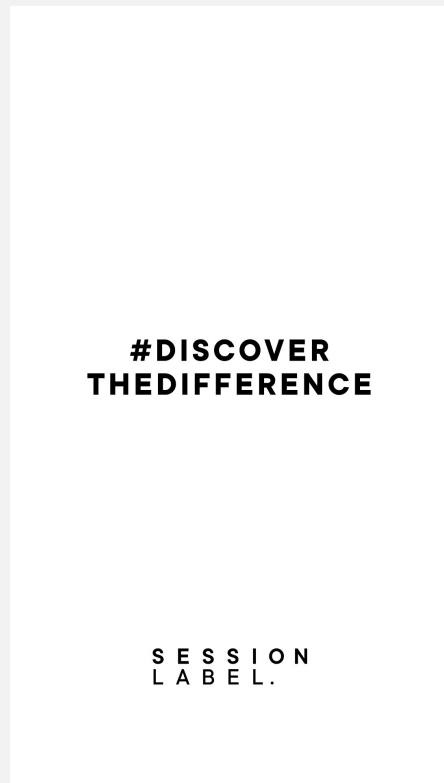
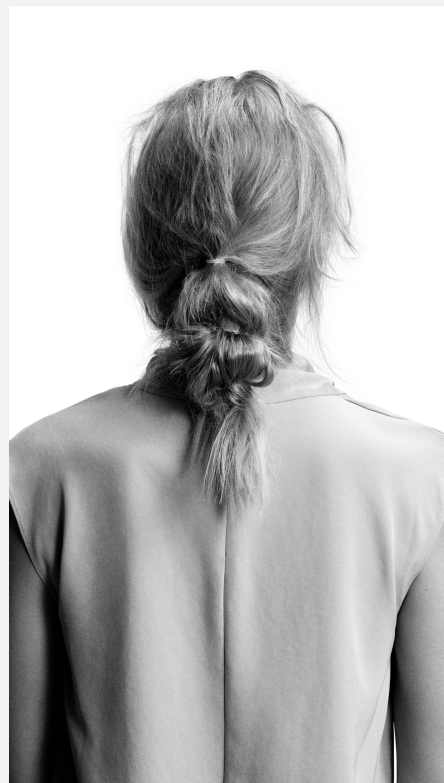
Suggested Headline/Description:
Be inspired by ICONIC styling with
SESSION LABEL!

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



Story Sequence 2

STORY SEQUENCE



STORY 1

We're stocking the brand new [#SESSIONLABEL](#) styling range from [@schwarzkopfpro](#).

STORY 2

The difference is in the details [#SESSIONLABEL](#)

STORY 3 [NO COPY]

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

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Schwarzkopf

PROFESSIONAL

Together. A passion for hair.