

# CONTENT PLAN

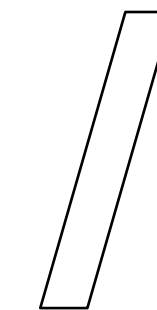
## SALONLAB



### HAIRDRESSER SOCIAL ASSETS

*Together. A passion for hair.*

# SMART ANALYZER



# IMAGE POST

## Instagram

Do you ever feel like your haircare routine just isn't 'cutting' it?

We're taking the guesswork out of which products and services best suit YOUR specific hair type AND condition by using the latest innovations from @schwarzkopfpro 💪

Learn more about the award-winning #SalonLab Smart Analyzer and how we can TRANSFORM your hair!

#SmartAnalyzer #beautytech #craftedforyou #matchmixboost #matchmixbalance #smartbeauty #haircare #beautifulhair #iot #schwarzkopfpro #apassionforhair

## Facebook

Ready for a new summer hair routine? 🧑‍🦱

Before reaching for 'any old product' let's start with the facts. By analysing hair at a molecular level, we can tell you what's R going on – from the INSIDE out!

Intrigued? Learn more about the award-winning #SalonLab Smart Analyzer and how together with Schwarzkopf Professional we're reinventing the salon experience!

#SmartAnalyzer #beautytech #haircare #beautifulhair #schwarzkopfpro



**Suggested Headline/Description:**  
Learn more about the SalonLab Smart Analyzer.

**Suggested CTA:** Learn more  
[www.schwarzkopfpro.com/salonlab](http://www.schwarzkopfpro.com/salonlab)

# IMAGE POST

## Instagram

How much do you really know about the condition of your hair? 🏆

We're using the @schwarzkopfpro #SalonLab Smart Analyzer to measure our clients' INNER hair health so we can recommend truly customised haircare products!

Visit us for a SMART consultation today!

#SmartAnalyzer #beautytech #craftedforyou #matchmixboost #matchmixbalance #smartbeauty #haircare #beautifulhair #iot #schwarzkopfpro #apassionforhair

## Facebook

Ready to find out how healthy your hair really is? 🏆

We're using the Schwarzkopf Professional #SalonLab Smart Analyzer to analyse the INNER structure of our clients' hair – with the results we can create your individual hair profile via the connected App, along with truly customised haircare recommendations.

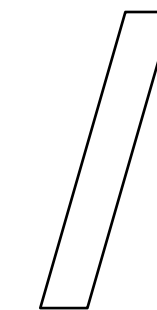
#SmartAnalyzer #beautytech #haircare #beautifulhair #schwarzkopfpro



**Suggested Headline/Description:**  
Book a SMART hair consultation today!

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

# CHROMA ID



# VIDEO POST

## Instagram

We are THE destination for smart beauty!

...and we're inviting YOU to experience innovative [#SalonLab](#) technology – where we can provide a fact-based and personalised consultation and matching high-performing products 🙌

[#SmartAnalyzer](#) [#beautytech](#) [#FIBRECLINIX](#) [#SCALPCLINIX](#) [#ShowYourColourID](#)  
[#DiscoverChromaID](#) [#customcolour](#) [#smartbeauty](#) [#haircare](#) [#haircolour](#) [#beautifulhair](#)  
[#schwarzkopfpro](#)

## Facebook

We're proud to be THE destination for SMART beauty! ❤️

Using the [#SalonLab](#) Smart Analyser our team can upgrade your experience with innovative technology that reveals the INNER condition of your hair! Your fact-based and personalised consultation results in matching high-performing products and services, bespoke to you.

[#SmartAnalyzer](#) [#FIBRECLINIX](#) [#SCALPCLINIX](#) [#ShowYourColourID](#) [#DiscoverChromaID](#)  
[#schwarzkopfpro](#)



This asset is an .MP4

**Suggested  
Headline/Description:**  
Visit us and discover your  
hair's TRUE condition!

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

# VIDEO POST

## Instagram

The days of 'one-size-fits-all' colour are numbered 💪

In just a few steps our talented team will guide you through your individual colour and care consultation. And after? We can recommend hyper-customised solutions AND mix a semi-permanent [#ChromaID](#) colour mask, just for you 🎨

Enjoy a more individual service – from in the salon to at home!

[#SmartAnalyzer](#) [#beautytech](#) [#ShowYourColourID](#) [#DiscoverChromaID](#) [#customcolour](#)  
[#smartbeauty](#) [#haircare](#) [#haircolour](#) [#beautifulhair](#) [#schwarzkopfpro](#)

## Facebook

SALON EXCLUSIVE! Let us exclusively customise a treatment-based colour, just for you! 🎨

Using the [#SalonLab](#) Smart Analyser we can check your hair's INNER condition and measure your actual hair colour too! Which means not only will you receive hyper-customised care solutions, but a tailor-made [#ChromaID](#) colour mask to take home for beautifully, long-lasting colour results in-between your appointments! 💪

Enjoy a personalised salon service today!

[#SmartAnalyzer](#) [#ShowYourColourID](#) [#DiscoverChromaID](#) [#schwarzkopfpro](#)



This asset is an .MP4

**Suggested  
Headline/Description:**  
Meet your individual hair  
colour and care needs today!

**Suggested CTA:**  
Book a consultation

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

# IMAGE POST

## Instagram

Custom hair colour is only a consultation away! ✨

After hair analyses using the [#SalonLab](#) Smart Analyzer we can recommend and mix [#ChromaID](#) shades especially for your hair colour and condition!

Tap 'learn more' to discover total colour customisation today!

[#SalonLab](#) [#SmartAnalyzer](#) [#beautytech](#) [#ShowYourColourID](#) [#DiscoverChromaID](#)  
[#customcolour](#) [#smartbeauty](#) [#haircare](#) [#haircolour](#) [#beautifulhair](#) [#schwarzkopfpro](#)

## Facebook

Longing for lasting hair colour? 📌

We're stocking some of the latest [#ChromaID](#) shades: Cool Sand, Pale Almond, Sandy Rosé and Cappuccino! These refreshment shades are perfect for maintaining colour vibrancy in-between salon visits!

Stay subtle or be bold – the possibilities are endless! ✨

[#SalonLab](#) [#SmartAnalyzer](#) [#ShowYourColourID](#) [#DiscoverChromaID](#) [#schwarzkopfpro](#)




**Suggested Headline/Description:**  
Learn more about the Chroma ID mix and tone colour system!

**Suggested CTA:** Learn more  
[www.schwarzkopfpro.com/chromaid](http://www.schwarzkopfpro.com/chromaid)



# IMAGE POST



## Instagram

 Is it time for a colour refresh?

Increase the longevity of your in-salon shade at home! Apply your recommended [#ChromaID](#) Bonding Color Mask evenly on pre-washed and towel-dried hair, then simply leave on for up to 10 minutes before rinsing... Available in salon NOW!

[#SalonLab](#) [#SmartAnalyzer](#) [#beautytech](#) [#ShowYourColourID](#) [#DiscoverChromaID](#)  
[#customcolour](#) [#smartbeauty](#) [#haircare](#) [#haircolour](#) [#beautifulhair](#) [#schwarzkopfpro](#)

## Facebook

 Revive dull mid-lengths and ends with [#ChromaID](#) 

We love to recommend Chroma ID Bonding Color Masks to increase the longevity of your in-salon shade! Pick up one at your next appointment!

For the ultimate colour refresh at home: apply the desired mask evenly onto pre-washed and towel-dried hair and leave for up to 10 minutes before you rinse...

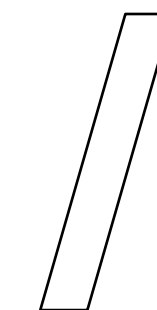
[#SalonLab](#) [#SmartAnalyzer](#) [#ShowYourColourID](#) [#DiscoverChromaID](#) [#schwarzkopfpro](#)



**Suggested Headline/Description:**  
Book a SalonLab x Chroma ID consultation today!

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

# FIBRE CLINIX



# IMAGE POST

## Instagram

Total hair transformation IS possible with FIBRE CLINIX ✨

#craftedforyou means exactly that – based on your individual hair condition, we'll match and mix #FIBRECLINIX Boosters according to your individual haircare needs.

You'll leave our salon with incredible results! 💪

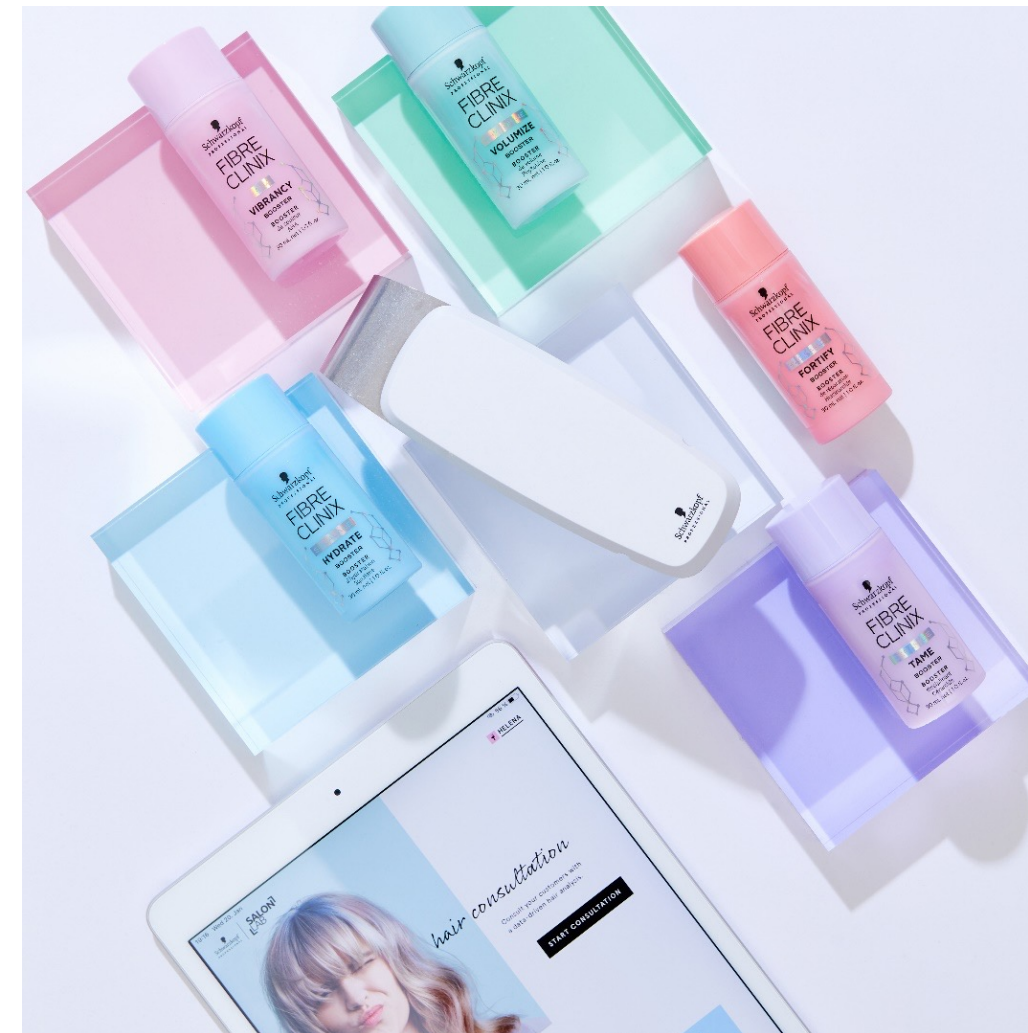
#SalonLab #SmartAnalyzer #beautytech #matchmixboost #smartbeauty #haircare  
#beautifulhair #iot #schwarzkopfpro #apassionforhair

## Facebook

Let us support your individual hair needs with a fully customisable haircare service from #FIBRECLINIX ✨

After detailed hair analysis using the #SalonLab Smart Analyzer and connected App, we'll match and mix FIBRE CLINIX Boosters according to YOUR specific haircare needs 💪

#SmartAnalyzer #matchmixbalance #schwarzkopfpro #apassionforhair



**Suggested Headline/Description:**  
Learn how FIBRE CLINIX is Crafted for You!

**Suggested CTA:** Learn more  
[www.schwarzkopfpro.com/fibreclinix](http://www.schwarzkopfpro.com/fibreclinix)

# IMAGE POST

## Instagram


MATCH. MIX. BOOST. 

Using [#SalonLab](#) tools and [#FIBRECLINX](#) haircare we take a holistic approach – when you book your appointment with us your hair transformation journey will start in the salon with a customised Tribond Service, targeting both inner and outer hair damage...

Ready to reveal healthier hair?

[#SalonLab](#) [#SmartAnalyzer](#) [#beautytech](#) [#matchmixboost](#) [#smartbeauty](#) [#haircare](#)  
[#beautifulhair](#) [#iot](#) [#schwarzkopfpro](#) [#apassionforhair](#)

## Facebook

We're all about high-performance customisation 

Let us treat you to Schwarzkopf Professional's most advanced and powerful repair technology; your bespoke Fibre Clinix experience starts in-salon with a professional [#SalonLab](#) consultation and customised Tribond Service. You'll continue the benefits at home with targeted treatment options...

Visit us today to find out more!

[#SmartAnalyzer](#) [#matchmixbalance](#) [#schwarzkopfpro](#) [#apassionforhair](#)



**Suggested Headline/Description:**  
Book your Tribond Service NOW!

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

# IMAGE POST

## Instagram

Did you know? Until now hair diagnosis has been limited to its outer appearance! 📌

We're combining our hairdressing expertise with the latest [#SalonLab](#) technology from [@schwarzkopfpro](#) to analyse hair at a molecular level – which means we can provide a truly personalised haircare and colour consultation!

Are you ready to experience a SMART consultation?

[#SmartAnalyzer](#) [#beautytech](#) [#craftedforyou](#) [#matchmixboost](#) [#matchmixbalance](#)  
[#smartbeauty](#) [#haircare](#) [#beautifulhair](#) [#iot](#) [#schwarzkopfpro](#) [#apassionforhair](#)

## Facebook

We understand your hair is unique! So your haircare should be too 📌

This is exactly why we're combining our hairdressing expertise with SMART [#SalonLab](#) tools to provide a truly personalised consultation – resulting in recommended [#FIBRECLINIX](#), [#SCALPCLINIX](#) & [#ChromaID](#) products and services based on your individual data.

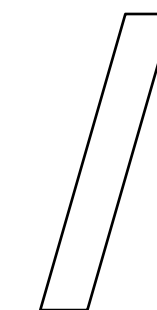
[#matchmixboost](#) [#matchmixbalance](#) [#ShowYourColourID](#) [#schwarzkopfpro](#)  
[#apassionforhair](#)



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

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

# SCALP CLINIX



# IMAGE POST

## Instagram

Healthy hair starts at the scalp! 💪

Our scalp and hair experts understand this, which is why we're thrilled to offer NEW in-salon services and maintenance regimes that combine [#SCALPCLINIX](#) and [#FIBRECLINX](#) to holistically transform your scalp and hair.

[#SalonLab](#) [#SmartAnalyzer](#) [#beautytech](#) [#craftedforyou](#) [#matchmixbalance](#)  
[#smartbeauty](#) [#haircare](#) [#iot](#) [#schwarzkopfpro](#) [#apassionforhair](#)

## Facebook

Did you know? The skin's microbiome plays a key role in determining the scalp's health 🧐

Our talented scalp & hair experts understand this, which is why we're excited to offer fully customisable in-salon Biotic & Tribond Services and maintenance regimes to perfectly treat your scalp and hair at once!

[#SmartAnalyzer](#) [#SalonLab](#) [#SCALPCLINIX](#) [#matchmixbalance](#) [#schwarzkopfpro](#)  
[#apassionforhair](#)



**Suggested Headline/Description:**  
Book now! Visit us today for a diagnosis.

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

# IMAGE POST


## Instagram

News for our [#SalonLab](#) clients 

You can NOW check your personal profile, recently recommended products and hair score from home. Pop in and we'll help you register!

[#SmartAnalyzer](#) [#SCALPCLINIX](#) [#beautytech](#) [#craftedforyou](#) [#matchmixbalance](#)  
[#smartbeauty](#) [#haircare](#) [#iot](#) [#schwarzkopfpro](#) [#apassionforhair](#)

## Facebook

Do you want to be a part of our [#SalonLab](#) community? 

You will when you find out that you can NOW access your client profile, hair score history and recently recommended products from the comfort of your own home!

We'll help you get set up in-salon!

[#SmartAnalyzer](#) [#SCALPCLINIX](#) [#matchmixbalance](#) [#schwarzkopfpro](#)  
[#apassionforhair](#)



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