

HD SOCIAL MEDIA PLAN



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SEPTEMBER LAUNCHES & X-MAS CONTENT

Together. A passion for hair.

FIBRE CLINIX VIBRANCY

SERVICE



We are now offering a customisable Neutralisation and Repair Service for cool blonde results using NEW [#FIBRECLINIX](#) VIBRANCY in our salon 🏆

Try [@schwarzkopfpro](#)'s most Advanced and Powerful Repair Technology – book your appointment now for transformative results!

[#matchmixboost](#) [#craftedforyou](#) [#insalon](#) [#salonservices](#) [#hairgoals](#) [#beautifulhair](#)
[#healthyhair](#) [#hairrepair](#) [#hairtreatment](#) [#haircare](#) [#blondehair](#) [#blondehaircare](#)
[#schwarzkopfpro](#) [#apassionforhair](#)



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FIBRE CLINIX VIBRANCY

HOME CARE OPTION WITH GWP



Ready to repair and help enhance, or maintain cool blonde tones?

Try Fibre Clinix Vibrancy at home with our range of targeted treatment options – available to purchase in-salon.

! Buy TWO Fibre Clinix products and receive a FREE pocket mirror!

[#matchmixboost](#) [#craftedforyou](#) [#insalon](#) [#salonservices](#) [#hairgoals](#) [#beautifulhair](#)
[#healthyhair](#) [#hairrepair](#) [#hairtreatment](#) [#purpleshampoo](#) [#haircare](#) [#blondehair](#)
[#blondehaircare](#) [#schwarzkopfpro](#) [#apassionforhair](#)



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FIBRE CLINIX VIBRANCY

MECARE OPTION WITHOUT GWP



✨ Longing for bright and beautiful cool blonde tones? ✨

#FIBRECLINIX Vibrancy Purple Shampoo & Heat Protection Mist are the perfect duo to prolong the effects of our NEW in-salon Neutralisation Service to enhance or maintain cool blonde tones.

Try them out, you won't be disappointed! 💪

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#healthyhair #hairrepair #hairtreatment #hairecare #blondehair #blondehairecare
#schwarzkopfpro #apassionforhair



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BONACURE FRIZZ AWAY



Unruly and frizzy hair needs special care 💜

That's why we are SO excited to now offer the NEW [#Bonacure](#) Frizz Away range – specially formulated with Babassu Oil!

📢 Ask us about it during your next salon visit to learn more!

[#BCWECARE](#) [#BCBonacure](#) [#cleanbeauty](#) [#vegan](#) [#haircare](#) [#cleanperformance](#)
[#hairgoals](#) [#beautifulhair](#) [#antifrizz](#) [#smoothhair](#) [#schwarzkopfpro](#) [#apassionforhair](#)



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SCALP CLINIX ANTI-HAIR LOSS



Thinning hair? We've got an anti-hair loss regime just for you 🙌

Reduces hair loss after just 6 weeks* [#SCALPCLINIX](#)

Ask for more details in salon.

*Reduces non-pathological hair loss when Scalp Clinix Anti-Hair Loss Shampoo and Serum are used together regularly

[#matchmixbalance](#) [#FIBRECLINIX](#) [#healthscalp](#) [#haircare](#) [#healthyhair](#)
[#hairgoals](#) [#beautifulhair](#) [#hairtreatment](#) [#schwarzkopfpro](#) [#apassionforhair](#)



Anti-Hair Loss Regime



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TBH – TRUE BEAUTIFUL HONEST



Looking for a natural-looking colour change?

For “my hair but better” colour results we're using the new tbh – true beautiful honest vegan & PETA-approved formulas.

Discover [#betbh](#) in our salon today!

[#myhairbutbetter](#) [#vegan](#) [#PETAapproved](#) [#veganhaircolor](#) [#haircolour](#) [#haircolor](#)
[#haircolourists](#) [#beautifulhair](#) [#healthyhair](#) [#schwarzkopfpro](#) [#apassionforhair](#)



Together. A passion for hair.

TBH – TRUE BEAUTIFUL HONEST



✨ Enhance, don't hide, your existing colour base! ✨

We can give you a personalised colour result using the new tbh – true beautiful honest vegan & PETA-approved formulas.

Book your in-salon consultation today!

#myhairbutbetter #vegan #PETAapproved #veganhaircolor #haircolour #haircolor #haircolourists #beautifulhair #healthyhair #schwarzkopfpro #apassionforhair



Together. A passion for hair.

X-MAS CAMPAIGN



It’s almost Christmas 🎅 Choose [#Bonacure](#) for the perfect [#haicare](#) gift 🎁

Did you know? The Bonacure Moisture Kick range has a formula enhanced with Glycerol, providing a moisturised feeling for up to 48 hours – perfect for those with normal to dry hair.

Pick up a gift pack in-salon today!

[#BCWECARE](#) [#MoistureKick](#) [#BCBonacure](#) [#cleanbeauty](#) [#vegan](#) [#Christmas](#)
[#Christmasgift](#) [#cleanperformance](#) [#hairgoals](#) [#beautifulhair](#) [#schwarzkopfpro](#)
[#apassionforhair](#)



Together. A passion for hair.

X-MAS CAMPAIGN



🎁 The season of gift giving is here! 🎁

Make their holiday extra special with a [#Bonacure](#) gift set! The Color Freeze range with pH 4.5 will rebalance the hair's structure to an optimal pH level whilst protecting coloured hair with close to zero fade results!

Available in-salon!

[#BCWECARE](#) [#ColorFreeze](#) [#BCBonacure](#) [#cleanbeauty](#) [#vegan](#) [#Christmas](#)
[#Christmasgift](#) [#cleanperformance](#) [#hairgoals](#) [#beautifulhair](#) [#schwarzkopfpro](#)
[#apassionforhair](#)



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[#Christmasgift](#) [#cleanperformance](#) [#hairgoals](#) [#beautifulhair](#) [#schwarzkopfpro](#)
[#apassionforhair](#)



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Give the gift of perfectly smooth hair this season!

#Bonacure Frizz Away will tame frizzy and unruly hair; providing up to 72 hours of anti-frizz effect for all hair types!

Tame hair today!

#BCWECARE #FrizzAway #BCBonacure #cleanbeauty #vegan #Christmas #Christmasgift #cleanperformance #hairgoals #beautifulhair #schwarzkopfpro #apassionforhair



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X-MAS CAMPAIGN



👶 Our holiday heroes are here! 🧑🏻

Damaged hair be gone! [#Bonacure](#) Repair Rescue will reverse 3 years of damage in just one application.

Ask about our Christmas offers in-salon!

[#BCWECARE](#) [#RepairRescue](#) [#BCBonacure](#) [#cleanbeauty](#) [#vegan](#) [#Christmas](#)
[#Christmasgift](#) [#cleanperformance](#) [#hairgoals](#) [#beautifulhair](#) [#schwarzkopfpro](#)
[#apassionforhair](#)



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[#Christmasgift](#) [#cleanperformance](#) [#hairgoals](#) [#beautifulhair](#) [#schwarzkopfpro](#)
[#apassionforhair](#)



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This Christmas choose [#FIBRECLINIX](#) 🌟🎄

Developed for damaged and over-processed hair, the Fibre Clinix Fortify formulas – with Niacinamide – will nourish and strengthen the hair fibers from within.

Our holiday gift sets are in-salon now!

[#matchmixboost](#) [#craftedforyou](#) [#hairgoals](#) [#beautifulhair](#) [#healthyhair](#) [#hairrepair](#)
[#hairtreatment](#) [#haircare](#) [#beautyroutine](#) [#Christmas](#) [#Christmasgift](#)
[#schwarzkopfpro](#) [#apassionforhair](#)



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This Christmas choose [#FIBRECLINIX](#) 🌟🎄

Choose our Fibre Clinix Hydrate gift for those with dry and brittle hair.

This range uses a formula – with Squalane Complex – to balance the hair's moisture level and increase elasticity 💧

Shop in-salon for beautifully hydrated, bouncy results!

[#matchmixboost](#) [#craftedforyou](#) [#hairgoals](#) [#beautifulhair](#) [#healthyhair](#) [#hairrepair](#)
[#hairtreatment](#) [#haircare](#) [#beautyroutine](#) [#Christmas](#) [#Christmasgift](#)
[#schwarzkopfpro](#) [#apassionforhair](#)



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X-MAS CAMPAIGN



This Christmas choose [#FIBRECLINIX](#) 🌟🎄

Care for coloured hair this holiday season! Making a perfect gift for you or a loved one, Fibre Clinix Vibrancy – with AHA – enhances colour vibrancy for long-lasting colour results.

Shop our skincare-inspired gift packs in-salon!

[#matchmixboost](#) [#craftedforyou](#) [#hairgoals](#) [#beautifulhair](#) [#healthyhair](#) [#hairrepair](#)
[#hairtreatment](#) [#haircare](#) [#beautyroutine](#) [#Christmas](#) [#Christmasgift](#)
[#schwarzkopfpro](#) [#apassionforhair](#)



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X-MAS CAMPAIGN



Keep your cool this Christmas, with **#BLONDEME** 💜 ✨

The BLONDEME COOL BLONDES Neutralizing range – purple toning regime for blonde hair. It's been developed to help remove brassiness and neutralise yellow undertones.

Shop Christmas in-salon now!

#iloveblondme **#blondehair** **#blondehairdontcare** **#Christmas** **#Christmasgift**
#hairecare **#purpleshampoo** **#hairtreatment** **#schwarzkopfpro** **#apassionforhair**



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🎵🎄 ALL BLONDES bright & beautiful 🎄🎵

Make their Christmas extra special with ICONIC blonde haircare! The BLONDME ALL BLONDES Light range – with Mulberry Silk Protein Complex – offers the perfect care for fine to medium blonde hair.

Shop Christmas in-salon now!

#iloveblondme #blondehair #blondehairdontcare #Christmas #Christmasgift
#haicare #hairtreatment #schwarzkopfpro #apassionforhair



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Celebrate this Christmas with [#BLONDME](#) 🎄👑

Enriched with Cashmere Protein Complex, the BLONDME ALL BLONDES Rich range helps medium to coarse hair maintain the most ICONIC blonde results at home!

Shop Christmas in-salon now!

[#iloveblondme](#) [#blondehair](#) [#blondehairdontcare](#) [#Christmas](#) [#Christmasgift](#)
[#hairecare](#) [#hairtreatment](#) [#schwarzkopfpro](#) [#apassionforhair](#)



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X-MAS CAMPAIGN



Style it right this holiday season! 🥰

OSiS+ is [#madetocreate](#) signature styles – help them hold it all in place with OSiS+ Keep It Light.

Get to know the OSiS+ Hairspray range in-salon!

[#OSiS](#) [#hairstyling](#) [#hairgoals](#) [#beautifulhair](#) [#hairspray](#) [#Christmas](#) [#christmasgift](#)
[#schwarzkopfpro](#) [#apassionforhair](#)



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