

# HD SOCIAL MEDIA



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## HD'S SOCIAL MEDIA – CONTENT PLAN Q1 23

MEETING / 15.11.2022  
ANA CLARA GARBIM

*Together. A passion for hair.*

# IGORA COOLS



📣 Ready to rid your locks of unwanted warmth?

We've got our hands on the NEW #IGORACOOOLS shades for flawless cool tones and neutralisation, even on dark bases! **Just LOOK at those results!**

Let us help you get the shade you've always wanted 🙋 book your colour appointment NOW, send us a DM!

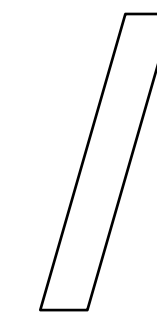
#BeIGORA #IGORAROYAL #IGORAVIBRANCE #IGORA #coolblonde #salonservices  
#haircolouring #haircolourists #hairartist #beautifulhair #healthyhair #iceblondehair  
#iceblonde #schwarzkopfpro



Page link: [www.schwarzkopfpro.com/cool](http://www.schwarzkopfpro.com/cool)

**Pro Tip:** Combine the packshots/flatlay with photos of your own colour results using this product range for more personalised and engaging content!

# INNOVATIONS



# BLONDME ANTI-METAL

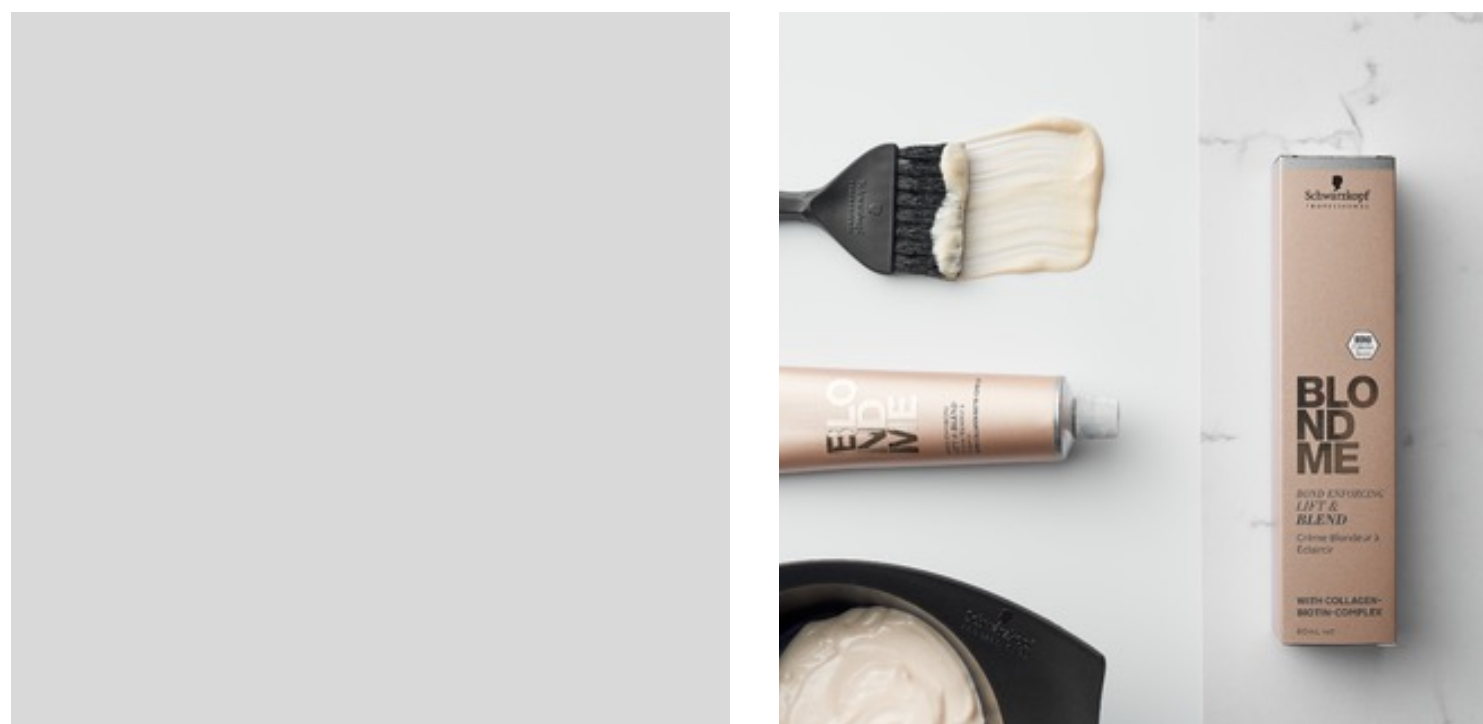


Get ready to show off your perfect blonde look 🧚‍♀️

Thanks to @schwarzkopfpro's integrated Anti-Metal Bond Protection Technology in all #BLONDME colour products, your hair is protected DURING and AFTER the blonding process!

! This means beautiful blonde results with hair that's stronger than ever!  
Book a consultation today!

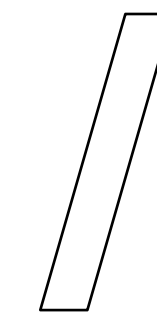
#iloveblondeme #blondehair #blondehairgoals #salonservices #haircolour #hairgoals  
#beautifulhair #hairartist #insalon #greycoverage #balayageexpert #schwarzkopfpro



Page link: [www.schwarzkopfpro.com/blondmecolour](http://www.schwarzkopfpro.com/blondmecolour)

**Pro Tip:** Combine the packshots/flatlay with photos of your own colour results using this product range for more personalised and engaging content!

# GENERAL BRAND CONTENT





# IGORA ROYAL HIGHLIFTS



❄️ We're turning GOLD into ICE here at XXXXX ❄️

Go for a refreshed cool blonde colour this season with #IGORAROYALHighlifts: it's our go-to for powerful lifting, optimised neutralisation and bright blonde results!

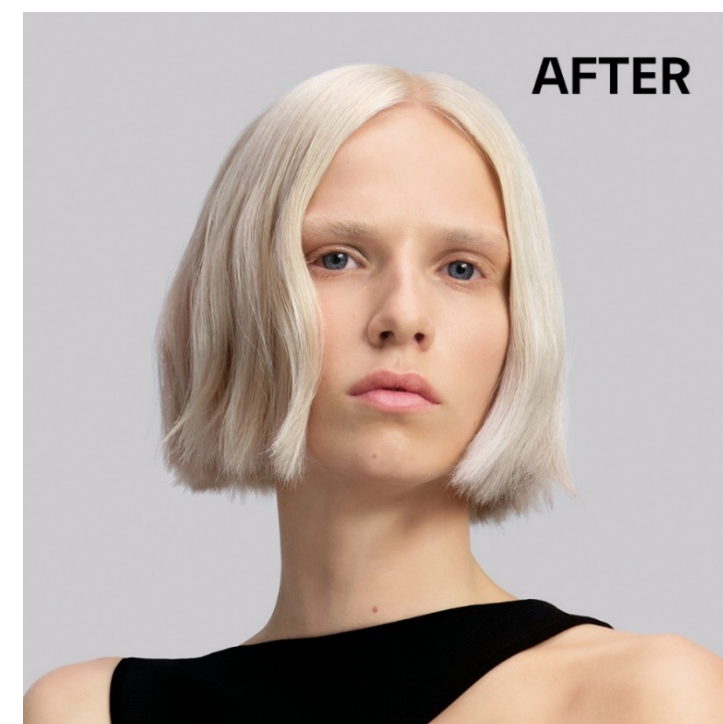
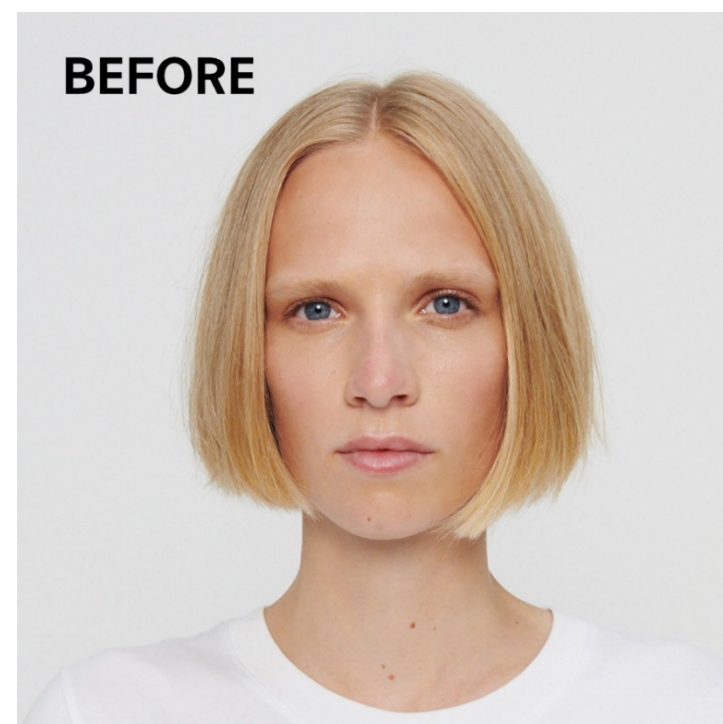
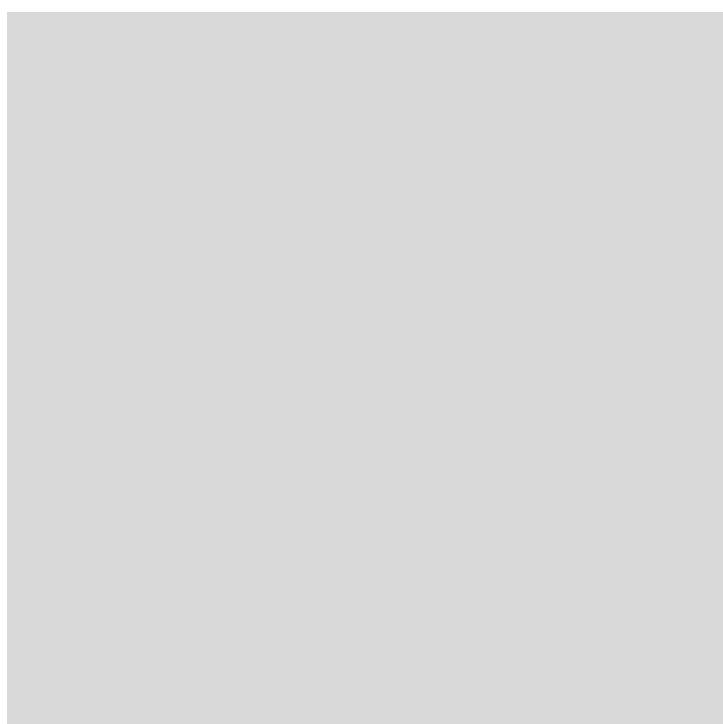
Ask about it at your next salon visit and enjoy minimised hair breakage and optimal hair quality!

Swipe to see a #beforeafter 🙌

#BeIGORA #IGORAROYAL #IGORA #coolblonde #blondehair #salonservices  
#haircolouring #haircolourists #hairartist #beautifulhair #healthyhair  
#schwarzkopfpro

Page link: [www.schwarzkopfpro.com/highlifts](http://www.schwarzkopfpro.com/highlifts)

**Pro Tip:** Combine the packshots/flatlay/models with photos of your own colour results using this product range for more personalised and engaging content!



# BLONDME PRECISION LIGHTENER

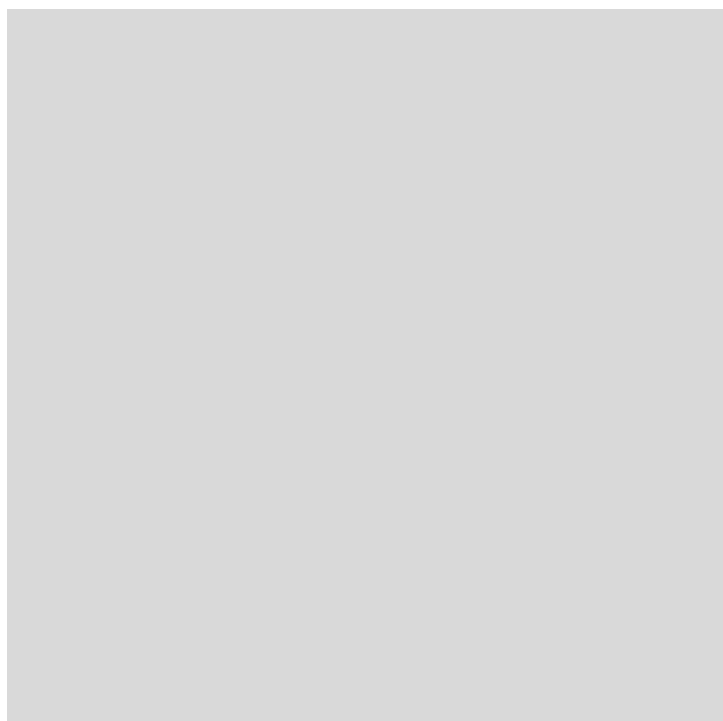


#shadowroots and precision root retouching – we’ve got your colour covered!

Using the new #BLONDME Precision Lightener, a hair colour product specifically designed for precise on-scalp services, we can create smooth root transitions and MORE – all with minimum hair breakage for the most healthy, beautiful blonde results!

! And guess what? We’ve opened up a few more appointments, so drop us a DM – but be quick, they won’t last long!

#iloveblondeme #blondehair #blondehairgoals #salonservices #haircolour #hairgoals  
#beautifulhair #hairartist #insalon #rootmelt #balayageexpert #schwarzkopfpro



Page link: [www.schwarzkopfpro.com/blondmecolour](http://www.schwarzkopfpro.com/blondmecolour)

**Pro Tip:** Combine the packshots/flatlay with photos of your own colour results using this product range for more personalised and engaging content!

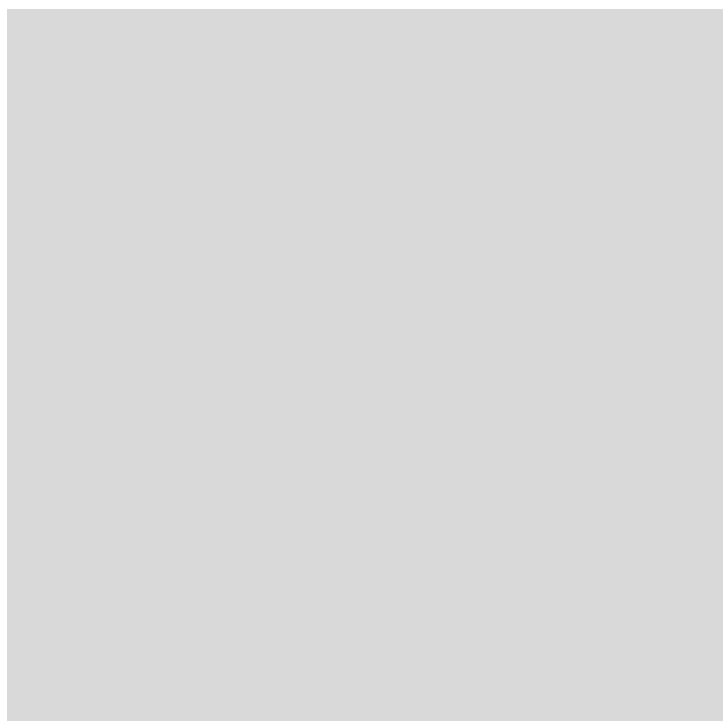
# FIBRE CLINIX



Don't leave the salon without your customised hair prescription! 💪

We can help you to pick & choose the best #haicare regime for YOUR specific hair type and concerns – ask about #FIBRECLINIX and take home a truly bespoke home maintenance regime!

#matchmixboost #craftedforyou #insalon #salonservices #hairgoals #beautifulhair  
#healthyhair #hairrepair #hairtreatment #purpleshampoo #blondehair #hairvolume  
#hairdamage #healthyhair #blondehaircare #neutralisation #schwarzkopfpro



Page link: [www.schwarzkopfpro.com/fibreclinix](http://www.schwarzkopfpro.com/fibreclinix)

**Pro Tip:** Combine the packshots/flatlay with photos of your own haircare results using this product range for more personalised and engaging content!



# FIBRE CLINIX



Take your home #haicare regime to the next level with #FIBRECLINIX 🏆

Page link: [www.schwarzkopfpro.com/fibreclinix](http://www.schwarzkopfpro.com/fibreclinix)

*Together. A passion for hair.*



# FIBRE CLINIX



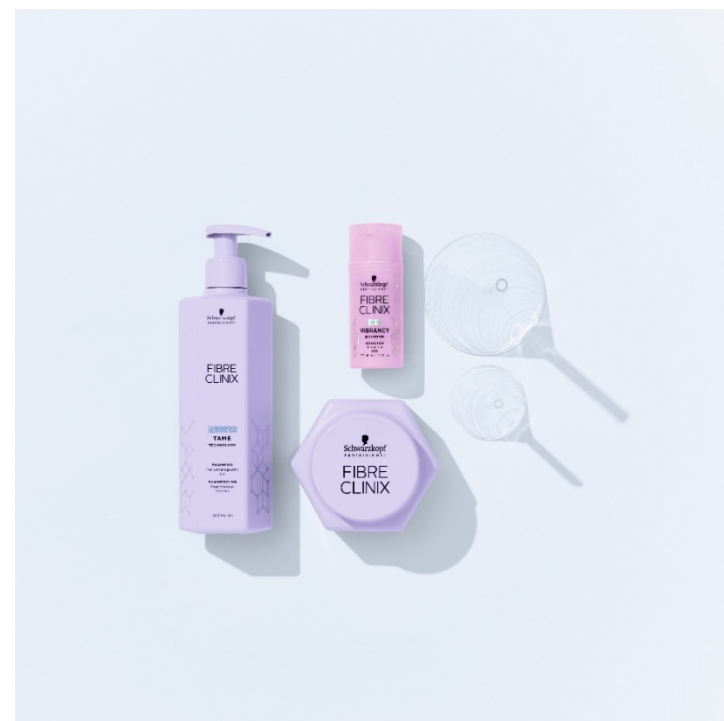
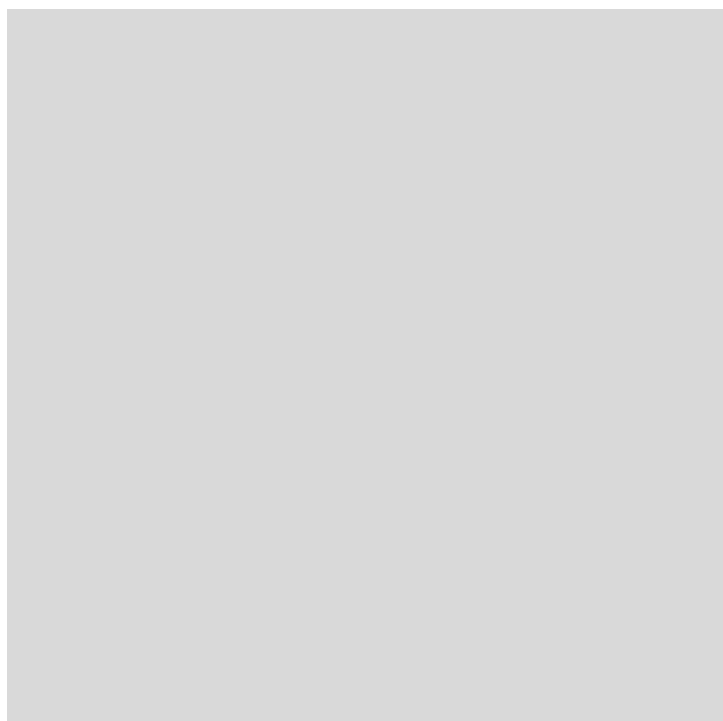
Are flyaways and unruly hair ruling your life?

💜 Meet #FIBRECLINIX Tame 💜

One of our most powerful products – perfect for coarse, frizzy and unmanageable hair types. Boosted with the skincare-inspired ingredient, Ceramide for visibly tamed results!

👉 Book one of our customisable Backbar Services and experience FIBRE CLINIX in the hands of a pro!

#matchmixboost #craftedforyou #insalon #salonservices #hairgoals #beautifulhair  
#healthyhair #hairrepair #hairtreatment #haircare #antifrizz #smoothhair  
#schwarzkopfpro



Page link: [www.schwarzkopfpro.com/fibreclinix](http://www.schwarzkopfpro.com/fibreclinix)

**Pro Tip:** Combine the packshots/flatlay with photos of your own haircare results using this product range for more personalised and engaging content!

# BONACURE



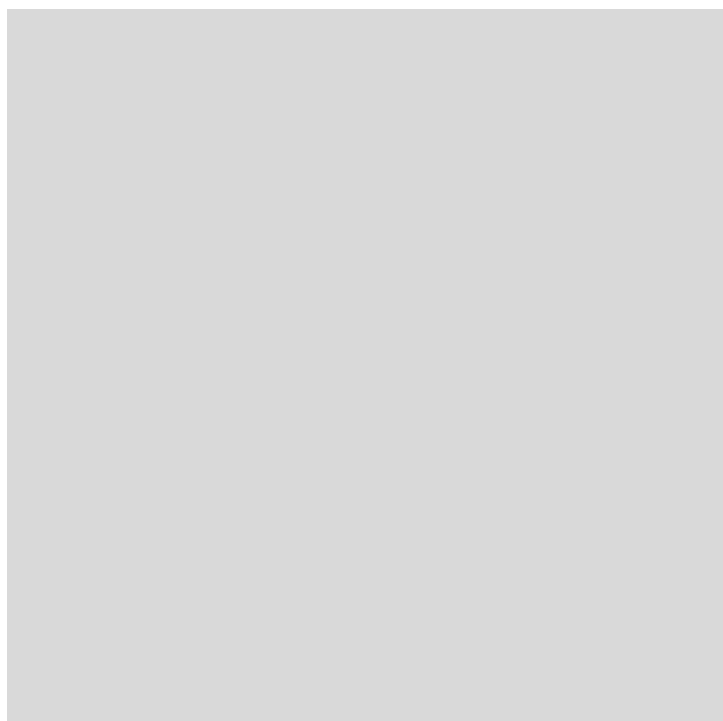
Have you seen the power of Vegan Keratin in a professional clean formula?

#BCWECARE #BCBonacure #cleanbeauty #vegan #cleanperformance #hairgoals  
#beautifulhair #healthyhair #schwarzkopfpro

Discover #Bonacure, a #haicare line that's full of what's good and free of what's not 🌱

Remember! Professional haircare can make all the difference in your journey towards more beautiful and healthy hair 🙌 find your new favourite clean #beautyessentials for every hair need, within BONACURE Clean Performance.

Available in-salon NOW!



Page link: [www.schwarzkopfpro.com/bonacure](http://www.schwarzkopfpro.com/bonacure)

**Pro Tip:** Combine the packshots/flatlay with photos of your own haircare results using this product range for more personalised and engaging content!

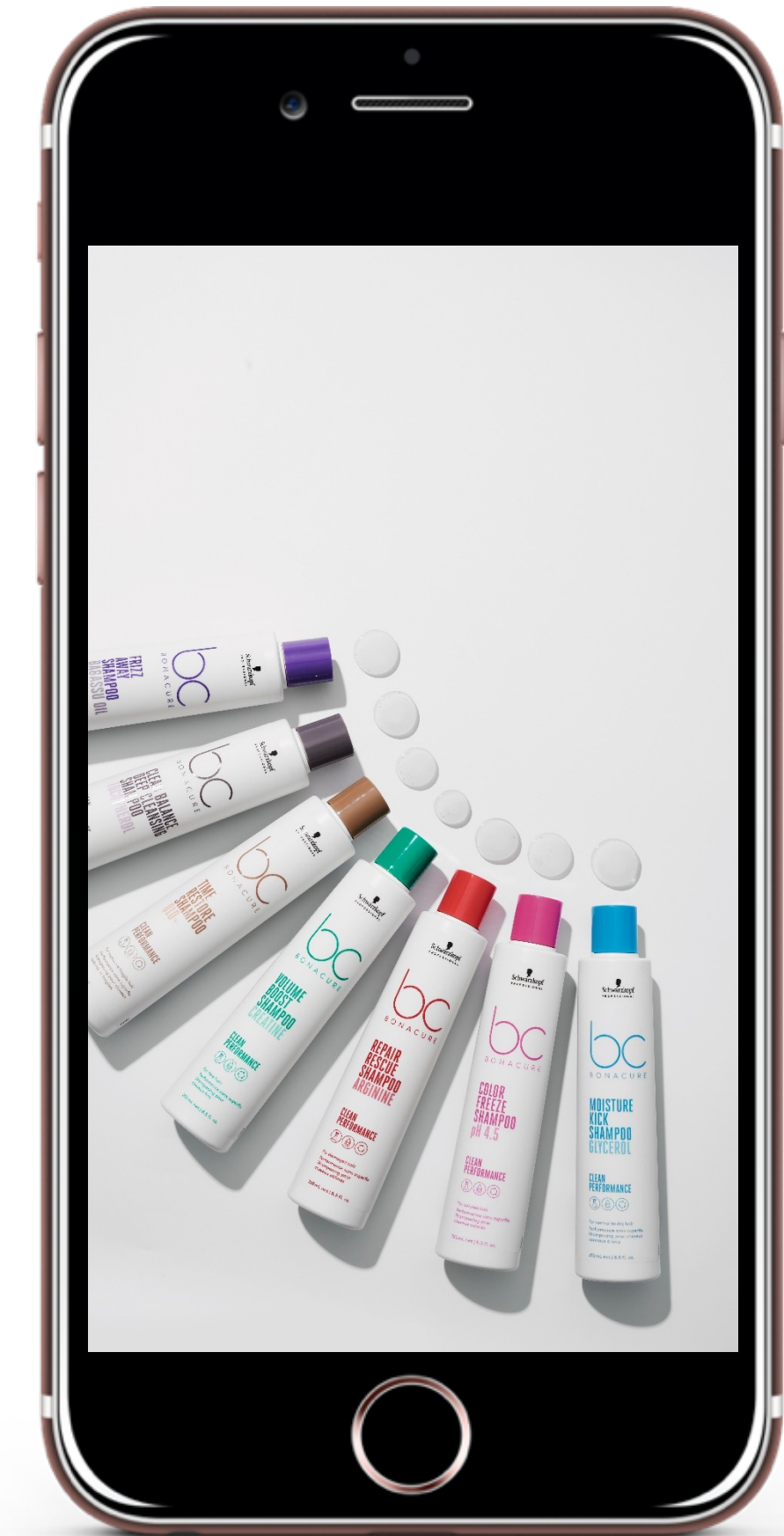
# BONACURE



👉 This is your reminder to use the right [#haicare](#) for your hair type.  
[#Bonacure](#) Clean Performance is now available in-salon! [#BCBonacure](#)

Page link: [www.schwarzkopfpro.com/bonacure](http://www.schwarzkopfpro.com/bonacure)

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# BONACURE



💙 One of our absolute faves for #dryhair types: #Bonacure Moisture Kick! 💙

#BCWECARE #BCBonacure #cleanbeauty #vegan #cleanperformance #hairgoals  
#beautifulhair #healthyhair #curlyhair #schwarzkopfpro

This #haicare line is formulated with Glycerol, a skincare-inspired ingredient known for its water-binding properties – giving you a moisturised hair feel for up to 48 hours!

👉 Pop in for a consultation and let us show you the power of 100% vegan, professional and clean formulas.



Page link: [www.schwarzkopfpro.com/bonacure](http://www.schwarzkopfpro.com/bonacure)

**Pro Tip:** Combine the packshots/flatlay with photos of your own haircare results using this product range for more personalised and engaging content!



# BONACURE



💙 Dry hair? Try #Bonacure Moisture Kick – available in-salon NOW! 💙  
#haircare #BCBonacure

Page link: [www.schwarzkopfpro.com/bonacure](http://www.schwarzkopfpro.com/bonacure)

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# SCALP CLINIX

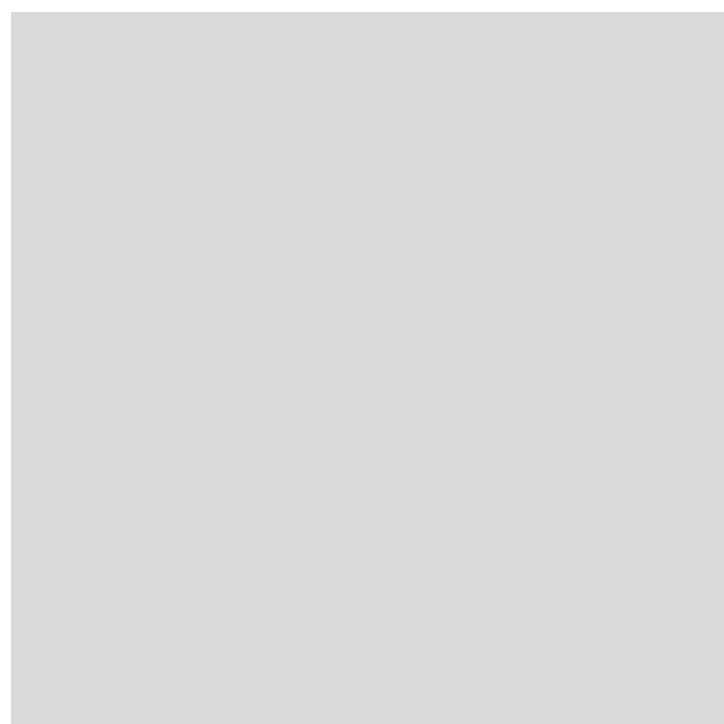


📣 Dry, sensitive or delicate scalp? We can help with that!

Using the Soothing Regime – with Allantoin – from [#SCALPCLINIX](#), we can help bring balance to your scalp's microbiome and restore moisture levels for an overall improved scalp condition.

★ After all, a balanced scalp is the key to beautiful hair 🙌 available to purchase in-salon now!

[#matchmixbalance](#) [#matchmixboost](#) [#microbiome](#) [#haircare](#) [#skincare](#) [#scalpcare](#)  
[#healthyhair](#) [#healthyscalp](#) [#beautifulhair](#) [#salonservices](#) [#hairrepair](#) [#hairtreatment](#)  
[#schwarzkopfpro](#)



Page link: [www.schwarzkopfpro.com/scalpclinik](http://www.schwarzkopfpro.com/scalpclinik)

**Pro Tip:** Combine the packshots/flatlay with photos of your own haircare results using this product range for more personalised and engaging content!

# SCALP CLINIX



Suffering from a sensitive or dry scalp? Try the #SCALPCLINIX Soothing Shampoo and Conditioner – it works WONDERS! #scalpcare #microbiome

Now available in salon, just ask at your next visit 😊

Page link: [www.schwarzkopfpro.com/scalpclinix](http://www.schwarzkopfpro.com/scalpclinix)

*Together. A passion for hair.*



# OSiS+

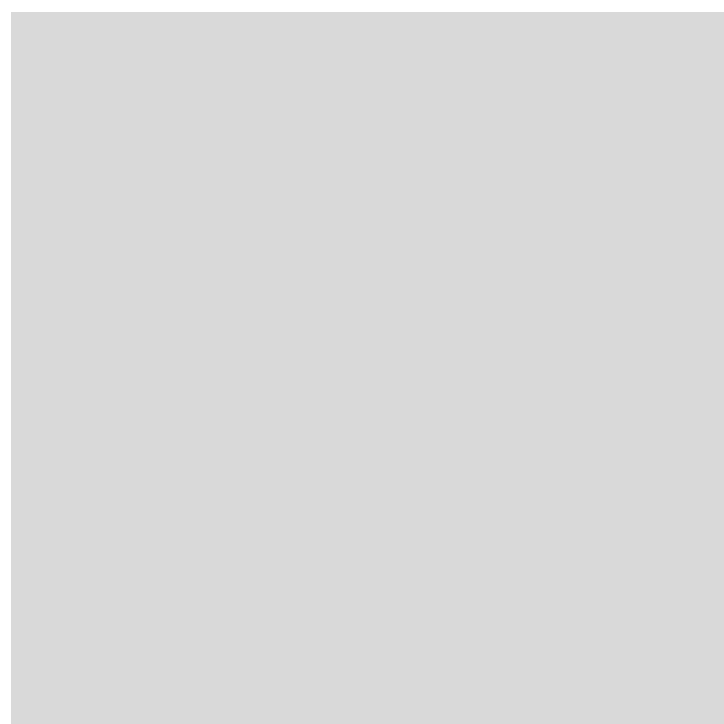


📣 SHOUTOUT to all our clients with long hair!

OSiS+ Long Hair Texture offers a FANTASTIC range of stylers especially for long hair – so, what are you waiting for?

! Ask your stylist about #OSiSLongHairTexture during your next appointment 📅 book yours NOW!

#OSiS #madetocreate #longhairdontcare #hairstyling #hairstylists #longhair #texturedhair #hairstyle #updos #beautifulhair #healthyhair #schwarzkopfpro



Page link: [www.schwarzkopfpro.com/longhairtexture](http://www.schwarzkopfpro.com/longhairtexture)

**Pro Tip:** Combine the packshots/flatlay with photos of your own styling results using this product range for more personalised and engaging content!



# OSiS+

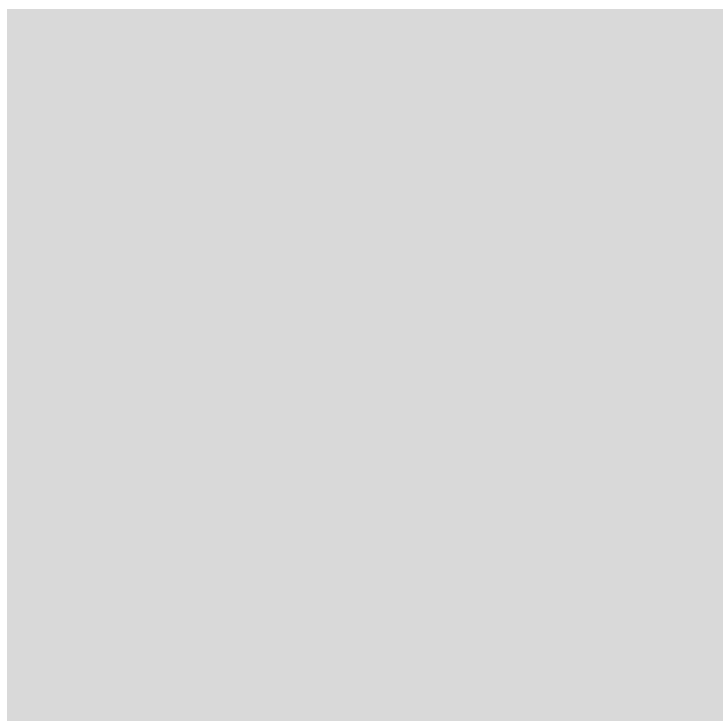


Create your EVERYDAY styling look with #OSiS ✂️💪

OSiS+ is without a doubt our go-to range that's #madetocreate your next signature style! 📌 This range provides professional finishes and reliable styling with long-lasting effects.

Everything is available in-salon, so come on in and choose your favourite OSiS+ products ❤️

#hairstyling #hairstylists #longhair #shorthair #texturedhair #hairstyle #updos  
#beautifulhair #healthyhair #glamhair #schwarzkopfpro



Page link: [www.schwarzkopfpro.com/osis](http://www.schwarzkopfpro.com/osis)

**Pro Tip:** Combine the packshots/flatlay with photos of your own styling results using this product range for more personalised and engaging content!



# SESSION LABEL

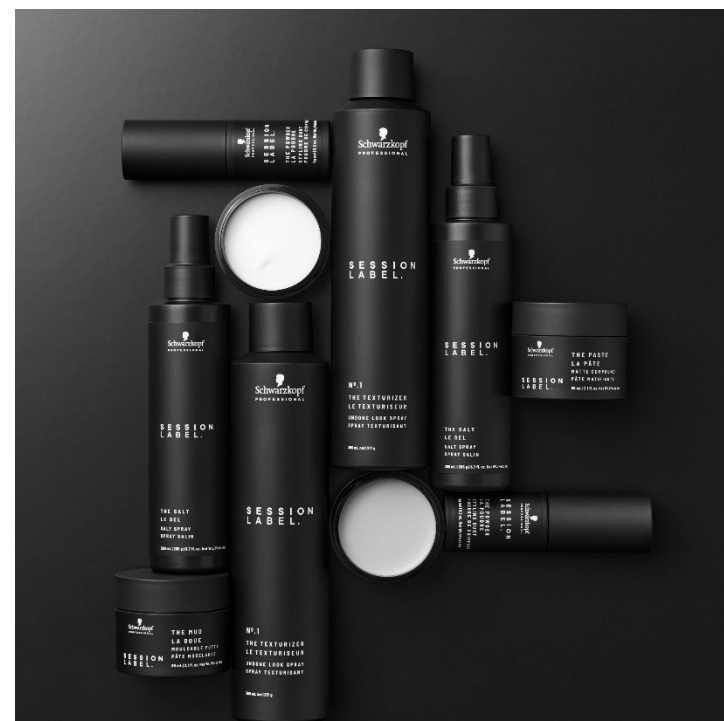
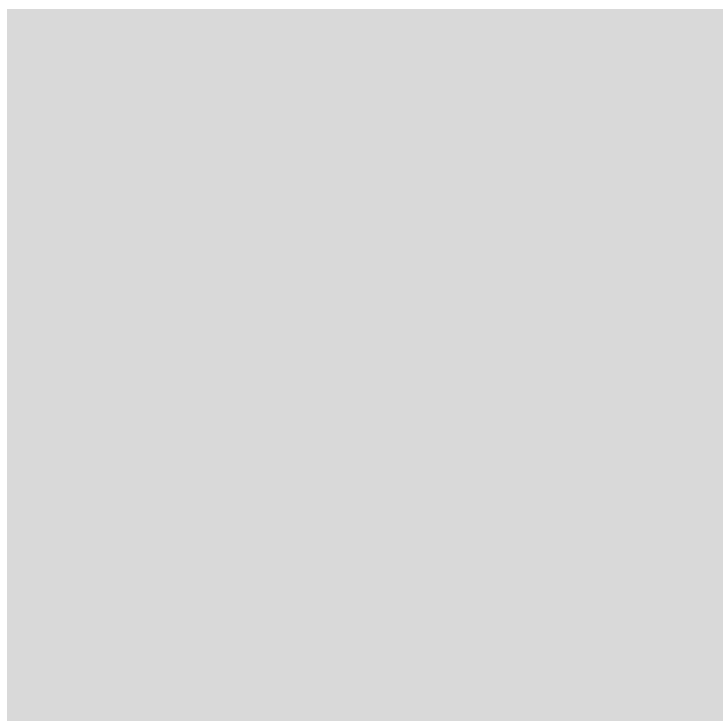


♥ Have you experienced #SESSIONLABEL yet? ♥

It's time to #DISCOVERTHEDIFFERENCE. Ask about #SESSIONLABEL for innovative, high-performance, super-lightweight formulas!

We can make the introduction in-salon now 😊

#CRAFTTHEDIFFERENCE #hairstylists #longhair #shorthair #hairstyle #updos  
#beautifulhair #healthyhair #glamhair #schwarzkopfpro



Page link: [www.schwarzkopfpro.com/sessionlabel](http://www.schwarzkopfpro.com/sessionlabel)

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**THANK YOU**



A close-up photograph of two hands clasped together. The hand on the left is heavily tattooed with various designs, including a Native American profile, geometric shapes, and the number '040'. The hand on the right is plain. The background is a soft, out-of-focus gradient of light colors. The text 'TOGETHER, AS PARTNERS IN CRAFT.' is centered over the hands in a white, sans-serif font.

TOGETHER, AS PARTNERS IN CRAFT.





**PARTNERS IN CRAFT.**







# Schwarzkopf

PROFESSIONAL

*Together. A passion for hair.*