

CRAFT YOUR SUMMER


Schwarzkopf
PROFESSIONAL

Holiday Hair Tips



Together. A passion for hair.

GET SET FOR SUMMER

Some of our favourite summer holiday experiences can have damaging effects on our hair.

Luckily, our hairdressers are here to help, with lots of products, services and expert advice to ensure your hair looks and feels amazing, all summer long.



With live music back on the agenda, we couldn't be more excited for the return of festival season – and while the lineup is always important, these days it's just as much about expressing yourself through a fabulous festival look as the music. Take a look at all the tips we have for you so you can rock this festival season!

But for your hair to be a hit in those festivals, you need to understand why is it that. During summer holidays your hair gets drier, lighter and sometimes, if you are blonde, with some shades of green. Well, you are not alone, it is more common than you think, find out why.

PREPARE YOUR HAIR FOR SUMMER

START FRESH

Get set for summer with a haircut. A fresh style will not only help you feel amazing but will also reduce split ends and ensure your hair is in gorgeous condition for all those vacay selfies. Your hairdresser can advise you on trending styles for summer, or just freshen up your existing look with a healthy trim.



@mat4fredies



PROTECT AND PREVENT

This summer don't forget to protect your hair. Sunlight and hot weather can affect its condition, so reach for a cute hat to protect not just your hair, but also your scalp. Your scalp's protective barrier is particularly vulnerable to external influences such as UV rays, air conditioning or chlorinated water. Once this barrier is breached, it can make your scalp feel sensitive or even itchy. **Scalp Clinix Smoothing regime** can be your best ally, it will help strengthen your scalp's protective barrier while leaving it with a soothed moisturized feel. Other **Scalp Clinix** regimes help rebalance your scalp condition to address other issues you might also face, such as oiliness, dandruff or hair loss.



Also, don't forget your conditioner, your hair's best friend for staying hydrated in hot weather. Summer is the perfect occasion to discover **Fibre Clinix Hydrate Spray conditioner** and leave your hair to air dry. You can also treat your hair to extra moisture at home with **Fibre Clinix Hydrate Treatment** or by adding **Fibre Clinix Hydrate Booster** to your usual Fibre Clinix treatment.

REDEFINE YOUR SUMMER STYLE

BEAT THE HEAT

Summer is the perfect time to give your blow-dryer a break and embrace easy-breezy air-dried styles. Enjoy the warmer weather and leave your hair dry naturally - but don't forget your styling products to make sure it looks at its best.

LOOKING FOR THAT BOUNCE OR SEEKING VOLUME?

For healthy, hydrated curls, try **OSiS+ Curl Honey**, if you're more of a beach wave babe, try **OSiS+ Beach Texture** and get a silky matte finish. For straighter hair types seeking volume, try **OSiS+ Dust It** (perfect for short hair) or **Soft Dust** (ideal for long hair). We know sometimes you just need to grab your hairdryer, but make sure you use a low temperature and apply heat protection first. The **Sleek line** from **OSiS+** features three products to speed up styling, smooth the hair and add that all-important protection.



MAINTAIN YOUR SHADE

Coloured hair does require a little extra care to avoid fading or changing in the sunlight. If you colour your hair, speak to your hairdresser about the right products to make sure your shade stays vibrant and fresh, even in between salon appointments. The vegan **Bonacure Color Freeze range** enhances the longevity of professional colour by rebalancing the hair's inner structure to pH 4.5; the optimum healthy level to provide enhanced protection and close-to-zero fade. For sun-stressed coloured hair, **Bonacure Sun Protect** contains cold-pressed coconut oil to counteract fade and fight damage from free radicals – plus, it smells deliciously tropical!



LEVEL UP YOUR LOOK

RESTORE AND REVIVE

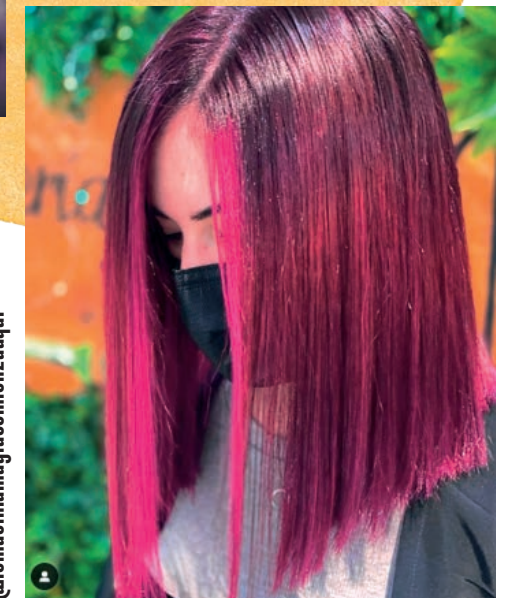
If the damage is already done, don't worry – there are ways to make your hair look and feel healthier. First, get a haircut! Cutting off the dry and damaged lengths will delay the process of split ends, and make your style look generally fresher.

Next, it's time to restore your keratin levels for a smoother, shinier finish. Keratin is the protein found in your hair and it can also be damaged by sun exposure, leaving hair looking and feeling frazzled. Keratin shampoo and treatments will restore your protein levels, so speak to your hairdresser about the most suitable products for your hair type.

This summer is the perfect opportunity for you to discover the **new Bonacure** products, the new formula with vegan keratin helps to rebuild the inner structure of your hair, restoring inner strength and elasticity.



@lomasinlamagiacomienzaaqui



@lomasinlamagiacomienzaaqui

FADED COLOUR?

If your colour is looking faded, help is at hand – with a nifty product that enhances your shade *and* your condition.

Chroma ID is a two-in-one product which combines the nourishing benefits of a hair treatment with demi-permanent colour pigments to revive your shade until your next salon visit. The treatment can be totally customised to your colour for a subtle refresh, or you can use it as an opportunity to have fun with bold, bright or pastel shades – all while caring for your condition and leaving hair healthy!

HOLIDAY HAIR KNOWLEDGE

WHY DOES MY BLOND HAIR TURN GREEN IN THE POOL?

We've all heard of blonde hair turning green after too much time in the swimming pool – it's very common, it's not your fault and you're not alone... plus, it's not permanent.

Most swimming pools are treated with chlorine, and some of these treatments also contain copper. It's the combination of chlorine and copper which can turn hair green, as they form a bond in the water which sticks to the protein of your hair strands.

SOME OF THE WAYS TO AVOID YOUR HAIR TURNING GREEN:

1 Shower *before* you get in the water. If your hair is already wet, it's harder for the chlorine-copper bond to stick.

2 Wash your hair immediately after you get out of the pool with **BC Sun Protect 3-In-1 Scalp, Hair and Body Cleanse**.



Sea salt and chlorinated pool water can also dry out the hair, so if you can't avoid submerging your head when you take a dip, shower off as soon as you can with a caring, nourishing shampoo. **Hair & Body Cleanse** from **Bonacure Sun Protect** is suitable for all hair types and as well as gently cleansing the hair of suncare products, salt water and chlorine.



READING THIS TOO LATE AND ALREADY GOT GREEN HAIR? HERE IS WHAT YOU NEED TO DO TO REVERSE IT:

1 Use the **2-In-1 Treatment** from **BC Sun Protect**, which reduces discolouration caused by pool water and nourishes, replenishes, and moisturises the hair.

2 Try the **Detox Shampoo** from the **BLONDME All Blondes** line. This blonde hair hero cleanses and removes impurities and other residues.

3 Ask your hairdresser for a **detoxifying BLONDME service** at the salon. This treatment regenerates and revives dull and brassy hair and is suitable for all shades.



HOLIDAY HAIR KNOWLEDGE

WHY DOES THE SUN TURN MY HAIR LIGHTER?

SUMMER SUN CAN MAKE SKIN GET DARKER AND HAIR GET LIGHTER – BUT WHAT CAUSES THESE CHANGES?

Our hair and skin both contain melanin; in fact, it's melanin which determines what colour they are. During sun exposure, melanin levels in the body change, and this leads to darker skin and lighter hair.

You might be wondering how it's possible that the reaction of melanin with UV rays makes your hair lighter but has the exact opposite effect on your skin? It's down to the fact that your hair is made of dead cells, whereas your skin cells are alive – in fact, our skin is the biggest organ we have. During sun exposure, your body increases the production of melanin in your skin to protect it from UV rays – which in turn, makes it darker.

By contrast, hair is made of dead cells which get damaged during sun exposure. This reduces melanin, and results in your hair getting lighter. Sun-lightened hair will remain that colour until new hair grows.

To prevent your hair colour changing – and to protect from damaging, drying UV rays – the **Bonacure Sun Protect** line offers the perfect solution. Not only does it prevent sun damage, it even helps remove residues from salt and chlorine water, leaving your hair healthier and just the colour you want.





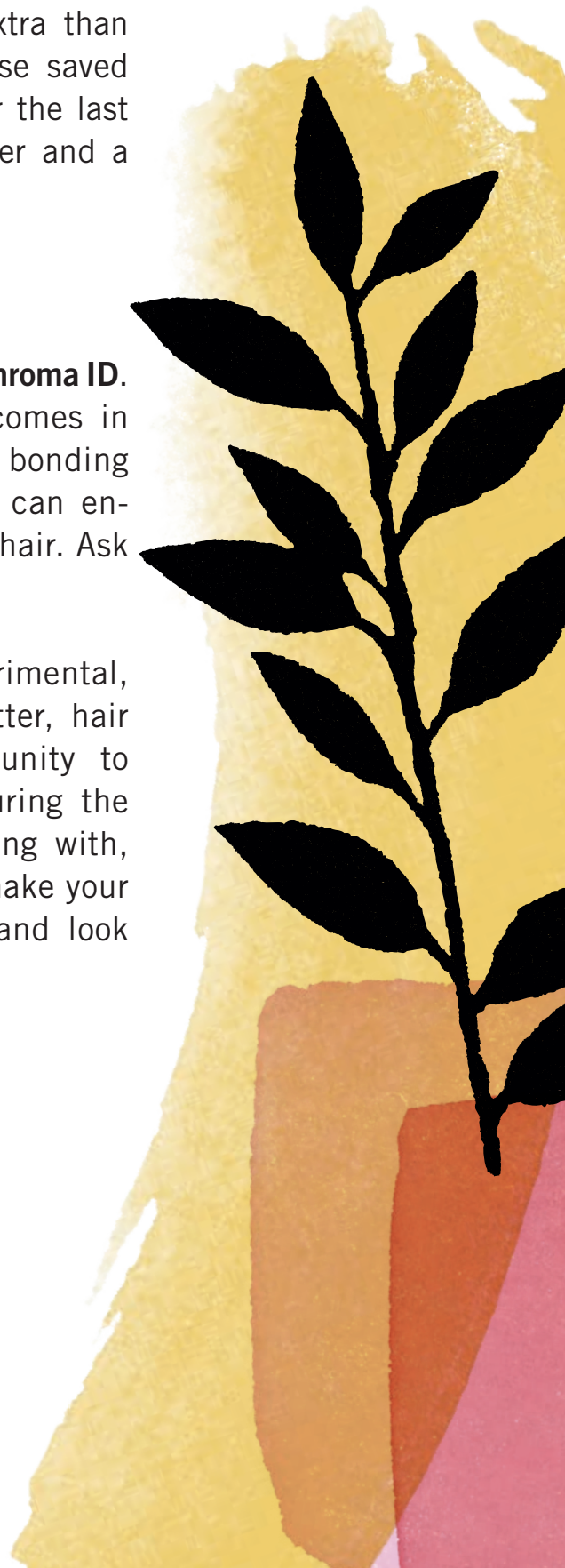
GET SET FOR FESTIVAL SEASON

Hair is the perfect creative canvas for summer style, and there's no better opportunity to get a little bit extra than a weekend at a festival. It's time to turn all those saved Pinterest posts into a reality – and compensate for the last two years – with a little help from your hairdresser and a whole lot of hair inspo.

FANCY A NEW SHADE FOR THE SUMMER?

Change things up with a non-permanent colour, like **Chroma ID**. This professional demi-permanent colour mask comes in a huge range of shades and features integrated bonding technology for indulgent care, which means you can enjoy 100% colour flexibility without damaging your hair. Ask your hairdresser for more details.

Festival season is the perfect time to get experimental, and to have some fun with your look. Think glitter, hair jewellery, piles of accessories and the opportunity to trial all those ideas you can't get away with during the normal 9-5. No matter what hairstyle you're going with, the **OSiS+ Finish line** has everything you need to make your creative ideas a reality, help them last all day and look picture perfect throughout.



GET SET FOR FESTIVAL SEASON

SUMMER STYLE INSPO

TIME TO TRY SOMETHING NEW? CHECK OUT THESE UPDOS, BRAIDS, PONIES AND PLAITED LOOKS TO WORK WITH ALL YOUR FESTIVAL OUTFITS. NEED A HELPING HAND MAKING THEM A REALITY? SPEAK TO YOUR HAIRDRESSER FOR THEIR STYLING TIPS, PLUS THE PRODUCTS THAT WILL MAKE THEM PERFECT. LEVEL UP ALL OF THESE LOOKS WITH EXTRA ACCESSORIES, COOL COLOUR, GLITTER AND GEMS!

BUBBLE BRAIDS

Long-haired lovelies, we've got you. This cute style is super easy for everyone, even if you're not so handy with hair!



@beautymakeupart



@laurascheffers_hairstylist.mu



GET SET FOR FESTIVAL SEASON

INVERTED FRENCH BRAIDS

Keep your hair cool, off your face and in place all weekend with classic braids.

CROWN BRAIDS

Forget flower crowns – it's all about this plaited look, which adds a romantic, bohemian vibe.

@alexandralee1016

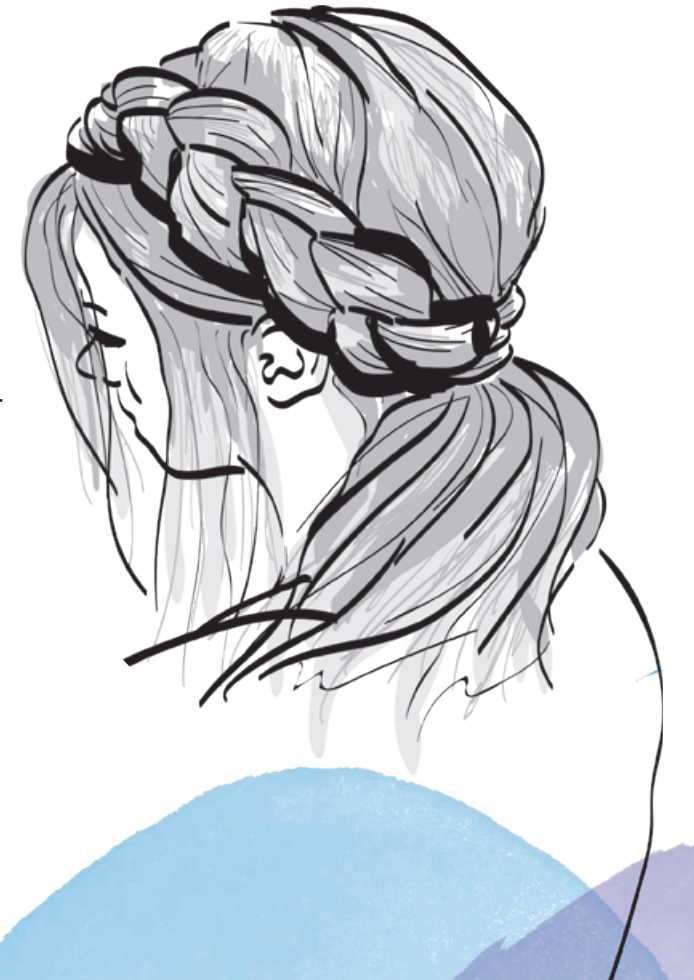


@orsikaaszabo



PONY BRAIDS

Update your pony with a braid detail – add ribbons, fabric and hair jewellery to make this look even more cool.



TIP:

Use **OSiS+ Dust it** or **Soft Dust** to:

- Add grip for braids and updos
- Keeps pins and hair accessoires in place

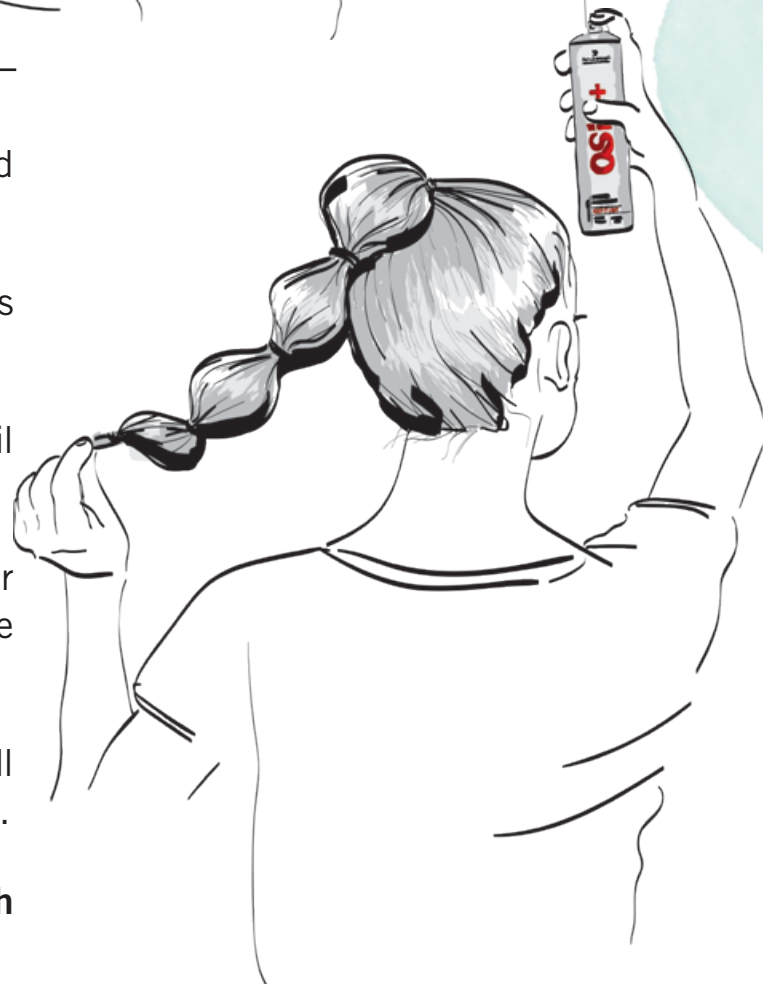
GET SET FOR FESTIVAL SEASON

STEP-BY-STEP



BUBBLE BRAIDS

- 1 Smooth back your hair into a ponytail and secure at the desired height.
- 2 Add a second elastic a few centimeters down your ponytail.
- 3 Apply **OSiS+t** throughout the ponytail to add extra grip and support volume.
- 4 Repeat until you reach the end of your ponytail, trying to keep an even distance between each elastic.
- 5 Once all of the elastics are in place, pull each section out to create the bubble shape.
- 6 Finish with **Elastic** from the **OSiS+ Finish line** for lightweight hold.



INVERTED FRENCH BRAIDS

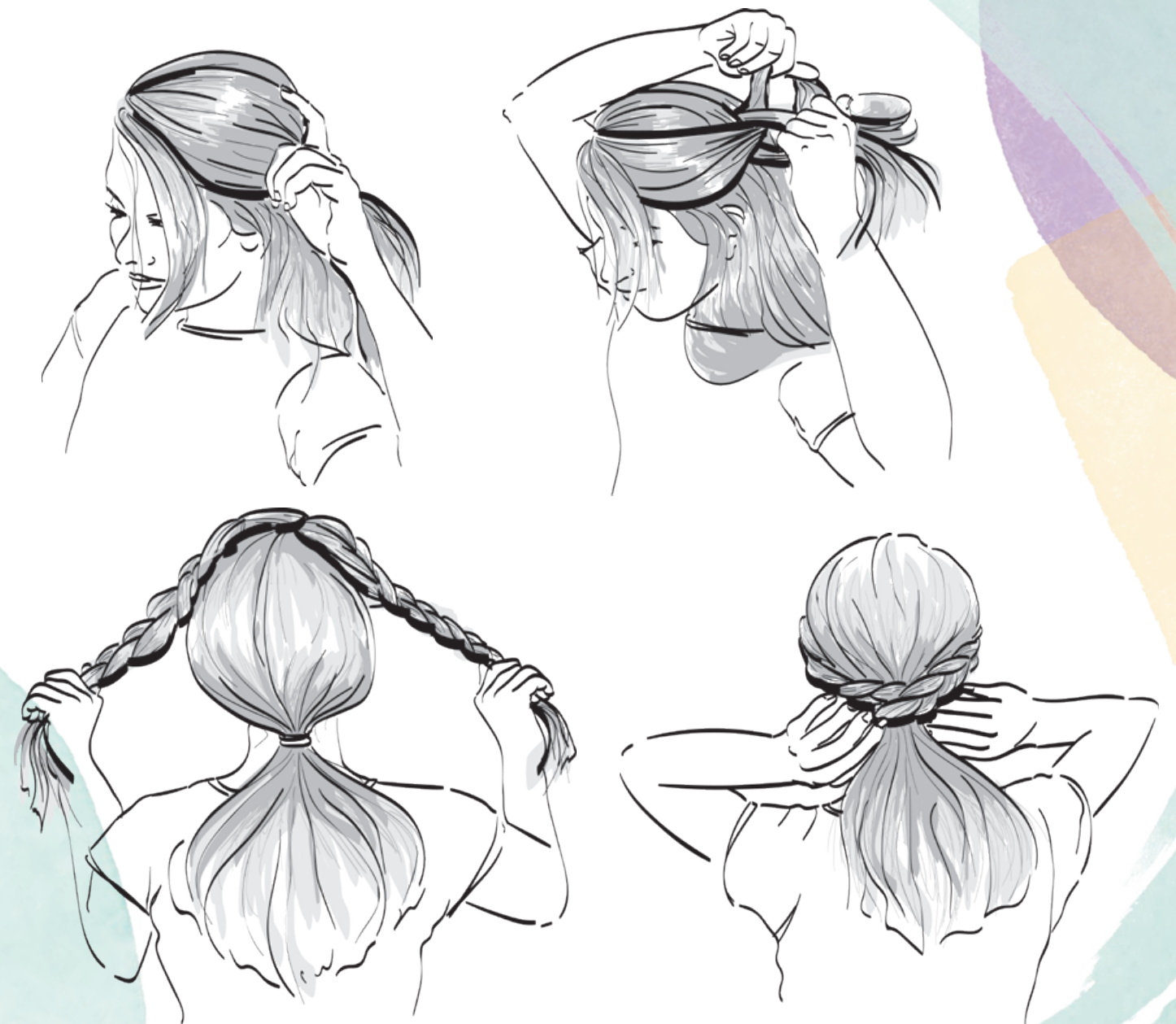
- 1 Part your hair down the middle, keeping each section even. Clip one side out of the way.
- 2 Divide the loose section into three equal parts and create an inverted French braid, adding more hair in as you work down the length of the section.
- 3 Keep braiding until there's no hair left and secure with an elastic.
- 4 Repeat on the opposite side.
- 5 Finish with **Freeze** from the **OSiS+ Finish line** for a lasting hold.

GET SET FOR FESTIVAL SEASON

STEP-BY-STEP

CROWN BRAIDS

- 1 Part your hair down the middle, keeping each section even.
- 2 Create an inverted French braid on one side, starting at the back of your head.
- 3 Braid around the head, incorporating hair from the other side when you pass the forehead.
- 4 Once you've styled all the hair on the head, keep braiding as normal until there's no hair left and secure with an elastic.
- 5 Wrap the braided tail around your head, securing the ends under the scalp braid.
- 6 Finish with **Freeze Pump** from the **OSiS+** **Finish line** for a strong hold.



PONY BRAIDS

- 1 Create a section on either side of your hair and clip out of the way.
- 2 Secure the rest of the hair in a ponytail at your desired height.
- 3 Unclip, then plait each remaining section of hair separately to create two face-framing braids.
- 4 Pull the braids back and wrap them around your ponytail, covering the elastic.
- 5 Finish with **Freeze** from the **OSiS+ Finish Line** for a lasting hold.



SUMMER BLONDES

EVERYONE WANTS SUN-KISSED HAIR FOR SUMMER

Blonde just feels more summery, and it looks gorgeous with those undone, effortless beachy styles that are so popular in the warmer months. Luckily, these days going blonde is much more accessible which means there's a shade and style suitable for everyone – no matter what your hair type, budget or vibe.

Being blonde means something different to everyone, and our interpretation of blonde is influenced by our culture, life-style, location and personal lived experiences. One thing every blonde has in common, however, is the extra care the colour can require to remain looking and feeling fantastic.

Blonde hair is finer and more fragile than other colours, which means it's more prone to damage. It can also be difficult to maintain blonde shades. All of this means it's important to take a little extra care if you're a blonde – whether it's natural or not!



SUMMER BLONDES

Your first step to flawless blonde is choosing the right care products, starting with a professional shampoo and conditioner, and a heat protection product to prevent damage when using your hairdryer. The **BLONDME** range is totally dedicated to blondes and features different sub-lines to target specific hair types. Speak to your hairdresser to find out which one is best for you. As well as your everyday care routine, blondes should make time for a bond-building treatment to prevent breakage and strengthen the hair by enhancing the natural bonds that keep it healthy choice and adds intensive shine while restoring condition.

When it comes to going blonde for summer, don't try to lighten your hair by lying out in the sun – the heat exposure will cause it to become damaged and dry. Leave the colour changing process to a professional and speak to your hairdresser about the best option for you.



SHADES OF BLONDE

These days there are no end of blonde tones to choose from, all of which your hairdresser will be able to advise you on. Some of the trending shades for 2022 include beige blonde, dirty blonde, platinum blonde and sandy blonde – plus applications like blonder ends. There's a shade out there to suit everyone and to find the right one for you, your hairdresser will take into account your natural hair colour, your eye colour and your skin undertone. With **BLONDME** there's a huge choice of tones available, so speak to your salon to take your first steps to becoming the blonde you were born to be!



@schwarzkopfpro
#schwarzkopfprosummer

Together. A passion for hair.