



Schwarzkopf
PROFESSIONAL



NEW

SCALP CLINIX
PRODUCT MANUAL

Together. A passion for hair.



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CUSTOMISED SCALP CARE, FROM SALON TO HOME

HEALTHY HAIR STARTS AT THE SCALP: A KEY TREND FOR CLIENTS AND HAIRDRESSERS ALIKE

The awareness towards scalp care is increasing and it is a trend which is here to stay. Clients are more aware of different scalp issues and believe having a healthy scalp is a major contributor to healthy hair. When the scalp is in good condition, strands are given a healthy base from which to grow. When scalp is thrown out of balance, then issues like sebum over-production, dandruff and even hair loss may occur. The skinification trend is the latest answer towards the scalp care focus within the beauty care industry. It refers to the increasingly sophisticated formulas and ingredients used in hair care products that have been traditionally used in skincare.

With clients for targeted scalp & hair care solutions, high performing and fully customisable products with skincare-inspired ingredients are a must have to win in the market. Combined with the right educational support, Scalp Clinix helps the hairdressers to feel more comfortable in talking about and consulting on scalp. At the same time, it offers individual, customisable in salon and home care services to increase client's loyalty and upsell the service offer.



FROM SCALP CARE TO SCALP HEALTH: WHAT DOES IT MEAN FOR YOUR SALON?

With clients putting a greater focus on skin and hair health, care products that balance, support and strengthen the scalp's microflora will resonate. Clients are seeking for a healthy scalp and are willing to invest in personalised solutions according to their individual scalp need being aware that a balanced scalp leads to healthy hair at the same time. Scalp Clinix offers a salon-exclusive scalp product regime that can be easily embedded into the existing Fibre Clinix hair care routine for a holistic approach towards scalp & hair.



OUR MOST ADVANCED & CUSTOMISABLE SKINCARE FOR SCALP & HAIR. FORMULATED WITH MICROBIOME ACTIVE TO HELP RE-BALANCE THE SCALP, FROM SALON TO HOME CARE.

NEW
SCALP CLINIX

Expanding the Fibre Clinix regime, Scalp Clinix is the new salon exclusive, fully customisable scalp care regime from salon to home care. Combining high performing microbiome active technology, skincare-inspired ingredients with customisation, it complements the Fibre Clinix service with minimum added time to perfectly treat scalp & hair at once. Hairdressers can set themselves apart from the competition as being the scalp and hair expert.

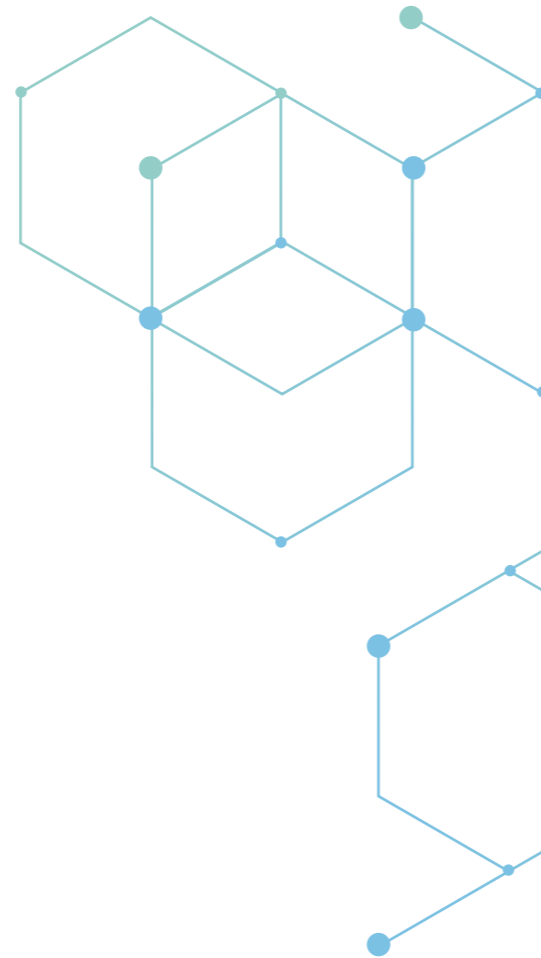


SCALP CLINIX ASSORTMENT

IN-SALON & AT HOME



Pre-Shampoo Scrub



IN-SALON

Help re-balance the scalp's condition with **Scalp Clinix in salon regime.**



Biotic Base



Soothing Booster



Oil Control Booster



Flake Control Booster

SCAN TO DISCOVER MORE



AT HOME

Maintain the improved scalp condition at home until the next salon visit with **Scalp Clinix home care regime.**

SCALP CLINIX SOOTHING

For dry & delicate scalp



Soothing Shampoo

Soothing Treatment

SCALP CLINIX OIL CONTROL

For oily scalp



Oil Control Shampoo

Oil Control Treatment

SCALP CLINIX FLAKE CONTROL

For all dandruff types



Flake Control Shampoo

Flake Control Treatment

SCALP CLINIX ANTI-HAIR LOSS

For thinning hair



Anti-Hair Loss Shampoo

Anti-Hair Loss Serum

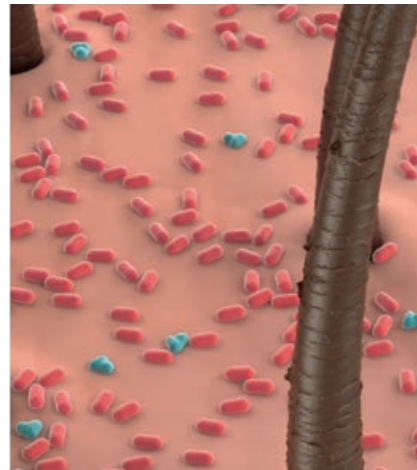
BIOTIC TECHNOLOGY

SCHWARZKOPF PROFESSIONAL'S MOST ADVANCED & CUSTOMISABLE SKINCARE FOR SCALP & HAIR

THE SCALP'S MICROBIOME

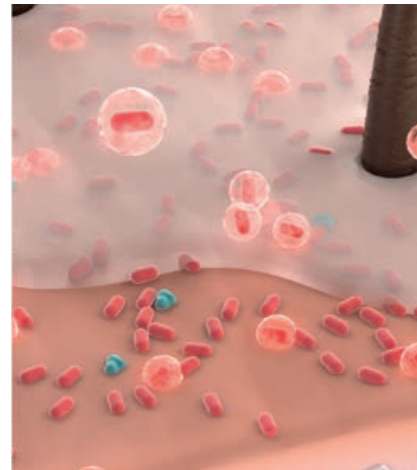
The skin's microbiome plays a key role in determining the scalp's health. A microbiome is the sum of all the micro-organisms, including bacteria, viruses and fungi, that inhabit the scalp and the rest of the human body. When microbiomes are in a balanced state, skin and scalp are both healthy.

When the microbiomes are in an unbalanced environment, scalp concerns such as dandruff, itchiness, dryness and even hair loss can occur. With this knowledge in mind, Scalp Clinix helps to support the scalp's microbiome balance with a fully customisable regime that can cater all different scalp needs - from salon to home.



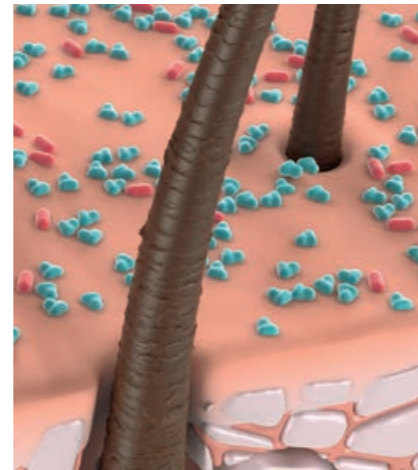
STAGE 1

The scalp's microbiome is unbalanced when the bad microbes predominate the good microbes.



STAGE 2

Biotic Technology with microbiome active helps to re-balance the scalp's microbiome for improved scalp condition.



STAGE 3

Once the ratio of good and bad microbes is adjusted to its natural state, the scalp's microbiome is balanced leading to improved scalp condition.

FERMENTED INGREDIENT

The fermentation process is a preservation method via microorganisms. Fermentation occurs in the absence of oxygen and in the presence of beneficial microorganisms (yeasts, molds, and bacteria) that obtain their energy through fermentation. By fermenting, the ingredients are modified: the beneficial microbes break down sugars and starches into alcohols and acids, making food more nutritious and preserving it.

Fermented ingredients used within the Scalp Clinix formulas contain of:

- 1. Molasses:** produced from sugar cane cultivated only in some parts of Japan. Contains a variety of amino acids. Known for its antioxidant effect and to help to improve the moisture level of the skin/scalp.
- 2. Oryza Sativa (Rice) Lees Extract:** a fermentation by-product from the production of Japanese sake lee. It is known for its regenerating and moisturising effects on skin.

BIOTIC TECHNOLOGY

The formula with Biotic Technology and microbiome active:

- + Helps to support the scalp's microbiome balance for improved scalp condition
- + Soothes & calms the scalp
- + Leaves the scalp with a moisturised & balanced feeling
- + Contains fermented ingredients & Edelweiss extract

EDELWEISS EXTRACT

Derived from the Edelweiss flower, Edelweiss extract is popular as a natural remedy for several skin-related issues due to its soothing and anti-inflammatory properties. In skin and hair care it is known for its antioxidant power, collagen preserving and anti-aging properties.



SKINCARE-INSPIRED INGREDIENTS

DEVELOPED BY OUR ASIAN LABORATORIES TO BRING THE BEST OF KNOWLEDGE ON SCALP, EACH SCALP CLINIX RANGE IS FORMULATED WITH DEDICATED SKINCARE-INSPIRED INGREDIENTS

SCALP CLINIX OIL CONTROL



ROSEMARY EXTRACT

Is known for its antioxidative properties and to help treat greasy skin and scalp.



MENTHOL

Is an organic compound typically derived from herb plants such as peppermint and eucalyptus. When topically applied, it is known to provide a cooling or refreshed feeling.



EUCALYPTUS LEAF EXTRACT

Is known for its purifying and cooling properties. Often used in combination with Menthol to amplify the cooling effect.



(BLUE) CORNFLOWER EXTRACT

Is known for its anti-inflammatory and anti-bacterial effect.



PANTHENOL

It has a moisture-binding, anti-inflammatory, regenerative and wound-healing effect. In hair care it is known for its moisturising and soothing effect.



TIGERGRASS EXTRACT

Is a Ayurvedic plant used for treating skin problems. It contains components that are known for having a good anti-bacterial and healing effect.



ALLANTOIN

Accelerates the process of cell creation, cell formation or cell regeneration. In hair care it is known to help soothe the scalp.



WITCH HAZEL EXTRACT

Is known for its anti-inflammatory, astringent and soothing effect.



BISABOLOL

As main component of the chamomile tea, is known for its inflammatory effect on skin and wound healing properties, for example after burns or sunburn. In hair care it is known for its anti-inflammatory and soothing effect.



SCALP CLINIX SOOTHING

SCALP CLINIX FLAKE CONTROL



OCTOPIROX

Is a fungicidal substance, and it is very well known as an additive in several anti-dandruff products. It has fungicidal activity against all medically relevant dermatophytes, yeasts and molds.

The active ingredient can penetrate the cell wall of yeasts. This results in an inhibition of the energy metabolism in the mitochondria of the fungus. This leads to starvation of the yeast over the duration of the application.



GINGER ROOT EXTRACT

Is an effective medicinal ingredient in Ayurveda that helps to stimulate microcirculation for a fresh and revitalised skin. It is also known for its ability to protect against daily external aggressors.



GINSENG EXTRACT

Improves blood circulation and is considered as revitalising. It is known to help increase the dermal cells on the scalp which, in turn, strengthens the follicles and roots of the hair.



TAURINE

Is known for its positive effects on the skin as it protects it from drought stress. In combination with Carnitine Tartarate and Echinacea Purpurea Extract it protects the hair follicle from premature entry into the hair loss phase.



CARNITINE TARTRATE

In combination with Taurine and Echinacea Purpurea Extract supports the hair follicle with energy during the growth phase. The hair follicle cells stay longer in the growth phase and are also more active.



ECHINACEA PURPUREA EXTRACT

It's anti-inflammatory effect helps to reduce scalp itching. Clinical studies showed that, together with Carnitine Tartrate and Taurine, it is particularly effective against non-pathological hair loss.

SCALP CLINIX ANTI-HAIR LOSS



BECOME A SCALP & HAIR EXPERT

While the consultation and diagnosis of the client's hair is a known and established step of the salon journey, scalp gets often forgotten. This requires a change of the way of thinking: **healthy hair starts at the scalp.** Specifically, a healthy and balanced microbiome leads to healthy scalp which itself sets the base for beautiful hair.

An in-depth understanding of the cause and impact of scalp imbalance helps you to prescribe the targeted in-salon and home care regime.



OUR 4 PILLARS OF CONSULTATION

1 ASK AND LISTEN

Regardless of age, here are some questions that help you better to understand your client's needs during consultation:

- + What are your scalp and hair care rituals?
- + What do you like about your hair?
- + How would you describe the condition of your scalp?
- + What have you done to your scalp and hair in the past that you liked/disliked?
- + What are your diet habits?
- + What are your lifestyle habits?

Listen to your client's scalp and hair challenges and wishes and solve them with your hands-on expertise.

2 DIAGNOSIS

The diagnosis forms the basis of a targeted and fully customisable in-salon service and home care regime:

- + Analyse the scalp condition
- + Talk to the client about their scalp condition to find out any signs of sensitive scalp due to itchiness or tension
- + Visibly analyse the scalp to check if it is normal, oily, dry, prone to dandruff or shows redness

For clients looking for fully transformative results, continue with:

- + Define hair type, length and structure
- + Diagnose the hair using hair elasticity and porosity test to analyse the condition

3 PRESCRIPTION

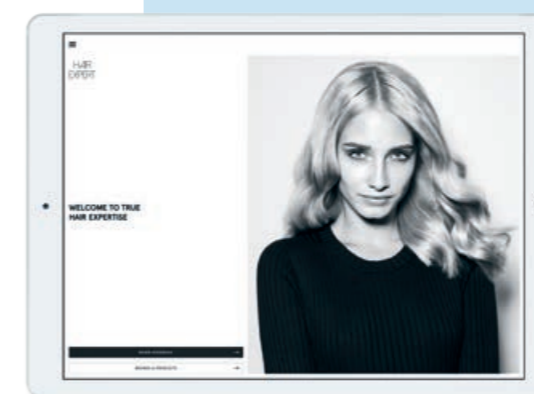
The unique and customised Scalp Clinix in-salon service and home care regime answers your client's scalp needs and provides a long-term care solution for increased salon loyalty and superior care results.

- + Mix a customised treatment for your client
- + Explain to the client which products you are using and why
- + For even more customised & holistic hair and scalp service combine with Fibre Clinix Treatment & Booster to address the client's hair need with minimum additional time effort

4 RECOMMENDATION

Recommend the Scalp Clinix and/or Fibre Clinix home care regime that matches the in-salon service and helps to maintain the service results in between visits.

- + Create a scalp and hair care plan for your client and explain the prescribed products
- + Give tips and tricks for product usage
- + Provide tips on how can a change of diet and lifestyle habits impact their scalp condition



HAIR EXPERT APP

The perfect consultation guide for a step by step customised service.

To offer you the most comprehensive consultation support whenever you need it, we have designed an exclusive tool to help you with the perfect prescription for your client – from consultation to in-salon service to home care: schwarzkopfpro.com/hairexpert

SCALP CLINIX BIOTIC SERVICE

OUR MOST ADVANCED SKINCARE FOR SCALP & HAIR WITH BIOTIC TECHNOLOGY TO HELP RE-BALANCE THE SCALP'S CONDITION

IN-SALON & AT HOME



Pre-Shampoo Scrub

For all scalp types*

HOW TO USE:



BENEFITS

- + Gently exfoliates dead skin cells & prepares the scalp for cleansing
- + Helps to remove residues & unclogs pores
- + Leaves the scalp refreshed with a cooling effect

IN-SALON

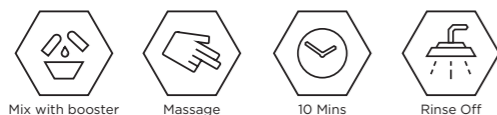
Biotic Base



BENEFITS

- + Helps to re-balance the scalp's microbiome, for improved scalp condition
- + Customise with dedicated Booster to address client's scalp need
- + Provides a soothing & moisturised scalp feeling

HOW TO USE:



Soothing Booster

Mixed with Biotic Base, it provides a soothing & balanced feeling to delicate scalp.



Oil Control Booster

Mixed with Biotic Base, it refreshes oily scalp.



Flake Control Booster

Mixed with Biotic Base, it calms & removes flakes on irritated scalp.

AT HOME

SCALP CLINIX SOOTHING

FOR DRY & DELICATE SCALP

The formulas with Biotic Technology help to re-balance the scalp's moisture level while supporting the scalp's microbiome balance to prolong the effect of the Scalp Clinix in-salon service.



Soothing Shampoo

HOW TO USE:



BENEFITS

- + Gently cleanses scalp & hair
- + Provides a soothing feeling to scalp
- + Helps to balance the scalp's moisture level

SCALP BACKGROUND

What are the causes of a sensitive scalp?

Clients with sensitive scalp often complain that their scalp itches, they feel tension, or the scalp shows redness. The causes can come from various influences.

What makes a sensitive scalp so susceptible?

The stratum corneum – also called scalp's protective barrier – is more susceptible to external influences. Once these breach the skin barriers, the scalp can react with inflammation, redness and itchiness. Scalp sensitivity can vary according to the time of year, with skin tending to be more sensitive in winter than in summer.

EXPERT DIAGNOSIS

- + Tightness, itchiness and hair that even feels painful at its roots
- + Sensitive scalp feeling
- + Inflammations, redness and dry skin flakes on scalp

EXTERNAL INFLUENCES

- + Harsh surfactants and high wash frequency
- + Dry air from heating and air conditioning can dehydrated the skin
- + Insufficient conditioning after colour and perm treatments
- + UV rays and chlorinated water
- + Mechanical damage, brushing with sharp tools
- + Stress
- + Irregular metabolism
- + Natural aging process; the skin produces less sebum to moisturise the skin



Soothing Treatment

HOW TO USE:



BENEFITS

- + In combination with a gentle head massage, it helps to sooth the scalp
- + Allantoin, Bisabolol & Panthenol strengthen the scalp's protective barrier
- + Leaves the scalp with a calming & moisturised feeling after one use

MORE THAN 93% OF CONSUMERS SAY THAT THEIR SCALP FEELS SOOTHED AND LESS TIGHT AFTER 4 WEEKS OF REGULAR USAGE**

*Do not use on irritated scalp

**Based on a home use test carried out by SGCI Co., Ltd in China with 32 participants from December 2020 to January 2021 on the Scalp Clinix Soothing Shampoo or Soothing Treatment.

AT HOME

SCALP CLINIX OIL CONTROL

FOR OILY SCALP

The formulas with Biotic Technology deeply cleanse, remove excess sebum and help to support the scalp's microbiome balance prolonging the effect of the Scalp Clinix in-salon service.



Oil Control Shampoo

HOW TO USE:



BENEFITS

- + Gently yet effectively cleanses scalp & hair
- + Prolongs the refreshed feel of scalp with a cooling effect

SCALP BACKGROUND

Appearance and Assessment

Due to excess sebum, the scalp can look oily while hair looks slick, heavy and stringy. Clients suffering from oily scalps are frequently affected by visible dandruff.

What are the causes?

Greasy scalps and roots are caused by the hypersecretion of the sebaceous glands called "seborrhea". Compared to the rest of the body, the sebaceous glands found on the scalp are greater in size and amount, resulting in cases of sebum hyper production, this can be inherited and influenced by various factors such as stress, imbalanced nourishment, hormonal changes, microbiological colonisation, medication or other external influences like chemical treatments or environmental effects.



Oil Control Treatment

HOW TO USE:



BENEFITS

- + In combination with a gentle massage on scalp it helps to unclog pores & removes excess sebum
- + Leaves the scalp with a refreshed feeling & a cooling effect

EXPERT DIAGNOSIS

- + A gentle but effective cleansing process is crucial to work against stringy hair
- + Avoid heavy caring products to not overload the scalp and roots

98% OF CONSUMERS SAY THAT THEIR SCALP FEELS LESS OILY AFTER THE 1ST APPLICATION*

AT HOME

SCALP CLINIX FLAKE CONTROL

FOR ALL DANDRUFF TYPES

The formulas with Biotic Technology gently remove visible flakes and help to support the scalp's microbiome balance prolonging the effect of the Scalp Clinix in-salon service.



Flake Control Shampoo

HOW TO USE:



BENEFITS

- + Gently yet effectively cleanses scalp & hair
- + Removes visible flakes
- + Provides a soothing feeling to itchy & irritated scalp with a cooling effect

SCALP BACKGROUND

In case of flaky skin, the regular process of cell regeneration and desquamation is unbalanced. Newly created cells reach the surface too quickly and are secreted in large cell formations - such as visible flakes.

What causes dandruff?

Dandruff affects around 50% of the global population and it is mainly caused by microorganism Malassezia species. These microorganism feed off the scalp's sebum which leads to irritations. Thus the skin produces more cells which lead to dandruff. As sebum production and susceptibility are genetic and cannot be readily changed, a treatment that reduces Malassezia species is the best option to fight dandruff.



Flake Control Treatment

HOW TO USE:



BENEFITS

- + In combination with a gentle head massage, it instantly provides a soothing & calming feeling to scalp with a cooling effect
- + Octopirox works gently, yet effectively against dandruff & helps to prevent from new dandruff flakes
- + Helps to protect the scalp from external influences

EXPERT DIAGNOSIS

- + Dandruff on greasy skin (Seborrhoe)
- + Flaky, scaly and larger formulations of dandruff
- + Large pores
- + Greasy oily shine on the scalp

How should skin disorders e.g. PSORIASIS be treated?

Many mislead skin disorders originated of diseases for common dandruff. One example if the Psoriasis. It delevlops when the immune system mistakes a normal skin cell for a dangerous body and reacts by producing new skin cells.

As it is generally considered a genetic disease, it does not respond to traditional anti-dandruff treatments. Therefore, a dermatologic approach is the only solution.

92% OF CONSUMERS SAY THAT IT VISIBLY REDUCES FLAKES AFTER THE 1ST APPLICATION**

*Based on a home use test carried out by How-To NPD Consulting LTD in China with 62 participants in April 2021 when Scalp Clinix Oil Control Shampoo and Oil Control Treatment are used together.

**Based on a home use test carried out by How-To NPD Consulting LTD in China with 63 participants in April 2021 when Scalp Clinix Flake Control Shampoo and Flake Control Treatment are used together.

SCALP CLINIX ANTI-HAIR LOSS

FOR THINNING HAIR

The formulas with Biotic Technology promote in combination with a massage the scalp's blood micro-circulation, strengthen the hair follicle and help to support the scalp's microbiome balance prolonging the effect of the Scalp Clinix in-salon service.

THERE ARE THREE DIFFERENT CYCLE PHASES:

1. Anagen Stage: Growth Phase (6-8 years)

New root bulbs are formed, and cells are produced constantly. Approx. 80-90% of hair at one time is in this growth phase.

2. Catagen Stage: Transition Phase (2-3 weeks)

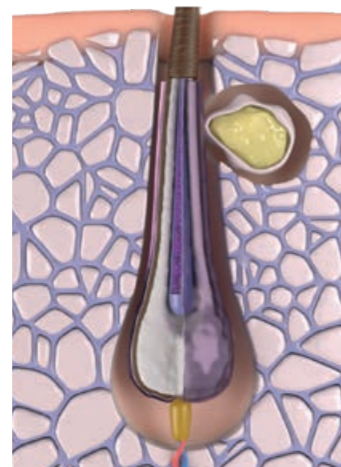
The hair cells gradually stop developing; the bulb shrinks and then disappears. About 1% of hair at one time is in this phase.

3. Telogen Stage: Rest Phase (3-4 months)

The hair falls out, the follicle regenerates and new hair is formed, before the hair growth cycle starts again with the Anagen phase. This phase involves 10-20% of hair at one time.



ANAGEN STAGE
Growth Phase



CATAGEN STAGE
Transition Phase



TELOGEN
Rest Phase

SCALP BACKGROUND

Hair Follicle

Each hair consists of a hair shaft and a hair follicle, the latter comprising a dermal papilla, matrix trichocytes and their subsidiary cells, trichocytes.

How does hair grow?

Hair does not grow continuously throughout life, but undergoes a cyclical process alternating prolonged phases of active growth and relatively short periods of total inactivity.

What is known as hair loss?

The daily shedding or loss of 80 to 100 hairs is entirely normal. Over short periods this figure may increase or decrease significantly. Hair renewal can be affected by seasonal changes, with autumn and spring reporting to highest hair fall rate. Changes of this kind, are completely harmless.

Hair loss:

If the daily hair loss remains significantly above normal for long periods, it can be classified as:

- a. Reversible hair loss can be treated after diagnosis and treatment of the root cause.
- b. Irreversible hair loss cannot yet be reversed, or if so, only with great difficulty, but topical treatments can help to protect against it.

WHAT ARE THE VARIOUS TYPES OF HAIR LOSS?

1. Reversible (temporary) hair loss

All reversible types of hair loss – except for circular hair loss – are distinguishable through a diffuse pattern (i.e. spread evenly throughout the head of hair), and can range from unnoticeable to significant thinning of the hair.

THE CAUSE MAY BE:

- + Prolonged stress
- + Pregnancy
- + Medical treatment
- + Infections
- + Mechanical external effects

2. Irreversible (androgenetic) hair loss

Androgenetic hair loss affects both genders. It is a common form of hair loss of men known as male-pattern baldness. It involves the action of the male hormones called androgens, which are essential for the regulation of hair growth. The two most important androgens are testosterone and its derivative, dihydrotestosterone (DHT). An enzyme, 5-Alpha-Reductase, transforms testosterone into dihydrotestosterone, which leads the hair follicle to shorten the growth phase and to accelerate the beginning of the resting phase. It takes longer for the hair to start growing back and the hair follicle itself changes by shrinking and producing a shorter, thinner hair shaft.

The pattern of hair loss in women differs from male-pattern baldness. The hair becomes thinner all over the head, and the hairline does not recede. Androgenetic hair loss in women rarely leads to total baldness.

How can hair loss be optimally prevented?

Healthy hair grows from a healthy scalp, where the blood vessels are responsible for providing optimal nutrition to the roots of the hair. Active substances can be introduced externally in the form of supplements to help preserving the health of the hair and their regular growth process, thus preventing hair loss and changes to the hair.

AT HOME

SCALP CLINIX ANTI-HAIR LOSS

FOR THINNING HAIR



Anti-Hair Loss Shampoo

HOW TO USE:



BENEFITS

- + Gently cleanses scalp & hair
- + Provides a moisturised scalp feel
- + In combination with the Anti-Hair Loss Serum it activates the hair roots*
- + In combination with a massage it promotes the scalp's blood micro-circulation & strengthens the hair follicle



Anti-Hair Loss Serum

HOW TO USE:



BENEFITS

- + Helps to facilitate the production of hair growth factors & the provision of compounds that stimulates energy to the scalp
- + In combination with a gentle head massage, it helps to strengthen & anchor the hair to the scalp
- + In combination with the Anti-Hair Loss Shampoo, it reduces non-pathological hair loss after 6 weeks when used regularly
- + Helps to strengthen the hair follicles
- + Promotes increased cell division & stimulates cell production to support the vitality of the hair



REDUCES NON-PATHOLOGICAL HAIR LOSS AFTER JUST 6 WEEKS**

SCALP CLINIX BIOTIC SERVICE

SET THE BASE FOR BEAUTIFUL HAIR

Developed with Biotic Technology and range dedicated skincare-inspired ingredients to re-balance the scalp's microbiome for improved scalp condition. Customised care service according to your client's scalp need, from salon to home.

BIOTIC SERVICE TIME NEEDED: approx. 15 mins when applying short version of the Balance Massage (full Balance Massage approx. 20 mins.)

IN-SALON

1 PREP



Prepare the scalp for cleansing with **SCALP CLINIX PRE-SHAMPOO SCRUB**. Apply directly to the scalp and perform head massage.

2 CLEANSE



Cleanse the scalp & hair with **FIBRE CLINIX TRIBOND SHAMPOO** and repeat if necessary.

3 TREAT



5 PUMPS

Select the booster targeting the client's scalp need. Mix 25g of **SCALP CLINIX BIOTIC BASE** with 5g of selected **SCALP CLINIX BOOSTER**. Apply directly to the scalp using the applicator bottle and apply Balance Massage.

AT HOME

MAINTAIN



Recommend the **SCALP CLINIX** home care regime according to the client's prescription to maintain the in-salon service and get long-lasting results.

APPLICATOR BOTTLE



+ Developed for targeted application of treatment for the Scalp Clinix Biotic Service

WATCH OUR EXPERTS DEMONSTRATE



*Increased ratio of active hair follicles

**When Scalp Clinix Anti-Hair Loss Shampoo and Anti-Hair Loss Serum used together regularly

BECOME A SCALP & HAIR EXPERT

TREAT YOUR CLIENT'S SCALP & INSTANTLY TRANSFORM MID-LENGTHS TO ENDS

Answer your client's scalp & hair needs with minimum additional time effort by using Scalp Clinix Biotic Service & Fibre Clinix Tribond Service at once.

BIOTIC & TRIBOND SERVICE TIME NEEDED: additional 2-3 mins.

3 TREAT



4 TRANSFORM*



- + After **Scalp Clinix Biotic Treatment** is applied directly continue with the application of **Fibre Clinix Tribond Treatment** and select dedicated **Fibre Clinix Booster** to mid-length and ends
- + Apply a Balance Massage
- + Rinse off after combined development

DO YOU WANT TO OFFER A DEDICATED IN-SALON SCALP & HAIR CARE SERVICE AFTER COLOURATION?

The Scalp Clinix Biotic Base and Soothing Booster in combination with Fibre Clinix post colour care service are the perfect answer to treat your colour client.**



- + Cleanse the scalp & hair with **Fibre Clinix Tribond Shampoo** and repeat if necessary
- + Mix 25g of **Scalp Clinix Biotic Base** with 5g of **Scalp Clinix Soothing Booster**. Apply directly to the scalp using the applicator bottle



- + After **Scalp Clinix Biotic Treatment** is applied directly continue with the application of **Fibre Clinix Tribond Treatment** and selected **Fibre Clinix Booster** to mid-length and ends
- + Gently work in
- + Rinse off after combined development

BALANCE MASSAGE

HELP YOUR CLIENT TO RELIEVE TENSION & PROMOTE A HEALTHY SCALP CONDITION

A massage helps to ease muscle spasms and knots in body parts while providing simultaneously support on the blood circulation.

Benefits of scalp massage

- + Promotes a healthy scalp & hair condition
- + Stimulates the scalp to help the nutrition flow
- + Reduces muscle tension in head, neck & shoulders
- + Soothes headaches
- + Helps to distribute the product on the scalp & to increase the permeability for active ingredients
- + Promotes overall well-being by calming & warming the scalp

The Balance Massage combined with the Scalp Clinix Biotic Service merges the best from Asian heritage:

Detoxify and energize the scalp with pressure points, frictions as well as stroking and circular movements. It is a short time investment but an important part of client care to relieve client's tension for a relaxing in-salon experience.



STEP 1: SOOTHING

- + Long stroking movements with light pressure
- + Using the palm of the hands
- + Starting at the front hairline
- + Following the shape of the head down to the nape
- + One hand always supporting the forehead

Benefits:

An introduction to the massage. Helps to distribute the product and brings the client in a relaxing mood



STEP 4: MOVING

- + Both hands placed at the centre parting
- + Slightly lift the scalp with fingers
- + Steadily knead the entire scalp area
- + Repeat 3 times

Benefits:

The head hugging hand position has a deeply relaxing effect. It is de-blocking, calming and warms the scalp



STEP 2: ROTATING

- + Place fingertips at the front hairline
- + Work in a circular motion along the hairline
- + Gradually increasing firm pressure
- + Repeat 3 times

Benefits:

The gentle rotating movements help to balance the nerves, scalp and meridians



STEP 5: RELEASING

- + Place two fingers at the temples
- + Rotate for 10 seconds

Benefits:

The gentle rotating movements help to release tension and sooth headaches



STEP 3: RELAXING

- + Support the forehead using one hand
- + Place the other hand right or left of the centre parting
- + Make circular motions for about 5 seconds
- + Gradually increasing pressure
- + Work your way down to the nape area
- + Replicate on other side of centre parting
- + Repeat 3 times

Benefits:

Relaxes the entire body, the joining points of all meridians (pressure points) & helps to increase the permeability of the scalp for active ingredients



STEP 6: GRIPPING

- + Support using one hand at the forehead
- + Place other hand in the nape area
- + Slide fingers & thumb up lifting the skin slightly
- + Rotate gently

Benefits:



Relaxes the muscles in the nape. It signals the end of the massage

HEALTHY HAIR STARTS AT THE SCALP

INCREASE CLIENT'S LOYALTY WITH A BESPOKE SCALP & HAIR HOME CARE REGIME ACCORDING TO YOUR CLIENT'S NEEDS

Choose and combine products from the different Scalp Clinix and Fibre Clinix regime and recommend a highly customised home care regime answering your client's primary and secondary scalp & hair needs.

HERE ARE SOME EXAMPLES:

PRIMARY NEED	Scalp is sensitive and dry	Hair is long and dry to slightly damaged and needs moisture
	SECONDARY NEED	Hair is coloured and needs vibrancy
PRODUCT RECOMMENDATION	<ul style="list-style-type: none"> + Soothing Shampoo + Soothing Treatment + Vibrancy Spray Conditioner + Vibrancy Treatment (every 2nd week) for more intense hair care 	<ul style="list-style-type: none"> + Flake Control Shampoo + Hydrate Spray Conditioner + Hydrate Treatment + Fortify Booster 

SCALP & HAIR CARE MYTHOLOGY

MYTH #1:

Daily washing is bad for scalp & hair condition

FALSE. There is nothing wrong with washing hair every day if the correct products are used. However, it is recommended to use proper care after cleansing due to the limited care performance of a shampoo. It is similar to facial skincare: first cleansing, then caring. For clients that wash their hair even more than once a day, recommend them to use the Soothing Shampoo for the second wash for more mild cleansing.

MYTH #2:

Scalp and hair can become addicted to a care product

FALSE. There is no dependency of the scalp or hair on certain care products. They do not have to be changed after a certain usage time.

MYTH #3:

Wrong care products can result in an unpleasant feeling on the scalp

TRUE. First of all, it is important to know the reason of the itching. When it can be excluded that there is no medical indication e.g. atopic dermatitis or psoriasis, itchy scalp can often be traced back to environmental influences such as a dry climate or high levels of air pollution. However, incorrectly used or very harsh cleaning products can also lead to irritation and itchiness. If experience shows that the problem of itching appears after previous care, you should switch to a mild scalp cleansing regime with soothing ingredients.

MYTH #4:

Hair care should be different in winter than in summer due to temperature change

TRUE. In winter, the extreme climate causes problems for the skin and therefore also for the scalp. In particular, the cold and dry air outside, coupled with the warm and dry air inside, might lead to a dry scalp. When the scalp dries out, it can become tight, itchy, and prone to flaking. Recommend your clients then to take long, hot showers and/or to introduce in their hair care routine flake control shampoo and treatment. Wearing a hat in winter to support against irritation is only partly true. A hat protects the scalp of dry air, but if you wear it for a long time, a microclimate is created that can negatively affect the scalp's microbiome. For example, skin fungi love a warm, humid environment that is also rich in nutrients such as sebum. The breakdown products such as free fatty acids that are created in this process also irritate our scalp leading to dandruff. That means, hat, yes, but it is important to "ventilate" the scalp again and again.

MYTH #5:

Genes, stress and diet determine what type of care scalp & hair need

TRUE. Basically, it is about providing the body with all the nutrients it needs through a healthy and balanced diet and thus also supporting the scalp and hair in the best possible way. Our skin and hair are exposed to a multitude of different stress factors every day: harmful bacteria, environmental pollution or too much UV light. To counteract against such factors, vitamins, antioxidants and minerals should be important components of a balanced diet. This should also include polyunsaturated fatty acids, as they are important for a healthy skin barrier. Antioxidants protect against free radicals in the cells and thereby help to keep the hair roots vital. Ultimately, vitamins and minerals are essential because they maintain different processes in our cells. This also benefits the scalp and the hair follicle.



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