




# TRUE COLOURS

  
Schwarzkopf  
PROFESSIONAL





BE RED.  
BE BOLD.  
BE COPPER.  
BE BLONDE. BE  
BLUE. BE PINK.  
BE PUNK. BE  
INDIVIDUAL. BE  
GLAMOROUS.  
BE INSPIRED.  
BE YOU.  
#BEIGORA.



**BE WHAT YOU  
WANT TO BE.**

**BEHIND THE  
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**At Schwarzkopf Professional, our mission is to reinvent hair and do it together, with you. Innovation is a key part of our DNA and we hope to inspire and motivate our hairdressers in Australia and New Zealand to create new styles and dive deeper into the Schwarzkopf Professional ranges. We do it together, with a true passion for hair.**

**Let us help you achieve your True Colours.**







# WELCOME TO TRUE COLOURS

This year, we are on a quest to prove that creativity in our craft truly can be found everywhere. We bring to you a localised campaign that celebrates the unique flora and landscapes, and our beautiful surroundings, that reflect the continent we love and call home. Infused with incredible pieces from Romance Was Born, this campaign proves that inspiration truly is everywhere.

Working with National Ambassador Dee Parker Attwood, Head Colourist Kristie Kesic, Guest Artists Jason Fassbender and Nic Shiun, Schwarzkopf Professional Creative Collective members Dylan Hooper, Jacob Perkins and Chin Chin Yeap, and local ASK Educator Olivera (Oli) Cirillo, we've created seven key looks that marry nostalgia, inspiration and newness.

Once again, we are thrilled to partner with fashion leaders Romance Was Born, to bring to you the much-anticipated True Colours campaign. We celebrate the power of collaborations – creatively greater than the sum of their parts, by bringing together the fashion label with our largest colour brands; IGORA Royal and BLONDME.

With thousands of beautiful shade combinations and some of the world's most exciting formulas, this year you'll see an even deeper focus on colour.

The True Colours campaign has found seven iconic floral bouquets and landscapes that have inspired the unique shapes and unexpected colour combinations found within the hairstyles in these pages. From natural palettes of clays and browns that emulate our

rugged coastline, to vibrant sunbursts of coppers and reds inspired by our wild botanica, the True Colours campaign traverses both hair innovation, and creativity.

Whether it's adding a subtle twist to reimagine classic lines, or creating surprising and rewarding colour combinations, the True Colours campaign aesthetic presents these naturalist themes with vibrant hues, diverse hair textures, and vivid movements.

At the heart of it all, of course, is a celebration of hair. In our beloved industry, it's crucial to establish creativity and craftsmanship and to hone your own individual style. Whether that be through a modern take on the classics, a beautiful rounded line, or something more 'felt,' where hands mould and manipulate – whatever your skill and craft, it is important to celebrate the art of hairdressing as a form of self-expression.

This magazine is designed to be the heart of the True Colours campaign – a real celebration of the creative process. A place to hone your skill, an A2Z to use as an education tool, a source of constant inspiration and innovation, and more than anything – a form of empowerment.

Our Guest Artists and Colourists dive into step-by-step tutorials on how to recreate each colour and look in-salon, to help futureproof your skills and expertise and to inspire you in creating looks that work tomorrow.

Let us help you find your True Colours.





# OUR CONTRIBUTORS

## GUEST ARTISTS



**DEE PARKER  
ATTWOOD  
HAIR DIRECTOR**

Once again crowned Australian Hairdresser of the Year at the Australian Hairdressing Industry Awards, Dee is Schwarzkopf Professional's National Ambassador. With her storied career, Dee has advocated for the progression of the professional hairdressing, beauty and barbering industries, with education and support being two of her extreme focuses for improving the industry. As co-owner and Artistic Director of Wieselmann salon in Melbourne, Dee's career spans over 20 years and boasts a myriad of impressive awards, including Best International Avant-Garde Collection at the International Hairdressing Awards in 2020.



**KRISTIE KESIC  
HEAD COLOURIST**

Kristie is an award-winning expert colourist who has, over the last 17+ years, built her reputation as one of Australia's best Colour Technicians. Owner of Cobelle Creative, Kristie and her salon boast a number of impressive awards, including 'Brisbane's Best Hairdressers,' 'Brisbane's Best Blondes,' and 'AHIA Salon Team of the Year.' Her colouring prowess has long too been awarded, with Kristie being a finalist for the AIPP International Best Colour, AHFA Creative Colourist of the Year, and Hair Expo Australian Colourist of Year awards. Kristie has long been passionate about education, running her own Flawless Education programme, and running the Schwarzkopf Professional ASK Education Colour Seminars.



**NIC SHIUN  
GUEST ARTIST**

Nic has over 15 years' experience in the hairdressing industry, owns and runs three salons in Sydney, and is renowned for his transformative work with the BLONDME Lightener range and with balayage. Nic is Schwarzkopf Professional's "quiet achiever," who lets his hands do the talking, continually creating beautiful blonde transformations for his clients, and creating an established and renowned name for himself in the blonde scene.



**JASON  
FASSBENDER  
GUEST ARTIST**

Jason continues to champion the fusion of hair and fashion. Jason works primarily on editorial shoots for Australian magazines and newspapers. His greatest achievement to date was being named 2017 Australian Hairdresser of the Year at the AHIA's. As a key player within the Australian hairdressing industry, Jason's relaxed, hands on approach to education strives to inspire others the way so many great Australian hairdressers have inspired him.

# CREATIVE COLLECTIVE



## DYLAN HOOPER

Dylan is an ambitious and inspiring member of the award-winning Salon Kiin team, who drives his career with his passion and love for education in hairdressing. During his career, Dylan helped the salon team win the Best Salon Marketing Award at the AHIA's, and has participated in The Open Mic. He has exciting plans ahead, most recently working as an Assistant Hair Stylist on a reality TV Show in 2021.



## CHIN CHIN (CHINNEY) YEAP

Chinney is an accomplished colourist and stylist with over 15 years' experience in the industry. Sharing her passion for education and upskilling future generations of hairdressers, Chinney purchased her own Capital Salon and Spa during the New Zealand COVID outbreak and growing it to be 17 staff strong – proving her resilience and drive in the industry. Chinney is a regular talent during New Zealand Fashion Week, as well as having worked on many styles for international industry magazines.



## JACOB PERKINS

Jacob has hairdressing in his genes, coming from four generations of hairdressers and clocking 16 years of his own experience. Throughout his time, Jacob has dedicated himself to a mix of both salon and editorial work, having been awarded finalist position at many prestigious photographic colour and cutting hairdressing awards.



## OLIVERA CIRILLO

Olivera (Oli) is a Schwarzkopf Professional ASK Adviser who boasts over 25 years of experience in the hairdressing industry, including managing her own successful business, supporting countless Fashion Weeks and Hair Expos, and creating beautiful bridal collections for the likes of Cosmopolitan Bride and Modern Wedding Magazine. Education is at the heart of everything Oli does, and through her years she has provided exceptional support and skills to hairdressers across Australia. Her work has won her many awards across both the Professional Hairdressing Association and International Hairstylists Society Awards.





# ROMANCE WAS BORN

Anna Plunkett and Luke Sales met while studying fashion in 2005 and established the inimitable label Romance Was Born. The pair is known for their ability to transform any theme or seemingly random inspiration into a glittery glimmering fashion paradise.

An innovative hair technique was necessary for the show-stopper runway that was Romance Was Born for the 2022 Australian Afterpay Fashion week. As hair partner, Schwarzkopf Professional, and Hair Directors Dee Parker Attwood and Jason Fassbender and their team worked to create a wet, shiny and sleek look, evolving for each individual model, taking into account the garments and accessories of each Romance Was Born look for the runway show.









“The hair direction for the Romance was Born show consists of three different wet looks. Hair is meant to look super shiny and wet looking. Look one is a very tight, snatched top knot. The next is a parted wet wave pushed onto the face finished at nape with a twist. The third is a side parted wet styled roll. Each style was completely thought through to suit each model and garment”

*Dee Parker, Hair Director*



2022





# COLOUR

**The essential pillar.**

**The make-or-break factor for each salon's business, and at the same time the most demanding service.**

**Everything this season is about colour and its power to transform. Whether it's a superbright temporary transformation, or a cool new technique to try, a little change gives us all a bit of a boost.**





# INTRODUCING IGORA ROYAL



Be the Colourist you want to be. Because everything you need is already inside.

True Colours explores the power of colour with Schwarzkopf Professional's heritage colour brand IGORA Royal, and the most Googled professional brand for blondes – BLONDME.

In 1960 the world welcomed the eternally popular IGORA Royal, the new salon colour brand, an industry innovator for over half a century and today a name synonymous for colour with over 140 vibrant shades.

Developed with colourists for colourists IGORA Royal lets your creativity run free, providing you with the tools to transform imagination into reality, with true-to-swatch colour results for ultimate reliability – even under the most challenging conditions.

2022 sees the expansion of IGORA Royal with the new highlights range, which combines optimal lift and neutralisation, and is specially formulated to achieve ultimate light blonde shades. Everything you need to challenge and empower you to be the colourist you want to be.

*All IGORA Royal Colour lines  
use the following materials:*

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*Tube:*  
100% recycled aluminum

*Folding Box:*  
minimum 92% recycled cardboard

*Caps:*  
100% recycled plastic

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Be Green first. Then Blonde. Pastel. Gold.  
Copper... Be more with less with IGORA Royal.



IGORA ROYAL



# BRUSHED -OUT BOTTLE- BRUSH

COLOUR: FIELDS OF COPPER

COLOURIST: KRISTIE KESIC AND DYLAN HOOPER

STYLIST: JASON FASSBENDER



BRUSHED-OUT BOTTLEBRUSH



# BRUSHED-OUT BOTTLEBRUSH

LOOK 1



The Brushed-Out Bottlebrush should feel bold, artful and draw inspiration heaving from the natural and varying shades of our Australian and New Zealand native botanicals. The look focuses on finding beauty and inspiration right at home, by creating a sunburst of colour that radiates gently from the scalp.

The shape is about doing something commercial, but elevated. The placement and subtle touches create a refined feel that act to amplify and magnify the multi-toned dimensions to the colour palette.



BRUSHED-OUT BOTTLEBRUSH



**“Zara came in with  
a full head of natural, virgin hair  
that had never been coloured before.  
It’s a colourists dream to take uncoloured hair  
on such an incredible change, and see the results  
transform the model.**

**For Zara, we were really inspired by all of the different shades  
of red and copper that make our Australian natives so iconic.  
We wanted to ensure the roots stayed true to the flower’s core  
by having a natural shadow to them, and intermix the various  
russet tones.**

**This look is really exciting to me, because copper is a on-trend  
colour at the moment. I loved creating such a vibrant tone of red  
for her. It really brought out the natural beauty in her features and  
contrasted with her skin tone perfectly.**

**I love the boldness of the IGORA Royal Fashion Lights range. It’s  
my go to when I want those intense, vibrant colours to  
shine through in the hair.**

**IGORA Royal is known for its reds. It’s fantastic to  
work with and gets you these really  
animated red hues that are true-  
to-tuft.”**

***Kristie Kesic, Head Colourist***



BRUSHED-OUT BOTTLEBRUSH





**“Zara’s look today was inspired by beautiful, saturated red natives. We wanted to mimic this both in colour and in texture.**

**To do this, we needed to create grit and grip to the hair, for it to translate into the stunning fluffy texture that is iconic and emblematic of the bottlebrush. Session Label The Mousse was key in achieving this. We paired this with a triple-texture tong technique, using some crimping and tonging before brushing it out to create a fluffy, ethereal, fly-away texture.**

**To juxtapose the ethereal texture through the lengths, we wanted to create something that would mimic the core of the native botanicals.**

**To do this we created a combination of rolls and twists through the top.**

**This really anchored the rest of the style.”**

***Jason Fassbender, Guest Artist***















BRUSHED-OUT BOTTLEBRUSH



BEFORE

TRUE COLOURS

BACK

SIDE



BEFORE

LOOK 1



FRONT

BEFORE

BACK



SIDE



AFTER



FRONT

BRUSHED-OUT BOTTLEBRUSH



# COLOUR STEPS

## 1

Apply **Schwarzkopf Professional Skin Protect** around the hairline, ears and nape area to prevent staining

## 2

*Roots:*

**IGORA Royal 7-77 and 0-88 5:1**  
**IGORA Royal Developer 3%**

## 3

*Foils:*

Immediately after applying the root colour, use a babylight foil technique on a diagonal around the perimeter of the hair

**IGORA Royal 0-00 and L-77 2:1**  
**IGORA Royal Developer 12%**  
*Development time: 45 minutes*

## 4

*Midlengths:*

**IGORA Royal 7-77 and 0-88 5:1**  
**IGORA Royal Developer 12%**  
*Development time: 45 minutes*

# STYLING STEPS

## 1

Apply **Session Label The Mousse** from roots to ends to add grit and grip to the hair area to prevent staining

## 2

Use a triple-texture tong technique and let set to cool

## 3

Apply **Session Label The Texturiser** before brushing out the hair to create texture

## 4

Create a combination of rolls and twists through the top quadrant of the hair to mimic the core of the natives

## 5

Set the look using ample amounts of **Session Label The Flexible**



BRUSHED-OUT BOTTLEBRUSH

# PRODUCTS





IGORA ROYAL

Be the Colourist you  
want to be. Because  
everything you need  
is already Inside.

*Together. A passion for hair.*







## SAME TRUSTED FORMULA AND PERFORMANCE

- True-to-tuft results with up to 70% coverage
- Reliable, even and luminous colour
- Ultimate colour retention
- Holistic portfolio to perform every colour service



## NEW SUSTAINABLE PACKAGING

All IGORA ROYAL colour lines use the following materials:

- Tube: 100% recycled aluminium
- Folding Box: minimum 92% recycled cardboard
- Caps: 100% recycled plastic





# SLICKED PETALS

COLOUR: STRAWBERRY FIELDS

COLOURIST: DYLAN HOOPER

STYLIST: DEE PARKER ATTWOOD





2022

INTRO

SLICKED PETALS

INTRO



# SLICKED PETALS

LOOK 2



The Slicked Petals look celebrates the ride of individualism and nonconformity, and challenges hair to make a statement. No medium is wasted, and hair is no exception.

The look is about the juxtaposition between form and colour, to give a simultaneously high fashion and grunge look.

This look is all about the process; you must achieve a clean lift when pre-lightening to achieve the pink. That is the key to the impact for both of Cindy's looks, as well as the longevity and wearability of the hair.



SICKED PETALS









2022

COLOUR

SLICKED PETALS

STORY







SLICKED PETALS



# COLOUR STEPS

## 1

Apply **Schwarzkopf Professional Skin Protect** around the hairline, ears and nape area to prevent staining

## 2

Apply **Schwarzkopf Professional Skin Protect** onto scalp in fine sections.  
Rub onto the scalp to ensure even distribution to prevent scalp sensitivity.  
Air dry on

## 3

Section the hair and apply **Fibreplex No. 2** from the ends up, to protect the condition of the existing colour

## 4

Starting 1cm back from the scalp, apply **BLONDME Premium Lightener 9+** and **BLONDME 6% Developer 1:2** to the midlengths, avoiding previously coloured sections  
Development time: 45 minutes

## 5

Apply from scalp to tips  
**BLONDME Premium Lightener 9+** and **BLONDME 2% Developer 1:2**  
Development time: 45 minutes

## 6

*Toner:*  
**IGORA Vibrance 9,5-19** and **9,5-46 1:1**  
**IGORA Vibrance Developer 4% Lotion**  
Development time: 20 minutes

## 7

Apply **Schwarzkopf Professional Skin Protect** around the hairline, ears and nape area to prevent staining  
Development time: 45 minutes

## 8

Liberally apply the **BLONDME Insta-tint Blush in Strawberry** all over and brush through

LOOK 2

# STYLING STEPS

## 1

Dampen the hair using water and apply **Session Label The Mousse** from roots to ends

## 2

Spray each section with **OSiS+ Sparkler** and **Session Label The Strong**

## 3

Comb and mould each section into shape, drying each section with a hairdryer and diffuser. Use a hairnet over the hair until the section is dry and set



SLICKED PETALS

# PRODUCTS





## ➤ STEP 1: CREATE THE PERFECT CANVAS BEFORE COLORATION

**Bond Enforcing Color Remover:** Enables the removal of artificial color build up while maintaining the integrity of the hair.

**Hair Primer:** Equalises the hair shaft and further strengthens the hair fiber. Helps to neutralise impurities and metal ions and prevents color inequalities.

## ➤ STEP 2: PROTECT THE HAIR, SCALP AND SKIN DURING COLORATION

**Fibreplex No. 1:** Enforces inner hair bonds.

**Scalp Protect:** Protects the scalp from irritation during the color and lightening service without compromising on the color performance.

**Skin Protect:** Prevents skin staining or irritation of the skin on the hair line.

## ➤ STEP 3: SEAL THE HAIR AFTER COLORATION FOR THE PERFECT LONG LASTING COLOUR RESULT

**Stain Remover:** Removes skin staining after color treatment.

**Hair Sealer:** Neutralises, regenerates the hair and smoothens the hair fiber after each color service. Locks in color pigments to prevent color fading and shifting. Helps to stop the oxidative process.

**Fibreplex No. 2:** Stabilises bonds enforced by Fibreplex N1 Bond Booster.

## GROW YOUR COLOUR BUSINESS WITH THE COLOUR ENABLERS

### ➤ CONFIDENCE

Comprehensive portfolio allowing you to offer an optimised colour service to your client for a better end-result and colouration experience.

### ➤ CUSTOMER LOYALTY

Strengthens the relationship with your clients and supports customer retention.

### ➤ PROFITABILITY

Premiumise your service allowing you to increase your ticket price with a limited time and cost investment.

Introducing the  
**Color Enablers range.**

Offer the best coloration  
service for your customer.



**COLOR  
ENABLERS**



# CARA -MEL MUSH- ROOM

COLOUR: COPPER CAP

COLOURIST: KRISTIE KESIC AND CHIN CHIN YEAP

STYLIST: JASON FASSBENDER







# CARAMEL MUSHROOM

LOOK 3



The Caramel Mushroom tests the boundaries of imagination. It is not only in the vibrancy of the landscape and botanicals that inspiration hits, but also in the seemingly mundane.

The hair colour centres around the earthen tones derived from our many Australian and New Zealand mushrooms. The subtle caramel shades are paired with an untamed textured feel that leaves a freshness that is eschewed; and a palette which feels more lived in and organic.



CARAMEL MUSHROOM









CARAMEL MUSHROOM



BACK



SIDE



BEFORE

LOOK 3



FRONT

BACK



SIDE



AFTER



FRONT

CARAMEL MUSHROOM



# COLOUR STEPS

1

Apply **Schwarzkopf Professional Skin Protect** around the hairline, ears and nape area to prevent staining

2

Apply **Schwarzkopf Professional Skin Protect** onto scalp in fine sections.  
Rub onto the scalp to ensure even distribution to prevent scalp sensitivity.  
Air dry on

3

Spray **Schwarzkopf Professional Fibreplex Hair Primer** liberally through the hair, to even out the hair porosity and give true-to-tuft results

4

Using the **BLONDME Clay Lightener** and **BLONDME 12% Developer**, use a freehand balayage technique  
Development time: 45 minutes

5

*Roots:*

**IGORA Royal 6-77**

**IGORA Royal Developer 6%**

Development time: 45 minutes

6

*Gloss:*

**IGORA Vibrance 9-55, 9,5-5, 0-55, 9-7**

**IGORA Vibrance Developer 4% Lotion**

Development time: 20 minutes

7

Finish the colour with **Fibreplex No.2** and **Schwarzkopf Professional Hair Sealer** to lock in the colour and maintain the hair structure and integrity

LOOK 3

# STYLING STEPS

1

When the hair is wet, finger-coil the whole head in sections.  
Let dry naturally overnight

2

Use ample amounts of **Session Label The Miracle** to pull out the finger-coils and brush out with a comb

3

Use an afro comb and fingers generously to add volume to all sides



CARAMEL MUSHROOM

# PRODUCTS







bc  
BONACURE

INCOMING...

THE NEW BONACURE CLEAN PERFORMANCE

*The power of vegan keratin in an effective clean formula.  
Be safe in the knowledge you're providing clients with effective yet sustainable products, with the new Bonacure Clean Performance collection from Schwarzkopf Professional.*

# #BCWE CARE

## RULE OF THREE

The seven Bonacure Clean Performance ranges create a perfect marriage of professional care for both clients and climate across its three foundation pillars.

### ADVANCED TECHNOLOGY

The development of vegan keratin is a real breakthrough. Combined with advanced cell equalizer technology to stabilize and strengthen hair strands, along with skincare-inspired actives you can deliver your professional care promise.

### CLEAN FORMULA

The new formulas are 100% vegan, and are free from sulphates, silicones, parabens, mineral oils, microplastics and artificial colourants. There's also a high level of biodegradability so not need to worry once everything's rinsed off!

### SUSTAINABLE PACKAGING

Packaging is now fully recyclable and made of up to 97 per cent recycled plastic.

## CLEAR CHOICE

Each of Bonacure Clean Performance's colour-coded ranges focus on a proven performing skincare-inspired ingredient.



**BC REPAIR**  
for damaged hair,  
with arginine



**BC MOISTURE KICK**  
for normal to dry  
hair, with glycerol



**BC COLOR FREEZE**  
for coloured hair,  
with pH 4.5



**BC VOLUME**  
for fine hair, with  
creatine



**BC TIME RESTORE**  
for mature and  
fragile hair, with  
Q10+



**BC CLEAN BALANCE**  
for all hair types,  
with tocopherol



**BC FRIZZ AWAY**  
for coarse, unruly,  
frizzy hair with  
babassu oil

*The new Bonacure Clean Performance uses 72 per cent less plastic than before, in part due to a new bottle cap. Schwarzkopf Professional will also recycle more than 260 tones of plastic during production of these ranges.*



# CORAL COILS

COLOUR: PRISTINE TURQUOISE  
COLOURIST: NIC SHIUN AND JACOB PERKINS  
STYLIST: DEE PARKER ATTWOOD







# CORAL COILS

LOOK 4



This Coral Coils look aims to capture the vividness and vibrancy of the Australian reef – an iconic shade of tones that are indescribable without having seen them firsthand. The shade combination creates playfulness to the look.

Bold, vibrant and imaginative, the colour is the hero in this look. Accompanied by a clean and even silhouette, the hair begins to take shape. Seamlessness, vibrancy and intensity of shine are all used to communicate both the joy and mesmerisation of the iconic reef.



CORAL COILS



BACK



SIDE



# BEFORE

LOOK 4



FRONT

BACK



SIDE



AFTER



FRONT

CORAL COILS



# COLOUR STEPS

1

Apply Schwarzkopf Professional Skin Protect around the hairline, ears and nape area to prevent staining

2

Apply Schwarzkopf Professional Scalp Protect onto scalp in fine sections. Rub onto the scalp to ensure even distribution to prevent scalp sensitivity. Air dry on

3

Apply the BLONDME Premium Lightener 9+ with the BLONDME Developer 6%. Apply the first application 1cm from the roots to the tips. Apply the second application from scalp to tips.

1st Development time: 30 minutes

2nd Development time: 15 minutes

4

*Pre-toning:*

IGORA Royal 9,5-55 and 9-7 1:1

IGORA Royal Developer 3%

Development time: 10 minutes

5

*Colour:*

Chroma ID 6-12, 9,5-4, 0-00 2:1:1

Development time: 30 minutes

# STYLING STEPS

To achieve a shine finish to the look, apply equal parts **Session Label The Miracle** and **Session Label The Serum** to towel dried hair



CORAL COILS

# PRODUCTS





# SESSION LABEL.



## The difference is in the details.

Driven by the uncompromising needs of session stylists, this curated and exclusively professional styling range meets today's hairdressers' needs in full. Twelve innovative, high-performance, super-lightweight formulas have been made to layer without overburdening and empower every stylist to bring their own visions to life.

The key to successful session styling.

The products are ours, but it is your hands that give shape, enhance texture, embrace every detail, and create effortless hair with character and edge.

## AND THAT'S THE DIFFERENCE

# EXCLUSIVELY PROFESSIONAL STYLING RANGE

SESSION  
LABEL.

Innovative, high-performance,  
super-lightweight formulas  
designed to help you  
#CRAFTTHEDIFFERENCE.

## PREPPING THE HAIR

*is like creating a foundation*



### The Miracle

A multi-tasking styling balm that primes, defines and controls without overburdening. Provides up to 230°C heat protection for hair.



### The Mousse

A lightweight volumising mousse that adds targeted volume and body with an instant root-lift. Flexible hold.



### The Thickener

A volumising blow-dry spray to bulk up the hair and add grip, leaving hair feeling naturally thicker but never sticky or stiff.



### The Definer

A curl cream that shapes, controls and defines curls without frizziness or a crunchy feel. Provides heat protection for hair, up to 230°C.

## MASTERING THE RULES

*allows you to break them*



### The Powder

A dry-texture hairstyling powder that gives fine dispersion for targeted volume, flexible texture and an instant grip.



### The Salt

A salt spray that creates a textured finish with natural hair movement, definition and body without being weighed down.



### The Mud

A hair putty that shapes and defines hair, for a dry diffused texture with a medium hold. Remouldable for infinite styling possibilities.



### The Paste

A remouldable matte styling paste with a flexible texture for greater volume and definition.

## THE FINISH

*determines the look, feel & aesthetic*



### The Serum

A lightweight serum that helps to smooth and polish, whilst adding silky shine to the hair surface without overburdening it. The versatile formula is also ideal to tame flyaways and frizz, and counter split-ends.



### The Texturizer

An undone-look texture spray that creates lightweight texture and volume for fuller-looking tousled hair with a moisturised feel.



### The Flexible

A dry, light hold hairspray for workable fixation and control. Quick-drying formula with micro-fine dispersion.



### The Strong

A firm hold hairspray that provides maximum control and flawless hair. The strong, lasting dry hold makes this formula easy to work with and the hair more manageable when creating up-dos.



# GUM- NUT- BOU- QUET

COLOUR: BANKSIA BROWN

COLOURIST: KRISTIE KESIC AND CHIN CHIN YEAP

STYLIST: DEE PARKER ATTWOOD







# GUMNUT BOUQUET

LOOK 5



The Gumnut Bouquet takes inspiration from the structured, individual and unique silhouettes of native botanicals. The look emulates the inherent glamour and boldness to these bouquets, by creating graphic shapes, strong outlines and contrasting textures.

The power and impact in the look comes from the strength of the style's lines. It's all about the nuance and the small details, creating something that grows and amplifies the more it is looked at.



GUMNUT BOUQUET



LOOK 5







GUMNUT BOUQUET









GUMNUT BOUQUET



SIDE

LOOK 5

BEFORE

FRONT

BACK



SIDE



AFTER



FRONT

GUMNUT BOUQUET



# COLOUR STEPS

## 1

Spray **Schwarzkopf Professional Fibreplex Hair Primer** liberally through the hair, to even out the hair porosity and give true-to-tuft results

## 2

*Gloss:*

**IGORA Vibrance 5-65, 7-65, 6-6, 6-0 (1:1:2:2)**

**IGORA Vibrance Cream Developer 1.9% Lotion**

Development time: 20 minutes

# STYLING STEPS

## 1

Apply **Session Label The Mousse** and **Session Label The Serum** from roots to ends. Blow wave each section straight

## 2

Starting at the nape, section the head into small square sections and braid each section. Seal the braids' ends with hot irons. Braid all back sections up the top of the ears

## 3

Use **Session Label The Strong** to work in circular directions and gather the hair into a ponytail. Spray **OSiS+ Sparkler** once happy with tension. Tie off the ponytail with a hair tie

## 4

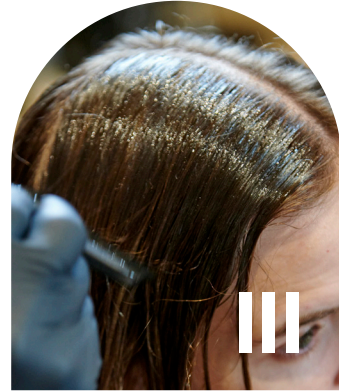
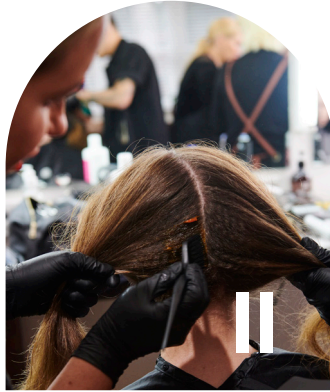
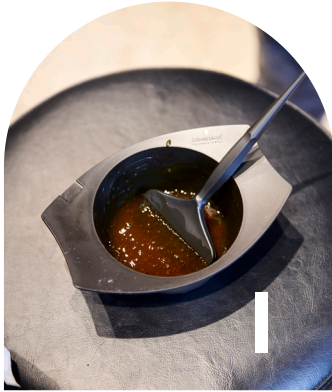
Braid ponytail using **Session Label The Serum** to smooth all flyaways

## 5

Create shape of a braided top knot and pin into place

## 6

Use hot irons to get ends to stick out, using **Session Label The Strong** to hold into place



GUMNUT BOUQUET

# PRODUCTS





## MEET OUR ARTISTS'



**Session Label  
The Miracle**

If you don't believe in miracles, you will after meeting this product. The multipurpose balm can remedy just about every hair woe. It offers lightweight care along with heat protection for up to 230°C. It also helps to prime, define, control, and add shine. On top of this, it can prevent breakage and delivers anti-static discipline.



**OSiS+ Sparkler**

Our session kit saviour. No session look is complete without a spritz of the OSiS+ Sparkler Shine Spray. Just as the name suggests, it adds a sparkle to any look by providing shine and light conditioning without compromising hold or texture. Simply spray over your finished look to create an unbeatable gleam.



**OSiS+ Dust It**

Add some OOMPH to your styles with our iconic mattifying powder that provides long-lasting hold and loads of volume. It might be tiny, but it sure is mighty. Sprinkle a small amount of powder into your palms, rub together and rake through the hair. It will create a natural, undone look.



# OES

A MUST  
FOR ALL  
PRO'S KITS



### **BC Bonacure Moisture Kick Spray Conditioner**

Our instantly hydrating spray conditioner for all hair types; normal, dry, straight, or curly.

The secret ingredient is Hyaluronic Acid, which you may already know from your skincare. We specifically designed the BC Bonacure range to integrate the best from skincare into haircare. The results are locks that are boosted in suppleness, bounce and shine.



### **BC Bonacure Repair Rescue Sealed Ends**

It's our lightweight balm that seals and prevents split ends while adding shine and softness. Sitting within the BC Bonacure Rescue range, which utilises skincare inspired ingredients, Sealed Ends can help to reverse up to three years of damage.



### **BLONDME Neutralising Spray Conditioner**

Bye-bye brassiness. This purple miracle spray is our best-selling leave-in conditioner for blonde hair. It helps remove unwanted warm undertones and provides luminous shine, to deliver cool pigments whilst strengthening and brightening blonde tones.



# COASTAL 90'S

COLOUR: SUN-KISSED CHOCOLATE

COLOURIST: KRISTIE KESIC AND DYLAN HOOPER

STYLIST: JASON FASSBENDER





COASTAL 90'S



# COASTAL 90'S

LOOK 6



This Coastal 90's look embodies soft, relaxed textures, earthen palettes and a resort feel to emulate the icon that is the Australian coastline. The hair echoes the salty yet soft textures that echo time spent on the beach, and voluminous and voluptuous shapes convergent to the ocean waves.

The colour focuses on a natural palette of clays and cliff faces, with a lightened dimension that feels like it has been honed on an Australian beach for the past 6 months.





**“Reid came to us with hair that had never been coloured before. It’s always a dream to help someone realise their colour potential when they’ve never received this service before.**

**I was inspired by all of the natural lowlights and highlights found on our iconic coastline, from clay undertones through to our lighter Sydney sandstone. I wanted to emulate this subtle range in autumnal tones whilst also giving the hair a natural shine and gloss to mirror our waves.**

**IGORA Vibrance was key in giving the hair lots of shine and dimension, whilst still heroing her natural undulating tones. As a demi-permanent range, IGORA Vibrance picks up on these natural tones and leaves the hair feeling hydrated, moisturised and glossy.**

**Longevity of the IGORA Vibrance range will last for up to 20 washes, and it will slowly fade out through Reid’s shampoos.**

**I love working with both IGORA Royal and Vibrance, ranges marry up to each other. It’s so easy having a permanent and demi-permanent range that match tones.**

**I’m really happy with the rich autumnal tones and how shiny and glossy Reid’s hair has turned out. It’s a naturally beautiful look.”**

***Kristie Kesic, Head Colourist***



COASTAL 90'S





**“ T h e  
Australian coastline  
is so diverse in both its  
tones and unique colours, as  
well as its vast textures.**

**To achieve Reid’s look and reflect this  
coastal effect, it was imperative to  
create big volume and a voluminous  
texture. To achieve this, the roots were  
crimped to add additional height,  
and the mid-lengths and ends  
were tong-set and brushed out  
for a big 90s supermodel  
feel.”**

***Jason Fassbender, Guest Artist***



SIDE



BEFORE

LOOK 6



FRONT

BACK



SIDE



AFTER



FRONT

COASTAL 90'S



# COLOUR STEPS

## 1

Apply **Schwarzkopf Professional Skin Protect** around the hairline, ears and nape area to prevent staining

## 2

Apply **Schwarzkopf Professional Scalp Protect** onto scalp in fine sections. Rub onto the scalp to ensure even distribution to prevent scalp sensitivity. Air dry on

## 3

*Gloss:*

Immediately after applying the root colour, use a babylight foil technique on a diagonal around the perimeter of the hair

**IGORA Vibrance 9-55**

**GORA Vibrance Developer 4% Lotion**

Development time: 20 minutes

# STYLING STEPS

## 1

Prep the hair by layering ample amounts of **Session Label the Mousse**

## 2

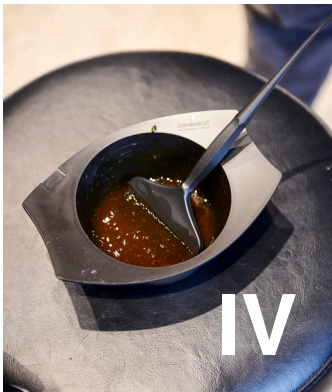
Crimp the roots to achieve additional volume

## 3

Tong-set the mid-lengths and ends, and allow to cool before brushing out for big volume

## 4

Set the shape using ample amounts of **Session Label The Strong**



COASTAL 90'S

# PRODUCTS





*Any shade, as long as it's*

# *BLONDE.*

*The innovative BLONDME range guarantees perfect hair quality and brilliant colour results for all the colours of the blonde rainbow. Powered by the Bond Protection System, BLONDME is for the superior blondes. There's a reason it's the No. 1 most searched professional blonde brand globally.*

BLOND  
ME







*A symphony of shades. Starting with a base blonde, brighter tones of Sand and Ice were overlaid and made to melt into each other. You can't tell where one shade ends, and another begins. Creating iridescent depths and movement. A modern take on vintage.*



# BLOW-OUT BANKSIA

COLOUR: WHEAT BLONDE

COLOURIST: NIC SHIUN, JACOB PERKINS AND CHIN CHIN YEAP

STYLIST: DEE PARKER ATTWOOD





2022

INTRO

BLOW-OUT BANKSIA

101

INTRO



# BLOW-OUT BANKSIA

LOOK 7



The Blow-Out Banksia creates a bouquet feel to the hair, combining the swept-up texture and structure of the banksia with the wheat-blond and subtly pink-hued tones of its cousin. The colour best emulates the first 'hit of sun' that these botanicals receive, but bolder.

The craftsmanship shines through in the beautiful rounded line, that provides and refined nuance and a confident, artisanal feel.



BLOW-OUT BANKSIA







**“For Cindy’s colour, we were inspired by the white and natural toned native flowers found in Australia and New Zealand. We wanted to create a wheat-like colour with subtle pinky undertones to mirror the soft, ethereal tones found in the bouquet.**

**This was a massive transformation. Cindy came in with natural black hair and some blonde highlights. It was a challenging job due to the pre-lightened sections and the underlying pigment. It’s always exciting to be able to provide such an incredible change for clients that they love.**

**The hero for this look was the BLONDME Premium Lightener 9+. It would not have been possible to achieve this level of lift in one day without it.**

**I love BLONDME. The lightener outperforms any other bleach I have ever used, and it coats the hair really evenly. I love that it has the integrated bonding technology. It enforces strong structural bonds and creates results that the clients can tangibly feel when they leave with healthy, soft hair.”**

***Nic Shiun, Guest Artist***

**BLOW-OUT BANKSIA**





**“With  
Cindy, we’ve really pushed  
her hair colour. She is very naturally  
dark with a black base, and we’ve lifted her  
to a stunning blonde. This is right on trend with  
overseas catwalks.**

**We’ve taken our inspiration from the beautiful structured  
white and wheat colours Australian natives.**

**This look defines the ultra-glamorous. I’ve really pushed the  
volume here. The hero product for this look is Session Label  
The Thickener all over the roots to ends. I’ve also used Session  
Label The Mousse in ample amounts all over the hair, too.**

**After applying the product, I did a blow-out blow-wave and  
created a traditional set. I then combed the hair up using  
Session Label The Powder and used Session Label to  
set the look.**

**The hair is swept back off the face.  
It’s dramatic. It’s strong. It’s  
glamorous.”**

***Dee Parker Attwood,  
ANZ Ambassador and  
Head Colourist***



BLOW-OUT BANKSIA











SIDE



BEFORE



FRONT

BACK



SIDE



AFTER



FRONT

BLOW-OUT BANKSIA



# COLOUR STEPS

1

Apply **Schwarzkopf Professional Skin Protect** around the hairline, ears and nape area to prevent staining

2

Apply **Schwarzkopf Professional Skin Protect** onto scalp in fine sections.  
Rub onto the scalp to ensure even distribution to prevent scalp sensitivity.  
Air dry on

3

Section the hair and apply **Fibreplex No. 2** from the ends up, to protect the condition of the existing colour

4

Starting 1cm back from the scalp, apply **BLONDME Premium Lightener 9+** and **BLONDME 6% Developer 1:2** to the midlengths, avoiding previously coloured sections  
Development time: 45 minutes

5

Apply from scalp to tips **BLONDME Premium Lightener 9+** and **BLONDME 2% Developer 1:2**  
Development time: 45 minutes

6

*Toner:*

**IGORA Vibrance 9,5-19** and **9,5-46 1:1**  
**IGORA Vibrance Developer 4% Lotion**  
Development time: 20 minutes

7

Finish the colour with **Fibreplex No.2** and **Schwarzkopf Professional Hair Sealer** to lock in the colour and maintain the hair structure and integrity

LOOK 3

# STYLING STEPS

1

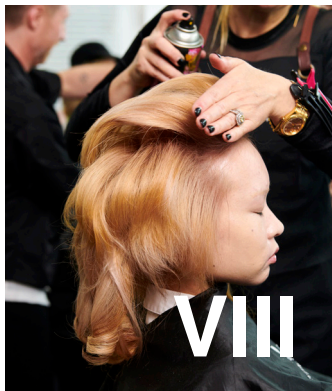
Apply **Session Label The Thickener** and **Session Label The Mousse** in ample amounts from roots to tips, and set using a blow-out, blow-wave technique

2

Apply **Session Label The Powder** to the front sections, and comb the hair back and tease to create volume

3

Use **Session Label The Strong** to set



BLOW-OUT BANKSIA

# PRODUCTS





# INTRODUCING IGORA ROYAL

True colour in high definition. Developed by colourists, for colourists, IGORA Royal stands for true colour: True Performance, True Inspiration and True Partnership. It empowers you to create by providing true-to-swatch results, amplified intensity and maximum coverage.

*The reference brand for true colour  
performance in high definition*

- True-to-tuft, predictable results
- Reliable, even, luminous colour results
- Up to 100% white hair coverage
- Up to 25% brighter colour vibrancy\*\*
- Fashion colours with up to 70% white hair coverage and with the highest vibrancy on coppers, reds and violets
- Ultimate colour retention
- With Integrated High Definition Technology

Be the colourist you want to be.  
Because everything you need  
is already inside.

\*\* Advanced care achieved with 12%/40 Vol. IGORA ROYAL Oil Developer





BE MORE WITH

# IGORA VIBRANCE

MORE Choice,  
MORE Convenience,  
MORE Versatility,  
MORE Moisture,  
MORE Shine.

- Designed to work together with IGORA Royal, for perfect dual-application
- Ideal for colour refresh services
- The liquid formula transforms to a gel or cream consistency
- With integrated Moisture Protecting Complex for up to 100% more instant shine















**United by Creativity.**

**There's something special about bringing creative people together. When you have a practical job, of course more hands make lighter work. But with creativity, seven people aren't seven times more creative than one. Instead, there's an alchemy in creativity. We bring out the best in each other – we challenge, we support. We take the seed of an idea and together we turn it into something magical and unique.**

**We take flat sketches and swatches of colour and create a 360-degree experience: beauty from the heart, a moment in time and, always, a point of view. For us, the team is the most important thing. Every creative brings their own energy to the group. Every season we take our inspiration from the new and use it to make all kinds of wonderful.**

**Together we're more, always.**

# CREDITS

## THE TEAM

**SCHWARZKOPF PROFESSIONAL  
AUSTRALIA & NEW ZEALAND GUEST ARTISTS**

Dee Parker Attwood  
Kristy Kesic  
Jason Fassbender  
Nic Shiun  
Dylan Hooper  
Chin Chin (Chinney) Yeap  
Jacob Perkins  
Olivera (Oli) Cirillo

## FASHION

Anna Plunkett & Luke Sales of Romance Was Born

## PHOTOGRAPHY

Manolo Campion

## MAKE-UP

Nicole Thompson

## MODELS

Zara Schmidt @ Priscilla's  
Reid Catherine @ Chic  
Zara Fraser @ Wink  
Cindy @ Stone Street  
Bless @ Priscilla's

## FLOWERS

FoMS

Published 2022





# TRUE COLOURS

  
**Schwarzkopf**  
PROFESSIONAL

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