

essential looks


Schwarzkopf
PROFESSIONAL



Together. A passion for hair.

A2Z 2023/01

WELCOME EVERYBODY

IN THESE TIMES OF FLUX SCHWARZKOPF PROFESSIONAL WILL REMAIN CONSISTENT AND STEADFAST IN OUR SUPPORT OF YOU, OUR PARTNERS IN CRAFT. WE CAN NOT KNOW THE FUTURE BUT WE CAN **EMBRACE IT TOGETHER...** WE PLACE THE HAIRDRESSER AT THE CENTRE OF EVERYTHING WE DO - IT'S EMBEDDED IN OUR DNA. ESSENTIAL LOOKS IS AN IMPORTANT PART OF HOW WE BRING THAT TO LIFE, AND DELIVER THE TOOLS AND SUPPORT YOU NEED TODAY, TO BECOME THE HAIRDRESSER YOU WANT TO BE TOMORROW. IN THESE CHALLENGING TIMES THE ABILITY TO EVOLVE AND PROGRESS AS AN INDIVIDUAL AND A BUSINESS, BOTH CREATIVELY AND COMMERCIALY, HAS NEVER BEEN MORE CRITICAL. STEP INSIDE THE WORLD OF **ESSENTIAL LOOKS 1:2023.**

IN DIESEN ZEITEN DES WANDELS BLEIBEN WIR, SCHWARZKOPF PROFESSIONAL, WEITERHIN ZUVERLÄSSIG UND STANDHAFT IN UNSERER UNTERSTÜTZUNG FÜR EUCH, UNSERE PARTNERS IN CRAFT. WIR KÖNNEN DIE ZUKUNFT NICHT VORAUSSEHEN, ABER **WIR KÖNNEN SIE GEMEINSAM GESTALTEN...** BEI UNS STEHT DER: DIE FRISEUR:IN IM MITTELPUNKT UNSERES HANDELNS - DAS IST UNS IN DIE WIEGE GELEGT. ESSENTIAL LOOKS IST EIN WICHTIGER TEIL DAVON, WIE WIR DAS ZUM LEBEN ERWECKEN UND DIR DIE WERKZEUGE UND UNTERSTÜTZUNG GEBEN, DIE DU BRAUCHST, UM DER: DIE FRISEUR:IN ZU WERDEN, DER: DIE DU MORGEN SEIN WILLST. IN DIESEN SCHWIERIGEN ZEITEN IST DIE FÄHIGKEIT, SICH ALS INDIVIDUUM UND ALS UNTERNEHMEN WEITERZUENTWICKELN UND FORTSCHRITTLICH ZU SEIN, SOWOHL IN KREATIVER ALS AUCH IN WIRTSCHAFTLICHER HINSICHT, SO WICHTIG WIE NIE ZUVOR. TRITT EIN IN DIE WELT VON **ESSENTIAL LOOKS 1:2023.**



SIMON ELLIS
INTERNATIONAL CREATIVE DIRECTOR
SCHWARZKOPF PROFESSIONAL
[@THESIMONELLIS](#)

SIMON ELLIS
INTERNATIONAL CREATIVE DIRECTOR
SCHWARZKOPF PROFESSIONAL
[@THESIMONELLIS](#)

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YOUR PERSONAL ACCESS CODE

DEIN PERSÖNLICHER ZUGANGSCODE

[ESSENTIALLOOKS.COM](#)

↓ @LESLEYJENNISON



LESLEY JENNISON
COLOUR

↓ @GRACEDALGLEISHX



GRACE DALGLEISH
COLOUR

↓ @EMREAYAKSIZ



EMRE AYAKSIZ
COLOUR

TYLER JOHNSTON
CUT & STYLE



↑ @TYLERJOHNSTONHAIR

NICK IRWIN
CUT & STYLE



↑ @NICKIRWINHAIR

JOSIE VILAY
COLOUR



↑ @JOSEVILAY

ESSENTIAL

ESSENTIAL LOOKS IS A TREND-BASED EDUCATIONAL TOOL, WHICH CURATES THE LATEST MOVEMENTS IN HAIR AND FASHION. WE START BY DISCERNING 3 OF THE **SEASON'S KEY LIFESTYLE TRENDS**. THESE TRENDS DICTATE EVERYTHING HAPPENING ON THE CATWALK TO THE HIGH STREET, RIGHT DOWN TO HOW WE LIVE AND EAT; AND BUILD EVERYTHING FROM THERE.

ESSENTIAL LOOKS IST EIN TREND-BASIERTES BILDUNGSWERKZEUG, DAS DIE NEUESTEN BEWEGUNGEN IM FRISEURHANDWERK UND IN DER MODE KREIERT. BEGINNEN WIR MIT DER BESTIMMUNG DER 3 **WICHTIGSTEN LIFESTYLE-TRENDS DER SAISON**. DIESE TRENDS BEEINFLUSSEN WAS AUF DEM CATWALK PRÄSENTIERT WIRD, WELCHE MODE IN DEN STRASSEN GETRAGEN WIRD, ABER AUCH WIE WIR LEBEN, BIS HIN ZU DEM, WAS WIR TÄGLICH ESSEN.

LOOKS

1/23

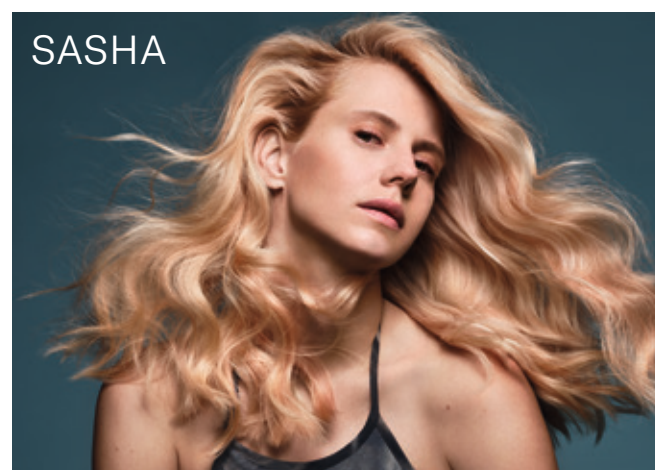


PARTNERS WE ARE **IN CRAFT**

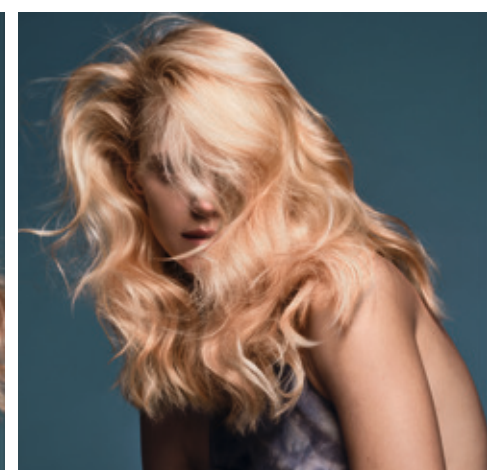
VIRTUAL EDEN



LAURA



SASHA



CATWALK

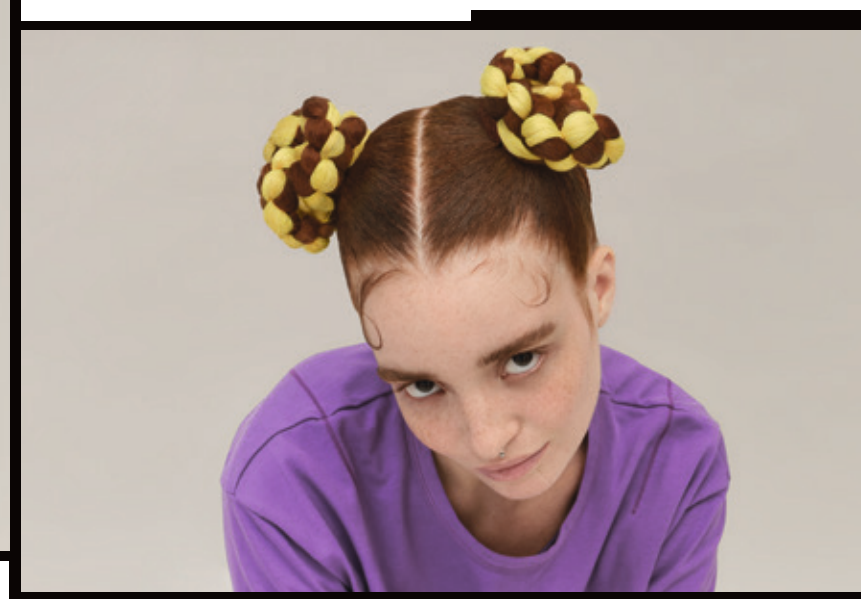
SALON

SELF-HOOD



NATHALY

CATWALK



LORENA

SALON



THE MIS-FITS



LIN LIN

CATWALK



GIOVANNA

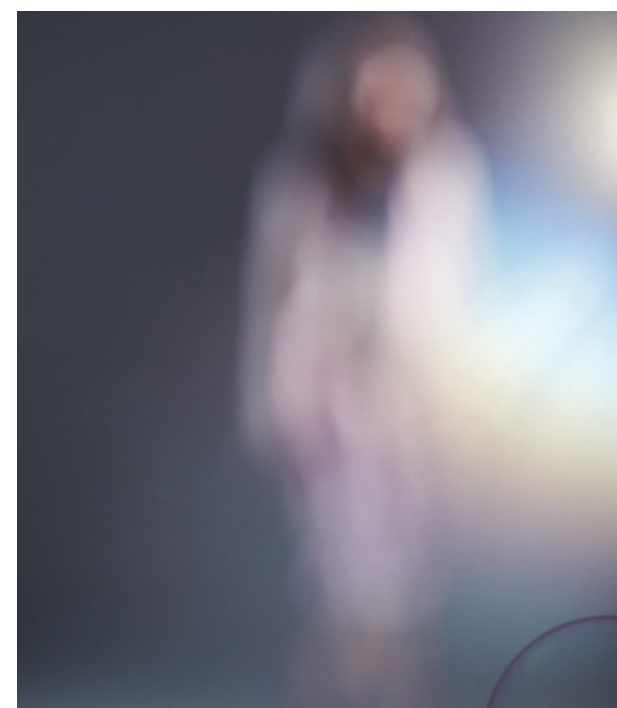
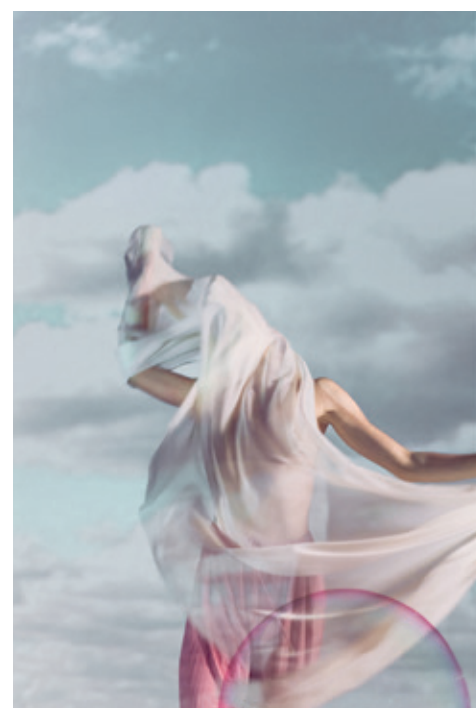
SALON



VIRTUAL EDEN

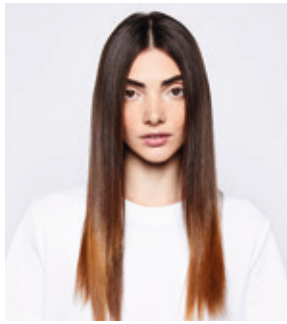
IT'S LIFE THROUGH A FILTER, CURATED BY TONES EVOKING NATURE'S INHERENT BEAUTY. THIS IS LIFE AS A DREAM, A UTOPIAN GARDEN, WHERE BEAUTY AND THE IDEAL OF PERFECTION WIN OVER ALL.

ES ZEIGT UNS DAS LEBEN DURCH EINEN FILTER, KURATIERT DURCH TÖNE, DIE AN DIE SCHÖNHEIT DER NATUR ERINNERN. DIES BESCHREIBT DAS LEBEN ALS TRAUM, EIN UTOPISCHER GARTEN, WO SCHÖNHEIT UND DAS IDEAL DER VOLLKOMMENHEIT ÜBER ALLES TRIUMPHIEREN.



COLOUR STEP BY STEP FARBE SCHRITT FÜR SCHRITT

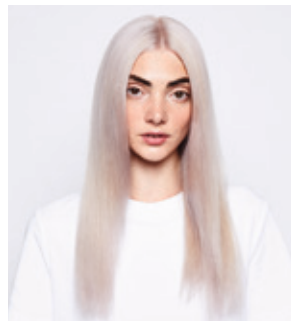
BEFORE
VORHER



LAURA



COLOUR: LESLEY JENNISON



AFTER
NACHHER



COLOURS USED

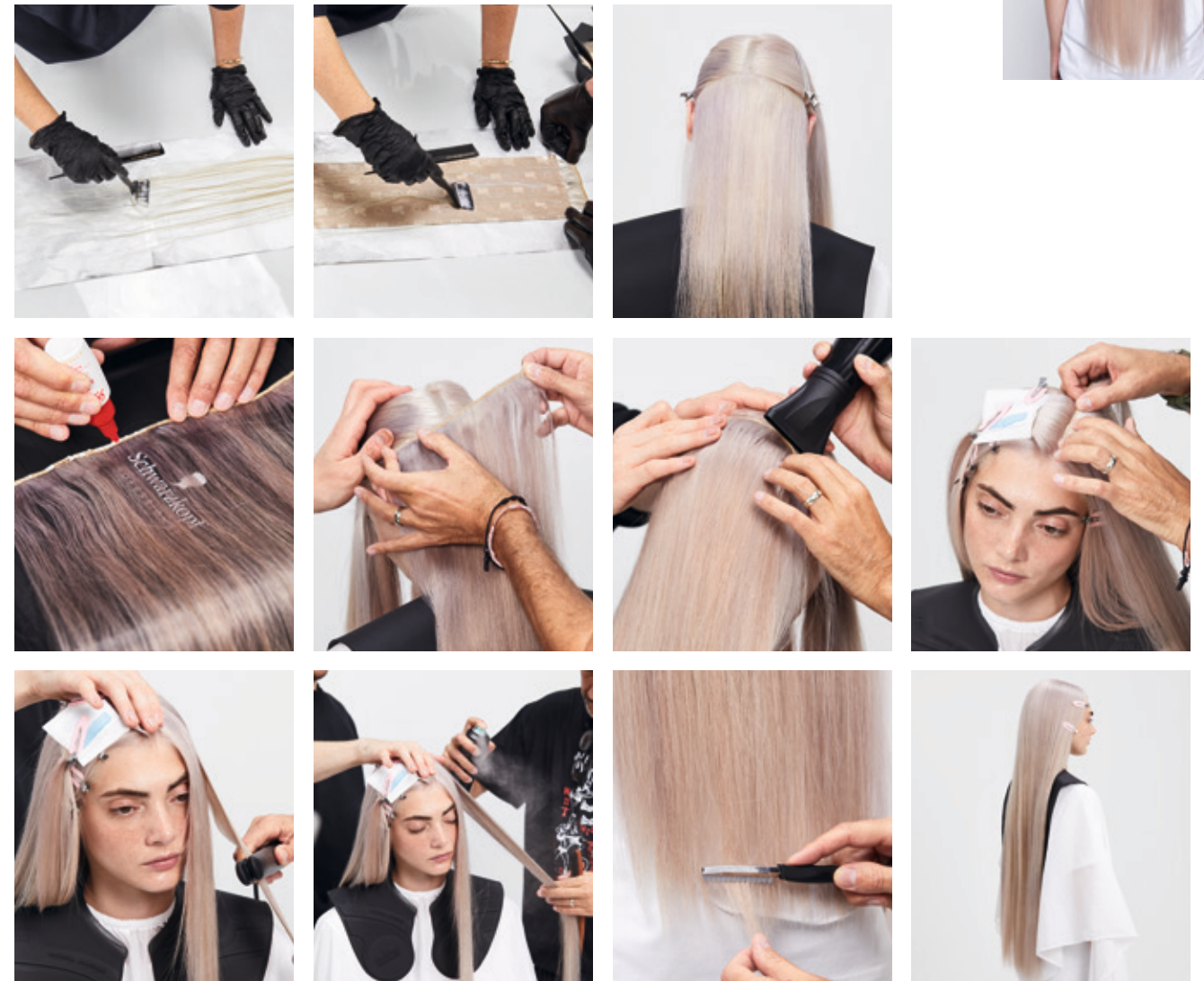
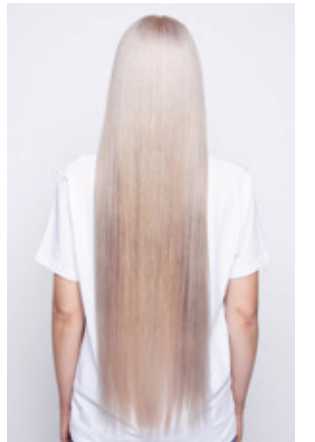
- COLOUR 1**
BLONDME PREMIUM LIGHTENER 9+
+ PREMIUM DEVELOPER 6% | 20 VOL. (1:2)
- COLOUR 2**
BLONDME PREMIUM LIGHTENER 9+
+ PREMIUM DEVELOPER 2% | 7 VOL. (1:2)
- COLOUR 3**
BLONDME PASTEL TONING LILAC +
BLONDME PASTEL TONING CLEAR (1:2)
+ PREMIUM DEVELOPER 2% | 7 VOL. (1:1)
- COLOUR 4**
BLONDME DEEP TONING PEACH SORBET
+ BLONDME PASTEL TONING CLEAR (1:50)
+ PREMIUM DEVELOPER 2% | 7 VOL. (1:1)

VERWENDETE FARBEN

- FARBE 1**
BLONDME PREMIUM LIGHTENER 9+
+ PREMIUM DEVELOPER 6% | 20 VOL. (1:2)
- FARBE 2**
BLONDME PREMIUM LIGHTENER 9+
+ PREMIUM DEVELOPER 2% | 7 VOL. (1:2)
- FARBE 3**
BLONDME PASTEL TONING LILA
+ BLONDME PASTEL TONING KLARTON (1:2)
+ PREMIUM DEVELOPER 2% | 7 VOL. (1:1)
- FARBE 4**
BLONDME DEEP TONING PFIRSICHSORBET
+ BLONDME PASTEL TONING KLARTON (1:50)
+ PREMIUM DEVELOPER 2% | 7 VOL. (1:1)

EXTENSIONS STEP BY STEP EXTENSIONS SCHRITT FÜR SCHRITT

AFTER
NACHHER



EXTENSION COLOUR: LESLEY JENNISON
EXTENSION APPLICATION: NICK IRWIN



STYLING PRODUCTS USED
SESSION LABEL THE FLEXIBLE
SESSION LABEL THE SERUM

**VERWENDETE STYLING
PRODUKTE**
SESSION LABEL THE FLEXIBLE
SESSION LABEL THE SERUM

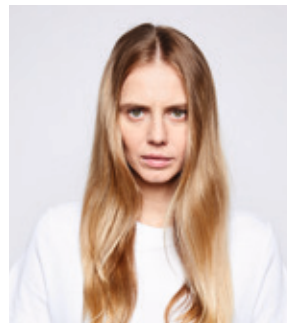
CARE PRODUCTS USED
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR
FIBRE CLINIX VIBRANCY BOOSTER
+ FIBRE CLINIX VOLUMIZE BOOSTER

VERWENDETE PFLEGEPRODUKTE
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FÜR FEINES HAAR
FIBRE CLINIX VIBRANCY BOOSTER
+ FIBRE CLINIX VOLUMIZE BOOSTER



CUT STEP BY STEP SCHNITT SCHRITT FÜR SCHRITT

BEFORE
VORHER



SASHA



CUT: TYLER JOHNSTON



AFTER
NACHHER



STYLING PRODUCTS USED

SESSION LABEL THE MOUSSE
SESSION LABEL THE THICKENER
SESSION LABEL THE FLEXIBLE

VERWENDETE STYLING PRODUKTE

SESSION LABEL THE MOUSSE
SESSION LABEL THE THICKENER
SESSION LABEL THE FLEXIBLE

CARE PRODUCTS USED

FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT
FOR FINE HAIR
FIBRE CLINIX VIBRANCY BOOSTER
+ FIBRE CLINIX HYDRATE BOOSTER

VERWENDETE PFLEGEPRODUKTE

FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT
FÜR FEINES HAAR
FIBRE CLINIX VIBRANCY BOOSTER
+ FIBRE CLINIX HYDRATE BOOSTER

COLOUR STEP BY STEP FARBE SCHRITT FÜR SCHRITT

AFTER
NACHHER



COLOUR: JOSIE VILAY



COLOURS USED

- COLOUR 1**
BLONDME CLAY LIGHTENER + PREMIUM DEVELOPER 12% | 40 VOL. (1:2)
- COLOUR 2**
BLONDME PASTEL TONING SAND + PREMIUM DEVELOPER 2% | 7 VOL. (1:1)
- COLOUR 3**
BLONDME PASTEL TONING SAND + BLONDME PASTEL TONING ICE (2:1) + PREMIUM DEVELOPER 2% | 7 VOL. (1:1)
- COLOUR 4**
BLONDME DEEP TONING PEACH SORBET + BLONDME PASTEL TONING SAND (1:1) + PREMIUM DEVELOPER 2% | 7 VOL. (1:1)

VERWENDETE FARBEN

- FARBE 1**
BLONDME CLAY LIGHTENER + PREMIUM DEVELOPER 12% | 40 VOL. (1:2)
- FARBE 2**
BLONDME PASTEL TONING SAND + PREMIUM DEVELOPER 2% | 7 VOL. (1:1)
- FARBE 3**
BLONDME PASTEL TONING SAND + BLONDME PASTEL TONING EIS (2:1) + PREMIUM DEVELOPER 2% | 7 VOL. (1:1)
- FARBE 4**
BLONDME DEEP TONING PFIRSICHSORBET + BLONDME PASTEL TONING SAND (1:1) + PREMIUM DEVELOPER 2% | 7 VOL. (1:1)



SELFHOOD

SELFHOOD IS A SNAPSHOT OF NOW, OF YOUTH CULTURE AT THIS MOMENT IN OUR TIME. LIFE IS FOR LIVING AND CONSTANTLY DOCUMENTING. THE WAY YOU LOOK, THE CLOTHES YOU WEAR, AND THE HAIR YOU HAVE OFFER ANOTHER MEDIUM TO **TELL YOUR STORY**.

INDIVIDUALITÄT IST EINE MOMENT-AUFNAHME DES GEGENWÄRTIGEN, DER JUGENDKULTUR IN DIESEM MOMENT IN UNSERER ZEIT. DAS LEBEN IST ZUM LEBEN UND ZUM STÄNDIGEN WACHSEN DA. ZUDEM SIND DEIN LOOK, DEINE KLEIDUNG, DIE DU TRÄGST, UND DEINE FRISUR EIN WEITERES INSTRUMENT, UM **DEINE GANZ EIGENE GESCHICHTE** ZU ERZÄHLEN.



CUT STEP BY STEP SCHNITT SCHRITT FÜR SCHRITT



NATHALY



CUT: NICK IRWIN



AFTER
NACHHER



STYLING PRODUCTS USED
SESSION LABEL THE FLEXIBLE
SESSION LABEL THE STRONG

VERWENDETE STYLING PRODUKTE
SESSION LABEL THE FLEXIBLE
SESSION LABEL THE STRONG

CARE PRODUCTS USED
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT
FOR COARSE HAIR
FIBRE CLINIX HYDRATE BOOSTER
+ FIBRE CLINIX TAME BOOSTER

VERWENDETE PFLEGEPRODUKTE
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT
FÜR WIDERSPENSTIGES HAAR
FIBRE CLINIX HYDRATE BOOSTER
+ FIBRE CLINIX TAME BOOSTER

COLOUR STEP BY STEP FARBE SCHRITT FÜR SCHRITT



AFTER
NACHHER



COLOUR: LESLEY JENNISON



COLOURS USED

COLOUR 1
IGORA EXPERT MOUSSE 9.5-4 + 8-77 (2:1)
COLOUR 2
IGORA VIBRANCE 5-7 + 6-0 (1:1) + IGORA VIBRANCE ACTIVATOR LOTION 4% | 13 VOL. (1:1)
COLOUR 3
IGORA VARIO BLOND SUPER PLUS + IGORA ROYAL OIL DEVELOPER 3% | 10 VOL. (1:2)

VERWENDETE FARBEN

FARBE 1
IGORA EXPERT MOUSSE 9,5-4 + 8-77 (2:1)
FARBE 2
IGORA VIBRANCE 5-7 + 6-0 (1:1) + IGORA VIBRANCE ACTIVATOR LOTION 4% | 13 VOL. (1:1)
FARBE 3
IGORA VARIO BLOND SUPER PLUS + IGORA ROYAL OIL DEVELOPER 3% | 10 VOL. (1:2)

STYLING STEP BY STEP STYLING SCHRITT FÜR SCHRITT



STYLING: NICK IRWIN



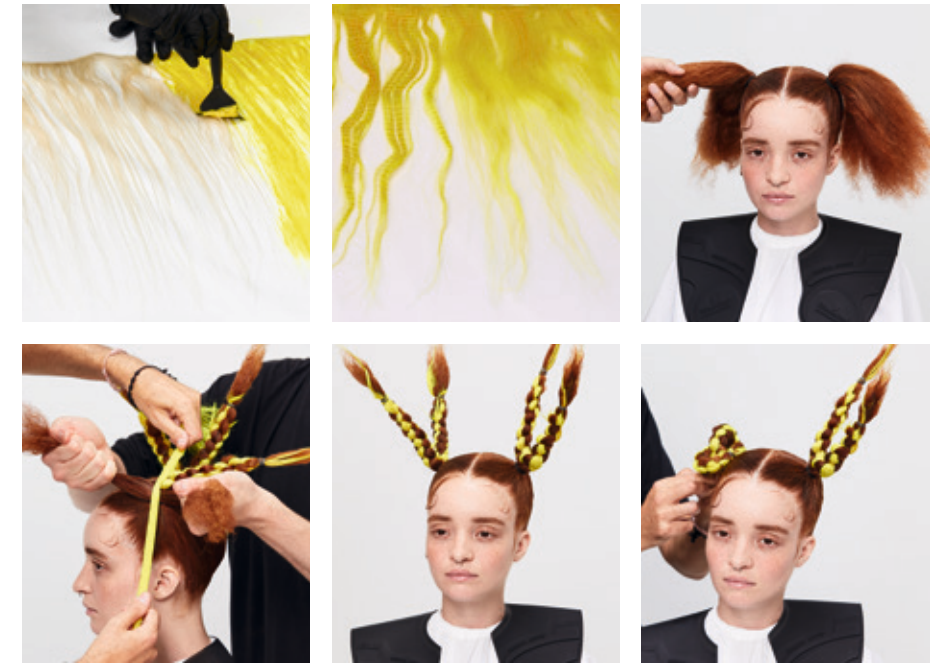
AFTER
NACHHER



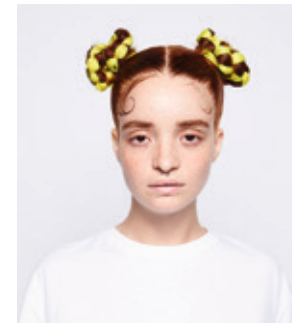
STYLING PRODUCTS USED
SESSION LABEL THE STRONG
VERWENDETE STYLING PRODUKTE
SESSION LABEL THE STRONG



EXTENSION AND STYLING STEP BY STEP EXTENSIONS UND STYLING SCHRITT FÜR SCHRITT



EXTENSION COLOUR: LESLEY JENNISON
STYLING: NICK IRWIN



AFTER
NACHHER



COLOURS USED
CHROMA ID YELLOW + CHROMA ID CLEAR
+ CHROMA ID BLUE (20:6:1)
VERWENDETE FARBEN
CHROMA ID GELB + CHROMA ID KLARTON
+ CHROMA ID BLAU (20:6:1)

STYLING PRODUCTS USED
SESSION LABEL THE STRONG
VERWENDETE STYLING PRODUKTE
SESSION LABEL THE STRONG



CUT STEP BY STEP SCHNITT SCHRITT FÜR SCHRITT



LORENA



CUT: NICK IRWIN



AFTER
NACHHER



STYLING PRODUCTS USED
SESSION LABEL THE THICKENER

VERWENDETE STYLING PRODUKTE
SESSION LABEL THE THICKENER

CARE PRODUCTS USED
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR
FIBRE CLINIX VIBRANCY BOOSTER
+ FIBRE CLINIX VOLUMIZE BOOSTER

VERWENDETE PFLEGEPRODUKTE
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FÜR FEINES HAAR
FIBRE CLINIX VIBRANCY BOOSTER
+ FIBRE CLINIX VOLUMIZE BOOSTER

COLOUR STEP BY STEP FARBE SCHRITT FÜR SCHRITT



COLOUR: EMRE AYAKSIZ



COLOURS USED

COLOUR 1
BLONDME PREMIUM LIGHTENER 9+ (35G) + BLONDME BLEACH & TONE MATT ADDITIVE (2.5G)
+ PREMIUM DEVELOPER 6% | 20 VOL. (52.5G) (1:1.5)

COLOUR 2
BLONDME PASTEL TONING ICE + PREMIUM DEVELOPER 2% | 7 VOL. (1:1)

COLOUR 3
BLONDME PASTEL TONING ICE-IRISE + PREMIUM DEVELOPER 2% | 7 VOL. (1:1)

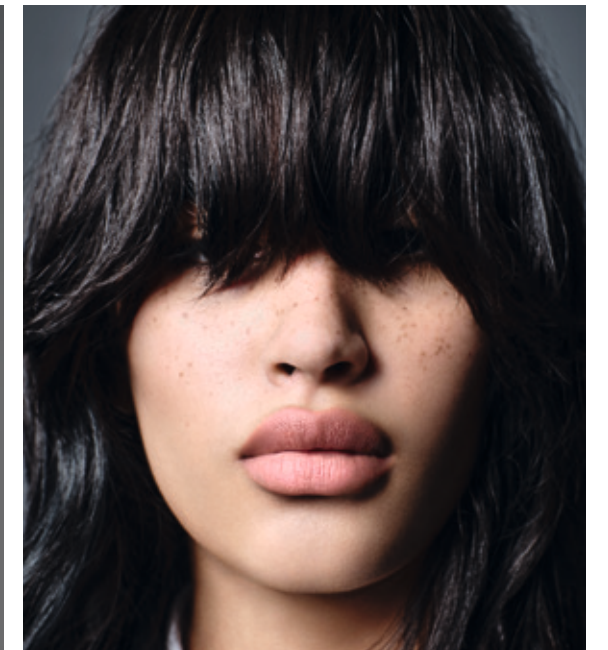
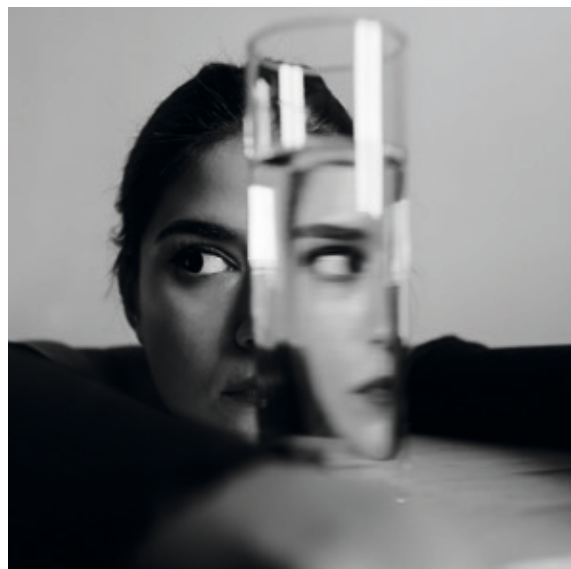
VERWENDETE FARBEN

FARBE 1
BLONDME PREMIUM LIGHTENER 9+ (35G) + BLONDME BLEACH & TON MATT ADDITIV (2,5G)
+ PREMIUM DEVELOPER 6% | 20 VOL. (52,5G) (1:1,5)

FARBE 2
BLONDME PASTEL TONING EIS + PREMIUM DEVELOPER 2% | 7 VOL. (1:1)

FARBE 3
BLONDME PASTEL TONING EIS-IRISÉ + PREMIUM DEVELOPER 2% | 7 VOL. (1:1)

THE MIS- FITS



THE MISFITS CASTS A **LIGHT** ON THOSE WHO LIVE IN THE **SHADOWS**. THOSE WHO CHOOSE TO FIND THEIR OWN PATH, WHO REJECT THE HYPER-CONSUMERISM AND GREED OF MODERN SOCIETY.

DIE MISFITS WIRFT EIN **LICHT** AUF DIEJENIGEN, DIE IM **SCHATTEN** LEBEN. DIEJENIGEN, DIE IHREN EIGENEN WEG FINDEN WOLLEN. DIE SICH GEGEN DEN KONSUMWAHN UND GIER DER MODERNEN GESELLSCHAFT LEHNEN.

CUT STEP BY STEP SCHNITT SCHRITT FÜR SCHRITT

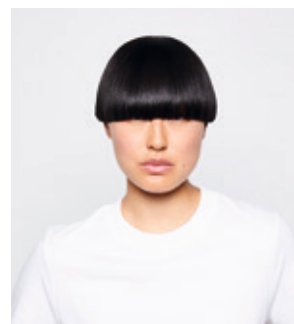
BEFORE
VORHER



LIN LIN



CUT: TYLER JOHNSTON



AFTER
NACHHER



STYLING PRODUCTS USED

SESSION LABEL THE THICKENER
SESSION LABEL THE SERUM
SESSION LABEL THE FLEXIBLE

VERWENDETE STYLING PRODUKTE

SESSION LABEL THE THICKENER
SESSION LABEL THE SERUM
SESSION LABEL THE FLEXIBLE

CARE PRODUCTS USED

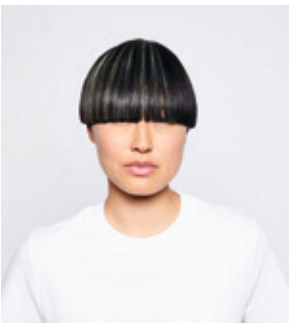
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT
FOR FINE HAIR
FIBRE CLINIX VIBRANCY BOOSTER
+ FIBRE CLINIX VOLUMIZE BOOSTER

VERWENDETE PFLEGEPRODUKTE

FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT
FÜR FEINES HAAR
FIBRE CLINIX VIBRANCY BOOSTER
+ FIBRE CLINIX VOLUMIZE BOOSTER

COLOUR STEP BY STEP FARBE SCHRITT FÜR SCHRITT

AFTER
NACHHER



COLOUR: LESLEY JENNISON



COLOURS USED

COLOUR 1
IGORA VARIO BLOND PLUS + IGORA ROYAL OIL DEVELOPER 6% | 20 VOL. (1:2)
COLOUR 2
IGORA VIBRANCE 5-21 + 4-33 (1:1) + IGORA VIBRANCE ACTIVATOR LOTION 4% | 13 VOL. (1:1)
COLOUR 3
CHROMA ID CLEAR + CHROMA ID BLUE + CHROMA ID YELLOW + CHROMA ID OFF BLACK (20:1:1:1)

VERWENDETE FARBEN

FARBE 1
IGORA VARIO BLOND PLUS + IGORA ROYAL OIL DEVELOPER 6% | 20 VOL. (1:2)
FARBE 2
IGORA VIBRANCE 5-21 + 4-33 (1:1) + IGORA VIBRANCE ACTIVATOR LOTION 4% | 13 VOL. (1:1)
FARBE 3
CHROMA ID KLARTON + CHROMA ID BLAU + CHROMA ID GELB + CHROMA ID OFF BLACK (20:1:1:1)

CUT STEP BY STEP SCHNITT SCHRITT FÜR SCHRITT

BEFORE
VORHER



GIOVANNA



CUT: TYLER JOHNSTON



AFTER
NACHHER



STYLING PRODUCTS USED

SESSION LABEL THE MOUSSE
SESSION LABEL THE SALT SPRAY
SESSION LABEL THE STRONG

VERWENDETE STYLING PRODUKTE

SESSION LABEL THE MOUSSE
SESSION LABEL THE SALT SPRAY
SESSION LABEL THE STRONG

CARE PRODUCTS USED

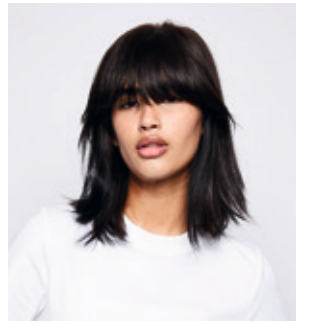
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT
FOR COARSE HAIR
FIBRE CLINIX VIBRANCY BOOSTER
+ FIBRE CLINIX TAME BOOSTER

VERWENDETE PFLEGEPRODUKTE

FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT
FÜR WIDERSPENSTIGES HAAR
FIBRE CLINIX VIBRANCY BOOSTER
+ FIBRE CLINIX TAME BOOSTER

COLOUR STEP BY STEP FARBE SCHRITT FÜR SCHRITT

AFTER
NACHHER



COLOUR: GRACE DALGLEISH



COLOURS USED

COLOUR 1

IGORA ROYAL 6-23 + IGORA ROYAL OIL DEVELOPER 6% | 20 VOL. (1:1)

COLOUR 2

IGORA ROYAL 7-13 + IGORA ROYAL OIL DEVELOPER 9% | 30 VOL. (1:1)

COLOUR 3

IGORA VIBRANCE 4-33 + IGORA VIBRANCE ACTIVATOR LOTION 1.9% | 6 VOL. (1:1)

VERWENDETE FARBEN

FARBE 1

IGORA ROYAL 6-23 + IGORA ROYAL OIL DEVELOPER 6% | 20 VOL. (1:1)

FARBE 2

IGORA ROYAL 7-13 + IGORA ROYAL OIL DEVELOPER 9% | 30 VOL. (1:1)

FARBE 3

IGORA VIBRANCE 4-33 + IGORA VIBRANCE ACTIVATOR LOTION 1.9% | 6 VOL. (1:1)

#essentiallooks
#schwarzkopfpro
#togetherapassionforhair
#partnersincraft

