

essential looks


Schwarzkopf
PROFESSIONAL

THE A2Z
1:2021



Together. A passion for hair.

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We know times have been tough. We used 2020 to listen, to help support our hairdresser community and to celebrate the incredible innovation that keeps our industry strong. We've all gone even more virtual, sharing even more education and inspiration on digital channels. Fashion week, where we draw much of our inspiration for Essential Looks, has evolved, challenging the most creative of minds. These changes, as always in creative communities, have triggered ballooning innovation and as we all adapt to thrive, we are full of hope for what 2021 will bring. We've often celebrated the power of collaborations – creatively greater than the sum of their parts. So, we are delighted to co-author this issue with our flagship colour brand, IGORA ROYAL. With over 120 beautiful shades and some of the world's most exciting formulas, this year you'll see an even deeper focus on colour. We have mined the universal zeitgeist and the global state of mind and identified three trends marrying nostalgia, inspiration and newness. Magical Whimsy is a contemporary twist on that soft-focus Victoriana that always comes to fashion in moments of challenge and change. Back To Classics redefines modern femininity with a nod to the past and an eye on the future, a nostalgia for classicism and elegance redefined for today. Artful Feeling is tuned into the quirky aesthetic of the artisan, a one-of-a-kind ethos that hand-making always delivers. We're celebrating the transformative power of colour on every page and the global connectivity of new digital nativism, enabling us all to enjoy travel of the mind at a time when we're less likely to leave our everyday behind.

Wir wissen, es war eine harte Zeit. Wir haben das Jahr 2020 genutzt, um zuzuhören, unsere Friseur-Community zu unterstützen und den unglaublichen Einfallsreichtum zu zelebrieren, der unsere Branche stark macht. Wir sind alle noch digitaler geworden und teilen noch mehr Weiterbildung und Inspiration über virtuelle Kanäle. Die Fashion Week, die unsere Essential Looks zu einem großen Teil inspiriert, hat sich weiterentwickelt und fordert die kreativsten Köpfe heraus. Diese Veränderungen haben, wie immer in kreativen Communities, zu außerordentlicher Innovation geführt, und während wir alle mit der Zeit gehen, um großartiges zu vollbringen, sehen wir hoffnungsvoll auf das, was das Jahr 2021 bringen wird. Wir haben schon immer die Kraft der Zusammenarbeit zelebriert – gemeinschaftlich kreativer als jeder für sich alleine. Wir freuen uns daher, diese Ausgabe gemeinsam mit unserer Flagship-Farbmarke IGORA ROYAL zu kreieren. Mit über 120 wunderschönen Nuancen und einigen der weltweit aufregendsten Formulierungen wirst Du dieses Jahr einen noch stärkeren Fokus auf Farbe erleben. Wir haben den universellen Zeitgeist und die globale Gemütslage beobachtet und drei Trends identifiziert, die Nostalgie, Inspiration und Neuheit miteinander vereinen. Magical Whimsy ist ein moderner Twist des weichen Victoriana-Styles, der immer in Zeiten der Herausforderung und Veränderung in Mode kommt. Back To Classics definiert die moderne Weiblichkeit neu mit einem Wink in die Vergangenheit und einem Blick in die Zukunft, eine Sehnsucht nach Klassizismus und Eleganz neu definiert für das Hier und Jetzt. Artful Feeling ist auf die unkonventionelle Ästhetik der Künstler abgestimmt, ein einzigartiges Ethos, das Handarbeit immer zum Ausdruck bringt. Wir zelebrieren die transformierende Kraft der Farbe auf jeder Seite und die globale Vernetzung des neuen digitalen Nativismus, der es uns allen ermöglicht, uns frohen Mutes in Gedanken auf Reisen zu begeben, besonders in einer Zeit, in der es uns schwerfällt, unseren Alltag hinter uns lassen zu können.



ASK
EDUCATION



We work **TOGETHER**, collaborating with Hairdressers, Ambassadors, Influencers and Hair Artists from around the world to ensure we are **GLOBALLY RELEVANT**. We innovate how you learn with a **FORWARD-THINKING** seminar programme that's personalised to your learning level. Our training offers a blend of non-stop motivational experiences, delivered in our inspiring Academies, eLearning environments or in-salon. Our goal is to create a community that's truly **CONNECTED**. A creative collective that's always up to date with emerging trends and hairdressing know-how.

<http://www.ask-elearning.com>

Wir kooperieren **GEMEINSAM** mit Friseuren, Ambassadors, Influencern und Haarkünstlern aus aller Welt, um unsere **GLOBALE RELEVANZ** sicherzustellen. Wir haben überarbeitet, wie Du mit unserem **ZUKUNFTSWEISENDEN** Seminarprogramm, das auf Dein Lernniveau zugeschnitten ist, lernst. Unsere Seminare bieten eine Mischung aus nonstop Motivation und Erlebnissen, die in unseren inspirierenden Akademien, eLearning Umgebungen oder im Salon vermittelt werden. Unser Ziel ist es, eine Community zu schaffen, die wahrhaft **VERBUNDEN** ist. Ein kreatives Kollektiv, das immer auf dem neuesten Stand ist in Sachen Trends und Fachwissen.

<http://www.ask-elearning.com>

MAGICAL WHIMSY

TREND 1



BACK TO CLASSICS

TREND 2



ARTFUL FEELING

TREND 3



MAGICAL WHIMSY

TREND 1



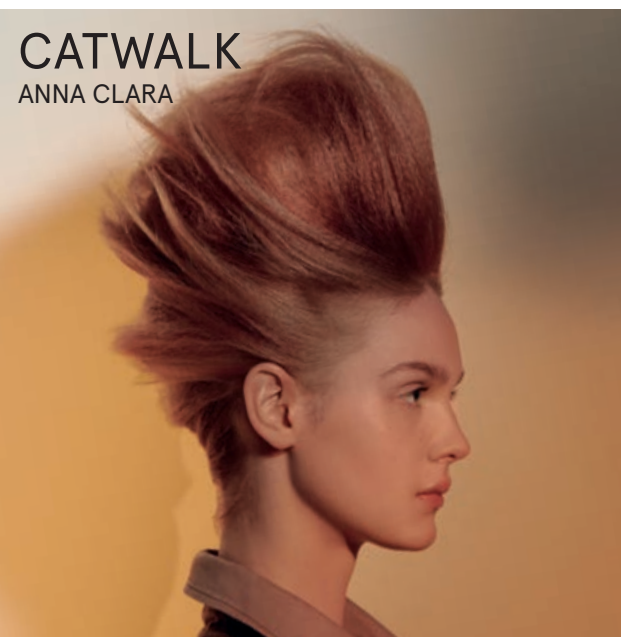
BACK TO CLASSICS

TREND 2



ARTFUL FEELING

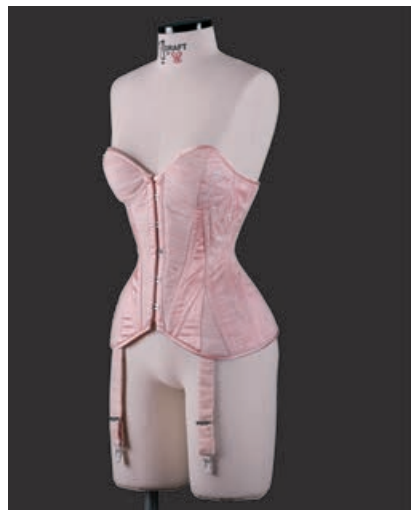
TREND 3



MAGICAL WHIMSY

Whimsy comes in unexpected contrasts, extreme proportions and dramatic silhouettes. There's a costume-like feel here, but it looks always forward, never back, with a fresh, modern ethos; vintage shapes accentuated by short, sharp, edgy cuts in cool shades of blonde. It's all drama, power and strength with a twist of perfect imperfection.

Magical Whimsy kommt in unerwarteten Kontrasten, extremen Proportionen und dramatischen Silhouetten. Ein vorherrschendes Gefühl von Kostümierung, nicht historisch sondern den Blick nach vorne gerichtet, mit einem frischen, modernen Ethos; Vintageformen, die durch kurze, scharfe, kantige Schnitte in kühlen Blondtönen akzentuiert werden. Es ist voller Dramatik, Macht und Stärke mit einem Hauch von perfekter Unperfektheit.



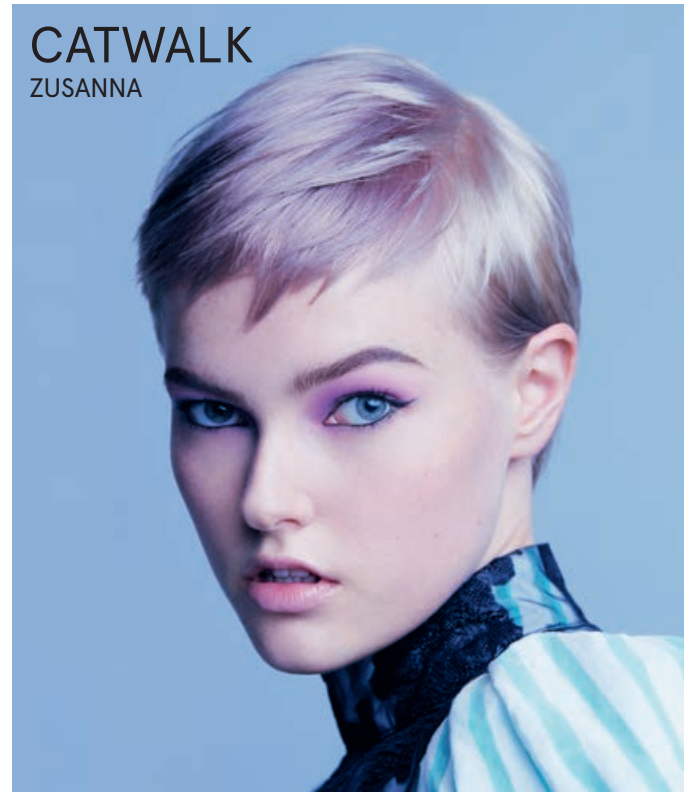
KEY WORDS

EXTRAVAGANCE, DECADE CLASHES, UNEXPECTED CONTRASTS, VINTAGE SHAPES, CONTEMPORARY

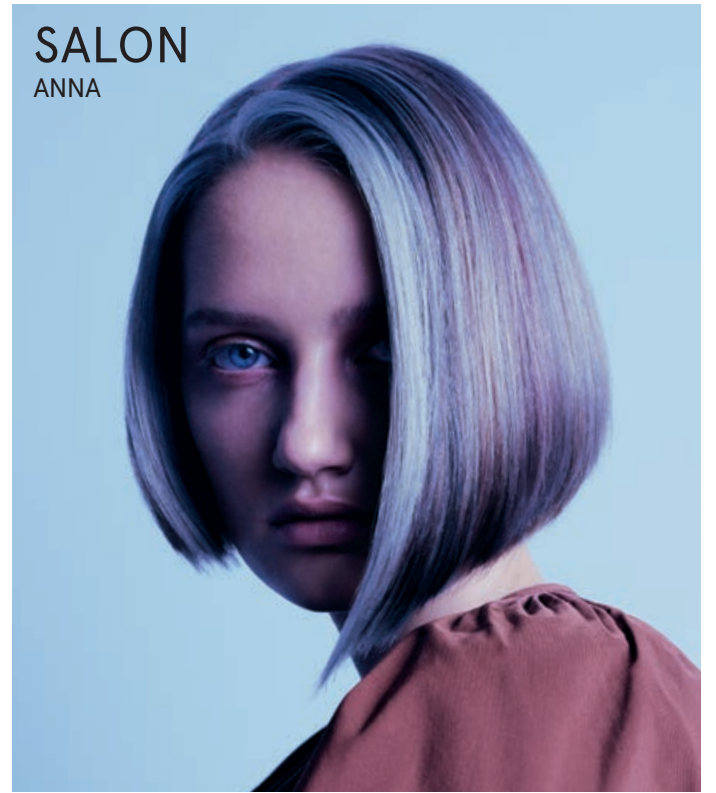
KEY WORDS

EXTRAVAGANZ, AUFEINANDERPRALLEN DER JAHRZEHNTE, VINTAGE SILHOUETTEN, ZEITGENÖSSISCH

CATWALK
ZUSANNA



SALON
ANNA



CUT

TYLER
JOHNSTON

Global Ambassador
Global Ambassador



SCHNITT

COLOUR

VIOLA
LANDSKY

IGORA ROYAL
Colourist
IGORA ROYAL
Colourist



LESLEY
JENNISON

Global Colour
Ambassador
Global Colour
Ambassador

FARBE

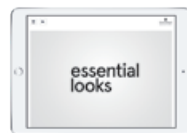
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Visit the ASK e-Academy to benefit from online learning modules for professionals: <http://ask-elearning.com>
Für mehr Informationen und Inspiration entdecke unsere ASK Education Seminare: <http://www.schwarzkopfpro.com>
Besuche die ASK eAcademy, um von eLearning Modulen für Profis zu profitieren: <http://www.askelearning.com>

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MAGICAL WHIMSY CATWALK

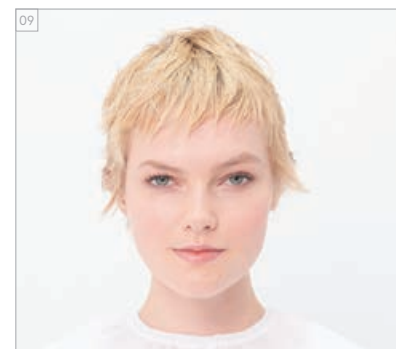
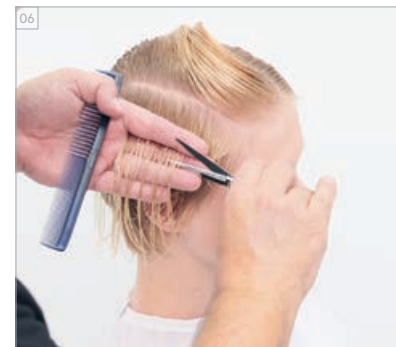
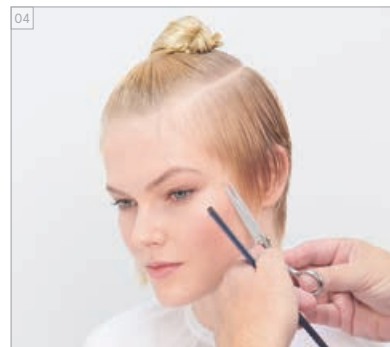
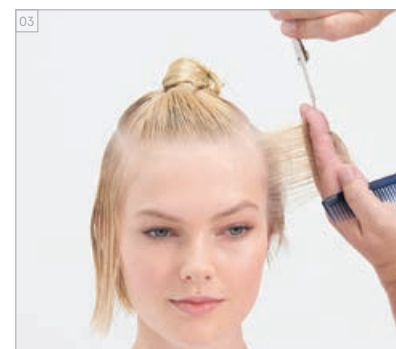
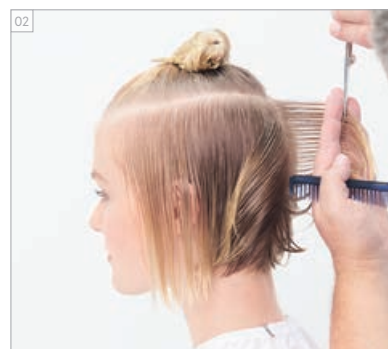
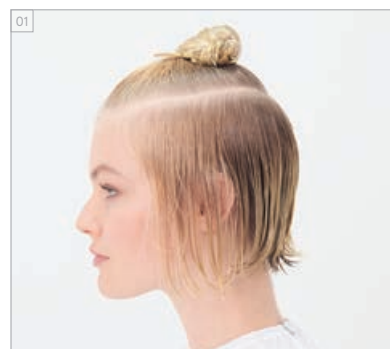
BEFORE // AFTER
VORHER // NACHHER



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CUT STEP BY STEPS
STEP BY STEP – SCHNITT



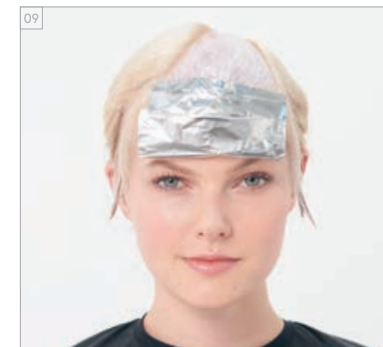
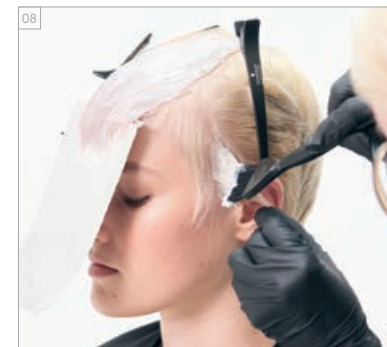
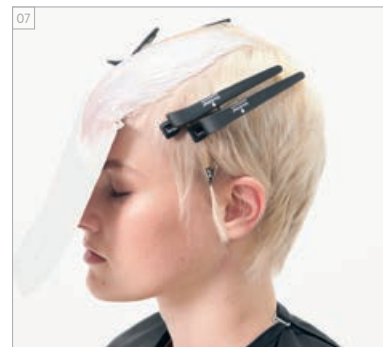
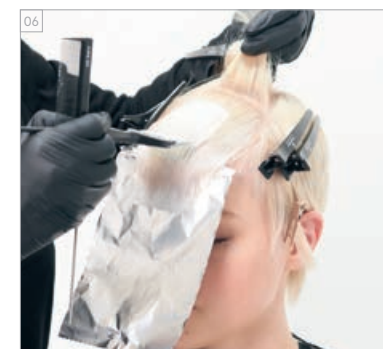
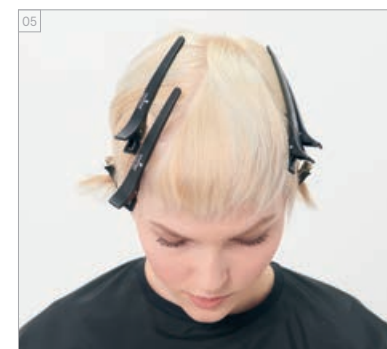
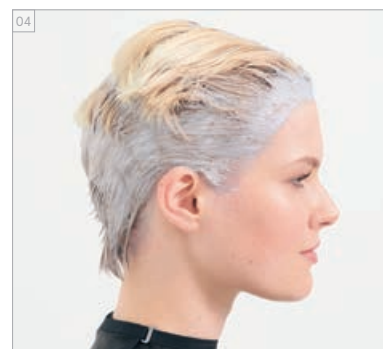
PRODUCTS USED
VERWENDETE
PRODUKTE



#EssentialLooks

COLOUR TECHNIQUE
#triangularplacement
by @violandsky

COLOUR STEP BY STEPS
STEP BY STEP – FARBE



COLOURS USED

COLOUR 1 – ON ROOTS: IGORA ROYAL HIGHLIGHTS 12-1 + 12-2 (2:1)
+ IGORA ROYAL OIL DEVELOPER 9%/30VOL. (1:2)

COLOUR 2 – ON LENGTHS & ENDS: IGORA ROYAL HIGHLIGHTS 12-1 + 12-2 (2:1)
+ IGORA ROYAL OIL DEVELOPER 12%/40VOL. (1:2)

COLOUR 3 – TRIANGLE: IGORA ROYAL 9,5-49 + 0-99 (10:1)
+ IGORA ROYAL OIL DEVELOPER 3%/10VOL. (1:1)

CARE USED

FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR 25 g
+ FIBRE CLINIX VOLUMIZE BOOSTER 5 g

STYLING USED

OSIS+ HAIRBODY
OSIS+ BEACH TEXTURE
OSIS+ FREEZE

VERWENDETE FARBEN

FARBE 1 – AM ANSATZ: IGORA ROYAL HIGHLIGHTS 12-1 + 12-2 (2:1)
+ IGORA ROYAL OIL DEVELOPER 9% (1:2)

FARBE 2 – AUF LÄNGEN & SPITZEN: IGORA ROYAL HIGHLIGHTS 12-1 + 12-2 (2:1)
+ IGORA ROYAL OIL DEVELOPER 12% (1:2)

FARBE 3 – DREIECKIGES PLACEMENT: IGORA ROYAL 9,5-49 + 0-99 (10:1)
+ IGORA ROYAL OIL DEVELOPER 3% (1:1)

VERWENDETE PFLEGE

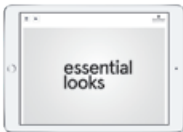
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FÜR FEINES BIS NORMALES HAAR 25 g
+ FIBRE CLINIX VOLUMIZE BOOSTER 5 g

VERWENDETE STYLINGPRODUKTE

OSIS+ HAIRBODY
OSIS+ BEACH TEXTURE
OSIS+ FREEZE

MAGICAL WHIMSY SALON

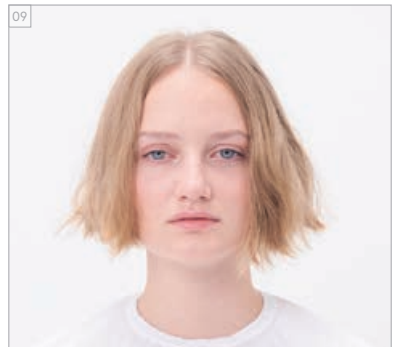
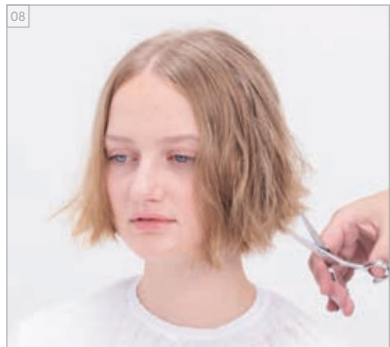
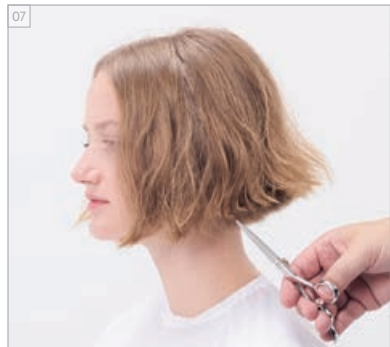
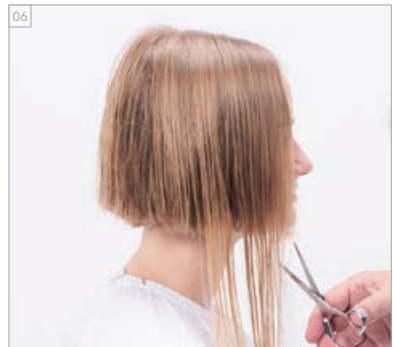
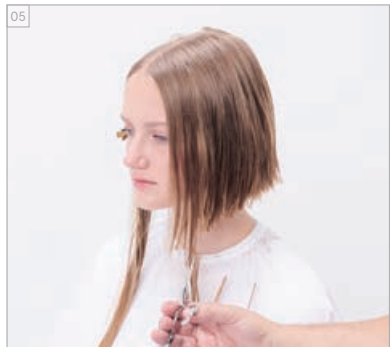
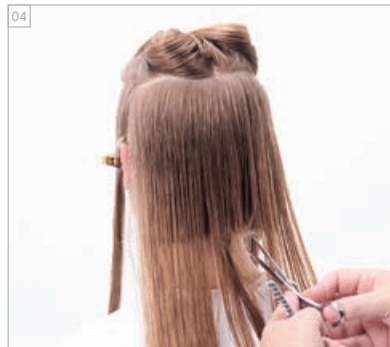
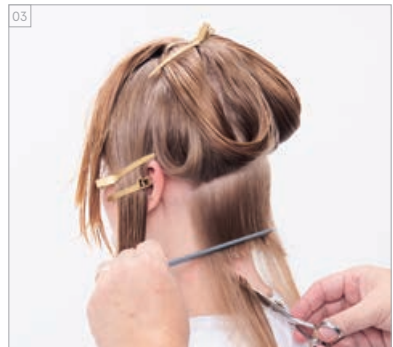
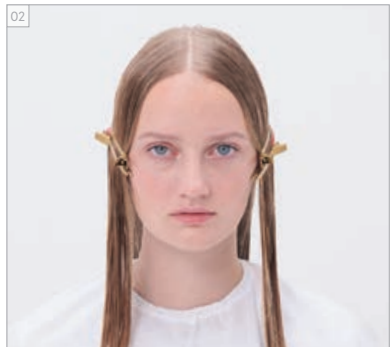
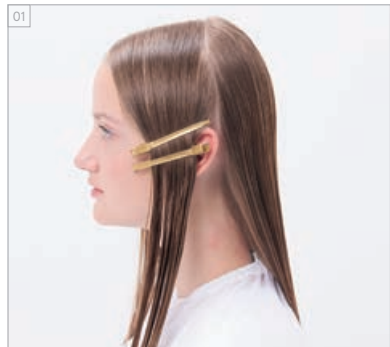
BEFORE // AFTER
VORHER // NACHHER



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CUT STEP BY STEPS
STEP BY STEP – SCHNITT



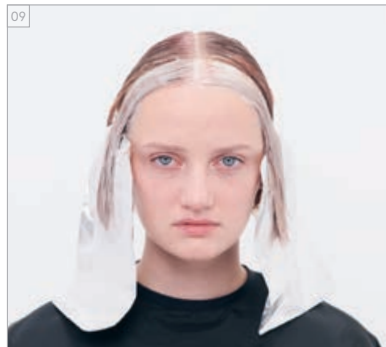
PRODUCTS USED
VERWENDETE
PRODUKTE



#EssentialLooks

COLOUR TECHNIQUE
#face-framing
by @lesleyjennison

COLOUR STEP BY STEPS
STEP BY STEP – FARBE



COLOURS USED
COLOUR 1 – AT NAPE AREA: IGORA ROYAL 8-84 + 9-7 + PASTELFIER (1:1:1)
+ IGORA ROYAL OIL DEVELOPER 12%/40VOL. (1:1)
ALTERNATING TRIANGULAR SECTIONS:
COLOUR 2 – IGORA ROYAL 8-11 + 0-99 (20:1)
+ IGORA ROYAL OIL DEVELOPER 9%/30VOL. (1:1)
COLOUR 3 – IGORA ROYAL 8-21 + 9-24 (3:1)
+ IGORA ROYAL OIL DEVELOPER 6%/20VOL. (1:1)
FACE-FRAMING SECTION:
COLOUR 4 – IGORA VARIO BLOND PLUS
+ IGORA ROYAL OIL DEVELOPER 6%/20VOL. (1:2)
FACE-FRAMING SECTION TONER:
COLOUR 5 – IGORA VIBRANCE 9,5-21
+ IGORA VIBRANCE ACTIVATOR LOTION 1.9%/6VOL. (1:1)

CARE USED
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR 25 g
+ FIBRE CLINIX VIBRANCY BOOSTER 5 g

STYLING USED
OSIS+ MAGIC
OSIS+ FREEZE
OSIS+ FAB FOAM
OSIS+ KEEP IT LIGHT

VERWENDETE FARBEN
FARBE 1 – IM NACKEN: IGORA ROYAL 8-84 + 9-7 + PASTELFIER (1:1:1)
+ IGORA ROYAL OIL DEVELOPER 12% (1:1)
ABWECHSELNDE DREIECKIGE SEKTIONEN:
FARBE 2 – IGORA ROYAL 8-11 + 0-99 (20:1)
+ IGORA ROYAL OIL DEVELOPER 9% (1:1)
FARBE 3 – IGORA ROYAL 8-21 + 9-24 (3:1)
+ IGORA ROYAL OIL DEVELOPER 6% (1:1)
FACEFRAMING SEKTION:
FARBE 4 – IGORA VARIO BLOND PLUS
+ IGORA ROYAL OIL DEVELOPER 6% (1:2)
FACEFRAMING SEKTION NUANCIERUNG:
FARBE 5 – IGORA VIBRANCE 9,5-21
+ IGORA VIBRANCE ACTIVATOR LOTION 1.9% (1:1)

VERWENDETE PFLEGE
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR 25 g
+ FIBRE CLINIX VIBRANCY BOOSTER 5 g

VERWENDETE STYLINGPRODUKTE
OSIS+ MAGIC
OSIS+ FREEZE
OSIS+ FAB FOAM
OSIS+ KEEP IT LIGHT

BACK TO CLASSICS

There's a whole #newfemininity on the runway, rooted in classicism and a love for simplicity, poise and modernism. Today's take on a trajectory that began with Dior's fabled New Look embraces an understated confidence, effortless yet groomed, unapologetically assured.

Der Laufsteg zelebriert eine ganz neue Weiblichkeit, #newfemininity, verwurzelt im Klassizismus und einer Vorliebe für Einfachheit, Gelassenheit und Modernismus. Die heutige Version einer Revolution wie jene, die mit Diors sagenhaftem New Look begann, umfasst ein unaufdringliches Selbstvertrauen, das mühelos, dennoch gepflegt, sowie unumwunden selbstbewusst ist.



KEY WORDS

FEMININITY, CLASSIC CLASS, SIMPLICITY, ELEGANCE, NOSTALGIA

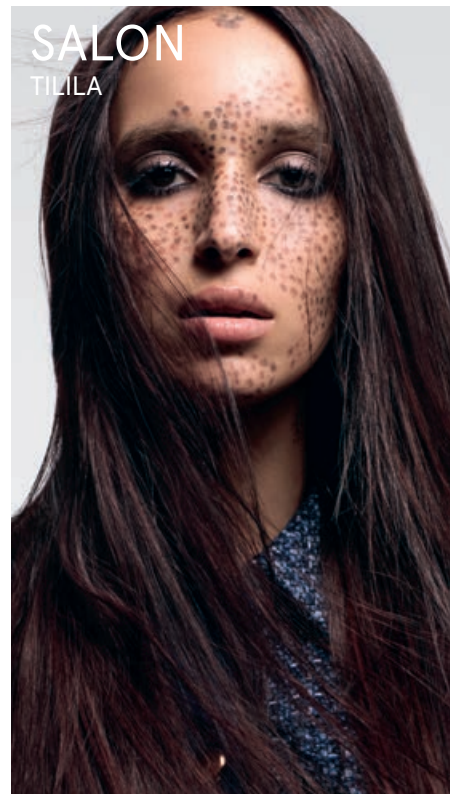
KEY WORDS

WEIBLICHKEIT, KLASSISCHE KLASSE, EINFACHHEIT, ELEGANZ, NOSTALGIE

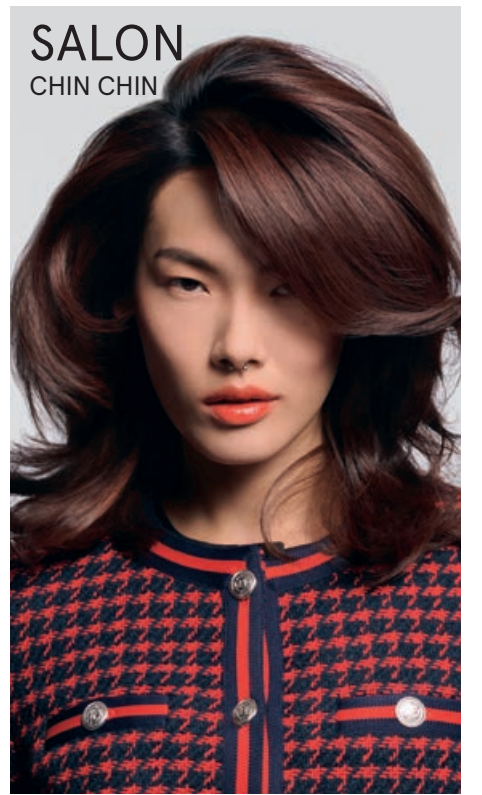
CATWALK
LIDA



SALON
TILILA

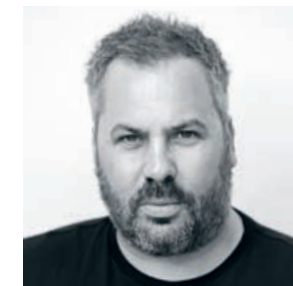


SALON
CHIN CHIN



CUT

TYLER
JOHNSTON
Global Ambassador
Global Ambassador

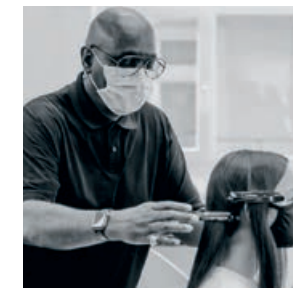


SCHNITT

COLOUR



LESLEY
JENNISON
Global Colour Ambassador
Global Colour Ambassador



RANDOLPH
GRAY
IGORA ROYAL Colourist
IGORA ROYAL Colorist



JACK
HOWARD
Global Colour Ambassador
Global Colour Ambassador

FARBE

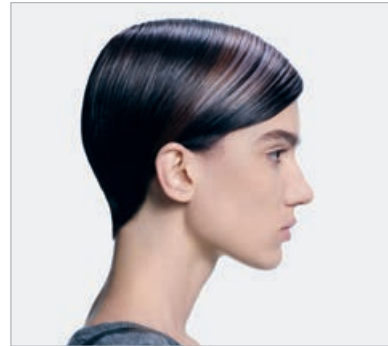
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BACK TO CLASSICS CATWALK

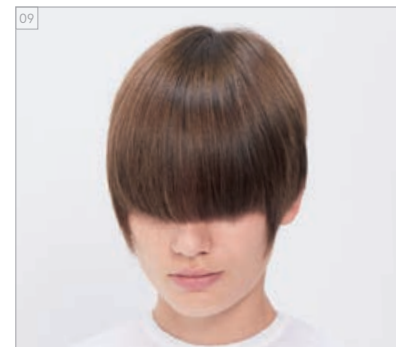
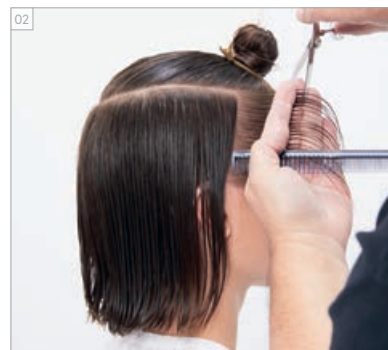
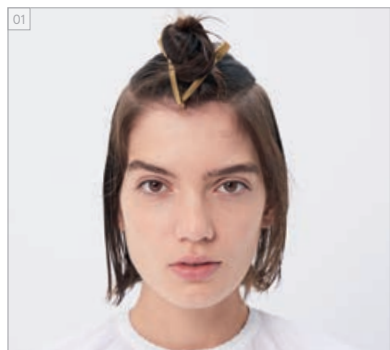
BEFORE // AFTER
VORHER // NACHHER



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CUT STEP BY STEPS
STEP BY STEP – SCHNITT



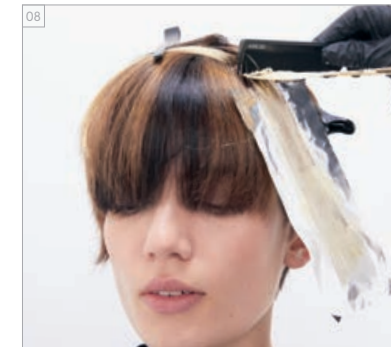
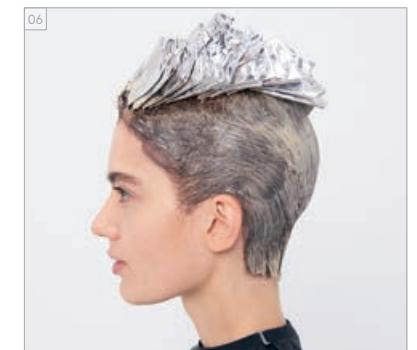
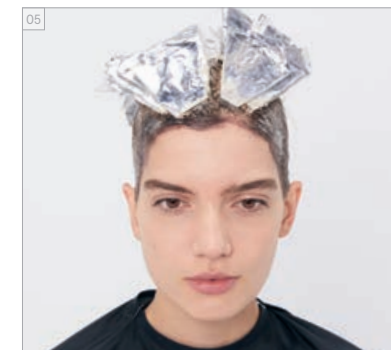
PRODUCTS USED
VERWENDETE
PRODUKTE



#EssentialLooks

COLOUR TECHNIQUE
#colourcontrasts
by @lesleyjennison

COLOUR STEP BY STEPS
STEP BY STEP – FARBE



COLOURS USED

ALTERNATING FOILS:

COLOUR 1 – IGORA ROYAL 8-65
+ IGORA ROYAL OIL DEVELOPER 9%/30VOL. (1:1)

COLOUR 2 – IGORA ROYAL 4-6
+ IGORA ROYAL OIL DEVELOPER 3%/10VOL. (1:1)

COLOUR 3 – IGORA VARIO BLOND PLUS
+ IGORA ROYAL OIL DEVELOPER 6%/20VOL. (1:2)

COLOUR 4 – ON BACK & SIDES: IGORA ROYAL 5-65
+ IGORA ROYAL OIL DEVELOPER 6%/20VOL. (1:1)

COLOUR 5 – IGORA ROYAL ABSOLUTES SILVERWHITE GREY LILAC
+ IGORA ROYAL OIL DEVELOPER 3%/10VOL. (1:1)

CARE USED

BC pH 4.5 COLOR FREEZE SULFATE-FREE MICELLAR SHAMPOO

BC pH 4.5 COLOR FREEZE TREATMENT

BC UV FILTER COLOR FREEZE LIQUID SHINE

STYLING USED

OSIS+ MAGIC

OSIS+ FREEZE

OSIS+ HAIRBODY

OSIS+ KEEP IT LIGHT

VERWENDETE FARBEN

ABWECHSELNDE FOLIEN

FARBE 1 – IGORA ROYAL 8-65
+ IGORA ROYAL OIL DEVELOPER 9% (1:1)

FARBE 2 – IGORA ROYAL 4-6
+ IGORA ROYAL OIL DEVELOPER 3% (1:1)

FARBE 3 – IGORA VARIO BLOND PLUS
+ IGORA ROYAL OIL DEVELOPER 6% (1:2)

FARBE 4 – HINTEN & SEITLICH: IGORA ROYAL 5-65
+ IGORA ROYAL OIL DEVELOPER 6% (1:1)

FARBE 5 – IGORA ROYAL ABSOLUTES SILVERWHITE GRAY LILAC
+ IGORA ROYAL OIL DEVELOPER 3% (1:1)

VERWENDETE PFLEGE

BC pH 4.5 COLOR FREEZE SULFATE-FREE MICELLAR SHAMPOO

BC pH 4.5 COLOR FREEZE TREATMENT

BC UV FILTER COLOR FREEZE LIQUID SHINE

VERWENDETE STYLINGPRODUKTE

OSIS+ MAGIC

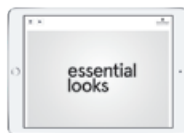
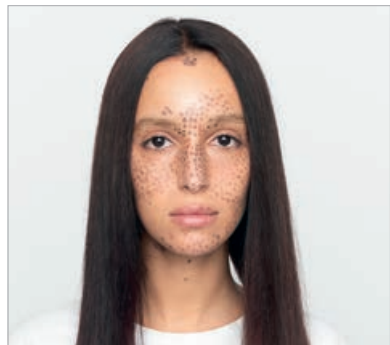
OSIS+ FREEZE

OSIS+ HAIRBODY

OSIS+ KEEP IT LIGHT

BACK TO CLASSICS SALON

BEFORE // AFTER
VORHER // NACHHER



For more information and get inspired, have a look at the #BackToClassics Trendreport: www.essentiallooks.com/2021-1/trend2

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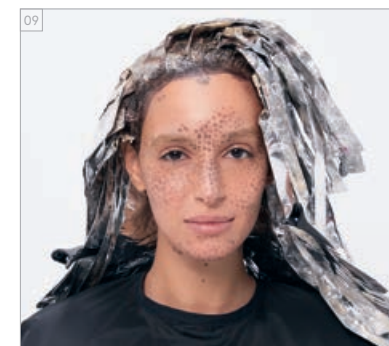
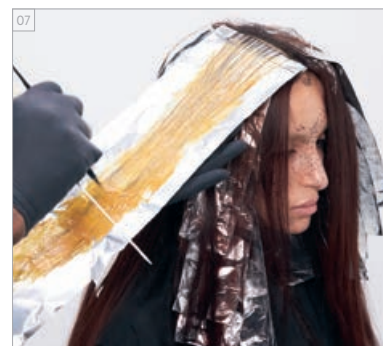
PRODUCTS USED
VERWENDETE
PRODUKTE



#EssentialLooks

COLOUR TECHNIQUE
#tone-on-tonefoils
by @randolphgray

COLOUR STEP BY STEPS
STEP BY STEP – FARBE



COLOURS USED

ALTERNATING FOILS:

COLOUR 1 – IGORA ROYAL 9-98 + PASTELFIER (1:1)
+ IGORA ROYAL OIL DEVELOPER 9%/30VOL. (1:1)

COLOUR 2 – IGORA ROYAL 7-76
+ IGORA ROYAL OIL DEVELOPER 6%/20VOL. (1:1)

ALL OVER & BETWEEN FOILS:

COLOUR 3 – IGORA ROYAL 5-6
+ IGORA ROYAL OIL DEVELOPER 3%/10VOL. (1:1)

CARE USED

BC pH 4.5 COLOR FREEZE SULFATE-FREE MICELLAR SHAMPOO
BC pH 4.5 COLOR FREEZE CONDITIONER
BC UV FILTER COLOR FREEZE LIQUID SHINE

STYLING USED

OSIS+ FAB FOAM
OSIS+ KEEP IT LIGHT

VERWENDETE FARBEN

ABWECHSELNDE FOLIEN:

FARBE 1 – IGORA ROYAL 9-98 + PASTELFIER (1:1)
+ IGORA ROYAL OIL DEVELOPER 9% (1:1)

FARBE 2 – IGORA ROYAL 7-76
+ IGORA ROYAL OIL DEVELOPER 6% (1:1)

GLOBAL & ZWISCHEN DEN FOLIEN:

FARBE 3 – IGORA ROYAL 5-6
+ IGORA ROYAL OIL DEVELOPER 3% (1:1)

VERWENDETE PFLEGE

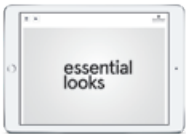
BC pH 4.5 COLOR FREEZE SULFATE-FREE MICELLAR SHAMPOO
BC pH 4.5 COLOR FREEZE CONDITIONER
BC UV FILTER COLOR FREEZE LIQUID SHINE

VERWENDETE STYLINGPRODUKTE

OSIS+ FAB FOAM
OSIS+ KEEP IT LIGHT

BACK TO CLASSICS SALON

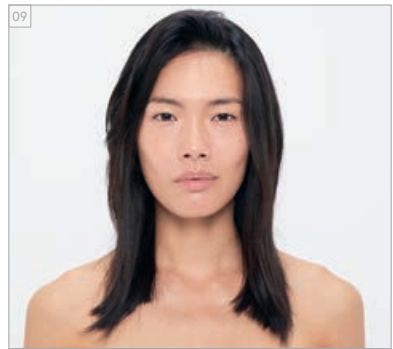
BEFORE // AFTER
VORHER // NACHHER



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CUT STEP BY STEPS
STEP BY STEP – SCHNITT



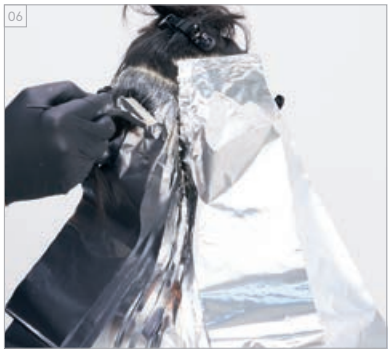
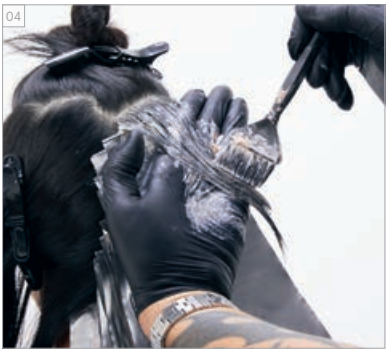
PRODUCTS USED
VERWENDETE
PRODUKTE



#EssentialLooks

COLOUR TECHNIQUE
#colourgrading
by @jackhowardcolor

COLOUR STEP BY STEPS
STEP BY STEP – FARBE



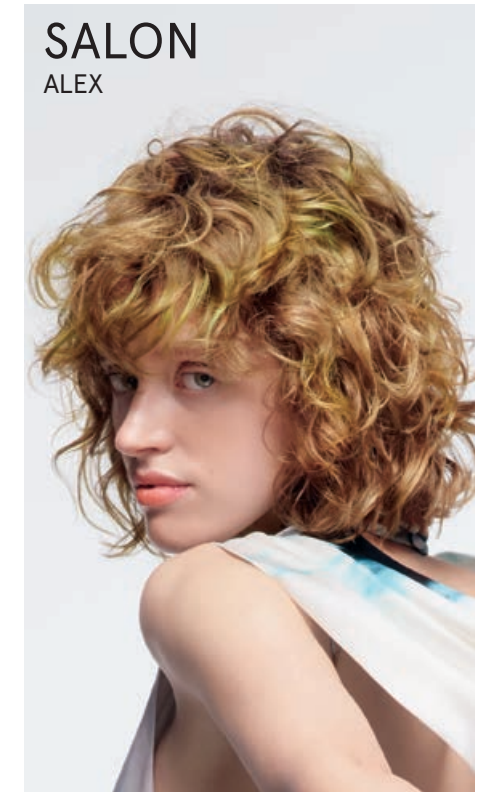
COLOURS USED
COLOUR 1 – ON ROOTS: IGORA ROYAL 5-0
+ IGORA ROYAL OIL DEVELOPER 3%/10VOL. (1:1)
COLOUR 2 – ON MID LENGTHS: IGORA ROYAL 7-48
+ IGORA ROYAL OIL DEVELOPER 9%/30VOL. (1:1)
COLOUR 3 – ON ENDS: IGORA ROYAL 8-11
+ IGORA ROYAL OIL DEVELOPER 9%/30VOL. (1:1)
CARE USED
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR COARSE HAIR 25 g
+ FIBRE CLINIX VIBRANCY BOOSTER 5 g
STYLING USED
OSIS+ OSIS+ BLOW & GO
OSIS+ ELASTIC
OSIS+ MAGIC

VERWENDETE FARBEN
FARBE 1 – AM ANSATZ: IGORA ROYAL 5-0
+ IGORA ROYAL OIL DEVELOPER 3% (1:1)
FARBE 2 – AUF DEN MITTELLÄNGEN: IGORA ROYAL 7-48
+ IGORA ROYAL OIL DEVELOPER 9% (1:1)
FARBE 3 – AUF DEN SPITZEN: IGORA ROYAL 8-11
+ IGORA ROYAL OIL DEVELOPER 9% (1:1)
VERWENDETE PFLEGE
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT WIDERSPENSTIGES HAAR 25 g
+ FIBRE CLINIX VIBRANCY BOOSTER 5 g
VERWENDETE STYLINGPRODUKTE
OSIS+ BLOW & GO
OSIS+ ELASTIC
OSIS+ MAGIC

Mit unserer Kreativität im Gepäck bewegen wir uns weg von plakativem Print hin zu Handwerk und wie durch Tinte verlaufenden fragilen Blumenmustern, die mit Texturen und Verzierungen verschmelzen. Ein freier, verträumt abstrakter Spirit, der die Künstler zelebriert.



HANDGEMACHT, BATIK, ABSTRAKTE DESIGNS,
NATURE-INSPIRED, SUBTIL FLORAL

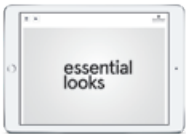


FARBE

ASK
Education
FOR HAIRDRESSERS

ARTFUL FEELING CATWALK

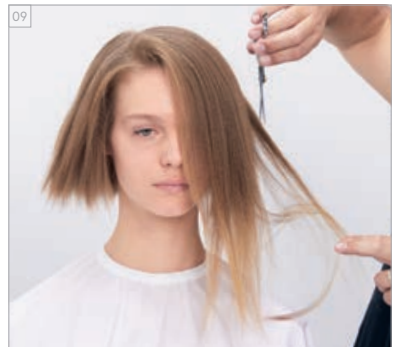
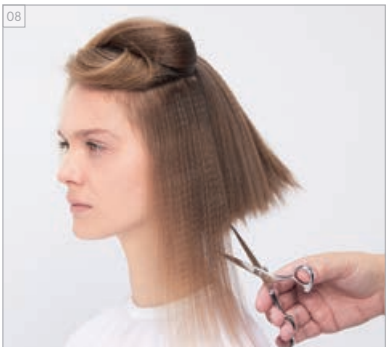
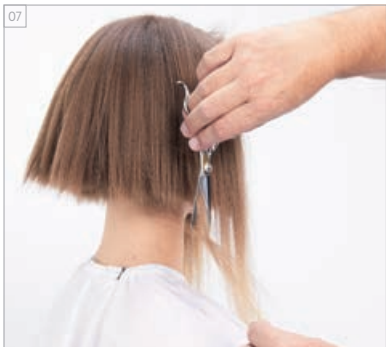
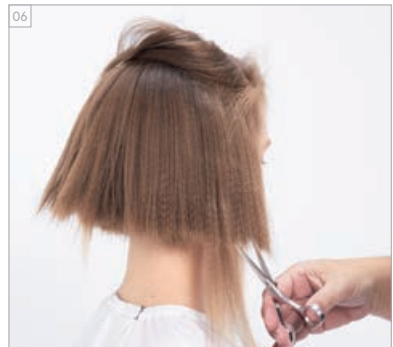
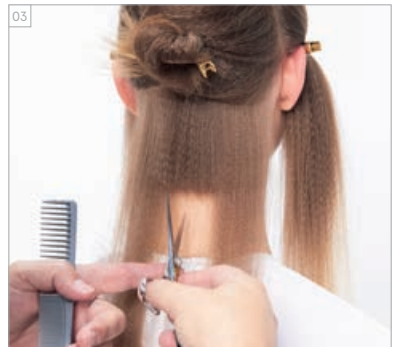
BEFORE // AFTER
VORHER // NACHHER



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CUT STEP BY STEPS
STEP BY STEP – SCHNITT



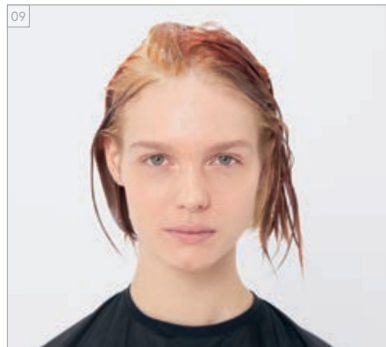
PRODUCTS USED
VERWENDETE
PRODUKTE



#EssentialLooks

COLOUR TECHNIQUE
#colourblending
by @lesleyjennison

COLOUR STEP BY STEPS
STEP BY STEP – FARBE



COLOURS USED

PRE-LIGHTENED ROOTS: IGORA ROYAL PASTELFIER
+ IGORA ROYAL OIL DEVELOPER 6%/20VOL. (1:1)
PRE-LIGHTENED LENGTHS & ENDS: IGORA ROYAL PASTELFIER
+ IGORA ROYAL OIL DEVELOPER 12%/40VOL. (1:1)
COLOUR 1 – IGORA VIBRANCE 0-00 + 0-88 (10:1)
+ IGORA VIBRANCE ACTIVATOR LOTION 1,9%/6VOL. (1:1)
COLOUR 2 – IGORA VIBRANCE 9,5-49
+ IGORA VIBRANCE ACTIVATOR LOTION 1,9%/6VOL. (1:1)
COLOUR 3 – IGORA VIBRANCE 9-7 + 0-00 (1:1)
+ IGORA VIBRANCE ACTIVATOR LOTION 1,9%/6VOL. (1:1)
COLOUR 4 – IGORA VIBRANCE 9,5-49 + 5-88 (10:1)
+ IGORA VIBRANCE ACTIVATOR LOTION 1,9%/6VOL. (1:1)

CARE USED

FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR 25 g
+ FIBRE CLINIX VIBRANCY BOOSTER 5 g

STYLING USED

OSIS+ FAB FOAM
OSIS+ FREEZE

VERWENDETE FARBEN

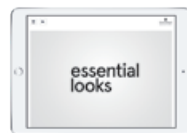
VORAUFGHELLT AM ANSATZ: IGORA ROYAL PASTELFIER
+ IGORA ROYAL OIL DEVELOPER 6% (1:1)
VORAUFGHELLT IN LÄNGEN & SPITZEN: IGORA ROYAL PASTELFIER
+ IGORA ROYAL OIL DEVELOPER 12% (1:1)
FARBE 1 – IGORA VIBRANCE 0-00 + 0-88 (10:1)
+ IGORA VIBRANCE ACTIVATOR LOTION 1,9% (1:1)
FARBE 2 – IGORA VIBRANCE 9,5-49
+ IGORA VIBRANCE ACTIVATOR LOTION 1,9% (1:1)
FARBE 3 – IGORA VIBRANCE 9-7 + 0-00 (1:1)
+ IGORA VIBRANCE ACTIVATOR LOTION 1,9% (1:1)
FARBE 4 – IGORA VIBRANCE 9,5-49 + 5-88 (10:1)
+ IGORA VIBRANCE ACTIVATOR LOTION 1,9% (1:1)

VERWENDETE PFLEGE

FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FÜR FEINES BIS NORMALES HAAR 25 g
+ FIBRE CLINIX VIBRANCY BOOSTER 5 g

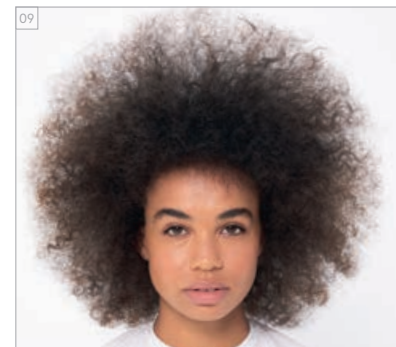
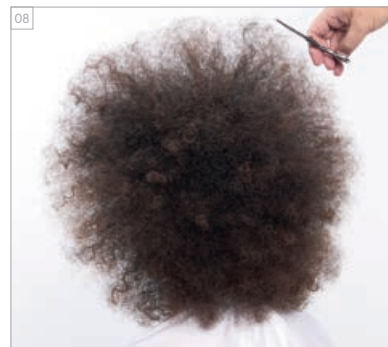
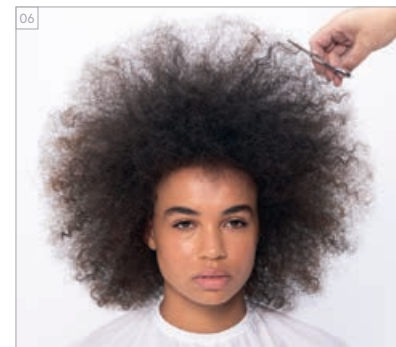
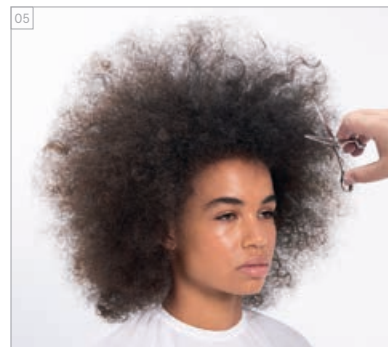
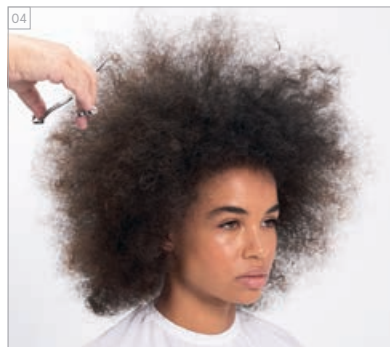
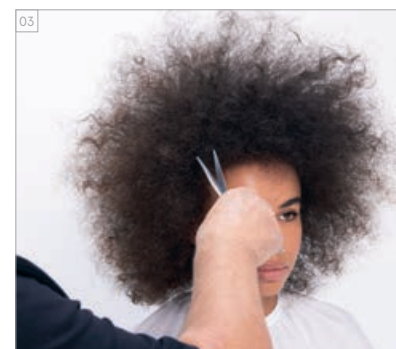
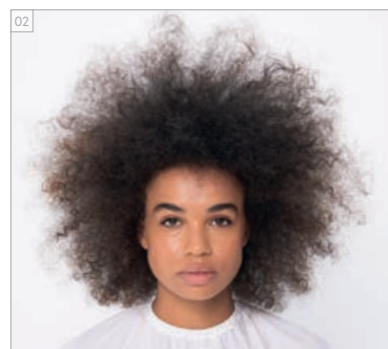
VERWENDETE STYLINGPRODUKTE

OSIS+ FAB FOAM
OSIS+ FREEZE

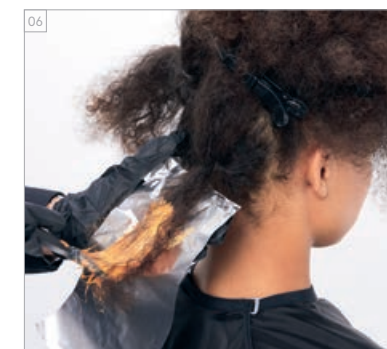
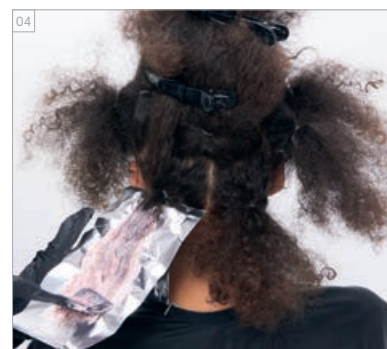
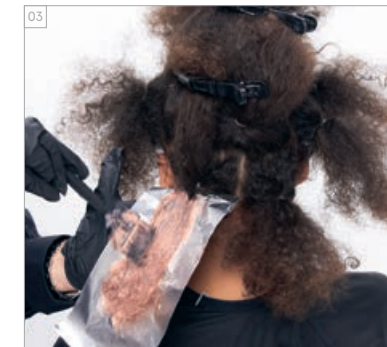
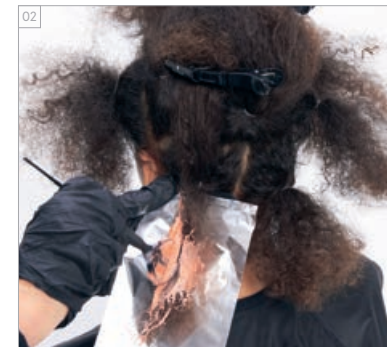
ARTFUL FEELING
SALONBEFORE // AFTER
VORHER // NACHHER

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CUT STEP BY STEPS
STEP BY STEP – SCHNITTPRODUCTS USED
VERWENDETE
PRODUKTE

#EssentialLooks

COLOUR TECHNIQUE
#multitonefoiling
by @edoardopaludoCOLOUR STEP BY STEPS
STEP BY STEP – FARBECOLOURS USED

ALTERNATING STRANDS:

COLOUR 1 – IGORA ROYAL 6-88
+ IGORA ROYAL OIL DEVELOPER 9%/30VOL. (1:1)

COLOUR 2 – IGORA ROYAL 8-77 + 0-89 + PASTELFIER (3:1)
+ IGORA ROYAL OIL DEVELOPER 12%/40VOL. (1:1)

COLOUR 3 – IGORA ROYAL 8-84 + 9-98 + PASTELFIER (4:1:2)
+ IGORA ROYAL OIL DEVELOPER 12%/40VOL. (1:1)

CARE USED

BC pH 4.5 COLOR FREEZE SULFATE-FREE MICELLAR SHAMPOO

BC pH 4.5 COLOR FREEZE CONDITIONER

BC UV FILTER COLOR FREEZE LIQUID SHINE

STYLING USED

OSIS+ CURL HONEY

OSIS+ FREEZE

OSIS+ KEEP IT LIGHT

VERWENDETE FARBEN

ABWECHSELNDE HAARSTRÄHNEN:

FARBE 1 – IGORA ROYAL 6-88
+ IGORA ROYAL OIL DEVELOPER 9% (1:1)

FARBE 2 – IGORA ROYAL 8-77 + 0-89 + PASTELFIER (3:1)
+ IGORA ROYAL OIL DEVELOPER 12% (1:1)

FARBE 3 – IGORA ROYAL 8-84 + 9-98 + PASTELFIER (4:1:2)
+ IGORA ROYAL OIL DEVELOPER 12% (1:1)

VERWENDETE PFLEGE

BC pH 4.5 COLOR FREEZE SULFATE-FREE MICELLAR SHAMPOO

BC pH 4.5 COLOR FREEZE CONDITIONER

BC UV FILTER COLOR FREEZE LIQUID SHINE

VERWENDETE STYLINGPRODUKTE

OSIS+ CURL HONEY

OSIS+ FREEZE

OSIS+ KEEP IT LIGHT

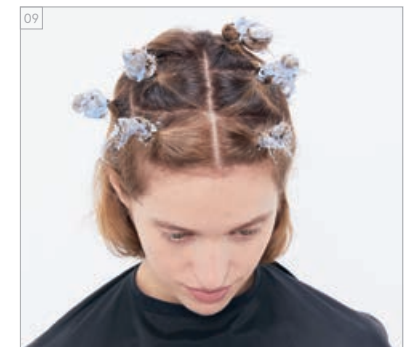
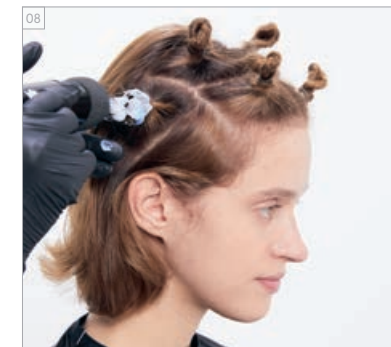
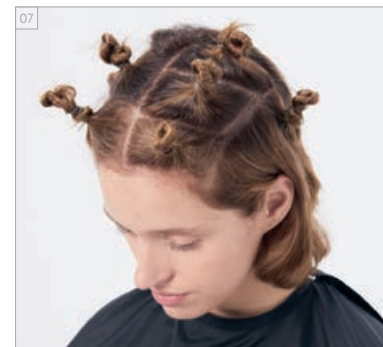
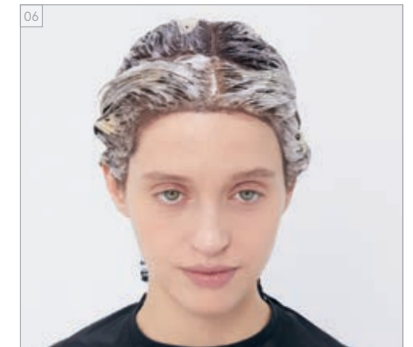
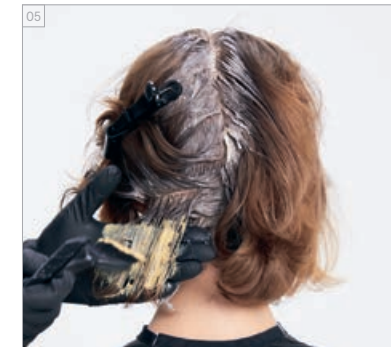
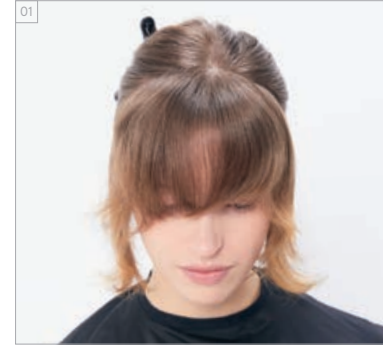
ARTFUL FEELING
SALONBEFORE // AFTER
VORHER // NACHHER

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PRODUCTS USED
VERWENDETE
PRODUKTE

#EssentialLooks

COLOUR TECHNIQUE
#colourtwist
by @shyandfloCOLOUR STEP BY STEPS
STEP BY STEP – FARBECOLOURS USED

COLOUR 1 – FRONT SECTION ROOTS: IGORA ROYAL 8-21 + 8-0 (1:1)
+ IGORA ROYAL OIL DEVELOPER 6%/20VOL. (1:1)

COLOUR 2 – BACK SECTION ROOTS: IGORA ROYAL 5-4 + 4-46 (1:1)
+ IGORA ROYAL OIL DEVELOPER 3%/10VOL. (1:1)

COLOUR 3 – ALTERNATING MID LENGTHS & ENDS: IGORA ROYAL 6-46 (1:1)
+ IGORA ROYAL OIL DEVELOPER 6%/20VOL. (1:1)

COLOUR 4 – IGORA ROYAL 7-55 + 0-55 (6:1)
+ IGORA ROYAL OIL DEVELOPER 9%/30VOL. (1:1)

SECOND PHASE KNOT COLOURING:

COLOUR 5 – IGORA VARIO BLOND PLUS
+ IGORA ROYAL OIL DEVELOPER 3%/10VOL. (1:2)

AFTER RINSING:

COLOUR 6 – CHROMA ID YELLOW + BLUE (2:1)

CARE USED

FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR 25 g
+ FIBRE CLINIX HYDRATE BOOSTER 5 g

STYLING USED

OSIS+ BOUNCY CURLS
OSIS+ FREEZE PUMP

VERWENDETE FARBEN

FARBE 1 – VORDERE SEKTION: AM ANSATZ: IGORA ROYAL 8-21 + 8-0 (1:1)
+ IGORA ROYAL OIL DEVELOPER 6% (1:1)

FARBE 2 – HINTERE SEKTION: AM ANSATZ: IGORA ROYAL 5-4 + 4-46 (1:1)
+ IGORA ROYAL OIL DEVELOPER 3% (1:1)

FARBE 3 – ABWECHSELND IN LÄNGEN & SPITZEN: IGORA ROYAL 6-46 (1:1)
+ IGORA ROYAL OIL DEVELOPER 6% (1:1)

FARBE 4 – IGORA ROYAL 7-55 + 0-55 (6:1)
+ IGORA ROYAL OIL DEVELOPER 9% (1:1)

IN EINEM ZWEITEN SCHRITT DIE KNOTEN AUFHELLEN:

FARBE 5 – IGORA VARIO BLOND PLUS
+ IGORA ROYAL OIL DEVELOPER 3% (1:2)

NACH DEM AUSSPÜLEN:

FARBE 6 – CHROMA ID GELB + BLAU (2:1)

VERWENDETE PFLEGE

FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FÜR FEINES BIS NORMALES HAAR 25 g
+ FIBRE CLINIX HYDRATE BOOSTER 5 g

VERWENDETE STYLINGPRODUKTE

OSIS+ BOUNCY CURLS
OSIS+ FREEZE PUMP

#essentiallooks
#schwarzkopfpro
#togetherapassionforhair

