

WE ARE SCHWARZKOPF



Schwarzkopf
PROFESSIONAL



FOR EVERY YOU.

FOR EVERY YOU

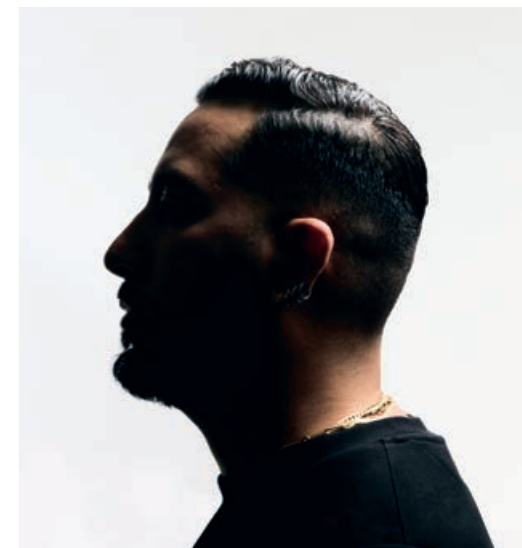
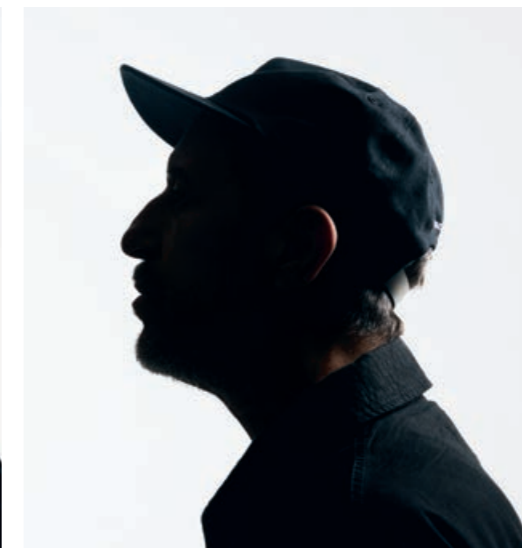
Through the power of community Schwarzkopf Professional breaks into the future of hairdressing with a revitalised, relevant and personalised offering, FOR EVERY YOU.

With a focus on business growth, our new community-led inspiration **HAIR BY SCHWARZKOPFPRO**, our service-led education offers, and our state-of-the-art portfolio & innovations meet the diverse, ever evolving needs of

EVERY STYLIST, EVERY SALON & EVERY CLIENT.

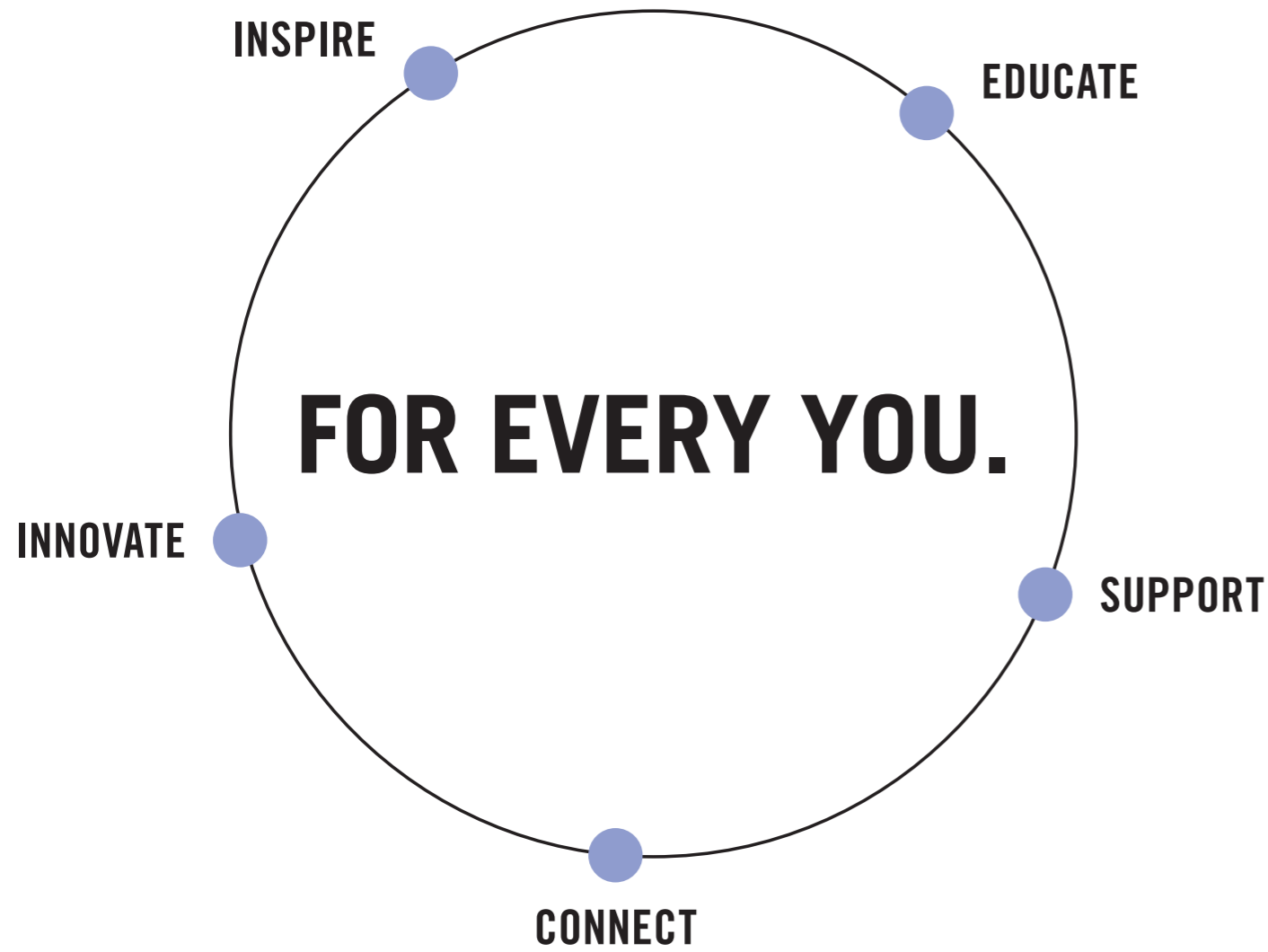
As a true **partner in craft**, we empower you to become the hairdresser you want to be.

**SCHWARZKOPF PROFESSIONAL –
FOR EVERY YOU.**





360° SUPPORT DESIGNED AROUND YOU



EVERY HAIRDRESSER'S JOURNEY IS UNIQUE. LET'S TAKE IT TOGETHER. BECAUSE...



... WE INSPIRE

Keep your next creation fresh with HAIR BY SCHWARZKOPFPRO.



... WE EDUCATE

Become the hairdresser you want to be with our service-led education programme.



... WE SUPPORT

Be backed by our support system - From 24/7 online show, business support, and customer service to technical support and more to make your salon a success!



... WE CONNECT

Join a diverse and global community of hairdressers that you can collaborate and share with.

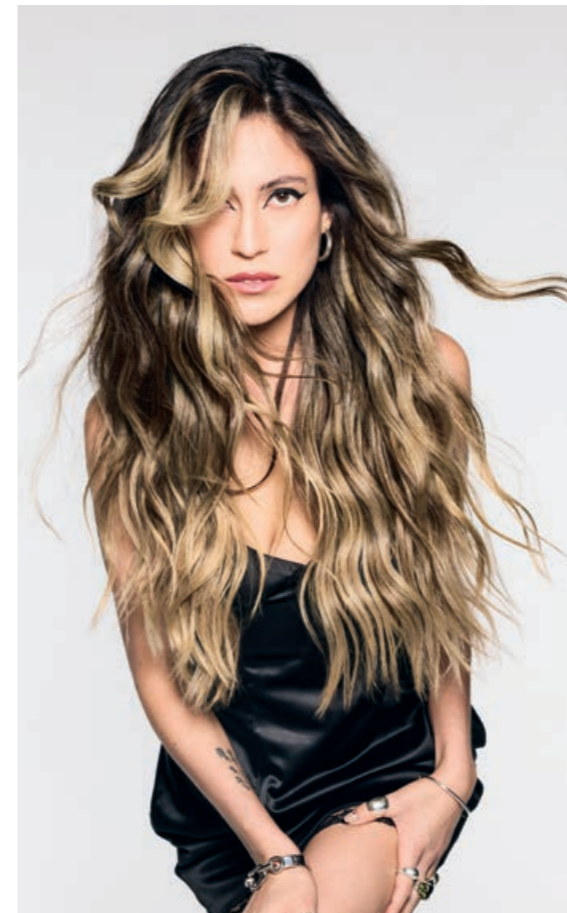
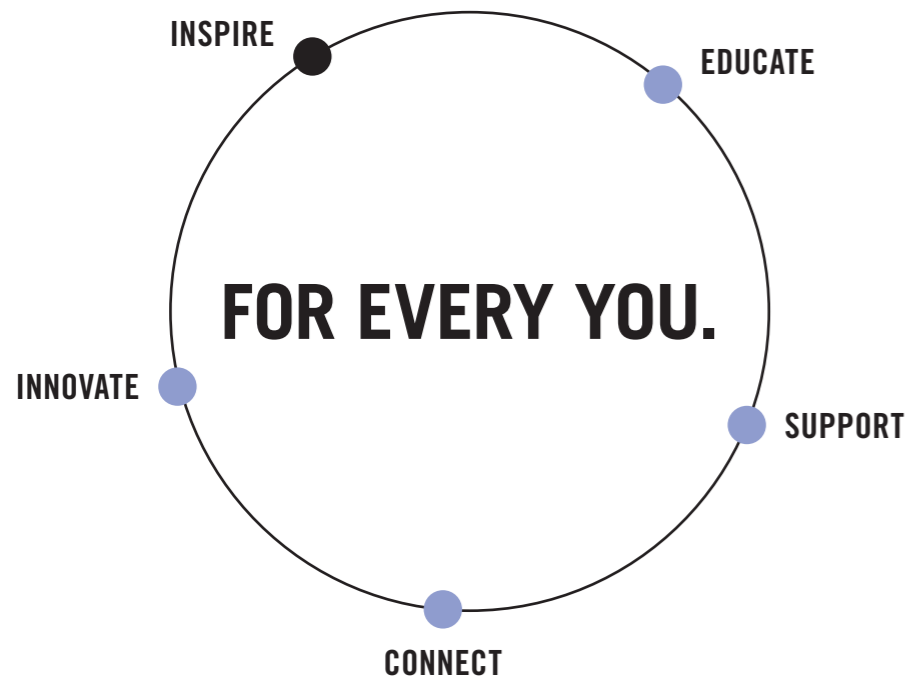
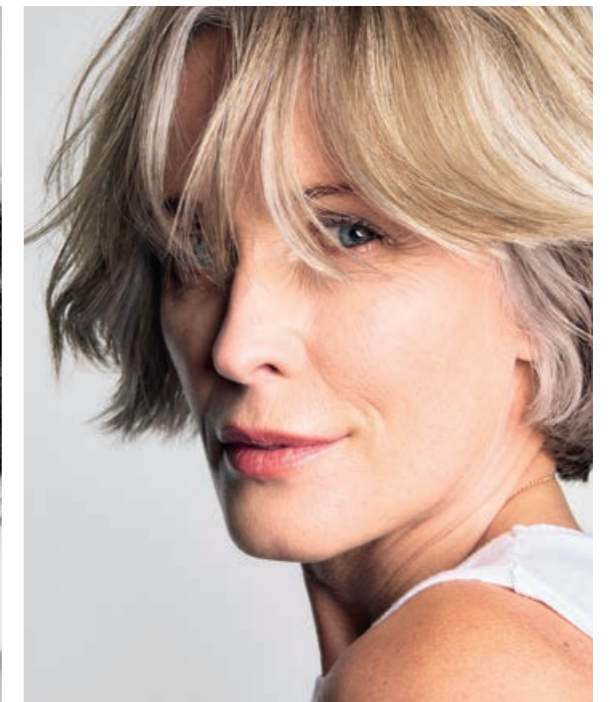


... WE INNOVATE

Tailor every client experience with innovative products.

INSPIRE

Discover our new inspirational platform
HAIR BY SCHWARZKOPFPRO created
by and for the global hairdressing
community.





INSPIRATION FOR EVERY YOU.

We offer a carefully curated collection of stories, celebrating modern hair culture.

SPEAKING TO THE HEART OF EVERY HAIRDRESSER

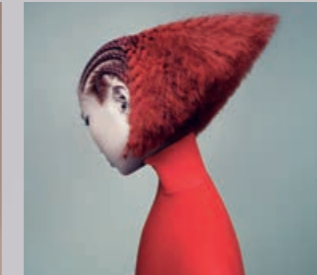


INSPIRATION IS EVERYWHERE

SERVICES



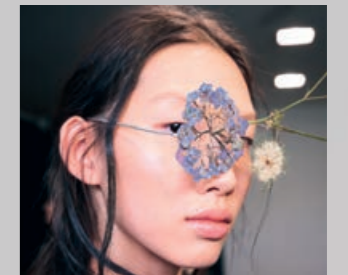
LIFESTYLE TRENDS



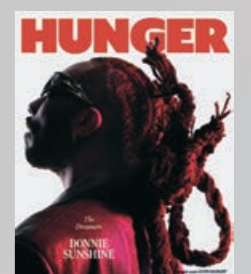
CELEBRITIES



CULTURAL MOMENTS



MEDIA / PUBLICATION-TRENDS





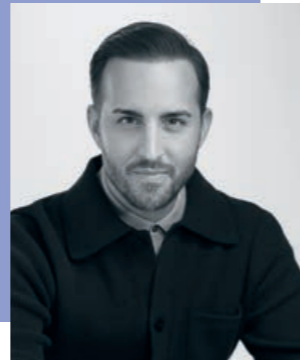
WE EMPOWER ARTISTS WORLDWIDE TO SHARE ...

... STORIES
... INSPIRATION
... CRAFT
... TECHNIQUES
... SERVICES

IN OUR FIRST EDITION



NICK IRWIN
@nickirwinhair, 16.6k



ALEXANDER FEHRENBACH-VOIT
@afv.hair, 1.4k



CASPER YEO
@casperyeo, 1.2k



LINDA LEHTO
@lindamandal, 3.5k



JACOB SCHWARTZ
@jacobschwartzhair, 30.3k



TONY TSAI
@tonytony1226, 38.6k



REEMA JABER
@hairbyreema, 531k



RAFI CHENG
@raficheng, 2.9k



LILE
@happy.lee.621, 88k



DONGLIN LI
@donglin_li, 97k



TYLER JOHNSTON
@tylerjohnstonhair, 27k



SHY + FLO
@shyandflo, 6k



ALICE ZHOU
@alicezhou0629, 291k



LONGZE
@longzehaowen, 782k



BRENDNETTA ASHLEY
@edgybgirl, 19k



JAVIER DIAZ
@javierdiaz_hairstyle, 92k



PATRICIA NIKOLE
@paintedhair, 1.1M



JACK MARTIN
@jackmartincolourist, 857k



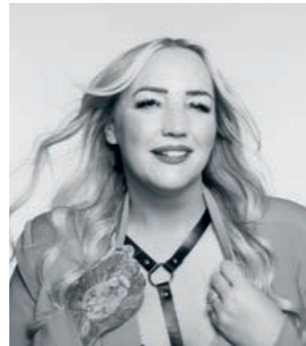
KEINO YIP
@keinoyip, 3k



ZITO CHUNG
@Zitochung, 280k



RICHARD ASHFORTH
@richardashforth, 28.7k



LISA FARRALL
@lisafarrall, 19.8k



LESLEY JENNISON
@lesleyjennison, 58.7k





HAIR BY SCHWARZKOPFPRO

THE NEW INSPIRATIONAL PLATFORM

WE BELIEVE IN THE POWER OF HAIR TO TELL STORIES

Therefore, we empower artists worldwide to share their craft, creativity, and personal stories in an annually curated collection, celebrating modern hair culture.

CREATED BY AND FOR THE GLOBAL HAIRDRESSING COMMUNITY.



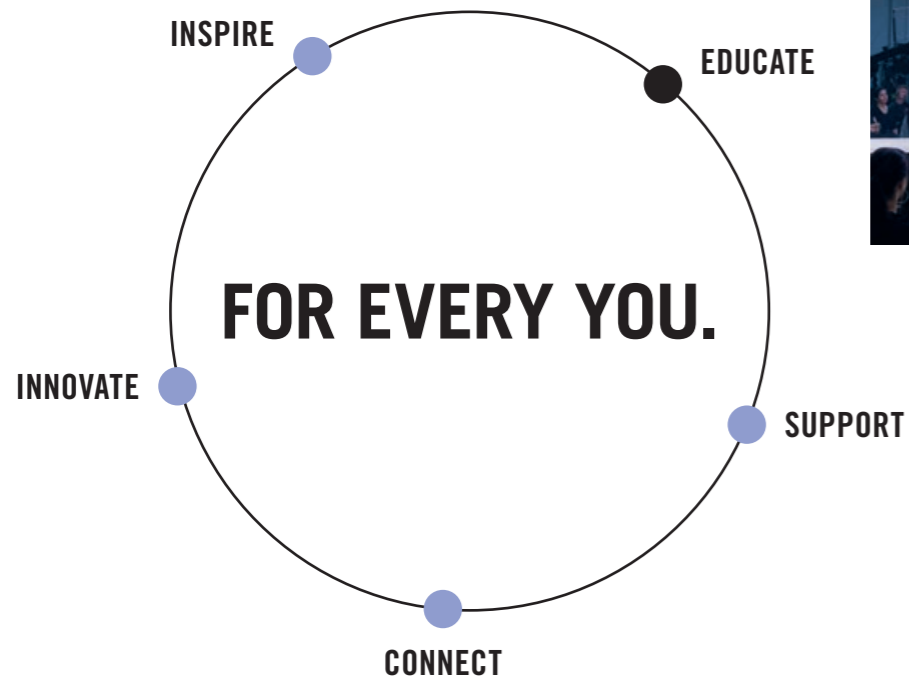
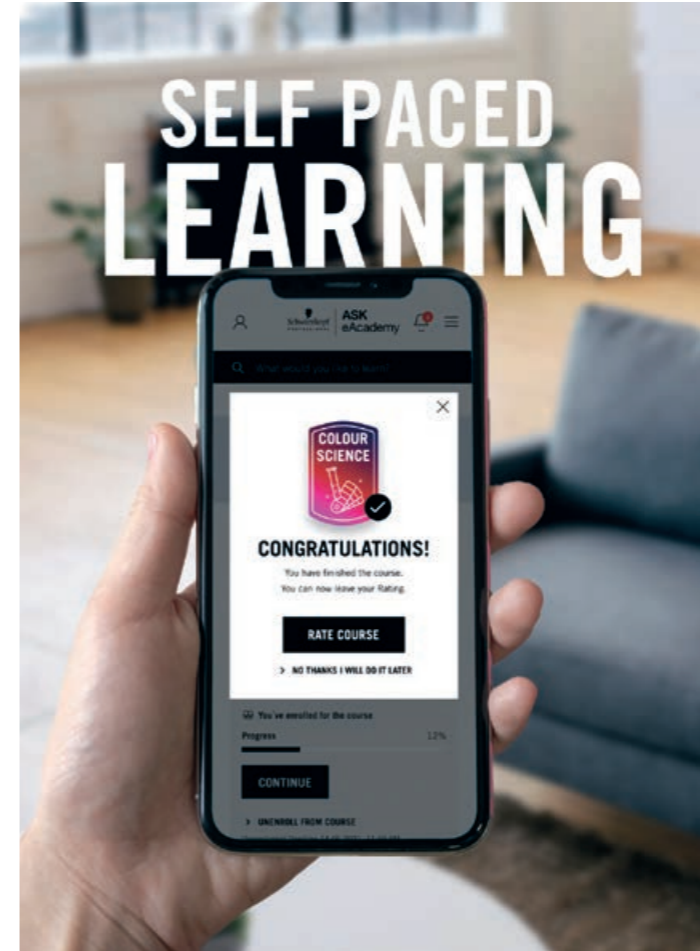
INSPIRATION FOR EVERY YOU.





EDUCATE

Explore our service-led education programme to empower you with the most personalised learning experience.



BECOME THE HAIRDRESSER YOU WANT TO BE

LIFE-LONG LEARNING IS THE KEY TO AN EVER-CHANGING WORLD

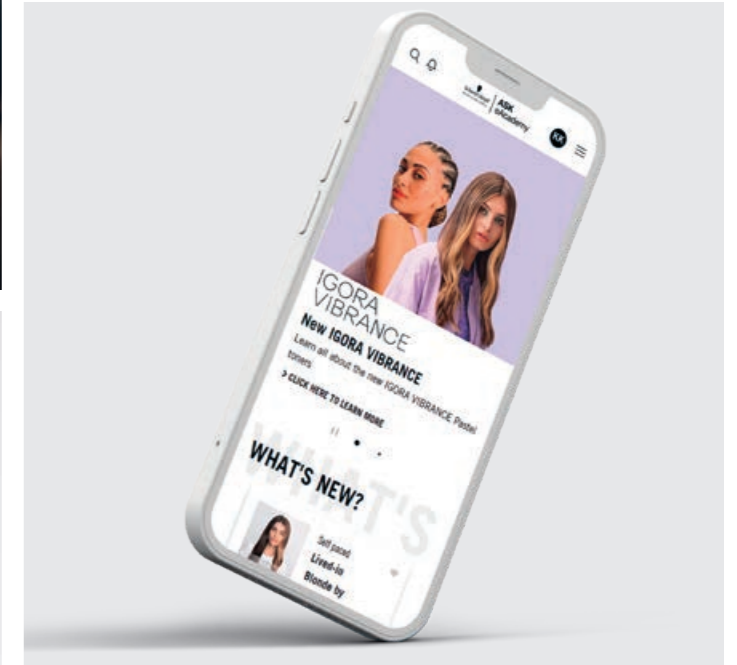
Discover our **modernised learning curriculum** across all learner levels.



Grow with strong focus on colour & relevant, commercial **HAIR BY SCHWARZKOPFPRO** services.



Benefit from the **convenient blend of face-to face and 24/7 available digital learning opportunities.**

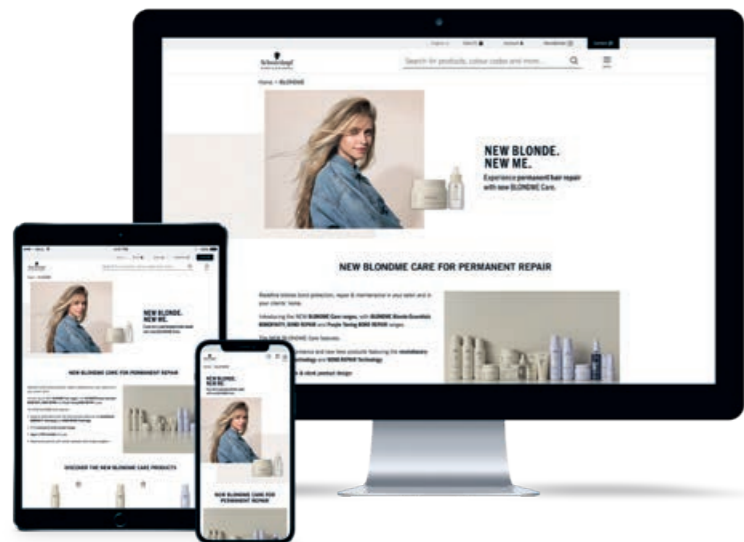
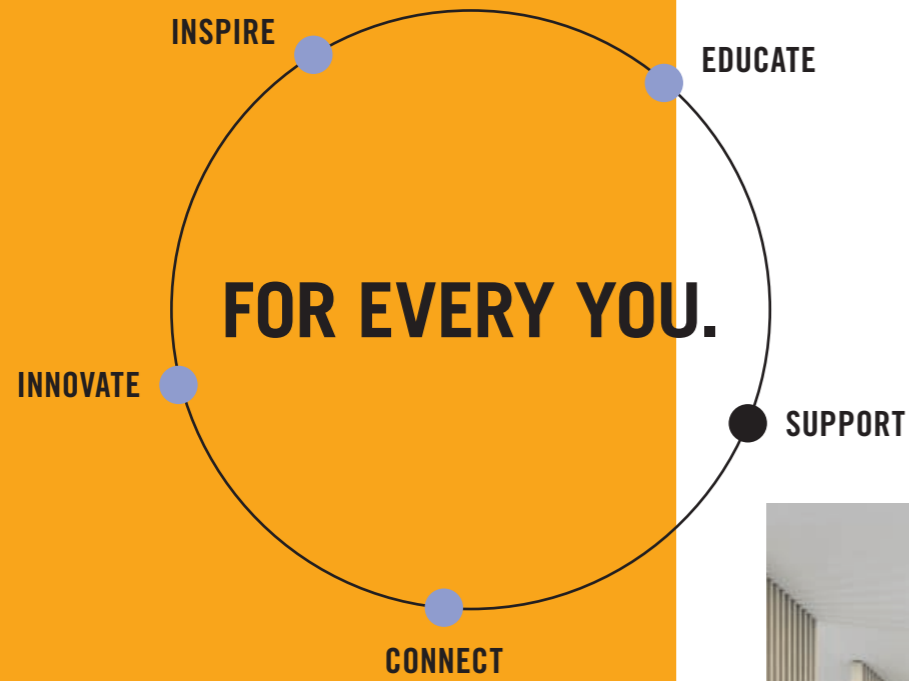


Learn from the very best: **Our team of global ambassadors and local education experts.**



SUPPORT

Partners in craft
and in business.

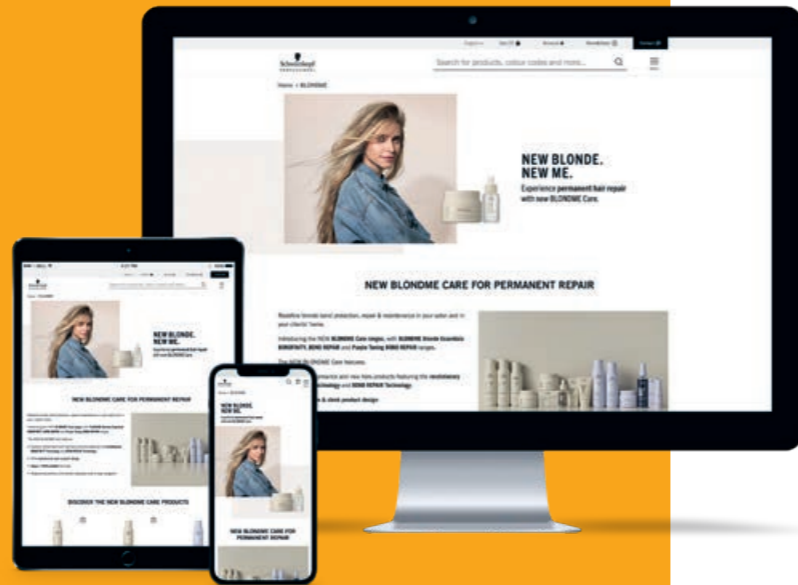




ALWAYS ...

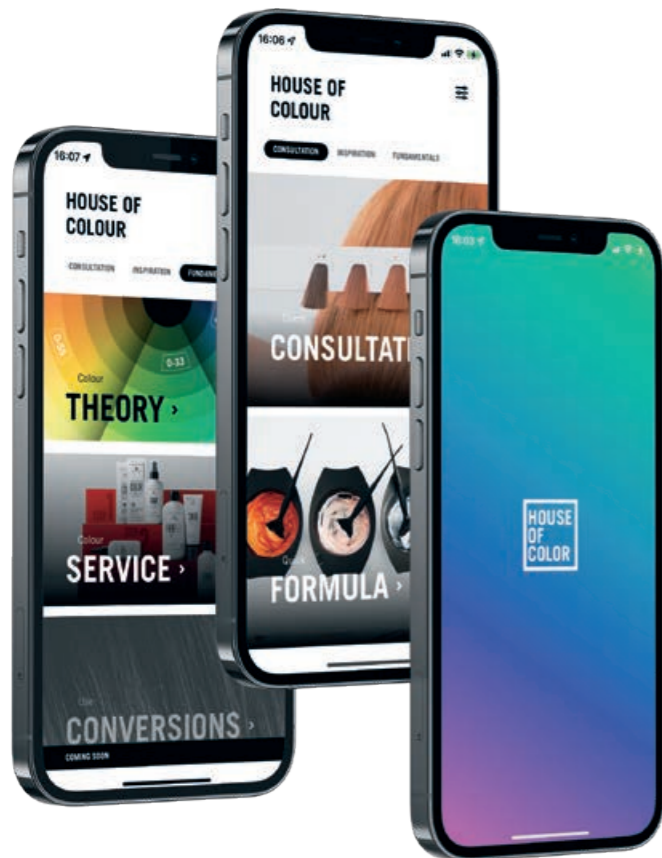
... PUTTING YOUR BUSINESS FIRST

With our 24/7 online eShop we offer automated admin, stock management, new product info, promotional offers – plus free, fast delivery.



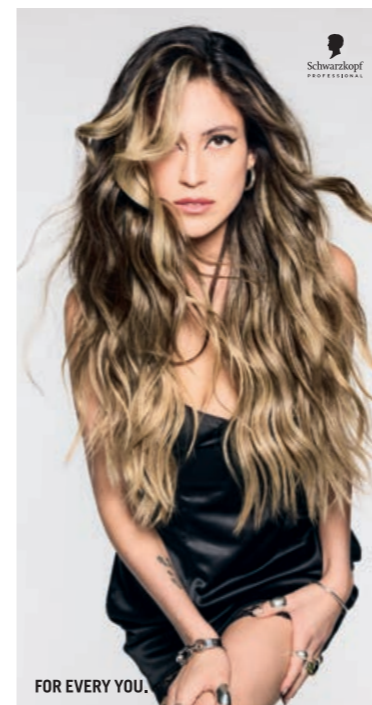
... GIVING YOU CONFIDENCE

With tools that act as an extension of your hands and creative vision for the technical perfection you need.



... BY YOUR SIDE

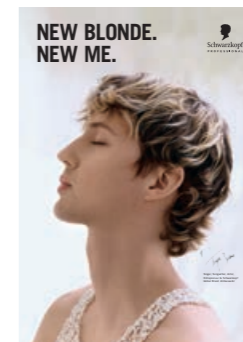
With our House of Color App be ready to create personalised formulas, learn with NEW tutorials and shade conversion guides.



FOR EVERY YOU.



FOR EVERY YOU.



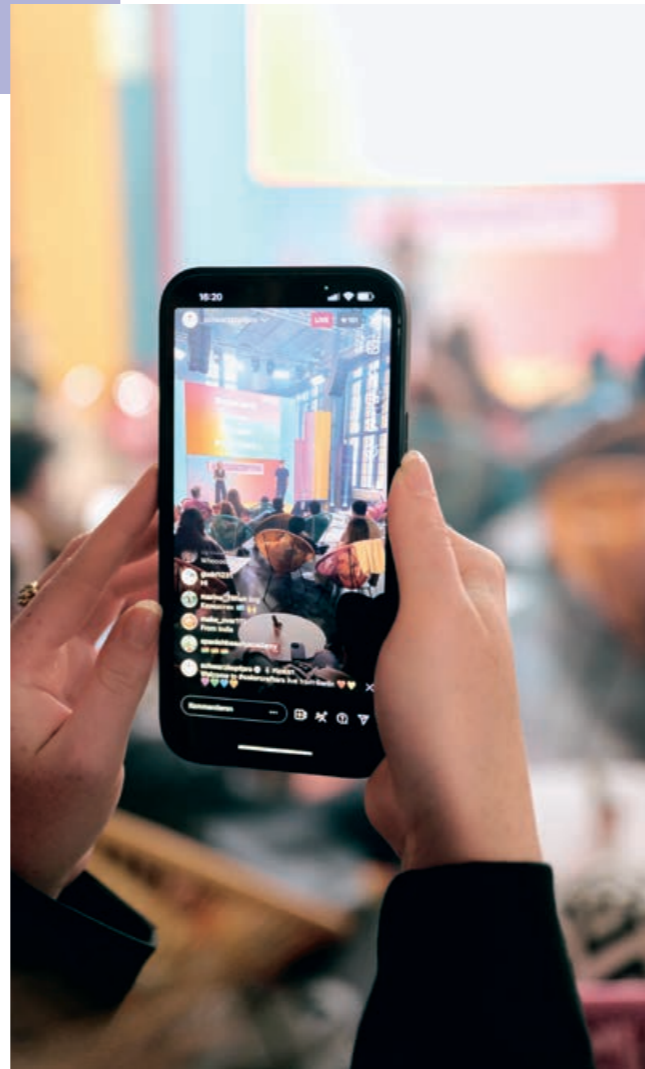
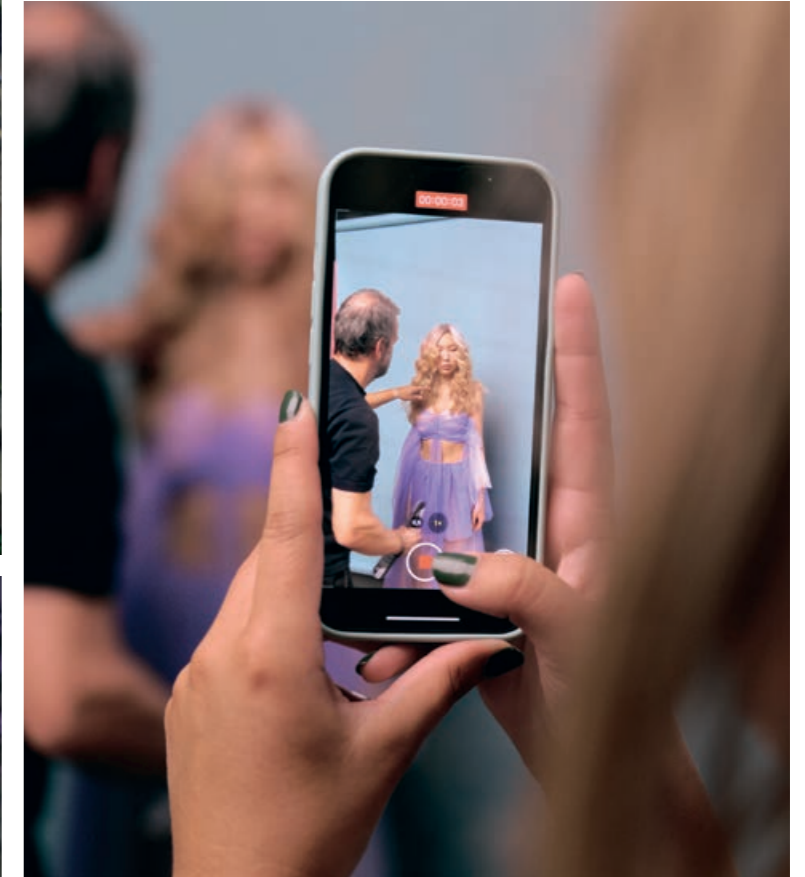
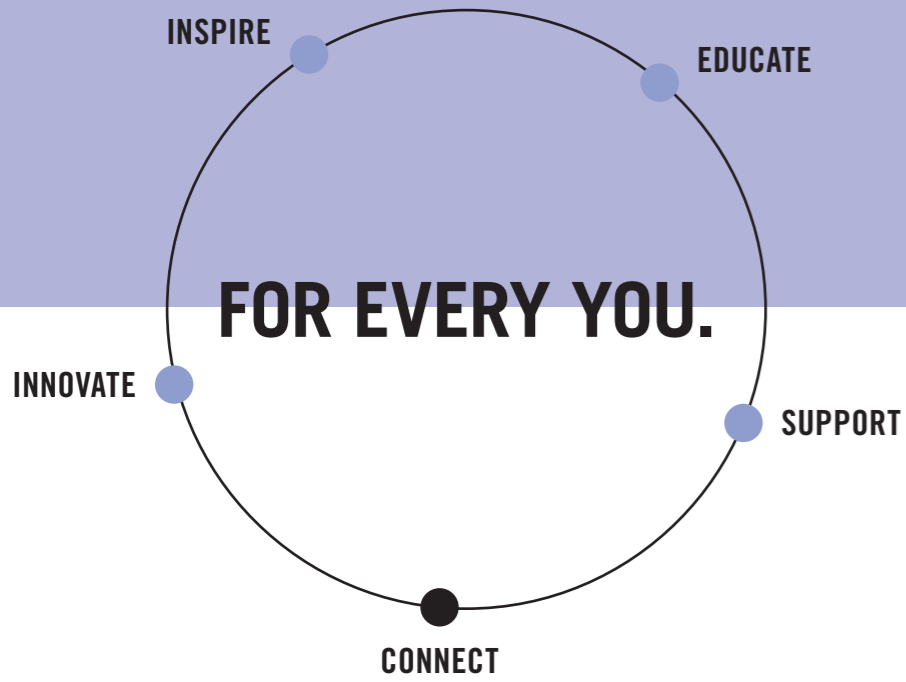
... KEEPING YOUR SALON LOOKING AT ITS BEST

With brand decorations, posters, look books, promotional cards, displays, and technical materials.



CONNECT

We bring together inspiration, craftsmanship, and community at events designed FOR EVERY YOU.



SHOWCASE YOUR CRAFT AND CONNECT WITH US ACROSS OUR EVENTS, AND DIGITAL PLATFORMS



Bond with our network of experts and ambassadors and be part of a strong community - online & offline!



Get inspired, connect, and create at the one of our many events and as part of our digital community!



We love celebrating what makes you proud!

Share your creations and tag @schwarzkopfpro and @schwarzkopfproUK for a chance to shine and share your creations.



Get your passion and creativity recognized at Hairdressing Awards or London Fashion Week





JOIN OUR COMMUNITY OF HAIRDRESSERS AND SALON EXPERTS

FIND US IN PERSON AND DIGITALLY



EMRE AYAKSIZ 🇹🇷
@emreayaksiz, 1.3m



JAVIER DIAZ 🇮🇹
@javierdiaz_hairstyle, 92k



JAVIER ROMERO 🇮🇹
@romerostyle, 42k



JOSIE VILAY 🇺🇸
@josievilay, 365k



PATRICIA NIKOLE 🇺🇸
@paintedhair, 1.1M



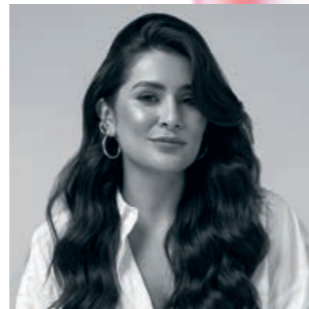
LANA KARPOVA 🇷🇺
@lana_amiconcept, 26k



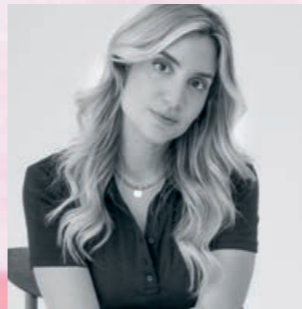
ABBEY BROOKEE 🇨🇦
@abbeybrookee, 438k



ALEKSANDAR DRAMICANIN 🇷🇸
@aleksandar_dramicanin, 65k



ALEXA PEREZ 🇪🇸
@byalexaperez, 46k



MARIA ROBERTS 🇪🇸
@mariaroberts25, 143k



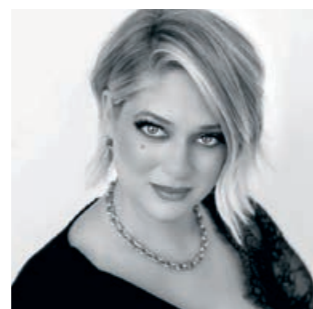
NICK IRWIN 🇬🇧
@nickirwinhair, 16.6k



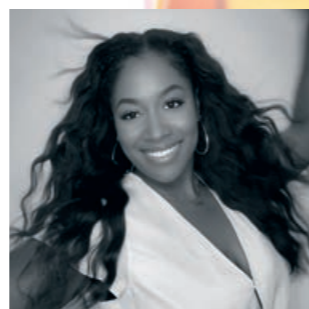
REEMA JABER 🇨🇦
@hairbyreema, 531k



ARJAN BEVERS 🇳🇱
@arjanbevers, 40k



ASHLEE NORMAN 🇺🇸
@ashleenormanhair, 360k



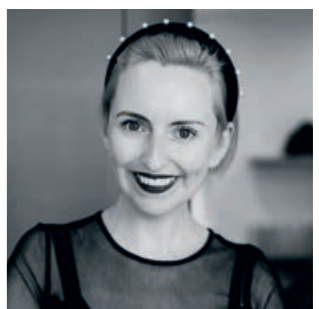
BRENDNETTA ASHLEY 🇺🇸
@edgybgirl, 19k



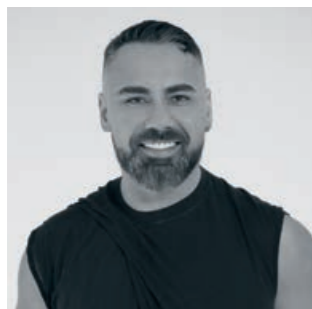
THELMA DE KLERK 🇳🇱
@hairbythelma, 15k



SHENGJIE SHI 🇮🇹
@shiparrucchieri, 322k



SIOBHAN HAUG 🇳🇱
@goldensiohban, 6k



CARLOS ROJAS 🇺🇸
@colorbycarlos, 202k



CHRISTOS MICHAILIDIS 🇬🇷
@christosmichailidis, 33k



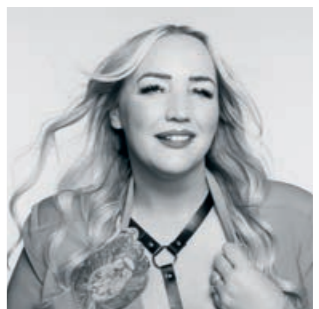
LESLEY JENNISON 🇬🇧
@lesleyjennison, 58.7k



CARLY ZANONI 🇺🇸
@the.blonde.chronicles, 652k



HUSEYIN BASAR 🇹🇷
@huseyinbasarofficial, 17.1k

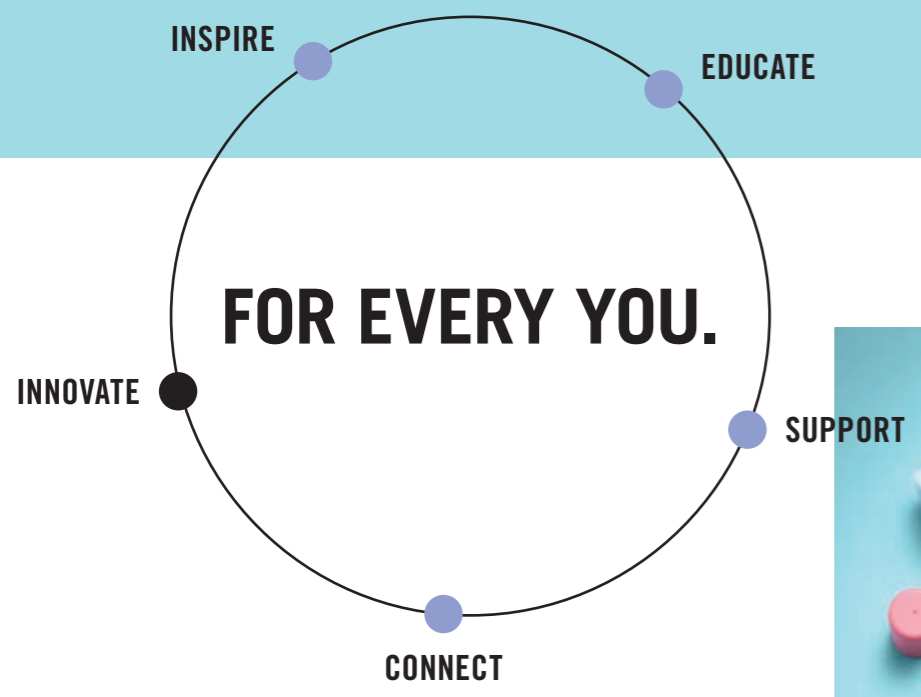


LISA FARRALL 🇬🇧
@lisafarrall, 19.8k



INNOVATE

Explore our state-of-the-art product portfolio and continuous innovations meeting every client's need.





INNOVATION IS AT THE CORE OF OUR DNA

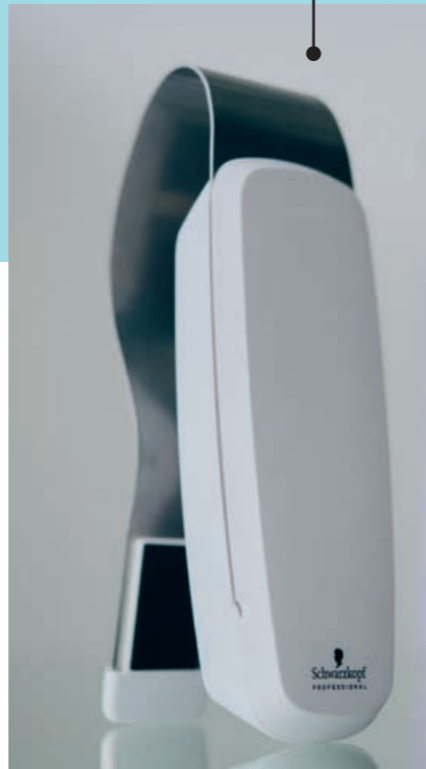
2016

INTEGRATED BONDING IN COLOUR



2020

FIRST SMART DEVICE THAT COMBINES HAIRDRESSER EXPERTISE WITH DATA DRIVEN INSIGHTS



2023

INTEGRATED ANTI-METAL BOND PROTECTION TECHNOLOGY



2006

FIRST HAIRSTYLING POWDER



2017

9+ LEVELS OF LIFT IN A PROFESSIONAL LIGHTENER WITH INTEGRATED BONDING



2021

NEW SUSTAINABLE PACKAGING FOR ALL PERMANENT COLOUR



2024

BONDFINITY TECHNOLOGY FOR THE STRONGEST, PERMANENT BONDS INSIDE THE HAIR FIBRE



FOR EVERY COLOUR SERVICE

IGORA – BE THE COLOURIST YOU WANT TO BE

We turn hairdressers' needs into cutting-edge technologies and state-of-the-art products you can trust. With IGORA, you can create any look and tailor your service to every client's need thanks to a rich and reliable portfolio with trusted formulas.



DISCOVER THE REST OF THE IGORA PORTFOLIO

PERMANENT



IGORA ROYAL HIGHLIGHTS
Coolest blondes results

Integrated Fibre Bond Technology and True Lift Complex for more powerful lift and stronger neutralisation



IGORA ROYAL ABSOLUTES
Specially formulated for mature hair white coverage

100% white hair coverage with Pro-Age-Complex with Collagen & Siliamine



IGORA ROYAL SILVER WHITES
Neutralise natural white and salt & pepper hair

Extra care for all mature hair with Pro-Age-Complex with Collagen & Siliamine



IGORA COLOR10
Fast, convenient colour
10 minutes processing time



IGORA ROYAL FASHION LIGHTS
Lift & tone in one step
Integrated Fibre Bond Technology for perfect luminosity and contrast



IGORA ZERO AMM
100% ammonia-free permanent colour
100% coverage for natural-looking true-to-tone results

IGORA ROYAL

- Colourists' choice for permanent colour
- True-to-tuft results
 - Up to 100% coverage
 - Incredible colour intensity
 - Performance you can trust – always



2.5 IGORA PRODUCTS SOLD EVERY SECOND

LIGHTENING

IGORA VARIO BLOND
Lighteners with up to 8 levels of lift with high neutralisation performance

Integrated Fibre Bond Technology



DEMI

IGORA VIBRANCE
100% ammonia free demi permanent colouration

Up to 100% more shine





FOR EVERY BLONDE

Maximum lift with minimum hair breakage – our BLONDME Premium Lightener 9+ with integrated Anti-Metal Bond Protection Technology protects the hair fibres while powerfully lifting up to 9 levels.



BLONDME – THE AUTHORITY IN BLONDE

Truly dedicated to the diverse needs of blondes, BLONDME's versatile COLOUR & CARE system with integrated bonding technologies enables every hairdresser to master any blonde challenge and create the most stunning blonde looks.



DISCOVER THE OTHER BRANDS IN OUR HOUSE OF COLOUR



TRUE BEAUTIFUL HONEST – AUTHENTIC COLOUR RESULTS WITH TBH

- Multi-dimensional permanent hair colour
- Illuminating the hair's natural highs and lows
- Vegan & peta-approved formula
- Tone Softener: dilutes pigment intensity while adding a level of care to the colour service

CHROMA ID – EXPRESS YOUR CLIENTS COLOUR IDENTITY

- Semi-permanent mix-and-tone bonding masks matching the IGORA system
- 100% colour flexibility in subtle and bold shades
- 0% damage with integrated bonding technology
- Vegan





FOR EVERY CARE NEED

BC BONACURE – FREE FROM COMPROMISE, FULL OF PROMISE

- Advanced vegan technology
- Clean formulas free from sulphates, mineral oils, microplastics and artificial colourants
- Sustainable, fully recyclable packaging



BONDME CARE – STRONG BONDS FOR STRONG BLONDES

- Designed to rebuild the core of delicate blonde hair and restore all three types of hair bonds, both in-salon and at home
- Mix & match to create a personalised in-salon service or at home recommendation



FIBRECLINIX – OUR MOST ADVANCED REPAIR TECHNOLOGY

- BOND IT – with the BONDFINITY technology to create the strongest, permanent bonds
- BOOST IT – with the boosters and heroes to create customisable services for perfectly tailored hair care
- INFINITE – keep reactivating the results with the at-home ranges



FOR EVERY LOOK

SESSION LABEL – THE STANDARD FOR STYLING PERFORMANCE

- Exclusively professional styling range
- High-performance, super-light, micro-fine, vegan formulas
- Effective, targeted application formats
- Iconic hairspray formulations
- Pliable hold



SILHOUETTE – LONG LASTING, YET INVISIBLE HOLD

- Delivered by high quality, purified ingredients and micro-sized film-forming agents



OSIS – FOR BOUNDARY-PUSHING LOOKS

- Most diverse professional styling brand
- Comprehensive range with unique consistencies
- Cult-favorite OSiS Dust It
- Empowering self-expression with creative hairstyles
- Modern, multi-purpose formulas, for any length and texture: shine, curls, volume, texture & hold





Schwarzkopf
PROFESSIONAL



FOR EVERY YOU.