

SESSION
LABEL.

#CRAFTTHEDIFFERENCE


Schwarzkopf
PROFESSIONAL



Together. A passion for hair.

The difference is in the details. Driven by the uncompromising needs of session stylists, this curated 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 own visions to life. 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.

C R A F T T H E D I F F E R E N C E

C O N T E N T

04 The Miracle

05 The Mousse

06 The Thickener

07 The Definer

08 The Powder

09 The Salt

10 The Mud

11 The Paste

12 The Serum

13 The Texturizer

14 The Flexible

15 The Strong





THE MIRACLE

Multi-tasking
Balm

Prime
Protect
Define



THE PRODUCT

- Primes, protects, and gives hair definition
- Controls without weighing down the hair
- Gives heat protection up to 230°C/450°F

THE CRAFT

- Apply to damp hair before blow-drying or leaving to air dry
- Use on dry or damp hair before styling with hot tools
- Work into dry hair for extra definition



THE MOUSSE

Volumizing
Soufflé

Lift
Body
Volume



THE PRODUCT

- Adds targeted volume and a light texture
- Lifts roots instantly
- Adds body to volumize the hair with flexible hold

THE CRAFT

- Always shake well and hold the can upright
- Apply to damp hair
- Focus on the roots for additional lift



THE THICKENER

Blow-dry Spray

Volume
Grip
Control



THE PRODUCT

- Bulks-up hair and adds grip without stickiness
- Leaves hair feeling thicker and adds visible volume
- Aids blow-dry and combing

THE CRAFT

- Spray on damp hair, working from roots to ends
- Blow-dry hair, with or without a brush
- Or simply leave to air dry for natural-looking, defined curls and waves



THE DEFINER

Curl Cream

Define
Protect
Control



THE PRODUCT

- Shapes, controls and defines curls & waves without stiffness
- Calms and tames frizzy, unruly curls & waves
- Helps protect against heat damage up to 230°

THE CRAFT

- Apply from roots to ends on damp curly hair and leave to air-dry to give hold, definition, and bounce
- Alternatively, after product application, blow-dry and top it with a curling iron to create long-lasting, bouncy curls





THE POWDER

Styling Dust

Texture
Grip
Volume



THE PRODUCT

- Fine dispersion allows for targeted use
- Gives flexible texture and added volume
- Adds good grip
- Leaves hair with a subtle, matte finish

THE CRAFT

- Spray onto roots on dry hair for extra lift
- Spray throughout the lengths for volume and texture



THE SALT

Salt Spray

Define
Tousle
Texture



THE PRODUCT

- Bodifies and defines without weighing down hair
- Enhances natural movement and texture
- Creates wearable, tousled looks

THE CRAFT

- Apply all over towel-dried hair
- Style waves or curls into the desired shape
- Dry naturally or blow-dry with a diffuser on a low setting
- For more tousled looks, twist and scrunch hair after drying



THE MUD

Moldable
Putty

Dry
Diffuse
Mould



THE PRODUCT

- Creates a dry, diffused texture
- Shapes hair to style and add definition
- Leaves hair with a non-shiny finish
- Re-mouldable, with medium hold

THE CRAFT

- Smooth a small amount into your hands
- Work throughout dry hair
- Mould and shape to finish the look



THE PASTE

Matte
Compound

Matte
Volume
Define



THE PRODUCT

- Gives a 'bendable' texture with a matte finish
- Adds volume and definition
- Re-mouldable, with medium hold

THE CRAFT

- Smooth a small amount into your hands
- Work throughout damp or dry hair
- Mould and shape to create your desired look



THE SERUM

Finishing
Oil

Tame
Smooth
Shine



THE PRODUCT

- Optimum consistency for the most versatile results
- Smooths the hair surface and adds a silky shine
- Prevents split ends, flyaways and frizz

THE CRAFT

- Distribute a small amount into your palms and apply from roots to ends
- Use on damp hair to smooth and ease blow-drying and brushing
- Use on dry hair to smooth and add shine
- Re-apply as often as necessary



THE TEXTURIZER

Undone Look
Spray

Lightweight
Texture
Volume



THE PRODUCT

- Gives tousled, fuller-feeling hair
- Adds lightweight texture and volume throughout
- Leaves hair feeling moisturized
- Easy to brush out

THE CRAFT

- Shake well and spray onto dry hair from approximately 30cm/12 inches
- Spray in short bursts and scrunch for a tousled texture





THE FLEXIBLE

Dry Light Hold
Hairspray

Light
Dry
Hold



THE PRODUCT

- Micro-fine dispersion
- Workable, light hold and control
- Dries instantly
- Super easy to brush out

THE CRAFT

- Spray on dry hair holding can about 30 cm/12 inches away
- Layer to enhance hold



THE STRONG

Dry Firm Hold
Hairspray

Firm
Dry
Control



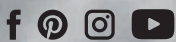
THE PRODUCT

- Micro-fine dispersion
- Strong hold, maximum control
- Dries instantly
- Gives super firm hold
- Super easy to brush out

THE CRAFT

- Apply to dry hair holding can about 30 cm/12 inches away
- Layer to intensify hold





C R A F T T H E D I F F E R E N C E