

# 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**.

DEĞİŞİMİN YÖN VERDİĞİ GÜNÜMÜZDE SCHWARZKOPF PROFESSIONAL OLARAK SİZ ZANAAT ORTAKLARIMIZI HER ZAMANKİ GİBİ DESTEKLEMeye DEVAM EDİYORUZ. GELECEĞİ BİLEMEYİZ AMA BERABER KARŞILAYABİLİRİZ... YAPTIĞIMIZ HER İŞİN MERKEZİNDE KUAFÖRLERİMİZ VAR- BU BİZİM DNA'MIZDA VAR. SİZİN İSTEDİĞİNİZ GİBİ BİR KUAFÖR OLABİLMENİZ İÇİN ESSENTIAL LOOKS'U NASIL HAYATA GEÇİRDİĞİMİZ, DESTEĞİMİZİ SİZE NASIL ULAŞTIRDIĞIMIZ ÖNEMLİ. BU ZORLU ZAMANLARDA, HEM YARATICI HEM DE TİCARİ OLARAK BİR BİREY VE İŞLETME OLARAK GELİŞME VE İLERLEME YETENEĞİ HİÇ BU KADAR KRİTİK OLMAMIŞTI. **ESSENTIAL LOOKS 1:2023** DÜNYASINA HOŞGELDİNİZ.



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

**SIMON ELLIS**  
ULUSLARARASI KREATİF DİREKTÖR  
SCHWARZKOPF PROFESYONEL  
[@THESIMONELLIS](#)

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↓ @LESLEYJENNISON



**LESLEY JENNISON**  
COLOUR

↓ @GRACEDALGLEISHX



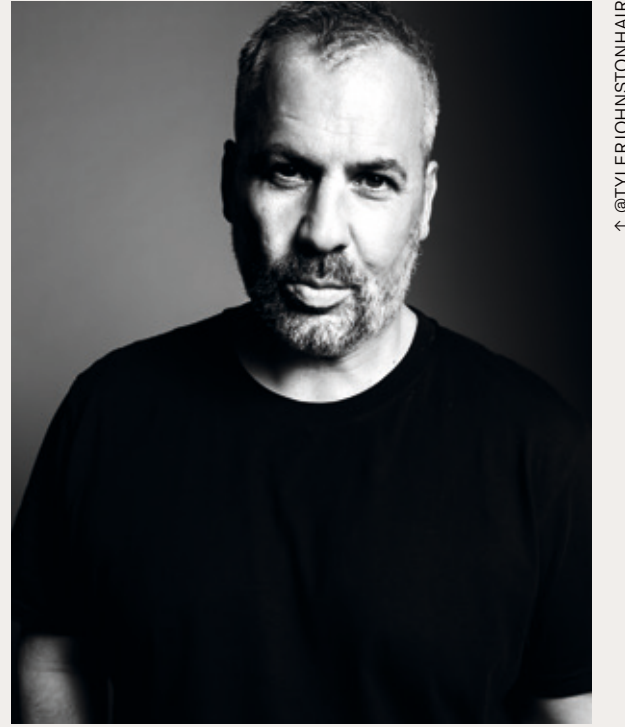
**GRACE DALGLEISH**  
COLOUR

↓ @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** SAÇ VE MODADAKİ EN SON HAREKETLERİN KÜRATÖRLÜĞÜNÜ YAPAN TREND TEMELLİ EĞİTİCİ BİR ARAÇ. SEZONUN EN ÖNEMLİ LIFESTYLE TRENDLERİNDEN 3'ÜNÜ ANLAYARAK BAŞLIYORUZ. BU TRENDLER SOKAKTAN PODYUMA, NASIL YAŞADIĞIMIZDAN NASIL YEDİĞİMİZE KADAR HER ŞEYİ ETKİLİYOR VE BURADAN YOLA ÇIKARAK İNŞAA EDİYOR.

# LOOKS

1/23



WE ARE  
**PARTNERS IN CRAFT**

# VIRTUAL EDEN



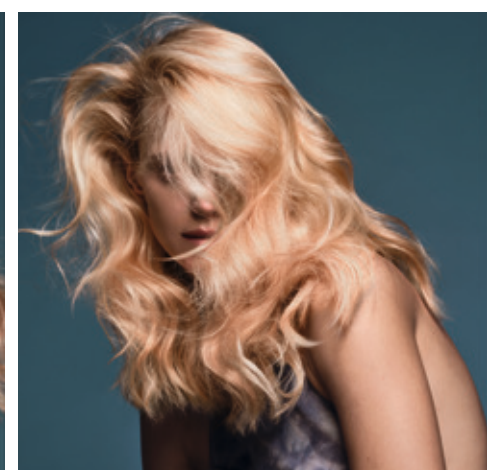
LAURA

CATWALK



SASHA

SALON



# SELF-HOOD



NATHALY

CATWALK



LORENA

SALON



# THE MIS-FITS



LIN LIN

CATWALK



GIOVANNA

SALON



# VIRTUAL EDEN

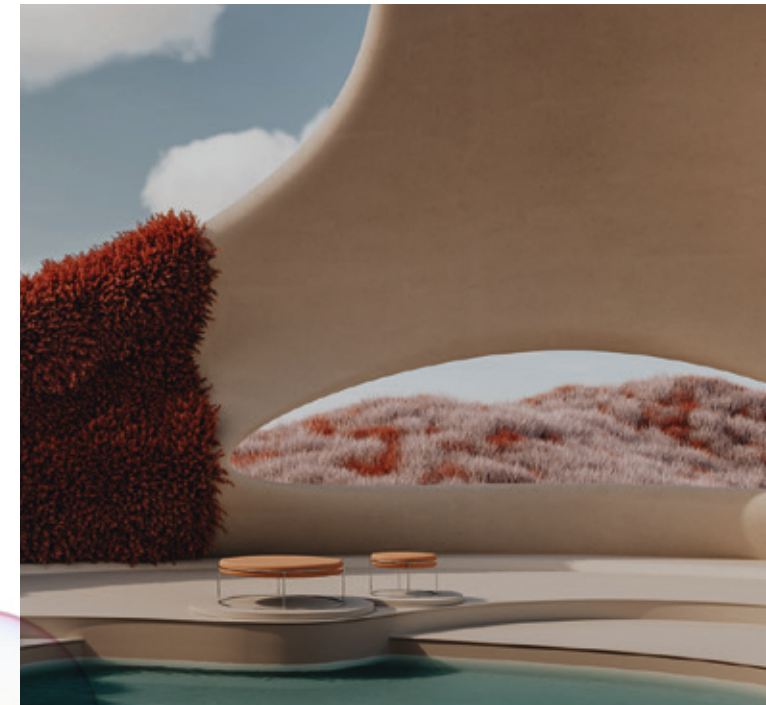
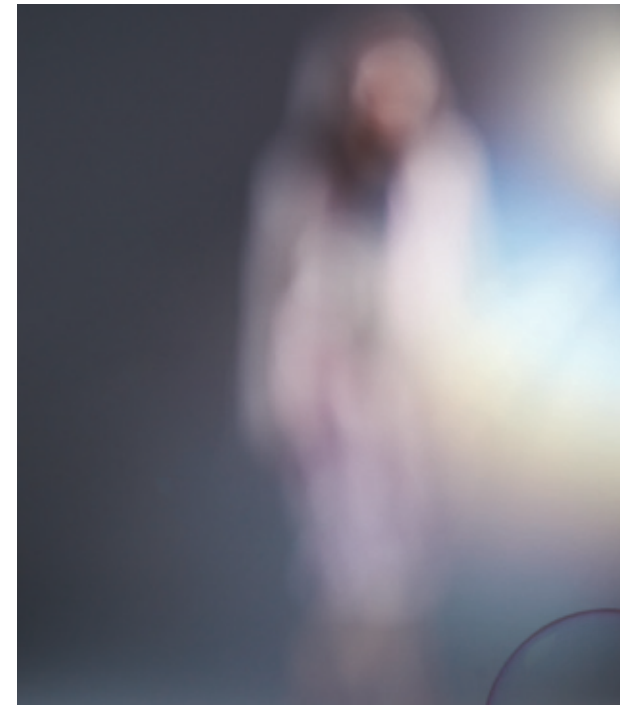
IT'S LIFE THROUGH A FILTER,  
CURATED BY TONES EVOKING  
**NATURE'S INHERENT BEAUTY.**  
THIS IS LIFE AS A **DREAM,**  
A UTOPIAN GARDEN, WHERE  
BEAUTY AND THE **IDEAL OF**  
**PERFECTION** WIN OVER ALL.

BU, DOĞANIN GÜZELLİĞİNİ  
UYANDIRAN TONLAR TARAFINDAN  
YARATILMIŞ FİLTRELENMİŞ BİR  
HAYAT. BU, GÜZELLİK VE İDEAL  
MÜKEMMELİYETÇİLİĞİN HEP  
KAZANDIĞI BİR HAYAL DÜNYASI,  
ÜTOPIK BİR BAHÇE.

CATWALK

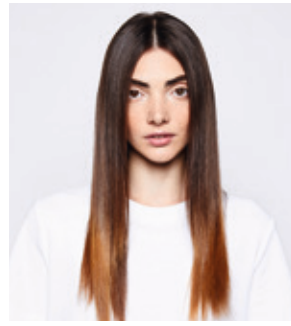


SALON



# COLOUR STEP BY STEP

## ADIM ADIM RENKLENDİRME

BEFORE  
ÖNCE

LAURA



COLOUR: LESLEY JENNISON

## 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)

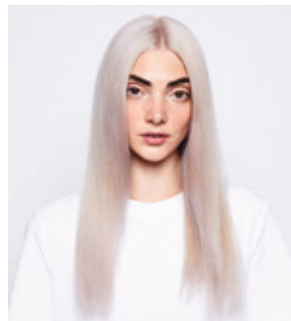
## KULLANILAN RENKLER

**RENK 1**  
BLONDME PREMIUM LIGHTENER 9+  
+ PREMIUM DEVELOPER 6% | 20 VOL. (1:2)

**RENK 2**  
BLONDME PREMIUM LIGHTENER 9+  
+ PREMIUM DEVELOPER 2% | 7 VOL. (1:2)

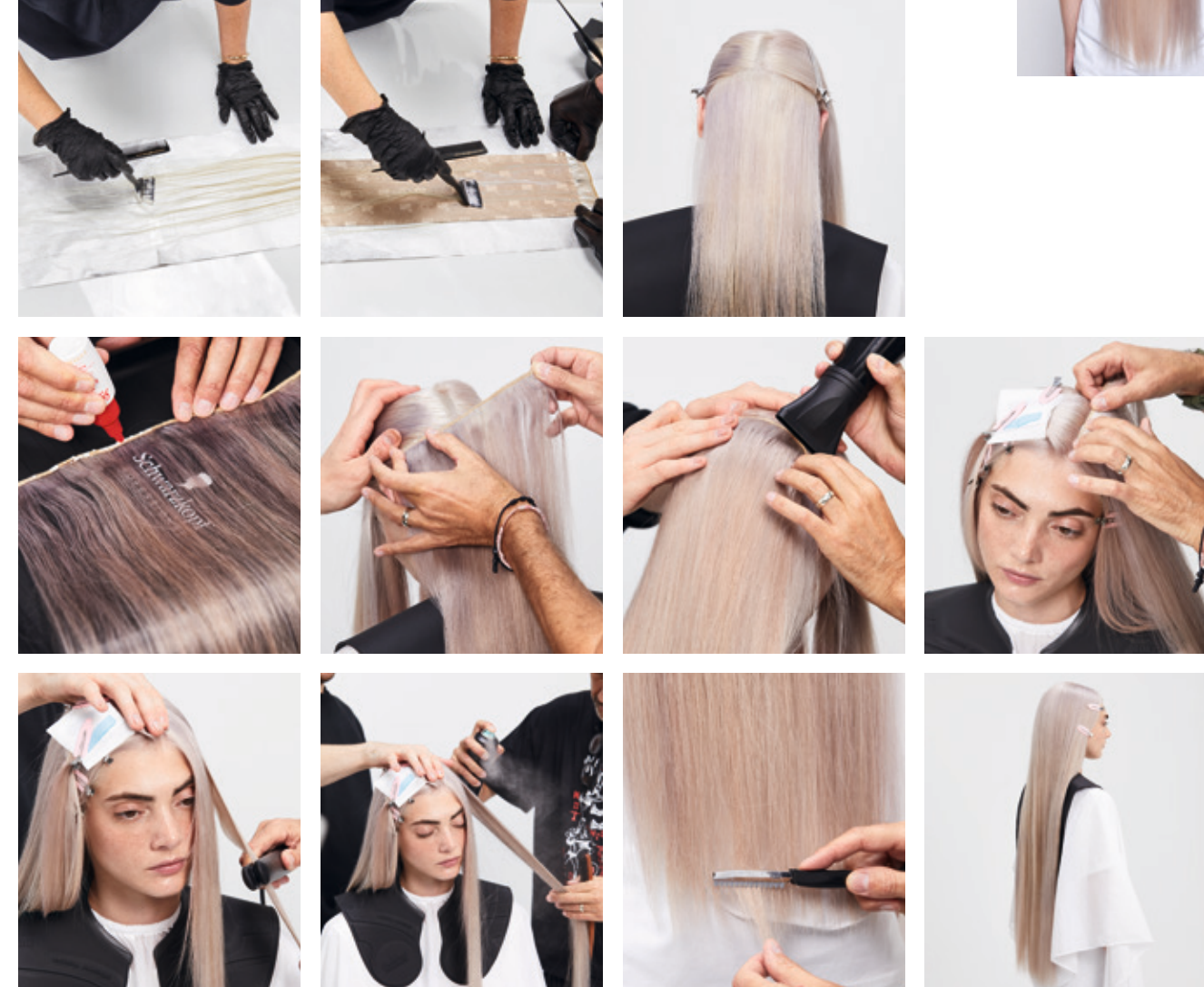
**RENK 3**  
BLONDME PASTEL TONING LILAC +  
BLONDME PASTEL TONING CLEAR (1:2)  
+ PREMIUM DEVELOPER 2% | 7 VOL. (1:1)

**RENK 4**  
BLONDME DEEP TONING PEACH SORBET  
+ BLONDME PASTEL TONING CLEAR (1:50)  
+ PREMIUM DEVELOPER 2% | 7 VOL. (1:1)

AFTER  
SONRA

# EXTENSIONS STEP BY STEP

## ADIM ADIM KAYNAK

AFTER  
SONRAEXTENSION COLOUR: LESLEY JENNISON  
EXTENSION APPLICATION: NICK IRWIN

## STYLING PRODUCTS USED

SESSION LABEL THE FLEXIBLE  
SESSION LABEL THE SERUM

ŞEKİLLENDİRME İÇİN  
KULLANILAN ÜRÜNLER  
SESSION LABEL THE FLEXIBLE  
SESSION LABEL THE SERUM

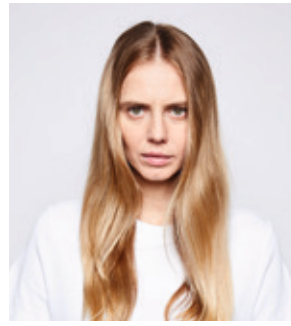
## CARE PRODUCTS USED

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

BAKIM İÇİN KULLANILAN ÜRÜNLER  
FIBRE CLINIX TRIBOND ŞAMPUAN  
FIBRE CLINIX TRIBOND İNCE TELLİ SAÇLAR İÇİN BAKIM  
FIBRE CLINIX VIBRANCY BOOSTER  
+ FIBRE CLINIX VOLUME BOOSTER

# CUT STEP BY STEP

## ADIM ADIM KESİM

BEFORE  
ÖNCE

SASHA



CUT: TYLER JOHNSTON

AFTER  
SONRA**STYLING PRODUCTS USED**

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

**KULLANILAN ŞEKİLENDİRME ÜRÜNLERİ**

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

**KULLANILAN BAKIM ÜRÜNLERİ**

FIBRE CLINIX TRIBOND ŞAMPUAN  
FIBRE CLINIX TRIBOND İNCE TELLİ  
SAÇLAR İÇİN BAKIM  
FIBRE CLINIX VIBRANCY BOOSTER  
+ FIBRE CLINIX HYDRATE BOOSTER

# COLOUR STEP BY STEP

## ADIM ADIM RENKLENDİRME

AFTER  
SONRA

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)

**KULLANILAN RENKLER****RENK 1**

BLONDME KİL AÇICI + PREMIUM DEVELOPER 12% | 40 VOL. (1:2)

**RENK 2**

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

**RENK 3**

BLONDME PASTEL TONING SAND & ICE (2:1) + BLONDME PASTEL TONING ICE (2:1)

**RENK 4**

BLONDME DEEP TONING PEACH SORBET + 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**.

**SELFHOOD** ŞU ANIN, ZAMANIMIZ GENÇLİK KÜLTÜRÜNÜN ŞU DAKİKADAKİ BİR FOTOĞRAFI. HAYAT YAŞAMAK İÇİN VE SÜREKLİ BELGELENİYOR. NASIL GÖRÜNDÜĞÜN, NELER GİYDİĞİN VE SAÇLARIN SENİN HİKAYENİ ANLATMAK İÇİN BİR ARAÇ OLUŞTURUYOR.





# CUT STEP BY STEP

## ADIM ADIM KESİM

BEFORE  
ÖNCE

NATHALY



CUT: NICK IRWIN

AFTER  
SONRA

**STYLING PRODUCTS USED**  
SESSION LABEL THE FLEXIBLE  
SESSION LABEL THE STRONG

**ŞEKİLLENDİRMEDE KULLANILAN ÜRÜNLER**  
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

**BAKIMDA KULLANILAN ÜRÜNLER**  
FIBRE CLINIX TRIBOND ŞAMPUAN  
FIBRE CLINIX TRIBOND TREATMENT  
FOR COARSE HAIR  
FIBRE CLINIX HYDRATE BOOSTER  
+ FIBRE CLINIX TAME BOOSTER

# COLOUR STEP BY STEP

## ADIM ADIM RENKLENDİRME

AFTER  
SONRA

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)

**KULLANILAN RENKLER**

**RENK 1**

IGORA EXPERT MOUSSE 9.5-4 + 8-77 (2:1)

**RENK 2**

IGORA VIBRANCE 5-7 + 6-0 (1:1) + IGORA VIBRANCE ACTIVATOR LOTION 4% | 13 VOL. (1:1)

**RENK 3**

IGORA VARIO BLOND SUPER PLUS + IGORA ROYAL OIL DEVELOPER 3% | 10 VOL. (1:2)

# STYLING STEP BY STEP ADIM ADIM ŞEKİLLENDİRME



STYLING: NICK IRWIN



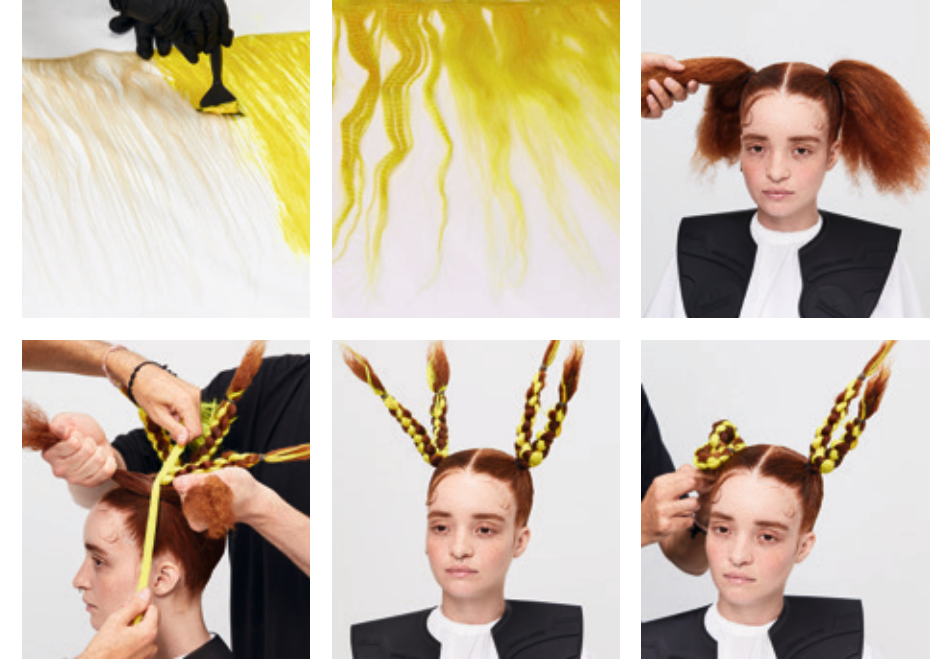
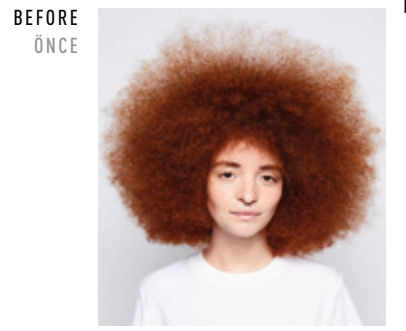
AFTER  
SONRA



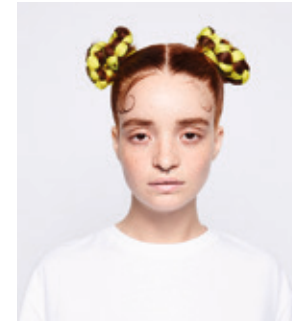
**STYLING PRODUCTS USED**  
SESSION LABEL THE STRONG  
**ŞEKİLLENDİRMEDE KULLANILAN ÜRÜNLER**  
SESSION LABEL THE STRONG



# EXTENSION AND STYLING STEP BY STEP ADIM ADIM KAYNAK VE ŞEKİLLENDİRME



EXTENSION COLOUR: LESLEY JENNISON  
STYLING: NICK IRWIN



AFTER  
SONRA



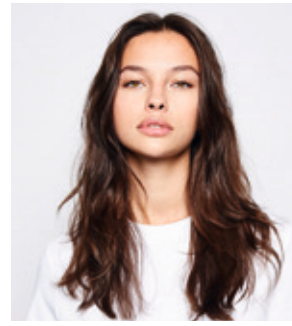
**COLOURS USED**  
CHROMA ID YELLOW + CHROMA ID CLEAR  
+ CHROMA ID BLUE (20:6:1)  
**KULLANILAN RENKLER**  
CHROMA ID YELLOW + CHROMA ID CLEAR  
+ CHROMA ID BLUE (20:6:1)

**STYLING PRODUCTS USED**  
SESSION LABEL THE STRONG  
**ŞEKİLLENDİRMEDE KULLANILAN ÜRÜNLER**  
SESSION LABEL THE STRONG



# CUT STEP BY STEP

## ADIM ADIM KESİM

BEFORE  
ÖNCE

LORENA



CUT: NICK IRWIN

### STYLING PRODUCTS USED

SESSION LABEL THE THICKENER

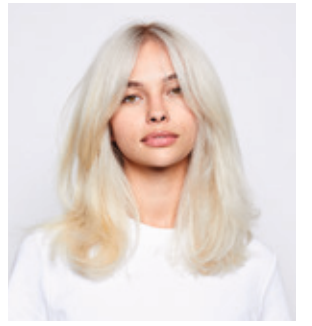
ŞEKİLENDİRMEDE KULLANILAN  
ÜRÜNLER  
SESSION LABEL THE THICKENER

### CARE PRODUCTS USED

FIBRE CLINIX TRIBOND SHAMPOO  
FIBRE CLINIX TRIBOND TREATMENT  
FOR FINE HAIR  
FIBRE CLINIX VIBRANCY BOOSTER  
+ FIBRE CLINIX VOLUMIZE BOOSTERKULLANILAN BAKIM ÜRÜNLERİ  
FIBRE CLINIX TRIBOND ŞAMPUAN  
FIBRE CLINIX TRIBOND İNCE TELLİ  
SAÇLAR İÇİN BAKIM  
FIBRE CLINIX VIBRANCY BOOSTER  
+ FIBRE CLINIX VOLUME BOOSTERAFTER  
SONRA

# COLOUR STEP BY STEP

## ADIM ADIM RENKLENDİRME

AFTER  
SONRA

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)

### KULLANILAN RENKLER

#### RENK 1

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

#### RENK 2

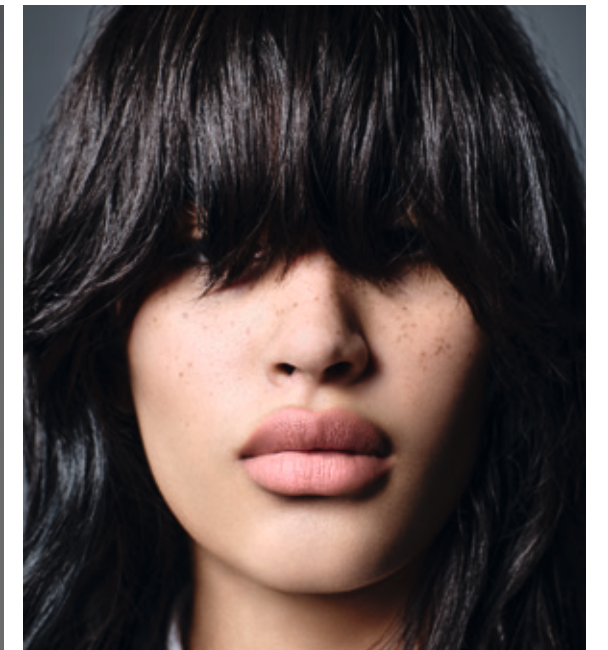
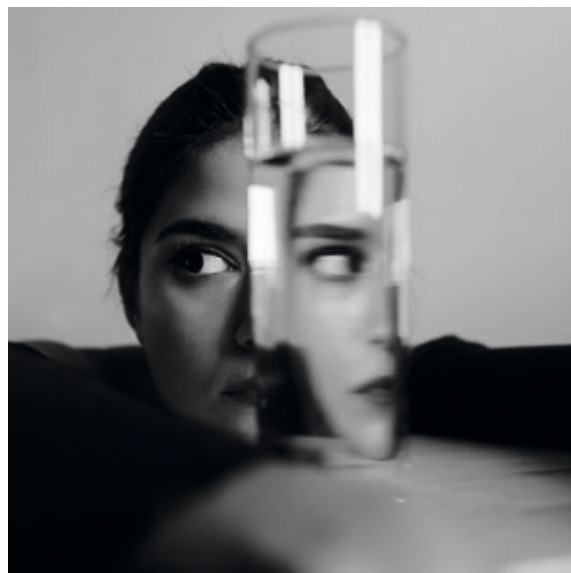
BLONDME PASTEL TONING ICE + PREMIUM DEVELOPER 2% | 7 VOL. (1:1)

#### RENK 3

BLONDME PASTEL TONING ICE-IRISE + 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.

**THE MISFITS** GÖLGELERDE YAŞAYANLARA IŞIK TUTUYOR: KENDİ YOLUNU BULMAYI SEÇENLER, MODERN TOPLUMUN AŞIRI TÜKETİCİLİĞİNİ VE AÇGÖZLÜLÜĞÜNÜ REDDEDENLER.

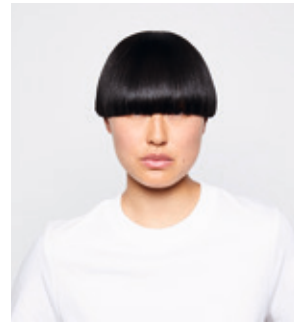
# CUT STEP BY STEP ADIM ADIM KESİM



LIN LIN



CUT: TYLER JOHNSTON



AFTER  
SONRA



**STYLING PRODUCTS USED**

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

**ŞEKİLLENDİRMEDE KULLANILAN ÜRÜNLER**

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

**BAKIMDA KULLANILAN ÜRÜNLER**

FIBRE CLINIX TRIBOND ŞAMPUAN  
FIBRE CLINIX TRIBOND İNCE TELLİ SAÇLAR İÇİN BAKIM  
FIBRE CLINIX VIBRANCY BOOSTER + FIBRE CLINIX VOLUME BOOSTER

# COLOUR STEP BY STEP ADIM ADIM RENKLENDİRME



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)

**KULLANILAN RENKLER**

**RENK 1**  
IGORA VARIO BLOND PLUS + IGORA ROYAL OIL DEVELOPER 6% | 20 VOL. (1:2)

**RENK 2**  
IGORA VIBRANCE 5-21 + 4-33 (1:1) + IGORA VIBRANCE ACTIVATOR LOTION 4% | 13 VOL. (1:1)

**RENK 3**  
CHROMA ID CLEAR + CHROMA ID BLUE + CHROMA ID YELLOW + CHROMA ID OFF BLACK (20:1:1:1)

## CUT STEP BY STEP ADIM ADIM KESİM

BEFORE  
ÖNCE



GIOVANNA



CUT: TYLER JOHNSTON

### STYLING PRODUCTS USED

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

### ŞEKİLENDİRMEDE KULLANILAN ÜRÜNLER

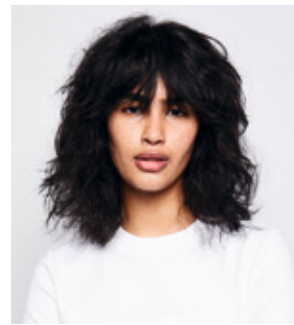
SESSION LABEL THE MOUSSE  
SESSION LABEL THE SALT SPRAY  
SESSION LABEL THE STRONG

### CARE PRODUCTS USED

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

### BAKIMDA KULLANILAN ÜRÜNLER

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



AFTER  
SONRA

## COLOUR STEP BY STEP ADIM ADIM RENKLENDİRME

AFTER  
SONRA



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)

### KULLANILAN RENKLER

#### RENK 1

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

#### RENK 2

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

#### RENK 3

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

#essentiallooks  
#schwarzkopfpro  
#togetherapassionforhair  
#partnersincraft

