

TECHNICAL MANUAL **FIBRECLINIX**[®]



Schwarzkopf[®]
PROFESSIONAL



**DISCOVER
THE NEXT
LEVEL OF
BONDING!**



DISCOVER THE NEXT LEVEL OF BONDING

After years of research, Schwarzkopf Professional introduces the next level of bonding with **FIBRE CLINIX!** Discover the **BONDFINITY METHOD**, a **fully customizable in-salon service**, starting with repair in-salon for **long-lasting results that keep reactivating at home.**





BOND IT.

For the first time, **FIBRE CLINIX** creates strong bonds within the deepest part of the hair fiber with the innovative **BONDFINITY TECHNOLOGY**, setting the basis for long-lasting hair health and maintaining in-salon color results.

BOOST IT.

FIBRE CLINIX combines advanced bonding technologies with customizable services for tailored hair care solutions. Boost your care service with dedicated **BOOSTERS**, nourish or protect the hair with our heroes or transform hair with the innovative Instant Infusion Concentrate.

EXTEND IT.

The **FIBRE CLINIX** at-home ranges powered by the new **BONDXTEND TECHNOLOGY** complete the **BONDFINITY METHOD**, additionally reactivating the results at home. For long-lasting hair repair & hair health!



Transform your hair now with the next level of bonding by **FIBRE CLINIX!**



WHY IS HAIRCARE IMPORTANT?

It's fascinating to consider that while our skin has the ability to regenerate itself, our hair, once grown out of the hair follicle, cannot do the same.

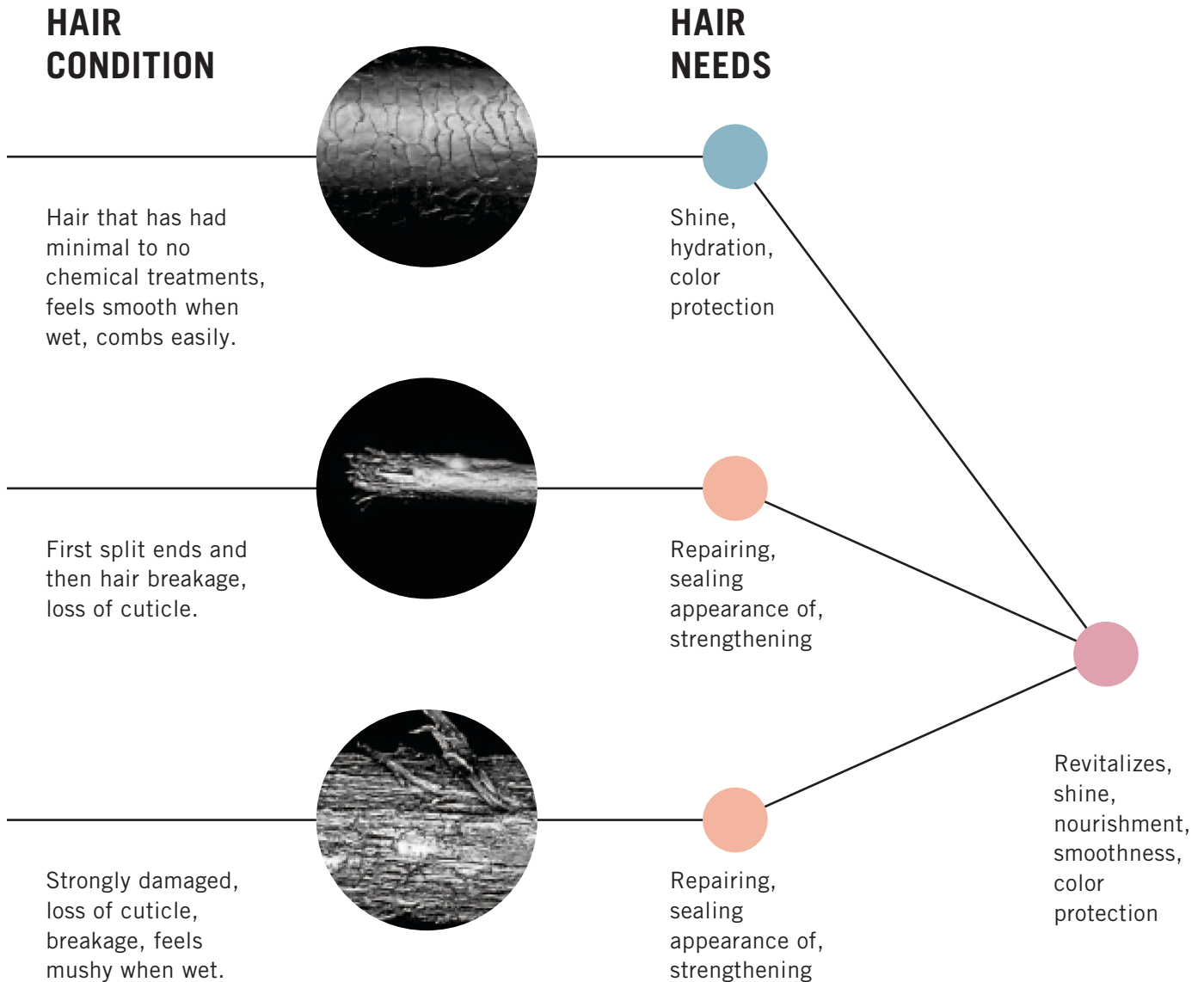


We offer hair care products for in-salon and at-home use to enhance the quality of our clients' hair and satisfaction with the salon experience. This builds loyalty and trust while encouraging clients to maintain their hair's health and beauty between visits.



WHAT ARE THE HAIR NEEDS?

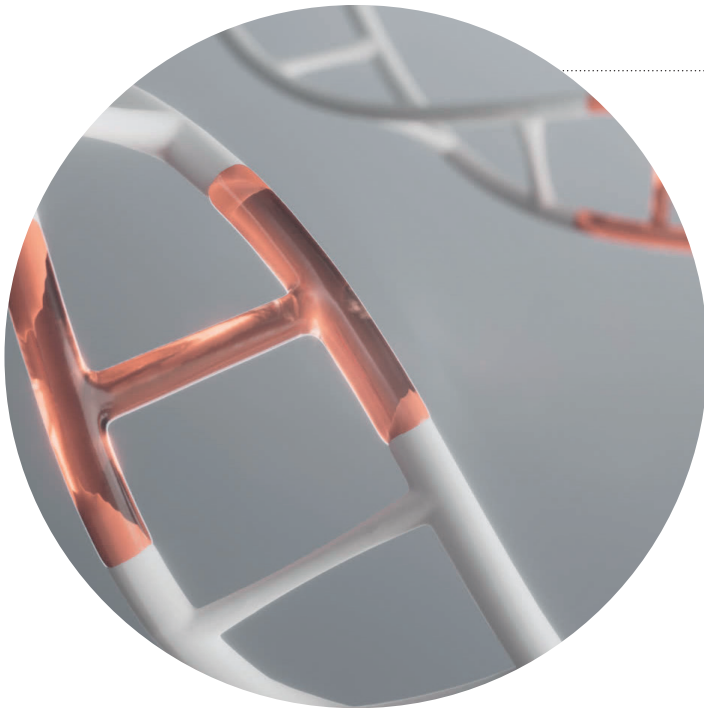
Understanding the hair fiber is essential to consult and achieve optimal results. As a hair expert you **identify** the current hair condition to **recommend** the relevant **in-salon and home care regiment**. Here are some common hair conditions, how to recognize them, and their related needs to become healthier.





THE BONDFINITY METHOD

FIBRE CLINIX introduces the state-of-the-art **BONDFINITY METHOD**, a new holistic bonding technology system for a **fully customizable in-salon service**, starting with deep repair in-salon for long-lasting results that keep reactivating at home.

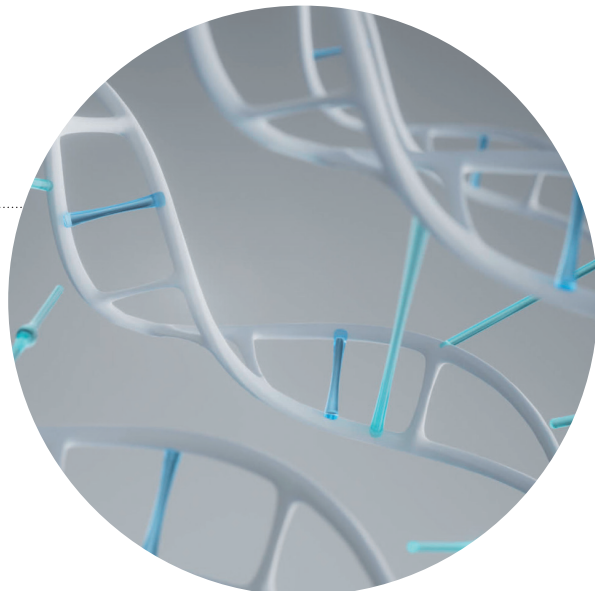


BONDFINITY

The method starts in-salon with a fully customizable service that features the **BONDFINITY TECHNOLOGY**, the most advanced bonding technology in Schwarzkopf Professional’s history. For the first time, **FIBRE CLINIX** creates strong **bonds**, the so-called covalent bonds, within the **deepest part of the hair fiber**. These bonds help to **lock in the hair’s own keratin** for long-lasting repair results and **stronger, healthier looking hair**.

BONDXTEND

The **BONDXTEND TECHNOLOGY** in the at-home ranges allows to then reactivate the in-salon results at home through the creation and maintenance of additional bonds within the hair fiber.





IN-SALON BONDFINITY SERVICE

The In-Salon range features the groundbreaking **BONDFINITY TECHNOLOGY**, creating bonds in the inner core of the hair and locking in the hair's own keratin. Three new boosters further allow to customize the in-salon service to each client's hair type.



IN-SALON BONDXTEND SERVICE

For impactful results and a quick in-salon service, **FIBRE CLINIX** additionally offers a range of in-salon shampoos and conditioners dedicated to specific hair needs, as well as a new Instant Infusion Concentrate, all featuring the **BONDXTEND TECHNOLOGY**, for visible transformative repair results.



AT-HOME CARE

All products from the **FIBRE CLINIX** home care range also feature the **BONDXTEND TECHNOLOGY** allowing clients to reactivate the in-salon results at home for long-lasting hair health.





SKIN CARE INGREDIENTS





HYDRATE



ELECTROLYTES

The formula with electrolytes recharges the hair to feel moisturized and replenishes dry strands, leaving hair looking hydrated, bouncy and silky.

VIBRANCY

AHA

The formula with AHA prolongs color intensity for enhanced vibrancy and shine.



FORTIFY



MULTI-PEPTIDES

The formula with multi-peptides strengthens and replenishes the hair fiber with powerful actives to reduce breakage* and resist damage. Prolongs the effect of the FIBRE CLINIX in salon service.

*against combing breakage on damaged vs. untreated hair 9



FROM SALON TO HOME



IN-SALON

Choose between deep repair with the **BONDFINITY IN-SALON SERVICE** to create strong bonds or quick repair with the **BONDXTEND IN-SALON SERVICE** for transformative results.

BONDFINITY



Nourishing Shampoo
1000 mL



Purifying Shampoo
1000 mL



Treatment for
coarse hair 500 mL



Treatment for fine to
medium hair 500 mL



Fortify Booster
100 mL



Hydrate Booster
100 mL



Vibrancy Booster
100 mL

BONDXTEND



Instant Infusion
Concentrate 400 mL

FORTIFY



Shampoo
1000 mL



Conditioner
1000 mL

HYDRATE



Shampoo
1000 mL



Conditioner
1000 mL

VIBRANCY



Shampoo
1000 mL



Conditioner
1000 mL



IN-SALON & AT HOME HEROES

Nourish, protect and seal the appearance** of hair in-salon or at-home with the three multifunctional, heat protecting heroes.



Fibre Sealer 150 mL



Light Oil 100 mL



Rich Cream-to-Oil 100 mL

AT HOME

Reactivate the in-salon repair results at-home with matching ranges dedicated to specific hair needs - for long-lasting repair effects.

FIBRE CLINIX FORTIFY

For highly damaged & over-processed hair



Shampoo 300 mL



Conditioner 250 mL



Treatment 250 mL



Multi-Repair Spray 200 mL

Provides less hair breakage

FIBRE CLINIX VIBRANCY

For colored hair



Shampoo 300 mL



Conditioner 250 mL



Treatment 250 mL



Spray Conditioner 200 mL

4x more color vibrancy & shine*

FIBRE CLINIX HYDRATE

For dry and brittle hair



Shampoo 300 mL



Conditioner 250 mL



Treatment 250 mL



Spray Conditioner 200 mL

48h moisturized hair feel

**with each application



THE IMPORTANCE OF CONSULTATION

The client's hair is as unique as their fingerprint. To find the optimal care regimen for your client, it's key to start with a consultation and an individual recommendation of their hair. A great consultation reflects and identifies the hair's care needs in salon and leads to a home care regimen which offers your client a long-term solution.

1 Client Needs

Ask every client during a consultation to understand their specific needs.

- Tell me how you feel about your hair?
- Tell me all about your current haircare routine?
- What do you like about your hair?
- What have you had done to your hair that you liked?
- What have you had done to your hair that you disliked?

2 Consultation & Recommendation

Create the basis of the in-salon service & home care regimen tailored to your client's needs.

- Define hair type, length of hair & structure
- Consult the hair using hair elasticity and porosity test to analyse the condition
- Recommend the most suitable in-salon service for the client's hair type, needs, and expectations

3 Customized In-Salon Service

Providing a precise and professional in-salon service tailored for your client is essential for retaining clients. It all begins with proper preparation, ensuring that the station is well-organized and equipped with all the necessary tools, and executing a precise sectioning pattern.

4 In-salon Care

Recommend the FIBRE CLINIX In-salon service that enables you to:

- Complete the salon service
- Fulfill the clients and hair needs
- Meet the clients desired in-salon experience

5 Maintenance & Post-Salon Support

Create a personalized care plan together with your client based on individual hair needs.

- Elaborate on what the client's hair will need after the salon visit to keep the results to its maximum
- Explain every product the client will need as well as the usage
- Provide tips and tricks and how to integrate Fibre Clinix in their daily care routines





UNDERSTANDING PRIMARY AND SECONDARY NEEDS

When creating a personalized hair care plan for a client, it's essential to choose the appropriate products based on their primary & secondary needs identified during consultation.

Primary Needs

Through a **complete hair recommendation**, we identify the primary requirements linked to the hair's structure and condition. This enables us to **recommend the most suitable in-salon treatment**, shampoo, conditioner, and other treatments to **enhance the overall health of the hair**.

Secondary Needs

The secondary needs **focus more on the client's specific desires** for the hair's appearance and manageability, such as **detangling, color and heat protection, smoothing, and adding shine**. We can effectively address these concerns by using leave-in conditioners, Fibre Sealer or Bonding Oils.





CUSTOMIZE

Customize lies at the heart of the **FIBRE CLINIX BONDFINITY SERVICE**.

After starting with either the Bondfinity Purifying Shampoo or Bondfinity Nourishing Shampoo to set the basis for clean & repaired hair, the true customization comes in with the mixing of one of the two Bondfinity Treatments with up to two boosters.

Mixing and matching the highly concentrated in-salon boosters allows to tailor the Bondfinity service to specific hair needs. Identifying the primary and secondary hair needs is crucial in finding the best solution for each hair type.

ONE HAIR NEED

If there is a clear focus on tackling one hair need, e.g. providing hydration or nourishment to dry hair, the following logic shall be followed.



MAX. 10 PUMPS



MAX. 5 PUMPS

1 CLEANSE

Cleanse hair with the FIBRE CLINIX Purifying Shampoo or Nourishing Shampoo.

2 MIX

Mix one scoop (25g) of a FIBRE CLINIX BONDFINITY Treatment for fine to medium or for coarse hair with up to 10 pumps of a BONDFINITY Booster or up to 5 pumps of a BONDFINITY Oil.

3 APPLY

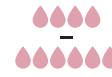
Apply in sections to mid-lengths and ends. Leave to process for 5-10 minutes. Rinse thoroughly.



YOUR SERVICE

MORE THAN ONE HAIR NEED

If there are two hair needs to cater to, e.g. providing mostly vibrancy, but also strength to colored hair, the following service logic is followed.



4-6 PUMPS



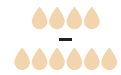
4-6 PUMPS

Max. 10 pumps in total

OR



4-6 PUMPS



4-6 PUMPS

Max. 10 pumps in total

1 CLEANSE

Cleanse hair with the FIBRE CLINIX Purifying Shampoo or Nourishing Shampoo.

2 MIX

Mix one scoop (25g) of a FIBRE CLINIX BONDFINITY Treatment for fine to medium or for coarse hair 4-6 pumps of a BONDFINITY Booster/Oil and 4-6 pumps of another BONDFINITY Booster/Oil, depending on the primary and secondary hair need, totaling to a maximum number of 10 pumps.

3 APPLY

Apply in sections to mid-lengths and ends. Leave to process for 5-10 minutes. Rinse thoroughly.



Offer your clients tailored & customizable services based on the recommendation of their hair and hair needs.

Whether it is a nourishing **BONDFINITY REPAIR SERVICE** or a quick **BONDXTEND SERVICE** for instant results.

Recommend matching home care so your clients can maintain the results at home until the next salon visit.



SERVICE EXAMPLES



SCENARIO

Hair is coarse, damaged or over-processed and in need of strengthening and repair. The client is concerned about hair manageability and smoothness.

IN-SALON SERVICE
BONDFINITY Service

TIME: 10-15 min  BUDGET:   

- HOW TO**
- Cleanse hair with Nourishing Shampoo
 - Mix one scoop (25g) of Treatment with up to 10 pumps of Vibrancy Booster
 - Apply in sections to mid-lengths & ends
 - Leave to process for 5-10 minutes. Rinse thoroughly

PRODUCT CHOICE



Nourishing Shampoo



Treatment for coarse hair



Vibrancy Booster

AT-HOME CARE

Recommend matching at-home care based on the primary and secondary hair needs to maintain the results at home between in-salon visits.

PRIMARY NEEDS



Vibrancy Shampoo and Conditioner

SECONDARY NEEDS



Multi-Repair Spray



Fibre Sealer

BEFORE



AFTER





SCENARIO

Hair is medium texture, curly with a demi-permanent color. The client wishes primarily additional shine & softness.

BEFORE



AFTER



IN-SALON SERVICE
BONDXTEND Service

TIME: 5-8 min BUDGET:

HOW TO:

- Cleanse hair with Hydrate Shampoo
- Apply Hydrate Conditioner through the lengths and ends of damp hair. Rinse after 2 minutes.

PRODUCT CHOICE



Hydrate Shampoo



Hydrate Conditioner



AT-HOME CARE

Recommend matching home care based on the primary and secondary hair needs to maintain the results at home between in-salon visits.

PRIMARY NEEDS



Hydrate Shampoo and Conditioner

SECONDARY NEEDS



Rich Oil

SCENARIO

Hair tends to be overburdened, colored with a demi-permanent color. The client is concerned about frizz.

BEFORE



AFTER



IN-SALON SERVICE
BONDXTEND Service

TIME: 4-6 min BUDGET:

HOW TO:

- Cleanse hair with Vibrancy Shampoo
- Apply 10-20 mL of Concentrate directly on damp hair. Work in and rinse out thoroughly.

PRODUCT CHOICE



Vibrancy Shampoo



Instant Infusion Concentrate



AT-HOME CARE

Recommend matching home care based on the primary & secondary hair needs to maintain the results at home between in-salon visits.

PRIMARY NEEDS



Vibrancy Shampoo



Vibrancy Mask

SECONDARY NEEDS



Hydrate Spray Conditioner



SCENARIO

Hair is fine and slightly porous. Regularly colored blonde and highlighted. The client seeks quick fix.

BEFORE



AFTER



IN-SALON SERVICE
BONDFINITY Service

TIME: 10-15 MIN BUDGET:

HOW TO:

- Cleanse hair with Purifying Shampoo
- Mix one scoop (25g) of Treatment with up to 10 pumps of Fortify Booster.
- Apply in sections to mid-lengths & ends
- Leave to process for 5-10 minutes. Rinse thoroughly.

PRODUCT CHOICE



Purifying Shampoo



Treatment for fine to medium hair



Fortify Booster

AT-HOME CARE

Recommend matching home care based on the primary & secondary hair needs to maintain the results at home between in-salon visits.

PRIMARY NEEDS



Fortify Shampoo and Conditioner

SECONDARY NEEDS



Light Oil



SCENARIO

Hair is freshly colored or lightened and needs a post-color service to stop the oxidation process and give additional care.

BEFORE



AFTER



IN-SALON SERVICE
BONDXTEND
Post-colour Service

TIME: 5-7 min BUDGET:

HOW TO:

- Cleanse hair with Vibrancy Shampoo
- Apply 2-3 pumps of Hair Sealer and work in the hair for 30 seconds. Rinse thoroughly.
- Apply 10-20 mL of Concentrate directly on damp hair. Work in and rinse out thoroughly.

PRODUCT CHOICE



Vibrancy Shampoo



Hair Sealer



Instant Infusion Concentrate

AT-HOME CARE

Recommend matching home care based on the primary and secondary hair needs to maintain the results at home between in-salon visits.

PRIMARY NEEDS



Vibrancy Shampoo and Conditioner

SECONDARY NEEDS



Fibre Sealer





BONDFINITY SERVICE

Introducing the BONDFINITY range featuring BONDFINITY TECHNOLOGY for **bond creation and long-lasting repair.**



Bondfinity Nourishing Shampoo 1000 mL

- Gently cleanses most hair types
- Provides nourishment to the hair



Bondfinity Purifying Shampoo 1000 mL

- Effectively removes product build-up from hair
- Deeply cleanses hair
- Prepares hair for FIBRE CLINIX service



Bondfinity Treatment for coarse hair 500 mL

- Improves shine and manageability
- Significantly improves resilience and strength of the inner hair structure
- Makes hair up to 7 times stronger[^]



Bondfinity Treatment for fine to medium hair 500 mL

- Improves shine and manageability
- Significantly improves resilience and strength of the inner hair structure
- Makes hair up to 6 times stronger[^]



Bondfinity Fortify Booster 100 mL

A concentrated booster* formulated with multi-peptides that strengthens and replenishes damaged and over-processed hair



Bondfinity Hydrate Booster 100 mL

A concentrated booster* formulated with electrolytes that recharges dry and brittle hair to feel moisturized and replenished, leaving hair looking hydrated, bouncy and silky



Bondfinity Vibrancy Booster 100 mL

A concentrated booster* formulated with AHA that prolongs the color intensity of colored hair for long-lasting vibrancy and shine

[^]against combing breakage on damaged hair vs. untreated

*when used with FIBRE CLINIX in salon treatment for fine hair against combing breakage on damaged hair vs. untreated



BONDXTEND SERVICE

Introducing the BONDXTEND range featuring BONDXTEND TECHNOLOGY for **transformative results**.



Instant Infusion Concentrate 400 mL

- An instant, transformative concentrate treatment that leaves a glossy effect
- Facilitates rapid detangling for improved manageability
- Helps to reduce hair breakage in just one application^



Hydrate Shampoo 1000 mL

- The formula gently cleanses dry and brittle hair and prepares it for the FIBRE CLINIX BONDXTEND service
- The formula with electrolytes recharges the hair to feel moisturized
- Leaves the hair looking hydrated, bouncy, and silky



Hydrate Conditioner 1000 mL

- The formula smooths dry and brittle hair
- The formula with electrolytes recharges hair to replenish dry strands
- Leaves hair looking hydrated, bouncy, and silky



Vibrancy Shampoo 1000 mL

- The formula gently cleanses most colored hair types and prepares them for the FIBRE CLINIX BONDXTEND service
- Provides 3 times more vibrancy**
- The formula with AHA prolongs color intensity for enhanced vibrancy



Vibrancy Conditioner 1000 mL

- The formula smooths most colored hair types
- The formula with AHA prolongs color intensity for enhanced shine
- Retains up to 94% of hair color after 30 washes



Fortify Shampoo 1000 mL

- The formula cleanses highly damaged and over-processed hair
- Up to 8x stronger hair*



Fortify Conditioner 1000 mL

- The formula smooths highly damaged and over-processed hair
- The formula with multi-peptides strengthens and replenishes hair fiber with powerful actives
- The formula helps to prolong the effect of the FIBRE CLINIX in salon service

**vs. untreated dulled hair



INSTANT TRANSFO

Discover the **INSTANT INFUSION CONCENTRATE** for quick in-salon services and immediate and transformative repair results you can see and feel right away.

- **An instant, transformative concentrate** treatment for most hair types

- The formula smooths hair for most hair types

- 96% less hair breakage in just one application*





FORMATIVE RESULTS



- Provides hair with a glass-like shine

- Facilitates rapid detangling for **improved manageability**

- Provides **immediate moisture**



NOURISH WITH OUR HEROES

The universal **FIBRE CLINIX Hero Range** for most hair types to nourish, protect and seal the appearance of the hair fiber. These 3 must-haves act as essential components before, during or after the in-salon service, as well as daily companions for at-home usage.





BONDFINITY FIBRE SEALER 150 mL

A lightweight repair leave-in cream that instantly⁺ and visibly[^] helps seal 94% of split ends and gives long-lasting strength to all hair types.

- Deeply nourishes hair
- Provides frizz control for up to 48h
- Lightweight formula
- Provides heat protection of up to 230°C/450°F
- 93% less hair breakage*



BONDFINITY LIGHT OIL 100 mL

A multifunctional repair oil with a fluid consistency, delivering lightweight moisture to fine to medium hair types.

- Provides smoothness and shine with its fast-absorbing formula
- Improves manageability of hair
- Makes hair up to 10 times stronger*
- Provides heat protection up to 230°C/450°F



BONDFINITY RICH CREAM-TO-OIL 100 mL

A multifunctional repair oil with a cream-to-oil consistency, delivering rich nourishment to coarse hair types.

- Transforms from a cream into an oil to tame frizz, add shine and improve manageability
- Makes hair up to 10 times stronger*
- Provides heat protection up to 230°C/450°F

[^]with each application

⁺until next wash on damaged hair vs. untreated

*against combing breakage on damaged hair vs. untreated



AT HOME MAINTENANCE

Introducing the at-home ranges to reactivate the **in-salon results at home** for a long-lasting repair effect.

FORTIFY



Shampoo 300 mL

- The formula gently cleanses damaged and over-processed hair
- The formula with multi-peptides strengthens and replenishes the hair fibre with powerful actives



Multi-Repair Spray 200 mL

- The formula detangles damaged and over-processed hair
- Up to 92% less hair breakage
- Provides heat protection of up to 230°C/450°F



Conditioner 250 mL

- The formula smooths damaged & over-processed hair and seals the hair surface
- The formula with multi-peptides strengthens and replenishes the hair fibre with powerful actives



Treatment 250 mL

- The formula intensely nourishes damaged & over-processed hair
- Up to 95% less hair breakage

HYDRATE



Shampoo 300 mL

- The formula gently cleanses dry and brittle hair
- The formula with electrolytes recharges the hair to feel moisturized
- Leaves hair looking hydrated, bouncy, and silky



Spray Conditioner 200 mL

- The formula detangles dry and brittle hair
- Provides 48 hour moisturized hair feel
- Provides heat protection of up to 230°C/450°F



Conditioner 250 mL

- The formula smooths dry and brittle hair
- The formula with electrolytes recharges the hair to replenish dry strands
- Leaves hair looking hydrated, bouncy, and silky



Treatment 250 mL

- The formula intensively moisturizes dry and brittle hair
- The formula with electrolytes recharges the hair to feel moisturized and replenishes dry strands



VIBRANCY



Shampoo 300 mL

- The formula cleanses most colored hair types
- The formula with AHA prolongs color intensity for enhanced vibrancy
- Retains up to 90% of hair color after 30 washes



Spray Conditioner 200 mL

- The formula detangles colored hair and provides 2 times more vibrancy**
- Retains up to 92% of hair color after 30 washes



Conditioner 250 mL

- The formula smooths most colored hair types
- Retains up to 94% of hair color after 30 washes
- The formula with AHA prolongs color intensity for enhances vibrancy and shine



Treatment 250 mL

- The formula intensively nourishes most colored hair types
- The formula with AHA prolongs color intensity for enhanced vibrancy and shine color vibrancy for long-lasting color results
- Retains up to 93% of hair color after 30 washes



GROW YOUR CARE BUSINESS WITH FIBRE CLINIX

1



DEVELOPED
& TESTED WITH
IGORA



Position your salon as the #1 Color & Care service partner

Offer your coloration services alongside customised FIBRE CLINIX care services to promote stronger, healthier, and more resilient colored hair. By combining coloration services with FIBRE CLINIX customized hair care, you can prolong color results and enhance joint holistic services.

Specifically developed and tested with **IGORA** for optimal hair quality and strongest hair repair.*



2

Communicate your expertise as a technology-driven hair care expert

Promote the repair benefits of FIBRE CLINIX bonding technology to show superior care performance. Educate your clients about BONDFINITY METHOD for long-lasting hair repair outcomes to boost sales and salon visits.



3

Sell your customisable services to build client trust

Drive salon sales via customized services tailored to your clients' individual hair needs. The BONDFINITY SERVICE offers a personalised experience via the hand-picked selection of boosters, together with the strongest repair performance, thereby **building client trust**.





WWW.SCHWARZKOPF-PROFESSIONAL.COM

