

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.**

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.**



SIMON ELLIS
INTERNATIONAL CREATIVE DIRECTOR
SCHWARZKOPF PROFESSIONAL
@THESIMONELLIS

SIMON ELLIS
INTERNATIONAL CREATIVE DIRECTOR
SCHWARZKOPF PROFESSIONAL
@THESIMONELLIS

DISCOVER
MORE EXCLUSIVE
ESSENTIAL
LOOKS CONTENT
ONLINE

DISCOVER
MORE EXCLUSIVE
ESSENTIAL
LOOKS CONTENT
ONLINE



YOUR PERSONAL
ACCESS CODE

YOUR PERSONAL
ACCESS CODE

00 00 000 YZ

ESSENTIALLOOKS.COM



↓ @LESLEYJENNISON

LESLEY JENNISON
COLOUR



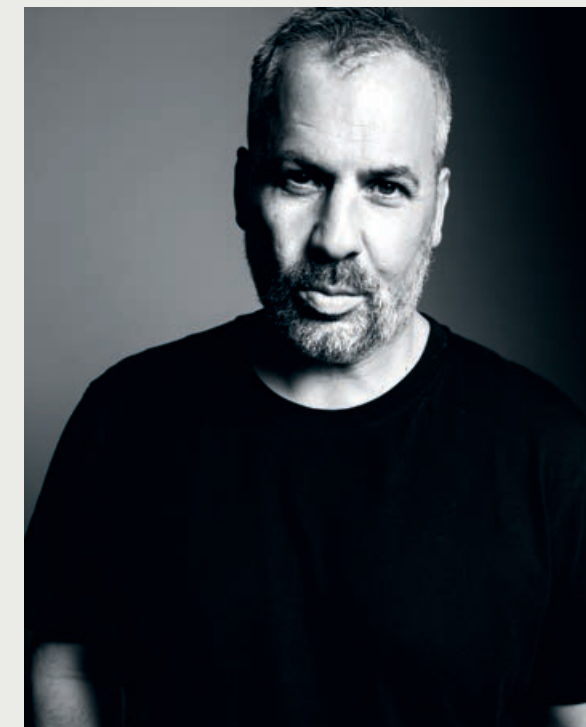
↓ @GRACEDALGLEISHX

GRACE DALGLEISH
COLOUR



↓ @EMREAYAKSIZ

EMRE AYAKSIZ
COLOUR



TYLER JOHNSTON
CUT & STYLE

↑ @TYLERJOHNSTONHAIR



NICK IRWIN
CUT & STYLE

↑ @NICKIRWINHAIR



JOSIE VILAY
COLOUR

↑ @JOSIEVILAY

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 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.

LOOKS

1/23



PARTNERS **WE ARE**
IN CRAFT

VIRTUAL EDEN



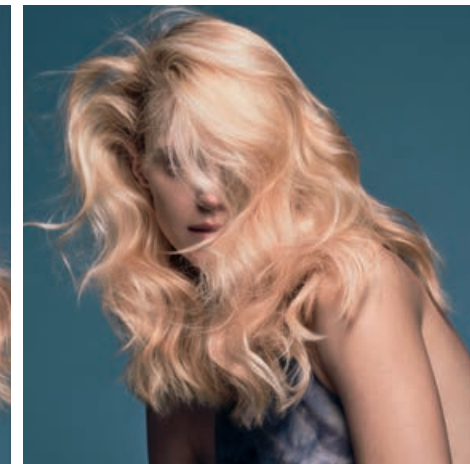
LAURA

CATWALK



SASHA

SALON



SELF-HOOD



NATHALY

CATWALK



LORENA

SALON



THE MIS-FITS



LIN LIN

CATWALK



GIOVANNA

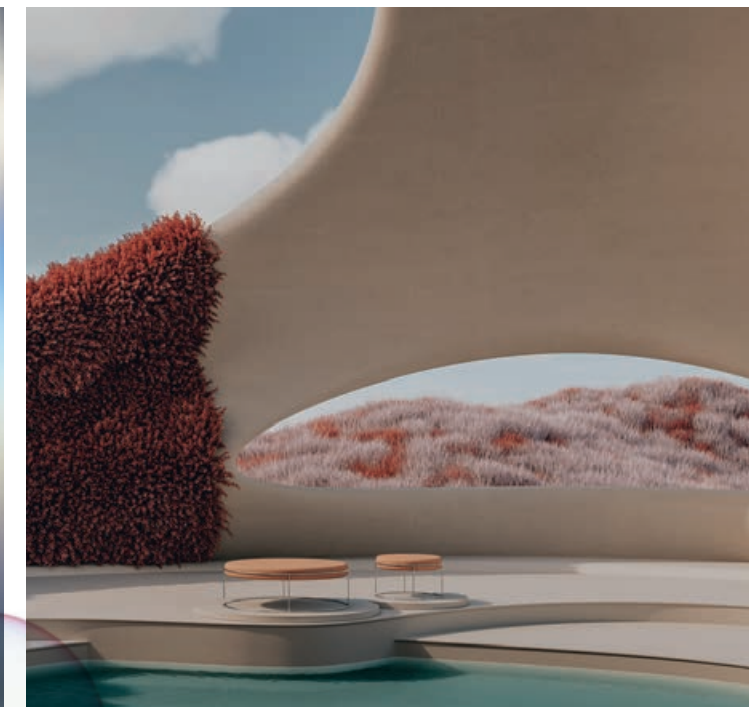
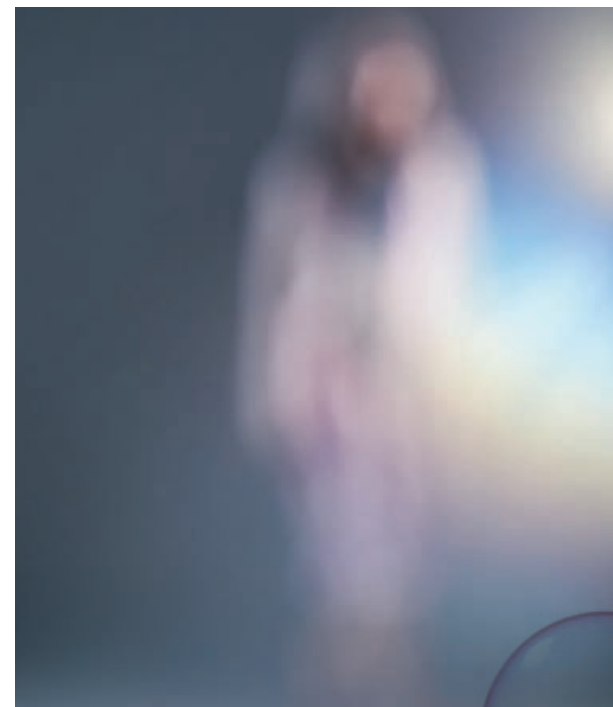
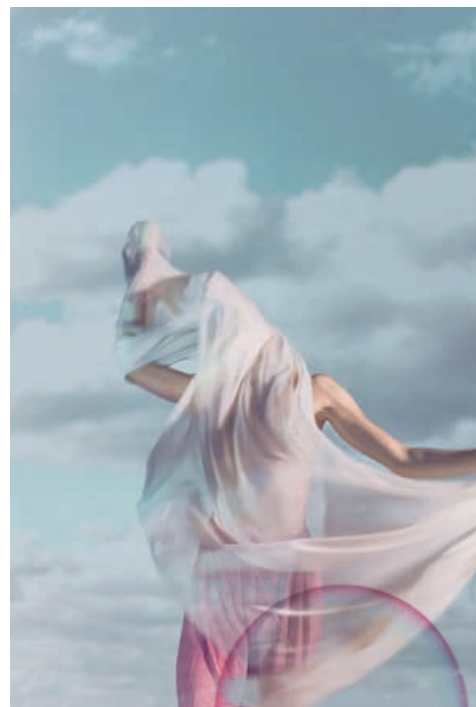
SALON



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.

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.

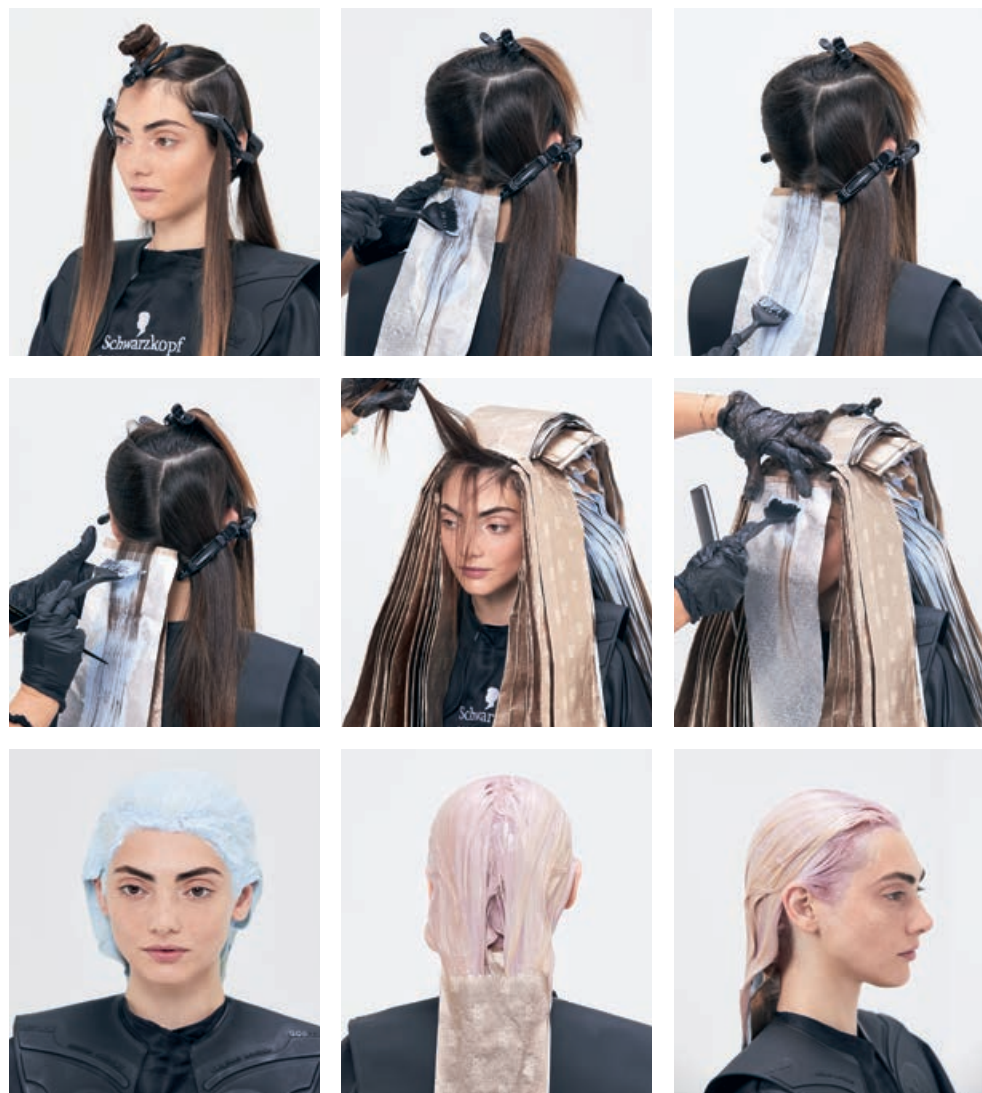


COLOUR STEP BY STEP

COLOUR STEP BY STEP



LAURA



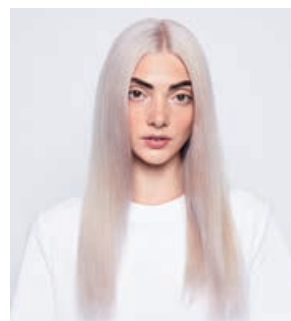
COLOUR: LESLEY JENNISON

COLOURS USED

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

COLOURS USED

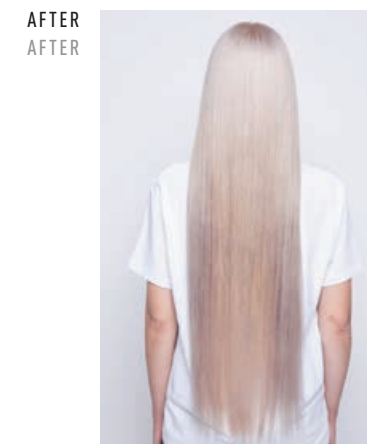
- COLOUR 1**
BLONDME LIGHTENER 9+ + PREMIUM DEVELOPER 6% | 20 VOL. (1:2)
- COLOUR 2**
BLONDME LIGHTENER 9+ + PREMIUM DEVELOPER 2% | 7 VOL. (1:2)
- COLOUR 3**
BLONDME PASTEL TONING LILAC + BLONDME PASTEL TONING CLEAR (1:2) + PREMIUM DEVELOPER 2% | 7 VOL. (1:1)
- COLOUR 4**
BLONDME DEEP TONING PEACH SORBET + BLONDME PASTEL TONING CLEAR (1:50) + PREMIUM DEVELOPER 2% | 7 VOL. (1:1)



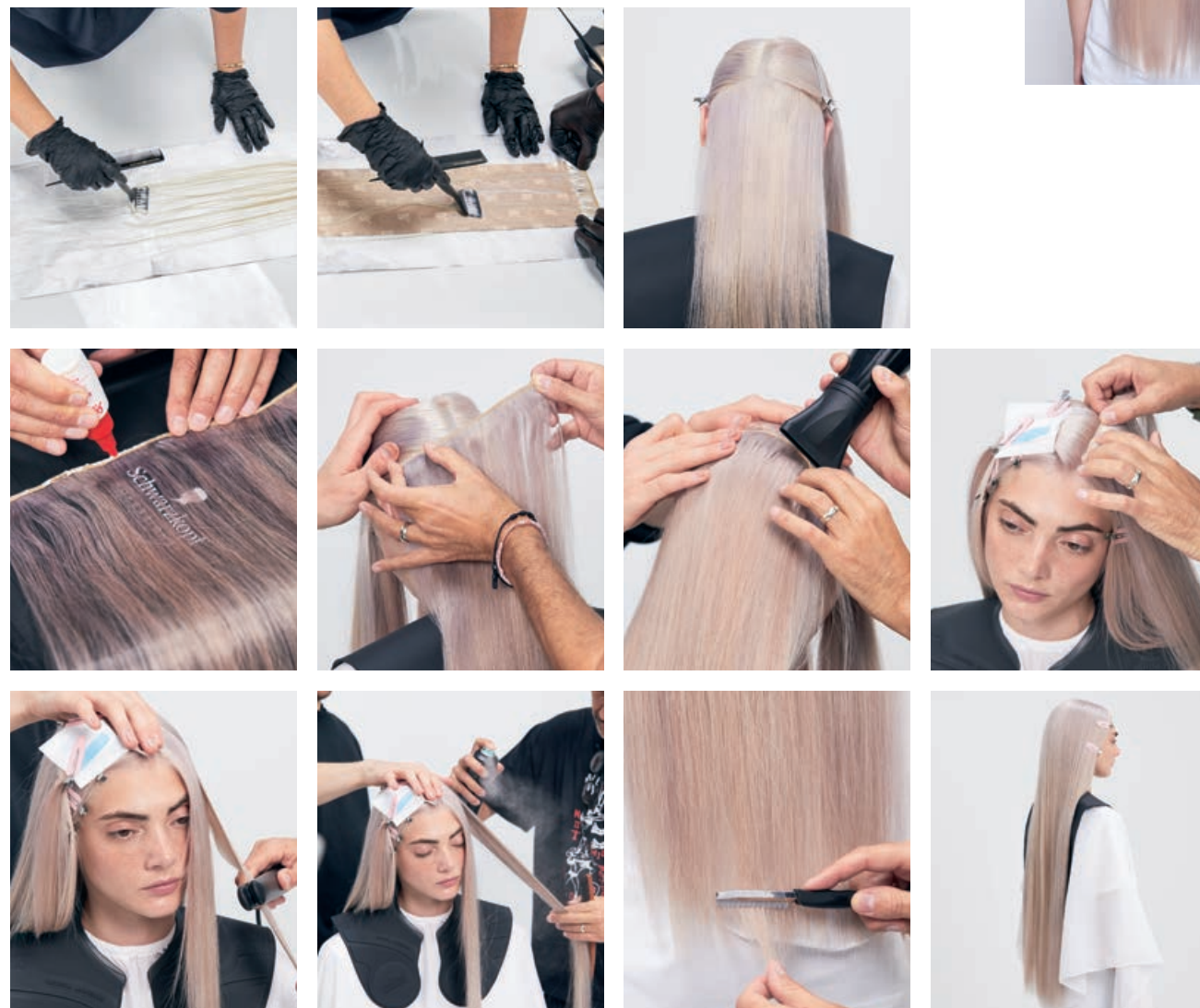
AFTER
AFTER

EXTENSIONS STEP BY STEP

EXTENSIONS STEP BY STEP



AFTER
AFTER



EXTENSION COLOUR: LESLEY JENNISON
EXTENSION APPLICATION: NICK IRWIN



STYLING PRODUCTS USED

- SESSION LABEL THE FLEXIBLE
- SESSION LABEL THE SERUM

STYLING PRODUCTS USED

- 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 VOLUME BOOSTER

CARE PRODUCTS USED

- FIBRE CLINIX TRIBOND SHAMPOO
- FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR
- FIBRE CLINIX VIBRANCY BOOSTER
- + FIBRE CLINIX VOLUME BOOSTER

CUT STEP BY STEP CUT STEP BY STEP



BEFORE
BEFORE

SASHA



CUT: TYLER JOHNSTON



AFTER
AFTER



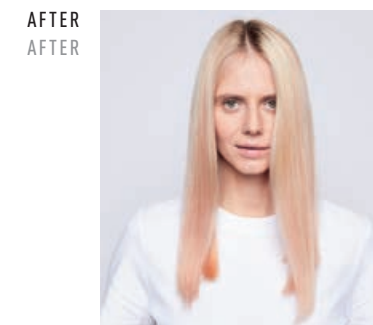
STYLING PRODUCTS USED
SESSION LABEL THE MOUSSE
SESSION LABEL THE THICKENER
SESSION LABEL THE FLEXIBLE

STYLING PRODUCTS USED
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

CARE PRODUCTS USED
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR
FIBRE CLINIX VIBRANCY BOOSTER + FIBRE CLINIX HYDRATE BOOSTER

COLOUR STEP BY STEP COLOUR STEP BY STEP



AFTER
AFTER



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 & ICE (2:1) + BLONDME PASTEL TONING ICE (2:1)
- COLOUR 4**
BLONDME DEEP TONING PEACH SORBET + BLONDME PASTEL TONING SAND (1:1) + PREMIUM DEVELOPER 2% | 7 VOL. (1:1)

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 & ICE (2:1) + BLONDME PASTEL TONING ICE (2:1)
- COLOUR 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 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.**



CUT STEP BY STEP

CUT STEP BY STEP

BEFORE
BEFORE



NATHALY



CUT: NICK IRWIN



AFTER
AFTER



STYLING PRODUCTS USED
SESSION LABEL THE FLEXIBLE
SESSION LABEL THE STRONG

STYLING PRODUCTS USED
SESSION LABEL THE FLEXIBLE
SESSION LABEL THE STRONG

CARE PRODUCTS USED
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT
FOR COURSE HAIR
FIBRE CLINIX HYDRATE BOOSTER
+ FIBRE CLINIX TAME BOOSTER

CARE PRODUCTS USED
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT
FOR COURSE HAIR
FIBRE CLINIX HYDRATE BOOSTER
+ FIBRE CLINIX TAME BOOSTER

COLOUR STEP BY STEP

COLOUR STEP BY STEP

AFTER
AFTER



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

STYLING STEP BY STEP

BEFORE
BEFORE



NATHALY



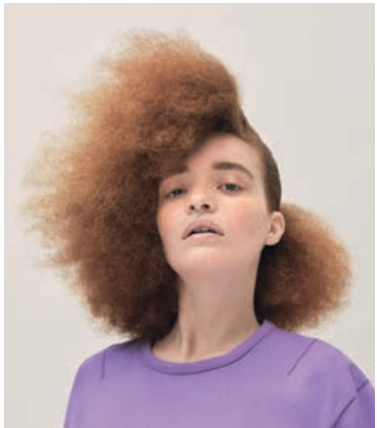
STYLING: NICK IRWIN



AFTER
AFTER

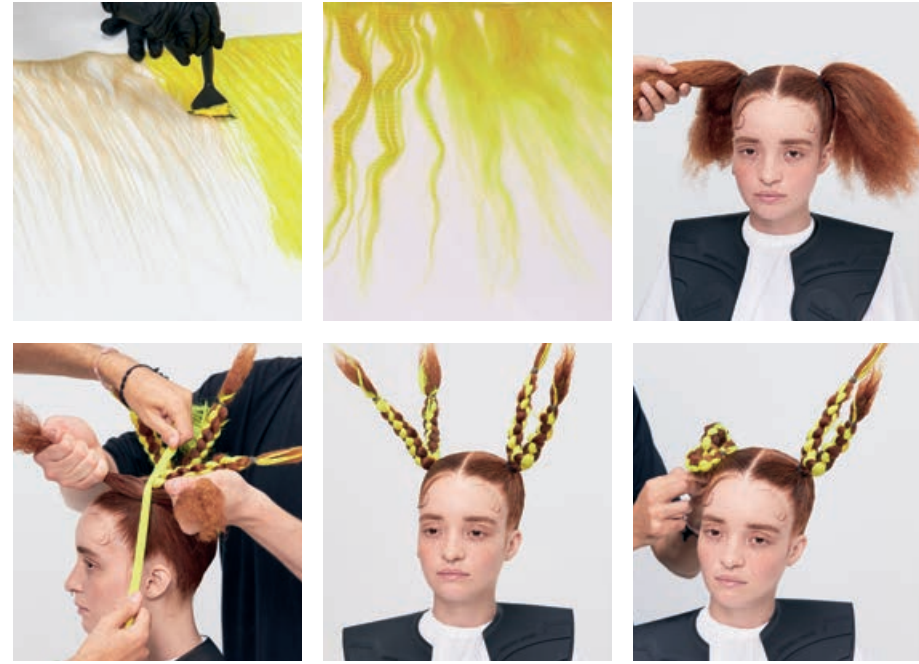


STYLING PRODUCTS USED
SESSION LABEL THE STRONG
STYLING PRODUCTS USED
SESSION LABEL THE STRONG

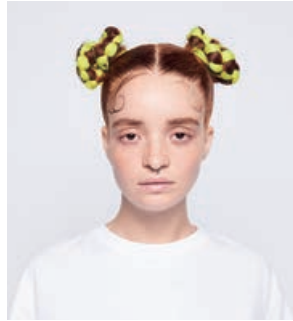


EXTENSION AND STYLING STEP BY STEP

BEFORE
BEFORE



EXTENSION COLOUR: LESLEY JENNISON
STYLING: NICK IRWIN



AFTER
AFTER



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

STYLING PRODUCTS USED
SESSION LABEL THE STRONG
STYLING PRODUCTS USED
SESSION LABEL THE STRONG



CUT STEP BY STEP

CUT STEP BY STEP

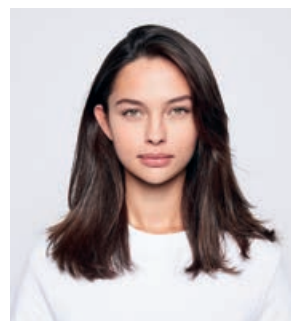
BEFORE
BEFORE



LORENA



CUT: NICK IRWIN



AFTER
AFTER



STYLING PRODUCTS USED
SESSION LABEL THE THICKENER

STYLING PRODUCTS USED
SESSION LABEL THE THICKENER

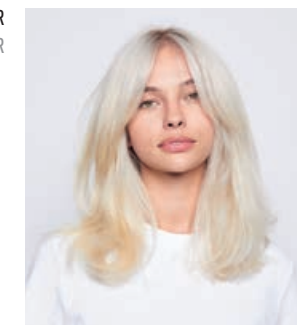
CARE PRODUCTS USED
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR
FIBRE CLINIX VIBRANCY BOOSTER
+ FIBRE CLINIX VOLUME BOOSTER

CARE PRODUCTS USED
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR
FIBRE CLINIX VIBRANCY BOOSTER
+ FIBRE CLINIX VOLUME BOOSTER

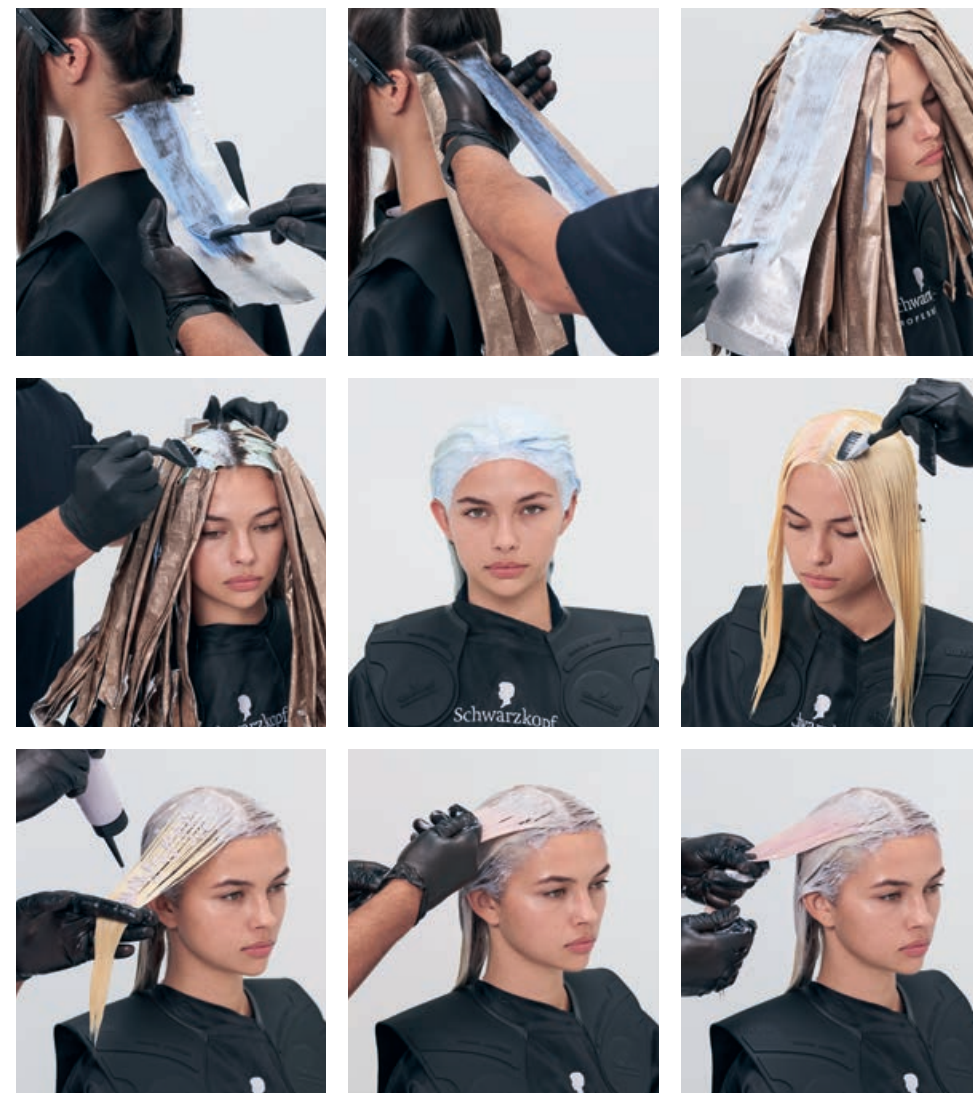
COLOUR STEP BY STEP

COLOUR STEP BY STEP

AFTER
AFTER



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)

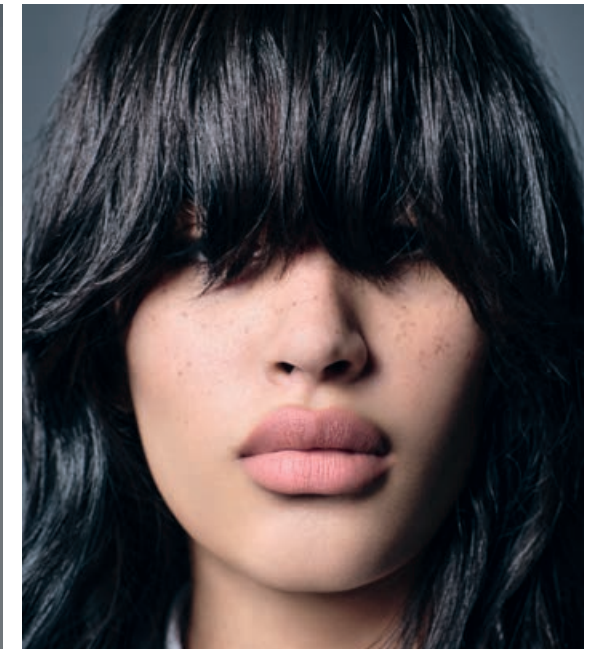
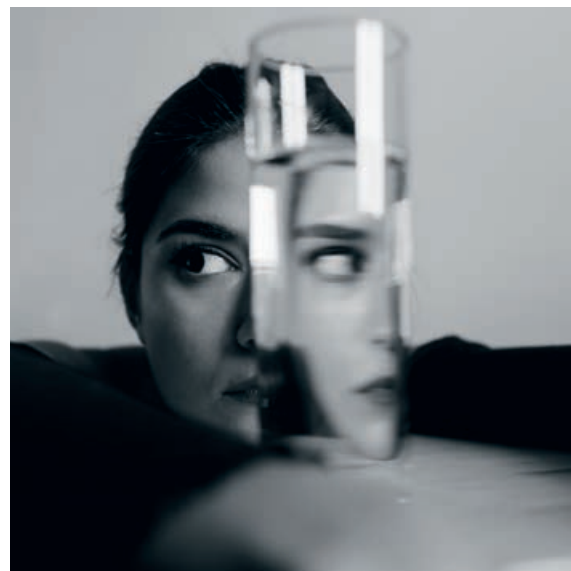
COLOURS USED

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)

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 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.

CUT STEP BY STEP

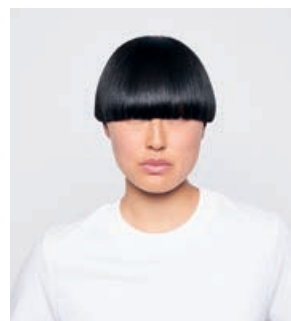
CUT STEP BY STEP



LIN LIN



CUT: TYLER JOHNSTON



AFTER
AFTER



STYLING PRODUCTS USED
SESSION LABEL THE THICKENER
SESSION LABEL THE SERUM
SESSION LABEL THE FLEXIBLE

STYLING PRODUCTS USED
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 VOLUME BOOSTER

CARE PRODUCTS USED
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR
FIBRE CLINIX VIBRANCY BOOSTER + FIBRE CLINIX VOLUME BOOSTER

COLOUR STEP BY STEP

COLOUR STEP BY STEP



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)

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)

CUT STEP BY STEP CUT STEP BY STEP

BEFORE
BEFORE



GIOVANNA



CUT: TYLER JOHNSTON



AFTER
AFTER



STYLING PRODUCTS USED

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

STYLING PRODUCTS USED

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

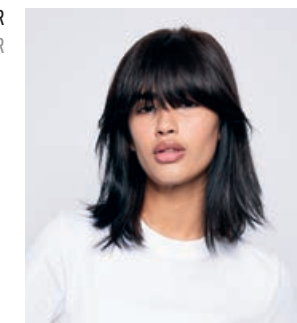
CARE PRODUCTS USED

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

CARE PRODUCTS USED

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

AFTER
AFTER



COLOUR STEP BY STEP COLOUR STEP BY STEP



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)

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)

#essentiallooks
#schwarzkopfpro
#togetherapassionforhair
#partnersincraft

