

essential looks


Schwarzkopf
PROFESSIONAL



Together. A passion for hair.

A2Z 2023/02



PARTNERS IN CRAFT

Together. a passion for hair ... These very words strike right at the heart of our shared love of hair, of craft and of creativity. It's in our DNA; it's the crucial uniting aspect of our community. It's why we do what we do. It is what fuels us ... and that is the question we are exploring with Essential Looks 2:2023: what is fuelling global communities around the world in terms of lifestyle, fashion and, of course, hair? Essential Looks 2:2023, which again sees us partner with some outstanding craftspeople, not only allows us to celebrate great hair with some truly inspirational imagery, but also to support your professional development with a compelling educational offering, complete with salon-ready services. These pages are packed with everything you, our partner in craft, need to navigate this fast-paced, always-evolving industry. Let's grow. Together.

SIMON ELLIS
International Creative Director
Schwarzkopf Professional
@thesimonellis

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XX XX XXX YZ

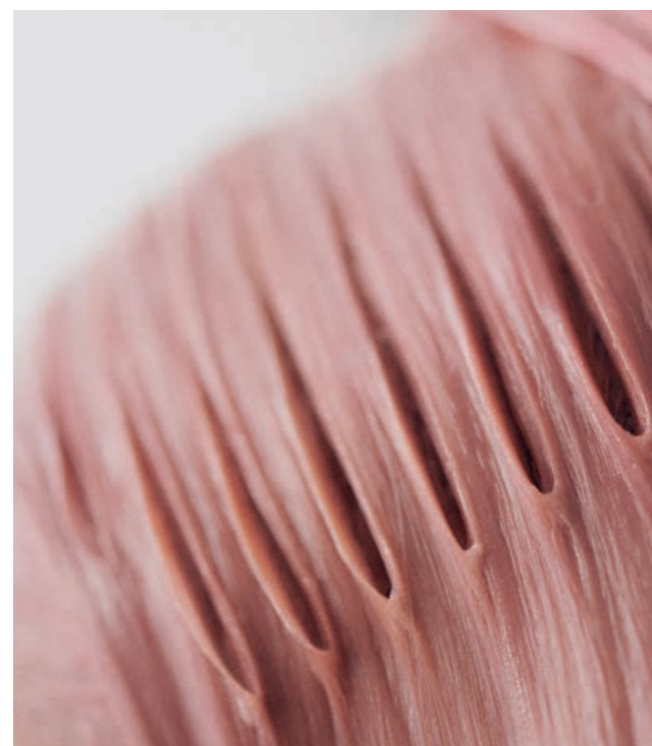
essentiallooks.com

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MEET OUR CREATORS

Here at **SCHWARZKOPF PROFESSIONAL**, we believe in the importance of collaboration. The power of partnership is so significant within our industry and, of course, in the creation of **ESSENTIAL LOOKS**. This is why we always ensure we work with some of the industry's most sought-after and exciting talents.

Essential Looks provides an outstanding platform for celebrating the true craft of hairdressing and shines a light on the amazing artists who populate our industry while providing our community with unrivaled insights into the process behind their signature looks. And it's no different this time around: we have brought together a carefully curated group of **SKILLED ARTISTS** and **CREATIVE POWERHOUSES** united in a passion for hair and a shared dedication to inspire and educate. Like us, they too are driven by a great desire to grow. Together.

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#PARTNERSINCRAFT



CHRISTOS MICHAILIDIS
Cut & Style
@christosmichailidis



NICK IRWIN
Cut & Style
@nickirwinhair



ASHLEE NORMAN
Colour
@ashleenormanhair



TYLER JOHNSTON
Cut & style
@tylerjohnstonhair



GRACE DALGLEISH
Colour
@gracedalglishx



LESLEY JENNISON
Colour
@lesleyjennison

PAINTER. SCULPTOR. ARTIST. CRAFTSPERSON.
PAINTER. SCULPTOR. ARTIST. CRAFTSPERSON.

HAIRDRESSER.
HAIRDRESSER.

ESSENTIAL LOOKS



What fuels us?
What fuels us?

We work to craft compelling **ESSENTIAL LOOKS** trend worlds which relate to key lifestyle trends. We then collaborate with our Essential Looks Creators to define hair and fashion directions for each of them. Every trend features one “STOP-AND-STARE” Catwalk look and one “WANT-TO-WEAR” Salon look.

This season marks a continued exploration of the importance of energy and feeling. We study key drivers influencing people to take action globally and what fuels them in an ever-changing world.

We start by delving into mindful sustainability with INTENTION NOW, which injects typical green energy with urban chic and grit. In contrast, ACID RIOT harnesses a raw fluidity, blurring the lines of traditional identities. RE-ROOTED focuses more on those reinterpreting established values and heritage in today’s language to empower their communities.

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- 1 INTENTION NOW**
- 2 ACID RIOT**
- 3 RE-ROOTED**

ESSENTIAL LOOKS is a trend-based educational tool which curates the latest movements in hair and fashion. We start by defining three of the season’s key lifestyle trends. These trends dictate everything that happens – from the catwalk to the high street, right down to how we live and eat – and assembles everything from there.

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Intention Now



CATWALK



SALON



ACID RIOT



CATWALK



SALON



RE- ROOTED



CATWALK



SALON





Intention Now

CATWALK

BE THE CHANGE YOU WISH TO SEE.

INTENTION NOW documents the growing movement towards self-fulfilment through conscious, mindful means.

BE THE CHANGE YOU WISH TO SEE.

INTENTION NOW documents the growing movement towards self-fulfilment through conscious, mindful means.

SALON



MINDFUL
MINDFUL

SUSTAINABLE
SUSTAINABLE

CONSCIOUS
CONSCIOUS

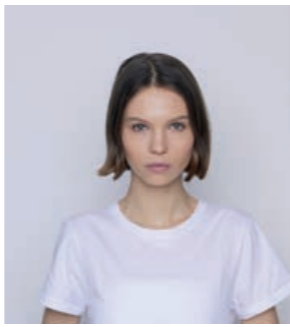
ACCOUNTABLE
ACCOUNTABLE

URBAN
URBAN

CHANGE-SEEKER
CHANGE-SEEKER

CUT STEP BY STEP
CUT STEP BY STEP

BEFORE
BEFORE



LERA



CUT: TYLER JOHNSTON

STYLING PRODUCTS USED

SESSION LABEL:
THE MOUSSE
THE DEFINER

CARE PRODUCTS USED

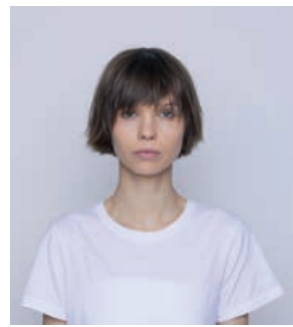
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR
FIBRE CLINIX HYDRATE BOOSTER
FIBRE CLINIX VIBRANCY BOOSTER

STYLING PRODUCTS USED

SESSION LABEL:
THE MOUSSE
THE DEFINER

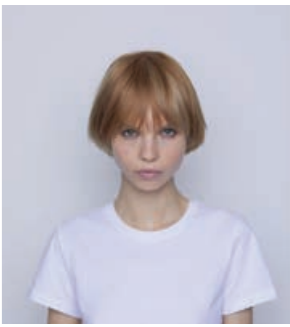
CARE PRODUCTS USED

FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR
FIBRE CLINIX HYDRATE BOOSTER
FIBRE CLINIX VIBRANCY BOOSTER



AFTER
AFTER

COLOUR STEP BY STEP
COLOUR STEP BY STEP



AFTER
AFTER



COLOUR: LESLEY JENNISON

COLOURS USED

- COLOUR 1**
IGORA ZERO AMM 9-55 + 7-55 (2:1) + IGORA ROYAL OIL DEVELOPER 9% | 30 VOL. (1:1)
- COLOUR 2**
IGORA ZERO AMM 10-14 + IGORA ROYAL OIL DEVELOPER 9% | 30 VOL. (1:2)
- COLOUR 3**
IGORA VARIO BLOND PLUS + IGORA ROYAL OIL DEVELOPER 6% | 20 VOL. (1:2)
- COLOUR 4 (TONING STEP APPLIED OFF CAMERA)**
IGORA ZERO AMM 9-55 + IGORA VIBRANCE ACTIVATOR LOTION 1,9% | 6 VOL. (1:3)

COLOURS USED

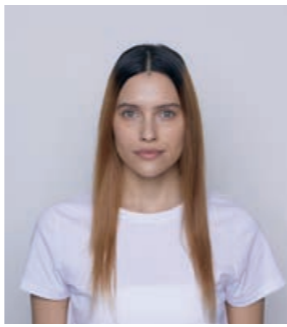
- COLOUR 1**
IGORA ZERO AMM 9-55 + 7-55 (2:1) + IGORA ROYAL OIL DEVELOPER 9% | 30 VOL. (1:1)
- COLOUR 2**
IGORA ZERO AMM 10-14 + IGORA ROYAL OIL DEVELOPER 9% | 30 VOL. (1:2)
- COLOUR 3**
IGORA VARIO BLOND PLUS + IGORA ROYAL OIL DEVELOPER 6% | 20 VOL. (1:2)
- COLOUR 4 (TONING STEP APPLIED OFF CAMERA)**
IGORA ZERO AMM 9-55 + IGORA VIBRANCE ACTIVATOR LOTION 1,9% | 6 VOL. (1:3)



CUT STEP BY STEP

CUT STEP BY STEP

BEFORE
BEFORE



HANNA



CUT: TYLER JOHNSTON

STYLING PRODUCTS USED

SESSION LABEL:
THE MOUSSE
THE TEXTURIZER

STYLING PRODUCTS USED

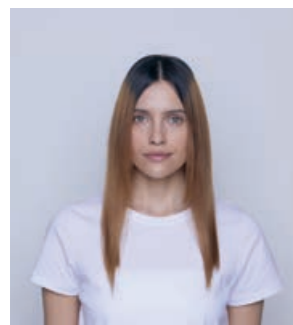
SESSION LABEL:
THE MOUSSE
THE TEXTURIZER

CARE PRODUCTS USED

FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR
FIBRE CLINIX HYDRATE BOOSTER
FIBRE CLINIX VIBRANCY BOOSTER

CARE PRODUCTS USED

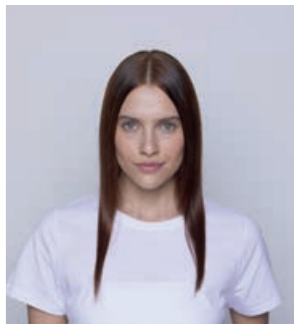
FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR
FIBRE CLINIX HYDRATE BOOSTER
FIBRE CLINIX VIBRANCY BOOSTER



AFTER
AFTER

COLOUR STEP BY STEP

COLOUR STEP BY STEP



AFTER
AFTER



GREY COVERAGE

GREY COVERAGE

SERVICE NAME: MUTED BRONZE

COLOUR: LESLEY JENNISON

COLOURS USED

COLOUR 1

IGORA ZERO AMM 6-0 + 6-46 (1:2) + IGORA ROYAL OIL DEVELOPER 6% | 20 VOL. (1:1)

COLOUR 2

IGORA ZERO AMM 6-46 + 8-46 (1:2) + IGORA ROYAL DEVELOPER 9% | 30 VOL. (1:1)

COLOUR 3

IGORA VIBRANCE 5-57 + IGORA VIBRANCE ACTIVATOR LOTION 1,9% | 6 VOL. (1:1)

COLOUR 4

IGORA VIBRANCE 7-57 + 8-0 (3:1) + IGORA VIBRANCE ACTIVATOR LOTION 1,9% | 6 VOL. (1:1)

COLOURS USED

COLOUR 1

IGORA ZERO AMM 6-0 + 6-46 (1:2) + IGORA ROYAL OIL DEVELOPER 6% | 20 VOL. (1:1)

COLOUR 2

IGORA ZERO AMM 6-46 + 8-46 (1:2) + IGORA ROYAL DEVELOPER 9% | 30 VOL. (1:1)

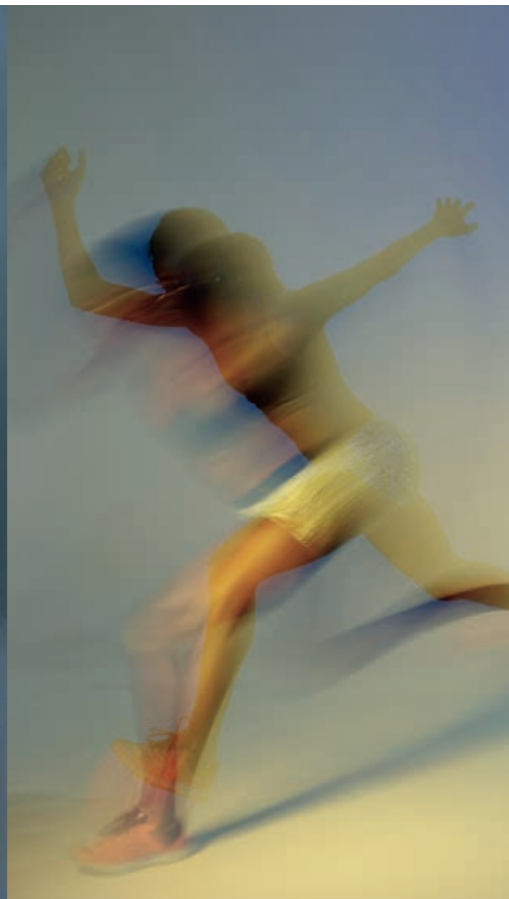
COLOUR 3

IGORA VIBRANCE 5-57 + IGORA VIBRANCE ACTIVATOR LOTION 1,9% | 6 VOL. (1:1)

COLOUR 4

IGORA VIBRANCE 7-57 + 8-0 (3:1) + IGORA VIBRANCE ACTIVATOR LOTION 1,9% | 6 VOL. (1:1)





**ACID
RIOT**

CATWALK

DO IT YOUR WAY.

ACID RIOT channels the fluid, inclusive, constantly shifting world of today's most overt trendsetters and tastemakers.

DO IT YOUR WAY.

ACID RIOT channels the fluid, inclusive, constantly shifting world of today's most overt trendsetters and tastemakers.



SALON

CUT STEP BY STEP
CUT STEP BY STEP

BEFORE
BEFORE



WILLOW



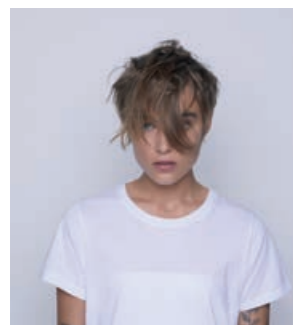
CUT: NICK IRWIN

CARE PRODUCTS USED

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

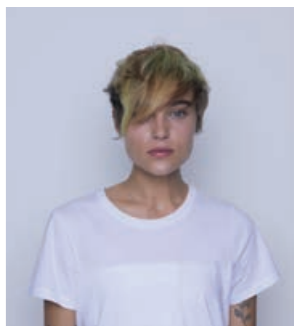
CARE PRODUCTS USED

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



AFTER
AFTER

COLOUR STEP BY STEP
COLOUR STEP BY STEP



AFTER
AFTER



COLOUR: GRACE DALGLEISH

COLOURS USED

- COLOUR 1**
IGORA VARIO BLOND PLUS + IGORA ROYAL OIL DEVELOPER 6% | 20 VOL. (1:2)
- COLOUR 2**
IGORA VIBRANCE 9-12 + 7-42 (1:1) + IGORA VIBRANCE ACTIVATOR LOTION 1,9% | 6 VOL. (1:1)
- COLOUR 3**
CHROMA ID YELLOW + BLUE + RED (30:10:0.5)
- COLOUR 4**
CHROMA ID YELLOW + PINK (3:1)



COLOURS USED

- COLOUR 1**
IGORA VARIO BLOND PLUS + IGORA ROYAL OIL DEVELOPER 6% | 20 VOL. (1:2)
- COLOUR 2**
IGORA VIBRANCE 9-12 + 7-42 (1:1) + IGORA VIBRANCE ACTIVATOR LOTION 1,9% | 6 VOL. (1:1)
- COLOUR 3**
CHROMA ID YELLOW + BLUE + RED (30:10:0.5)
- COLOUR 4**
CHROMA ID YELLOW + PINK (3:1)

STYLING STEP BY STEP

STYLING STEP BY STEP

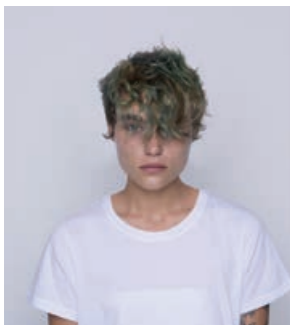
BEFORE
BEFORE



WILLOW



STYLING: NICK IRWIN



STYLING PRODUCTS USED

SESSION LABEL:
THE COAT
THE MIRACLE



STYLING PRODUCTS USED

SESSION LABEL:
THE COAT
THE MIRACLE



CUT STEP BY STEP
CUT STEP BY STEP

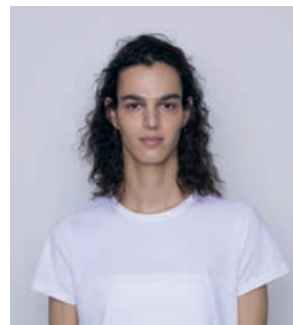
BEFORE
BEFORE



JÉNEVA



CUT: NICK IRWIN



AFTER
AFTER

CARE PRODUCTS USED

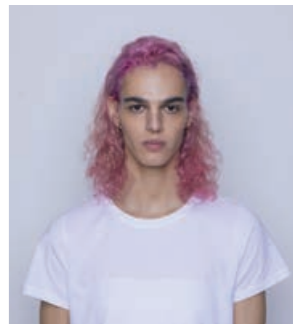
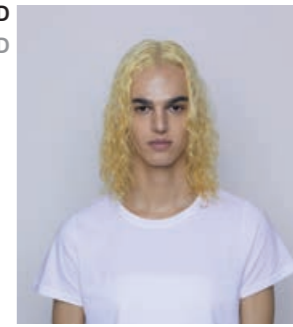
- FIBRE CLINIX TRIBOND SHAMPOO
- FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR
- FIBRE CLINIX HYDRATE BOOSTER
- FIBRE CLINIX VIBRANCY BOOSTER



CARE PRODUCTS USED

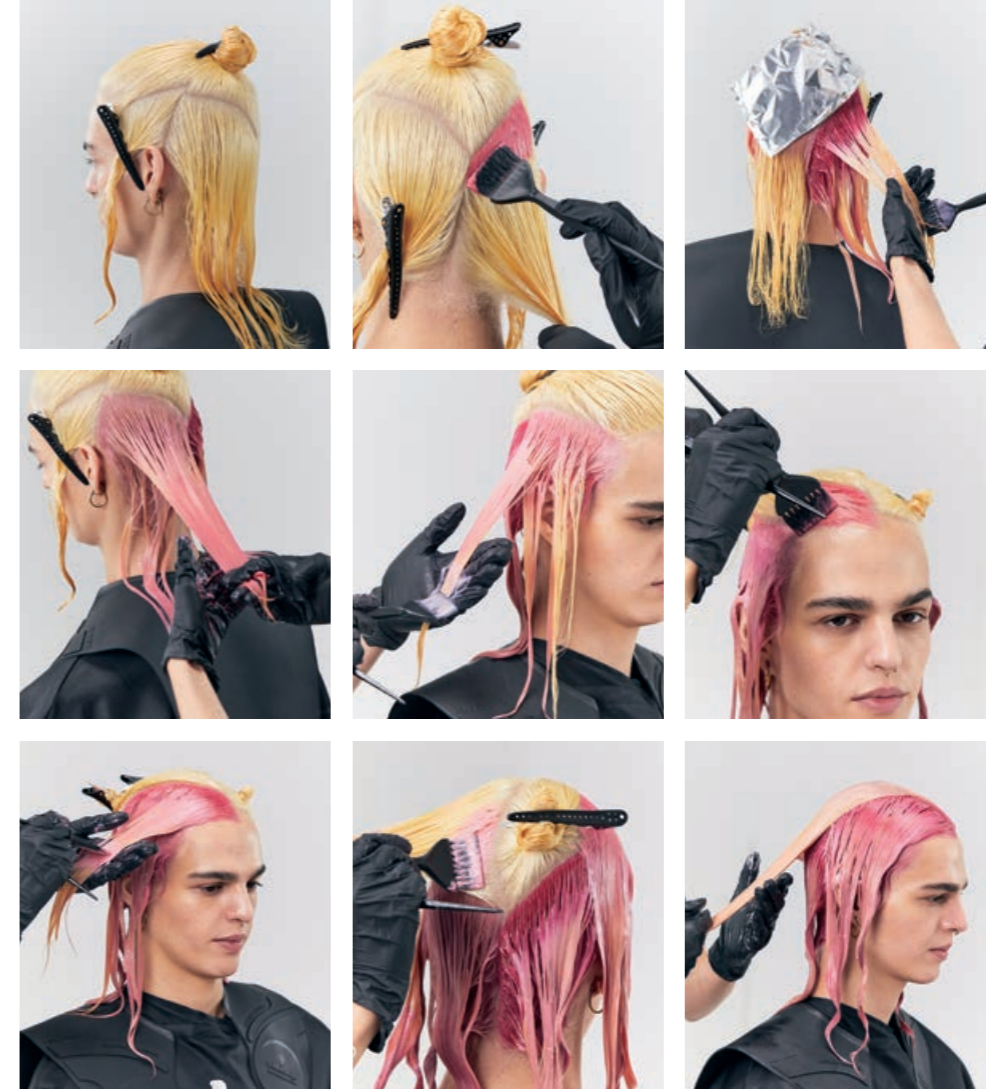
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- FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR
- FIBRE CLINIX HYDRATE BOOSTER
- FIBRE CLINIX VIBRANCY BOOSTER

PRE-LIGHTENED
PRE-LIGHTENED



AFTER
AFTER

COLOUR STEP BY STEP
COLOUR STEP BY STEP



COLOUR: GRACE DALGLEISH

SERVICE NAME: ACID RINSE

COLOURS USED

PRE-LIGHTENER

COLOUR 1: IGORA VARIO BLOND SUPER PLUS + IGORA ROYAL OIL DEVELOPER 6% 20 VOL. (1:2)

COLOUR 2: IGORA VARIO BLOND SUPER PLUS + IGORA ROYAL OIL DEVELOPER 6% 20 VOL. (1:2)

TONERS

COLOUR 3: CHROMA ID PINK + CLEAR (1:1)

COLOUR 4: CHROMA ID CLEAR + PINK + OFF BLACK (30:10:1)

COLOUR 5: IGORA VIBRANCE 9.5-1 + 9.5-98 (1:1) + IGORA VIBRANCE ACTIVATOR LOTION 1.9% 16 VOL. (1:1)

COLOURS USED

PRE-LIGHTENER

COLOUR 1: IGORA VARIO BLOND SUPER PLUS + IGORA ROYAL OIL DEVELOPER 6% 20 VOL. (1:2)

COLOUR 2: IGORA VARIO BLOND SUPER PLUS + IGORA ROYAL OIL DEVELOPER 6% 20 VOL. (1:2)

TONERS

COLOUR 3: CHROMA ID PINK + CLEAR (1:1)

COLOUR 4: CHROMA ID CLEAR + PINK + OFF BLACK (30:10:1)

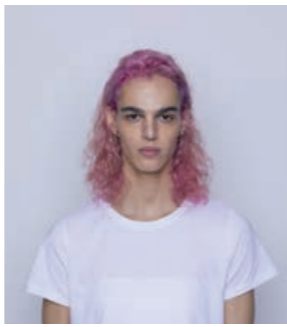
COLOUR 5: IGORA VIBRANCE 9.5-1 + 9.5-98 (1:1) + IGORA VIBRANCE ACTIVATOR LOTION 1.9% 16 VOL. (1:1)



STYLING STEP BY STEP

STYLING STEP BY STEP

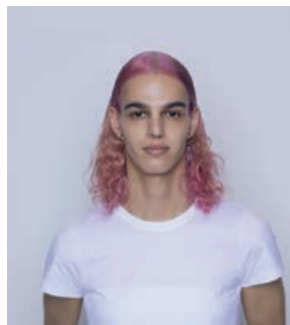
BEFORE
BEFORE



JÉNEVA



STYLING: NICK IRWIN



STYLING PRODUCTS USED

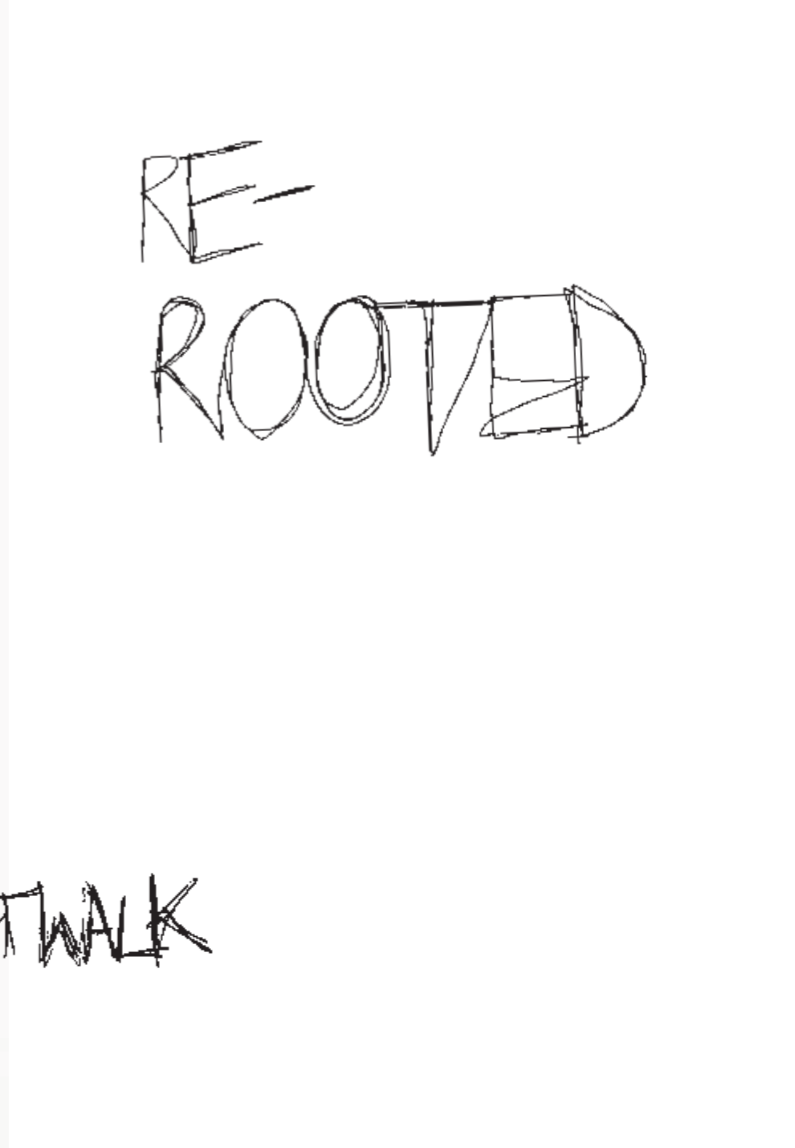
SESSION LABEL:
THE JELLY
THE FLEXIBLE



STYLING PRODUCTS USED

SESSION LABEL:
THE JELLY
THE FLEXIBLE





COMPARISON KILLS PERSONALITY.

RE-ROOTED is centred on the concept of telling personal stories. It explores those who let the stories of yesterday help shape, inform and define the stories of today; who revive their roots through personal reinterpretation.

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SALON

PERSONALITY

EMPOWERMENT

AWARENESS

STRENGTH

COMMUNITY

ADVOCACY

PERSONALITY

EMPOWERMENT

AWARENESS

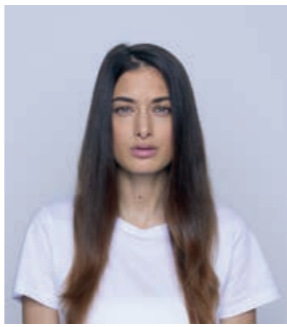
STRENGTH

COMMUNITY

ADVOCACY

CUT STEP BY STEP
CUT STEP BY STEP

BEFORE
BEFORE



SAMIRA



CUT: TYLER JOHNSTON

STYLING PRODUCTS USED

SESSION LABEL:
THE SALT
THE TEXTURIZER

STYLING PRODUCTS USED

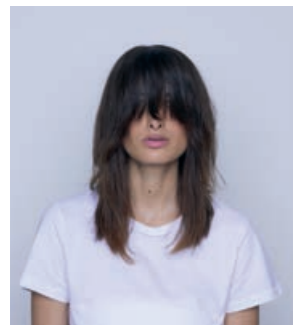
SESSION LABEL:
THE SALT
THE TEXTURIZER

CARE PRODUCTS USED

FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR COARSE HAIR
FIBRE CLINIX TAME BOOSTER
FIBRE CLINIX HYDRATE BOOSTER

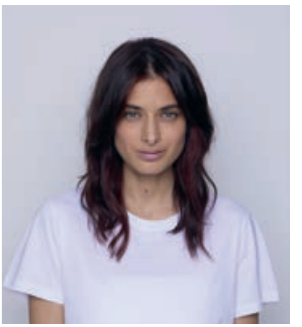
CARE PRODUCTS USED

FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR COARSE HAIR
FIBRE CLINIX TAME BOOSTER
FIBRE CLINIX HYDRATE BOOSTER



AFTER
AFTER

COLOUR STEP BY STEP
COLOUR STEP BY STEP



AFTER
AFTER



COLOUR: LESLEY JENNISON

COLOURS USED

COLOUR 1
IGORA ROYAL 6-68 + 0-99 (4:1) + IGORA ROYAL OIL DEVELOPER 3% | 10 VOL. (1:1)

COLOUR 2
IGORA ROYAL 6-68 + 9-98 (4:1) + IGORA ROYAL OIL DEVELOPER 6% | 20 VOL. (1:1)

COLOUR 3
IGORA ROYAL 6-88 + PASTELFIER (4:1) + IGORA ROYAL OIL DEVELOPER 9% | 30 VOL. (1:1)

COLOURS USED

COLOUR 1
IGORA ROYAL 6-68 + 0-99 (4:1) + IGORA ROYAL OIL DEVELOPER 3% | 10 VOL. (1:1)

COLOUR 2
IGORA ROYAL 6-68 + 9-98 (4:1) + IGORA ROYAL OIL DEVELOPER 6% | 20 VOL. (1:1)

COLOUR 3
IGORA ROYAL 6-88 + PASTELFIER (4:1) + IGORA ROYAL OIL DEVELOPER 9% | 30 VOL. (1:1)



CUT STEP BY STEP
CUT STEP BY STEP

BEFORE
BEFORE



SARAH



CUT: CHRISTOS MICHAELIDIS

STYLING PRODUCTS USED

SESSION LABEL:
THE MOUSSE
THE TEXTURIZER

CARE PRODUCTS USED

FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR COARSE HAIR
FIBRE CLINIX FORTIFY BOOSTER
FIBRE CLINIX HYDRATE BOOSTER

STYLING PRODUCTS USED

SESSION LABEL:
THE MOUSSE
THE TEXTURIZER

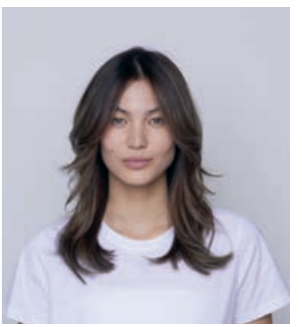
CARE PRODUCTS USED

FIBRE CLINIX TRIBOND SHAMPOO
FIBRE CLINIX TRIBOND TREATMENT FOR COARSE HAIR
FIBRE CLINIX FORTIFY BOOSTER
FIBRE CLINIX HYDRATE BOOSTER



AFTER
AFTER

COLOUR STEP BY STEP
COLOUR STEP BY STEP



AFTER
AFTER



COLOUR: ASHLEE NORMAN

SERVICE NAME: FOILAYAGE MELT

COLOURS USED

COLOUR 1: BLONDME PREMIUM LIGHTENER 9+ + PREMIUM DEVELOPER 2% | 7 VOL. (1:1.5)

COLOUR 2: BLONDME PREMIUM LIGHTENER 9+ + PREMIUM DEVELOPER 6% | 20 VOL. (1:1.5)

COLOUR 3: TBH - TRUE BEAUTIFUL HONEST 5-06 + 6-19 (1:1) + IGORA VIBRANCE ACTIVATOR LOTION 1,9% | 6 VOL. + TBH TONE SOFTENER (1:1:1)

COLOUR 4: TBH - TRUE BEAUTIFUL HONEST 6-06 +7-16 (1:1) + IGORA VIBRANCE ACTIVATOR LOTION 1,9% | 6 VOL. (1:2)

COLOUR 5: TBH - TRUE BEAUTIFUL HONEST 9-49 + 8-19 (2:1) + IGORA VIBRANCE ACTIVATOR LOTION 4% | 13 VOL. (1:2)

COLOURS USED

COLOUR 1: BLONDME PREMIUM LIGHTENER 9+ + PREMIUM DEVELOPER 2% | 7 VOL. (1:1.5)

COLOUR 2: BLONDME PREMIUM LIGHTENER 9+ + PREMIUM DEVELOPER 6% | 20 VOL. (1:1.5)

COLOUR 3: TBH - TRUE BEAUTIFUL HONEST 5-06 + 6-19 (1:1) + IGORA VIBRANCE ACTIVATOR LOTION 1,9% | 6 VOL. + TBH TONE SOFTENER (1:1:1)

COLOUR 4: TBH - TRUE BEAUTIFUL HONEST 6-06 +7-16 (1:1) + IGORA VIBRANCE ACTIVATOR LOTION 1,9% | 6 VOL. (1:2)

COLOUR 5: TBH - TRUE BEAUTIFUL HONEST 9-49 + 8-19 (2:1) + IGORA VIBRANCE ACTIVATOR LOTION 4% | 13 VOL. (1:2)



#essentiallooks
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