

THE UNSEEN

C A T
O L H
L C E
O H
U E B
R M O
Y O
K

Schwarzkopf Professional

From one alchemist to another:

“TAKE MY TOOLS. BE
CURIOUS. BE DARING.
CARVE YOUR OWN
PATH AND NEVER
STOP EXPLORING.”

Lauren Bowker

HOW TO BRING
FANTASY INTO
REALITY?



I believe that color should be alive. When we first revealed our concept of color-changing hair online, the video clip was watched by more than 80m people. There was amazement, intrigue and a clear belief in our discovery.

Inspired by this belief, I set to work with my talented team of creators and thinkers, from science and design, philosophy and strategy, to forge colors that had never before been seen. Colors that, until now, didn't exist outside of nature.

Joining forces with Schwarzkopf Professional®, we aligned our vision with their incredible passion for color to bring this game-changing product to our market.

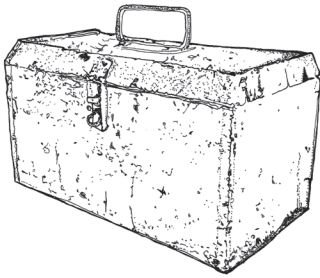
To me, alchemy begins with curiosity and the passion to explore. Nature is always changing. It is alive and never static. So why should we be?

I believe there is more beauty in the world than we can see. An idea is only an idea until someone makes it happen. You are holding the evidence in your hands. From one alchemist to another: take my tools, be curious, be daring, carve your own path and never stop exploring.

See the unseen. Believe in Magick.

A handwritten signature in black ink, appearing to read 'Lauren Bowker', with a stylized, flowing script.

Lauren Bowker
Founder of THEUNSEEN



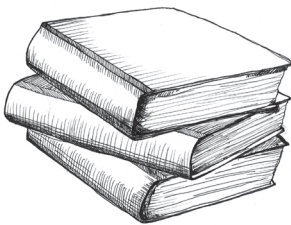
THE MAGICK



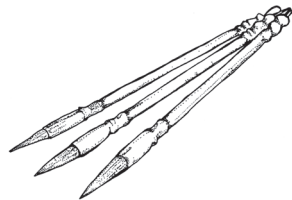
THE ALCHEMY



THE COLOR ATLAS



THE INDUCTION



CREATORS OF THE NEW





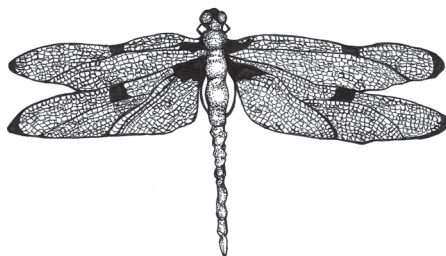
T H E
M A G I C K



THE MAGICK

For centuries, the desire to uncover new ways to enhance how we look has been central to our individual identity and personal expression.

Inspired by nature but designed with science, this innovative formula opens the door to an unexplored world of creative style. Producing iridescent, prismatic and previously unimaginable color effects, our alchemy is alive to you and your environment.





THEUNSEEN
CALCHEMY
BOREALIS
Schwarzkopf Professional

THEUNSEEN
CALCHEMY
SCARAB
Schwarzkopf Professional



THEUNSEEN

COLORMY
A L C O L O R
H E M Y
P E A C C O C K
C O C K 02

Schwarzkopf Professional

THEUNSEEN

COLORMY
A L C O L O R
H E M Y
P E A C C O C K
C O C K 04

Schwarzkopf Professional

THEUNSEEN

COLORMY
A L C O L O R
H E M Y
P E A C C O C K
C O C K 05

Schwarzkopf Professional



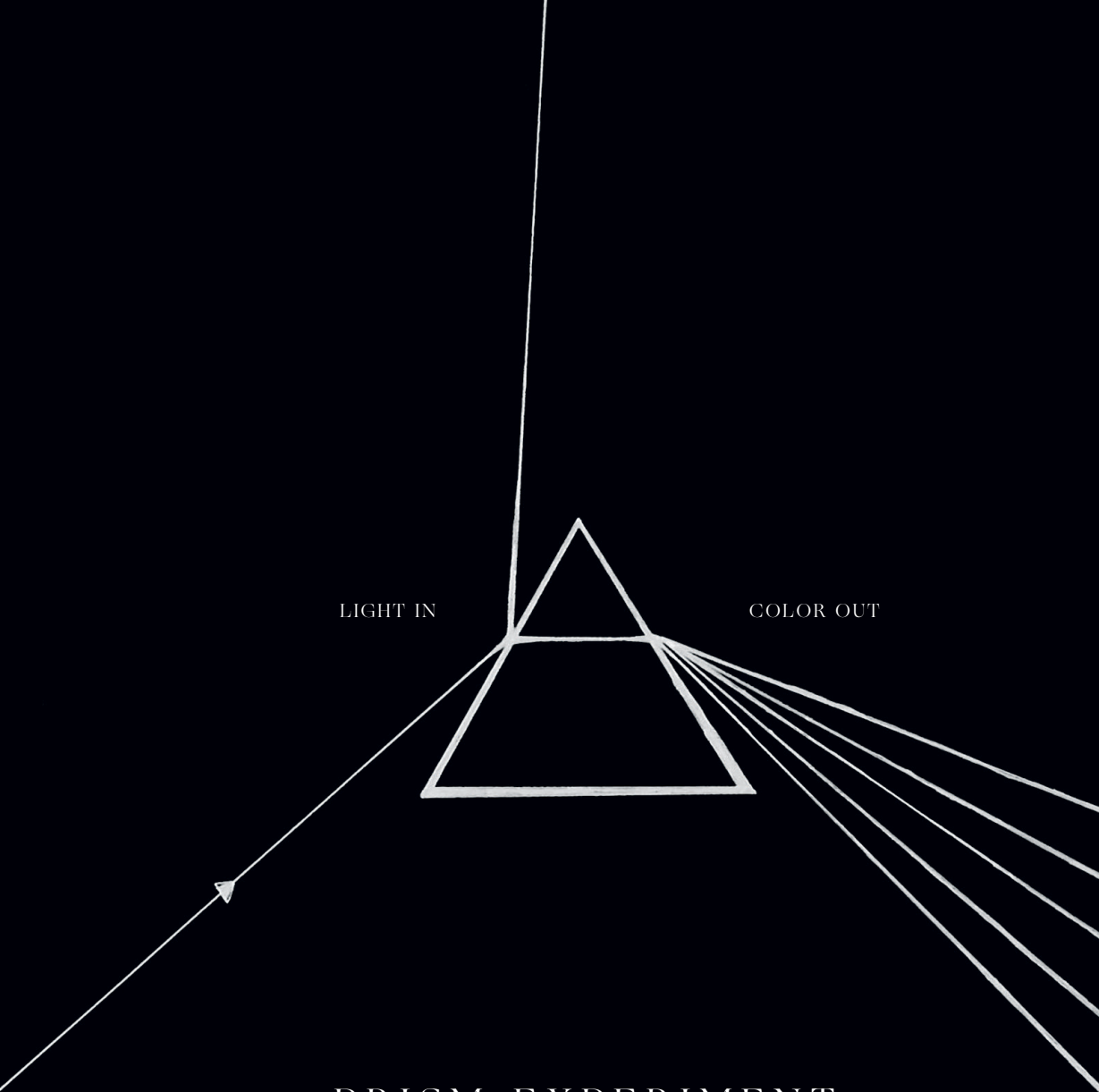


THE ALCHEMY

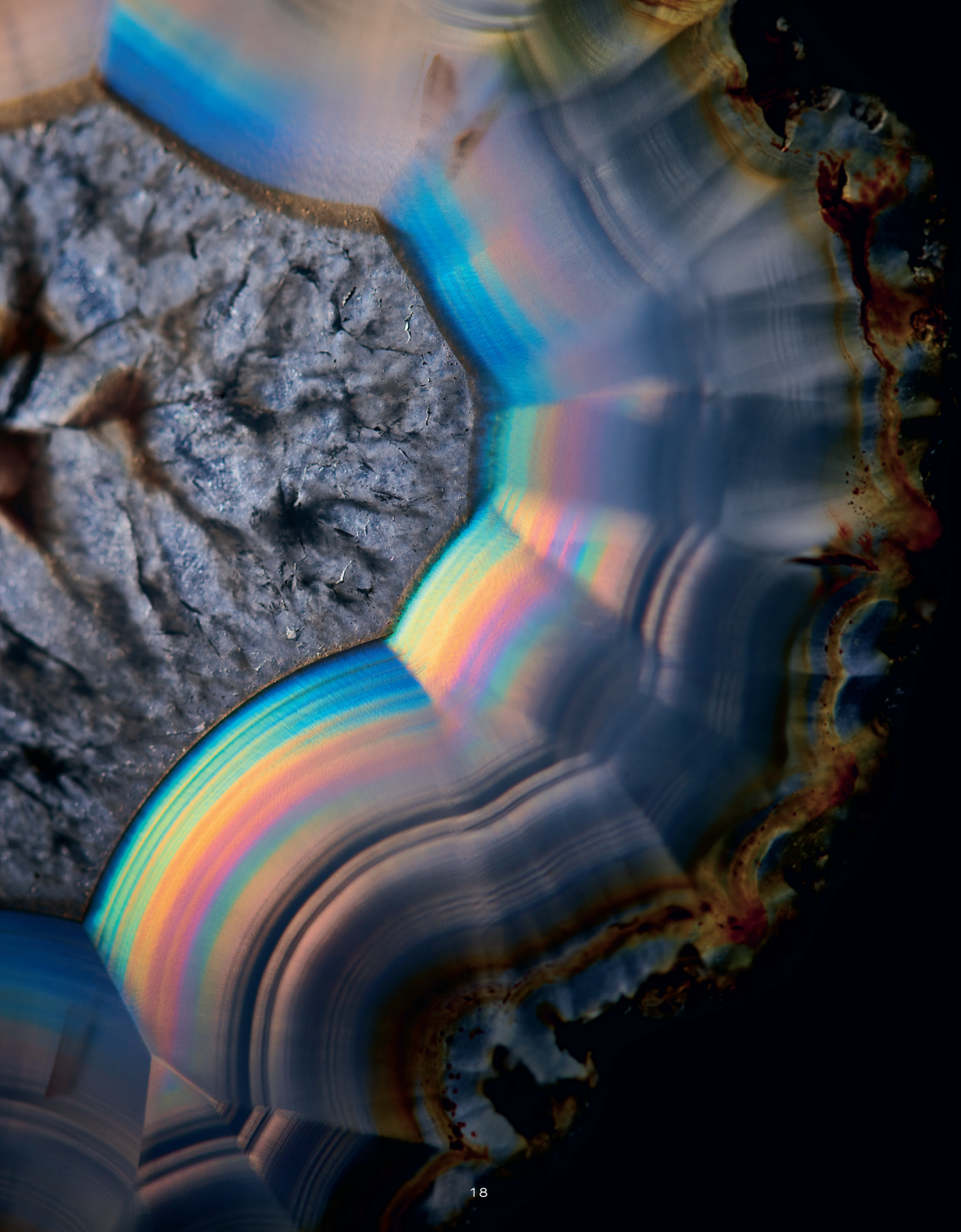
T H E A L C H E M Y

Although rooted in science, this product has simple motivations: to turn fantasy into reality. Our crystal formula replicates the visual effect of structural color. This elemental phenomenon can only be found in nature and complex molecular anatomies, such as the spectacular shimmering iridescence of the scarab beetle and peacock feather. Unlike static pigmented color, each shade scatters the light in a range of kaleidoscopic hues, which transform in response to temperature. This process is dynamically illustrated by the rainbow spectrum bursting from the prism experiment included here as part of your introduction to our Magick.





PRISM EXPERIMENT

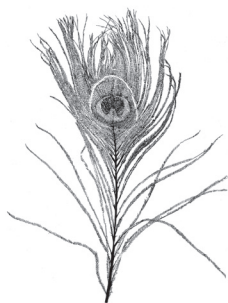


THE COLOR ATLAS



O 1 S C A R A B

Secretive by day, the scarab beetle comes alive at night. Native to Europe, they are nocturnal hunters. A striking metallic, iridescent coloration makes them captivating but elusive to predators. With a nimble, sprightly frame, they are fast in motion and also quick thinkers.



O 2 P E A C O C K

Like the shimmering animal that inspired it, this shade is expressively dramatic. The crystal-like rod structure of a peacock's tail forms a train that is unfurled in mating rituals and courtship displays. As one of nature's most dazzling creations, this reflects a scattering of iridescent colour when hit by light.

To help visualize the colourways produced by Colour Alchemy, we have handpicked five beetles to represent each prismatic shade. Each outer shell illustrates the vivid impact of structural color, which is found in nature and this product.

B A S E S

V I S I B L E
APPLIED COLOR
P R I S M A T I C
COLOR CHANGE

01 SCARAB



◦ 1-3

◦ None

◦ Solar orange,
jasmine green,
lapis blue

02 PEACOCK



◦ 1-4

◦ Petrol blue

◦ Peacock green,
cyanine blue,
ultra violet

03 BOREALIS



◦ 3-6

◦ Iris purple

◦ Clover green,
flame orange,
imperial violet

04 ANDRITE



◦ 4-6

◦ Azalea pink

◦ Emerald green,
cobalt blue,
ruby purple

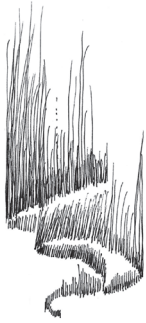
05 PHOENIX



◦ 4-6

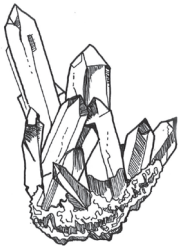
◦ Amber red

◦ Burnt orange,
pollen yellow,
ultra violet



O 3 B O R E A L I S

Like a dreamlike night sky drawn by nature, the term aurora borealis was coined by the astronomer Galileo to depict the Roman goddess of the dawn. This luminous phenomenon occurs when solar wind electrons travelling from the sun at one million mph interact with the Earth's atmosphere.



O 4 A N D R I T E

This shade was inspired by the precious alexandrite gemstone, so rare that a perfect specimen has never been found. Named in honor of the Russian tsar Alexander II, the jewel's chameleon-like qualities have inspired the description "emerald by day, ruby by night".



O 5 P H O E N I X

Alive with folklore, the phoenix is a mythical bird dating from Ancient Egypt, associated with the worship of the sun. With near immortal powers, they are said to have lived for 500 years, finally perishing in a burst of flames only to emerge reborn.

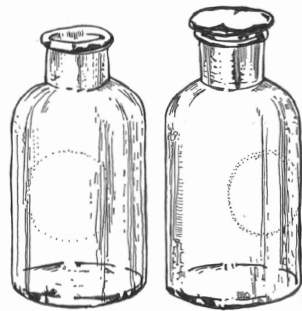




T H E INDUCTION



T H E I N D U C T I O N

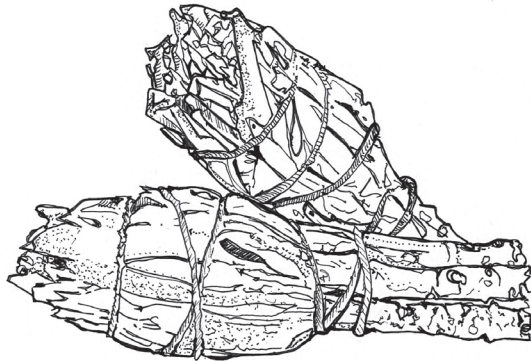


T H E T R A I T S

- Prismatic color effects responsive to temperature
- Five color-changing shades suitable for dedicated dark hair bases from 1 to 6
- Convenient, easy to apply gel-cream formula
- No development time
- Lastingness of 1 shampoo

PHASE 1: PREPARE

- Use professional gloves and protect the clothes
- Make sure that hair is clean and dry
- Do not mix Colour Alchemy shades with oxidative dyes or other dye products
- It is not recommended to intermix Colour Alchemy shades

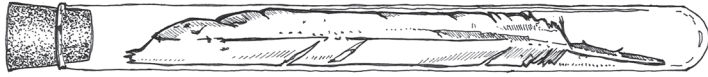


PHASE 2 : CONDUCT

- Formula is ready to use
- Apply a fine layer of the desired shade evenly to dry hair by using a brush, a sponge or with your hands
- Apply the product first on mid-lengths and ends, then blend it into the roots
- Gently comb through the hair to ensure even distribution
- Do not rinse the hair. No development time needed
- Blow dry the hair to activate the color change

PLACEMENT SIZE*	AMOUNT IN ML*
Small	3 ml
Medium	6 ml
Big	10-15 ml

* For a more intense effect, slightly increase the amount of product used



PHASE 3 : PERFECT

- Limit the use of styling products on the colored hair
- The use of hot styling tools needs to be avoided as it can compromise the color result



- For softer blending
- Perfect for application on curly to tightly coiled hair



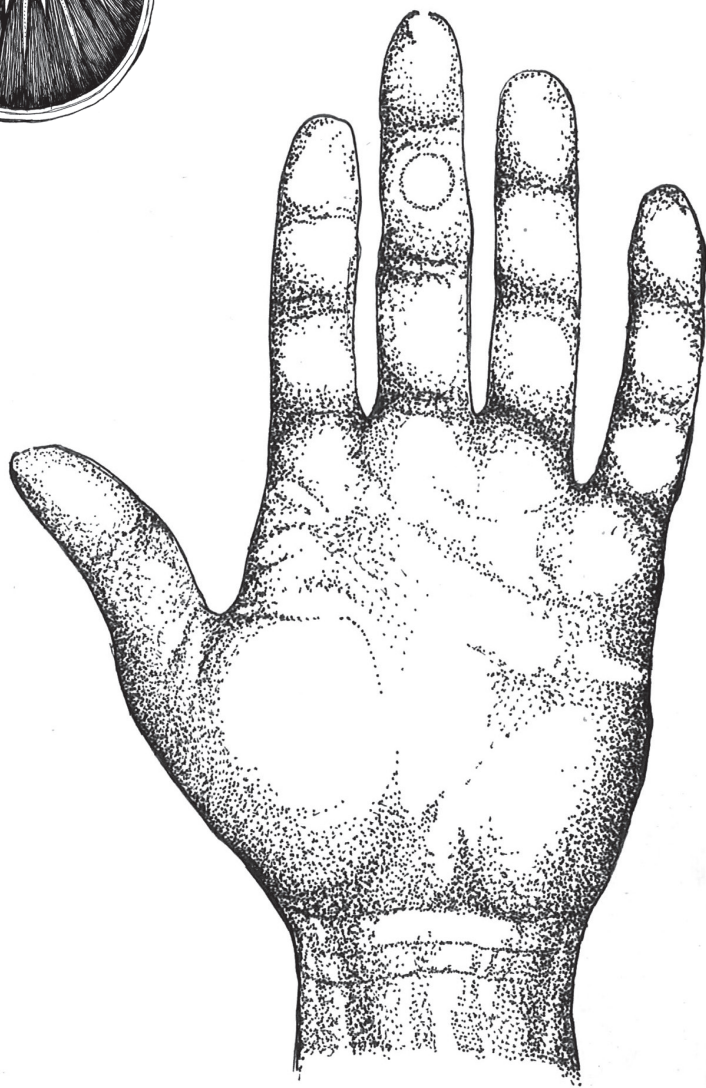
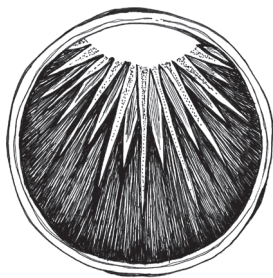
- To paint softer color effects



- For precise placements
- Due to potential irritation, do not apply to eye area (eyebrows or eyelashes)







ACTIVATION TRIGGERS

Observe the prismatic color change activated by temperature and light:

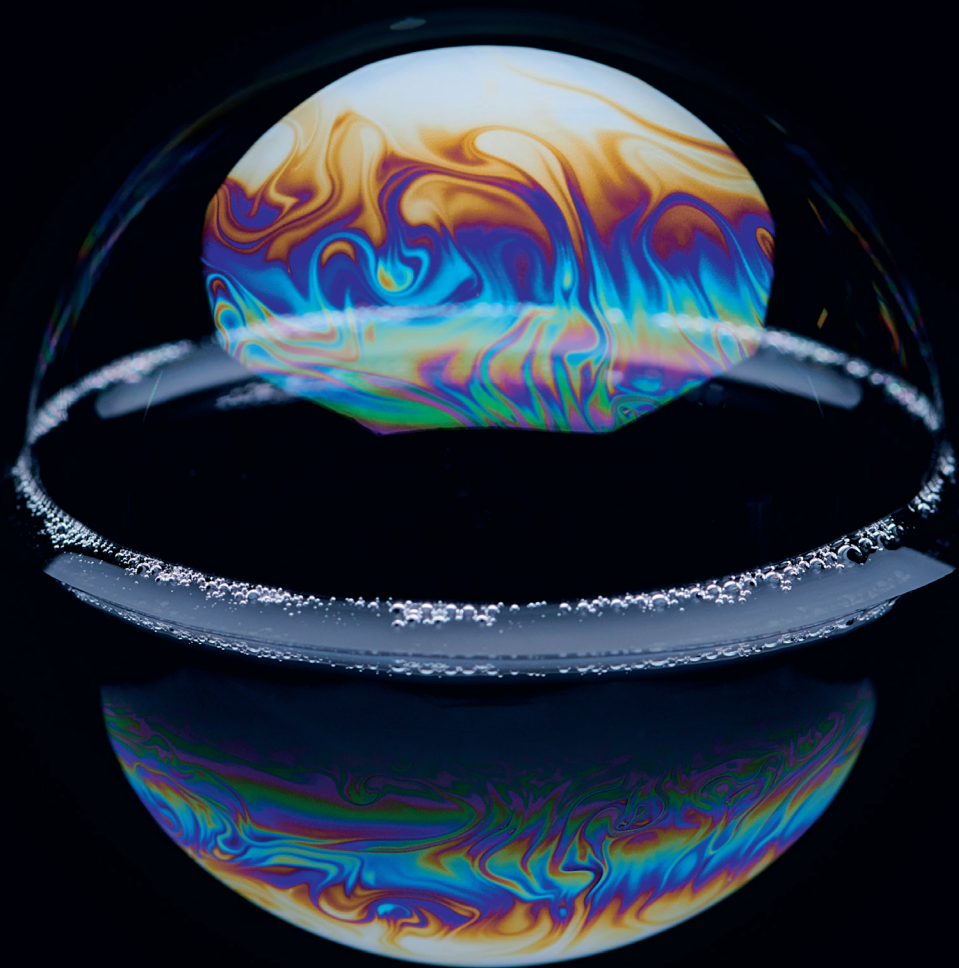
- Natural warmth of head or shoulders
- Mobile phone or camera flash
- Moving between hot and cold areas
- Moving between light and shade
- Restyling hair
- Breath, wind

The change is triggered in the temperature window from 83 to 89°F.





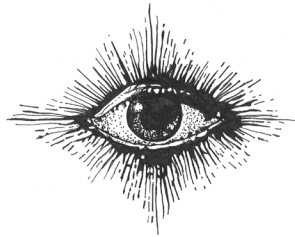




CREATORS OF THE NEW

CREATORS OF THE NEW

This collection of formulas is the realization of our imagination, providing the tools to create your own alchemy. We seek to explore and innovate. With your help, we can change the face of the future. The possibilities are unlimited, the rules unwritten. Take these tools, prepare for discovery, conduct experiments, perfect your craft and witness the beauty of imagination come alive in a myriad of vivid colors and styles.



#schwarzkopfusa
#doyousee

@schwarzkopfusa
@theunseenbeauty

IDH #2862201

© 2022 Henkel Corporation

Toll Free 1-800-707-9997 | Technical Support Line 1-800-234-4672
Distributed by Henkel Corporation, Culver City, CA 90230.