



Schwarzkopf
PROFESSIONAL

NEW

FIBRE CLINIX
PRODUCT MANUAL

Together. A passion for hair.



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CUSTOMISED HAIR TRANSFORMATION, FROM SALON TO HOME CARE

A KEY TREND FOR CLIENTS AND HAIRDRESSERS ALIKE

Customisation is a growing trend and today's advanced technologies allow clients to add an individual touch to their products and services, where they want and whenever they want. This enables a closer and more customised experience. Every client has different needs and preferences, and this is seen across a variety of different industries such as interior, fashion, automotive and cosmetic.

Clients are looking for the highest performance in professional beauty care products, and they are aware of trending technologies and new ingredients. When it comes to hair care, clients often have more than just one need, and they are highly interested in customised solutions to prolong and maintain the salon effects at home. Meanwhile hairdressers are seeking differentiation from competition via stand out stories and salon exclusive brands to increase client loyalty.



WHAT DOES IT MEAN FOR YOUR SALON?

Clients are ready to invest in personalised solutions, reflecting their personal needs. They want to prolong that customised experience at home to maintain the effect and make the most out of the in-salon service. A salon-exclusive product portfolio that enables a unique holistic offer and long-lasting results for in-salon and at home helps to strengthen client loyalty.



OUR MOST ADVANCED AND POWERFUL REPAIR PERFORMANCE IN A CUSTOMISED TREATMENT, FOR A HOLISTIC EXPERIENCE, FROM SALON TO HOME CARE.

NEW

FIBRE CLINIX

Fibre Clinix is the new salon exclusive, fully modular hair care regimen harnessing cutting-edge science with customisation from salon to home care. Combining advanced technology and full customisation, hairdressers can offer a bespoke professional service targeting the client's multiple hair needs that sets them apart from the competition and that appeals to clients seeking a premium experience.



THE AFTER COLOUR SERVICE

Due to its powerful repair performance & customisable options, Fibre Clinix is the optimal post colour service. After the chemical service Fibre Clinix recreates the inner bonds for stronger and more vibrant hair. At home, Fibre Clinix helps to lock in the colour for up to 90% colour retention.*

*When used with Fibre Clinix Vibrancy regimen

NEW
FIBRE CLINIX
ASSORTMENT



IN-SALON

Create bonds with the new **Fibre Clinix in-salon service.**



Tribond Shampoo



Tribond Treatment for fine hair



Tribond Treatment for coarse hair



Fortify Booster



Vibrancy Booster



Hydrate Booster



Volumize Booster



Tame Booster

AT HOME

Maintain bonds at home until the next salon visit with the new **Fibre Clinix home care regimen.**



Fortify Shampoo



Fortify Conditioner



Fortify Multi-Repair Lotion



Fortify Treatment



Fortify Booster

FIBRE CLINIX FORTIFY
For damaged and over-processed hair



Vibrancy Shampoo



Vibrancy Conditioner



Vibrancy Spray Conditioner



Vibrancy Treatment



Vibrancy Booster

FIBRE CLINIX VIBRANCY
For colour treated hair



Hydrate Shampoo



Hydrate Conditioner



Hydrate Spray Conditioner



Hydrate Treatment



Hydrate Booster

FIBRE CLINIX HYDRATE
For dry and brittle hair types



Volumize Shampoo



Volumize Conditioner



Volumize Bodifying Spray



Volumize Treatment



Volumize Booster

FIBRE CLINIX VOLUMIZE
For fine and weak hair



Tame Shampoo



Tame Conditioner



Tame Taming Spray



Tame Treatment



Tame Booster

FIBRE CLINIX TAME
For coarse, frizzy and unmanageable hair

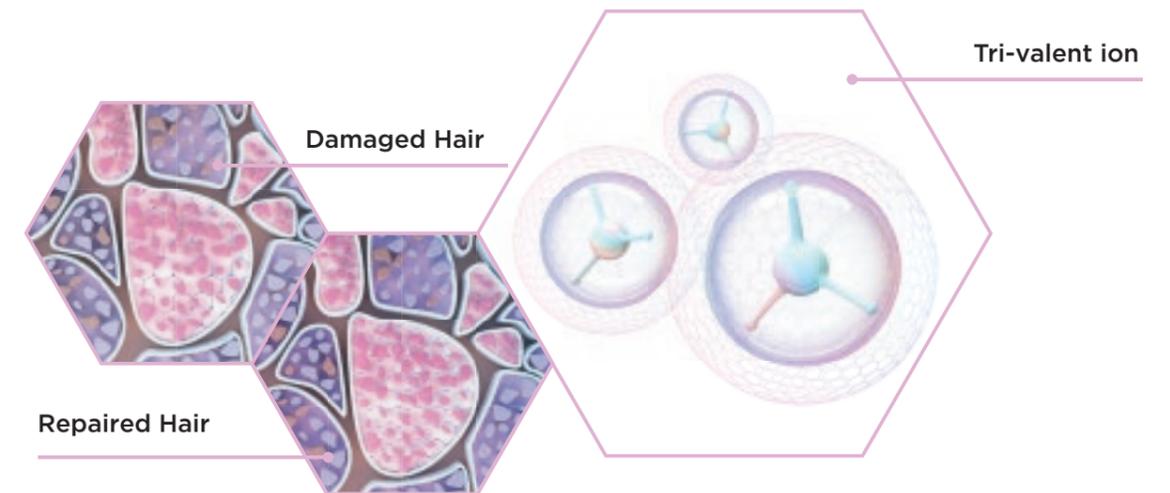
C21 & TRIPLE BONDING TECHNOLOGY

SCHWARZKOPF PROFESSIONAL'S MOST ADVANCED AND POWERFUL REPAIR TECHNOLOGY

Repeated chemical or mechanical influences can affect the hair's integrity. The inner and outer hair structure can be weakened, resulting in porous and dull hair that lacks strength and is prone to breakage. Fibre Clinix sets a new milestone in hair reparation with a customisable regimen that can cater for all different hair needs - for use in salon and at home, restoring virgin hair quality.

TRIPLE BONDING TECHNOLOGY

What is it? The advanced bonding technology, which is based on 10 years of research and strengthens the hair structure from within. It features a tri-valent ion that builds new bonds through the creation of a 3-dimensional network inside the hair fibre. The Fibre Clinix regimen increases elasticity, resilience and leads to hair that is up to 10x stronger.**



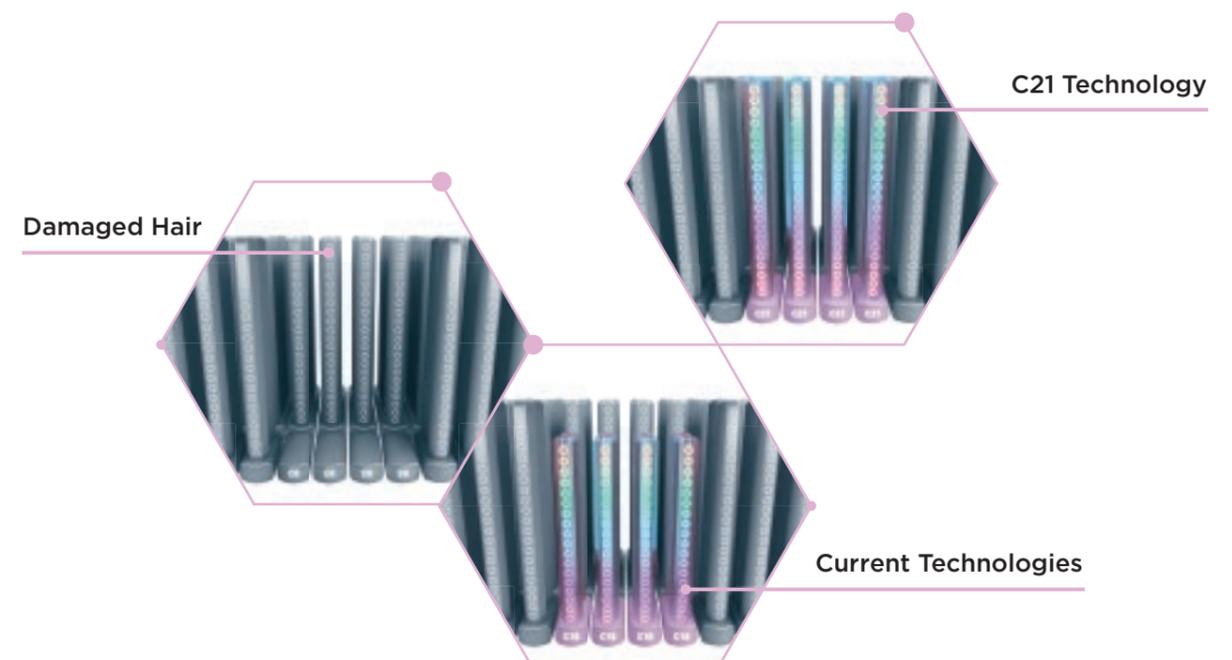
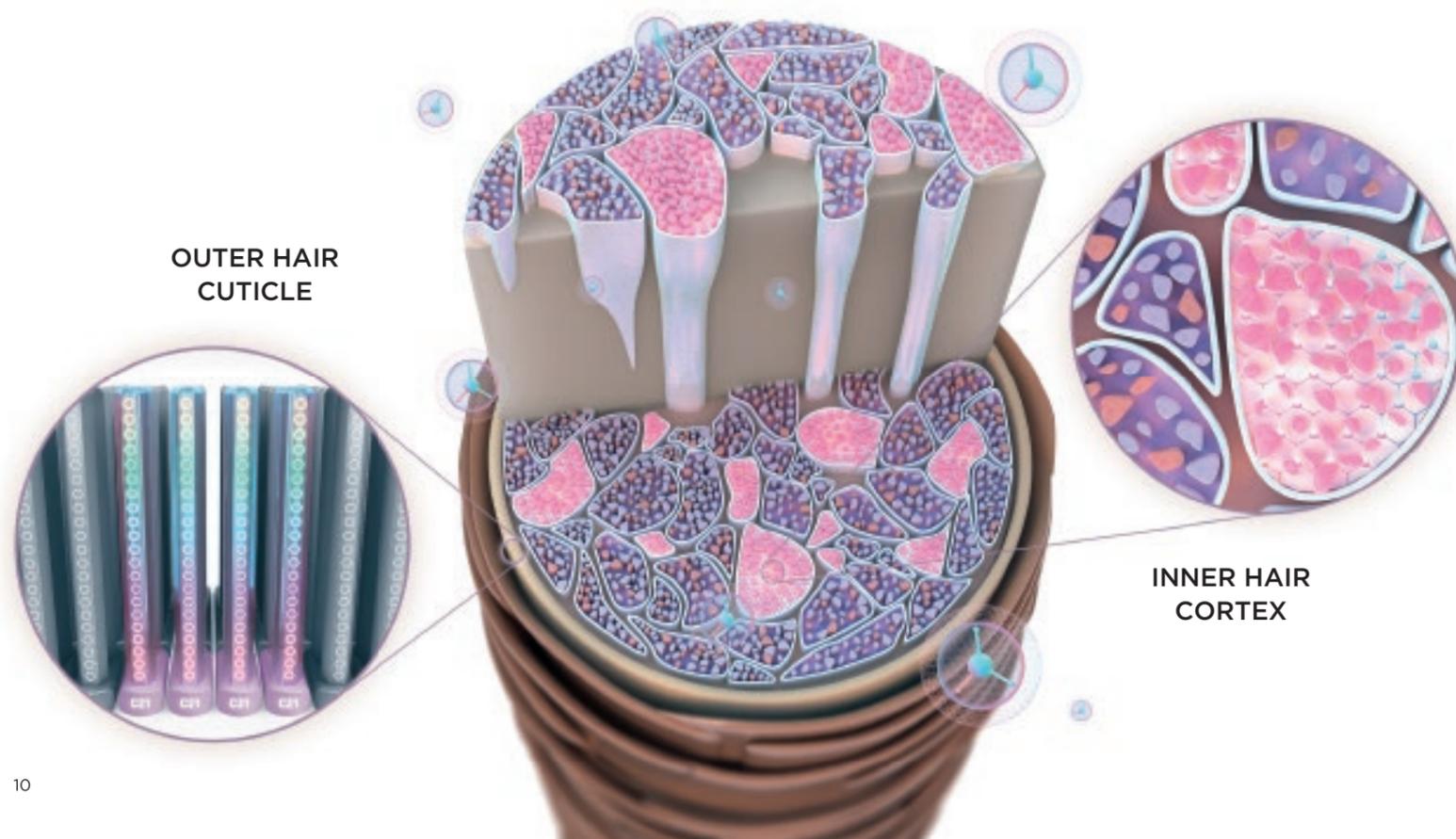
C21 TECHNOLOGY

What is it? A highly effective conditioning agent that works on the hair's surface by using the biomimetic principle of lipid replenishment.

Virgin hair is protected by an outer layer of 21 hydrocarbons called proteolipids, a combination of proteins and fatty acids. Damaged hair loses this protective layer. The C21 Technology restores the C21-Lipid chains, which is more than the previous C18-Lipid chains. This brings the cuticle closer to natural perfection for improved shine, manageability and natural movement.

KEY BENEFITS

- + RESTORES INNER & OUTER HAIR STRUCTURE FOR UP TO **60 DAYS***
- + UP TO **10X** STRONGER HAIR**
- + COMPLETE SEALING OF HAIR POROSITY***



*When used with Fibre Clinix home care regimen
 **When used with Fibre Clinix regimen vs. untreated hair
 ***Wet combing test vs. untreated hair

NEW SKIN CARE INSPIRED ACTIVE INGREDIENTS

DEVELOPED WITH SKIN CARE INSPIRED INGREDIENTS, EACH FIBRE CLINIX IN-SALON BOOSTER AND FIBRE CLINIX HOME CARE REGIMEN TARGETS DIFFERENT HAIR NEEDS WHENEVER **IN-SALON** OR **AT HOME**



FIBRE CLINIX FORTIFY

with **Niacinamide** strengthens the hair from inside out. Niacinamide is also known as Vitamin B3. It is a powerful antioxidant, used to neutralize the damaging free radicals created by the environment and to reduce signs of ageing. In skin care Niacinamide is known to protect the skin from heat and all its unwanted side effects.

FIBRE CLINIX HYDRATE

with **Squalane Complex** helps to moisturise the hair. Squalane is an unsaturated hydrocarbon, a clear, colourless liquid. In skin care it is known to be very hydrating and easily absorbed by the skin.



FIBRE CLINIX VIBRANCY

with **AHA** protects the colour, gives colour vibrancy and long-lasting colour freshness. AHA - Alpha Hydroxy Acids is a combination of lactic acid and citric acid. In skin care AHA is known for smoothing fine lines and wrinkles, improving skin tone and texture, unblocking and cleansing pores while improving the condition of the skin.



FIBRE CLINIX VOLUMIZE

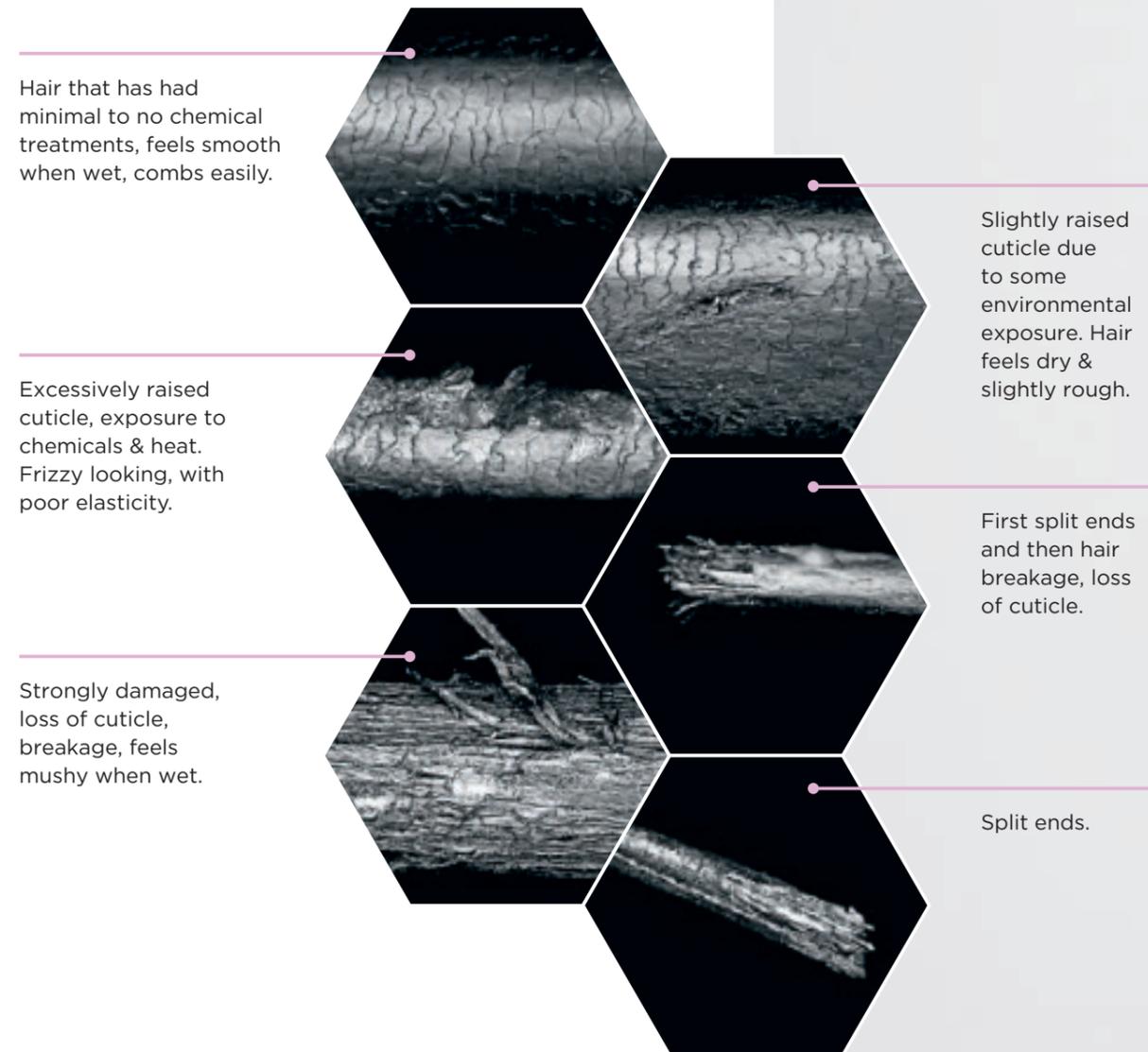
with **Phytokine** provides a lasting anti-static effect, control and stability to the hair. Phytokine is a soy bean extract, modified by biotechnology. In skin care Phytokine is known for rebuilding the dermis, through its efficient activation of collagen. It effectively corrects skin elasticity and restores the in-depth water reservoir of the skin.

FIBRE CLINIX TAME

with **Ceramide** smoothes the hair's surface and gives an anti-frizz effect. Ceramide is a type of lipid which is a natural component of the hair. In skin care Ceramides have been used to improve skin conditions and restore a healthy skin barrier.



INSTANTLY VISIBLE RESULTS: TRANSFORM THE HAIR FIBRE BACK TO ITS VIRGIN CONDITION*



BECOME A FIBRE CLINIX BEAUTY COACH

CREATE THE MOST PERFECT IN-SALON CARE EXPERIENCE FOR YOUR CLIENT

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 diagnosis of their hair. A perfect 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. The results of this treatment are truly individual: You can choose and combine products from the different Fibre Clinix ranges and prescribe a highly customised care regimen. This will help to bring your client back to your salon on a regular basis, making them a loyal customer.



OUR 4 PILLARS OF CONSULTATION

1 ASK AND LISTEN

Here are some questions that help you better to understand your client's needs:

- + What are your hair care rituals?
- + What do you like about your hair?
- + What have you done to your hair in the past that you liked/disliked?

Listen to your client's hair challenges and wishes and solve them with your hands-on expertise.

2 DIAGNOSIS

The diagnosis forms the basis of the in-salon service and home care regimen that are tailored to your client's specific hair needs.

- + Define the hair type, hair length and structure
- + Diagnose the hair using hair elasticity and porosity test to analyse the condition
- + To complete the picture analyse the scalp condition

3 PRESCRIPTION

The unique and customised Fibre Clinix in-salon service reflects and identifies the hair's care need and leads to a care regimen which gives your clients a long-term care solution and superior care results.

- + Create a customised treatment for your client
- + Explain to your client which products you are using and why

4 RECOMMENDATION

Recommend the Fibre Clinix home care regimen that matches the in-salon service and is based on the client's prescription. This will help the client to maintain the service results until the next salon visit.

- + Create a hair care plan for your client and explain the prescribed products
- + Give tips and tricks for product usage



HAIR EXPERT APP

the perfect consultation guide for a step by step customised service

To offer you the most comprehensive support for the 4 pillars of consultation whenever you need it, we have designed an exclusive tool to provide your clients with the customised prescription - from consultation to in-salon service to home care: [schwarzkopfpro.com/hairexpert](https://www.schwarzkopfpro.com/hairexpert)

IN-SALON

FIBRE CLINIX IN-SALON SERVICE

WITH TRIPLE BONDING AND C21 TECHNOLOGY TARGETS INNER AND OUTER HAIR DAMAGE. IT RECONSTRUCTS THE HAIR SURFACE AND CONNECTS INNER HAIR BONDS.



Tribond Shampoo

HOW TO USE:



BENEFITS

- + Gently cleanses all hair types
- + Prepares hair for the Fibre Clinix in-salon treatment
- + Restores hair strength and delivers essential moisture



Tribond Treatment for fine hair

HOW TO USE:



BENEFITS

- + Replenishes damaged hair structures

- + Builds three-dimensional bonds within the hair structure
- + Hair is up to 10x stronger when used in combination with the Tribond Shampoo*



Tribond Treatment for coarse hair

HOW TO USE:



BENEFITS

- + Intensively replenishes damaged hair structures

The combination of the **Fibre Clinix Booster** and the **Fibre Clinix Tribond Treatment** (fine or coarse) strengthens the hair structure and refills the hair surface according to the client's hair need.



Fortify Booster

HOW TO USE:



A concentrated booster formulated with Niaciamide that strengthens and nourishes damaged hair for increased suppleness and shine.

Up to 90% less breakage**
Up to 90% hair revitalization**



Vibrancy Booster

HOW TO USE:



A concentrated booster formulated with AHA that helps to deeply lock colour pigment inside the hair for increased colour vibrancy and shine.

Up to 90% colour retention**
3x more vibrancy**



Hydrate Booster

HOW TO USE:



A concentrated booster formulated with Squalane Complex that helps to moisturise dry hair types for increased elasticity and shine.

Up to 24h moisturized hair feel**
Softer hair feeling**



Volumize Booster

HOW TO USE:



A concentrated booster formulated with Phytokine that improves elasticity and boosts fullness for increased stability and shine.

Up to 48h texturized hair feel***
Non-overburdening***



Tame Booster

HOW TO USE:



A concentrated booster formulated with Ceramides that smoothes thick, unruly and frizzy hair for increased smoothness and shine.

Up to 48h anti-frizz effect****
Smoother hair feeling****

*vs. untreated hair
**when used as a regimen with the Tribond Shampoo and Fine or Coarse Hair Tribond Treatments
***when used as a regimen with the Tribond Shampoo and Fine Hair Tribond Treatment
****when used as a regimen with the Tribond Shampoo and Coarse Hair Tribond Treatment

IN-SALON

FIBRE CLINIX HIGH PERFORMANCE CUSTOMISATION IN-SALON

CUSTOMISED SERVICE TO INSTANTLY TRANSFORM YOUR CLIENT'S HAIR FIBRE BACK TO ITS VIRGIN CONDITION*

Developed with skin care inspired active ingredients, each Fibre Clinix In-Salon Booster targets the different hair needs and can be used to tailor the Fibre Clinix Tribond Treatment to your client.

HOW IT WORKS:

1 CLEANSE

Cleanse the hair with **Fibre Clinix Tribond Shampoo** and repeat if necessary.

2 MIX

Mix one scoop (25g) of **Fibre Clinix Tribond Treatment** for fine or coarse hair with 5 pumps (5g) of the appropriate **Fibre Clinix Booster****.

3 APPLY

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



*biophysical combing tests of the regimen of medium bleached hair vs. virgin hair

**Mix Fibre Clinix Tribond Treatment for fine hair with a booster from one of the following ranges: Fortify, Hydrate, Vibrancy or Volumize

**Mix Fibre Clinix Tribond Treatment for coarse hair with a booster from one of the following ranges: Fortify, Hydrate, Vibrancy or Tame.

TARGETING MORE THAN ONLY ONE HAIR NEED

Clients often have multiple hair needs. With the opportunity of combining different boosters targeting your client's primary and secondary hair needs, salons can now fulfill different needs of their client's hair in just one service.



HOW IT WORKS:

1 CLEANSE

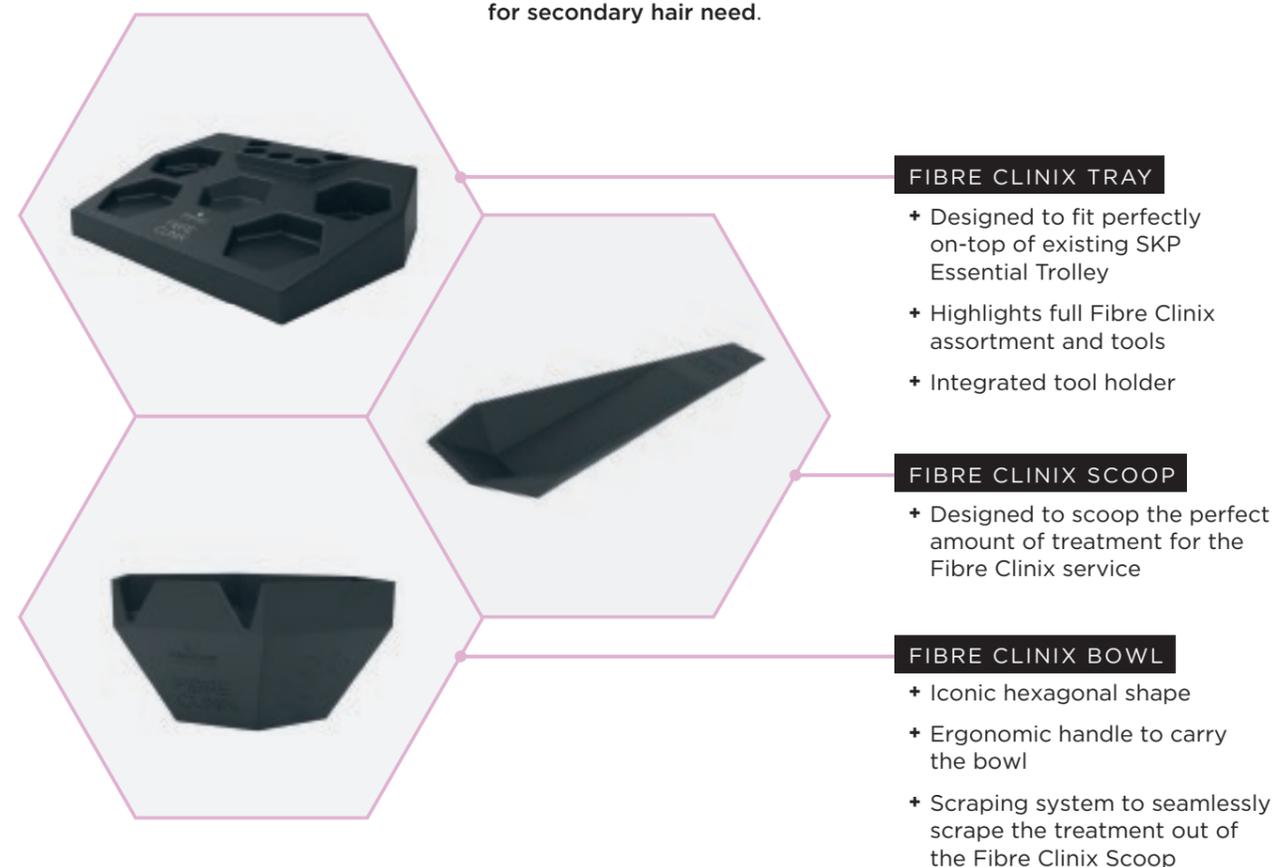
Cleanse the hair with **Fibre Clinix Tribond Shampoo** and repeat if necessary.

2 MIX

Mix one scoop (25g) of **Fibre Clinix Tribond Treatment** with 3 pumps (3g) of the **Fibre Clinix Booster for primary hair need** and 2 pumps (2g) of an additional **Fibre Clinix Booster for secondary hair need**.

3 APPLY

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



FIBRE CLINIX FORTIFY

FOR DAMAGED AND OVER-PROCESSED HAIR

The formulas with Triple Bonding & C21 Technology and Niacinamide strengthen and nourish the hair fibre to prolong the effect of the Fibre Clinix in-salon service.

Hair damage occurs when the hair structure is weakened due to numerous factors causing the hair to look unhealthy. There are three different types of damage:

HAIR BACKGROUND

Hair damage occurs when the structure is weakened by various factors which often sets off a domino effect with noticeable results that look and feel like unhealthy hair. This damage has three different root causes.

- **Environmental damage** caused by external aggressors e.g. pollution, sun exposure and temperature variations. In case of pollution, tiny particles adhere to the hair surface. They damage the cuticles and make the hair dull and unmanageable. The hair feels rough and tangles easily.

- **Physical damage.** Every wash, every stroke with a comb and every styling product adds a damaging force onto the hair. Whilst this effect is small, longer hair lengths in particular have been washed, combed and styled numerous times. Frizz and breakage can occur even on hair that has not been chemically treated.
- **Chemical damage** caused by hair colouring, bleaching, perming and straightening which can break down disulphide bonds. Overexposure causes severe damage e.g. irregular cuticle edges and cracks in the inner hair structure resulting in a stiff and sensitive hair fibre prone to breakage. This hair needs intense restorative care to restructure the hair fibre.

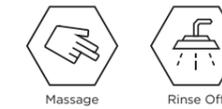
HAIRDRESSER DIAGNOSIS

- Hair surface feels rough, and is difficult to comb
- Hair absorbs a lot of water and blow-dry time can be longer
- Hair feels sponge-like and soft when wet
- Hair feels brittle and like straw when dry
- Hair often has split ends



Fortify Shampoo

HOW TO USE:



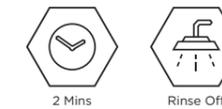
BENEFITS

- + Gently cleanses damaged hair and prepares it for the care regimen
- + Rebuilds, strengthens and revitalizes the hair fibre
- + Provides shine and a smooth hair surface



Fortify Conditioner

HOW TO USE:



BENEFITS

- + Helps to reconstruct hair fibre
- + Detangles hair and improves manageability
- + Smooths and seals the hair surface
- + Improves resilience and shine



Fortify Multi-Repair Lotion

HOW TO USE:



BENEFITS

- + Instantly repairs mid-lengths and ends
- + Improves resistance against the effects of blow dry heat, leading to porous hair and frizz
- + Leaves the hair soft and shiny
- + Multiple use:
 1. Apply on wet hair, rinse after 5 mins.
 2. Work into towel-dried hair. Leave in.
 3. Apply a small amount on dry hair



Fortify Treatment

HOW TO USE:



BENEFITS

- + Deeply penetrates the hair structure and restructures damaged areas
- + Intensively nourishes damaged and over-processed hair
- + Provides strength, suppleness and shine
- + Helps to prevent hair from breakage
- + Mix with any Fibre Clinix Booster to address secondary hair need



Fortify Booster

HOW TO USE:



BENEFITS

- + Replenishes porous hair
- + Provides complete sealing of hair porosity
- + Improves elasticity, manageability and shine
- + Customizes and intensifies the effect of the Fibre Clinix Treatments

UP TO
90%
LESS
BREAKAGE*

FIBRE CLINIX VIBRANCY

FOR COLOUR TREATED HAIR

The formulas with Triple Bonding & C21 Technology and AHA, for long-lasting colour results to prolong the effect of the Fibre Clinix in-salon service. It helps to lock in the colour for up to 90% colour retention.*

HAIR BACKGROUND

Hair colours are as individual as the women and men who wear them. Therefore, tailored colour care is crucial. It is important to preserve the colour molecules within the hair fibre, while simultaneously protecting the hair's keratin structure. This leads to a healthy looking and shiny hair substance that retains dyes better and prolongs the colour result.

THE CAUSES FOR COLOUR FADING CAN INCLUDE:



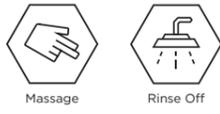
- 1. Water and surfactants:**
 A main factor causing colour fading are water and surfactants. Hair is hygroscopic, which means it absorbs humidity from the environment. When we cleanse our hair, the hair absorbs a lot of water and the diameter of the hair increases which can lead to the loss of colour molecules.
- 2. Environmental and metal traces:**
 Healthy hair retains colour due to an intact cuticle. Any damage, whether from sun (UV-light), chlorine, salt water or heat, speeds up the colour fading. Also, copper particles from tap water create free radicals that can damage the cuticle further during oxidation via the colour process. These free radicals contribute to interfere with colour retention and influence the stability of the colour molecules.

*when used with Fibre Clinix Vibrancy Treatment



Vibrancy Shampoo

HOW TO USE:



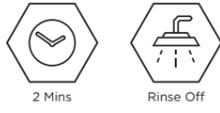
BENEFITS

- + Gentle cleanses all colour treated hair types and prepares them for the care regimen
- + Protects and prolongs colour vibrancy
- + Gives a smooth texture and adds shine



Vibrancy Conditioner

HOW TO USE:



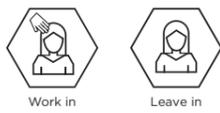
BENEFITS

- + Protects and prolongs colour results of colour treated hair
- + Detangles and improves combability
- + Preserves shine and colour vibrancy
- + Smooths hair surface



Vibrancy Spray Conditioner

HOW TO USE:



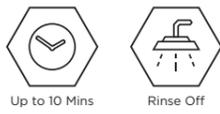
BENEFITS

- + Prevents colour fading, shifting and loss of vibrancy
- + Protects from blow dry damages
- + Improves combability and colour vibrancy



Vibrancy Treatment

HOW TO USE:



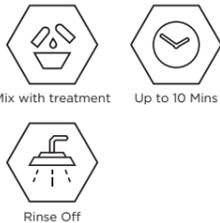
BENEFITS

- + Strengthens hair structure and preserves colour
- + Enhances colour vibrancy for long-lasting colour results bringing hair closer to zero fade
- + Provides in-depth care and adds brilliant shine
- + Mix with any Fibre Clinix Booster to address secondary hair need



Vibrancy Booster

HOW TO USE:



BENEFITS

- + Boosts vibrancy of colour treated hair
- + Completely seals hair porosity
- + Increases smoothness, suppleness and shine
- + Customizes and intensifies the effect of the Fibre Clinix Treatments



FIBRE CLINIX HYDRATE

FOR DRY AND BRITTLE HAIR TYPES

The formulas with Triple Bonding & C21 Technology and Squalane Complex, balances the moisture level and helps to increase elasticity to prolong the effect of the Fibre Clinix in-salon service.

HAIR BACKGROUND

The moisture balance of hair is the basis for healthy looking, elastic hair. It also determines other hair attributes such as texture and manageability. However, the moisture level of hair depends significantly on various influences.

Hair is hygroscopic which means it absorbs and loses water molecules through air humidity. The weight of bonded water within hair fluctuates between approximately 10% (in desert climate, dry central heating) and 30% (in tropical rain forest, fog or sauna).

The water bound to hair evaporates not only from the outside, but also partly from the inside due to blow-drying, sun exposure or in low humidity conditions. This reduces the moisture content of the hair. The hair loses elasticity and feels rough and dry.

WHAT ARE THE CAUSES OF INSUFFICIENT MOISTURE?

Dry hair can start with a dry scalp. A hypo-function of the sebaceous glands causes lack of the protective lipid film. Therefore, the hair is prone to dryness. As the hair grows longer the natural lipids get lost and cannot protect the delicate protein structure of the hair anymore. Once the protective lipid film is lost, moisture cannot be retained in the hair.

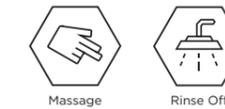
HAIRDRESSER DIAGNOSIS

- Hair structure is not damaged but feels dry due to external and natural causes
- Lack of smoothness
- Hair has low elasticity and manageability
- Especially coarse or naturally curly hair are often affected
- Long hair has lost lipids over time and shows signs of dryness in lengths and ends



Hydrate Shampoo

HOW TO USE:



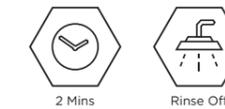
BENEFITS

- + Gently cleanses dry hair and prepares it for the care regimen
- + Balances moisture level and improves manageability
- + Non-overburdening due to lightweight formula



Hydrate Conditioner

HOW TO USE:



BENEFITS

- + Improves manageability and elasticity
- + Moisturizes the hair and prevents dry hair feel
- + Provides soft and supple hair full of bounce and shine



Hydrate Spray Conditioner

HOW TO USE:



BENEFITS

- + Immediate weightless moisturizing effect to protect hair from drying out
- + Adds softness and manageability
- + Improves elasticity and gives an anti-static effect
- + Two phase formula: Shake well before use



Hydrate Treatment

HOW TO USE:



BENEFITS

- + Balances moisture level
- + Improves manageability and elasticity
- + Mix with any Fibre Clinix Booster to address secondary hair need



Hydrate Booster

HOW TO USE:



BENEFITS

- + Balances moisture level and improves elasticity
- + Completely seals hair porosity
- + Customizes and intensifies the effect of the Fibre Clinix Treatments

UP TO
3X
MORE
BOUNCE*

AT HOME

FIBRE CLINIX VOLUMIZE

FOR FINE AND WEAK HAIR

The formulas with Triple Bonding & C21 Technology and Phytokine, provides a lightweight hair feeling and fullness to prolong the effect of the Fibre Clinix in-salon service.

HAIR BACKGROUND

The diameter of hair varies from 0.05 mm to 0.12 mm. The smaller the diameter the more delicate the hair. It gets damaged more easily due to the smaller and reduced substance of the hair. Fine hair can lose volume shortly after cleansing and styling and appear limp.

Chemical treatments and mechanical styling on hair need to be conducted carefully, as fine hair is less resilient. The primary care need for fine hair is to increase the hair's strength and to stabilize the hair structure. Ideally this should be achieved with lightweight formulas that ensure more resilience but do not weigh down the hair.

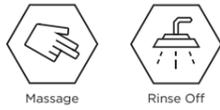
HAIRDRESSER DIAGNOSIS

- Hair lies flat on the head
- Lack of volume and elasticity
- Hair looks limp and tends to be sensitive
- Hair has a static charge and styling does not last long



Volumize Shampoo

HOW TO USE:



BENEFITS

- + Gently cleanses fine hair and prepares it for the care regimen
- + Improves body and strengthens hair
- + Revitalizes hair and helps prevent static



Volumize Conditioner

HOW TO USE:



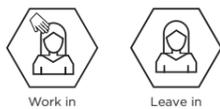
BENEFITS

- + Detangles and improves manageability
- + Improves long-lasting volume, body and strength
- + Leaves hair feeling fuller due to lightweight formula



Volumize Bodifying Spray

HOW TO USE:



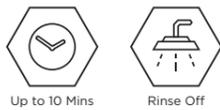
BENEFITS

- + Improves strength and volume without weighing down the hair
- + Enhances smoothness and shine
- + Stabilizes and controls the hair to prevent hair static
- + Protects from blow dry damage



Volumize Treatment

HOW TO USE:



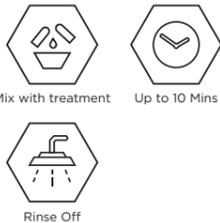
BENEFITS

- + Restorative lightweight care for visibly uplifted volume and hair manageability
- + Improved body to provide fuller hair feel
- + Improves smoothness and shine without weighing down the hair
- + Mix with any Fibre Clinix Booster to address secondary hair need



Volumize Booster

HOW TO USE:



BENEFITS

- + Boosts body and bounce
- + Completely seals hair porosity
- + Non-overburdening
- + Customizes and intensifies the effect of the Fibre Clinix Treatments



*when used with Fibre Clinix Hydrate Treatment

FIBRE CLINIX TAME

FOR COARSE, FRIZZY AND UNMANAGEABLE HAIR.

The formulas with Triple Bonding & C21 Technology and Ceramide, visibly tames the hair structure and smoothes the surface for an anti-frizz effect to prolong the effect of the Fibre Clinix in-salon service.

HAIR BACKGROUND

Thick wavy hair or very coarse hair types can be stubborn with an irregular profile. The essential shape of the hair is largely determined by predisposition. The structural shape of the hair differs through the lengths. Due to the unpredictable nature of the hair's texture, the hair is less flexible and manageable. The hair fibres grow in different directions and are prone to knotting and tangling. This type of hair leans towards being unruly, which results in frizz and less manageability.

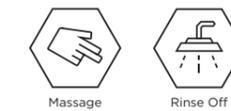
HAIRDRESSER DIAGNOSIS

- Hair reacts to high humidity and does not keep its shape well
- Thick natural curls that need to be kept soft to prevent frizz
- Clients with very bouncy curls prefer to tame the hair, rather than enhance the texture
- Curly hair lacks shine and feels coarse
- Straight coarse hair feels rough, dry and hard to manage



Tame Shampoo

HOW TO USE:



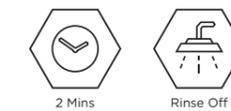
BENEFITS

- + Gently cleanses coarse, fizzy hair and prepares it for the care regimen
- + Instantly improves manageability
- + Smoothes hair surface and helps prevent static



Tame Conditioner

HOW TO USE:



BENEFITS

- + Smoothes hair surface and tames frizz
- + Instantly detangles and improves manageability
- + Adds intense shine



Tame Taming Spray

HOW TO USE:



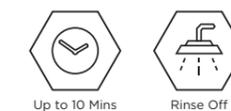
BENEFITS

- + Smoothes hair surface and tames frizz
- + Helps to accelerate the blow-dry process
- + Protects from heat and mechanical damage
- + Provides instant smoothness and shine



Tame Treatment

HOW TO USE:



BENEFITS

- + Intensively nourishes the hair
- + Visibly smoothes hair structure and tames frizz
- + Mix with any Fibre Clinix Booster to address secondary hair need



Tame Booster

HOW TO USE:



BENEFITS

- + Boosts manageability of hair
- + Smoothes hair feeling and tames frizz
- + Completely seals hair porosity
- + Customizes and intensifies the effect of the Fibre Clinix Treatments

UP TO
48h
ANTI-FRIZZ
EFFECT*

AT HOME

INCREASE CLIENT'S LOYALTY WITH A BESPOKE FIBRE CLINIX HOME CARE REGIMEN

RECOMMEND FIBRE CLINIX HOME CARE REGIMEN ACCORDING TO YOUR CLIENT'S INDIVIDUAL PRESCRIPTION TO MAINTAIN AND PROLONG THE IN-SALON RESULTS.

HOW IT WORKS:

1 CLEANSE

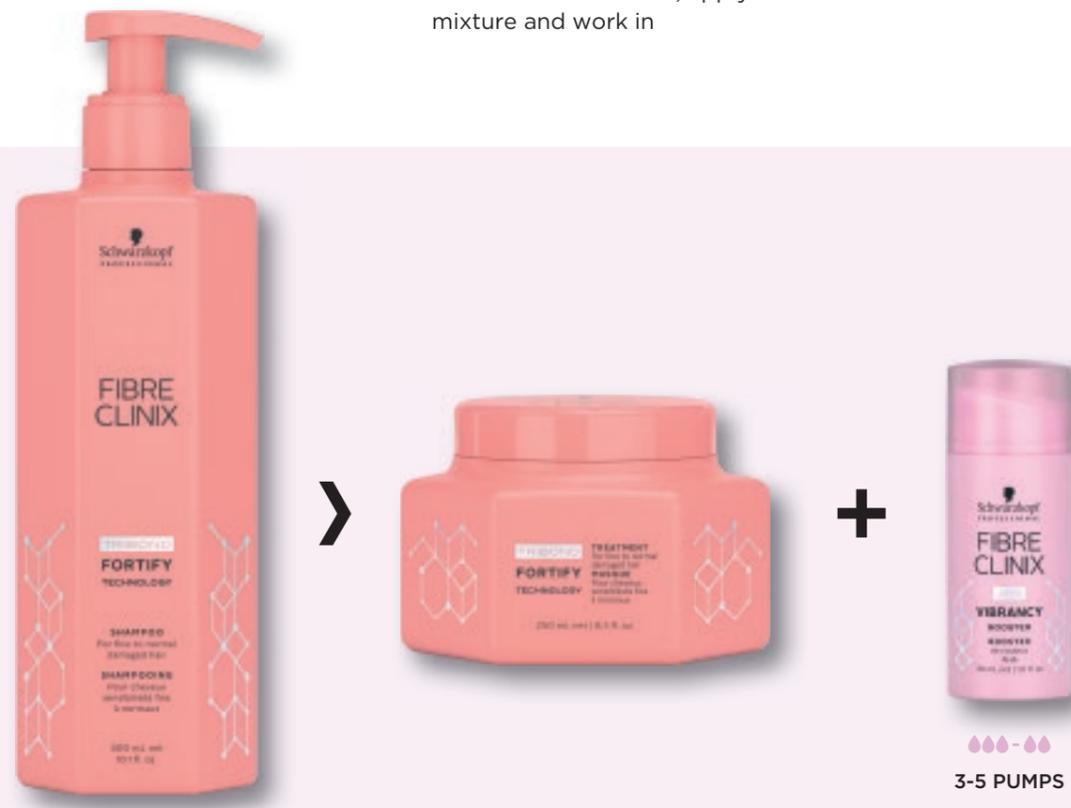
Cleanse the hair using **Fibre Clinix Shampoo**

2 MIX & APPLY

Scoop out a plum size amount of the **Fibre Clinix Treatment** and freshly mix 3-5 pumps of a **Fibre Clinix Booster**, apply mixture and work in

3 RINSE

Rinse thoroughly after 5-10 mins



PRESCRIBE A HIGHLY CUSTOMISED CARE REGIMEN BY CHOOSING PRODUCTS FROM THE DIFFERENT FIBRE CLINIX RANGES ACCORDING TO YOUR CLIENT'S PRIMARY AND SECONDARY HAIR NEED.

HERE ARE SOME EXAMPLES

PRIMARY HAIR NEED

Hair is untreated, long and dry towards the ends

SECONDARY HAIR NEED

Hair is fine and client needs body and strength.

PRODUCT RECOMMENDATION



Hair is coloured and vibrancy should be preserved

+ Hair tends to be dry



Hair is over-processed and damaged

+ Hair is thick, frizzy and difficult to manage





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