

true
beautiful
honest


Schwarzkopf
PROFESSIONAL

glossary



Together. A passion for hair.

tbh

t r u e
b e a u t i f u l
h o n e s t

tbh – true beautiful honest offers truly authentic multi-dimensional colour results illuminating the hair's naturals highs and lows - as close to natural hair colour as it gets.

In doing so, we believe in being upfront and honest about what is in our products. Our 100% vegan formula has been crafted with up to 92% natural ingredients where we can, and the remaining have been carefully selected for performance, allowing us to deliver you our very best.

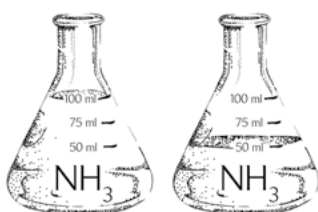
Vegan
FORMULA*

*Free from animal derived ingredients.

tbh - color creme

AQUA

Solvent used for dissolving other substances contained in the formulation.



AMMONIUM HYDROXIDE

Up to 50% less ammonia vs standard permanent colouration for preserving 'hair integrity and providing a more pleasant and gentle experience.

ETHANOLAMINE

Alkaline, Swelling Agent

CETEARYL ALCOHOL, GLYCERYL STEARATE SE

OCTYLDODECANOL, SODIUM CETEARYL SULFATE

Emulsions are built up of water and oily components. Emulsifier agents are necessary to create an homogenous mixture between them. This blend of oil-in-water emulsifier agents are commonly used also in moisturising products to keep oil drops packed in water.

ETIDRONIC ACID

Masking agent that binds the metals that surround the cuticles and prevents them from reacting during the colouration process. As a result, the hair surface is smoother allowing the light to easily pass through.

COCAMIDOPROPYL BETAINE

Gentler and less irritating surfactant used as an emulsifier and cleansing agent in many hair products.



tbh - color creme

GLYCERIN

Masking agent that binds the metals that surround the cuticles and prevents them from reacting during the colouration process. As a result, the hair surface is smoother allowing the light to easily pass through.

GRAPE SEED OIL

(*Vitis Vinifera Seed Oil*)

Leaves the hair with a natural touch of **shine**



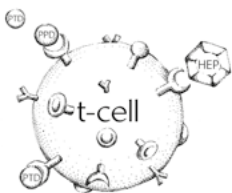
PARFUM

Improves the pleasant smell of the formula.

HAIR DYES

(*Hydroxyethyl-p-Phenylenediamine Sulfate etc.*)

Oxidative colour dyes used in permanent colouration. Crafted together to create shimmering powdery nuances and specifically selected for their known lower allergic risk. This does not mean that our colourations are allergy free. Our dye helps reduce the risk of developing allergies in individuals who are not already allergic to hair colourants**



SODIUM SULFIT,

ASCORBIC ACID

Antioxidants to improve the formula stability and guarantee an optimal colour result.

* RESORCINOL, 2,4-DIAMINOPHENOXYETHANOL HCl, 2-METHYLRESORCINOL, 1,3-BIS-(2,4-DIAMINOPHENOXY) PROPANE HCl, 5-AMINO-6-CHLORO-O-CRESOL, 2-AMINO-3-HYDROXYPYRIDINE, 1-HYDROXYETHYL-4,5-DIAMINO PYRAZOLE SULFATE and 2-AMINO-6-CHLORO-4-NITROPHENOL

** Although the risk of developing a new allergy is reduced, there remains a risk of an allergic reaction that can be severe. Always perform an Allergy Alert Test 48h before each colouration. If you ever determined a reaction after colouring the hair, you must not colour. Strictly follow the safety instructions and consult www.schwarzkopf-professional.com.

tbh - tone softener



MACADAMIA TEMIFOLIA SEED OIL

Natural oil, known for its caring properties, that boosts the hair's shine.



BUTYROSPERMUM PARKII (SHEA) BUTTER

Natural ingredient rich in fatty acids that helps to improve the hair's softness.



AQUA

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GLYCERIN

Masking agent that binds the metals that surround the cuticles and prevents them from reacting during the colouration process. As a result, the hair surface is smoother allowing the light to easily pass through.

BEHENAMIDOPROPYL DIMETHYLAMINE

DISTEAROYLETHYL HYSROXYETHYLMONIUM

METHOSULFATE

Hair conditioning agent, improves combability, softness and shine. Supports the anti-static effect.

PARFUM

Improves the pleasant smell of the formula.

CETEARETH-20

Emulsifying agent, improves the stability of the formula.

SODIUM BENZONATE

Preservative agent, protects the integrity and the performance of the formula.

CETEARYL ALCOHOL

Provides stability to the formulation and makes it thicker.

ISOPROPYL MYRISTATE

Triglyceride used to improve the spreading of the formula on the hair.

ARGANIA SPINOSA KEMEL OIL

Masking agent that binds the metals that surround the cuticles and prevents them from reacting during the colouration process. As a result, the hair surface is smoother allowing the light to easily pass through.

#schwarzkopfpro #togetherapassionforhair
#betbh

