

passion

HOT DEALS AND PROMOTIONS



Schwarzkopf
PROFESSIONAL



Re-inventing
Tomorrow's
color
Today

What's New

TBH TRUE BEAUTIFUL HONEST THE MODERNIZATION OF PERMANENT HAIR COLOR

IGORA RAW ESSENTIALS IGORA'S 1ST DUAL SYSTEM TREND COLLECTION WITH ROYAL AND VIBRANCE

BLONDME PREMIUM LIGHTENER 9+ BIGGER SAVINGS ALL YEAR ROUND ON YOUR FAVORITE LIGHTENER

Together. A passion for hair.

SEPTEMBER/OCTOBER 2019

passion

tbh

true
beautiful
honest



INTRODUCING TBH TRUE BEAUTIFUL HONEST

- concise 26 shade portfolio
- up to 100% multi-dimensional coverage
- easy 1:1 mixing ratio
- can be used with any IGORA ROYAL Oil Developer or IGORA VIBRANCE Activator Lotion*

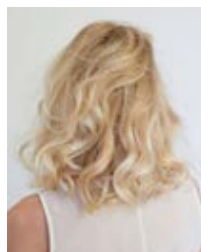
true

illuminating the hair's natural highs & lows



CLASSIC SERVICE

Root stretch, highlights for darker hair, dimensional low-lighting and contouring



PASTEL SERVICE

Achieve beautifully authentic pastel nuances – for level 9 or higher



REFRESHING & GLOSS SERVICE

Refresh or add gloss to mid-lengths and ends

beautiful

26 shimmering powdery tones

NATURAL SHADES

-06 Natural Chocolate



9-06N 8-06N 7-06N



6-06N 5-06N 3-06N

COOL SHADES

-19 Cendré Violet



10-19C 8-19C 6-19C

-49 Beige Violet



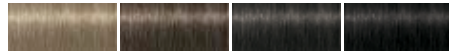
9-49C 7-49C 5-49C

-49 Gold Cendré



10-51C 8-51C 6-51C

-16 Cendré Chocolate



9-16C 7-16C 5-16C 3-16C

WARM SHADES

-56 Gold Chocolate



10-56W 8-56W

-64 Chocolate Beige



6-64W 4-64W

-47 Beige Copper



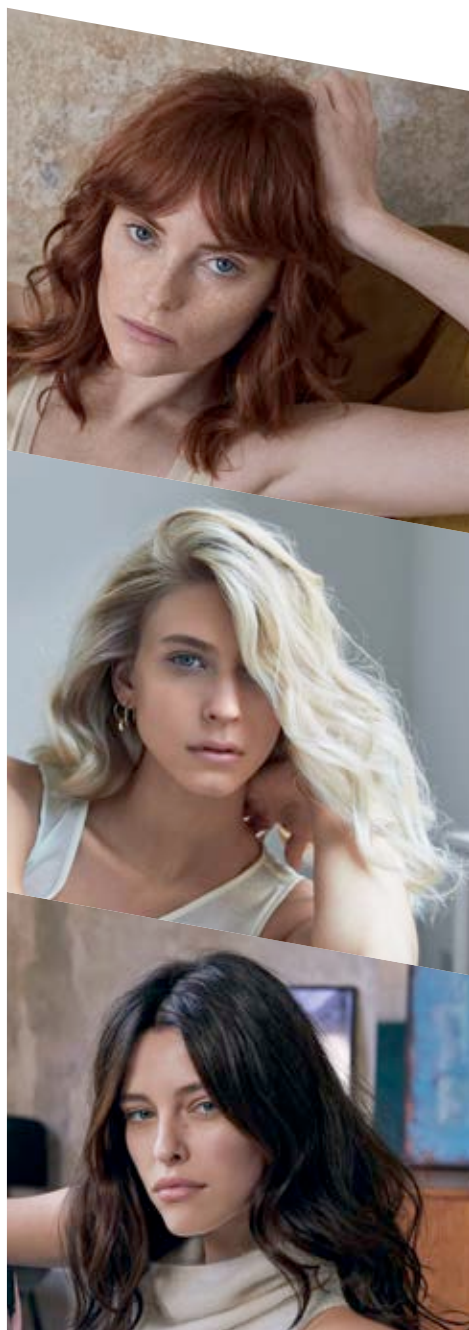
9-47W 7-47W

-84 Red Beige



6-84W

* All IGORA ROYAL Oil Developer variants and IGORA VIBRANCE Activator Lotion 1.9%/6 Vol.





“Our 1st multi-dimensional permanent hair color that creates authentic results for a new generation of salon customer.”

Discover more
myskp.com/ca/tbh to experience
multi-dimensional color

honest

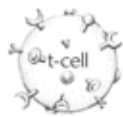
the approach to our formulation

the ingredients



GRAPE SEED OIL

Adds moisture to leave the hair with a healthy, natural shine



HEP COLOR DYE

Crafted for powdery nuances, HEP* is known to help reduce the risk of developing allergic reactions**



LESS AMMONIA

Up to 50% less ammonia (vs. standard permanent color) to protect hair's integrity, while still delivering brilliant results



tbh – true beautiful honest tone softener



Can be mixed with any tbh – true beautiful honest shade and IGORA VIBRANCE 1.9%/6 Vol. (1:1:1) to perform Color Refreshing and Gloss Services.

- Use to softly dilute & personalize shades
- Enriched with care properties



ARGAN OIL



MACADAMIA OIL



SHEA BUTTER

Discover the evolution of permanent hair color

Our 1st multi-dimensional permanent hair color that creates authentic results for a new generation of salon customer



P-SF59844P

PURCHASE

(30) tbh – true beautiful honest Permanent Color Creme, 60 g
(1 of each shade; 2 of each 7-06N, 6-06N, 5-06N, 3-06N)

RECEIVE FREE

- (1) tbh – true beautiful honest Tone Softener, 1 L
- (1) IGORA ROYAL Oil Developer 9%/30 Vol., 1 L
- (1) IGORA ROYAL Oil Developer 6%/20 Vol., 1 L
- (1) IGORA VIBRANCE Activator Lotion 1.9%/6 Vol., 1 L
- (1) tbh – true beautiful honest Color Chart
- (2) tbh – true beautiful honest Cut & Color Cape
- (2) Large salon posters, double sided (23.6" x 35.4")*
- (1) Experience Card Fan
- (1) Welcome Letter
- (1) Wall Guide
- (1) Mirror Cling

\$268.50

REGULAR SALON PRICE: \$357.70

SAVE 25%

tbh – true beautiful honest Permanent Color Creme, 60 g - \$8.95
tbh – true beautiful honest Tone Softener, 1 L - \$19.95

*Posters will be shipped separately in a tube. Offer ships pre-packed.

* All IGORA ROYAL Oil Developer variants and IGORA VIBRANCE Activator Lotion 1.9%/6 Vol.

**Hydroxyethyl-p-Phenylenediamine Sulfate - Resorcinol, 2,7-Naphthalenediol, 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, 2-Amino-6-chloro-4-nitrophenol

** Although the risk of developing a new allergy is reduced, there remains a risk of allergic reaction that can be severe. Always perform an Allergy Alert Test 48h before each coloration. If you have ever experienced a reaction after coloring the hair, you must not color. Strictly follow the safety instructions noted on the Instructions For Use located inside the product box and consult www.schwarzkopf-professional.com or our Technical Support for further questions. USA 1-800-707-9997/CAN 1-800-463-3081.

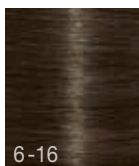
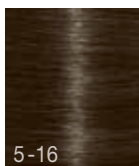
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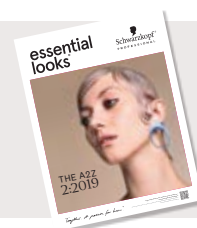
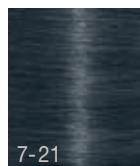
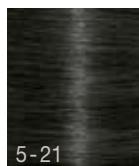
NEW IGORA RAW ESSENTIALS

OUR 1ST DUAL SYSTEM TREND COLLECTION OF COOL BROWN TONES
WITH 4 IGORA ROYAL AND 4 MATCHING IGORA VIBRANCE SHADES

IGORA EARTHY CLAY



IGORA ASHY CEDAR



GET THE LOOK FROM A22

New RAW ESSENTIALS Shades featured in the
Fall/Winter 2019 ESSENTIAL LOOKS Trend Collection!

SF191001X

AVAILABLE OCTOBER 1ST, 2019

BUY ANY 12 SHADES OF RAW ESSENTIALS
RECEIVE FREE P-SF65134P

- (1) IGORA Vibrance Ashy Cedar 7-21, 60 mL
- (1) IGORA ROYAL Ashy Cedar 7-21, 60 g
- (1) IGORA ROYAL Oil Developer 6%/20 Vol, 1 L
- (1) IGORA VIBRANCE Activator Lotion 4%/13 Vol, 1 L
- (1) IGORA ROYAL Swatch Update
- (1) IGORA VIBRANCE Swatch Update
- (1) IGORA ROYAL Raw Essentials Wall Guide
- (1) NEW! ESSENTIAL LOOKS Magazine 2:2019
- (1) NEW! ESSENTIAL LOOKS A22 Guide

\$87.00

Regular Salon Price: \$121.70

SAVE 29%

Offer ships pre-packed.



1 PAR SALON

XXL AVAILABLE ALL YEAR ROUND

NEW SIZE! BLONDME BOND ENFORCING
PREMIUM LIGHTENER 9+, 900 G

\$57.95

SAVE 17%

SF10041

Offer ships open stock.



Salon
READER'S
CHOICE AWARDS
WINNER
2019



GLITZ & GLAM

2019 Holiday Gift Guide

Schwarzkopf
PROFESSIONAL

PRE-ORDER
your gift sets
today!



BC BONACURE

SPECIAL SALON PRICE:

\$11.97

Special Retail Price: \$19.95

OSiS+

SPECIAL SALON PRICE:

\$16.00

Special Retail Price: \$32.00

BC BONACURE SETS

P-SF97051P PEPTIDE REPAIR RESCUE

Includes:
Deep Nourishing Micellar Shampoo, 250 mL
Conditioner, 200 mL

P-SF97050P

HYALURONIC MOISTURE KICK

Includes:
Micellar Shampoo, 250 mL
Spray-Conditioner, 200 mL

P-SF97049P PH 4.5 COLOR FREEZE

Includes:
Rich Micellar Shampoo, 250 mL
Conditioner, 200 mL

P-SF97416P

Q10+ TIME RESTORE

Includes:
Micellar Shampoo, 250 mL
Conditioner, 200 mL

OSiS+ SETS

P-SF97107P HIGH VOLUME

Includes:
UPLOAD Volumizing Cream, 200 mL
VOLUME UP Volume Booster Spray, 250 mL

P-SF97108P

DASHING CURLS

Includes:
CURL HONEY Curl Cream, 150 mL
BOUNCY CURLS Curl Gel with Oil, 200 mL

P-SF97417P THE ESSENTIALS

Includes:
DUST IT Mattifying Volume Powder, 10 g
SESSION Extreme Hold Hairspray, 300 g

P-SF97109P

STYLE ICONS

Includes:
POWDER CLOUD Sprayable Powder, 8 g
SUPER DRY FIX Strong Hold Hairspray, 300 mL

passion

SF190919X

TURN IT UP OR TAME IT DOWN

EXPERIENCE THE BENEFITS OF KERATIN AND COLLAGEN
& STOCK UP ON YOUR RETAIL

\$7.80 ea.

SAVE 18%

Offer ships open stock.

**PROMOTE THIS
EVENT IN SALON**

Download printer-
friendly materials
to share savings
with your clients!

Visit **PRINTCENTER**
on **MYSKP.COM/CA**



COLLAGEN
strengthens the
hair to provide
volume, fullness
and bounce



KERATIN
delivers smoothing
nourishing
care improving
manageability and
boosting shine



3 PLUS 1 OSiS+ FAVOURITES

SF190915X

SF190916X



NO MIX AND MATCH

CHOOSE FROM

OSiS+ THRILL, 100 mL

OSiS+ REFRESH DUST, 300 mL

Offer ships open stock.



THE OSiS+ STYLING EVENT

**SELECT STYLING
PRODUCTS FOR
\$7.50 ea.**

SAVE 35%

Retail Price: \$15.00

Offer ships open stock.

SF190913X

**PROMOTE THIS
EVENT IN SALON**

Download printer-
friendly materials
to share savings
with your clients!

Visit **PRINTCENTER**
on **MYSKP.COM/CA**



STRAIGHT & SLEEK

CHOOSE FROM

OSiS+ MIRACLE 15, 50 mL
OSiS+ BLOW & GO, 200 mL
OSiS+ FLAT LINER, 200 mL



BIG & BEAUTIFUL

CHOOSE FROM

OSiS+ UPLOAD, 200 mL
OSiS+ FAB FOAM, 200 mL
OSiS+ CURL HONEY, 150 mL

SF191000X

**3 FREE WITH
EVERY 9**

OCTOBER ONLY

MIX & MATCH YOUR FAVORITES

SF01959



NEW! OSiS+ SESSION LABEL TEXTURE
300 mL

SF14135



OSiS+ ELASTIC
300 mL

SF14131



OSiS+ SPARKLER
300 mL

SF14129



OSiS+ FREEZE
300 mL

SF14130



OSiS+ SESSION
300 mL

SF37031



OSiS+ SESSION LABEL SUPER DRY FIX
300 mL

JOIN. EARN. REDEEM.

EARN POINTS FOR EVERY \$ SPENT.
REDEEM FOR EDUCATION, BACK BAR, SALON TOOLS & MORE.

MYSKP.COM/CA

CREATE • DOWNLOAD • PRINT

MEMBERS GET ACCESS TO **PRINTCENTER**

User-friendly app to create custom marketing
material to promote your salon business!



ALL YEAR LONG

**The free item is always the lowest priced item. Not to be combined with any other offer.*

**PURCHASE ANY 3 BACK BAR PRODUCTS
& CHOOSE ANOTHER 1 FREE*!**

YES! YOU CAN MIX & MATCH PRODUCTS AND BRANDS.

Choose from BC BONACURE, BLONDME, [3D]MEN, GOODBYE YELLOW and FIBREPLEX.



SF151026X
SF151027X
SF161005X



STYLING STATION SUPPORT
6+1 FREE* ON ALL OSiS+ PRODUCTS
SF180166X **MIX & MATCH YOUR FAVORITES!**