

# passion

HOT DEALS AND PROMOTIONS

  
Schwarzkopf  
PROFESSIONAL

SPECIAL  
EDITION

DEDICATED TO  
OUR HAIRDRESSER COMMUNITY  
OUR BIGGEST FANS

Back  
to  
Busy

*Together. A passion for hair.*

JULY/AUGUST 2020



## LET'S GET YOU *Back to Busy*

The beauty industry is one that has always been known for its generosity and willingness to give back. Now in response to COVID-19, this mission of caring has never been more meaningful.

You may have recently heard that our parent company, Henkel Beauty Care has committed to providing CAD\$ 2 million in product support to nearly 3000 salons across Canada. For Schwarzkopf Professional, this means we will be able to gift our top 2000 accounts a free **Back to Busy Kit\***; full of color and developer. Our goal is to cover one salon expense so owners have one less bill to pay and can focus on getting their business back up and running.

In addition, we have been actively working to support our hairdressers and our community. For further details on all our local and global initiatives, please reference the next page.

We would also like to take this opportunity to thank you for **voting us the best in Canada** in the following Salon Magazine Reader's Choice Awards categories:

- Breakout Product: tbh – true beautiful honest Permanent Color
- Demi-Permanent Color: IGORA VIBRANCE (2<sup>nd</sup> year in a row)
- Lightening System: BLONDME Lightening System (3<sup>rd</sup> year in a row)

The hairdresser has always been and will continue to be the centre of our universe. Everything we do is to empower, inspire and connect with you. This message has always been in our Schwarzkopf Professional tagline. And now, more than ever, it holds true... **Together. A passion for hair.**

Gianni Gagliardi  
Vice President  
Schwarzkopf Professional Canada

\* Eligible salons will be provided details on how they can redeem their free color and developer through the brands' loyalty programs: Schwarzkopf Professional clubSKP. Back to Business Color Kit valued on average monthly IGORA color purchases from January 1, 2019 – December 31, 2019 and corresponding clubSKP reward level. Some conditions apply. The offer is valid only to the recipient indicated and is non-transferable to another individual or business. Value must be redeemed in full; offer cannot be split. Offer must be redeemed by November 30, 2020 and cannot be deferred to a later date. Henkel and its beauty professional brands reserve the right to revoke or cancel the program at anytime. Shipping of free goods may take 6-8 weeks. No shipping charges apply.



# HOW WE'RE SUPPORTING YOU

## HENKEL GLOBAL SOLIDARITY PROGRAM

- €2 million to the WHO/UN COVID-19 fund and regional organizations.
- 5 million units of personal and household hygiene products to aid communities in the fight against the global pandemic of which 1.2 million units were donated within the US and Canada.
- USD\$ 600,000 to regional organizations, including USD\$ 75,000 for the United Way of Canada and USD\$ 200,000 to the Professional Beauty Association (PBA) COVID-19 relief fund.



## SCHWARZKOPF PROFESSIONAL GIVES BACK TO FRONTLINE WORKERS

**BACK TO BUSY**  
**FREE COLOR KIT\***  
 full of color & developer to our top 2,000 Schwarzkopf Professional color accounts.



**OUR HAIRDRESSERS HAVE SHOWN US INCREDIBLE LOYALTY THROUGHOUT THE YEARS, AND WE WANT THEM TO KNOW WE'VE GOT THEIR BACK."**

John Fortunato, Head of Henkel Beauty Professional Canada



GET INSPIRED ON @schwarzkopfcan

## **BACK TO BUSY** **FREE ONLINE-LEARNING**

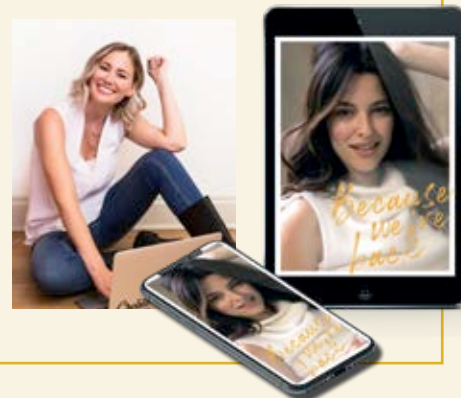
featuring color solutions that will maximize your color business.

## **BACK TO BUSY** **SPEAKER SERIES**

connecting you to experts who can provide recommendations for your salon; featuring Marketing Expert Stephanie Mitchell and her "Bring the Boom Back into Your Business" series.



OPEN AND SCAN



## **BACK TO BUSY** **HOT DEALS & PROMOTIONS**

Incredible savings on your daily salon essentials. Check the next page for our deals.

If you're not a member of clubSKP, register at **MYSKP.COM/CA**

Membership is FREE & offers many salon rewards.



# INCREDIBLE SAVINGS ON SALON ESSENTIALS

## 10% OFF ALL COLOR\*

VOTED  
BEST DEMI  
PERMANENT COLOR  
2 YEARS  
IN A ROW

VOTED  
BEST BREAKOUT  
PRODUCT

### SF200706X

Salon  
READER'S  
CHOICE AWARDS  
WINNER  
2020



EXCLUSIVE OFFER FOR HAIRDRESSERS AND SALONS ONLY.

\*Offer applicable on the following brands: tbh - true beautiful honest, IGORA ROYAL, IGORA COLOR10, IGORA VIBRANCE, BLONDME Color, Essensity. Cannot be combined with any other promotions or savings. Offer ships open stock.

## 25% OFF LIGHTENERS\*\*

### SF200708X



IGORA VARIO BLOND Powder  
Lightener PLUS, 450 g

- Up to 7 levels of lift

**\$23.21** NET

SALON PRICE: \$30.95



IGORA VARIO BLOND Powder  
Lightener SUPER PLUS, 450 g

- Up to 8 levels of lift

**\$24.71** NET

SALON PRICE: \$32.95

## 20% OFF DEVELOPERS SF200707X

CHOOSE FROM

- IGORA ROYAL OIL DEVELOPERS, 1 L (3%, 6%, 9%, 12%)
- IGORA VIBRANCE ACTIVATING GEL, 1 L (1.9%)
- IGORA VIBRANCE ACTIVATING LOTION, 1 L (1.9%, 4%)
- BLONDME PREMIUM DEVELOPERS, 1 L (2%, 6%, 9%, 12%)
- ESSENSITY OIL DEVELOPERS 1 L, (2.5%, 5.5%, 8.5%, 11.5%)

**\$8.12 EA.** NET

REGULAR SALON PRICE: \$10.15 EA.

SAVE 20%

CLUBSKP EARN UP TO  
40 POINTS EA.



Offer ships open stock.

Salon  
READER'S  
CHOICE AWARDS  
WINNER  
2020

VOTED  
BEST LIGHTENING SYSTEM  
3 YEARS IN A ROW

### SF200708X



BLONDME Bond Enforcing  
Premium Lightener 9+, 450 g

- Up to 9 levels of lift

**\$26.21** NET

SALON PRICE: \$34.95



BLONDME Bond Enforcing  
Clay Lightener 7+, 350 g

- Up to 7 levels of lift

**\$26.21** NET

SALON PRICE: \$34.95

CLUBSKP EARN UP TO  
131 POINTS EA.

\*\*Excludes all 900g lightener sizes. Offer ships openstock.



# STOCK UP ON MULTI-DIMENSIONAL COVERAGE

## P-SF34968P

**PURCHASE AT A SPECIAL PRICE**

(12) tbh – true beautiful honest Permanent

Color Creme, 60 g

1 of each shade listed below:

3-06N, 5-06N, 7-06N, 9-06N,  
6-51C, 7-16C, 8-19C, 9-49C,  
10-19C, 6-64W, 6-84W, 7-47W

(1) IGORA VIBRANCE Activator

Lotion 1.9%/6 Vol., 1 L

(1) IGORA ROYAL Oil Developer

6%/20 Vol., 1 L

(1) tbh – true beautiful honest

Tone Softener, 1 L

(1) tbh – true beautiful honest Wall Guide

(1) tbh – true beautiful honest Paper Swatch

(1) Welcome Letter

### \$89.00 NET

REGULAR SALON PRICE: \$147.65

**SAVE 40%**

*Offer ships pre-packed.*

**CLUBSKP EARN UP TO 445 POINTS**



**Salon  
READER'S  
CHOICE AWARDS  
WINNER  
2020**

**VOTED  
BEST BREAKOUT  
PRODUCT**

## BUY 2 GET 1 FREE

### STOCK UP ON BLONDME BACKBAR SHAMPOOS

**MIX & MATCH**

**CHOOSE FROM**

BLONDME All Blondes Keratin  
Restore Bonding Shampoo, 1 L  
BLONDME Cool Blondes Tone  
Enhancing Bonding Shampoo, 1 L

### \$48.00 NET

REGULAR SALON PRICE: \$72.00  
BLENDED UNIT PRICE: \$16.00 EA.

**SAVE 33%**

*Offer ships open stock.*

**CLUBSKP EARN UP TO 240 POINTS**



SF200713X

## BIGGER, BRIGHTER, BLONDER

**NOW AVAILABLE YEAR ROUND!**



**IGORA VARIO BLOND PLUS  
XXL LIGHTENER, 900 G**

# WE'LL COVER YOUR BACKBAR FOR ONLY \$49!

P-SF31823P **NET**

PURCHASE THE **BC BONACURE BACKBAR KIT** FOR ONLY \$49 WHEN YOU PURCHASE:

- (12) Any IGORA ROYAL Shades
- (12) Any IGORA VIBRANCE Shades

BC BONACURE BACKBAR KIT INCLUDES:

- (1) pH4.5 COLOR FREEZE Micellar Shampoo, 1L
- (1) pH4.5 COLOR FREEZE Conditioner, 1L
- (1) PEPTIDE REPAIR RESCUE Deep Nourishing Micellar Shampoo, 1L
- (1) PEPTIDE REPAIR RESCUE Conditioner, 1L
- (1) DEEP CLEANSING Micellar Shampoo, 1L
- (5) Pumps
- (1) FREE! Premium Backbar Tray

Promotion ship openstock. BC BONACURE Backbar Kit ships pre-packed.



SAVE 60%  
ON YOUR  
BACKBAR

**LIMITE DE 6 PAR SALON**

**CLUBSKP** EARN UP TO  
**1008 POINTS**

## TARGET SPECIFIC HAIR NEEDS WITH SKINCARE-INSPIRED INGREDIENTS



P-SF83656P

**PH4.5 COLOR FREEZE RICH**  
Micellar Shampoo & Conditioner, 1 L

P-SF83657P

**HYALURONIC MOISTURE KICK**  
Micellar Shampoo & Conditioner, 1 L

P-SF83655P

**PH4.5 COLOR FREEZE SILVER**  
Shampooing Micellaire Argent & Baume

P-SF83658P

**PEPTIDE REPAIR RESCUE**  
Micellar Shampoo & Conditioner, 1 L

P-SF83660P

**Q10+ TIME RESTORE**  
Micellar Shampoo & Conditioner, 1 L

SPECIAL SALON PRICE:

**\$29.97 EA**

MSRP: \$49.95 EA

**CLUBSKP** EARN UP TO  
**149 POINTS EA.**

Includes Lock-down pumps





# CARE-FULL COLOR PREP

PREPPING YOUR CLIENTS FOR THEIR CHEMICAL TREATMENTS IS KEY TO THAT INSTAWORTHY COLOR TRANSFORMATION.

SF200709X

- Great for detangling
- Equalizes hair porosity

BUY 2,  
GET 1 FREE

BC BONACURE HYALURONIC  
MOISTURE KICK Spray  
Conditioner, 400 mL

BLENDED UNIT PRICE: \$10.00 EA.

SAVE 33% **NET**

*Offer ships open stock.*



SF200720X

# THE VOLUME EVENT

SELECT VOLUMIZING HEROES  
AVAILABLE AT A SPECIAL PRICE

CHOOSE FROM

- OSiS+ UPLOAD, 200 mL
- OSiS+ VOLUME UP, 250 mL
- OSiS+ GRIP, 200 mL
- OSiS+ BIG BLAST, 200 mL
- OSiS+ DUST IT, 10 G
- OSiS+ SESSION LABEL  
VOLUMIZING MOUSSE, 200 mL
- OSiS+ SESSION LABEL  
POWDER CLOUD, 8 G
- OSiS+ REFRESH DUST, 300 mL
- OSiS+ FAB FOAM, 200 mL
- OSiS+ TOPPED UP, 200 mL

SAVE  
UP TO  
41%



**\$7.50 ea.** **NET**

SPECIAL RETAIL PRICE: \$15.00 EA.

*Offer ships open stock.*

CLUBSKP

EARN UP TO  
**37 POINTS EA.**

# ICONIC BLOW DRY KIT

KIT INCLUDES:

- (1) LIMITED EDITION ICONIC BLOW DRYER  
1800/1400 WATT PROFESSIONAL DRYER
- (1) OSiS+ SESSION LABEL MIRACLE15, 50 mL
- (1) OSiS+ SESSION LABEL POWDER CLOUD, 8 g
- (2) GRIP CLIPS

**\$89.00** **NET**

SUGGESTED RETAIL PRICE: \$178.00

*Offer ships pre-packed.*

CLUBSKP EARN UP TO  
**445 POINTS**

# XXL HAIRSPRAYS

SF200719X

PURCHASE ANY 2 FOR \$24 **NET**

OR \$12.95 EA

CHOOSE FROM

- SUPER DRY FIX, 500 mL  
STRONG HOLD HAIRSPRAY
- SESSION, 500 mL  
EXTREME HOLD HAIRSPRAY
- FREEZE, 500 mL  
STRONG HOLD HAIRSPRAY
- TEXTURE HAIRSPRAY, 500 mL  
BUILDABLE TEXTURE SPRAY

SPECIAL RETAIL PRICE: \$24.95 EA.

*Mix and Match. Offer ships open stock.*

CLUBSKP

EARN UP TO  
**120 POINTS**

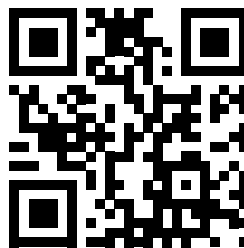


# 5 MOST COMMON *Back to Busy* SCENARIOS

SCAN BELOW FOR TIPS & TECHNIQUES TO GET YOUR BUSINESS BACK TO BUSY!

- ✓ HOW CAN I SERVE EVERYONE QUICKLY?
- ✓ I'M WORRIED MY CLIENTS WON'T WANT TO INVEST IN A PROFESSIONAL COLOR SERVICE.
- ✓ MY CUSTOMERS COME BACK, BUT LESS FREQUENTLY.
- ✓ MY CLIENT'S HAIR HAS DAMAGE.
- ✓ I NEED TO GROW MY SERVICE REVENUE.

FIND OUT  
MORE HERE



BACK TO BUSY

## NEW SALON VISUALS

that you can download  
for FREE to enhance your  
space. Access them in the  
PRINTCENTER on [myskp.com](http://myskp.com)

## DON'T FORGET TO MAKE USE OF YEAR ROUND BACKBAR AND STATION SUPPORT

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



**PURCHASE ANY 3 BACKBAR PRODUCTS  
& CHOOSE ANOTHER 1 FREE\*!**

\*Choose from BC BONACURE, BLONDME, (3D)MEN, GOODBYE YELLOW and FIBREPLEX.  
Yes! You can Mix & match.



**STYLING STATION SUPPORT  
6+1 FREE ON ALL OSIS+ PRODUCTS**

Mix & Match your Favorites!