

passion

HOT DEALS AND PROMOTIONS
VIEW ONLINE AT MYSKP.COM/CA


Schwarzkopf
PROFESSIONAL



What's New

NEW! BLONDME DEEP TONERS COLOR OPPORTUNITIES FOR EVERY TYPE OF BLONDE!

NEW! CHROMA ID INTENSE BONDING MASKS TAKE YOUR COLOR CUSTOMIZATION TO THE NEXT LEVEL

GET A SNEAK PEEK INTO OUR NEW FIBRE CLINIX NEW LOOK, NEW INGREDIENTS, POWERFUL PERFORMANCE

Together. A passion for hair.

JANUARY/FEBRUARY 2021

NEW! BLONDME TONERS

COLOR OPPORTUNITIES FOR EVERY TYPE OF BLONDE!

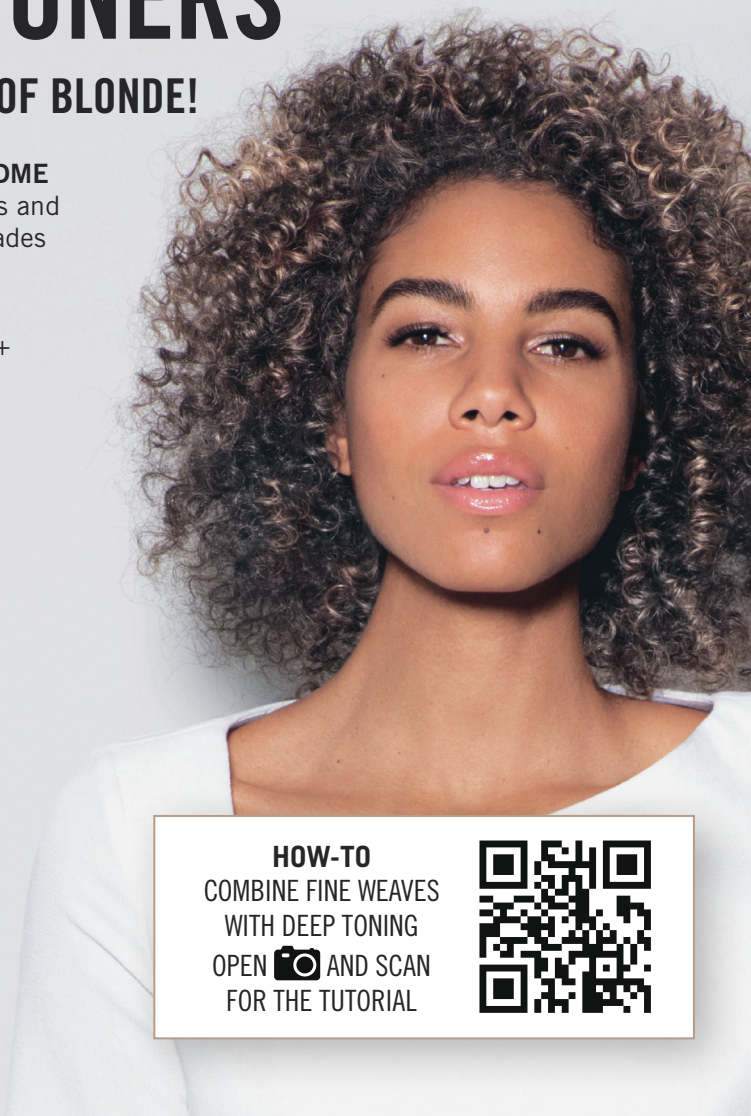
Enrich your darker-based blondes with the **NEW BLONDME Deep Toning** range, perfect for techniques like lowlights and shadow roots and three **NEW BLONDME Pastel Toning** shades for tone enhancement on lighter bases.

- Ideal partner to the award-winning* BLONDME Bond Enforcing Premium Lightener 9+ or Clay Lightener 7+
- Versatile application for use with brush and bottle
- Intermixable shades with simple 1:1 mixing ratio

Tailor your blondes for any starting base level:

PASTEL TONING - BASES 8-10 for tone enhancement or neutralization			
ICE	SAND	NEW! BISCUIT	NEW! ICE-IRISÉ
STEEL BLUE	NEW! BROWN MAHOGANY	LILAC	STRAWBERRY
NEW! DEEP TONING - BASES 5-9 to enrich darker blondes or counteract warmth			
NEW! MILK CHOCOLATE	NEW! NOUGAT	NEW! GRANITE	NEW! DEEP CHESTNUT

*Winner of Salon Magazine 2020 Reader's Choice Awards - Best Lightening System



HOW-TO
COMBINE FINE WEAVES
WITH DEEP TONING
OPEN AND SCAN
FOR THE TUTORIAL



SF210100X

TRY THEM FREE*

PURCHASE YOUR CHOICE

- (2) BLONDME Bond Enforcing Premium Lightener 9+, 450 g or Clay Lightener 7+, 350 g
(6) BLONDME Bond Enforcing Blonde Toning Cream, 60 g

RECEIVE FREE

- (7) NEW! BLONDME Bond Enforcing Blonde Toning Cream, 60 g
(1 of each: Ice-Irisé, Brown Mahogany, Deep Chestnut, Granite, Nougat, Milk Chocolate, Biscuit)
(1) Bottle Applicator, holds 250 mL
(1) BLONDME Blonde Toning Mini Color Chart
(1) BLONDME Blonde Toning Wall Guide



*With the purchase of deal.
Offer ships open stock. Free goods ship pre-packed.





NEW! CHROMA ID INTENSE BONDING MASKS

TAKE YOUR COLOR CUSTOMIZATION TO THE NEXT LEVEL
WITH THE 100% CUSTOMIZABLE SEMI-PERMANENT PIGMENTED COLOR MASKS.



NOW AVAILABLE INTENSE BONDING COLOR MASKS

280 mL

For bold & expressive color results, customization of Bonding Color Masks, or the creation of pastel tones with the Clear Bonding Mask. Lasts up to 15 shampoos.**

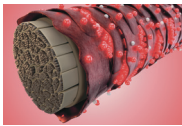
SHADES



CHECK OUT THE
MIXING BOARD FOR
THE COLOR POSSIBILITIES
ON MYSKP!

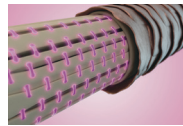


WHAT'S INSIDE?



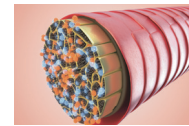
LOW SALT

Maximizes pigment deposit
in the hair for enhanced
color results.



BONDING

Enforces structural bonds
in the hair for increased
hair strength.



KERATIN AND PANTHENOL

Provides in-depth care and
outer cuticle sealing.

SERVICE OPPORTUNITIES & INSPIRATION



COLOR REFRESH SERVICES



NEUTRALIZATION SERVICES



BOLD COLOR SERVICES



COLOR PLACEMENT



PASTEL SERVICES



UNLOCK THE FULL ASSORTMENT

PURCHASE AT SPECIAL PRICE

- (1) Chroma ID Intense Bonding Color Mask – Red, 280 mL
- (1) Chroma ID Intense Bonding Color Mask – Blue, 280 mL
- (1) Chroma ID Intense Bonding Color Mask – Pink, 280 mL
- (1) Chroma ID Intense Bonding Color Mask – Yellow, 280 mL
- (1) Chroma ID Intense Bonding Color Mask – Orange, 280 mL
- (1) Chroma ID Intense Bonding Color Mask – Purple, 280 mL
- (1) Chroma ID Clear Bonding Mask, 500 mL
- (1) Technical Guide
- (1) Color Chart



Offer ships pre-packed.

SF210101X et SF210102X

BUY 3, GET 1 FREE

RESTOCK YOUR CHROMA ID BONDING COLOR MASKS

AVAILABLE IN 250 mL AND 500 mL

Offer ships open stock. No Mix & Match on the sizes.



IDEAL FOR

- Color Refresh
- Toning & Neutralization
- Ideal for shades that match IGORA

LAUNCHING MARCH 2021!

GET A SNEAK PEEK INTO OUR NEW FIBRE CLINIX

RE-DISCOVER SCHWARZKOPF PROFESSIONAL'S SALON EXCLUSIVE IN-SALON TREATMENT. NEW LOOK, NEW INGREDIENTS, POWERFUL PERFORMANCE.

SF210103X

FREE SAMPLE

- (1) NEW! FIBRE CLINIX Tri-Bond Shampoo, 1L
- (1) NEW! FIBRE CLINIX Tri-Bond Mask for fine hair, 500 mL
- (1) NEW! FIBRE CLINIX VIBRANCY Booster, 50 mL
- (1) NEW! FIBRE CLINIX FORTIFY Booster, 50 mL
- (1) Pump
- (1) Marketing Material

WHEN YOU PURCHASE

- (12) IGORA ROYAL Shades, 60 g
- (12) IGORA VIBRANCE Shades, 60 mL



Free goods ship pre-packed.
Limit 1 per salon. This promotion cannot be combined with any other promotion.



- FULL CUSTOMIZATION
- UP TO 10X STRONGER HAIR
- HELPS TO SEAL HAIR POROSITY
- RESTORES INNER AND OUTER STRUCTURE

FIBRE CLINIX VIBRANCY

with AHA protects the color, gives color vibrancy and long-lasting color freshness.
Up to 90% colour retention**
Up to 3x more vibrancy**

FIBRE CLINIX FORTIFY

with Niacinamide strengthens the hair from inside out.
Up to 90% less breakage**
Up to 90% hair revitalization**

STOCK UP ON SALON ESSENTIALS SF210104X

PURCHASE YOUR CHOICE

- (6) IGORA ROYAL Permanent Color Crème, 60 g
- (6) IGORA VIBRANCE Tone-on-Tone Coloration, 60 mL

RECEIVE FREE

- (6) Guard Hand Sanitizer, 237 mL



Offer ships open stock. Free goods ship pre-packed.
Limit 1 per salon. This promotion cannot be combined with any other promotion.

SF210105X STAND OUT BY (COLOR) BLENDING IN

PURCHASE YOUR CHOICE

- (6) tbh – true beautiful honest Permanent Color Crème, 60 g

RECEIVE FREE

- (1) Schwarzkopf Professional Color Blender



OPEN AND SCAN FOR THE TUTORIAL



LEARN MORE ABOUT
tbh – true beautiful honest AT
myskp.com/ca/tbh

Offer ships open stock.
Limit 2 per salon. This promotion cannot be combined with any other promotion.



BI-ANNUAL LITER SALE

TARGET SPECIFIC HAIR NEEDS WITH SKINCARE INSPIRED INGREDIENTS.

P-SF08234P P-SF08235P P-SF08237P P-SF08236P P-SF08238P

INCLUDES
LOCK-DOWN
PUMPS

CLUBSKP
EARN UP TO
165 POINTS

Duos ship pre-packed.



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

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

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

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

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

PREP AND SEAL YOUR BLONDES

SF210106X

BUY 2 GET 1 FREE

CLUBSKP
EARN UP TO
240 POINTS

PREP



**BLONDME DETOXYFIFYING
SYSTEM SHAMPOO, 1 L**
For Detoxifying

SEAL



**BLONDME TONE ENHANCING
BONDING SHAMPOO, 1 L**
For Cool Blondes



**BLONDME KERATIN RESTORE
BONDING SHAMPOO, 1 L**
For All Blondes

WATCH THE
DETOX SERVICE
TUTORIAL
OPEN
AND SCAN



Offer ships open stock.

REVERSE THE DAMAGE

SF210107X

NOURISH, RESTRUCTURE AND REPAIR YOUR CLIENT'S HAIR IN-SALON, THEN RECOMMEND FOR AT-HOME MAINTENANCE.



PURCHASE ANY 12 BC PEPTIDE REPAIR RESCUE RETAIL*

RECEIVE YOUR BACK BAR FREE

- (1) PEPTIDE REPAIR RESCUE Deep Nourishing Shampoo, 1 L
- (1) PEPTIDE REPAIR RESCUE Conditioner, 1 L
- (1) PEPTIDE REPAIR RESCUE Deep Nourishing Treatment, 750 mL
- (3) PUMPS, 2x 1L + 1x 750 mL



CHOOSE FROM: PEPTIDE REPAIR RESCUE Deep Nourishing Shampoo, 250 mL, PEPTIDE REPAIR RESCUE Conditioner, 200 mL, PEPTIDE REPAIR RESCUE Deep Nourishing Treatment, 200 mL, PEPTIDE REPAIR RESCUE Nutri-Shield Serum, 28 mL + 28 mL, PEPTIDE REPAIR RESCUE Sealed Ends, 75 mL, PEPTIDE REPAIR RESCUE Spray Conditioner, 200 mL
*Retail products only, not including back bar sizes, 1L and 750 mL. Offer ships open stock.

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.

SF151026X, SF151027X



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.*

SF180166X



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

Mix & Match your Favorites!

BACKBAR ESSENTIALS



SF210108X et SF210109X

BUY 2, GET 1 FREE

BC BONACURE DEEP CLEANSING Micellar Shampoo, 1L
BC BONACURE HYALURONIC MOISTURE KICK Spray Conditioner, 400 mL



No Mix & Match. Offer ships open stock.



SUPERSIZE MY HAIRSPRAY

SF210110X

LIMITED TIME ONLY

CHOOSE FROM:

SUPER DRY FIX, 500 mL
STRONG HOLD HAIRSPRAY

SESSION, 500 mL
EXTREME HOLD HAIRSPRAY

FREEZE, 500 mL
STRONG HOLD HAIRSPRAY



CLUBSKP EARN UP TO
120 POINTS

Offer ships open stock.

25% OFF OSiS+ FAVORITES!

NEW YEAR STOCK UP

CHOOSE FROM: SF210111X

OSiS+ THRILL 100 mL
OSiS+ MESS UP, 100 mL
OSiS+ CURL HONEY, 150 mL
OSiS+ BLOW & GO, 200 mL
OSiS+ MAGIC, 50 mL

CLUBSKP EARN UP TO
88 POINTS



Offer ships open stock.

LAST CHANCE

P-SF91368P

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

FOLD
FOR EASIER
TRAVEL AND
STORAGE

DRYER FEATURES:



COOL
SHOT



COMPACT &
LIGHTWEIGHT



DUAL
VOLTAGE



IONIC &
TOURMALINE
CERAMIC
GRILL

CLUBSKP EARN UP TO
445 POINTS

Offer ships pre-packed.

Back to Busy



"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

5 MOST COMMON SCENARIOS

- ✓ 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.



SCAN HERE for Tips & Techniques to get your business Back to Busy!

FREE SALON VISUALS

Download **FREE SALON VISUALS** to enhance your space from the **PRINTCENTER** on **MYSKP.COM**



ARE YOU A MEMBER?

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



MYSKP

MYSKP.COM/CA

CREATE • DOWNLOAD • PRINT

MEMBERS GET ACCESS TO **PRINTCENTER**

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