

passion

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


Schwarzkopf
PROFESSIONAL



What's New

IGORA ROYAL SNEAK PEEK REFRESHED PACKAGING, SAME TRUSTED FORMULA

FIBRE CLINIX CUSTOMIZE YOUR BONDING WITH THE NEW SYSTEM—NEW FORMULAS FOR TRANSFORMATIVE RESULTS

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

Together. A passion for hair.

MARCH/APRIL 2021

passion

Same Trusted Formula.
Same Color Results.

New Sustainable
Packaging.



Are you a **CLUBSKP** member? Visit [MYSKP.COM/CA](https://myskp.com/ca)



What's New?

Coming May 2021

The new sustainable packaging helps you to:

- Reduce your salon's environmental footprint
- Communicate your dedication to sustainability to your clients



Tube made from
100% recycled aluminium



Folding box made from
96% sugarcane paper



Cap made from
80% recycled plastic

Be Green. Be Conscious.
Be Part of the Change.

#BEIGORA

SILVERWHITES range - Folding box = min. 92% recycled cardboard,
Cap = 100% recycled plastic

essential looks

THE ROYAL GLORY COLLECTION

feat. IGORA ROYAL



Reinventing the basics with a modern twist

Embracing texture with creative techniques



Creating contrast with color & placement



From runway to salon
- get the formulas &
Step-by-steps from our
Global Ambassadors

SCAN to download
the Trend Magazine,
A2Z Guide and Tutorials!



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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



TRY THEM FREE* SF210100X

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 P-SF08239P

- (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

\$129.60

REGULAR SALON PRICE: \$204.25

SAVE 37%

*With the purchase of deal.

Offer ships open stock. Free goods ship pre-packed.



**EXTENDED FROM
JAN/FEB 2021
WHILE QUANTITIES LAST**





NEW! FIBRE CLINIX

CUSTOMIZABLE TRIPLE BONDING IN-SALON SERVICE

Our most advanced and **powerful repair technology** for **customizable bonding services** specific to your client's hair needs with trending **skincare inspired ingredients**.

HOW IT WORKS:

1 CLEANSE

Cleanse the hair with Tribond Shampoo and repeat if necessary.

2 MIX

Mix one scoop (25 g) of Tribond Treatment with 5 pumps (5 g) of desired Booster.

3 APPLY

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

Targeting more than one hair need?

Mix 3 pumps for Primary Need and 2 pumps for Secondary Need.



VOLUMIZE with Phytokine for fine hair



TAME with Ceramides for smooth, manageable hair



FORTIFY with Niacinamide for damaged hair



VIBRANCY with AHA for long lasting color



HYDRATE with Squalane for dry, thirsty hair



BENEFITS

UP TO 10X
STRONGER HAIR*

HELPS TO SEAL
HAIR POROSITY**

HELPS TO RESTORE INNER AND OUTER
STRUCTURE FOR UP TO 60 DAYS***

GET THE FULL SYSTEM P-SF00727P

LAUNCH OFFER INCLUDES:

- (1) FIBRE CLINIX Tri-Bond Shampoo, 1L
- (1) FIBRE CLINIX Tri-Bond Treatment for fine hair, 500 mL
- (1) FIBRE CLINIX Tri-Bond Treatment for coarse hair, 500 mL
- (1) FIBRE CLINIX Vibrancy Booster with AHA, 45 mL
- (1) FIBRE CLINIX Fortify Booster with Niacinamide, 45 mL
- (1) FIBRE CLINIX Hydrate Booster with Squalane, 45 mL
- (1) FIBRE CLINIX Tame Booster with Ceramides, 45 mL
- (1) FIBRE CLINIX Volume Booster with Phytokine, 45 mL
- (1) Backbar Poster
- (1) 1L Pump
- (1) Tri-fold Tent Card for POS

\$99.00

REGULAR SALON PRICE: \$161.25

SAVE 30%



EARN UP TO
495 POINTS

Offer ships pre-packed. Limited 1 per salon.



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?



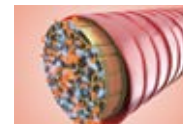
LOW SALT

Maximizes pigment deposit
in the hair for enhanced
color results.



BONDING

Enforces structural bonds
in the hair for increased
hair strength.



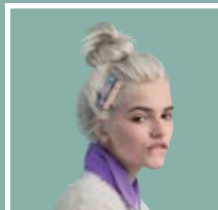
KERATIN AND PANTHENOL

Provides in-depth care and
outer cuticle sealing.

SERVICE OPPORTUNITIES & INSPIRATION



COLOR REFRESH SERVICES



NEUTRALIZATION SERVICES



BOLD COLOR SERVICES



COLOR PLACEMENT



PASTEL SERVICES



P-SF00723P

UNLOCK THE FULL ASSORTMENT FOR ONLY \$149

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

\$149.00

REGULAR SALON PRICE: \$258.65

SUGGESTED RETAIL PRICE: \$412.50

SAVE 42%

Offer ships pre-packed.

Intense Bonding Color Masks 280 mL – REGULAR SALON PRICE \$34.95

EXTENDED FROM
JAN/FEB 2021
WHILE QUANTITIES LAST

CLUBSKP EARN UP TO
745 POINTS



OUR FAN FAVOURITES KIT

FEATURING MOST-LOVED SHADES AND
EXCLUSIVE FORMULA BOOKLET BY:



@BESCENE



@JOSIEVILAY



@LIZHAVEN

+ MORE!

✓ Exclusive digital access to the Influencer Formula Booklet

✓ Includes must-have shades for on-trend looks



P-SF49558P

PURCHASE AT A SPECIAL PRICE

- (12) IGORA VIBRANCE Tone-on-Tone Coloration, 60 mL
1 of each: 0-00 9.5-1, 9.5-19, 9.5-46, 9-42,
8-46, 8-19, 8-11, 7-42, 7-1, 6-12, 6-0
- (1) IGORA VIBRANCE Activator Gel 1.9%/6 Vol., 1L
- (1) IGORA VIBRANCE Activator Lotion 4%/13 Vol., 1L
- (1) Applicator Bottle, holds 250 mL
- (2) Wide Brush
- (1) Influencer Formula Booklet – Digital Access
- (1) IGORA VIBRANCE Wall Guide

\$89.00

REGULAR SALON PRICE: \$125.90

SAVE 29%

CLUBSKP EARN UP TO
445 POINTS

Offer ships pre-packed.

25% OFF LIGHTENERS

BLONDING WITH A KICK!

- (1) IGORA VARIO BLOND Plus, 450 g
OR
- (1) IGORA VARIO BLOND Super Plus, 450 g

RECEIVE FREE

- (1) BC BONACURE HYALURONIC MOISTURE
KICK SPRAY CONDITIONER, 200 mL

TIP: Use in between lightening and toning
to even out porosity and prep the hair for color.



SF210308X



SPECIAL SALON PRICE: \$23.21
REGULAR SALON PRICE: \$30.95

SF210309X



SPECIAL SALON PRICE: \$24.71
REGULAR SALON PRICE: \$32.95

CLUBSKP EARN UP TO
123 POINTS

AWARD-WINNING BLONDES

SF210310X



INTEGRATED
BONDING
TECHNOLOGY

PURCHASE AT 25% OFF

- BLONDME Bond Enforcing Clay Lightener 7+, 350 g
OR
- BLONDME Bond Enforcing Premium Lightener 9+, 450 g

SPECIAL SALON PRICE: \$26.21
REGULAR SALON PRICE: \$34.95

CLUBSKP EARN UP TO
175 POINTS

Offer ships open stock.

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10 MINUTES TO SPARE?

ESSENTIAL SHADES AND GO-TO FORMULAS TO ACHIEVE UP TO 100% WHITE HAIR COVERAGE IN AS LITTLE AS 10 MINUTES!

- ✓ You can service more clients in less time
- ✓ Long lasting color retention and vibrancy
- ✓ Amino Acid Carrier Technology



SCAN

TO SEE HOW YOU CAN
SERVICE MORE CLIENTS
WITH IGORA COLOR10



P-SF22674P

PURCHASE AT A SPECIAL PRICE

- (12) IGORA COLOR10 Permanent Color Crème, 60 g
1 of each shade listed below:
6-00, 8-00, 5-0, 7-0, 9-0, 5-12,
7-12, 8-11, 8-4, 8-65, 5-68, 6-6
- (1) Digital Timer
- (1) Technique Guide

\$99.00

REGULAR SALON PRICE: \$123.00

SAVE 20%



Offer ships pre-packed.

20% OFF DEVELOPERS

CHOOSE FROM SF210311X

- IGORA ROYAL OIL DEVELOPERS, 1 L (3%, 6%, 9%, 12%)
- IGORA VIBRANCE ACTIVATOR GEL, 1 L (1.9%)
- IGORA VIBRANCE ACTIVATOR 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.

REGULAR SALON PRICE: \$10.15 EA.

SAVE 20%

Offer ships open stock.



BUY 3, GET 1 FREE

**CHROMA ID SF210312X
SF210313X**



*No mix and match between CHROMA ID. No mix and match between formats.
Offer excludes Chroma ID Intense Pigments. Offer ships open stock.*

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GET THE LIVED-IN LOOK

CREATE THE SOUGHT AFTER LIVED-IN LOOK OF A DEMI, WITH THE LIFT AND LONGEVITY OF A PERMANENT!

- ✓ Achieve up to 100% multidimensional white coverage
- ✓ Cater to the next generation of salon client
- ✓ Create added service opportunities like refresh and glossing treatments



P-SF15835P

SCAN  TO SEE HOW
@HAIRBYCHRISSYDANIELLE
ACHIEVED A BLONDE
COLOR MELT WITH
TBH - TRUE BEAUTIFUL HONEST



PURCHASE AT A SPECIAL PRICE

- (4) tbh – true beautiful honest Permanent Color Creme, 60 g
1 of each shade listed below:
7-16C, 8-19C, 9-49C, 6-04N
- (1) tbh – true beautiful honest Tone Softener, 1 L
- (1) IGORA VIBRANCE Activator Lotion 1.9% / 6 Vol., 1 L
- (1) Technique Guide

\$49.99

REGULAR SALON PRICE: \$65.90

SAVE 24%



STOCK UP AND SAVE

BUY 2 GET 1 FREE CARE BACKBAR

APRIL ONLY

SF210400X
SF210401X
SF210402X
SF210403X



Offer includes 1L and 750 mL. Offer excludes BC BONACURE HYALURONIC MOISTURE KICK Spray Conditioner, 400 mL. Mix & Match BC BONACURE favorites. No mix & match between BC BONACURE & GOODBYE YELLOW. Offer ships open stock.

BC BONACURE SPRING DUO

BUY THE SHAMPOO,
GET THE CONDITIONER 50% OFF

P-SF22658P



P-SF22656P

P-SF22657P

P-SF22655P

Duos are pre-packed. Offer ships open stock.

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STOCK UP AND SAVE ON PIGMENTED CARE

BUY 3, GET 1 FREE



SF210615X

SF210316X

BOLD COLOR WASH Pigmented Shampoos, 300 mL
GOODBYE YELLOW Neutralizing Wash, 300 mL

**Offer ships open stock. No mix and match*

LAST CHANCE

ICONIC BLOW DRY KIT

P-SF91368P



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

\$89.00

SUGGESTED RETAIL PRICE: \$178.00

DRYER FEATURES:



COOL
SHOT



COMPACT &
LIGHTWEIGHT



DUAL
VOLTAGE



IONIC &
TOURMALINE
CERAMIC
GRILL

OSiS+ GREATEST HITS

FREE TRAVEL SIZE OSiS+ SESSION HAIRSPRAY, 100 ML WITH THE PURCHASE OF YOUR OSiS+ FAVORITE

SAVE 33%

Duos are pre-packed. Offer ships open stock.

OSiS+ GRIP, 200 mL P-SF22675P

Extreme Hold Mousse

\$9.50

OSiS+ DUST IT, 10g P-SF22676P

Mattifying Volume Powder

\$11.75

OSiS+ REFRESH DUST, 300 mL P-SF22677P

Bodifying Dry Shampoo

\$12.75

CLUBSKP EARN UP TO
64 POINTS

Duos are pre-packed. Offer ships open stock.



THE OSiS+ HAIRSPRAY EVENT

SELECT HAIRSPRAYS FOR \$7.50 ea

SAVE UP TO 30%

Suggested Retail Price: \$15.00 ea.

SF210317X

CHOOSE FROM

OSiS+ SPARKLER, 300 mL
Shine Spray

OSiS+ ELASTIC, 300 mL
Flexible Hold Hairspray

OSiS+ FREEZE, 300 mL
Strong Hold Hairspray

OSiS+ SESSION, 300 mL
Extreme Hold Hairspray



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WE'RE GOING DIGITAL !

IN AN EFFORT TO REDUCE OUR CARBON FOOTPRINT, SCHWARZKOPF PROFESSIONAL WILL BE SAYING GOODBYE TO OUR PRINTED VERSION OF PASSION MAGAZINE. EFFECTIVE MAY 2021, OUR PAGES WILL BE FULLY DIGITAL AND ACCESSIBLE TO YOU AT YOUR FINGERTIPS.

WHAT DOES THIS MEAN FOR YOU?

- S** SEE THE PAGES ANYTIME AND FROM ANY PLACE.
- K** KNOW THAT AN ENRICHED READING EXPERIENCE AWAITS THROUGH CLICKABLE LINKS AND ENGAGING TUTORIALS FOUND DIRECTLY ON THE PAGES
- P** PAPERLESS EXPERIENCE AVAILABLE IN DESKTOP, TABLET OR MOBILE FRIENDLY VERSIONS



WHERE TO FIND OUR DEALS?

- 1** SCHWARZKOPFPROFESSIONALCANADA
 @SCHWARZKOPFCAN
- 2** LOG-IN TO MYSKP TO DOWNLOAD A COPY, OR VIEW IT ONLINE
- 3** ASK YOUR DISTRIBUTOR SALES CONSULTANT OR BRAND EDUCATOR FOR THE INTERACTIVE PASSION MAGAZINE

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!

seminar listings 2021

ONLINE EDUCATION



SEMINAR	LEVEL	DATE	LANGUAGE	TIME
BE Social – Part 1 How to build your social presence by fine tuning and creating your brand.	▲	01 March	English	9 AM MST 11 AM EST
			French	10 AM EST
Care Consultant Learn to assess how daily exposure to natural elements can damage your client's hair and deliver the perfect solution.	▲	22 March	English	10 AM MST 12 PM EST
			French	9 AM EST
Color GPS Read an image and formulate for every situation.	▲	16 February	English	10 AM MST 12 PM EST
			French	10 AM EST
Corrective Color Simplified Simplify the Corrective Color process utilizing the Schwarzkopf Professional Color Portfolio.	▲	22 February	English	10 AM MST 12 PM EST
		23 February	French	10 AM EST
Highlighting Success Get to grips on best practices, sectioning, consultation, and color placement techniques.	▲	22 February	French	1 PM EST
Image to Reality Challenge your skills as an artist. Learn how to bring clarity from an idea or an image.	▲	09 February	English	10 AM MST 12 PM EST
			French	10 AM EST
Mixology Learn the basics to create a perfect color from consultation and product choice through to stunning final results.	▲	01 February	English	1 PM PST 3 PM EST
Schwarzkopf Professional Uncovered Take your creativity to the next level with tips and tricks to tweak your current color formulas.	▲	01 March	English	12 PM MST 2 PM EST
			French	1 PM EST
The Power of Balayage Create the most requested in-salon looks with the correct tools and products from Schwarzkopf Professional.	▲	08 February	English	10 AM MST 12 PM EST
Toning to Perfection Learn to elevate and build your confidence through the power of toning services.	▲	01 February	English	10 AM MST 12 PM EST
			French	10 AM EST

SEMINARS:

- COLOR
- BACKBAR
- VISIONARY

LEVELS:

- ▲ EXPERT
- ▲ ADVANCED
- ▲ ESSENTIAL

SCAN 
TO REGISTER FOR
SCHWARZKOPF
PROFESSIONAL ONLINE
EDUCATION CLASSES



Together. A passion for hair.

ARE YOU A MEMBER?

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

[MYSKP.COM/CA](https://myskp.com/ca)

CREATE • DOWNLOAD • PRINT

MEMBERS GET ACCESS TO PRINTCENTER

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



MYSKP