

# Brand Book



# PARTNERS IN CRAFT



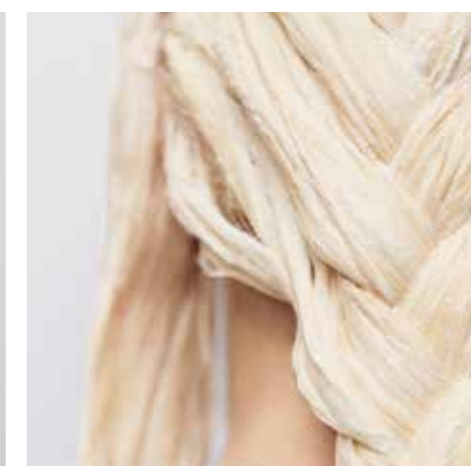
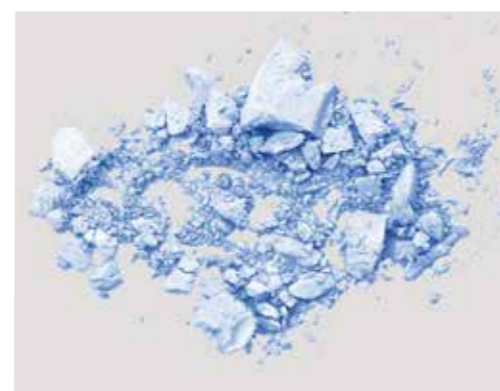
*Together. A passion for hair.*

# PARTNERS IN CRAFT

  
Schwarzkopf  
PROFESSIONAL

**SCHWARZKOPF  
PROFESSIONAL  
– WE ARE YOUR  
PARTNER IN CRAFT.**

**WHEN YOU  
PARTNER WITH US,  
WE GIVE YOU  
THE TOOLS AND  
SUPPORT YOU  
NEED TODAY  
TO BECOME THE  
HAIRDRESSER  
YOU WANT TO  
BE TOMORROW.**



*Together. A passion for hair.*



# BRANDS

## 1 | COLOUR

IGORA  
IGORA VIBRANCE  
ESSENSITY  
BLONDME  
GOODBYE YELLOW  
FIBREPLEX

## 2 | CARE

FIBRE CLINIX  
BONACURE  
SCALP GENESIS  
SPA ESSENCE  
OIL ULTIME

## 3 | STYLING

OSIS+  
SESSION LABEL  
SILHOUETTE

## 4 | FORM

STRAIT STYLING



# IGORA

IGORA was developed by colourists for colourists and our mission is to empower every one of you to create the most beautiful looks, to explore every aspect of your creativity – and, of course, to reveal your client's individual beauty.

IGORA ROYAL formulas offer amazing true-to-tuft results, up to 100% coverage, incredible colour intensity, and performance you can trust – always.

IGORA ROYAL is the reference for full colour confidence to master every permanent colour service and offers everything you need to become the colourist you want to be.



# COLOUR COLLECTION

## PERMANENT COLOUR



₹ 400 60 ml  
₹ 725 1000 ml

### IGORA ROYAL

*Colourists' permanent colour crème - True Colour in High Definition*

- Absolute true-to-tuft results
- Perfect white hair coverage
- Up to 50% longer colour retention\*
- Up to 25% brighter colour vibrancy
- Perfect colour equalisation - even on porous hair
- The clearest lifting shades & advanced care for maximum contrast & shine\*\*
- To be used with IGORA ROYAL Oil Developer (3%/ 6%/ 9%/ 12%)

\*vs previous IGORA ROYAL Colour Crème  
\*\*Advanced care achieved with 12% 40 Vol. IGORA ROYAL Oil Developer



₹ 425 60 ml

### IGORA ROYAL ABSOLUTES

*Colourists' permanent colour crème for 100% White Hair Coverage and Intense Fashion Tones in one step*

- 100% white hair coverage plus intense fashion tones in one, without adding natural base
- Extra care for mature hair: Pro-Age-Complex with Siliamine and Collagen
- Low-Odour-Technology
- To be used with IGORA ROYAL Oil Developer (6% or 9% Oil developer)\*\*\*

\*\*\*use 6% when the client has 90-100% white hair



₹ 400 60 ml

### IGORA ROYAL HIGHLIGHTS

*Colourists' first highlifting colours with integrated Fibre Bond Technology*

- Up to 5 levels of lift with 12- series
- 1st highlifting colours with Fibre Bond Technology
- No additive needed for the colour crème
- Minimised hair breakage!\*
- Coolest blonde results ever from IGORA ROYAL
- To be used with IGORA ROYAL Oil Developer (9% or 12%)

\*Compared to a highlifting service with IGORA ROYAL 10- and 12- series without Fibre Bond Technology



₹ 499 60 ml

### IGORA ROYAL FASHION LIGHTS

*Colourists' highlight colour - ultimate intensity, maximum contrast*

- Lift and colour in one step with Fibre Bond Technology
- Up to 5 levels of lift for maximum contrast
- Intense contrast even on dark or tinted bases
- Irresistible shine
- Perfect luminosity, intensity, and contrast
- For all off-scalp highlighting techniques and effects

## COLOUR ENABLER KIT



₹ 495 250 ml

### STAIN REMOVER

- Gently removes colour residues from the skin that may occur during colour treatments
- Mild lotion that doesn't harm or irritate the skin
- Pleasant perfume



## PRE-LIGHTENER

### IGORA VARIO BLOND

*Secure and easy system for perfect bleach performance*

- High-performing lightener with integrated Fibre Bond Technology
- Perfect for lightening results from strands to full head bleaching
- IGORA Vario Blond Plus: up to 8 levels of lift with maximum neutralisation performance - thanks to cool pigments
- To be used with IGORA ROYAL Oil Developer (3%/ 6%/ 9%\*)

\*9% for off-scalp application only

450 g ₹ 1350





#MORECONVENIENCE



#MOREVERSATILITY



#MORECHOICE



## IGORA VIBRANCE

Our state of the art moisturising demi permanent hair colour, with a liquid formula that can turn into a gel or cream for more service options. Discover how IGORA VIBRANCE can do #MORE for your creativity, clients and your colour business!

#MOREPERFORMANCE

# IGORA VIBRANCE

DEMI-PERMANENT COLOUR

## IGORA VIBRANCE

60 ml

₹ 450

*The new LIQUID formula with 1:1 mixing ratio allows easier formulation, faster mixing, and better application\**

- Up to 100% more insta shine\*\*
- New moisture protecting complex with AQUAXYL™
- Up to 70% white blending in 20 mins development time\*\*\*
- Capitalise on the full range of demi services
- Lasts up to 25 washes – toners up to 12 washes

\* vs. old formula / \*\* vs. untreated hair / \*\*\* with natural extra shades



## CLEAR 0-00

500 ml

₹ 1500

*For an extra boost of shine. The non-pigmented formulation that can be used*

- As a stand-alone gloss service
- After the colour service
- With IGORA VIBRANCE shades to reduce depth, intensity, and to create pastel tones



## ACTIVATORS

1000 ml

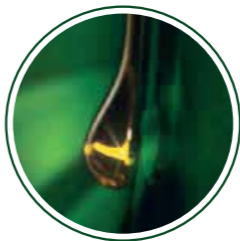
₹ 900

- The **IGORA VIBRANCE Activator Lotions** 4% / 13 Vol. and 1.9% / 6 Vol. contain a special thickening agent. The agent transforms the liquid colour into a cream consistency that makes it a precise, fast, and easy-to-apply product.



# ESSENSITY

Discover our first permanent  
Ammonia free colour with Phyto-lipid  
Technology.



NATURAL INGREDIENTS\*



"FREE FROM PHILOSOPHY"



MAXIMUM PERFORMANCE

\*Contains plant-based oil and organic essence of grapeseed oil

## COLOUR COLLECTION

AMMONIA-FREE PERMANENT COLOUR

- The most natural looking colour results
- Respects hair's multi-tonal reflexes
- Provides up to 100% white hair coverage
- Strong ammonia-free oil performance
- Increases scalp comfort
- Free of mineral oil, parabens, silicones, and artificial fragrances

60 ml  
₹ 470



OIL DEVELOPER

- Developer with high content of plant-based oil, boosting the colour performance (Oil Developer 2.5%, 5.5%, 8.5%, 11.5%)

1000 ml  
₹ 840





# BLONDME

BECAUSE THE PERFECT  
BLONDE IS DIVERSE.

BLONDME is the holistic range  
designed to work together  
to address any blonde needs  
and desires for iconic blonde  
results in-salon and at-home.

With the integrated Advanced  
Bonding System, BLONDME  
Colour deliver blonde  
perfection on all hair types  
without compromise.

## COLOUR COLLECTION

LIGHTENING

### BOND ENFORCING PREMIUM LIGHTENER 9+

450 g

₹ 1350

- With integrated Bonding Technology to protect the hair fibre during processing for minimised hair breakage
- Up to 9 levels of lift
- Suitable for all hair bases
- Anti-yellow agents to neutralise warm undertones
- Flexible mixing ratio



DEVELOPER

### PREMIUM DEVELOPER

1000 ml

- Oil developer system for extra care
- Premium developer for maximum performance and care when used with BLONDME colour products

2% / 7 Vol.

₹ 800

6% / 20 Vol.

₹ 800

9% / 30 Vol.

₹ 800





# GOODBYE YELLOW

A highly pigmented neutralising wash free of SLS / SLES sulfates\* for a gentle cleansing action and instant tonal deposit to counteract and neutralise underlying warm tones.

\*SLS/SLES Sulfates: Sodium Lauryl Sulfate & Sodium Laureth Sulfate



## NEUTRALIZING WASH

SALON AND RETAIL SIZE

### GOODBYE YELLOW NEUTRALIZING WASH

300 ml  
1000 ml

₹ 1000  
₹ 1750

*Our first highly pigmented anti-yellow wash, free of SLS/SLES sulfates*

- Neutralises yellow undertones
- Prolongs cool-tone luminosity between salon visits
- Use on base 9 and lighter to balance anti-yellow corrective technique
- Instantly adds cool-tone after foiling or freehand lightening technique





# FIBREPLEX

Schwarzkopf Professional's first Bond Enforcing System to protect hair from breakage during the lightening, (high-)lifting, or colouring process. **FIBREPLEX**— a 3-step Bond Enforcing System minimises hair breakage up to 94%\*. The colourists overcome the fear of compromising hair quality during the chemical processes.

\* Lightening Service with **FIBREPLEX** vs. Lightening Service

# FIBREPLEX

BOND ENFORCING SYSTEM

## FIBREPLEX NO. 1 BOND BOOSTER

- Can be mixed with any lightening, lifting, or colouring system
- Interlinks with the hair fibre to enforce strong structural bonds
- Minimises hair breakage

500 ml

₹ 8000



## FIBREPLEX NO. 2 BOND SEALER

- Stabilises the bonds enforced in step 1
- Creates new bonds within the hair fibre
- Balances pH level to perfectly lock in colour pigments
- Seals the outer hair surface for long-lasting strength, suppleness, and shine

500 ml

₹ 4000



## HAIR SEALER

- Neutralises and regenerates the hair
- Smooths the hair fibre after each colour service
- Locks in colour pigments to prevent colour fading and shifting
- Helps to stop the oxidative process
- Gives brilliant colour results from roots to ends in only 30 seconds

750 ml

₹ 1800





# FIBRE CLINIX

Schwarzkopf Professional's salon exclusive, fully modular hair care regime harnessing **cutting-edge science** with customisation from **salon to home care**. Combining our most **advanced and powerful repair technology** in a customised treatment, the hairdresser can offer a unique professional service targeting the client's multiple hair needs. This sets them apart from the competition and appeals to clients seeking a premium holistic experience.



# FIBRE CLINIX

HYPER-CUSTOMIZABLE ASSORTMENT WITH TRIBOND & C21 TECHNOLOGY



₹ 2800

1000 ml

## FIBRE CLINIX TRIBOND SHAMPOO

- Gently cleanses all hair types
- Prepares hair for the Fibre Clinix in-salon treatment
- Restores hair strength and delivers essential moisture



₹ 1850

500 ml

## FIBRE CLINIX TRIBOND TREATMENT FINE HAIR

- Replenishes damaged hair structures
- Builds three-dimensional bonds within the inner hair structure (In combination with Tribond Shampoo)
- Strengthens hair up to 10X times when combined with the FC Tribond Shampoo\*

\* vs untreated hair



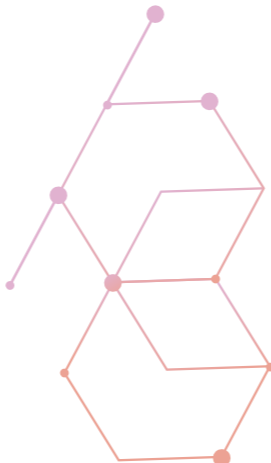
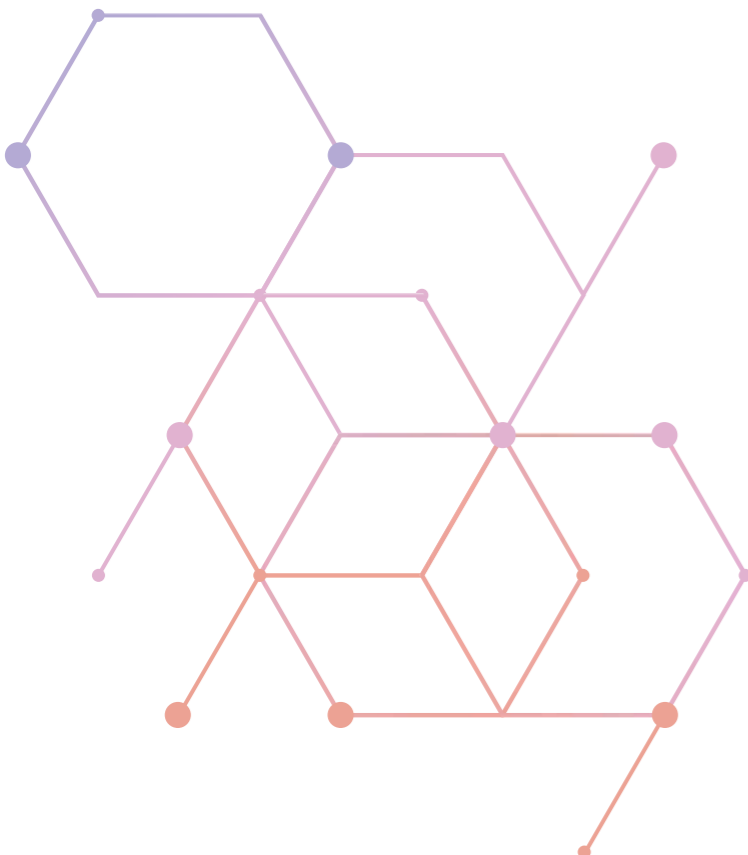
₹ 1850

500 ml

## FIBRE CLINIX TRIBOND TREATMENT COARSE HAIR

- Intensively replenishes damaged hair structures
- Builds three-dimensional bonds within the inner hair structure (In combination with Tribond Shampoo)
- Strengthens hair up to 10X times when combined with the FC Tribond Shampoo\*

\* vs untreated hair



BOOST TRIBOND TREATMENTS WITH SKINCARE INSPIRED ACTIVE INGREDIENTS

## FIBRE CLINIX FORTIFY BOOSTER

- A concentrated booster formulated with Niacinamide
- Strengthens and nourishes damaged hair
- Increases hair suppleness and shine
- Up to 90% less breakage\*

\* when used as a regimen with the Tribond Shampoo and Fine or Coarse Hair Tribond Treatments



45 ml

₹ 850

## FIBRE CLINIX VIBRANCY BOOSTER

- A concentrated booster formulated with AHA
- Helps to deeply lock colour pigments inside the hair fibre
- Increases colour vibrancy and shine
- Up to 3x more vibrancy\*
- Up to 90% colour retention\*

\* when used as a regimen with the Tribond Shampoo and Fine or Coarse Hair Tribond Treatments



45 ml

₹ 850

## FIBRE CLINIX HYDRATE BOOSTER

- A concentrated booster formulated with Squalane Complex
- Helps to moisturise dry hair types for increased elasticity and shine
- Up to 24h moisturised hair feel\*

\* when used as a regimen with the Tribond Shampoo and Fine or Coarse Hair Tribond Treatments



45 ml

₹ 850

## FIBRE CLINIX VOLUMIZE BOOSTER

- A concentrated booster formulated with Phytokine
- Improves elasticity and boosts fullness for increased stability and shine
- Non-overburdening\*
- Up to 48h texturised hair feel\*

\* when used as a regimen with the Tribond Shampoo and Fine Hair Tribond Treatment



45 ml

₹ 850

## FIBRE CLINIX TAME BOOSTER

- A concentrated booster formulated with Ceramides
- Smooths thick, unruly, and frizzy hair
- Increases hair shine
- Up to 48h anti-frizz effect\*

\* when used as a regimen with the Tribond Shampoo and Coarse Hair Tribond Treatment



45 ml

₹ 850



FOR COLOUR TREATED HAIR



₹ 2000  
₹ 2800

**VIBRANCY SHAMPOO**

- Gentle cleanses all colour treated hair types and prepares them for the care regime
- Protects and prolongs colour vibrancy
- Gives a smooth texture and adds shine



₹ 2800

**VIBRANCY CONDITIONER**

- Protects and prolongs colour results of colour treated hair
- Detangles and improves combability
- Preserves shine and colour vibrancy



₹ 2400

**VIBRANCY TREATMENT**

- Strengthens hair structure and preserves colour
- Enhances colour vibrancy for long-lasting colour results bringing hair closer to zero fade
- Mix with any Fibre Clinix Booster to address secondary hair need

FOR DAMAGED AND OVER-PROCESSED HAIR



₹ 2000  
₹ 2800

**FORTIFY SHAMPOO**

- Gently cleanses damaged hair and prepares it for the care regime
- Rebuilds, strengthens and revitalises the hair fibre
- Provides shine and a smooth hair surface



₹ 2800

**FORTIFY CONDITIONER**

- Helps to reconstruct hair fibre
- Detangles hair and improves manageability
- Smooths and seals the hair surface



₹ 2400

**FORTIFY TREATMENT**

- Deeply penetrates the hair structure and restructures damaged areas
- Intensively nourishes damaged and over-processed hair
- Provides strength, suppleness and shine

FOR FINE & WEAK HAIR



₹ 2000

**VOLUMIZE SHAMPOO**

- Gently cleanses fine hair and prepares it for the care regime
- Improves body and strengthens hair
- Revitalises hair and helps prevent static

FOR DRY AND BRITTLE HAIR

**HYDRATE SHAMPOO**

- Gently cleanses all dry hair types and prepares them for the care regime
- Balances moisture level and improves manageability
- Non-overburdening due to lightweight formula

300 ml  
1000 ml

₹ 2000  
₹ 2800



**HYDRATE CONDITIONER**

- Improves manageability and elasticity
- Moisturises the hair and prevents dry hair feel
- Provides soft and supple hair full of bounce and shine

1000 ml

₹ 2800



**HYDRATE TREATMENT**

- Balances moisture level
- Improves manageability and elasticity
- Mix with any Fibre Clinix Booster to address secondary hair need

250 ml

₹ 2400



FOR COARSE, FRIZZY AND UNMANAGEABLE HAIR

**TAME SHAMPOO**

- Gently cleanses coarse, frizzy hair and prepares it for the care regime
- Instantly improves manageability
- Smooths hair surface and helps prevent static

300 ml

₹ 2800



**TAME TREATMENT**

- Intensively nourishes the hair
- Visibly smooths hair structure and tames frizz
- Mix with any Fibre Clinix Booster to address secondary hair need

250 ml

₹ 2400



# BONACURE CLEAN PERFORMANCE

## NEW BONACURE

We're changing professional hair care for good. Embracing Clean Beauty and high-performing products that are free from compromise and full of promise.

We work with advanced vegan technology to create formulas that are full of what's good and free of what's not.

We use sustainable packaging and ingredients you trust. None of the sulphates, silicones, parabens you don't.

We aim to inspire confidence in our hairdressers and consumers every day, because we care.

**WE CHOOSE CLEAN PERFORMANCE.**  
**#BCWECARE**



**ADVANCED  
TECHNOLOGY**



**CLEAN  
FORMULA**



**SUSTAINABLE  
PACKAGING**

# BONACURE COLOR FREEZE

FOR COLOURED AND HIGHLIGHTED HAIR



₹ 450  
₹ 1150  
₹ 1975

50 ml  
250 ml  
1000 ml

## BONACURE COLOR FREEZE SHAMPOO

- Gently, yet effectively, cleanses coloured hair
- Hair reaches its optimal pH level of 4.5, achieving 90% colour retention for up to 30 washes
- Helps to protect the hair structure both inside and out
- Free from SLS/SLES sulphates\*, silicones, and artificial colourants
- Vegan formula\*\*



₹ 1100  
₹ 1975

200 ml  
1000 ml

## BONACURE COLOR FREEZE CONDITIONER

- Enables easier detangling and improves combability
- Hair reaches its optimal pH level of 4.5, achieving 90% colour retention for up to 30 washes
- Revives dull, coloured hair
- Helps to smooth the surface of each strand for brilliantly shiny hair
- Vegan formula\*\*
- Fast-rinse formula: 50% less water is required for rinsing\*\*\*



₹ 450  
₹ 1100

50 ml  
200 ml

## BONACURE COLOR FREEZE SPRAY CONDITIONER

- Instantly detangles and improves combability
- Hair reaches its optimal pH level of 4.5, achieving 90% colour retention for up to 30 washes
- Revives dull, coloured hair and adds brilliant shine
- Provides blow-dry heat protection
- Vegan formula\*\*



₹ 1150  
₹ 1550

30 ml  
200 ml  
500 ml

## BONACURE COLOR FREEZE TREATMENT

- Provides in-depth care
- Hair reaches its optimal pH level of 4.5, achieving 90% colour retention for up to 30 washes
- Helps to reduce frizz
- Helps to smooth the surface of each strand for brilliantly shiny hair
- Vegan formula\*\*

\*free from Sodium Lauryl Sulphate & Sodium Laureth Sulphate.

\*\*free from animal-derived ingredients.

\*\*\*applicable for all Bonacure conditioners, except the Volume Boost Jelly Conditioner.

# BONACURE REPAIR RESCUE

FOR DAMAGED HAIR

## BONACURE REPAIR RESCUE SHAMPOO

- Gently cleanses damaged hair
- Caring formula for brilliantly shiny hair
- Vegan formula\*
- Free from SLS/SLES sulphates\*\*, silicones and artificial colourants
- Advanced Technology with Vegan Keratin and Arginine instantly reverses 3 years of damage in just one application
- Brings back inner hair strength and elasticity without overburdening the hair

50 ml  
250 ml  
1000 ml

₹ 450  
₹ 1150  
₹ 1975



## BONACURE REPAIR RESCUE CONDITIONER

- Gently conditions to detangle damaged hair
- Improves combability for up to 95% less hair breakage\*\*\*
- Softens and seals the hair surface creating brilliant shine
- Fast-rinse formula: 50% less water is required for rinsing\*\*\*\*
- Advanced Technology with Vegan Keratin and Arginine instantly reverses 3 years of damage in just one application
- Vegan formula\*

\*\*\*use Bonacure Repair Rescue Conditioner in combination with Bonacure Repair Rescue Shampoo.  
\*\*\*\*applicable for all Bonacure conditioners, except the Volume Boost Jelly Conditioner.

200 ml  
1000 ml

₹ 1100  
₹ 1975



## BONACURE REPAIR RESCUE SPRAY CONDITIONER

- Instantly detangles and improves combability
- Provides blow-dry heat protection
- Softens and seals the hair surface for brilliant shine
- Vegan formula\*
- Advanced Technology with Vegan Keratin and Arginine instantly reverses 3 years of damage in just one application

200 ml

₹ 1100



## BONACURE REPAIR RESCUE TREATMENT

- Intensively repairs and nourishes damaged hair to reduce breakage
- Smooths the hair surface
- Provides a long-lasting conditioning effect for up to 85% improved combability
- Vegan formula\*
- Advanced Technology with Vegan Keratin and Arginine instantly reverses 3 years of damage in just one application

30 ml  
200 ml  
500 ml

₹ 1650  
₹ 1150



## BONACURE REPAIR RESCUE SEALED ENDS+

- Seals up to 90% of split ends
- Nourishes porous ends and helps prevent breakage
- Helps to control unruly hair, leaving it smooth and soft
- Provides heat protection up to 210°C.
- Adds shine
- Advanced Technology with Vegan Keratin and Arginine instantly reverses 3 years of damage in just one application
- Vegan formula\*

100 ml

₹ 850



\*free from animal-derived ingredients.

\*\*free from Sodium Lauryl Sulphate and Sodium Laureth Sulphate.

# BONACURE MOISTURE KICK

FOR NORMAL TO DRY, WAVY OR CURLY HAIR



₹ 450  
₹ 1150  
₹ 1975

50 ml  
250 ml  
1000 ml

## BONACURE MOISTURE KICK SHAMPOO

- Gently cleanses normal to dry and textured hair types
- Enriched with Glycerol to rebalance the hair's moisture level for a lightweight and healthy hair feeling, that lasts up to 48 hours
- Vegan formula\*
- Free from SLS/SLES sulphates\*\*, silicones and artificial colourants



₹ 450  
₹ 1100

50 ml  
200 ml

## BONACURE MOISTURE KICK SPRAY CONDITIONER

- Instantly detangles normal to dry and textured hair types
- Enriched with Glycerol to moisturise hair for a lightweight feeling with improved elasticity
- Smoothens the hair's surface for a healthy-looking shine
- Provides blow-dry heat protection
- Vegan formula\*



₹ 1150  
₹ 1550

30 ml  
200 ml  
500 ml

## BONACURE MOISTURE KICK TREATMENT

- In-depth treatement that moisturises and enriches the hair with added suppleness, for normal to dry and textured hair
- For healthy-looking, shiny hair
- Vegan formula\*
- Effectively moisturises hair for a lightweight feeling and improved hair elasticity
- Enriched with Glycerol to rebalance the moisture level of the hair

# BONACURE VOLUME BOOST

FOR FINE HAIR



₹ 1150  
₹ 1975

250 ml  
1000 ml

## BONACURE VOLUME BOOST SHAMPOO

- Gently cleanses and adds volume to fine hair
- Lightweight formula improves inner hair strength and creates a fuller hair feeling
- Helps to prevent hair static
- Hair elasticity is improved
- Vegan formula\*
- Free from SLS/SLES sulphates\*\*, silicones, and artificial colourants



₹ 1100

200 ml

## BONACURE VOLUME BOOST JELLY CONDITIONER

- Weightlessly conditions fine hair for greater body
- Helps to prevent hair static for improved manageability and combability
- Lightweight formula improves inner hair strength for a thicker, fuller hair feeling
- For healthy-looking, shiny hair
- Vegan formula\*

# BONACURE TIME RESTORE

FOR MATURE AND FRAGILE HAIR

## BONACURE TIME RESTORE SHAMPOO

- Gently cleanses mature hair
- Protects against visible signs of ageing\*\*\*\*, for soft and shiny hair with improved hair elasticity
- Helps to strengthen the hair and improve manageability
- Free from SLS/SLES sulphates\*\*, silicones and artificial colourants
- Vegan formula\*

250 ml  
1000 ml

₹ 1150  
₹ 1975



## BONACURE TIME RESTORE CONDITIONER

- Conditions and detangles mature hair
- Protects against visible signs of ageing\*\*\*\*, for soft and shiny hair with improved hair elasticity
- Helps to strengthen the hair and improve manageability
- Vegan formula\*
- Fast-rinse formula: 50% less water is required for rinsing\*\*\*

200 ml  
1000 ml

₹ 1100  
₹ 1975



## BONACURE TIME RESTORE CLAY TREATMENT

- Provides intense care for mature hair
- Vegan formula\* reactivates the hair and helps to unclog the scalp's pores
- Protects from external aggressors with an antioxidant action for hair and scalp
- A moisturised feeling for up to 48 hours, with greater hair elasticity

200 ml  
500 ml

₹ 1200  
₹ 1500



\*free from animal-derived ingredients.  
\*\*free of Sodium Lauryl Sulphate & Sodium Laureth Sulphate.  
\*\*\*applicable for all Bonacure conditioners, except the Volume Boost Jelly Conditioner.

\*free from animal-derived ingredients.  
\*\*free of Sodium Lauryl Sulphate & Sodium Laureth Sulphate.  
\*\*\*applicable for all Bonacure conditioners, except the Volume Boost Jelly Conditioner.  
\*\*\*\*when Bonacure Time Restore Shampoo and Conditioner are used in combination, after repeated use.

# BONACURE FRIZZ AWAY

FOR COARSE, UNRULY, AND FRIZZY HAIR



₹ 1150  
₹ 1975

250 ml  
1000 ml

## BONACURE FRIZZ AWAY SHAMPOO

- Gently cleanses unruly and frizzy hair
- The formula smoothens the surface and instantly improves manageability
- Adds intense shine
- Vegan formula\*
- Free from SLS/SLES sulphates\*\*, silicones and artificial colourants



₹ 1100  
₹ 1975

200 ml  
1000 ml

## BONACURE FRIZZ AWAY CONDITIONER

- Gently detangles and tames unruly and frizzy hair.
- The formula smoothens the surface and instantly improves manageability
- Adds intensive shine
- Helps to prevent static
- Fast-rinse formula: 50% less water is required for rinsing\*\*\*



₹ 1150  
₹ 1550

200 ml  
500 ml

## BONACURE FRIZZ AWAY TREATMENT

- Intensively nourishes and tames unruly & frizzy hair
- Improves detangling and combability
- The formula smoothens the surface and instantly improves manageability
- Adds intensive shine
- Vegan formula\*



₹ 1500

50 ml

## BONACURE FRIZZ AWAY SMOOTHING OIL

- Intense oil concentrate
- Detangling action, leaves hair sleek and smooth
- Adds intensive shine
- Heat protection up to 210°C
- Smoothens the hair surface and tames frizz for up to 72 hours
- Anti-humidity effect for up to 48 hours
- Vegan formula\*

# BONACURE CLEAN BALANCE

FOR ALL HAIR TYPES

## BONACURE CLEAN BALANCE DEEP CLEANSING SHAMPOO

1000 ml

₹ 1975

- Gently yet thoroughly cleanse hair and scalp
- Effectively removes impurities and product build-up
- Can also be used as part of hair preparation for chemical treatments
- Free from SLS/SLES sulphates\*\*, silicones and artificial colourants
- Vegan formula\*



## BONACURE CLEAN BALANCE ANTI-POLLUTION WATER

150 ml

₹ 1150

- Ultralight formula to combat the effect of metropolitan damage
- Conditions and moisturise hair whilst protecting from external pollutants
- With added heat protection; use before blow-drying or as a final touch after styling
- Up to 24 hours of fresh hair feeling
- Vegan formula\*



\*free from animal-derived ingredients.

\*\*free from Sodium Lauryl Sulphate and Sodium Laureth Sulphate.

\*\*\*applicable for all Bonacure conditioners, except the Volume Boost Jelly Conditioner.

\*free from animal-derived ingredients.

\*\*free of Sodium Lauryl Sulphate & Sodium Laureth Sulphate.

# BONACURE SCALP GENESIS

FOR OILY SCALPS



₹ 1950

200 ml  
1000 ml

## BONACURE SCALP GENESIS PURIFYING SHAMPOO

*For oily scalps and stringing hair*

- With StemCode™ Complex and Vitamin B3 Derivate
- Deeply cleanses oily scalps and hair from excess sebum and residues
- Helps to rebalance the scalp and secures the origin of optimal hair quality for the future
- Rebalances the moisture content of hair and scalp

FOR SCALPS PRONE TO DANDRUFF



₹ 1050

200 ml

## BONACURE SCALP GENESIS ANTI-DANDRUFF SHAMPOO

*For all hair types & scalps prone to dandruff*

- With StemCode™ Complex and Vitamin E
- Gently, yet efficiently cleanses
- Works gently, yet effectively against dandruff
- Protects scalp from external influences
- To be used regularly in combination with Bonacure Scalp Genesis Rebalancing Serum

FOR THINNING HAIR LACKING STRENGTH AND DENSITY



₹ 1000

200 ml

## BONACURE SCALP GENESIS ROOT ACTIVATING SHAMPOO

*For thinning hair*

- With Carnitine Tartrate, Taurine and Echinacea
- First step of the Bonacure Scalp Genesis Root Activating regime
- Gently cleanses and activates the hair roots\*
- Reduces non-pathological hair loss after 6 weeks
- Improves hair quality and vitality



₹ 3000

100 ml

## BONACURE SCALP GENESIS ROOT ACTIVATING SERUM

*For thinning hair*

- With Carnitine Tartrate, Taurine and Echinacea
- Second step of the Bonacure Scalp Genesis Root Activating regime
- Activates the hair roots\*
- Reduces non-pathological hair loss after 6 weeks
- Improves hair quality and vitality



BC BONACURE

# SCALP GENESIS

The 1st holistic detoxifying scalp system  
to secure the source of future hair quality

## Detox. Vitamins. Biotin.

- Detoxified scalp
- Visible scalp imbalances instantly eradicated

## STEMCODE™ Complex

- Bulb metabolism secured over time

\* Increased ratio of active hair follicles

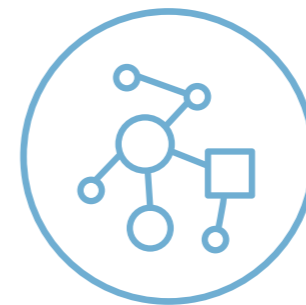


# SPA ESSENCE A BLEND OF SCIENCE & NATURE

Spa Essence is the perfect fusion of nature and science, for the holistic wellbeing of the scalp and hair. A perfect balance of technology and herbal extracts, together with a pampering massage gives way to a moment of absolute indulgence!

Powered by the **patented**

**AMINO CELL REBUILD TECHNOLOGY**



**AMINO ACIDS**



**VITAMINS**



**PROTIEN**

# SPA ESSENCE

FOR SPA



₹ 1100

1000 ml

## NOURISHING SHAMPOO

- Repairs and rebuilds the inner hair structure
- Strengthens the hair and scalp
- Strengthens hair follicle, prevents hair thinning



₹ 1100

1000 ml

## NOURISHING CONDITIONER

- Repairs and moisturizes the hair
- Moisture, shine and smoothness
- Provides nourishment, smoothness & shine to the hair
- Balances moisture content of scalp and hair



₹ 660

500 ml

## HYDRATING CREAM MASQUE

- Repairs and moisturizes the hair
- Strengthens the hair and scalp
- Strengthens hair follicle, prevents hair thinning

## ENRICHING CREAM MASQUE

- Repairs and rebuilds the inner hair structure
- Repairs and Moisturises the hair
- Balances moisture content of scalp and hair



500 ml

₹ 660

## ANTI- HAIR LOSS SERUM

- Anti- hair loss, Strengthens follicle
- Stimulates hair growth and improves the hair quality
- Repairs and rebuilds the inner hair structure
- Balances moisture content of scalp and hair



8X10ml

₹ 880

## ANTI- DANDRUFF SERUM

- Anti-fungal, Anti-dandruff, reduces dandruff & prevents relapse
- Repairs and rebuilds the inner hair structure
- Balances moisture content of scalp and hair
- Anti-inflammatory, Soothing effect
- Balances scalp oil, anti-bacterial & anti-pruritic
- Cooling and soothing effect



8X10ml

₹ 880



# OIL ULTIME

Enter a new world of premium hair care powered by oils. **#TRUEBEAUTY** is more than just a pleasing look. It is also the essence of a person’s inner harmony radiating through the external shell.

Developing Oil Ultime we chose only the most precious ingredients – from high performing natural, purified oils to invigorating aromatic Essential Oils.

They are known for their power to enhance the outer bloom with brilliant, lightweight shine while helping to escape the hectic daily routine and find inner balance during sensual, pampering ceremonies in the salon.

## OIL ULTIME

### FINISHING OILS

#### OIL ULTIME ROSE FINISHING OIL

100 ml ₹ 1750

*For stressed hair and scalps*

- With a precious blend of 100% natural, purified Rosa Canina Fruit & Damascena Flower Oil
- Caresses and gently envelops the hair
- Soothes, moisturises and nourishes
- Enhances luminosity and extra smooth touch
- Self-evaporating formula ensures a weightless hair feeling



#### OIL ULTIME MARULA FINISHING OIL

100 ml ₹ 1750

*For fine to medium hair*

- With 100% natural, purified Marula Oil
- Caresses and beautifies
- Smooths the cuticle and combats frizz
- Boosts brilliant shine and softness
- Self-evaporating formula ensures a weightless hair feeling



#### OIL ULTIME ARGAN FINISHING OIL

100 ml ₹ 1750

*For medium to coarse hair*

- With 100% natural, purified Argan Oil
- Helps to nourish, fights frizz and improves manageability
- Illuminates hair with radiant shine and smoothness
- Self-evaporating formula ensures a weightless hair feeling



#### OIL ULTIME BARBARY FIG FINISHING OIL

100 ml ₹ 1750

*For very dry and brittle hair*

- With 100% natural, purified Barbary Fig Oil
- Rich formula intensively replenishes and nourishes
- Combats frizz and improves manageability
- Enhances brilliant shine and a smooth touch
- Self-evaporating formula ensures a weightless hair feeling





# OSiS

We champion limitless self expression and styling crafted your way. The power of your personality is unbound, and so are our products. OSiS keeps pace with you and your hair, unleashing creativity, whatever your energy. Styling that's ready for any character, anywhere. JUST ADD YOU





Light Shine

₹ 1450

200 ml

FLATLINER

Heat Protection Spray

- Light hold/+
- Heat protection up to 230°C/450°F
- Helps to protect against humidity
- Calms frizzy hair, whilst reducing hair breakage
- Non-sticky hold

₹ 1900

300 ml

vegan formula\*

SUPER SHIELD

Multi-Purpose Protection Spray

- No hold
- Heat protection up to 230°C/450°F
- Anti-bacterial and anti-pollution
- Improves detangling for easy combing
- Tames frizzy hair and smoothes flyaways for increased shine

₹ 1500

50 ml

vegan formula\*

GLOW

Anti-Frizz Shine Serum

- No hold
- Silicone-free shine and a nourished hair feeling
- Lightweight and non-overburdening formula
- Controls flyaways and helps to protect against humidity
- Easy combing and improved manageability of frizzy hair

₹ 1450

300 ml

vegan formula\*

SPARKLER

Shine Spray

- No hold
- Instant, glamorous shiny hair
- Non-overburdening
- Detangling and light conditioning
- Tames frizzy hair and helps to protect against humidity

Strong Shine

BOUNTY BALM

Rich Curl Cream

150 ml

₹ 1550

vegan formula\*

- No hold
- Tames frizzy hair and provides a nourished hair feeling
- Enhances natural texture
- Improves detangling and combability
- Helps to reduce hair breakage and protects against humidity

CURL JAM

Curl Defining Gel

300 ml

₹ 1800

vegan formula\*

- Light hold/+
- Moisturised, soft hair feeling
- Enhanced shine and strong definition
- Lightweight and non-overburdening
- Helps to protect against humidity

Light Definition



\*free from animal-derived ingredients



₹ 1500

85 ml

vegan  
formula\*

PUMP UP

Multi-Use Volume Paste

- Medium hold/++
- Lasting volume and root lift
- Increases hair body
- Soft hair grip to fight freshly-washed fluffiness
- Enhances natural texture



₹ 1450

200 ml

vegan  
formula\*

GRIP

Extra Strong Mousse

- Extra strong hold/++++
- Maximises hair's volume and bounce
- Natural shine
- Reduces static and tames frizzy hair
- Heat protection up to 230°C/450°F



₹ 1500

200 ml

vegan  
formula\*

VELVET

Lightweight Wax-Effect Spray

- Light hold/+
- Non-sticky
- Pliable and remouldable hair definition
- Velvety, non-greasy hair feeling
- Wax-effect



₹ 1800

300 ml

vegan  
formula\*

TEXTURE CRAFT

Dry Texture Spray

- Light hold/+
- Dry texture
- Provides increased hair volume
- Powdery and non-crispy to the touch
- Natural look and shine



₹ 1250

10 g

vegan  
formula\*

DUST IT

Mattifying Volume Powder

- Strong hold/+++
- Incredible, instant volume and root lift
- Intense hair grip
- Matte finish
- Strong hair texture



₹ 1300

100 ml

vegan  
formula\*

MESS UP

Matte Paste

- Medium hold/++
- Remouldable
- Dry, diffused texture and matte finish
- Provides hair grip and pliable movement
- Easy to apply and wash out

FLEXWAX

Strong Cream Wax

- Strong hold/+++
- Remouldable
- Provides hair grip and texture
- Natural shine
- Easy to apply and wash out

85 ml

₹ 1300



THRILL

Elastic Fibre Gum

- Medium hold/++
- Provides shine and hair definition
- Remouldable, flexible hair texture
- Tames frizzy hair and reduces flyaways
- Easy to apply and wash out

100 ml

₹ 1300

vegan  
formula\*



ELASTIC

Medium Hold Hairspray

- Medium hold/++
- Layerable spray for stronger hold
- Brushable finish without flaking
- Helps to protect against humidity
- Heat protection up to 230°C/450°F

300 ml  
500 ml

₹ 2200

vegan  
formula\*

Light Hold



FREEZE

Strong Hold Hairspray

- Strong hold/+++
- Long-lasting
- Easy to brush out without flakes
- Heat protection to 230°C/450°F
- Anti-humidity formula

300 ml  
500 ml

₹ 2200

vegan  
formula\*



# SESSION LABEL



₹ 850

300 ml

## THE FLEXIBLE

*Dry light hold hairspray*

vegan  
formula

- Workable, light hold and control
- Micro-fine dispersion
- Dries instantly
- Easy to brush out



₹ 850

300ml

## THE STRONG

*Dry firm hold hairspray*

vegan  
formula

- Strong hold, maximum control
- Micro-fine dispersion
- Dries instantly
- Easy to brush out

LONG-LASTING YET INVISIBLE HOLD.

# SILHOUETTE

PURE FORMULA invisible hold ●

Delivered by high quality, purified ingredients and micro-sized film-forming agents.



## SUPER HOLD HAIRSPRAY

500 ml

₹ 1800

*Provides super hold while maintaining great shine and vitality*

- Long-lasting ultra strong hold
- Quick drying without stickiness
- Brushes out easily

### How to use:

- Use as a final product on dry hair
- Spray 30cm away from the hair using an orbiting action

₹ 1800

500 ml

## SUPER HOLD MOUSSE

*Provides super hold while maintaining great shine and vitality*

- Maximum volume and long-lasting super hold •
- Conditions, protects & enhances natural shine •
- Brushes out easily •

### How to use:

- Shake dispenser before use •
- Apply to damp hair •
- Can be used before any drying technique •



## FLEXIBLE HOLD HAIRSPRAY

500 ml

₹ 1800

*Provides improved flexibility*

- Invisible long-lasting hold
- Quick drying, non-overburdening
- Super shine & elastic volume
- Brushes out easily

### How to use:

- Spray onto dry hair 30cm away from the hair
- Use in short bursts

₹ 1800

500 ml

## FLEXIBLE HOLD MOUSSE

*Provides improved flexibility*

- Invisible, long-lasting, flexible bounce •
- Super shine •
- Brushes out easily •

### How to use:

- Shake well before use •
- Hold the bottle upside down •
- Use on towel-dried hair •



OTHERS  
**glatt**  
STRAIT  
STYLING

# STRAIT STYLING

GET UP TO 99% STRAIGHT HAIR

## POROSITY BALANCER

200 ml

₹ 1320

- Powered with hydrolysed wheat protein for even, consistent results
- Balances porosity
- Pre- treatment protection spray



## STRAIT THERAPY STRAITENING CREAM

300 ml

₹ 1980

300 ml

₹ 1925

- Straightening cream with silk protein complex
- Available in 2 strengths
  - 0: Resistant, very curly hair
  - 1: Normal hair



## STRAIT THERAPY NEUTRALISING MILK

1000 ml

₹ 1950

- Mild action neutralising formula



## STRAIT THERAPY TREATMENT

500 ml

₹ 1320

- Intensive treatment for strong gloss
- Vitamin restructure complex for stronger, healthier hair
- Suitable for use at-home and in-salon



# GLATT STYLING

PERMANENT STRAIGHTENING SERVICE

## STRAIT STYLING GLATT

400 ml

₹ 1549

₹ 1549

*Professional straightening kit to straighten curly, wavy, or frizzy hair permanently*

- Smooth, soft, straight hair
- Pleasant salon experience
- Can be applied on coloured hair
- 2 strengths
  - 0: Naturally very curly/frizzy
  - 1: Naturally curly/very curly coloured





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#### ASK - Mumbai

Schwarzkopf Professional  
ASK Studio, Office No. 303, 3rd Floor  
"Hubtown" Solaris", Near East-West  
Flyover, Andheri (E), Mumbai - 400069.  
Mobile No.8951893701

#### ASK - Delhi

Schwarzkopf Professional  
ASK Studio, FF-07-First floor  
Salcon Rasvillas, Saket District  
Centre, New Delhi - 110017  
Contact No: 011-40575255

#### ASK - Chennai

Schwarzkopf Professional  
ASK Studio, 3rd Floor - Arunodhayam,  
No 14 & 16, Raman Street, North  
Boag Road, T Nagar, Chennai 600017.  
Contact No: 044-71997000

#### ASK - Bangalore

Schwarzkopf Professional  
ASK Studio, No. 48,  
9th 'A' Main Road, Indira Nagar,  
1st stage, Bangalore - 560038  
Contact No: 080-25267553

#### ASK - Kolkata

Schwarzkopf Professional  
ASK Studio PS Pace, Unit No-902 (9th Floor)  
1/1A, Mahendra Roy lane, Kolkata-700047  
Nearest Location: Hindu Gobra Bus Stop, Topsia  
Phone No: 033-48013741

*Together. A passion for hair.*