



Schwarzkopf®
PROFESSIONAL

NEW

FIBRE CLINIX
PRODUCT MANUAL

Together. A passion for hair.®



CONTENTS

INTRODUCTION	4
NEW FIBRE CLINIX	6
ASSORTMENT	8
TECHNOLOGY	10
HAIR TRANSFORMATION	14
FIBRE CLINIX SALONLAB ANALYZER	16
FIBRE CLINIX IN-SALON SERVICE	18

NEW FIBRE CLINIX AT HOME REGIMEN

FIBRE CLINIX FORTIFY	22
FIBRE CLINIX VIBRANCY	24
FIBRE CLINIX HYDRATE	26
FIBRE CLINIX VOLUMIZE	28
FIBRE CLINIX TAME	30
AT HOME CUSTOMIZATION	32

CUSTOMIZED HAIR TRANSFORMATION, FROM SALON TO HOME CARE

A KEY TREND FOR CLIENTS AND HAIRDRESSERS ALIKE

Customization is a growing trend and today's advanced technologies allow clients to add an individual touch to their products and services, where they want and whenever they want. The SALONLAB Analyzer enables a closer and more customized experience. Every client has different needs and preferences, and this is seen across a variety of different industries such as interior, fashion, automotive and cosmetic.

Clients are looking for the highest performance in professional beauty care products, and they are aware of trending technologies and new ingredients. When it comes to hair care, clients often have more than just one need, and they are highly interested in customized solutions to prolong and maintain the salon effects at home. Meanwhile, hairdressers are seeking differentiation from competition via stand out stories and salon exclusive brands like FIBRE CLINIX to increase client loyalty.





WHAT DOES IT MEAN FOR YOUR SALON?

Clients are ready to invest in personalized solutions, reflecting their individual needs. They want to prolong that customized experience at home to maintain the effect and make the most out of the in-salon service. FIBRE CLINIX offers a salon-exclusive product portfolio for in-salon and home care recommendations for clients' specific needs with the SALONLAB Analyzer, to help strengthen client loyalty. This range provides a unique, holistic offer and long-lasting results.



NEW

FIBRE CLINIX

FIBRE CLINIX is our new salon exclusive, fully modular hair care regimen harnessing cutting-edge science with customization from salon to home care. Combining advanced technology and full customization by utilizing the SALONLAB Analyzer in the consultation, hairdressers can offer bespoke professional services targeting multiple hair needs, setting them apart from competition and appealing to clients seeking a premium experience.

OUR MOST ADVANCED AND
POWERFUL REPAIR PERFORMANCE
IN A CUSTOMIZED TREATMENT,
FOR A HOLISTIC EXPERIENCE,
FROM SALON TO HOME CARE.



THE AFTER COLOR SERVICE

Due to its powerful repair performance & customizable options, FIBRE CLINIX is an optimal post color service. After the chemical service FIBRE CLINIX helps to enforce the inner bonds for stronger and more vibrant hair. At home, FIBRE CLINIX helps to lock in the color for up to 90% color retention.*

*When used with FIBRE CLINIX Vibrancy regimen

NEW

FIBRE CLINIX ASSORTMENT



IN-SALON

Help create bonds with our new **FIBRE CLINIX in-salon service.**



Tribond Shampoo



Tribond Treatment for fine hair



Tribond Treatment for coarse hair



Fortify Booster



Vibrancy Booster



Hydrate Booster



Volumize Booster



Tame Booster

AT HOME

Help maintain bonds at home until the next salon visit with the new **FIBRE CLINIX home care regimen.**



Fortify Shampoo



Fortify Conditioner



Fortify Multi-Repair Lotion



Fortify Treatment



Fortify Booster

FIBRE CLINIX FORTIFY

For damaged and over-processed hair



Vibrancy Shampoo



Vibrancy Conditioner



Vibrancy Spray Conditioner



Vibrancy Treatment



Vibrancy Booster

FIBRE CLINIX VIBRANCY

For color treated hair



Hydrate Shampoo



Hydrate Conditioner



Hydrate Spray Conditioner



Hydrate Treatment



Hydrate Booster

FIBRE CLINIX HYDRATE

For dry and brittle hair types



Volumize Shampoo



Volumize Conditioner



Volumize Bodifying Spray



Volumize Treatment



Volumize Booster

FIBRE CLINIX VOLUMIZE

For fine and weak hair



Tame Shampoo



Tame Conditioner



Tame Taming Spray



Tame Treatment



Tame Booster

FIBRE CLINIX TAME

For coarse, frizzy and unmanageable hair

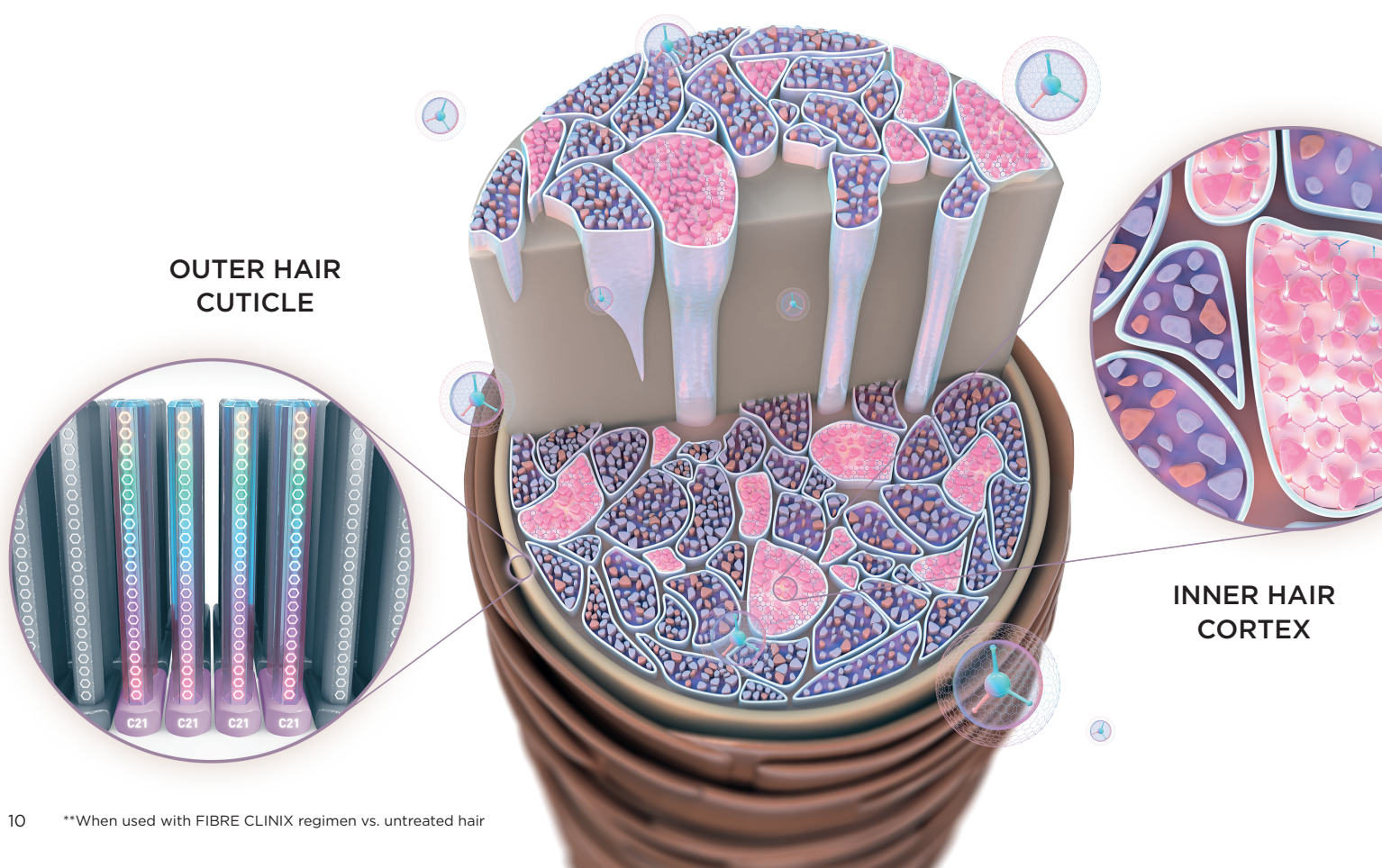
C21 & TRIPLE BONDING TECHNOLOGY

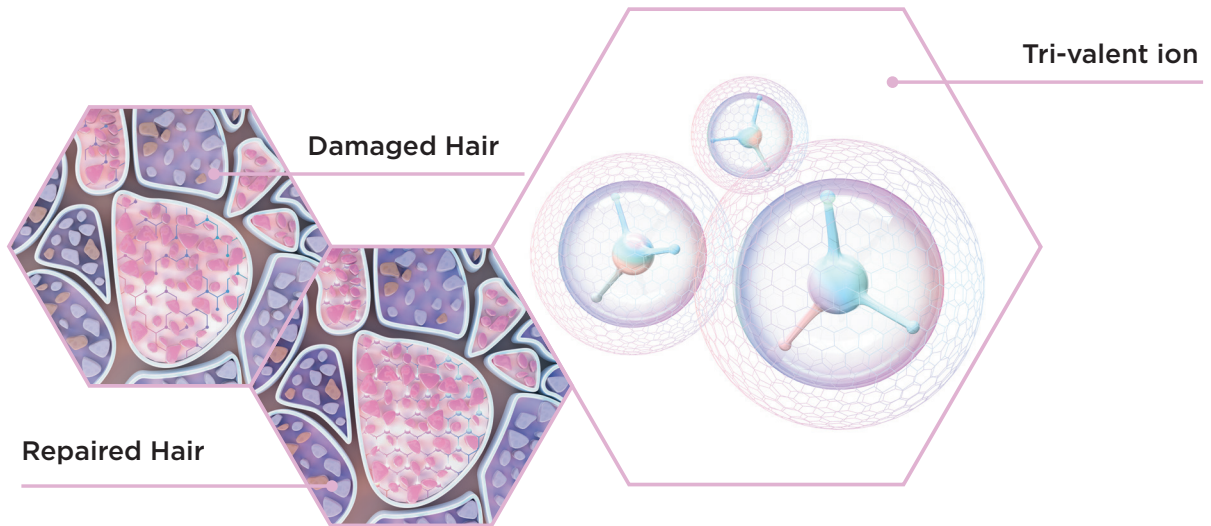
SCHWARZKOPF PROFESSIONAL'S MOST ADVANCED AND POWERFUL REPAIR TECHNOLOGY

Repeated chemical or mechanical influences can affect the hair's integrity. The inner and outer hair structure can be weakened, resulting in porous and dull hair that lacks strength and is prone to breakage. FIBRE CLINIX sets a new milestone in our portfolio for hair reparation with a customizable regimen that can cater for all different hair needs - for use in salon and at home, restoring optimal healthy hair quality.

TRIPLE BONDING TECHNOLOGY

What is it? The advanced bonding technology, which is based on 10 years of research and strengthens the hair structure from within. It features a tri-valent ion that help build new bonds through the creation of a 3-dimensional network inside the hair fiber. The FIBRE CLINIX regimen increases elasticity, resilience and leads to hair that is up to 10x stronger.**





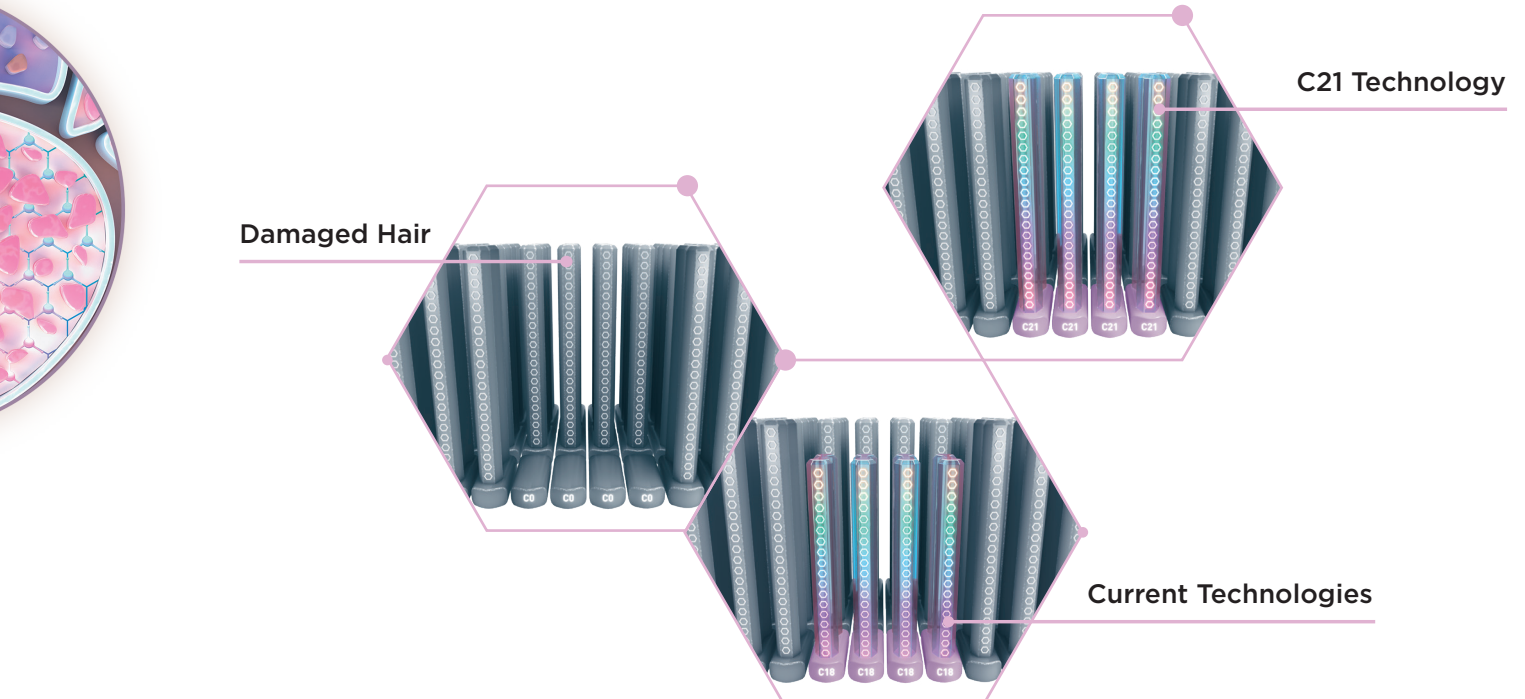
C21 TECHNOLOGY

What is it? A highly effective conditioning agent that works on the hair's surface by using the biomimetic principle of lipid replenishment.

Virgin hair is protected by an outer layer of 21 hydrocarbons called proteolipids, a combination of proteins and fatty acids. Damaged hair loses this protective layer. The C21 Technology restores the C21-Lipid chains, which is more than the previous C18-Lipid chains. This brings the cuticle closer to natural perfection for improved shine, manageability and natural movement.

KEY BENEFITS

- + RESTORES INNER & OUTER HAIR STRUCTURE FOR UP TO **60 DAYS***
- + UP TO **10X** STRONGER HAIR**
- + SEALING OF HAIR POROSITY***



*When used with FIBRE CLINIX home care regimen

**When used with FIBRE CLINIX regimen vs. untreated hair

***Wet combing test vs. untreated hair

NEW SKIN CARE INSPIRED ACTIVE INGREDIENTS

DEVELOPED WITH SKIN CARE INSPIRED INGREDIENTS, EACH FIBRE CLINIX IN-SALON BOOSTER AND FIBRE CLINIX HOME CARE REGIMEN TARGETS DIFFERENT HAIR NEEDS WHENEVER **IN-SALON OR AT HOME**



FIBRE CLINIX **FORTIFY**

with **Niacinamide** strengthens the hair from inside out. Niacinamide is also known as Vitamin B3. It is a powerful antioxidant, used to neutralize the damaging free radicals created by the environment and to reduce signs of aging. Niacinamide is known to protect from heat and all its unwanted side effects.

FIBRE CLINIX **HYDRATE**

with **Squalane Complex** helps to moisturise the hair. Squalane is an unsaturated hydrocarbon, a clear, colorless liquid. It is known to be very hydrating and easily absorbed.



FIBRE CLINIX VIBRANCY

with **AHA** protects the color, gives color vibrancy and long-lasting color freshness. AHA – Alpha Hydroxy Acids is a combination of lactic acid and citric acid. AHA is known for smoothing, and improving tone and texture, while also unblocking and cleansing.



FIBRE CLINIX VOLUMIZE

with **Phytokine** provides a lasting anti-static effect, control and stability to the hair. Phytokine is a soy bean extract, modified by biotechnology. Phytokine is known for rebuilding through its efficient activation of collagen. It effectively corrects elasticity and restores the in-depth water reservoir.

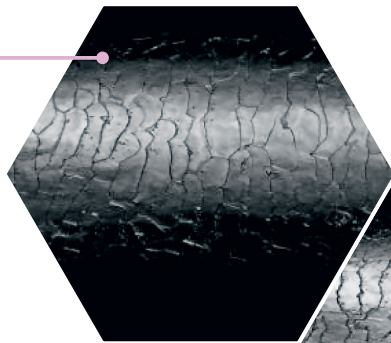
FIBRE CLINIX TAME

Ceramide smooths the hair's surface and gives an anti-frizz effect. Ceramide is a type of lipid which is a natural component of the hair.

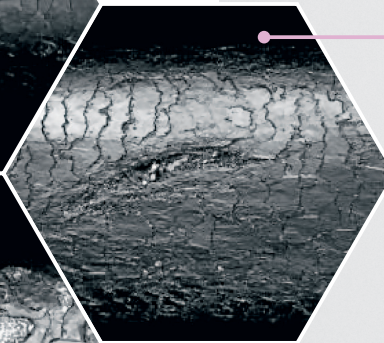


INSTANT VISIBLE RESULTS: TRANSFORM THE HAIR FIBRE BACK TO ITS OPTIMAL HEALTHY CONDITION*

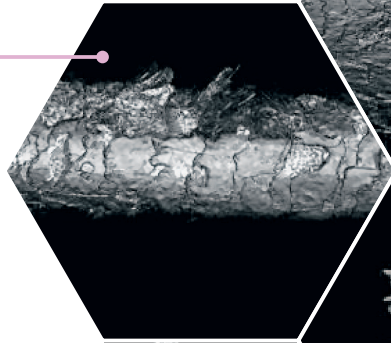
Hair that has had minimal to no chemical treatments, feels smooth when wet, combs easily.



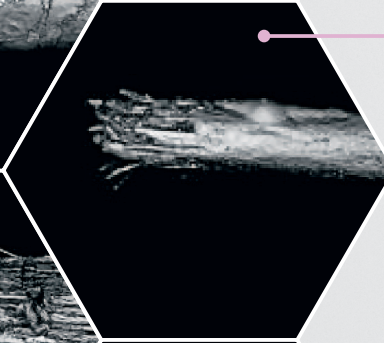
Slightly raised cuticle due to some environmental exposure. Hair feels dry & slightly rough.



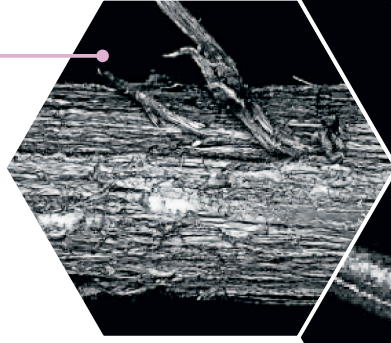
Excessively raised cuticle, exposure to chemicals & heat. Frizzy looking, with poor elasticity.



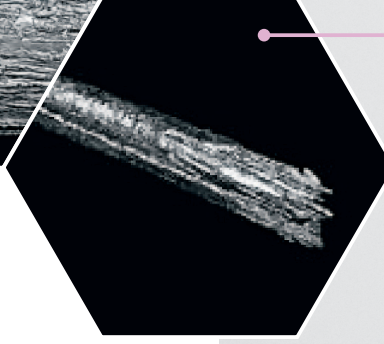
First split ends, then hair breakage, and loss of cuticle.



Strongly damaged, loss of cuticle, breakage, feels mushy when wet.



Split ends.





BEFORE

AFTER

BECOME A FIBRE CLINIX & SALONLAB BEAUTY COACH

CREATE THE MOST EXPERT IN-SALON CARE EXPERIENCE FOR YOUR CLIENT

SALON¹
LAB

The client's hair is as unique as their fingerprint. By using the SALON LAB ANALYZER & APP you can find the optimal care regimen for your client. The key is to start with a consultation and an individual diagnosis of their hair. An expert consultation reflects and identifies the hair's care needs in salon and leads to a home care regimen which offers your client a long-term solution. The results of this SALONLAB consultation are truly individual: You can choose and combine products from the different FIBRE CLINIX ranges and recommend a highly customized care regimen. This will help to bring your client back to your salon on a regular basis, making them a loyal customer.



OUR 4 PILLARS OF CONSULTATION

1 ASK AND LISTEN

Utilize the SALONLAB APP consultation and additional questions to better understand your client's needs:

- + What are your hair care rituals?
- + What do you like about your hair?
- + What have you done to your hair in the past that you liked/disliked?

Listen to your client's hair challenges and wishes and solve them with your hands-on expertise.

3 CUSTOMIZED SERVICE

The unique and customized FIBRE CLINIX in-salon service reflects and identifies the hair's care need and leads to a care regimen which gives your clients a long-term care solution and optimal care results.

- + Create a customized treatment for your client
- + Explain to your client which products you are using and why

2 DIAGNOSIS

The diagnosis forms the basis of the in-salon service and home care regimen that are tailored to your client's specific hair needs.

- + Define the hair type, hair length and structure
- + Evaluate the hair using the SALONLAB Analyzer to analyze the condition

4 RECOMMENDATION

Recommend the FIBRE CLINIX home care regimen that matches the in-salon service and is based on the client's needs. This will help the client to maintain the service results until the next salon visit.

- + Create a hair care plan for your client and explain the recommended products
- + Give tips and tricks for product usage



SALONLAB ANALYZER & APP

Pioneering tomorrow's salon experience today

Guides the hairdresser and client to understand the client's hair history and goals. Simple & fast scanning process that uses near infrared technology.

Scan results from the inside of the hair structure to give an individual score on oxidative damage.

Bespoke in-salon services and home care product recommendations based on your client's unique hair profile.

IN-SALON

FIBRE CLINIX IN-SALON SERVICE

WITH TRIPLE BONDING AND C21 TECHNOLOGY
TARGETS INNER AND OUTER HAIR DAMAGE.
IT HELPS RECONSTRUCT THE HAIR SURFACE
AND CONNECTS INNER HAIR BONDS.



Tribond Shampoo

HOW TO USE:



Massage



Rinse Off

BENEFITS

- + Gently cleanses all hair types
- + Prepares hair for the FIBRE CLINIX in-salon treatment
- + Helps restore hair strength and delivers essential moisture



Tribond Treatment for fine hair

HOW TO USE:



5-10 Mins



Rinse Off

BENEFITS

- + Helps replenish damaged hair structures

- + Helps build three- dimensional bonds within the hair structure
- + Hair is up to 10x stronger when used in combination with the Tribond Shampoo*



Tribond Treatment for coarse hair

HOW TO USE:



5-10 Mins



Rinse Off

BENEFITS

- + Intensively replenishes damaged hair structures

*vs. untreated hair

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

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

The combination of the **FIBRE CLINIX Booster** and the **FIBRE CLINIX Tribond Treatment** strengthens the hair structure and helps to refill the hair surface according to the client's hair need.



Fortify Booster

HOW TO USE:



Mix with treatment



5-10 Mins



Rinse Off

A concentrated booster formulated with Niaciamide that strengthens and nourishes damaged hair for increased suppleness and shine.

Up to 90% less breakage*
Increased hair revitalization*



Vibrancy Booster

HOW TO USE:



Mix with treatment



5-10 Mins



Rinse Off

A concentrated booster formulated with AHA that helps to deeply lock color pigment inside the hair for increased color vibrancy and shine.

Up to 90% color retention*
Increased vibrancy*



Hydrate Booster

HOW TO USE:



Mix with treatment



5-10 Mins



Rinse Off

A concentrated booster formulated with Squalane Complex that helps to moisturise dry hair types for increased elasticity and shine.

Up to 24h moisturized hair feel*
Softer hair feeling*



Volumize Booster

HOW TO USE:



Mix with treatment



5-10 Mins



Rinse Off

A concentrated booster formulated with Phytokine that improves elasticity and boosts fullness for increased stability and shine.

48h texturized hair feel*
Increased volume*



Tame Booster

HOW TO USE:



Mix with treatment



5-10 Mins



Rinse Off

A concentrated booster formulated with Ceramides that smoothes thick, unruly and frizzy hair for increased smoothness and shine.

48h anti-frizz effect*
Smoother looking hair*

*when used with the FIBRE CLINIX regimen vs. untreated hair

IN-SALON

FIBRE CLINIX HIGH PERFORMANCE CUSTOMIZATION IN-SALON

CUSTOMIZED SERVICE TO INSTANTLY TRANSFORM
YOUR CLIENT'S HAIR FIBER BACK TO ITS OPTIMAL
HEALTHY CONDITION*

Developed with skin care inspired active ingredients, each FIBRE CLINIX In-Salon Booster targets the different hair needs and can be used to tailor the FIBRE CLINIX Tribond Treatment to your client.

HOW IT WORKS:

1 CLEANSE

Cleanse the hair with **FIBRE CLINIX Tribond Shampoo** and repeat if necessary.



2 MIX

Mix one scoop (25g) of **FIBRE CLINIX Tribond Treatment** for fine or coarse hair with 5 pumps (5g) of the appropriate **Fibre Clinix Booster****.



3 APPLY

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



5 PUMPS

*biophysical combing tests of the regimen of medium bleached hair vs. virgin hair

**Mix FIBRE CLINIX Tribond Treatment for fine hair with a booster from one of the following ranges: Fortify, Hydrate, Vibrancy or Volumize

**Mix FIBRE CLINIX Tribond Treatment for coarse hair with a booster from one of the following ranges: Fortify, Hydrate, Vibrancy or Tame.

TARGETING MORE THAN ONLY ONE HAIR NEED

Clients often have multiple hair needs. With the opportunity of combining different boosters targeting your client’s primary and secondary hair needs, salons can now fulfill different needs of their client’s hair in just one service.



HOW IT WORKS:

1 CLEANSE

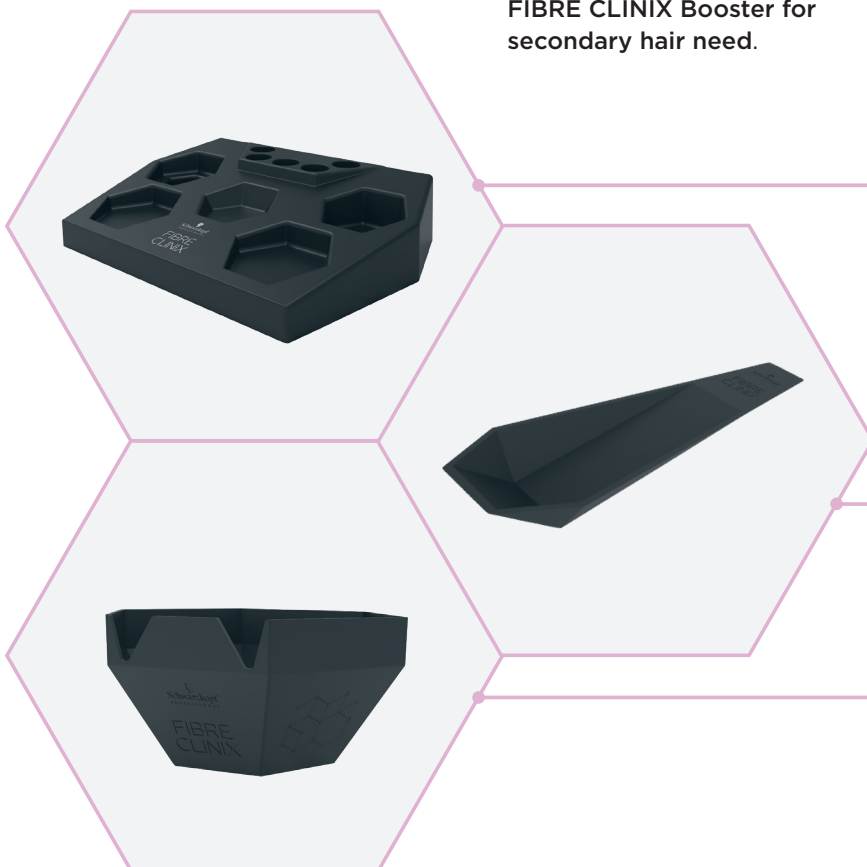
Cleanse the hair with **FIBRE CLINIX Tribond Shampoo** and repeat if necessary.

2 MIX

Mix one scoop (25g) of **FIBRE CLINIX Tribond Treatment** with 3 pumps (3g) of the **FIBRE CLINIX Booster for primary hair need** and 2 pumps (2g) of an additional **FIBRE CLINIX Booster for secondary hair need**.

3 APPLY

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



FIBRE CLINIX TRAY

- + Designed to fit perfectly on-top of existing SKP Essential Trolley
- + Highlights full FIBRE CLINIX assortment and tools
- + Integrated tool holder

FIBRE CLINIX SCOOP

- + Designed to scoop the perfect amount of treatment for the FIBRE CLINIX service

FIBRE CLINIX BOWL

- + Iconic hexagonal shape
- + Ergonomic handle to carry the bowl
- + Scraping system to seamlessly scrape the treatment out of the FIBRE CLINIX Scoop

FIBRE CLINIX FORTIFY

FOR DAMAGED AND OVER-PROCESSED HAIR

The formulas with Triple Bonding & C21 Technology and Niacinamide strengthen and nourish the hair fiber to prolong the effect of the FIBRE CLINIX in-salon service.

Hair damage occurs when the hair structure is weakened due to numerous factors causing the hair to look unhealthy. There are three different types of damage:

HAIR BACKGROUND

Hair damage occurs when the structure is weakened by various factors which often sets off a domino effect with noticeable results that look and feel like unhealthy hair. This damage has three different root causes.

- **Environmental damage** caused by external aggressors e.g. pollution, sun exposure and temperature variations. In case of pollution, tiny particles adhere to the hair surface. They damage the cuticles and make the hair dull and unmanageable. The hair feels rough and tangles easily.
- **Physical damage.** Every wash, every stroke with a comb and every styling tool adds a damaging force onto the hair. While this effect is small, longer hair lengths in particular have been washed, combed and styled numerous times. Frizz and breakage can occur even on hair that has not been chemically treated.
- **Chemical damage** caused by hair coloring, bleaching, perming and straightening which can break down disulphide bonds. Overexposure causes severe damage e.g. irregular cuticle edges and cracks in the inner hair structure resulting in a stiff and sensitive hair fiber prone to breakage. This hair needs intense restorative care to restructure the hair fiber.

HAIRDRESSER DIAGNOSIS

- Hair surface feels rough, and is difficult to comb
- Hair absorbs a lot of water and blow-dry time can be longer
- Hair feels sponge-like and soft when wet
- Hair feels brittle and like straw when dry
- Hair often has split ends



Fortify Shampoo

HOW TO USE:



Massage



Rinse Off

BENEFITS

- + Gently cleanses damaged hair and prepares it for the care regimen
- + Helps rebuild, strengthens and revitalizes the hair fiber



Fortify Conditioner

HOW TO USE:



2 Mins



Rinse Off

BENEFITS

- + Helps to reconstruct hair fiber
- + Detangles hair and improves manageability
- + Smooths and seals the hair surface
- + Improves resilience and shine



Fortify Multi-Repair Lotion

HOW TO USE:

- 



Apply to wet hair 5 Mins Rinse Off
- 


Apply to towel dried hair Leave in
- 

Apply to dry hair

BENEFITS

- + Instantly helps repair mid-lengths and ends
- + Improves resistance against the effects of blow dry heat, leading to porous hair and frizz
- + Leaves the hair soft and shiny
- + Multiple use:
 1. Apply on wet hair, rinse after 5 mins.
 2. Work into towel-dried hair. Leave in.
 3. Apply a small amount on dry hair



Fortify Treatment

HOW TO USE:



Up to 10 Mins



Rinse Off

BENEFITS

- + Deeply penetrates the hair structure and helps restructure damaged areas
- + Intensively nourishes damaged and over-processed hair
- + Provides strength, suppleness and shine
- + Helps to prevent hair from breakage
- + Mix with any FIBRE CLINIX Booster to address secondary hair need



Fortify Booster

HOW TO USE:



Mix with treatment



Up to 10 Mins



Rinse Off

BENEFITS

- + Replenishes porous hair
- + Provides sealing of hair porosity
- + Improves elasticity, manageability and shine
- + Customizes and intensifies the effect of the FIBRE CLINIX Treatments

UP TO
90%
LESS
BREAKAGE*

AT HOME

FIBRE CLINIX VIBRANCY

FOR COLOR TREATED HAIR

The formulas with Triple Bonding & C21 Technology and AHA, for long-lasting color results to prolong the effect of the FIBRE CLINIX in-salon service. It helps to lock in the color for up to 90% color retention.*

HAIR BACKGROUND

Hair colors are as individual as the women and men who wear them. Therefore, tailored color care is crucial. It is important to preserve the color molecules within the hair fiber, while simultaneously protecting the hair's keratin structure. This leads to healthy looking and shiny hair that retains colors better and prolongs the color result.

THE CAUSES FOR COLOR FADING CAN INCLUDE:



1. Water and surfactants:

A main factor causing color fading are water and surfactants. Hair is hygroscopic, which means it absorbs humidity from the environment. When we cleanse our hair, the hair absorbs a lot of water and the diameter of the hair increases which can lead to the loss of color molecules.

2. Environmental and metal traces:

Healthy hair retains color due to an intact cuticle. Any damage, whether from sun (UV-light), chlorine, salt water or heat, speeds up the color fading. Also, copper particles from tap water create free radicals that can damage the cuticle further during oxidation via the color process. These free radicals contribute to interfere with color retention and influence the stability of the color molecules.

*when used with FIBRE CLINIX Vibrancy Treatment



Vibrancy Shampoo

HOW TO USE:



BENEFITS

- + Gently cleanses all color treated hair types and prepares them for the care regimen
- + Protects and prolongs color vibrancy
- + Gives a smooth texture and adds shine



Vibrancy Conditioner

HOW TO USE:



BENEFITS

- + Helps and prolongs color results of color treated hair
- + Detangles and improves combability
- + Preserves shine and color vibrancy
- + Smooths hair surface



Vibrancy Spray Conditioner

HOW TO USE:



BENEFITS

- + Helps prevent color fading, shifting and loss of vibrancy
- + Helps protect from blow dry damages
- + Improves combability and color vibrancy



Vibrancy Treatment

HOW TO USE:



BENEFITS

- + Strengthens hair structure and preserves color
- + Enhances color vibrancy for long-lasting color results and reduced color fade
- + Provides in-depth care and adds brilliant shine
- + Mix with any FIBRE CLINIX Booster to address secondary hair need



Vibrancy Booster

HOW TO USE:



BENEFITS

- + Boosts vibrancy of color treated hair
- + Seals hair porosity
- + Increases smoothness, suppleness and shine
- + Customizes and intensifies the effect of the FIBRE CLINIX Treatments

UP TO
90%
COLOR
RETENTION*

FIBRE CLINIX HYDRATE

FOR DRY AND BRITTLE HAIR TYPES

The formulas with Triple Bonding & C21 Technology and Squalane Complex, balances the moisture level and helps to increase elasticity to prolong the effect of the FIBRE CLINIX in-salon service.

HAIR BACKGROUND

The moisture balance of hair is the basis for healthy looking, elastic hair. It also determines other hair attributes such as texture and manageability. However, the moisture level of hair depends significantly on various influences.

Hair is hygroscopic which means it absorbs and loses water molecules through air humidity. The weight of bonded water within hair fluctuates between approximately 10% (in desert climate, dry central heating) and 30% (in tropical rain forest, fog or sauna).

The water bound to hair evaporates not only from the outside, but also partly from the inside due to blow-drying, sun exposure or in low humidity conditions. This reduces the moisture content of the hair. The hair loses elasticity and feels rough and dry.

WHAT ARE THE CAUSES OF INSUFFICIENT MOISTURE?

Dry hair can start with a dry scalp. A hypo-function of the sebaceous glands causes lack of the protective lipid film. Therefore, the hair is prone to dryness. As the hair grows longer the natural lipids get lost and cannot protect the delicate protein structure of the hair anymore. Once the protective lipid film is lost, moisture cannot be retained in the hair.

HAIRDRESSER DIAGNOSIS

- Hair structure is not damaged but feels dry due to external and natural causes
- Lack of smoothness
- Hair has low elasticity and manageability
- Especially coarse or naturally curly hair are often affected
- Long hair has lost lipids over time and shows signs of dryness in lengths and ends



Hydrate Shampoo

HOW TO USE:



Rinse Off

BENEFITS

- + Gently cleanses dry hair and prepares it for the care regimen
- + Balances moisture level and improves manageability
- + Non-overburdening due to lightweight formula



Hydrate Conditioner

HOW TO USE:



2 Mins



Rinse Off

BENEFITS

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



Hydrate Spray Conditioner

HOW TO USE:



Work in



Leave in

BENEFITS

- + Immediate lightweight moisturizing effect to protect hair from drying out
- + Adds softness and manageability
- + Improves elasticity and gives an anti-static effect
- + Two phase formula: Shake well before use



Hydrate Treatment

HOW TO USE:



Up to 10 Mins



Rinse Off

BENEFITS

- + Balances moisture level
- + Improves manageability and elasticity
- + Mix with any FIBRE CLINIX Booster to address secondary hair need



Hydrate Booster

HOW TO USE:



Mix with treatment



Up to 10 Mins



Rinse Off

BENEFITS

- + Balances moisture level and improves elasticity
- + Seals hair porosity
- + Customizes and intensifies the effect of the FIBRE CLINIX Treatments

24H
MOISTURIZED
HAIR FEEL*

AT HOME

FIBRE CLINIX VOLUMIZE

FOR FINE AND WEAK HAIR

The formulas with Triple Bonding & C21 Technology and Phytokine, provides a lightweight hair feeling and fullness to prolong the effect of the FIBRE CLINIX in-salon service.

HAIR BACKGROUND

The diameter of hair varies from 0.05 mm to 0.12 mm. The smaller the diameter the more delicate the hair. It gets damaged more easily due to the smaller and reduced substance of the hair. Fine hair can lose volume shortly after cleansing and styling and appear limp.

Chemical treatments and mechanical styling on hair need to be conducted carefully, as fine hair is less resilient. The primary care need for fine hair is to increase the hair's strength and to stabilize the hair structure. Ideally this should be achieved with lightweight formulas that ensure more resilience but do not weigh down the hair.

HAIRDRESSER DIAGNOSIS

- Hair lies flat on the head
- Lack of volume and elasticity
- Hair looks limp and tends to be sensitive
- Hair has a static charge and styling does not last long





Volumize Shampoo

HOW TO USE:



Massage



Rinse Off

BENEFITS

- + Gently cleanses fine hair and prepares it for the care regimen
- + Improves body and strengthens hair
- + Revitalizes hair and helps prevent static



Volumize Conditioner

HOW TO USE:



2 Mins



Rinse Off

BENEFITS

- + Detangles and improves manageability
- + Improves long-lasting volume, body and strength
- + Leaves hair feeling fuller due to lightweight formula



Volumize Bodifying Spray

HOW TO USE:



Work in



Leave in

BENEFITS

- + Improves strength and volume without weighing down the hair
- + Enhances smoothness and shine
- + Stabilizes and controls the hair to prevent hair static
- + Protects from blow dry damage



Volumize Treatment

HOW TO USE:



Up to 10 Mins



Rinse Off

BENEFITS

- + Restorative lightweight care for visibly uplifted volume and hair manageability
- + Improved body to provide fuller hair feel
- + Improves smoothness and shine without weighing down the hair
- + Mix with any FIBRE CLINIX Booster to address secondary hair need



Volumize Booster

HOW TO USE:



Mix with treatment



Up to 10 Mins



Rinse Off

BENEFITS

- + Improves elasticity
- + Boosts fullness for increased stability and shine
- + Increased volume*
- + Customizes and intensifies the effect of the FIBRE CLINIX Treatments

48H
TEXTURIZED
HAIR FEEL*

*When used with FIBRE CLINIX regimen vs. untreated hair

AT HOME

FIBRE CLINIX TAME

FOR COARSE, FRIZZY AND UNMANAGEABLE HAIR.

The formulas with Triple Bonding & C21 Technology and Ceramide, visibly tame the hair structure and smoothes the surface for an anti-frizz effect to prolong the effect of the FIBRE CLINIX in-salon service.



HAIR BACKGROUND

Thick wavy hair or very coarse hair types can be stubborn with an irregular profile. The essential shape of the hair is largely determined by predisposition. The structural shape of the hair differs through the lengths. Due to the unpredictable nature of the hair's texture, the hair is less flexible and manageable. The hair fibers grow in different directions and are prone to knotting and tangling. This type of hair leans towards being unruly, which results in frizz and less manageability.

HAIRDRESSER DIAGNOSIS

- Hair reacts to high humidity and can be prone to swelling
- Thick natural curls that need to be kept soft to prevent frizz
- Clients with very bouncy curls may prefer to tame the hair, rather than enhance the texture
- Curly hair can lack shine and feel coarse
- Straight coarse hair can feel rough, dry and can be hard to manage



Tame Shampoo

HOW TO USE:



Massage



Rinse Off

BENEFITS

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



Tame Conditioner

HOW TO USE:



2 Mins



Rinse Off

BENEFITS

- + Smooths hair surface and tames frizz
- + Instantly detangles and improves manageability
- + Adds intense shine



Tame Taming Spray

HOW TO USE:



Work in



Leave in

BENEFITS

- + Smooths hair surface and tames frizz
- + Helps to accelerate the blow-dry process
- + Protects from heat and mechanical damage
- + Provides instant smoothness and shine



Tame Treatment

HOW TO USE:



Up to 10 Mins



Rinse Off

BENEFITS

- + Intensively nourishes the hair
- + Visibly smooths hair structure and tames frizz
- + Mix with any FIBRE CLINIX Booster to address secondary hair need



Tame Booster

HOW TO USE:



Mix with treatment



Up to 10 Mins



Rinse Off

BENEFITS

- + Boosts manageability of hair
- + Smooths thick frizzy and unruly hair
- + Helps sealing of hair porosity
- + Customizes and intensifies the effect of the FIBRE CLINIX Treatments

48H
ANTI-FRIZZ
EFFECT*

AT HOME

INCREASE CLIENT'S LOYALTY WITH A BESPOKE FIBRE CLINIX & SALONLAB HOME CARE REGIMEN

RECOMMEND A FIBRE CLINIX HOME CARE REGIMEN ACCORDING TO YOUR CLIENT'S INDIVIDUAL NEEDS TO MAINTAIN AND PROLONG THE IN-SALON RESULTS.

HOW IT WORKS:

1 CLEANSE

Cleanse the hair using
FIBRE CLINIX Shampoo



2 MIX & APPLY

Scoop out a plum size amount of the **FIBRE CLINIX Treatment** and freshly mix 3-5 pumps of a **FIBRE CLINIX Booster**, apply mixture and work in



3 RINSE

Rinse thoroughly
after 5-10 mins



3-5 PUMPS

PRESCRIBE A HIGHLY CUSTOMIZED CARE REGIMEN WITH THE SALONLAB CONSULTATION TO RECOMMEND PRODUCTS FROM THE DIFFERENT FIBRE CLINIX RANGES ACCORDING TO YOUR CLIENT'S PRIMARY AND SECONDARY HAIR NEEDS.

HERE ARE SOME EXAMPLES

PRIMARY HAIR NEED

SECONDARY HAIR NEED

PRODUCT RECOMMENDATION

Hair is untreated, long and dry towards the ends

+

Hair is fine and client needs body and strength



HYDRATE SHAMPOO

HYDRATE TREATMENT

VOLUMIZE BOOSTER

Hair is colored and vibrancy should be preserved

+

Hair tends to be dry



VIBRANCY SHAMPOO

VIBRANCY TREATMENT

HYDRATE BOOSTER

Hair is over-processed and damaged

+

Hair is thick, frizzy and difficult to manage



FORTIFY SHAMPOO

FORTIFY TREATMENT

TAME BOOSTER







SCAN HERE
FOR MORE INFO



IDH# 2606902

WWW.SCHWARZKOPF-PROFESSIONALUSA.COM

FOLLOW US ON  @SchwarzkopfUSA  @SchwarzkopfProfessionalUSA  @SchwarzkopfProfessionalUSA