



Schwarzkopf®
PROFESSIONAL



NEW

FIBRE CLINIX
PRODUCT MANUAL



Together. A passion for hair.®



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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, 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.



NEW

FIBRE CLINIX ASSORTMENT



THE AFTER COLOR SERVICE

Due to its powerful repair performance and 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

IN-SALON

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



Tribond
Shampoo



Tribond Treatment
for coarse hair



Fortify
Booster



Vibrancy
Booster*



Hydrate
Booster

*Up to 90% color retention when used as a regimen with the
Tribond Shampoo and Coarse Hair Tribond Treatment

AT HOME

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

FIBRE CLINIX VIBRANCY

For color treated hair



Vibrancy Shampoo



Vibrancy Conditioner



Vibrancy Treatment

FIBRE CLINIX FORTIFY

For damaged and over-processed hair



Fortify Shampoo



Fortify Conditioner



Fortify Treatment

FIBRE CLINIX HYDRATE

For dry and brittle hair types



Hydrate Shampoo



Hydrate Conditioner



Hydrate Treatment

C21 & TRIPLE BONDING TECHNOLOGY

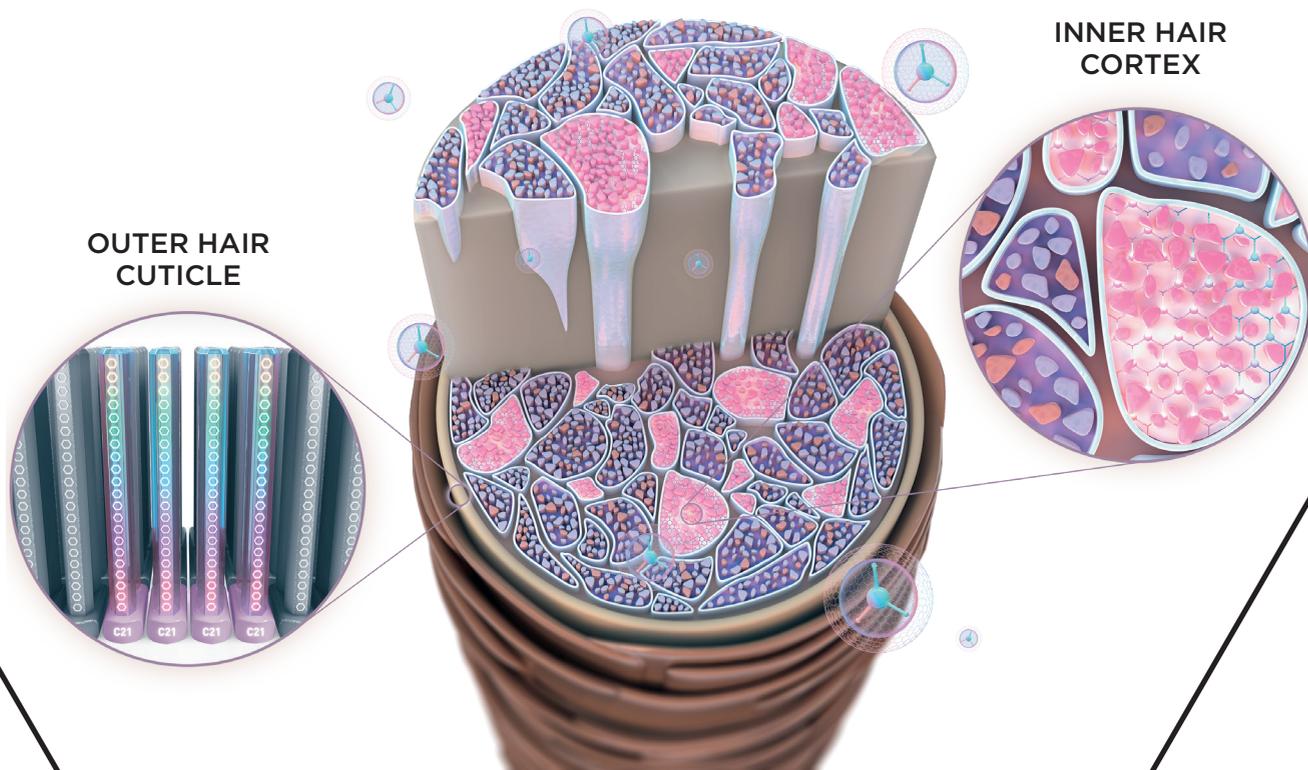
SCHWARZKOPF PROFESSIONAL'S MOST
ADVANCED AND POWERFUL REPAIR TECHNOLOGY

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 to all different hair needs - for use in salon and at home, restoring optimal healthy hair quality.*

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

KEY BENEFITS

- + HELPS RESTORE INNER AND OUTER HAIR STRUCTURE
- + UP TO **10X** STRONGER HAIR*
- + SEALING OF HAIR POROSITY**

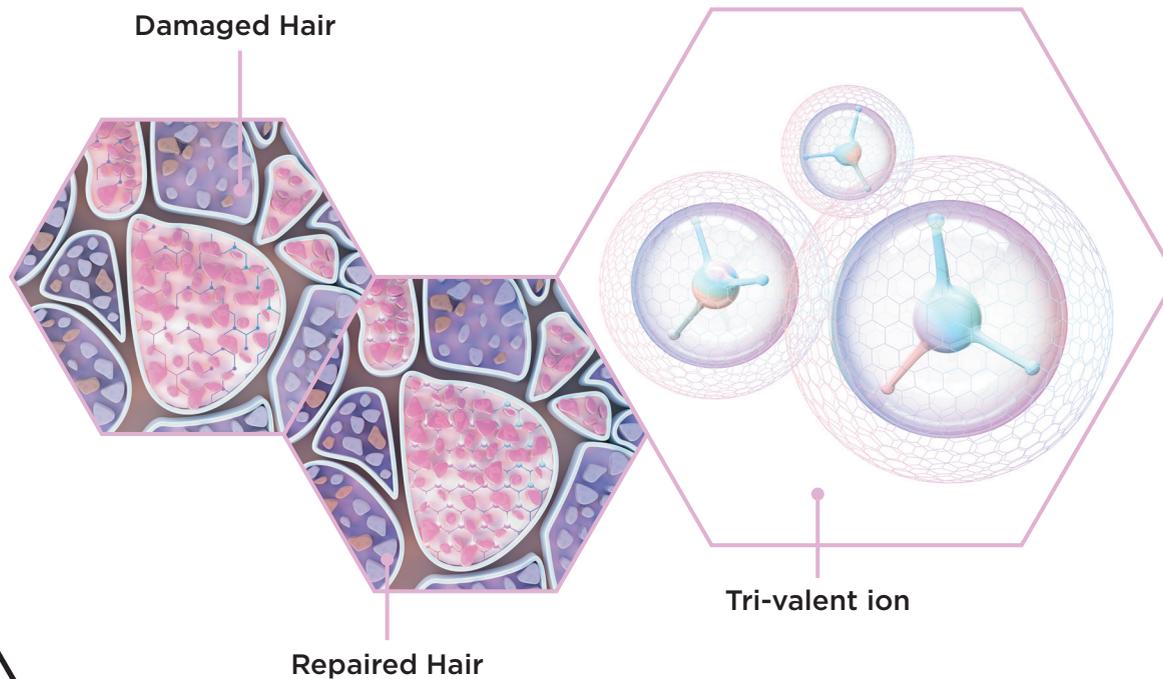


*When used with FIBRE CLINIX regimen vs. untreated hair

**Wet combing test vs. untreated hair

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 helps 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.*

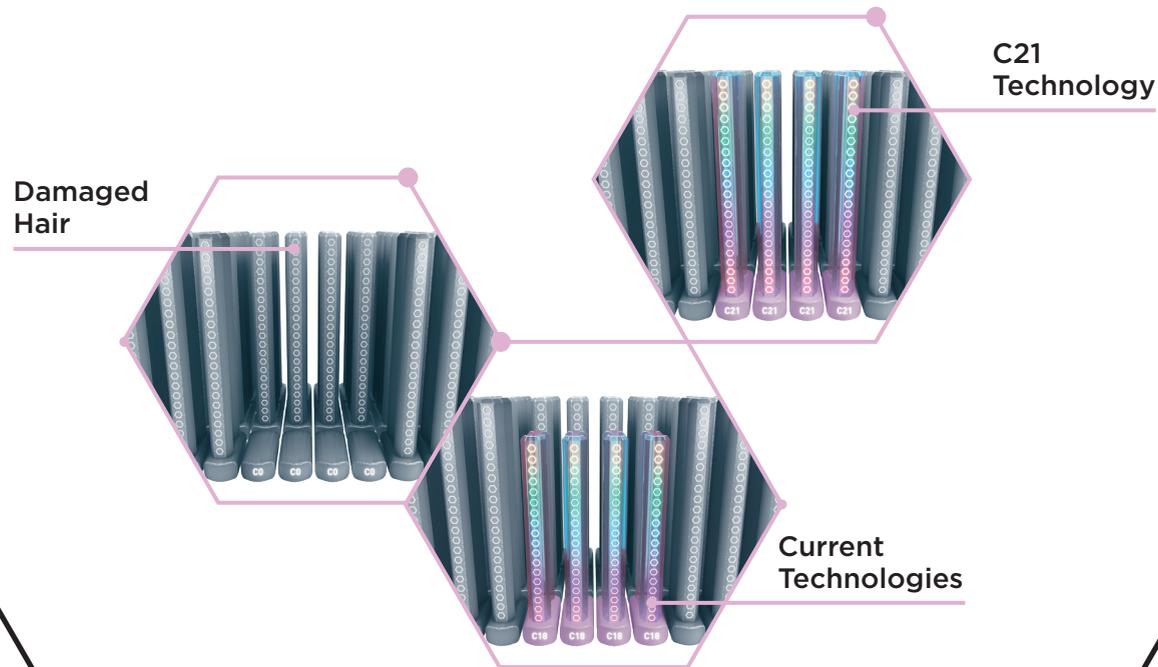


*Wet combing test vs. untreated hair

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 optimal healthy properties* for improved shine, manageability and natural movement.



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





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 moisturize the hair. Squalane is an unsaturated hydrocarbon, a clear, colorless liquid. It is known to be very hydrating and easily absorbed.

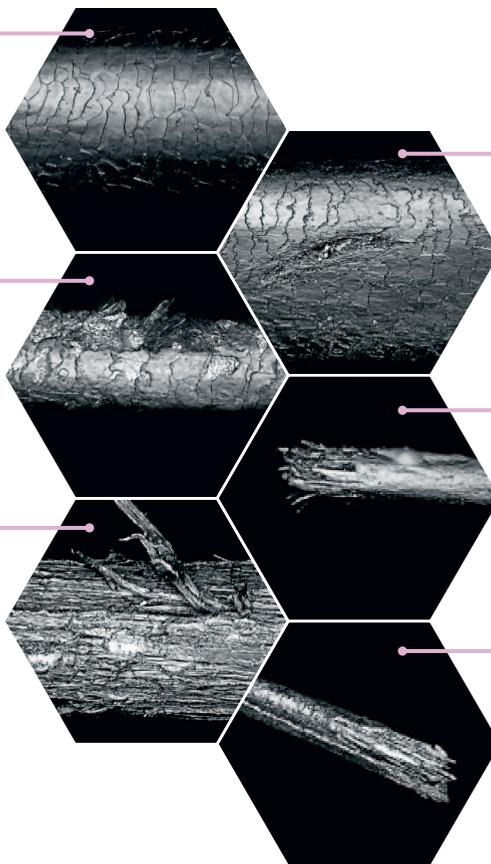


INSTANT VISIBLE RESULTS: TRANSFORM THE HAIR FIBRE BACK TO ITS OPTIMAL HEALTHY CONDITION*

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

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

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



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

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

Split ends.

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

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 coarse hair

HOW TO USE:



5-10
Mins



Rinse
Off

BENEFITS

- + Intensively replenishes 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*

*vs. untreated hair

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***
- **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 moisturize dry hair types for increased elasticity and shine.

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

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

IN-SALON

FIBRE CLINIX HIGH PERFORMANCE CUSTOMIZATION IN-SALON

CUSTOMIZED SERVICE TO INSTANTLY
TRANSFORM YOUR CLIENT'S HAIR FIBRE BACK
TO ITS OPTIMAL HEALTHY PROPERTIES*

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.

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

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 coarse hair with 5 pumps (5g) of the appropriate **FIBRE CLINIX Booster***.

3 APPLY

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



5
PUMPS

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

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 develop for 5-10 minutes. Rinse thoroughly.



AT HOME

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

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



AT HOME

UP TO
90%
COLOR
RETENTION*

FIBRE CLINIX VIBRANCY

FOR COLOR TREATED HAIR

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

*When used with FIBRE CLINIX Vibrancy regimen



Vibrancy Shampoo

HOW TO USE:



Massage

Rinse Off

BENEFITS

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



Vibrancy Conditioner

HOW TO USE:



2 Mins

Rinse Off

BENEFITS

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



Vibrancy Treatment

HOW TO USE:



Up to 10 Mins

Rinse Off

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



AT HOME

FIBRE CLINIX FORTIFY

UP TO
90%
LESS
BREAKAGE*

FOR DAMAGED AND OVER-PROCESSED HAIR

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

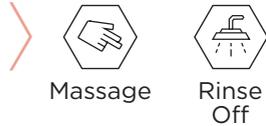
HAIRDRESSER DIAGNOSIS

- 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:



BENEFITS

- + Gently cleanses damaged hair and prepares it for the care regimen
- + Helps rebuild, strengthen and revitalizes the hair fiber
- + Smooths and seals the hair surface



Fortify Conditioner

HOW TO USE:



BENEFITS

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



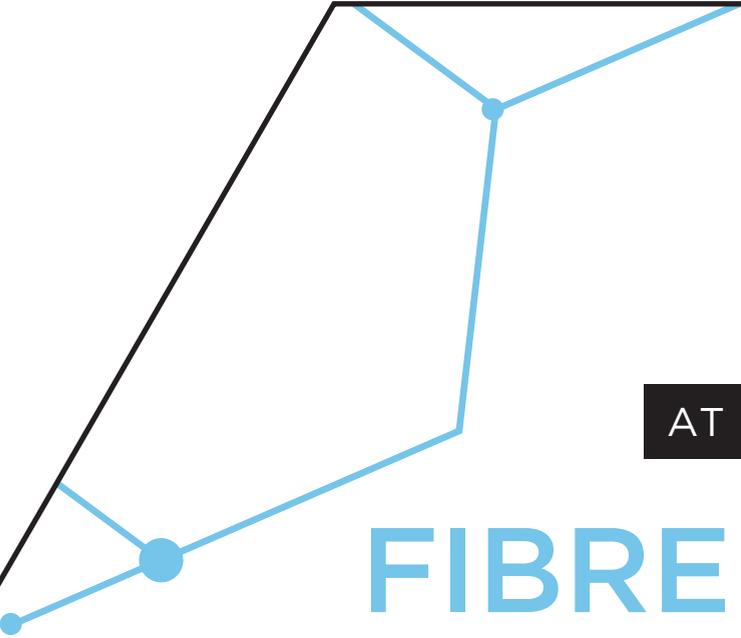
Fortify Treatment

HOW TO USE:



BENEFITS

- + Deeply penetrates the hair structure and restructures 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



AT HOME

FIBRE CLINIX HYDRATE



BALANCES
MOISTURE
LEVEL

FOR DRY AND BRITTLE HAIR TYPES

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

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:



Massage



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 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



CUSTOMIZED HAIR TRANSFORMATION, FROM SALON TO HOME CARE

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, which helps strengthen client loyalty. This range provides a unique holistic offer and long-lasting results.

OUR 4 PILLARS OF CONSULTATION

1 ASK AND LISTEN

Here are some questions that help you better to 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.

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
- + Diagnose the hair by looking at hair elasticity and porosity to analyze the condition
- + To complete the process, analyze the scalp condition

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

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



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