



Schwarzkopf®
PROFESSIONAL

2025

promotions

July - August



2025

promotions

July-August

JULY – AUGUST

- ▶ **NEW!** BLONDME[®] Care July Launch & August Intro Offers:
 - August-September 20% Off
 - August-December Large Intro
- ▶ **NEW!** IGORA VIBRANCE[®] Toning Shades Line Extension July Launch & August Intro Offer:
 - August-September Choice Of Free Warm Up **or** Cool Down Intro Kit with Purchase Of Any 2 BLONDME Lighteners
- ▶ IGORA[®] COLOR10[®] Color Shades Buy 9, Get 3 Free
- ▶ IGORA[®] ZERO AMM Color Shades Buy 9, Get 3 Free
- ▶ CHROMA ID™ Color Masks Buy 1, Get 1 Free
- ▶ 25% Off Schwarzkopf Professional[®] COLOR ESSENTIALS
- ▶ 30% Off FIBRE CLINIX™ & GOODBYE YELLOW[®] Liter Sizes + Free Tote Bag with Purchase Of Any 2 Liters

BLONDME® · LAUNCHING JULY

NEW

BLONDME® CARE


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BONDING HAIR CARE FOR BLONDES

+ IMPROVED FORMULAS

- **NEW** BONDFINITY Technology
- **NEW** premium, nourishing ingredients like lightweight Almond Oil, White Tea and Cornflower

+ UPGRADED DESIGN

- More modernized packaging
- Streamlined assortment with benefit-driven product names for easier navigation

+ NEW PRODUCTS

- **NEW** Brightening Shampoo
- **NEW** BONDFINITY hero range with a Deep Repair Mask & Oil
- **NEW** Purple Conditioner



*PRODUCT ARTWORK IS NOT FINAL

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BLONDME® · LAUNCHING JULY

BLONDME® CARE


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NEW OPTIMIZED ASSORTMENT

BOND REPAIR

BONDFINITY



Brightening
Shampoo
33.8 fl. oz.
10.1 fl. oz.



Nourishing
Shampoo
33.8 fl. oz.
10.1 fl. oz.



Nourishing
Conditioner
33.8 fl. oz.
8.5 fl. oz.



Nourishing
Mask
6.7 fl. oz.
16.9 fl. oz.



Sealing
Balm
2.5 fl. oz.



Deep
Repair Mask
6.7 fl. oz.
16.9 fl. oz.



Deep
Repair Oil
1.6 fl. oz.

BOND REPAIR PURPLE TONING



Purple
Shampoo
33.8 fl. oz.
10.1 fl. oz.



Purple
Conditioner
8.5 fl. oz.



Purple
Mask
6.7 fl. oz.
16.9 fl. oz.



Purple
Spray
Conditioner
5.0 fl. oz.



Purple
Toning Drops
Ice
1.0 fl. oz.

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BLONDME® · AUGUST – SEPTEMBER



20% OFF

BLONDME®
CARE



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\$9.60-\$24.80

salon value: \$12.00-\$31.00

DISTRIBUTOR INFORMATION:

Value per deal: \$6.84-\$17.67 | Price per deal: \$5.47-\$14.14

Discount: 20% | Open stock

Distributor Delivery Schedule: July 2025. Offer runs August 1, 2025 to September 30, 2025.

Offer available while supplies last. Offer may end at any time without notice. Price subject to change.

Final price and offer may vary.



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BLONDME® · AUGUST – DECEMBER

NEW

BLONDME® CARE LARGE INTRO


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BUY FOR A SPECIAL PRICE:

BLONDME BOND REPAIR:

2 Brightening Shampoo, 10.1 fl. oz.
1 Brightening Shampoo, 33.8 fl. oz.
2 Nourishing Shampoo, 10.1 fl. oz.
1 Nourishing Shampoo, 33.8 fl. oz.
2 Nourishing Conditioner, 8.5 fl. oz.
1 Nourishing Conditioner, 33.8 fl. oz.
2 Nourishing Mask, 6.7 fl. oz.
1 Nourishing Mask, 16.9 fl. oz.
3 Sealing Balm, 2.5 fl. oz.

BLONDME BONDFINITY:

2 Deep Repair Mask, 6.7 fl. oz.
1 Deep Repair Mask, 16.9 fl. oz.
2 Deep Repair Oil, 1.6 fl. oz.

BLONDME BOND REPAIR PURPLE TONING:

2 Purple Shampoo, 10.1 fl. oz.
1 Purple Shampoo, 33.8 fl. oz.
2 Purple Conditioner, 8.5 fl. oz.
2 Purple Mask, 6.7 fl. oz.
1 Purple Mask, 16.9 fl. oz.
2 Purple Spray Conditioner, 5.0 fl. oz.
1 Purple Toning Drops Ice, 1.0 fl. oz.

PUMPS FOR LITER SIZES:

4 Liter Pumps



*PRODUCT ARTWORK IS NOT FINAL

\$250.00

salon value: \$538.50

SAVE 54%

DISTRIBUTOR INFORMATION:

Value per deal: \$306.95 | Price per deal: \$142.50

Discount: 54% | Pre-packed | Case pack: 1

IDH# 3014021 | UPC: 840102603606

Distributor Delivery Schedule: July 2025. Offer runs August 1, 2025 to December 31, 2025.

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IGORA® · LAUNCHING JULY

NEW

IGORA VIBRANCE® TONING SHADES


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PROFESSIONAL

Discover MORE toning options with **6 new pastel toners**:



+ **Neutralize unwanted warm tones or create beautiful pastel tones** on previously lightened bases

+ **Integrated Bonding Technology** for minimized breakage* and healthy-looking results

MORE



*When used on damaged hair with FIBRE CLINIX™ Vibrancy care range

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IGORA® / BLONDME® · AUGUST – SEPTEMBER


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FREE

IGORA VIBRANCE® TONING KIT

WITH PURCHASE OF ANY 2 BLONDME® LIGHTENERS



WARM UP KIT



KIT INCLUDES:

- 5 IGORA VIBRANCE Toning Shades, 2.02 fl. oz.
1 x Shades 9.5-4, 9.5-47, 10-42, 10-51, 10-57
- 1 IGORA VIBRANCE Swatch Book Insert
- 1 IGORA VIBRANCE Toner One-Pager

COOL DOWN KIT



KIT INCLUDES:

- 5 IGORA VIBRANCE Toning Shades, 2.02 fl. oz.
1 x Shades 9.5-1, 9.5-24, 9.5-9, 10-12, 10-91
- 1 IGORA VIBRANCE Swatch Book Insert
- 1 IGORA VIBRANCE Toner One-Pager

BUY ANY:

2 BLONDME Lighteners, 12.3 oz.-28.2 oz.

RECEIVE CHOICE OF FREE:

- 1 IGORA VIBRANCE Warm Up Kit
- OR**
- 1 IGORA VIBRANCE Cool Down Kit

\$57.50-\$83.50

salon value: \$106.75-\$132.75

SAVE UP TO 46%

DISTRIBUTOR INFORMATION:

Value per deal: \$60.85-\$75.67 | Price per deal: \$32.78-\$47.60

Discount: Up to 46% | Purchased Lighteners are open stock. Free kits are pre-packed.

Warm Up Kit: Case pack: 6 | IDH# 3013968 | UPC: 840102603569

Cool Down Kit: Case pack: 6 | IDH# 3014014 | UPC: 840102603590

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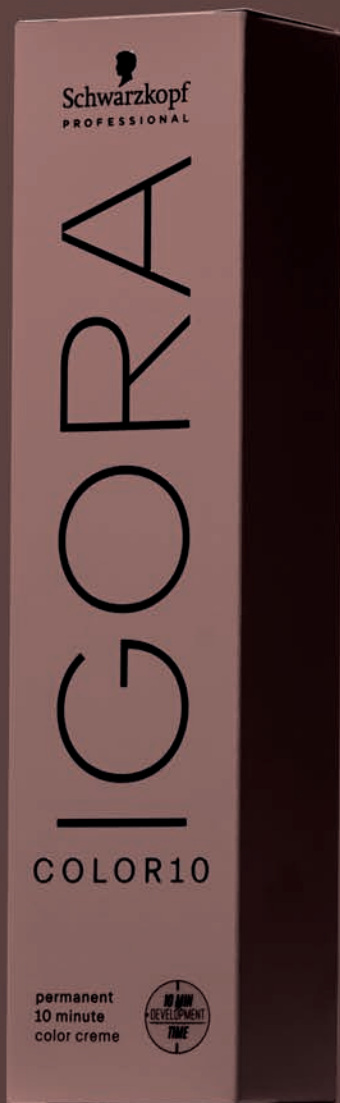
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IGORA® · JULY – AUGUST



DISTRIBUTOR INFORMATION:

Value per deal: \$61.22 | Price per deal: \$45.91

Discount: 25% | Open stock

Distributor Delivery Schedule: June 2025. Offer runs July 1, 2025 to August 31, 2025.

Offer available while supplies last. Offer may end at any time without notice. Price subject to change.

Final price and offer may vary.



**BUY 9,
GET 3
FREE**

**IGORA® COLOR10®
COLOR SHADES**

(Open stock, mix & match!)



BUY ANY:

9 IGORA COLOR10 Color Shades, 2.1 oz.

RECEIVE FREE:

3 IGORA COLOR10 Color Shades, 2.1 oz.

\$80.55

salon value: \$107.40

SAVE 25%

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IGORA® · JULY – AUGUST



DISTRIBUTOR INFORMATION:

Value per deal: \$61.22 | Price per deal: \$45.91
Discount: 25% | Open stock

Distributor Delivery Schedule: June 2025. Offer runs July 1, 2025 to August 31, 2025.
Offer available while supplies last. Offer may end at any time without notice. Price subject to change.
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**BUY 9,
GET 3
FREE**

**IGORA® ZERO AMM
COLOR SHADES**

(Open stock, mix & match!)



BUY ANY:

9 IGORA ZERO AMM Color Shades, 2.1 oz.

RECEIVE FREE:

3 IGORA ZERO AMM Color Shades, 2.1 oz.

\$80.55

salon value: \$107.40

SAVE 25%



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CHROMA ID™ · JULY – AUGUST


Schwarzkopf[®]
PROFESSIONAL

BUY 1, GET 1 FREE

CHROMA ID™ COLOR MASKS

(Open stock, mix & match!)



\$24.95

salon value: \$49.50

SAVE 50%

DISTRIBUTOR INFORMATION:

Value per deal: \$28.44 | Price per deal: \$14.22

Discount: 50% | Open stock

Distributor Delivery Schedule: June 2025. Offer runs July 1, 2025 to August 31, 2025.

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SKP COLOR ESSENTIALS · JULY – AUGUST


Schwarzkopf[®]
PROFESSIONAL

25% OFF

SCHWARZKOPF PROFESSIONAL[®] COLOR ESSENTIALS



\$8.63-\$35.25

salon value: \$11.50-\$47.00

DISTRIBUTOR INFORMATION:

Value per deal: \$6.56-\$26.79 | Price per deal: \$4.92-\$20.09

Discount: 25% | Open stock

Distributor Delivery Schedule: June 2025. Offer runs July 1, 2025 to August 31, 2025.

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FIBRE CLINIX™ / GOODBYE YELLOW® · JULY – AUGUST

30% OFF

FIBRE CLINIX™ & GOODBYE YELLOW® LITER-SIZES


Schwarzkopf®
PROFESSIONAL



+

FREE
LIMITED EDITION
TOTE BAG

WITH PURCHASE OF
ANY 2 HAIR CARE LITERS



*TOTE BAG IMAGE IS NOT FINAL

FIBRE CLINIX Purifying Shampoo, 33.8 fl. oz.
FIBRE CLINIX Nourishing Shampoo, 33.8 fl. oz.
FIBRE CLINIX VIBRANCY Shampoo, 33.8 fl. oz.
FIBRE CLINIX VIBRANCY Conditioner, 33.8 fl. oz.
FIBRE CLINIX FORTIFY Shampoo, 33.8 fl. oz.
FIBRE CLINIX FORTIFY Conditioner, 33.8 fl. oz.
FIBRE CLINIX HYDRATE Shampoo, 33.8 fl. oz.
FIBRE CLINIX HYDRATE Conditioner, 33.8 fl. oz.
GOODBYE YELLOW Neutralizing Bonding Wash Shampoo, 33.8 fl. oz.

\$20.30-\$23.10
salon value: \$29.00-\$33.00

DISTRIBUTOR INFORMATION:

Value per deal: \$16.53-\$18.81 | Price per deal: \$11.57-\$13.17

Discount: 30% | Open stock

Tote bag: Case pack: 24 | IDH# 3030566 | UPC: 840102603743

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