

INSPIRE

Schwarzkopf
PROFESSIONAL

THE FALL/WINTER ISSUE

Modern
Glamour
COLLECTION
The Essential Looks of this
Season's Catwalks.

DISCOVER
THE
LOOKS OF
TOMORROW
TODAY

*Undone
glamour*

EFFORTLESSLY UNDONE HAIR
IS ONE OF OUR THREE ESSENTIAL
LOOKS FOR THE UPCOMING SEASON.

Elegantly Undone Styling Tips on Page 14-15

Together. A passion for hair



"We believe that the latest trends in fashion are as important as the latest trends in hair"

Schwarzkopf Professional
— Simon Ellis: International Creative Director

BE INSPIRED

We'll be showing you the biggest trends for Fall/Winter 2014/15. Enjoy fashion news and luxurious products, plus our experts share their signature tricks on how to get the most gorgeous looks.

THE HOT LIST

Page 4–5

ESSENTIAL LOOKS

Learn all about the three big trends for hairstyle and color – and how to make them work for you!

Trend Overview

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UNDONE GLAMOUR

A trend goes around the world

A look to love – Kiss your hair with color

Elegantly Undone – Looks to try at home

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METAL CHIC

Metal Chic everywhere – Catwalk Looks

Metallics Moodboard

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BOHO CURL

Create the Boho Cool Festival Look

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Natural Beauty – We dish on power smoothies & new super foods

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Absolutes

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CREATING WEARABLE LOOKS

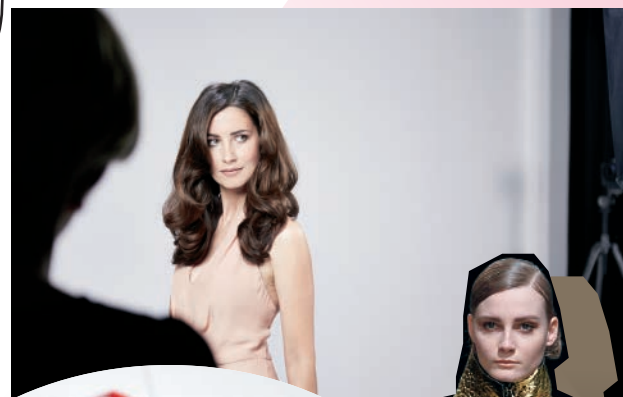
Get a sneak peak behind the scenes of our latest photo shoot.

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LOOKBOOK PIECES

See the season's key-pieces before anybody else!

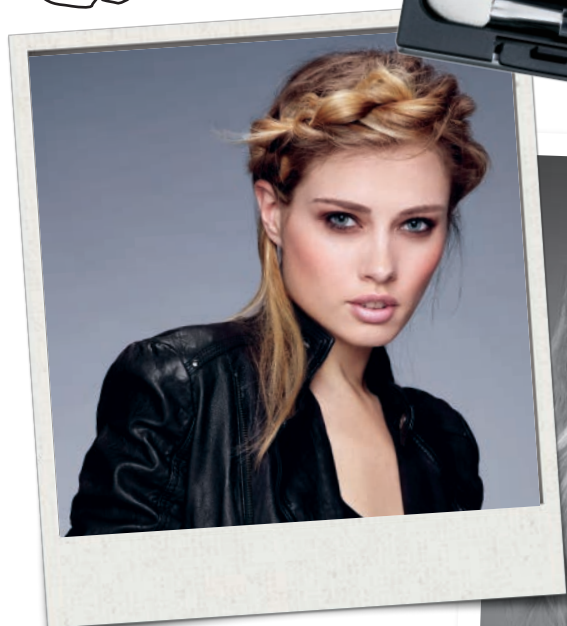
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The hot list

INSPIRATION FOR
THE HAIR & BEAUTY
MUST HAVES OF
THE SEASON:

Find out more about our
beauty must-haves:



1 ESSENSITY

NEW ammonia-free hair color with Phyto-Lipid Technology for stunning, natural-looking color results.

2 DIEGO DALLA PALMA

For dramatic eyes: Metallic eye shadow from Diego dalla Palma.

3 ILIA

Look younger in a flash: organic illuminator stick from ILIA.

4 IGORA ROYAL METALLICS

New trend in color: unique metallic shades & a highly polished finish.

5 BC OIL POTION

For ultimate shine & smoothness: luxurious finishing treatment with premium argan oil.

6 OSiS+ SESSION LABEL

Styling with ultra high performance, as seen in the latest runways.

7 OPI

The latest shade for your nails: metallic polish from OPI.



GET THE LATEST
HAIR LOOKS

INSPIRED BY THE CATWALKS

EL / Essential
Looks



*undone
glamour*



METAL
chic



BOHO
CURL

UNDONE GLAMMOUR



AROUND THE WORLD

4 Cities – 1 Look

It's not only Hollywood A-listers that are head over heels for a bit of natural glamour. As shown here by über blogger, street photographer and globetrotter Facehunter, the undone trend is the talk of the town in more than just one city and loved by fashionistas around the world.

S STOCKHOLM



OSiS+ SESSION LABEL –
FASHION WEEK
APPROVED



Ahh those Swedes!

KNOWN FOR THEIR INNATE KNACK FOR GOOD STYLE, DESIGN AND LET'S FACE IT, PRETTY MUCH ALL THINGS COOL. Seems the undone trend was just made for the blonde manes of Nordic "It-Girls." Once more, Stockholm claims its crown as the most laid back metropolis in the world.



L LONDON

Sorry Berlin Girls!

BUT LONDON IS STILL EUROPE'S NO. 1 FASHION CAPITAL. They don't wear trends here, they make them. So it's really no wonder that the Brit chicks give the undone trend a unique styling spin that has "party" written all over it.



R RIO DE JANEIRO

STRICTLY SPEAKING, RIO IS NOT A CITY. RIO IS A FEELING. A vibrant metropolis set against jaw-dropping natural scenery, with a lifestyle that is more free, more relaxed and more cheerful than any other place in the world. And how do the Girls from Ipanema like to wear their hair? You guessed right: natural, relaxed and undone.



Sun, summer, sand:

AUSTRALIA'S SYDNEY IS THE CAPITAL OF EASY LIVING. Here, the undone trend meets happy surfer babes.

The result? An adorable beach look with natural hair, that seems to have been kissed by the sun and salty water.

S SYDNEY



Undone glamour

Expert Tip

The Trend with limitless styling possibilities ...

If you're thinking about flimsy girl scout pigtales, well, think again. Elegant up-dos, whimsical braids & Co. have definitely grown up and are currently causing quite the stir with celebs.

Why you ask? They're fun, easy, look great on just about everyone and are our new "go-to" look of the day (more good news: They work just as well at night!).



GET STARTED

The OSiS+ Grip Extreme Hold Mousse gives your hair the perfect texture to create beautiful braids & buns.

TRY THIS AT HOME

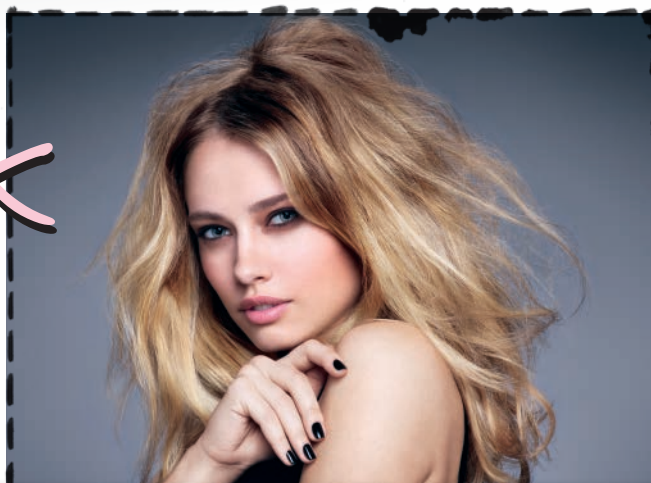
OUR EXPERT WILL WALK YOU THROUGH CREATING THREE OF THE MOST STYLISH LOOKS AT HOME. LET'S DO IT...



MY TOUSLED UNDONE LOOK

- 1 prep damp hair with BC MOISTURE KICK Spray Conditioner & OSiS+ Grip Extreme Hold Mousse, then blow dry
- 2 curl hair then secure each curl with a clip
- 3 gently smooth curls out using a boar bristle brush, section by section. Backcomb to desired volume towards the scalp
- 4 lock in your look with OSiS+ Session Extreme Hold Hairspray

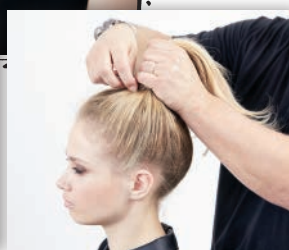
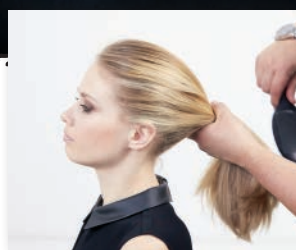
Tip: For a more disheveled look: flip head upside down, spray OSiS+ Session Extreme Hold Hairspray and work fingertips through hair





MY CASUAL BUN LOOK

- 1 prep hair with OSiS+ Session Label Silk Shine Cream to reduce frizz and flyaways. Then apply OSiS+ Session Label Salt Spray to create grip and texture
- 2 gather hair into a high ponytail and secure with an elastic
- 3 spray ponytail with OSiS+ Session Label Flexible Hold Hairspray to add more texture. Twist hair and wrap around ponytail creating a bun. Secure with pins
- 4 for a disheveled look, rub fingertips in a circular motion around the hairline to add soft texture creating an angelic glow



Styling Products

Step 1: BC MOISTURE
KICK Spray Conditioner

Step 2: OSiS+ Grip Extreme Hold Mousse

Step 3: OSiS+ Session Extreme Hold Hairspray

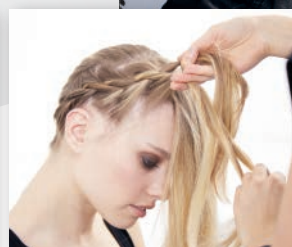
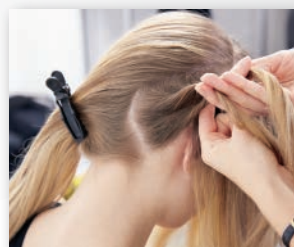
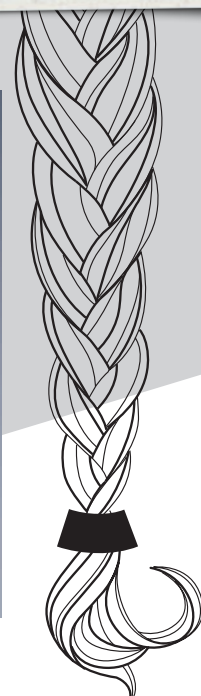
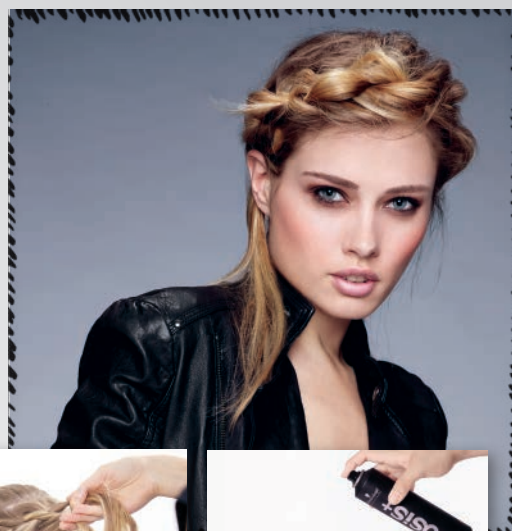
EXPERT STYLING TIP:

Use OSiS+ Session Label Flexible Hold Hairspray- Its flexible hold is perfect for creating texture and easy to brush out.



MY MESSY BRAID LOOK

- 1 part hair on the side
- 2 start braiding hair from back to front utilizing OSiS+ Session Label Flexible Hold Hairspray to control the hair
- 3 finish the braid on opposite side just behind the ear. Secure with pins
- 4 Loosen the braid at the scalp for desired messy braid look. Lock in your style with OSiS+ Session Label Strong Hold Hairspray



KISS YOUR HAIR WITH COLOR

Soft, natural shades and sun-kissed highlights are a perfect match for the Undone look.

Perfection is soo yesterday, now it's all about effortlessly polished glamour.

HERE'S OUR TOP 3
recommendations to create
the best hair moments ever...

WHAT'S SPECIAL?

The color is applied with a kiss-shaped sponge: perfectly blending the dyes & kissing your hair with beautiful, natural looking effects.

KISS COLOR TECHNIQUE

Get that gorgeous glow all-over, with soft highlights in warm blonde shades.

With this new technique, 2 or 3 blonde hues are worked into the mid length and lower part of the hair.

COLORING BENEFITS

- stunning performance
- 100% reliability
- maximum intensity
- very clear and sharp tone directions

Expert
Top Tip

COLOR
IGORA ROYAL
for TRUE COLOR
IN HIGH DEFINITION





BLONDES HAVE MORE FUN.

Oh so true in this case!
a hint of warm caramel tones
+
natural looking highlights
—
" a fabulously on-trend
fashion statement!



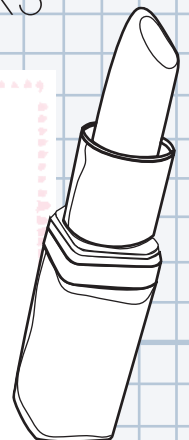
a look to love

THREE DIMENSIONAL BLONDES AND SUBTLE MULTI-TONAL COLORS

OUR BEAUTY SECRET

The NEW OSiS+ Session Label

✕ created in a lightweight formula for lasting style performance that won't weight down the hair!



METAL CHIC EVERY- WHERE

THE METALLIC
TREND SEEMS
TO BE NEVER
ENDING



CAT
WALK
FW 14/15
Paris, London, Milan
and New York



1. Junya Watanabe – Paris
2. Jean Paul Gaultier – Paris
3. Gareth Pugh – Paris
4. Balmain – Paris
5. Aigner – Milan
6. Milly – New York
7. Jean Paul Gaultier – Paris



THERE'S NO DENYING THAT THE METAL TREND IS MASSIVE AT THE MOMENT AND COULD BE FOUND ON JUST ABOUT EVERY RUNWAY THIS YEAR. FROM ICONIC LUXURY BRANDS LIKE SAINT LAURENT, TO FASHION COOL KIDS PROENZA SCHOULER — EVERYONE IS REVELLING IN NOBLE METAL.

8. Just Cavalli – Milan
9. Chanel – Paris
10. Marni – Milan
11. Jean Paul Gaultier – Paris

M

METAL
CHIC



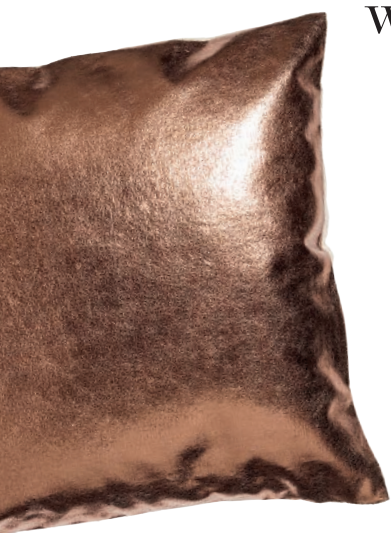
MOOD BOARD

Metallics

METAL CHIC IS THE LOOK OF THE MOMENT. Whether it's fashion, beauty or interior design – designers and stylist alike are going glam. Here's to the new Golden Age!

CREATE A STRONGER FASHION STATEMENT

with luxurious metallics



GET THE GLAM

Metal chic is all about luxury, fun and a bit of decadence. Indulge in our selection of shiny home accessories, statement jewelry and glam fashion. Add some sparkle to your world!



WE LOVE





1. Max Mara – Milan
2. Angel Sanchez – New York
3. Diesel – New York
4. Shiatzy Chen – Paris
- Boot & Sneaker – Acne
- Pillow – H&M
- Purses – Asos
- Raincoat – Acne
- Bracelet – H&M
- Homeware – H&M
- Shaker – Crate & Barrel
- Rings – Ariane Ernst



METALLIC HAIR

Shadow Lights:

A selection of soft sheen metallic shades are used to create both a shine and a shadow effect throughout the fringe of the hair.

LUXURY FINISH:

The BC OIL POTION Finishing Treatments are luxurious formulas that are enriched with premium argan oil, which nurture and protect the hair. It provides a truly opulent shine with maximum smoothness. No wonder our experts swear by it!



M
METAL
CHIC

NEW METALLIC REFLECTIONS ON HAIR

TIME TO SHINE!

The metal look is trending more than ever. And the secret to achieving great results lies in the shimmer.

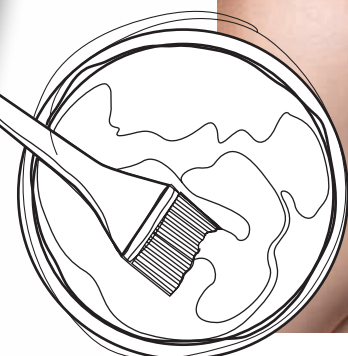
Our new **Shadow Light Technique** creates wonderful matte and shiny effects on the fringe.

Get ready for some serious beauty inspiration, ladies!



WORLD OF COLOR

IGORA ROYAL offers a compact portfolio of metallic shades, giving us all the tools we need, to create a unique iridescence with contrasting warm and cool tones for a metalized, polished finish.





Make the look complete

Eye shadow and nail polish are perfect for the metallic trend! They provide ultimate radiance and stunning effects thanks to their shimmering particles.



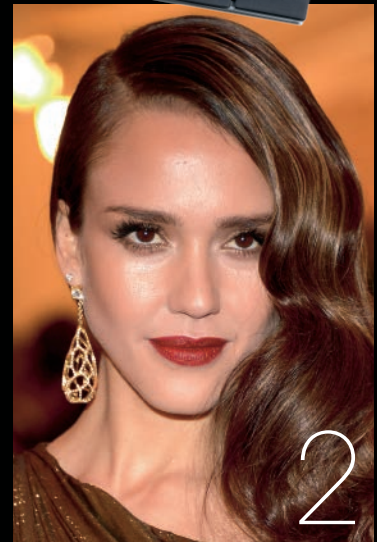
METALLIC EYE SHADOW

two unique ways to wear it
and never get bored.

1. WEAR IT CAT-EYE STYLE
2. GO FOR BRONZE SMOKY EYES WITH RED LIPS

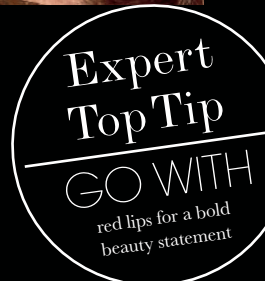
ULTRA SHINY

Diego dalla Palma offers creamy eye shadows in great metallic hues for an ultra-shiny, luminous effect.



Beauty hint:

Metal eye shadow is great for creating the ultimate smoky eyes. Worn with flaming red lipstick you are bound to turn heads the very moment you step outside. For a softer version, try nude shades or a dash of lip-gloss.



POLISH IT OFF!

The new shades from OPI give your nails a lustre shine! The only problem you'll have now is deciding which one to go for...



M
METAL
CHIC

BEAUTY Secret

OIL

THE NEW LIQUID GOLD

...FOR YOUR
HAIR.

HEALTHY, GLOSSY HAIR HAS ALWAYS BEEN A SYMBOL OF FEMININITY AND RICH OILS OFFER PLENTY OF NOURISHMENT.

Ancient traditions such as Indian Ayurveda or the beauty rituals of Japanese geishas have recommended the use of high quality oils for more than 4000 years. So it doesn't really come as a surprise that more and more modern cosmetic products rely on the benefits of this liquid beauty booster. Thanks to its molecular structure, oil is easily absorbed into the hair and protects it like a shimmering shield.

BC OIL POTION

BC OIL POTION is a holistic care range, that combines problem-solving solutions with an indulgent salon experience for all hair types in need of shine. Well-chosen oils offer smoothness and excellent nourishment for your hair.

Expert
Top Tip

SHINE

Oil really works for
extra shine & softness

SECRET BEAUTY WEAPON

Even if you are letting your hair dry naturally, massaging a few drops of BC OIL POTION into wet hair helps to maintain incredible shine and softness.





Find out more about
our oil must-haves:

1 BC OIL POTION FINISHING TREATMENT:

For all hair types: High quality argan oil offers a blend of antioxidants and essential vitamins, instantly infusing the hair with opulent shine and softness.

A luxurious treatment that works without overburdening thanks to its lightweight texture.

2 BC OIL POTION DIVINE POLISH:

The smoothing formula with Argan and Apricot Kernel Oils and UV Filter evenly covers the hair's surface to add incredible shine and protect the hair.

Perfect for hair that needs an extra boost of shine after blow-drying.

3 BC OIL POTION VOLUME AMPLIFIER 5:

The precious formula with argan, marula, almond, macadamia and jojoba oils, as well as moisturizing panthenol, amplifies the hair, adding volume while infusing it with opulent shine and suppleness. Just work into towel-dried hair before blow-drying and leave in.

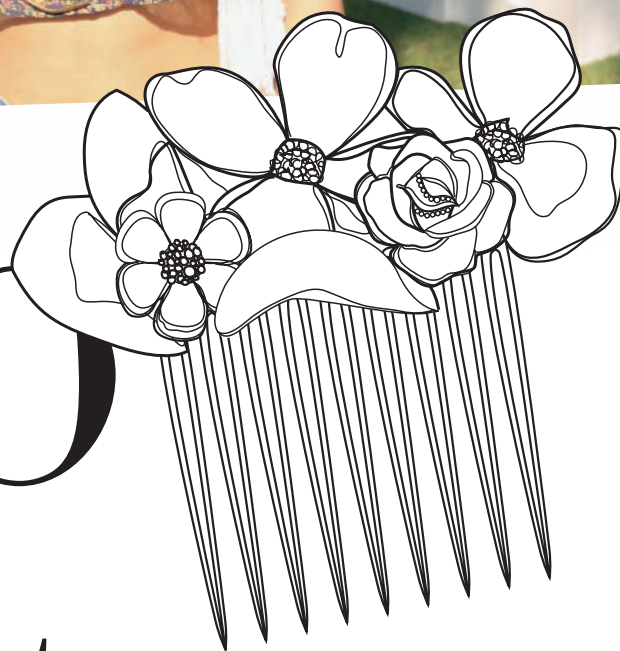


B

BOHO CURL



CREATE THE BOHO COOL



WITH INSTANT WOW EFFECT

Mega events like the Coachella Music Festival in Indio, California, show us how it's done:

WITH AN INCREDIBLE CELEBRITY FOLLOWING, THIS FESTIVAL IS ALL ABOUT THE SOUNDS & STYLE. TRUST US, WHATEVER IS WORN BY THE FESTIVAL VIXENS HERE TODAY WILL BE TRENDING AROUND THE WORLD TOMORROW. SO WHAT'S THE CURRENT HIT LOOK?? WITH ALL THOSE FLOWERY DRESSES, DREAMY VINTAGE CHARM AND GORGEOUSLY EFFORTLESS HAIR, IT IS MORE THAN OBVIOUS — BOHO CHIC IS THE HEADLINER OF THE SEASON.





OPEN AIR – OPEN HAIR

Loose, openly worn hair is a must for the perfect festival look. Soft waves and cute hair accessories give your style that extra dose of Boho glam.



HEALTHY SHINE AND A SILKY FINISH ARE A MUST TO GET A GORGEOUS BOHO MANE. Shampoos like BC MOISTURE KICK provide the perfect care, nutrition and dose of moisture for 100% nourishment and increased shine.

Vanessa Hudgens, Kirsten Prout, Poppy Delevingne and Alessandra Ambrosio



Expert
Top Tip

CARE
BC MOISTURE KICK
Shampoo



The official fast track to pretty Boho hair this season:

WITH STATEMENT HEADBANDS, COLORFUL HAIR TIES AND FLOWER GARLANDS, HAIR ACCESSORIES JUST GOT WAY MORE EXCITING!



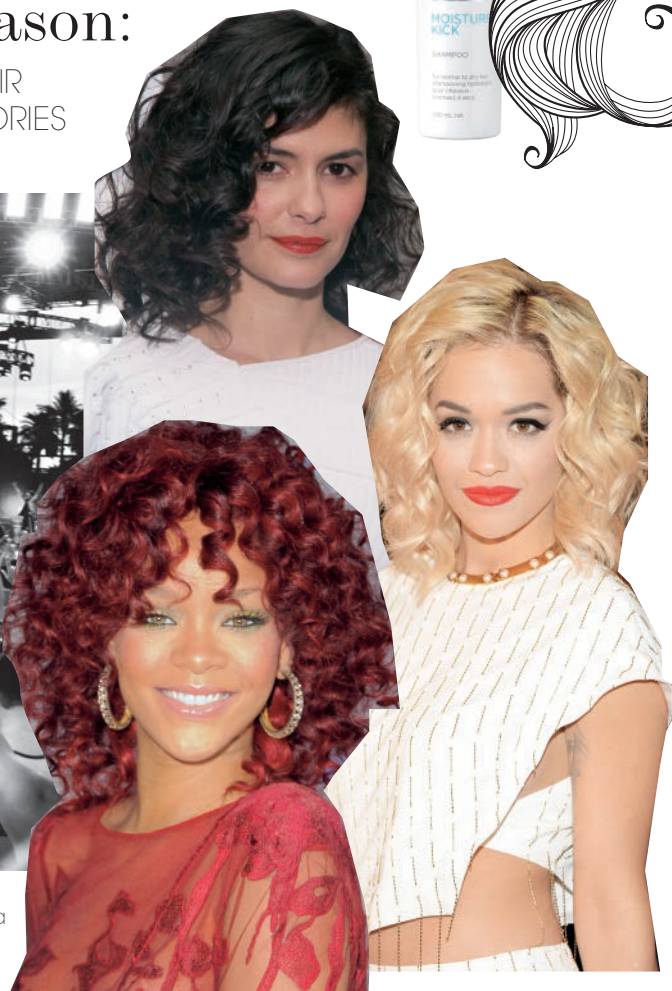
ASOS



EXPERT ADVICE:

Due to its structure, naturally curly hair is prone to dryness. Make sure you use the right conditioning products after every wash and give your hair regular treatments. Also, comb with care to avoid split ends. We suggest trying BC Moisture Kick's Spray Conditioner.

Audrey Tautou, Rita Ora and Rihanna



B BOHO CURL

IT'S THE STYLE DUEL OF THE SEASON:

SOFT WAVES OR
CRAZY CURLS?
WHAT'S YOUR FAVE?

CURLS? YES, PLEASE!

Ranging from well groomed locks to romantic tousled waves to full on Afros ready to dance on Studio 54's floor – this look has it all, and now it's yours to take. And you can forget about hair-dryers and curling irons too, as we reveal the secret on how to get the perfect no-stress wavy hair-do.



OUR CURL ADVICE:

When curling your hair at home, it's best to work from back to front and leave hair ends out for a natural look.



NO-STRESS OPTION:

Wear your hair in a stylish braid all day (check page 15) and, when night finally falls, take out the braid, give your hair a quick disheveling with your hands and add a dash of glossy spray – your tousled waves are ready to go!

CURLY GIRLS

Dreaming of Beyonce's twirly-whirly power locks?

WITH THE RIGHT STYLING PRODUCTS YOUR GOAL IS NOW WITHIN EASY REACH:

Product is key here, so try the OSiS+ Session Label series with Strong Hold Hairspray and Silk Shine Cream for stunning results.



SOFT WAVES

Soft waves add a touch of movement and effortless glamour to your hair.

A super elegant look works best when only the mid and lower part of the hair is put into glossy waves.

FINALLY! CURLY PERFECTION

Whether you call a head of natural curls your own or are using a curling iron, your hair will need optimal care for truly bouffant curls.

BC SMOOTH PERFECT Shampoo & Conditioner with Cell Perfector Technology & an Amino Smoothing Agent, deliver nutrients and healthy shine to your hair.

The technology even protects your hair from styling heat and humidity for perfectly flawless curls.

Expert
Top Tip

CARE
BC SMOOTH PERFECT
Shampoo & Conditioner



B

BOHO CURL



NATURAL BEAUTY

More and more women trust in all natural ingredients when it comes to beauty products.

The new Essensity ammonia-free hair color with Phyto-Lipid Technology replaces synthetic ingredients where possible with renewable, naturally derived ingredients. It is free from silicones, mineral oils and artificial fragrances.

The formula is infused with oil for outstanding color performance and stunning, natural looking results.



GREEN SMOOTHIE

Vitamin bomb, detoxer & immune system booster

WHAT YOU NEED

(IDEALLY SUPER FRESH AND ORGANIC)

- 2 HAND FULLS FRESH SPINACH
- 4 MINT LEAVES
- 1 SLICE OF HONEYDEW MELON
- 1 QUARTER FRESH PINEAPPLE, SLICED
- 1 MEDIUM BANANA
- 2 TABLESPOONS GRATED COCONUT
- 1 ¼ CUPS COCONUT WATER

Put all ingredients in a blender, mix until smooth and drink right away so those precious vitamins aren't lost. Cheers!



HAIR MASK, ANYONE?

It goes without saying that a hair mask with a high dose of nurturing ingredients can work wonders for healthy, shiny hair.

Expert
Top Tip

HAIR MASK

the most effective use
of your time



OUR ADVICE FOR A STRESS-FREE USE:

apply the hair mask and then make use of the good, old shower cap. This way, you can already dry off and moisturize, while your hair is soaking in all the rich nutrients. Finally, just rinse-off the mask over the sink. Indulge in a little beauty break and pamper your hair with an extra bit of care!



YES, WE KNOW, SMOOTHIES – AND ESPECIALLY THE GREEN VERSION – ARE CAUSING QUITE THE STIR AT THE MOMENT.

And while even we think it's not necessary to jump aboard every new health-food trend that comes to town, these drinks really do live up to what they promise. Not only are they jam-packed with healthy vitamins, they are also a gentle way to detox your body and boost your immune system. Sounds like something right up your alley? Well, why not try this recipe for our favourite power smoothie right away?

WHAT'S IN IT FOR ME?

SPINACH is full of healthy vitamins and minerals. It contains large amounts of vitamin C, folic acid and beta-carotene, which all have a positive effect on cell metabolism.

PINEAPPLE brims with vitamins A, B and C, plus a high dose of enzymes such as bromelain, amylase, peroxidase and invertase. The tropical treat is full of minerals and micronutrients and is known to boost fat burning and purification.

COCONUT WATER comes from fresh green coconuts, has basically no calories and a refreshing, slightly sweet taste. It contains high levels of micronutrients, vitamins and important minerals such as potassium and magnesium, which work wonders when it comes to hydration and boosting the metabolism.

STYLE ICONS

If you feel good,
you look good!

... A SIMPLE TRUTH, THAT BECOMES EVEN
MORE IMPORTANT WITH AGE.

PERFECT AND FLAWLESS? SHOULD THIS REALLY BE A MODERN DEFINITION OF BEAUTY? WE DON'T THINK SO. Far more interesting than any smooth surface are personality, integrity and confidence. Aging is a natural part of life and these three goddesses of the silver screen prove that it can be done gracefully and without compromising their radiant beauty. These strong women are far from taking it down a notch and disappearing into the background. And why should they? They show us that you can really have it all, at any age!



SOPHIA
LOREN

—The Italian Goddess

BELLA FIGURA! The screen legend will be celebrating her 80th birthday in September and is still walking the red carpet, as only recently at the Cannes Film Festival, outshining everyone with her unparalleled beauty and elegance!

FABULOUS AT EVERY AGE

The secret to younger looking skin is all in the illumination. New beauty label ILIA works with only certified organic bio-active botanicals and has created the “Cosmic Dancer Illuminator” which works as a subtle highlighter.



KRISTEN MC MENAMY

– A different kind of supermodel

At the start of her career, McMenamy was rejected by every major agency, but soon turned her uniqueness and sheer force of a personality into her biggest assets to become one of the most successful high fashion and couture models in the 90ies. In 2010, then aged 46 and a mother of four, McMenamy embarked on an epic revival, walking down the runways of Givenchy and Louis Vuitton with her signature long, silvery mane. Her embrace of aging has inspired women of all generations to go gray. "You can get older and still be rock-'n'-roll," she says.

DIANE
KEATON

– A sparkling personality

Diane Keaton ranks amongst the most influential actresses of the century. She's famous for her temperament, intelligent sense of humor and decision, to become a mother in her 50's. Now over 60, Keaton loves to talk about the advantages of getting older.



BEAUTY ADVICE:

Today women everywhere want beautiful hair at every age.

The right hair color really can work wonders to complement more mature complexions. Warmer hues specifically, look beautiful and completely natural with maturing skin. Golden and beige shade combinations glow with healthy-looking shine, leaving the skin with a refreshed look and your hair in fabulous condition with gorgeous, brilliant color.



FIND THE RIGHT COLOR

With the best, absolute white coverage, collagen infused formulas and age-defying tones, IGORA ROYAL Absolutes rewrite the book on maturing hair with 15 brand new shades. The result is not only a vibrant color but also supreme care and fuller looking hair.



ANTI-AGING FOODS



Feeling good inside at any age also comes down to a healthy diet and knowing which foods will contribute to giving you smooth skin, shiny hair and an overall radiance.

AND WHILE YOU MAY ALREADY BE AWARE THAT BERRIES ARE RICH IN ANTIOXIDANTS AND THEREFORE GENUINE BEAUTY FOOD OR THAT AVOCADOS ARE THE BEST REMEDY TO KEEP YOUR COMPLEXION AGLOW, DID YOU ALSO KNOW ABOUT THESE THREE SUPER FOODS THAT SHOULD BECOME A REGULAR ON YOUR PLATE FROM NOW ON?

HIJIKI

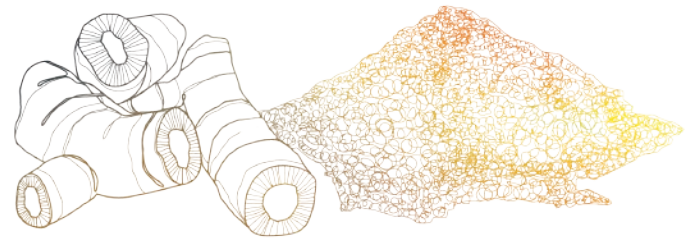
Sushi lovers will be delighted and should make sure to add a hijiki appetizer to their next order. The black sea vegetable is rich in iodine, which increases the synthesis of the thyroid hormone, thyroxin, in order to boost the metabolism. Also, about 40 percent of hijiki is pure fiber, which helps regulate hormones and enhances liver detoxification.





TUMERIC

Consider turmeric the equivalent to a fashion must-have. The intense yellow powder has been shown to help prevent cancer, plus it contains curcuminoid pigments, which stimulate the genes that enhance the body's own synthesis of antioxidants. Turmeric also protects brain and skin cells from free radical damage, improving concentration and slowing down the formation of wrinkles and fine lines. We like!



ARCTIC CHAR

Basically offers all the goodness of salmon, but is actually farmed in an environmentally sustainable manner. It contains the same amount of omega-3 fats as wild salmon, about 1300 milligrams per 100 grams, which help block wrinkle-causing enzymes. The omega-3 fats also improve the function of brain cells. And as if gorgeous AND smart weren't enough already, char also contains carotenoids, which improve eyesight and protect skin cells from sun damage. Seriously, we can't think of a reason not to eat this magical fish!



BEAUTY TIP

PAMPER YOUR HAIR WITH Q10.

While eating healthy certainly helps you to look and feel young, why not also pamper your hair with the best new technologies: BC TIME RESTORE brings your hair closer than ever to natural perfection and prevents the loss of strength and moisture as your hair ages. Its Time Restore Complex combines Q10 with breakthrough Nutrifiller Technology to immediately erase visible signs of aging while stimulating the hair's natural keratin synthesis.



CREATING WEARABLE LOOKS



Get an exclusive
sneak peak

BEHIND THE SCENES OF OUR PHOTO SHOOT
FOR FALL / WINTER 2014 / 2015.

TYLER'S TOP TIP

"Posing, changing outfits, retouching the make up... work on the set can actually get pretty hectic. In order to give all hairstyles enough hold to stay perfect throughout the entire shoot, I rely on the OSiS+ Session Label series: maximum hold with incredible shine."



BACKSTAGE IMPRESSION

Essential Looks Collection Fall / Winter 2014 / 2015

The Schwarzkopf Professional creative team fills you in on the inspiration behind the new looks of the season and how they brought them to life in front of the camera.



“We have been inspired by the international runways, have adapted all major trends for hair & beauty and translated them into contemporary and wearable looks.”



“We have named the result ‘Modern Glamour’.”

“As each fashion season comes around we are always excited and inspired by what jumps from the international catwalks to become the trends of the moment. This season, the main theme delivered by a whole host of designers can be summed up in two words – Modern Glamour. It was such a popular mood that we have made it the heart of our looks. Effortless and yet glamorous hairstyles that let your personality shine!”



Simon Ellis — International Creative Director
Steve Hogan — Essential Looks, Creative Director
Nina Schäfer — Essential Looks Commercial Director



Meet
the Team
SHOOTING
Take a glimpse
behind the scenes

TREND INSPIRATION SCHWARZKOPF PROFESSIONAL: THE ESSENTIAL LOOKS — MODERN GLAMOUR COLLECTION



Undone
glamour

TREND INSPIRATION SCHWARZKOPF PROFESSIONAL: THE ESSENTIAL LOOKS — MODERN GLAMOUR COLLECTION



METAL
chic

EE / Essential
Looks



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ELLE / *Essential
Looks*



BOHO
CURL



ABSOLUTES
COLLECTION

TREND INSPIRATION
SCHWARZKOPF
PROFESSIONAL:
THE ESSENTIAL LOOKS
— MODERN GLAMOUR
COLLECTION



LOOKBOOK PIECES

“The magic is in the details”

We couldn't agree more, especially when it comes to the new and fabulous accessories Fall/Winter 2014/15 has to offer. Because in the end, it's the details that define your individual look. Whether it's the hottest color of the season, the most flattering hairdo or the perfect pair of shoes that bring it all together, let us introduce you to the key-pieces of the season.

SHOES

01
shoes: ALEXANDER MCQUEEN

02
shoes: ZARA

03
shoes: JIMMY CHOO

04
shoes: GIVENCHY

05
boots: GUCCI

06
boots: VALENTINO

07
shoes: ZARA



01



02



03



04



06



07



05

ACCESSORIES



03



02



01

01
necklace: CAVALLI

02
bracelet: VINTAGE

03
glasses: H&M

04
blouse: KAVIAR GAUCHE

05
belt: MANGO

06
belt: VINTAGE

07
ring: ASOS

08
bracelet: ELI SAAB



04



05



06



07



08

IN THIS ISSUE

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 CRATE & BARREL — www.crateandbarrel.com • H&M — www.hm.com • ILIA — www.iliabeauty.com
 OPI Products Inc. — www.opi.com • DIEGO DALLA PALMA — www.diegodallapalma.com

READY FOR A CHANGE?

Let your Style shine!

UNDONE GLAMOUR, BOHO CURLS
OR METAL CHIC — BE INSPIRED BY OUR
IDEAS TO FIND YOUR NEW LOOK!

ASK YOUR STYLIST!

SALON STAMP

ROCK MIAMI WITH SCHWARZKOPF PROFESSIONAL

SAVE THE DATE: NOV. 2 & 3 2014

THE SCHWARZKOPF PROFESSIONAL EXPERIENCE ESSENTIAL LOOKS
"MODERN GLAMOUR COLLECTION" 2:2014

FOR MORE INFORMATION ON JOINING OUR EVENT VISIT:
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OR CALL FOR TICKETS:
1.800.23.IGORA / 1.800.234.4672

E / Essential
Looks

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