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Pioneering the Salon of the Future

Schwarzkopf Professional Paves the Way Forward with a Digital Revolution in Hair Diagnostics

Continuing to support hairdressers as we transition into a new normal, Schwarzkopf Professional stands by its partners with the latest innovations. The award-winning Schwarzkopf Professional SalonLab Analyzer and Consultant App combines hairdresser expertise with data-driven insights, to provide a truly personalised in-salon experience. The technology is now being rolled out internationally.

For the first time in the brand's history, over 120 years of scientific hair expertise has been merged with the latest trends in digital technology to launch a fully connected ecosystem that:

- Empowers hairdressers with data-driven insights
- Enables clients to experience a fact-based, hyper-personalised salon journey
- Provides a precise product and service offering powered by the SalonLab Consultant App

After successful user tests in key markets in Europe and Asia, Schwarzkopf Professional is excited to roll out the pioneering SalonLab Technology to even more regions; including the rest of Europe, the Middle East and Africa in September 2020, as well as the USA early next year.

“This really is a game-changer. Not only does it bring the salon of the future to the present, but the Schwarzkopf Professional SalonLab reinvents the salon experience as we know it,” says Schwarzkopf Professional Global Colour Ambassador, Lesley Jennison.

Schwarzkopf Professional SalonLab Smart Analyzer

The Schwarzkopf Professional SalonLab Smart Analyzer enables hairdressers to take the guesswork out of which products and services best suit each client's hair type, by analysing hair at a molecular level. The cutting-edge technology allows a near-infrared sensor to measure the quality of the inner hair condition – until now hair diagnosis has been limited to its outer appearance. Thanks to the hand-held device with haptic feedback and instant results, is lightweight and comfortable in the hand.

Schwarzkopf Professional SalonLab Consultant App

The SalonLab Smart Analyzer comes with the Schwarzkopf Professional SalonLab Consultation App; an easy-to-use application that connects with the SalonLab Smart Analyzer to visualise the consultation process. The intelligent app displays a holistic hair profile, so that combined with the hairdresser's expert hair assessment, salon clients can see the easy-to-understand, data-driven results for themselves – creating a new standard in consultation.

Through four simple steps, the pioneering tools have revolutionised the salon experience:

1. **Expert Input:** guides hairdresser and client to understand hair history and goals
2. **Measurement:** through a simple and fast scanning process
3. **Result:** a unique hair score is delivered through the App
4. **Recommendation:** a bespoke hair profile is created with personalised in-salon service and home care product

Personalized Hair Care with Fibre Clinix:

Dedicated to hair transformation, the Schwarzkopf Professional SalonLab Smart Analyzer & Consultant App go hand-in-hand with the newly launched Fibre Clinix range; packaged with eye-catching holographic elements and pastel tones, this range takes a high-performing service approach that provides customisable treatments and transformative results – from first use.

Due to its powerful repair performance and fully customisable options, Fibre Clinix starts in the salon with a bespoke Tribond Service; personalised based on results from the SalonLab Smart Analyzer. The application continues at home with maintenance recommendations tailored to a client's specific hair needs through the SalonLab Consultant App.

To learn more about the Schwarzkopf Professional SalonLab Smart Analyzer & Consultant App, speak to your local Schwarzkopf Professional representative or visit: www.salonlab-server.de/en-GB/

Information on the new Fibre Clinix products and in-salon services are available on the [Schwarzkopf Professional website](#) – as well as a range of motivating learning opportunities from ASK Education.

About Henkel

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry &

Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2019, Henkel reported sales of more than 20 billion euros and adjusted operating profit of more than 3.2 billion euros. Henkel employs more than 52,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit www.henkel.com.

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