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Advanced, personalized hair treatment service for Thai consumers

Schwarzkopf Professional launches “Fibre Clinix Mixology Bar” concept with six hair salon partners

Bangkok – Henkel Beauty Care has introduced the Schwarzkopf Professional “Fibre Clinix Mixology Bar” concept, which encompasses fully customized in-salon services and home care solutions to help consumers maintain and prolong results until their next salon visit.

The premium service is available exclusively at six salons in Bangkok: Chalachol Salon, Kudos by Tarakorn Salon, A-DAY Salon, SALONDIO Salon, December Hair Salon and Hair@Nail Megabangna Salon.

The “Fibre Clinix Mixology Bar” concept is created using Schwarzkopf’s advanced repair and bonding technology and delivers personalized hair care in a four-step process.

Consumers will enjoy professional consultations with a salon care expert to identify their unique hair needs. High-performance boosters are then mixed to offer a fully personalized treatment. These boosters target various hair types and conditions, such as damaged and over-processed hair, or color-treated hair. Finally, consumers can maintain their salon results at home using the post-treatment Fibre Clinix portion jar. More information at: [Fibre Clinix | Schwarzkopf Professional (schwarzkopf-professional.com)](https://www.schwarzkopf-professional.com/com/en/care/fibre-clinix.html)

Dheerasak Tridhip, General Manager of Beauty Care Professional, Henkel Thailand, said, “We are excited to introduce the new service from our trusted Fibre Clinix brand to hair professionals in Thailand. Through the Mixology Bar concept, consumers can experience personalized and advanced treatments from our haircare experts both in-salon and at home.”

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 2020, Henkel reported sales of more than 19 billion euros and adjusted operating profit of about 2.6 billion euros. Henkel employs about 53,000 people globally – a passionate and highly diverse team, united by a strong company culture 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](file:///C:/Users/fischerl/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/2MGCYH4Y/www.henkel.com).

Photo material is available at [**www.henkel.com/press**](http://www.henkel.com/press)

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