



DISCOVER  
100% Performance  
0% Compromise

ESSENSITY  
COLOUR

*Together. A passion for hair*

# DISCOVER THE BREAKTHROUGH IN PERMANENT AMMONIA FREE COLOURS:

## 100% Performance

- Up to 100% white coverage
- Up to 4 levels of lift
- Stabilizes the hair structure during the colouring process
- Protects against external influences

0% Ammonia, Odor, Silicones, Paraffin / Mineral Oils,  
Parabens, Formaldehyde Derivates, Alcohol

0% Compromise





# ESSENSITY PHILOSOPHY

Colour Products are **FREE FROM:**

- AMMONIA
- SILICONES
- FORMALDEHYDE DERIVATES
- PARABENS
- ODOR
- PARAFFIN / MINERAL OILS
- ALCOHOL
- ARTIFICIAL COLOURANTS

Therefore **ESSENSITY** uses only pure and natural essences drawn from efficient and innovative extraction techniques to produce formulations that deliver the highest degree of naturalness possible.

**ESSENSITY** promotes the use of renewable resources and sustainable raw ingredients from natural sources wherever possible, while capturing the freshness and maintaining the goodness of every ingredient used.

## MISSION STATEMENT

### SUPERB PERFORMANCE

Within ESSENSITY formulations, performance is our first priority. Secondly, Schwarzkopf Professional is committed to offer a credible, authentic and honest brand with ESSENSITY based on 2 additional dimensions of sustainability.

#### 1. PERFORMANCE

- We consider 100% performance to be our main goal.
- We use formulas which meet the high expectations of your clients.

#### 2. HEALTH

- We support and endorse a FREE FROM philosophy, i.e. ALL products are free from artificial fragrances, silicones, paraffin and mineral oils and parabens.
- We promise to replace synthetic ingredients whenever possible without compromising on performance.

#### 3. ECOLOGY

- We use formulas that are predominantly biodegradable.
- We use raw materials which are synthesized from plant based materials using renewable sources.

# DISCOVER ESSENSITY'S BREATHTAKING COLOUR ASSORTMENT

COLOUR DEPTH		NATURE	NATURE +	FASHION&COVER	CEDAR		BAMBOO	HONEY	HAVANA	OAK	TEAK	AUTUMN LEAF COPPER	AUTUMN LEAF COPPER GOLD	AUTUMN LEAF RED COPPER	AUTUMN LEAF RED	AUTUMN LEAF VIOLET
10	LIGHT	10-0			10-14	10-2	10-45	10-55								10-19
9	LIGHT	9-0	9-00	9-50	9-60	9-14		9-55		9-67						
8	LIGHT	8-0					8-45		8-62		8-68	8-77	8-75			
7	MEDIUM	7-0	7-00	7-50	7-60	7-14		7-55		7-67		7-77		7-87		
6	MEDIUM	6-0		6-70			6-45	6-55	6-62		6-68				6-88	6-99
5	MEDIUM	5-0	5-00	5-60	5-80	5-31		5-55	5-62	5-67	5-68	5-77		5-87	5-88	
4	DARK	4-0					4-45		4-62	4-67	4-68				4-88	4-99
3	DARK	3-0	3-00						3-62						3-8	
2	DARK				2-2											2-99
1	DARK	1-0														



# GROW YOUR BUSINESS WITH ESSENSITY!

Offer ESSENSITY to ALL of your clients,  
but focus on clients that are:

## NATURAL

Someone who pursues a balance between nature and urban living

## HEALTH CONSCIOUS

Concerned with using natural, healthy ingredients

## ECO-CONSCIOUS

Using products that are earth friendly

## INFORMED CONSUMER

In need of information, they read labels and ask questions about products

# DISCOVER ESSENSITY'S UNIQUE TECHNOLOGY

100% Performance delivered by

- AMEA-Technology
- Oil-in-cream formulation

ESSENSITY innovates with a unique oil-in-cream formulation based on AMEA-Technology.\*

## How does the AMEA-Technology work?

The **lightening process** relies on the oxidative reaction of hydrogen peroxide on the natural hair pigment melanin. The melanin particles are encapsulated and covered with a protective layer, which is called melanosome. To lighten or change the hair colour, **this protective layer of the melanosome has to be penetrated** in order to make melanin pigments susceptible for hydrogen peroxide.

ESSENSITY innovates with **AMEA-Technology\*** which stands for the **synergistic combination** of two alkalizing agents **Aminomethylpropanol** and **Monoethanolamine** which provide **up to 4 levels of lift** and **superb colour performance**. Therefore it helps to **easily penetrate** the protective layer of the melanin. This is superior to the common Monoethanolamine-based ammonia-free colouration systems.

As an additional benefit, the patent-pending AMEA-technology provides this key performance **without compromising the hair quality**.

\*patent pending



# PURE ESSENCES

## ESSENSITY COLOUR CREAM

Enriched with:

### Grape Seed Oil

Provides extraordinary anti-oxidative properties & works against free-radicals which may affect your cell-membrane.

### Also found in:

It's a preferred cosmetic ingredient for damaged and stressed tissues, possessing regenerative and restructuring qualities.

### Ectoin

Ectoin is a natural substance which is created by micro-organisms and delivers caring properties. Protective properties which can help to stabilize the protein chains are present in hair and therefore guarantee a high performance and the most possible caring colouration service.

### Also found in:

Ectoin is used as an active ingredient in skin care products, anti-age creams and protects the skin from stress such as that caused by UV radiation.

## ESSENSITY ACTIVATING LOTION

Enriched with:

### Bees Wax

Bees Wax is a natural wax produced in the bee hive of honey bees and is known to contain mineral nutrients and Vitamin A for suppleness and a natural shine.

### Also found in:

Special skin care creams, protective lip balms and masks for dry skin.

## WATER: MUCH MORE THAN A PRECIOUS ELEMENT.

Water is an essential component of ESSENSITY.

Generally the first thing that comes to mind when thinking of water quality is Drinking Water.

However, that is not so for professional Hair Cosmetics.

Drinking water still contains salts, minerals and often germs that can react with the active ingredients of the formulas reducing the expected results.

ESSENSITY keeps nature's best ingredients and essences fresh by using only water that has undergone a special series of filtering processes to guarantee the absolute clean and pure water quality used for the Essensity Colour.

Experts call it "Pure Water".

Your guarantee for outstanding salon quality and performance

# HIGH FASHION SHADES WITH ADVANCED COVERAGE

ESSENSITY'S Fashion&Cover shades are the ultimate combination of fashion and coverage

- 100% performance
- Coverage and fashion shade in one – without mixing
- Ultimate colour vibrancy
- Healthy and fuller looking hair

## 100% Performance

- Fashion
- Up to 100% white hair coverage
- Colour Vibrancy
- Fuller Look

## 0% Compromise

- Ammonia
- **No mixing necessary**
- Odor
- Silicones
- Paraffin / Mineral Oils
- Parabens
- Formaldehyde Derivates
- Alcohol

The 7 special shades are enriched with:

The Densilate Complex stabilizes the hair structure during the colouring process and provides it with optimal colour retention on white hair. Additionally, it provides the hair with perfect moisture and protection balance, thereby, ensuring hair's colour vibrancy.





# DISCOVER ESSENSITY LIGHTENING – A MARKET REVOLUTION!

The first lightening system with:

## 100% Performance

- Up to 5 levels of lift
- Essence of Camomille and natural Ectoin
- Delivering natural looking beautiful & lasting highlights

## 0% Compromise

- 0% Ammonia, Odor, Silicones, Paraffin / Mineral Oils, Parabens, Formaldehyde Derivates, Alcohol

## 0% Ammonia, Paraffin, Fragrance



# TECHNICAL INSIGHTS

## 4 Steps for perfect ESSENSITY colour results:

### 1. Natural base identification:

Numbering system with natural depths from 1- to 10

1- / 2- black  
3- dark brown

4- medium brown  
5- light brown

6- dark blonde  
7- medium blonde

8- light blonde  
9- extra light blonde

10- ultra blonde

(Use the same levels to identify the existing hair colour)

### 2. Determine the percentage of white hair

– Slight white: 15%

– Medium white: 30%

– High white: 50% or more

### 3. ESSENSITY Activating Lotion

ESSENSITY Activating Lotion is developed specifically to work perfectly with the organic ingredient technology of ESSENSITY Colour Creams. A rich emulsion base enhanced with natural fine filtered bees wax. In four individual concentrations to further guarantee perfect colouration results

• 2.5%/ 8 Vol.

• 5.5%/ 18 Vol.

• 8.5%/ 28 Vol.

• 11.5%/ 38 Vol.



Use 2.5% / 8 Vol. for pure colour deposit or colouring darker and max. 30% white hair coverage.  
 Use 5.5% / 18 Vol. for up to 100% white hair coverage & 1-2 levels of lift. For use with Fashion & Cover shades.  
 Use 8.5% / 28 Vol. for Nature+ shades and 2-3 levels of lift.  
 Use 11.5% / 38 Vol. for 3-4 levels of lift with 10-series.

## Mixing ESSENSITY Colour Cream with ESSENSITY Activating Lotion

### Mixing Ratio: 1:2

E.g. ½ tube Colour Cream (30g) + (60g) Essensity Activating Lotion.

### Please note for Blonde-shades (10-series):

Development time for Blondes: 30-45 minutes. The recommended natural depths is between 6-7 in order to reach an illuminating blonde. In case of re-growth applications, please avoid overlapping to previous lightened mid-lengths and ends.

### Note:

For the most gentle colour development, heat is not recommended. (Electronic heating devices accelerate the chemical process and generate unnecessary energy costs).



## 4. Shade selection

Shade	Tone Directions	White coverage
Nature N	Neutral/Cool: From depths Black to Light Blonde (1-0 to 10-0)	Up to 100%
Nature +	Nature extra: For resistant hair types (3-00, 5-00, 7-00, 9-00)	Up to 100%
Blondes	Individual blonde tone directions to: Lift, Colour, Neutralize	No white coverage will be achieved with the highlift shades
Cedar CE	Cool: Anti-Yellow effect, Anti-Orange effect, Anti-Red effect	Up to 100% with Nature tone 2:1
Bamboo BA	Beige gold: A cold and warm mix, Soft beige and gold reflex	Up to 100% with Nature tone 2:1
Honey HO	Warm gold - Soft Gold: Beige reflex, Rich Gold reflex, Gold Brown shimmer	Up to 100% with Nature tone 2:1
Havana HA	Intense brown: Pure brown, Wood appearance	Up to 100% with Nature tone 2:1
Oak OA	Modern brunette: Muted Chestnut appearance, Caramel, Brown shimmer	Up to 100% with Nature tone 2:1
Teak TE	Tropical red brown: Rich Teak wood shine, Dark Chocolate glow	Up to 100% with Nature tone 2:1
Autumn Leaf AL	Individual, tone intense: Intense copper glimmer, Fiery Red shine, Violet, Burgundy glow	Up to 100% with Nature tone 2:1
Fashion & Cover	Gold, Copper, Auburn & Red	Up to 100% with no mixing necessary

### For maximum white coverage and equalization of fashion shades:

Achieve up to 100% coverage with the Natural shades up to the level of 9 in combination with ESSENSITY Activating Lotion 5.5%/ 18 Vol. When using a fashion tone, the best white coverage will be achieved by adding 1 part of nature tone to 2 parts of the selected fashion shade. For thick & resistant hair-types, use the Nature+ shades to achieve perfect white coverage. If needed, processing time can be extended up to 45 minutes to achieve up to 100% white coverage.

# ESSENSITY Shade Codes:

Numbering system with natural levels form 1- to 10

The system is based on a combination of up to four numbers:

The number in front of the dash:

(6-888)

- Indicates the level of the shade
- Indicates the ideal level to use the shade in order to achieve true to swatch colour results

The number after the dash:

(6-888)

- The first number after the dash = the primary colour direction
- The second number after the dash = secondary colour direction
- Two identical numbers after the dash = intense colour direction
- A third number = additional colour direction

## The ESSENSITY Multi Tonal principle:

### Please note:

Multi-tonal colour results can be achieved when using 2.5% / 8 Vol. ESSENSITY Activating Lotion. Natural Hair usually appears with uneven areas like lighter ends on the crown section or darker nape area. The ESSENSITY Multi-Tonal principle adapts to this natural phenomenon and allows for the most natural looking colour results.

### Creations:

The ESSENSITY colour range is developed for multiple shade combinations. All tones are intermixable and allow creative compositions and individual creations.



# How to entice customers into using ESSENSITY:

## The Haircut Onlys:

- Many customers will be just coming in for a haircut, not having considered colour before. Offer ESSENSITY's subtle natural look and rich, healthy shine to accentuate the client's new cut.

## The Ammonia Refusers:

- Afraid of the ammonia content within permanent colours? As ESSENSITY's high performing permanent colours are ammonia free it will be very easy to convince these customers of the benefits of such a colouration.

## The Colour Skeptics:

- Some clients have never considered a colour application as they are concerned about unnatural looking results. With ESSENSITY colours they don't have to worry anymore as they deliver a beautiful natural-looking colour result.

## The Colour Addicts:

- Colour addicts can be convinced by ESSENSITY's highest performance and natural-looking results without compromising the hair quality with an on top odourless colour experience!

# BEST GREEN PRACTICES

Becoming an environmentally friendly salon does not have to be difficult or expensive. Resource efficiency is not just an environmental issue. It is also an important business process that could potentially save your salon a lot of money. Think about the following practices for your salon:

## 1. Waste Minimization

Waste minimization is reducing waste by not creating it in the first place. Only mix the amount of product that you need. You can always mix more if necessary.

## 2. Recycling waste

Recycling conserves natural resources that help sustain the environment, reduces the need for landfills, saves energy and prevents pollution. Place bins or containers in locations near trash cans where employees typically throw away recyclables.

## 3. Efficient use of water

Water is one of the most important natural resources in the world. Make sure that the washing machine is full before starting a load of used towels.

## 4. Efficient use of energy

Help combat climate change and reduce your carbon footprint! Reducing the amount of energy you use is one of the fastest, most effective ways to save your salon money.

Remember! Change is a frame of mind that must be embraced if you really want to make a difference.



# COMMUNICATION MATERIAL



MIRROR CLING



CONSUMER LEAFLET



SALES & TECHNICAL BROCHURE



WALL CHART



STRAND CHART

# SCHWARZKOPF PROFESSIONAL ESSENSITY EDUCATOR APP



Like the traditional **IGORA System Educator**, the **ESSENSITY App** is designed so you can create predictable colour results. The **ESSENSITY App** guides you through the colouring process by selecting the **ESSENSITY Series** you'd like to create, entering in the client's natural level; if the application is virgin or a retouch; and the percentage of white hair, then VOILA: you are provided with the formula to create the perfect Schwarzkopf **ESSENSITY** colour!

The **"SAVE FORMULA"** option allows you to put away client index cards and save all their formulas and information on the **ESSENSITY Educator App** under **"My Clients"**.

Additionally, the **ESSENSITY "Hints and Tips"** function shows multiple sections of helpful colour application information, including mixing & application, technology, an ingredient dictionary and best green practices for your salon.



iPad



iPhone

# FREE!

  

## DOWNLOAD NOW!

(App only available for iPhone and iPad devices)

*Together. A passion for hair*

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