



Schwarzkopf®
PROFESSIONAL

2026

newsletter

September - October

DOWNLOAD ≡



Schwarzkopf®
PROFESSIONAL

2026

newsletter

September - October

SEPTEMBER ONLY

- ▶ **NEW!** Schwarzkopf Professional® Bonding Launch Offers:
 - BLONDME® & IGORA® VARIO BLOND Lighteners
Buy 1, Get 1 40% Off
 - IGORA ROYAL® Strong Bonds Kit
 - Free Limited-Edition IGORA ROYAL Bag Charm with
IGORA Color Purchase
- ▶ 20% Off BLONDME Color

SEPTEMBER – OCTOBER

- ▶ Free BLONDME BONDFINITY Deep Repair Mask
with BLONDME Purple Spray Conditioner Purchase
- ▶ CHROMA ID™ Color Masks Buy 1, Get 1 Free
- ▶ FIBRE CLINIX™ Fibre Sealer Buy 2, Get 1 Free
- ▶ Free OSiS+® Blowout Ready Travel Kit with
IGORA® COLOR10® Color Purchase

OCTOBER ONLY

- ▶ IGORA® Color Buy 9, Get 3 Free Holiday Give Back

FEATURES

- ▶ Free Foiled Cashmere Certification
- ▶ Meet Our New Alphanumeric Color System
- ▶ Are You Ready to Make the Switch to
Schwarzkopf Professional?
- ▶ Get Rewarded with MySKP Rewards



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NEW

SCHWARZKOPF BONDING BLONDME®



IMPROVED LIGHTENER 9+ FORMULA

- ▶ Lightens up to **9 levels** of lift
- ▶ With **Anti-Metal Bond Protection**
- ▶ With **Swell-Control Formula** for smooth application and processing
- ▶ Exclusively pair with our new dedicated BLONDME Developers*

HIGHER LIFTING CLAY LIGHTENER

- ▶ Lightens up to **8 levels** of lift
- ▶ With **Swell-Control Formula & Anti-Metal Bond Protection**
- ▶ Provides optimal precision with a soft-to-solid formula
- ▶ Exclusively pair with our new dedicated BLONDME Developers**

NEW DEDICATED BLONDME DEVELOPERS

- ▶ Pair our **NEW** BLONDME Lighteners*** with our **NEW & IMPROVED****** BLONDME Developers for optimal performance and to fully activate every benefit of the upgraded system, including Swell-Control Technology

*BLONDME Premium Developers 6% | 20 Vol., 9% | 30 Vol.

**BLONDME Premium Developers 6% | 20 Vol., 9% | 30 Vol. and 12% | 40 Vol.

***BLONDME Premium Lightener 9+ and Clay Lightener
****Vs. previous

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MADE TO PERFORM TOGETHER

Pair NEW BLONDME® Lighteners* with NEW Dedicated Premium Developers** for optimal performance and fully activate every benefit of the upgraded system:

- + SWELL-CONTROL TECHNOLOGY
- + SMOOTHNESS & CONSISTENCY
- + BRIGHT, CLEAN, EVEN LIFT



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FOR OPTIMAL RESULTS

- + Follow the recommended mixing ratio and processing guidelines.
- + Ensure full, even saturation throughout the hair section, including both the top and underside of the strand.
- + Fold the BLONDME Lightener into the developer using a color brush or spatula to achieve a smooth, homogeneous mixture.
- + Additional heat is not required during processing.
- + Use sufficient product to achieve complete coverage and consistent results.
- + Apply the mixture promptly after mixing.
- + Monitor processing according to the desired level of lift and starting base.
- + For precise mixing, use a scale to ensure consistent, predictable lightening performance.

PAIR FOR PERFORMANCE



PREMIUM LIGHTENER 9+

Our most powerful lightener with Anti-Metal Bond Protection Technology breaks through tough yellow undertones to provide neutralization for a clean canvas, with up to 9 levels of lift.

Premium Developers
6% | 20 Vol. and 9% | 30 Vol.

1 part Lightener : 1.5 parts Developer
MAXIMUM LIFTING POWER, STRONGEST PERFORMANCE

1 part Lightener : 2 parts Developer
MEDIUM LIFTING POWER

1 part Lightener : 2.5 parts Developer
MEDIUM LIFTING POWER

No in-between



CLAY LIGHTENER

Delivers up to 8 levels of controlled, gentle lift with soft-to-solid precision – ensuring clean, clear results but with even more creative freedom for freehand blonding.

Premium Developers
6% | 20 Vol., 9% | 30 Vol. and 12% | 40 Vol.

1 part Lightener : 1.5 parts Developer
THICKER CONSISTENCY

1 part Lightener : 2 parts Developer
SLIGHTLY THINNER CONSISTENCY

No in-between

DEDICATED DEVELOPERS

MIXING RATIO

*BLONDME Premium Lightener 9+ and Clay Lightener
**BLONDME Premium Developers 6% | 20 Vol., 9% | 30 Vol. and 12% | 40 Vol.

BOOK AN APPOINTMENT WITH AN EDUCATOR





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NEW

SCHWARZKOPF BONDING IGORA®

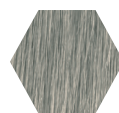


IGORA® VARIO BLOND LIGHTENERS

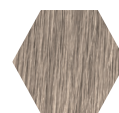
- Reformulated with our advanced Schwarzkopf Professional Bonding Technology for optimized protection against hair breakage*
- Maintains the same lightening performance**

IGORA ROYAL® HIGHLIGHTS & IGORA ROYAL® FASHION LIGHTS

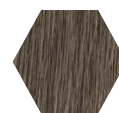
- Featuring upgraded Anti-Metal and Schwarzkopf Professional bonding technologies
- Introducing 3 new shades **IGORA® ROYAL HIGHLIGHTS 12-22** and **12-91** and **IGORA® ROYAL FASHION LIGHTS L-24**



12-22
Special Blonde
Ash Extra



12-91
Special Blonde
Violet Cendré



L-24
Ash Beige



*vs. untreated hair
**as previous formula

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IGORA® · SEPTEMBER



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BUY 1, GET 1
40% OFF*

IGORA® VARIO BLOND LIGHTENERS



Open stock

IGORA VARIO BLOND Plus, 15.8 oz.: IDH# 3061949 | UPC: 4067971158792

IGORA VARIO BLOND Plus XXL, 28.2 oz.: IDH# 3061950 | UPC: 4067971158839

IGORA VARIO BLOND Super Plus, 15.8 oz.: IDH# 3061948 | UPC: 4067971158754

Offer runs September 1, 2026 to September 30, 2026.

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

Final price and offer may vary. *Second item must be of equal or lesser value.

\$39.92-\$60.72

salon value: \$49.90-\$75.90

SAVE 20%

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BLONDME® · SEPTEMBER

BUY 1, GET 1
40% OFF*
BLONDME® LIGHTENERS



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Open stock

Lightener 9+ 15.8 oz.: IDH# 3049394 | UPC: 4067971155128

Lightener 9+ XXL 28.2 oz.: IDH# 3049326 | UPC: 4067971154008

Clay Lightener 12.3 oz.: IDH# 3049368 | UPC: 4067971155005

Offer runs September 1, 2026 to September 30, 2026.

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

Final price and offer may vary. *Second item must be of equal or lesser value.

\$46.00-\$66.80

salon value: \$57.50-\$83.50

SAVE 20%

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IGORA ROYAL® STRONG BONDS KIT

BUY FOR A SPECIAL PRICE:

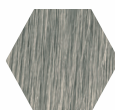
KIT INCLUDES:

- 2 IGORA ROYAL® HIGHLIGHTS Shade 12-22 Special Blonde Ash Extra, 2.1 oz.
- 2 IGORA ROYAL HIGHLIGHTS Shade 12-91 Special Blonde Violet Cendré, 2.1 oz.
- 2 IGORA ROYAL® FASHION LIGHTS Shade L-24 Ash Beige, 2.1 oz.
- 2 IGORA ROYAL FASHION LIGHTS Shade L-89 Red Violet, 2.1 oz.
- 1 IGORA ROYAL Swatch Book Insert
- 1 IGORA ROYAL Quick Color Guide

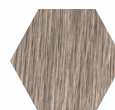
\$39.99

salon value: \$86.60

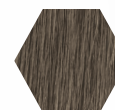
SAVE 54%



12-22
Special Blonde
Ash Extra



12-91
Special Blonde
Violet Cendré



L-24
Ash Beige



L-89
Violet Red

IDH# 3101936 | UPC: 840102604108

Offer runs September 1, 2026 to September 30, 2026.

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Final price and offer may vary.



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IGORA® · SEPTEMBER

FREE

IGORA ROYAL® BAG CHARM

**WITH PURCHASE OF
3 IGORA® SHADES**

Limited quantities. While supplies last.

BUY ANY:

3 IGORA ROYAL®, IGORA® ZERO AMM,
OR IGORA® COLOR10® Color Shades
(Open stock, mix & match)

RECEIVE FREE:

1 Limited-Edition IGORA ROYAL®
Bag Charm



Open stock

Free Bag Charm: IDH# 3133225 | UPC: 840102604351

Offer runs September 1, 2026 to September 30, 2026.

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

Final price and offer may vary.

\$26.85

salon value: \$31.85

SAVE 16%

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BLONDME® · SEPTEMBER



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20% OFF

BLONDME® COLOR



\$6.64
salon value: \$8.30

Open stock

Offer runs September 1, 2026 to September 30, 2026.
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® · SEPTEMBER – OCTOBER

FREE

BLONDME®

BONDFINITY
DEEP REPAIR MASK

with BLONDME® Purple Spray Conditioner purchase



BUY:

1 BLONDME Bond Repair Purple Spray Conditioner, 5.0 fl. oz.

RECEIVE FREE:

1 BLONDME BONDFINITY Deep Repair Mask, 6.7 fl. oz.

\$12.00

salon value: \$27.00

SAVE 56%

Open stock

BLONDME Purple Spray Conditioner: IDH# 2985263 | UPC: 4067971081267

BLONDME BONDFINITY Mask: IDH# 2985277 | UPC: 4067971081540

Offer runs September 1, 2026 to October 31, 2026.

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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CHROMA ID™ · SEPTEMBER – OCTOBER



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BUY 1, GET 1 FREE

CHROMA ID™ COLOR MASKS

(Open stock, mix & match!)



\$24.95

salon value: \$49.90

SAVE 50%

Open stock

Offer runs September 1, 2026 to October 31, 2026.

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

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FIBRE CLINIX™ · SEPTEMBER – OCTOBER



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FIBRE CLINIX™ FIBRE SEALER

BUY 2, GET 1 FREE



Provides heat
protection of
up to 450°F

Reduces hair
breakage
by 93%*

Visibly helps to
reduce the
appearance of
split ends**

\$29.00
salon value: \$43.50

SAVE 33%

Open stock

Offer runs September 1, 2026 to October 31, 2026.

Offer available while supplies last. Offer may end at any time without notice. Price subject to change.
Final price and offer may vary.

*against combing breakage on damaged hair vs. untreated

**with each application

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IGORA® / OSiS+® • SEPTEMBER – OCTOBER

FREE

OSiS+ BLOWOUT READY TRAVEL KIT

WITH IGORA® COLOR10® PURCHASE



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Buy any 6 IGORA COLOR10 permanent color shades and **get a free limited-edition travel kit** that includes our favorite OSiS+ volume and body heroes.



BUY ANY:

6 IGORA COLOR10 Color Shades, 2.1 oz.
(Open stock, mix & match)



RECEIVE FREE KIT:

KIT INCLUDES:

- 1 OSiS+ Dust It, 0.35 oz.
- 1 OSiS+ Mini Grip, 3.3 fl. oz.
- 1 Limited-Edition Travel Bag

\$53.70

salon value: \$81.20

SAVE 34%

Purchased color shades are open stock. Free kit is pre-packed.
Free kit: IDH# 3104867 | UPC: 840102604238

Offer runs October 1, 2026 to November 30, 2026.

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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IGORA® · OCTOBER ONLY

IGORA® BUY 9 GET 3 FREE HOLIDAY GIVEBACK



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IGORA ROYAL®

BUY ANY:

9 IGORA ROYAL Color Shades, 2.1 fl. oz.

RECEIVE FREE:

3 IGORA ROYAL Color Shades, 2.1 fl. oz.

\$80.55

salon value: \$107.40

SAVE 25%



IGORA® ZERO AMM

BUY ANY:

9 IGORA ZERO AMM Color Shades, 2 fl. oz.

RECEIVE FREE:

3 IGORA ZERO AMM Color Shades, 2 fl. oz.

\$80.55

salon value: \$107.40

SAVE 25%



IGORA® COLOR10®

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%



IGORA VIBRANCE®

BUY ANY:

9 IGORA VIBRANCE Color Shades, 2 fl. oz.

RECEIVE FREE:

3 IGORA VIBRANCE Color Shades, 2 fl. oz.

\$61.65

salon value: \$82.20

SAVE 25%

Open stock

Offer runs October 1, 2026 to October 31, 2026.

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Final price and offer may vary.

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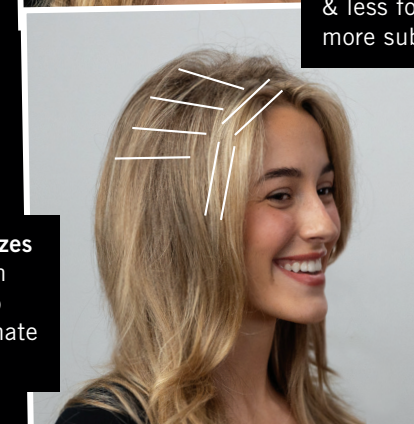
GET BESSETTE BLONDE

using the Foiled Cashmere™ method

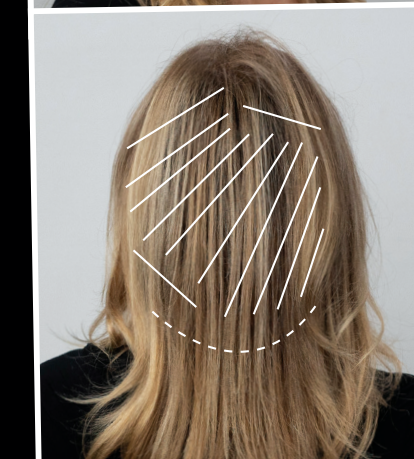
Foiled Cashmere™ is a modern lightening technique inspired by '90s blonding, built on precision foiling for **maximum brightness**, toning for **seamless dimension**, and a **soft, luxurious finish**.



Add more foils for a dramatic, brighter effect & less foils for a more subtle look



Alternate sizes of weaves in your foils to create ultimate dimension



START YOUR *FREE* FOILED CASHMERE™ CERTIFICATION

SKPEDUCATION.COM



NEW ALPHANUMERIC COLOR SYSTEM

**SAME SHADES YOU KNOW AND LOVE.
JUST EASIER TO FIND.**

We know that for new users, numbering systems can take time getting used to. We hear you: color should be easy to explore! That's why we created the Alphanumeric System, **a clean, modern way to read shades** that helps you discover, mix, and create with confidence.



Each number is now complemented by a letter that shows the shade's tonal direction:

Numeric → **10-91**
10VCe ← Alphanumeric

Level of depth

- 1** 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

Number

Alphabet

Tone Direction

-0	N	natural (neutral)
-00	NN	natural extra
-1	Ce	cendré (blue/violet)
-2	A	ash (blue)
-3	M	matte (green)
-4	B	beige (muted gold)
-5	G	gold (gold)
-6	Ch	chocolate (warm brown)
-7	C	copper (orange)
-8	R	red (red)
-9	V	violet (violet)

LOVE THE NUMBERING SYSTEM? PREFER ALPHANUMERIC LETTERS? WE'VE GOT YOU COVERED.

Both will begin appearing on our new packaging starting in March 2026, rolling out gradually.



MAKE THE SWITCH

X
Tracey Cunningham



SCAN FOR A GUIDE TO MASTER OUR COLOR LINE



SWITCHWITHSKP.COM



Discover tools and tips for every step of
your Schwarzkopf Professional journey.



CONVERSION
CHARTS

5-88

NUMBERING
SYSTEM GUIDE



COLOR
WHEEL



INSPIRATION



COMMUNITY

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mySKP REWARDS

Discover a loyalty program designed for you. With mySKP, every purchase brings you closer to fabulous rewards.

HOW IT WORKS

Earn points each month with any Schwarzkopf Professional purchase. It's our way of saying thank you for choosing us for your hair care needs. Points can be used to receive airline tickets, electronics, SKP products and educational offerings, and more!



JOIN FOR FREE TODAY
and start earning points.
SCAN OR VISIT [MYSKPREWARDS.COM](https://myskprewards.com)

If you have any questions or need assistance, please call the Hotline 888-371-0252
from 9 AM to 4:30 PM M-F Eastern Time or email hq@myskprewards.com



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