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## FIBRE CLINIX

### SALON BONDING PROGRAM

Upgrade Your Business  Enhance Your Services





# FIBRE CLINIX

BECOME THE LEADER OF  
HYPER CUSTOMISED  
BOND REPAIR HAIR CARE

A Salon Exclusive, Fully Modular Hair Care Regimen



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## FIBRE CLINIX

POWERED WITH  
TRIPLE BONDING AND  
C21 TECHNOLOGY

is the new salon exclusive,  
fully modular hair care  
regimen harnessing  
cutting-edge science with  
customisation from salon to  
home care.





## BECOME A FIBRE CLINIX BEAUTY COACH

CREATE THE MOST PERFECT IN-SALON  
CARE EXPERIENCE FOR YOUR CLIENT

The client's hair is as unique as their fingerprint. To find the optimal care regimen for your client it's key to start with a consultation and an individual diagnosis of their hair. A perfect consultation reflects and identifies the hair's care needs in salon and leads to a home care regimen which offers your client a long-term solution.

The results of this treatment are truly individual. You can choose and combine products from the different Fibre Clinix ranges and prescribe a highly customized care regimen. This will help to bring your client back to your salon on a regular basis, making them a loyal customer.



### EXPERIENCE TRIPLE BOND REPAIR TREATMENT

Hyper-customized bond repair hair care  
Restores inner and outer structure for up to 60 days\*\*  
Completely seals hair porosity\*\*\*



#### FORTIFY TRIPLE BOND REPAIR TREATMENT

For damaged and over-processed hair



#### RADIANT TRIPLE BOND REPAIR TREATMENT

For colour-treated hair



#### HYDRATING TRIPLE BOND REPAIR TREATMENT

For brittle hair



#### TAMING TRIPLE BOND REPAIR TREATMENT

For coarse frizzy hair



#### VOLUMIZE TRIPLE BOND REPAIR TREATMENT

For fine hair

#### FIBRE CLINIX EXPRESS TRIPLE BOND REPAIR TREATMENT

EXPRESS FORTIFY TREATMENT  
EXPRESS HYDRATE TREATMENT  
EXPRESS VIBRANCY TREATMENT

#### FIBRE CLINIX INSTANT BOOST TRIPLE BOND REPAIR TREATMENT

POST-COLOURING  
POST-STRAIGHTENING  
EXTRA BOOSTER DOSE

\*When used with Fibre Clinix home care regime vs. untreated hair

\*\*When used with Fibre Clinix home care regime  
\*\*\*vs. control test vs. untreated hair

# THE COMPLETE HAIR CARE REGIME



**HYPER-CUSTOMIZABLE  
ASSORTMENT WITH  
TRIBOND AND C21  
TECHNOLOGY**

**FIBRE CLINIX**

**FROM  
SALON**

**TO  
HOME**



**FORTIFY RANGE**  
For damaged and  
over-processed  
hair



**VOLUME  
RANGE**  
For the fine &  
weak hair



**HYDRATE RANGE**  
For dry & brittle  
hair

**BOOST TRIBOND  
TREATMENTS WITH  
SKINCARE INSPIRED  
ACTIVE INGREDIENTS**



**NEW  
LAUNCH**

**FIBRE CLINIX  
IN-SALON SHAMPOO  
AND CONDITIONER  
FOR DIFFERENT  
HAIR NEEDS**



**FORTIFY RANGE**



**VIBRANCY RANGE**



**HYDRATE RANGE**



**VIBRANCY  
RANGE**  
For colour  
treated hair



**TAME RANGE**  
For coarse, easy  
and unmanageable  
hair





## MEET THE EXPERT GLOBAL CARE AMBASSADOR

# GARY TALYOR

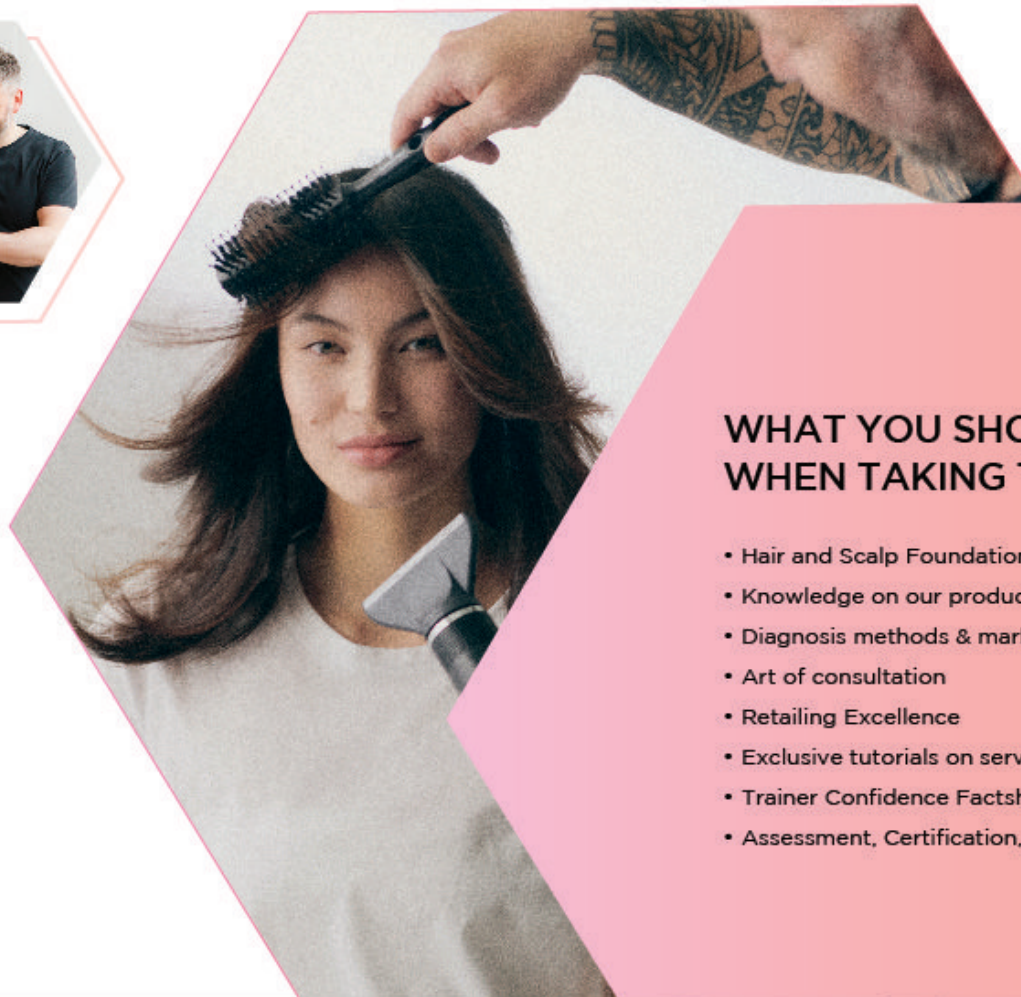
Owner of Edward & Co., hairdressers in Brighthouse, UK, and Schwarzkopf Professional's UK Education Ambassador  
- Global Hair Expert.

Gary is a Two-time British Hairdresser Award winner in the category of 'North Western Hairdresser of the Year' with a professional focus on retail education & hairdressing with over 30 years of Schwarzkopf Professional experience using. Along with Gary's passion for hair & hair care, he makes the Ultimate Craftsman to help further inspire & educate stylists on all things related.



## YOUR JOURNEY TO BECOME FIBRE CLINIX EXPERT IS ABOUT TO BEGIN.

At Fibre Clinix, we tailor education to your needs, and in our seminars, we always start with you - where you are, and how you want to develop your knowledge and skills.



## WHAT YOU SHOULD EXPECT WHEN TAKING THE TRAININGS:

- Hair and Scalp Foundation
- Knowledge on our products and performance
- Diagnosis methods & marketing tools for your salon
- Art of consultation
- Retailing Excellence
- Exclusive tutorials on services & massage techniques
- Trainer Confidence Factsheet and Pro tips
- Assessment, Certification, Rewards & Recognition



# YOUR JOURNEY TO BECOME A MASTER HAIR EXPERT STARTS HERE.



## LEVEL 1

### ESSENTIAL FIBRE CLINIX

Pre Requisite  
NONE

Start your journey to becoming a Fibre Clinix Expert. Essential lays the foundation of your Fibre Clinix knowledge. This seminar takes you to through product knowledge, insights & science of Fibre Clinix, your base to explore the hyper- customized bond repair hair care in your salon.

## LEVEL 2

### ADVANCE FIBRE CLINIX

Pre Requisite  
Essential Fibre Clinix

This seminar takes you to the core of the Fibre Clinix transformation. By analyzing the hair and scalp, diagnose the requirement and learn how to perform the fibre clinix hyper customized transformative services for your clients. Client consultation plays an important role in Fibre Clinix hair methodology to discover your client's needs and concerns to expertly recommend the right products and services.



## LEVEL 3

### EXPERT FIBRE CLINIX

Pre Requisite  
Profound knowledge of the brand re  
Clinix & Treatments

Deliver a unique retail experience to your clients and discover how to create a high-end look in your salon. Understand their goals for hair and expertly recommend the right products and services for their needs. Boost your consultation confidence and optimise your financials with specific merchandising techniques.







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## SALON MARKETING

Taking your salon business to the next level requires more than just exceptional services and a stylish interior. In today's age, marketing plays an integral role in reaching new clients and maintaining relationships with existing ones. Our premium, attention-grabbing marketing tools are designed specifically to help you elevate your salon business.



### ACCESS OUR LATEST VISUALS

- Tent Cards
- Posters
- Social Media Content

### FIBRE CLINIX VISUAL TAKEOVER

- Trolley
- Display Units
- Glorifier
- Service Menu



### DEALS AND PROMOTIONS

- Fibre Clinix Days
- Loyalty Cards
- Special Offers