

PAUL MITCHELL
BLONDE

PAUL MITCHELL
CREMA
XG
Demi-permanent cream hair color



PAUL MITCHELL

PLATINUM PERFECTION

Visit paulmitchellpro.com for formulation insights and how-tos!

SALON    
DEVELOPMENT

JOHN PAUL MITCHELL SYSTEMS



AFTER



BEFORE

PLATINUM PERFECTION

PAUL MITCHELL
BLONDE

MODEL: ELENA

COLOR ARTIST: LUCAS DONEY @ @lucasdoney



Demi-permanent cream hair color



PAUL MITCHELL

BLONDING

FORMULA 1 MID-LENGTHS TO ENDS



SynchroLift+
1 scoop

+



30 volume
Paul Mitchell®
Cream Developer
2 oz. (60 g/ml)

FORMULA 2 ON-SCALP



SynchroLift+
1 scoop

+



20 volume
Paul Mitchell®
Cream Developer
2 oz. (60 g/ml)

REFINEMENT

FORMULA 1 PRE-TONE



+



The Demi
Flash Toner
Brass-Free Violet
2 oz. (60 g/ml)

Paul Mitchell®
Processing Liquid
2 oz. (60 g/ml)

FORMULA 2



+



+



Crema XG™
8NB (8/07)
2 oz. (60 g/ml)

Crema XG™
10P (10/86)
1 oz. (30 g/ml)

10 volume
Paul Mitchell®
Cream Developer
3 oz. (90 ml/g)



STEP 3



STEP 4



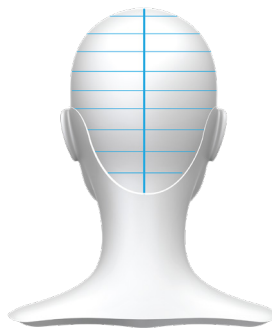
STEP 4

COLOR

1. Begin by taking four standard segments.
2. Start lightener application in the back segment. Take 1/8" sections.
3. Apply Formula 1 from 1/2" to 1" away from the base of the head.
4. Continue up the head to the remaining back and side segments.
5. Once hair has reached 75-80% of desired lightness, apply Formula 2 on scalp. Begin on-scalp application in the same segment you began. Make sure to saturate.
6. Process to a pale yellow.
7. Rinse with tepid water and lightly shampoo with Paul Mitchell® Color Protect® Post Color Shampoo.
8. Towel-dry and apply blonde refinement Formula 1 to the base first, then mid-lengths to ends. Process for up to 10 minutes.
9. Rinse and lightly shampoo. Towel-dry and apply blonde refinement Formula 2 on base, then to mid-lengths and ends. Timing will depend on porosity. Leave on up to 20 minutes.
10. Rinse, cleanse and condition with your favorite Paul Mitchell® conditioner.



STEP 5



TIPS

- Section size matters! Take consistent 1/8" sections.
- Saturation is key to ensure even lightening.
- Stagger developers if needed and use a fresh bowl of lightener per segment.
- Have a second set of hands available to hold foils up to aid on-scalp application.
- During the on-scalp application, slide foil down a bit to ensure saturation on scalp.

