

BLO ND ME

SERVICE MANUAL

TODAY'S BLONDE HAS NEVER BEEN MORE DIVERSE



THERE ARE ENDLESS SHADES OF BLONDE.

“Blonde“ can mean anything from subtle sun-kissed hues of light to powerful platinum.

It can be as warm as caramel or cold as ice. Blonde conveys a sense of fun, of confidence and sex appeal.

Therefore, BLONDME is one of the most challenging yet aspiration colour - still perceived out of reach for most.

BLONDME with its inclusive approach to blondes proves that there is a blonde for everyone irrespective of skin tone, hair colour, age or gender.

Any blonde look has the potential to become iconic with the combination of a bespoke colour and dedicated in-salon and home care solution.

BLONDME has therefore developed an holistic portfolio of colour and care products to individually address any blonde needs and desires.

BLONDME

#BLONDESOFTHEWORLD

NACH FINALER FREIGABE DER TRADE AD MUSS DIESES BILD GEGEN DAS FINALE HIGH RES IMAGE GETAUSCHT WERDEN

THE IMPORTANCE OF CONSULTATION



WHAT ARE BLONDE CLIENTS LOOKING FOR?

- Professionalism & quality: Ensure that their expectations are realistic and met with a tailor-made and bespoke service
- Dialogue & knowledge: Create a connection & show understanding for your clients' needs
- A relaxed atmosphere: A satisfied client is also a loyal one

The client's hair is as unique as your fingerprint, that's why it is so important to start with a consultation and an individualised diagnosis of the hair.

A perfect consultation reflects and identifies the hair condition and its needs and leads to a personalised in-salon service and customized care regime giving your clients a long-term solution.

QUICK TIPS FOR THE PERFECT CONSULTATION

BY GLOBAL BLONDME AMBASSADOR JACK HOWARD:

CREATE A GOOD ATMOSPHERE

1. Create an intimate setting
2. Be on eye level with your client

ACT AS BEAUTY COACH

1. Keep a consultation sheet to take notes
2. Consider personal features of your client (skin tone & jewelry colour to understand if your client is a warm or cool type)
3. Use visual references to help communicating on the result (catalogue pictures, digital pictures)

PREVENT OBJECTIONS

1. Understand your clients' commitment to colour & care
2. Manage final results' expectations, especially when the desired blonde result can not be achieved within one session

FINISH CONSULTATION

1. Check for understanding
2. Encourage a decision from your client



CHECKLIST FOR HAIR DIAGNOSIS

Hair diagnostic is one of the most essential parts of the blonde service. Having a thorough understanding on your client's hair history as well as hair quality is imperative in order to decide on the right colour and care service.

FINAL PICTURES
WILL COME
AFTER THE 25 OF
SEPTEMBER

As soon as the word "BLONDE" is uttered many people automatically reach for lightening products to do the job without even considering other form of colouration.

CHECKLIST - COLOUR

WHY?

1. Evaluate the depth and tone direction of your clients hair	The darker the hair the more red-orange pigments need to be counteracted. Based on that, choose the right developer strength.
2. Choose the right product	Align with your client on the final look and choose the suitable product to perform that service
3. Choose the correct Developer strength	To achieve the desired level of lift
4. Evaluate the depth and tone direction of the lifting result	To choose the right shade for neutralisation of upcoming warmth or for the perfect enhancement
5. Processing time	Please always allow the maximum processing time without adding any heat and check the process visually.

Using the right care products for the perfect blonde is as important as creating the colour result.

CHECKLIST - CARE

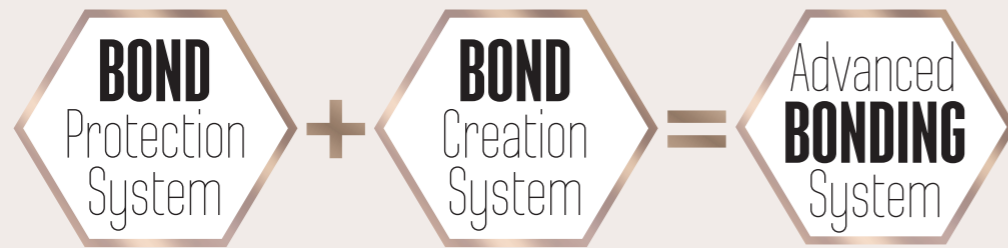
WHY?

1. Evaluate the hair before blonde services	The better the hair condition the better the colour result. The client can already help by using a home care regimen on a regular basis. In the salon instead, consider a brightening service with the ALL BLONDES Detox Range to prepare the hair.
2. Choose the right product	Tailor the product choice to your clients' hair type, hair needs and hair habits when it comes to finish the colour service.
3. Finish the service with a post colour treatment	Complete the colour service by using the appropriate care products for long-lasting results
4. Give an extra shine boost to blonde hair	Blonde hair can be dull or lacking shine
5. Endure proper after care in-salon & home maintenance	To preserve the in salon created colour longer.

THE BLONDME 3 STEPS APPROACH

THE SYSTEM FOR PERFECT BLONDE

BLONDME with Advance Bonding System is the go-to bonding Colour & Care brand delivering utmost blonde perfection without compromise. BLONDME Colour & Care have been formulated and developed to work together as a system delivering ultimate blonde hair quality.



BITTE ALLE LOW RES RGB DATEN GEGEN HIGH RES CMYK DATEN TAUSCHEN!

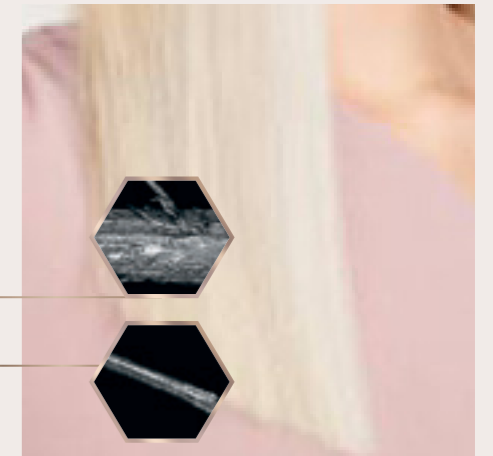
THE INTEGRATED ADVANCED BONDING TECHNOLOGY

EXTERNAL EXPOSURE

When blonde hair goes through external aggressions such as heat or free radicals and even more so chemical processes such as lifting or lightening the cuticles become brittle, leaving the hair fibre prone to damage and consequently dullness.

Blonde hair is altered at two levels:

1. Inner level = cortex reveals deep structural gaps.
2. Outer level = cuticle becomes uneven and rough. Hair frictions and tangle risk increase over time. The hair loses its natural movement, softness and shine.



The integrated Advance Bonding Technology helps to reduce the damage at all levels. It protects the bonds during any chemical process and helps to create new ones with the dedicated in-salon and at home care.

THE ADVANCED BONDING SYSTEM CONSISTS OF:

1

STEP 1: COLOUR - BOND PROTECTION

- Integrated Bond Enforcing Technology in the colour products
- Interlinks with the hair fibres to enforce strong structural bonds
- For minimised hair breakage

2

STEP 2: CARE - BOND CREATION

- Integrated 3D Bond Creation Technology in all in-salon care products
- Creates new bonds and stabilises the hair structure
- For long-lasting strength and suppleness

3

STEP 3: CARE - BOND MAINTANENCE

- Integrated 3D Bond Creation Technology in all home care products
- Maintain and strengthen the bonds at home between salon visits
- Prolong the in-salon colour results for long-lasting shine

BOND PROTECTION SYSTEM

BOND ENFORCING TECHNOLOGY COLOUR

During the blonding process the hair structure can get damaged by breaking inner hair bonds. As a result, the stability of the hair is reduced, and the hair is prone to breakage. The **Bond Enforcing Technology** has been created to protect the hair from deep within.

It contains highly effective Succinic Acid that penetrates during the oxidative process into the hair and creates a protective layer around the hair bonds. By this, most of the bonds survive the blonding process and the hair keeps its strength and elasticity.

BOND CREATION SYSTEM

NEW 3D BOND CREATION TECHNOLOGY CARE

The new generation of bonding technology features a tri-valent ion, the Lanthanum ion, which connects the inner hair bonds by creating a 3-dimensional network inside the hair fibre. While creating new bonds, the network strengthens the hair fibre from within. Thanks to the 3rd dimension bonds are denser than with the previous bonding technology.

pH BALANCING

Additionally, its pH balancing property make the BLONDME care regimen the perfect in-salon and at-home care regimen to complement a BLONDME colour service. Once back to the optimal pH level the inner hair matrix becomes tighter, resulting in stronger hair fibres.

BLONDE STREAMS

BLONDME offers a unique Colour & Care portfolio with endless service opportunities clustered into 3 streams: Flawless Blonde, Brightened Blonde, and Polished Blonde.

The services within the 3 stream are fully exchangeable and intermixable to provide a tailor-made offer covering all blonde clients' needs.

FLAWLESS BLONDE

Let your clients go blonde all the way with strong blonde transformations or maintain their fabulous blondes with a personalised care service for impeccable blonde results.



BLONDE LIFTING SERVICE
High performing lifting shades to lift and tone in one service step



WHITE BLENDING SERVICE
Lifting and blending in one service step - for mature clients



LIGHTENING SERVICE
For maximum lift while minimising hair breakage



BOND CREATION SERVICE
Post-colour care service for light to intense nourishment



BOND MAINTANENCE SERVICE
Maintain bonding & nourishment in between colour services

BRIGHTENED BLONDE

Brighten up your clients' look with strong freehand services or foil highlights or refresh their blonde with a detoxifying services.



FREEHAND LIGHTENING SERVICE
Easy work consistency with soft-to-solid formula



HI-LIGHTENING SERVICE
Lifting for darker bases level 4 and pre-coloured hair



INTENSE REFRESH SERVICE
Insensively refreshes and brightens blonde hair



DETOXIFYING SERVICE
Instantly revives the hair by removing build-ups and hard water residues for a refreshing effect on scalp and on the hair

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POLISHED BLONDE

The finishing touch is the most important step to let your client go home satisfied and loyal. Perfect their look with neutralising or tone enhancement services and let it shine from within.



BLONDE TONING SERVICE
For the beautiful finishing touch after lightening



BLEACH & TONE SERVICE
Giving a tone direction directly during lightening



COOL TONING SERVICE
Maintain the perfect cool blonde result and keep it fresh & shiny





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CMYK DATEN
TAUSCHEN!



BLOND COLOR

BLONDME COLOUR ASSORTEMENT

POWERED BY



LIGHTENING



Page 24



Page 28



Page 40

BOND ENFORCING PREMIUM LIGHTENER 9+

450g
High Performance
Powder Lightener for
maximum lift

BOND ENFORCING PREMIUM CLAY LIGHTENER

350g
Clay Lightener for
easy to work with
consistency and clear
lightening results

BLEACH & TONE

60ml
Tonal additive for
lightening and toning
in one step

TONING



Page 36

BOND ENFORCING BLONDE TONING

60ml
Intermixable Pastel
Toners & Deep Toners
for endless creativity

BITTE
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RGB DATEN
GEGEN HIGH RES
CMYK DATEN
TAUSCHEN!

LIFTING & WHITE BLENDING



Page 16

BOND ENFORCING BLONDE LIFTING

60ml
High performing
lifting shades for up
to 5 levels of lift and
toning in one step



Page 20

BOND ENFORCING WHITE BLENDING

60ml
Lifting and white
blending performance
in one step



Page 34

BOND ENFORCING BLONDE HI-LIGHTING

60ml
Highlighting shades
for lifting and toning
on dark or previously
coloured bases

DEVELOPER



PREMIUM DEVELOPER

1000ml
Premium Developer for
maximum performance
and care when used
with BLONDME colour
products

BOND ENFORCING BLONDE LIFTING

THE HIGH PERFORMING HIGHLIFT RANGE



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CMYK DATEN
TAUSCHEN!

SHADE ASSORTEMENT:

-  **L-ICE-IRISE**
Ultimate neutralising power, ideal for darker bases to neutralise orange-yellow undertones
-  **L-STEEL BLUE**
Very strong neutralising power, ideal for darker bases to neutralise orange undertones
-  **L-ASH**
Strong neutralisation power to neutralise yellow-orange undertones
-  **L-ICE**
Anti-Yellow effect
-  **L-CLEAR**
True, natural blonde tone – perfect to dilute other lifting shades
-  **L-SAND**
Natural blonde with a soft beige tone



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BENEFITS:

- With integrated Bonding Technology to protect the hair fibre during processing for minimised hair breakage
- Lifts virgin hair up to 5 levels
- For base 6 or lighter and less than 30% white
- Lifting and toning and/or neutralizing in 1 easy step

WATCH OUT:

- Only on virgin hair
- Apply always on dry hair
- Suitable for on scalp applications
- All Blonde Lifting shades are intermixable
- Make sure that the shade used is suitable for base 6 and lighter

BASE & UNDERTONE

Base 8 Ice		Yellow
Base 7 Ash, Ice-Irise		Yellow Orange
		Orange Yellow
Base 6 Steel Blue, Ice-Irise		Orange
		Orange Red

SCENARIO:

My client is looking for the most stunning and natural looking blonde without getting bleached.



BITTE ALLE LOW RES RGB DATEN GEGEN HIGH RES CMYK DATEN TAUSCHEN!

HOW TO:



MIXING:

Always intermix the BLONDME Bond Enforcing Blonde Lifting 1:1 with BLONDME Premium Developer.

- For natural bases 6 and 7:
BLONDME Premium Developer 12%/40Vol.
- For natural bases 8 and lighter:
BLONDME Premium Developer 9%/30Vol.



APPLICATION & DEVELOPMENT

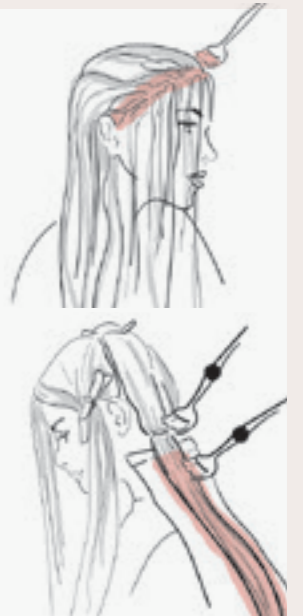
- Apply to dry hair, do not shampoo before
- Apply the mixture immediately after preparation
- Apply in fine sections using a generous quantity of product in order to ensure best possible lifting result

a) Root application:

- Leave out 2 cm of the hairline to prevent over-pigmentation and apply the colour cream at the end

b) Virgin Hair / Full head application:

- Apply the product first onto mid-lengths and ends by taking fine sections, keep out 2 cm of the root area, leave to develop until the desired lifting result is achieved, continue with the application of the root area and leave to develop for 30-45 min. Additional heat is not recommended



30-45 min

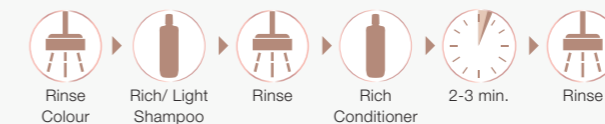
EXPERT TIP:

After development time & before rinsing, wet the mid-lengths & ends with 100 ml of warm water and emulsify the product from the roots into mid-lengths & ends for 2-3 min. then rinse until water runs clear.

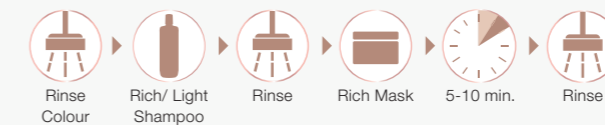


AFTER COLOUR BOND CREATION SERVICE (see page 56 for detailed information)

FOR LOW TO MEDIUM COMPROMISED HAIR - Lightweight Nourishing Treatment



FOR HIGHLY COMPROMISED HAIR - Intense Nourishment Treatment



ANSWER WITH A REFINED LOOK



TONING SERVICE

For the perfect blonde result, enhance mid-lengths and ends with the recommended BLONDME Toning Service (see page 36 for detailed information on assortment and application).

BOND ENFORCING WHITE BLENDING

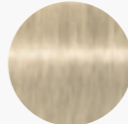

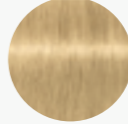
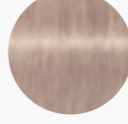
THE HIGHLIFT RANGE FOR MATURE BLONDES



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CMYK DATEN
TAUSCHEN!



SHADE ASSORTEMENT:

-  **W-ICE**
Anti-yellow effect
-  **W-SAND**
True natural blonde tone
-  **W-CARAMEL**
Soft warm caramel tone
-  **W-IRISÉ**
Soft rosé pastel tone

BENEFITS:

- With integrated Bonding Technology to protect the hair fibre during processing for minimised hair breakage
- Up to 4 levels of lift
- For natural base 6 and lighter with 30% white hair or more
- Optimal combination of lifting and white blending mature hair
- Provides up to 100% white blending

WATCH OUT:

- Only on virgin hair
- Apply always on dry hair
- Suitable for on scalp application
- All White Blending shades are intermixable
- Make sure that the shade used is suitable for base 6 and lighter

SHADE DIRECTION

W-Ice	Neutralisation
W-Sand	Fashion
W-Caramel	Fashion
W-Irisé	Neutralisation

SCENARIO:

My client is looking for a colour which can lift the natural hair and blend in the white hair in one single step.



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HOW TO:



MIXING:

Always intermix BLONDME Bond Enforcing White Blending 1:1 with BLONDME Premium Developer

- For levels 6 and 7:
BLONDME Premium Developer 12%/40Vol.
- For levels 8 and lighter:
BLONDME Premium Developer 9%/30Vol.



APPLICATION & DEVELOPMENT

- Apply to dry hair, do not shampoo before
- Apply the mixture immediately after preparation
- Apply in fine sections using a generous quantity of product in order to ensure best possible lifting result

a) Root application:

- Leave out 2 cm of the hairline to prevent over-pigmentation and apply the colour cream at the end

b) Virgin Hair / Full head application:

- Apply the product first onto mid-lengths and ends by taking fine sections, keep out 2 cm of the root area. Leave to develop until the desired lifting result is achieved, continue with the application of the root area and leave to develop. Leave to develop for 30-45 min. Additional heat is not recommended.



30-45 min

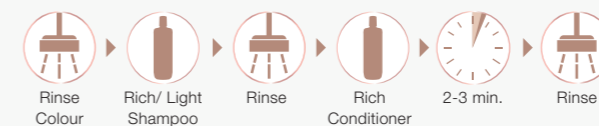
EXPERT TIP:

After development time & before rinsing, wet the mid-lengths & ends with 100 ml of warm water and emulsify the product from the roots into mid-lengths & ends for 2-3 min. Then rinse until water runs clear.

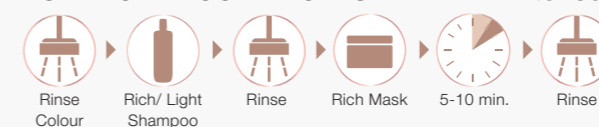


AFTER COLOUR BOND CREATION SERVICE (see page 56 for detailed information)

FOR LOW TO MEDIUM COMPROMISED HAIR - Lightweight Nourishing Treatment



FOR HIGHLY COMPROMISED HAIR - Intense Nourishment Treatment



TONING SERVICE

For the perfect blonde result, enhance mid-lengths and ends with the recommended BLONDME Toning Service (see page 36 for detailed information on assortment and application).

ANSWER WITH A BLENDED BLONDE LOOK

BOND ENFORCING PREMIUM LIGHTENER 9+



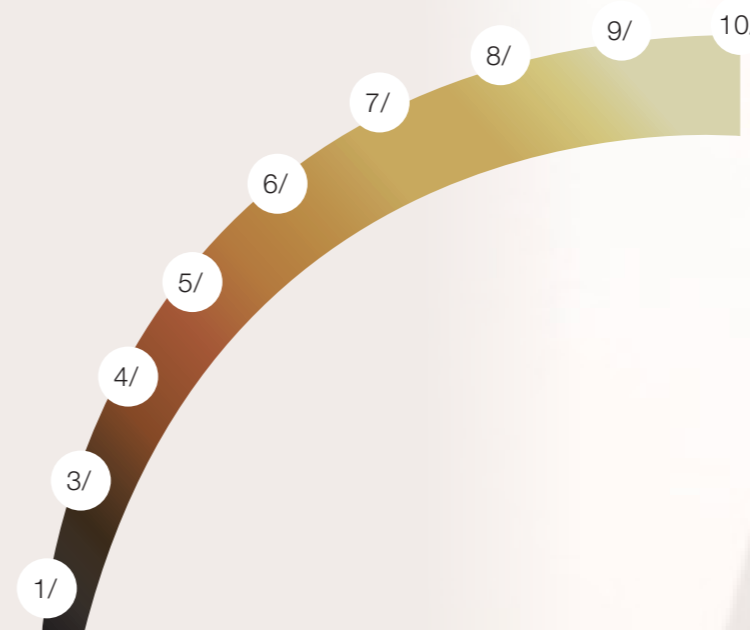
MAXIMUM LIFT WITH MINIMUM HAIR BREAKAGE



LEVELS OF LIFT	DEVELOPER STRENGTH	MIXING RATIO
Up to 3	2%/7Vol.	1:1,5 - 1:2,5
Up to 6	6%/20Vol.	
Up to 9	9%/30Vol. (off scalp application only)	

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NATURAL BASE COLOUR



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BENEFITS:

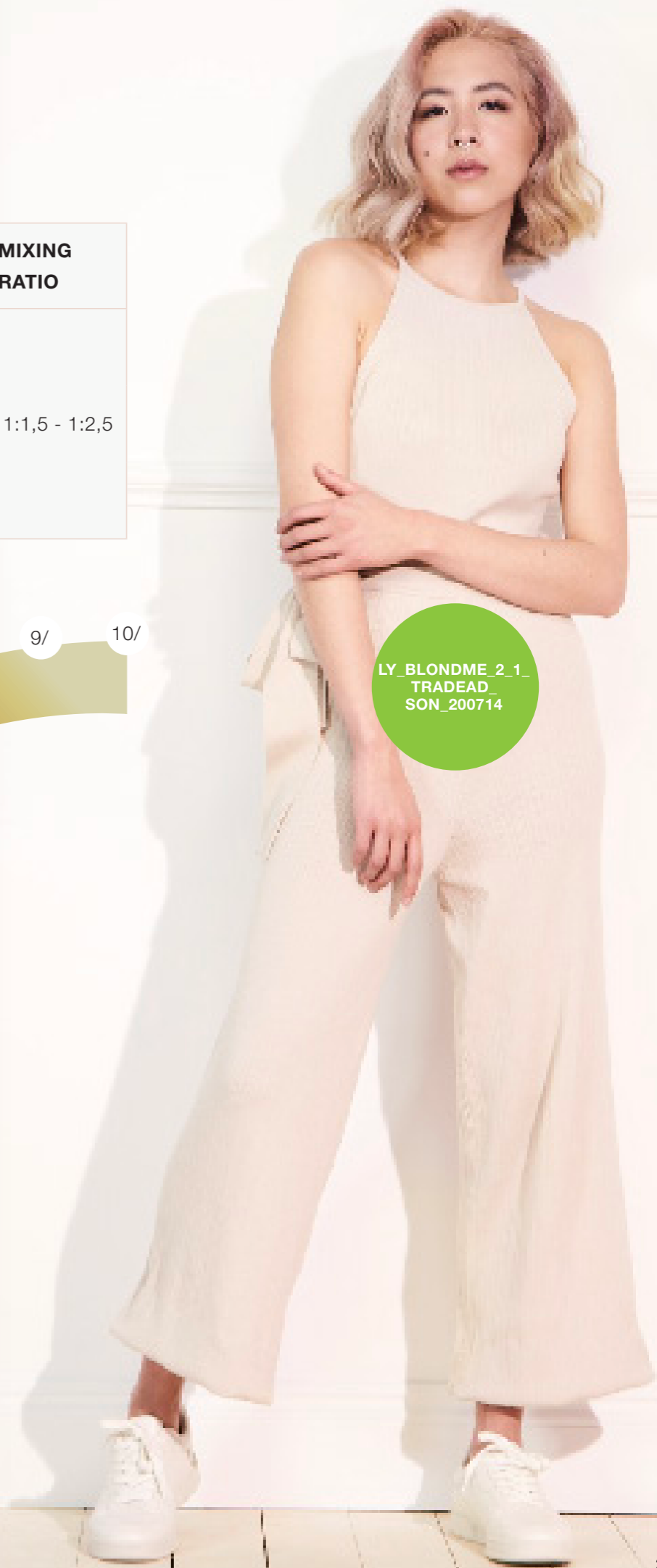
- With integrated Bonding Technology to protect the hair fibre during processing for minimised hair breakage
- Up to 9 levels of lift
- Suitable for all hair bases
- Anti-yellow agents to neutralise warm undertones
- Flexible mixing ratio

WATCH OUT:

- Apply always on dry hair
- Suitable for off and on scalp application
- For fullhead, foil technique & corrective services

CONTRIBUTING PIGMENTS

	Pale Yellow
	Yellow
	Yellow Orange
	Orange Yellow
	Orange
	Orange Red
	Red Orange
	Red
	Dark Red
	Dark Red Brown



SCENARIO:

My client is looking for a colour change, is previously coloured and wants to be lighter or is looking for the lightest blonde possible.



BITTE ALLE LOW RES RGB DATEN GEGEN HIGH RES CMYK DATEN TAUSCHEN!

HOW TO:



MIXING:

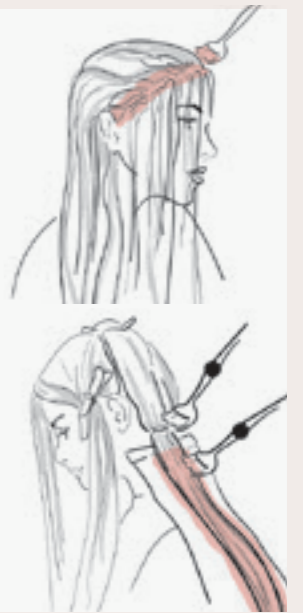
Always intermix BLONDME Bond Enforcing Premium Lightener 9+ in a flexible mixing ratio of 1:1,5-1:2,5 with BLONDME Premium Developer

- All Techniques:
BLONDME Premium Developer 2%/7Vol. or 6%/20 Vol.
- Off-scalp techniques:
BLONDME Premium Developer 9%/30 Vol.



APPLICATION & DEVELOPMENT

- Apply to dry hair, do not shampoo before
- Apply the mixture immediately after preparation on to the mid-lengths & ends, beginning from the nape area
- Apply in fine sections using a generous quantity of product in order to ensure best possible lightening result
- Continue with the root application when lightening result is achieved
- Leave to develop for 20-45 min. Visually check development during processing time
- Additional heat is not recommended

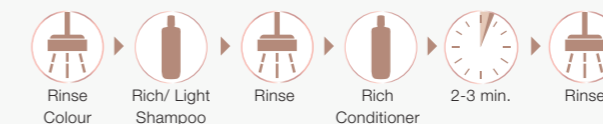


20-45 min

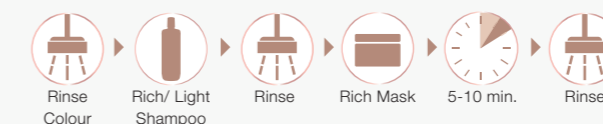


AFTER COLOUR BOND CREATION SERVICE (see page 56 for detailed information)

FOR LOW TO MEDIUM COMPROMISED HAIR - Lightweight Nourishing Treatment

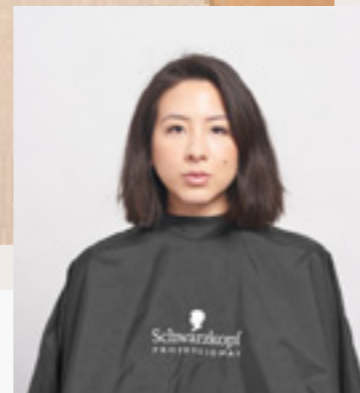


FOR HIGHLY COMPROMISED HAIR - Intense Nourishment Treatment



TONING SERVICE

For the perfect blonde result, enhance mid-lengths and ends with the recommended BLONDME Toning Service (see page 36 for detailed information on assortment and application).



ANSWER WITH A BLUSHED BLONDE LOOK

EXPERT TIP:

To directly neutralize upcoming warmths or for a lasting tone direction add BLONDME Bleach & Tone into your product mixture. See page 40 for detailed information on assortment and application.

BOND ENFORCING PREMIUM CLAY LIGHTENER

FOR EASY & POWERFUL FREEHAND TECHNIQUES



BITTE ALLE LOW RES RGB DATEN GEGEN HIGH RES CMYK DATEN TAUSCHEN!

LEVELS OF LIFT	DEVELOPER STRENGTH	MIXING RATIO
Up to 3	6%/20 Vol	1:1,5- 1:2
Up to 5	9%/30 Vol	
Up to 7	12%/40 Vol	



BENEFITS:

- With integrated Bonding Technology to protect the hair fibre during processing for minimised hair breakage
- Up to 7 Levels of Lift
- Suitable for bases 3-8
- Create the most-wanted balayage looks
- Easy and precise application
- Soft-to-solid formula
- Dust-reduced powder

WATCH OUT:

- Apply always on dry hair
- Suitable for off scalp application only
- For freehand techniques
- Do not intermix with BLONDME Bond Enforcing Premium Lightener 9+

SOFT-TO-SOLID FORMULA:

- Enriched with Kaolin Clay
- Transforms the formula from soft to solid once applied and creates a shell around the hair
- Insulating the lightener allowing it to stay moist while unleashing its full lightening power within the hair fibre
- No need for foils!

SCENARIO:

My client would like to have a more natural-looking, freehand blonde look rather than classic foil highlights.



BITTE ALLE LOW RES RGB DATEN GEGEN HIGH RES CMYK DATEN TAUSCHEN!



20-45 min

HOW TO:



MIXING:

Always intermix the BLONDME Bond Enforcing Premium Clay Lightener in a flexible mixing ratio of 1:1,5-1:2 with BLONDME Premium Developer 6%20Vol., 9%30Vol. or 12%40Vol.

EXTRA TIP:

Use the cutting comb for intermixing



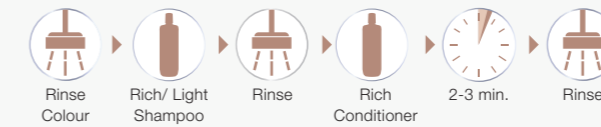
APPLICATION & DEVELOPMENT

- Apply to dry hair, do not shampoo before
- Apply the mixture immediately after preparation
- Take sickle-shaped pieces
- Paint the product evenly onto the hair surface and ensure in order to ensure best possible lightening result
- Leave to develop for 20-45 min. Visually check development during processing time
- Additional heat is not recommended

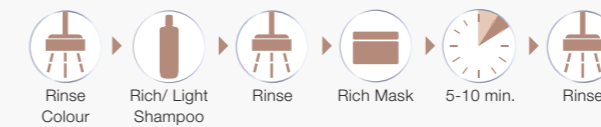


AFTER COLOUR BOND CREATION SERVICE (see page 56 for detailed information)

FOR LOW TO MEDIUM COMPROMISED HAIR - Lightweight Nourishing Treatment

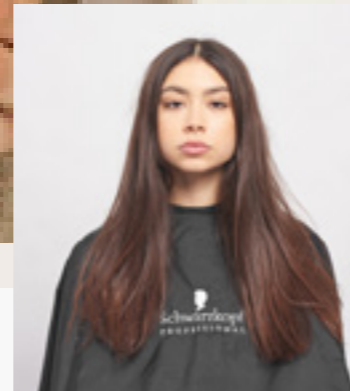


FOR HIGHLY COMPROMISED HAIR - Intense Nourishment Treatment



TONING SERVICE

Finish every BLONDME Lightening Service with a Blonde Toning Service to achieve the perfect blonde result (see page 36 for detailed information on assortment and application)



ANSWER WITH A SUN-KISSED BLONDE LOOK

GOOD TO KNOW

BOND ENFORCING PREMIUM CLAY LIGHTENER



- ANGLED BRUSH**
- Unique angled shape for masterful application
 - Gentle but firm bristles for utmost precision
- BOARDS IN 2 SIZES**
- Improved handle for a better grip
 - Structured surface to prevent drips
 - Curved design, imitating the shape of the head, for better usage

3 PAINTS - 3 LOOKS



V - Create grown out effects, for classic balayage



W- Create most natural effect



D- Work diagonal to create counturing / framing

TOP 5 TIPS FOR A PERFECT BALAYAGE

FROM JACK HOWARD GLOBAL BLONDME AMBASSADOR:

BITTE ALLE LOW RES RGB DATEN GEGEN HIGH RES CMYK DATEN TAUSCHEN!



1 CUT FIRST:
Consider the natural fall of the hair in order to achieve the most flattering results.

2 TENSION IS KEY:
Hold the section firmly and make sure that you apply enough product on the hair without penetrating it.

3 APPLICATION:
Load the product in the middle, then feather upwards, and gradually deposit it towards the ends. Loading at the roots can lead to leakage and bleeding!

4 VISUAL CHECK:
Take a step back from your work to control your placements by getting a bigger picture.

5 GAME PLAN:
Beautiful colour starts with beautifully conditioned hair, so make sure to discuss with your client a personalized long-term care strategy.

BOND ENFORCING BLONDE HI-LIGHTENING



THE HIGHLIGHTENG RANGE THAT EVEN WORKS ON COLOURED HAIR



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CMYK DATEN
TAUSCHEN!


SCENARIO:
My client does not have that much time and wants some quick natural-looking highlights.

HOW TO:

MIXING:
Always mix BLONDME Bond Enforcing Hi-Lightening 1:1 with BLONDME Premium Developer BLONDME Premium Developer 12%/40Vol.

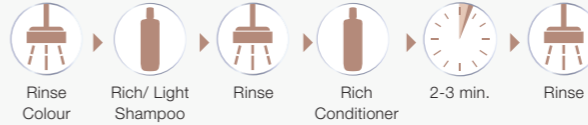
APPLICATION & DEVELOPMENT

- Apply to dry hair, do not shampoo before
- Apply the mixture immediately after preparation
- Make sure that the size of your foil fits the hair lengths and fold generous
- Leave to develop for 45 min. Visually check development during processing time
- Additional heat is not recommended
- Make sure that the size of your foil fits the hair lengths and fold generous

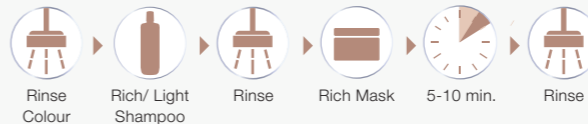


AFTER COLOUR BOND CREATION SERVICE (see page 56 for detailed information)

FOR LOW TO MEDIUM COMPROMISED HAIR - Lightweight Nourishing Treatment



FOR HIGHLY COMPROMISED HAIR - Intense Nourishment Treatment



TONING SERVICE
As a final touch BLONDME Bond Enforcing Blonde Toning can be used to further enhance the hair colour (see page 36 for detailed information on assortment and application)

BENEFITS:

- With integrated Bonding Technology to protect the hair fibre during processing for minimised hair breakage
- Up to 5 levels of lift
- To be used on natural base 4 and lighter or previously colour treated hair base 6 or lighter Highlightening shades for Lifting and Toning

WATCH OUT:

- Apply always on dry hair
- Do not apply to light blonde or pre-lightened hair
- Suitable for off scalp application only

SHADE ASSORTEMENT:

H-COOL ROSÉ
Cool anti-yellow neutralising effect

H-WARM GOLD
Warm gold tone direction

BOND ENFORCING BLONDE TONING

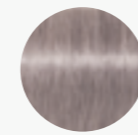


THE TONING RANGE ESSENTIAL FOR A PERFECT BLONDE



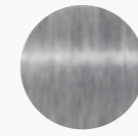
BITTE
ALLE LOW RES
RGB DATEN
GEGEN HIGH RES
CMYK DATEN
TAUSCHEN!

SHADE ASSORTEMENT:



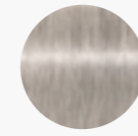
ICE-IRISÉ

anti-gold effect for cool tones with a subtle iridescent hue



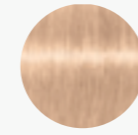
T-STEEL BLUE

counteracts underlying gold-copper directions



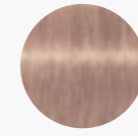
T-ICE

for the soft neutralization of delicate golden tone directions



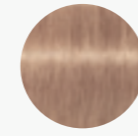
T-SAND

enriching natural, sandy tone directions



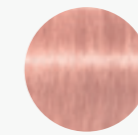
T-BISCUIT

enriching beige with a slight warm touch



T-BROWN MAHOGANY

enriching cool rosewood reflects



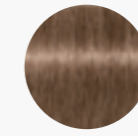
T-STRAWBERRY

fashionable pastel red-rosé effects



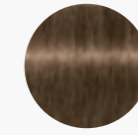
T-LILAC

eye catching lilac tonality



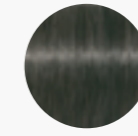
DT-MILK CHOCOLATE

soft brown with a touch of violet for bases 7-9



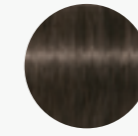
DT-NOUGAT

rich, warm brown for bases 6-8



DT-GRANITE

intense anthracite tone direction for bases 5-7



DT-DEEP CHESTNUT

delicate, neutral brown tone direction for bases 5-7

BENEFITS:

- With integrated Bond Enforcing HydroLock Technology for improved moisturization and minimized hair damage
- Ammonia-free
- pH neutral formula mixture to minimize additional hair stress
- Pastel Toners: Pre-lightened bases and natural base 9 or lighter
- Deep Toners: Pre-lightened darker bases and natural blonde hair base 5-8
- Versatile consistency for bottle and brush application
- Perfectly balanced neutralization & sophisticated tone enhancement

WATCH OUT:

- Apply always on clean towel-dried hair
- Suitable for on and off scalp applications
- All Blonde Toning shades are intermixable
- Make sure that the shade used is suitable for the hair base after the lightening process

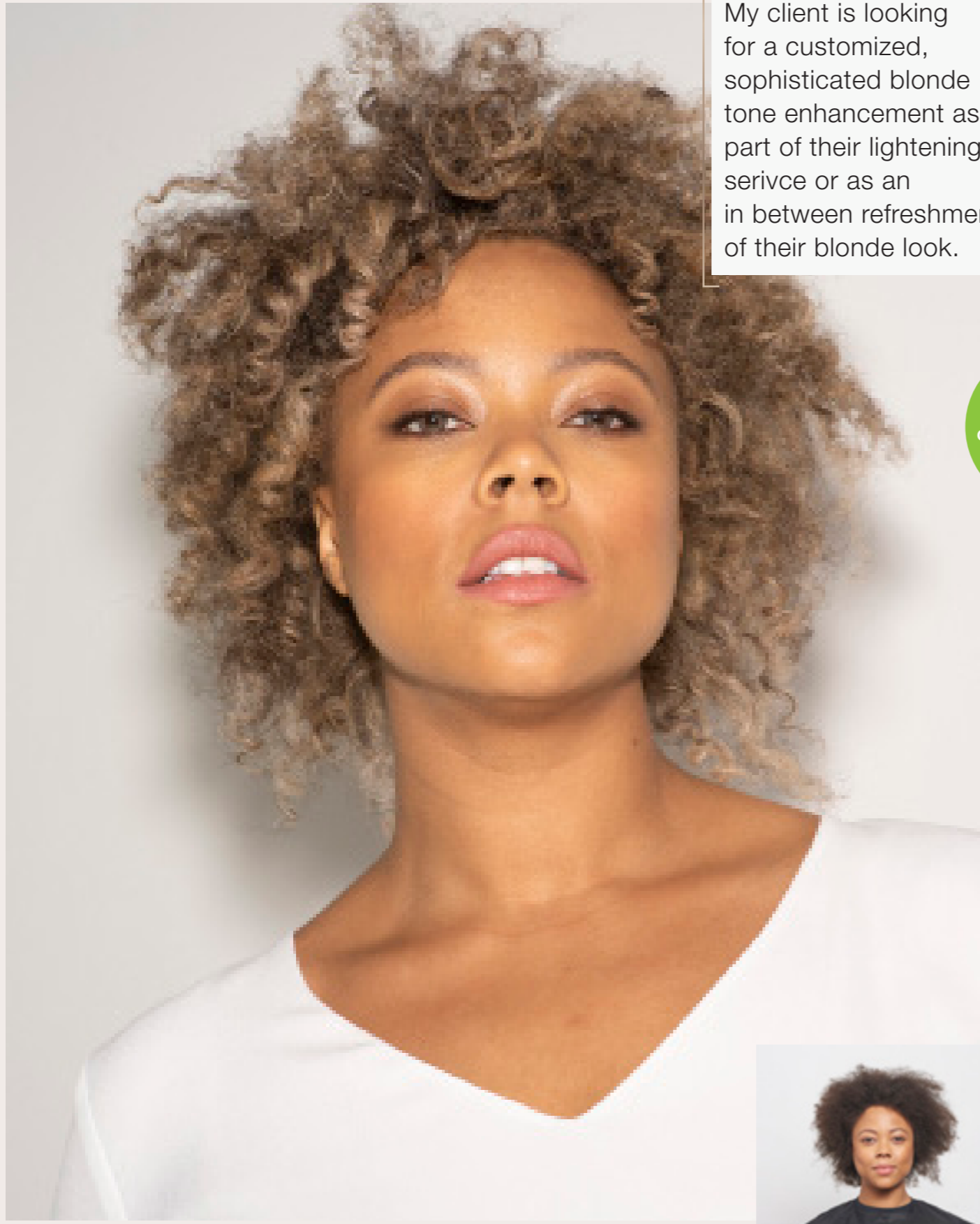
SUITABLE BASE

BASE	Pastel Toning							Deep Toning				
	Ice-Irisé	Steel Blue	Ice	Sand	Biscuit	Brown Mahogany	Strawberry	Lilac	Milk Chocolate	Nougat	Granite	Deep Chestnut
10	+++	+++	++	++	++	+++	+++	+++				
9	++	+	++	+	+	++	++	++	+++			
8	+	+				+	+	+	++	+++		
7									+	++	+++	+++
6										+	++	++
5											+	+

+ Subtle ++ Ideal +++ Intense

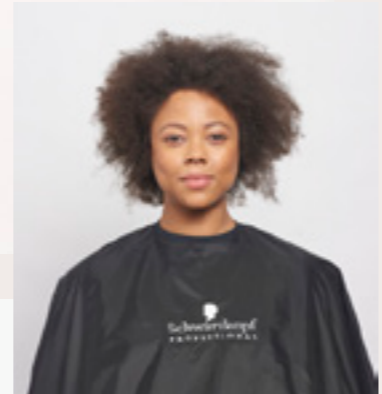
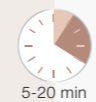
BASE & UNDERTONE

Base 10 Ultra Blonde		Pale Yellow
Base 9 Extra Light Blonde		Yellow
Base 8 Light Blonde		Yellow Orange
Base 7 Medium Blonde		Orange Yellow
Base 6 Dark Blonde		Orange
Base 5 Light Brown		Orange Red



SCENARIO:
 My client is looking for a customized, sophisticated blonde tone enhancement as part of their lightening service or as an in between refreshment of their blonde look.

BITTE ALLE LOW RES RGB DATEN GEGEN HIGH RES CMYK DATEN TAUSCHEN!



ANSWER WITH A DUSTED BLONDE LOOK

HOW TO:

MIXING:

Always mix BLONDME intermix the BLONDME Bond Enforcing Blonde Toning 1:1 with BLONDME Premium Developer 2%/7 Vol.

APPLICATION & DEVELOPMENT

- Apply onto towel-dried, clean, and treated hair
- Apply the mixture immediately after preparation

At the basin:

- Use the applicator bottle for quick, efficient full-head application at the backwash

At the station:

- Use brush & for precise placements or for balancing uneven canvas
- Leave to develop for 5 up to 20 min.
- Always allow for visual control.

Refining
up to 5 min

Refreshing
up to 10 min

Balancing
up to 20 min

AFTER COLOUR BOND CREATION SERVICE (see page 56 for detailed information)

FOR LOW TO MEDIUM COMPROMISED HAIR - Lightweight Nourishing Treatment

Rinse Colour → Rich/ Light Shampoo → Rinse → Rich Conditioner → 2-3 min. → Rinse

FOR HIGHLY COMPROMISED HAIR - Intense Nourishment Treatment

Rinse Colour → Rich/ Light Shampoo → Rinse → Rich Mask → 5-10 min. → Rinse

EXPERT TIPS:

- Optimal neutralisation:** Apply BLONDME Blonde Toning to the warmest areas first, leave to develop 5-10 min. Then continue on the rest of the hair and leave for another 5-10 min. Always allow for visual control.
- Blending in mid-length & ends:** Start with the first mixture at root area, leave to develop 5-10 min. Continue with the second mixture on the rest of the hair and blend in softly. Leave for another 5-10 min. Always allow for visual control.
- Dilution:** Use BLONDME Blonde Toning Ice (cool tone direction) or Sand (warmer tonal result) depending on the desired result.

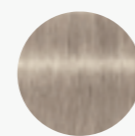
BLEACH & TONE

LIGHTENER ADDITIVE GIVING A TONE DIRECTION ALREADY DURING LIGHTENING



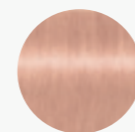
BITTE ALLE LOW RES RGB DATEN GEGEN HIGH RES CMYK DATEN TAUSCHEN!

SHADE ASSORTEMENT:



B-COOL ADDITIVE

Neutralises upcoming orange-yellow and gold tones even on dark hair



B-ROSÉ ADDITIVE

Neutralises a degree of upcoming warmth/pale yellow to provide a rosé pastel tone effect

MIXING

INTENSE MIX:

For bases 4 & darker or for intense fashion pastel effects on bases 6 AND lighter

Base	Bond Enforcing Premium Lightener 9+	on-scalp		off-scalp	
		Bleach & Tone Additive	Premium Developer	Bleach & Tone Additive	Premium Developer
6-7	35g	5ml	65ml, 2%/7Vol. or 6%/20Vol.	10ml	60ml, 2%/7Vol. or 6%/20Vol.
5		10ml	60ml, 9%/30Vol.	15ml	55ml, 9%/30Vol.
4					
3	-	-	15ml	55ml, 12%/40Vol.	

SOFT MIX:

For soft blonde tonal effects on medium to light bases 5 AND lighter

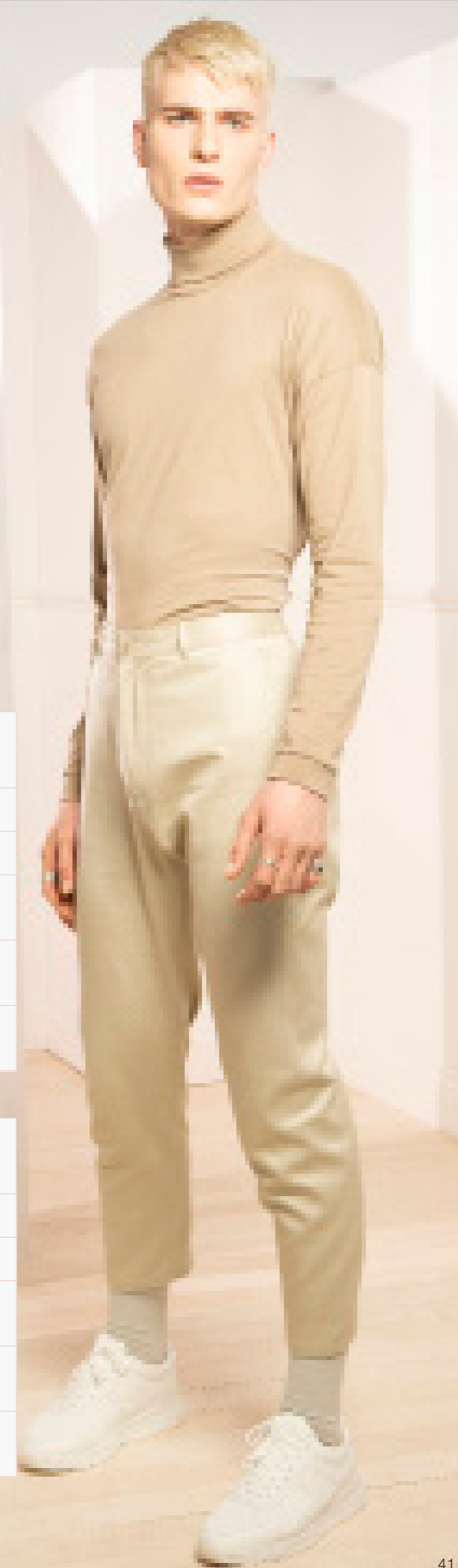
Base	Bond Enforcing Premium Lightener 9+	on-scalp		off-scalp	
		Bleach & Tone Additive	Premium Developer	Bleach & Tone Additive	Premium Developer
6-7	35g	1ml	69ml, 2%/7Vol. or 6%/20Vol.	5ml	65ml, 2%/7Vol. or 6%/20Vol.
5		5ml	65ml, 9%/30Vol.	10ml	60ml, 9%/30Vol.
4					
3		-	-	10ml	60ml, 12%/40Vol.

BENEFITS:

- Suitable for bases 3 to 7
- BLONDME Bond Enforcing Premium Lightener 9+ provides up to 8 levels of lift when mixed with Bleach & Tone
- Additive for lightening and toning in 1 step used in combination with BLONDME Bond Enforcing Premium Lightener 9+

WATCH OUT:

- Suitable for on and off scalp application
- Flexible mixing ratios for specific tonal effects
- Intense mix for strong neutralisation required to neutralize dark bases, or to create an intense cendré or pastel tone on light bases
- Soft mix for softer neutralisation to create natural blonde tone directions on light bases





SCENARIO:

I expect a rather warm undertone after lightening based on my client's hair and can already counteract with rosé or cool neutralising tone direction during the lightening process.

BITTE ALLE LOW RES RGB DATEN GEGEN HIGH RES CMYK DATEN TAUSCHEN!

HOW TO:



MIXING:

Always mix BLONDME Bleach & Tone + BLONDME Bond Enforcing Premium Lightener 9+ and BLONDME Premium Developer 2%/7Vol., 6%/20Vol. or 9%/30Vol. (only for off-scalp application) until a homogenous consistency is achieved

- Check mixing table for mixing ratio based on your desired result



APPLICATION & DEVELOPMENT

- Apply to dry hair, do not shampoo before
- Apply the mixture immediately after preparation
- Leave to develop for 20 up to 60 min.
- For detailed information on lightener application go to page 24.

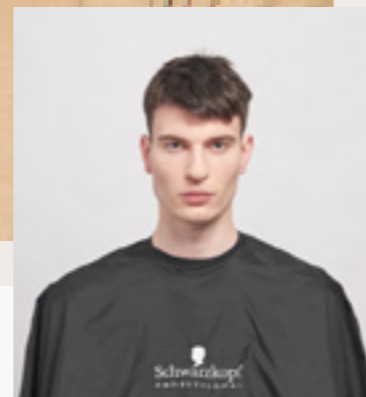


AFTER COLOUR COOL TONING SERVICE (see page 64 for detailed information)



TONING SERVICE

For the perfect blonde result, enhance mid-lengths and ends with the recommended BLONDME Toning Service (see page 36 for detailed information on assortment and application).



ANSWER WITH A
CLEAN BLONDE LOOK

GOOD TO KNOW



HIGHLIFTS VS. LIGHTENER

	BLONDE LIFTING	PREMIUM LIGHTENER 9+
Suitable for previous coloured hair?	✓ Base 6 to 8	✓ All Bases
Suitable for natural bases?	✗ No	✓ All natural bases
Levels of Lift	↑ Up to 5	↑ Up to 9
Mixing Ratio	1:1	1:1,5-1:2,5
Processing Time	30-45 min.	20-45 min.

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PREMIUM LIGHTENER 9+ VS PREMIUM CLAY LIGHTENER

	PREMIUM LIGHTENER 9+	PREMIUM CLAY LIGHTENER
Key Technology	Bond Enforcing Technology	Bond Enforcing Technology Soft-to-solid formula
Key Claims	Enforces bonds within the hair fibre, dust-free, advanced neutralization	Enforces bonds within the hair fibre, optimal precision, unique soft-to-solid formula, dust-reduced
Levels of Lift	↑ Up to 9	↑ Up to 7
Suitable bases	All	3 to 8
Mixing Ratio	1:1.5 to 1:2.5	1:1.5 to 1:2
Developer strength	Premium Developer 2%/7Vol., 6%/20Vol., 9%/30Vol. not on scalp	Premium Developer 6%/20Vol., 9%/30Vol., 12%/40Vol.
Application	Full head, Foil	Freehand Techniques

FOILS VS. FREEHAND

	FOILS	FREEHAND
Colour result	Streaky	Natural
Application time	45-60 min.	20-45 min.
Levels of Lift	↑ Up to 9	↑ Up to 7
Suitable bases:	All	3 to 8
Regrowth effect:	Relatively harsh	Soft and natural





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RGB DATEN
GEGEN HIGH RES
CMYK DATEN
TAUSCHEN!

WE ARE CARE

BLONDME CARE ASSORTMENT



HOME CARE

ALL BLONDES



Page 52

Page 54

Page 58

LIGHT

Lightweight nourishing regimen for fine to normal blondes

- SHAMPOO - 300ml
- SPRAY CONDITIONER - 200ml
- MASK - 200ml

RICH

Intense nourishing regimen for normal to coarse blondes

- SHAMPOO - 300ml
- CONDITIONER - 250ml
- MASK - 200ml

DETOX

Purifying regimen for all hair types

- SHAMPOO - 300ml
- MASK - 200ml

BITTE ALLE LOW RES RGB DATEN GEGEN HIGH RES CMYK DATEN TAUSCHEN!

COOL BLONDES



Page 62

NEUTRALISING

purple toning regimen for all hair types

- COOL SHAMPOO - 300ml
- COOL SPRAY CONDITIONER - 150ml
- COOL MASK - 200ml

BLONDE WONDERS



Page 66

ONLY AVAILABLE ON WHITE BACKGROUND...?

Hair perfectors for all hair types

- RESTORING BALM - 75ml
- GLAZE MIST - 150ml

IN-SALON



Page 52

Page 54

Page 58

LIGHT

Lightweight nourishing regimen for fine to normal blondes

- SHAMPOO - 1000ml

RICH

Intense nourishing regimen for normal to coarse blondes

- SHAMPOO - 1000ml
- CONDITIONER - 1000ml
- MASK - 500ml

DETOX

Purifying regimen for all hair types

- SHAMPOO - 1000ml
- DETOX MASK - 500ml
- VITAMIN C SHOTS - 5x5g



Page 62

NEUTRALIZING

purple toning regimen for all hair types

- COOL SHAMPOO - 1000ml

NEW PROTEIN COMPLEXES

Proteins are known for filling the gaps caused by external aggressors in the hair cuticle and adding extra protection.

Developed with four protein-based complexes, each BLONDME care range is designed to address the individual need of any blonde hair type.



LIGHT RANGE

WITH MULBERRY SILK PROTEIN COMPLEX

- Known for its moisture binding properties that help conditioning the hair fibres without weighting the hair down
- Gives the hair shine, suppleness and combability
- Provides static control to minimise flayaway



RICH RANGE

WITH CASHMERE PROTEIN COMPLEX

- Known for its powerful moisture binding properties that help deeply conditioning the hair fibres
- Penetrates the cuticles helping to prevent breakage and split ends



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RGB DATEN
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CMYK DATEN
TAUSCHEN!

DETOX RANGE

WITH NORDIC COTTON PROTEIN COMPLEX

- Known for its gentle and pleasant feeling on skin
- Combined with hydrolyzed soy protein helps to soothe and protect the hair fibres



NEUTRALIZING RANGE

WITH VELVET FLOWER PROTEIN COMPLEX

- Known for its soothing and astringent properties in skin care
- Leaves the hair feeling smooth and soft

ALL BLONDES LIGHT RANGE



BITTE ALLE LOW RES RGB DATEN GEGEN HIGH RES CMYK DATEN TAUSCHEN!

The ALL BLONDES Light Range with 3D Bond Creation Technology and Silk Protein Complex rebuilds and restores the inner hair bonds of fine to medium blonde hair. Makes the hair feeling moisturised and up to 85% stronger.

WHAT DO FINE TO NORMAL BLONDE HAIR NEED?

- Non – overburdening nourishment
- Seal of porous areas
- Strength and elasticity
- Anti-static effect



Strengthens the inner hair structure up to 85%

Leaves the hair with up to 99% more volume

LIGHT SHAMPOO

- Gently cleanses without overburdening
- Rebuilds the inner hair bonds
- Improves body and helps prevent static effect
- With Panthenol, leaves the hair supple with healthy looking shine

Strengthens the inner hair structure up to 95%*

LIGHT SPRAY CONDITIONER

- Instantly detangles and improves combability
- Moisturizes the hair and avoids a dry hair feel
- With Panthenol, it improves strengths and elasticity
- Leaves the hair supple with healthy looking shine

Strengthens the inner hair structure up to 90%

Leaves the hair up to 100% more voluminous*

LIGHT MASK

- Intensively nourishes without weighing it down
- Improves manageability and elasticity
- Gives stability and control to the hair and protects from blow dry damage
- With Panthenol, it leaves the hair supple and with healthy looking shine

*when used in combination with the ALL BLONDES Light Shampoo

ALL BLONDES RICH RANGE



BITTE ALLE LOW RES RGB DATEN GEGEN HIGH RES CMYK DATEN TAUSCHEN!

The All Blondes Rich Care Range with 3D Bond Creation Technology and Cashmere Protein Complex rebuilds and restores the inner bonds of medium to coarse blonde hair. Makes the hair feeling more nourished and up to 85% stronger.

WHAT DO NORMAL TO COARSE BLONDE HAIR NEED?

- Intense nourishment
- Replenishment and sealing of porous areas
- Strength and suppleness
- Manageability and shine



RICH SHAMPOO

- Gently cleanses while nourishing
- Rebuilds and revitalises the inner hair bonds
- Smoothens the hair surface
- Leaves the hair supple and with healthy looking shine

Strengthens the inner hair structure up to 85%



RICH CONDITIONER

- Instantly detangles the hair
- helps to smoothen and seal the surface of porous blonde hair
- Improves strength and elasticity
- The formula with Marula Oil helps to provide a brilliant shine

Strengthens the inner hair structure up to 90%



RICH MASK

- Intensively nourishes deeply penetrating the damaged inner hair structure
- Reconstructs the inner and outer hair structure
- Provides suppleness and strenght
- The formula with Marula oil smoothenes the hair surface leaving the hair with a healthy-looking shine

Strengthens the inner hair structure up to 93%



*when used in combination with the ALL BLONDES Rich Shampoo

ALL BLONDES RICH & LIGHT RANGE

THE ANSWER TO ANY FLAWLESS BLONDE

SCENARIO 1: AFTER COLOUR SERVICE

I have just performed a full-head lightening, highlifting, root retouch up or root blending colour service and I am looking for care services that help to stabilize the hair structure and create new bonds.

SOLUTION: BOND CREATION SERVICE

HOW TO:

FOR LOW TO MEDIUM COMPROMISED HAIR:

SERVICE: BOND CREATION - LIGHTWEIGHT NOURISHING TREATMENT



- ALL BLONDES**
- Rich or Light Shampoo
 - Rich Conditioner

IN SALON

AT HOME

Offer 2 different options to your client for a tailor-made care experience at home.

Option 1:



Option 2:



FOR HIGHLY COMPROMISED HAIR:

SERVICE: BOND CREATION - INTENSE NOURISHING TREATMENT



- ALL BLONDES**
- Rich or Light Shampoo
 - Rich Mask

IN SALON

AT HOME

Offer 2 different options to your client for a tailor-made care experience at home.

Option 1:



Option 2:



SCENARIO 2: IN BETWEEN COLOUR SERVICES

I want to offer my clients that come in between colour visits additional care services that help to preserve their hair health by maintaining and strengthening the bonds.

SOLUTION: BOND MAINTENANCE SERVICE

SERVICE: BOND MAINTENANCE



- ALL BLONDES**
- Rich or Light Range
- BLONDE WONDERS**
- Glaze Mist

IN SALON

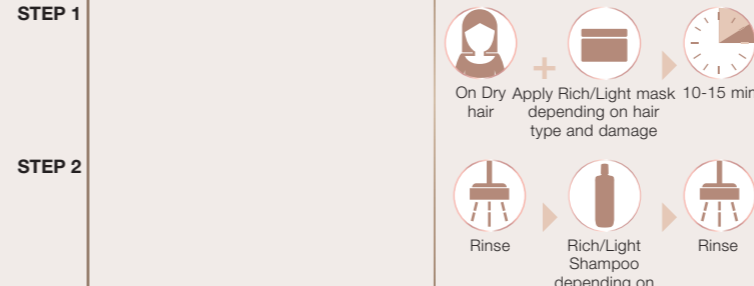
AT HOME

Offer 2 different options to your client for a tailor-made care experience at home.

Option 1:



Option 2:



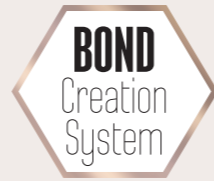
BITTE ALLE LOW RES RGB DATEN GEGEN HIGH RES CMYK DATEN TAUSCHEN!



EXPERT TIP:

To premiumise your offer and create a more pleasant feeling, apply the mask as the station rather than at the basin and use a hot towel to cover the head.

ALL BLONDES DETOX RANGE



BITTE
ALLE LOW RES
RGB DATEN
GEGEN HIGH RES
CMYK DATEN
TAUSCHEN!



DETOX SHAMPOO

- Gently purifies and removes impurities (dust, heavy metals residues and pollution)* and other residues (styling products)
- Gives a healthy and bright looking blonde colour

Strengthens
the inner hair
structure up
to 95%*



DETOX MASK

- Gently purifies impurities (dust, heavy metals residues and pollution**)
- Helps to unclog the pores leaving a purifying feeling
- To apply on scalp and hair

Hair are
nourished and
illuminated**



VITAMIN C SHOT

- Sweeps away hard water minerals and other residues*
- Removes build-up of ions that can create blue and green off tones with blondes and lighter shades*
- Leaves the hair visibly brighter*

Leaves the
hair visibly
brighter*

The All Blondes Detox Range with 3D Bond Creation Technology and Nordic Cotton Protein Complex rebuilds the inner hair bonds while purifying all blonde hair types. Formulated with hydrolyzed Soy Protein and Moringa Seed Extract revives dull and brassy blondes.

WHAT DETERIORATES BLONDE COLOUR RESULTS?

External influences such as environmental factors like pollution, air conditioning and heating can effect the hair but also can easily disturb the scalps balance, resulting e.g. in clogged pores.

*when used in combination with the ALL BLONDES Detox Mask
**when used in combination with the ALL BLONDES Detox Shampoo
***when used in combination with the ALL BLONDES Detox Shot



ALL BLONDES DETOX RANGE

THE ANSWER TO GENTLY REFRESHING AND BRIGHTENING BLONDE HAIR

SCENARIO 1: BEFORE/AFTER COLOUR SERVICES

I am looking for a quick solution to refresh and brighten my clients' mid-lengths and ends while still keeping them nourished.

SOLUTION: INTENSE REFRESHING SERVICE

SCENARIO 2: IN BETWEEN COLOUR SERVICES

I am looking for a way to premiumize my service offer and give my clients a SPA experience for hair & scalp.

SOLUTION: DETOXIFYING SERVICE

EXPERT TIP:







































Don't have the time to do a full colour and need a quick solution to revitalize the mid-lengths and ends?

SOLUTION: EXPRESS REFRESHING SERVICE

This 5 min service deeply removes build-up ions and residues from hard water minerals for brighter results.

BITTE ALLE LOW RES RGB DATEN GEGEN HIGH RES CMYK DATEN TAUSCHEN!

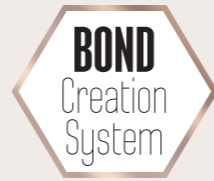
HOW TO:

SERVICE: INTENSE REFRESHING	SERVICE: DETOXIFYING	SERVICE: EXPRESS REFRESHING
<p>PRODUCT CHOICE:</p>  <p>ALL BLONDES</p> <ul style="list-style-type: none"> • Detox Shampoo • Detox Mask with Vitamin C shot 	<p>PRODUCT CHOICE:</p>  <p>ALL BLONDES</p> <ul style="list-style-type: none"> • Detox Shampoo • Detox Mask 	<p>PRODUCT CHOICE:</p>  <p>ALL BLONDES</p> <ul style="list-style-type: none"> • Vitamin C shot • Detox Shampoo
<p>IN SALON</p> <p>STEP 1</p>  Shampoo with Detox Shampoo →  Rinse	<p>IN SALON</p> <p>STEP 1</p>  Shampoo with Detox Shampoo →  Rinse	<p>IN SALON</p> <p>STEP 1</p>  Vitamin-C Shot +  100ml warm water +  in an applicator bottle
<p>AT HOME</p> <p>Offer 2 different options to your client for a tailor-made care experience at home.</p> <p>Option 1:</p> <p>STEP 2</p>  Vitamin C Shot +  Detox Mask →  Apply on mid-lengths and ends →  Towel dry the hair →  Apply Detox Mask →  10 min →  Rinse	<p>AT HOME</p> <p>Offer 2 different options to your client for a tailor-made care experience at home.</p> <p>Option 1:</p> <p>STEP 2</p>  Apply Detox Mask →  Massage through then continue with development-time →  Towel dry the hair →  Apply Detox Mask →  10 min →  Rinse	<p>STEP 2</p>  Rinse 1/2 of mixture on dry hair →  Comb through →  Rinse 2 nd 1/2 of the mixture
<p>Option 2:</p> <p>STEP 1</p>  On Dry hair +  Apply Detox Mask →  10-15 min	<p>Option 2:</p> <p>STEP 1</p>  On Dry hair +  Apply Detox Mask →  10-15 min	<p>STEP 3</p>  Shampoo with Detox Shampoo →  Rinse
<p>STEP 2</p>  Shampoo with Detox Shampoo →  Rinse	<p>STEP 2</p>  Shampoo with Detox Shampoo →  Rinse	



PLACEHOLDER

COOL BLONDES NEUTRALIZING RANGE



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CMYK DATEN
TAUSCHEN!

The Cool Blondes Neutralizing Range* with 3D Bond Creation Technology helps to build new bonds. The purple toning formulas help to remove brassiness and neutralise yellow undertones.

WHAT DO COOL BLONDES NEED?

- Neutralisation of yellow undertones
- Refreshment and enhancement of cool tone directions
- Strength and suppleness

*except for the COOL BLONDES Neutralizing Spray Conditioner

Strengthens the inner hair structure up to 90%**

NEUTRALIZING SHAMPOO

- Gently cleanses and cares for the most delicate lightened and coloured hair
- Helps to neutralize yellow undertones without changing the hair colour
- Delivers targeted levels of cool pigments to maintain the fresh cool tone direction for improved blonde clarity
- Leaves the hair feeling smooth for a luminous blonde



NEUTRALIZING SPRAY CONDITIONER

- Delivers cool pigments that help to neutralise yellow undertones or enhance cool tones
- Detangles the hair and improves combability
- Provides strength and moisture leaving the hair healthy looking and shiny
- Contains moisturizing Panthenol to balance the natural water content of the hair structure
- With UV-Filter



Strengthens the inner hair structure up to 90%**

NEUTRALIZING MASK

- Repairs the internal hair structure without overburdening
- Detangles porous hair, making it easy to comb
- Delivers cool pigments to maintain, refresh and enrich blonde tone directions
- Helps to neutralise any blonde that have the tendency to turn warm
- Visually brightens highlighted blondes



**When used in combination with the Cool Blondes Neutralizing Mask
***When used in combination with the Cool Blondes Neutralizing Shampoo

COOL BLONDES NEUTRALIZING CARE

POLISHED SERVICES FOR GLAMOROUS SHINE WITH A HINT OF COLOUR

SCENARIO 1: AFTER COLOUR SERVICE

My client's blonde hair shows yellowish/ golden undertones over time. I am looking for the best way to bring back the perfect blonde.

SOLUTION: COOL TONING

SCENARIO 2: IN-BETWEEN COLOUR SERVICES

I want to offer my clients that come in between colour services dedicated care services to maintain, refresh or enhance their cool blonde.

SOLUTION: COOL MAINTENANCE

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HOW TO:

SERVICE: COOL TONING

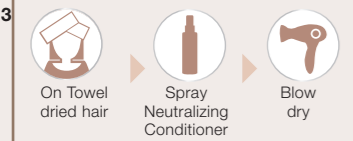
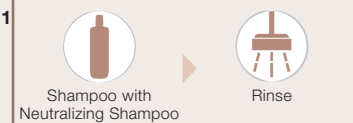
PRODUCT CHOICE:



COOL BLONDES

- Neutralizing Shampoo
- Neutralizing Spray Conditioner
- Neutralizing Mask

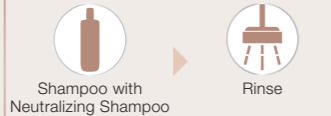
IN SALON



AT HOME

Offer 2 different options to your client for a tailor-made care experience at home.

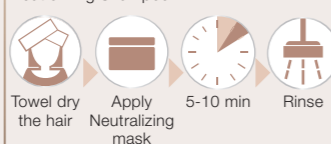
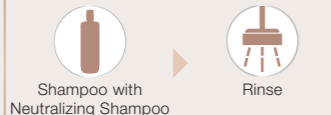
Option 1:



Option 2:



Option 3:



SERVICE: COOL MAINTENANCE

PRODUCT CHOICE:



ALL BLONDES

- Vitamin C Shot + 100ml warm water

COOL BLONDES

- Neutralizing Shampoo
- Neutralizing Spray Conditioner
- Neutralizing Mask

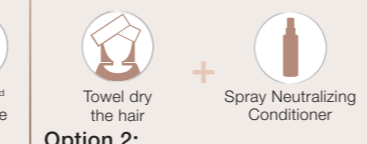
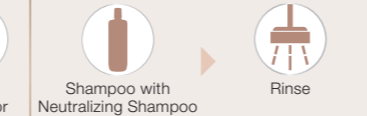
IN SALON



AT HOME

Offer 2 different options to your client for a tailor-made care experience at home.

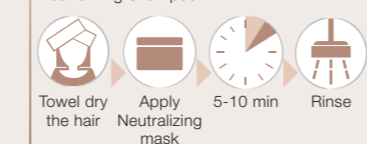
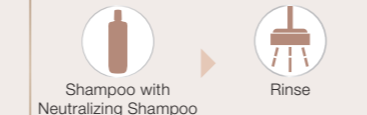
Option 1:



Option 2:



Option 3:



BLONDME BLONDE WONDERS

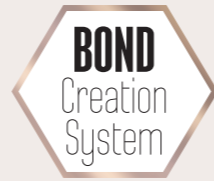


IMAGE MISSING //
WILL BE AVAILABLE AT
SEPTEMBER 25TH

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TAUSCHEN!

ONLY
AVAILABLE
ON WHITE
BACKGROUND...?



RESTORING BALM

- Up to 24h anti-frizz effect
- Protects from heat (up to 210°) if used on dry hair
- Strengthens the inner hair structure up to 95%*
- Leaves the hair soft and shiny
- With UV-Filter

Seals split ends up to 90%

The **Blonde Wonders Range** with 3D Bond Creation Technology rebuilds and restores the inner hair bonds while perfecting every blonde look.

WHAT DO BLONDES NEED FROM FINISHING PRODUCTS?

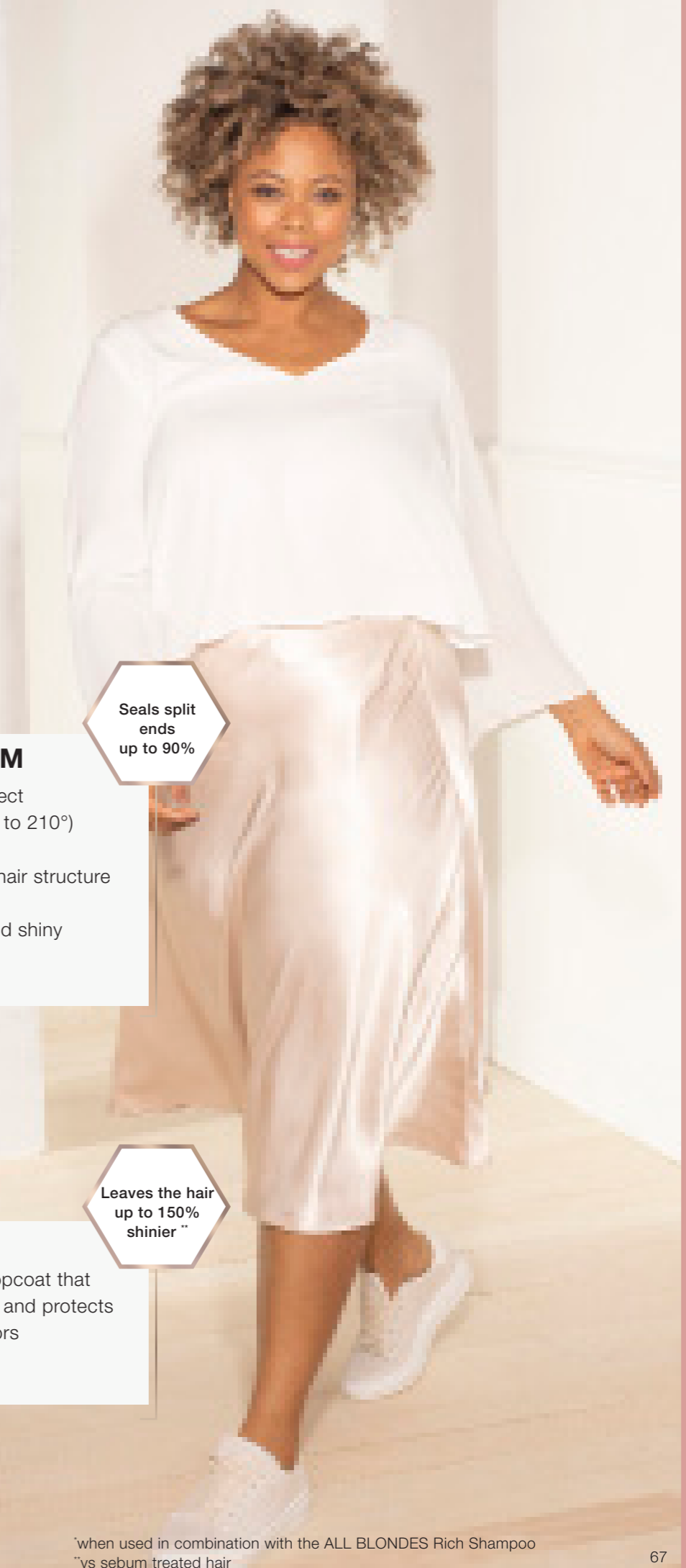
- Long lasting shine
- Protection from external aggressors
- Softness



GLAZE MIST

- Creates a protective topcoat that seals the hairs surface and protects from external aggressors
- With UV- Filter

Leaves the hair up to 150% shinier**



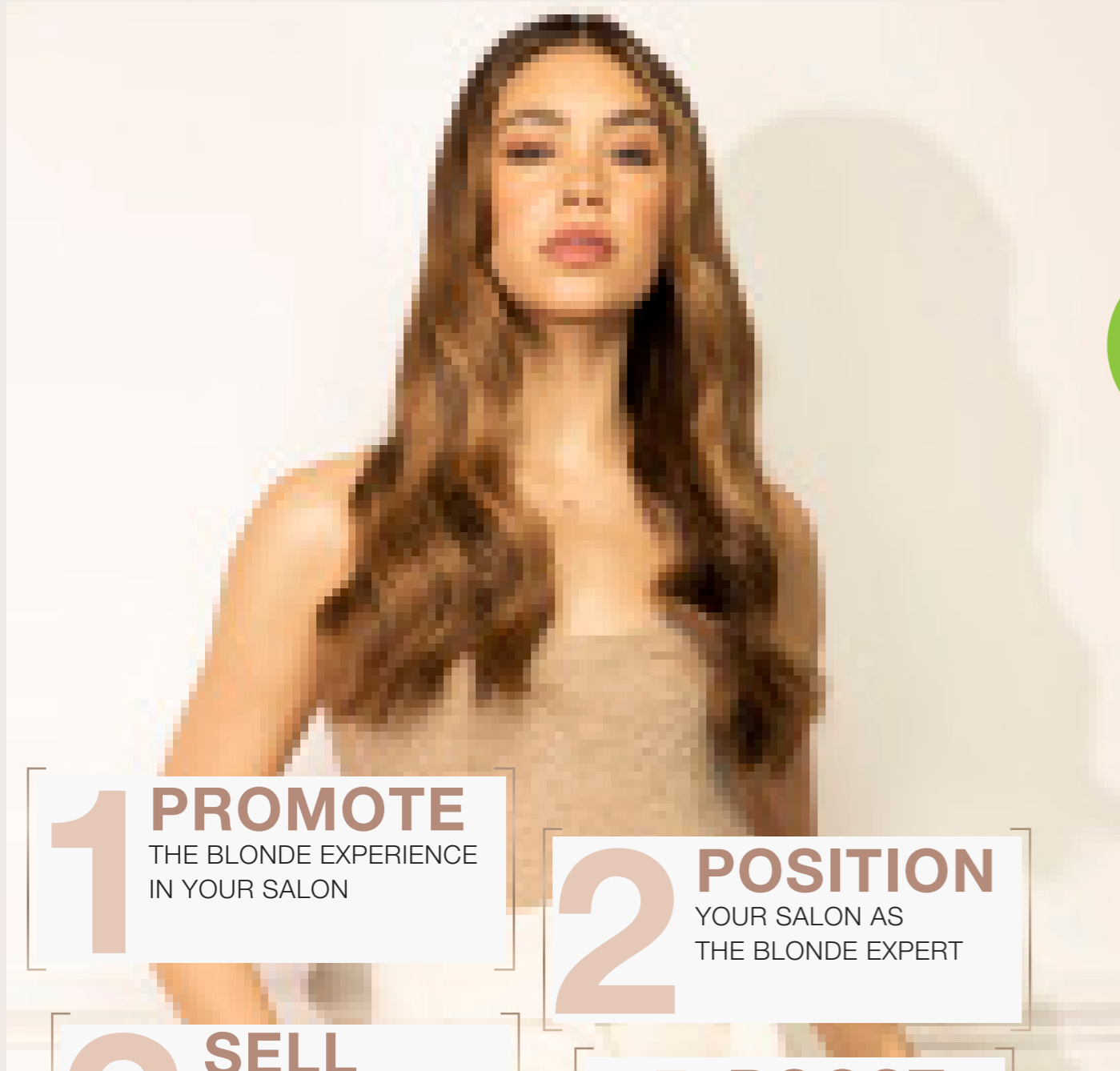
*when used in combination with the ALL BLONDES Rich Shampoo
**vs sebum treated hair



FINAL PICTURE
WILL COME
AFTER THE 25 OF
SEPTEMBER

SCENES BUSINESS

MAXIMISE YOUR SALON'S BLONDE BUSINESS POTENTIAL



1 PROMOTE
THE BLONDE EXPERIENCE
IN YOUR SALON

2 POSITION
YOUR SALON AS
THE BLONDE EXPERT

3 SELL
THE BLONDE SERVICE
& INTRODUCE
COMPLEMENTARY
ADD-ON SERVICES

4 BOOST
YOUR BUSINESS
WITH PRODUCT
RECOMMENDATIONS

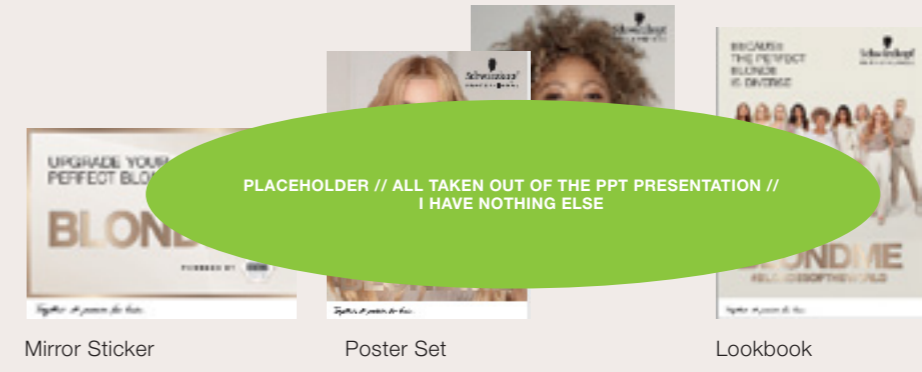
5 WIN
ON SOCIAL MEDIA

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TAUSCHEN!

1

ATTRACT NEW CLIENTS INTO YOUR SALON

Entice new clients into your salon and inspire existing customers with beautiful BLONDME looks and services.



PLACEHOLDER // ALL TAKEN OUT OF THE PPT PRESENTATION // I HAVE NOTHING ELSE

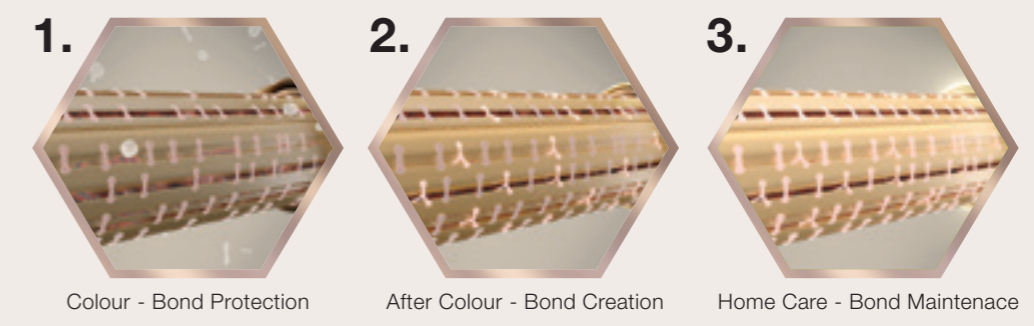
Mirror Sticker Poster Set Lookbook

2

POSITION YOUR SALON AS THE BLONDE EXPERT

Create reliable service level for your blonde clients emphasising BLONDME as the only brand truly dedicated to blondes.

Implement the 3 steps of the **Advanced Bonding System** to guarantee an iconic blonde result:



Colour - Bond Protection After Colour - Bond Creation Home Care - Bond Maintenance

Remember to explain the benefits of the Advanced Bonding System to your clients using the right words:

Colour Service (Bond Protection) - What is the Bond Enforcing Technology and what does it do?

The Bond Enforcing Technology will help to protect the hair as it is being lifted; minimising breakage while preserving the hair's strength and elasticity.

Care Service (Bond Creation) - What is the 3D Bond Creation Technology and what does it do?

The 3D Bond Creation Technology helps to create new bonds while strenghtening the hair fibers from within. For hair that is stronger and more resistant to breakage.

3 HOW TO SELL THE BLONDE LOOKS & INTRODUCE COMPLEMENTARY ADD-ON SERVICES

Bring the BLONDME experience to life by using BLONDME backbar products in front of your clients. Explain the Bond Enforcing Technology and the benefits of each product while using them. Its any easy way to start the conversation about add-on services and home care sales to increase the ticket price.



SUN KISSED BLONDE LOOK

Price: \$ Time: 1.5h

FULL SERVICE STEPS:
Free hand & Highlighting + BOND CREATION treatment in salon care + ALL BLONDES RICH / LIGHT /DETOX range (depending on the hair type and need)

HOW TO SELL THE LOOK?
Refer to the worldwide known make-up trend of contouring to introduce the service and to emphasize how this is a 100% bespoke colour result, literally designed to suit the unique facial structure, features and skin tone.

HOW TO INCLUDE COMPLEMENTARY SERVICES?
Don't wait for your client to come back only when a new colour is needed. Right after the first visit, book already the next one in 3-4 weeks for an express refreshing in salon service. (page 61 for more info.)

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BLUSHED BLONDE LOOK

Price: \$\$\$ Time: 2h

FULL SERVICE STEPS:
Full head lightening + toning + BOND CREATION treatment in salon care + COOL BLONDES NEUTRALIZING range

HOW TO SELL THE LOOK?
Explain your client that this is for those who want strong transformation and let them know the upkeep involved before you start the service. Guide them to what the process entails from lightening for the perfect canvas to toning providing the blushed tone they want. Highlight the importance of dedicated in salon and at home care to nourish, protect and preserve the in salon look.

HOW TO INCLUDE COMPLEMENTARY SERVICES?
During consultation recommend to do a Blonde Toning Service 3-4 weeks after the colour service to prolong the colour result for longer. (page 36 for more info)

BLENDED BLONDE LOOK

Price: \$\$ Time: 1.5h

FULL SERVICE STEPS:
Root touch up (white hair coverage) + INTENSE REFRESHING service in salon care + ALL BLONDES RICH/LIGHT/DETOX range (depending on the hair type and need)

HOW TO SELL THE LOOK?
Explain your client that they don't have to sacrifice on their natural blonde looking colour for covering white hair. The re-growth will be lifted and tone in one step. For an overall even blonde result, let your client know that you will refresh their mid-lengths and ends with a quick solution that cares for the hair while brightening them up.

HOW TO INCLUDE COMPLEMENTARY SERVICES?
Don't wait for your client to come back only for the next root touch up, suggest them to book a toning service in 3-4 weeks to refresh and maintain the look. (page 36 for more info)



REFINED BLONDE LOOK

Price: \$\$ Time: 1.5h

FULL SERVICE STEPS:
Lifting + BOND CREATION in salon care + ALL BLONDES RICH/ LIGHT/DETOX range (depending on the hair type and need)

HOW TO SELL THE LOOK?
Explain your client this for clients who don't want to go full blonde but you would not shy away from uplifting and upgrading their blonde.

HOW TO INCLUDE COMPLEMENTARY SERVICES?
During the consultation explain that Product build ups and hard water minerals can compromise the hair's shine and cause colour shifts. Invite your client to book a Detoxifying service in between colour visits. (page 60 for more info)



EXPERT TIP:

Integrating premium in-salon services into your price list helps to:

- Guarantee a superior blonde hair quality result and with that a satisfied and loyal client
- Maximise the profit linked to your blonde colour services

4

BOOST YOUR BUSINESS WITH PRODUCT RECOMMENDATIONS

Why is it important to recommend home care products to your clients?

IT IS A WIN-WIN SITUATION

While you have the chance to increase your ticket price, your clients gets tailored professional products to preserve your in salon created look longer.

COMPLEMENT THE BLONDE SERVICE

Retailing OTC products is not trying to push to purchase more but rather the finishing step of your blonde service for perfect results.

IT'S ALL ABOUT EDUCATION

Win your clients' trust explaining why BLONDME home care is tailored to their needs and why this will help preserving the hairs' health in between salon visits.



SAMPLING IS THE KEY

If your clients are not sure about a purchase, incentivise them with NEW BLONDME minis for at home trial. Let them experience the NEW BLONDME home care - they will love the products and come back to buy the full sizes.

BUILD LOYALTY

Create your own loyalty program in-salon (e.g. Loyalty card). Pamper your clients with a complementary offer and encourage them to come back to your salon by directly making a new appointment!

5

BOOST YOUR BLONDE BUSINESS ON SOCIAL MEDIA

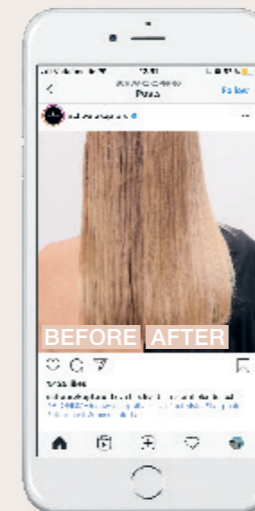
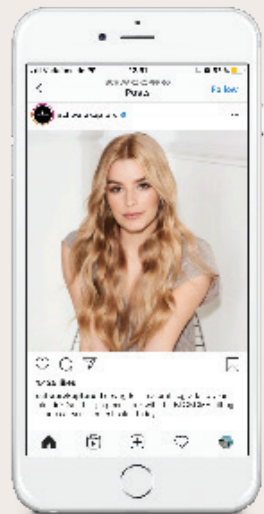
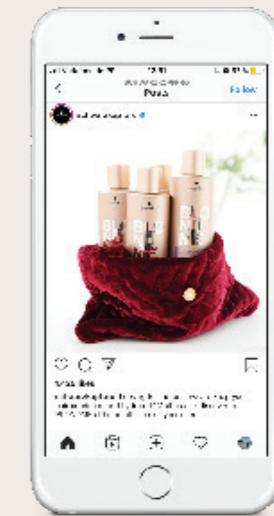
Identify the right content



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Campaigns: Follow global and local SKP accounts to keep track of the major campaigns, as #BLONDMEOFTHWORLD

Promotion: inform your client about the current promotions or special deals in your salon (e.g. Christmas, Midsummer, Gift with purchase sales) combined with a final look picture



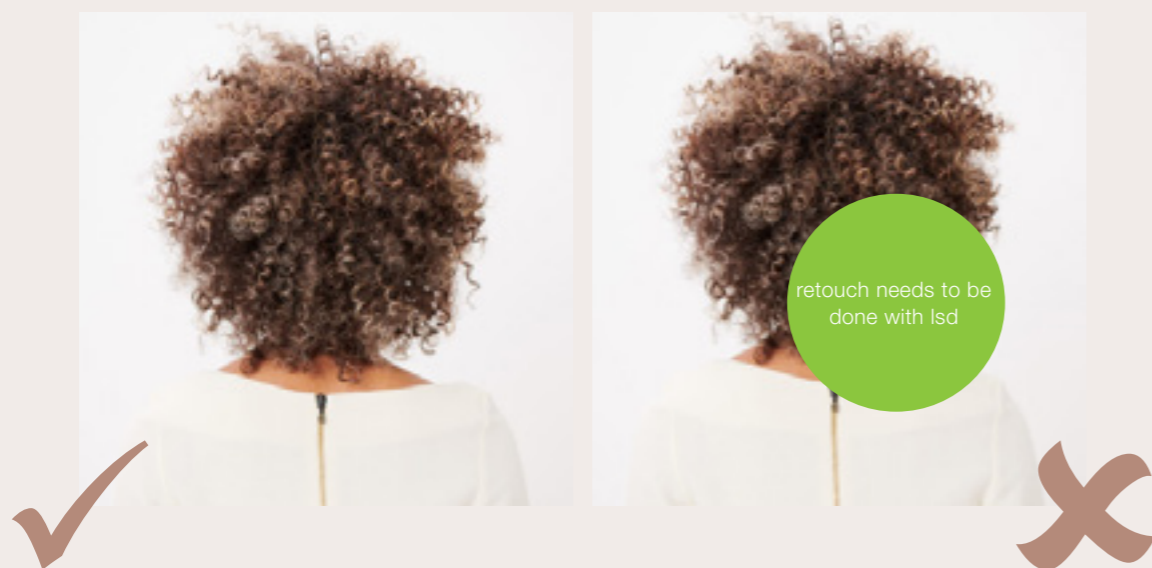
User generated content (UGC): Create and post before & after photos, videos – any content created that promotes your salon and your blonde expertise. It serves as credible proof of the quality and service level.

5 Choose the right format

Users want to see content that is authentic and is visual appealing and not polished.

How to make your content standing out in the crowd?

- Pay attention to lighting and the background of your photo for a clear, clean photo.
- Make sure your pictures are sharp and in focus. Take several, so you can choose the best one.
- Don't forget the details... details are what make a blonde look standing out.



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TAUSCHEN!

Maximise your reach

- **Use the official BLONDME hashtags:** #BLONDME, #BLONDISOFTHEWORLD for a chance to get reposted by the SKP official account
- **Mention your location in a hashtag:** help potential customers find your salon
- **Engage with your audience:** when someone leaves a comment, make sure you respond. Your Social Media is also a part of your customer experience

5 Look at best practices

Look for continuous inspiration on the account of Global BLONDME Ambassador **Jack Howard @jackhowardcolor**

- Frequently posting
- Great interaction with community
- Great mix of content while keeping the focus on blonde
- Strong focus on educational content
- Goes beyond SoMe and has his own podcast



BTS of hands on sessions

Videos of Live content & product applications

Work in progress of colour & toning



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PROFESSIONAL

www.schwarzkopfpro.com

Together. A passion for hair.