

scruples®



power blonde.

BALAYAGE CLAY LIGHTENER

BEHIND THE BALAYAGE

Product Information & Step-by-Step Techniques

BEHIND EVERY GREAT BALAYAGE, THERE'S A POWER BLONDE.

Contour Your Color with Clay Lightener

Highlight, redefine and contour hair with Scruples' POWER BLONDE Balayage Clay Lightener.

By strategically freehand painting highlights around the face, similar to the art of contouring with makeup, stylists are able to create light and dimension to enhance natural features.

This unique clay lightener works to seamlessly surround hair, providing stylists the freedom to paint with precision and create custom color applications.

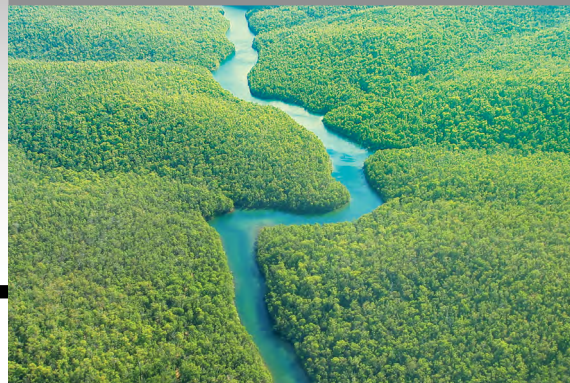
- Apply on-trend techniques such as: balayage, ombre, sombre, bronde and ecaille haircolor
- Achieve 1–5 levels of lift with open-air processing, no foils necessary
- Designed for freehand lightener application and creative color placement
- Balayage board provides support for even color saturation and hair painting precision

FORTIFIED WITH

KAOLIN and AMAZONIAN WHITE CLAY

A blend of naturally occurring mineral clays. The versatile Kaolin clay is a soft and gentle material with high absorbency properties. Amazonian white clay is formed in Brazil's Amazon Biome and embodies a rich nutrient compound.

In POWER BLONDE Balayage Clay Lightener, this creamy clay composition works to seamlessly surround and enclose the hair and lightener together, allowing stylists to paint with precision, and without bleeding or swelling. Once applied, the clay protects the lightener as it processes, providing ease of freehand application without the worry of product transfer or oversaturation.



ECOCERT® CERTIFIED and USDA ORGANIC PATAUÁ OIL

A light moisturizing oil derived from the Patauá Amazonian palm tree, which coherently works with the clays to help maintain hair's integrity.

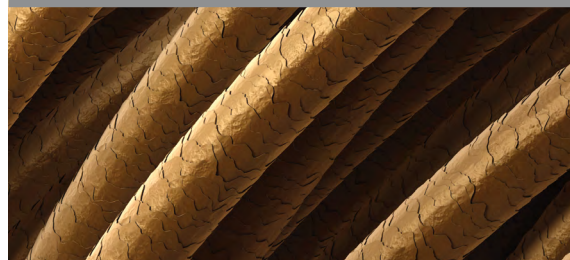
While the clay encloses the hair cuticle and lightener, this oil assists in protecting the hair and scalp, while reducing cuticle damage throughout the service.



KERATIN

A protein that provides hair with strength, body and volume.

This ingredient is a component in Scruples Protective Barrier Complex (PBX), an exclusive formula that works to replenish moisture and add protein to help improve hair's inner strength.

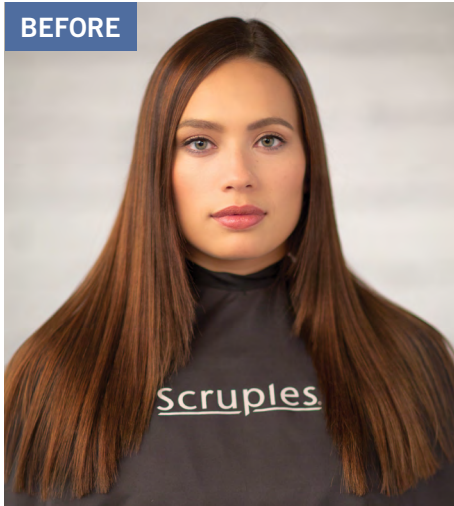




HOW TO USE

1. In a non-metallic bowl, mix 1 part POWER BLONDE Balayage Clay Lightener with 2 parts PURE OXI 10, 20, 30 or 40 Volume Creme Developer, and mix to a creamy consistency. Use less developer for a thicker mixture and more developer for a thinner mixture.
2. Apply to dry hair and process at room temperature for up to 45 minutes, or until desired lightness is achieved.
3. To remove, rinse thoroughly, shampoo, and if desired, apply preferred POWER BLONDE Conditioning Gel Toner or URBAN SHOCK Haircolor. Process, rinse, shampoo and condition with preferred Scruples product.

MIXING RATIOS	
1:2	Recommended
1:1½	Thicker Mixture
1:2½	Thinner Mixture

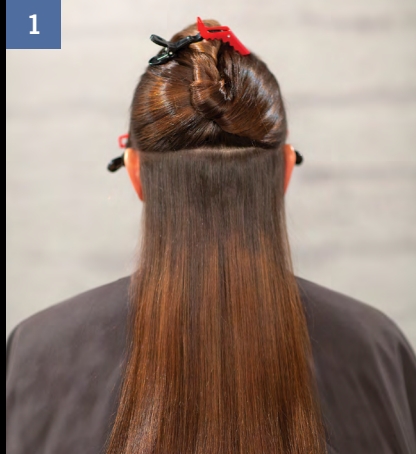


CONSTRUCTED CONTOURING

Balayage Basics

by **KATIE NIELSEN**
Scruples Lead Design Team Member

Formula and Step-by-Step on the next page



FORMULA

MODEL: Kaylyn

STARTING LEVEL: 4

LIGHTENER: POWER BLONDE Balayage Clay Lightener

TONER: POWER BLONDE Conditioning Gel Toners Ice + Cream

STEP-BY-STEP

1. Section off hair from top of head to center of each ear. Create a part across the back of the flat of head.
2. Create the first triangle section and then continue across the head, alternating from a triangle up to a triangle down, until you run out of hair behind the ear. Section off each triangle with a clip.
3. Continue creating triangles throughout the head. Triangle size can vary based on density of the hair. Smaller triangles can be used for heavier, dense hair and larger triangles for thinner hair.
4. Starting back at the nape and working your way up the head, apply each triangle section one at a time. Apex the triangle and apply POWER BLONDE Balayage Clay Lightener with light pressure.
5. Take the balayage board and place a Scruples color paper on top. Lay a section onto the board so it is flat. Continue to blend POWER BLONDE Balayage Clay Lightener through the midshaft and ends. The balayage board allows you to apply pressure for heavier saturation of lightener, while sliding the color paper with the hair and board down through the ends.
6. Repeat this technique, working up the head until all sections are complete.
7. Process at room temperature for up to 45 minutes, or until desired lightness is achieved. Shampoo and rinse with preferred Scruples product. Tone with chosen POWER BLONDE Conditioning Gel Toner. Shampoo, rinse and condition the hair with preferred Scruples products.

COLOR STROBING

Balayage Advanced

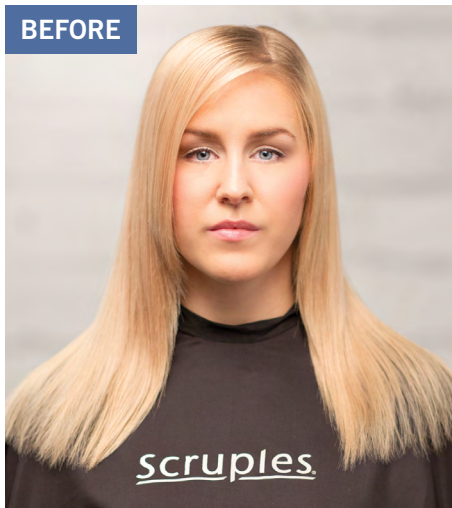
by ALIX MAYA CLYMER

(@alix_maya)

Founder of The Unicorn Tribe

(@theunicorntribe)

BEFORE



FORMULA

MODEL: McKenzie

STARTING LEVEL: 7

STRETCHED ROOT: TRUE INTEGRITY Opalescent Creme Colour Level 5 Ash + Clear + Graphite

LIGHTENER: POWER BLONDE Balayage Clay Lightener

TONER: POWER BLONDE Conditioning Gel Toner Ice

DIMENSION COLOR 1: Pewter

DARK FORMULA: TRUE INTEGRITY Opalescent Creme Colour Level 10 Ash + Clear + Level 1 Ash

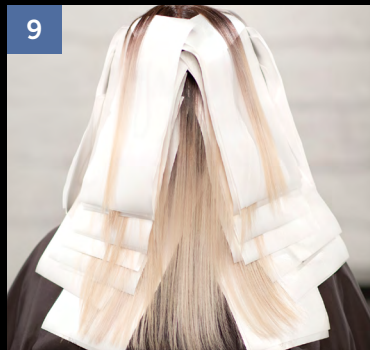
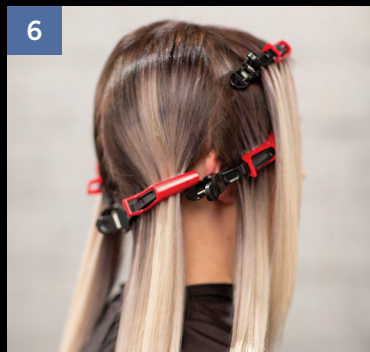
LIGHT FORMULA: POWER BLONDE Conditioning Gel Toner Steel + MENZ 5 Minute Haircolor 9BW

DIMENSION COLOR 2: Plumeria

DARK FORMULA: TRUE INTEGRITY Opalescent Creme Colour Level 9 Gold + Clear + Level 8 Copper Copper + Yellow Intensifier + Red Intensifier

LIGHT FORMULA: TRUE INTEGRITY Opalescent Creme Colour Clear + Level 8 Copper Copper + Yellow Intensifier + Red Intensifier

Step-by-Step on the next page



STEP-BY-STEP

1. Section according to your client's preferred parting. For McKenzie, Alix parted on the left moving to the right from the crown down to the nape in an oval shape, splitting the oval into sections vertically.
2. Take remaining hair over the ears and clip off each section. Part off an asymmetrical front-fringe section.
3. Take your first slice at a 50 degree angle and apply a stretched root, making sure to leave space on the outer edge of each slice for POWER BLONDE Balayage Clay Lightener.
4. Starting at the bottom of the slice, use an upward sweeping motion to gently diffuse the clay lightener from the ends to midshaft. Visually blend the stretched root and clay lightener with your fingers. For a more extreme highlighting effect, saturate the ends fully.
5. Continue this color application until all sections are complete. Process at room temperature for up to 45 minutes, or until desired lightness is achieved. Shampoo and rinse with preferred Scruples product. Tone with chosen POWER BLONDE Conditioning Gel Toner. Shampoo, rinse and condition the hair with preferred Scruples products.
6. To begin the creative color application, section hair exactly the same as described in steps one and two.
7. Apply color at the back of nape, moving up each side, right to left so the color will be symmetrical. Leave a double slice of blonde between each accent shade.
8. As you create the color melt, start from midshaft with the darkest mixture and blend outwardly to the lightest mixture.
9. To strobe the color, double slice the blonde to ensure a more natural look. If you wish to "Unicorn" the hair and create a more vibrant look, apply the creative color to every other slice. Process at room temperature for 30 minutes. Shampoo, rinse and condition the hair with preferred Scruples products.



Watch complete video tutorials for these looks at [youtube.com/scrupleshaicare](https://www.youtube.com/scrupleshaicare)

Scruples®

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