



STOCKHOLM SWEDEN

REF

BLONDE.ID
HIGH-LIFT & BALAYAGE

Bleach for professional use.

BLEACH FOR PROFESSIONALS

Whether you're looking for a full blonde high-lift, or a subtle yet unique balayage, REF helps you create and find your **BLONDE.ID**





STOCKHOLM SWEDEN

REF

The Vision

Be the leading, professional hair brand that meets the demands of the professional global community. For professionals – by professionals.

A modern choice that blends high impact formulas while leaving a limited footprint on the environment. A source of natural beauty for all.

The Mission

REF stands for affordable luxury, making conscious choices and empowering natural beauty for all hair types. The mission is to re-invent professional haircare and styling for every hairstyle and hairdresser.

REF is creating a niched and curated assortment of hair products that challenges the traditional industry. This is done through user-friendly technology, Swedish quality and a deep understanding of the needs of professionals and consumers.

WHAT'S YOUR BLONDE.ID?

BLONDE.ID HIGH-LIFT



High level bleach for professional use to achieve the perfect blonde result with 9+ levels of lift.

REF HIGH-LIFT BLEACH has a creamy, soft texture that can be customized according to the desired technique of the colourist.

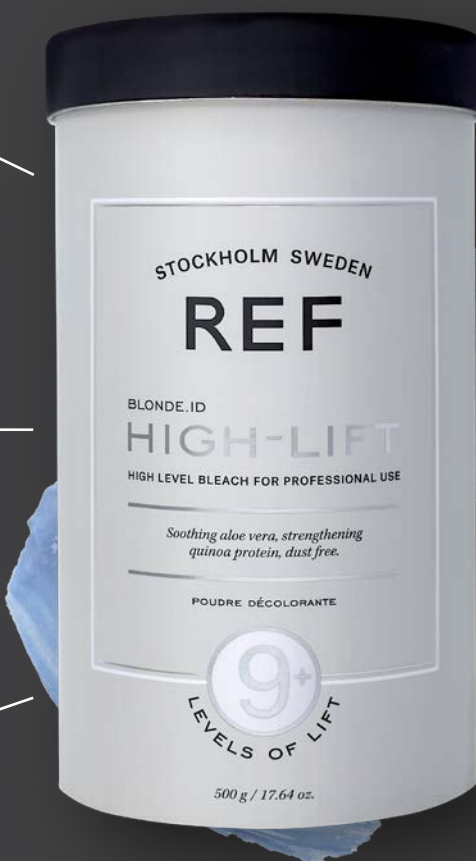
ALWAYS:

- ✓ 100% VEGAN
- ✓ SOOTHING ALOE VERA
- ✓ STRENGTHENING QUINOA PROTEIN
- ✓ MINERAL WHITE CLAY

9+ LEVELS OF LIFT

DUST FREE POWDER

ANTI-YELLOW MOLECULES



EASY MIXING

MIXING RATIO 1:2

GUARANTEES FAST YET GENTLE BLEACHING SERVICE

TECHNICAL INFORMATION

10 VOL/3% & 20 VOL/6% are suitable for application on the hair root, for a softer, more gentle lift.

30 VOL/9% & 40 VOL/12% can be used throughout the hair shaft for a higher lift, and should not come in direct contact with the scalp.

Developers help to customize REF High-Lift Bleach further, depending on the desired result.

Mix REF High-Lift Bleach with a REF Developer to customize and achieve the desired result.

The processing time will depend on hair colour, porosity and condition of the hair, the technique used, the volume of hydrogen peroxide and how many levels will be lifted.

LEVELS OF LIFT	MIXING RATIO	REF DEVELOPERS VOL.	PROCESSING TIME
6-7 Levels	1:2	10 Vol	30 Minutes
8+ Levels	1:2	20 Vol	30 Minutes
9 Levels	1:2	30 Vol	30 Minutes
9+ Levels	1:2	40 Vol	45 Minutes

Bleaching should always be performed under careful supervision.

9+ LEVELS LIFT

STOCKHOLM SWEDEN

REF

BLONDE.ID

HIGH-LIFT

HIGH LEVEL BLEACH FOR PROFESSIONAL USE

*Soothing aloe vera, strengthening
quinoa protein, dust free.*

POUDRE DÉCOLORANTE

9+
LEVEL

REF HIGH-LIFT BLEACH

For the perfect blonde look.

REF Balayage Bleach
has a flexible texture,
with a powerful grip.



TRENDING

FREEHAND TECHNIQUES

*Bleach for professional use to achieve perfect
Freehand and Balayage results with 8 levels of lift.*

REF Balayage Bleach has a flexible
texture that can be customized according
to the desired technique of the colourist.
Ideal for detailed hair painting.



REF Balayage
Bleach with
8 levels of lift.

BLONDE.ID

BALAYAGE



Bleach for professional use to achieve the perfect Freehand and Balayage result with 8 levels of lift.

REF BALAYAGE BLEACH

has a flexible texture with a powerful grip, ideal for detailed hair painting. Can be customized according to the desired technique of the colourist.

ALWAYS:

- ✓ 100% VEGAN
- ✓ SOOTHING ALOE VERA
- ✓ STRENGTHENING QUINOA PROTEIN
- ✓ MINERAL WHITE CLAY

8 LEVELS OF LIFT

DUST FREE POWDER

DOUBLE SHOT OF MINERAL WHITE CLAY

THICKER FORMULA SUITED FOR FREEHAND TECHNIQUES



EASY MIXING

GUAR GUM HELPS DEFINE THE TEXTURE

OPTIMAL FOR DETAILED APPLICATION

MIXING RATIO 1:1.5-1:2

TECHNICAL INFORMATION

REF Balayage Bleach is designed to create perfect Freehand and Balayage results.

Mix REF Balayage Bleach with REF Developer to customize and achieve the desired look.

The processing time will depend on hair colour, porosity and condition of the hair, the technique used, the volume of hydrogen peroxide and how many levels will be lifted.

Bleaching should always be performed under careful supervision.

LEVELS OF LIFT	MIXING RATIO	REF DEVELOPERS VOL.	PROCESSING TIME
6½ Levels	1:1,5	20 VOL	30 Minutes
7½ Levels	1:1,5	30 VOL	30 Minutes
8 Levels	1:1,5	40 VOL	40 Minutes
6 Levels	1:2	20 VOL	40 Minutes
7 Levels	1:2	30 VOL	40 Minutes
8 Levels	1:2	40 VOL	45 Minutes

8 LEVELS LIFT

STOCKHOLM SWEDEN

REF

BLONDE.ID

BALAYAGE

FREEHAND BLEACH FOR PROFESSIONAL USE

*Soothing aloe vera, strengthening
quinoa protein, dust free.*

POUDRE DÉCOLORANTE



LEVELS OF LIFT

14.11 OZ.

REF BALAYAGE BLEACH

For the perfect Freehand and Balayage result.

FREEHAND TIPS

LIGHT AS A FEATHER APPLICATION

Sweep the bleach upwards in light movements that ensure proper blending. Avoid thick layers of bleach on the ends and thin layers at the transition.

TRANSITION TONES

When the transition area is applied too thin it can create unwanted copper tones, so be careful with application as this can be difficult to correct later.

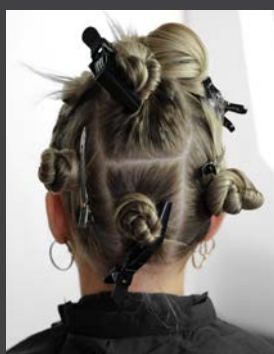


REF BALAYAGE BLEACH contains a combination of minerals and Guar Gum which makes the formula thick yet creamy, with a flexible texture that is easy to work with. This helps give the perfect grip for Freehand and Balayage techniques. Guar Gums conditioning properties hydrate the hair by sealing in moisture. During the bleaching process, Strengthening Quinoa Protein protects and moisturises hair, while Soothing Aloe Vera speeds up the healing recovery process.

BALAYAGE

STEP BY STEP

There are many different Freehand and Balayage techniques. Let REF help you find inspiration to create a unique result for your client.



STEP 1

Separate hair into clean sections.



STEP 2

Apply Balayage section by section, start in the lower back section.



STEP 3

Apply in the front.



STEP 4

To frame and open up the face, place the Balayage higher up in the front.



STEP 5

Bleaching should always be performed under careful supervision.



STEP 6

Wash hair, use toner/gloss if needed, and finish with preferred REF hair care series.



STEP 7

Blow dry and style the hair.



STEP 8

Result – A perfectly layered Balayage with lustre.

JOIN OUR COMMUNITY:  @REFstockholm @REF_Academy  @REFstockholm @REF_Academy

Let's get inspired! Follow our digital channels for daily inspirations from around the world. Make sure to share you best bleaching and colouring creations on Instagram by tagging @REFstockholm and @REF_Academy for a chance to be featured.



STOCKHOLM SWEDEN

REF

REF International AB, Frösundaleden 2B, 169 75 Solna, Sweden, +46 (0)8 663 19 88
Swedish Haircare US, 110 Haverhill Rd. Suite 105, Amesbury, MA 01913 USA, +1 (0) 978-792-5040

info@refstockholm.com | www.refstockholm.com



7350016783804 Art. no. 90882