

O&M PRO



Powder Lighteners FAQ's



What has changed?

Performance

The new O&M Powder Lighteners work smarter. We have increased the lightening effect and can now deliver higher levels of lightening. The viscosity of the product is also smoother and more cream-like because the powder particles have been developed to be finer in consistency for easier application.

Product

CLEAN.blonde is a blue coloured 7 level powder which is Ammonia Free.

SUPER.blonde 7 is a pink coloured 7 level powder.

SUPER.blonde 9 is a grey coloured 9 level powder.

Packaging

The O&M Powder Lighteners now come in re-sealable pouches. These innovative pouches ensure the powder remains in optimum condition for optimum results. They are recyclable*, easy to use, easy to transport and store.

Ingredients

Sunflower Seed Oil

We have increased the nourishing factor by adding Sunflower Seed Oil which helps to keep the powder lighteners moist throughout the duration of the lightening process ensuring the mixture does not dry out.

Hydrolysed Oat Protein

Hydrolysed Oat Protein helps to strengthen the hair, reduce breakage, give more body, add to shine and improve manageability.

Arginine

A vital amino acid that helps to strengthen, nourish, and protect the hair while lightening. It ensures the process is not only gentle, but effective.

Calendula Flower Extract

For nourishing conditioning of the scalp and hair we have included Calendula Flower Extract. This regenerative ingredient ensures hair retains its natural vitality and health.

What makes them stand out?

The O&M Powder Lighteners have a quick and clean lightening affect with high levels of lift. It's also paired with carefully curated and kind ingredients list to ensure the hair is conditioned beautifully. The finer particles in the O&M Powder Lighteners ensure that when mixed, there is a smoother, more creamy texture for easy application.

Are the lighteners Vegan?

Yes, they certainly are. O&M take great pride in announcing that all three O&M Powder Lighteners are now PETA certified Vegan and Cruelty Free with Hydrolysed Oat Protein.



Are the lighteners Gluten Free?

Yes, all 3 of the O&M Powder Lighteners are gluten free.

Why have we made these changes?

When our O&M family asked for powder lighteners that delivered higher levels of lightening and a softer, smoother consistency for ease of application, we listened. Our aim is to provide the highest performing products with innovative technology and ingredients that never compromise the health of hair.

How many levels of lift can you achieve?

CLEAN BLONDE, our Ammonia Free formula lightens up to 7 levels

SUPER BLONDE 7 lightens up to 7 levels

SUPER BLONDE 9 lightens up to 9 levels

All depending on the activator chosen and the hair type.

What is the mixing ratio?

CLEAN BLONDE: We recommend mixing 1 part powder to 2 parts CØR.color activator.

SUPER BLONDE 7: We recommend mixing 1 part powder to 1.5 – 2 parts CØR.color activator.

SUPER BLONDE 9: We recommend mixing 1 part powder to 2 parts CØR.color activator.

Please note alkalinity levels can alter (effects the condition) if you mix below the recommended ratio of activator.

What do I mix the powders with?

Always mix with O&M CØR.color Activators 1%, 1.5%, 3%, 6% and 9%. It is recommended to mix in a bowl with a whisk for best results.

Can I use CØR.restore?

Yes! For disulphide bond relinking and hair protection during the lightening process, we highly recommend you add CØR.restore Part 1 in all our O&M Powder Lighteners. Mixing ratio is 2mls for every 10g of powder.

How do I apply the powders?

With any use of O&M Powder Lighteners, we recommend to “cover not smother” and use the “less is more” approach, trying not to saturate the hair. When applying, the hair fibre should be visible when foiling to see the progression of the lightening process.



How long can I process for?

Anywhere from 10 – 50 minutes depending on desired outcome, texture and quality of hair.

Can I apply heat?

We do not recommend applying heat to any of our Lighteners.

Can I use on and off scalp?

We recommend SUPER BLONDE 7 and CLEAN BLONDE for on scalp lightening, we recommend 6% (20 vol) as the maximum activator for on scalp. All 3 powder lighteners can be used off scalp.

Why are there 3 different coloured powders?

Each powder lightener has a different colour to help differentiate the product you are using. SUPER BLONDE 7, SUPER BLONDE 9 and CLEAN BLONDE 7.

Will the powders tone because of the colour of the powder?

This is a great question to consider, but the blue, purple and grey colours of the powder do not assist in toning.

Are the powders dust free?

Yes, they are 100% dust free.

Can I mix the powders together?

We do not recommend mixing the powder lighteners together. The O&M Powder Lighteners were specifically developed for all levels of lift, so no mixing is required.

Are they Ammonia Free?

The CLEAN BLONDE is an ammonia free powder with 7 levels of lift.

What size are the pouches?

All 3 O&M Powder Lighteners come in both 500g and 1000g pouches.

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EXPERT INSIGHTS

- Inter-mixing of powders is not recommended. We have carefully formulated the O&M Powder Lighteners for all levels of lift, so no mixing is required.
- Be careful not to over-saturate the hair when applying the product and locking foils. The product will spread easily due to the new formulation.
- It's important to weigh and measure the product to ensure hair is kept in optimal condition.
- For disulphide bond relinking and hair protection during the lightening process, we highly recommend adding CØR.restore Part 1 in all our O&M Powder Lighteners. The mixing ratio is 2mls for every 10g of powder.
- To ensure the O&M Powder Lighteners are kept clean and kind, please remember to recycle pouches through The Sustainable Salon recycling program.
- Please join the O&M CØR.color Facebook Group for up-to-date information and expert tips and tricks.

New O&M Powder Lighteners Easy go-to guide

O&M CLEAN BLONDE

- The perfect go-to powder lightener for everyday foil work that delivers clean and fast lightening and leaves the hair feeling amazing.

O&M SUPER BLONDE 7

- This is your go-to lightener for open air techniques such as basin balayage, tip outs and freehand lightening due to its soft creamy-like consistency. It's also the perfect option for on-scalp lightening.

O&M SUPER BLONDE 9

- This new addition to the O&M Lighteners Portfolio is when you need that extra bit of lift. It's perfect for darker bases wanting to go platinum. Don't be afraid to utilise your usual go-to developer strength as the conditioning agents protect while lifting, leaving the hair feeling incredible.

