

BLO ND ME®

SERVICE MANUAL

TODAY'S BLONDE
MORE



HAS NEVER BEEN 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.

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

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

BLONDME has developed a holistic portfolio of color and care products to individually address any blonde needs or desires.

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
- An experience that wows

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

An expert consultation identifies the hair condition, as well as its needs. It leads to a personalized salon service and customized care regimen giving the client a long-term solution.

QUICK TIPS FOR AN EXPERT CONSULTATION

THE STEPS FOR AN ICONIC BLONDE

CREATE A GOOD ATMOSPHERE

1. Create an intimate setting and a pleasant mood
2. Be at eye level with your client

ACT AS BEAUTY COACH

1. Keep a consultation sheet to take notes and gather information
2. Consider your client's personal features such as skin tone & jewelry color to understand if your client is a warm or cool type
3. Use visual references to help communicate on the result (catalog or digital pictures)

PREVENT OBJECTIONS

1. Understand your client's potential and commitment to color & care
2. Manage expectations, especially when the desired blonde result cannot be achieved within one session

FINISH CONSULTATION

1. Create a future plan
2. Check for understanding
3. Encourage a decision from your client



CHECKLIST FOR HAIR DIAGNOSIS

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



As soon as the word “BLONDE” is uttered many people automatically reach for lightening products to do the job without even considering other forms of coloration.

CHECKLIST - COLOR	WHY?
1. Evaluate the depth and tone direction of your client’s 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 neutralization of upcoming warmth or for ideal enhancement
5. Development time	Please always allow the ideal development time without adding any heat and check the development visually

Using the right care products for the ideal blonde is as important as creating the color result.

CHECKLIST - CARE	WHY?
1. Evaluate the hair before blonde services	The better the hair condition, the better the color result. The client can help by using a home care regimen on a regular basis. In the salon, 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 client’s hair type, hair needs and hair habits when it comes to finishing the color service
3. Finish the service with a post-color treatment	Complete the color 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. Ensure proper after care in-salon & home maintenance	To preserve the in-salon created color longer

THE BLONDME® 3-STEP APPROACH

THE SYSTEM FOR AN IDEAL BLONDE

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

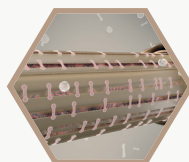


OUR ADVANCED BONDING SYSTEM CONSISTS OF:



STEP 1: COLOR - BOND PROTECTION

- Integrated Bond Enforcing Technology in the color products
- Interlinks with the hair fibers to enforce strong structural bonds
- For minimized hair breakage

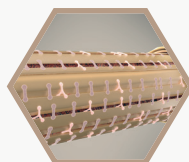


BOND
Protection
System



STEP 2: CARE - BOND CREATION

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

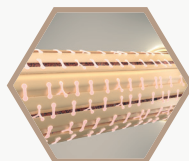


BOND
Creation
System



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 color results for long-lasting shine



BOND
Creation
System

OUR INTEGRATED ADVANCED BONDING TECHNOLOGY

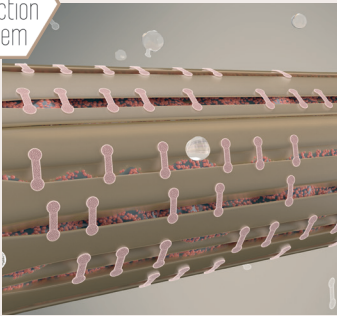
EXTERNAL EXPOSURE

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 fiber 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 experiences friction and is at risk for increased tangling over time. The hair loses its natural movement softness and shine.

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



BOND PROTECTION SYSTEM

BOND ENFORCING TECHNOLOGY COLOR

During the bleaching 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 doing this, most of the bonds survive the bleaching process and the hair keeps its strength and elasticity.

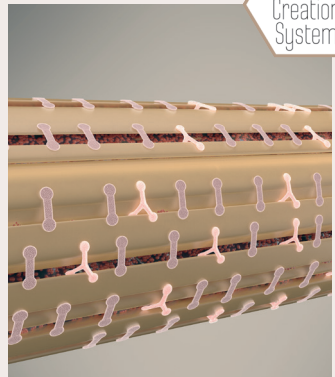
BOND CREATION SYSTEM

NEW 3D BOND CREATION TECHNOLOGY CARE

Our 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 fiber. While helping to create new bonds, the network strengthens the hair fiber from within. The 3-dimensional bonds are denser compared to our previous bonding technology.

pH BALANCING

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



BLONDE STREAMS

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

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

ICONIC BLONDE

Let your clients go blonde all the way with strong blonde transformations or maintain their fabulous blondes with a personalized 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 optimal lift while minimizing hair breakage



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



BOND MAINTANENCE SERVICE
Maintain bonding & nourishment in between color services

BRIGHTENED BLONDE

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



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



HI-LIGHTING SERVICE
Lifting for natural dark bases level 4 and pre-color treated hair



INTENSE REFRESH SERVICE
Intensively refreshes and brightens blonde hair



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



POLISHED BLONDE

The finishing touch is the most important step in keeping your client satisfied and loyal. Perfect their look with neutralizing or tone enhancement services and let it shine from within.



BLONDE TONING SERVICE

For a beautiful finishing touch after lightening



COOL SHAMPOO

Maintain a cool blonde result and keep it fresh & shiny



FOR FREEHAND TECHNIQUES



ADVANCED NEUTRALIZATION



CREATIVE DEEP TONES



BLOND

BLONDME® COLOR ASSORTMENT

LIGHTENING



Page 24

BOND ENFORCING PREMIUM LIGHTENER 9+

450g
High Performance
Powder Lightener
for optimal lift



Page 28

BOND ENFORCING PREMIUM CLAY LIGHTENER

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

TONING



Page 36

BOND ENFORCING BLONDE TONING

60mL
Intermixable Pastel
Toners & Deep
Toners for endless
creativity

POWERED BY



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
color treated bases

DEVELOPER



PREMIUM DEVELOPER

1000mL
Premium Developer
for optimal performance
and care when used
with BLONDME color
products

BOND ENFORCING BLONDE LIFTING

THE HIGH PERFORMING HIGHLIFT RANGE



BENEFITS:

- With Integrated Bonding Technology to help protect the hair fiber during development for minimized 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 one easy step

WATCH OUT:

- Only to be used on virgin hair
- Always apply 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

SHADE ASSORTMENT:



L-ICE-IRISÉ

Optimal neutralizing power, ideal for darker bases to neutralize orange-yellow undertones



L-STEEL BLUE

Very strong neutralizing power, ideal for darker bases to neutralize orange undertones



L-ASH

Strong neutralization power to neutralize 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



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 using bleach.



ANSWER WITH A
REFINED LOOK

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% (40 Vol.)
- For natural bases 8 and lighter:
BLONDME Premium Developer 9% (30 Vol.)



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

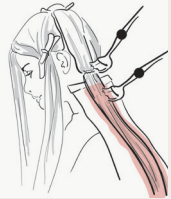
a) Root application:

- Leave out 2 cm of the hairline to prevent over-pigmentation and apply the color 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 100mL 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 COLOR BOND CREATION SERVICE (see page 50 for detailed information)

FOR LOW TO MEDIUM COMPROMISED HAIR - Lightweight Nourishing Treatment



Rinse Color Rich Shampoo Rinse Rich Conditioner 2-3 min. Rinse

FOR HIGHLY COMPROMISED HAIR - Intense Nourishment Treatment



Rinse Color Rich Shampoo Rinse Rich Mask 5-10 min. Rinse



TONING SERVICE

For an optimal 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



BENEFITS:

- With Integrated Bonding Technology to help protect the hair fiber during development for minimized 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 to be used on virgin hair
- Always apply 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 ASSORTMENT:



W-ICE
Anti-yellow effect



W-SAND
True natural blonde tone



W-CARAMEL
Soft warm caramel tone



W-IRISÉ
Soft rosé pastel tone

SHADE DIRECTION

W-Ice	Neutralization
W-Sand	Fashion
W-Caramel	Fashion
W-Irisé	Neutralization

SCENARIO:

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



ANSWER WITH A
BLENDED BLONDE LOOK

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% (40 Vol.)
- For levels 8 and lighter:
BLONDME Premium Developer 9% (30 Vol.)



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 color 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 100mL 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 COLOR BOND CREATION SERVICE (see page 50 for detailed information)

FOR LOW TO MEDIUM COMPROMISED HAIR - Lightweight Nourishing Treatment



Rinse Color Rich Shampoo Rinse Rich Conditioner 2-3 min. Rinse

FOR HIGHLY COMPROMISED HAIR - Intense Nourishment Treatment



Rinse Color Rich Shampoo Rinse Rich Mask 5-10 min. Rinse



TONING SERVICE

For an optimal 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 PREMIUM LIGHTENER 9+

BOND
Protection
System

OPTIMAL LIFT WITH MINIMUM HAIR BREAKAGE



BENEFITS:

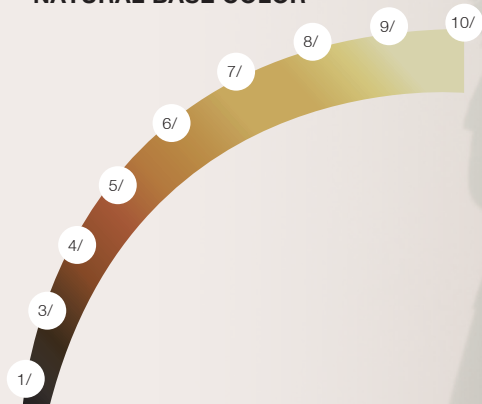
- With Integrated Bonding Technology to help protect the hair fiber during development for minimized hair breakage
- Up to 9 levels of lift
- Suitable for all hair bases
- Anti-yellow agents to neutralize warm undertones
- Flexible mixing ratio

WATCH OUT:

- Always apply on dry hair
- Suitable off-scalp & on-scalp application
- For full-head, foil technique & corrective services

LEVELS OF LIFT	DEVELOPER STRENGTH	MIXING RATIO
Up to 3	2% (7 Vol.)	1:1.5 - 1:2.5
Up to 6	6% (20 Vol.)	
Up to 9	9% (30 Vol.) (off-scalp application only)	

NATURAL BASE COLOR



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 color change, is previously color treated and wants to be lighter or is looking for the lightest blonde possible.



ANSWER WITH A
BLUSHED BLONDE LOOK

HOW TO:



MIXING:

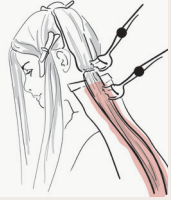
Always intermix BLONDME® Bond Enforcing Premium Lightener 9+ in a flexible mixing ratio of 1:1.5-1:2.5 with BLONDME Premium Developer

- All Techniques: BLONDME Premium Developer 2% (7 Vol.) 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 minutes, visually check the hair during development time
- Additional heat is not recommended



20-45 min



AFTER COLOR BOND CREATION SERVICE (see page 50 for detailed information)

FOR LOW TO MEDIUM COMPROMISED HAIR - Lightweight Nourishing Treatment



Rinse Color Rich Shampoo Rinse Rich Conditioner 2-3 min. Rinse

FOR HIGHLY COMPROMISED HAIR - Intense Nourishment Treatment



Rinse Color Rich Shampoo Rinse Rich Mask 5-10 min. Rinse



TONING SERVICE

For an optimal 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 PREMIUM CLAY LIGHTENER

BOND
Protection
System

FOR EASY & POWERFUL FREEHAND TECHNIQUES



BENEFITS:

- With Integrated Bonding Technology to help protect the hair fiber during development for minimized 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:

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



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.)	

SOFT-TO-SOLID FORMULA:

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

SCENARIO:

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



ANSWER WITH A
SUN-KISSED BLONDE LOOK

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% (20 Vol.), 9% (30 Vol.) or 12% (40 Vol.)

EXTRA TIP:

Use a cutting comb for intermixing



APPLICATION & DEVELOPMENT

- Apply to dry hair, do not shampoo before
- Apply the mixture immediately after preparation
- Paint the product evenly onto the hair surface in order to ensure best possible lightening result
- Leave to develop for 20-45 minutes, visually check development
- Additional heat is not recommended



20-45 min

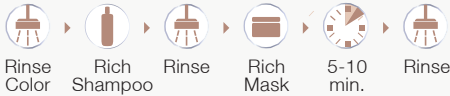


AFTER COLOR BOND CREATION SERVICE (see page 50 for detailed information)

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 optimal blonde result (see page 36 for detailed information on assortment and application)

GOOD TO KNOW

BOND ENFORCING PREMIUM CLAY LIGHTENER



BALAYAGE BOARD

- Improved handle for a better grip
- Structured surface to prevent drips
- Curved design, imitating the shape of the head, for better precision

3 PAINTS - 3 LOOKS



V - Create grown out effects,
or classic balayage



W - Create most natural effect



D - Work diagonally to create
countouring / framing

TOP 5 TIPS FOR A BEAUTIFUL BALAYAGE

FROM JACK HOWARD GLOBAL BLONDME® AMBASSADOR:



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 bleeding!

4

VISUAL CHECK:

Take a step back from your work to control your placements by getting the bigger picture.

5

GAME PLAN:

Beautiful color starts with beautifully conditioned hair, so make sure to discuss a personalized long-term care strategy with your client.

BOND ENFORCING BLONDE HI-LIGHTING

BOND
Protection
System

THE HIGHLIGHTING RANGE THAT WORKS ON COLOR TREATED HAIR



BENEFITS:

- With Integrated Bonding Technology to help protect the hair fiber during development for minimized hair breakage
- Up to 5 levels of lift
- To be used on natural bases 4 and lighter or previously color treated hair bases 6 or lighter

WATCH OUT:

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

SHADE ASSORTMENT:



H-COOL ROSÉ

Cool anti-yellow neutralizing effect



H-WARM GOLD

Warm gold tone direction

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-Lighting 1:1 with BLONDME Premium Developer 12% (40 Vol.)



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
- Leave to develop for 45 minutes, visually check the hair during development time
- Additional heat is not recommended



45 min



AFTER COLOR BOND CREATION SERVICE (see page 50 for detailed information)

FOR LOW TO MEDIUM COMPROMISED HAIR - Lightweight Nourishing Treatment



Rinse Color Rich Shampoo Rinse Rich Conditioner 2-3 min. Rinse

FOR HIGHLY COMPROMISED HAIR - Intense Nourishment Treatment



Rinse Color Rich Shampoo Rinse Rich Mask 5-10 min. Rinse



TONING SERVICE

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

BOND ENFORCING BLONDE TONING

BOND
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System

THE TONING RANGE ESSENTIAL FOR AN ICONIC BLONDE














BENEFITS:

- With Integrated Bond Enforcing HydroLock Technology for improved moisture 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
- Optimally balanced neutralization & sophisticated tone enhancement

WATCH OUT:

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

SHADE ASSORTMENT:







	T-ICE-IRISÉ anti-gold effect for cool tones with a subtle iridescent hue		T-STRAWBERRY fashionable pastel red-rosé effects
	T-STEEL BLUE counteracts underlying gold-copper directions		T-LILAC eye catching lilac tonality
	T-ICE for the soft neutralization of delicate golden tone directions		DT- MILK CHOCOLATE soft brown with a touch of violet for bases 7–9
	T-SAND enriching natural, sandy tone directions		DT- NOUGAT rich, warm brown for bases 6–8
	T- BISCUIT enriching beige with a slight warm touch		DT- GRANITE intense anthracite tone direction for bases 5–7
	T- BROWN MAHOGANY enriching cool rosewood reflects		DT- DEEP CHESTNUT delicate, neutral brown tone direction for bases 5–7

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											+	+

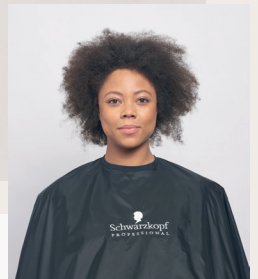
+ Subtle ++ Ideal +++ Intense

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.



ANSWER WITH A
DUSTED BLONDE LOOK

HOW TO:



MIXING:

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



5-20 min



Refining
up to 5 min



Refreshing
up to 10 min



Balancing
up to 20 min



AFTER COLOR BOND CREATION SERVICE (see page 50 for detailed information)

FOR LOW TO MEDIUM COMPROMISED HAIR - Lightweight Nourishing Treatment



Rinse
Color



Rich
Shampoo



Rinse



Rich
Conditioner



2-3
min.



Rinse

FOR HIGHLY COMPROMISED HAIR - Intense Nourishment Treatment



Rinse
Color



Rich
Shampoo



Rinse



Rich
Mask



5-10
min.



Rinse

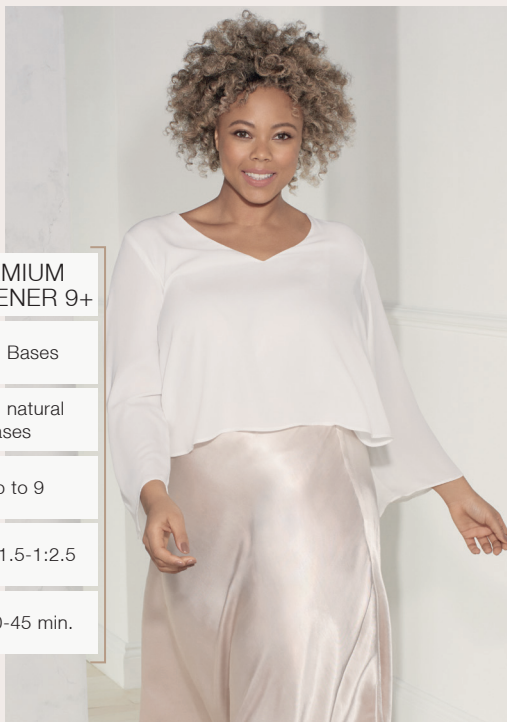
EXPERT TIPS:

- 1. Optimal neutralization:** 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.
- 2. 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.
- 3. Dilution:** Use BLONDME Blonde Toning Ice (cool tone direction) or Sand (warmer tonal result) depending on the desired result.

GOOD TO KNOW

HIGHLIFTS VS. LIGHTENER

	BLONDE LIFTING	PREMIUM LIGHTENER 9+
Suitable for natural bases?	✓ Base 6 to 8	✓ All Bases
Suitable for previous color treated hair?	✗ No	✓ All natural bases
Levels of Lift	↑ Up to 5	↑ Up to 9
Mixing Ratio	🧴 1:1	🧴 1:1.5-1:2.5
Development Time	🕒 30-45 min.	🕒 20-45 min.













FOILS VS. FREEHAND

	FOILS	FREEHAND
Color result	🧴 Strong/Bold	🧴 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:	More noticeable	Soft and natural





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 fiber, dust-free, advanced neutralization	Enforces bonds within the hair fiber, 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% (7 Vol), 6% (20 Vol.), 9% (30 Vol.) not on scalp	 Premium Developer 6% (20 Vol.), 9% (30 Vol.), 12% (40 Vol.)
Application	 Full-head, Foil	 Freehand Techniques



Schwarzkopf
PROFESSIONAL

**BLO
ND
ME**

ALL BLONDES
LIGHT SPRAY
CONDITIONER

intense nourishing regimen*
for fine to normal blondes

Pour tous les blonds
Spray Baume Léger
système* de nutrition
léger pour cheveux
blonds fins à normaux

200mL, net | 6.7 fl.oz.

BOND
Protect
Complex

Schwarzkopf
PROFESSIONAL

**BLO
ND
ME**

ALL BLONDES
RICH SHAMPOO

intense nourishing regimen*
for normal to coarse blondes

Pour tous les blonds
Shampooing Riche
système* de nutrition
intense pour cheveux
blonds normaux à épais

300

BOND
Protect
Complex

Schwarzkopf
PROFESSIONAL

**BLO
ND
ME**

ALL BLONDES
RICH CONDITIONER

intense nourishing regimen*
for normal to coarse blondes

Pour tous les blonds

Schwarzkopf
PROFESSIONAL

**BLO
ND
ME**

ALL BLONDES
DETOX SHAMPOO

purifying regimen*
for all hair types

Pour tous les blonds
Shampooing Purifiant
système* purifiant
pour tous types de
cheveux blonds

300

BOND
Protect
Complex

**BLO
ND
ME**

ALL BLONDES
RICH MASK

intense nourishing regimen*
for normal to coarse blondes

Pour tous les blonds
Masque Riche - Système de nutrition
intense pour cheveux normaux à épais

200mL, net | 6.7 fl.oz.

BOND
Protect
Complex

**BLO
ND
ME**

ALL BLONDES
DETOX MASK

purifying regimen*
for all hair types

Pour tous les blonds
Masque Purifiant - Système purifiant
pour tous types de cheveux

200mL, net | 6.7 fl.oz.

BOND
Protect
Complex



CARE

BLONDME® CARE ASSORTMENT

HOME CARE

ALL BLONDES



Page 48

Page 52

RICH

Intense nourishing regimen for all hair types

- SHAMPOO - 300mL
- CONDITIONER - 250mL
- LIGHT SPRAY CONDITIONER - 200mL
- MASK - 200mL

DETOX

Purifying regimen for all hair types

- SHAMPOO - 300mL
- MASK - 200mL

IN-SALON



Page 48

Page 52

RICH

Intense nourishing regimen for normal to coarse blondes

- SHAMPOO - 1000mL
- CONDITIONER - 1000mL
- MASK - 500mL

DETOX

Purifying regimen for all hair types

- SHAMPOO - 1000mL
- MASK - 500mL
- VITAMIN C SHOTS - 5x5g

POWERED BY



COOL BLONDES



Page 56

NEUTRALIZING

Purple Toning regimen for all hair types

- SHAMPOO - 300mL
- SPRAY CONDITIONER - 150mL
- MASK - 200mL

BLONDE WONDERS



Page 60

Hair perfectors for all hair types

- RESTORING BALM - 75mL
- GLAZE MIST - 150mL



Page 56

NEUTRALIZING

Purple Toning regimen for all hair types

- 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 condition the hair fibers without weighing the hair down
- Gives the hair shine, suppleness and makes it easier to comb
- Provides static control to minimize flayaways



RICH RANGE WITH CASHMERE PROTEIN COMPLEX

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





DETOX RANGE
WITH NORDIC COTTON
PROTEIN COMPLEX

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



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 RICH RANGE



The **All Blondes Rich Care Range** with 3D Bond Creation Technology and Cashmere Protein Complex helps rebuild and helps restore the inner bonds of medium to coarse blonde hair. Makes the hair up to 85% stronger and leaves the hair feeling moisturized.

WHAT DOES NORMAL TO COARSE BLONDE HAIR NEED?

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



Strengthens the inner hair structure up to 90%*

RICH SHAMPOO

- Gently cleanses while nourishing
- Helps rebuild and revitalizes the inner hair bonds
- Smooths the hair surface
- Leaves the hair supple and with healthy looking shine



Strengthens the inner hair structure up to 90%*

RICH CONDITIONER

- Instantly detangles the hair
- Helps to smooth 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 92%**

LIGHT SPRAY CONDITIONER

- Instantly detangles
- Nourishes the hair and avoids a dry hair feel
- The formula with Panthenol improves strength and elasticity
- Leaves the hair softer with healthy-looking shine



Strengthens the inner hair structure up to 93%**

RICH MASK

- Intensively nourishes deeply penetrating the damaged inner hair structure
- Helps reconstruct the inner and outer hair structure
- Provides suppleness and strength
- The formula with Marula oil smooths the hair surface leaving the hair with a healthy-looking shine



*when used in combination with the ALL BLONDES Rich Shampoo & Conditioner

**when used in combination with the ALL BLONDES Rich Shampoo

ALL BLONDES

THE ANSWER TO ICONIC BLONDE

SCENARIO 1: AFTER COLOR SERVICE

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

SOLUTION: BOND CREATION SERVICE

HOW TO:

FOR LOW TO MEDIUM COMPROMISED HAIR:

SERVICE: BOND CREATION - NOURISHING TREATMENT

PRODUCT CHOICE:



ALL BLONDES

- Rich Shampoo
- Rich Conditioner

IN SALON

STEP 1



Rinse Color

STEP 2



Shampoo with Rich Shampoo



Rinse

STEP 3



Apply Rich Conditioner



2min.



Rinse

STEP 1

AT HOME

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

Option 1:



Shampoo with Rich Shampoo



Rinse

STEP 2



Rinse



On Dry hair



Apply Rich Mask



10-15 min



Rinse



Shampoo with Rich Shampoo



Rinse

If needed, finish with BLONDME Toning Service

FOR HIGHLY COMPROMISED HAIR:

SERVICE: BOND CREATION - INTENSE NOURISHING TREATMENT

PRODUCT CHOICE:



ALL BLONDES

- Rich Shampoo
- Rich Mask

IN SALON



Rinse Color

STEP 2



Shampoo with Rich Shampoo



Rinse

STEP 3



Apply Rich Mask



5-10 min.



Rinse

If needed, finish with BLONDME Toning Service

AT HOME

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

Option 1:



Shampoo with Rich Shampoo



Rinse

STEP 2



Towel dry hair



Apply Rich Mask



5-10 min



Rinse

Option 2:



On Dry hair



Apply Rich Mask



10-15 min



Rinse



Shampoo with Rich Shampoo



Rinse

**SCENARIO 2:
IN BETWEEN COLOR SERVICES**

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

SOLUTION: BOND MAINTENANCE SERVICE

SERVICE: BOND MAINTENANCE

PRODUCT CHOICE:



ALL BLONDES

- Rich Range

BLONDE WONDERS

- Glaze Mist

IN SALON

STEP 1



Brush Hair
Shampoo with Rich Shampoo
Rinse

STEP 2



Apply Rich Conditioner/Mask
5-10 min.
Rinse

STEP 3



Towel dry the hair
Apply Glaze Mist

STEP 1

AT HOME

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

Option 1:



Shampoo with Rich Shampoo
Rinse



Towel dry the hair
Apply Rich Mask
5-10 min
Rinse

Option 2:



On Dry hair
Apply Rich Mask
10-15 min

STEP 2



Rinse
Shampoo with Rich Shampoo
Rinse

If needed, finish with BLONDME Toning Service



EXPERT TIP:

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

ALL BLONDES DETOX RANGE



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

WHAT DETERIORATES BLONDE COLOR RESULTS?

External influences such as environmental pollution, air conditioning and heating can affect the hair and can easily disturb the scalp's balance.



Strengthens the inner hair structure up to 95%*

DETOX SHAMPOO

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

Hair is nourished and shiny**

DETOX MASK

- Gently cleanses impurities (dust, heavy metals residues and pollution**)
- Helps to care for hair and scalp leaving a purifying feeling
- To be applied on scalp and hair

Leaves the hair visibly brighter*

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*



*when used in combination with the ALL BLOWNES Detox Mask
**when used in combination with the ALL BLOWNES Detox Shampoo

ALL BLONDES DETOX RANGE

THE ANSWER TO GENTLY REFRESHING AND BRIGHTENING BLONDE HAIR

SCENARIO 1: BEFORE/ AFTER COLOR 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 COLOR SERVICES

I am looking for a way to elevate my service offering and give my clients a spa-like experience for hair & scalp.

SOLUTION: DETOXIFYING SERVICE

HOW TO:

SERVICE: INTENSE REFRESHING

PRODUCT CHOICE:



ALL BLONDES

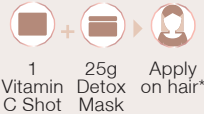
- Detox Shampoo
- Detox Mask with Vitamin C shot

IN SALON

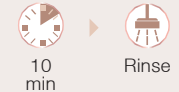
STEP 1



STEP 2



STEP 3

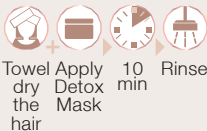


STEP 1

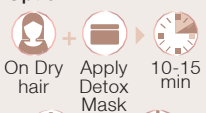
AT HOME

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

Option 1:



Option 2:



STEP 2



SERVICE: DETOXIFYING

PRODUCT CHOICE:



ALL BLONDES

- Detox Shampoo
- Detox Mask

IN SALON



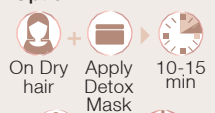
AT HOME

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

Option 1:



Option 2:



EXPERT TIP:

Don't have the time to do a full color 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.

SERVICE: EXPRESS REFRESHING

PRODUCT CHOICE:

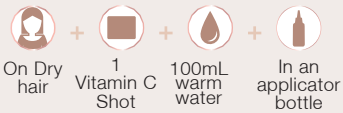


ALL BLONDES

- Vitamin C shot + 100mL water
- Detox Shampoo

IN SALON

STEP 1



STEP 2



STEP 3



COOL BLONDES NEUTRALIZING RANGE



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

WHAT DO COOL BLONDES NEED?

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



Strengthens
the inner hair
structure up
to 92%*



NEUTRALIZING SHAMPOO

- Gently cleanses and cares for the most delicate lightened and color treated hair
- Helps to neutralize yellow undertones
- 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 neutralize yellow undertones or enhance cool tones
- Detangles the hair
- Provides 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 92%**



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 neutralize any blonde that has 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 COLOR

SCENARIO 1: AFTER COLOR SERVICE

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

SOLUTION: COOL TONING

SCENARIO 2: IN-BETWEEN COLOR SERVICES

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

SOLUTION: COOL MAINTENANCE

HOW TO:

SERVICE: COOL TONING

PRODUCT CHOICE:

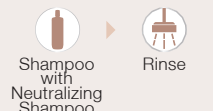
COOL BLONDES

- Neutralizing Shampoo
- Neutralizing Spray Conditioner
- Neutralizing Mask

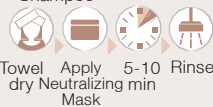


IN SALON

STEP 1



STEP 2



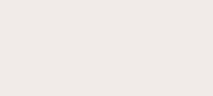
STEP 3



STEP 1



STEP 2



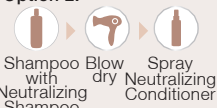
AT HOME

Offer 3 different options to your client for a tailor-made care experience at home.

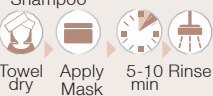
Option 1:



Option 2:



Option 3:



SERVICE: COOL MAINTENANCE

PRODUCT CHOICE:

ALL BLONDES

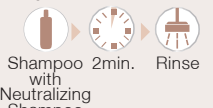
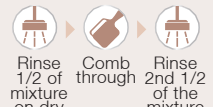
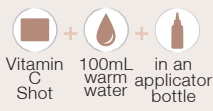
- Vitamin C Shot + 100mL warm water

COOL BLONDES

- Neutralizing Shampoo
- Neutralizing Spray Conditioner
- Neutralizing Mask



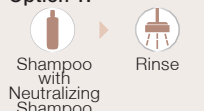
IN SALON



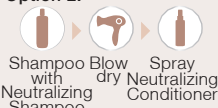
AT HOME

Offer 3 different options to your client for a tailor-made care experience at home.

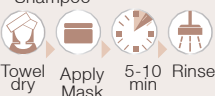
Option 1:



Option 2:



Option 3:





BLONDME® BLONDE WONDERS



The **Blonde Wonders Range** with 3D Bond Creation Technology helps rebuild and restore the inner hair bonds while helping to perfect every blonde look.

WHAT DO BLONDES NEED FROM FINISHING PRODUCTS?

- Long-lasting shine
- Protection from external aggressors
- Softness



Seals split ends up to 90%



RESTORING BALM

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

Leaves the hair up to 150% shinier**



GLAZE MIST

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

*when used in combination with the ALL BLONDES Rich Shampoo
**vs. untreated hair





BUSINESSES

MAXIMIZE 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

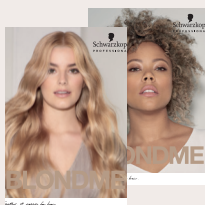
4 BOOST
YOUR BUSINESS
WITH PRODUCT
RECOMMENDATIONS

5 WIN
ON SOCIAL MEDIA

1

ATTRACT NEW CLIENTS INTO YOUR SALON

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



Poster Set



Lookbook

2

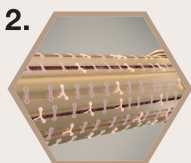
POSITION YOUR SALON AS THE BLONDE EXPERT

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

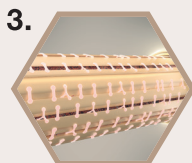
Implement the 3 steps of the Advanced Bonding System to guarantee an iconic blonde result:



Color -
Bond Protection



After Color -
Bond Creation



Home Care -
Bond Maintenance

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

Color 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; minimizing 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 strengthening the hair fibers from within, for hair that is stronger and more resistant to breakage.

3 HOW TO SELL 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. It's an 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 1/2

FULL SERVICE STEPS:

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

HOW TO SELL THE LOOK?

Refer to the well known make-up trend of contouring to introduce the service and to emphasize how this is a 100% bespoke color result, designed to suit their unique facial structure, features and skin tone.

HOW TO INCLUDE COMPLEMENTARY SERVICES?

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

BLENDED BLONDE LOOK

Price: \$\$ Time: 1 1/2

FULL SERVICE STEPS:

Root touch up (white hair blending) + INTENSE REFRESHING service in-salon care + ALL BLONDES RICH/DETOX range (depending on the hair type and need)

HOW TO SELL THE LOOK?

Explain to your client that they don't have to sacrifice their natural blonde looking color in order to cover white hair. The re-growth will be lifted and toned 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 it up.

HOW TO INCLUDE COMPLEMENTARY SERVICES?

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





BLUSHED BLONDE LOOK

Price: \$\$\$ Time: 

FULL SERVICE STEPS:

Full head lightening + toning + BOND CREATION treatment in salon care + COOL BLONDES NEUTRALIZING range

HOW TO SELL THE LOOK?

Explain that this is for those who want strong transformation and let them know the upkeep involved before you start the service. Guide your client through what the process entails from lightening for the ideal 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 the consultation recommend a Blonde Toning Service 3-4 weeks after the color service to prolong the color result for longer. (36 for more info)

REFINED BLONDE LOOK

Price: \$\$ Time: 

FULL SERVICE STEPS:

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

HOW TO SELL THE LOOK?

Explain this is for clients who don't want to go full blonde but would not shy away from uplifting and upgrading their blonde.

HOW TO INCLUDE COMPLEMENTARY SERVICES?

During the consultation explain that product build up and hard water minerals can compromise the hair's shine and cause color shifts. Invite your client to book a Detoxifying service in between color visits. (page 54 for more info)



EXPERT TIP:

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

- Provide an iconic blonde hair quality result and with that a satisfied and loyal client
- Maximize the profit linked to your blonde color 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 client gets tailored professional products to preserve the look you created in-salon, longer.

COMPLEMENT THE BLONDE SERVICE

Retailing OTC products is the finishing step of your blonde service for optimal results.

IT'S ALL ABOUT EDUCATION

Win your client's trust explaining why BLONDME home care is tailored to their needs and why this will help preserve the health of their hair in-between salon visits.



SAMPLING IS THE KEY

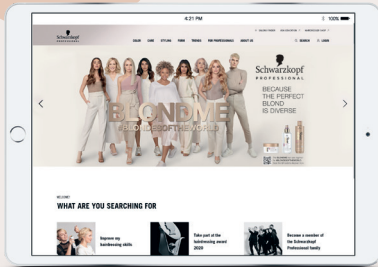
If your clients are not sure about a purchase, incentivize them with NEW BLONDME mini's for them to try at home. Let them experience the NEW BLONDME home care - they will love the products and come back to buy the full sizes.

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 making a new appointment!

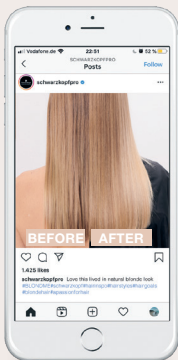
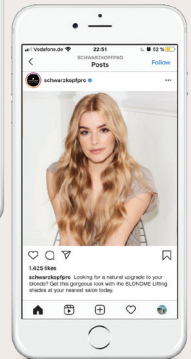
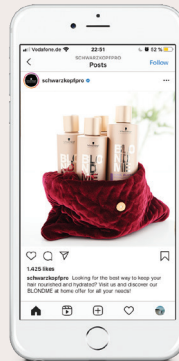
BOOST YOUR BLONDE BUSINESS ON SOCIAL MEDIA

Identify the right content



Campaigns: Follow global and local Schwarzkopf Professional accounts to keep track of the major campaigns, such as #BLONDESOFTHEWORLD

Promotion: inform your client about the current promotions or special deals in your salon alongside a final look picture



Content Creation: Create and post before & after photos, videos – any content 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 visually appealing, not polished.

How to make your content stand 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 stand out.



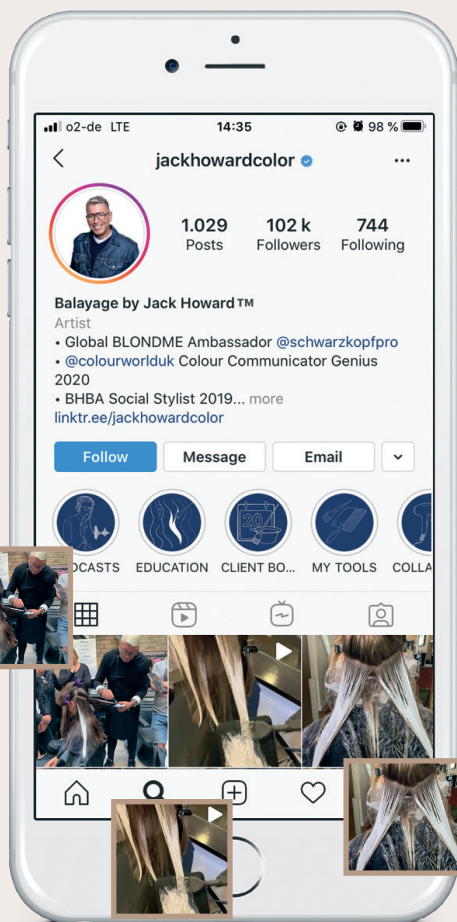
Maximize your reach

- **Use the official BLONDME hashtags:** #BLONDME, #BLONDESOFTHETHEWORLD for a chance to get reposted by the Schwarzkopf Professional global 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

Look at best practices

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

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



BTS of
hands-on
sessions

Work-in-progress
of color & toning

Videos of Live
content & product
applications



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Distributed by Henkel Corporation, Culver City, CA 90230

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