

DISCOVER
YOUR ICONIC
BLONDE


Schwarzkopf®
PROFESSIONAL



BLONDME
#BLONDESOFTHEWORLD



Together. A passion for hair.®

DISCOVER ENDLESS SERVICE OPPORTUNITIES

WITH AN INTEGRATED ADVANCED BONDING SYSTEM, BLONDME IS OUR GO-TO BONDING COLOR AND CARE BRAND DELIVERING ICONIC BLONDE WITHOUT COMPROMISE.



With its revamped Care Portfolio, BLONDME offers endless service opportunities clustered into 3 streams: FLAWLESS 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.

	COLOR SERVICES	IN-SALON CARE SERVICES	HOME CARE
<h2>FLAWLESS BLONDE</h2> <p>Let your client go blonde all the way with strong blonde transformations or maintain their fabulous blondes combined with a personalized care service for optimal blonde results.</p>	<p>BONDE LIFTING High performing lifting shades to lift and tone in one service step</p> <p>WHITE BLENDING Lifting and blending in one service step - for mature clients</p> <p>LIGHTENING For optimal lift while minimizing hair breakage</p>	<p>BOND CREATION Intense Nourishing To stabilize the hair structure of highly compromised hair with Rich Shampoo and Mask</p> <p>BOND CREATION Lightweight Nourishing To stabilize the hair structure of low to medium compromised hair with Rich Shampoo and Rich Conditioner or Light Spray Conditioner</p>	<p>ALL BLONDES RICH RANGE To maintain and strengthen the bonds of normal to coarse blondes</p> <p>ALL BLONDES LIGHT RANGE To maintain and strengthen the bonds of fine to normal blondes</p>
<h2>BRIGHTENED BLONDE</h2> <p>Brighten up your clients' look with freehand services or foil highlights or refresh their blonde with a detoxifying service.</p>	<p>FREEHAND LIGHTENING Easy to work with consistency with soft-to-solid formula</p> <p>HI-LIGHTING Lifting for darker bases level 4 and pre-colored hair</p>	<p>INTENSE REFRESH To intensively refresh and brighten blonde hair with Detox Shampoo, Mask and Vitamin C shot</p> <p>DETOXYFIFYING For a purifying feel while removing impurities like dust and hard water mineral residues with Detox Mask</p>	<p>ALL BLONDES DETOX RANGE To help remove dull and brassy tones by removing impurities (dust, heavy metal residues, product build-up and pollution)</p>
<h2>POLISHED BLONDE</h2> <p>The finishing touch is the most important step to let you client go home satisfied and loyal. Refine their look for optimal neutralization or tone enhancement and let it shine from within.</p>	<p>BONDE TONING For the beautiful finishing touch after lightening</p>	<p>COOL TONING To neutralize yellow/orange undertones and refresh or enrich cool tones with Neutralizing Shampoo</p>	<p>COOL BLONDES NEUTRALIZING RANGE To maintain, refresh or enrich cool blonde tone directions</p>