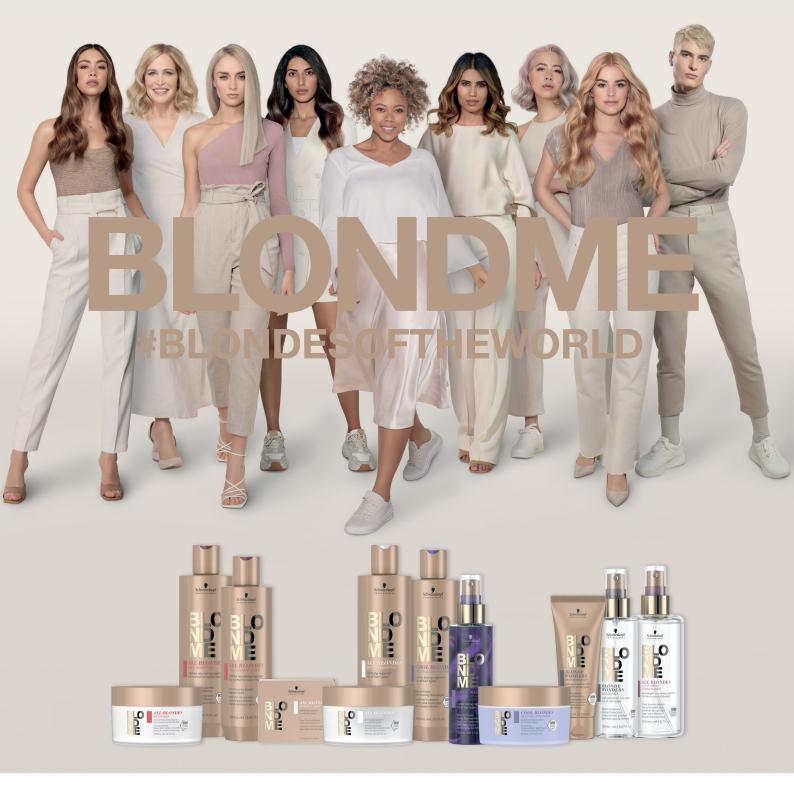


DISCOVER YOUR ICONIC BLONDE



Together. A passion for hain."

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.

FLAWLESS BLONDE

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.

BRIGHTENED **BLONDE**

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

POLISHED **BLONDE**

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.

COLOR SERVICES

BLONDE LIFTING High performing lifting shades to lift and tone in one service step

WHITE BLENDING Lifting and blending in one service step for mature clients





LIGHTENING

FREEHAND LIGHTENING Easy to work with consistency wtih soft-to-solid formula

HI-LIGHTING Lifting for darker bases level 4 and pre-colored hair









COOL TONING To neutralize yellow/ orange undertones and refresh or enrich cool tones with Neutralizing Shampoo

HOME CARE

ALL BLONDES **RICH RANGE** To maintain and strengthen the bonds of normal to coarse blondes



ALL BLONDES LIGHT RANGE To maintain and strengthen the bonds of fine to normal blondes



ALL BLONDES DETOX RANGE To help remove dull and brassy tones by removing impurities (dust, heavy metal residues, product build-up and pollution)



COOL BLONDES **NEUTRALIZING RANGE** To maintain, refresh or enrich cool blonde tone directions

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IN-SALON CARE SERVICES

and Mask

BOND CREATION

Intense Nourishing

To stabilize the hair

structure of highly

compromised hair

with Rich Shampoo

BOND CREATION

To stabilize the hair structure of low to medium compromised

Shampoo and Rich

Conditioner or Light

Spray Conditioner

hair with Detox

Shampoo, Mask

DETOXIFYING

while removing

and hard water mineral residues with Detox Mask

For a purifying feel

impurities like dust

Lightweight

Nourishing

hair with Rich