



BLONDME[®]

CLAY BALAYAGE



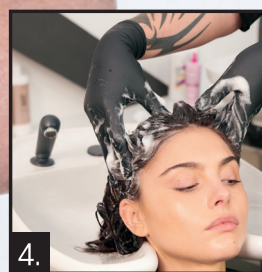
The key to an impactful yet super soft balayage is the "negative space". This refers to the careful contrast between the base color and the lightened pieces that allow the hair to look gently illuminated. Start off by dividing the hair into 3 sections following the natural parting of the hair.



Mix BLONDME Bond Enforcing Premium Clay Lightener with BLONDME Premium Developer 12% (40 Vol.) 1:1.5. Take the first section and divide it into smaller sections using diagonal back partings. Load the product in the middle part of the hair, then feather upwards, and gradually saturate the ends of the hair with lightener.



Continue with the product application section by section, focusing on the mid-lengths and ends throughout the entire look. Leave in for up to 45 minutes, then rinse thoroughly.



Use BLONDME Keratin Restore Bonding Shampoo and rinse thoroughly. Apply BLONDME Intense Care Bonding Potion and comb through for an even distribution. Generously spread the BLONDME Keratin Restore Bonding Mask directly on top of the potion. Leave the mixture in for 5 minutes, then rinse thoroughly.

INTEGRATED
BONDING
TECHNOLOGY



Use the BLONDME Bond Enforcing Premium Clay Lightener for optimal precision and seamless freehand balayage.



INTEGRATED
BONDING
TECHNOLOGY

To maintain salon fabulous blonde results, recommend to your clients to use BLONDME Keratin Restore Bonding Shampoo and Mask for All Blondes for home maintenance.



LOOK CREATED BY JACK HOWARD
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GLOBAL BLONDME AMBASSADOR

Based in London, England
Leading balayage educator
Marie Claire's Hair Colourist of the Year 2018

BLONDME BOND ENFORCING PREMIUM CLAY LIGHTENER

CLAY LIGHTENER FOR EASY TO WORK WITH CONSISTENCY AND CLEAR LIGHTENING RESULTS

IDEAL FOR:
Bases 3 to 8



BENEFITS

- Easy and precise application
- Up to 7 levels of lift
- INTEGRATED BONDING TECHNOLOGY
- Soft-to-solid formula
- For freehand techniques
- Dust-reduced powder

MIXING

- Always use in combination with BLONDME Premium Developers
- Mix 1:1.5 to 1:2 depending upon the desired consistency

(30g of BLONDME Bond Enforcing Premium Clay Lightener and 45mL to 60mL of BLONDME Premium Developer)

All Techniques:

BLONDME Premium Developer 6% (20 Vol.), 9% (30 Vol.) or 12% (40 Vol.)

APPLICATION & DEVELOPMENT

- Apply to dry hair
- **Development Time: 20-45 minutes**
- Additional heat is not recommended
- Visually check lightening progress during development time

QUICK GUIDE: POWDER 9+ VS CLAY 7+

	BLONDME PREMIUM LIGHTENER 9+	BLONDME PREMIUM CLAY LIGHTENER
APPLICATION	Full head, foils	Freehand techniques
CONSISTENCY	Stays moist	Soft-to-solid
LEVELS OF LIFT	Up to 9 levels of lift	Up to 7 levels of lift
DEVELOPER USED	BLONDME Premium Developer 2% (7 Vol.), 6% (20 Vol.) or 9% (30 Vol.)	BLONDME Premium Developer 6% (20 Vol.), 9% (30 Vol.) or 12% (40 Vol.)
MIXING RATIO	1:1.5 - 1:2.5	1:1.5 - 1:2



TONING SERVICES

For neutralization of unwanted warm tones after the lightening service, use the products from the BLONDME Blonde Toning range.



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