

BLONDME®



BLONDE TONING TONING ESSENTIALS

- All shades are intermixable with one another
- Gel-crème consistency for both brush and bottle application with one mixing ratio and developer used
- Pastel Toning for blonde tone enhancement or neutralization of unwanted warm tones
- Deep Toning enriches pre-lightened darker bases or naturally blonde hair base 5-8, ideal for low lights and shadow roots

WHY USE A TONER?



NO TONER VS TONER

IDEAL HAIR BASE FOR BLONDE TONING

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

HINTS & TIPS

APPLICATION

- Mix the BLONDME Blonde Toning with BLONDME Premium Oil Developer 2% (7 Vol.) 1:1
- Apply in fine sections on damp, towel-dried hair using a generous quantity of product
- Rinse until water runs clear and apply suitable BLONDME Conditioner or Mask (no need to shampoo the hair again.)
- Additional heat is not recommended

DEVELOPMENT TIME

Visually monitor the development of the color for up to 20 minutes.

- Up to 5 min. Refining
- Up to 10 min. Refreshing
- Up to 20 min. Balancing

EXTRA TIP

OBJECTIVE	START WITH	DEVELOPMENT TIME	CONTINUE WITH	ADDITIONAL PROCESSING TIME
NEUTRALIZATION	THE WARMEST AREAS	5-10 MIN.	THE REST OF THE HAIR	5-10 MIN.
SHADOW ROOTS	THE ROOT AREA AND BLEND IN SOFTLY	5-10 MIN.	THE SECOND MIXTURE ON THE REST OF THE HAIR	5-10 MIN.

Use a Bottle for quick, efficient full-head application at the backwash

Use a Bowl/Brush for precise placements or for balancing an uneven canvas

NOTE: Make sure that the shade you use is suitable for the hair base after the lightening process.

5 STEPS TO AN ICONIC BLONDE SERVICE

- 1** Evaluate the depth and tone direction of the lifting result
- 2** Choose the right tone direction depending on the underlying pigments in order to neutralize or enhance the color
- 3** Decide on the application technique, tool and development time
- 4** Ensure proper BLONDME after care in-salon
- 5** Recommend the right BLONDME care range for the at home maintenance and book a new appointment with your client

COUNTERACT UNWANTED WARMTH FROM THE UNDERTONE

	NATURAL BASE COLOR	CONTRIBUTING PIGMENTS
10	ULTRA BLONDE	PALE YELLOW
9	EXTRA LIGHT BLONDE	YELLOW
8	LIGHT BLONDE	YELLOW ORANGE
7	MEDIUM BLONDE	ORANGE YELLOW
6	DARK BLONDE	ORANGE
5	LIGHT BROWN	ORANGE RED
4	MEDIUM BROWN	RED ORANGE
3	DARK BROWN	RED
2	BLACK BROWN	DARK RED
1	BLACK	DARK RED BROWN

Together. A passion for hair.®

BLONDME®



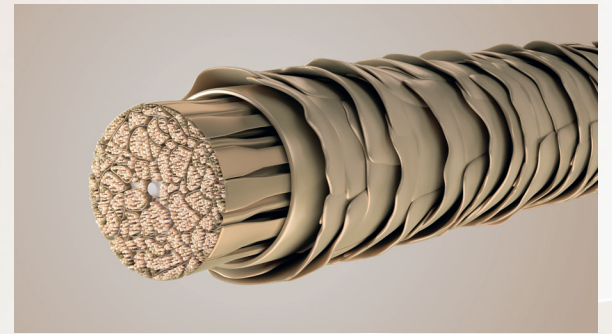
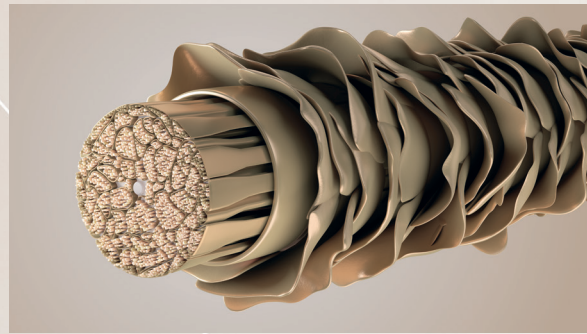
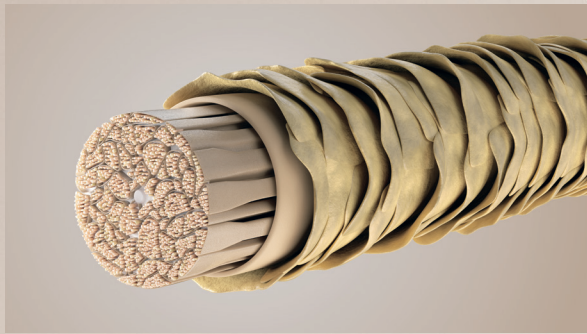
WHY USE BLONDME?

Our new BLONDME Toners are formulated with Bond Enforcing Hydrolock Technology and pH provide neutral application. This formulation offers improved moisturization and minimized hair damage for optimal longevity.

Post-lightening, Pre-toning using just Shampoo and Mask

Standard Blonde Toning Service with an **Alkaline** Toner formulation

Blonde Toning Service with **pH neutral BLONDME** Toner formulation



Cuticles are re-opened

Cuticles remain unaffected

WHEN TO USE A DEEP TONER?

CREATE OPTICAL DIMENSION ON PREVIOUSLY LIGHTENED DARK BASES



- For shadow roots and low-lights on bases 5-8
- Ideal to darken Pastel Tones
- To enrich dark/medium blonde hair
- Helps to protect the integrity of the hair

Ideal hair base for Deep Toning

Base	Milk Chocolate	Nougat	Granite	Deep Chestnut
10				
9	+++			
8	++	+++		
7	+	++	+++	+++
6		+	++	++
5			+	+

+ Subtle ++ Ideal +++ Intense

Counteract unwanted warmth with Deep Toning

8			Milk Chocolate
7			Nougat
6			Deep Chestnut / Granite

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