

BLO ND MIE®

TECHNICAL MANUAL



NEW BLONDME[®]

CONFIDENT

Our 1st blonde color and care range with Integrated Bonding Technology.

POWERFUL

Impressive lifting and lightening performance - up to 9 levels.

INDIVIDUAL

Customizable solutions for unique blonde services.

ICONIC

On-trend looks celebrating blonde expression.

NEW BLONDME WITH INTEGRATED BONDING TECHNOLOGY

BLONDME WITH INTEGRATED BONDING TECHNOLOGY IS OUR 1ST BONDING COLOR AND CARE RANGE DELIVERING TAILOR-MADE BLONDES. BLONDME COLOR AND CARE HAVE BEEN FORMULATED AND DEVELOPED TO WORK TOGETHER AS A SYSTEM DELIVERING OPTIMAL BLONDE HAIR QUALITY.



OUR INTEGRATED BONDING TECHNOLOGY CONSISTS OF:

STEP 1

BLONDME BOND ENFORCING COLOR SERVICE

Expert lightening, lifting and toning range minimizes hair breakage during lightening and lifting for individual and iconic blonde looks.

STEP 2

BLONDME AFTER COLOR BONDING CARE SERVICE

Customizable care range completes the blonde service, helps to create new bonds and maintains optimal blonde results.



UNTIL NOW...

**NO. 1 TO BE ADDED TO
COLORATION OR LIGHTENER**



NEW BLONDME®

**NO ADDITIONAL
MIXING REQUIRED**



SHAMPOO



SHAMPOO



**NO. 2 TO SEAL THE
ENFORCED BONDS**

**CUSTOMIZABLE BONDING
CARE FOR ALL TYPES
OF BLONDES**



IN-SALON



**NO. 3 FOR HOME
MAINTENANCE**



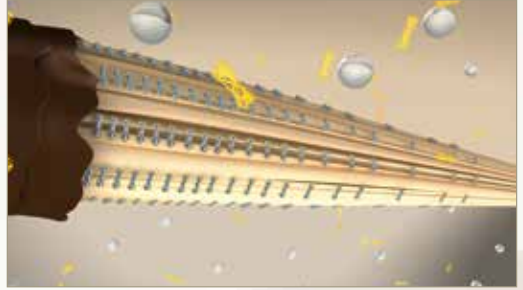
HOME CARE

COLOR TECHNOLOGY



INTEGRATED BONDING TECHNOLOGY

Features our **Bond Enforcing Technology**, which has been created to protect the hair from deep within. It contains highly efficient **Succinic Acid** that penetrates the hair during the oxidative process, **creating a protective layer around the hair bonds**. By this, most of the bonds survive the bleaching process and the hair keeps its strength and elasticity.



Our unique **Integrated Bonding Technology** with highly efficient **Succinic Acid** is integrated into the high-performing **BLONDME®** lightening, lifting and white blending formulas.



BLONDME® COLOR ASSORTMENT

LIGHTENING



***BOND ENFORCING
PREMIUM
LIGHTENER 9+***

***BOND ENFORCING
PAINT-ON
LIGHTENER***

HIGH PERFORMANCE POWDER LIGHTENER, UP TO 9 LEVELS OF LIFT

AMMONIA-FREE CREAM LIGHTENER FOR PRECISE FREEHAND PAINTING TECHNIQUES

TONING



***BLONDE
TONING***

***INSTANT
BLUSH***

INTERMIXABLE PASTEL TONERS FOR ENDLESS CREATIVITY

PASTEL SPRAYS FOR INSTANT BLONDE BEAUTIFYING AND NEUTRALIZATION

— **LIFTING & WHITE COVERAGE** — **DEVELOPER** —



**BOND ENFORCING
BLONDE
HI-LIGHTING**

**BOND ENFORCING
BLONDE
LIFTING**

**BOND ENFORCING
WHITE
BLENDING**

**PREMIUM
DEVELOPER**

HIGHLIGHTING
SHADES FOR
LIFTING AND
TONING ON
DARK OR
PREVIOUSLY
COLORED
BASES

HIGH
PERFORMING
LIFTING SHADES
FOR LIFTING
AND TONING IN
ONE STEP

LIFTING
AND WHITE
BLENDING
PERFORMANCE
IN ONE STEP

PREMIUM
DEVELOPER
FOR MAXIMUM
PERFORMANCE
AND CARE
WHEN USED
WITH BLONDME
COLOR
PRODUCTS

BOND ENFORCING PREMIUM LIGHTENER 9+

HIGH PERFORMANCE POWDER LIGHTENER
FOR UP TO 9 LEVELS OF LIFT

SUITABLE FOR:

All hair bases



BENEFITS

- Integrated bonding technology
- Up to 9 levels of lift
- Helps to protect the hair fiber during development for minimized hair breakage
- Anti-yellow agents to neutralize any warm undertones
- Flexible mixing ratio
- Easy workable consistency
- Suitable for all techniques



MIXING

- Always use in combination with BLONDME® Premium Developers
- Mix **1:1.5** to **1:2.5** depending upon the required consistency (Ex: 30 g BLONDME Bond Enforcing Premium Lightener 9+ and 45-75 mL BLONDME Premium Developer)

On-Scalp Application:

- BLONDME Premium Developer 2% (7 Vol.) or 6% (20 Vol.)

Off-Scalp Application:

- BLONDME Premium Developer 9% (30 Vol.)



APPLICATION & DEVELOPMENT



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



EXTRA TIP

- For gentle lightening and optimal time control, use BLONDME Bond Enforcing Premium Lightener 9+ with BLONDME Premium Developer 2% (7 Vol.)
- Check visually every 5 minutes

BOND ENFORCING PAINT-ON LIGHTENER

AMMONIA-FREE CREAM LIGHTENER FOR
PRECISE FREEHAND PAINTING TECHNIQUES

SUITABLE FOR:
All hair bases



BENEFITS

- Integrated bonding technology
- Up to 7 levels of lift
- Helps to protect the hair fiber during development for minimized hair breakage
- Ammonia-free
- Controlled lift
- Stable cream consistency for freehand painting techniques due to our intelligent thickening system with lightening agents that bond with oil
- Natural looking lightening effects



MIXING

- Always use in combination with BLONDME® Premium Developers
- Mix **1:2**
(30 g BLONDME Bond Enforcing Paint-On Lightener + 60 mL of BLONDME Premium Developer)

All Techniques:

- BLONDME Premium Developer 2% (7 Vol.) or 6% (20 Vol.)



APPLICATION & DEVELOPMENT



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



BOND ENFORCING BLONDE HI-LIGHTING

HIGHLIGHTING SHADES FOR LIFTING AND TONING
ON DARK OR PREVIOUSLY COLORED BASES

SUITABLE FOR:

Natural bases 4 and lighter / Previously color-treated hair base 6 and lighter

ASSORTMENT

	H-COOL ROSÉ	Neutralizes hints of warmth to give a cool rosé tone direction
	H-WARM GOLD	Warm gold tone direction



BENEFITS

- Integrated bonding technology
- Up to 5 levels of lift
- Helps to protect the hair fiber during development for minimized hair breakage
- Lightens darker natural hair bases 4 and lighter up to 5 levels
- Lightens previously color-treated hair bases 6 and lighter*
- Optimal for all off scalp foil application and freehand painting techniques



MIXING

- Always use in combination with BLONDME® Premium Developers
- Mix BLONDME Blonde Hi-Lighting Cream **1:1** with BLONDME Premium Developer

Recommended Developer concentration:

BLONDME Premium Developer 12% (40 Vol.)



APPLICATION & DEVELOPMENT

- Apply to dry hair
- Apply the mixture immediately after preparation
- Do not apply to light blonde or pre-lightened hair
- For off scalp applications only
- Apply a generous quantity of product in order to ensure best possible lift and equalization



Development Time: 45 minutes

- Additional heat is not recommended

*The degree of lift achievable of previously color-treated hair depends upon the specific shade and the number of applications








BLONDE TONING

INTERMIXABLE PASTEL TONERS FOR ENDLESS CREATIVITY

SUITABLE FOR:

Pre-lightened bases and natural base 9 or lighter

ASSORTMENT

	T-STEEL BLUE	Anti-orange effect and steel blonde tone
	T-ICE	Anti-yellow effect and cool blonde tone
	T-SAND	Light subtle neutral tone
	T-CARAMEL	Soft warm caramel tone
	T-STRAWBERRY	Fashion pastel rose tone
	T-LILAC	Fashion lilac tone
	T-APRICOT	Fashion soft copper-rosé tone (Tip: useful as an anti-matte additive)



BENEFITS

- Pastel toning for blonde tone enhancement or neutralization of unwanted warm tones
- Low ammonia content
- Intermixable with all BLONDME® Hi-Lighting, Lifting, and White Blending creams
- **Flexible mix options:**
- **Pure** mix option for clear pastel tone effects
- **Soft** mix option for subtle, delicate tone effects
- Designed to work in combination with BLONDME Premium Developers

APPLICATION

- Apply to damp, towel dried, light blonde or pre-lightened hair
- Apply the mixture immediately after preparation
- Apply in fine sections using a generous quantity of product in order to ensure best possible toning and equalization
- **Development Time: up to 30 minutes**
- Additional heat is not recommended
- Visually monitor the development of the color

MIXING

PURE PASTEL

Mix selected Blonde Toning shade or Toning shade combination 1:1 with BLONDME Premium Developer

Recommended Developer concentration:

- 2% (7 Vol.) on pre-lightened hair
- 6% (20 Vol.) on natural blonde hair

SOFT PASTEL

Mix BLONDME Blonde Toning shade with BLONDME Keratin Restore Bonding Mask and BLONDME Premium Developer 2% (7 Vol.) 1:1:2

Mix BLONDME Blonde Toning and BLONDME Premium Developer thoroughly until a smooth cream is achieved.





INSTANT BLUSH

**PASTEL SPRAYS FOR INSTANT BLONDE
BEAUTIFYING AND NEUTRALIZATION**

SUITABLE FOR:

Pre-lightened bases and natural base 9 or lighter

ASSORTMENT

	STEEL BLUE	Cool anti-orange neutralization or a steel blue tone
	ICE	Crystal clear anti-yellow neutralization or a delicate cendré tone direction
	STRAWBERRY	Soft rosé blush
	JADE	Touch of aquatic green



BENEFITS

- Pastel shades for soft translucent color reflections
- Convenient, temporary leave-in or rinse out spray toners
- Direct pigment formulation for temporary color lasting up to 3 shampoos*
- Ideal for quick simple partial temporary pastel toning techniques
- Balances pH and helps to close the cuticle



PASTEL TONE APPLICATION (LEAVE-IN)

- Pre-lighten the hair to pale yellow minimum level 9
- Rinse, shampoo, condition and towel dry the hair
- Spray the selected BLONDME® Instant Blush shade evenly over the pre-lightened hair at the back wash
- Blot any excess color from the hair with a paper towel
- Blow-dry the hair to seal the color and leave the hair feeling soft and smooth

YELLOW NEUTRALIZATION APPLICATION (RINSE-OUT)

- Use BLONDME Instant Blush Ice or Steel Blue for additional neutralization after lightening
- Spray evenly through lightened damp hair at the back wash
- BLONDME Instant Blush Ice for soft neutralization
- BLONDME Instant Blush Steel Blue for strong neutralization
- Develop visually for 3-5 minutes
- Rinse out
- Apply BLONDME Keratin Restore Bonding Conditioner if more care is required



EXTRA TIP

Instant Blush can be poured into a bowl and dappled onto curly, textured or wavy hair with the SKP KISS Color Sponge for a soft pastel cloud effect.



NOTE: Each shade contains specially selected direct pigments to stain the hair surface with a soft pastel tone. The liquid formulation is specifically designed to ensure even distribution of the direct pigments over the surface of lightened hair with varying degrees of porosity. The fine spray nozzle ensures accurate spray distribution preventing excessive color splashing on surrounding surfaces.

*Depending upon the hair length, porosity and shade selected.




BOND ENFORCING BLONDE LIFTING

HIGH PERFORMING LIFTING SHADES FOR LIFTING
AND TONING IN ONE STEP

SUITABLE FOR:

Natural bases 6 and lighter with up to 30% white

ASSORTMENT

	L-STEEL BLUE	Ultimate neutralizing ability
	L-ICE	Anti-yellow effect
	L-SAND	True natural blonde tone



BENEFITS

- Integrated bonding technology
- Up to 5 levels of lift
- Helps to protect the hair fiber during development for minimized hair breakage
- Lifting and toning and/or neutralization in 1 easy step



MIXING

- Always use in combination with BLONDME Premium Developers
- Mix BLONDME Blonde Lifting Cream **1:1** with BLONDME Premium Developer

Recommended Developer concentration:

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 optimal lifting and equalization



- **Development Time: 30-45 minutes**
- Additional heat is not recommended



INTEGRATED
BONDING
TECHNOLOGY



EXTRA TIP

- BLONDME® Blonde Toning shades can be added for individual shade creations. (Ex: 45 g BLONDME Bond Enforcing Lifting Ice + 15 g BLONDME Blonde Toning Steel Blue + 60 g BLONDME Premium Developer)
- If needed, refresh mid-lengths and ends using suitable BLONDME Blonde Toning shade mixed **1:1** with BLONDME Premium Developer 2% (7 Vol.)





BOND ENFORCING WHITE BLENDING

LIFTING AND WHITE BLENDING
PERFORMANCE IN ONE STEP

SUITABLE FOR:

Natural bases 6 and lighter with 30% white hair or more

ASSORTMENT

	W-ICE	Anti-yellow effect
	W-SAND	True natural blonde tone
	W-CARAMEL	Soft warm caramel tone
	W-IRISE	Soft rose pastel tone



BENEFITS

- Integrated bonding technology
- Up to 4 levels of lift
- Helps to protect the hair fiber during development for minimized hair breakage
- Optimal combination of lifting and white blending
- Provides up to 100% coverage on white



MIXING

- Always use in combination with BLONDME® Premium Developers for optimal results
- Mix BLONDME Bond Enforcing White Blending Cream **1:1** with BLONDME Premium Developer

Recommended Developer concentration:

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 optimal lift, coverage and equalization
- **Development Time: 30-45 minutes**
- Additional heat is not recommended



INTEGRATED
BONDING
TECHNOLOGY



EXTRA TIP

- BLONDME Blonde Toning shades can be added for individual shade creations. Please keep **1:1** mixing ratio with BLONDME Premium Developer (Ex: 45 g BLONDME Bond Enforcing White Blending Sand + 15 g BLONDME Blonde Toning Caramel, add 60 g BLONDME Premium Developer)

RINSING

ALL BLONDME® LIGHTENING AND COLORING PRODUCTS



1

When development time is completed, add a small amount of warm water, gently emulsify, then rinse off the product thoroughly with warm water until the water runs clear.

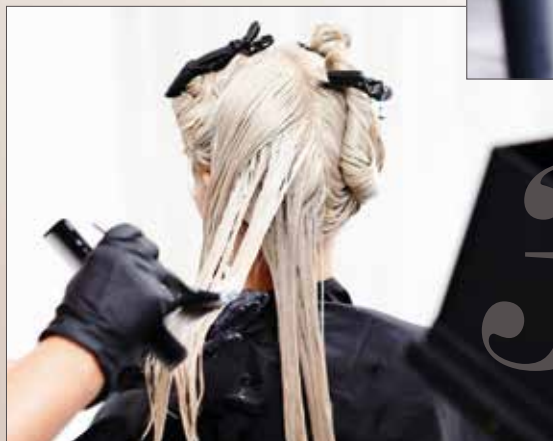
Shampoo using the suitable BLONDME® Bonding Shampoo.

2



3

Always apply BLONDME Bonding Conditioner or Mask to complement the in-salon blonde service. This helps to create new bonds within the hair fibers and helps to protect the color from fading.





BONDING CARE

BLONDME® INTRODUCES ITS 1ST BONDING CARE RANGE

The BLONDME Bonding Care range is customizable and caters to blonde needs for optimal blonde nourishment and maintenance in 3 dedicated tone directions:



ALL BLONDES

Intense blonde nourishment for all shades of blonde.

COOL BLONDES

Tone enhancing blonde care for lightened, highlighted or colored blondes with cool cendré tone direction or for subtle neutralizing of unwanted warmth.

WARM BLONDES

Tone enhancing blonde care for lightened, highlighted or colored blondes with warm tone direction for refreshing deeper, warm blondes or reviving faded blonde shades.

TECHNOLOGY CARE

INTEGRATED
BONDING
TECHNOLOGY

INTEGRATED BONDING TECHNOLOGY

The BLONDME Bonding Care range features **Integrated Bonding Technology**. This innovative technology has the ability to balance the pH level and stabilize the inner hair structure of delicate blondes by helping to create new bonds and strengthen bonds within the hair fibers.



ALL BLONDES

KERATIN RESTORE BONDING SHAMPOO

RICH SHAMPOO TO COMPLETE
AND MAINTAIN THE IN-SALON
BLONDE SERVICE

Also available in 1 L back bar size.



BENEFITS

- Integrated bonding technology
- Gently cleanses without weighing hair down
- Helps to create new bonds within the hair fibers
- Helps to smooth and condition the porous areas of lightened hair
- Leaves hair feeling supple and soft
- Contains moisturizing Panthenol

APPLICATION

- Apply to wet hair and gently lather into a rich foam
- Rinse out thoroughly
- Repeat if necessary
- Condition or treat with your selected BLONDME® product

KERATIN RESTORE BONDING CONDITIONER

RICH CREAM CONDITIONER TO
COMPLETE AND MAINTAIN THE
IN-SALON BLONDE SERVICE



BENEFITS

- Integrated bonding technology
- Helps to create new bonds within the hair fibers
- Balances the optimum moisture level of porous, lightened hair
- Helps to detangle the hair, making it easy to comb
- Smoothes the surface of porous hair for optimum blonde color shine
- Contains moisturizing Panthenol

APPLICATION

- Work evenly into towel-dried hair
- Leave for 2-3 minutes
- Rinse out thoroughly

KERATIN RESTORE BONDING CLEANSING CONDITIONER

**LOW-LATHER CLEANSING CONDITIONER TO
MAINTAIN THE IN-SALON BLONDE SERVICE**



BENEFITS

- Integrated bonding technology
- Gently cleanses and conditions the hair in one step
- Helps to create new bonds within the hair fiber
- Helps to strengthen weakened areas in the hair structure
- Helps to detangle the hair, making it easy to comb
- Smooths the surface of porous hair for optimum blonde color shine



EXTRA TIP

- Alternate shampooing with BLONDME Shampoo and Cleansing Conditioner for an ideal level of care



APPLICATION

- Apply 3-5 pumps evenly to wet hair and scalp
- Gently emulsify and work into lengths and ends
- Leave for up to 1 minute
- Add a little water, emulsify and rinse out thoroughly

ALL BLONDES

KERATIN RESTORE BONDING MASK

REPAIRING TREATMENT TO
COMPLETE AND MAINTAIN THE
IN-SALON BLONDE SERVICE

Also available in 500 mL back bar size



BENEFITS

- Integrated bonding technology
- Repairs the internal structure of fragile, lightened and colored hair
- Helps to create new bonds within the hair fibers
- Balances the optimum moisture level of porous, lightened hair
- Helps to detangle the hair, making it easy to comb
- Smooths the surface of porous hair for optimum blonde color shine

APPLICATION

- Apply evenly onto damp hair
- Leave for 5 to 10 minutes
- Rinse out thoroughly

EXTRA TIP

- Use once or twice a week for deep and effective internal repair

SHINE ELIXIR

LUXURIOUS LEAVE-IN SERUM FOR DAILY
CONDITIONING CARE AND SMOOTHING
OF ALL BLONDE HAIR TYPES



BENEFITS

- Integrated bonding technology
- Provides smoothness and care
- Leaves the hair soft with a silky touch
- Provides the hair with a luxurious shiny finish
- Controls static and gives light definition
- Contains a light styling polymer for anti-frizz control and smoothness
- Contains shine enhancing particles and silicone oil for extra shine

APPLICATION

- Pump a small amount and rub into palms of hands
- Work through mid-lengths and ends of towel-dried hair
- Leave in

EXTRA TIP

- Can be re-applied onto dry hair to refresh the style

IN-SALON INTENSE CARE BONDING POTION

ULTIMATE BONDING CARE CONCENTRATE
FOR IN-SALON USE IN COMBINATION WITH
BLONDME KERATIN RESTORE BONDING MASK



STEP 1



STEP 2



BENEFITS

- Integrated bonding technology
- Amplifies the effect of BLONDME® Masks
- Provides extra bonding care in combination with BLONDME Keratin Restore Bonding Mask
- Nourishing silicone oils for extra smoothness
- Increase service revenue for add-on in-salon service



APPLICATION

- Shampoo hair with suitable BLONDME Shampoo
- Carefully towel-dry the hair

Step 1

- Apply BLONDME Intense Care Bonding Potion section by section, starting at the nape area
- Work into each section until saturated
- No development time, proceed directly to Step 2

Step 2

- Apply suitable BLONDME Keratin Restore Bonding Mask directly on the top of BLONDME Intense Care Bonding Potion
- Leave to develop for 5-10 minutes
- Add a small amount of warm water, gently emulsify, rinse thoroughly



COOL BLONDES

TONE ENHANCING BONDING SHAMPOO

PIGMENTED SHAMPOO WITH A COOL CENDRÉ TONE
DIRECTION TO SUPPORT AND MAINTAIN THE
IN-SALON BLONDE SERVICE

Also available in
1 L back bar size



BENEFITS

- Integrated bonding technology
- Gently cleanses without weighing the hair down
- Helps to create new bonds within the hair fibers
- Delivers targeted levels of cool pigments to maintain the fresh cool tone direction for improved blonde clarity
- Gently neutralizes yellow tones in the hair without changing the hair color
- Leaves the hair feeling soft and silky



APPLICATION

- Apply evenly to wet hair and gently massage
- Leave in for up to 1 minute
- Rinse out thoroughly



EXTRA TIPS

- Optimal tone maintenance for BLONDME® tone directions Ice, Steel Blue or Lilac

TONE ENHANCING BONDING MASK

LIGHTWEIGHT, PIGMENTED TREATMENT WITH A COOL CENDRÉ TONE DIRECTION TO COMPLETE AND MAINTAIN THE IN-SALON BLONDE SERVICE



BENEFITS

- Integrated bonding technology
- Repairs the internal structure of fragile, lightened and colored hair without overburdening
- Helps to create new bonds within the hair fibers
- Detangles porous hair, making it easy to comb
- Delivers cool pigments to maintain, refresh and enrich blonde tone directions
- Neutralizes unwanted warm tones in blonde hair
- Visually brightens highlighted blondes

APPLICATION

- Apply evenly onto damp hair
- Leave in for 5 to 10 minutes and monitor the color effect visually
- Rinse out thoroughly

TONE ENHANCING SPRAY CONDITIONER

PIGMENTED LEAVE-IN SPRAY CONDITIONER WITH A COOL CENDRÉ TONE DIRECTION, FOR LIGHTWEIGHT DAILY BLONDE CARE



BENEFITS

- Maintains and enriches the cool tone directions
- Detangles the hair and improves combability
- Provides strength and moisture leaving the hair soft and shiny
- Cool anti-yellow pigments: For color enhancement and neutralization
- Delivers cool pigments to maintain, refresh and enrich blonde tone directions
- Contains Hydrolyzed Silk: Hair conditioning agent derivate from silk. Improves the texture of delicate blondes
- Contains moisturizing Panthenol

APPLICATION

- Spray onto towel-dried hair
- Comb through to evenly distribute
- Leave in



EXTRA TIPS

- Can also be used on all other blonde hair-types for soft neutralization
- Perfect tone maintenance for BLONDME® tone directions Ice, Steel Blue or Lilac

WARM BLONDES

TONE ENHANCING BONDING SHAMPOO

PIGMENTED SHAMPOO WITH A RICH
CARAMEL TONE DIRECTION TO SUPPORT AND
MAINTAIN THE IN-SALON BLONDE SERVICE



BENEFITS

- Integrated bonding technology
- Gently cleanses hair without weighing it down
- Helps to create new bonds within the hair fibers
- Helps to reinforce weakened areas in the hair structure
- Delivers warm pigment tones to maintain a clean and fresh soft warm tone direction
- Leaves the hair feeling soft and silky



APPLICATION

- Apply evenly to wet hair and gently massage in
- Leave in for up to 1 minute
- Rinse out thoroughly

TONE ENHANCING BONDING MASK

**DEEPLY NOURISHING PIGMENTED
TREATMENT TO COMPLETE AND MAINTAIN
THE IN-SALON BLONDE SERVICE**



BENEFITS

- Integrated bonding technology
- Nourishes the internal structure of pre-lightened, lightened and colored blonde hair
- Helps to create new bonds within the hair fibers
- Contains natural warm color pigment to refresh warm blondes and enrich dull, faded blondes
- Detangles porous hair, making it easy to comb
- Adds moisture and healthy shine
- Contains moisturizing Panthenol



APPLICATION

- Apply evenly into damp hair
- Leave in for 5-10 minutes and visually monitor the color effect
- Rinse out thoroughly

BLONDE CONSULTATION



Every great hair color starts with a great **consultation** and blonde is no exception. Achieving impressive blonde results and maintaining that optimal tone without the hair becoming too light or flat is one of the most challenging tasks for colorists.

BLONDE CONSULTATION

All too often, as soon as the “BLONDE” word is uttered, many people automatically reach for lightening products to do the job without even considering a blonde coloration service.

While lightening and toning is an excellent solution for dark bases or for lightest and extra cool blonde tones, BLONDME Bond Enforcing Lifting and White Blending shades enable you to create a wide variety of blonde tonal effects for clients by working with, rather than against, the natural pigments.

TOP BLONDE TIPS

1

WHEN TO LIGHTEN AND WHEN TO LIFT?

Use the **BLONDME® Bond Enforcing Lighteners** to provide the optimal light blonde base for:

- Natural base 5 and darker
- Natural base 6 and darker where a clear white, platinum or extra cool direction is the objective

Use the **BLONDME Bond Enforcing Lifting** shades for beautiful blonde tone directions on:

- Natural base 6 and lighter
- Natural bases 4 to 6 for soft flattering toffee to golden tones

HOW TO HANDLE WHITE HAIR?

Skin tone softens with age. Work with white hair and not against it for the most flattering blonde results. Never go too bold or too bright blonde as this can age the clients look. Natural honey or soft beige slices break up the white hair in a natural way that compliments softer, mature skin tones.









2

3

CHOOSING A COMPLIMENTARY BLONDE TONE

Blonde tonal directions can be endless. To help achieve a stunning result, first identify the client's skin tone, hair depth and natural tone direction.

IN GENERAL, BLONDES CAN BE PLACED INTO 3 KEY DIRECTIONS:

NEUTRAL     *	COOL   *	WARM   *
any combination of olive or pink, red, gold and peachy skin undertones	pink and red skin undertones	gold and peachy skin undertones

BLONDE AND NEUTRAL SKIN TONES

- For a natural look, try both warm and cool mid-level blondes like beige, muted gold and naturals.
- For a bolder look, try chocolate blondes, clear platinums or light cool blondes.

4

BLONDE AND COOL SKIN TONES

- For a natural look, try ash blonde, including shades like platinum, ice, silver, and champagne.
- For a bolder look, contrast cool skin tones with slightly warmer blondes like gold, caramel, amber, honey, or butterscotch.

5

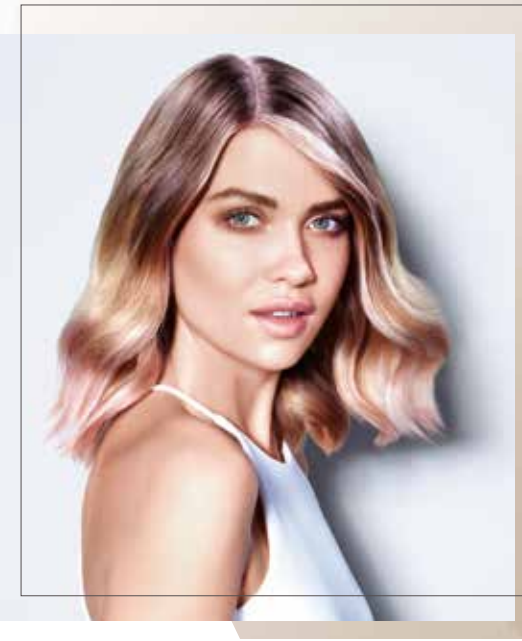
BLONDE AND WARM SKIN TONES

- For a natural look, try gold, caramel, honey, chocolate and strawberry blondes.
- For a bolder look, contrast warm tones with ash, platinum and icy blondes.

6

NEUTRAL BLONDME

Neutral blonde comes in a wide range of tonal directions from pale toffee to creamy caramels. These tones flatter and bring out the soft glow in all skin shades with a combination of olive, cool and warm skin tones.



WHEN TO PRE-LIGHTEN & TONE?

On natural bases 6 and darker you can achieve soft, natural neutral tones lightening and toning with BLONDME Bond Enforcing Premium Lightener 9+ and selected BLONDME Blonde Toning shades. This will enable you to create alluring neutral blonde tone directions on darker bases.



SUITABLE BLONDME PRODUCTS:

BLONDME Bond Enforcing Premium Lightener 9+ toned with BLONDME Blonde Toning mixes Sand and Ice or Steel Blue and Caramel.

WHEN TO LIFT?

For bases 6 and lighter you can use BLONDME Bond Enforcing Blonde Lifting or White Blending shades. However, soft neutral blondes are easier to achieve on natural bases 7 and lighter using BLONDME Bond Enforcing Lifting or White Blending Sand. BLONDME Blonde Toning Apricot or Caramel can be added to BLONDME Bond Enforcing Lifting and White Blending shades to create a gorgeous soft caramel blonde hue.



NOTE:

If the hair contains a significant level of natural warmth, then lightening and toning would be required to lift out the warmth and to achieve a soft neutral tone.

BLONDME® CARE
FOR NEUTRAL BLONDES

BLONDME Keratin Restore
Bonding Shampoo
All Blondes

BLONDME
Keratin Restore
Bonding Conditioner
All Blondes

BLONDME
Shine Elixir

BLONDME
Keratin Restore
Bonding Mask
All Blondes

BLONDME
Keratin Restore
Bonding Mask
All Blondes

mixed
with

BLONDME
Instant Blush
Strawberry



COOL BLONDME

Cool light blonde and platinum blonde shades traditionally complement clients with pink and red undertones.

Add a bit of warmth for an intensified look, but avoid adding too much as this can highlight pink undertones in the skin making it look flushed.

Platinum blonde is the most challenging color to maintain, often requiring re-adjustment with each re-touch service to prevent the hair from becoming too light or flat through the mid-lengths and ends.



WHEN TO PRE-LIGHTEN & TONE?

On bases 6 and darker you can achieve a clear to cool platinum blonde by pre-lightening with BLONDME® Bond Enforcing Premium Lightener 9+. This will provide the optimal base on which to tone using a selected BLONDME Blonde Toning shade.

RECOMMENDED BLONDME PRODUCTS:

BLONDME Bond Enforcing Premium Lightener 9+ toned with BLONDME Blonde Toning Steel Blue, Ice and Lilac.



Steel Blue & Lilac Mix



Steel Blue & Ice Mix



Lilac & Ice Mix

WHEN TO LIFT?

On natural bases 7 and lighter you can achieve clear platinum blonde results with BLONDME Bond Enforcing Lifting Steel Blue and Ice or BLONDME Bond Enforcing White Blending Ice.



For a more intense cool tone direction, BLONDME Blonde Toning Steel Blue, Ice or Lilac can be added to BLONDME Bond Enforcing Lifting and White Blending shades to neutralize any excessive natural warmth and to achieve an intensive platinum or silver blonde.

NOTE:

Mixing the BLONDME Blonde Toning shades with BLONDME Bond Enforcing Lifting or BLONDME Bond Enforcing White Blending shades may slightly reduce the lifting and white coverage.

**BLONDME CARE
FOR COOL BLONDES**

BLONDME Tone Enhancing
Spray Conditioner
Cool Blondes

BLONDME Tone Enhancing
Bonding Mask
Cool Blondes

BLONDME Tone Enhancing
Bonding Shampoo
Cool Blondes

BLONDME Keratin Restore
Bonding Conditioner
All Blondes

**BLONDME
INSTANT BLUSH
FOR COOL BLONDES**

BLONDME® Instant
Blush Steel Blue
or Ice are optimal
for refreshing and
revitalizing the cool
tone directions in
between salon visits.



WARM BLONDME

In general, clients most suited for warm blonde shades have golden-brown, peach or ivory skin tones.

Pastel strawberry blondes can be achieved by mixing cool and warm tones together to create a creamy soft and flattering color.

Darker golden, honey or caramel tones allow brunettes to tip-toe into blonde using partial painting techniques such as Balayage and Ombre.

Warm blonde shades need regular tone refreshing to maintain their warm intensity in-between salon appointments.



WHEN TO PRE-LIGHTEN & TONE?

Lightening and toning on natural bases 6 and darker with BLONDME® Bond Enforcing Premium Lightener 9+ and a selected BLONDME Blonde Toning shade will provide light and beautifully subtle gold tones. For more vivid warm blonde tones such as copper or strawberry blondes, it is not always necessary to pre-lighten first as using the natural warm pigment found in the hair can aid the vivid warm tone direction needed.

RECOMMENDED BLONDME PRODUCTS:

BLONDME Bond Enforcing Premium Lightener 9+ toned with BLONDME Blonde Toning Caramel, Strawberry or Apricot.



Strawberry & Caramel



Ice & Strawberry



Apricot & Caramel

WHEN TO LIFT?


BLONDME Bond Enforcing Lifting Sand and White Blending Caramel lift up to 5 levels and are ideal for strong blonde tones on bases 6 and lighter. Using BLONDME Bond Enforcing Lifting Sand on a natural base 5 gives a wonderful medium to dark caramel and toffee blonde tone.

Subtle strawberry, rose, peach or amber blonde tones can be created by combining, for example:


- BLONDME Bond Enforcing Lifting Sand mixed with BLONDME Blonde Toning Strawberry, Apricot or Caramel.
- BLONDME Bond Enforcing White Blending Caramel mixed with BLONDME Blonde Toning Apricot for soft copper blonde tone effects.
- BLONDME Bond Enforcing White Blending Irise with BLONDME Blonde Toning Strawberry.




***BLONDME CARE
FOR WARM BLONDES***




BLONDME® Tone Enhancing
Bonding Shampoo
Warm Blondes



BLONDME Keratin Restore
Bonding Conditioner
All Blondes



BLONDME Tone Enhancing
Bonding Mask
Warm Blondes



BLONDME
Shine Elixir

QUESTIONS & ANSWERS

WHAT ARE THE BENEFITS OF HAVING THE INTEGRATED BONDING TECHNOLOGY INCORPORATED INTO THE BLONDME® LIGHTENERS & COLORS?

The simplicity and ease of use. No more mixing, measuring or risk of overdosing. The benefits are the same as with the FIBREPLEX™ service, minimized hair breakage.

IS THE INTEGRATED BONDING TECHNOLOGY ONLY THERE TO PROTECT THE HAIR STRUCTURE OR CAN IT ALSO HELP TO CREATE NEW BONDS?

During the chemical process the hair bonds are protected in Step 1, whereas Step 2 provides both bond protection and helps to create new bonds.

CAN I MIX ADDITIONAL FIBREPLEX NO.1 WITH THE NEW BLONDME BOND ENFORCING LIGHTENERS AND LIFTING COLORS?

It is not recommended as the formulas have been developed to provide optimal performance with the Integrated Bonding Technology and adding extra FIBREPLEX will reduce the lifting and neutralization.

ARE THERE ANY CHANGES IN MIXING RATIO OR DEVELOPMENT TIME FOR THE BLONDME BOND ENFORCING COLORS AND LIGHTENERS?

No. The mixing ratio, development strength, and development time are the same.

CAN I MIX NEW & OLD BLONDME LIGHTENERS AND COLOR CREAMS TOGETHER?

It is not recommended because the previous lighteners and colors without the Integrated Bonding Technology would dilute the damage protection benefits.

WHAT IS THE REASON FOR NOT INCORPORATING THE INTEGRATED BONDING TECHNOLOGY INTO BLONDE TONING & INSTANT BLUSH?

The Integrated Bonding Technology is incorporated into the Lighteners, Lifting, Hi-Lighting and White Blending shades to protect the hair bonds against damage during the lightening process. The Blonde Toning shades or Instant Blushes are used after the lightening service and are not as damaging to the hair since they do not lift color; therefore, additional bond protection is not needed.

WILL THE NEW BLONDME LIFTING SHADES WITH INTEGRATED BONDING TECHNOLOGY INCREASE THE TONAL LONGEVITY?

The Integrated Bonding Technology within the BLONDME Lighteners and Lifting shades is there to help improve the hair quality, therefore, better conditioned hair can help to improve the potential for improved tonal longevity.

DOES THE INTEGRATED BONDING TECHNOLOGY IN THE CARE PRODUCTS ONLY PROTECT THE HAIR OR ALSO CREATE NEW BONDS?

The Integrated Bonding Technology enforces existing bonds and helps to create new bonds.

WHAT IS THE DIFFERENCE BETWEEN THE BLONDME BONDING RANGE AND FIBREPLEX™ BONDING RANGE?

BLONDME® features the Integrated Bonding Technology that stabilizes the inner hair structure and helps to create new bonds. Additional care ingredients such as Hydrolyzed Keratin and Marula Oil help to leave blonde hair feeling stronger and looking healthier. FIBREPLEX contains the Bond Enforcing System that helps to create bonds within the hair fiber and balances the pH to lock in color pigments.

WHICH BLONDME PRODUCT REPLACES MY BONDING PRODUCT NO.2 (EX: FIBREPLEX NO.2.)?

The in-salon color service is completed by using BLONDME Keratin Restore Bonding Shampoo and Mask. However, if the tone needs to be enhanced, the BLONDME Tone Enhancing ranges can be used to complete the service.

WHICH BLONDME PRODUCT WOULD I RECOMMEND TO MY CLIENT FOR HOME MAINTENANCE, INSTEAD OF FIBREPLEX NO.3?

For home maintenance, the BLONDME range offers custom solutions for any type of blonde: Use the BLONDME All Blondes Keratin Restore Bonding Shampoo, Conditioner or Mask, or the BLONDME Tone Enhancing Bonding Shampoos and Masks for cool or warm blondes to maintain the tone direction. The BLONDME All Blondes Keratin Restore Bonding Mask would be the equivalent to FIBREPLEX No.3 bonding products.

IS THE KERATIN RESTORE INTENSE BONDING POTION THE SAME AS FIBREPLEX?

BLONDME Keratin Restore Intense Care Bonding Potion contains intensive care active ingredients and bonding technology. It is not an additive like FIBREPLEX No.1, but an accelerator for the BLONDME Keratin Restore Bonding Mask. It is to be used as an in-salon care treatment.

WHAT IS THE BENEFIT OF THE NEW BLONDME KERATIN RESTORE BONDING CLEANSING CONDITIONER AND DOES IT REPLACE THE USAGE OF A SHAMPOO?

The BLONDME Cleansing Conditioner is a low lather formula that enables gentle cleansing and conditioning of the hair in one step. We recommend alternating between the suitable BLONDME Shampoo and BLONDME Cleansing Conditioner for optimal results.

DO I HAVE TO USE ADDITIONAL CARE AFTER USING THE BLONDME KERATIN RESTORE BONDING CLEANSING CONDITIONER?

This depends on the hair structure. The BLONDME Keratin Restore Bonding Cleansing Conditioner can be used on its own. If additional care is needed on very porous hair, an additional conditioner or mask can be used. For extra shine we recommend using the BLONDME Shine Elixir.

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