

BLO  
ND  
ME

  
Schwarzkopf  
PROFESSIONAL

**The  
Authority  
in Blonde**

*Together. A passion for hair.*



# 60% of a salon's colour revenue is **blonding related**



## 2007

We launched BLONDME to **support Hairdressers in their journey of creating the perfect blonde**



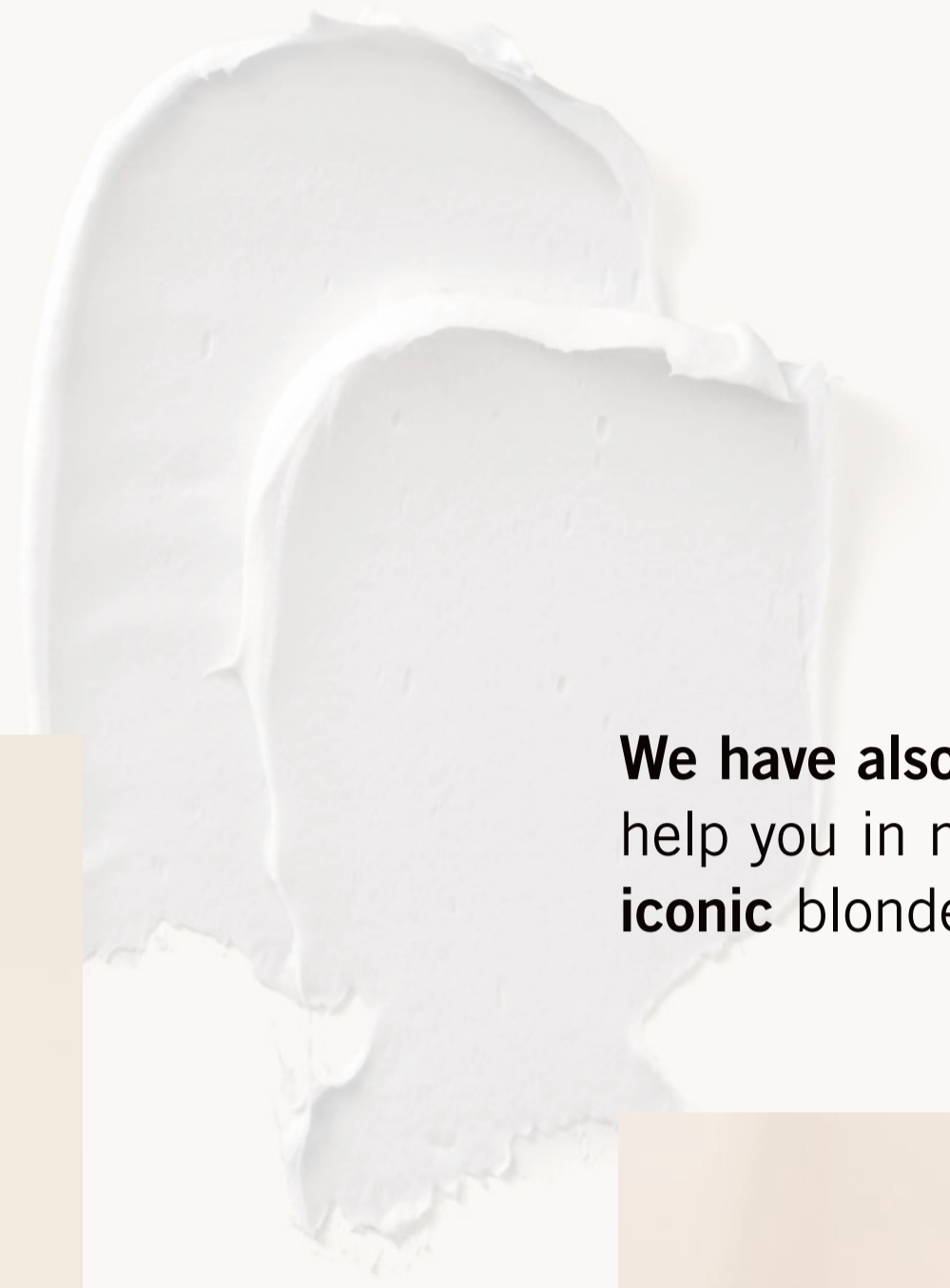
## 2017

We revolutionised blonding by being **the first to integrate bonding technologies into our formulas** to create, protect, maintain and repair bonds





# Now, in 2023 we have taken our **high-performing bonding technology** to the next level



We have also developed new products to help you in mastering the craft of creating **iconic** blonde results

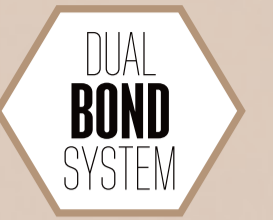


Introducing a **new Anti-Metal Bond Protection Technology** for unbeatable performance, minimised breakage and **ultimate confidence**



Additionally, we have upgraded our packaging to be **more sustainable, using recyclable** and where possible, **recycled materials**





# Create strong bonds for strong blondes with our new **Anti-Metal Bond Protection Technology**

Anti-Metal Bond Protection Technology



We've integrated two technologies into our formulas to save you time & money as no bonding additives or anti-metal treatments are needed



Biodegradable Chelating Agent



A new **Biodegradable Chelating Agent**, envelops the metal ions present in the hair to prevent the formation of damaging free radicals during the lightening/colouration process, to help **prevent hair breakage**

Bonding Technology



Highly effective Succinic Acid penetrates into the hair and creates a protective layer enforcing **strong structural bonds, maintaining hair strength and elasticity**

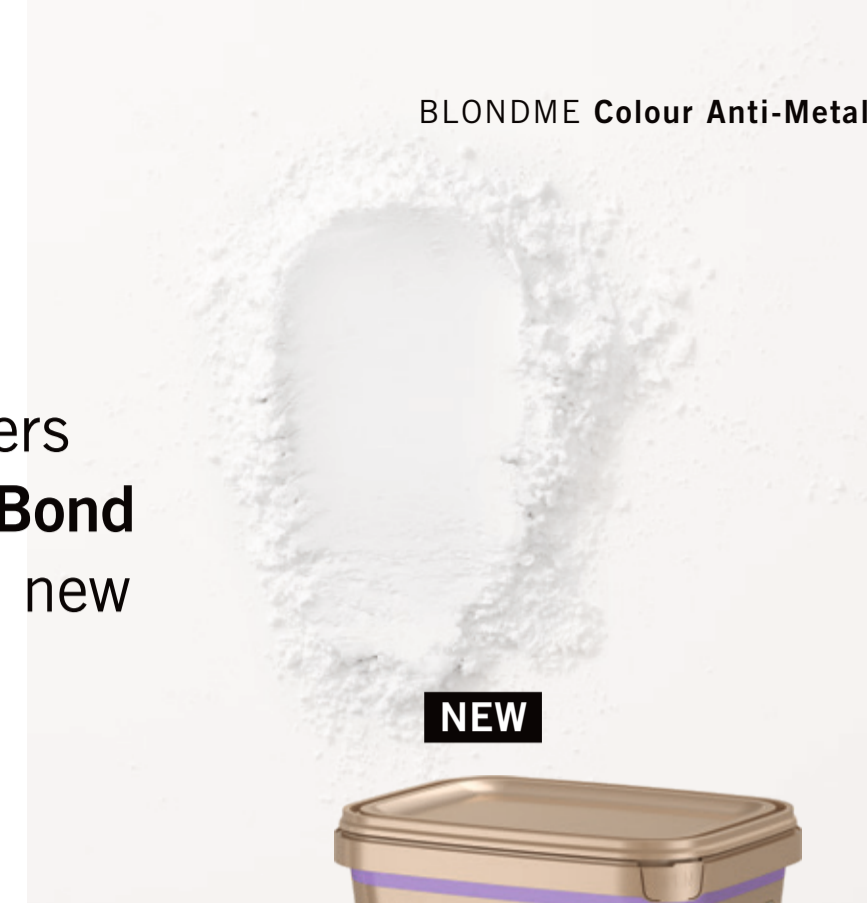


# Discover the new and improved products for ultimate blonde confidence



## Lightening

New and improved lighteners with upgraded **Anti-Metal Bond Protection Technology** and new recyclable packaging



### Precision Lightener

- Swell-Control-Formula for minimised swelling
- Up to 7 levels of lift with minimised hair breakage
- Provides utmost precision for even the smallest regrowth applications
- Specially designed for precise on scalp services, creating smooth transitions, making banding a thing of the past!
- Suitable for precise re-growth application with foils



Discover more of the Precision Lightener



### Premium Lightener 9+

- Unbeatable lift with minimum hair breakage
- Up to 9 levels of lift
- New formula with less swelling
- Anti-yellow agents to neutralise warm undertones
- Suitable for all hair bases & techniques



Learn more about our Premium Lightener 9+



### Clay Lightener

- Specially designed for creative freehand techniques like Balayage services
- Up to 7 levels of lift with minimised hair breakage
- No need for foils thanks to the Soft-to-Solid formula; the integrated Kaolin Clay transforms the texture from soft to solid once applied



## Lightening



### Bleach & Tone

- Lightening & neutralising in one simple step to create the perfect base
- For unparalleled, even blonde results
- Counteract any unwanted warm undertone
- Available in Violet, Ash and **new** Matt to counteract Yellow, Orange and Red undertones
- Can be used with all BLONDME lighteners



Explore our Bleach & Tone additives



## Toning



### Pastel Toning

- For intensified blonde tones or the neutralisation of unwanted warm tones
- Now including a **new** Clear shade



### Deep Toning

- Ideal for low lights and root transitions
- Designed for pre-lightened or natural blonde hair bases 4-8
- Now with a **new** Peach Sorbet shade



Learn more about our toners



## Lifting



### Blonde Lifting

- Up to 5 levels of lifts
- NEW 1:2 mixing ratio for an optimised lifting performance
- Now available in 6 shades including **new** Biscuit





# To achieve the perfect blonding service, follow the **3-Step Dual Bond System**

To maximise the protection of bonds and complement the colour and lightening system, don't forget the In-Salon and At-Home care to perfect your craft and increase your revenue.



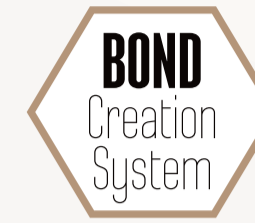
## **Bond Protection System** Anti-Metal Bond Protection Technology



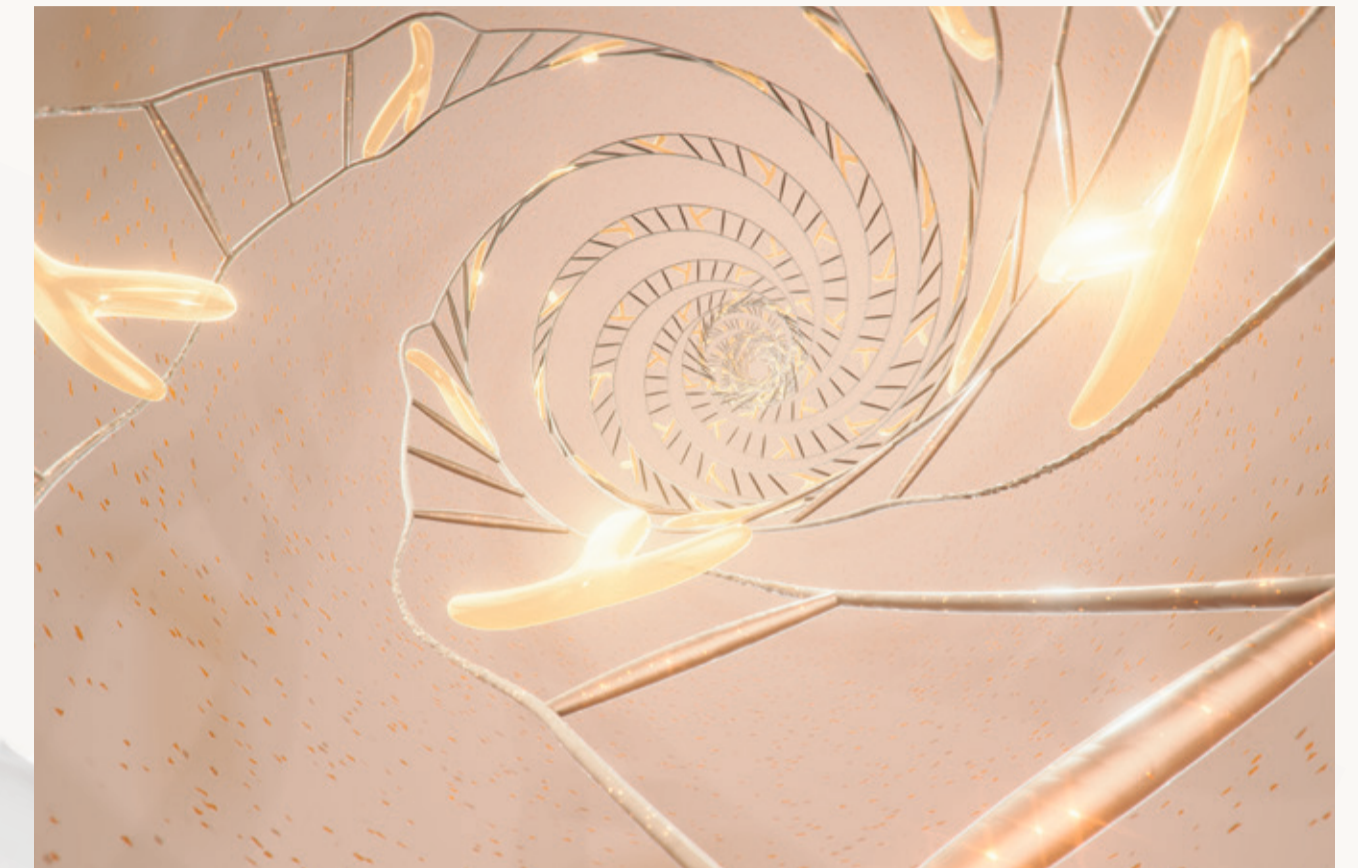
# 1

### **1st Step:** **Anti-Metal Bond Protection Colour**

The technology creates a protective layer around the hair bonds for minimised hair breakage, now with a Biodegradable Chelating Agent for extra colour optimisation



## **Bond Creation System** 3D Bond Creation Technology



# 2

### **2nd Step:** **Bond Creation After Colour In-Salon Care**

The Technology creates new 3-dimensional bonds and stabilises the hair structure for long-lasting strength and suppleness



# 3

### **3rd Step:** **Bond Maintenance At-Home Care**

The technology maintains the bonds at home for strength, shine and long-lasting colour





# Become a true Authority in Blonde & overcome any Blonde challenge

Get inspired by the 8 newest BLONDME key looks and techniques



How to achieve the clearest blonde on even the darkest bases

**Platinum Purity**  
Back-to-back foils



Crafted by  
**Emre Ayaksiz**  
@emreayaksiz

How to create an illuminated blonde



**Melted Balayage**  
Freehand technique



Crafted by  
**Natan Correia**  
@natancorreia

How to lighten the smallest regrowth for seamless blonde results



**Regrowth Blonding**  
Root application

Crafted by  
**Maggie Hancock**  
@maggieh



How to achieve the clearest blonde while keeping the most delicate hair healthy



**Platinum Bounce**  
Back-to-back foils

Crafted by  
**Keya Neal**  
@keyaartistically





How to create  
bespoke blonde  
colour results

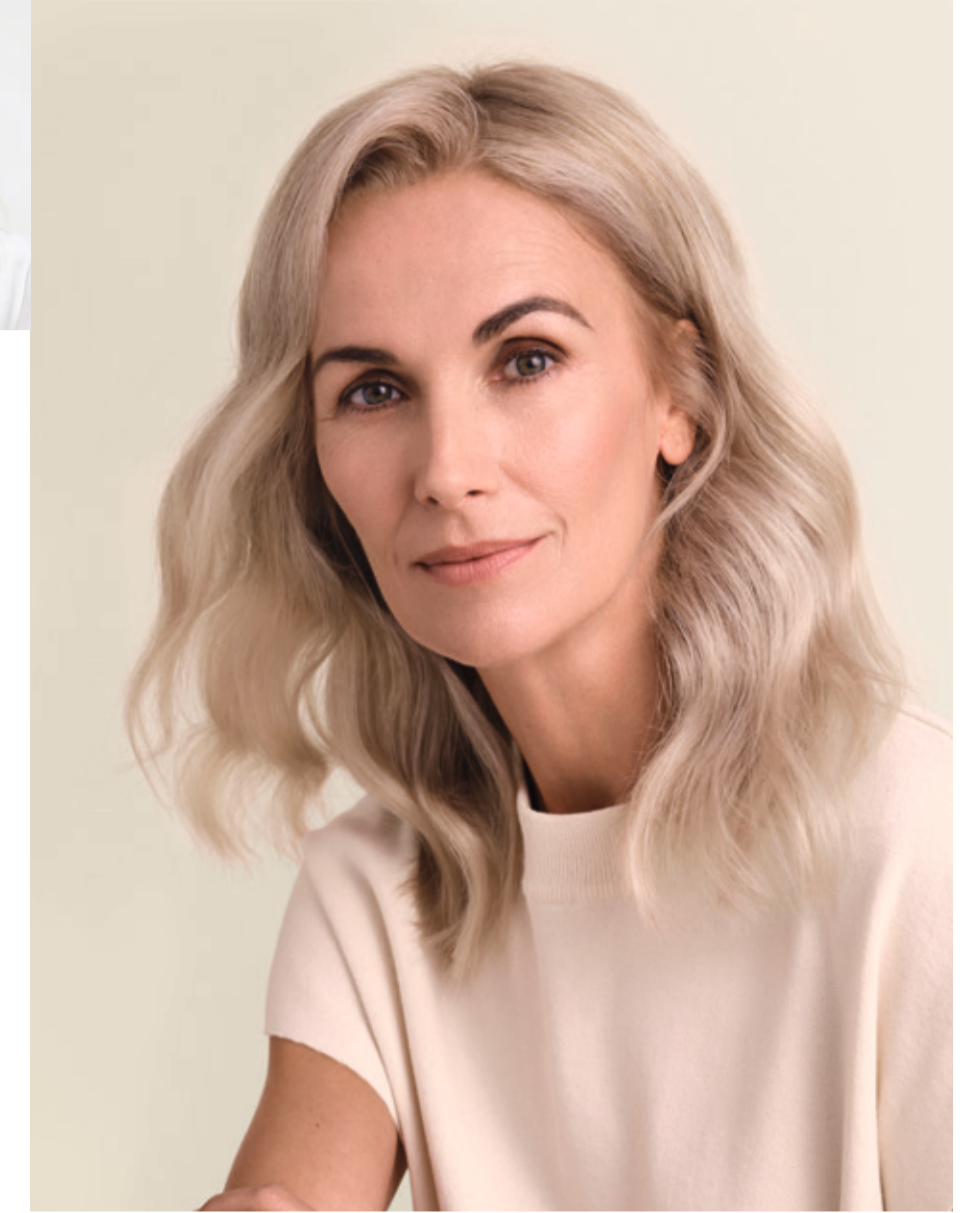
**Peach Balayage**  
Freehand technique



Crafted by  
**Josie Vilay**  
@josievilay

How to lift natural  
blonde while  
blending in white  
hair in one step

**Grey Blonding**  
Root application



Crafted by  
**Arjan Bevers**  
@arjanbevers

How to create  
soft, natural  
blonde touches  
on light hair

**Weaved-in Blonde**  
Classic highlights



Crafted by  
**Danilo Bozic**  
@danilo.bozic

How to spice up  
any blonde

**Pastel Blonde**  
Pastel toning



Crafted by  
**Lesley Jennison**  
@lesleyjennison



# We are committed to reducing our environmental footprint

Vegan colouration formulas, recycled and recyclable packaging



**New lightener packaging**, for safer and easier handling

**Reusable scoop** for reduced plastic waste

**Our colour tubes** now have 100% recycled aluminium and plastic, 93% recycled cardboard and are fully recyclable



Fully vegan colouration formulas



\* Free from animal derived ingredients.

To further reduce our environmental footprint, we've taken the measuring scoop out of our lighteners **saving up to 50 tons\*** of plastic per year

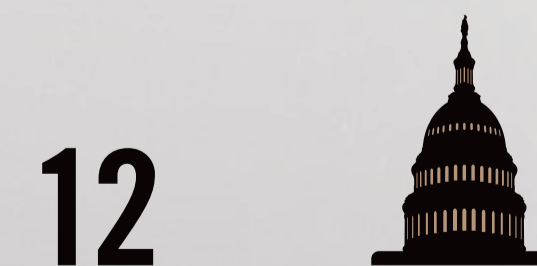
## 50 tons\* correspond:



1 Adult Humpback Whale



66 Formula 1 Racing Cars



12 United States Capitol Domes



**The new scoop is:**

- 100% recycled material
- 100% recyclable material
- Comes in 99% FSC recyclable packaging

\* Numbers are calculated on the estimated quantities sold in 2023 for Schwarzkopf Professional overall lighteners



# Exclusive In-Salon materials to attract clients to your salon business

# Become an Authority in Blonde with our educational support assets

Check out our posters, stickers, service easel and Salon Tools



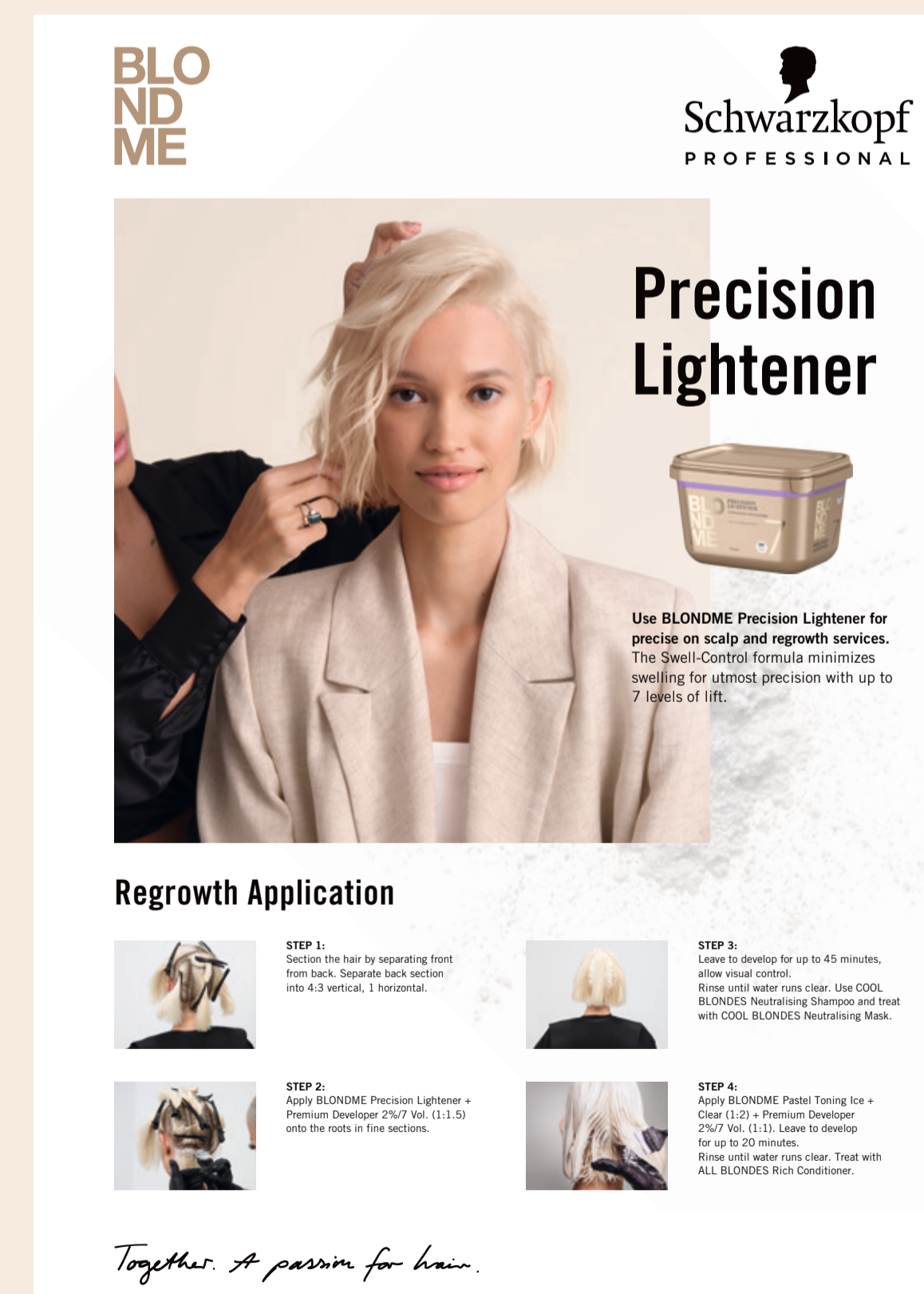
Poster



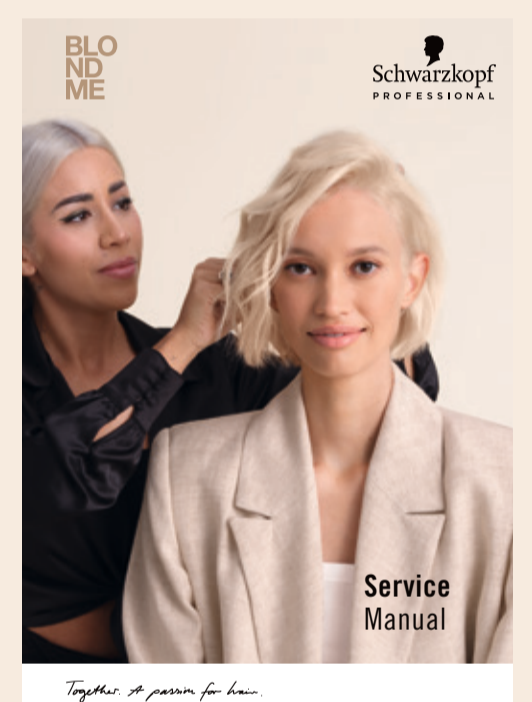
Window Poster



Service easel



Backwash Poster



Service Manual



Technical Booklet



BLONDME x FRAMAR foils



Authority in Blonde Badge



Mirror Sticker



# Education

Learn what's new in **BLONDME** education, covering all areas of the "Blonde" journey

## Blended Learners Journey

Join the Authorities In Blonde in our hands-on academy courses and online trainings

**Be transformed into the Authority in Blonde colouration**

## Digital Education

Discover or refresh your **BLONDME colour and care knowledge** online through interactive courses and activities

Scan the QR Code and start your learner journey today



## Business Education

ASK Business offers six modules that guide you through every aspect your salon needs:

1. Salon philosophy
2. Financial management
3. Team building and retention
4. In-salon services and client experience
5. Sustainable salon practices
6. Digital marketing strategies



## Education Materials

All ASK Seminars are backed-up by highly attractive education literature to round-off and complement the training experience

Plus, receive a BLONDME salon sticker to showcase your blonding skills to your clients!

## In-Person Education

Deep dive into the world of blonding with this **4-phase certified course** Discover our full BLONDME portfolio, services and latest trend interpretations





# Digital

Give a boost to your business by leveraging our digital education, consultation and visual support



## UGC

Get the chance to be featured on our channels. Boost the salons visibility on Social Media by tagging @schwarzkopfpro and show us your creations



## Education Support

Explore the versatile offer – from dedicated service tutorials to tips and tricks

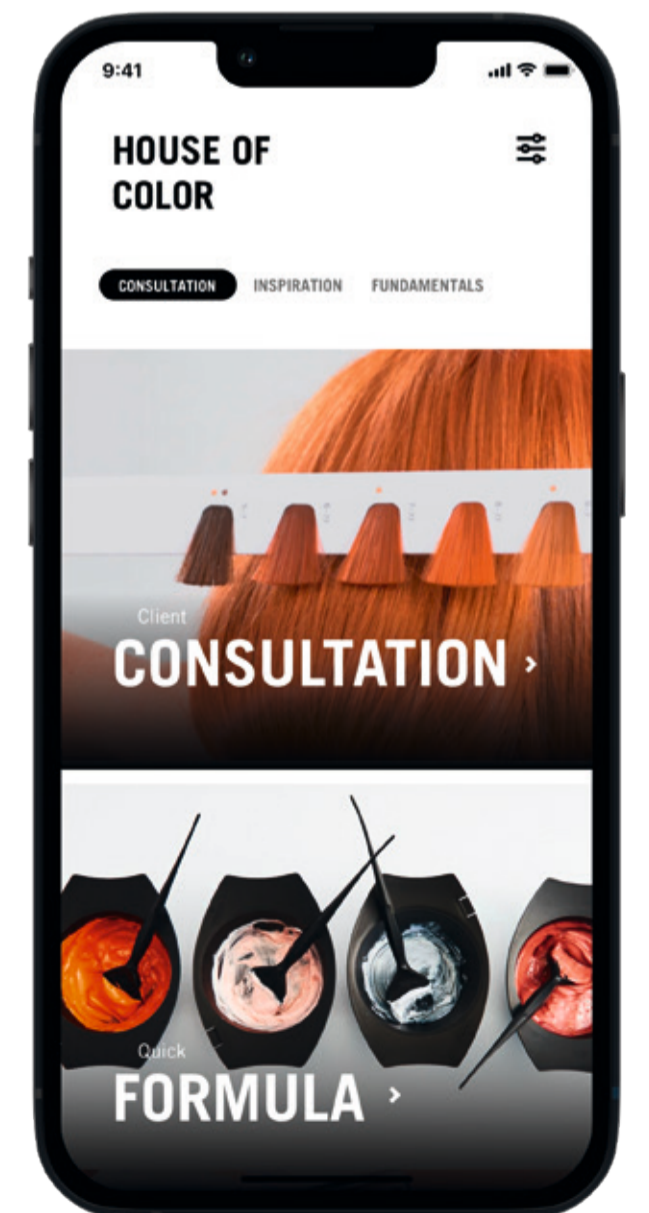


## Visualisation of Results

Enjoy the specialised content and learn the technology behind BLONDME, how it works and why it delivers the best results for your clients

## Consultation Support

The House of Color App is your digital assistant for on-the-go consultation, now with the new integration of BLONDME







## STEP 01 Colour - Anti-Metal Bond Protection

# 1

Premium Lightener 9+



Lightening

Clay Lightener



Precision Lightener



Bleach & Tone



Pastel Toning



Toning

Deep Toning



Blonde Lifting



Lifting & Blending

Lift & Blend



Premium Developer



Developer



## STEP 02 In-Salon - After Colour Bond Creation

# 2

Shampoo 1000 ml



**ALL BLONDES Light**  
Lightweight nourishing regimen for fine to normal blondes

Shampoo 1000 ml



Conditioner 1000 ml



**ALL BLONDES Rich**  
Intense nourishing regimen for normal to coarse blondes

Mask 500 ml



Shampoo 1000 ml



**COOL BLONDES Neutralising**  
Purple toning regimen for all hair types

Shampoo 1000 ml



**ALL BLONDES Detox**  
Purifying regimen for all hair types

Mask 500 ml



Vitamin C Shots 5 x 5g



Golden Mask 450 ml



**BLONDE WONDERS**  
Hair perfectors for all hair types



## STEP 03 Home Care - Bond Maintenance

# 3

Shampoo 300 ml / 1000 ml



**ALL BLONDES Light**  
Lightweight nourishing regimen for fine to normal blondes

Spray Conditioner 200 ml



Mask 200 ml



Shampoo 300 ml / 1000 ml



**ALL BLONDES Rich**  
Intense nourishing regimen for normal to coarse blondes

Conditioner 250 ml / 1000 ml



Mask 200 ml / 500 ml



Shampoo 300 ml / 1000 ml



**COOL BLONDES Neutralising**  
Purple toning regimen for all hair types

Spray Conditioner 150 ml



Mask 200 ml



Shampoo 300 ml



**ALL BLONDES Detox**  
Purifying regimen for all hair types

Mask 200 ml



Restoring Balm 75 ml



**BLONDE WONDERS**  
Hair perfectors for all hair types

Glaze Mist 150 ml



Dry Shampoo Foam 300 ml







[www.schwarzkopfpro.com](http://www.schwarzkopfpro.com)