



Street  
Style  
Looks

Summer  
/  
2022



## It's here - our new Summer collection!

Crammed with must-have seasonal looks that play with vintage-inspired colours, patterns and materials to create a mood that bursts with pure joy.

Dive in to discover how a blonde streak can add statement spice to a classic brunette. Then see how warm honey tones can take a muted vanilla blonde to the next level, in an asymmetric short cut.

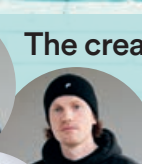
And, for the summer man, we have a new way to a sun-lightened effect, with freehand brushstrokes.

There really is something special about summer and blonde hair – an irresistible bright, happy attitude that makes them a match made in sun-kissed heaven.

So use this season to have some fun with a new blonde look that will give your mood a real boost.

And last, but never least, check out our new Blonde Expert Care with Hair-Bond technology, to effortlessly keep your blonde looking salon fabulous for longer.

# Street Style Blondes



### The creative crew behind it all

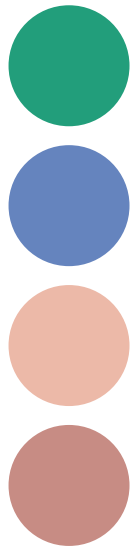
@andysmith\_stylist  
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Spring & Summer Collection Guest Fashion Stylist



# Summer



# Joy







# *This season we're loving* **The Blonde Statement**

## *The Colour*

Medium brown hair with a strong blonde off-center colour placement refined with a pastel toning technique.

## *The Cut*

Perfectly trimmed to one length.

## *The Texture*

Silky and maximal shiny hair with a partial broken texture.

## *The Fashion*

High-waist pants combined with a light shoulderfree floral top - the perfect retro inspired outfit for a summer day in the city.



# Get the look



## Step 1

Apply BLOND EXPERT CARE INSTA STRONG SHAMPOO on wet hair.



## Step 2

Evenly massage the Shampoo in and rinse the hair thoroughly.



## Step 3

Apply BLOND EXPERT CARE INSTA STRONG BLONDE SPRAY CONDITIONER through the whole hair.



## Step 4

Blow-dry the hair as desired.



## Step 5

To finish the look use a small amount of GLAMOROUS OIL.

# Our favourite Products



## BLONDE EXPERT CARE INSTA STRONG SHAMPOO

Rich shampoo with enhanced Bonding Technology.

## BLONDE EXPERT CARE INSTA STRONG SPRAY CONDITIONER

Weightless conditioning spray with enhanced Bonding Technology.



## BLONDE EXPERT CARE INSTA COOL TREATMENT

Pigmented treatment with enhanced Bonding Technology.



## GLAMOROUS OIL

Enhance your care & styling routine with Glamorous Oil for additional smoothness & anti-frizz!







# *This season we're loving*

## **The Short Honey Splash**

### *The Colour*

Very light vanilla blonde with a placement of warm honey at the front.

### *The Cut*

Tailored asymetric short haircut with a long and heavy front.

### *The Texture*

A mix of polished and lightweight texture with more volume to the front.

### *The Fashion*

It's all about the details - a slightly flared floral top with an asymmetric denim skirt make an effortlessly cool summer outfit.





# Get the look



## Step 1

Evenly apply VOLUME & BLOW-DRY SPRAY on washed hair.



## Step 2

Blow-dry the hair using a medium size round brush for the longer front part.



## Step 3

Apply VOLUMIZING POWDER on the roots of the front part for a super root lift.



## Step 4

Use a bit of FIBERMOLD ...



## Step 5

...and distribute it over the hair to create a sleek look.

# Our favourite Products



## BLONDE EXPERT CARE INSTA STRONG SHAMPOO

Rich shampoo with enhanced Bonding Technology.

## BLONDE EXPERT CARE INSTA STRONG SPRAY CONDITIONER

Weightless conditioning spray with enhanced Bonding Technology.



## INDOLA SETTING VOLUME & BLOW-DRY SPRAY

Accelerates blow-drying and protects against blow-dry damage. Keeps the hair smooth with a light hold.

## INDOLA TEXTURE VOLUMIZING POWDER

Super root lift and grip. Great mouldability & a thicker hair feel.



## INDOLA TEXTURE FIBERMOLD

For medium control, flexible texture and beautiful shine.



*This season  
we're loving*

## The Subtle Edge

### *The Colour*

Brushed over freehand placement on the front part for a subtle, sun-kissed look.

### *The Cut*

Tailored edges with a heavy front.

### *The Texture*

Broken texture for a rough and cool look.

### *The Fashion*

This retro inspired urban summer style combines a floral shirt with light muselin short and a white T-shirt.





# Get the look



## Step 1

Apply ACT NOW! SETTING SPRAY.



## Step 2

Blow-dry the hair in random directions.



## Step 4

Take a small amount of ACT NOW! MATTE WAX.



## Step 5

Rub it in your hands and work it into the hair.

# Our favourite Products



## ACT NOW! MOISTURE SHAMPOO

Cleanses and moisturises, leaving the hair manageable and smooth. With Aloe Vera Leaf Extract.



## ACT NOW! SETTING SPRAY

For blow-dry protection and subtle control, body and shine. With Coconut Oil.



## ACT NOW! MATTE WAX

Strong, remouldable control & semi-matte shine. Very dry, non-greasy look & feel.

# Try the new Blonde Expert Care

*Superior Care for All Blonde Needs*

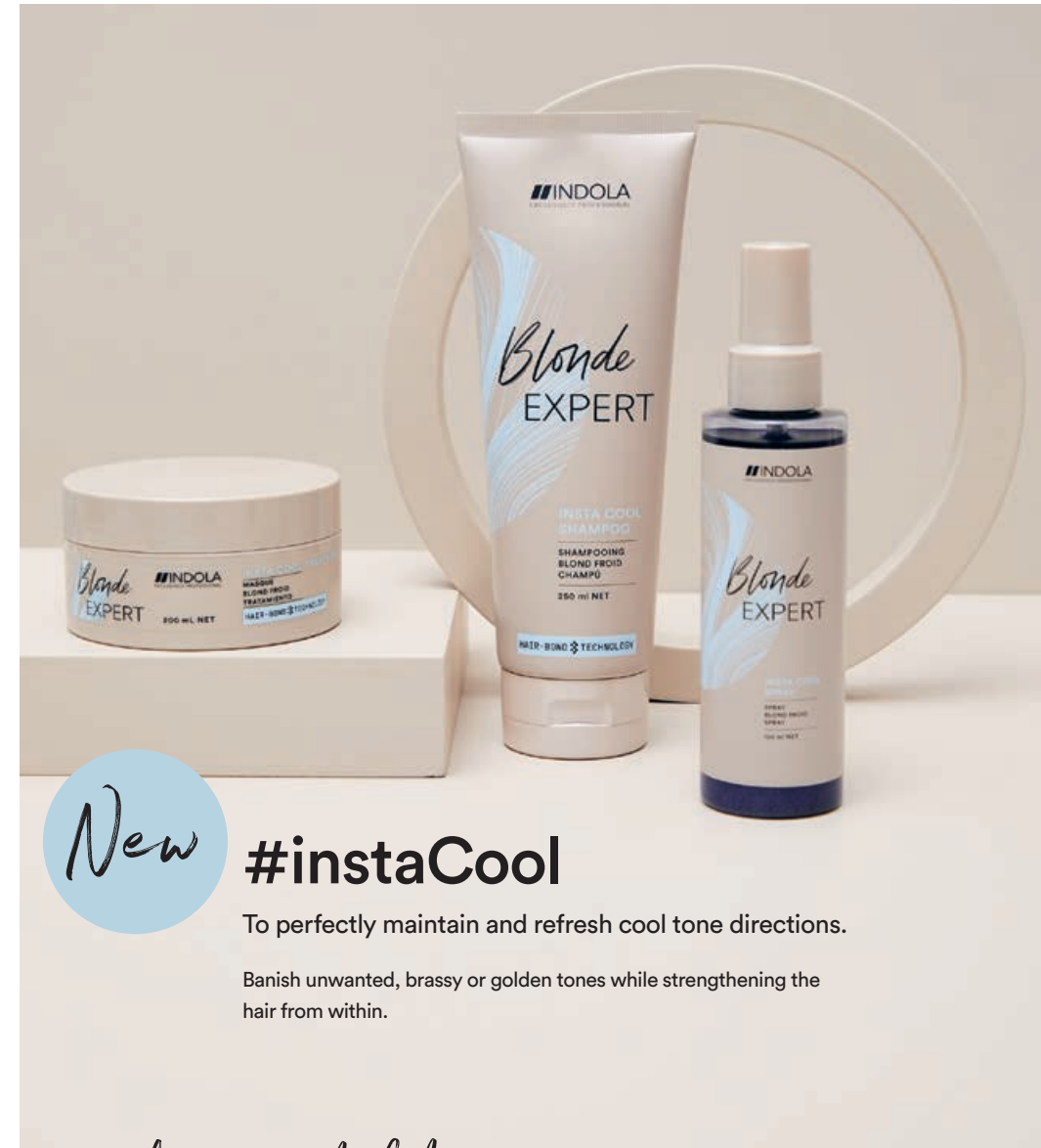
with  
HAIR-BOND  
TECHNOLOGY

New

## #instaStrong

For super shine and an outstanding hair quality.

Thanks to deeply repairing formulas that reconstruct the hair after lightening & lifting and seal the hair surface.



New

## #instaCool

To perfectly maintain and refresh cool tone directions.

Banish unwanted, brassy or golden tones while strengthening the hair from within.

*Ask your stylist.*  
the blonde expert!





**Get your summer  
blonde look!** *Ask your stylist!*