



#BLONDEEXPERT
Blonde Guide

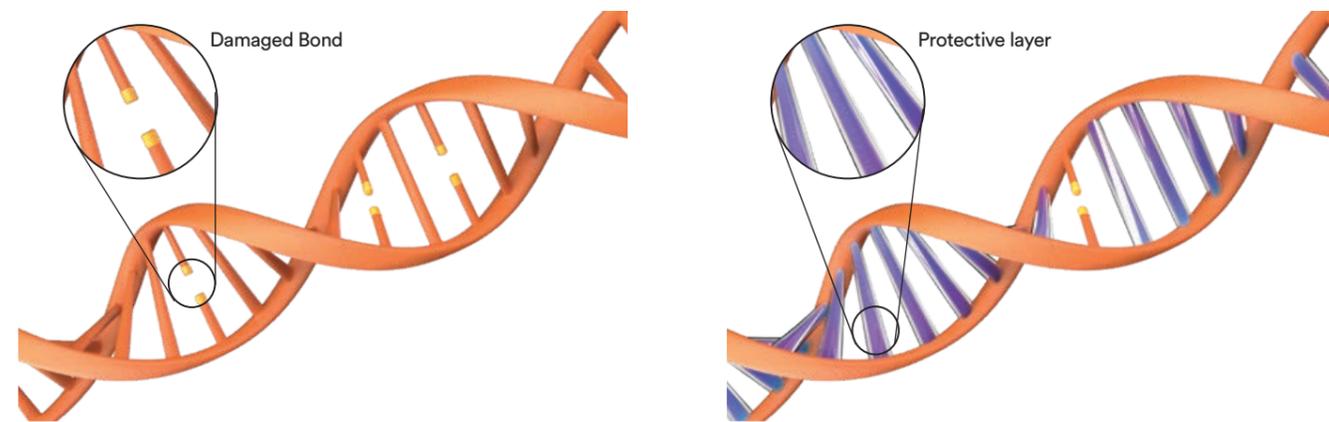
Blonde Expert: The blonde range that makes YOU a blonde expert

The technological superiority

The **Hair-Bond Technology** guarantees minimised hair breakage with the coolest blonde results:

- Integrated within the entire assortment*
- Protects hair structure during the highlifting and lightening process
- No additional bonding add-on required

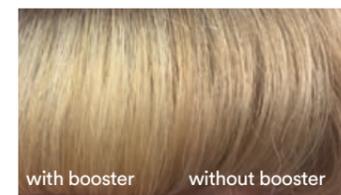
*except the boosters that are mixed with other Blonde Expert products containing bonding



The bonds of the inner hair structure can be broken by chemical agents especially used in highlifting shades or bleaches.

The Hair-Bond Technology deeply penetrates the hair fibre, creating a protective layer around the natural bonds to prevent breakage and keep strength and elasticity.

The **Ultra+ Technology** delivers unrivalled performance thanks to finely selected color pigments complemented by boosting or lifting additives for most stunning blond results:



Example of highlifting without and with Ultra Lift Booster.



Example of bleaching without and with Ultra Cool Booster.



Example of stronger bleaching performance.

The holistic assortment

LIGHTENER

For maximum lift.



LIGHTENER

High performing and reliable, for perfect and clean light results.

- Up to 9 lift levels
- Reduces hair breakage significantly

BOOSTERS

Additives for increased performance.



ULTRA COOL BOOSTER

For extra neutralisation.

- Suitable for dark bases
- Strong neutralisation effect
- Use with Lightener only



ULTRA LIFT BOOSTER

For extra lifting.

- Suitable for dark bases
- Strong lift effect
- Use with Special Blonde 1000.0 only

HIGHLIFTS

For lift & tone in 1 step.



HIGHLIFT 1000.0

Special Blonde

- Up to 5 lift levels
- Intermixable with Pastel shades



HIGHLIFT 100.0

Ultra Blonde

- Up to 4 lift levels
- Strongest tonal direction or neutralisation



HIGHLIFT 100.0 +BLEND

Ultra Blonde +Blend

- Up to 4 lift levels
- Blends up to 80% white hair

PASTEL

For toning and neutralising.



PASTEL

To add subtle tonalities to bleached hair.

- Neutralises unpleasant yellow and golden tones
- Intermixable with Special Blonde shades

Bring creativity to the next level

The pastel matrix

This matrix makes it easy to understand which Pastel shade should be used depending on the pre-lightening result and the desired colour direction.

The inner circles indicate which level the hair must be lightened to in order to achieve the desired result. The outer circle indicates the desired colour result.

Please consider, that the result depends also on:

- quantity of used product
- application
- processing time
- porosity and density of hair structure

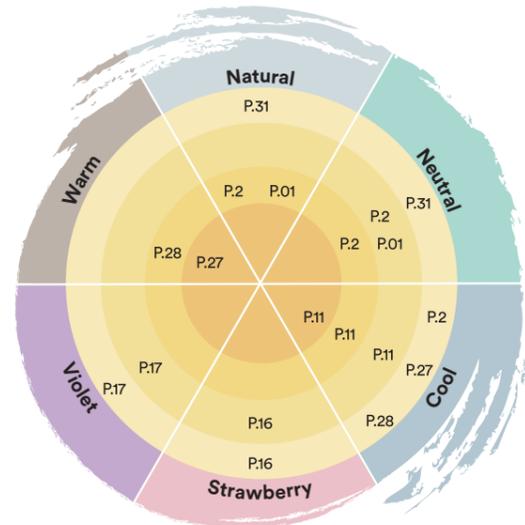
Mixing Pastel shades and Special Blonde

- Provides endless variation possibilities, featuring your creativity with tailor-made color results
- Suitable for natural blonde bases
- Easy to mix



Mixing ratios:

(1+1): 2 e.g. 30g P.2 + 30g 1000.27 + 120g 12% (40Vol.) CREAM DEVELOPER (to achieve a slightly darker result and a slightly stronger tonal direction)
(1+1):1 e.g. 30g P.2 + 30g 1000.27 + 60g 12% (40Vol.) CREAM DEVELOPER (a visible darker result and a visible stronger tonal direction)



Legend: Yellow = pre-lightening result; Multi-colored = desired tonal direction

Our favorite mixing possibilities:

	P.01	P.11	P.16	P.17	P.27	P.28	P.31
1000.0	•			•			
1000.03						•	
1000.1					•		
1000.11			•				
1000.22					•		
1000.27		•	•				
1000.28						•	
1000.72			•	•			•
1000.8						•	

The must-have complementary range



An overall blonde regime with Blonde Expert and Blond Addict ensures long-lasting and stunning blonde results.

Care & Treat

For blonde hair in need of strength, softness & shine.



- SHAMPOO
- TREATMENT

Customise

For blonde hair in need of neutralisation and enhancement.

- **INSTACOOOL SHAMPOO:** for instant neutralisation
- **ICE SHIMMER SPRAY:** for smoothness and neutralisation
- **PINKROSE SHAMPOO:** for a soft touch of pastel pink-rose

The path to expert blonde looks

I. Beginner – Classic techniques

Learn more about the techniques in our seminar!

Partial highlights

Considered as a fast service, partial highlights mainly target clients who wish to lighten up the most prominent part of their hair, which is usually the top or around the parting.

Products used:

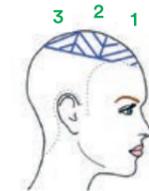
- For dark bases: LIGHTENER, PASTEL
- For medium bases: HIGHLIFT 1000.0 + ULTRA LIFT BOOSTER
- For lighter bases: HIGHLIFTS



@urbanstudio_kumurov

Step by Step:

- Section as shown
- Weave the highlights using a needle comb
- Utilize a foil to create a packet and continue weaving throughout the sections
- Let develop and tone the hair



Tips: When folding the foils in half size, the 2 corners must be well aligned.

Grey blending retouch

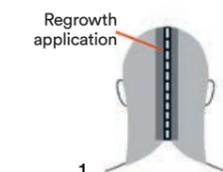
This technique is dedicated to clients who wish to cover their greys while remaining a very light, sophisticated shade of blonde.

Products used:

- HIGHLIFTS 100. + BLEND
- on the darker hair in the neck: HIGHLIFT 100. or 1000.

Step by Step:

- Diagnose the percentage of grey hair
- Utilize Ultra Blonde + Blend (or both Ultra Blonde + Blend and Ultra Blonde for clients with grey hair on the top of the head but 100% natural in the neck)
- Apply the product thoroughly throughout the re-growth
- Let the product develop



Tips: Don't forget to always start the application onto the darkest areas (the neck), as they will need more time to reach the desired lifting level!



@imagen23evagonzalez

II. Advanced – Improved blonde skills

Learn more about the techniques in our seminar!

Precision money piece

This placement technique is rising to popularity as it implies a real change on the client look, with lighter strands around the face, without a big workload behind the chair.

Products used:

LIGHTENER, PASTEL

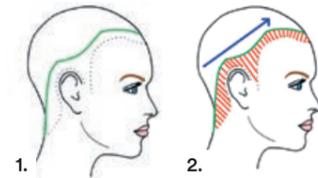
Step by Step:

- Section as shown
- Apply Blonde Expert Lightener fully saturating the hair
- Work in small and fine sections and isolate with foil
- Let the Lightener develop and tone the hair with the selected Pastel shade

Tips: For higher precision, make sure the corners of the foils are well aligned when folding them in half



@betsylouisehair



Tease & tone

This is an excellent low maintenance technique! While keeping the hair closer to the scalp uncoloured, it allows clients to get blonder with a „lived-in“ look.

Products used:

- On dark bases: LIGHTENER
- On very dark bases: LIGHTENER + ULTRA COOL BOOSTER

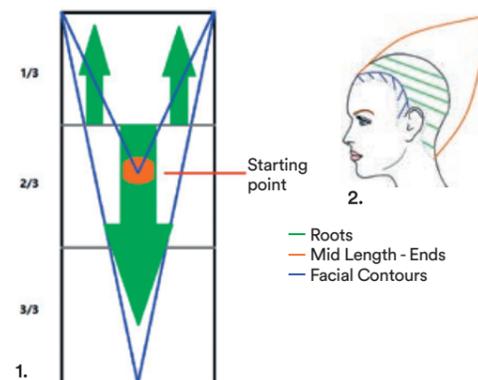
Step by Step:

- Take small sections of about 2 cm width
- Tease the hair with a comb once or twice until you are left with a fine strand of hair to paint
- Saturate the strand from beginning to end, leave the face contour for last and utilize finer sections here
- Let develop and tone if necessary

Tips: Tone the facial contours at last! Since facial contour hair is thinner than the rest, it will lift faster.



@epsilonpeluqueria



III. Expert – You are a blonde expert!

Learn more about the techniques in our seminar!

Freehand balayage

This popular technique allows for a fully customizable look, whether it is full impact or a soft sun-kissed look. Being low maintenance, it is very profitable for hairdressers and attractive for clients!

Products used:

LIGHTENER

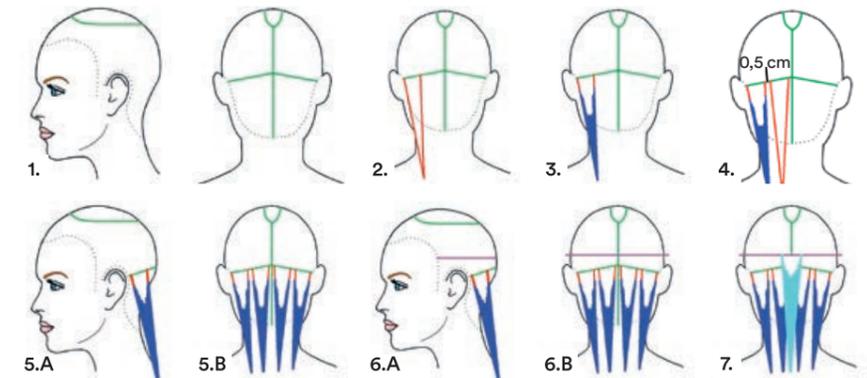
Step by Step:

- Section the hair as show
- Start painting from the back in parallel sections creating a V shape with the lightener.
- Continue painting all the way to the front.
- Concentrate a bit more product and painting on the face framing pieces.

Tips: Use a pastel shade for neutralisation or personalisation. For an amazing result, always be sure to place the strand of the new section between two of the last section.



@karubis



Full platinum card on natural dark base

This technique is meant to create a full change on the client's hair, where they are taken from the darker bases into the lightest spectrum of blonde possible. It requires precision skill as well as an assertive eye to look at the hair during the development process.

Products used:

LIGHTENER, PASTEL

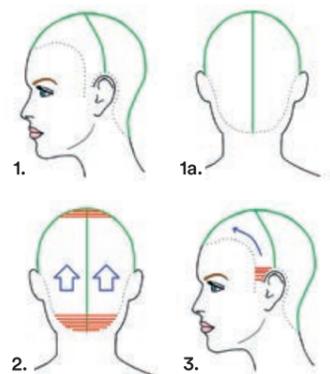
Step by Step:

- Section the hair as show
- Apply the Lightener on very fine sections leaving 1cm of the roots out and utilize foil to isolate the section.
- Continue saturating and covering with foil section by section until the full head is covered.
- Once the midlengths and ends have lifted, apply Lightener to the roots and let develop.

Tips: Once a level 8 is achieved on lengths you can begin the root application. When a level 10 or 9 (depending on the hair type) is reached, go to the wash station.



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Blonde expert*



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