

# SERVICE MANUAL



BLO  
ND  
ME



**FOR EVERY YOU.**



# BLONDME – THE AUTHORITY IN BLONDE

Take your blonde skills to a new level with BLONDME – **The Authority in Blonde**. Truly dedicated to the diverse needs of blondes, our versatile Colour & Care system, with **integrated bonding technologies**, enables you to master any blonde challenge and create **the most stunning blonde looks**.

Blonde has never been more diverse than today – it's much more than just lightening! With its inclusive approach, BLONDME proves that there is **a blonde for everyone** irrespective of skin tone, hair colour, age or gender.





# BLONDME BONDING TECHNOLOGIES

Powered by



When blonde hair is exposed to external influences such as heat, sunlight or chemical processes such as lifting or lightening, the cuticles become brittle, leaving the hair fibre prone to damage and dullness.

The integrated bonding technologies in all BLONDME Colour and Care products help to reduce hair damage on all levels. They protect the bonds during chemical processes and help to create new bonds with dedicated in-salon and at-home care.

Our integrated Schwarzkopf Bonding Technology gives you the confidence to master any BLONDME colour or lightening service, so that your clients can show off their perfect blonde.

**STRONG BONDS FOR STRONG BLONDES!**



**Bond Protection with Anti-Metal agents**

## 01 COLOUR

### Anti-Metal Bond Protection

The integrated Anti-Metal Bond Protection Technology in all BLONDME Colour products creates a protective layer around the hair bonds for minimised hair breakage. Combined with a biodegradable chelating agent that captures and neutralises metal ions in the hair, it further mitigates hair breakage and optimises the colour result. No bonding additives or anti-metal treatments needed, saving you time and money in your daily business.



# 02 CARE

BLONDME Care is designed to rebuild the core of delicate blonde hair and restore all three types of hair bonds, both in-salon and at home. Mix & match to create a personalised in-salon service or at-home recommendation.



## The hair cuticle: Lotus Leaf Effect

Lightweight polymers in combination with White Tea Extract, known for its antioxidant and revitalising properties, create a shield that mimics the lotus leaf (sealing) effect. This actively protects the blonde cuticle from external aggressors, such as pollutants, that can make blonde hair appear dull and lifeless.

## The inner hair fibre: BOND REPAIR Technology

This innovative technology creates a sophisticated network of two types of bonds, namely Hydrogen and Ionic Bonds, which work together to promote a robust, yet flexible hair structure.

## The inner hair fibre: BONDFINITY Technology

Featuring cutting-edge BONDFINITY Technology, BLONDME unveils the core of delicate blondes by creating permanent, Covalent Bonds in the inner hair fibre – for permanent repair. The essence of healthy blonde hair, Covalent Bonds lock in the hair's own Keratin even after bleaching, rebuilding and preserving the hair's structural integrity – for up to 20x stronger hair\*.



\*vs. untreated hair. When used in combination with the Bondfinity Deep Repair Mask.



# Colour







# BLONDME COLOUR ASSORTMENT



**Lightening  
PREMIUM  
LIGHTENER 9+**

450g  
High performance powder lightener with maximum lift up to 9 levels and minimised breakage, for precise and controlled lightening.

**Lightening  
CLAY  
LIGHTENER**

350g  
Clay lightener with a unique Soft-to-Solid formula, specially designed for freehand techniques with up to 8 levels of lift.

**Lightening  
BLEACH &  
TONE**

60ml  
3 shades  
Tonal additive for lightening and toning in one step.

**Toning  
GLOW  
TONER**

60ml  
15 shades  
Truly acidic, demi-permanent toning range with intermixable shades, delivering intense shine and a healthy glow from within.

**Lifting & Blending  
BLONDE  
LIFTING**

60ml  
5 shades  
High performing lifting shades for up to 5 levels of lift and toning in one step.

**Lifting & Blending  
LIFT &  
BLEND**

60ml  
5 shades  
Lifting and white blending in one step with up to 4 levels of lift.

**Developers  
PREMIUM  
DEVELOPERS**

1000ml  
2% / 2% Gel / 6% / 9% / 12%  
Premium developers for maximum performance and care when used with BLONDME Colour products.



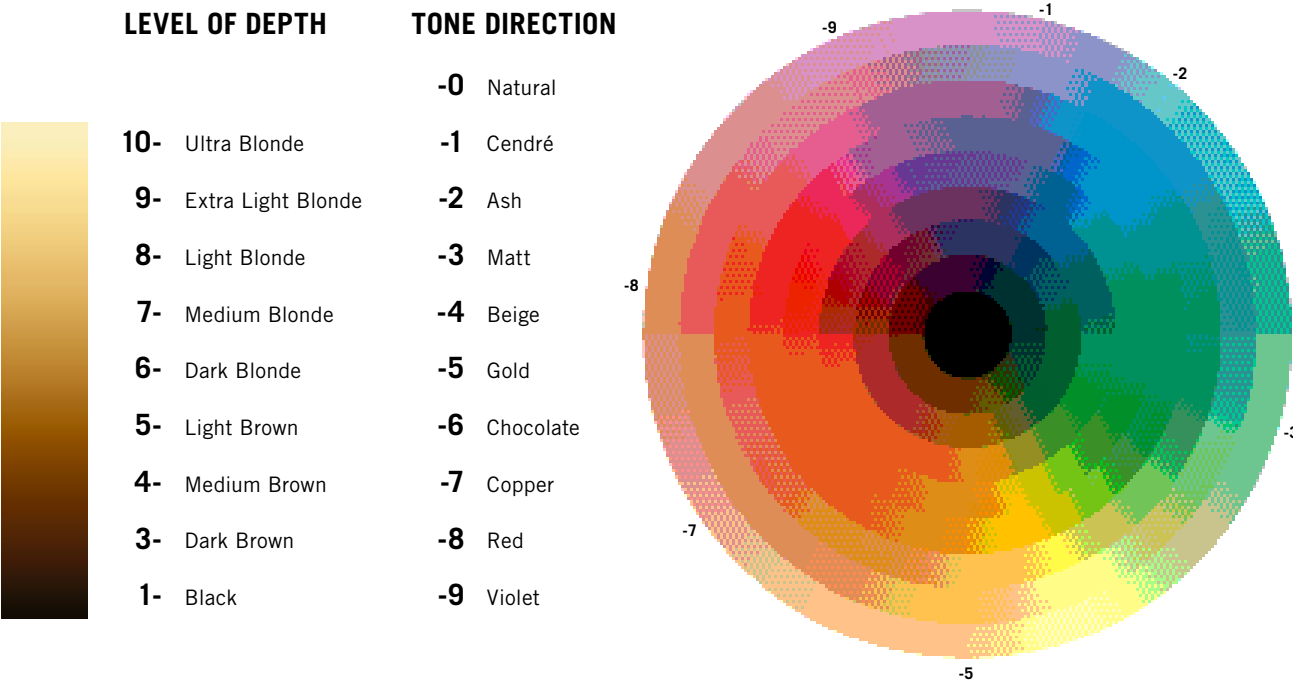
# SCHWARZKOPF PROFESSIONAL NUMBERING SYSTEM

As a colour professional, your ability to accurately identify shades using the numbering system is key to technical precision – but just as important is your skill in using descriptive, relatable language that brings your vision to life. Using descriptive language that your client can relate to, you not only inspires them, but also builds trust and excitement around the colour journey you’re creating together.

10-51

Level of depth      Primary & secondary tone

**Example:**  
Frosty Gold 10-51:  
Ultra Blonde Gold Cendré



TONE DIRECTION

-0

Natural

-1

Cendré

-2

Ash

-3

Matt

-4

Beige

-5

Gold

-6

Chocolate

-7

Copper

-8

Red

-9

Violet

-0

Natural

-1

Cendré

-2

Ash

-3

Matt

-4

Beige

-5

Gold

-6

Chocolate

-7

Copper

-8

Red

-9

Violet

## SPECIAL NUMBER INDICATIONS

### PASTEL TONERS

**10-** Best suited for pre-lightened hair → pale yellow to pale undertones.

**9,5-** Best suited for pre-lightened hair → yellow to pale undertones.

### PERMANENT HIGHLIFTS

**12-** Permanent highlift colour designed for natural hair, delivering up to 5 levels of lift. Recommended for use on depth levels 6 and above.

**11-** Permanent highlift colour designed for natural hair, delivering up to 4 levels of lift and white hair blending. Recommended for use on depth levels 6 and above.



To consistently achieve beautiful blonde results, it’s essential to consider the natural contributing tones that create underlying warmth in the hair. At lighter levels – where yellow and orange undertones are more prominent – the use of cendré and ash tones is recommended. Their violet and blue bases are ideal for neutralising unwanted warmth and creating cooler, more refined blonde results.

### BLONDE UNDERTONES

**10-** Pale Yellow  
**9-** Yellow  
**8-** Yellow Orange  
**7-** Orange Yellow  
**6-** Orange

### NEUTRALISING TONES

**-1** Cendré (Violet)  
**-2** Ash (Blue)

# PREMIUM LIGHTENER 9+

Maximum lift with minimum  
hair breakage

## Benefits

- With integrated Anti-Metal Bond Protection Technology to protect the hair fibre during processing for minimised hair breakage
- Up to 9 levels of lift
- Suitable for all hair bases
- Anti-yellow agents to neutralise warm undertones
- Flexible mixing ratio



Improved formula  
for precise  
application and  
more controlled  
lightening\*



## Expert Tip

For most gentle lightening and perfect control, use BLONDME Premium Lightener 9+ with BLONDME Premium Developer 2% | 7 Vol.\* Check visually every 5 minutes.

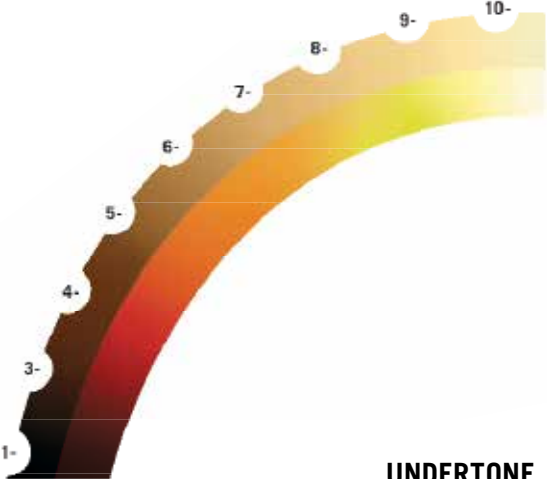
LEVELS OF LIFT	DEVELOPER STRENGTH	MIXING RATIO
Up to 3	2%   7 Vol.	1:1,5 – 1:2,5
Up to 6	6%   20 Vol.	1:1,5 – 1:2,5
Up to 9+	9%   30 Vol. (off-scalp application only)	1:1,5 – 1:2,5

## DEVELOPMENT TIME



20-45  
min.

## LEVEL OF DEPTH



## Tips

- Always apply on dry hair
- Suitable for on- and off-scalp application
- For full head, foil technique & corrective services

\* when used in combination with BLONDME Premium Developers.  
BLONDME Premium Gel Developer is not recommended to use with BLONDME Lighteners.





# SCENARIO

My client wants a complete colour transformation – something much lighter, yet beautifully personalised - complimenting her complexion and celebrating her individuality.



## HAIR ARTISTS



Colour crafted by  
**REEMA JABER**



Styling crafted by  
**LISA FARRALL**

# HOW TO

## Mixing

Always intermix BLONDME Premium Lightener 9+ in a flexible mixing ratio of 1:1,5–1:2,5 with BLONDME Premium Developer.

- All techniques: BLONDME Premium Developer 2% | 7 Vol. or 6% | 20 Vol.
- Off-scalp techniques: BLONDME Premium Developer 9% | 30 Vol.

## Application & Development

- Apply to dry hair, do not shampoo beforehand
- Apply the mixture immediately after preparation
- Apply in fine sections using a generous quantity of product in order to ensure best possible lightening result
- Leave to develop for 20–45 min. Visually check development during processing time
- Additional heat is not recommended



20–45 min.

## Post-Lightening Care

Finish every BLONDME Lightening service with a dedicated BLONDME in-salon care service.



Purple Shampoo  
300ml / 1000ml



Purple Mask  
200ml / 500ml



Brightening Shampoo  
300 ml



Nourishing Shampoo  
300 ml



Nourishing Conditioner  
250 ml



Nourishing Mask  
200ml



Deep Repair Mask  
200ml

## Toning Service

For the perfect blonde result, follow the recommended BLONDME Glow oner service (see pages 28–31 for detailed information on assortment and application).



10 min.



Glow Toner  
60 ml

## Post-Colour Care

Finish your service with a BLONDME Care finishing product.



Sealing Balm  
75ml



Deep Repair Oil  
50 ml

Scan to see  
tutorial:



# CLAY LIGHTENER

For easy & creative freehand techniques

## Benefits

- With integrated Anti-Metal Bond Protection Technology to protect the hair fibre during processing for minimised hair breakage
- Up to 8 levels of lift for a clean lift even on dark hair bases
- Suitable for bases 3–8
- Creamy consistency for quick & even application
- Soft-to-Solid formula
- Dust-reduced powder



## Mixing Ratio

LEVELS OF LIFT	DEVELOPER STRENGTH	MIXING RATIO
Up to 6	6%   20 Vol.	1:1,5 to 1:2
Up to 8	9%   30 Vol. or 12%   40 Vol.*	1:1,5 to 1:2

## DEVELOPMENT TIME



20–45 min.

## Soft-to-Solid Formula

- Enriched with Kaolin Clay, the formula solidifies once applied, creating a shell around the hair.
- By insulating the hair, the formula stays moist inside unleashing its full lightening power within the hair fibre – **no need for foils!**

## Tips

- Always apply on dry hair
- Suitable for off-scalp application only
- For freehand techniques
- Do not intermix with BLONDME Premium Lightener 9+
- Use a comb to mix BLONDME Clay Lightener with BLONDME Premium Developer

\*depending on the hair structure, density and overall condition





## SCENARIO

My client would like to have a more creative, freehand blonde look rather than classic foil highlights.

### HAIR ARTISTS



Colour crafted by  
**LESLEY JENNISON**



Styling crafted by  
**LISA FARRALL**

## HOW TO



### Mixing

- Always intermix the BLONDME Clay Lightener in a flexible mixing ratio of 1:1,5–1:2 with BLONDME Premium Developer 6% | 20 Vol., 9% | 30 Vol. or 12% | 40 Vol.



### Application & Development

- Apply to dry hair, do not shampoo beforehand
- Apply the mixture immediately after preparation
- Paint the product evenly onto the hair surface in order to ensure best possible lightening result
- Leave to develop for 20–45 min. Visually check development during processing time
- Additional heat is not recommended



20–45 min.



### Post-Lightening Care

Finish every BLONDME Lightening service with a dedicated BLONDME in-salon care service.



### Toning Service

For the perfect blonde result, follow the recommended BLONDME Glow Toner service (see pages 28–31 for detailed information on assortment and application).



10 min.



### Post-Colour Care

Finish your service with a BLONDME Care finishing product.



Scan to see  
tutorial:







# GOOD-TO-KNOWS – THE PERFECT BALAYAGE

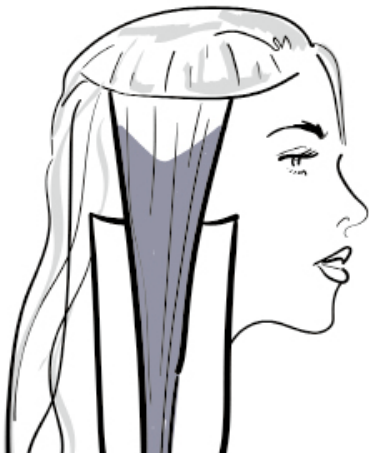


## Balayage Board

Improved grip and more stability for efficient freehand techniques, especially on longer hair.

- Structured surface to prevent drips
- Curved design, imitating the shape of the head, for better application precision

## 3 Paint Techniques for bespoke balayage



V – Creates a grown-out effect, for classic balayage



W – Creates the most natural effect



Diagonal – Creates contouring/framing

# TOP 5 TIPS



## 1 Cut First

Consider the natural fall of the hair in order to achieve the most flattering results.

## 2 Tension is Key

Hold the section firmly and make sure that you apply enough Clay Lightener on the hair without penetrating it.

## 3 Application

Apply the product on the mid-lengths first, then feather it upwards and work it towards the ends. Avoid loading product near the roots, as this could cause transfer – feathering near the roots is best.

## 4 Visual Check

Step back from your work to check your placements and see the bigger picture.

## 5 Game Plan

Beautiful colour begins with beautifully conditioned hair, so be sure to discuss a personalised long-term care plan with your clients.



# BLEACH & TONE

Lightening & neutralising in one simple step to create the perfect base



## Benefits

- Suitable for hair bases 1–7
- Additive for lightening and toning in one step
- Neutralises any warm undertone, adding lasting cool tone directions
- Use only in combination with BLONDME Premium Lightener 9+ or BLONDME Clay Lightener

## Shade Assortment

- B – VIOLET ADDITIVE**  
Specially designed to neutralise yellow tones on base 7
- B – ASH ADDITIVE**  
Specially designed to neutralise orange-yellow tones on bases 5–6
- B – MATT ADDITIVE**  
Specially designed to neutralise red-orange tones on bases 1–4

## DEVELOPMENT TIME



20–45 min.



## HOW TO



### Mixing

Always mix BLONDME Bleach & Tone + BLONDME Lightener and BLONDME Premium Developer until a homogenous consistency is achieved.

- Check mixing table for mixing ratio based on your desired result (see next page)

### Expert Tip

- Suitable for on- and off-scalp applications
- Flexible mixing ratios for individual tonal effects



### Application & Development



20–45 min.

- Apply to dry hair, do not shampoo beforehand
- Apply the mixture immediately after preparation
- Leave to develop for 20–45 min.
- For detailed information on lightener application, see pages 14–17 and 18–21



### Post-Lightening Care

Finish every BLONDME Lightening service with a dedicated BLONDME in-salon care service.



### Toning Service

For the perfect blonde result, follow the recommended BLONDME Glow Toner service (see pages 28–31 for detailed information on assortment and application).



10 min.



### Post-Colour Care

Finish your service with a BLONDME Care finishing product.



# HOW TO CALCULATE THE CORRECT AMOUNT OF BLEACH & TONE FOR YOUR LIGHTENER MIXTURE

For optimal results when using BLONDME lighteners with additives, it's important to follow the correct mixing guidelines to ensure precise neutralisation and maintain the ideal consistency and performance.

## 1 Determine the desired neutralisation effect

First, decide whether you want a soft or intense neutralisation. Based on your choice and the level of depth you're working on, refer to the mixing chart to select the appropriate amount of additive.

## 2 Calculate the additive and developer quantities

Depending on your selected lightener-to-developer mixing ratio, deduct the weight of the additive from the total amount of Premium Developer required.

**Example:**  
If you are using 35g of BLONDME Premium Lightener 9+ in a 1:2 mixing ratio, you would normally need 70g of BLONDME Premium Developer. For a soft neutralisation on a level 6–7, the amount of BLONDME Bleach & Tone additive is 5g.

Always adjust the Premium Developer amount by subtracting the additive weight to maintain the correct overall mixing ratio.

## 3 Final formula

- 35g BLONDME Lightener
- 5g BLONDME Bleach & Tone additive
- 65g BLONDME Premium Developer (70g – 5g additive)



## Premium Lightener 9+

Example with 1:2 mixing ratio

			ON-SCALP		OFF-SCALP	
BASE	PREMIUM LIGHTENER 9+	MIX	BLEACH & TONE	PREMIUM DEVELOPER	BLEACH & TONE	PREMIUM DEVELOPER
6-7	35g	Intense	5ml	65ml, 2%   7 Vol. or 6%   20 Vol.	10ml	65ml, 2%   7 Vol.* or 6%   20 Vol.
	35g	Soft	1ml	69ml, 2%   7 Vol. or 6%   20 Vol.	5ml	65ml, 2%   7 Vol. or 6%   20 Vol.
4-5	35g	Intense	10ml	60ml, 6%   20 Vol.	15ml	55ml, 12%   40 Vol.**
	35g	Soft	5ml	65ml, 6%   20 Vol.	10ml	60ml, 12%   40 Vol.**
3	35g	Intense	10ml	60ml, 6%   20 Vol.	15ml	55ml, 12%   40 Vol.**
	35g	Soft	5ml	65ml, 6%   20 Vol.	10ml	60ml, 12%   40 Vol.**

\* BLONDME Premium Gel Developer is not recommended for use with BLONDME Lighteners.  
\*\* is only required with BLONDME Lighteners when mixed with BLONDME Bleach & Tone for controlled lightening.

## Clay Lightener

Example with 1:1,5 mixing ratio

OFF-SCALP		INTENSE MIX		SOFT MIX	
BASE	CLAY LIGHTENER	BLEACH & TONE	PREMIUM DEVELOPER	BLEACH & TONE	PREMIUM DEVELOPER
3-8	30g	15ml	30ml, 6%   20 Vol. or 9%   30 Vol. or 12%   40 Vol.	10ml	35ml, 6%   20 Vol. or 9%   30 Vol. or 12%   40 Vol.

## Mixing

- INTENSE MIX**  
For the strongest neutralisation on darker hair bases
- SOFT MIX**  
For optimal neutralisation to create neutral blonde tone directions on lighter hair bases

For further support with calculating your formula, check out the calculator tool in the BLONDME Lighteners course on the eAcademy.





# GLOW TONER

Truly acidic, demi-permanent toning range



## Benefits

- Truly acidic toning range that provides intense shine and a healthy glow from within
- Gentle formula for all types of pre-lightened hair – no lift & no damage
- Fast yet premium colour results in only 10 minutes
- Powered by AcidicGlow Technology for intense shine and Anti-Metal Bond Protection Technology for more even toning results
- Perfectly balanced neutralisation and sophisticated tone enhancement



## Tips

- Suitable for on- and off-scalp applications
- All Glow Toner shades are intermixable

Choose your desired texture with our Cream & Gel Developer

## Shade Assortment

**PEARL GLAZE 10-01**  
For softest neutralisation with subtle pearlescent reflects

**ICE 10-1**  
Anti-gold effect for cool tones with a subtle iridescent hue

**FROSTY GOLD 10-51**  
Combines cool and golden tones for a frosted vanilla blonde

**SAND 9,5-41**  
Enriching natural, sandy tone directions

**APRICOT BLUSH 9,5-74**  
Powdery, soft copper blush with a hue of rosé

**STRAWBERRY 9,5-81**  
Vibrant pastel red-rosé effects

**LAVENDER 9,5-91**  
Enriching cool rosewood reflects

**ICE-IRISÉ 9-19**  
For the soft and pearly neutralisation of delicate golden tone directions

**STEEL 9-21**  
Counteracts underlying gold-copper directions

**BISCUIT 9-49**  
Enriching beige with a soft irisé touch

**SOFT GOLD 9-54**  
Balanced golden honey nuance

**ICED CAPPUCCINO 8-14**  
Cool mocha-beige for a creamy, muted blonde

**HAZELNUT 8-46**  
Rich hazelnut warmth with deep golden undertones

**GLOSSED CEDAR 7-01**  
Soft neutral ash tone with a subtle woody undertone

**CLEAR**  
Ideal to dilute the intensity of all Blonde Toning shades

## Suitable Base

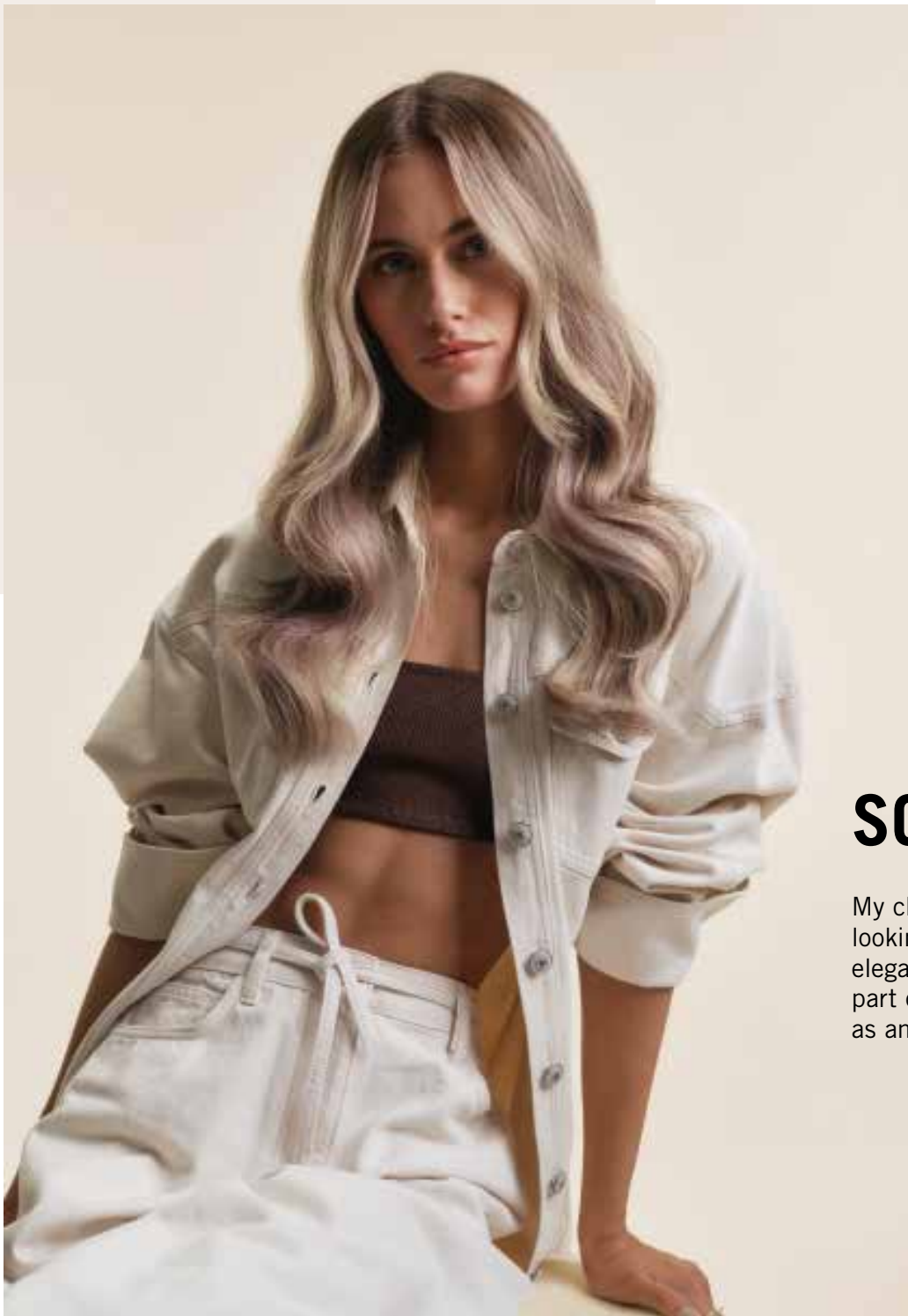
	UNDERTONE	PEARL GLAZE 10-01	ICE 10-1	FROSTY GOLD 10-51	SAND 9,5-41	APRICOT BLUSH 9,5-74	STRAWBERRY 9,5-81	LAVENDER 9,5-91	ICE-IRISÉ 9-19	STEEL 9-21	BISCUIT 9-49	SOFT GOLD 9-54	ICED CAPPUCCINO 8-14	HAZELNUT 8-46	GLOSSED CEDAR 7-01
PALE		+	++	+	++	+	+	+	++		++	++			
10 - PALE YELLOW		+	+		+	+	+	+	+	++	+	+	++	++	++
9 - YELLOW			+		+				+	+	+	+	+	+	+
8 - YELLOW ORANGE										+			+	+	+

+ Ideal ++ Intense

## DEVELOPMENT TIME



10 min.



## SCENARIO

My client wants a expensive-looking, iridescent blonde with an elegant tonal boost – perfect as part of their lightening service or as an in-between refreshment.



## HOW TO



### Mixing

Always intermix BLONDME Glow Toner 1:1 with BLONDME Premium Developer 2% | 7 Vol. for brush applications or Premium Gel Developer 2% | 7 Vol. for bottle applications.



### Application & Development

- Apply onto towel-dried, clean and treated hair
- Apply the mixture immediately after preparation

#### At the basin

- Use the applicator bottle for quick, efficient full-head applications at the backwash

#### At the station

- Use a brush for precise placements or for balancing an uneven canvas



10 min.

- Leave to develop for 10 min. For richer results, leave for up to 20 min.
- Always allow for visual control



### Post-Colour Care

Rinse the toner thoroughly with warm water, until the water runs clear. Finish the service with a BLONDME Care finishing product.



Purple Spray Conditioner  
150ml



Sealing Balm  
75ml



Deep Repair Oil  
50ml

### Expert Tip

- 1. Optimal colour retention:**  
Always shampoo, condition or treat the hair after the lightening service and before applying the BLONDME Glow Toner. After rinsing the toner off thoroughly, apply BLONDME Sealing Balm and leave it in.
- 2. Optimal neutralisation:**  
Apply BLONDME Glow Toner to the warmest areas first and leave to develop for 5 min. Continue application and leave for another 5 min. Always allow for visual control.
- 3. Colour melt:**  
Apply the first mixture to the root area and leave to develop 5 min. Continue with the second mixture on the rest of the hair and blend in softly. Leave for another 5 min. Always allow for visual control.
- 4. Dilution:**  
Use BLONDME Glow Toner Clear 0-00.

### HAIR ARTISTS



Colour crafted by  
**EMRE AYAKSIZ**



Styling crafted by  
**LISA FARRALL**

Scan to see  
tutorial:





# BLONDE LIFTING

The high performing  
highlift range

## Benefits

- With integrated Anti-Metal Bond Protection Technology to protect the hair fibre during processing for minimised hair breakage
- Lifts virgin hair up to 5 levels
- For base 6 or lighter and less than 30% white
- Lifting and toning and/or neutralising in one easy step



## Tips

- Use only on regrowth or virgin hair
- Apply always on dry hair
- Suitable for on-scalp applications
- All Blonde Lifting shades are intermixable

## Shade Assortment

- L-ICE 12-1**  
Anti-yellow effect
- L-ICE-IRISÉ 12-19**  
Ultimate neutralising power, ideal for darker bases to neutralise orange-yellow undertones
- L-STEEL BLUE 12-21**  
Very strong neutralising power, ideal for darker bases to neutralise orange undertones
- L-ASH 12-22**  
Strong neutralisation power to neutralise yellow-orange undertones
- L-SAND 12-4**  
Natural blonde with a soft beige tone

## Suitable Base

BASE	UNDERTONE	L-ICE 12-1	L-ICE-IRISÉ 12-19	L-STEEL BLUE 12-21	L-ASH 12-22	L-SAND 12-4
8	YELLOW ORANGE	++				+
7	ORANGE YELLOW	+	++	++	++	
6	ORANGE		+	+	+	

+ Ideal ++ Intense

DEVELOPMENT TIME



30-45  
min.





# SCENARIO

My client is looking for customised, sophisticated blonde tone enhancement or neutralisation as part of their lightening service or as an in-between refreshment of their blonde look.

## Expert Tip

To refresh mid-lengths and ends after a regrowth application or as a standalone refresh service, shampoo mid-lengths and ends with BLONDME Brightening Shampoo, then apply BLONDME Glow Toner to achieve a healthy, all-over glow.

Scan:



# HOW TO



## Mixing

Always intermix BLONDME Blonde Lifting 1:2 with BLONDME Premium Developer.

- **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
- Use mixture immediately after preparation
- Apply in fine sections using a generous quantity of product in order to ensure best possible lifting result

### a) Root application:

- Leave 2cm of the hairline to prevent over-pigmentation and apply the colour cream at the end

### b) Virgin hair / Full head application:

- Apply the product first onto mid-lengths and ends by taking fine sections, leave 2cm of the root area, allow to develop until the desired lifting result is achieved, then continue with the application of the root area
- Leave to develop for 30–45 min. Additional heat is not recommended



30-45 min.



## Post-Lightening Care

Finish every BLONDME Lightening service with a dedicated BLONDME in-salon care service.



## Toning Service

For the perfect blonde result, follow the recommended BLONDME Glow Toner service (see pages 28–31 for detailed information on assortment and application).



10 min.



## Post-Colour Care

Finish your service with a BLONDME Care finishing product.





# GOOD-TO-KNOW LIGHTENING OPTIONS

## Highlifts vs. Lightener

	BLONDE LIFTING	PREMIUM LIGHTENER 9+
SUITABLE FOR NATURAL BASES	Base 6 to 8	All bases
SUITABLE FOR PREVIOUSLY COLOURED HAIR	No	All bases
LEVELS OF LIFT	Up to 5	Up to 9
MIXING RATIO	1:2	1:1,5 to 1:2,5
PROCESSING TIME	30–45 min.	20–45 min.



## Foils vs. Freehand

	Foils	FREEHAND
COLOUR RESULT	Defined	Natural
APPLICATION TIME	20–45 min.	20–45 min.
LEVELS OF LIFT	Up to 9	Up to 8
SUITABLE BASES	All	3 to 8
REGROWTH EFFECT	Relatively harsh	Soft and natural



## Premium Lightener 9+ vs. Clay Lightener

	PREMIUM LIGHTENER 9+	CLAY LIGHTENER
KEY TECHNOLOGY	Anti-Metal Bond Protection Technology	Anti-Metal Bond Protection Technology
KEY CLAIMS	Unbeatable lift, advanced neutralisation, dust-free	Optimal precision, unique Soft-to-Solid formula, dust-reduced
LEVELS OF LIFT	Up to 9	Up to 8
SUITABLE BASES	All	3 to 8
MIXING RATIO	1:1,5 to 1:2,5	1:1,5 to 1:2
DEVELOPER STRENGTH	Premium Developer 2%   7 Vol., 6%   20 Vol., 9%   30 Vol. (not on-scalp)	Premium Developer 6%   20 Vol., 9%   30 Vol., 12%   40 Vol. (not on-scalp)
APPLICATION	Full head, Foil	Freehand Techniques



# LIFT & BLEND

The highlift range for mature blondes



## Benefits

- With integrated Anti-Metal Bond Protection Technology to protect the hair fibre during processing for minimised hair breakage
- Up to 4 levels of lift
- For natural base 6 and lighter with 30–70% white hair
- Optimal combination of lifting and white blending mature hair
- Provides up to 100% white blending
- With Biotin-Collagen-Complex



## Tips

- Only use on virgin hair
- Always apply on dry hair
- Suitable for on-scalp application
- All Lift & Blend shades are intermixable
- Make sure that the Lift & Blend shade used is suitable for base 6 and lighter

## Shade Assortment

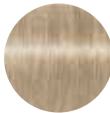
Hair swatches on 70% white hair



**LB-ICE 11-10**  
For the soft neutralisation of delicate golden tone directions



**LB-ICE-IRISÉ 11-190**  
Anti-gold effect for cool tones with a subtle iridescent hue



**LB-ASH 11-20**  
Strong neutralisation power to neutralise yellow-orange undertones



**LB-SAND 11-40**  
Enriching natural, sandy tone directions



**LB-BISCUIT 11-490**  
Enriched beige with a slight warm touch

DEVELOPMENT TIME



30-45 min.







# SCENARIO

My client is looking for a service which can lift their natural colour whilst blending white hair in one single step.

## Expert Tip

As the percentage of white hair increases, warmer tones help maintain a natural finish – for example, adding a Sand or Biscuit shade to your formula when working with 70% white hair.



## HAIR ARTISTS



Crafted by  
**ARJAN BEVERS**

# HOW TO



## Mixing

Always intermix BLONDME Lift & Blend 1:1 with BLONDME Premium Developer.

- **For natural bases 6 and 7:**  
BLONDME Premium Developer 12% | 40 Vol.
- **For levels 8 and lighter:**  
BLONDME Premium Developer 9% | 30 Vol.



## Application & Development

- Apply on dry hair, do not shampoo before
- Use mixture immediately after preparation
- Apply in fine sections using a generous quantity of product in order to ensure best possible lifting result



30-45 min.

### a) Root application:

- Section the hair and apply on the root area. Leave for up to 30–45 min. Apply BLONDME Glow Toner to the previously coloured mid-lengths and ends. Leave for 10 min. Rinse



10-15 min.

### b) Virgin hair / Full head application:

- Apply the product first onto mid-lengths and ends by taking fine sections, leave 2cm of the root area to prevent over-pigmentation. Allow to develop for 10–15 min.
- Continue with the application of the root area and leave to develop for 30–45 min. Additional heat is not recommended



30-45 min.



## Post-Lightening Care

Finish every BLONDME Lightening service with a dedicated BLONDME in-salon care service.



## Toning Service

For the perfect blonde result, follow the recommended BLONDME Glow Toner service (see pages 28–31 for detailed information on assortment and application).



10 min.



## Post-Colour Care

Finish your service with a BLONDME Care finishing product.



Scan:





# POLYCHROME SERVICE: THE NEW DIMENSION OF BLONDE

Unveil the new dimension of premium colour. Introducing the Polychrome service – A sophisticated upgrade for signature colour artistry.

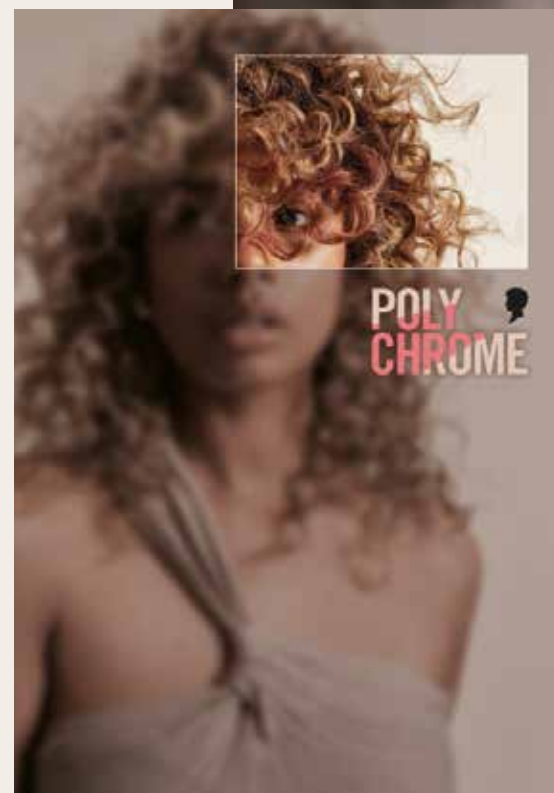
Step into the next evolution of colour dimension with Polychrome – a bespoke, multi-tonal service designed for hairdressers who want to showcase their colour artistry through clever shade selection and strategic placement.

This exclusive upgrade transforms your premium colour offering into a personalised masterpiece. With Polychrome, you infuse the hair with carefully chosen tones – layered and placed with precision – to enhance dimension, texture, and light reflection.

The result? A signature colour that's as unique as your client.



POLYCHROME PEARL



POLYCHROME HONEY

## HOW TO RECOGNISE POLYCHROME COLOUR

### 1 Multiple tones seamlessly blended

It's a **palette of 2 to 4 shades**, subtly layered or woven together, that contrast and complement each other (**cool and warm, light and dark, or soft and vivid** tones).

### 2 Smart Placement

Polychrome colour isn't applied all over – it's applied above the **hatline** (parietal bone) in key areas that catch light such as top layers or around the face.

### 3 Refined Dimension without obvious lines

The effect is **sophisticated and polished** with no harsh blocks or stripes.

### 4 Signature Feel

It stands out because it feels **personalised** – a base colour is enhanced with a twist that expresses **personality and style**, not trend alone.

Think of it as a **custom accent** that adds luxury and identity to a classic colour.

### 5 Professional Finish

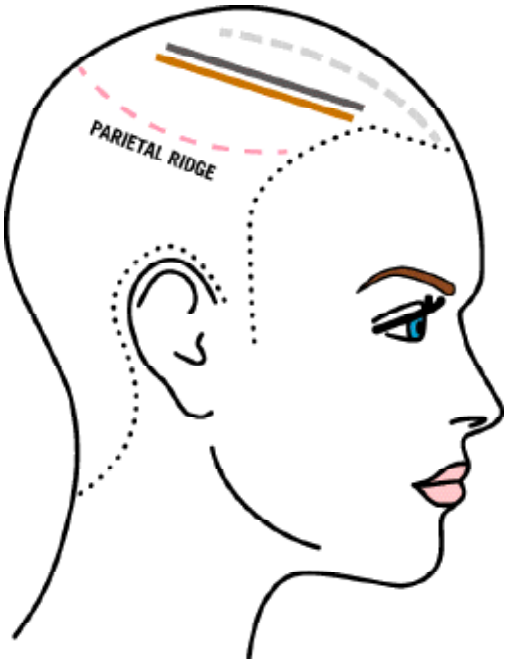
Achievable **only in the salon**, due to the thoughtful shade selection and expert blending.





# HOW TO CREATE THE POLYCHROME LOOK

- 1 Identify the focal point where you want to create visual interest – usually near the hatline or parietal ridge.
- 2 Assess the hair's parting, density, and natural distribution to guide balanced, seamless placement.
- 3 Leave a soft veil of base colour to gently diffuse the added tones and maintain a refined finish.
- 4 Select 2 to 4 shades that add contrast through level and/or tonality. Ensure at least 2–3 levels difference in depth to achieve visible dimension.
- 5 Place 1 to 3 horizontal slices (or weaves) back-to-back in the chosen focal area, ideally above the parietal bone.
- 6 Adjust the slice width based on colour contrast – use finer slices for bolder tones, and wider slices for softer, tonal blends.



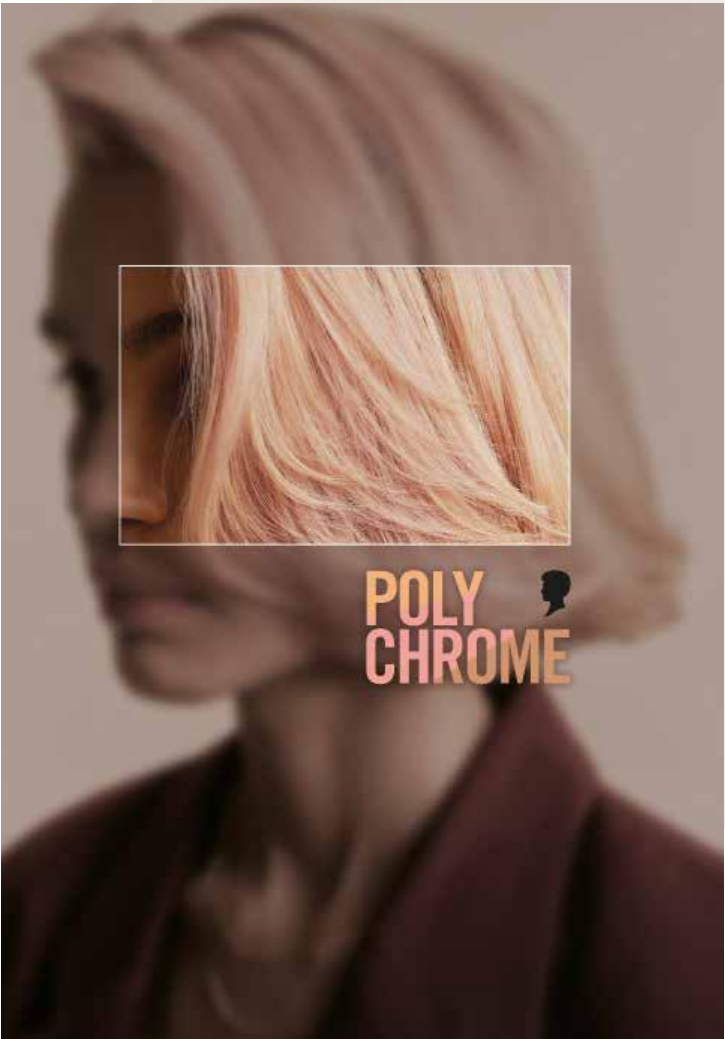
LESLEY JENNISON

More than just a technique, Polychrome is a celebration of colour craftsmanship – where every blend, contrast and shimmer tells a story.

## POLYCHROME SERVICE PRO TIPS

### Consultation & Colour Planning

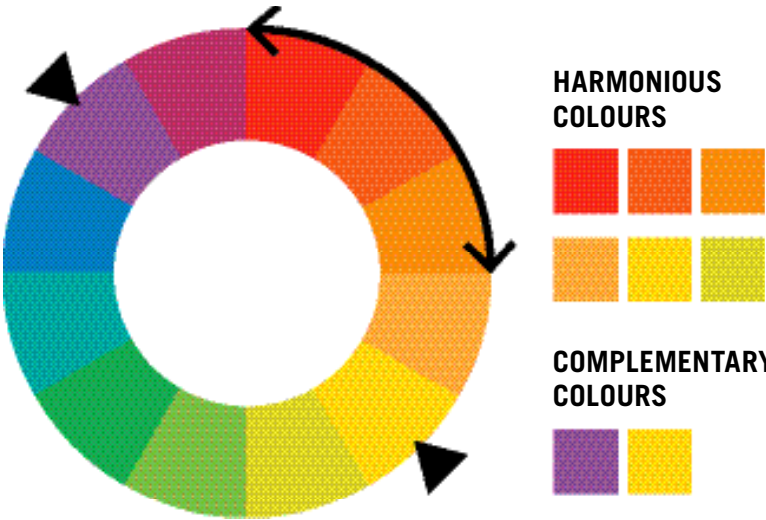
- Identify the client's base colour and desired outcome (natural, bold, subtle, vibrant)
- Determine the complementary and harmonious colours that will enhance the base (e.g. for a blue base, warm orange or copper tones work well)
- Consider skin tone, eye colour and personal style to select hues that harmonise



POLYCHROME APRICOT

### Select your Colour Palette

- Pick 2 to 4 colours:
  - **Base colour** (dominant)
  - **Complementary hues** (for contrast)
  - **Harmonious colours** (for harmony and depth)
  - Optional: Neutral shades to blend and soften transitions
- For best results, select shades that are 2 to 3 levels lighter or darker than the base colour
- Use swatches or digital tools to visualise combinations



For more  
educational  
content



Scan here  
to learn  
more on the  
eAcademy





# Care





# BLONDME CARE ASSORTMENT



HOME CARE

## Blonde Essentials BOND REPAIR



Brightening Shampoo 300 ml  
Nourishing Shampoo 300 ml  
Nourishing Conditioner 250 ml  
Nourishing Mask 200 ml  
Sealing Balm 75 ml

BACKWASH



Brightening Shampoo 1000 ml  
Nourishing Shampoo 1000 ml  
Nourishing Conditioner 1000 ml  
Nourishing Mask 500 ml

## BONDFINITY



Deep Repair Mask 200 ml  
Deep Repair Oil 50 ml



Deep Repair Mask 500 ml

## Purple Toning BOND REPAIR



Purple Shampoo 300 ml  
Purple Conditioner 250 ml  
Purple Mask 200 ml  
Purple Spray Conditioner 150 ml



Purple Shampoo 1000 ml



Purple Mask 500 ml



Scan for more details



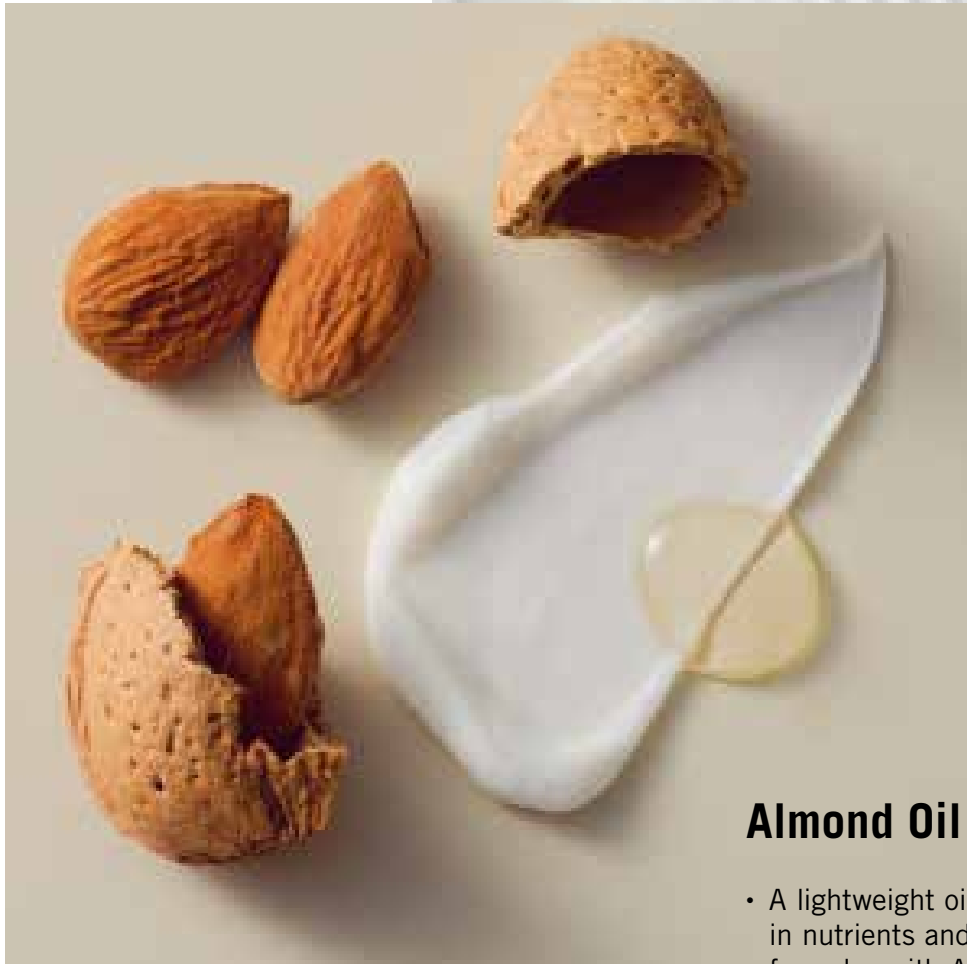
# PREMIUM INGREDIENTS

The BLONDME Care products are enriched with premium and nourishing ingredients to help enhance the hair’s condition for a healthier blonde. Each BLONDME Care range is designed to address the individual needs of any blonde hair type.



## White Tea

- Known for its anti-oxidant properties as well as soothing benefits
- Can be found in all BLONDME Blonde Essentials products



## Almond Oil

- A lightweight oil known to be rich in nutrients and hydrate. The formulas with Almond Oil soften and smooth all hair types
- Can be found in all BLONDME Care products\*



## Cornflower

- Naturally restores radiance, shine, and has brightening properties
- Can be found in all BLONDME Purple Toning products

\* excl. the Bond Repair Spray Conditioner & Purple Toning Drops ICE



# BLONDE ESSENTIALS BOND REPAIR

The Blonde Essentials Bond Repair range provides the perfect everyday products to keep blonde hair strong and healthy. The formulas with BOND REPAIR Technology strengthen the hair by building inner hair bonds, repairing damage equivalent to two lightening services after just one use.

## Nourishing Mask

- Intensively nourishes and moisturises the hair, without weighing it down
- Improves hair elasticity, leaving the hair looking bouncy and supple
- Helps to seal and smooth the surface of porous blonde hair, reducing flyaways and frizz

Hair is 15 times stronger after just one use\*



Hair is 5 times stronger after just one use\*

## Nourishing Shampoo

- Leaves hair feeling moisturised
- Gently cleanses and nourishes
- Smooths the hair
- Leaves the hair with a healthy-looking shine

Instantly detangles

## Nourishing Conditioner

- Nourishes the hair without weighing it down
- Leaves hair feeling moisturised
- Helps to seal and smooth the surface of porous blonde hair, reducing frizz
- Hair is 5 times stronger after just one use\*



\* vs. untreated hair



Up to  
24-hour frizz  
control

## Sealing Balm

- Helps reduce the appearance of split ends\*\*
- Protects from heat up to 230°C/450°F if used on dry hair
- Leaves the hair soft and shiny
- Does not leave the hair feeling sticky or with visible residue
- Smoothes the hair and reduces flyaways
- Hair is 10 times stronger after just one use\*



## Brightening Shampoo

- Helps to remove and protect the hair from environmental pollutants
- Gently cleanses and does not strip the hair
- Helps prevent static effect and improves body
- Hair is 5 times stronger after just one use\*

Visually brightens  
the hair by  
removing build-up  
and impurities



\* vs. untreated hair  
\*\* with each application



# BLONDE ESSENTIALS BONDFINITY

The **Blonde Essentials Bondfinity range** helps prevent breakage and Keratin loss, to reveal a stronger, more resilient blonde. The formulas with **BONDFINITY Technology** deeply nourish and restore the hairs' health by creating resilient hair bonds and locking in the hairs' own Keratin – for pro-active, permanent repair.



Hair is 20 times stronger after just one use\*

## Deep Repair Mask

- Prevents breakage and Keratin loss
- Deeply repairs without weighing down the hair
- Strengthens and creates resilient hair bonds
- Smooths the hair and provides a silky hair feeling
- Locks in the hairs' own Keratin
- Helps to prevent future damage



Prevents breakage and Keratin loss

## Deep Repair Oil

- Deeply repairs without weighing down the hair
- Strengthens and creates resilient hair bonds
- Smooths porous hair and gives a beautiful shine
- Up to 230°C/450°F heat protection
- Up to 24h frizz control
- When applied at night, it provides overnight regeneration for smoother hair
- Hair is 7 times stronger after just one use\*
- Locks in the hairs' own Keratin



\* vs. untreated hair

# PURPLE TONING BOND REPAIR

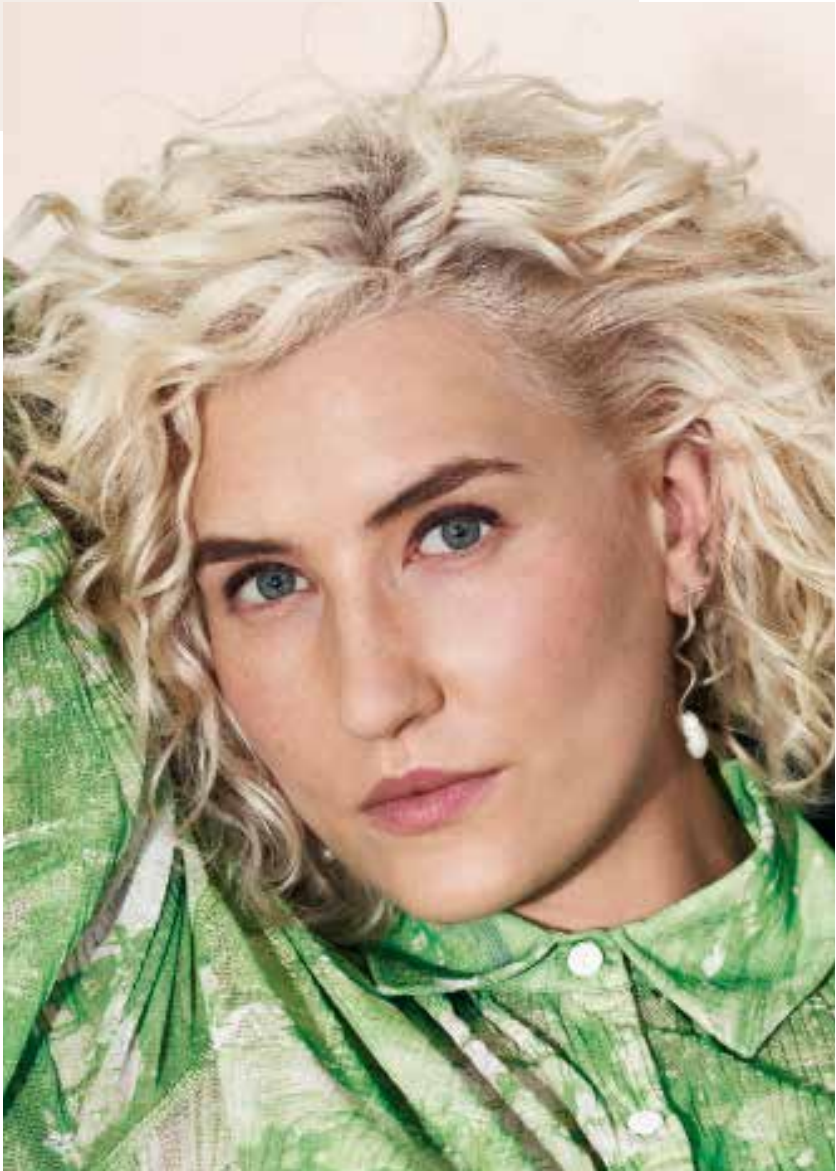
The **Purple Toning Bond Repair range** removes unwanted yellow undertones and prevents brassiness, to maintain a fresh cool tone direction for improved blonde clarity, without changing the hair colour. The formulas with **BOND REPAIR Technology** strengthen the hair by building inner hair bonds, repairing damage equivalent to two lightening services after just one use.



Instantly provides a visibly brighter result

## Purple Shampoo

- Neutralises yellow undertones
- Refreshes dull hair and helps to prevent brassiness
- Leaves the hair feeling smooth for a luminous blonde
- Hair is 5 times stronger after just one use\*



Provides a silky hair feel

## Purple Conditioner

- Neutralises yellow undertones
- Refreshes dull hair and helps to prevent brassiness
- Instantly detangles the hair from lengths to ends
- Helps to seal and smooth the surface of porous hair
- Improves hair elasticity
- Hair is 5 times stronger after just one use\*



With 20% more colour pigments

## Purple Mask

- Helps to neutralise warm blonde tones and brightens blonde highlights
- Refreshes dull hair and helps to prevent brassiness
- Strengthens the inner hair structure and reduces hair breakage
- Detangles and helps to smooth and seal the surface of porous hair, creating a nourished and silky feel
- Hair is 7 times stronger after just one use\*

\* vs. untreated hair

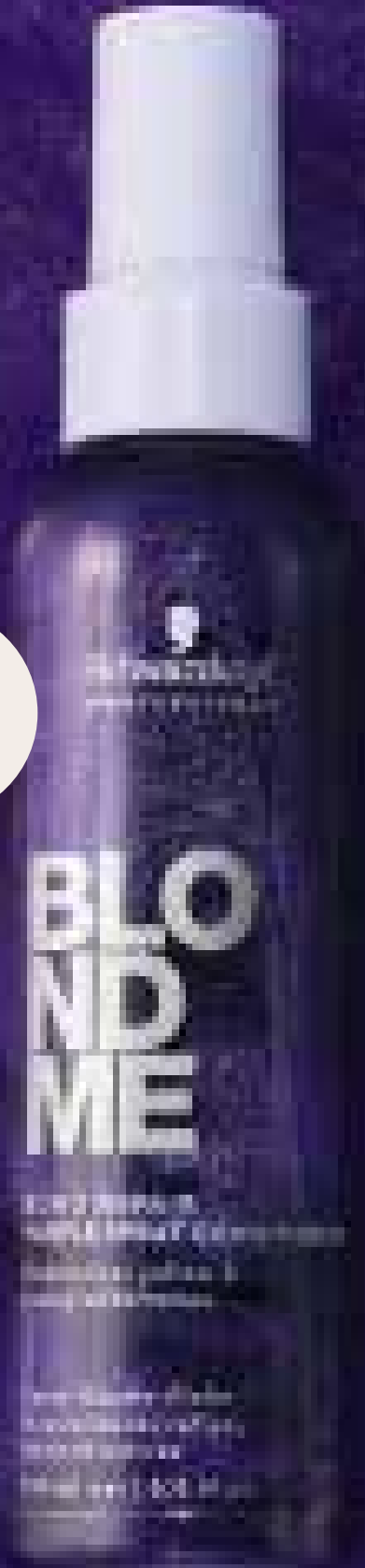




# Purple Spray Conditioner

- Delivers targeted levels of cool pigments to maintain a fresh cool tone direction, without changing the hair colour
- Neutralises yellow undertones
- Refreshes dull hair and helps to prevent brassiness
- Instantly detangles the hair and provides a beautiful, silver shine
- Provides blow-dry heat protection

Hair is 10 times stronger after just one use\*



\* vs. untreated hair



# POST-LIGHTENING BONDFINITY SERVICE



## SCENARIO

I have just freshly lightened, highlifted or root-retouched my client's hair and I am looking for a post-colour service to stop the oxidation process and provide additional care, to stabilise the hair structure and create new bonds.



### IN SALON

<p><b>Step 1:</b> Cleanse hair with the Bond Repair Nourishing Shampoo.</p>	<p><b>Step 2:</b> Apply 2–3 pumps of Hair Sealer and work into the hair for 30 seconds. Rinse thoroughly.</p>	<p><b>Step 3:</b> Apply Bondfinity Deep Repair Mask on damp hair in sections, to mid-lengths and ends, and leave in to process for 5–10 mins. Rinse thoroughly.</p>	<p><b>Step 4:</b> Intermix BLONDME Glow Toner 1:1 with BLONDME Premium Developer 2%   7 Vol. for brush applications or with BLONDME Premium Gel Developer 2%   7 Vol. for bottle applications. Apply mixture onto towel-dried, clean and treated hair. Leave to develop for up to 10 mins.</p>	<p><b>Step 5:</b> Use the Bond Repair Sealing Balm or Bondfinity Deep Repair Oil on damp hair and style as usual. You can also apply a small amount on dry hair as a finishing touch after blow-drying or air-drying.</p>

### AT-HOME

<p><b>Step 1:</b> Cleanse hair with the Bond Repair Nourishing Shampoo.</p>	<p><b>Step 2:</b> Apply the Bondfinity Deep Repair Mask on damp hair in sections, to mid-lengths and ends, and leave in to process for 5–10 mins. Rinse thoroughly.</p>	<p><b>Step 3:</b> For extra nourishment, use the Bond Repair Sealing Balm or Bondfinity Deep Repair Oil on damp hair and style as usual. You can also apply a small amount on dry hair as a finishing touch after blow-drying or air-drying.</p>



# POST-LIGHTENING EXPRESS REPAIR SERVICE

## SCENARIO

My client is looking for a quick solution to provide their hair with the extra nourishment and care it needs.



### Expert Tip

Use the **Bond Repair Brightening Shampoo** to create a clean base by removing residues and pollutants from the hair and to brighten up your blonde look.

### IN SALON

<p><b>Step 1:</b> Cleanse hair with the Bond Repair Nourishing Shampoo.</p>	<p><b>Step 2:</b> Apply 2–3 pumps of Hair Sealer and work into the hair for 30 seconds. Rinse thoroughly.</p>	<p><b>Step 3:</b> On damp hair, apply the Bond Repair Nourishing Conditioner to mid-lengths and ends, and leave in to process for 2 mins. Rinse thoroughly.</p>	<p><b>Step 4:</b> Intermix BLONDME Glow Toner 1:1 with BLONDME Premium Developer 2%   7 Vol. for brush applications or with BLONDME Premium Gel Developer 2%   7 Vol. for bottle applications. Apply mixture onto towel-dried, clean and treated hair. Leave to develop for up to 10 mins.</p>	<p><b>Step 5:</b> Use the Bond Repair Sealing Balm or Bondfinity Deep Repair Oil on damp hair and style as usual. You can also apply a small amount on dry hair as a finishing touch after blow-drying or air-drying.</p>

### AT-HOME

<p><b>Step 1:</b> Cleanse hair with the Bond Repair Nourishing Shampoo.</p>	<p><b>Step 2:</b> On damp hair, apply the Bond Repair Nourishing Conditioner or Mask to mid-lengths and ends. Leave the Conditioner in for 2 mins. and the Mask for 5–10 mins. Rinse thoroughly.</p>	<p><b>Step 3:</b> Use the Bond Repair Sealing Balm or Bondfinity Deep Repair Oil on damp hair and style as usual. You can also apply a small amount on dry hair as a finishing touch after blow-drying or air-drying.</p>





# POST-LIGHTENING COOL BLONDE REPAIR SERVICE

## SCENARIO

My client’s blonde hair shows yellow undertones. I am looking for a service that provides targeted levels of cool pigments to maintain a fresh, cool tone direction and improved blonde clarity. It should gently neutralise yellow undertones without changing the hair colour.

### AT-HOME

**Step 1:**  
Cleanse hair with the Bond Repair Nourishing Shampoo or Purple Shampoo.



**Step 2:**  
On damp hair, apply the Bond Repair Purple Conditioner to mid-lengths and ends, and leave in to process for 2 mins. Rinse thoroughly.



**Step 3:**  
Use the Bond Repair Sealing Balm or Bondfinity Deep Repair Oil on damp hair and style as usual. You can also apply a small amount on dry hair as a finishing touch after blow-drying or air-drying.



### IN SALON

**Step 1:**  
Cleanse hair with the Bond Repair Nourishing Shampoo.



**Step 2:**  
Apply 2–3 pumps of the Hair Sealer and work into the hair for 30 seconds. Rinse thoroughly.



**Step 3:**  
On damp hair, apply the Bond Repair Purple Mask to mid-lengths and ends, and leave in to process for 5–10 mins. Rinse thoroughly.



**Step 4:**  
Use the Bond Repair Sealing Balm or Bondfinity Deep Repair Oil on damp hair and style as usual. You can also apply a small amount on dry hair as a finishing touch after blow-drying or air-drying.



## Expert Tip

For a **quick neutralisation effect**, use the BLONDME Purple Spray Conditioner on damp hair. Be careful not to apply the spray too close to ensure an even result.





Schwarzkopf  
PROFESSIONAL



**FOR EVERY YOU.**