

**BLO
ND
ME**


Schwarzkopf
PROFESSIONAL



**Service
Manual**

Together. A passion for hair.

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 Dual Bond Technology** enables you to master any blonde challenge and to 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.



Become a true Authority in Blonde & overcome any blonde challenge

Become the Authority in Blonde in your market and get inspired by **8 BLONDME key looks & techniques** crafted by the most renowned blonde colourists worldwide. From the blonde next door to fashion looks – break boundaries and translate every blonde trend into the salon look your client desires.

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

Platinum Bouncy

Back-to-back foils



"My world opened up when I realised that blondes could live on any skin tone when we change the temperature."

Keya Neal
@keyaartistically
> 13k followers on Instagram

How to achieve the clearest blonde on even the darkest bases?

Platinum Purity

Back-to-back foils



"I have always taken my inspiration from my clients - matching their own desires with the latest trends is truly inspiring!"

Emre Ayaksiz
@emreayaksiz
> 1M followers on Instagram

How to lighten the smallest regrowth for seamless blonde results?

Regrowth Blonding

Root application



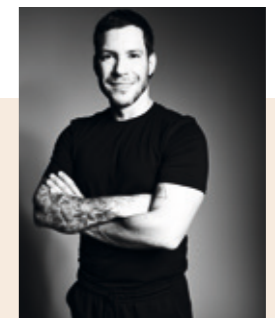
"What fascinates me about BLONDME is its incredible ability to lift even the darkest levels of hair extremely light while maintaining the hair's integrity."

Maggie Hancock
@maggieh
> 164k followers on Instagram

How to create an illuminated bronde?

Melted Balayage

Freehand technique



"I never stand still – I love being progressive and to reinvent the craft. It's not just about the creative process and mastering new techniques, it's also the exchange and progress amongst colleagues that keeps me going."

Natan Correia
@natancorreia
> 243k followers on Instagram

How to create bespoke blonde colour results?

Peach Balayage

Freehand technique



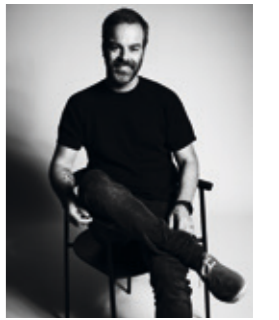
"I love that BLONDME gives me all the tools I need to succeed behind the chair. If you love how effective the lightener is you need to try out the whole range!"

Josie Vilay
@josievilay
> 353k followers on Instagram

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

Grey Blending

Root application



"Blondes have more fun! It's the ultimate colour of summer, of sexiness, and self-confidence."

Arjan Bevers
@arjanbevers
> 14k followers on Instagram



How to create soft, natural blonde touches on light hair?

Weaved-in Blonde

Classic highlights

"What fascinates me about blonde is it will never go out of style."

Danilo Bozic
@danilo.bozic
> 225k followers on Instagram



How to spice up any blonde?

Pastel Blonde

Pastel Toning



"I absolutely love that the whole BLONDME portfolio covers literally everything you could possibly need when colouring in the world of blonde."

Lesley Jennison
@lesleyjennison
> 45k followers on Instagram

BLONDME Dual Bond System

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 consequently dullness.

The integrated Dual Bond Technology in all BLONDME colour and care products helps to reduce the damage on all levels. It protects the bonds during chemical processes and helps to create new bonds with the dedicated in-salon and at-home care. The Dual Bond System gives you maximum confidence during colouring & lightening so that your clients can show off their perfect blonde. Strong bonds for strong blondes!



DUAL BOND SYSTEM

BOND Protection System
Anti-Metal Bond Protection Technology

BOND Creation System
3D Bond Creation Technology



BOND Creation System
3D Bond Creation Technology



Colour Anti-Metal Bond Protection

The Anti-Metal Bond Protection Technology integrated in all BLONDME colour products creates a protective layer around the hair bonds for minimised hair breakage. Combined with a new 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.



In-salon Care Bond Creation

The 3D Bond Creation Technology integrated in all BLONDME in-salon care products creates new 3-dimensional bonds and stabilises the hair structure for long-lasting strength and suppleness.



Home Care Bond Maintenance

The 3D Bond Creation Technology integrated in all BLONDME home care products maintains and strengthens the bonds at home between salon visits and prolongs the in-salon colour result for long-lasting shine.



pH balancing

The pH balancing properties within the BLONDME care regime make it the perfect in-salon and at-home care regime to complement any colour service. While the pH level during lifting is around 10, BLONDME care products help to neutralise the pH level. Once back to the optimal pH level the inner hair matrix becomes tighter, resulting in stronger hair fibres.

Colour





BLONDME Colour Assortment



Lightening



Page 14

Premium Lightener 9+

450g

High performance powder lightener for maximum lift



Page 18

Clay Lightener

350g

Clay lightener with a unique soft-to-solid formula, specially designed for freehand techniques



Page 24

Precision Lightener

350g

Swell-control lightener for precise on-scalp services with up to 7 levels of lift



Page 28

Bleach & Tone

60ml

3 shades
Tonal additives intermixable with all BLONDME lighteners for lightening and toning in one step

Toning



Page 32

Pastel Toning

60ml

9 shades
Intermixable pastel toning shades designed to enhance & neutralise hair bases 8–10



Page 36

Deep Toning

60ml

5 shades
Intermixable deep toning shades designed to enhance hair bases 5–8

Lifting & Blending



Page 40

Blonde Lifting

60ml

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



Page 46

Lift & Blend

60ml

6 shades
Lifting and white blending in one step

Developer



Premium Developer

1000ml

Premium developer for maximum performance and care when used with BLONDME colour products



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



Tips

- Apply always on dry hair
- Suitable for on- and off-scalp application
- For fullhead, foil technique & corrective services
- Mix with BLONDME Bleach&Tone for lightening and toning in one step

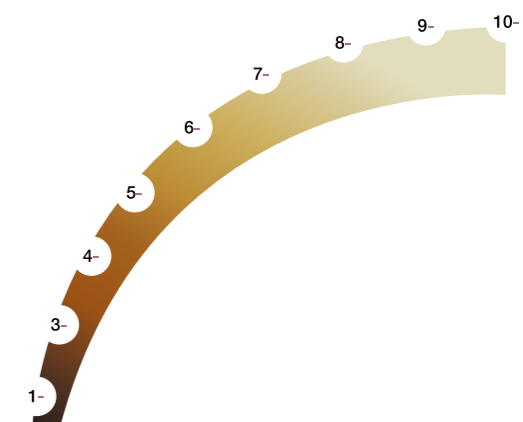


Expert Tip

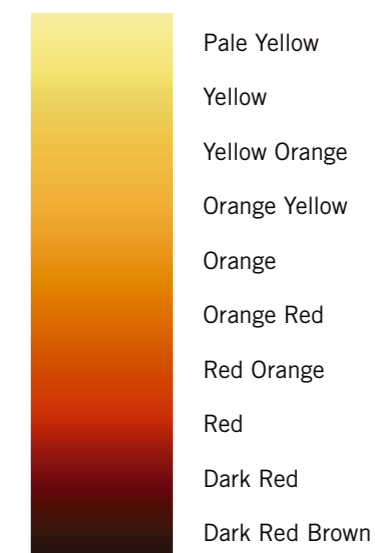
For most gentle lightening and perfect control, use BLONDME Premium Lightener 9+ with BLONDME Premium Developer 2%/7 Vol. Check visually every 5 minutes.

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

Natural Base Colour



Contributing Pigments

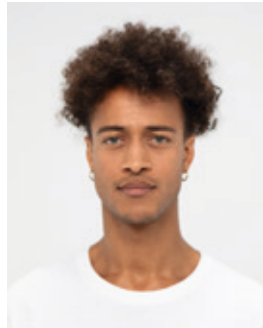


Scenario

My client is looking for a colour change, is previously coloured and wants to be lighter or is looking for the lightest blonde possible.



Crafted by
Keya Neal



Answer with Platinum Bounce

Scan to see
tutorial:



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



Application & Development

- Apply to dry hair, do not shampoo before
- Beginning at the nape area, apply the mixture immediately after preparation onto mid-lengths & ends only
- For best lightening results, apply the mixture in fine sections using a generous quantity of product
- Once the mid-lengths & ends have achieved sufficient lift, apply the mixture to the root area



20–45 min.

- Leave to develop for 20–45 min. Visually check development during processing time
- Additional heat is not recommended



Post-colour Bond Creation Service

Finish every BLONDME Colour Service with the dedicated BLONDME in-salon care. To neutralise yellow undertones and enhance cool blonde directions use BLONDME COOL BLONDES.



Shampoo
300ml
1000ml



Spray Conditioner
150ml



Mask
200ml



Toning Service

For the perfect blonde result, enhance mid-lengths and ends with the recommended BLONDME Toning Service (see pages 32-39 for detailed information on assortment and application).



Pastel Toning
60ml



Deep Toning
60ml

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 7 Levels of Lift
- Suitable for bases 3–8
- Create the most-wanted freehand balayage looks
- Easy and precise application
- Soft-to-solid formula
- Dust-reduced powder



Tips

- Apply always on dry hair
- Suitable for off-scalp application only
- For freehand techniques
- Do not intermix with BLONDME Premium Lightener 9+
- Use a comb to intermix the BLONDME Clay Lightener with the BLONDME Developer
- Mix with BLONDME Bleach&Tone for lightening and toning in one step

Soft-to-solid Formula

- Enriched with Kaolin Clay
- Once applied the formula transforms from soft to solid creating a shell around the hair
- This allows for the formula to stay moist on the inside unleashing its full lightening power within the hair fibre – No need for foils!

Mixing Ratio

Levels of Lift	Developer Strength	Mixing Ratio
Up to 6	6%/20 Vol.	1:1.5 to 1:2
Up to 7	9%/30 Vol. or 12%/40 Vol. *	1:1.5 to 1:2



Scenario

My client would like to have a more natural-looking blonde look rather than classic foil highlights.



Crafted by
Natan Correia



Answer with Melted Balayage

Scan to see
tutorial:



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.

Expert Tip

For easier mixing use a comb instead of a brush to achieve the perfect consistency.



Application & Development

- Apply to dry hair, do not shampoo before
- Apply the mixture immediately after preparation
- Take crescent-shaped pieces
- For best lightening results, hold section firmly and paint the product evenly onto the hair surface
- Leave to develop for 20–45 min. Visually check development during processing time
- Additional heat is not recommended



20–45 min.



Post-colour Bond Creation Service

- Finish every BLONDME Colour Service with the dedicated BLONDME in-salon care. For fine and medium compromised hair use BLONDME ALL BLONDES Light and for coarse and highly compromised hair use BLONDME ALL BLONDES Rich.



Shampoo
300ml
1000ml

Spray
Conditioner
200ml

Mask
200ml



Shampoo
300ml
1000ml

Conditioner
250ml
1000ml

Mask
200ml
500ml



Toning Service

- For the perfect blonde result, enhance mid-lengths and ends with the recommended BLONDME Toning Service (see pages 32–39 for detailed information on assortment and application).



Pastel Toning
60ml

Deep Toning
60ml

Good-to-know Clay Lightener

Angled Brush

- Unique angled shape for masterful application
- Gentle but firm bristles for utmost precision



Balayage Board

- Improved handle for a better grip
- Structured surface to prevent drips
- Curved design, imitating the shape of the head, for better usage precision

3 Paints – 3 Looks



V shape – Create grown-out effects, for classic balayage



W shape – Create most natural effect



D shape – Work diagonal to create contouring / framing

Top 5 Tips for a Perfect Balayage



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 product on the hair without penetrating it.

3

Application

Load the product in the middle, then feather upwards, and gradually deposit it towards the ends. Loading at the roots can lead to leakage and bleeding!

4

Visual Check

Take a step back from your work to control your placements by getting a bigger picture.

5

Game Plan

Beautiful colour starts with beautifully conditioned hair, so make sure to discuss with your client a personalised long-term care strategy.

Precision Lightener

For precise on-scalp & regrowth services

Benefits

- With integrated Anti-Metal Bond Protection Technology to protect the hair fibre during processing for minimised hair breakage
- Up to 7 levels of lift
- Suitable for hair bases 3–8
- Swell-control formula minimises swelling and allows utmost precision for cleaner colour results
- Integrated Temperature-Balancing Complex provides a pleasant cooling effect during processing



Tips

- Always apply on dry hair
- Suitable for on-scalp applications
- Ideal for precise on-scalp services such as regrowth services
- Mix with BLONDME Bleach&Tone for lightening and toning in one step

Expert Tip

Levels of Lift	Developer Strength	Mixing Ratio
Up to 3	2%/7 Vol.	1:1.5
Up to 7	6%/20 Vol.	1:1.5

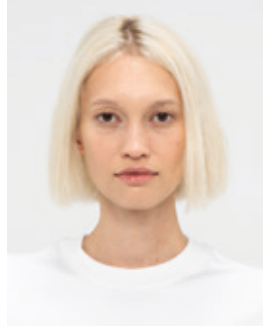


Scenario

My client needs root touch-ups on a regular basis and is aiming for the smoothest transition possible.



Crafted by
Maggie Hancock



Answer with Regrowth Blonding

Scan to see
tutorial:



How-to



Mixing

- Always intermix the BLONDME Precision Lightener in mixing ratio of 1:1.5 with BLONDME Premium Developer 2%/7 Vol. or 6%/20 Vol.



Application & Development

- Apply to dry hair onto the roots, do not shampoo before
- Apply the mixture immediately after preparation
- Leave to develop for 20–45 min. Visually check processing during development time.
- Additional heat is not recommended.



20–45 min.



Post-colour Bond Creation Service

Finish every BLONDME Colour Service with the dedicated BLONDME in-salon care. To neutralise yellow undertones and enhance cool blonde directions use BLONDME COOL BLONDES.



Shampoo
300ml
1000ml



Spray Conditioner
150ml



Mask
200ml



Toning Service

For the perfect blonde result, enhance mid-lengths and ends with the recommended BLONDME Toning Service (see pages 32-39 for detailed information on assortment and application).



Pastel Toning
60ml



Deep Toning
60ml



Bleach & Tone

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

Benefits

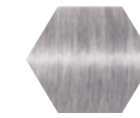
- Suitable for hair bases 1-7
- Lightener additive for lightening and toning in one step
- Neutralises any warm undertone, adding lasting cool tone directions
- Used only in combination with BLONDME Premium Lightener 9+, BLONDME Clay Lightener or BLONDME Precision Lightener

Tips

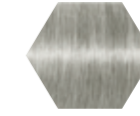
- Suitable for on- and off-scalp applications
- Flexible mixing ratios for individual tonal effects



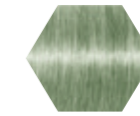
Shade Assortment:



B – VIOLET ADDITIVE
Specially designed to neutralise yellow tones on bases 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



Mixing Intense Mix

For the strongest neutralisation effect on darker hair bases

Soft Mix

For optimal neutralisation effects to create neutral blonde tone directions on lighter hair bases

Premium Lightener 9+

Base	PREMIUM LIGHTENER 9+	MIX	On-scalp		Off-scalp	
			BLEACH & TONE	PREMIUM DEVELOPER	BLEACH & TONE	PREMIUM DEVELOPER
6-7	35g	Intense	5 ml	65 ml, 2%/7 Vol. or 6%/20 Vol.	10 ml	60 ml, 2%/7 Vol. or 6%/20 Vol.
		Soft	1 ml	69 ml, 2%/7 Vol. or 6%/20 Vol.	5 ml	65 ml, 2%/7 Vol. or 6%/20 Vol.
4-5	35g	Intense	10 ml	60 ml, 6%/20 Vol.	15 ml	55 ml, 9% /30Vol.
		Soft	5 ml	65 ml, 6%/20 Vol.	10 ml	60 ml, 9% /30Vol.
3	35g	Intense	10 ml	60 ml, 6%/20 Vol.	15 ml	55 ml, 12%/40 Vol.
		Soft	5 ml	65 ml, 6%/20 Vol.	10 ml	60 ml, 12%/40 Vol.

Precision Lightener

Base	PRECISION LIGHTENER	On-scalp		Intense Mix		Soft Mix	
		BLEACH & TONE	PREMIUM DEVELOPER	BLEACH & TONE	PREMIUM DEVELOPER	BLEACH & TONE	PREMIUM DEVELOPER
6-7	30g	5 ml	40 ml, 2%/7 Vol. or 6%/20 Vol.	1 ml	44 ml, 2%/7 Vol. or 6%/20 Vol.		
3-5		10 ml	35 ml, 6%/20 Vol.	5 ml	40 ml, 6%/20 Vol.		

Clay Lightener

Base	CLAY LIGHTENER	Off-scalp		Intense Mix		Soft Mix	
		BLEACH & TONE	PREMIUM DEVELOPER	BLEACH & TONE	PREMIUM DEVELOPER	BLEACH & TONE	PREMIUM DEVELOPER
5-7	30g	15 ml	30 ml, 6%/20 Vol. or 9%/30 Vol. or 12%/40 Vol.	10 ml	35 ml, 6%/20 Vol. or 9%/30 Vol. or 12%/40 Vol.		

Scenario

I expect a rather warm undertone after lightening on my client's hair and want to directly neutralise it during the lightening process.



Crafted by
Emre Ayaksiz



Answer with Platinum Purity

Scan to see
tutorial:



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



Application & Development

- Apply to dry hair, do not shampoo before
- Apply the mixture immediately after preparation
- Leave to develop for 20–45 min.
- For detailed information on lightener application see pages 14-29



20–45 min..



Post-colour Bond Creation Service

Finish every BLONDME Colour Service with the dedicated BLONDME in-salon care. For fine and medium compromised hair use BLONDME ALL BLONDES Light and for coarse and highly compromised hair use BLONDME ALL BLONDES Rich.



Toning Service

For the perfect blonde result, enhance mid-lengths and ends with the recommended BLONDME Toning Service (see pages 32-39 for detailed information on assortment and application).





Pastel Toning

The toning range essential for a perfect blonde

Benefits

- With integrated Anti-Metal Bond Protection Technology to protect the hair fibre during processing for minimised hair breakage
- With integrated HydroLock Technology for improved moisture
- Ammonia-free, pH-neutral formula mixture to minimise additional hair stress
- For pre-lightened bases and natural base 9 or lighter
- Versatile consistency for bottle and brush application
- Perfectly balanced neutralisation & sophisticated tone enhancement



Tips

- Always apply on clean towel-dried hair
- Suitable for on- and off-scalp applications
- All Blonde Toning (Pastel Toning & Deep Toning) shades are intermixable
- Select suitable shades based on pre-lightened result



Shade Assortment

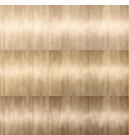

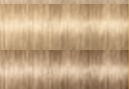



	T-STEEL BLUE Counteracts underlying gold-copper tone directions		T- BROWN MAHOGANY Enriching cool rosewood reflections
	T-ICE-IRISÉ Anti-gold effect for cool tones with a subtle iridescent hue		T-STRAWBERRY Fashionable pastel red-rosé effects
	T-ICE Soft neutralisation of delicate golden tone directions		T-LILAC Eye-catching lilac tonality
	T-SAND Enriching natural, sandy tone directions		T-CLEAR Ideal to dilute the intensity of all Blonde Toning shades
	T- BISCUIT Enriching beige with a slight warm touch		

Suitable Base

Pastel Toning								
Base	Ice-Irisé	Steel Blue	Ice	Sand	Biscuit	Brown Mahogany	Strawberry	Lilac
10	+++	+++	++	++	++	+++	+++	+++
9	++	++	+	+	+	++	++	++
8	+	+				+	+	+

+ Subtle ++ Ideal +++ Intense

Base & Undertone

Base 10 Ultra Blonde			Pale Yellow
Base 9 Extra Light Blonde			Yellow
Base 8 Light Blonde			Yellow Orange



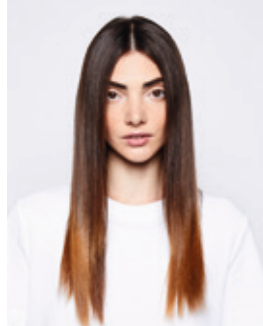


Scenario

My client is looking for the coolest blonde tone and a sophisticated pastel tonal enhancement as part of their lightening service or as an in-between refreshment of their blonde look.



Crafted by
Lesley Jennison



Answer with Pastel Blonde

Scan to see
tutorial:



How-to



Mixing

- Always intermix BLONDME Pastel Toning 1:1 with BLONDME Premium Developer 2%/7 Vol.



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 brush & bowl for precise placements or when balancing an uneven canvas



Up to 20 min.

- Leave to develop for 5–20 min.
- Always allow for visual control



Post-colour Bond Creation Service

Finish every BLONDME Colour Service with the dedicated BLONDME in-salon care. For fine and medium compromised hair use BLONDME ALL BLONDES Light and for coarse and highly compromised hair use BLONDME ALL BLONDES Rich.



Expert Tips

- Optimal neutralisation:** Apply BLONDME Pastel Toning to the warmest areas first and leave to develop 5–10 min. Continue application and leave for another 5–10 min. Always allow for visual control.
- Blending in mid-lengths & ends:** Apply first mixture to the root area and leave to develop 5–10 min. Continue with the second mixture

on the rest of the hair and blend in softly. Leave for another 5–10 min. Always allow for visual control.

- Dilution:** Use BLONDME Pastel Toning **CLEAR**



Deep Toning

The toning range essential for a perfect blonde

Benefits

- With integrated Anti-Metal Bond Protection Technology to protect the hair fibre during processing for minimised hair breakage
- With integrated HydroLock Technology for improved moisturisation
- Ammonia-free, pH-neutral formula to minimise additional hair stress
- For pre-lightened darker bases and natural base 5-8
- Versatile consistency for bottle and brush application
- Sophisticated tone enhancement



Tips

- Always apply on clean towel-dried hair
- Suitable for on- and off-scalp applications
- All Blonde Toning (Pastel Toning & Deep Toning) shades are intermixable
- Select suitable shades based on pre-lightened result



Shade Assortment

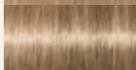
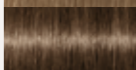


-  **DT- DEEP CHESTNUT**
Delicate, neutral brown tone direction for bases 5-7
-  **DT- GRANITE**
Intense anthracite tone direction for bases 5-7
-  **DT- NOUGAT**
Rich, warm brown for bases 6-8
-  **DT- MILK CHOCOLATE**
Soft brown with a touch of violet for bases 7-9
-  **DT- PEACH SORBET**
Fashionable pastel copper-cendre effect for bases 7-9

Suitable Base

Deep Toning					
Base	MILK CHOCOLATE	NOUGAT	GRANITE	DEEP CHESTNUT	PEACH SORBET
9	+++				+++
8	++	+++			++
7	+	++	+++	+++	+
6		+	++	++	
5			+	+	

+ Subtle ++ Ideal +++ Intense

Base & Undertone

Base 9 Extra Light Blonde			Yellow
Base 8 Light Blonde			Yellow Orange
Base 7 Medium Blonde			Orange Yellow
Base 6 Dark Blonde			Orange
Base 5 Light Brown			Orange Red



Scenario

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



Crafted by Josie Vilay



Answer with Peach Balayage

Scan to see tutorial:



How-to



Mixing

- Always intermix BLONDME Deep Toning 1:1 with BLONDME Premium Developer 2%/7 Vol.



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 brush & bowl for precise placements or when balancing an uneven canvas
- Leave to develop for 5–20 min.
- Always allow for visual control.



Up to 20 min.



Post-colour Bond Creation Service

Finish every BLONDME Colour Service with the dedicated BLONDME in-salon care. For fine and medium compromised hair use BLONDME ALL BLONDES Light and for coarse and highly compromised hair use BLONDME ALL BLONDES Rich.





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 with less than 30% white hair
- Lifting and toning and/or neutralising in one easy step



Tips

- Use only on virgin hair
- Apply always on dry hair
- Suitable for on-scalp applications
- All Blonde Lifting shades are intermixable
- Ensure that your client's base is suitable for the service intended



Shade Assortment






-  **L-STEEL BLUE**
Powerful neutralisation, ideal to neutralise orange undertones on darker bases
-  **L-ICE-IRISÉ**
Ultimate neutralisation, ideal to neutralise orange-yellow undertones on darker bases
-  **L-ASH**
Strong neutralisation power to neutralise yellow-orange undertones
-  **L-ICE**
Anti-yellow effect
-  **L-SAND**
Natural blonde with a soft beige tone
-  **L-BISCUIT**
Enriched beige with a slight rosé effect

Suitable Base

Neutralisation Blonde Lifting				
Base	STEEL BLUE	ICE-IRISÉ	ASH	ICE
8				+++
7	+++	+++	+++	++
6	++	++	++	+

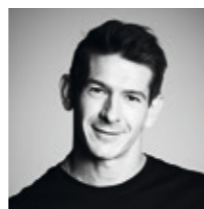
+ Subtle ++ Ideal +++ Intense

Base & Undertone

Base 8 Light Blonde			Yellow Orange
Base 7 Medium Blonde			Orange Yellow
Base 6 Dark Blonde			Orange

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.



Crafted by
Danilo Bozic



Answer with Weaved-in Blonde

Scan to see
tutorial:



How-to

Expert Tip

After processing but before rinsing, wet mid-lengths & ends with 100ml of warm water, emulsify the product from roots into mid-lengths & ends for 2–3 min., then rinse until water runs clear.



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
- Apply the mixture immediately after preparation
- For best possible lifting result apply in fine sections using a generous quantity of product

a) Root application:

- Initially leave out 2 cm of the hairline to prevent over-pigmentation and apply the colour cream to that area at the end

b) Virgin Hair / Full head application:

- Apply the product first onto mid-lengths and ends by taking fine sections keeping out 2 cm of the root area. Leave to develop until the desired lifting result is achieved. Continue application onto the root area.



30–45 min.

- Leave to develop for 30–45 min. Additional heat is not recommended



Post-colour Bond Creation Service

Finish every BLONDME Colour Service with the dedicated BLONDME in-salon care. For fine and medium compromised hair use BLONDME ALL BLONDES Light and for coarse and highly compromised hair use BLONDME ALL BLONDES Rich.



Toning Service

For the perfect blonde result, enhance mid-lengths and ends with the recommended BLONDME Toning Service (see pages 32–39 for detailed information on assortment and application).



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	🧴 Compact	🧴 Natural
Application time	🕒 20–45 min.	🕒 20–45 min.
Levels of Lift	↑ Up to 9	↑ Up to 7
Suitable bases	👤 All	👤 3 to 8
Regrowth effect	Relatively harsh	Soft and natural



Premium Lightener 9+ vs. Precision Lightener vs. Clay Lightener

	Premium Lightener 9+	Precision Lightener	Clay Lightener
Key Technology	Anti-Metal Bond Protection Technology	Anti-Metal Bond Protection Technology	Anti-Metal Bond Protection Technology
Key Claims	Unbeatable lift, advanced neutralisation, dust-free	Swell-control formula minimises swelling, allows utmost precision	Optimal precision, unique soft-to-solid formula, dust-reduced
Levels of Lift	↑ Up to 9	↑ Up to 7	↑ Up to 7
Suitable bases	👤 All	👤 3 to 8	👤 3 to 8
Mixing Ratio	🧴 1:1.5 to 1:2.5	🧴 1:1.5	🧴 1:1.5 to 1:2
Developer strength	🧴 Premium Developer 2%/7 Vol., 6%/20 Vol., 9%/30 Vol. (not on scalp)	🧴 Premium Developer 2%/7 Vol., 6%/20 Vol.	🧴 Premium Developer 6%/20 Vol., 9%/30 Vol., 12%/40 Vol.
Application	🧴 Full head, Foil	🧴 On-scalp application	🧴 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



Tips

- Use only on virgin hair
- Apply always on dry hair
- Suitable for on-scalp application
- All Lift & Blend shades are intermixable
- Ensure that your client's base is suitable for the service intended



Shade Assortment

Base with 70% white hair

-  **LB-ASH**
Strong neutralisation power to neutralise yellow-orange undertones
-  **LB-ICE-IRISÉ**
Anti-gold effect for cool tones with a subtle iridescent hue
-  **LB-ICE**
For the soft neutralisation of delicate golden tone directions
-  **LB-SAND**
Enriching natural, sandy tone directions
-  **LB-BISCUIT**
Enriched beige with a slight warm touch
-  **LB-BROWN-MAHOGANY**
Enriched cool rosewood reflections

LB-ASH	Neutralisation
LB-ICE-IRISÉ	Neutralisation
LB-ICE	Neutralisation
LB-SAND	Fashion
LB-BISCUIT	Fashion
LB-BROWN-MAHOGANY	Fashion



Scenario

My client is looking for a colour which can lift the natural hair and blend in white hair in one single step.



Crafted by
Arjan Bevers



Answer with Grey Blonding

Scan to see
tutorial:



How-to

Expert Tip

After processing but before rinsing, wet mid-lengths & ends with 100ml of warm water, emulsify the product from roots into mid-lengths & ends for 2–3 min., then rinse until water runs clear.



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 natural base 8 and lighter:**
BLONDME Premium Developer 9%/30 Vol.



Application & Development

- Apply on dry hair, do not shampoo before
- Apply the mixture immediately after preparation
- For best possible lifting result apply in fine sections using a generous quantity of product

a) Root application:

- Section the hair and apply on the root area. Leave for 45 min. Dampen mid-lengths and ends with water and emulsify with Lift & Blend mixture. Leave for 2–3 min. Rinse.

b) Virgin Hair / Full head application:

- Apply the product first onto mid-lengths and ends in fine sections, leave out 2 cm of the root area to prevent over-pigmentation. Leave to develop for 10–15 min. Continue with the application of the root area.



30–45 min.

Leave to develop for 30–45 min. Additional heat is not recommended.



Post-colour Bond Creation Service

Finish every BLONDME Colour Service with the dedicated BLONDME in-salon care. For fine and medium compromised hair use BLONDME ALL BLONDES Light and for coarse and highly compromised hair use BLONDME ALL BLONDES Rich.



Toning Service

For the perfect blonde result, enhance mid-lengths and ends with the recommended BLONDME Toning Service (see pages 32-39 for detailed information on assortment and application).



Care



BLONDME Care Assortment

ALL BLONDES HOME CARE



Page 56

Light

Lightweight nourishing regime for fine to normal blondes

- Shampoo – 300ml
- Spray Conditioner – 200ml
- Mask – 200ml



Page 58

Rich

Intense nourishing regime for normal to coarse blondes

- Shampoo – 300ml
- Conditioner – 250ml
- Mask – 200ml



Page 62

Detox

Purifying regime for all hair types

- Shampoo – 300ml
- Mask – 200ml

COOL BLONDES



Page 66

Neutralising

Purple toning regime for all hair types

- Shampoo – 300ml
- Spray Conditioner – 150ml
- Mask – 200ml

BLONDE WONDERS



Page 70

Hair perfectors for all hair types

- Restoring Balm – 75ml
- Glaze Mist – 150ml
- Dry Shampoo Foam – 300ml

In-Salon



Page 56

Light

Lightweight nourishing regime for fine to normal blondes

- Shampoo – 1000ml



Page 58

Rich

Intense nourishing regime for normal to coarse blondes

- Shampoo – 1000ml
- Conditioner – 1000ml
- Mask – 500ml



Page 62

Detox

Purifying regime for all hair types

- Shampoo – 1000ml
- Mask – 500ml
- Vitamin C Shots – 5x5g



Page 66

Neutralising

Purple toning regime for all hair types

- Shampoo – 1000ml



Page 70

Hair perfectors for all hair types

- Golden Mask – 450ml

Protein Complexes

Proteins are known for filling the gaps caused by external aggressors in the hair cuticle and adding extra protection.

Developed with four protein-based complexes, each BLONDME care range is designed to address the individual need of any blonde hair type.



Light Range with Mulberry Silk Protein Complex

- Known for its moisture binding properties that help condition the hair fibres without weighing the hair down
- Gives the hair shine, suppleness and combability
- Provides static control to minimise flyaways



Rich Range with Cashmere Protein Complex

- Known for its powerful moisture binding properties that help deeply conditioning the hair fibres
- Penetrates the cuticles helping to prevent breakage and split ends



Detox Range with Nordic Cotton Protein Complex

- Known for its gentle and pleasant feeling on skin
- Combined with hydrolysed soy protein to help soothe and protect the hair fibres



Neutralising Range with Velvet Flower Protein Complex

- Known for its soothing and astringent properties in skin care
- Leaves the hair feeling smooth and soft



ALL BLONDES Light Range

The **ALL BLONDES Light Range** with 3D Bond Creation Technology and Silk Protein Complex rebuilds and restores the inner hair bonds of fine to medium blonde hair. The hair is left feeling moisturised and up to 85% stronger.



What does fine to normal blonde hair need?

- Non – overburdening nourishment
- Sealing of porous areas
- Strength and elasticity
- Anti-static effect



Light Shampoo

- Gently cleanses without overburdening
- Rebuilds inner hair bonds
- Improves body and helps prevent static effect
- The formula with Panthenol leaves the hair supple with healthy-looking shine

Strengthens the inner hair structure by up to 85%

Leaves the hair with up to 99% more volume



Light Mask

- Intensively nourishes without weighing down
- Improves manageability and elasticity
- Gives stability and control to the hair and protects from blow-dry damage
- The formula with panthenol leaves the hair supple and with a healthy-looking shine

Strengthens the inner hair structure by up to 90%*

Leaves the hair up to 100% more voluminous*



Light Spray Conditioner

- Instantly detangles and improves combability
- Moisturises the hair and avoids a dry hair feel
- The formula with Panthenol improves strength and elasticity
- Leaves the hair supple with healthy-looking shine

Strengthens the inner hair structure by up to 95%*



ALL BLONDES Rich Range

What does medium to coarse blonde hair need?

- Intense nourishment
- Replenishment and sealing of porous areas
- Strength and suppleness
- Manageability and shine

The **ALL BLONDES Rich Care Range** with 3D Bond Creation Technology and Cashmere Protein Complex rebuilds and restores the inner bonds of medium to coarse blonde hair. The hair is left feeling moisturised and up to 85% stronger.



Rich Shampoo

- Gently cleanses while nourishing
- Rebuilds and revitalises inner hair bonds
- Smooths the hair surface
- Leaves the hair supple and with a healthy-looking shine

Strengthens the inner hair structure by up to 85%



Rich Conditioner

- Instantly detangles the hair
- Helps to smooth and seal the surface of porous blonde hair
- Improves strength and elasticity
- The formula with Marula oil helps to provide a brilliant shine

Strengthens the inner hair structure by up to 90%*



Rich Mask

- Intensively nourishes deeply penetrating the damaged inner hair structure
- Reconstructs the inner and outer hair structure
- Provides suppleness and strength
- The formula with Marula oil smooths the hair surface leaving the hair with a healthy-looking shine

Strengthens the inner hair structure by up to 93%*

*when used in combination with ALL BLONDES Rich Shampoo

ALL BLONDES Rich & Light Range

The answer to any flawless blonde

Scenario 1

After Colour Service

I have just performed a full-head lightening, highlifting, root retouch or root blending colour service and I am looking for care services that help to stabilise the hair structure and create new bonds.

How to

For low to medium compromised hair:

Service: Bond Creation – Lightweight Nourishing Treatment

Product Choice:



ALL BLONDES

- Rich or Light Shampoo
- Rich Conditioner

How to

For highly compromised hair:

Service: Bond Creation – Intense Nourishing Treatment

Product Choice:



ALL BLONDES

- Rich or Light Shampoo
- Rich Mask

Step 1

Step 2

Step 3

Step 1

Step 2

	In Salon	At home	In Salon	At home
		Offer two different options to your client for a tailor-made care experience at home.		Offer two different options to your client for a tailor-made care experience at home.
	<p>Option 1:</p> Rinse Colour	<p>Option 1:</p> Shampoo with Light Shampoo	<p>Option 1:</p> Rinse Colour	<p>Option 1:</p> Shampoo with Rich/Light Shampoo depending on hair type
	<p>Option 2:</p> Shampoo with Rich/Light Shampoo depending on hair type	<p>Option 2:</p> Towel dry the hair	<p>Option 2:</p> Shampoo with Rich/Light Shampoo depending on hair type	<p>Option 2:</p> Towel dry the hair
	<p>Option 3:</p> Apply Rich Conditioner	<p>Option 3:</p> Apply Light Mask	<p>Option 3:</p> Apply Rich Mask	<p>Option 3:</p> Apply Rich Mask
	<p>Option 4:</p> Rinse	<p>Option 4:</p> Rinse	<p>Option 4:</p> Rinse	<p>Option 4:</p> Rinse
	<p>Option 5:</p> Rinse	<p>Option 5:</p> Rinse	<p>Option 5:</p> Rinse	<p>Option 5:</p> Rinse
	<p>Option 6:</p> Rinse	<p>Option 6:</p> Rinse	<p>Option 6:</p> Rinse	<p>Option 6:</p> Rinse
	<p>Option 7:</p> Rinse	<p>Option 7:</p> Rinse	<p>Option 7:</p> Rinse	<p>Option 7:</p> Rinse
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	<p>Option 76:</p> Rinse	<p>Option 76:</p> Rinse	<p>Option 76:</p> Rinse	<p>Option 76:</p>

ALL BLONDES Detox Range

The **ALL BLONDES Detox Range** with 3D Bond Creation Technology and Nordic Cotton Protein Complex rebuilds the inner hair bonds while purifying all blonde hair types. Formulated with hydrolysed Soy Protein and Moringa Seed Extract to revive dull and brassy blondes.

What causes blonde results to deteriorate?

External influences and environmental factors such as pollution, air conditioning, and heating can not only affect the hair but also easily disturb the scalp's balance, resulting e.g. in clogged pores.



Detox Shampoo



- Gently purifies and removes impurities (dust, heavy metal residues and pollution)* and other residues (styling products)
- For a bright and healthy-looking blonde

Strengthens the inner hair structure by up to 95%*

Detox Mask



- Gently removes impurities (dust, heavy metal residues and pollution**)
- Helps to unclog the pores leaving a purified feeling
- Apply on scalp and hair

Hair is nourished and illuminated**

Vitamin C Shot



- Sweeps away hard water minerals and other residues*
- Removes build-up of ions that can create blue and green tones on blondes and lighter shades*
- Leaves the hair visibly brighter*

Leaves the hair visibly brighter*



ALL BLONDES Detox Range

The answer to gently refreshing and brightening blonde hair

Scenario 1

Before/ After Colour Services

I am looking for a quick solution to refresh and brighten my clients' mid-lengths and ends while still keeping them nourished.

Solution: Intense Refreshing Service

How to

Service: Intense Refreshing

Product Choice:



ALL BLONDES

- Detox Shampoo
- Detox Mask with Vitamin C shot

Scenario 2

In Between Colour Services

I am looking for a way to offer my clients a premium service and give my clients a spa experience for hair & scalp.

Solution: Detoxifying Service

How to

Service: Detoxifying

Product Choice:



ALL BLONDES

- Detox Shampoo
- Detox Mask



Expert Tip

No time to do a full colour service and in need of a quick solution to revitalise the mid-lengths and ends?

Solution: Express Refreshing Service
This 5 min. service deeply removes built-up ions and residues from hard water minerals for brighter results.

How to

Service: Express Refreshing

Product Choice:



ALL BLONDES

- Vitamin C shot + 100ml water
- Detox Shampoo

	In Salon	At home	In Salon	At home
	Offer two different options to your client for a tailor-made care experience at home.	Offer two different options to your client for a tailor-made care experience at home.	Offer two different options to your client for a tailor-made care experience at home.	Offer two different options to your client for a tailor-made care experience at home.
Step 1	Shampoo with Detox Shampoo → Rinse	Option 1: Shampoo with Detox Shampoo → Rinse	Shampoo with Detox Shampoo → Rinse	Option 1: Shampoo with Detox Shampoo → Rinse
Step 2	1 Vitamin C Shot + 25g Detox Mask → Apply on hair*	Option 1: Towel dry the hair → Apply Detox Mask → 10 min. → Rinse	Apply Detox Mask to hair and scalp → Massage through	Option 1: Towel dry the hair → Apply Detox Mask → 10 min. → Rinse
Step 3	10 min. → Rinse		10 min. → Rinse	
Step 1		Option 2: On Dry hair → Apply Detox Mask → 10-15 min.		Option 2: On Dry hair → Apply Detox Mask → 10-15 min.
Step 2		Rinse → Shampoo with Detox Shampoo → Rinse		Shampoo with Detox Shampoo → Rinse

*avoid the scalp

Step 1	On Dry hair + 1 Vitamin C Shot + 100ml warm water + in an applicator bottle
Step 2	Rinse 1/2 of mixture → Comb through → Rinse 1/2 of mixture
Step 3	Shampoo with Detox Shampoo → Rinse

COOL BLONDES Neutralising Range

The **COOL BLONDES Neutralising Range** with 3D Bond Creation Technology* helps to build new bonds. The purple toning formula helps to remove brassiness and neutralises yellow undertones.



What do COOL BLONDES need?

- Neutralisation of yellow undertones
- Refreshment and enhancement of cool tone directions
- Strength and suppleness

Neutralising Shampoo



- Gently cleanses and cares for most delicate lightened and coloured hair
- Helps to neutralise yellow undertones without changing the hair colour
- Delivers targeted levels of cool pigments to maintain the fresh cool tone direction for improved blonde clarity
- Leaves the hair feeling smooth with a luminous blonde

Strengthens the inner hair structure by up to 90%*

Neutralising Spray Conditioner



- Delivers cool pigments that help to neutralise yellow undertones or enhance cool tones
- Detangles the hair and improves combability
- Provides strength and moisture leaving the hair healthy looking and shiny
- Contains moisturising Panthenol to balance the natural water content of the hair structure
- With UV-Filter

Neutralising Mask



- Repairs the inner hair structure without overburdening
- Detangles porous hair, making it easy to comb
- Delivers cool pigments to maintain, refresh and enrich blonde tone directions
- Helps to neutralise warm blonde tones and brightens blonde highlights

Strengthens the inner hair structure by up to 90%**



COOL BLONDES Neutralising Care

Polished services for glamorous shine with a hint of colour

Scenario 1

After Colour Services

My client's blonde hair shows yellowish/golden undertones over time. I am looking for the best way to bring back the perfect blonde.

Solution: Cool Toning Service

How to

Service: Cool Toning

Product Choice:



COOL BLONDES

- Neutralising Shampoo
- Neutralising Spray Conditioner
- Neutralising Mask

Scenario 2

In Between Colour Services

I want to offer my clients that come in between colour services dedicated care services to maintain, refresh or enhance their cool blonde.

Solution: Cool Maintenance Service

How to

Service: Cool Maintenance

Product Choice:



ALL BLONDES

- Vitamin C Shot + 100ml warm water

COOL BLONDES

- Neutralising Shampoo
- Neutralising Spray Conditioner
- Neutralising Mask

	In Salon	At home	In Salon	At home
Step 1	Shampoo with Neutralising Shampoo → Rinse	Offer three different options to your client for a tailor-made care experience at home. Option 1: Shampoo with Neutralising Shampoo → Rinse	Vitamin C Shot + 100ml warm water + in an applicator bottle	Offer three different options to your client for a tailor-made care experience at home. Option 1: Shampoo with Neutralising Shampoo → Rinse
Step 2	Towel dry the hair → Apply Neutralising Mask → 5-10 min. → Rinse	On Towel dried hair + Spray Neutralising Conditioner	Rinse 1/2 of mixture on dry hair → Comb through → Rinse 2nd 1/2 of the mixture	Towel dry the hair + Spray Neutralising Conditioner
Step 3	On Towel dried hair → Spray Neutralising Conditioner → Blow dry	Option 2: Shampoo with Neutralising Shampoo → Blow dry → Spray Neutralising Conditioner	Shampoo with Neutralising Shampoo → 2 min. → Rinse	Option 2: Shampoo with Neutralising Shampoo → Blow dry → Spray Neutralising Conditioner
Step 1	Shampoo with Neutralising Shampoo → Rinse	Option 3: Shampoo with Neutralising Shampoo → Rinse	Shampoo with Neutralising Shampoo → Rinse	Option 3: Shampoo with Neutralising Shampoo → Rinse
Step 2	Towel dry the hair → Apply Neutralising Mask → 5-10 min. → Rinse	Towel dry the hair → Apply Neutralising Mask → 5-10 min. → Rinse	Towel dry the hair → Apply Neutralising Mask → 5-10 min. → Rinse	Towel dry the hair → Apply Neutralising Mask → 5-10 min. → Rinse



BLONDE WONDERS

What do blondes need from finishing products?

- Long lasting shine
- Protection from external aggressors
- Softness

The **BLONDE WONDERS Range** with 3D Bond Creation Technology rebuilds and restores the inner hair bonds while perfecting every blonde look.



Golden Mask

- Strengthens the inner hair structure by up to 95% and softens the surface
- Smooths the hair surface for better light reflection, creating a mirror-like effect
- The unique formula transforms from a cream to a paste consistency during processing, creating a pleasant cocooning effect for the client
- Helps to build new bonds while illuminating and brightening all blonde hair types*
- No colour shift!*

Leaves all blonde hair types with a luxurious shine



Dry Shampoo Foam

- Absorbs excess of oil and reduces odour
- Helps to build new bonds while refreshing blonde hair and adding volume
- Provides instant volume and texture
- Softens the hair lengths

The weightless formula refreshes all blonde tones



Restoring Balm

- Up to 24h anti-frizz effect
- Protects from heat (up to 210° C) if used on dry hair
- Strengthens the inner hair structure by up to 95%**
- Leaves the hair soft and shiny
- With UV-Filter

Seals split ends by up to 90%



Glaze Mist

- Creates a protective topcoat that seals the hairs surface and protects from external aggressors
- With UV- Filter

Leaves the hair up to 150% shinier***

*The golden, shimmering pigments do not influence or change blonde hair colours
 **when used in combination with ALL BLONDES Rich Shampoo
 ***vs sebum treated hair

BLONDE WONDERS Golden Mask

Scenario 1

After Colour Services

I want to upgrade my clients' colour service with an additional in-salon treatment to gloss up the hair in a few minutes and provide extra shine. Suitable after a highlighting or root touch up.

Solution: Post-colour Intense Shine Treatment

How to

Service: Extra Shine Boost

Product Choice:



ALL BLONDES

- Rich or Light Shampoo

BLONDE WONDERS

- Golden Mask

Scenario 2

In Between Colour Services

I want to offer my clients a service in between their colour appointments that provides intense care while leaving it instantly shiny in only a matter of minutes. Suitable for ALL BLONDES.

Solution: "On the go" Intense Shine Treatment

How to

Service: "On the go" Intense Shine

Product Choice:



ALL BLONDES

- Rich or Light Shampoo

BLONDE WONDERS

- Golden Mask



Extra Tip

- The BLONDME BLONDE WONDERS Golden Mask comes with two service tools: Golden Mask Spatula & Bowl to premiumise and facilitate the service
- Start application on mid-lengths & ends and then move up to the roots



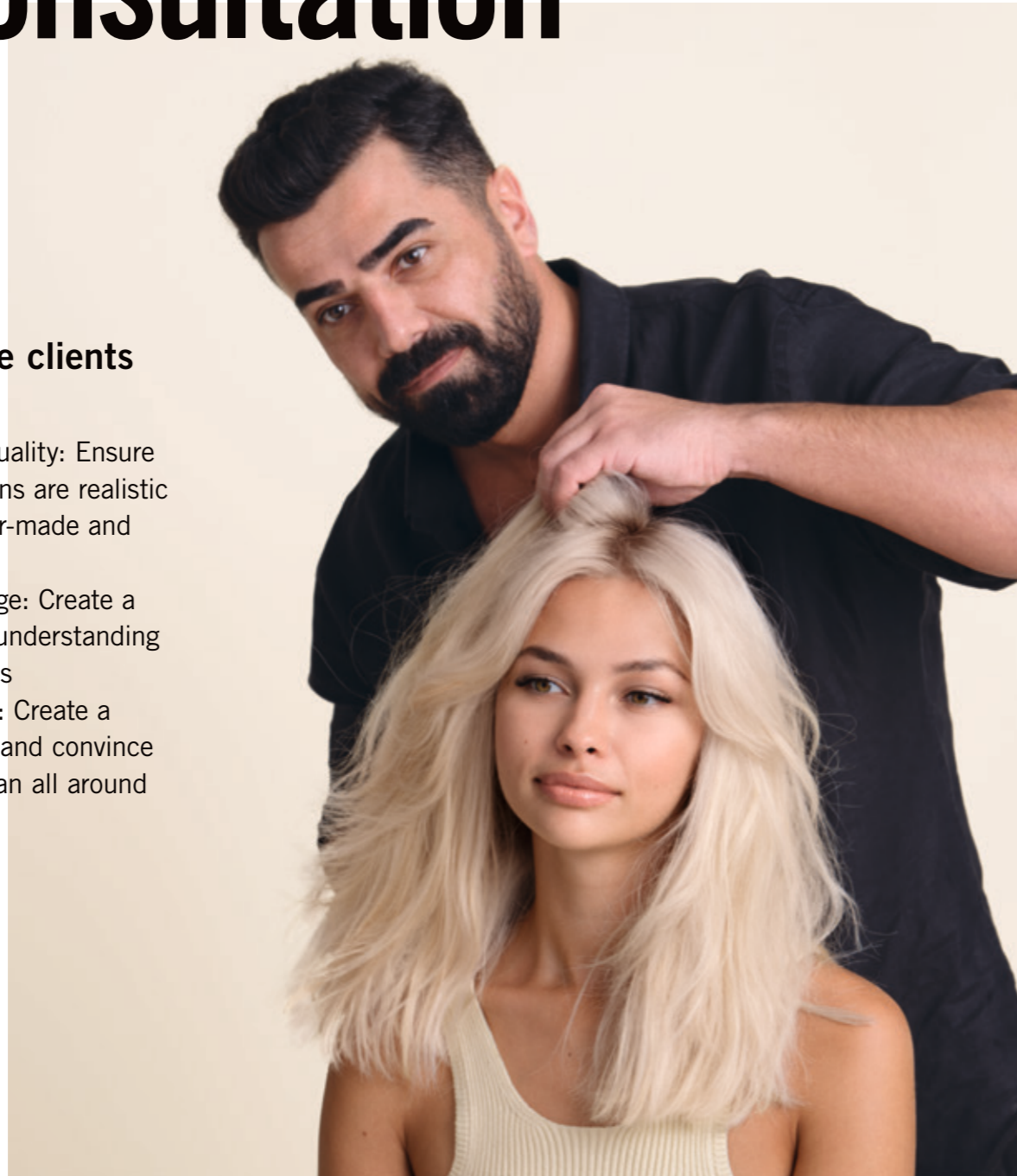
Business



The Importance of Consultation

What are blonde clients looking for?

- Professionalism & quality: Ensure that their expectations are realistic and met with a tailor-made and bespoke service
- Dialogue & knowledge: Create a connection & show understanding of your clients' needs
- Pleasant experience: Create a relaxed atmosphere and convince your customer with an all around great experience



The client's hair is as unique as your fingerprint, that's why it is so important to start with a consultation and an individualised diagnosis of the hair.

A perfect consultation reflects and identifies the hair condition and its needs and leads to a personalised in-salon service and customised care regimen giving your clients a long-term solution.

Tips for your signature consultation & service opportunities

1. Colour Needs

Start the conversation by working with open questions to encourage your client to give you information and to clarify situations. Listen to your client's hair challenges and wishes and solve them with your hands-on expertise.

2. Diagnosis

Define hair type, porosity level and structure, as well as current colour base, tonal characteristics and previous colour history:

- Diagnose the hair by doing hair elasticity and porosity tests to analyse the condition
- Observe the client's scalp condition

3. Application

A precise and professional colour application is key to keep your clients loyal to the salon. The perfect application service starts with a good preparation: a well-prepared station to have all tools on hand and a precise sectioning pattern.



4. Post-Colour Care

Close the oxidative process and put effort into the aftercare process! Use BLONDME Care after every colour service and explain all steps to your client.

5. Maintenance Routine

Recommend BLONDME Care products that match the in-salon service and are based on the individual hair needs. This will help the clients to maintain their salon results at home until the next salon visit. Give tips & tricks for product usage as well as on how to integrate them into their daily care routines.

Checklist for Hair Diagnosis

Hair diagnosis is one of the most essential parts of the blonde service. Having a thorough understanding of your client's hair history as well as hair quality is imperative in order to decide on the right colour and care service.



Colour Checklist

As soon as the word "BLONDE" is uttered, many people automatically reach for lightening products to do the job without even considering other forms of colouration.

1. Evaluate the depth and tone direction of your client's hair as well as white hair percentage and levels of porosity

Why?

The darker the hair the more red-orange pigments need to be counteracted. Based on that, choose the right BLONDME Developer strength.

2. Choose the right product

Why?

Align with your client on the final look and choose the suitable product to perform that service.

3. Choose the correct developer strength

Why?

To achieve the desired level of lift.

4. Evaluate the depth and tone direction of the lifting result

Why?

To choose the right shade for neutralisation of upcoming warmth or for the perfect enhancement.

5. Processing time

Why?

Please always allow the maximum processing time without adding any heat and check the process visually.

Care Checklist

Using the right care products for the perfect blonde is as important as creating the colour result.

1. Evaluate the overall condition of the hair before the blonde service.

Why?

The better the hair condition the better the colour result. The client can help by using a home care regime on a regular basis. In the salon, consider a brightening service with the ALL BLONDES Detox Range to prepare the hair.

2. Choose the right product

Why?

Tailor the product choice to your client's hair type, hair needs and hair habits when it comes to finishing the colour service.

3. Finish the service with a post colour treatment

Why?

Complete the colour service by using the appropriate care products for long-lasting results.

4. Give an extra shine boost to blonde hair

Why?

Blonde hair can be dull or lacking shine.

5. Ensure suitable aftercare in the salon and at home

Why?

To prolong the in-salon colour result.

Maximise your Salon's Blonde Business Potential

1. Awareness

Position your salon as the Blonde Expert

2. Consideration

Communicate your expertise as a Blonde Authority

3. Purchase

Sell your blonde services and build your client's trust

4. Service Bundles

Boost your business by offering individual service packages

5. Loyalty

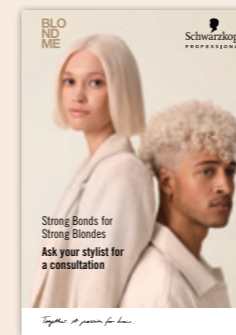
Engage with your clients on social media



1

Position your salon as the Blonde Expert

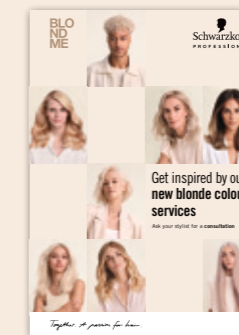
Inspiring BLONDME looks and services help to drive new clients into your salon and excite existing customers. To increase awareness, promote your blonde expertise and blonde services on social media by creating and posting stunning before & after photos, 360° videos and specific blonde service promotions that attract potential customers into your salon.



Window Poster



Door Sticker



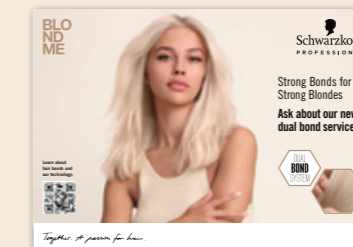
Promotional Inlay



Discover our exclusive **BLONDME + FRAMAR** foils, and other salon tools



Poster



Mirror Sticker

Communicate your expertise as a Blonde Authority

Become an Authority in Blonde by offering anything from everyday correctional services to the most demanding high fashion looks – break your individual boundaries and translate every blonde trend into salon fashion. Implement the Dual Bond System to guarantee iconic blonde results. (see page 8/9).

Expert Tip

Sign up to ASK Education seminars and become a certified Blonde Expert

2

3

Sell your Blonde Services and build your client's trust

Bring the **BLONDME** expertise to life by using **BLONDME** products in front of your clients. Explain the Dual Bond System and the benefits of each product while using them to start the conversation about add-on services and home care sales to maximise salon profit. Work with your clients as a team – explain, share, inspire!



Increase your ticket price

Blonde clients are the most demanding but also the highest spending clients of a salon. Once satisfied with their blonde look, they will also be the most loyal ones! Increase your ticket price by offering complementary add-on services and premium at-home care to guarantee superior hair quality and prolonged colour results for your clients.

Increase your colour service ratio

Blonde has never been more diverse than today – leverage the demand for blonde services in your salon! Consult your client about tailor-made blonde looks and emphasise that there is a blonde for everyone irrespective of skin tone, hair colour, hair type, age or gender.



Expert Tip

Win your client's trust explaining why BLONDME home care is tailored to their needs and why this will help preserve the hair's health in between salon visits. If your clients are not sure about a purchase, incentivise them with BLONDME minis for an at-home trial – they will love the products and come back to buy the full sizes.

“Most importantly, be authentic and transparent with everything you do, reflecting who you are and what you stand for within your salon.”

Attract new clients & build loyalty

Win with inspiring state-of-the-art looks and techniques showcasing the multiple facets of being blonde and your blonde expertise. When selling a blonde service, make your clients your partner in crime – work together to fulfill their desire for a perfect blonde to build your clients' trust. Create your own in-salon loyalty programme and encourage your clients to come back to your salon by directly making a new appointment.

4

Boost your business by offering individual service packages

Answer your client's desire for the perfect blonde by offering custom-made blonde service bundles. Service overviews help to reduce the complexity of a service, provide your clients with a better understanding of the service, and manage their expectations – for more efficiency and satisfying results on both ends.

Service overviews help to answer your clients' demands at one glance:

1. What look do I want and how can I achieve it?
2. What is the price of the service?
3. How long does it take to create the look?
4. How can I prolong and maintain the colour result at home?

With this guidance you can create 3 service bundles from low to medium to high-end packages, so that your clients can choose:



Low service package

This service bundle only contains the minimum services you need to achieve the desired look.

For example: Colour Service + In-salon Neutralising Shampoo & Conditioner Treatment



Medium service package

This service is the most popular with clients! Include everything you need to achieve an outstanding blonde look with complementary add-on services.

For example: Lightener Service + Toning Service + In-salon Shampoo & Mask Treatment



High service package

This service bundle is the high-end in-salon experience for your clients. Next to the impeccable blonde look, you already include the complementary home care regime into your price calculation.

For example: Lightener Service + Toning Service + In-salon Shampoo & Golden Mask Treatment + home care



5

Engage with your clients on social media

Boost your business with the right content for social media, your website & online shop and engage with your clients online.

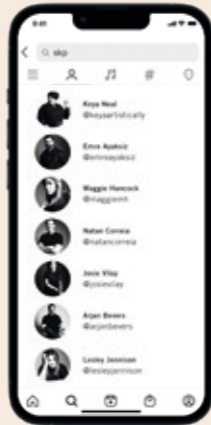
Content

Social Media

Follow global and local Schwarzkopf Professional accounts to keep track of the major campaigns.

Website & Online Shop

Ask your local sales representative to get dedicated content supporting your web presence.



Promotion

Inform your client about current promotions or special deals in your salon on all your digital platforms (e.g. Christmas, Gift with purchase sales) combined with a final look picture.



User-generated content (UGC)

Create and post before & after photos, videos – any content created that promotes your salon and your blonde expertise. It serves as credible proof of the quality and service level clients can expect in your salon.



Choose the **right format** for social media

Users want to see content that is authentic and is visually appealing and not overly edited.

How to make your content **stand out from the crowd?**

- Pay attention to lighting and a clear, clean background when taking your photo
- Make sure your pictures are sharp and in focus. Take several, so you can choose the best one
- Don't forget the details... details are what makes a blonde stand out



Maximise your reach

- **Use the official BLONDME hashtags:**
#BLONDME for a chance to get reposted by the Schwarzkopf Professional official account
- **Mention your location in a hashtag:**
help potential customers find your salon
- **Engage with your audience:**
when someone leaves a comment, make sure you respond. Your Social Media is also a part of your customer experience



www.schwarzkopfpro.com