

BLO ND ME

SERVICE MANUAL

TODAY'S BLONDE HAS NEVER BEEN MORE DIVERSE



THERE ARE ENDLESS SHADES OF BLONDE.

“Blonde” can mean anything from subtle sun-kissed hues of light to powerful platinum. It can be as warm as caramel or cold as ice. Blonde conveys a sense of fun and confidence.

Therefore, blonde is one of the most challenging yet aspirational colours - still perceived out of reach for most.

BLONDME with its inclusive approach to blondes proves that there is a blonde for everyone irrespective of skin tone, hair colour, age or gender.

Any blonde look has the potential to become iconic with the combination of a bespoke colour and dedicated in-salon and home care solution.

BLONDME has therefore developed a holistic portfolio of colour and care products to individually address any blonde needs and desires.

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
- A relaxed atmosphere: A satisfied client is also a loyal one
- A wow 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 regime giving your clients a long-term solution.

QUICK TIPS FOR THE PERFECT CONSULTATION

THE STEPS FOR A PERFECT BLONDE

CREATE A GOOD ATMOSPHERE

1. Create an intimate setting and a pleasant mood
2. Be on eye level with your client

ACT AS BEAUTY COACH

1. Keep a consultation sheet to take notes and gather information
2. Consider personal features of your client (for example skin tone & jewellery colour) to understand if your client is a warm or cool type
3. Use visual references to help communicate the result (catalogue pictures, digital pictures)

PREVENT OBJECTIONS

1. Understand your clients' potential and commitment to colour & care
2. Manage expectations of final results, especially when the desired blonde result cannot be achieved within one appointment

FINISH CONSULTATION

1. Create a future plan
2. Check your client is happy with everything



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.



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.

| CHECKLIST - COLOUR | WHY? |
|--|--|
| 1. Evaluate the depth and tone direction of your client's hair | The darker the hair the more red-orange pigments need to be counter-acted. Based on that, choose the right developer strength. |
| 2. Choose the right product | Align with your client on the final look and choose the suitable product to perform that service |
| 3. Choose the correct developer strength | To achieve the desired level of lift |
| 4. Evaluate the depth and tone direction of the lifting result | To choose the right shade for neutralisation of upcoming warmth or for the perfect enhancement |
| 5. Processing time | Please always allow the maximum processing time without adding any heat and check the process visually. |

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

| CHECKLIST - CARE | WHY? |
|---|--|
| 1. Evaluate the hair before the blonde service | 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 | 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 | Complete the colour service by using the appropriate care products for long-lasting results |
| 4. Give an extra shine boost to blonde hair | Blonde hair can be dull or lacking shine |
| 5. Ensure suitable after care in-salon & home maintenance | To preserve the in-salon created colour longer. |

THE BLONDME 3 STEPS APPROACH

THE SYSTEM FOR PERFECT BLONDE

BLONDME with Advanced Bonding System is the go-to bonding Colour & Care brand delivering utmost blonde perfection without compromise. BLONDME Colour & Care have been formulated and developed to work together as a system delivering ultimate blonde hair quality.



THE ADVANCED BONDING SYSTEM CONSISTS OF:

1

STEP 1: COLOUR - BOND PROTECTION

- Integrated Bond Enforcing Technology in the colour products
- Interlinks with the hair fibres to enforce strong structural bonds
- For minimised hair breakage

BOND Protection System

2

STEP 2: CARE - BOND CREATION

- Integrated 3D Bond Creation Technology in all in-salon care products
- Creates new bonds and stabilises the hair structure
- For long-lasting strength and suppleness

BOND Creation System

3

STEP 3: CARE - BOND MAINTENANCE

- Integrated 3D Bond Creation Technology in all home care products
- Maintain and strengthen the bonds at home between salon visits
- Prolong the in-salon colour results for long-lasting shine

BOND Creation System

THE INTEGRATED ADVANCED BONDING TECHNOLOGY

EXTERNAL EXPOSURE

When blonde hair goes through external aggressions such as heat or free radicals and chemical processes such as lifting or lightening, the cuticles become brittle, leaving the hair fibre prone to damage and consequently dullness.

Blonde hair is altered at two levels:

1. Inner level = cortex reveals deep structural gaps.
2. Outer level = cuticle becomes uneven and rough. Hair friction and the risk of tangling increases over time. The hair loses its natural movement, softness and shine.

The integrated Advanced Bonding Technology helps to reduce the damage at all levels. It protects the bonds during any chemical process and helps to create new ones with the dedicated in-salon and at home care.



1

BOND PROTECTION SYSTEM

BOND ENFORCING TECHNOLOGY COLOUR

During the blonding process the hair structure can be damaged when inner hair bonds break. As a result, the stability of the hair is reduced, and the hair is prone to breakage. The **Bond Enforcing Technology** has been created to protect the hair from deep within.

It contains highly effective Succinic Acid that penetrates into the hair during the oxidative process and creates a protective layer around the hair bonds. Because of this, most of the bonds survive the lightening process and the hair keeps its strength & elasticity.

BOND Protection System

BOND CREATION SYSTEM

NEW 3D BOND CREATION TECHNOLOGY CARE

The new generation of bonding technology features a tri-valent ion, the Lanthanum ion, which connects the inner hair bonds by creating a 3-dimensional network inside the hair fibre. While creating new bonds, the network strengthens the hair fibre from within. Due to the new 3D bond technology, the bonds are now denser than with previous technology.

pH BALANCING

Additionally, its pH balancing properties make the BLONDME care regime the perfect in-salon and at-home care regime to complement a BLONDME colour service. Once back to the optimal pH level the inner hair matrix becomes tighter, resulting in stronger hair fibres.

2

BOND CREATION SYSTEM

BOND Creation System

BLONDE STREAMS

BLONDME offers a unique Colour & Care portfolio with endless service opportunities clustered into 3 streams: Flawless Blonde, Brightened Blonde, and Polished Blonde.

The services within the 3 streams are fully exchangeable and intermixable to provide a tailor-made offer covering all blonde clients' needs.

FLAWLESS BLONDE

Let your clients go blonde all the way with strong blonde transformations or maintain their fabulous blondes with a personalised care service for impeccable blonde results.



BLONDE LIFTING SERVICE
High performing lifting shades to lift and tone in one service step



WHITE BLENDING SERVICE
Lifting and blending in one service step - for mature clients



LIGHTENING SERVICE
for maximum lift while minimising hair breakage



BOND CREATION SERVICE
Post-colour care service for light to intense nourishment



BOND MAINTANENCE SERVICE
Maintain bonds & nourishment in between colour services

BRIGHTENED BLONDE

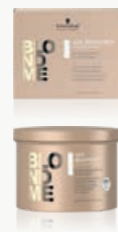
Brighten up your clients' look with strong freehand services or foil highlights or refresh their blonde with a detoxifying service.



FREEHAND LIGHTENING SERVICE
Easy, workable consistency with soft-to-solid formula



HI-LIGHTING SERVICE
Lifting for darker bases level 4 and pre-coloured hair



INTENSE REFRESH SERVICE
Instantly refreshes and brightens blonde hair



DETOXIFYING SERVICE
Instantly revives the hair by removing product build-up and hard water residues for a refreshing effect on scalp and hair

POLISHED BLONDE

The finishing touch is the most important step to creating a loyal & satisfied client. Perfect their look with neutralising or tone enhancement services.



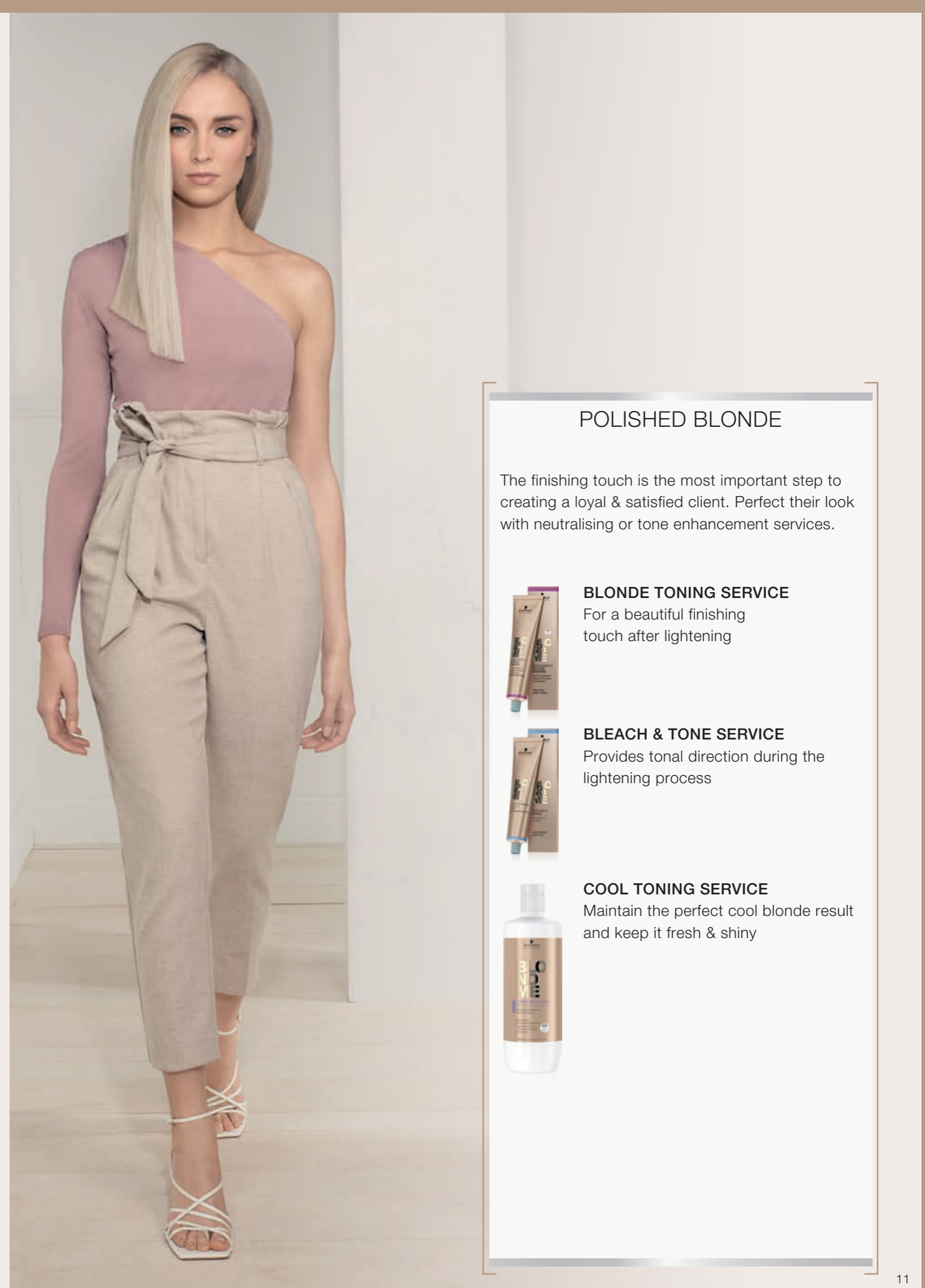
BLONDE TONING SERVICE
For a beautiful finishing touch after lightening



BLEACH & TONE SERVICE
Provides tonal direction during the lightening process



COOL TONING SERVICE
Maintain the perfect cool blonde result and keep it fresh & shiny





BOND ENFORCING

BLONDME COLOUR ASSORTMENT

POWERED BY



LIGHTENING



Page 24

BOND ENFORCING PREMIUM LIGHTENER 9+

450g
High Performance
Powder Lightener for
maximum lift



Page 28

BOND ENFORCING PREMIUM CLAY LIGHTENER

350g
Clay Lightener with
an easy to work with
consistency and clear
lightening results



Page 40

BLEACH & TONE

60ml
Tonal additive for
lightening and toning
in one step

TONING



Page 36

BOND ENFORCING BLONDE TONING

60ml
Intermixable Pastel
Toners & Deep Toners
for endless creativity

LIFTING & WHITE BLENDING



Page 16

BOND ENFORCING BLONDE LIFTING

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



Page 20

BOND ENFORCING WHITE BLENDING

60ml
Lifting and white
blending performance
in one step



Page 34

BOND ENFORCING BLONDE HI-LIGHTING

60ml
Highlighting shades
for lifting and toning
on dark or previously
coloured bases

DEVELOPER



PREMIUM DEVELOPER

1000ml
Premium Developer for
maximum performance
and care when used
with BLONDME colour
products

BOND ENFORCING BLONDE LIFTING

THE HIGH PERFORMING HIGHLIFT RANGE



BENEFITS:

- With integrated Bonding 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 hair
- Lifting and toning and/or neutralising in 1 easy step


TIPS:

- Only on virgin hair
- Always apply on dry hair
- Suitable for on scalp applications
- All Blonde Lifting shades are intermixable
- Make sure that the shade used is suitable for base 6 and lighter

SHADE ASSORTMENT:

- 
L-ICE-IRISE
 Ultimate neutralising power, ideal for darker bases to neutralise orange-yellow undertones
- 
L-STEEL BLUE
 Very strong neutralising power, ideal for darker bases to neutralise orange undertones
- 
L-ASH
 Strong neutralisation power to neutralise yellow-orange undertones
- 
L-ICE
 Anti-Yellow effect
- 
L-CLEAR
 True, natural blonde tone – perfect to dilute other lifting shades
- 
L-SAND
 Natural blonde with a soft beige tone

BASE & UNDERTONE

| | | |
|---------------------------------|---|---------------|
| Base 8 Ice |  | Yellow |
| Base 7 Ash, Ice-Irise | | Yellow Orange |
| Base 6 Steel Blue, Ice-Irise | | Orange |
| | | Orange Red |



SCENARIO:

My client is looking for the most stunning and natural looking blonde without getting bleached.



ANSWER WITH A REFINED LOOK

HOW TO:



MIXING:

Always intermix the BLONDME Bond Enforcing Blonde Lifting 1:1 with BLONDME Premium Developer.

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



APPLICATION & DEVELOPMENT

- Apply to dry hair, do not shampoo before
- Apply the 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 out 2 cm of the hairline to prevent over-pigmentation and apply the colour cream at the end

b) Virgin Hair / Full head application:

- Apply the product on to the mid-lengths and ends taking fine sections, avoiding 2cm of the root area. Leave to develop for 10 - 15 mins. Then apply to the root area. Leave to develop for 30 - 45 min. Additional heat is not recommended.



30-45 min

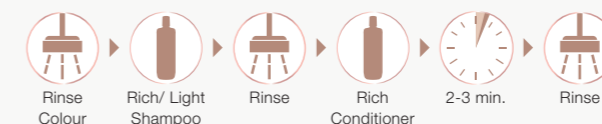
EXPERT TIP:

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

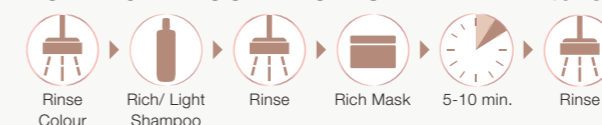


AFTER COLOUR BOND CREATION SERVICE (see page 56 for detailed information)

FOR LOW TO MEDIUM COMPROMISED HAIR - Lightweight Nourishing Treatment



FOR HIGHLY COMPROMISED HAIR - Intense Nourishment Treatment



TONING SERVICE



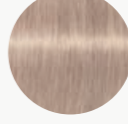
For the perfect blonde result, enhance mid-lengths and ends with the recommended BLONDME Toning Service (see page 36 for detailed information on assortment and application).

BOND ENFORCING WHITE BLENDING

THE HIGHLIFT RANGE FOR MATURE BLONDES



SHADE ASSORTMENT:

-  **W-ICE**
Anti-yellow effect
-  **W-SAND**
True natural blonde tone
-  **W-CARAMEL**
Soft warm caramel tone
-  **W-IRISÉ**
Soft rosé pastel tone

BENEFITS:

- With integrated Bonding 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% white hair or more
- Optimal combination of lifting and white blending mature hair
- Provides up to 100% white blending

TIPS:

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

SHADE DIRECTION

| | |
|-----------|----------------|
| W-Ice | Neutralisation |
| W-Sand | Fashion |
| W-Caramel | Fashion |
| W-Irisé | Neutralisation |



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

ANSWER WITH A BLENDED BLONDE LOOK

HOW TO:

MIXING:

Always intermix BLONDME Bond Enforcing White Blending 1:1 with BLONDME Premium Developer

- For levels 6 and 7:
BLONDME Premium Developer 12%/40Vol.
- For levels 8 and lighter:
BLONDME Premium Developer 9%/30Vol.

APPLICATION & DEVELOPMENT

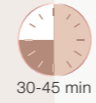
- Apply to dry hair, do not shampoo before
- Apply the mixture immediately after preparation
- Apply in fine sections using a generous quantity of product in order to ensure best possible lifting result

a) Root application:

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

b) Virgin Hair / Full head application:

- Apply the product on to the mid-lengths and ends taking fine sections, avoiding 2cm of the root area. Leave to develop for 10 - 15 mins. Then apply to the root area. Leave to develop for 30 - 45 min. Additional heat is not recommended.



EXPERT TIP:
After development time & before rinsing, wet the mid-lengths & ends with 100 ml of warm water and emulsify the product from the roots into mid-lengths & ends for 2-3 min. Then rinse until water runs clear.

AFTER COLOUR BOND CREATION SERVICE (see page 56 for detailed information)

FOR LOW TO MEDIUM COMPROMISED HAIR - Lightweight Nourishing Treatment

Rinse Colour → Rich/ Light Shampoo → Rinse → Rich Conditioner → 2-3 min. → Rinse

FOR HIGHLY COMPROMISED HAIR - Intense Nourishment Treatment

Rinse Colour → Rich/ Light Shampoo → Rinse → Rich Mask → 5-10 min. → Rinse

TONING SERVICE

For the perfect blonde result, enhance mid-lengths and ends with the recommended BLONDME Toning Service (see page 36 for detailed information on assortment and application).

BOND ENFORCING PREMIUM LIGHTENER 9+

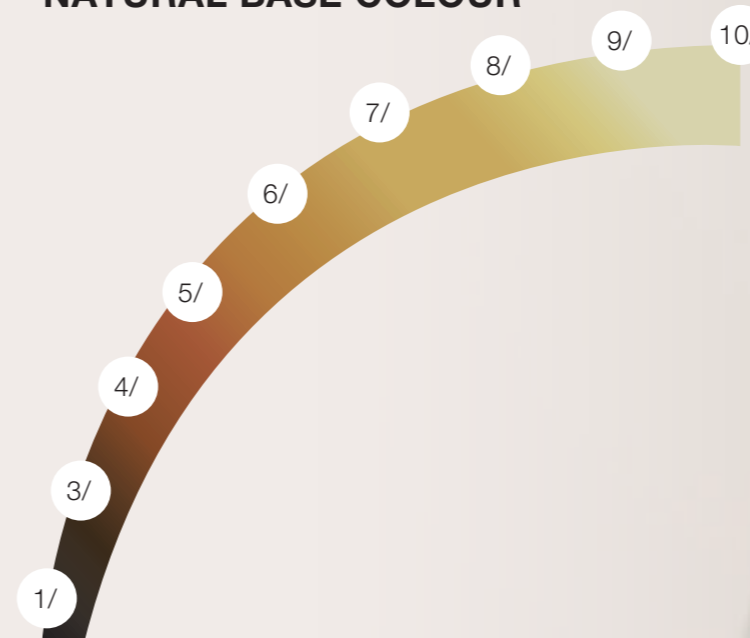


MAXIMUM LIFT WITH MINIMUM HAIR BREAKAGE



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

NATURAL BASE COLOUR



BENEFITS:

- With integrated Bonding 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 off and on scalp application
- For full-head, foil technique & corrective services

CONTRIBUTING PIGMENTS

| | |
|--|----------------|
| | Pale Yellow |
| | Yellow |
| | Yellow Orange |
| | Orange Yellow |
| | Orange |
| | Orange Red |
| | Red Orange |
| | Red |
| | Dark Red |
| | Dark Red Brown |



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.



ANSWER WITH A BLUSHED BLONDE LOOK

HOW TO:



MIXING:

Always intermix BLONDME Bond Enforcing 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.

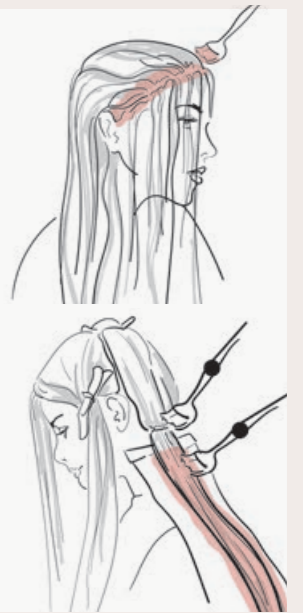


APPLICATION & DEVELOPMENT

- Apply to dry hair, do not shampoo before
- Apply the mixture immediately after preparation onto the mid-lengths & ends, beginning with the nape area
- Apply in fine sections using a generous quantity of product in order to ensure best possible lightening result
- Continue with the root application when lightening result is achieved
- Leave to develop for 20-45 min. Visually check development during processing time
- Additional heat is not recommended

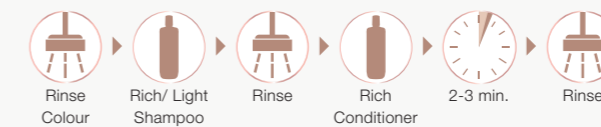


20-45 min

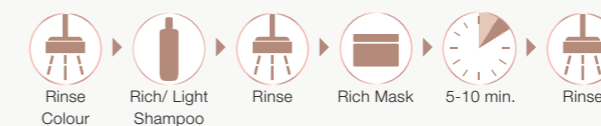


AFTER COLOUR BOND CREATION SERVICE (see page 56 for detailed information)

FOR LOW TO MEDIUM COMPROMISED HAIR - Lightweight Nourishing Treatment



FOR HIGHLY COMPROMISED HAIR - Intense Nourishment Treatment



TONING SERVICE

For the perfect blonde result, enhance mid-lengths and ends with the recommended BLONDME Toning Service (see page 36 for detailed information on assortment and application).

EXPERT TIP:

To directly neutralise upcoming warmth or for a lasting tone direction add BLONDME Bleach & Tone into your product mixture. See page 40 for detailed information on assortment and application.

BOND ENFORCING PREMIUM CLAY LIGHTENER



FOR EASY & POWERFUL FREEHAND TECHNIQUES



| LEVELS OF LIFT | DEVELOPER STRENGTH | MIXING RATIO |
|----------------|--------------------|--------------|
| Up to 3 | 6%/20 Vol | 1:1,5- 1:2 |
| Up to 5 | 9%/30 Vol | |
| Up to 7 | 12%/40 Vol | |

BENEFITS:

- With integrated Bonding 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 balayage looks
- Easy and precise application
- Soft-to-solid formula
- Dust-reduced powder

TIPS:

- Always apply on dry hair
- Suitable for off scalp application only
- For freehand techniques
- Do not intermix with BLONDME Bond Enforcing Premium Lightener 9+

SOFT-TO-SOLID FORMULA:

- Enriched with Kaolin Clay
- Transforms the formula from soft to solid once applied and creates a shell around the hair
- Insulating the lightener allows it to stay moist while unleashing its full lightening power within the hair fibre - no need for foils!

SCENARIO:

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



ANSWER WITH A
SUN-KISSED BLONDE LOOK

HOW TO:



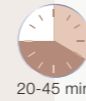
MIXING:

Always intermix the BLONDME Bond Enforcing Premium Clay Lightener in a flexible mixing ratio of 1:1.5-1:2 with BLONDME Premium Developer 6%20Vol., 9%30Vol. or 12%40Vol.



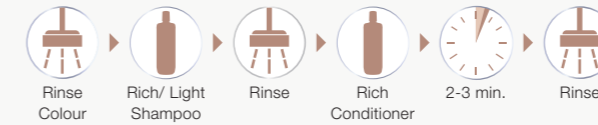
APPLICATION & DEVELOPMENT

- Apply to dry hair, do not shampoo before
- Apply the mixture immediately after preparation
- Take sickle-shaped pieces
- Paint the product evenly on to the hair surface to ensure the best possible lightening result
- Leave to develop for 20-45 min. Visually check development during processing time
- Additional heat is not recommended

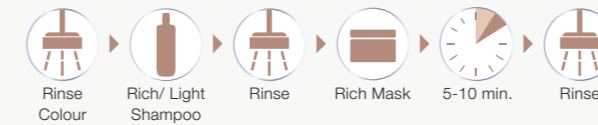


AFTER COLOUR BOND CREATION SERVICE (see page 56 for detailed information)

FOR LOW TO MEDIUM COMPROMISED HAIR - Lightweight Nourishing Treatment



FOR HIGHLY COMPROMISED HAIR - Intense Nourishment Treatment



TONING SERVICE

Finish every BLONDME Lightening Service with a Blonde Toning Service to achieve the perfect blonde result (see page 36 for detailed information on assortment and application)

GOOD TO KNOW

BOND ENFORCING PREMIUM CLAY LIGHTENER



- ANGLED BRUSH**
- Unique angled shape for masterful application
 - Gentle but firm bristles for utmost precision
- BOARDS IN 2 SIZES**
- Improved handle for a better grip
 - Structured surface to prevent drips
 - Curved design, imitating the shape of the head, for better precision

3 PAINTS - 3 LOOKS



V - Create grown out effects, for classic balayage



W- Create most natural effect



D- Work diagonal to create contouring / framing

TOP 5 TIPS FOR A PERFECT BALAYAGE

FROM JACK HOWARD GLOBAL BLONDME AMBASSADOR:



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 a personalised long-term care strategy with your client.

BOND ENFORCING BLONDE HI-LIGHTING

THE HIGHLIGHTING RANGE THAT EVEN WORKS ON COLOURED HAIR



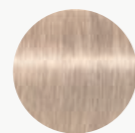
BENEFITS:

- With integrated Bonding Technology to protect the hair fibre during processing for minimised hair breakage
- Up to 5 levels of lift
- To be used on natural base 4 and lighter or previously colour treated hair base 6 or lighter
- Highlighting shades for Lifting and Toning

TIPS:

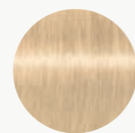
- Always apply on dry hair
- Do not apply to light blonde or pre-lightened hair
- Suitable for off scalp application only

SHADE ASSORTMENT:



H-COOL ROSÉ

Cool anti-yellow neutralising effect



H-WARM GOLD

Warm gold tone direction

SCENARIO:

My client does not have that much time and wants some quick natural-looking highlights.

HOW TO:



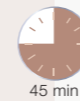
MIXING:

Always mix BLONDME Bond Enforcing Hi-Lighting 1:1 with BLONDME Premium Developer BLONDME Premium Developer 12%/40Vol.



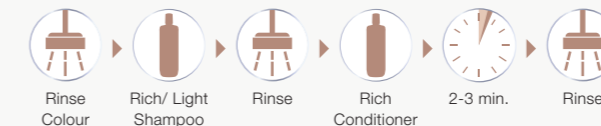
APPLICATION & DEVELOPMENT

- Apply to dry hair, do not shampoo before
- Apply the mixture immediately after preparation
- Make sure that the size of your foil fits the hair lengths and fold generously
- Leave to develop for 45 min. Visually check development during processing time
- Additional heat is not recommended

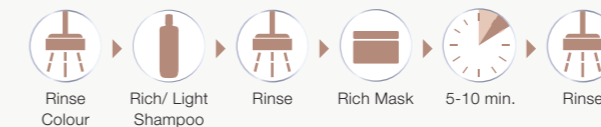


AFTER COLOUR BOND CREATION SERVICE (see page 56 for detailed information)

FOR LOW TO MEDIUM COMPROMISED HAIR - Lightweight Nourishing Treatment



FOR HIGHLY COMPROMISED HAIR - Intense Nourishment Treatment



TONING SERVICE

As a final touch BLONDME Bond Enforcing Blonde Toning can be used to further enhance the hair colour (see page 36 for detailed information on assortment and application)

BOND ENFORCING BLONDE TONING



THE TONING RANGE ESSENTIAL FOR A PERFECT BLONDE



BENEFITS:

- With integrated Bond Enforcing HydroLock Technology for improved moisturisation and minimised hair damage
- Ammonia-free
- pH neutral formula mixture to minimise additional hair stress
- Pastel Toners: Pre-lightened bases and natural base 9 or lighter
- Deep Toners: Pre-lightened darker bases and natural blonde hair base 5-8
- 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 shades are intermixable
- Make sure that the shade used is suitable for the hair base after the lightening process

SHADE ASSORTMENT:









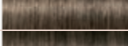

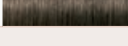

| | |
|--|--|
|  <p>ICE-IRISÉ anti-gold effect for cool tones with a subtle iridescent hue</p> |  <p>T-STRAWBERRY fashionable pastel red-rosé effects</p> |
|  <p>T-STEEL BLUE counteracts underlying gold-copper directions</p> |  <p>T-LILAC eye catching lilac tonality</p> |
|  <p>T-ICE for the soft neutralisation of delicate golden tone directions</p> |  <p>DT- MILK CHOCOLATE soft brown with a touch of violet for bases 5-8</p> |
|  <p>T-SAND enriching natural, sandy tone directions</p> |  <p>DT- NOUGAT rich, warm brown for bases 6-8</p> |
|  <p>T- BISCUIT enriching beige with a slight warm touch</p> |  <p>DT- GRANITE intense anthracite tone direction for bases 5-7</p> |
|  <p>T- BROWN MAHOGANY enriching cool rosewood reflects</p> |  <p>DT- DEEP CHESTNUT delicate, neutral brown tone direction for bases 5-7</p> |

SUITABLE BASE

| Base | Pastel Toning | | | | | | | | Deep Toning | | | |
|------|---------------|------------|-----|------|---------|----------------|------------|-------|----------------|--------|---------|---------------|
| | Ice-Irisé | Steel Blue | Ice | Sand | Biscuit | Brown Mahogany | Strawberry | Lilac | Milk Chocolate | Nougat | Granite | Deep Chestnut |
| 10 | +++ | +++ | ++ | ++ | ++ | +++ | +++ | +++ | | | | |
| 9 | ++ | ++ | + | + | + | ++ | ++ | ++ | +++ | | | |
| 8 | + | + | | | | + | + | + | ++ | +++ | | |
| 7 | | | | | | | | | + | ++ | +++ | +++ |
| 6 | | | | | | | | | | + | ++ | ++ |
| 5 | | | | | | | | | | | + | + |

+ Subtle ++ Ideal +++ Intense

BASE & UNDERTONE

| | | | |
|---------------------------|---|---|---------------|
| Base 10 Ultra Blonde |  |  | Pale Yellow |
| 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.

ANSWER WITH A DUSTED BLONDE LOOK

HOW TO:



MIXING:

Always intermix the BLONDME Bond Enforcing Blonde 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:

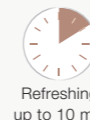
- Use the applicator bottle for quick, efficient full-head application at the backwash

At the station:

- Use tint bowl & brush for precise placement or for balancing an uneven canvas
- Leave to develop for 5-20 min.
- Visually check development during processing time



Refining
up to 5 min



Refreshing
up to 10 min

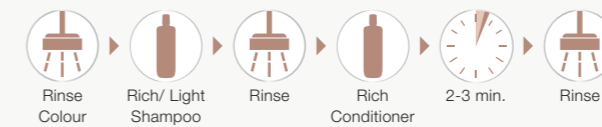


Balancing
up to 20 min

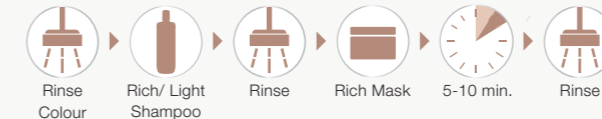


AFTER COLOUR BOND CREATION SERVICE (see page 56 for detailed information)

FOR LOW TO MEDIUM COMPROMISED HAIR - Lightweight Nourishing Treatment



FOR HIGHLY COMPROMISED HAIR - Intense Nourishment Treatment



EXPERT TIPS:

- 1. Optimal neutralisation:** Apply BLONDME Blonde Toning to the warmest areas first, leave to develop 5-10 min. Then continue on the rest of the hair and leave for another 5-10 min. Visually check development during processing time.
- 2. Blending mid-lengths & ends:** Start with the first mixture at root area, 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. Visually check development during processing time.
- 3. Dilution:** Use BLONDME Blonde Toning Ice (cool tone direction) or Sand (warmer tonal result) depending on the desired result.

BLEACH & TONE

LIGHTENER ADDITIVE GIVING A TONE DIRECTION DURING THE LIGHTENING PROCESS



BENEFITS:

- Suitable for bases 3 to 7
- BLONDME Bond Enforcing Premium Lightener 9+ provides up to 8 levels of lift when mixed with Bleach & Tone
- Additive for lightening and toning in 1 step used in combination with BLONDME Bond Enforcing Premium Lightener 9+

TIPS:

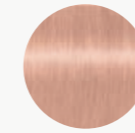
- Suitable for on and off scalp application
- Flexible mixing ratios for specific tonal effects
- Intense mix for strong neutralisation required to neutralise dark bases, or to create an intense cendré or pastel tone on light bases
- Soft mix for softer neutralisation to create natural blonde tone directions on light bases

SHADE ASSORTMENT:



B-COOL ADDITIVE

Neutralises upcoming orange-yellow and gold tones even on dark hair



B-ROSÉ ADDITIVE

Neutralises a degree of upcoming warmth/pale yellow to provide a rosé pastel tone effect

MIXING

INTENSE MIX:

For bases 4 & darker or for intense fashion pastel effects on bases 6 and lighter

| Base | Bond Enforcing Premium Lightener 9+ | on-scalp | | off-scalp | |
|------|-------------------------------------|------------------------|-----------------------------|------------------------|-----------------------------|
| | | Bleach & Tone Additive | Premium Developer | Bleach & Tone Additive | Premium Developer |
| 6-7 | 35g | 5ml | 65ml, 2%/7Vol. or 6%/20Vol. | 10ml | 60ml, 2%/7Vol. or 6%/20Vol. |
| 5 | | 10ml | 60ml, 6%/20Vol. | 15ml | 55ml, 9%/30Vol. |
| 4 | | | | | |
| 3 | - | - | 15ml | 55ml, 12%/40Vol. | |

SOFT MIX:

For soft blonde tonal effects on medium to light bases 5 and lighter

| Base | Bond Enforcing Premium Lightener 9+ | on-scalp | | off-scalp | |
|------|-------------------------------------|------------------------|-----------------------------|------------------------|-----------------------------|
| | | Bleach & Tone Additive | Premium Developer | Bleach & Tone Additive | Premium Developer |
| 6-7 | 35g | 1ml | 69ml, 2%/7Vol. or 6%/20Vol. | 5ml | 65ml, 2%/7Vol. or 6%/20Vol. |
| 5 | | 5ml | 65ml, 9%/30Vol. | 10ml | 60ml, 9%/30Vol. |
| 4 | | | | | |
| 3 | | - | - | 10ml | 60ml, 12%/40Vol. |





SCENARIO:

I expect a rather warm undertone after lightening based on my client's hair and can already counteract with rosé or cool neutralising tone direction during the lightening process.

HOW TO:



MIXING:

Always mix BLONDME Bleach & Tone + BLONDME Bond Enforcing Premium Lightener 9+ and BLONDME Premium Developer 2%/7Vol., 6%/20Vol. or 9%/30Vol. (only for off-scalp application) until a homogenous consistency is achieved

- Check mixing table for mixing ratio based on your desired result



APPLICATION & DEVELOPMENT



20-60 min

- Apply to dry hair, do not shampoo before
- Apply the mixture immediately after preparation
- Leave to develop for 20 - 60 min.
- For detailed information on lightener application go to page 24.



AFTER COLOUR COOL TONING SERVICE (see page 64 for detailed information)

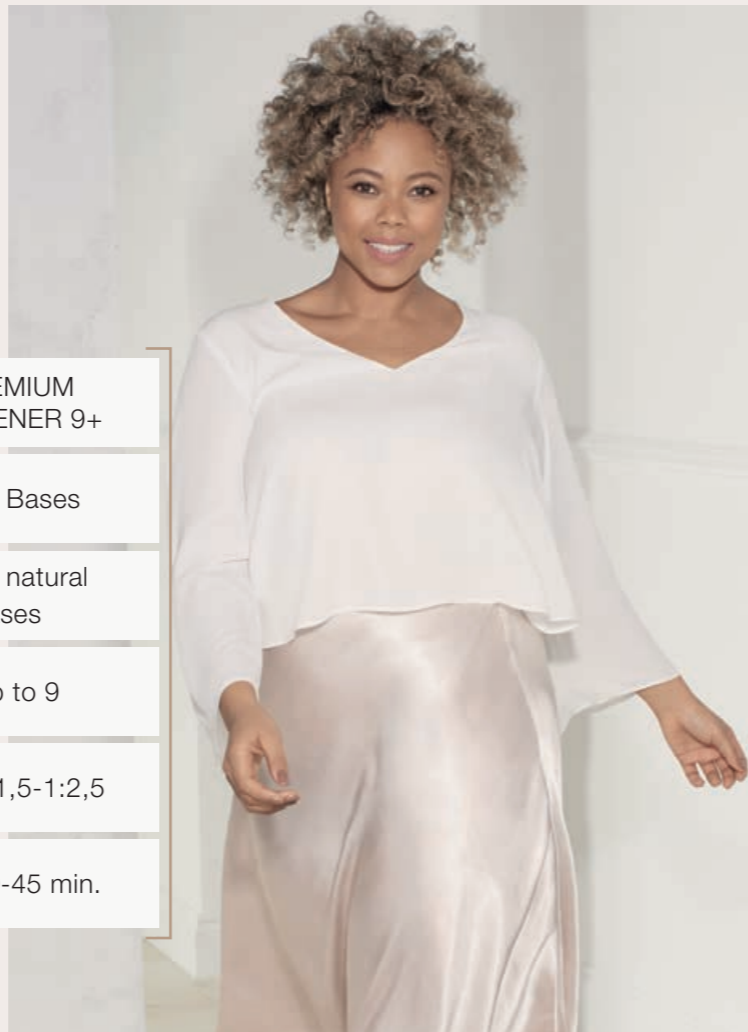


TONING SERVICE

Depending on the desired end result, enhance mid-lengths and ends with the recommended BLONDME Toning Service (see page 36 for detailed information on assortment and application).

ANSWER WITH A
CLEAN BLONDE LOOK

GOOD TO KNOW



HIGHLIFTS VS. LIGHTENER

| | BLONDE LIFTING | PREMIUM LIGHTENER 9+ |
|--------------------------------------|----------------|----------------------|
| Suitable for natural bases? | ✓ No | ✓ All Bases |
| Suitable for previous coloured hair? | ✗ Base 6 to 8 | ✓ All natural bases |
| Levels of Lift | ⬆️ Up to 5 | ⬆️ Up to 9 |
| Mixing Ratio | 🧴 1:1 | 🧴 1:1,5-1:2,5 |
| Processing Time | 🕒 30-45 min. | 🕒 20-45 min. |



PREMIUM LIGHTENER 9+ VS PREMIUM CLAY LIGHTENER

| | PREMIUM LIGHTENER 9+ | PREMIUM CLAY LIGHTENER |
|---------------------------|--|---|
| Key Technology | Bond Enforcing Technology | Bond Enforcing Technology Soft-to-solid formula |
| Key Claims | Enforces bonds within the hair fibre, dust-free, advanced neutralisation | Enforces bonds within the hair fibre, optimal precision, unique soft-to-solid formula, dust-reduced |
| Levels of Lift | ⬆️ Up to 9 | ⬆️ Up to 7 |
| 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%/7Vol., 6%/20Vol., 9%/30Vol. not on scalp | 🧴 Premium Developer 6%/20Vol., 9%/30Vol., 12%/40Vol. |
| Application | 🧴 Full head, Foil | 🧴 Freehand Techniques |

FOILS VS. FREEHAND

| | FOILS | FREEHAND |
|-------------------------|---------------------------------------|------------------|
| Colour result | 🧴 Streaky | 🧴 Natural |
| Application time | 🕒 45-60 min. | 🕒 20-45 min. |
| Levels of Lift | ⬆️ Up to 9 | ⬆️ Up to 7 |
| Suitable bases: | 👤 All | 👤 3 to 8 |
| Regrowth effect: | Noticeable depending on natural depth | Soft and natural |





CARE

BLONDME CARE ASSORTMENT

POWERED BY



HOME CARE

ALL BLONDES



Page 52

Page 54

Page 58

LIGHT

Lightweight nourishing regime for fine to normal blondes

- SHAMPOO - 300ml
- SPRAY CONDITIONER - 200ml
- MASK - 200ml

RICH

Intense nourishing regime for normal to coarse blondes

- SHAMPOO - 300ml
- CONDITIONER - 250ml
- MASK - 200ml

DETOX

Purifying regime for all hair types

- SHAMPOO - 300ml
- MASK - 200ml

COOL BLONDES



Page 62

NEUTRALISING

Purple Toning regime for all hair types

- SHAMPOO - 300ml
- SPRAY CONDITIONER - 150ml
- MASK - 200ml

BLONDE WONDERS



Page 66

Hair perfectors for all hair types

- RESTORING BALM - 75ml
- GLAZE MIST - 150ml

IN-SALON



Page 52

Page 54

Page 58

LIGHT

Lightweight nourishing regime for fine to normal blondes

- SHAMPOO - 1000ml

RICH

Intense nourishing regime for normal to coarse blondes

- SHAMPOO - 1000ml
- CONDITIONER - 1000ml
- MASK - 500ml

DETOX

Purifying regime for all hair types

- SHAMPOO - 1000ml
- MASK - 500ml
- VITAMIN C SHOTS - 5x5g

NEUTRALISING

Purple Toning regime for all hair types

- SHAMPOO - 1000ml

Page 62

NEW 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.



DETOX RANGE WITH NORDIC COTTON PROTEIN COMPLEX

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



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 improved combability
- Provides static control to minimise flyaway



NEUTRALISING RANGE WITH VELVET FLOWER PROTEIN COMPLEX

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



RICH RANGE WITH CASHMERE PROTEIN COMPLEX

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



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 the 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 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%*



LIGHT MASK

- Intensively nourishes without weighing it down
- Improves manageability and elasticity
- Gives stability and control to the hair and protects from blow dry damage
- 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*

*when used in combination with the ALL BLONDES Light Shampoo 53

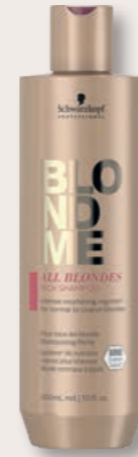
ALL BLONDES RICH RANGE



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

WHAT DOES NORMAL TO COARSE BLONDE HAIR NEED?

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



RICH SHAMPOO

- Gently cleanses while nourishing
- Rebuilds and revitalises the 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 the 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.

SOLUTION: BOND CREATION SERVICE

HOW TO:

FOR LOW TO MEDIUM COMPROMISED HAIR:

SERVICE: BOND CREATION - LIGHTWEIGHT NOURISHING TREATMENT



- ALL BLONDES**
- Rich or Light Shampoo
 - Rich Conditioner

IN SALON

AT HOME

Offer 2 different options to your client for a tailor-made care experience at home.

Option 1:



Option 2:



FOR HIGHLY COMPROMISED HAIR:

SERVICE: BOND CREATION - INTENSE NOURISHING TREATMENT



- ALL BLONDES**
- Rich or Light Shampoo
 - Rich Mask

IN SALON

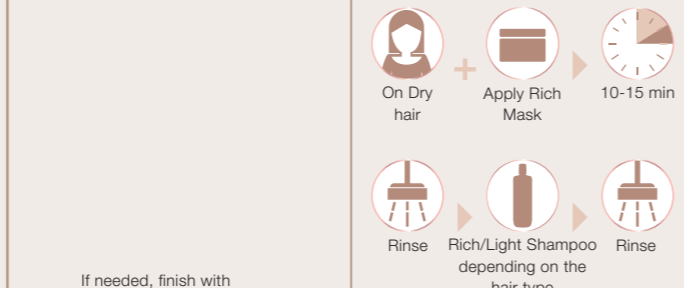
AT HOME

Offer 2 different options to your client for a tailor-made care experience at home.

Option 1:



Option 2:



SCENARIO 2: IN BETWEEN COLOUR SERVICES

I want to offer my clients that come in between colour visits additional care services that help to preserve their hair health by maintaining and strengthening the bonds.

SOLUTION: BOND MAINTENANCE SERVICE

SERVICE: BOND MAINTENANCE



- ALL BLONDES**
- Rich or Light Range
- BLONDE WONDERS**
- Glaze Mist

IN SALON

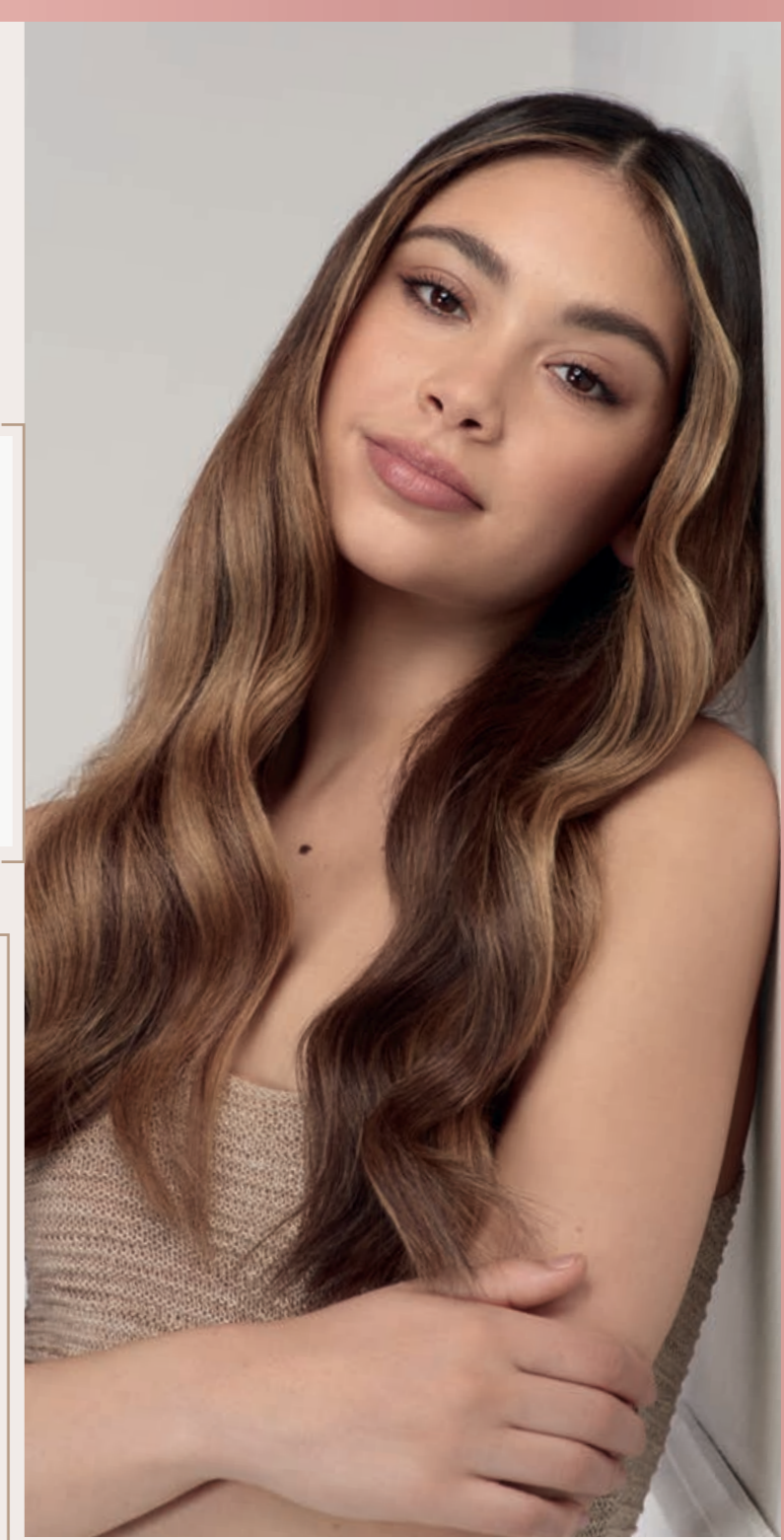
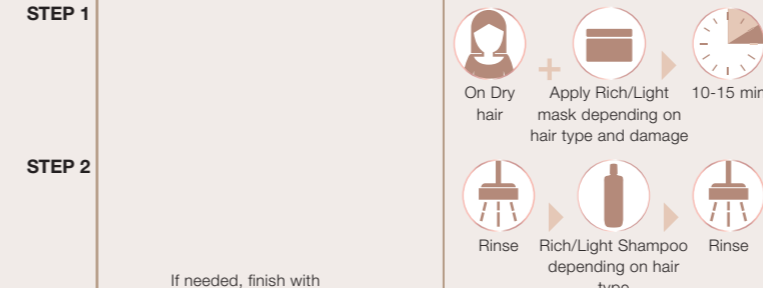
AT HOME

Offer 2 different options to your client for a tailor-made care experience at home.

Option 1:



Option 2:



EXPERT TIP:

For a premium experience and to create a pleasant feeling, apply the mask at the work station rather than at the basin and use a hot towel to cover the head.

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 revives dull and brassy blondes.

WHAT CAUSES BLONDE RESULTS TO DETERIORATE?

External influences such as environmental factors like pollution, air conditioning and heating can effect the hair but can 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)
- Gives a healthy and bright looking blonde colour

Strengthens the inner hair structure by up to 95%*



DETOX MASK

- Gently removes impurities (dust, heavy metals 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*



*when used in combination with the ALL BLONDES Detox Mask
**when used in combination with the ALL BLONDES Detox Shampoo
***when used in combination with the ALL BLONDES Detox Shot

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

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

EXPERT TIP:

Don't have the time to do a full colour and need a quick solution to revitalise the mid-lengths and ends?

SOLUTION: EXPRESS REFRESHING SERVICE

This 5 min service deeply removes build-up ions and residues from hard water minerals for brighter results.

HOW TO:

SERVICE: INTENSE REFRESHING

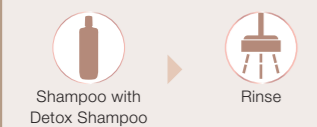
PRODUCT CHOICE:



ALL BLONDES

- Detox Shampoo
- Detox Mask with Vitamin C shot

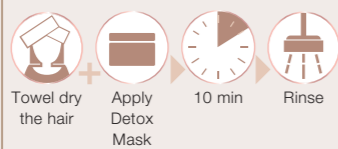
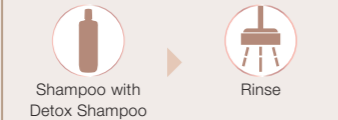
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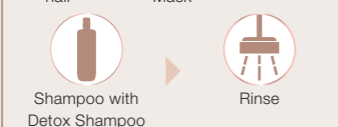
AT HOME

Offer 2 different options to your client for a tailor-made care experience at home.

Option 1:



Option 2:



SERVICE: DETOXIFYING

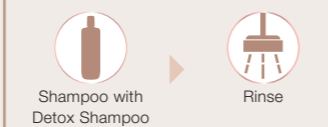
PRODUCT CHOICE:



ALL BLONDES

- Detox Shampoo
- Detox Mask

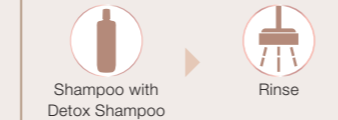
IN SALON



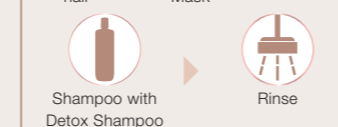
AT HOME

Offer 2 different options to your client for a tailor-made care experience at home.

Option 1:



Option 2:



SERVICE: EXPRESS REFRESHING

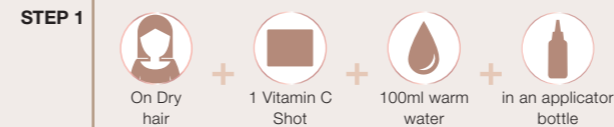
PRODUCT CHOICE:



ALL BLONDES

- Vitamin C shot + 100ml water
- Detox Shampoo

IN SALON



COOL BLONDES NEUTRALISING RANGE



The Cool Blondes Neutralising Range with 3D Bond Creation Technology* helps to build new bonds. The purple toning formulas help to remove brassiness and neutralise yellow undertones.

WHAT DO COOL BLONDES NEED?

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

Strengthens the inner hair structure by up to 90%*

NEUTRALISING SHAMPOO

- Gently cleanses and cares for the 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 for a luminous blonde



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



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

NEUTRALISING MASK

- Repairs the internal 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



*When used in combination with the Cool Blondes Neutralizing Mask
**When used in combination with the Cool Blondes Neutralizing Shampoo

COOL BLONDES NEUTRALISING CARE

POLISHED SERVICES FOR GLAMOROUS SHINE WITH A HINT OF COLOUR

SCENARIO 1: AFTER COLOUR SERVICE

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

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

HOW TO:

SERVICE: COOL TONING

PRODUCT CHOICE:



COOL BLONDES

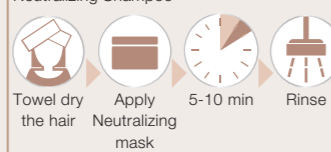
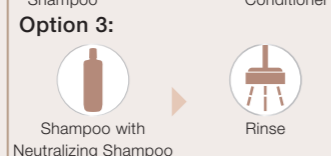
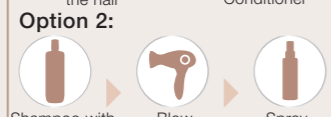
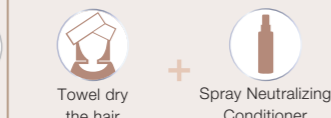
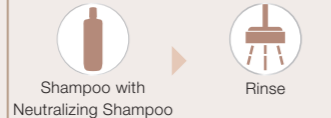
- Neutralizing Shampoo
- Neutralizing Spray Conditioner
- Neutralizing Mask

IN SALON

AT HOME

Offer 3 different options to your client for a tailor-made care experience at home.

Option 1:



SERVICE: COOL MAINTENANCE

PRODUCT CHOICE:



ALL BLONDES

- Vitamin C Shot + 100ml warm water

COOL BLONDES

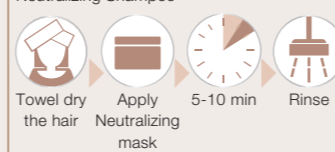
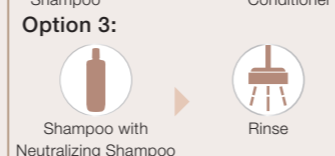
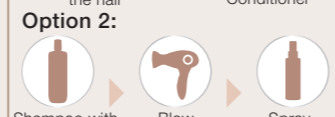
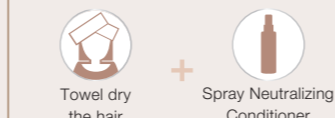
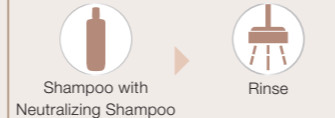
- Neutralizing Shampoo
- Neutralizing Spray Conditioner
- Neutralizing Mask

IN SALON

AT HOME

Offer 3 different options to your client for a tailor-made care experience at home.

Option 1:



BLONDME BLONDE WONDERS



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

WHAT DO BLONDES NEED FROM FINISHING PRODUCTS?

- Long lasting shine
- Protection from external aggressors
- Softness



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

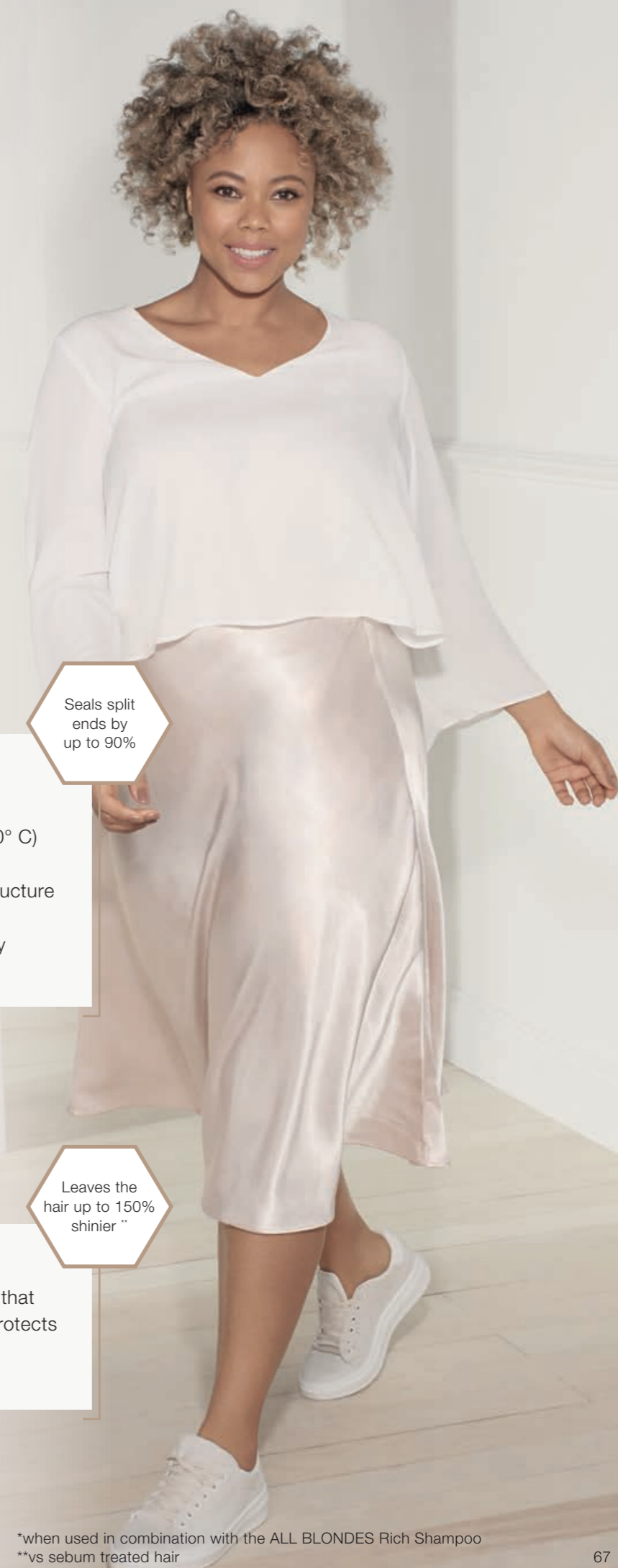
Seals split ends by up to 90%



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**



*when used in combination with the ALL BLONDES Rich Shampoo
**vs sebum treated hair



ESSENTIALS BUSINESS

MAXIMISE YOUR SALON'S BLONDE BUSINESS POTENTIAL



1 PROMOTE
THE BLONDE EXPERIENCE
IN YOUR SALON

2 POSITION
YOUR SALON AS
THE BLONDE EXPERT

3 SELL
THE BLONDE SERVICE
& INTRODUCE
COMPLEMENTARY
ADD-ON SERVICES

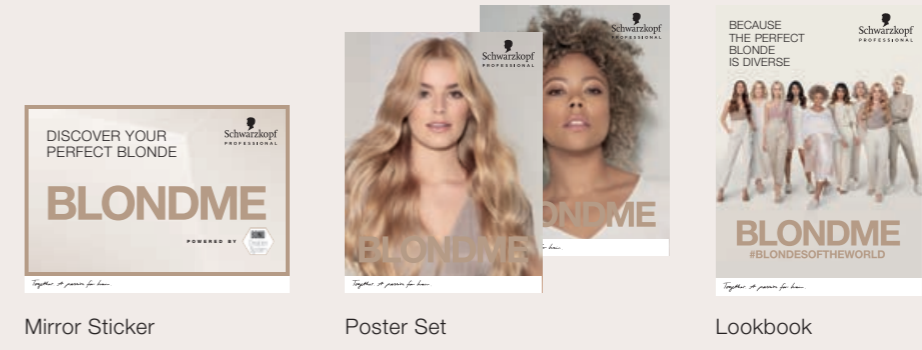
4 BOOST
YOUR BUSINESS
WITH PRODUCT
RECOMMENDATIONS

5 WIN
ON SOCIAL MEDIA

1

ATTRACT NEW CLIENTS INTO YOUR SALON

Drive new clients into your salon and inspire existing customers with beautiful BLONDME looks and services.



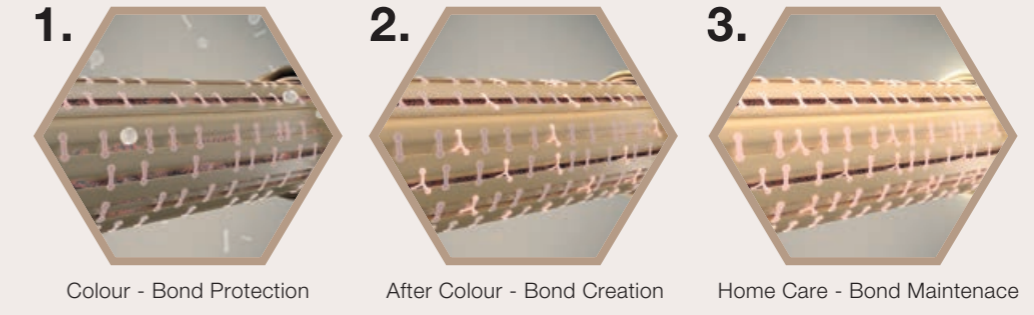
Mirror Sticker Poster Set Lookbook

2

POSITION YOUR SALON AS THE BLONDE EXPERT

Create reliable service levels for your blonde clients emphasizing BLONDME as the only brand truly dedicated to blondes.

Implement the 3 steps of the Advanced Bonding System to guarantee an iconic blonde result:



1. Colour - Bond Protection 2. After Colour - Bond Creation 3. Home Care - Bond Maintenance

Remember to explain the benefits of the Advanced Bonding System to your clients using the right words:

Colour Service (Bond Protection) - What is the Bond Enforcing Technology and what does it do?
The Bond Enforcing Technology will help to protect the hair as it is being lifted; minimising breakage while preserving the hair's strength and elasticity.

Care Service (Bond Creation) - What is the 3D Bond Creation Technology and what does it do?
The 3D Bond Creation Technology helps to create new bonds while strengthening the hair fibres from within. For hair that is stronger and more resistant to breakage.

3 HOW TO SELL THE BLONDE LOOKS & INTRODUCE COMPLEMENTARY ADD-ON SERVICES

Bring the BLONDME experience to life by using BLONDME backwash products in front of your clients. Explain the Bond Enforcing Technology and the benefits of each product while using them. It's an easy way to start the conversation about add-on services and home care sales to maximise salon profit.



SUN KISSED BLONDE LOOK

Price: \$ Time:

FULL SERVICE STEPS:

Free hand & Highlighting + BOND CREATION treatment in salon care + ALL BLONDES RICH / LIGHT /DETOX range (depending on the hair type and need)

HOW TO SELL THE LOOK?

Refer to the worldwide known make-up trend of contouring to introduce the service and to emphasize how this is a 100% bespoke colour result, literally designed to suit the unique facial structure, features and skin tone.

HOW TO INCLUDE COMPLEMENTARY SERVICES?

Don't wait for your client to come back for the next root touch up, suggest they book a toning service in 3-4 weeks to refresh and maintain the look. (page 36 for more info)

BLENDED BLONDE LOOK

Price: \$\$ Time:

FULL SERVICE STEPS:

Root touch up (white hair coverage) + INTENSE REFRESHING service in salon care + ALL BLONDES RICH/LIGHT/DETOX range (depending on the hair type and need)

HOW TO SELL THE LOOK?

Explain to your client that they don't have to sacrifice their natural blonde looking colour for white hair coverage. The re-growth will be lifted and toned in one step. For an overall even blonde result, let your client know that you will refresh their mid-lengths and ends with a quick solution that cares for the hair while brightening.

HOW TO INCLUDE COMPLEMENTARY SERVICES?

Don't wait for your client to come back only for the next root touch up, suggest they book a toning service in 3-4 weeks to refresh and maintain the look. (page 36 for more info)



BLUSHED BLONDE LOOK

Price: \$\$\$ Time:

FULL SERVICE STEPS:

Full head lightening + toning + BOND CREATION treatment in salon care + COOL BLONDES NEUTRALISING range

HOW TO SELL THE LOOK?

Explain to your client that this is for those who want a strong transformation and let them know the upkeep involved before you start the service. Guide them through what the process entails from lightening for the perfect canvas to toning providing the blushed tone they want. Highlight the importance of dedicated in salon and at home care to nourish, protect and preserve the in salon look.

HOW TO INCLUDE COMPLEMENTARY SERVICES?

During consultation recommend a Blonde Toning Service 3-4 weeks after the colour service to prolong the colour result for longer. (page 36 for more info)

REFINED BLONDE LOOK

Price: \$\$ Time:

FULL SERVICE STEPS:

Lifting + BOND CREATION in salon care + ALL BLONDES RICH/LIGHT/DETOX range (depending on the hair type and need)

HOW TO SELL THE LOOK?

Explain this is for clients who don't want to go full blonde but would not shy away from uplifting and upgrading their blonde.

HOW TO INCLUDE COMPLEMENTARY SERVICES?

During the consultation explain that product build up and hard water minerals can compromise the hair's shine and cause colour shifts. Invite your client to book a Detoxifying service in between colour visits. (page 60 for more info)



EXPERT TIP:

Integrating premium in-salon services into your price list helps to:

- Guarantee a superior blonde hair quality result and with that create a satisfied and loyal client
- Maximise the profit linked to your blonde colour services

4 BOOST YOUR BUSINESS WITH PRODUCT RECOMMENDATIONS

Why is it important to recommend home care products to your clients?

IT'S A WIN-WIN SITUATION

While you have the chance to increase your ticket price, your clients get tailored professional products to preserve their salon look for longer.

COMPLEMENT THE BLONDE SERVICE

Retailing OTC products is not trying to push your client to purchase more but rather the finishing step of your blonde service for perfect results.

IT'S ALL ABOUT EDUCATION

Win your clients' trust explaining why BLONDME home care is tailored to their needs and why this will help preserve the hairs' health in between salon visits.



SAMPLING IS THE KEY

If your clients are not sure about a purchase, incentivise them with NEW BLONDME minis for at home trial. Let them experience the NEW BLONDME home care - they will love the products and come back to buy the full sizes.

BUILD LOYALTY

Create your own loyalty program in-salon (e.g. Loyalty card). Pamper your clients with a complementary offer and encourage them to come back to your salon by directly making a new appointment!

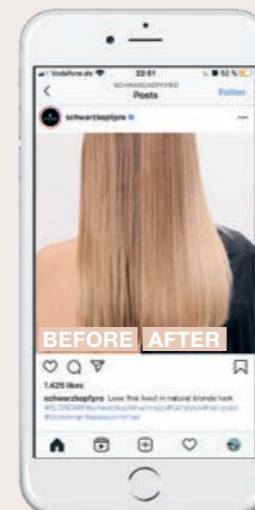
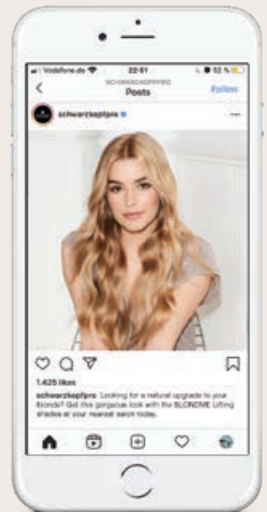
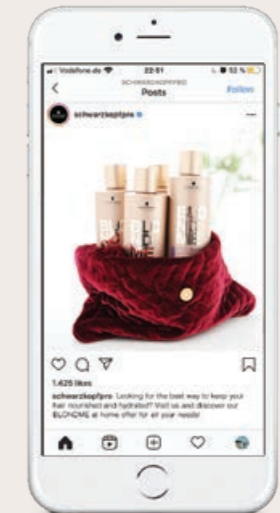
5 BOOST YOUR BLONDE BUSINESS ON SOCIAL MEDIA

Identify the right content



Campaigns: Follow global and local SKP accounts to keep track of the major campaigns, such as #BLONDISOFTHEWORLD, SCHWARZKOPFPROUK

Promotion: Inform your clients about the current promotions or special deals in your salon (e.g. Christmas, Gift with purchase) combined with a picture of a final look.



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.

5 Choose the right format

Users want to see content that is authentic and is visual appealing and not polished.

How to make your content stand out from the crowd?

- Pay attention to lighting and the background of your photo for a clear, clean 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 make a blonde stand out



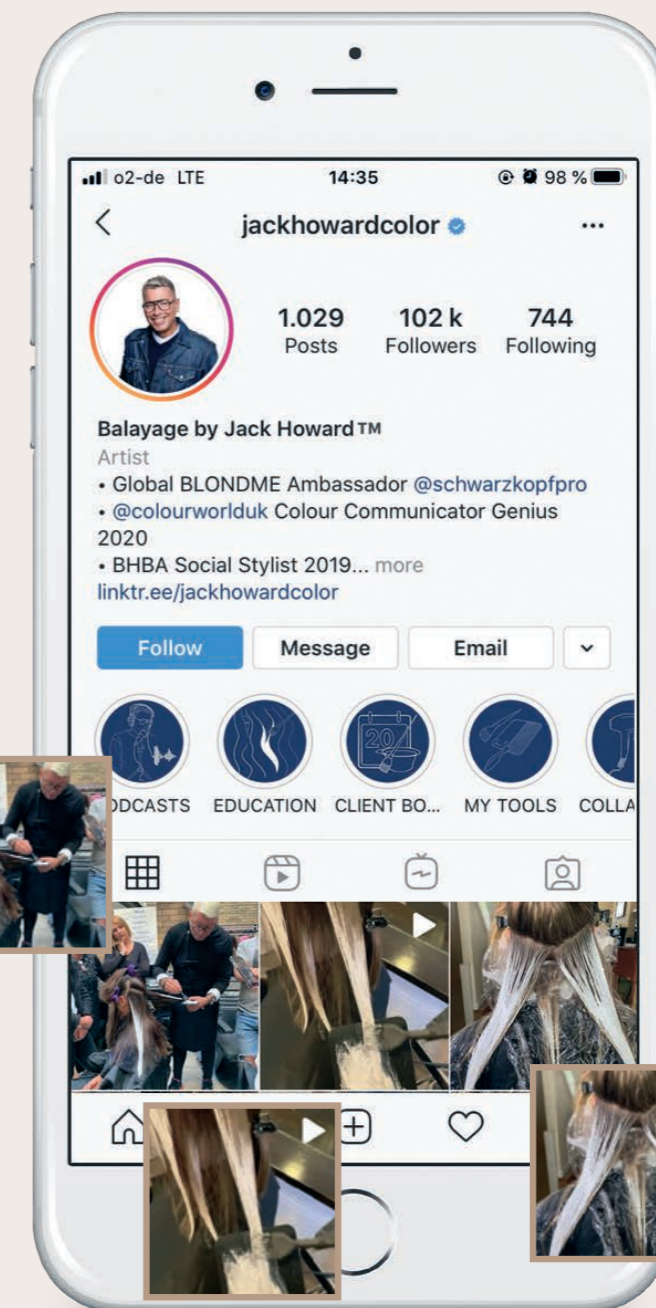
Maximise your reach

- **Use the official BLONDME hashtags:** #BLONDME, #BLONDESOFTHEWORLD for a chance to get reposted by the SKP 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

5 Look at best practices

Look for continuous inspiration on the account of Global BLONDME Ambassador **Jack Howard @jackhowardcolor**

- Frequently posts
- Great interaction with the community
- Great mix of content while keeping the focus on blonde
- Strong focus on educational content
- Goes beyond SoMe and has his own podcast



BTS of hands on sessions

Work in progress of colour & toning

Videos of Live content & product applications



www.schwarzkopfpro.com

Together. A passion for hair.