

BLONDME

#BLONDESOFTHEWORLD

Schwarzkopf
PROFESSIONAL

FLAWLESS BLONDE

DUSTED



- 1 Section as shown.
- 2 Mix BlondMe Lightener 9+ & 6%/20Vol. 1:2 and apply in fine sections.
- 3 Apply section by section. Leave for 45 min. Rinse, shampoo with ALL BLONDES Rich Shampoo and treat with ALL BLONDES Rich Mask for 5-10 min. Rinse.
- 4 Apply Blonde Toning Nougat + Biscuit (1:3) + Dev. 2%/7Vol. (1:1) onto roots. Apply Blonde Toning Biscuit + Dev. 2%/7Vol. (1:1) onto mid-lengths and ends. Blend in well. Leave to develop for up to 20 min. Rinse.

POLISHED



- 1 Section into 5 parts. Mix BlondMe Lightener 9+ 6%/20Vol. developer 1:2. Apply to virgin hair mid-lengths & ends, in back-to-back foils, taking fine sections. Leave out pre-lightened ends.
- 2 Leave to develop for up to 45 min, checking visually. Rinse, shampoo with ALL BLONDES Light Shampoo and treat with ALL BLONDES Rich Mask for 5-10min. Rinse thoroughly.
- 3 Apply Blonde Toning Ice Irisè + Nougat (4:1) + Dev. 2%/7Vol. (1:1) onto roots. Leave for up to 10 min.
- 4 Apply Blonde Toning Ice + Sand (2:1) + Dev. 2%/7Vol. (1:1) onto mid-lengths and ends with the applicator bottle. Blend in well. Leave for up to 10 min. Rinse.

REFINED



- 1 Section into 4 parts. Apply Blonde Lifting Ice Irisè + Dev. 12%/40Vol. (1:1) onto mid-lengths and ends in fine sections.
- 2 Leave for 15-20 min.
- 3 Apply Blonde Lifting Ice Irisè + Dev. 9%/30Vol. (1:1) onto roots. Leave for 30 min.
- 4 Emulsify and rinse. Shampoo with ALL BLONDES Light Shampoo and treat with ALL BLONDES Rich Conditioner for up to 2 min. Rinse thoroughly.

BLENDED



- 1 Section into 4 parts.
- 2 Apply White Blending Irisè + Sand (1:1) + Dev. 9%/30Vol. (1:1) on the root area. Apply section by section. Leave for 45 min.
- 3 Dampen mid-lengths and ends with 100ml water and emulsify with White Blending mixture. Leave for 2-3 min. Rinse.
- 4 Shampoo with ALL BLONDES Light Shampoo and treat with ALL BLONDES Rich Conditioner for up to 2 min. Rinse thoroughly.

BLUSHED



- 1 Section into 4 equal parts. Mix BlondMe Lightener 9+ 6%/20Vol. dev 1:2. Start at the nape area, take fine sections and apply back-to-back, avoiding the root area. Leave for up to 30 mins. Check the development at regular intervals.
- 2 Mix fresh product as above, apply to the root area. Leave to develop for up to 30 mins. Check the development at regular intervals. Rinse, shampoo with ALL BLONDES Rich Shampoo and treat with ALL BLONDES Rich Mask for 5-10 min. Rinse thoroughly.
- 3 Apply Blonde Toning Biscuit (29g) + Ice irisè (29g) + Strawberry (2g) + Dev. 2%/7Vol (1:1) onto the root area. Leave for up to 10 min.
- 4 Continue onto mid-lengths and ends. Leave for another 10 min. Rinse.

BRIGHTENED BLONDE

RADIANT



- 1 Mix BlondMe Lightener 9+ + 9%/30Vol. dev 1:2. Take fine sections, working back-to-back and apply to the middle section. Gradually blend up towards the roots; avoid contact with the scalp, and blend down towards the ends.
- 2 Take fine sections back to back. Leave to develop for up to 45 min. check the development at regular intervals. Rinse, shampoo with ALL BLONDES Rich Shampoo and treat with ALL BLONDES Rich Mask for 5-10 min. Rinse thoroughly.
- 3 Apply Blonde Toning Granite + Dev. 2%/7Vol. (1:1) onto roots.
- 4 Follow with Blonde Toning Ice Irisè onto mid-lengths and ends. Blend the colours well in. Leave for 20 min. Rinse.

DIPPED



- 1 Section into 3 parts. Mix BlondMe Clay Lightener + 12%/40Vol. dev 1:1.5. Take fine sections and apply to the middle section. Gradually blend up towards the roots; avoid contact with the scalp, and blend down towards the ends.
- 2 Apply onto mid-lengths and ends section by section. Leave for 45 min. Rinse, shampoo with ALL BLONDES Rich Shampoo and treat with ALL BLONDES Rich Conditioner for up to 2 min. Rinse thoroughly.
- 3 Apply Blonde Toning Deep Chestnut + Dev. 2%/7Vol. (1:1) onto roots.
- 4 Apply Blonde Toning Milk Chocolate + Dev. 2%/7Vol. (1:1) onto mid-lengths and ends. Blend the colours in well. Leave for up to 20 min. Rinse. Apply BLONDE WONDERS Restoring Balm on towel-dried hair to leave hair soft and shiny.

SUN-KISSED



- 1 Section in to 3 parts. Create 2 mixes: A) Mix Clay Lightener + 12%/40Vol. dev 1:1.5; B) Mix Clay Lightener + 9%/30Vol. 1:1.5. Apply to the middle part of the section, then blend up towards the root (avoid contact with the scalp) and gradually spread towards the ends. Continue section by section, alternating between mix A) & B)
- 2 Take fine sections at the hairline and apply BlondMe Lightener 9+ + 2%/7Vol. dev 1:2 in foils.
- 3 Leave to develop for up to 45 min. check the development at regular intervals. Rinse, shampoo with ALL BLONDES Rich Shampoo and treat with ALL BLONDES Rich Mask for 5-10min. Rinse thoroughly.
- 4 Apply Blonde Toning Sand + Dev. 2%/7Vol (1:1) with the applicator bottle. Leave for 20 min. Rinse.

POLISHED BLONDE

CLEAR



- 1 Mix BlondMe Lightener 9+ (35 g) with Bleach & Tone (5g) + Dev. 6%/20Vol. (65g). Start applying in the middle part of the section.
- 2 Continue section by section. Leave to develop for up to 15 min.
- 3 Apply BlondMe Lightener 9+ + 6%/20Vol. dev. 1:2 on to the roots. Leave to develop for up to 30 mins. Check the development at regular intervals.
- 4 Rinse, shampoo with COOL BLONDES Neutralizing Shampoo and leave it in for up to 2 min. Rinse thoroughly. Apply COOL BLONDES Neutralizing Spray Conditioner on towel-dried hair to maintain a cool tone direction.

Together. A passion for hair.

BLONDME

COLOUR ASSORTMENT

LIGHTENING			TONING	LIFTING & WHITE BLENDING			DEVELOPER
							
BOND ENFORCING PREMIUM LIGHTENER 9+	BOND ENFORCING PREMIUM CLAY LIGHTENER	BLEACH & TONE	BLONDE TONING	BOND ENFORCING BLONDE LIFTING	BOND ENFORCING WHITE BLENDING	BOND ENFORCING BLONDE HIGHLIGHTING	PREMIUM DEVELOPER
450g Powder Lightener for maximum lift	350g Clay Lightener for easy to work with consistency	60ml Lightening and toning in one step	60ml Pastel Toners and Deep Toners for endless creativity	60ml For up to 5 levels of lift and toning in one step	60ml Lifting and white blending in one step	60ml Lifting and toning on dark or coloured bases	1000ml Maximum performance and care

CARE ASSORTMENT

HOME CARE

ALL BLONDES			COOL BLONDES	BLONDE WONDERS
				
LIGHT Lightweight nourishing regime for fine to normal blondes	RICH Intense nourishing regime for normal to coarse blondes	DETOX Purifying regime for all hair types	NEUTRALIZING Purple toning regime for all hair types	Hair perfectors for all hair types
<ul style="list-style-type: none"> • SHAMPOO - 300ML • SPRAY CONDITIONER - 200ML • MASK - 200ML 	<ul style="list-style-type: none"> • SHAMPOO - 300ML • CONDITIONER - 250ML • MASK - 200ML 	<ul style="list-style-type: none"> • SHAMPOO - 300ML • MASK - 200ML 	<ul style="list-style-type: none"> • SHAMPOO - 300ML • SPRAY CONDITIONER - 150ML • MASK - 200ML 	<ul style="list-style-type: none"> • RESTORING BALM - 75ML • GLAZE MIST - 150ML

IN-SALON

			
LIGHT Lightweight nourishing regime for fine to normal blondes	RICH Intense nourishing regime for normal to coarse blondes	DETOX Purifying regime for all hair types	NEUTRALIZING Purple toning regime for all hair types
<ul style="list-style-type: none"> • SHAMPOO - 1000ML 	<ul style="list-style-type: none"> • SHAMPOO - 1000ML • CONDITIONER - 1000ML • MASK - 500ML 	<ul style="list-style-type: none"> • SHAMPOO - 1000ML • DETOX MASK - 500ML • VITAMIN C SHOTS - 5X5G 	<ul style="list-style-type: none"> • SHAMPOO - 1000ML

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