



BLONDE EXPERT

Blonde Guide Vol. 2

Blonde Expert Color and Care: Everything you need to truly become a blonde expert

From The Perfect Blonde In-Salon...

LIGHTENER

For maximum lift.



LIGHTENER

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

- Up to 9 lift levels
- Reduces hair breakage significantly

BOOSTERS

Additives for increased performance.



ULTRA COOL BOOSTER

For extra neutralisation.

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



ULTRA LIFT BOOSTER

For extra lifting.

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

HIGHLIFTS

For lift & tone in 1 step.



HIGHLIFT 1000.0

Special Blonde

- Up to 5 lift levels
- Intermixable with Pastel shades



HIGHLIFT 100.0

Ultra Blonde

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



HIGHLIFT 100.0 + BLEND

Ultra Blonde +Blend

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

PASTEL

For toning and neutralising.



PASTEL

To add subtle tonalities to bleached hair.

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

...To Perfectly Synchronized At-home Maintenance

INSTA STRONG RANGE

For all blondes.



#strongerblondes

Ensure the most brilliant blonde looks with outstanding hair quality & high shine thanks to deeply repairing formulas that reconstruct the hair after lightening & lifting and seal the hair surface.

INSTA COOL RANGE

For cool blondes.



#coolerblondes

Maintain and refresh cool tone directions perfectly and banish unwanted, brassy or golden tones while strengthening the hair from within.

New

The NEW Blonde Expert Care gives all blonde hair types the superior care they deserve with the NEW Hair-Bond technology, now integrated in all formulas*! Blonde Expert Care optimises your blonde service results by working in perfect harmony with Blonde Expert Color, enabling the ideal at-home blonde care maintenance.

*except for Instacool Spray

Our care hero: Blonde Expert Insta Cool shampoo



The powerful pigmented shampoo with enhanced Bonding Technology for cool blondes, especially for porous, chemical treated blonde hair.

- Helps to re-create the inner hair structure
- Fights hair damages within the hair fibre
- Leaves hair up to 85 % stronger*,
- Neutralizing agents instantly remove brassiness and yellow undertones**

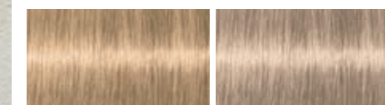
Lather on wet hair, leave on for up to 5 minutes and rinse thoroughly.

lighter bases



before after

darker bases



before after

*in comparison to untreated hair

**Colour result and longevity may vary depending on hair condition and processing time

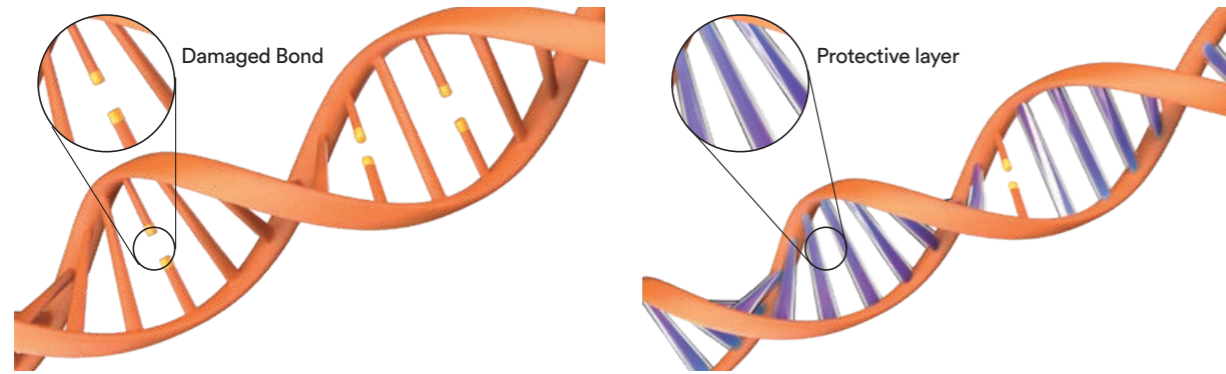
The science behind Blonde Expert

Hairbond Technology - How does it work?

Porous hair structures, uneven bases, and unpredictable natural pigments are the biggest challenges when it comes to blonde services. To achieve the perfect blonde, it's essential to protect and maintain the hair structure during and after the service.

Hair-Bond Technology: The Bodyguard

The active components of Hair-Bond Technology integrated within the Blonde Expert Color assortment*, deeply penetrate the hair fibre, creating a protective layer around the natural bonds to protect them from breakage during lifting or lightening

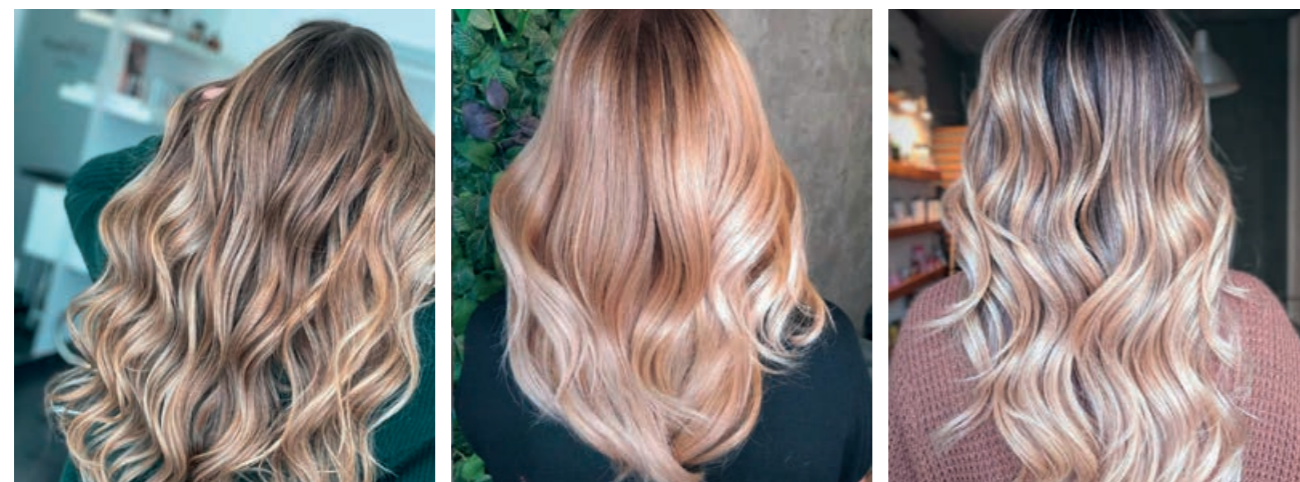


The inner hair structure is composed of a cohesion of bonds that can be easily broken by chemical agents, especially highlifting shades or bleaches, thus breaking the inner hair stability and elasticity.

The active components of Blonde Expert Hair-Bond Technology deeply penetrate the hair fibre, creating a protective layer around the natural bonds to protect them from breakage.

Hair-Bond Technology+: The Bodybuilder

The Blonde Expert Care regime features a triple charged ion* which builds new bonds by creating a 3-dimensional network inside the hair fiber. These artificially re-created bonds ensure a stronger, more resilient hair structure and a healthy-looking appearance.



@peluqueria_estetica_woman

@ingridhenrietta

@urbanstudio_kumurov

IN-SALON

AT-HOME

*except for Instacool Spray

*except Ultra Cool Booster + Ultra Lift Booster

*except InstaCool Spray

Your guide how to mix and match colour and care for superior blonde results

	Warm	Neutral	Cool
	LIGHTENER (on darker bases)	ULTRA COOL BOOSTER* (on dark blonde & darker bases) ULTRA LIFT BOOSTER* (on dark blonde & light brown bases)	ULTRA COOL BOOSTER* (on medium blonde & lighter bases)
BLONDE EXPERT COLOR			
	1000.0	1000.03	1000.22
	1000.8	1000.1	1000.72
	100.0	100.28	100.2
	100.8+	100.03+	100.27+
	P.28	P.01	P.16
	P.2	P.27	P.31
	INSTA STRONG RANGE	INSTA STRONG & COOL RANGE	INSTA COOL RANGE
	- SHAMPOO - SPRAY CONDITIONER - TREATMENT	- SHAMPOO - SPRAY CONDITIONER - TREATMENT - SHAMPOO - COOL SPRAY - TREATMENT	- SHAMPOO - COOL SPRAY - TREATMENT
BLONDE EXPERT CARE			

The Warm Buttery Blonde with Global Application Technique

For your clients who want to go from dark to light in just one session -thanks to the Blonde Expert colour and care synchronized system you can achieve a beautifully warm blonde with this quick and easy technique.



In-salon service

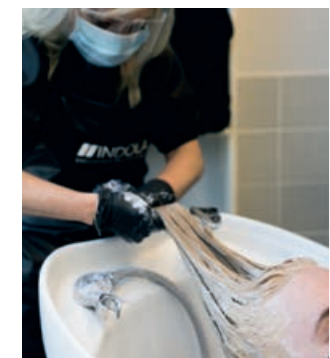
Step by Step:

Use Blonde Expert Special Blonde 1000.0 1:2 with 9% Indola Cream Developer (30 Vol) + 1 sachet of Blonde Expert Ultra Lift Booster
Toning with Blonde Expert Pastel P.31 + Indola Cream Developer 2% (7vol) 1:1

1. Section the hair as shown into 4 quadrants.
2. When applying Blonde Expert to virgin hair, start the application on the mid-lengths and ends. Let it to develop for 10 minutes, do not rinse.
3. Then apply to the root area and leave to develop for another 30-40 minutes. Ensure that you always use visual control.
4. Rinse colour off thoroughly using Blonde Expert Insta Strong Shampoo and Treatment. Apply the toner through the hair and allow to develop for 5 minutes. Visual control.

Products used:

- BLONDE EXPERT HIGHLIFTS
- INDOLA CREAM DEVELOPER
- BLONDE EXPERT ULTRA LIFT BOOSTER
- BLONDE EXPERT PASTELS
- BLONDE EXPERT INSTA STRONG SHAMPOO
- BLONDE EXPERT INSTA STRONG TREATMENT



Smart tip:

To ensure full head coverage and an even colour result, take small sections of hair and make sure that you fully saturate the hair and really work the colour in. Using global application like this will ensure that you do not miss any sections and really cover the whole head.

At-home maintenance

- Ideally, do not wash your hair for at least 48h after the treatment to restore moisture.
- Then, use BLONDE EXPERT INSTA STRONG SHAMPOO to help re-create the inner hair structure by adding new bonds and nourish the hair.
- Use BLONDE EXPERT INSTA STRONG CONDITIONING SPRAY on a daily basis to enhance combability and shine. Leave-in.
- For extra care, use BLONDE EXPERT INSTA STRONG TREATMENT once or twice a week on towel-dried hair. Leave on for 5-10 minutes, then thoroughly rinse.



The Neutral Sun-kissed Blonde with Teasing Technique

Teasing or backcombing the root automatically creates diffused color, diminishing a line of demarcation leading to a super modern low maintenance look.



In-salon service

Step by Step:

Use Blonde Expert Lightener + Indola Cream Developer 2% 1:2
Toning in backwash with Indola Blonde Expert Pastel Toners P.31 (40)+ P.16 (10) + Indola Cream Developer 2% 1:1

1. Section the hair into 7 areas/slices. Working in fine sections, wide is 1 cm. Backcomb all the hair mass towards the foils. The whole hair mass of backcombing composes 60% of the slice.
2. Apply the colour mix and allow to process using visual control.
3. Backwash application of Blonde Expert Pastel Toners. Processing time: 5 min. Visual control.
4. Rinse and wash with Blonde Expert Insta Strong Shampoo. Apply Blonde Expert Insta Strong Treatment, leave for 10 min.

Products used:

- BLONDE EXPERT LIGHTENER
- INDOLA CREAM DEVELOPER
- BLONDE EXPERT PASTEL TONERS
- BLONDE EXPERT INSTA STRONG SHAMPOO
- BLONDE EXPERT INSTA STRONG TREATMENT



1.+2.

3.



Smart tip:

Use a slow, gentle motion to backcomb the hair. Make sure you don't backcomb too tight. When removing the knots, ideally use a brush designed for wet hair.

At-home maintenance

- Use BLONDE EXPERT INSTA STRONG SHAMPOO to help re-create the inner hair structure.
- For extra care, use BLONDE EXPERT INSTA STRONG CONDITIONING SPRAY and use BLONDE EXPERT INSTA STRONG TREATMENT once or twice a week on towel-dried hair. Leave on for 5-10 minutes.
- Whenever you notice brassy, yellow undertones in your hair, use BLONDE EXPERT INSTA COOL SHAMPOO to neutralize. Lather on wet hair, leave on for up to 5 minutes and rinse thoroughly.



The Icy-Cool Pastel Blonde with Colour Placement Technique

The wrong care regime can take a toll on the perfect blonde colour. Transform your clients with brassy hair to an icy hue with Blonde Expert Colour and Care. And for your more daring clients – add a splash of colour with #colorblaster.

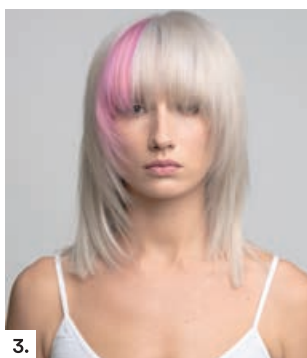
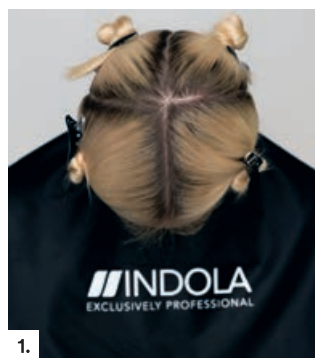


In-salon service

Step by Step:

Use Blonde Expert Lightener + Indola Cream Developer 2% (1:2)
Toning with Blonde Expert Pastel P.2 + Indola Cream Developer 2% and Colorblaster Willow for placement.

1. Cross-section into 2 nape areas & 2 side areas.
2. Apply the Blonde Expert Lightener in fine vertical slices at the back of the head. On the front area, work in fine horizontal sections. Apply the mixture Blonde Expert Lightener + Indola Cream Developer 2% (1:2) thoroughly. Development time: up to 50 min. Visual control. Cleanse and care with Blonde Expert Insta Cool Shampoo and Insta Cool Treatment.
3. To achieve an icy look and add a splash of colour, section the hair with triangle on the front side and apply Blonde Expert P.2 + Indola Cream Developer 2% on the big section thoroughly from roots to length. Apply Colorblaster Willow on the small section from roots to length, development time: 20 min. Visual control.



Products used:

- BLONDE EXPERT LIGHTENER
- INDOLA CREAM DEVELOPER
- BLONDE EXPERT INSTA COOL SHAMPOO
- BLONDE EXPERT INSTA COOL TREATMENT
- COLORBLASTER WILLOW

Smart tip:

If you want an even stronger effect, extend extend the triangle section by another 2-3 cm.

At-home maintenance



- Refresh your cool blonde tone by using BLONDE EXPERT INSTA COOL SHAMPOO once a week. Lather on wet hair, leave on for up to 5 minutes and rinse thoroughly.
- For extra care and neutralization, use BLONDE EXPERT INSTA COOL TREATMENT once or twice a week on towel-dried hair. Leave in for 2–5 minutes for a soft cool effect, 5–10 minutes for stronger cool results. Rinse thoroughly.
- Use BLONDE EXPERT INSTA COOL SPRAY on the Go whenever you feel like cooling down your blonde