

BLO ND MIE

Instructions
for use



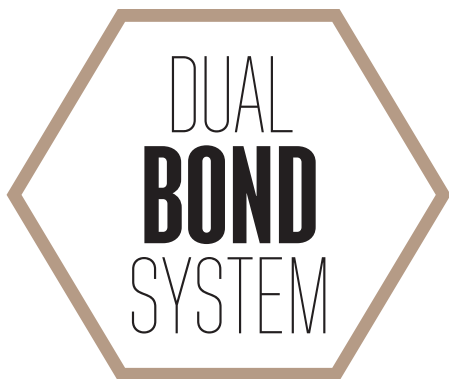


BLONDME

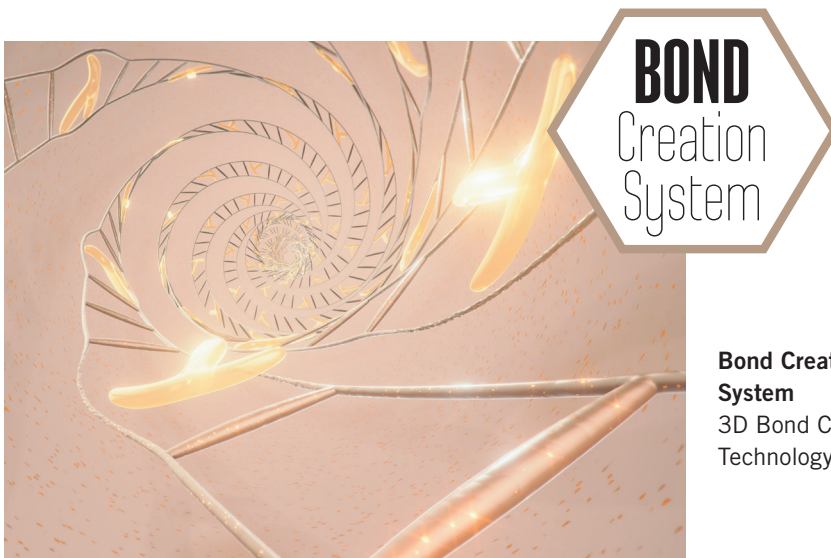
Dual Bond System

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 fiber prone to damage and consequently dullness and breakage.

The integrated Dual Bond Technology in all BLONDME color 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 dedicated in-salon and at-home care. The Dual Bond System gives you maximum confidence during coloring & lightening, so that your clients can show off their perfect blonde. Strong bonds for strong blondes!



Bond Protection System
Anti-Metal
Bond Protection
Technology



Bond Creation System
3D Bond Creation
Technology



Color Anti-Metal Bond Protection

The integrated Anti-Metal Bond Protection Technology in all BLONDME color products creates a protective layer around the hair bonds for minimized hair breakage. Combined with a new biodegradable chelating agent that captures and neutralizes metal ions in the hair, it further mitigates hair breakage and optimizes the color result. No bonding additives or Anti-Metal treatments needed.



In-salon Care Bond Creation

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



Home Care Bond Maintenance



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



pH-Balancing

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

Lightening & Toning

		Lightening			Toning	
		BLONDME Premium Lightener 9+	BLONDME Clay Lightener	BLONDME Precision Lightener	BLONDME Bleach & Tone	BLONDME Pastel & Deep Toning
Usage						
	Product description	High performance lightener with integrated Anti-Metal Bond Protection Technology for maximum lift with minimal hair breakage	Clay Lightener with Anti-Metal Bond Protection Technology and a unique soft-to-solid formula, specially designed for freehand techniques	Precision lightener with Anti-Metal Bond Protection Technology for on-scalp services	Tonal additives for lightening and toning in one step	Intermixable pastel toning and deep toning shades with Anti-Metal Bond Protection Technology for endless creativity
	Maximum lift	Up to 9 levels	Up to 7 levels	Up to 7 levels	Up to 8 levels when mixed with BLONDME Premium Lightener 9+	–
	Base	All bases	Bases 3 to 8	Bases 3 to 8	Bases 1 to 7	Pastel Toners: Pre-lightened bases and natural base 9 and lighter Deep Toners: Pre-lightened darker bases and natural base 5-8
	White hair coverage	–	–	–	–	Translucent coverage
Application	Mixing ratio	1:1.5 – 1:2.5	1:1.5 – 1:2	1:1.5	See next page for details	1:1
	BLONDME Premium Developer 2% (7 Vol.)	✓	–	✓	✓	✓
	BLONDME Premium Developer 6% (20 Vol.)	✓	✓	✓	✓	–
	BLONDME Premium Developer 9% (30 Vol.)	✓ not on scalp	✓	–	✓	–
	BLONDME Premium Developer 12% (40 Vol.)	–	✓	–	✓	–
	Processing time	 20–45 minutes Check development visually. Additional heat is not recommended.	 20–45 minutes Check development visually. Additional heat is not recommended.	 20–45 minutes Check development visually. Additional heat is not recommended.	 20–45 minutes Check development visually. Additional heat is not recommended.	 Up to 20 minutes Check development visually. Additional heat is not recommended.

BLONDME Premium Lightener 9+



Premium Lightener 9+

1:1.5
to
1:2.5



Premium Developer

Processing Time: **20 to 45 min** (Heat is not recommended, check development visually)

Benefits

- With integrated Anti-Metal Bond Protection Technology to help protect the hair fibers during processing
- Up to 9 levels of lift
- Suitable for all hair bases and all techniques
- Anti-yellow agents to neutralize warm undertones
- Flexible mixing ratio

Application method

- All techniques
- Full head / on-scalp applications with BLONDME Premium Developer 2% (7 Vol.) or maximum 6% (20 Vol.)
- Off scalp applications with BLONDME Premium Developer 9% (30 Vol.)
- Apply to dry, unwashed hair
- For use on virgin or previously lightened hair

BLONDME Premium Clay Lightener



Clay Lightener

1:1.5
to
1:2



Premium Developer

Processing Time: **20 to 45 min** (Heat is not recommended, check development visually)

Benefits

- With integrated Anti-Metal Bond Protection Technology to help protect the hair fibers during processing
- Up to 7 levels of lift
- Suitable for all hair bases 3-8
- Spreads easily and provides optimal precision ideal for freehand techniques
- Soft-to-solid formula - no need for foils
- Dust-reduced powder

Application method

- For all creative painting techniques with BLONDME Premium Developer 6% (20 Vol.), 9% (30 Vol.), or 12% (40 Vol.)
- Apply to dry, unwashed hair
- For use on virgin or previously lightened or coloured hair

BLONDME Precision Lightener



Precision Lightener

1:1.5



Premium Developer

Processing Time: **20 to 45 min** (Heat is not recommended, check development visually)

Benefits

- With integrated Anti-Metal Bond Protection Technology to help protect the hair fibers during processing
- Up to 7 levels of lift
- Suitable for all hair bases 3-8
- Formula allows utmost precision
- Integrated Temperature-Balancing Complex provides a pleasant cooling effect during processing

Application method

- For regrowth services with BLONDME Premium Developer 2% (7 Vol.) or 6% (20 Vol.)
- Apply to dry, unwashed hair

BLONDME Bleach & Tone

 Bleach & Tone	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  B-VIOLET ADDITIVE </div> <div style="text-align: center;">  B-ASH ADDITIVE </div> <div style="text-align: center;">  B-MATTE ADDITIVE </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;">    </div> Premium Lightener 9+, Clay Lightener, Precision Lightener	 Premium Developer
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Premium Lightener 9+						
			On Scalp		Off Scalp	
Base	Premium Lightener 9+	Mix	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		Intense	10 mL	60 mL, 6% (20 Vol.)	15 mL	55 mL, 9% (30 Vol.)
		Soft	5 mL	65 mL, 6% (20 Vol.)	10 mL	60 mL, 9% (30 Vol.)
3		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					
On Scalp		Intense Mix		Soft Mix	
Base	Precision Lightener	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					
Off Scalp		Intense Mix		Soft Mix	
Base	Clay Lightener	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.)

Processing Time: **20 to 45 min** (Heat is not recommended, check development visually)

Benefits	<ul style="list-style-type: none"> • Additive for lightening and toning in one step • Suitable for hair bases 1-7 • Neutralizes any warm undertone, adding lasting cool tone directions • Flexible mixing ratios for individual tonal effects
Application method	<ul style="list-style-type: none"> • Suitable for on- and off-scalp applications • Only to be used in combination with BLONDME Premium Lightener, BLONDME Clay Lightener or BLONDME Precision Lightener • Apply to dry, unwashed hair • Do not apply on light blonde or previously lightened hair

BLONDME Blonde Toning

Pastel Toning					
	T-STEEL BLUE	T-ICE-IRISÉ	T-ICE	T-SAND	
Deep Toning					
	T-BISCUIT	T-BROWN MAHOGANY	T-STRAWBERRY	T-LILAC	T-CLEAR
Mixing Ratio					
	DT-DEEP CHESTNUT	DT-GRANITE	DT-NOUGAT	DT-MILK CHOCOLATE	DT-PEACH SORBET
			1:1		
	Blonde Toning			Premium Developer	

Processing Time: **Up to 20 min** (Heat is not recommended, check development visually)

Benefits	<ul style="list-style-type: none"> • Pastel Toning for blonde tone enhancement or neutralization of unwanted warm tones • Deep Toning enriches pre-lightened darker bases or naturally blonde hair 5-8, ideal for lowlights and blurred roots • Ammonia-free • All shades are intermixable with one another • Gel-crème consistency for both brush and bottle application with one mixing ratio/developer used
Application method	<ul style="list-style-type: none"> • Recommended BLONDME Premium Developer: 2% (7 Vol.) • On pre-lightened base: apply to towel-dried hair
Processing Time	<p>Visually monitor the development of the color and process for up to a max of 20 minutes</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> Up to 5 min. Refining </div> <div style="text-align: center;"> Up to 10 min. Refreshing </div> <div style="text-align: center;"> Up to 20 min. Balancing </div> </div>

Pastel Toning

Base	STEEL BLUE	ICE-IRISÉ	ICE	SAND	BISCUIT	BROWN MAHOGANY	STRAWBERRY	LILAC
10	+++	+++	++	++	++	+++	+++	+++
9	++	++	+	+	+	++	++	++
8	+	+				+	+	+
7								
6								
5								

+ Subtle ++ Ideal +++ Intense

Deep Toning

Base	MILK CHOCOLATE	NOUGAT	GRANITE	DEEP CHESTNUT	PEACH SORBET
10					
9	+++				+++
8	++	+++			++
7	+	++	+++	+++	+
6		+	++	++	
5			+	+	





+ Subtle ++ Ideal +++ Intense

Natural base Colour

Contributing Pigments

10	Ultra Blonde			Pale Yellow
9	Extra Light Blonde			Yellow
8	Light Blonde			Yellow orange
7	Medium Blonde			Orange Yellow
6	Dark Blonde			Orange
5	Light Brown			Orange Red
4	Medium Brown			Red Orange
3	Dark Brown			Red
2	Black Brown			Dark Red
1	Black			Dark Red Brown

Lifting & White Blending

		BLONDME Blonde Lifting	BLONDME Lift & Blend
Usage			
	Product description	Lifting and Toning in one step	Lifting natural hair and blending white hair in one step
	Maximum lift	Up to 5 levels	Up to 4 levels
	Base	Virgin hair, bases 6 or lighter. Up to 30% white hair	Natural bases 6 and lighter. 30-70% white hair
	White hair coverage	–	Optimal white blending for 30-70% white hair
Application	Mixing ratio	1:2	1:1
	BLONDME Premium Developer 9% (30 Vol.)	✓ Up to 4 levels of lift	✓ Up to 3 levels of lift
	BLONDME Premium Developer 12% (40 Vol.)	✓ Up to 5 levels of lift	✓ Up to 4 levels of lift
	Processing time	 30-45 minutes	 30-45 minutes

BLONDME Blonde Lifting



L-STEEL BLUE



L-ICE-IRISÉ



L-ASH



L-ICE



L-SAND



L-BISCUIT



Blonde Lifting

1:2



Premium Developer

Processing Time: **30 – 45 min** (Heat is not recommended, check development visually)

Benefits

- With integrated Anti-Metal Bond Protection Technology to help protect the hair fibers during processing
- Up to 5 levels of lift
- Lifting and toning and/or neutralizing in 1 easy step
- All Blonde Lifting shades are intermixable

Application method

- For natural bases 8 and lighter use BLONDME Premium Developer 9% (30 Vol.), for natural bases 6 and 7 use BLONDME Premium Developer 12% (40 Vol.)
- Apply to dry, unwashed hair
- Use only on virgin hair
- Suitable for on-scalp applications
- If needed, refresh mid-lengths and ends with BLONDME Pastel or Deep Toning

BLONDME Lift & Blend

Colour result on 70% white hair



LB-ASH



LB-ICE-IRISÉ



LB-ICE



LB-SAND



LB-BISCUIT



LB-BROWN-MAHOGANY



Lift & Blend

1:1



Premium Developer

Processing Time: **30 – 45 min** (Heat is not recommended, check development visually)

Benefits

- With integrated Anti-Metal Bond Protection Technology to help protect the hair fibers during processing
- Up to 4 levels of lift
- Optimal combination of lifting and white blending mature hair
- Provides up to 100% white blending
- All Lift & Blend shades are intermixable

Application method

- For natural bases 8 and lighter use BLONDME Premium Developer 9% (30 Vol.), for natural bases 6 and 7 use BLONDME Premium Developer 12% (40 Vol.)
- Apply to dry, unwashed hair
- Use only on virgin hair
- Suitable for on-scalp applications
- If needed, refresh mid-lengths and ends with BLONDME Pastel or Deep Toning

BASE BREAKERS

Quick-fix for the ideal root transition and soft neutralization



Scenario

My client is looking for seamless and natural looking blonde results that do not show their natural roots.



Mixing

Mix BLONDME Base Breaker with BLONDME Premium Oil Developer 1:1. Use BLONDME Premium Developer 2% (7 Vol.) for medium to fine hair and BLONDME Premium Developer 6% (20 Vol.) for medium to coarse hair.



Application & Development

- Leave for up to 10 minutes, allow visual control.
- Rinse thoroughly. Shampoo quickly with suitable BLONDME shampoo, rinse, and then apply suitable BLONDME conditioner or mask. Rinse.



10 min.

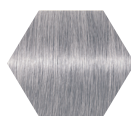
Benefits

- Integrated Bonding Technology to minimize hair breakage
- Up to 1 level of lift
- Soft tone deposit in up to 10 minutes
- Gentle ammonia-free formula with Aloe extract
- Gel consistency for easy mixing, fast application and full saturation

Expert Tips

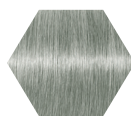
1. Start the application from the back and work up to the front
2. For a brighter break around the face use 20 Vol. in the front, and 7 Vol. in the back
3. For softer results apply to damp hair
4. For brighter results apply to dry hair

Shade Assortment



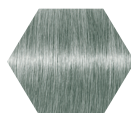
SOFT COOL

Optimal balancing results with softest neutralization effect, suitable for light to medium pre-lightened blonde hair bases (levels 7 to 9)



COOL

Optimal balancing results with anti-yellow effect, suitable for light to medium pre-lightened blonde hair bases (levels 6 and 7)



EXTRA COOL

Optimal balancing results with strongest neutralization and anti-orange effect suitable for medium to dark pre-lightened blonde hair bases (levels 5 and 6)

Watch Out

- Apply on damp or towel-dried hair
- Suitable for bowl/brush and bottle application

AFTER COLOR BOND CREATION SERVICE



Rinse Color



BLONDME Shampoo



Rinse



BLONDME Conditioner or mask



2-15 min.*



Rinse

BLONDME Color Assortment



Lightening



Premium Lightener 9+

450g

High performance powder lightener for maximum lift



Clay Lightener

350g

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



Precision Lightener

350g

Lightener for precise on-scalp services with up to 7 levels of lift



Bleach & Tone

60 mL

3 shades

Tonal additive for lightening and toning in one step

Developer



Premium Developer

1000 mL

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



Toning



Pastel Toning

60 mL

9 shades

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



Deep Toning

60 mL

5 shades

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

Lifting & Blending



Blonde Lifting

60 mL

6 shades

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



Lift & Blend

60 mL

6 shades

Lifting and white blending in one step

Base Breaking



Base Breaking

60 mL

Quick-fix for the ideal root transition and soft neutralization



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