


# LIGHTENER PORTFOLIO OVERVIEW



						
	<b>ESSENSITY® AMMONIA-FREE LIGHTENER</b>	<b>IGORA® VARIO BLOND CREAM LIGHTENER</b>	<b>IGORA VARIO BLOND PLUS LIGHTENER</b>	<b>IGORA VARIO BLOND SUPER PLUS LIGHTENER</b>	<b>BLONDME® BOND ENFORCING PREMIUM CLAY LIGHTENER 7+</b>	<b>BLONDME BOND ENFORCING PREMIUM LIGHTENER 9+</b>
<b>CONCEPT / POSITIONING</b>	Our first free-from lightener, formulated without the usage of fragrance or ammonia	Ammonia-free cream lightener for creative freehand techniques with excellent precision	Your everyday secure & easy lightening system with Integrated FIBRE BOND® Technology, for reliable lightening performance	Your everyday SUPER PLUS lightening system with Integrated FIBRE BOND® Technology, for reliable & lighter lifting performance	PREMIUM CLAY lightener with INTEGRATED BONDING TECHNOLOGY for optimal precision & beautiful, seamless blonde results	PREMIUM lightener with INTEGRATED BONDING TECHNOLOGY for maximum lift, advanced neutralization & improved hair care during development
<b>KEY BENEFITS</b>	<ul style="list-style-type: none"><li>• Up to 7 levels of lift</li><li>• Ammonia &amp; fragrance free</li><li>• Formulated with Phytolipid technology</li><li>• Anti-yellow system for advanced neutralization</li></ul>	<ul style="list-style-type: none"><li>• Up to 6 levels of lift</li><li>• Ammonia-free</li><li>• Stable consistency for precision techniques</li><li>• Optimal performance &amp; tone neutralization</li></ul>	<ul style="list-style-type: none"><li>• Up to 7 levels of lift</li><li>• High neutralization</li><li>• Dust-free powder</li><li>• Anti-yellow effect</li></ul>	<ul style="list-style-type: none"><li>• Up to 8 levels of lift</li><li>• High neutralization</li><li>• Dust-free powder</li><li>• Anti-yellow effect</li></ul>	<ul style="list-style-type: none"><li>• Up to 7 levels of lift</li><li>• Soft-to-solid formula that stays moist on the inside</li><li>• Clear lightening for seamless blonde results</li><li>• Helps to enforce bonds within the hair fiber</li></ul>	<ul style="list-style-type: none"><li>• Up to 9 levels of lift</li><li>• Premium performance dust-free powder</li><li>• Provides advanced neutralization</li><li>• Helps to enforce bonds within the hair fiber</li></ul>
<b>BEST USAGE</b>	<ul style="list-style-type: none"><li>• Full-head lightening</li><li>• Foiling</li></ul>	<ul style="list-style-type: none"><li>• Freehand painting</li><li>• Balayage</li><li>• Babylights</li></ul>	<ul style="list-style-type: none"><li>• Full-head lightening</li><li>• Foiling</li><li>• Painting</li></ul>	<ul style="list-style-type: none"><li>• Full-head lightening</li><li>• Foiling</li><li>• Painting</li></ul>	<ul style="list-style-type: none"><li>• Freehand techniques</li><li>• Balayage</li><li>• Best viscosity for painting</li></ul>	<ul style="list-style-type: none"><li>• Full-head lightening</li><li>• Foiling</li><li>• Best viscosity for painting</li></ul>
<b>COLOR CORRECTION</b>	<ul style="list-style-type: none"><li>• To soften banding or overdeposit of color around the hairline. The gentle ammonia-free formula will gently lift giving you control &amp; time</li></ul>	<ul style="list-style-type: none"><li>• Our softest lightener. Mix 1:1 with IGORA ROYAL Oil Developer for an ammonia-free, controlled way to lift out unwanted color</li></ul>	<ul style="list-style-type: none"><li>• Soft color removal: mix 1:2 (Lightener + Shampoo)</li></ul>	<ul style="list-style-type: none"><li>• Maximum color removal: mix 1:4 (Lightener + Developer 3% (10 Vol.))</li><li>• Shampoo color removal: mix 1:1.1:1 (Lightener + Shampoo + Developer 6% (20 Vol.) + Water)</li></ul>	<ul style="list-style-type: none"><li>• To brighten dull or overtoned ends, hand paint to lift &amp; brighten with a gentle formula that contains bonding technology</li></ul>	<ul style="list-style-type: none"><li>• Maximum color removal: mix 1:2 (Lightener + Developer 6% (20 Vol.))</li><li>• Soft color removal: mix 1:1.1:1 (Lightener + BLONDME Bonding Shampoo + Developer 6% (20 Vol.) + Water)</li></ul>
<b>INGREDIENTS FOR CARE</b>	<ul style="list-style-type: none"><li>• Plant based oils that contain lipids for gentle care</li></ul>	<ul style="list-style-type: none"><li>• Rebuilding serine</li></ul>	<ul style="list-style-type: none"><li>• Succinic &amp; Amino acids for bond protection</li></ul>	<ul style="list-style-type: none"><li>• Succinic &amp; Amino acids for bond protection</li></ul>	<ul style="list-style-type: none"><li>• Succinic acid for bond enforcement</li></ul>	<ul style="list-style-type: none"><li>• Succinic acid for bond enforcement</li></ul>
<b>TIPS</b>	<ul style="list-style-type: none"><li>• Great for stylists who are looking for an ammonia-free formulation with up to 7 levels of lift</li><li>• Recommend adding FIBREPLEX if neccessary</li></ul>	<ul style="list-style-type: none"><li>• Great for stylists who like a stable cream consistency for precise painting</li><li>• Recommend adding FIBREPLEX if neccessary</li></ul>	<ul style="list-style-type: none"><li>• Great for stylists who like a thicker consistency for foiling or painting</li><li>• DO NOT ADD ANY BONDING ADDITIVES -- IT IS ALREADY INSIDE THE PRODUCT</li></ul>	<ul style="list-style-type: none"><li>• Great for stylists who like a creamy powder consistency for foiling or painting</li><li>• DO NOT ADD ANY BONDING ADDITIVES -- IT IS ALREADY INSIDE THE PRODUCT</li></ul>	<ul style="list-style-type: none"><li>• Great for lifting darkest levels with minimized breakage</li><li>• DO NOT ADD ANY BONDING ADDITIVES -- IT IS ALREADY INSIDE THE PRODUCT</li></ul>	<ul style="list-style-type: none"><li>• Great for lifting darkest levels with minimized breakage</li><li>• DO NOT ADD ANY BONDING ADDITIVES -- IT IS ALREADY INSIDE THE PRODUCT</li></ul>
<b>MIXING RATIO</b>	<ul style="list-style-type: none"><li>• Fixed 1:2 (30g ESSENSITY Ammonia-Free Lightener + 60g ESSENSITY Oil Developer) 2.5% (8 Vol.) on/off scalp 5.5% (18 Vol.) on/off scalp</li></ul>	<ul style="list-style-type: none"><li>• Fixed 1:2 (30g IGORA VARIO BLOND Cream Lightener + 60g IGORA ROYAL Oil Developer) 3% (10 Vol.) on/off scalp 6% (20 Vol.) on/off scalp</li></ul>	<ul style="list-style-type: none"><li>• Fixed 1:2 (35g Lightening Powder + 70g IGORA ROYAL Oil Developer) 3% (10 Vol.) on scalp 6% (20 Vol.) on scalp 9% (30 Vol.) off scalp</li></ul>	<ul style="list-style-type: none"><li>• Fixed 1:2 (35g Lightening Powder + 70g IGORA ROYAL Oil Developer) 3% (10 Vol.) on scalp 6% (20 Vol.) on scalp 9% (30 Vol.) off scalp</li></ul>	<ul style="list-style-type: none"><li>• Flexible 1:1.5 to 1:2.5 (30g Lightening Powder + 45g-75g BLONDME Premium Developer) 6% (20 Vol.) on/off scalp 9% (30 Vol.) off scalp 12% (40 Vol.) off scalp</li></ul>	<ul style="list-style-type: none"><li>• Flexible 1:1.5 to 1:2.5 (30g Lightening Powder + 45g-75g BLONDME Premium Developer) 2% (7 Vol.) on scalp 6% (20 Vol.) on scalp 9% (30 Vol.) off scalp</li></ul>
<b>HOME MAINTENANCE</b>	For at-home bonding maintenance, your clients should use BC BONACURE® FIBRE FORCE® Fortifying Shampoo & BC BONACURE FIBRE FORCE Fortifying Sealer				Use BLONDME Care products after lightening service to help create new bonds & maintain blonde results	

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