

BLO
ND
ME



Schwarzkopf
PROFESSIONAL

Service
Manual

Together. A passion for hair.



BLONDME — The Authority in Blonde

Take your blonde skills to a new level with BLONDME – **The Authority in Blonde**. Truly dedicated to the diverse needs of blondes, our versatile colour & care system with **integrated bonding technologies** enables you to master any blonde challenge and to create **the most stunning blonde looks**.

Blonde has never been more diverse than today – it's much more than just lightening! With its inclusive approach, BLONDME proves that there is a blonde for everyone irrespective of skin tone, hair colour, age or gender.



Become a true Authority in Blonde & overcome any Blonde challenge

Become the Authority in Blonde in your market and get inspired by **BLONDME key looks & techniques** crafted by the most renowned blonde colourists worldwide. From the blonde next door to high fashion looks, anything your client desires – break your individual boundaries and translate every blonde trend into salon fashion.

How to achieve the clearest blonde while keeping the most delicate hair healthy?

Platinum Bounce

Back-to-back foils



How to achieve the clearest blonde on even the darkest bases?

Platinum Purity

Back-to-back foils



How to lighten the smallest regrowth for seamless blonde results?

Regrowth Blonding

Root application



How to create an illuminated bronde?

Melted Balayage

Freehand technique



“Blonde will never go out of style.”

How to create bespoke blonde colour results?

Peach Balayage Freehand technique



How to lift natural blonde while blending white hair in one step?

Grey Blonding Root application



How to create soft, natural blonde touches on light hair?

Weaved-in Blonde Classic highlights



How to spice up any blonde?

Pastel Blonde Pastel Toning

BLONDME

Bonding Technologies

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 fibre prone to damage and consequently dullness.

The integrated bonding technologies in all BLONDME colour and care products help to reduce the damage on all levels. They protect the bonds during chemical processes and help to create new bonds with the dedicated in-salon and at-home care.

Our integrated bonding technologies give you maximum confidence during colouring & lightening, so that your clients can show off their perfect blonde.

Strong bonds for strong blondes!

Bond Protection



Anti-Metal Agents

1

COLOUR

Anti-Metal Bond Protection

The integrated Anti-Metal Bond Protection Technology in all BLONDME colour products creates a protective layer around the hair bonds for minimised hair breakage. Combined with chelating agent that captures and neutralises metal ions in the hair, it further mitigates hair breakage and optimises the colour result. No bonding additives or Anti-Metal treatments needed, which saves you time and money in your daily business.



CARE

BLONDME Care is designed to rebuild the core of delicate blonde hair, and restore all three types of hair bonds -**both in-salon and at home**. Mix & match to create a personalised in-salon service or at home recommendation.



The inner hair fibre: Bondfinity Technology

Featuring the cutting-edge BONDFINITY Technology, BLONDME unveils the core of delicate blondes by creating permanent, covalent bonds in the inner hair fibre – for permanent repair. They build the essence of healthy blonde hair because they lock your hair's own keratin, even after bleaching, rebuilding and preserving your hair's structural integrity – for up to 20x stronger hair*.



The inner hair fibre: Bond Repair Technology

This innovative technology creates a sophisticated network of two types of bonds, namely hydrogen and ionic bonds, working together to promote a robust, yet flexible hair structure.

Hair Cuticle: Lotus Leaf Effect

Lightweight polymers in combination with white tea extract, known for its antioxidant and revitalising properties, create a shield that mimics the lotus leaf (sealing) effect – this actively protects the cuticle from external aggressors such as pollutants that can make blonde hair appear dull and lifeless.



*vs. untreated hair. When used in combination with the Bondfinity Deep Repair Mask.

Colour



BLONDME

Colour 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
Swell-control lightener for precise on-scalp services with up to 7 levels of lift

Bleach & Tone
60ml
3 shades
Tonal additive for lightening and toning in one step

Toning



Pastel Toning
60ml
9 shades
Intermixable pastel toning shades designed to enhance & neutralise hair bases 8–10

Deep Toning
60ml
5 shades
Intermixable deep toning shades designed to enhance hair bases 5–8

Lifting & Blending



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

Lift & Blend
60ml
5 shades
Lifting and white blending in one step

Developers



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

Premium Lightener 9+

Maximum lift with minimum hair breakage

Benefits

- With integrated Anti-Metal Bond Protection 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

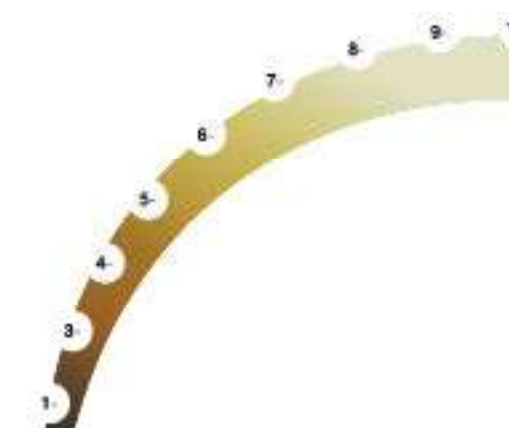
- Apply always on dry hair
- Suitable for on- and off-scalp application
- For fullhead, foil technique & corrective services

Expert Tip

For most gentle lightening and perfect control, use BLONDME Premium Lightener 9+ with BLONDME Premium Developer 2%/7 Vol. Check visually every 5 minutes.

Levels of Lift	Developer Strength	Mixing Ratio
Up to 3	2%/7 Vol.	1:1,5 – 1:2,5
Up to 6	6%/20 Vol.	1:1,5 – 1:2,5
Up to 9+	9%/30 Vol. (off scalp application only)	1:1,5 – 1:2,5

Natural Base Colour

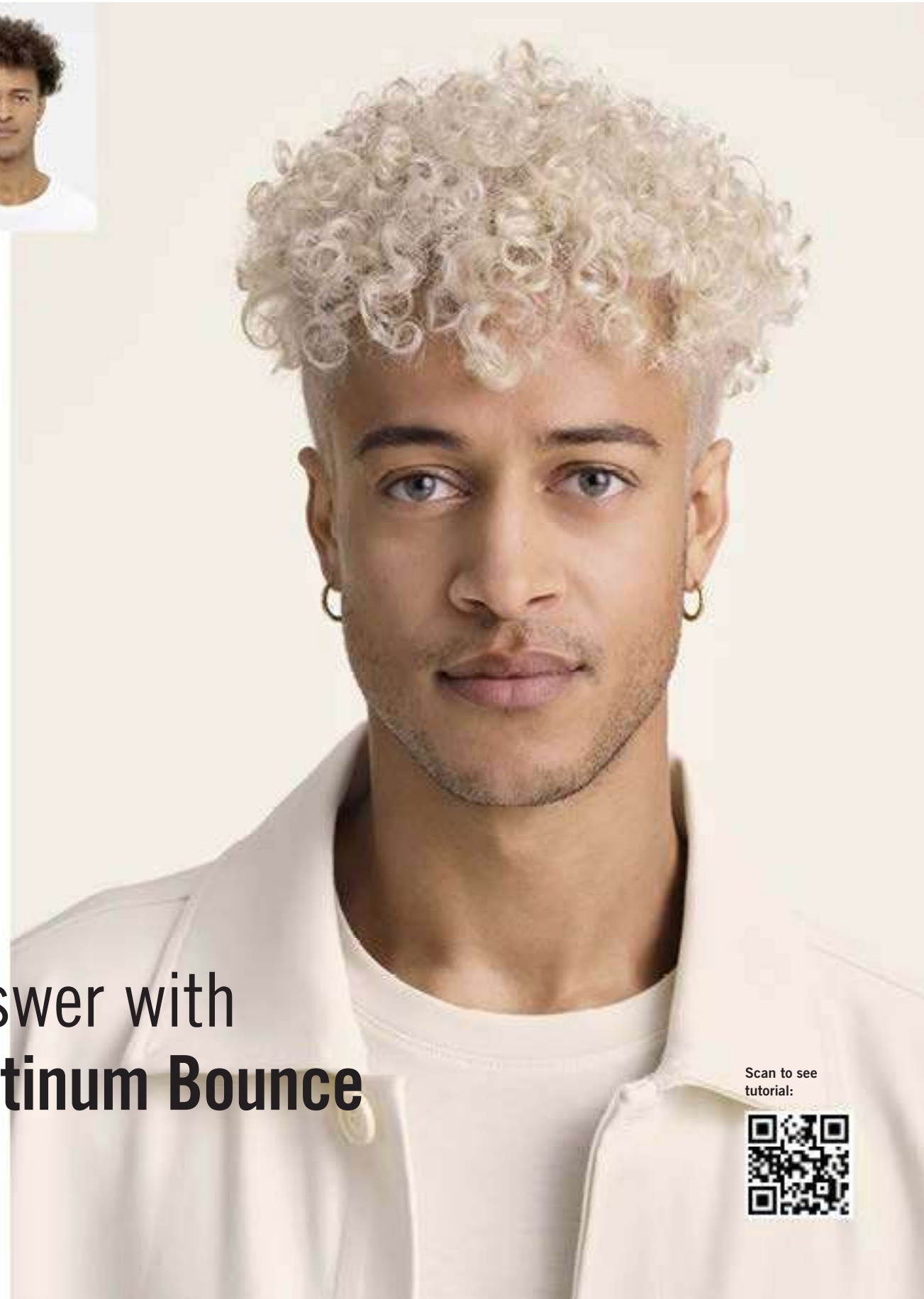


Contributing Pigments

	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 Platinum Bounce

Scan to see
tutorial:



How-to



Mixing

Always intermix BLONDME 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 on to the mid-lengths & ends, beginning from 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.



Post-lightening Care

Finish every BLONDME Lightening Service with a dedicated BLONDME in-salon care service.



Purple Shampoo



Purple Mask



Purple Toning Drops Ice



Brightening Shampoo



Nourishing Shampoo



Nourishing Conditioner



Nourishing Mask



Deep Repair Mask



Toning Service

For the perfect blonde result, enhance mid-lengths and ends with the recommended BLONDME Toning Service (see pages 34–41 for detailed information on assortment and application).



Pastel Toning



Deep Toning



Post-colour Care

Finish your service with a BLONDME Care finishing product.



Purple Spray Conditioner



Sealing Balm



Deep Repair Oil

Clay Lightener

For easy & creative freehand techniques

Benefits

- With integrated Anti-Metal Bond Protection 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 freehand balayage looks
- Easy and precise application
- Soft-to-solid formula
- Dust-reduced powder



Mixing Ratio

Levels of Lift	Developer Strength	Mixing Ratio
Up to 6	6%/20 Vol.	1:1,5 to 1:2
Up to 7+	9%/30 Vol. or 12%/40 Vol. *	1:1,5 to 1:2

*depending on the hair structure, density and overall condition

Tips

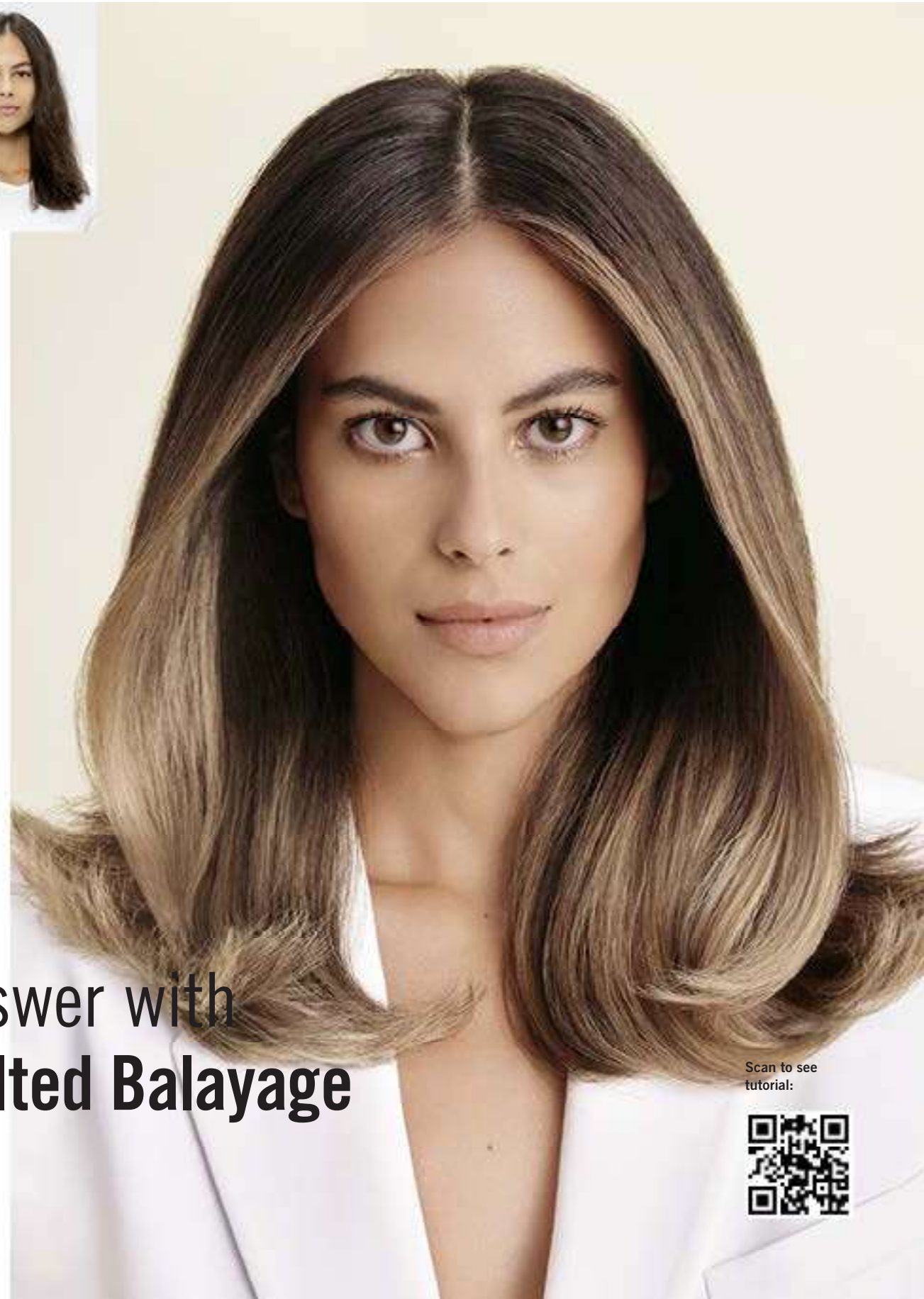
- Apply always on dry hair
- Suitable for off-scalp application only
- For freehand techniques
- Do not intermix with BLONDME Premium Lightener 9+
- Use a comb to intermix the BLONDME Clay Lightener with the BLONDME Developer

Soft-to-solid Formula

- Enriched with Kaolin Clay
- Transforms the formula from soft to solid once applied and creates a shell around the hair
- Insulates the lightener allowing 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 Melted Balayage

Scan to see
tutorial:



How-to



Mixing

- Always intermix the BLONDME Clay Lightener in a flexible mixing ratio of 1:1,5–1:2 with BLONDME Premium Developer 6%/20 Vol., 9%/30 Vol. or 12%/40 Vol.

Expert Tip

For easier mixing use a comb instead of a brush to achieve the perfect consistency.



Application & Development

- Apply to dry hair, do not shampoo before
- Apply the mixture immediately after preparation
- Take crescent-shaped pieces
- Paint the product evenly onto the hair surface in order to ensure best possible lightening result



20–45 min.

- Leave to develop for 20–45 min. Visually check development during processing time
- Additional heat is not recommended



Post-lightening Care

Finish every BLONDME Lightening Service with a dedicated BLONDME in-salon care service.



Brightening Shampoo



Nourishing Shampoo



Nourishing Conditioner



Nourishing Mask



Deep Repair Mask



Toning Service

For the perfect blonde result, enhance mid-lengths and ends with the recommended BLONDME Toning Service (see pages 34–41 for detailed information on assortment and application).



Pastel Toning



Deep Toning



Post-colour Care

Finish your service with a BLONDME Care finishing product.

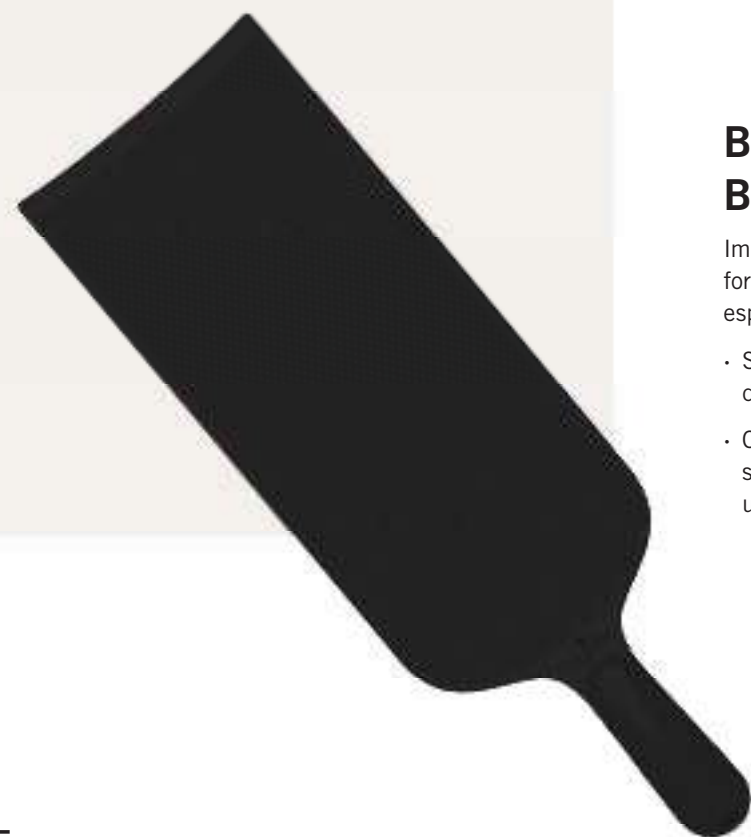


Sealing Balm



Deep Repair Oil

Good-to-knows Clay Lightener



Balayage Board

Improved grip and more stability for efficient freehand techniques, especially on longer hair.

- Structured surface to prevent drips
- Curved design, imitating the shape of the head, for better usage 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



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.

Precision Lightener

For precise on-scalp & regrowth services

Benefits

- With integrated Anti-Metal Bond Protection Technology to protect the hair fibre during processing for minimised hair breakage
- Up to 7 levels of lift
- Suitable for hair bases 3–8
- Swell-control formula minimises swelling and allows utmost precision for cleaner colour results
- Integrated Temperature-Balancing Complex provides a pleasant cooling effect during processing



Tips

- Always apply on dry hair
- Suitable for on-scalp applications - with or without foils
- Ideal for precise on-scalp services such as regrowth services

Expert Tip

Levels of Lift	Developer Strength	Mixing Ratio
Up to 3	2%/7 Vol.	1:1,5
Up to 7	6%/20 Vol.	1:1,5

Scenario

My client needs root touch-ups on a regular basis and is aiming for the smoothest transition possible.



Answer with Regrowth Blonding

Scan to see
tutorial:



How-to



Mixing

- Always intermix the BLONDME Precision Lightener in mixing ratio of 1:1,5 with BLONDME Premium Developer 2%/7 Vol. or 6%/20 Vol.



Application & Development

- Apply to dry hair on the roots, do not shampoo before
- Apply the mixture immediately after preparation
- Leave to develop for 20–45 min.



20–45 min.



Post-lightening Care

Finish every BLONDME Lightening Service with a dedicated BLONDME in-salon care service.



Purple Shampoo



Purple Mask



Purple Toning Drops Ice



Brightening Shampoo



Nourishing Shampoo



Nourishing Conditioner



Nourishing Mask



Deep Repair Mask



Toning Service

For the perfect blonde result, enhance mid-lengths and ends with the recommended BLONDME Toning Service (see pages 34–41 for detailed information on assortment and application).



Pastel Toning



Deep Toning



Post-colour Care

Finish your service with a BLONDME Care finishing product.



Purple Spray Conditioner



Sealing Balm



Deep Repair Oil

Bleach & Tone

Lightening & neutralising in one simple step to create the perfect base

Benefits

- Suitable for hair bases 1–7
- Additive for lightening and toning in one step
- Neutralises any warm undertone, adding lasting cool tone directions
- Used only in combination with BLONDME Premium Lightener 9+, BLONDME Clay Lightener or BLONDME Precision Lightener

Tips

- Suitable for on- and off-scalp applications
- Flexible mixing ratios for individual tonal effects



Shade Assortment:



B – VIOLET ADDITIVE
Specially designed to neutralise yellow tones on bases 7



B – ASH ADDITIVE
Specially designed to neutralise orange-yellow tones on bases 5–6



B – MATT ADDITIVE
Specially designed to neutralise red-orange tones on bases 1–4



Mixing Intense Mix

For the strongest neutralisation effect on darker hair bases

Soft Mix

For optimal neutralisation effects to create neutral blonde tone directions on lighter hair bases

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	65 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, 12%/40 Vol.
		Soft	5 ml	65 ml, 6%/20 Vol.	10 ml	60 ml, 12%/40 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

Base	PRECISION LIGHTENER	On-scalp		Intense Mix		Soft Mix	
		BLEACH & TONE	PREMIUM DEVELOPER	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

Base	CLAY LIGHTENER	Off-scalp		Intense Mix		Soft Mix	
		BLEACH & TONE	PREMIUM DEVELOPER	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.		

Scenario

I expect a rather warm undertone after lightening on my client's hair and want to directly neutralise it during the lightening process.



Answer with Platinum Purity

Scan to see
tutorial:



How-to



Mixing

Always mix BLONDME Bleach & Tone + BLONDME Lightener and BLONDME Premium Developer until a homogenous consistency is achieved.

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



Application & Development

- Apply to dry hair, do not shampoo before
- Apply the mixture immediately after preparation
- Leave to develop for 20–45 min.
- For detailed information on lightener application see pages 15–18 and 23–30



20–45 min.



Post-lightening Care

Finish every BLONDME Lightening Service with a dedicated BLONDME in-salon care service.



Brightening Shampoo



Nourishing Shampoo



Nourishing Conditioner



Nourishing Mask



Deep Repair Mask



Toning Service

For the perfect blonde result, enhance mid-lengths and ends with the recommended BLONDME Toning Service (see pages 34–41 for detailed information on assortment and application).



Pastel Toning



Deep Toning



Post-colour Care

Finish your service with a BLONDME Care finishing product.



Sealing Balm



Deep Repair Oil

Pastel Toning

The toning range essential for a perfect blonde

Benefits

- With integrated Anti-Metal Bond Protection Technology to protect the hair fibre during processing for minimised hair breakage
- With integrated HydroLock Technology for improved moisturisation
- Ammonia-free, pH-neutral formula mixture to minimise additional hair stress
- For pre-lightened bases and natural base 9 or lighter
- 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


	T-STEEL BLUE Counteracts underlying gold-copper directions		T- BROWN MAHOGANY Enriching cool rosewood reflects
	T-ICE-IRISÉ Anti-gold effect for cool tones with a subtle iridescent hue		T-STRAWBERRY Fashionable pastel red-rosé effects
	T-ICE For the soft neutralisation of delicate golden tone directions		T-LILAC Eye-catching lilac tonality
	T-SAND Enriching natural, sandy tone directions		T-CLEAR Ideal to dilute the intensity of all Blonde Toning shades
	T- BISCUIT Enriching beige with a slight warm touch		

Suitable Base

Pastel Toning								
Base	Ice-Irisé	Steel Blue	Ice	Sand	Biscuit	Brown Mahogany	Strawberry	Lilac
10	+++	+++	++	++	++	+++	+++	+++
9	++	++	+	+	+	++	++	++
8	+	+				+	+	+

+ Subtle ++ Ideal +++ Intense

Base & Undertone

Base 10	Ultra Blonde		Pale Yellow
Base 9	Extra Light Blonde		Yellow
Base 8	Light Blonde		Yellow Orange



Scenario

My client is looking for the coolest blonde tone and a sophisticated pastel tonal enhancement as part of their lightening service or as an in-between refreshment of their blonde look.



Answer with Pastel Blonde

Scan to see
tutorial:



How-to



Mixing

- Always intermix BLONDME Pastel 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 brush & for precise placements or for balancing uneven canvas



Up to 20 min.

- Leave to develop for 5–20 min.
- Always allow for visual control



Post-colour Care

Rinse the toner thoroughly with warm water, until the water runs clear. Finish the service with a BLONDME Care finishing product.



Deep Repair Oil

Sealing Balm

Expert Tips

- 1. Optimal colour retention:** Always shampoo, condition or treat the hair after the lightening service and before applying the BLONDME Toner. After rinsing the toner off thoroughly, apply BLONDME Sealing Balm and leave it in.
- 2. Optimal neutralisation:** Apply BLONDME Pastel Toning to the warmest areas first and leave to develop 5–10 min. Continue application and leave for another 5–10 min. Always allow for visual control.
- 3. Blending in mid-lengths and ends:** Apply first mixture to the root area and 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. Always allow for visual control.
- 4. Dilution:** Use BLONDME Pastel Toning CLEAR.

Deep Toning

The toning range essential for a perfect blonde

Benefits

- With integrated Anti-Metal Bond Protection Technology to protect the hair fibre during processing for minimised hair breakage
- With integrated HydroLock Technology for improved moisturisation
- Ammonia-free, pH-neutral formula to minimise additional hair stress
- For pre-lightened darker bases and natural base 5-8
- Versatile consistency for bottle and brush application
- 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

-  **DT- DEEP CHESTNUT**
Delicate, neutral brown tone
direction for bases 5–7
-  **DT- GRANITE**
Intense anthracite tone
direction for bases 5–7
-  **DT- NOUGAT**
Rich, warm brown for
bases 6–8
-  **DT- MILK CHOCOLATE**
Soft brown with a touch of
violet for bases 7–9
-  **DT- PEACH SORBET**
Fashionable pastel copper-
cendre effect for bases 7–9

Suitable Base

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

+ Subtle ++ Ideal +++ Intense

Base & Undertone

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 Peach Balayage

Scan to see
tutorial:



How-to



Mixing

- Always intermix BLONDME Deep 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 brush & for precise placements or for balancing uneven canvas



Up to 20 min.

- Leave to develop for 5–20 min.
- Always allow for visual control.



Post-colour Care

Rinse the toner thoroughly with warm water, until the water runs clear. Finish the service with a BLONDME Care finishing product.



Deep Repair Oil

Sealing Balm

Blonde Lifting

The high performing highlift range

Benefits

- With integrated Anti-Metal Bond Protection 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
- Lifting and toning and/or neutralising in 1 easy step



Tips

- Use only on virgin hair
- Apply always 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-STEEL BLUE

Very strong neutralising power, ideal for darker bases to neutralise orange undertones



L-ICE-IRISÉ

Ultimate neutralising power, ideal for darker bases to neutralise orange-yellow undertones



L-ASH

Strong neutralisation power to neutralise yellow-orange undertones



L-ICE

Anti-yellow effect



L-SAND

Natural blonde with a soft beige tone

Suitable Base

Blonde Lifting				
Base	STEEL BLUE	ICE-IRISÉ	ASH	ICE
8				+++
7	+++	+++	+++	++
6	++	++	++	+

+ Subtle ++ Ideal +++ Intense

Base & Undertone

Base 8 Light Blonde		Yellow Orange
Base 7 Medium Blonde		Orange Yellow
Base 6 Dark Blonde		Orange

Scenario

My client is looking for customised, sophisticated blonde tone enhancement or neutralisation as part of their lightening service or as an in-between refreshment of their blonde look.



Answer with Weaved-in Blonde

Scan to see tutorial:



How-to



Mixing

Always intermix BLONDME Blonde Lifting 1:2 with BLONDME Premium Developer

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



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 first onto mid-lengths and ends by taking fine sections, keep out 2 cm of the root area, leave to develop until the desired lifting result is achieved, continue with the application of 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 100ml of warm water and emulsify the product from the roots into mid-lengths & ends for 2–3 min., then rinse until water runs clear.



Post-lightening Care

Finish every BLONDME Lightening Service with a dedicated BLONDME in-salon care service.



Brightening Shampoo



Nourishing Shampoo



Nourishing Conditioner



Nourishing Mask



Deep Repair Mask



Toning Service

For the perfect blonde result, enhance mid-lengths and ends with the recommended BLONDME Toning Service (see pages 34–41 for detailed information on assortment and application).



Pastel Toning



Deep Toning



Post-colour Care

Finish your service with a BLONDME Care finishing product.



Sealing Balm



Deep Repair Oil

Good-to-knows

Lightening Options

Highlifts vs. Lightener

	Blonde Lifting	Premium Lightener 9+
Suitable for natural bases?	✓ Base 6 to 8	✓ All Bases
Suitable for previously coloured hair?	✗ No	✓ All bases
Levels of Lift	⬆ Up to 5	⬆ Up to 9
Mixing Ratio	🧴 1:2	🧴 1:1,5 to 1:2,5
Processing Time	🕒 30–45 min.	🕒 20–45 min.



Premium Lightener 9+ vs. Precision Lightener vs. Clay Lightener

	Premium Lightener 9+	Precision Lightener	Clay Lightener
Key Technology	Anti-Metal Bond Protection Technology	Anti-Metal Bond Protection Technology	Anti-Metal Bond Protection Technology
Key Claims	Unbeatable lift, advanced neutralisation, dust-free	Swell-control formula minimises swelling, allows utmost precision	Optimal precision, unique soft-to-solid formula, dust-reduced
Levels of Lift	⬆ Up to 9	⬆ Up to 7	⬆ Up to 7
Suitable bases	👤 All	👤 3 to 8	👤 3 to 8
Mixing Ratio	🧴 1:1,5 to 1:2,5	🧴 1:1,5	🧴 1:1,5 to 1:2
Developer strength	🧴 Premium Developer 2%/7 Vol., 6%/20 Vol., 9%/30 Vol. (not on scalp)	🧴 Premium Developer 2%/7 Vol., 6%/20 Vol.	🧴 Premium Developer 6%/20 Vol., 9%/30 Vol., 12%/40 Vol.
Application	🧴 Full head, Foil	🧴 On-scalp applications	🧴 Freehand Techniques

Foils vs. Freehand

	Foils	Freehand
Colour result	👤 Compact	👤 Natural
Application time	🕒 20–45 min.	🕒 20–45 min.
Levels of Lift	⬆ Up to 9	⬆ Up to 7
Suitable bases	👤 All	👤 3 to 8
Regrowth effect	Relatively harsh	Soft and natural



Lift & Blend

The highlift range for mature blondes

Benefits

- With integrated Anti-Metal Bond Protection 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 30–70% white hair
- Optimal combination of lifting and white blending mature hair
- Provides up to 100% white blending
- With Biotin-Collagen-Complex



Shade Assortment

Base 70% white hair



LB-ASH
Strong neutralisation power to neutralise yellow-orange undertones



LB-ICE-IRISÉ
Anti-gold effect for cool tones with a subtle iridescent hue



LB-ICE
For the soft neutralisation of delicate golden tone directions



LB-SAND
Enriching natural, sandy tone directions



LB-BISCUIT
Enriched beige with a slight warm touch

LB-ASH	Neutralisation
LB-ICE-IRISÉ	Neutralisation
LB-ICE	Neutralisation
LB-SAND	Fashion
LB-BISCUIT	Fashion

Tips

- Use only on virgin hair
- Apply always on dry hair
- Suitable for on-scalp application
- All Lift & Blend shades are intermixable
- Make sure that the Lift & Blend shade used is suitable for base 6 and lighter



Scenario

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



Answer with Grey Blonding

Scan to see tutorial:



How-to



Mixing

Always intermix BLONDME Lift & Blend 1:1 with BLONDME Premium Developer

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



Application & Development

- Apply on 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:

- Section the hair and apply on the root area. Leave for 45 min. Dampen mid-lengths and ends with water and emulsify with Lift & Blend mixture. Leave for 2–3 min. Rinse.

b) Virgin Hair / Full head application:

- Apply the product first onto mid-lengths and ends by taking fine sections, leave out 2 cm of the root area to prevent over-pigmentation. Leave to develop for 10–15 min. Continue with the application of the root area and 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 100ml of warm water and emulsify the product from the roots into mid-lengths & ends for 2–3 min. Then rinse until water runs clear.



Post-lightening Care

Finish every BLONDME Lightening Service with a dedicated BLONDME in-salon care service.



Brightening Shampoo



Nourishing Shampoo



Nourishing Conditioner



Nourishing Mask



Deep Repair Mask



Toning Service

For the perfect blonde result, enhance mid-lengths and ends with the recommended BLONDME Toning Service (see pages 34–41 for detailed information on assortment and application).



Pastel Toning



Deep Toning



Post-colour Care

Finish your service with a BLONDME Care finishing product.



Sealing Balm



Deep Repair Oil

Care



BLONDME

Care Assortment

HOME CARE

BACKWASH

BLONDE ESSENTIALS

Bond Repair



Brightening Shampoo
300 ml

Nourishing Shampoo
300 ml

Nourishing Conditioner
250 ml

Nourishing Mask
200 ml

Sealing Balm
75 ml



Brightening Shampoo
1000 ml

Nourishing Shampoo
1000 ml

Nourishing Conditioner
1000 ml

Nourishing Mask
500 ml

Bondfinity



Deep Repair Mask
200 ml

Deep Repair Oil
50 ml



Deep Repair Mask
500 ml

PURPLE TONING

Bond Repair



Purple Shampoo
300 ml

Purple Conditioner
250 ml

Purple Mask
200 ml

Purple Spray Conditioner
150 ml

Purple Toning Drops Ice
30 ml



Purple Shampoo
1000 ml

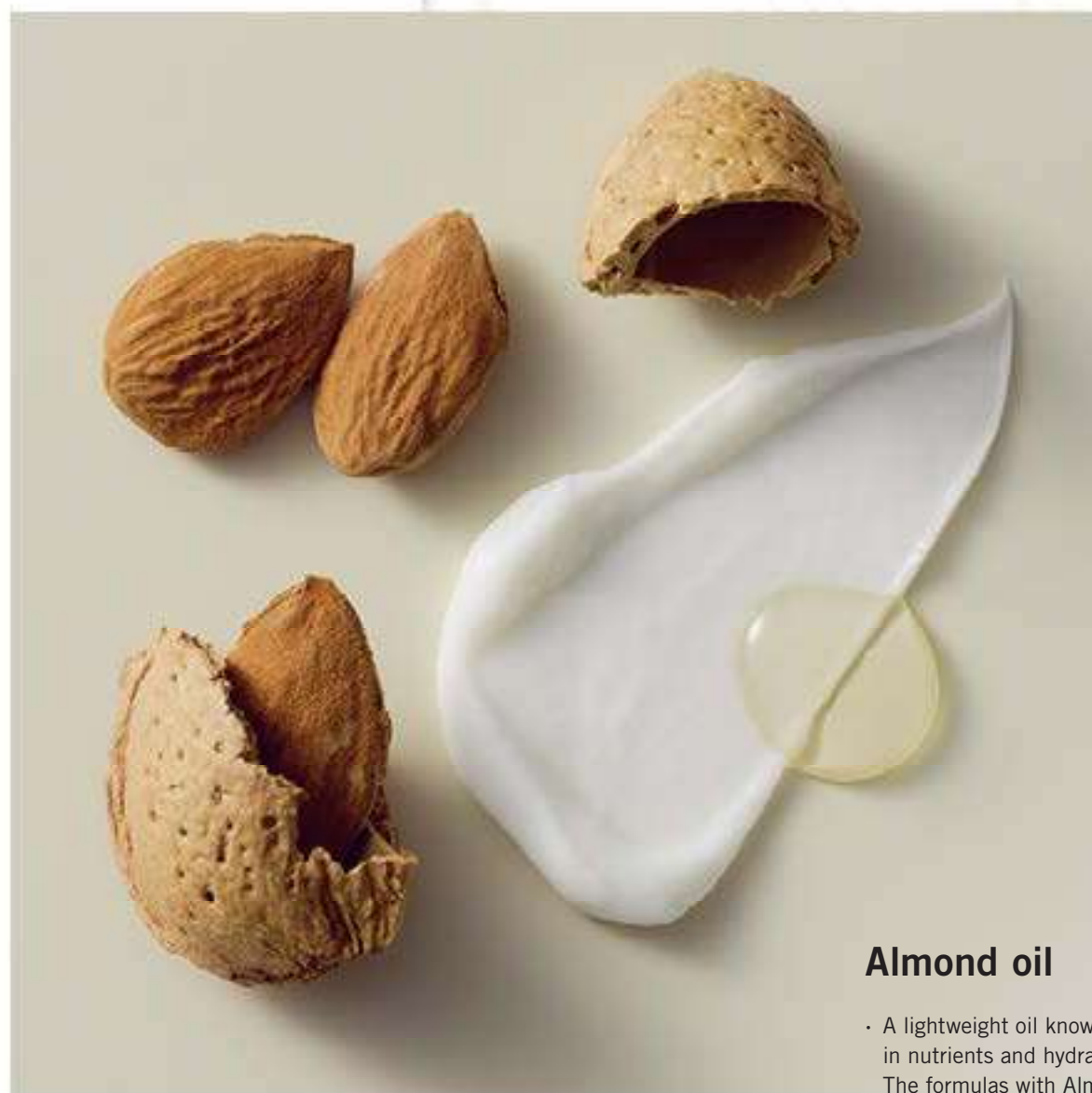


Purple Mask
500 ml



Premium ingredients

The BLONDME Care products are enriched with premium and nourishing ingredients to help enhance the hair condition for a healthier blonde. Each BLONDME care range is designed to address the individual needs of any blonde hair type.



Almond oil

- A lightweight oil known to be rich in nutrients and hydrate. The formulas with Almond Oil soften and smooth all hair types.
- Can be found in all BLONDME care products¹



White tea

- Known for its anti-oxidant properties as well as soothing benefits
- Can be found in all BLONDME Blonde Essentials products

Cornflower

- Naturally restores radiance, shine, and has brightening properties
- Can be found in all BLONDME Purple Toning products²



¹ excl. the Bond Repair Spray Conditioner & Purple Toning Drops ICE
² excl. Purple Toning Drops ICE

BLONDE ESSENTIALS Bond Repair

The **Blonde Essentials Bond Repair** range provides the perfect everyday products to keep your blonde hair strong and healthy. The formulas with **BOND REPAIR Technology** strengthen the hair by building inner hair bonds, repairing damage equivalent to two lightening services after just one use.

Nourishing Mask

- Intensively nourishes and moisturises the hair, without weighing it down
- Improves hair elasticity, leaving the hair looking bouncy and supple
- Helps to seal and smooth the surface of porous blonde hair, reducing flyaways and frizz

Hair is 15 times stronger after just one use¹

Hair is 5 times stronger after just one use¹

Nourishing Shampoo

- Leaves hair feeling moisturised
- Gently cleanses and nourishes
- Smooths the hair
- Leaves the hair with a healthy-looking shine

Instantly detangles

Nourishing Conditioner

- Nourishes the hair without weighing it down
- Leaves hair feeling moisturised
- Helps to seal and smooth the surface of porous blonde hair, reducing frizz
- Hair is 5 times stronger after just one use¹



¹ vs. untreated hair



Sealing Balm

Up to
24-hour frizz
control

- Helps reduce the appearance of split ends²
- Protects from heat up to 230°C/450°F if used on dry hair
- Leaves the hair soft and shiny
- Does not leave the hair feeling sticky or with visible residue
- Smooths the hair and reduces flyaways
- Hair is 10 times stronger after just one use¹

Brightening Shampoo

Visually
brightens the
hair by removing
build-up and
impurities

- Helps to remove and protect the hair from environmental pollutants
- Gently cleanses and does not strip the hair
- Helps prevent static effect & improves body
- Hair is 5 times stronger after just one use¹



¹ vs. untreated hair
² with each application

BLONDE ESSENTIALS

Bondfinity



The **Blonde Essentials Bondfinity** range helps prevent breakage and keratin loss, for a stronger, more resilient blonde. The formulas with **BONDFINITY Technology** deeply nourish and restore the hairs' health by creating resilient hair bonds and locking in the hairs' own keratin – for pro-active, permanent repair.



Hair is 20 times stronger after just one use¹

Deep Repair Mask

- Prevents breakage and keratin loss
- Deeply repairs without weighting down the hair
- Strengthens & creates resilient hair bonds
- Smooths the hair and provides a silky hair feeling
- Locks in the hairs' own keratin
- Helps to prevent future damage



Prevents breakage and keratin loss

Deep Repair Oil

- Deeply repairs without weighting down the hair
- Strengthens & creates resilient hair bonds
- Smooths porous hair and gives a beautiful shine
- Up to 230°C/450°F heat protection
- Up to 24h frizz control
- When applied at night, it provides overnight regeneration for smoother hair
- Hair is 7 times stronger after just one use¹
- Locks in the hairs' own keratin

¹ vs. untreated hair

PURPLE TONING Bond Repair

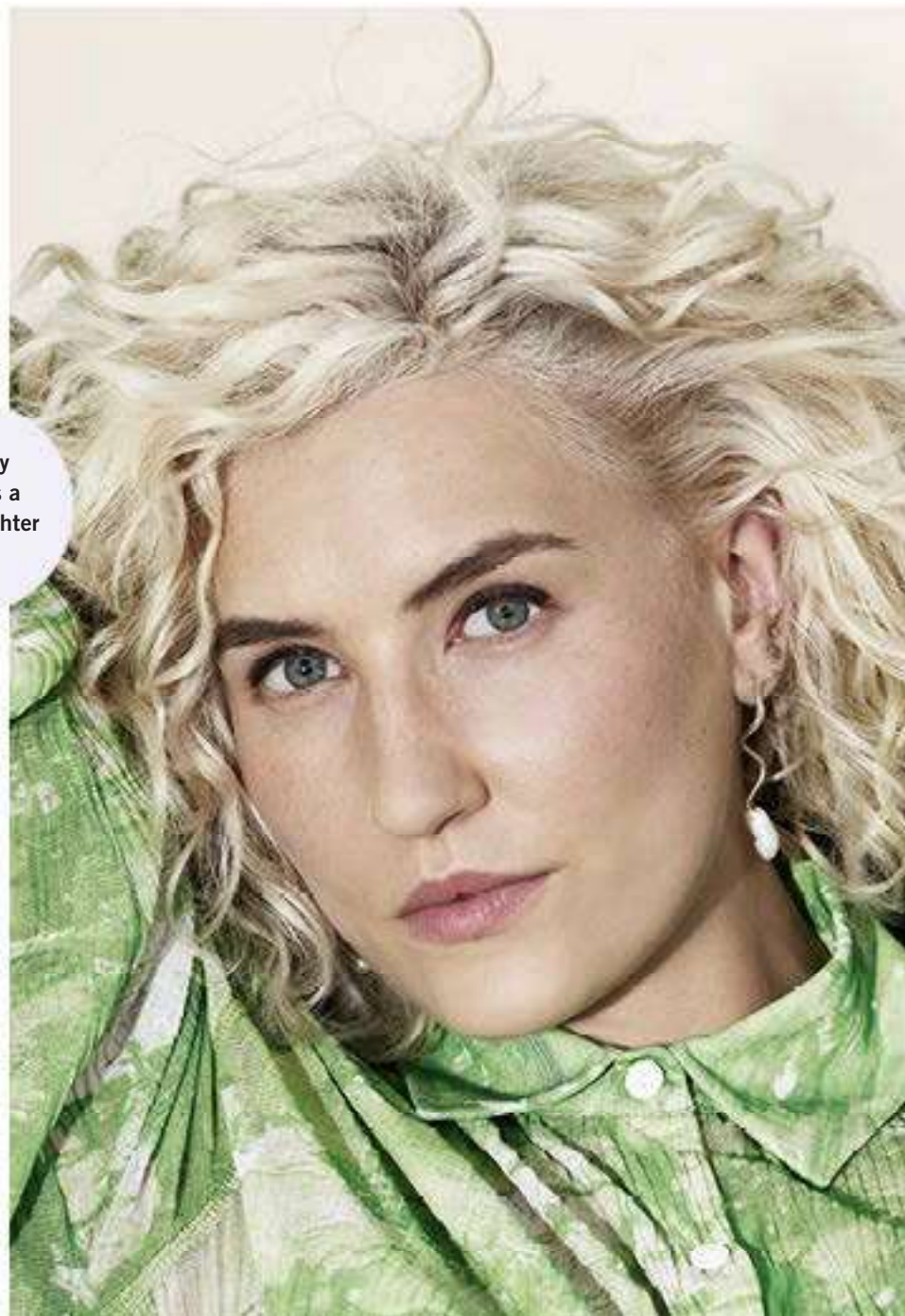
The **Purple Toning Bond Repair** range removes unwanted yellow undertones and prevents brassiness to maintain a fresh cool tone direction for improved blonde clarity, without changing the hair colour. The formulas with **BOND REPAIR Technology** strengthen the hair by building inner hair bonds, repairing damage equivalent to two lightening services after just one use.

Instantly
provides a
visibly brighter
result



Purple Shampoo

- Neutralises yellow undertones
- Refreshes dull hair and helps to prevent brassiness
- Leaves the hair feeling smooth for a luminous blonde
- Hair is 5 times stronger after just one use¹



Provides
a silky
hair feel

Purple Conditioner

- Neutralises yellow undertones
- Refreshes dull hair and helps to prevent brassiness
- Instantly detangles the hair from lengths to ends
- Helps to seal and smooth the surface of porous hair
- Improves hair elasticity
- Hair is 5 times stronger after just one use¹

Purple Mask

- Helps to neutralise warm blonde tones and brightens blonde highlights
- Refreshes dull hair and helps to prevent brassiness
- Strengthens the inner hair structure and reduces hair breakage
- Detangles and helps to smooth and seal the surface of porous hair, creating a nourished and silky feel.
- Hair is 7 times stronger after just one use¹

With 20%
more colour
pigments



¹ vs. untreated hair

Purple Spray Conditioner

Hair is 10 times stronger after just one use¹

Delivers targeted levels of cool pigments to maintain a fresh cool tone direction, without changing the hair colour.

Neutralises yellow undertones¹

Refreshes dull hair and helps to prevent brassiness

Instantly detangles the hair and provides a beautiful, silver shine

Provides blow-dry heat protection



Purple Toning Drops ICE

- Concentrated neutralising pigments
- Instantly help to neutralise warm undertones
- Can be mixed with any BLONDME Conditioner or Mask to create a personalised toning result



Post-lightening Bondfinity Service



I have just freshly fully lightened, highlifted or root retouched my client's hair and I am looking for a post-colour service to stop the oxidation process and give additional care that the hair requires, to stabilise the hair structure and create new bonds.

IN SALON				
STEP 1: Cleanse hair with the Bond Repair Nourishing Shampoo	STEP 2: Apply 2–3 pumps of Hair Sealer and work in the hair for 30 seconds. Rinse thoroughly.	STEP 3: Apply Bondfinity Deep Repair Mask on damp hair in sections, to mid-lengths and ends, and leave in to process for 5–10 minutes. Rinse thoroughly.	STEP 4: Intermix a BLONDME Toner 1:1 with BLONDME Premium Developer 2%/7 Vol. Apply mixture onto towel-dried, clean and treated hair. Leave to develop for 5–20 min.	STEP 5: Use the Bond Repair Sealing Balm or Bondfinity Deep Repair Oil on damp hair and style as usual. You can also apply a small amount on dry hair as a finishing touch after blowdrying or air drying.

AT HOME		
STEP 1: Cleanse hair with the Bond Repair Nourishing Shampoo.	STEP 2: Apply the Bondfinity Deep Repair Mask on damp hair in sections, to mid-lengths and ends, and leave in to process for 5–10 minutes. Rinse thoroughly.	STEP 3: For extra nourishment, use the Bond Repair Sealing Balm or Bondfinity Deep Repair Oil on damp hair and style as usual. You can also apply a small amount on dry hair as a finishing touch after blowdrying or air drying.










Post-lightening Express Repair Service

My client is looking for a quick solution to provide their hair with the extra nourishment and care it needs.











Expert Tip

Use the **Bond Repair Brightening Shampoo** to create a clean base by removing residues and pollutants from the hair and to brighten up your blonde look.

IN SALON				
STEP 1: Cleanse hair with the Bond Repair Nourishing Shampoo	STEP 2: Apply 2–3 pumps of Hair Sealer and work in the hair for 30 seconds. Rinse thoroughly.	STEP 3: On damp hair, apply the Bond Repair Nourishing Conditioner to mid-lengths and ends, and leave in to process for 2 minutes. Rinse thoroughly.	STEP 4: Intermix a BLONDME Toner 1:1 with BLONDME Premium Developer 2%/7 Vol. Apply mixture onto towel-dried, clean and treated hair. Leave to develop for 5–20 min.	STEP 5: Use the Bond Repair Sealing Balm or Bondfinity Deep Repair Oil on damp hair and style as usual. You can also apply a small amount on dry hair as a finishing touch after blowdrying or air drying.
				
				
AT HOME				
STEP 1: Cleanse hair with the Bond Repair Nourishing Shampoo.	STEP 2: On damp hair, apply the Bond Repair Nourishing Conditioner or Mask to mid-lengths and ends. Leave the conditioner in for 2 minutes and the Mask for 5–10 minutes. Rinse thoroughly.	STEP 3: Use the Bond Repair Sealing Balm or Bondfinity Deep Repair Oil on damp hair and style as usual. You can also apply a small amount on dry hair as a finishing touch after blowdrying or air drying.		
				
				









Post-lightening Cool Blonde Repair Service

My client's blonde hair shows yellow undertones. I am looking for a service that provides targeted levels of cool pigments to maintain a fresh cool tone direction and improved blonde clarity. It gently neutralises yellow undertones without changing the hair colour.

IN SALON			
STEP 1: Cleanse hair with the Bond Repair Nourishing Shampoo or Purple Shampoo.	STEP 2: Apply 2–3 pumps of Hair Sealer and work in the hair for 30 seconds. Rinse thoroughly.	STEP 3: On damp hair, apply the Bond Repair Purple Mask to mid-lengths and ends, and leave in to process for 5–10 minutes. Rinse thoroughly.	STEP 4: Use the Bond Repair Sealing Balm or Bondfinity Deep Repair Oil on damp hair and style as usual. You can also apply a small amount on dry hair as a finishing touch after blowdrying or air drying.
			
			

Expert Tip

For in-between salon visits, offer a customised **blonde refresh service** by using the Toning Drops in combination with any BLONDME mask or conditioner – for extra neutralisation.

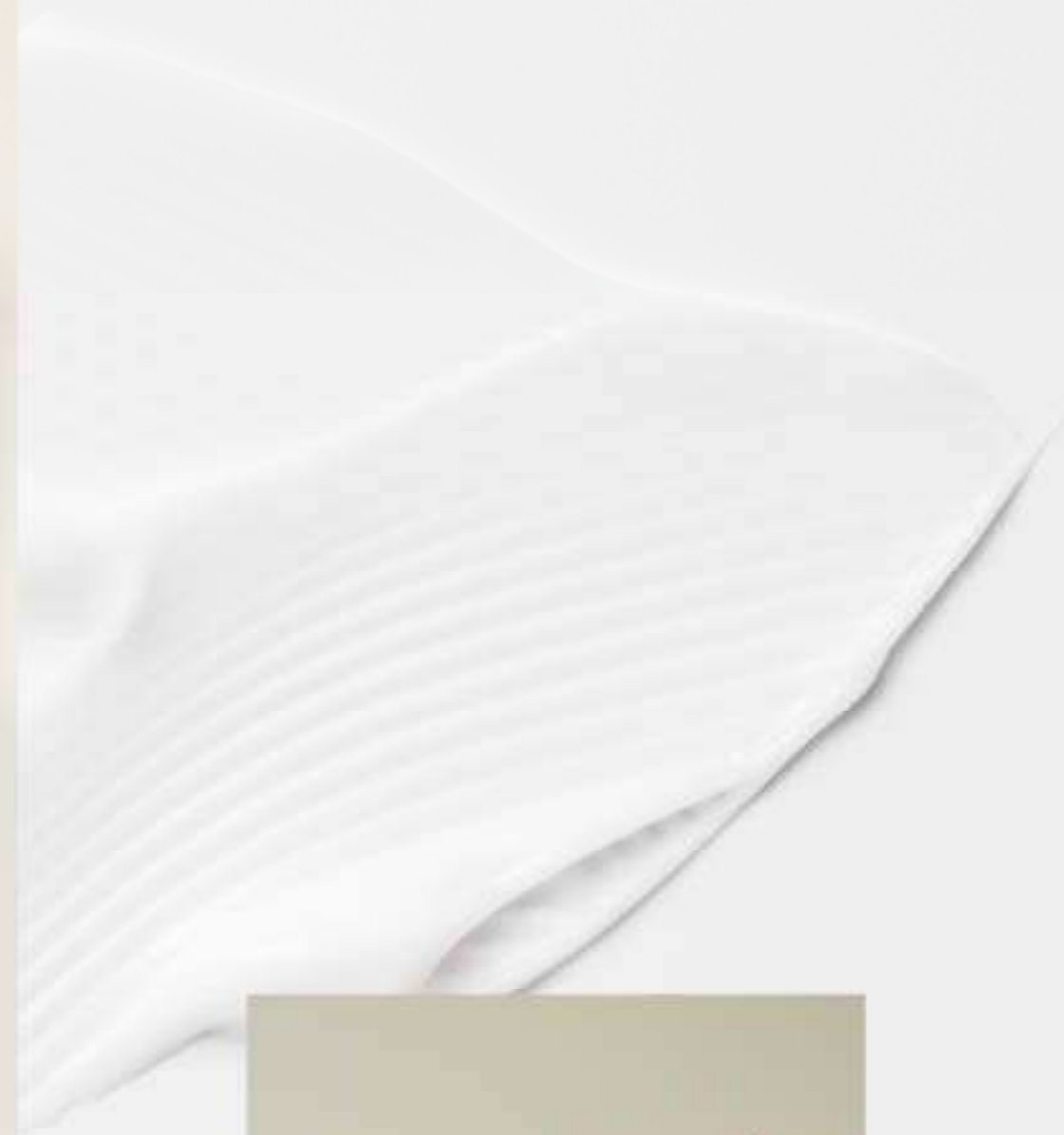
AT HOME			
STEP 1: Cleanse hair with the Bond Repair Nourishing Shampoo or Purple Shampoo.	STEP 2: On damp hair, apply the Bond Repair Purple Conditioner to mid-lengths and ends, and leave in to process for 2 minutes. Rinse thoroughly.	STEP 3: For a stronger neutralisation effect, you can intermix the Toning Drops ICE with any BLONDME conditioner or mask. Leave in for 1–10 min and rinse of thoroughly.	STEP 4: Use the Bond Repair Sealing Balm or Bondfinity Deep Repair Oil on damp hair and style as usual. You can also apply a small amount on dry hair as a finishing touch after blowdrying or air drying.
			
			

Expert Tip

For a **quick neutralisation effect**, use the BLONDME Purple Spray Conditioner on damp hair. Be careful not to apply the spray too close to ensure an even result.



Business



The importance of consultation

The client's hair is as unique as their fingerprint. To find the optimal care regimen for your client, it's key to start with a consultation and an individual diagnosis of their hair. A perfect consultation reflects and identifies the hair's care needs in salon and leads to a home care regimen which offers your client a long-term solution.

1 Clients needs

Ask every client during a consultation to understand their specific needs.

- Tell me how you feel about your hair and scalp?
- Tell me all about your current haircare routine?
- What do you like about your hair?
- What have you had done to your hair that you liked?
- What have you had done to your hair that you disliked?

2 Diagnosis & Prescription

Create the basis of the in-salon service & home care regimen tailored to your client's needs.

- Define hair type, length of hair & structure
- Diagnose the hair using hair elasticity and porosity test to analyse the condition
- To complete the picture, analyse the scalp condition
- Prescribe the most suitable in-salon service for the client's hair type, needs, and expectations

3 Customised In-Salon Service

Providing a precise and professional in-salon service tailored for your client is essential for retaining clients. It all begins with proper preparation, ensuring that the station is well-organised and equipped with all the necessary tools



4 In-salon Care

Recommend the BLONDME in-salon service that enables you to:

- Complete the salon service
- Fulfill the clients and hair needs
- Meet the clients desired in-salon experience

5 Maintenance & Post-Salon Support

Create a personalised care plan together with your client based on individual hair needs.

- Elaborate on what the client's hair will need after the salon visit to keep the results to its maximum
- Explain every product the client will need as well as the usage
- Provide tips and tricks and how to integrate BLONDME in their daily care routines

Understanding primary and secondary needs

When creating a personalised hair care plan for a client, it's essential to choose the appropriate products based on their primary & secondary needs identified during consultation.

Primary Needs

Through a **complete hair diagnosis**, we identify the primary requirements linked to the hair's structure and condition. This enables us to **recommend the most suitable in-salon treatment**, shampoo, conditioner, and other treatments to **enhance the overall health of the hair**.

Secondary Needs

The secondary needs **focus more on the client's specific desires** for the hair's appearance and manageability, such as **detangling, colour and heat protection, smoothing, and adding shine**. We can effectively address these concerns by using leave-in finishing products, such as the Bond Repair Sealing Balm or the Bondfinity Deep Repair Oil.



3

Sell your Blonde Services and build your client's trust

Bring the **BLONDME** expertise to life by using **BLONDME** products in front of your clients. Explain the Bonding Technologies and the benefits of each product while using them to start the conversation about add-on services and home care sales to maximise salon profit. Work with your clients as a team – explain, share, inspire!

Expert Tip

Win your client's trust by explaining why BLONDME home care is tailored to their needs and why this will help preserve the hair's health between salon visits. If your clients are not sure about a purchase, incentivise them with BLONDME minis or discounts for an at-home trial.



“Most importantly, be authentic and transparent with everything you do, reflecting who you are and what you stand for within your salon.”

Increase your ticket price

Blonde clients are the most demanding but also the highest spending clients of a salon. Once satisfied with their blonde look, they will also be the most loyal ones! Increase your ticket price by offering complementary add-on services and premium at-home care to guarantee superior hair quality and prolonged colour results for your clients.

Increase your colour service ratio

Blonde has never been more diverse than today – leverage the demand for blonde services in your salon! Consult your client about tailor-made blonde looks and emphasise that there is a blonde for everyone irrespective of skin tone, hair colour, hair type, age or gender.

Attract new clients & build loyalty

Win with inspiring state-of-the-art looks and techniques showcasing the multiple facets of being blonde and your blonde expertise. When selling a blonde service, make your clients your partner in crime – work together to fulfill their desire for a perfect blonde to build your clients' trust. Create your own in-salon loyalty program and encourage your clients to come back to your salon by directly making a new appointment.



4

Boost your business by offering individual service packages

Answer your clients desire for the perfect blonde by offering custom-made blonde service bundles. Service overviews help to reduce the complexity of a service, providing your clients with a better understanding of the service and manage their expectations – for more efficiency and satisfying results on both ends.

Service overviews help to answer your clients' demands at one glance:

1. What look do I want and how can I achieve it?
2. What is the price of the service?
3. How long does it take to create the look?
4. How can I prolong and maintain the colour result at home?

With this guidance you can create 3 service bundles from low to medium to high-end packages, so that your clients can choose:

€ Low service package

This service bundle only contains the minimum services you need to achieve the desired look.

For example: Colour Service + in-salon Neutralising Shampoo & Conditioner Treatment



€€ Medium service package

This service is the most popular with clients! Include everything you need to achieve an outstanding blonde look with complementary add-on services.

For example: Lightener Service + Toning Service + in-salon Shampoo & Mask Treatment



€€€ High service package

This service bundle is the high-end in-salon experience for your clients. Next to the impeccable blonde look, you already include the complementary home care regimen into your price calculation.

For example: Lightener Service + Toning Service + in-salon Shampoo & Bondfinity Mask Treatment + home care



5

Engage with your clients on social media

Boost your business with the right content for social media, your website & online shop and engage with your clients online.

Content

Social Media

Follow global and local Schwarzkopf Professional accounts to keep track of the major campaigns.

Website & Online Shop

Ask your local sales representative to get dedicated content supporting your web presence.



Promotion

Inform your client about the current promotions or special deals in your salon on all your digital platforms (e.g. Christmas, Gift with purchase sales) combined with a final look picture.



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 clients can expect in your salon.



Choose the **right format** for social media

Users want to see content that is authentic and is visually-appealing and not super edited.

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 makes a blonde stand out



Maximise your reach

- **Use the official BLONDME hashtags:**
#BLONDME for a chance to get reposted by the Schwarzkopf Professional 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



www.schwarzkopfpro.com