

CREATING PERFECT BLONDES



Clairol Professional Hydro Blondes

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***Kick Start Summer Early it's time to
Hydrate Blonde Hair***

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Why Blonde is a timeless trend
What are Hydro Blonde treatments
Creating the Perfect Blonde
What influences lightening
What products do we use to lighten
Toning
Hydro-Blonde treatments – How too
Blonde Step by steps

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BLONDE IS A TIMELESS TREND



- 🕒 Hair Colourants were used as early as 27 BC. By the time of the Romans, Blonde hair was considered as a sign of Aristocracy.
- 🕒 Many of the most famous fairytale heroines are portrayed Blonde-haired, including Goldilocks, Cinderella and Alice in Wonderland.
- 🕒 40s and 50s Hollywood created the Blonde myth personified by Grace Kelly and Marilyn Monroe. In the 80s, Madonna brought back the “myth of Marilyn” with her Blonde locks which paved the way for the iconic supermodels of the 90s and kept Blonde a top trend. Salons even saw the benefit of this, with in-salon Blonde Colouring accounting for 71%* of services in the mid-90s.
- 🕒 And in the 2010s? Blondes just keep getting bigger, with notable celebrities embracing Blonde hair!

**One thing's for
sure, it is still the
first Colour of
choice in-salon.**



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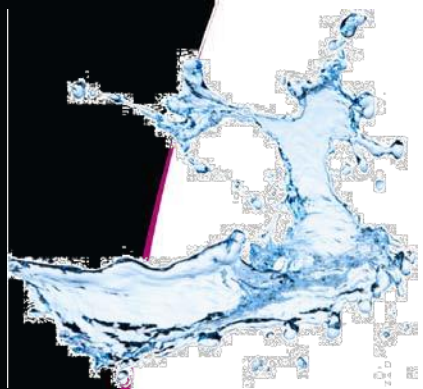
CLAIROL HYDRO-BLONDES



- Having smooth and shiny Blonde hair is important for any Blonde customer. That's why Clairol Professional products are perfect to answer your Blonde clients' needs.
- Clairol Professional Colour contains a conditioning formula enriched with lipids and waxes.
- Treat your client's Blonde hair with our selected care products, containing a panthenol-based formula to moisturize the hair from the inside and out.
- Finish the service with Clairol styling products, where the polymers create an additional film around the hair to protect it from moisture loss.



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WHAT INFLUENCES THE LIGHTENING OF HAIR?

- The hair type.
- The type and quantity of the lightening product used.
- The development time.
- When lightening the hair, you may need to **apply more Colour than normal.**



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CREATING THE PERFECT BLONDE



	SILVER			PINK			MAHOGANY			GOLDEN			COPPER			RED			VIOLET			BROWN			BLACK		
LEVEL	12/1	12/2	12/3	11/1	11/2	11/3	10/1	10/2	10/3	9/1	9/2	9/3	8/1	8/2	8/3	7/1	7/2	7/3	6/1	6/2	6/3	5/1	5/2	5/3	4/1	4/2	4/3
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SPECIAL BLONDE PLUS

Lightens by up to 5 levels for radiant, brilliant Blonde shades.

NATURAL

12.0

12.03

ASH

12.1

VIOLET

12.61

BROWN

12.07

PEARL

12.81

12.89



Blonde Plus



Blonde Plus
Natural Gold



Blonde Plus
Ash



Blonde Plus
VioletAsh



Blonde Plus
Brown



Blonde Plus
PearlAsh



Blonde Plus
Pearl Cendre

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SPECIAL BLONDE PLUS

Lightens by up to 5 levels for radiant, brilliant Blonde shades.

- Use Clairol Professional Extra Rich Crème emulsion 12% 40 volume for up to 4 to 5 shade levels of lightening, or 9% 30 volume for 3 shade levels of lightening.
- All of the 12. shades can be intermixed. Their ability to mix together and the addition of Mix Tones (e.g. Mix Tone 0.1 or Mix Tone 0.2) yields **infinite possibilities for creative Colour design** in the lighter Blonde areas.



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SPECIAL BLONDES OFFER UP TO 5 LEVELS OF LIFT

All Special Blond shades are intermixable, and can be used for all coloring techniques.

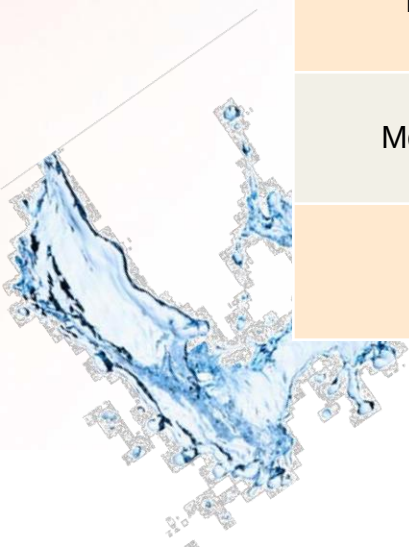
Radiant, brilliant blond shades...

For cool shading:	.1, .61, .81, .89	12.1	12.61	12.81	12.89
For neutral shading:	.0	12.0			
For warm shading:	.03, .7	12.03	12.7		

SPECIAL BLONDES OFFER UP TO 5 LEVELS OF LIFT

All Special Blonde shades are intermixable, and can be used for all coloring techniques.

Neutralization of warmth	Shade	Recommended natural base level	Result
None	12.0, 12.03, 12.7, Special Blond	5.0 light brunette- 7.0 medium blond	Warm, light (golden) blond
Very High	12.1 Special Blond Ash	5.0 light brunette- 7.0 medium blond	Intensive ash shading for neutralizing red-orange
High	12.81 Special Blond Pearl - Ash	5.0 light brunette- 7.0 medium blond	Pearl/silver blond shading for neutralizing orange
Medium	12.89 Special Blond Pearl Cendre	5.0 light brunette- 7.0 medium blond	Pearl/silver blond shading for neutralizing orange/yellow
Low	12.61 Special Blond Violet Ash	5.0 light brunette- 7.0 medium blond	Pearl/silver blond shading for neutralizing yellow reflexes





Clairol Blonding POWDER

Clairol Blonding Powder provides premium quality, pure Blonde results with up to 7 levels of lift.

- Moisture-binding lipids help protect the hair from loss of humidity
- Dust-free professional powder/lightener
- Controlled and reliable lightening with up to 7 levels of lift to achieve any desired Blonde results
- Creamy consistency after mixing for easy application
- For all application techniques, on or off scalp



LIGHT... LIGHTER... LIGHTEST...

This is the strongest form of lightening. It is also the only one way to lighten previously Colour-treated hair.

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PASTEL COLOURATION

Pastel shades

MIXING RATIO 1 : 2

- 1 part Clairol Professional permanent hair Colour.
- 2 parts Clairol Professional extra rich crème emulsion 1.9%.

APPLICATION

1. Apply immediately from roots to ends.
2. Development time: Up to 15 minutes. No heat.

Ash	Gold		Blue/Pearl
10.1 Lightest Blonde Ash	10.3 Lightest Blonde Gold	10.38 Lightest Blonde Gold Pearl	10.8 Lightest Blonde Pearl
9.1 Very Light Blonde Ash	9.3 Very Light Blonde Gold	9.38 Very Light Blonde Gold Pearl	9.7 Very Light Blonde Brown

DEMI TONER MIXES

All mixed 1:2 with 1.9%

TITANIUM

- 4 parts 10.81 + 1 part 0.88
(Creative Combination)

COOL GOLD

- 1 part 10.1 + 1 part 9.36

HONEYCOMB

- 4 parts 10.3 + 1 part 0.34

FAVORITE BLONDE MIXES

Special Blond mixed 1:2 with 9% or 12%

Base range mixed 1:1 with 9% or 12%

BISCUIT BLONDE

- 1 part 12.7 + 1 part 12.03

ROSE BLONDE

- 3 parts 12.61 + 1 part 0.65

COOL BLONDE

- 2 parts 10.8 + 1 part 10.1

FUN TONERS MIXES

All mixed 1:1 with 4%

ORIENTAL JADE

- 3 parts 0.00 + 1 part 0.28

COOL BLUE

- 4 parts 0.00 + 1 part 0.88

MINTY

- 5 parts 0.00 + 1 part 0.28 +
1 part 0.33

PARTY PINK

- 2 parts 0.00 + 1 part 0.65

PEACHY

- 3 parts 0.00 + 1 part 0.43

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HYDRO-Blonde SERVICES

Hydro-Blondes in-salon services allow you to offer optimized Colour and care services to your customers.



HYDRO-LIGHTS:

Clairol Colour for the highlights, Clairol treatments for care. The only result can be beautifully hydrated hair. Problem solved!

1. Remove the highlights with Visible Repair Shampoo.
2. Mix 30ml of Visible Repair Treatment with up to 5ml of Visible Repair Serum.
3. Apply to the hair, focusing on the mid-lengths and ends. Rinse well.



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HYDRO-TONES STEP BY STEP

Colour



Formula	Shades	Mixing	Developer
A	Blonding Powder	(1:2)	6% 20 vol.
B	12.61	(1:2)	12% 40 vol.
C	12.0	(1:2)	9% 30 vol.



HYDRO-TONES STEP BY STEP

Colour

STEP 1.

Create 2 sections by taking an asymmetric semicircle, starting at the right temple and ending behind the left ear. Clip the top section out of the way.



HYDRO-TONES STEP BY STEP Colour

STEP 2.

Apply formula A to the bottom section, mid-lengths and ends.



HYDRO-TONES STEP BY STEP Colour

STEP 3.

Develop for 10 min, then apply to the roots



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HYDRO-TONES STEP BY STEP

Colour

STEP 4.

Apply formula B to the roots of the top section. Develop for 20 min.

STEP 5.

Apply formula C to the mid-lengths and ends. Develop for 25 min.



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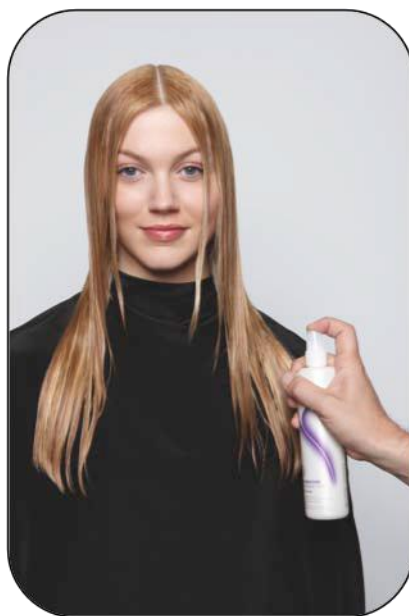


HYDRO-TONES STEP BY STEP

Styling

STEP 1.

Apply **Deep Moisture Conditioning Spray** to the ends.



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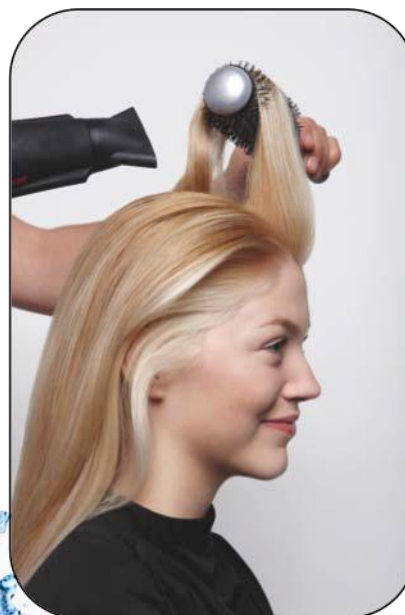


HYDRO-TONES STEP BY STEP

Styling

STEP 2.

Apply **Enhance Volume mousse** throughout the hair, and blow-dry to create body and volume, with a large round brush.



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HYDRO-TONES STEP BY STEP

Styling

STEP 3.

Starting at the nape, using a medium tong, curl the hair. As you work up the hair, wind the tong only through the mid-lengths and ends to create smoothness at the roots. Remove the clips.



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HYDRO-TONES STEP BY STEP

Styling

STEP 4.

Using a drop of **Satin** serum and using your fingers and a soft brush, style into loose curls and waves.



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THE END



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