



BLONDME

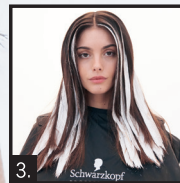
CLAY BALAYAGE



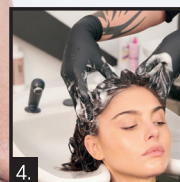
The key to an impactful yet super soft balayage is the "negative space". This refers to the careful contrast between the base color and the lightened pieces that allow the hair to look gently illuminated. Start off by dividing the hair into 3 sections following the natural parting of the hair.



Mix BLONDME Bond Enforcing Premium Clay Lightener with BLONDME Premium Developer 12% (40 Vol.) (1:1.5). Take the first section and divide it into smaller sections using diagonal back partings. Load the product in the middle part of the hair, then feather upwards, and gradually saturate the ends of the hair with lightener.



Continue with the product application section by section, focusing on the mid-lengths and ends throughout the entire look. Develop up to 45 minutes



Use BLONDME Keratin Restore Bonding Shampoo and rinse thoroughly. Apply BLONDME Intense Care Bonding Potion and comb through for an even distribution. Generously spread the BLONDME Keratin Restore Bonding Mask directly on top of the potion. Develop for 5 minutes, then rinse thoroughly.



To maintain salon fabulous blonde results, advise your clients to use BLONDME Keratin Restore Bonding Shampoo and Mask for All Blondes for home maintenance.



JACK'S HINTS & TIPS

CUT FIRST, BALAYAGE AFTER

You always need to consider the natural fall of the hair in order to achieve the most flattering results. Does your client wear their hair in a ponytail often? Then plan how the balayage will look with this style and you are already one step ahead!

TENSION IS KEY IN THE APPLICATION

You need to hold the section firmly and make sure that you apply enough product on the hair without penetrating it. Think of it as a cake – you want to see the icing, not the cake underneath!

ALWAYS LOAD THE PRODUCT IN THE MIDDLE SECTION

Then feather upwards, and gradually saturate the ends. Loading lightener at the re-growth can lead to bleeding!

CREATE A GAME PLAN

Beautiful color starts with beautifully conditioned hair, so make sure to discuss with your client a personalized long-term care strategy.



QUICK GUIDE: CLAY VS 9+

	BLONDME PREMIUM LIGHTENER 9+	BLONDME PREMIUM CLAY LIGHTENER
APPLICATION	Full head, foils	Freehand techniques
CONSISTENCY	Stays moist	Soft-to-solid
LEVELS OF LIFT	Up to 9 levels of lift	Up to 7 levels of lift
DEVELOPER USED	BLONDME Premium Developer (2%/7 vol, 6%/20 vol, 9%/30 vol)	BLONDME Premium Developer (6%/20 vol, 9%/30 vol, 12%/40 vol)
MIXING RATIO	1:1.5 - 1:2.5	1:1.5 - 1:2

NEW SALON TOOLS

Our new salon tools allow for maximum precision and comfort while you work your magic on your client's hair.



- ANGLED BRUSH**
- Unique angled shape for masterful application
- BALAYAGE BOARD**
- Improved handle for a better grip
 - Structured surface to prevent drips

Use the BLONDME Bond Enforcing Premium Clay Lightener for optimal precision and seamless freehand balayage.

IDEAL FOR: Bases 3 to 8

- Easy and precise application
- Up to 7 levels of lift
- Integrated bond enforcing technology
- Soft-to-solid formula
- For freehand techniques
- Dust-reduced powder



LOOK CREATED BY JACK HOWARD
 @JACKHOWARDCOLOR
 GLOBAL BLONDME AMBASSADOR
 Based in London, England
 Leading balayage educator
 Marie Claire's Hair Colorist of the Year 2018

Together. A passion for hair.

TECHNICAL SUPPORT LINE: 1-800-463-3081
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