

WELLA PROFESSIONALS

BLONDOR

CREATE BOOK

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BLONDES MEAN BUSINESS

BLONDES ARE AMONG THE MOST ASKED FOR SERVICE, WITH HIGHLIGHTS BEING THE NO1!

DID YOU KNOW

56%

of female guests in salon request blonde as the target color result*

WITH ALMOST

½

of these guests being the biggest spenders on their service*

WHAT DOES THIS MEAN FOR YOU?

Blonde is the most profitable service, providing more opportunities, requiring higher maintenance, and can be easily upgraded from a classic service.



Source: Consumer H&P 2022. SALON Services used at least once in 3 months/Look/ Result desired to achieve.

Kantar UK – June'2024. Q. Last time you had your hair coloured by a hairdresser, which colour service did they use?/ Kantar US, UK, DE –color applied – salon colorers.

PRO H&P 2022/ UK Blonding services – 2021 – HD.



NEW BLONDOR LIGHTS SIGNATURE SERVICE

High impact blonde. Created with a blend of highlights, face framing and tip out technique. Finished with a zero-lift Shinefinity glaze.

90-120 MIN

CLASSIC HIGHLIGHTS

CORE SERVICE

A traditional service that creates lighter tones from the roots to the tips. The process is classically completed with an all over toner creating even tonality from roots to tips.

CURRENT PRICE €€

@HAIRBYAMYBRIDIE



UPGRADED BLONDOR LIGHTS

SIGNATURE SERVICE

Transform a traditional highlighting service into a high-impact blonde with teased Highlights & Tip out.

Enhance the look with pre-toning using BlondorPlex Cream toner and complete with a Shinefinity Glaze for added dimension and gloss.

UPGRADED PRICE €€€€



UPGRADED SIGNATURE BLONDE STEPS

Up sell a tip-out, dual toning service, and express post color treatment.

1 UPSELL HIGHLIGHT + TIP-OUT

1. Ultra fine modern highlights + face frame.

2. Tip-out between the foils for clarity and brightness.



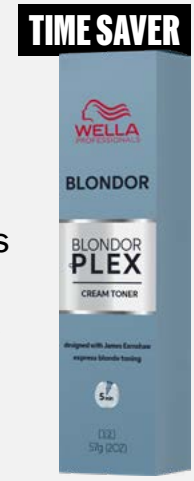
2 BLONDORPLEX NO2

Reconstructs inner hair bonds for stronger hair in **only 2 mins*.**



3 EXPRESS PRE TONE

Pre tone with Blondorplex cream toners for a flawless canvas before the Shinefinity Glaze in **only 5min.**



ADD ON – TONING

UPSELL TOP GLAZE

1. Add a shadow at the natural root with zero lift.

2. Create the desired tone and shine through the ends.



ADD ON – CARE

LAYER UP! WITH COLOR SEALER LIQUID LAYER

INSTANT ACID POST-COLOR LEAVE-IN FOR COLOR SEAL & PROTECTION

Saving time & water.



*BlondorPlex 9 + BlondorPlex n°2, vs. BlondorPlex 9 alone.



NEW WHAT'S HOT SERVICES

POWER BLONDE

Full head lightening with multi layered ,personalised toning. Achieving flawless highs and lows.

60 MIN



CLASSIC FULL HEAD BLONDE

CORE SERVICE

A traditional service that creates overall lightening for full head blonde. The process is classically completed with an all over toner creating even tonality from roots to tips.

CURRENT PRICE €€

UPGRADED POWER BLONDE

WHAT'S HOT SERVICE

Transform a traditional full head blonde service into a Clear Blonde that showcases exceptional clarity.

Elevate the result by incorporating pre-toning with BlondorPlex Cream Toner, and finish with either a Shinefinity Glaze or Illumina color toner to achieve precise tonal quality.

UPGRADED PRICE €€€€

UPGRADED POWER BLONDE STEPS

Upsell a dual toning service, and express post color treatment

1 FULL HEAD BLONDING

Root retouch or full head application to achieve blondor's clearest lift ever.

NEW



2 BLONDORPLEX NO2

Reconstructs inner hair bonds for stronger hair in **only 2 mins*.**

NEW
TIME SAVER



3 EXPRESS PRE TONE

Pre tone with Blondorplex cream toners for a flawless canvas before the Shinefinity Glaze in **only 5min.**

TIME SAVER



ADD ON – TONING

UPSELL DOUBLE TONER

Create high impact results and the purest blonde clarity with a double toner.



ADD ON – CARE

LAYER UP! WITH COLOR SEALER LIQUID LAYER

INSTANT ACID POST-COLOR LEAVE-IN FOR COLOR SEAL & PROTECTION

Saving time & water.

NEW
TIME SAVER



*BlondorPlex 9 + BlondorPlex n°2, vs. BlondorPlex 9 alone.



BOSS BLONDE CONSULTATION

CREATE THE PERFECT BLONDE WITH INSPO LAB

Looking to ELEVATE YOUR CONSULTATIONS?
Struggle with knowing what will suite your guest?

The **INSPO LAB**, allows you to level up your consultations with AI features to wow your guests so you can create the perfect bespoke color in 3 simple steps.

1 IDENTITY

WHO IS YOUR GUESTS?

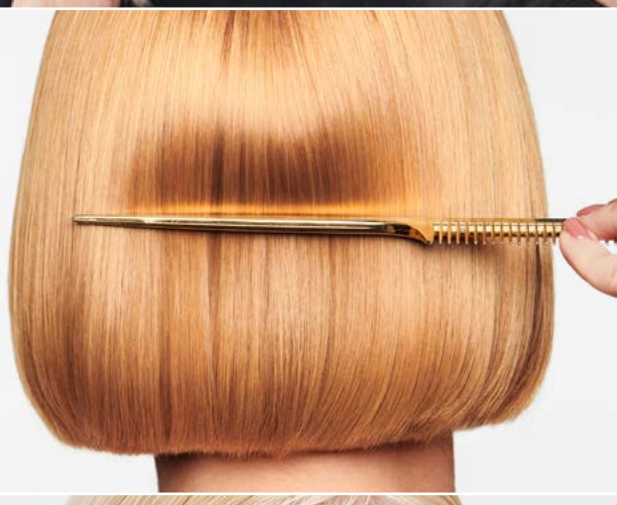
- Personality & lifestyle
- Commitment & budget
- Technical analysis



2 DESTINATION

WHAT DOES YOUR GUESTS WANT?

- Cut color & style directions
- Subtle or drastic change?
- Hair & scalp condition



3 SERVICE

HOW WILL YOU GET THERE?

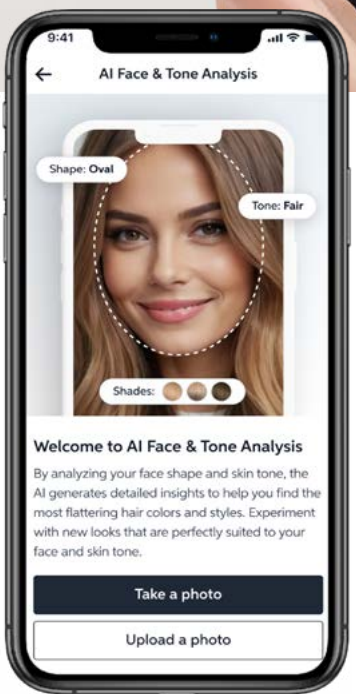
- Techniques & services
- Brands & shades choice
- Cost, duration, care / styling



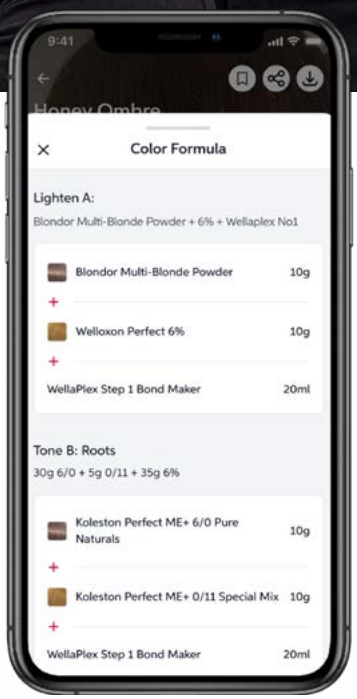
INSPO LAB as a tool helps stylists in consultation and supports you to create the perfect color result.

DOWNLOAD INSPO LAB









ANALYSE SUITABILITY

- Skin tone
- Eye color
- Hair type
- Face shape

GET INSPIRATION

- Looks & styles
- Mood boards
- Inspiring visuals

PRO TIPS

- Techniques
- The perfect products
- Shades
- After care



NEW BLONDORPLEX 9

WELLA PROFESSIONALS

NO.1 SALON LIGHTENER IN THE WORLD

UNBEATABLE[1] CLARITY OF LIFT & UP TO 97% LESS BREAKAGE[2]

NEW BLONDORPLEX 9

WITH BUILT-IN METAL PURIFIER

VEGAN VEGAN

METAL PURIFIER

- Perfect for all techniques
- On & off scalp lightening
- Built-in bond builder



*Based on Wella Master Brand USD sales on the 2023 Salon Hair Care Study for the hair coloring products category published by Kline.
1. Vs. rest of Blondor portfolio. 2. BlondorPlex 9 + BlondorPlex n°2, vs. BlondorPlex 9 alone.

CRYSTAL CLEAR BLONDE WITH NEW BLONDORPLEX 9

WITH BUILT-IN METAL PURIFIER

UPGRADED BLONDORPLEX 9

The NO.1 salon lightener just got an upgrade!

BlondorPlex 9 now has built in metal purifier, making it our most advanced lightener.

Still with Plex technology and a vegan formula that you know and love.

BlondorPlex 9 with built-in metal purifier for Blondors' clearest lift ever.



NEW EXPRESS FORMULA

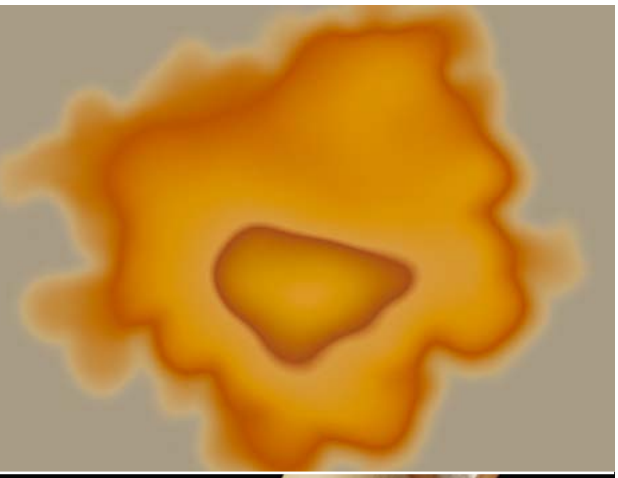
BlondorPlex No2 is an express post-lightening treatment designed to reconstruct inner hair bonds, deeply strengthen and repair the hair after bleaching.

BlondorPlex No2 helps neutralize the lightening actives, allowing you to move quickly to toning with no additional steps.



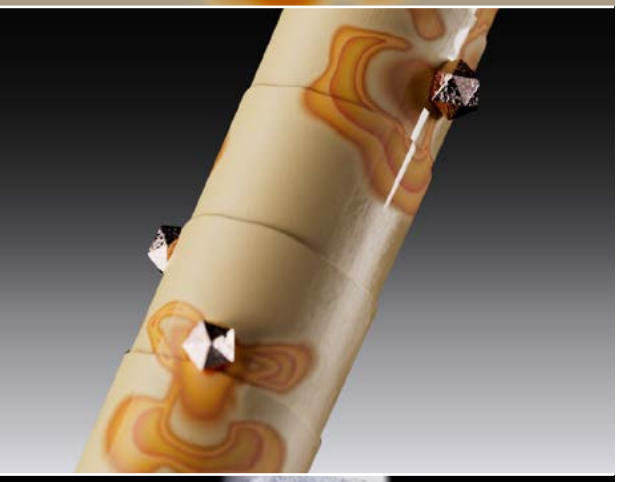
2 MIN

BEHIND THE SCIENCE



METALS ON HAIR

Ever wonder why sometimes you don't get reliable lift out of a lightener?



INTERFERE WITH THE LIGHTENING RESULT

Metals in hair can interfere with the performance of the lightening process, compromising the clarity of lift.



BUILT IN METAL-PURIFIER

New blondorplex has metal purifier built in. It captures metals so that bleach can perform as intended.



UNBEATABLE RESULTS

Resulting in the clearest lift of blondor ever.

MIXING & USAGE

USAGE

Lighten up to 9 levels

Full Head Lightening

High Lighting

Balayage or Foilage

Corrective Techniques

MIXING

With Welloxon Perfect
(1.9%/ 4%/ 6%/ 9%/ 12%)

DEVELOPMENT

Up to 50mins with no heat



1 : 1.5*



*or 1:2.



BLONDORPLEX CREAM TONERS

BlondorPlex Cream Toners are a dedicated express toning solution to complement lightening services, pre-mixed with Plex technology offering up to 90% less breakage.*

*When using BlondorPlex 9 and BlondorPlex Creme Toner vs. BlondorPlex Creme Toner alone.





BlondorPlex Cream Toners provide quick and accurate tonal results in 5 minutes, ideal for post-lightening.

The collection features 7 intermixable shades, including the /86 Ultra Cool Booster to neutralize unwanted pigments for perfect blonde results.



FIND THE PERFECT SHADE FOR YOUR GUESTS DESIRED RESULT:

	Lightened to level 10	Lightened to level 9	Lightened to level 8
Scandi Rose For all levels to add a delicate rose, with a touch of mahogany.			
Lightest Pearl For light levels to neutralize yellow and reduce warmth.			
Crystal Vanilla For all levels to add soft creamy tones.			
Pale Silver To neutralize orange or achieve icy cool tones on lighter levels.			
Sienna Beige For all levels to add a delicate rose beige with a touch of violet.			
Scandi Biege For all levels to add a delicate soft, cool beige.			

Ultra Cool Booster
Can be used to intensify neutralization of brassiness and unwanted warmth.



Add 1 to 5g to 30g of selected toner shade and mix with developer in a 1:2 ratio.

Extending the development time beyond 5 minutes will create additional neutralization and results may appear deeper and more saturated. Can be too Intense to use alone.

HOW TO USE

Mix in an applicator bottle 1:2 with welloxon perfect 1.9%.

For fastest results, **apply at the basin** to pre-shampooed hair.

Develop for **5 minutes** (or up to 10 mins for intensive results)

5 MIN





THE LITTLE GUIDE TO HIGHLIGHTING

When it comes to highlighting, various techniques can yield a range of outcomes. The desired result for you and your guests hinges on three essential elements.



First, your choice of weaves or slices affects how defined the color appears.

Second, decide if you want a seamless root-to-end blend and how gradual it should be.

Finally, think about color application. Do you prefer a solid tone or a soft transition from roots to ends?

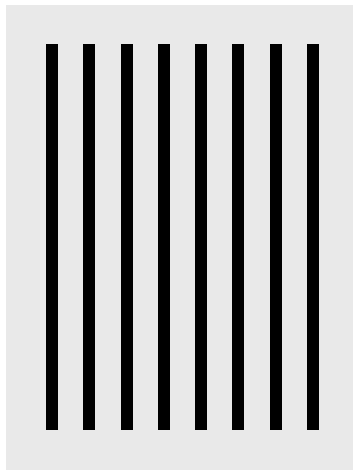
This guide will assist you in selecting the ideal technique to achieve the perfect blonde results.

WEAVES & SLICES

When using weaves and slices, it’s important to consider two main factors. A finer weave, like the natural or baby light weave, results in a more natural look and a softer finish. On the other hand, more defined weaves or slices offer increased definition and a prominent color placement. Additionally, tighter spacing of the weaves or slices improves color visibility but diminishes contrast.

NATURAL BABY LIGHTS

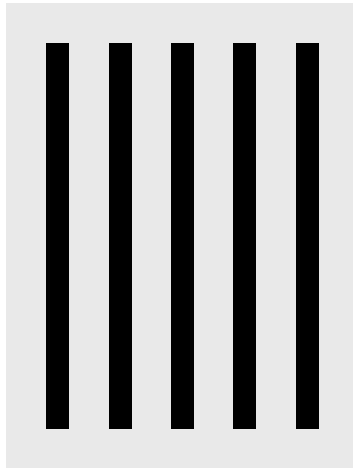
7-10 Weaves. A more natural look and a softer blend of tones.





DEFINED WEAVES

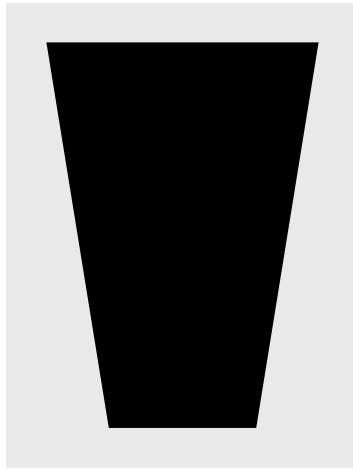
4-6 Weaves. An increased definition and a slightly more prominent blend of tones.





MAXIMUM IMPACT

Fine slice of hair. Slices offer increased color visibility for a prominent color placement.





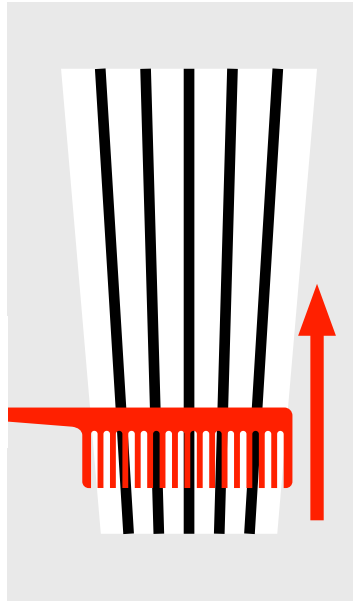
TEASING & BACKCOMBING

Teasing or backcombing helps blend highlights with natural hair for a softer, more natural look. The smoothness of the blend depends on how much hair you backcomb and where you start along the hair strand.

MAXIMUM BACKCOMB

Combing from the mid-lengths of the hair all the way to the roots to achieve optimal diffusion a blurred effect.

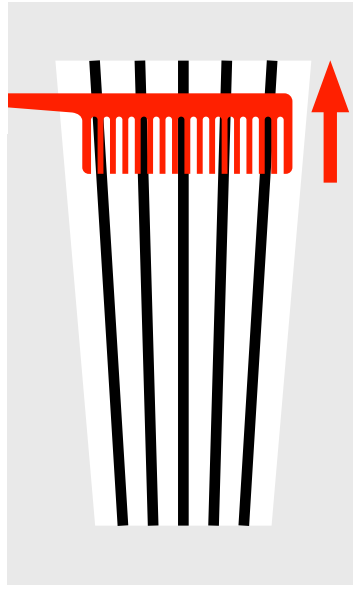
This technique is highly recommended for the tip-out technique.





TEASE BACKCOMB

Tease the hair 5-10 cm away from the roots to achieve a gentle gradient between the natural color and highlights. This technique is particularly effective when creating a root shadow.





Top Tip: If you'd rather not backcomb, try air-touching using a dryer to blow out finer hairs for a soft, natural blend between roots and highlights.

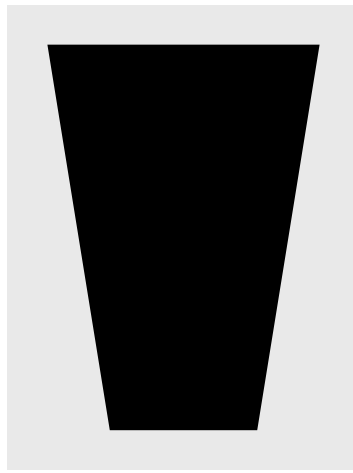
COLOR PLACEMENT

When applying color to a foil or meche, various techniques can be utilised to achieve a range of results.

Whether you aim for strong placement from roots to ends, a softly feathered transition, or a delicately blended color transition, here are three methods that will help you achieve the desired result.

COLOR BLOCKING

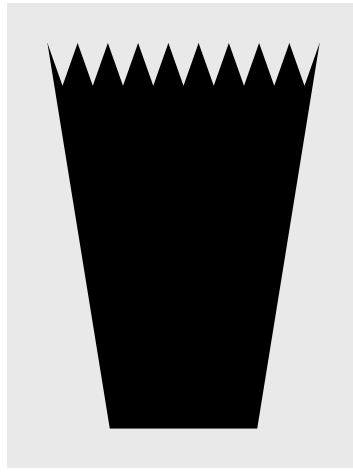
Coloring an entire section of hair, making it ideal for achieving highlights that are positioned near the roots.





FEATHERING

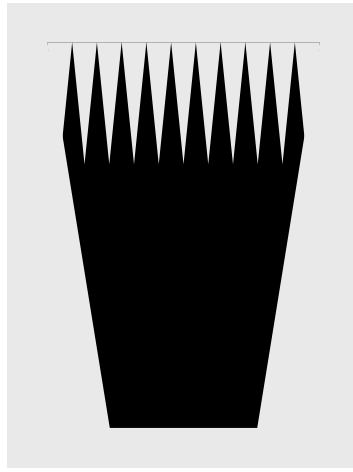
V-shaped placement of color that facilitates a smoother transition between the roots and highlights.





BLUSHING

Most effective when you aim to achieve a gentle blend into the highlight without any visible lines.







CREATE THE LOOK

POWER
PLATINUM
WHAT'S HOT
SERVICE

POWER PLATINUM

@JHAIR_STLIST



The WHAT'S HOT SERVICE showcases stunning blonde clarity of BlondorPlex 9. This look features the new soft Scandinavian blonde shades, which makes it genuinely exceptional.

FORMULA

1 FULL BLONDE HEAD



Formula A
30g NEW BLONDORPLEX 9 +
45g 6%

Formula B
20g NEW BLONDORPLEX 9 +
80g 1.9%

2 PRE-TONING



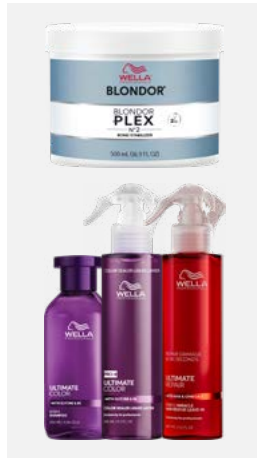
Formula C
30g /97 +
90g 1.9%

3 TONER



Formula D
30g 10/81 + 60g 1.9%

4 POST COLOR CARE



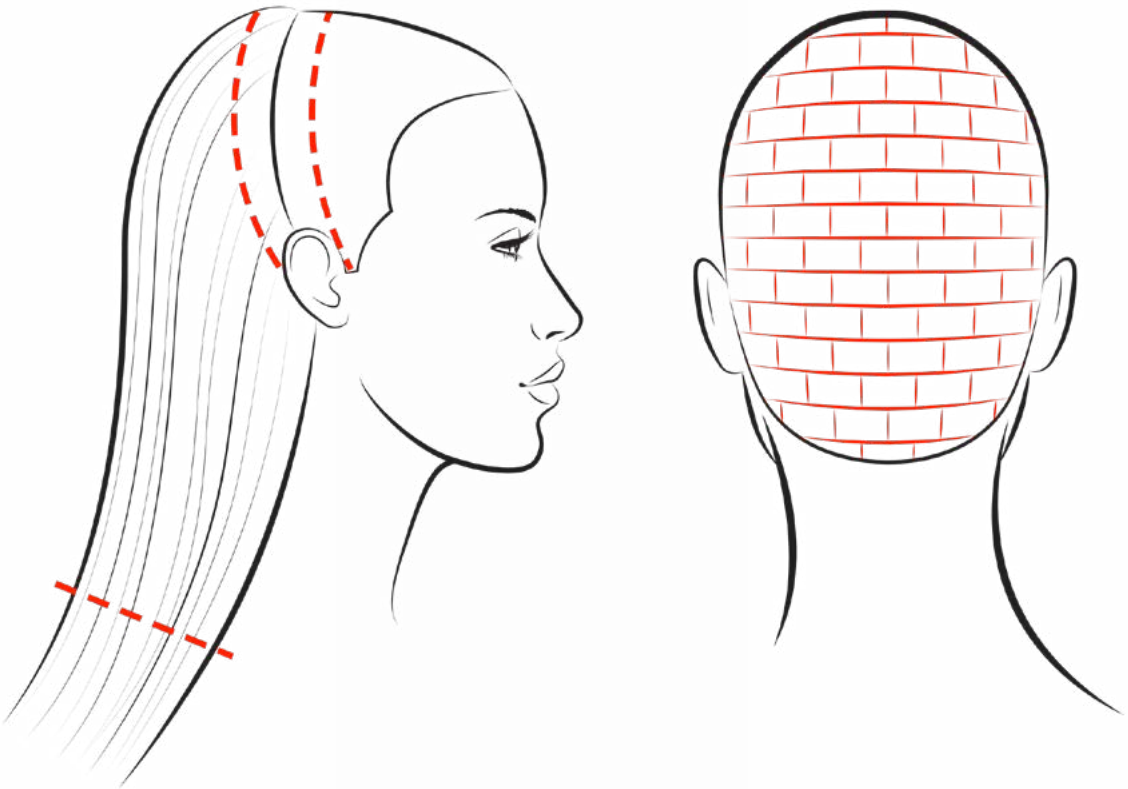
Post Lightening:
NEW BLONDORPLEX NO2
Express Bond Builder

Post Toning:
NEW Ultimate Color Shampoo

NEW Ultimate Color
Color Sealer Liquid Layer

Ultimate Repair
Miracle Hair Rescue

THE APPLICATION



THE LIGHTENING

Starting at the crown at the back of the head, apply **formula A** to the regrowth. Work in a brickwork pattern down to the nape. Then, apply **formula A** to the front section in the same way, beginning at the crown and finishing at the front hairline. Apply **formula B** to the mid-lengths and ends, and process all together for up to 50 minutes.

After lightening, rinse the hair and treat with **NEW BlondorPlex No2** for 2 minutes, then shampoo with **NEW Ultimate Color Shampoo**.





TONING

Using the dual toning technique to achieve the perfect blonde result, start by applying **formula C** as a pre-toner to remove yellow tones and balance the canvas. Allow it to develop for 5 minutes, then rinse. Next, apply **formula D** from roots to ends and allow it to develop for up to 20 minutes.



THE POST CARE

To complete the process, use the **Ultimate Color Shampoo** followed by the **Ultimate Color, Color Sealer Liquid Layer**. For added care, apply the **Ultimate Repair Miracle Hair Rescue**.




+
PRECISIN
LIGHTENING
+
DIMENSIONAL
TONES
+
THE PUREST
BLONDE RESULTS

BLONDOR
LIGHTS
SIGNATURE
SERVICE

SCANDI BLONDE

@LUCCHESEFRATELLI



The signature, Blondor Lights technique features a traditional highlighting method, upgraded with blonde tip-outs and a Shadow Glaze to create this transformational blonde.

FORMULA

1 HIGHLIGHT & TIP-OUT



Formula A
30g NEW BLONDORPLEX 9 +
45g 6%

2 PRE-TONING



Formula B
30g /16 +
60g 1.9%

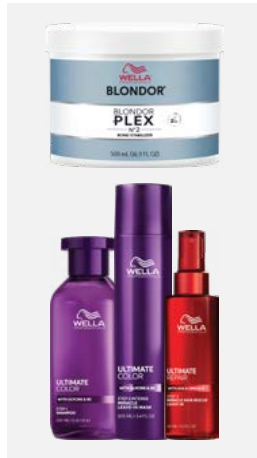
3 TOP GLAZE



Formula C
20g 07/0 +
20g Bowl & Brush Activator

Formula D
15g 010/0 +
15g 010/36 +
30g Bottle Application Activator

4 POST COLOR CARE



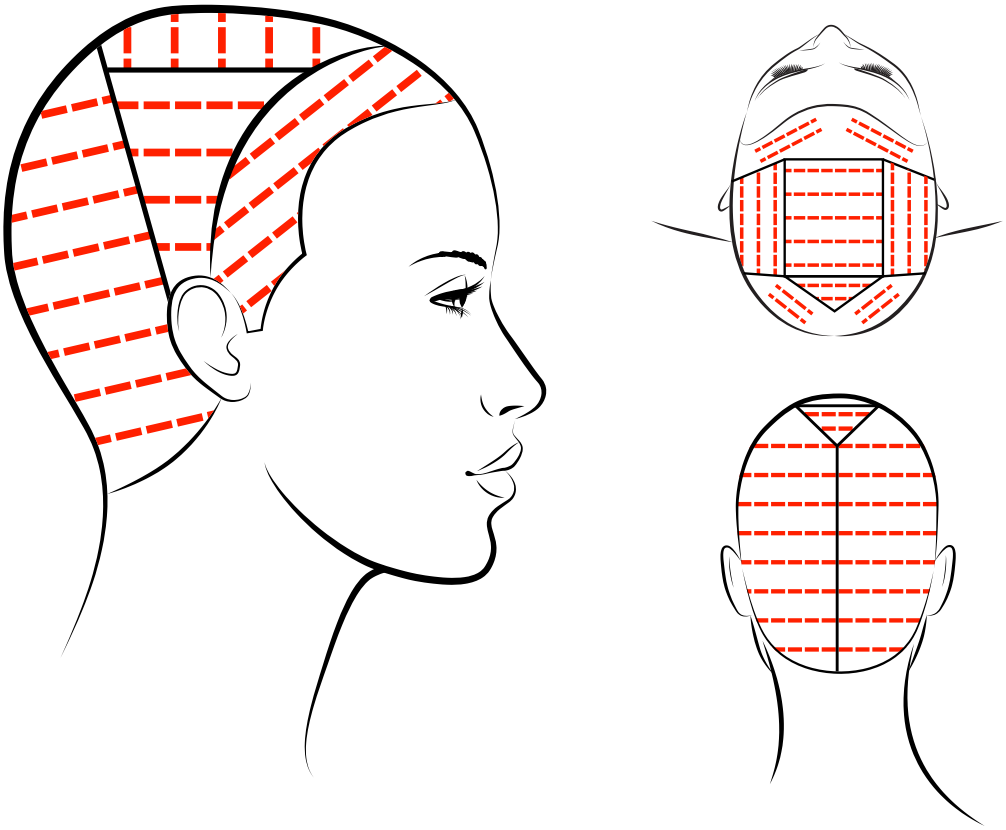
Post Lightening:
NEW BLONDORPLEX NO2
Express Bond Builder

Post Toning:
NEW Ultimate Color Shampoo

NEW Ultimate Color
Miracle Leave-in mask

Ultimate Repair
Miracle Hair Rescue

THE SECTIONING



THE LIGHTENING

Starting at the nape with a natural “baby light” weave and “teased backcomb” using **formula A**. For the front hairline, back-to-back slicing created a face-framing effect.

After foiling, proceeded with a “Tip Out” using “maximum backcombing”. **Formula A** was applied from ends to roots using the blushing method and processed for up to 50 minutes.

Post-lightening, hair was rinsed and treated with **NEW BlondorPlex No2** for 2 minutes, followed by shampooing with **NEW Ultimate Color shampoo.**





THE GLAZE

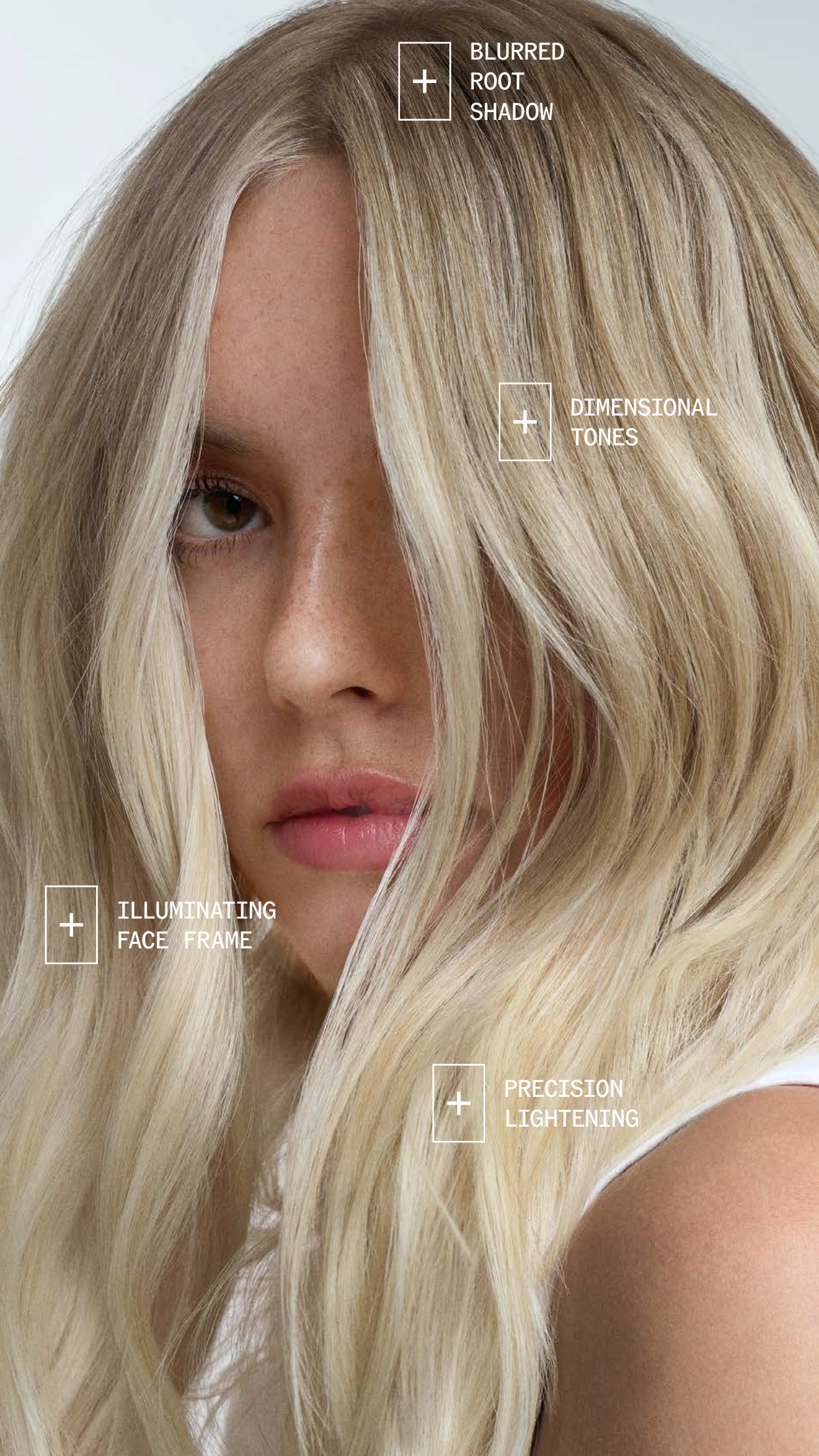
Using a dual toning technique for a perfect blonde result. start with **formula B** as a pre-toner to remove yellow tones, allowing it to develop for **5 minutes** before rinsing. Then apply the root shadow, using **formula C** and blending into **formula D** for the lengths and ends, developed for up to 20 minutes.



THE POST CARE

To complete the total process, utilise the **Ultimate Repair Miracle Hair Rescue** to give a treatment to repair hair damage in 90 seconds. Intensively strengthens and smooths hair thanks to AHA & Omega-9.




+ BLURRED ROOT SHADOW
+ DIMENSIONAL TONES
+ ILLUMINATING FACE FRAME
+ PRECISION LIGHTENING

BLONDOR
LIGHTS
SIGNATURE
SERVICE

LA BLONDE

@NIKKILEE901

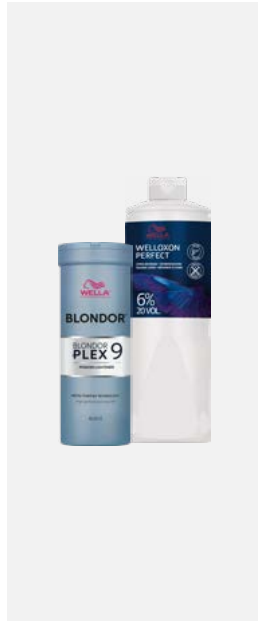


This signature, Blondor Lights technique has been adapted to showcases a lighter perimeter whilst maintaining a natural deeper root, resulting in reduced contrast and an authentic sun kissed blonde.

This look showcases the versatility of the Blondor Lights service.

FORMULA

1 HIGHLIGHT & TIP-OUT



Formula A
30g NEW BLONDORPLEX 9
+ 45g 4%

2 SHADOW GLAZE



Formula B
20g 04/12 +
20g Bowl & Brush Activator

Formula C
15g 09/36 +
30g 08/38 +
Bottel Application Activator

3 POST COLOR CARE



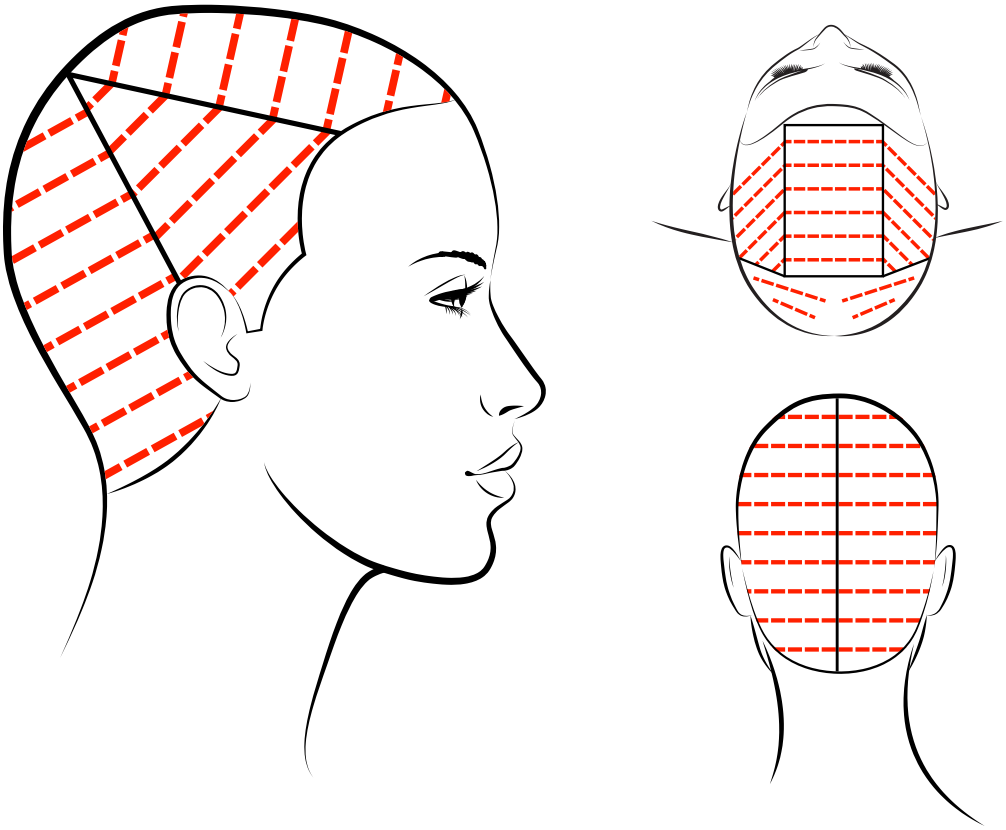
Post Lightening:
NEW BLONDORPLEX NO2
Express Bond Builder

Post Toning:
NEW ULTIMATE COLOR
Shampoo

NEW ULTIMATE COLOR
Color Sealer Liquid Layer

NEW ULTIMATE COLOR
Miracle Leave-in Mask

THE SECTIONING



THE LIGHTENING

Starting at the nape using a “defined” weaving method combined with a “teased backcomb” begin highlighting with **formula A**.

After foil application, move to the “Tip-out”, using maximum backcomb technique on the remaining hair apply **formula A** with a blushing method from ends to root, leaving to develop for up to 50 minutes.

Following the lightening process, rinse the hair and apply **NEW BlondorPlex No2**, develop for 2 minutes before shampooing with the **NEW Ultimate Color Shampoo**.





THE GLAZE

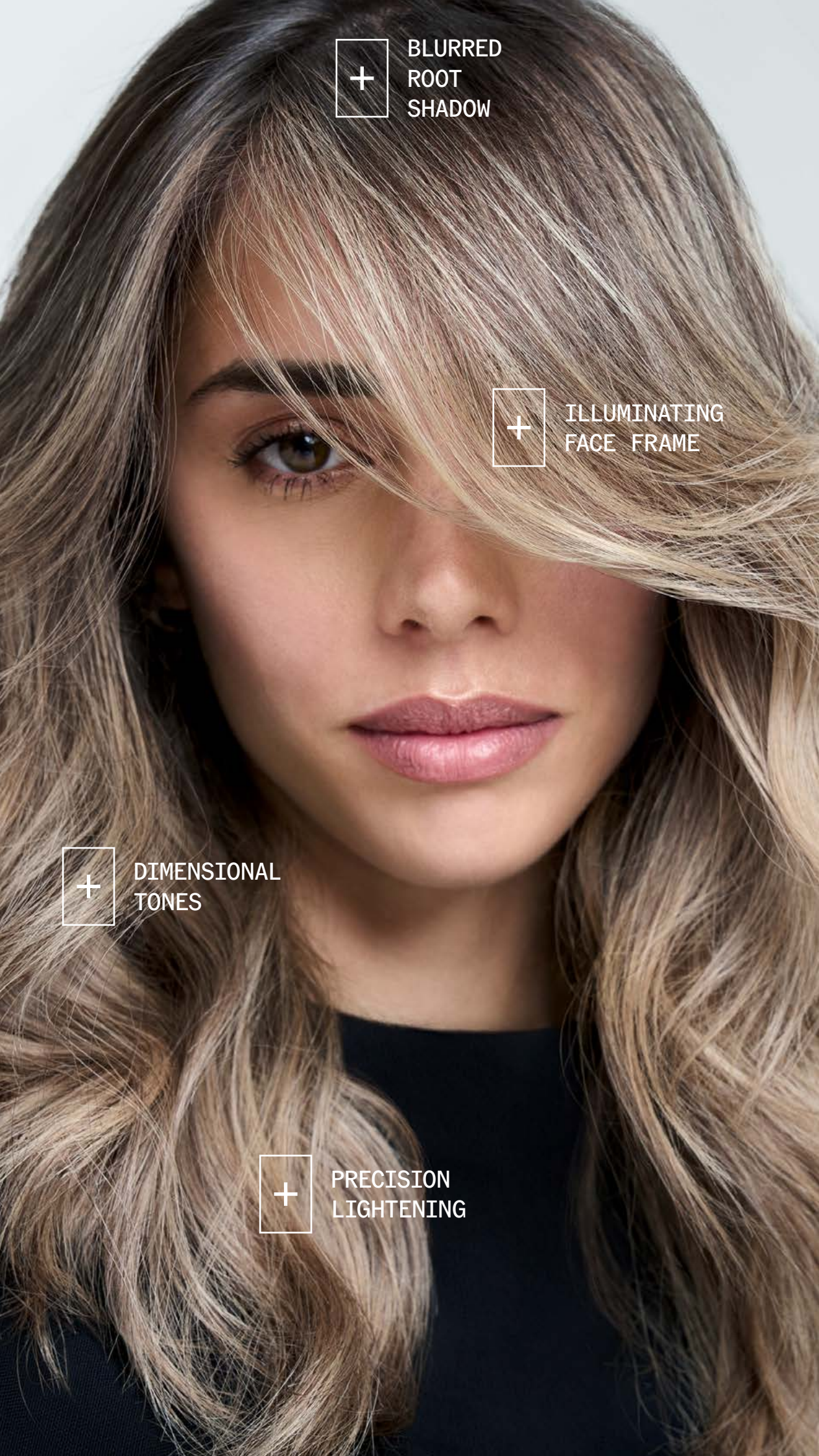
To enhance the blending of natural roots and highlights, **Shinefinity Zero Lift Glaze** was used to create a root shadow. **Formula B** was applied at the roots, smoothly transitioning it into **formula C** on the lengths and ends. develop for up to 20 minuets.



THE POST CARE

To complete the coloring process, the **NEW Ultimate Color, Color Sealer Liquid Layer** is used to re-balance the hair's pH and seal the cuticle layer. This instant, no wait post-color treatment is crucial for finalizing the technical process.




+ BLURRED ROOT SHADOW
+ ILLUMINATING FACE FRAME
+ DIMENSIONAL TONES
+ PRECISION LIGHTENING

POWER BLONDE
WHAT'S HOT SERVICE

POWER ROSE

@JHAIR_STYLIST



The WHAT'S HOT SERVICE showcases stunning blonde clarity. This look features the new soft Scandinavian blonde shades, which makes it genuinely exceptional.

FORMULA

1 FULL HEAD APPLICATION



Formula A
30g NEW BLONDORPLEX 9
+ 45g 4%

2 PRE-TONING



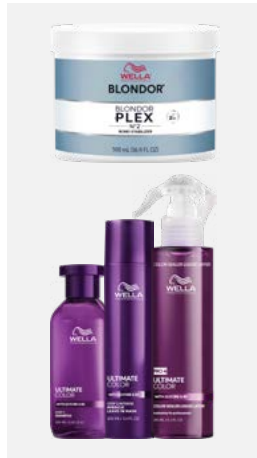
Formula B
20g /97 +
40g 1.9%

3 TONER



Formula C
20g /05 +
40g 1.9%

4 POST COLOR CARE



Post Lightening:
NEW BLONDORPLEX NO2
Express Bond Builder

Post Toning:
NEW ULTIMATE COLOR Shampoo

NEW ULTIMATE COLOR
Color Sealer Liquid Layer

NEW ULTIMATE COLOR
Miracle Leave-in Mask

THE PREP

James started by relaxing the curl pattern and elongating the hair texture to facilitate easier application.



THE LIGHTENING

Beginning with the mid-lengths and ends, BlondorPlex 9 was applied 2.5 cm from the roots using **formula A.**



After achieving a yellow undertone in the lengths and ends, a fresh mixture of **formula A** was applied to the root area, allowing to develop for up to 50 minutes.

Following the lightening process, rinse the hair and apply the **NEW BlondorPlex No2** express bond builder, which was left to develop for 2 minutes.

After rinsing, the hair was cleansed with the **NEW Ultimate Color shampoo** in preparation for toning.



THE TONER

Using a bottle application, **formula B** was applied to towel-dried hair. The BlondorPlex Cream Toner was applied from roots to tips and allowed to develop for 5 minutes before applying **formula C** that was then developed for a further 5 minuets. once desired result was archived rinse and shampooing with the **NEW Ultimate Color shampoo.**



THE POST CARE

To complete the coloring process, the **NEW Ultimate Color, Color Sealer Liquid Layer** was applied to re-balance the hair's pH and seal the cuticle layer. It forms a sealing layer over each strand, locking in the color. It replenishes and re-balances the hair to a more natural, slightly acidic pH level, returning it to its optimal state and helping to close the cuticle. This instant, no wait post-color treatment is crucial for finalizing the technical process.





BLONDOR PORTFOLIO

CLAIMS TO BE UPDATED

BLONDOR PORTFOLIO BY DESIRED SERVICE

Highlights

BLONDORPLEX 9

- Unbeatable[1] clarity of lift
- Maximum lift up to 9 levels
- Up to 97% less breakage[2]

Mixed 1:1.5 or 1:2 with Welloxon Perfect

MAX LIFT



BLONDORPLEX 9

- Up to 7 levels lift
- Anti-brass complex
- Classic compact lightener

Mixed 1:1.5 or 1:2 with Welloxon Perfect



Full Head Blonde

BLONDORPLEX 9

- Unbeatable[1] clarity of lift
- Maximum lift up to 9 levels
- Up to 97% less breakage[2]

Mixed 1:1.5 or 1:2 with Welloxon Perfect

MAX LIFT



BLONOR SOFT BLONDE 7

- Up to 7 levels of lift
- Gentle scalp formula
- Containing protective lipids

Mixed 1:1.5 or 1:2 with Welloxon Perfect

MAX SCALP COMFORT



Balayage / Illuminage

BLONDORPLEX 9

- Unbeatable[1] clarity of lift
- Maximum lift up to 9 levels
- Up to 97% less breakage[2]

Mixed 1:1.5 or 1:2 with Welloxon Perfect

MAX LIFT



BLONOR FREELIGHTS

- Clay based lightener
- Gentle lightening
- Up to 7 levels of lift
- THE ACTIFUSE® technology
- Reduced transfer or bleeding

Mixed 1:1 to 1:3 with Freelights Developer.

PERFECT FOR PAINTING



Corrective

BLONDORPLEX 9

- Unbeatable[1] clarity of lift
- Maximum lift up to 9 levels
- Up to 97% less breakage[2]

Mixed 1:1.5 or 1:2 with Welloxon Perfect

MAX LIFT



BLONOR SOFT BLONDE 7

- Up to 7 levels of lift
- Gentle scalp formula
- Containing protective lipids

Mixed 1:1.5 or 1:2 with Welloxon Perfect

GENTLE LIFT



1. Vs. rest of Blondor Portfolio. 2. BlondorPlex 9 + BlondorPlex n°2, vs. BlondorPlex 9 alone.

FINDING YOUR PERFECT TONER

Acidic Color Glaze

SHINEFINITY

- An acidic demi
- Zero lift
- Zero damage
- Sheer results
- Perfect for a root shadow
- Level 10's express toning option



Rich Demi-permanent

COLOR TOUCH

- An Alkaline demi
- Balanced results no matter the hair condition
- Gentle blending
- Rich dimensional results
- Great for corrective toning



Express Permenent

BLONDORPLEX CREAM TONER

- An Alkaline toner
- Express development
- Blondes specific range
- Added Plex bonding technology
- Blending effect from natural to lights



Permenant

KOLESTON PERFECT

- Permanent toning
- Rich results
- Maximum neutralization
- Soft lift on natural
- Damage protection



ILLUMINA COLOR

- Permanent toning
- Sheer, natural looking results
- Soft lift on natural
- Damage protection





ULTIMATE BLONDE CARE

ULTIMATE COLOR REGIMEM

A dedicated color care range with less rinse steps for color vibrancy for up to 10 weeks[1].

Revitalized hair from the 1st wash. Patented technology. With Metal Purifier, Glycine & B5.

Up to 97% stronger hair[2]

Up to 85% color retention for up to 32 washes[3]

Protection and moisture for healthy-looking color

87% consumer agrees improved scalp comfort in one use[4]

Intense shine



1. With regular use of Ultimate Color regimen from salon to home.. 2. Less hair breakage due to combing. 3. Instrumental test after 32 washes shampoo & leave-in mask. 4. Consumer agreement claim after one use of shampoo & color sealer.

ULTIMATE REPAIR

REPAIR HAIR DAMAGE IN 90 SECONDS

Patented technology with AHA + Omega 9

Repair hair damage in 90 seconds*

99% less breakage**

12x smoother hair***



*When using ULTIMATE REPAIR step 3. **When using Ultimate Repair step 3. Instrumental test versus non-conditioning shampoo. ***Vs. Non-conditioning shampoo.

ULTIMATE SMOOTH

ULTIMATE SMOOTH

NOURISHMENT IN 30 SECONDS, SMOOTHNESS THAT LASTS UP TO 3 DAYS*

Patented technology with Squalane + Omega 9

96 Hours Frizz Control**

Up to 85% smoother hair***

Silky shine



*If unwashed for 3 days vs. Untreated. **When using miracle oil serum. ***Vs. Non-conditioning shampoo.

INTRODUCING LIQUID LAYERS

The new exclusively for professionals generation of pre and post Ultimate Salon treatments deliver instant & long-lasting transformative results, layer by layer.





INSTANT ACIDIC POST COLOR LEAVE-IN FOR COLOR SEAL & PROTECTION

CORE BENEFITS:

- An instant anti-oxidant acidic treatment to replenish and rebalance the hair pH level
- Instantly seals colored hair from 1st use
- Soothes scalp for sensitive consumers, whilst detangling and smoothens cuticles

SMOOTHNESS AND ANTI-FRIZZ RESULTS THAT LAST LONGER THAN THE NEXT WASH*

CORE BENEFITS:

- Humidity resistant
- Helps seal and smooths cuticles for up to 3 day's
- Long lasting salon look**

*When washed with Ultimate Smooth shampoo & conditioner. **Shine & anti-frizz.

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