

It's a Blonde Thing[®]

Keratin Lightening System[®]



It's a Blonde Thing Keratin Lightening System is fortified with keratin amino acids to help strengthen and restore damaged hair.

Infused with our signature Advanced Keratin, It's a Blonde Thing protects against chemical breakage and reduces porosity by filling in the empty spaces in the cuticle with keratin.

- We do NOT recommend putting clients under heat when processing (It isn't necessary)
- Once the powder lightener and developer have been completely combined, the mixture does not swell. This allows colorists to get very close to the roots when lightening—without having to worry about “bleed marks”
- Another advantage: The blue powder helps control unwanted warmth and is formulated to transition from blue to white during processing, which allows colorists to get a correct read on lifting and achieve more accurate results
- It's a Blonde Thing can lift up to 7 levels, and can be used either on or off the scalp

MIXING RATIO

1:2 Lightener: Developer Up to 7 levels of lift.
10 and 20 volume—Use on the scalp.
10, 20, 30, 40 volume—Use off the scalp
(in foil, balayage wraps or open-air balayage).

LIGHTENER CHART

Developer	Timing	Level of Lift
10 Volume	30 – 35 minutes	Up to 2 levels
20 Volume	30 – 35 minutes	Up to 3 levels
30 Volume	40 – 45 minutes	2 – 4 levels
40 Volume	40 – 45 minutes	4 – 7 levels

KERATINCOMPLEX[®]
Beautiful hair every day

