

BLOND STUDIO

NEW LIGHTENING PRODUCTS FOR EVERY BLONDE CLIENT

EXTREME LIGHTENING POWDER • INTENSE NEUTRALISATION • PERFECT BLONDES



Revealing our new complete lightening range

L'ORÉAL
PROFESSIONNEL
PARIS

Old to New LIGHTENING PLATFORM

POWDERS



CREAM, PASTES



DEVELOPERS



PLATINIUM PLUS

UP TO
50
min

Features

Luxurious lightening paste

Nutricerides + beeswax

Balm texture

For difficult to lighten bases

Benefits

Optimum respect of the hair fibre

Comfort, security & condition

Optimum lightening & shine

How to Use?

		OXYDANT			MIXING RATIO		
		20 vol	30 vol	40 vol	1+1	1+2	1+3
Global	BEST	•	•	No			•
Enclosed	BEST	•	•	No	•	•	
Freehand	BEST	•	•	•	•	•	

UP TO **7** LEVELS



Global Application	Enclosed	Freehand

PLATINIUM AMMONIA FREE

UP TO
50
min

Features

Luxurious lightening paste

Nutricerides + beeswax

Balm texture

For easy to lighten bases

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Optimum respect of the hair fibre

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How to Use?

	OXYDANT			MIXING RATIO		
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Global	BEST	•	•	No		•
Enclosed	BEST	•	•	No	•	•
Freehand	•	•	•	•	•	

UP TO **7** LEVELS



Global Application	Enclosed	Freehand

New MULTI-TECHNIQUES POWDER

UP TO
50
min

UP TO **8** LEVELS

Features

- Multi-techniques lightening powder
- High performance formula
- Enriched with Pro-Keratin
- Low odour technology
- Global, enclosed highlights and freehand techniques

Benefits

- Non-volatile, creamy texture
- High adherence

How to Use?

	OXYDANT			MIXING RATIO		
	20 vol	30 vol	40 vol	1+1	1+1.5	1+3
Global	BEST	•	•	No		•
Enclosed	BEST	•	•	No	•	
Freehand	•	•	•	•		



Global
Application



Enclosed



Freehand



New FREEHAND TECHNIQUES POWDER

UP TO
50
min

UP TO **6** LEVELS

Features

Ultra compact lightening powder

Excellent for **open air techniques**

Specifically developed for **freehand techniques**

Benefits

Non-volatile **extra thick** texture

Extreme adherence

Allows precise application of lightening section

How to Use?

	OXYDANT			MIXING RATIO		
	20 vol	30 vol	40 vol	1+1	1+1.5	1+3
Freehand	BEST	•	•	•	•	•



Global Application



Enclosed



Freehand



MAJIMÈCHES

UP TO



Features

Ammonia free highlighting cream

Non volatile formula

Advance conditioning agents

Fresh modern fragrance

Cream + sachet + oxydant

Benefits

No Ammonia: no odour

Controlled high precision lightening for even colour results

Luminous, caramel blondes

UP TO **5** LEVELS

How to Use?

















GOLDEN RULES OF SAFETY FOR BLEACHING

Wear suitable disposable gloves for the mixing the application & the removing of the product.

Global Application	Enclosed Highlights	Open Air/Freehands												
<p>Use with 20 or maximum 30 volume oxidant</p> <table data-bbox="537 832 877 991"><tr><td data-bbox="537 832 633 936">20 VOL</td><td data-bbox="660 832 757 936">30 VOL</td><td data-bbox="784 832 877 936">40 VOL</td></tr><tr><td data-bbox="552 951 606 991">✓</td><td data-bbox="676 951 730 991">✓</td><td data-bbox="799 951 853 991">✗</td></tr></table>		20 VOL	30 VOL	40 VOL	✓	✓	✗	<p>Use with 20, 30 or maximum 40 volume oxidant</p> <table data-bbox="1280 832 1620 991"><tr><td data-bbox="1280 832 1377 936">20 VOL</td><td data-bbox="1404 832 1501 936">30 VOL</td><td data-bbox="1528 832 1620 936">40 VOL</td></tr><tr><td data-bbox="1296 951 1350 991">✓</td><td data-bbox="1420 951 1474 991">✓</td><td data-bbox="1532 951 1586 991">✓</td></tr></table>	20 VOL	30 VOL	40 VOL	✓	✓	✓
20 VOL	30 VOL	40 VOL												
✓	✓	✗												
20 VOL	30 VOL	40 VOL												
✓	✓	✓												
<p>Do not use heat</p>														
<p>Do not exceed the recommended development time</p>														
<p>Do not tie hair up</p>														

PLATFORM OVERVIEW

-  BEST
-  GOOD
-  NOT RECOMMENDED

Texture	Product	Global Application	Enclosed	Freehand	Lifting Power
Pastes					UP TO 7 LEVELS
					UP TO 7 LEVELS
Powders					UP TO 8 LEVELS
					UP TO 6 LEVELS
Cream					UP TO 5 LEVELS

Simplify your POWDER CONVERSION



- Our new super lightener, up to 8 levels of lift
- Compact, non-volatile texture infused with Pro-Keratin to help maintain condition of hair during lightening
- Suitable for all techniques: global, enclosed highlights and open air
- Ideal for natural and coloured hair
- Creamy texture to adhere to the hair

PLUS, OUR NEW
SPECIALIST PRODUCT



- Extra thick texture to adhere to the hair during application and development
- Takes away the fear of the product bleeding, so you can unleash your creativity and have complete confidence in the results
- Infused with Pro-Keratin to help maintain condition of hair during lightening
- Specifically designed for open air and freehand techniques
- Ideal for natural and coloured hair
- Up to 6 levels of lift

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