

FOR LONG-LASTING PERFECT BLONDE HAIR

BRIGHTENING SILVER SHAMPOO

Brightening anti-yellow shampoo. It delicately cleanses, giving shine to the hair and eliminating the unappealing yellow shade from grey, bleached and highlighted hair. Intensifies the shine of cool and platinum blonde colors.

Its **PROTECTIVE FORMULA** enriched with **Hydrafeel-PCA** and **trimethylglycine** enhances bleaching results for a long-lasting performance.

The **advanced professional** formula guarantees an effective conditioning action on the hair fiber, creating:

- softness and silkiness
- renewed lightness and body
- extra shiny result

THE APPLICATION

Distribute a small amount of the product on damp hair and massage in, then rinse. For a more intense anti-yellow effect, leave in for between 2 and 5 minutes.

Use suitable gloves; it may stain skin.

Note: to prevent harsh highlights on highly bleached, porous and sensitised hair - apply a small quantity, massage in and rinse without leaving in.



Cod. 112 - 250 ml

Cod. 0112 - 1000 ml



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P/164GB

EXTRA OR LIGHT

TWO CONTRASTING RESULTS
FOR ONE PERFECT BLONDE



EXTREME BLONDE

EXTRA BLONDE 9+

Lift Performance Compact Bleach

Ultra-enhanced perfumed bleach for rapid and very intense bleachings up to **9 TONES AND MORE**. Particularly effective on colored, thick and resistant hair. Ideal for streaks and bleaching on very dark bases, recommended for 2 in 1 technical services (color + bleaching).

A FORMULA THAT RESPECTS HAIR

- **mineral oils**, with excellent softening and moisturising properties, protect hair and promote the lightening action by helping the bleaching mix to adhere to the hair fiber.

- **trimethylglycine** is a compound extracted from beetroot that is naturally found in hair fiber. Acting as an osmoprotectant, it protects hair from dehydration.

**THE RESULT IS
EXTRA-SHINY**

SERVICES AND APPLICATION

- **FOR EXTREME BLEACHING**
Mix EXTRA BLONDE 9+ with COLOR SYSTEM Developer 20-30 Vol. in a mixing ratio of 1:1.5 (w/w). Processing time: up to 50 minutes.

- **TO CREATE HIGHLIGHTS**
(with or without strips/aluminium foil)
Mix EXTRA BLONDE 9+ with COLOR SYSTEM Developer 20-30 Vol. in a mixing ratio of 1:2 (w/w). Processing time: 30-50 minutes, depending on the desired lightening effect.

- **FOR FULL HEAD BLEACHING**
Mix EXTRA BLONDE 9+ with COLOR SYSTEM Developer 10-20-30 Vol. in a mixing ratio of 1:2.5 (w/w). Processing time: 20-50 minutes, depending on the desired lightening effect.

- **FOR THE 2 IN 1 COLOR + BLEACHING SERVICE**
After applying the color, create a parting and comb the hair into the desired finished style.
Mix EXTRA BLONDE 9+ with COLOR SYSTEM Developer 20-30 Vol. in a mixing ratio of 1 : 1.5 to use free hand and 1 : 2 to use with strips/aluminium foil. Apply the bleaching mix on the lengths and tips, depending on the desired lightening effect. Processing time: 20-30 minutes.

NOTE: *do not use heat sources.*

After the processing time, rinse thoroughly and accurately with warm water and wash with a dedicated shampoo.



Cod. 160 - 500 g

VERSATILE FORMULA FOR A VARIETY OF SERVICES

- To realize sunkissed effect;
- as color remover;
- to even out regrowth and length (eliminating color banding);
- to create of delicate light contrasts;
- as "lightening shampoo" for blond hair.

THE APPLICATION

Mix 1 part (30 g) BLONDE Lightening Oil with 2 parts (60 g) COLOR SYSTEM Developer 20 / 30 Vol.

Apply the mix onto dry, unwashed hair, spreading it out evenly.

Processing times may vary from 10 to 30 minutes maximum.

NOTE: *in mix use maximum 30 Vol.
Do not use heat sources.*

After the processing time, rinse well with warm water and shampoo hair with a dedicated shampoo.



Cod. 164 - 500 ml

NATURAL BLONDE

LIGHT BLONDE 2

Ammonia-Free Lightening Oil

Ammonia-free lightening oil for delicate lightening up to **2 TONES**. Ideal for natural and colored hair, offers natural brightness without damaging the hair fiber.

AN INNOVATIVE AND DELICATE FORMULA

- **Hydrafeel-PCA** is an ingredient naturally derived from glycerine. It produces a deep moisturising action, helping to maintain the hydrolipidic film, making hair soft and shiny and actively protecting the cosmetic coloring.

- **Omega 9** promotes the lightening action of the formula with an ultra-softening effect which improves distribution and helps the lightening mix adhere perfectly to the hair fiber.

**THE RESULT IS
EXTRA-BRIGHT**