



INNOVATIVE FORMULAS THAT RESPECT THE HAIR

THE BENEFITS

TRIMETHYLGLYCINE



A compound extracted from sugar beet that is naturally found in hair fiber. Acting as an osmoprotectant, it protects hair from dehydration.

NATURAL WAXES AND MINERAL OILS



Lipidic agents with excellent softening and moisturising properties, which protect the hair and promote a lightening action by helping the bleaching mix adhere to the hair fiber.

CLAY



This is the component at the core of the innovative **Clay Technology**, which guarantees maximum adherence to the hair fiber during the entire application time, maintaining the right level of moisture in the bleaching mix, which doesn't dry up, drip or flake, thus avoiding stains on sections of the hair not being bleached.

OMEGA 9



An essential fatty acid that encourages a bleaching action; with great emollient properties, it improves distribution and perfect adherence to the hair fiber.

HYDRAFEEL-PCA



An innovative ingredient of natural origin, derived from glycerin; it produces a deep moisturising action with multiple benefits to the hair fiber. Thanks to its low molecular weight, it deeply penetrates, making the hair soft and very shiny; it strengthens the treated hair fiber, offering renewed elasticity.

WITH **COLOR SYSTEM**
THE BLEACHING SERVICE IS COMPLETE

DEVELOPER

A complete range of developers – 5, 10, 20, 30 and 40 volumes – that offer technical support ideal for all coloring and bleaching needs.

COLOR CARE

A line of professional treatments to maintain the beauty of blonde unaltered over time.



ICSEA HELEN SEWARD - via A. De Gasperi 8/a, Lainate (MI) Italy
Tel. +39 02 93570057 - Fax +39 02 93571418 - E-mail: helen.seward@helenseward.it
www.helenseward.it

P/161GB

HELEN SEWARD COLOR SYSTEM

BLONDE

THE PERFECT SHADE OF BLONDE



Blonde in all its possible shades, never goes out of fashion. Hence we present BLONDE, the Color System line dedicated to bleaching.

Whatever the effect you're after, BLONDE guarantees a custom bleaching service for all lightening needs, from the most extreme to the most natural shades, for a technically impeccable result able to satisfy all needs.

The formulation of products in the BLONDE line respects the hair fiber, guaranteeing best bleaching performance without ever compromising on the beauty and health of the hair.



A COMPLETE RANGE OF PROFESSIONAL PRODUCTS FOR A PERFECT BLONDE. ALWAYS!

EXTRA BLONDE 9+

Lift Performance Compact Bleach

Ultra-enhanced perfumed bleach for rapid and very intense bleachings up to **9 tones and more**. Enriched with mineral oil and trimethylglycine. Particularly effective on colored, thick and resistant hair.

Extra-shiny result for perfect blondes.

Ideal for streaks and extreme bleaching on very dark bases, recommended for 2 in 1 technical services (color + bleaching).

Cod. 160 - 500 g



SUPER BLONDE 7+

Anti-Yellow Compact Bleach

Enhanced bleach with anti-yellow action for rapid and intense bleachings up to **7 tones and more**. Enriched with mineral oil and trimethylglycine. Recommended for natural and colored, medium-thick and resistant hair.

Shiny results and maximum reliability.

Ideal for rapid technical services on medium-dark bases.

Cod. 161 - 500 g



ADVANCE BLONDE CLAY TECHNOLOGY

No Ammonia Compact Bleach

Versatile perfumed, ammonia-free bleach for medium to strong bleachings up to **6/7 tones**. Formulated with clay - CLAY TECHNOLOGY. Enriched with mineral oil and trimethylglycine. Particularly recommended for natural, medium-fine hair and medium-light base colors.

Ultra-precise and accurate technical result, in complete comfort.

Ideal for partial lightening and highlights with freehand techniques (*air libre*). Recommended for full head bleaching.

Cod. 162 - 450 g



PURE BLONDE 7

Anti-Yellow Lightening Cream

Cream bleach with anti-yellow action and high cosmetic effect, for uniform bleachings, from light to strong, up to **7 tones**. Enriched with natural waxes and trimethylglycine. Particularly effective on treated and sensitized hair.

Modular technical results with maximum protection.

Ideal for total bleaching and root bleaching.

Cod. 163 - 500 g



LIGHT BLONDE 2

Ammonia-Free Lightening Oil

Ammonia-free lightening oil for delicate lightening up to **2 tones**. Enriched with Omega 9 and Hydrafeel-PCA. Ideal for natural and colored hair, offers natural brightness without damaging the hair fiber.

Fast results for a variety of uses.

Ideal to realize *sunkissed* effect, to be used as color remover and to even out regrowth and length.

Cod. 164 - 500 ml

