

CLAIROL
PROFESSIONAL®



— THE GUIDE TO GOING —

BLONDE

LIGHTEN YOUR LOOK WITH HELP FROM THE CLAIROL PROS

GO BLONDE CONFIDENTLY WITH
CLAIROL'S RANGE OF PROFESSIONAL
PRODUCTS AND EDUCATION TO
LIFT YOUR BLONDE TO NEW HEIGHTS.

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TABLE OF CONTENTS

▶ THE RIGHT BLONDE FOR YOU	4
• LIFT YOUR BLONDE TO NEW HEIGHTS	
• THE RIGHT BLONDE FOR YOU	
▶ SHADE & TONE	5
▶ PRODUCTS FOR YOUR IDEAL BLONDE	6
▶ WAYS TO APPLY LIGHTENER	8
▶ AFTER LIGHTENING COMES TONING	12
▶ CARING FOR YOUR NEW BLONDE LOOK	13
▶ THINGS TO CONSIDER BEFORE YOU LIGHTEN	13
▶ MORE FROM THE PROS	14
▶ TROUBLESHOOTING	15
▶ GET THE LOOK	16

LIFT YOUR BLONDE TO NEW HEIGHTS

Blondes are some of the most sought after colors and being blonde never goes out of fashion. Creating your own beautiful blonde takes time, expertise and advice from a trusted source like Clairol Professional.

Discover the full range of products and education in this guide to take your blonde to new heights.



THE RIGHT BLONDE FOR YOU

No matter how blonde you want to be, it's important to be realistic as to what's possible and to find a blonde that's right for you. Use this section to determine the right shade of blonde for you based on:

- your natural hair color
- your skin tone

Your natural hair color determines how light you can realistically go. Also, natural hair color contributes color to your final look, even when you add artificial hair color.

Your skin tone helps determine the most flattering blonde for you – a warm blonde or a cool blonde.

Remember: Making drastic color changes by yourself can be overwhelming and can produce unpredictable results. Keep your at-home blonding simple and leave the challenging jobs to a licensed stylist.

FIRST, WHAT'S YOUR NATURAL HAIR COLOR?

Find the shade below that looks closest to the color of your natural re-growth or root area. The corresponding number will be the shade of your "natural level."



HOW LIGHT SHOULD YOU GO?

We recommend going no more than 2 to 3 shades lighter than your natural hair color.

Example:

If you're naturally Light Brown (Level 4), then we recommend aiming between Lightest Brown (Level 5) and Medium Blonde (Level 7).

Example:

If your natural color is:



4
Light
Brown

We recommend lightening within this range:



5
Lightest
Brown

6
Dark
Blonde

7
Medium
Blonde

NEXT, WHAT TONE WORKS FOR YOU?

Different blondes suit different skin tones. Create a blonde shade that enhances your natural beauty.

- Choosing the right tone can instantly make your skin appear more radiant, your hair look richer and your eyes more sparkly.
- Choosing the wrong tone can make you look tired or washed out.

Blonde tones can be described as “warm” or “cool.”

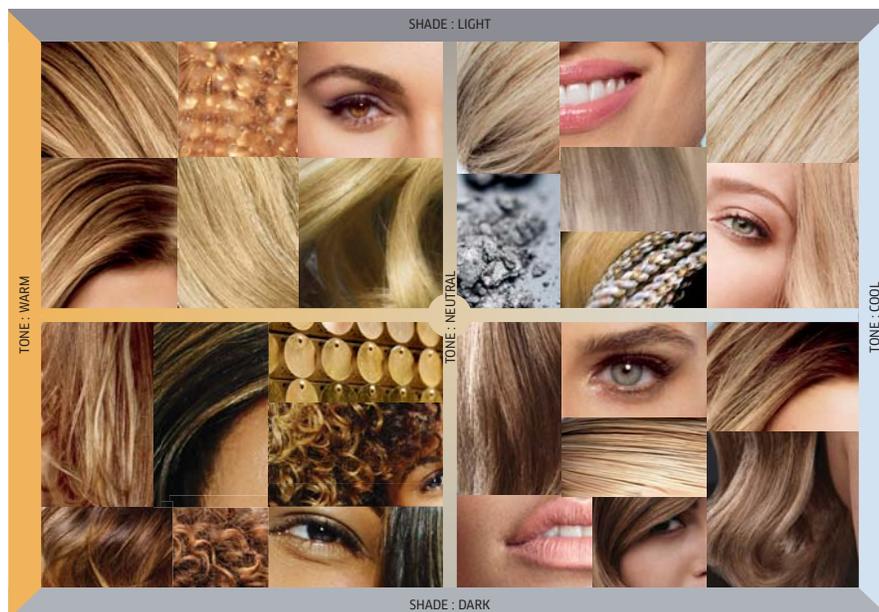
- Think of warm hair colors as shades that give a feeling of warmth and add more color to the face. Colors such as red, orange and gold are warm.
- Cool tones, such as platinum blonde, ash brown, blue black and red violet cool down your complexion.

BASED ON THE FACTORS BELOW, WOULD YOU LOOK BETTER AS A WARM BLONDE OR A COOL BLONDE?

SKIN COLOR								
EYE COLOR								
NATURAL HAIR COLOR								
OVERALL	<ul style="list-style-type: none"> • Tans easily in the sun • Looks better in gold accessories 				<ul style="list-style-type: none"> • Burns easily in the sun • Looks better in silver accessories 			
	↓				↓			
EXAMPLES OF MOST FLATTERING BLONDE TONES FOR YOU	WARM BLONDES: Honey Blonde, Golden Blonde, Caramel Blonde				COOL BLONDES: Platinum Blonde, Ash Blonde, Icy Blonde			

SHADE & TONE

There are many dimensions of blonde. Blondes can range from light to dark shades and warm to cool tones. Putting it all together, where is your ideal blonde?



LET'S GET STARTED. BUT FIRST, WHAT IS LIGHTENING?

To go blonde, you need to lighten your hair. Lightening means removing the pigment from hair*. You can achieve this with lightening products, such as Clairol Professional Basic White and BW2.

*Learn more about what happens during the lightening process in the section called "More from the Pros" in this guide.

PRODUCTS FOR YOUR IDEAL BLONDE

Clairol Professional has the product for whatever type of blonde you want. Here is the range:

WHAT'S YOUR IDEAL BLONDE?	EXAMPLE:	PRODUCTS WE RECOMMEND:	OTHER WAYS TO USE THESE PRODUCTS:
Natural-Looking Blonde Highlights		BW2 	To lighten and prep hair for a fun, fashion shade!
Creative Blonde Highlights (using techniques like freehand painting, foiling or ombré)		BW2 or Basic White 	To lighten and prep hair for a fun, fashion shade!
Lighter Blonde than Naturally Dark Blonde		High Lift Blondes shade collection. Available in Clairol Professional Crème Permanente or Liquicolor Permanente. Good for lightening naturally dark blonde hair that does not have hair color in it. 	

PRODUCT DETAILS

PRODUCT:	WHAT IS IT?	WHAT DOES IT DO?	BEST FOR THESE LOOKS:	HOW TO MIX:
<p>BW2</p> 	Extra strength powder lightener.	Provides the maximum amount of lightness.	Designed for highlighting/off-scalp lightening techniques.	<p>Mix in a 1:2 mixing ratio with Clairol Professional Pure White 10, 20 or 30 Volume Developer.</p>  <p>1 oz 2 oz</p>
<p>BW2 or Basic White</p> 	Extra strength powder lightener.	Provides the maximum amount of lightness.	Designed for highlighting/off-scalp lightening techniques.	<p>Mix in a 1:2 mixing ratio with Clairol Professional Pure White 10, 20 or 30 Volume Developer.</p>  <p>1 oz 2 oz</p>
<p>High Lift Blondes shade collections.</p> <p>In these product lines: Clairol Professional Crème Permanente or Liquecolor Permanente.</p>	Permanent hair color.	<p>Lightens up to 5 shades*.</p> <p>*When mixed with double amount of 40 Volume developer.</p>	High Lift Blonde shades are available in Neutral, Ash, and Gold tones.	<p>Mix in a 1:2 mixing ratio with Clairol Professional Pure White or Crème Permanente 40 Volume Developer.</p>  <p>2 oz 4 oz</p>

WAYS TO APPLY LIGHTENER

Here are 4 basic application techniques to create your blonde look. Pick one based on the lightening product you're using and the look you want.



ALL-OVER BLONDE:

We recommend utilizing this application with products designed for on- or off-scalp lightening, such as High Lift Blondes. This technique will create the most dramatic blonde effect, but it will require a root touch-up every 2 to 4 weeks.

THINGS YOU'LL NEED:



Brush and Bowl

4 Clips

Gloves

Comb

Step 1: Section your hair into 4 sections by splitting your hair down the middle and then splitting from the top of one ear to the top of the other ear. Secure each section with a clip.

Step 2: Unclip one of the back sections. Apply your Formula to this back section starting a 1/2 inch away from the roots. Take 1/4-inch partings to ensure even saturation. Continue this application on the other 3 sections of your hair. Time for 20 minutes at room temperature.

Step 3: Starting at the same back section from Step 2, apply your Formula on the roots. Take a 1/2-inch parting to ensure even saturation. Continue on the other 3 sections. Set time for another 30 minutes at room temperature. Shampoo and condition.



ROOT TOUCH-UP:



If you used a High Lift Blonde shade to create an all over blonde, you will need to touch up your roots every 4 to 6 weeks to maintain an even color. Use the same formula that you used for all over blonde, but keep the color or lightener application on your roots only. Do not pull the formula through the previously colored or lightened ends.

THINGS YOU'LL NEED:



Brush and Bowl



4 Clips



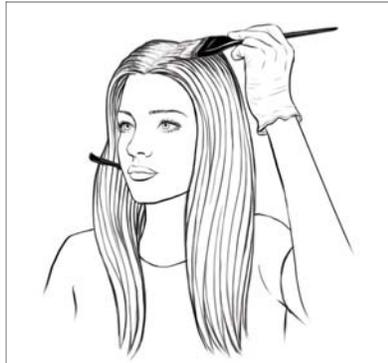
Gloves



Comb

Step 1: Section your hair into 4 sections by splitting your hair down the middle and then splitting from the top of one ear to the top of the other ear. Secure each section with a clip.

Step 2: Unclip one of the back sections and apply your color to the root area only taking ½-inch partings in between each section. Continue this application on the other 3 sections. Set time for 30 to 45 minutes at room temperature. Shampoo and condition.





HIGHLIGHTS:

This technique is designed to create contrast and an overall lighter effect by lightening only certain pieces of hair.

THINGS YOU'LL NEED:



Brush and Bowl



4 Clips



Gloves



Comb



Tooth Brush

Step 1: Part your hair as you normally do or where it naturally falls. This will allow you to determine which strands of hair frame your face and where the highlighting effects will be more apparent.

Step 2: Use either a small angled tint brush or a small toothbrush and paint your lightener Formula on ½-inch sections of hair. Make sure to evenly saturate each strand, but keep the application at least 1 cm away from the scalp.

Step 3: Process at room temperature for up to 45 minutes, checking the results every 10 minutes. Once the desired level of lightness is reached, shampoo and condition. See the “Toning” section of this guide for toner formulas if needed.



Tip: If highlighting the back section of your hair, take ¼-inch sections for a more natural-looking result. You can apply fashion shades after you lighten for pops of color. Check out Clairol Professional Jazzing for fun shades.

OMBRÉ:



This technique creates a gradient color effect where the roots are darker and the color gradually gets lighter towards the ends. It's an on-trend look, but also ideal if you prefer a lighter color that is low maintenance.

THINGS YOU'LL NEED:



Brush and Bowl



4 Clips



Gloves



Comb

Formula Tip: Mix your lightener with 10 or 20 volume as your first formula to create a darker blonde. Your second lightener formula should be mixed with with a stronger developer like 20 or 30 volume to create a lighter blonde.

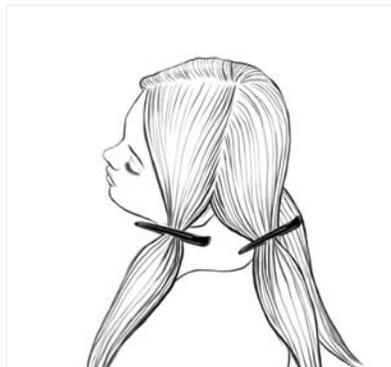
Step 1: Determine where you want the darker color to meet the lighter color. Avoid starting too close to the roots as it will result in looking like grown-out roots vs. gradient color.

Step 4: Continue this application on the other 3 sections and process for up to 45 minutes at room temperature. Check the results every 10 minutes and shampoo once the desired level of lightness is reached. See the Toning section of this guide for toner formulas if necessary.

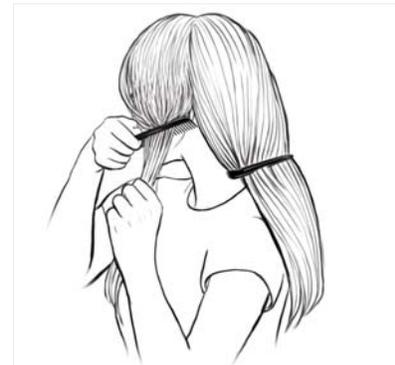
You can watch this ombre technique online:

<https://youtu.be/s15sdtWb5w4>

Step 2: Section your hair into 4 sections by splitting your hair down the middle and then splitting from the top of one ear to the top of the other ear. Secure each section with a clip.



Step 3: Unclip one of the front sections. Lightly backcomb this section where you will start applying your lightener Formula. This will avoid creating a distinct line of demarcation. Begin applying your Formula with the lower strength developer leaving out the last 2 to 3 inches of hair. Apply your second lightener Formula with the higher strength developer on the last 2 to 3 inches of hair. Make sure to evenly saturate for best results.



AFTER LIGHTENING COMES TONING

While lightener lifts hair to a desired level of lightness, toners create the perfect blonde shade (warm/cool/neutral). Lightened hair can appear raw or “brassy.” Toners are used to neutralize unwanted pigment that can make hair look brassy. Using a toner will create soft, natural-looking tones as an end result.

CHOOSING A TONER FORMULA BASED ON YOUR DESIRED RESULT

DESIRED RESULT

FORMULA

APPLICATION & TIMING

Caramel Blonde



Apply on shampooed and towel-dried hair.
Process for up to 25 minutes.
Check the results every 5 minutes.
Lightly shampoo if needed and condition.



Apply to towel-dried hair and process for up to 30 minutes. Check frequently for desired results.

Golden Blonde



Beautiful Collection Champagne

Apply on shampooed and towel-dried hair.
Cover hair with a plastic cap and process for up to 25 minutes.
Check the results every 5 minutes.
Rinse and condition, but do not shampoo.



Apply to towel-dried hair and process for up to 30 minutes. Check frequently for desired results.

Natural Blonde



Jazzing Cream Soda

Apply on shampooed and towel-dried hair.
Cover hair with a plastic cap and process for up to 25 minutes.
Check the results every 5 minutes.
Rinse and condition, but do not shampoo.



Apply to towel-dried hair and process for up to 30 minutes. Check frequently for desired results.

Cool, Ash Blonde



Apply on shampooed and towel-dried hair.
Process for up to 25 minutes.
Check the results every 5 minutes.
Shampoo with Shimmer Lights Blonde & Silver.



Apply to towel-dried hair and process for up to 30 minutes. Check frequently for desired results.

WARM

NETURAL

COOL

CARING FOR YOUR NEW BLONDE LOOK

Clairol Professional iThrive and Shimmer Lights will help you care for your hair.



Daily use

- iThrive Shampoo & Conditioner
Select your regimen based on your hair needs.

Weekly

- iThrive Treatment
Select your regimen based on your hair needs.
Use once or twice a week for best results.

Weekly or as needed

- Shimmer Lights Blonde & Silver
Helps eliminate brassiness.
Use once a week or as needed.

THINGS TO CONSIDER BEFORE YOU LIGHTEN

Key factors to consider for successful lightening:

CONDITION OF YOUR HAIR

Is your hair healthy enough and able to go through the lightening process? Take a strand of your hair and try pulling it apart. If it breaks easily, your hair is probably not strong enough to endure lightening.

HAIR TEXTURE

Fine Hair: If you have fine, fragile hair we recommend using a lower volume of developer, such as 10 or 20 volume.

Coarse Hair: Thick, coarse hair will require a stronger developer with a higher number, such as 20 or 30 volume. Make sure to only use 30 volume developer on the lengths and ends (and not your roots) to avoid getting "hot roots."

Example of Fine Hair



Fine hair strands are smaller in diameter, similar to sewing thread.

Example of Coarse Hair



Coarse hair strands are thicker in diameter, similar to yarn.

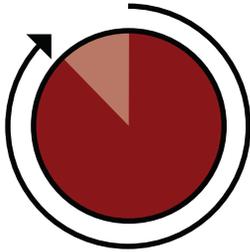
THE STRAND TEST

Before starting any of the following applications, make sure to do a strand test with your selected product to preview the results and determine the processing time.

TIMING

How light are you trying to go? This will determine the amount of time your lightener of choice would need to be left on the hair.

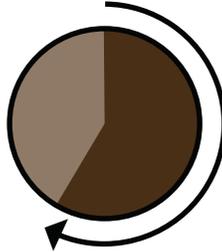
If you're a Redhead:



Estimated processing time:
45-50 minutes

Redheads have the hardest pigment to remove. It will take longer to lighten to a Light Blonde (Level 8), Very Light Blonde (Level 9) or Lightest Blonde (Level 10).

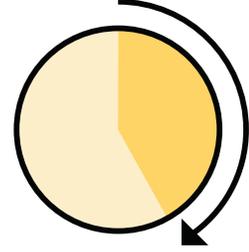
If you're a Brunette:



30-45 minutes

Brunettes will lift rapidly to a red gold and then take longer to lighten to Light Blonde (Level 8), Very Light Blonde (Level 9) or Lightest Blonde (Level 10).

If you're a Blonde:



25-30 minutes

Blondes will lift the fastest, but sometimes can lift unevenly.

Read the product directions on timing. Check your hair frequently when you have lightening products on to see if you've achieved your desired lightness.

MORE FROM THE PROS:

MORE ON NATURAL HAIR COLOR:

If your hair has been previously colored with permanent color...

- It will take longer to lighten your hair.
- You may show more warm tones vs. virgin color hair, which is hair that hasn't been colored. If you don't want the warm tones, use a toner to cool down your look.

WHAT HAPPENS WHEN YOU LIGHTEN?

When you use lightening products, the underlying pigment from your natural hair color becomes exposed in the process. There are different underlying pigments (also called contributing pigments) for different natural hair colors. This shows what contributing pigment you have:

NATURAL LEVELS



10 LIGHTEST BLONDE	9 VERY LIGHT BLONDE	8 LIGHT BLONDE	7 MEDIUM BLONDE	6 DARK BLONDE	5 LIGHTEST BROWN	4 LIGHT BROWN	3 MEDIUM BROWN	2 DARK BROWN	1 BLACK
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CONTRIBUTING PIGMENT



PALE YELLOW	YELLOW	YELLOW- GOLD	GOLD	ORANGE- GOLD	ORANGE	RED- ORANGE	RED	RED- BROWN	DARK RED- BROWN
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TROUBLESHOOTING

- 1. Going bleach blonde right away:** Lightening the hair is tricky, especially if you're starting with naturally dark to light brown hair. If you are going light for the first time, try easing your way into a lighter shade with highlights or ombré. This will help you avoid a potential hair color disaster and have a less shocking change.

If you have already tried to go lighter and do not like the results, try toning your hair with a demi permanent or semi permanent formula. Check out our Toning section in this guide for formulas and directions on how to apply.

- 2. Selecting the wrong shade of blonde:** It's important to remember that there is no one shade of blonde that suits every skin tone and/or is realistic for your starting level. Choosing the wrong tone can result in unflattering effects like a washed out appearance. Refer to the warm or cool skin tone chart to help you identify the right shade of blonde.

- 3. The hair appears too warm or brassy:** If the hair was lightened to a Gold or Yellow Gold stage, you can correct this by toning. Refer to the section on Toning and use the Formula for Cool, Ash Blonde. If the hair is still in an Orange - Gold phase after lightening, you can either tone to a Caramel Blonde or reapply the lightener. Make sure to check the condition of your hair and be sure it is healthy enough to withstand another lightening process.

For more help, call the Clairol Pros Hotline: 1-800-221-4900

Hours of operation: M-F 8:30am-8:30pm Eastern Time, Sat 9am-6pm Eastern Time

Lift your blonde to new heights

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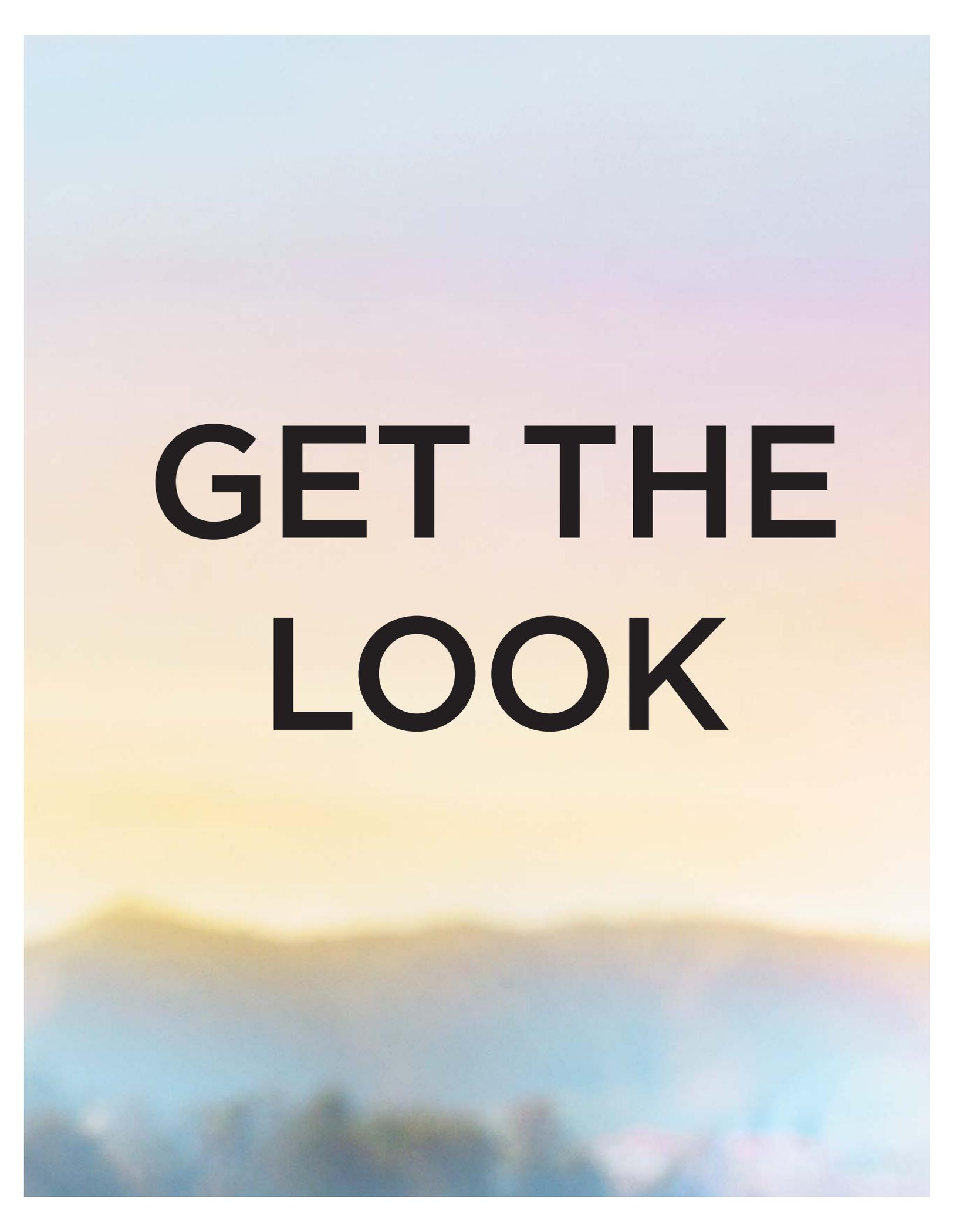
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**GET THE
LOOK**



Vanilla Blonde Step by Step

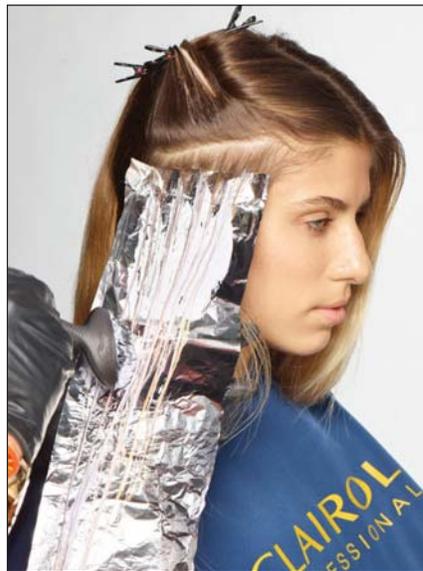
BEFORE



FORMULA	PRODUCT	DEVELOPER
A	1 oz BW2	2 oz Pure White 20 volume



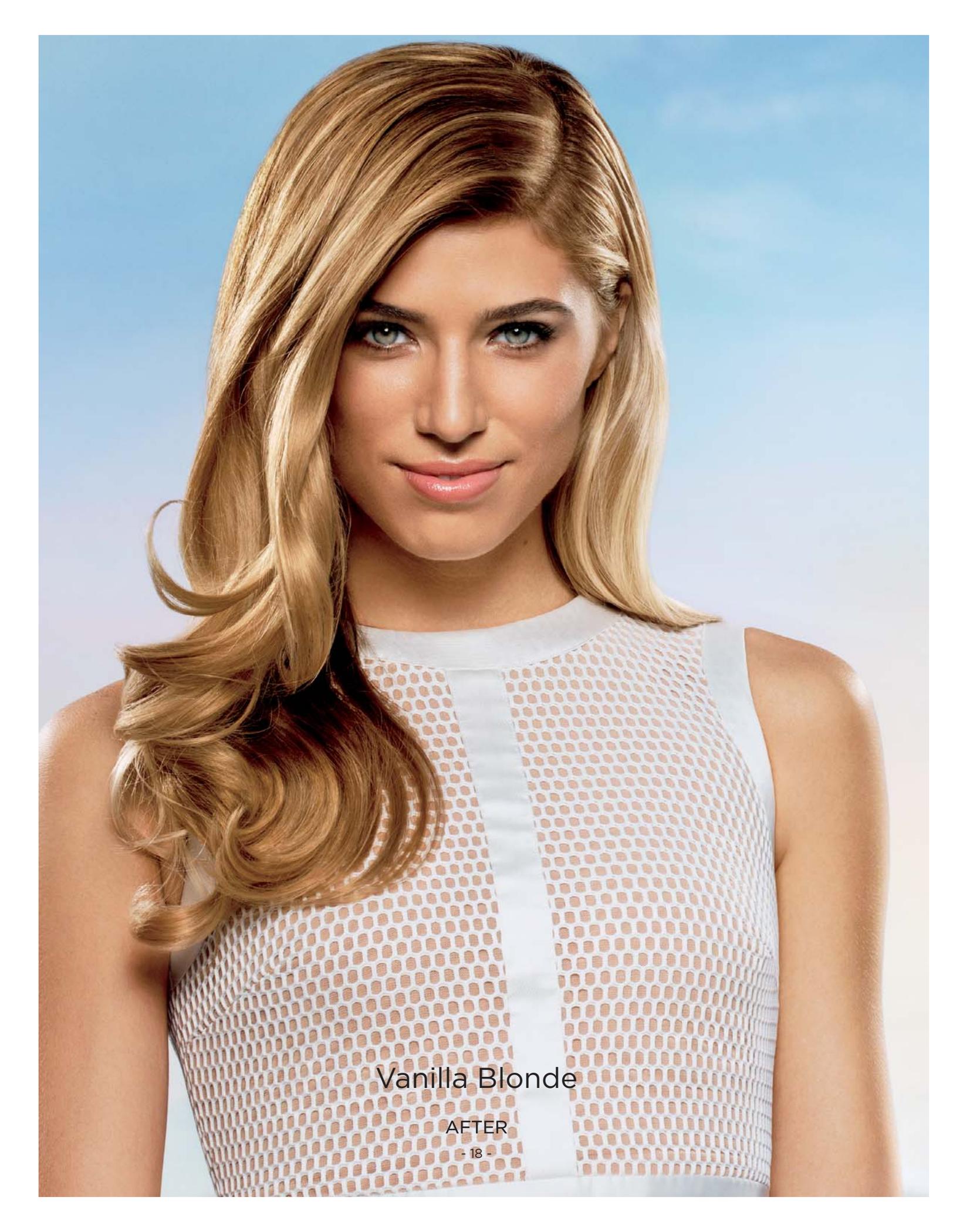
Step 1 : Start 1 inch above one ear and create a diagonal section. Take a medium weave and freehand paint **Formula A**.



Step 2 : Skip a 1/2-inch section. Take another medium weave and apply **Formula A** in a foil.



Step 3 : Skip another 1/2-inch section. Continue working up the head alternating between freehand painting and foiling. Repeat the same steps on the opposite side. Process for 20 minutes at room temperature. Shampoo and condition with Color Vibrancy Shampoo and Conditioner. Apply Color Vibrancy Treatment for added conditioning and softness.



Vanilla Blonde

AFTER

- 18 -

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SHOP NOW



SHOP NOW



SHOP NOW

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