

GETTING STARTED WITH NEW BLONDE

The 5-Minute Revolution for your Highlighting Business!

WHICH SALON CLIENT IS NEW BLONDE PERFECT FOR?

- Any client with over 50% highlights.
- Any client with a base level of 5-9.
- Clients who desire a natural, soft highlight contrast.



Approximately 6 weeks
after Highlighting Service

6 weeks and 5 minutes later with New
Blonde Highlight Recharge Service

NEW BLONDE SERVICES:

★ New Blonde Full Service:

in combination with highlighting service.

- Softens the base level between the highlight sections.*

» Contrasts are softened - for an unbeatable natural blonde.

* Can be used on base levels 5-9. Lifts up to 1½ levels, lift will vary depending on hair type.

★ New Blonde Highlight Recharge Service:

in-between highlighting services.

- Softens the base level at the regrowth.*

» Regrowth becomes less noticeable - for a soft transition into the mid-lengths and ends.

MIXING:

Mix 30 mL New Blonde Lotion + 30 mL New Blonde Base Lifting Cream in a color bowl.



APPLICATION:

★ New Blonde Full Service

1. Highlight as usual. Rinse and shampoo with colorglow^[IQ] Color Cleanse Shampoo.

2. Apply New Blonde **directly at the shampoo bowl onto towel-dried hair.****
For fast application use a large color brush and broad sections (approx. 1 inch).

3. Process for **5 minutes only** – do not exceed!

4. Shampoo with colorglow^[IQ] Color Cleanse Shampoo and condition with colorglow^[IQ] Color Neutralize Conditioner. Then finish with colorglow^[IQ] Color Finish Serum.

★ New Blonde Highlight Recharge Service

1. Shampoo hair when necessary to remove styling residue.



**New Blonde can be applied to dry or towel-dried hair. For easy and fast application, we recommend applying it onto towel-dried hair.

» TIP FOR FIRST TIME USAGE:

For new clients, the first New Blonde application should be applied at the regrowth AND mid-lengths and ends, for a full head application. For every following appointment use New Blonde at the regrowth only.

New Blonde may influence the amount of highlights needed as regrowth will be lighter, you may simply need fewer highlights. If blonde becomes too light you can easily create darker contrasts with Colorance Lowlights.

» TIP FOR HIGHLIGHT RECHARGE SERVICE:

For best results, regrowth needs to be no larger than ½ inch in length. If larger than ½ inch, a Full Service is recommended.

GOLDWELL 

CLOSER TO STYLISTS. CLOSER TO HAIR.



NEW BLONDE by GOLDWELL.

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