



GOLDWELL

CLOSER TO STYLISTS. CLOSER TO HAIR.

New Blonde

New Blonde



The 5-Minute Revolution for your Highlighting Business

New Blonde by GOLDWELL – revolutionary results your clients will love!

Features and Benefits:



Revolutionary beautiful blonde:

- Dark regrowth and harsh highlight contrasts – never again!

Revolutionary simple:

- Just one product with a customized lotion
- 5 minute processing time at the shampoo bowl

Innovative: Neutral 5 Lifting System

An interactive dyestuff combination for neutralization of warm pigments.

- » **Neutral results without brassiness** – on every tone level with just one product.*

Customized developer ensures fast and even distribution.

- » **Guaranteed softening of contrast in 5 minutes***

New Blonde Services:



Approximately 6 weeks after Highlighting Service



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

★ 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.**

★ New Blonde Highlight Recharge Service:

in-between highlighting services.

- Softens the base level at the regrowth.*

- » **The regrowth becomes less noticeable – for a soft transition into the mid-lengths and ends.**

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

Assortment:

- Base Lifting Cream, 60 mL tube (approx. 2 applications)
- Lotion, 750 mL (approx. 24 applications)

WWW.MY-NEWBLONDE.COM

New Blonde

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

Mixing ratio:

1:1 – 30 mL New Blonde Lotion + 30 mL New Blonde Base Lifting Cream

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 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.

» 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.

» 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.

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

FAQs:

What happens if you let New Blonde process for longer than 5 minutes?

If processed for longer than 5 minutes, color results could become brassy and/or golden.

What is the extent of damage with New Blonde compared to other lighteners?

Hair is significantly less stressed with New Blonde compared to any other lightening processes such as highlifting or lightening.

Does it make a difference if highlights for the Full-Service are done with a lightener or highlift color?

No, New Blonde can be used in combination with a lightener as well as highlifted highlights.

Will hair get lighter with time?

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.

Can I apply Colorance Blonde Toning after New Blonde?

Yes, if needed, you can apply Colorance Blonde Toning.

When doing a Full Service application, can I also apply New Blonde before the highlighting service?

Yes, New Blonde can be applied before or after highlighting. If you do it after, the process is shorter because New Blonde can be applied directly onto towel-dried hair.

GOLDWELL Education »

To register at an Academy in the United States: visit www.goldwell-northamerica.com or call 800.627.3377.

To register at an Academy in Canada: call 877.670.6767 or 905.670.2844 or speak with a KPSS Sales Consultant.

For more information, call (800)333-CHIC(2442) in the USA and Canada, 1-888-246-3670 in Quebec, and (01152) 818-356-3020 in Mexico.