



# BLOND POWDER

THE SUPERIOR 9-TONE LIGHTENING SOLUTION WITH TONER EFFECT

ADVANTAGE / SELLING POINT/WHY



## HIGHLY FORMULATED AND STABILIZED

Blond Powder is not just a bleaching powder; it is a scientifically advanced formula designed to lighten hair effectively. Our product stands out for its superior quality and premium active ingredients. These components ensure a smooth and effective lightening process, enhancing the overall integrity of the hair.

## UNMATCHED CONTROL OF TONES

Blond Powder is one of the first bleaching powders that features three pigments: blue, white, and violet. This unique combination ensures optimal control of the yellow and red undertones that often appear during the lightening process. Additionally, it incorporates a toner effect that helps achieve spectacular blondes, maximizing lightening power and color control.

## UNMATCHED PERFORMANCE AND EFFICIENCY

Blond Powder provides visible results with each application thanks to its advanced formulation that maximizes the effectiveness of active ingredients. With a mixing ratio of 1:2, it offers a creamy consistency that is easy to work with, ensuring precise application and optimal performance. Each container is designed to be highly efficient, providing a significant amount of product per application.

## DUST-FREE FORMULA

One of the standout features of our Blond Powder is its dust-free formulation. This is crucial for the health and safety of stylists, as it minimizes the inhalation of fine particles during the application process, making it a safer choice for professional use.

## GUARD COMPLEX FORMULATED AND ANTI-STAIN ACTION

The advanced formula of Blond Powder includes the exclusive Guard Complex, which protects the hair during the lightening process, and an anti-stain action that helps prevent unwanted discoloration on the scalp and stylist's hands.

## CREAMY CONSISTENCY FOR PRECISE APPLICATION

The 1:2 mixing ratio results in a creamy texture that is ideal for precision work. This consistency allows for easy application and even distribution, ensuring that the lightening process is controlled and effective, minimizing damage and maximizing results.

## INGREDIENTS AND THEIR BENEFITS

<b>SODIUM SILICATE</b> Buffering agent that maintains the stability of the formula.	<b>MAGNESIUM OXIDE</b> Buffering agent that contributes to the stability of the formula.
<b>AMMONIUM PERSULFATE &amp; POTASSIUM PERSULFATE</b> Powerful oxidizing agents that effectively lighten hair color.	<b>CYCLODEXTRIN</b> Chelating agent that enhances the effectiveness of active ingredients.
<b>SODIUM METASILICATE</b> An alkalizing agent that enhances the bleaching process and helps maintain product stability.	<b>MAGNESIUM STEARATE</b> Anti-caking agent that maintains the quality of the product.
<b>SODIUM STEARATE</b> Surfactant and binder that improves the texture of the product.	<b>PARAFFINUM LIQUIDUM (MINERAL OIL):</b> Emollient that provides softness to the hair.
<b>CYAMOPSIS TETRAGONOLOBA (GUAR) GUM</b> Conditioning agent that improves combability and reduces static.	<b>XANTHAN GUM</b> Provides thickness and stability to the formula, ensuring even application.
<b>SODIUM LAURYL SULFATE</b> Surfactant that aids in cleaning the hair.	<b>DISODIUM EDTA</b> Chelating agent that enhances the effectiveness of active ingredients.
<b>TETRABROMOPHENOL BLUE, ACID RED 92</b> Pigments that help neutralize unwanted undertones.	<b>MAGNESIUM CARBONATE</b> Binding agent that improves the texture of the product.

## KEY BENEFITS OF BLOND POWDER

- TRIPLE PIGMENTATION FORMULA  
The combination of blue, white, and violet pigments ensures optimal control of yellow and red undertones
- INTEGRATED TONER EFFECT  
Achieves spectacular blondes with unparalleled lightening power and control.
- CREAMY CONSISTENCY  
The 1:2 mix ratio creates a creamy texture that is easy to apply and ensures even distribution.
- HIGH YIELD FORMULA  
Each container provides a significant amount of product, making it cost-effective and efficient
- DUST-FREE  
Ensures a safer working environment for stylists by minimizing the inhalation of fine particles.
- GUARD COMPLEX FORMULATED  
Protects the hair during the lightening process.
- ANTI-STAIN ACTION  
Prevents unwanted discoloration on the scalp and stylist's hands.
- PROFESSIONAL QUALITY  
Designed for professional use, ensuring that stylists can achieve exceptional results with ease.
- CLIENT SATISFACTION  
The gentle yet effective formula ensures client satisfaction, with healthier hair as the result.

## WHY CHOOSE BLOND POWDER?

### COMPARED TO MARKET LEADERS

- SUPERIOR CONTROL OF UNDERTONES  
The triple pigmentation ensures optimal control of unwanted tones.
- TONER EFFECT  
The ability to achieve spectacular blondes with a single product
- BETTER VALUE  
The high yield and effectiveness offer significant savings without compromising quality.
- SUPERIOR RESULTS  
Carefully selected ingredients and advanced formulation techniques ensure the best possible outcomes.
- EASY TO USE  
The creamy consistency and easy application make it a favorite among professional stylists.
- CLIENT LOYALTY  
Gentle, long-lasting lightening ensures client satisfaction and loyalty.

## CONCLUSION

Blond Powder is the clear choice for salons seeking to provide the highest quality 9-tone lightening treatment with a toner effect. Its superior formulation, high yield, dust-free application, ease of use, and cost-effectiveness make it stand out in the market. Choose Blond Powder for vibrant, healthy hair, offering excellent value for money and ensuring client loyalty.