

# Blond Studio

Technical guide.



Click on the black zones  
to directly access the product page.

Platinum Plus Paste 7



NEW 2024

Purple Lightening Balm 8

BONDER INSIDE



Multi-techniques-8



Blond Studio 9



Blond Studio 9

BONDER INSIDE



Blond Studio  
Range comparaison.



L'ORÉAL  
PROFESSIONNEL  
PARIS



# Platinum Plus Paste 7.



Multi-techniques lightening paste.  
Up to 7 levels of lift.

## [Benefits]

Lightening paste.  
Low odor technology.  
Zero volatility texture.

## [Specifics]

Enriched with nutriceride + beeswax.

## [NUTRI- DEVELOPERS]

Enriched with coating oils.



UP TO  
**50** minutes

DO NOT EXCEED 50 MINUTES  
DEVELOPMENT TIME.

DO NOT APPLY HEAT

## [ALLOWED NUTRI-DEVELOPERS]

|           | 20 Vol | 30 Vol | 40 Vol |
|-----------|--------|--------|--------|
| ON SCALP  | ✓      | ✓      | ✗      |
| ENCLOSED* | ✓      | ✓      | ✗      |
| OPEN AIR  | ✓      | ✓      | ✓      |

\*Use only with sweet mèches, quick mèches, easy mèches by L'Oréal Professionnel. When performing highlights with aluminum foils only use L'ORÉAL foils ref SOFT ALLOY 8079, 20 µm, or SOFT ALLOY 1200, 18 µm (Norms EN 573).

## [MIXING RATIO]

|          | 1+1 | 1+1,5 | 1+2 | 1+2,5 | 1+3 |
|----------|-----|-------|-----|-------|-----|
| ON SCALP |     |       |     |       | ●   |
| ENCLOSED | ●   | ●     | ●   |       |     |
| OPEN AIR | ●   | ●     | ●   |       |     |

Mixing ratio between paste and Nutri-developer must strictly conform to instruction from 1+1 to 1+3.

NEW 2024



# Purple Lightening Balm 8.

BONDER INSIDE



Multi-techniques lightening balm.  
Up to 8 levels or lift.

## [Benefits]

- +17% Faster take off\*  
Potentialized system thanks to oil-based engine.
- Strengthens hair fiber from within.\*\*  
29% of oil + Bonder Inside.
- Instant neutralization.  
Purple Dye Complex.
- Low odor technology.
- Zero volatility texture.
- High adherence.

## [Specifics]

BONDER INSIDE



- High concentration of Bonding Agents.
- Citric Acid & Glycine Bonding Complex.
- Protects both weak & strong bonds.

\*In the first 15 min of development time VS L’Oreal Professionnel Blond Studio powder.

\*\*instrumental test, VS without blonding agent.

## [NUTRI- DEVELOPERS]

Enriched with coating oils.



UP TO  
**50** minutes

DO NOT EXCEED 50 MINUTES  
DEVELOPMENT TIME.

DO NOT APPLY HEAT

## [ALLOWED NUTRI-DEVELOPERS]

|           | 20 Vol | 30 Vol | 40 Vol |
|-----------|--------|--------|--------|
| ON SCALP  | ✓      | ✓      | ✗      |
| ENCLOSED* | ✓      | ✓      | ✓      |
| OPEN AIR  | ✓      | ✓      | ✓      |

\*Use only with sweet mèches, quick mèches, easy mèches by L’Oréal Professionnel. When performing highlights with aluminum foils only use L’ORÉAL foils ref SOFT ALLOY 8079, 20 µm, or SOFT ALLOY 1200, 18 µm (Norms EN 573).

## [MIXING RATIO]

|          | 1+1 | 1+1,5 | 1+2 | 1+2,5 | 1+3 |
|----------|-----|-------|-----|-------|-----|
| ON SCALP |     |       | ●   | ●     | ●   |
| ENCLOSED |     | ●     | ●   |       |     |
| OPEN AIR |     | ●     | ●   |       |     |

Mixing ratio between balm and Nutri-developers must strictly conform to instructions, from 1+1,5 to 1+3 (see table instruction on the leaflet)

L’ORÉAL  
PROFESSIONNEL  
PARIS



# Multi-techniques-8



Multi-techniques lightening powder.  
Up to 8 levels of lift.

## [Benefits]

- Low odor technology.
- Low volatility texture.
- High adherence.

## [Specifics]

Enriched with pro keratin.

## [CREAM DEVELOPERS]



UP TO  
**50** minutes

DO NOT EXCEED 50 MINUTES  
DEVELOPMENT TIME.

DO NOT APPLY HEAT

## [ALLOWED CREAM DEVELOPERS]

|           | 20 Vol | 30 Vol | 40 Vol |
|-----------|--------|--------|--------|
| ON SCALP  | ✓      | ✓      | ✗      |
| ENCLOSED* | ✓      | ✓      | ✗      |
| OPEN AIR  | ✓      | ✓      | ✓      |

\* Use only with sweet mèches, quick mèches, easy mèches by L'Oréal Professionnel. When performing highlights with aluminum foils only use L'ORÉAL foils ref SOFT ALLOY 8079, 20 µm, or SOFT ALLOY 1200, 18 µm (Norms EN 573).

## [MIXING RATIO]

|          | 1+1 | 1+1,5 | 1+2 | 1+2,5 | 1+3 |
|----------|-----|-------|-----|-------|-----|
| ON SCALP |     |       |     |       | ●   |
| ENCLOSED |     | ●     |     |       |     |
| OPEN AIR | ●   |       |     |       |     |

Mixing ratio between powder and cream developer must strictly conform to instruction from 1+1 to 1+3.



# Multi-techniques-8



Multi-techniques lightening powder.  
Up to 9 levels of lift.

## [Benefits]

- Fast take-off.
- Low volatility texture.
- Optimal adherence.

## [Specifics]

Unctuous texture  
To be exclusively mixed  
with oil developers.

## [OIL DEVELOPERS]

Developers enriched with oil.



UP TO  
**50** minutes

DO NOT EXCEED 50 MINUTES DEVELOPMENT TIME.  
DO NOT APPLY HEAT

## [ALLOWED OIL DEVELOPERS]

|            | 20 Vol | 30 Vol | 40 Vol |
|------------|--------|--------|--------|
| ON SCALP** | ✓      | ✗      | ✗      |
| ENCLOSED*  | ✓      | ✓      | ✗      |
| OPEN AIR   | ✓      | ✓      | ✗      |

\*Use only with sweet mèches, quick mèches, easy mèches by L'Oréal Professionnel. When performing highlights with aluminum foils only use L'ORÉAL foils ref SOFT ALLOY 8079, 20 µm, or SOFT ALLOY 1200, 18 µm (Norms EN 573).

\*\* Use 20 vol max for on scalp application.  
Do not gather the hair in a bun.

## [MIXING RATIO]

|          | 1+1 | 1+1,5 | 1+2 | 1+2,5 | 1+3 |
|----------|-----|-------|-----|-------|-----|
| ON SCALP |     |       | ●   | ●     | ●   |
| ENCLOSED |     | ●     |     |       |     |
| OPEN AIR | ●   |       |     |       |     |

Mixing ratio between powder and oil developer  
must strictly conform to instruction from 1+1 to 1+3.



# Blond Studio 9

## BONDER INSIDE



Multi-techniques lightening powder.  
Up to 9 levels of lift.

### [Benefits]

- Fast take-off.
- Low volatility texture.
- Optimal adherence.

### [Specifics]

To be exclusively mixed with oil developers.

## BONDER INSIDE

- High concentration of Bonding Agents.
- Citric Acid & Glycine Bonding Complex.
- Protects both weak & strong bonds.

### [OIL DEVELOPERS]

Developers enriched with oil.



UP TO  
**50** minutes

DO NOT EXCEED 50 MINUTES DEVELOPMENT TIME.  
DO NOT APPLY HEAT

### [ALLOWED OIL DEVELOPERS]

|            | 20 Vol | 30 Vol | 40 Vol |
|------------|--------|--------|--------|
| ON SCALP** | ✓      | ✗      | ✗      |
| ENCLOSED*  | ✓      | ✓      | ✗      |
| OPEN AIR   | ✓      | ✓      | ✗      |

\*Use only with sweet mèches, quick mèches, easy mèches by L'Oréal Professionnel. When performing highlights with aluminum foils only use L'ORÉAL foils ref SOFT ALLOY 8079, 20 µm, or SOFT ALLOY 1200, 18 µm (Norms EN 573).

\*\* Use 20 vol max for on scalp application.  
Do not gather the hair in a bun.

### [MIXING RATIO]

|          | 1+1 | 1+1,5 | 1+2 | 1+2,5 | 1+3 |
|----------|-----|-------|-----|-------|-----|
| ON SCALP |     |       | ●   | ●     | ●   |
| ENCLOSED |     | ●     |     |       |     |
| OPEN AIR | ●   |       |     |       |     |

Mixing ratio between powder and oil developer must strictly conform to instruction from 1+1 to 1+3.

# Blond Studio Range comparaison.



All Blond Studio products are multi-techniques, however each one has a pro edge in which it excels.



**Paste.**

**Up to 7 levels of lift.**

**[PRO EDGE]**

“The high standard of cosmeticity for the last 20 years with its high concentration of oils. Perfect for on scalp application.”



**Cream.**

**Up to 8 levels of lift.**

**[PRO EDGE]**

“Probably the best product of Blond Studio in terms of conveniency, cosmeticity & lifting power.”

The balm has a unique smooth texture, easy to mix, easy to apply & distribute.”



**Powder.**

**Up to 8 levels of lift.**

**[PRO EDGE]**

“It’s the perfect go to product for all main daily usages, a sort of CROSS-OVER for most hair situation.”



**Powder.**

**Up to 9 levels of lift.**

**[PRO EDGE]**

“It’s the Authority of lift & speed.”

Consequently, it is perfect for thick & dark hair for extreme transformation.

All salons will need this product 1 day or another.”



**Powder.**

**Up to 9 levels of lift.**

**[PRO EDGE]**

“It offers the best trade-of performance & protection.”

It’s the go-to for extreme results on thinned & fragile hair.”