



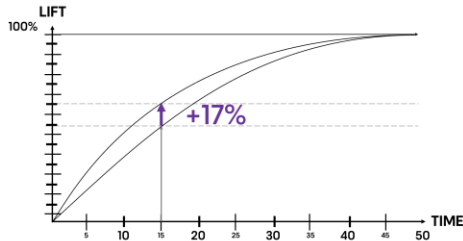
Blond Studio.

PURPLE LIGHTENING BALM.

BONDER INSIDE

Lift, strengthen the hair fiber & neutralize in one step.

Up to 8 levels.
+17% faster take-off*
Potentialized system thanks to oil-based engine.



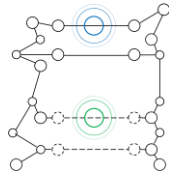
Strengthens hair fiber from within*

29% oil

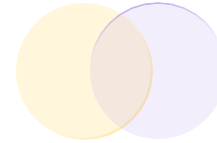
Cosmeticity +++



Bonder inside.
(Citric acid + glycine)
Protection +++



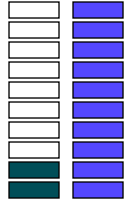
Instant neutralization.
Purple Dye Complex.



Formulated to be exclusively used with Blond Studio NUTRI-DEVELOPERS enriched with fatty compound for superior cosmeticity.



How does the Balm compare to Platinum ?



Ease of mixing

The balm is very **quick and easy to mix**, compared to Platinum.



Lift

The lifting power of **8 level** allows to meet many hair needs.



Care

Both are **very cosmetic** but the Balm goes even beyond than Platinum.



Neutralization

As opposed to Platinum, the balm is slightly **neutralising**. However the neutralization doesn't replace Dia light as a second step.



Less swelling.

The balm is **the least swelling** product of Blond Studio range. That makes of this product the best ally for delicate open air works.

*in the first 15 min of development time VS L'Oréal Professionnel Blond Studio Powder.
**Instrumental test VS without bonding agent.

Blond Studio.

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



MULTI-TECHNIQUES 8

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.”



BLOND STUDIO 9

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.”



BLOND STUDIO 9

BONDER INSIDE

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.”



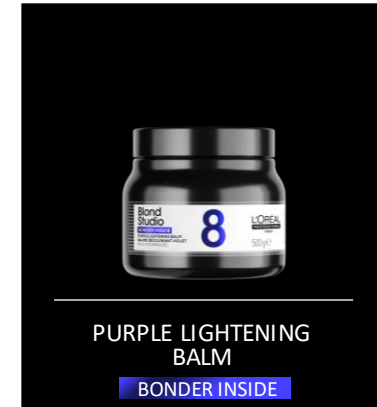
PLATINIUM PLUS PASTE 7

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.”



PURPLE LIGHTENING BALM

BONDER INSIDE

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.”