

# Our unique lightener portfolio.



	Majimèches Step 1 & 2	Blond Studio Clay 7 Ammonia-free	Platinum Plus	Multi-Techniques 8	Multi-Techniques 8 Bonder Inside	Blond Studio 9	Blond Studio 9 Bonder Inside
Texture	Cream	Clay-based	Paste	Powder	Powder	Powder	Powder
Lift	Up to 5 levels	Up to 7 levels	Up to 7 levels	Up to 8 levels	Up to 8 levels	Up to 9 levels	Up to 9 levels
Best for	Honey blonde highlights	French Balayage	Extra conditioning while lightening	Natural or color-treated hair. Perfect for foiling techniques	Protecting strong bonds. For all hair types and textures	Lifting dark bases without complications	Lifting dark bases while protecting hair bonds
Benefit	Controlled lightening up to 5 levels in 15 minutes	19% Clay for easy and precise painting	Nutricéride and beeswax help protect and smooth the hair fiber	Accelerated lightening action	The Bonding Complex is made up of a high concentration of Citric Acid + Glycin.	Enriched with Olicare Complex™ to improve the cosmeticity of the hair	Proven bond protection and oil enriched lightening system to improve hair feel
Usage	Off-scalp lightening	On- and off-scalp lightening	On- and off-scalp lightening	On- and off-scalp lightening	On- and off-scalp lightening	On-(with 20-vol only) and off-scalp lightening	On-(with 20-vol only) and off-scalp lightening
Developer	Majicrème Developer 20-, 30- or 40-volume	Majicrème Developer 12.5, 20-, 30- or 40-volume	Blond Studio Nutri Developer 20-, 30- or 40-volume	Majicrème Developer 20-, 30- or 40-volume	Majicrème Developer 20-, 30- or 40-volume	Blond Studio 9 Oil Developer 20- or 30-volume	Blond Studio 9 Oil Developer 20- or 30-volume
Development Time	35 minutes without heat 15 minutes with heat	30-50 minutes depending on desired results, do not use heat.	30-50 minutes *Depending on desired results, do not use heat. *For global on-scalp lightening 30 minutes maximum, do not cover the hair or use heat. *Balayage technique option. First 15 minutes maximum under heat	30-50 minutes depending on desired results, do not use heat	Up to 50 minutes depending on desired results, do not use heat	Up to 50 minutes depending on desired results, do not use heat	Up to 50 minutes depending on desired results, do not use heat
Mixing Guidelines	Balayage	<b>1:1.5 or 1:2 Mixing Ratio</b>	<b>1:1, 1:2 or 1:3 Mixing Ratio</b>	<b>1:1, 1:2 or 1:3 Mixing Ratio</b>	<b>1:1 or 1:1.5 Mixing Ratio</b>	<b>1:1 Mixing Ratio</b>	<b>1:1 Mixing Ratio</b>
	Foil	<b>1:1:1 Mixing Ratio</b>	<b>1:1.5 or 1:2 Mixing Ratio</b>	<b>1:1, 1:2 or 1:3 Mixing Ratio</b>	<b>1:1, 1:2 or 1:3 Mixing Ratio</b>	<b>1:1.5 Mixing Ratio</b>	<b>1:1.5 Mixing Ratio</b>
	Global on-scalp	<b>1:2 or 1:3 Mixing Ratio</b>	<b>1:1, 1:2 or 1:3 Mixing Ratio</b>	<b>1:1, 1:2 or 1:3 Mixing Ratio</b>	<b>1:2 Mixing Ratio</b>	<b>1:2 or 1:3 Mixing Ratio</b>	<b>1:2 or 1:3 Mixing Ratio</b>