

[New]

Blond Studio 9 Bonder Inside.

Oil innovation meets
the protection of bonder.



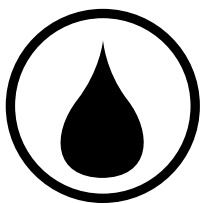
L'ORÉAL
PROFESSIONNEL
PARIS

Not all 9 level
lighteners are
the same.



[Introducing]

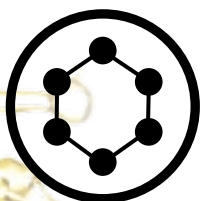
Blond Studio 9 Bonder Inside.



**Oil enriched
lightening system**
Improves hair feel



Lift up to 9 levels fast
Even the darkest bases



Bonder inside
No additive needed

[Discover]

Blond Studio 9 Bonder Inside.

[Texture]

Powder

[Lift]

Up to 9 levels

[Best for]

Lifting dark bases while protecting hair bonds

[Benefit]

Proven bond protection and oil enriched lightening system to improve hair feel

[Usage]

On-scalp: 20-vol Blond Studio 9 Oil Developer only

Off-scalp: 20-vol and 30-vol Blond Studio 9 Oil Developers only

[Developer]

Blond Studio 9 Oil Developer:
20- or 30-volume*

[Mixing Ratio]

Balayage: 1:1, 20- or 30-vol Blond Studio 9 Oil Developer

Foil Highlights: 1:1.5, 20- or 30-vol Blond Studio 9 Oil Developer

Global On-scalp: 1:2 or 1:3, 20-vol Blond Studio 9 Oil Developer

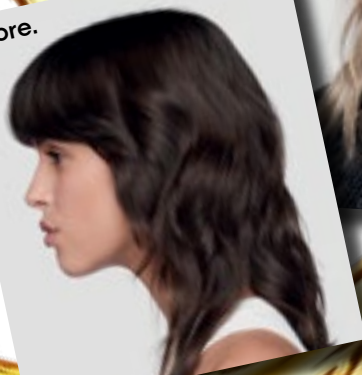
*Do not use Blond Studio 9 Bonder Inside with other developers.

Transform your blondes.

1. Apply Metal Detox Pre-Treatment Spray to neutralize metals and get a cleaner lift.
2. Lift with Blond Studio 9 Bonder Inside
3. Tone unwanted warmth with Dia Light.

After.

Before.





[Two approaches to]
**Make more
money.**

**1. Add \$25 upcharge
for bonder service**

Upsell 3 clients per day x 6 days per week = incremental

\$20,000 per year


OR

**2. Increase price for all
lightening services by \$10**

8 clients per day x 6 days per week = incremental

\$24,000 per year

[Pro Tip] On service menu, include call out: "All lightening services include a bonder additive to protect hair bonds."



Take blonding to the next level.



"Blond Studio 9 Bonder Inside has amazing lift that is quick and consistent with a creamy texture that left the hair feeling soft and shiny!"

@mane_ivy



"Blond Studio 9 Bonder Inside is my go to lightener for my power blonds and darker bases who typically need a bond protection. This product is a gamechanger for me."

@brookieney

"The guest is typically used to treatments and bond protection upcharges and are willing to do what is suggested to maintain the integrity of their hair.

Great communication is key to any profitable service."

@brookieney

FAQ's

How is Blond Studio 9 Bonder Inside different from Blond Studio 9?

Blond Studio 9 Bonder Inside includes a bonder additive with glycine and citric acid to protect the hair bonds during a lightening service. Both products provide 9 levels of lift.

Can I use 40-volume developer with Blond Studio 9 Bonder Inside?

You can only use the dedicated 20-vol. or 30-vol. Blond Studio 9 Oil Developers with Blond Studio 9 Bonder Inside due to the specific oil technology.

What services can I use Blond Studio 9 Bonder Inside for?

You can use Blond Studio 9 Bonder Inside for all lightening services: Balayage, Highlights, Hair Painting, and more!

Can I apply Blond Studio 9 Bonder Inside on-scalp?

You can apply Blond Studio 9 Bonder Inside on-scalp with 20-vol. Blond Studio 9 Oil Developer.

What is the bonding technology inside Blond Studio 9 Bonder Inside?

Blond Studio 9 Bonder Inside is formulated with a Bonding Complex, made up of Citric Acid and Glycine. This complex reduces oxidative stress on the strong bonds and lowers the pH level, while Citric Acid on its own also traps residue, protecting the weak bonds.



Are the mixing ratios for Blond Studio 9 Bonder Inside the same as Blond Studio 9?

Yes. Please refer to the Lightener Portfolio guide for more information.

What are the mixing ratios of Blond Studio 9 Bonder Inside?

Balayage: 1:1, 20- or 30-volume Blond Studio 9 Oil Developer
Foil Highlights: 1:1.5, 20- or 30-volume Blond Studio 9 Oil Developer
Global On-scalp: 1:2 or 1:3, 20-volume Blond Studio 9 Oil Developer

Why does Blond Studio 9 Bonder Inside cost more?

Blond Studio 9 Bonder Inside is our latest innovation with an advanced Bonding Complex to provide the most premium, elevated lightening services.

Are there specific foils I need to use with Blond Studio 9 Bonder Inside?

We recommend using L'Oreal Professionnel Sweet Meches or Easi Meches. When performing highlights with aluminum foils, we recommend using: ref SOFT ALLOY 8079, 20 µm, or SOFT ALLOY 1200, 18 µm (according to Norms EN 573).



Scan for more FAQs

Have you tried Metal Detox yet?

Neutralize metals in hair.



- Clean lift.
True-to-tone color.
- 87% less breakage.
- 100% reliable
color results.



@jackiepp

Transformation achieved with
Metal Detox, Blond Studio 9 and Dia Light.

Don't forget to tone with Dia Light!



Controlled application

Gel-crème consistency
for precision application.



Flexible processing time

(2-20 mins).



+30% more conditioning*

Conditions hair after
lightening and color services.

*vs. uncolored hair

Find the full Dia Light
shade chart at the end.

[Discover more]

Blond Studio bestsellers.



Blond Studio 9.

- Up to 9 levels of lift:
Optimal neutralization
and cleaner results
- Enriched with Olicare
Complex: Improves hair
cosmeticity*
- Visible within 10 minutes:
Maximum lift on the
darkest bases

Multi-Techniques 8 Bonder Inside.

- Blonder: Neutralizes
as it lifts up to 8 levels
- Faster: Lightens and
protects in one step
- Stronger: Bonding complex
maintains the integrity of
the hair

Multi-Techniques 8.

- Lift up to 8 levels, on and
off scalp
- Accelerated lightening
action
- Formulated for precise
application

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 + Glycine	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	1:1.5 or 1:2 Mixing Ratio Majicrème Developer 12.5-, 20-, 30- or 40-volume	1:1, 1:2 or 1:3 Mixing Ratio Blond Studio Nutri-Developer 20-, 30- or 40-volume	1:1, 1:2 or 1:3 Mixing Ratio Majicrème Developer 20-, 30- or 40-volume	1:1 or 1:1.5 Mixing Ratio Majicrème Developer 20-, 30- or 40-volume	1:1 Mixing Ratio Blond Studio 9 Oil Developer 20- or 30-volume	1:1 Mixing Ratio Blond Studio 9 Oil Developer 20- or 30-volume
	Foil	1:1:1 Mixing Ratio 1oz. Majimèches Cream 1 Majimèches Sachette 1oz. Majicrème Developer 20-, 30- or 40-volume	1:1, 1:2 or 1:3 Mixing Ratio Blond Studio Nutri-Developer 20-, 30- or 40-volume	1:1, 1:2 or 1:3 Mixing Ratio Majicrème Developer 20-, 30- or 40-volume	1:2 Mixing Ratio Majicrème Developer (maximum) 20- or 30-volume	1:1.5 Mixing Ratio Blond Studio 9 Oil Developer 20- or 30-volume	1:1.5 Mixing Ratio Blond Studio 9 Oil Developer 20- or 30-volume
	Global on-scalp	1:2 or 1:3 Mixing Ratio Majicrème Developer 12.5-, 20-, 30-volume	1:1, 1:2 or 1:3 Mixing Ratio Blond Studio Nutri-Developer 30-volume	1:1, 1:2 or 1:3 Mixing Ratio Majicrème Developer 30-volume	1:2 Mixing Ratio Majicrème Developer (maximum) 20- or 30-volume	1:2 or 1:3 Mixing Ratio Blond Studio 9 Oil Developer 20-volume	1:2 or 1:3 Mixing Ratio Blond Studio 9 Oil Developer 20-volume

Discover our Haircolor Portfolio.

Permanent haircolor

Majirel

Permanent
crème color.

INOA™

Ammonia-free
permanent color.

Demi-permanent haircolor

Dia light

Acidic gel-
crème demi.

DIARICHESSE

Alkaline crème
demi.

Lightener

Blond Studio

Lightening portfolio
for every level.



Blues & Greens				Violets					Cool Browns & Blondes			Mochas	Naturals	Warm Browns & Blondes		Golds			Coppers				Reds								
.01/NB	.1/B	.07/NGr	.11/BB	.02/NV	.2/V	.21/VB	.22/VV	.26/VR	.12/BV	.13/BG	.23/VG	.8/M		.31/GB	.32/GV	.03/NG	.3/G	.34/GC	.40/CCC	.43/CG	.45/CRv	.46/CR	.64/RC	.66/RR							
10																															
10.01/10NB Soft Frosty Milkshake				10.02/10NV Soft Pearly Milkshake					10.21/10VB Pearl Sorbet Milkshake			10.22/10VV Iridescent Berry Milkshake	10.12/10BV Frosty Pearl Milkshake			10.13/10BG Vanilla Macaroon Milkshake	10.23/10VG Pearly Gold Milkshake	10.32/10GV Sandy Milkshake													
9																															
9.01/9NB Frosty Milkshake		9.1/9B Icy Milkshake		9.11/9BB Iceberg Milkshake		9.02/9NV Pearly Milkshake		9.2/9V Iridescent Milkshake		9.21/9VB Sorbet Milkshake		9.12/9BV Pearl Milkshake		9.13/9BG Cool Buttercream		9.9/9N Light Blonde		9.31/9GB Vanilla		9.03/9NG Honey Milkshake		9.3/9G Light Gold									
8																															
8.1/8B Iced Latte								8.21/8VB Icy Sorbet				8.23/8VG Lavender Honey		8/8N Blonde		8.3/8G Light Brown Sugar		8.34/8GC Light Caramel		8.43/8CG Copper Sunset											
7																															
7.01/7NB Natural Frost										7.12/7BV Cool Beige		7.13/7BG Satin Blonde		7.8/7M Mocha Latte		7/7N Dark Blonde		7.31/7GB Almond		7.3/7G Brown Sugar		7.40/7CCC Firelight		7.43/7CG Sunset Rubilane™*							
6																															
6.1/6B Cool Almond		6.11/6BB Charcoal								6.13/6BG Walnut		6.23/6VG Hazelnut Honey		6/6N Light Brown		6.3/6G Gingerbread		6.34/6GC Honey Chestnut		6.45/6CRv Cinnamon		6.46/6CR Autumn DM5/ Rubilane™*		6.64/6RC Garnet DM5/ Rubilane™*							
5																															
5.1/5B Cool Smoked Walnut		5.07/5NGr Sage						5.26/5VR Light Aubergine				5/5N Brown		5.31/5GB Praline		5.66/5RR Ruby DM5/ Rubilane™*															
4																															
4/4N Dark Brown												4/4N Dark Brown																			

*DIA DM5 & Rubilane™ WARNING: It is imperative that DM5 & Rubilane™ shades be used alone. They must not be used in combination with any other shade.

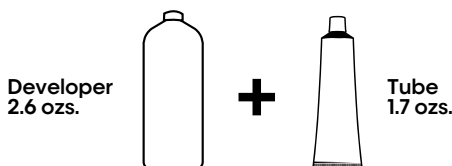


Preparation

1:1.5 mixing ratio

1 tube (1.7ozs.) to 2.6 ozs DIActiveur developer

- Measure 2.6 ozs. of 6-vol. (1.8%) or 9-vol. (2.7%) DIActiveur Developer, depending on the desired intensity of the result.



Application

On dry hair, spray Metal Detox Pre-Treatment Spray on each section and apply Dia Light formula with a brush or a bottle on the re-growth, mid-lengths and ends.

Flexible processing time: 2 to 20 minutes

Liquifier

[Best for]

- Fast, bottle application
- Toning all over

[How to use]

Step 1: Mix your Dia Light shade + DIActiveur developer at 1:1.5 Ratio.

Step 2: Add Dia Light Liquifier to formula and mix.

For half dose, add .2 ozs. of liquifier. For full dose, add .4 ozs. of liquifier.

***Liquifier only to be used with Dia Light + DIActiveur developer.
Liquifier is not a developer.**

Rinsing

When development time is complete, add a little warm water to the hair and gently emulsify.

Thoroughly rinse color from the hair and shampoo with Metal Detox Shampoo to pro guarantee your color result. Follow with Metal Detox mask.

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