

#OMB

**OH MY BLONDE!**

**& PLEX™**  
BOND REPAIR

MY BLONDE | MY CHOICE | MY BEAUTY

**IT&LY**  
HAIRFASHION  
MILANO 1987



*If you can dream it,  
you can do it*

(Walt Disney)

**Blonde hair** is the symbol of sensuality and femininity. It is no coincidence that this color is very popular among stars who enjoy being blond with trendy cuts and styles.

**THERE IS A DEDICATED TECHNICAL SERVICE FOR EACH LOOK**

**Total blonde, balayage, ombré, sun kissed effect, tiger eye:**  
they are but a few of the effects that can be obtained with **OH MY BLONDE!**

OMB! is totally dedicated to the world of decolorizing. Enriched with the innovative **&-PLEX™ BOND REPAIR** to ensure protection and condition for your hair during all lightening and toning phases.

**My Choice...** Every woman is free to choose her look



*5 beautiful toners that can be mixed together or used individually to obtain a customized result.*



*Starting today,  
everything is possible  
with OH MY BLONDE!*

**MY BLONDE | MY CHOICE | MY BEAUTY**



# DECOLORIZING & BOND

Blonde hair is delicate and needs more attention and special care. For this reason, ITELY HAIRFASHION research laboratories have formulated the exclusive **&-PLEX™ BOND REPAIR**, a new protective technology integrated into all OMB! decolorizing products. Any lightening process could compromise the capillary structure. The result would be weaker hair, which is easily subject to breaking. The innovative **&-PLEX™ BOND REPAIR** has been designed to protect and restructure the hair from within. **&-PLEX™** is a complex of precious oils and vegetable butters that protect the hair during the lightening process.



## **COCOA butter**

**Moisturizing, Anti-frizz,  
Nutrient.**



## **ALMOND oil:**

**Anti-age, Anti-inflammatory.**



## **MANGO butter**

**Antioxidant, Emollient.**



## **AVOCADO oil:**

**Moisturizing, Lenitive.**



## **OLIVE oil:**

**Reviving, Reinforcing.**



## **SOYBEAN oil:**

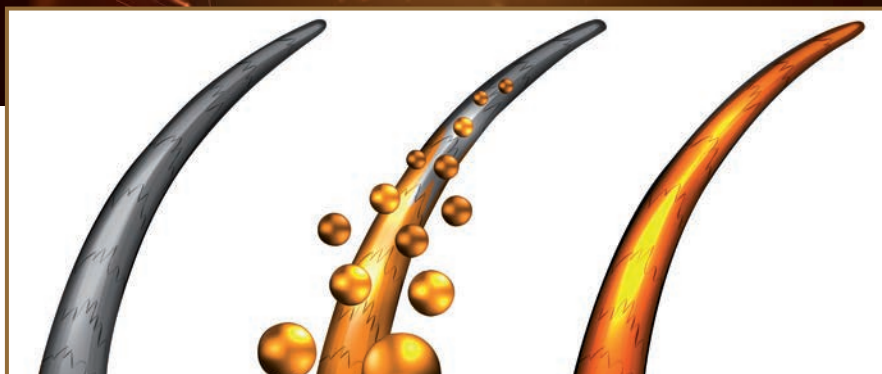
**Nourishing and Skin Protective.**



## **COTTONSEED oil:**

**Moisturizing and Nutrient.**





## CARE BOND

For an additional level of protection, the **Estée Lauder PLEX™ BOND REPAIR** has been added to the BLONDE SEALER, an acidifying milk that balances the pH of skin and hair and stabilizes the hair structure, creating new and stronger capillary bonds between fibers. As a result, the lightened hair becomes healthier and nourished from the inside and ready to receive toners, if necessary.

## COLOR BOND

The 5 BLONDE TONERS are enriched with **Estée Lauder PLEX™ BOND REPAIR** to offer maximum color performance and superior protection of the hair fiber. **Estée Lauder PLEX™ BOND REPAIR** restores bonds, nourishing hair to obtain a bright, long lasting color.

## ICONIC BLONDE

### extra performance HAIR DECOLORIZER

**WHAT IS IT?:** Innovative, ultra-performance decolorizer enriched with the exclusive **&-PLEX™ BOND REPAIR**, which eliminates yellow residue when lightening.

**WHAT IT DOES:** Ideal for lightening techniques using foil or thermal strips to achieve higher lightening results of up to 9 shades. **ICONIC BLONDE** is a compact, microgranular, decolorant powder. Does not swell and is easy to mix and apply.

**HOWTO USE:** in a non-metal bowl, mix 1 part **ICONIC BLONDE** + 2 parts hydrogen peroxide 10, 20, 30, 40 vol. Apply on dry hair. Leave on for 20 to 40 minutes. Do not place under a heat source. Rinse thoroughly, apply **BLONDE SEALER**. Rinse and wash with the most suitable shampoo. If you plan to Tone please refer to **HOWTO USE** instructions on last page.

MIX: 1:2



10 - 20 - 30 - 40 VOL



MAX 40 MINUTES



## DELYBLONDE

### ammonia free HAIR DECOLORIZER

**WHAT IS IT?:** Ammonia-free, delicate decolorizing powder, ideal for natural or dyed hair enriched with the exclusive **&-PLEX™ BOND REPAIR**.

**WHAT IT DOES:** **DELY BLONDE** is a compact, micro-granular decolorizing powder, which lightens up to 6-7 shades. Does not swell and is easy to mix and apply.

**HOWTO USE:** in a non-metal bowl, mix 1 part **DELY BLONDE** + 2 parts hydrogen peroxide 10, 20, 30, 40 vol. Apply on dry hair. Leave on for 20 to 40 minutes. Do not place under a heat source. Rinse thoroughly, apply **BLONDE SEALER**. Rinse and wash with the most suitable shampoo. If you plan to Tone please refer to **HOWTO USE** instructions on last page.

MIX: 1:2



10 - 20 - 30 - 40 VOL



MAX 40 MINUTES





## CLAY BLONDE

### free hand technique HAIR DECOLORIZER

**WHAT IS IT?:** Exclusive ultra-compact decolorizing powder, enriched with the exclusive **&-PLEX™ BOND REPAIR**, ideal for free hand lightening techniques, such as balayage, ombre, shatush and splashlight.

**WHAT IT DOES:** Its special formula, once mixed with oxygen, takes on a clay effect, meaning it can be used without foil. The bleached strands do not interfere with the rest of the hair, for a unique result with a sun-kissed effect. Perfect for use on natural hair or dyed hair in shades of blonde, brown or red. CLAY BLONDE allows for lightening of up to 6 shades.

**HOW TO USE:** in a non-metal bowl, mix 1 part CLAY BLONDE + 1.5 parts hydrogen peroxide 10, 20, 30, 40 vol. Apply on dry hair. Leave on for 20 to 40 minutes. Do not place under a heat source. Rinse thoroughly, apply BLONDE SEALER. Rinse and wash with the most suitable shampoo. If you plan to Tone please refer to HOWTO USE instructions on last page.

MIX: 1:1.5

10-20-30-40 VOL

 MAX 40 MINUTES



## SILKY BLONDE

### COSMETIC hair decolorizing cream

**WHAT IS IT?:** Multi-service decolorizing cream ideal for stressed hair, enriched with the exclusive **&-PLEX™ BOND REPAIR**.

**WHAT IT DOES:** Its delicate formula provides gentle, safe and reliable hair lightening of up to 6 shades. The creamy and compact texture allows excellent adhesion to reveal the blond color; it doesn't swell, it is easy to mix and apply with any technique.

**HOW TO USE:** in a non-metal bowl, mix 1 part SILKY BLONDE + 2 parts hydrogen peroxide 10, 20, 30, 40 vol. Apply on dry hair. Leave on for 20-40 minutes. Do not place under a heat source. Thoroughly rinse, apply BLONDE SEALER. Rinse and wash with the most suitable shampoo and conditioner. If you plan to Tone please refer to HOWTO USE instructions on last page.

#### INNOVATION



- **ECO FRIENDLY:** 100% recyclable plastic;
- **CLEANER:** the user won't get in direct contact with the cream;
- **MOISTURE PROOF;**
- **SPACE-SAVING** compared to jar.



MIX: 1:2



10-20-30-40 VOL



MAX 40 MINUTES





## SUN LIGHT OIL soft lightening OIL

**WHAT IS IT?:** Extraordinary, ammonia-free lightening oil, enriched with the exclusive **&-PLEX™ BOND REPAIR**.

**WHAT IT DOES:** it lightens up to 2-3 tones for a natural and balanced result. Use to achieve a variety of effects on hair based on the technique:

**1** - Applied on the ends, it gently lightens up to 2-3 levels for a beautiful "SUN-KISSED" effect.

**2** - Can be used on the base for a "SWEETEN THE BASE" effect. Provides a balanced and neutral lightening result.

**3** - If applied to the whole head, you obtain a shiny blonde and a wonderful natural lightening for a "SHINE & GLOSS" effect.

**HOW TO USE:** in a non-metal bowl, mix 1 part SUN LIGHT OIL + 2 parts hydrogen peroxide: 10, 20 volumes for all-over applications and 20-30-40 volumes for partial applications. Leave on for 5 to 50 minutes depending on desired result. Do not place under a heat source. Rinse thoroughly, apply BLONDE SEALER. Rinse and wash with the most suitable shampoo. If you plan to Tone please refer to HOW TO USE instructions on last page.

MIX: 1:2

10-20-30-40 VOL



MAX 40 MINUTES



10-15 ml



3-5 MINUTES



## BLONDE SEALER pH Balancing Cream

**WHAT IS IT?:** BLONDE SEALER is a conditioning treatment which helps restore the pH of the scalp and hair. BLONDE SEALER is ideal to use after all bleaching services and is enriched with the exclusive **&-PLEX™ BOND REPAIR**.

**WHAT IT DOES:** BLONDE SEALER brings out shine in blonde hair and enhances the brightness of bleached hair, adding structure and body. When used after BLONDE TONER, it stabilizes the color pigments.

**HOW TO USE:** after thoroughly rinsing the bleaching mix from the hair with warm water, apply 10-15 ml of BLONDE SEALER, leave on for 3-5 minutes before rinsing again. Follow up with the most suitable shampoo and conditioner.



INNOVATION



- EASY AND QUICK to close;
- ECO FRIENDLY: 100% recyclable plastic;



# BLONDE TONER

## Toning CREAM

**WHAT IS IT?:** Ammonia free toner cream for bleached hair.

**WHAT IT DOES:** Available in a palette of 5 tones which can be mixed together. ideal for neutralizing unwanted highlights or creating pastel effects. blonde toner, enriched with the exclusive **&-PLEX™ BOND REPAIR**, offers a unique range of completely customizable colors based on the customer's preference and hair type. 5 easy-to-use toners that provide customizable results.

**HOW TO USE:** in a non-metal bowl, dilute 1 part BLONDE TONER + 2 parts hydrogen peroxide with 10 volume, apply to damp hair after shampooing. Leave on from 10 to 20 minutes with no heat source, checking the result based on the desired effect. Thoroughly rinse, apply BLONDE SEALER. Rinse and wash with the most suitable shampoo and conditioner. For a more intense color effect, BLONDE TONER can be applied to dry hair. The intensity of the color result may vary depending on the nuance applied, the level of bleaching achieved, and overall condition of the hair. The tone fades gradually when washed.



**NEUTRALIZER CHARACTERISTICS:** nuances designed to neutralize warm reflections after the decolorizing service. OH MY BLONDE! toners easily provide cool tones, producing a chromatic balance which emphasizes the level of lightening.

**DIAMOND:** neutralizes yellow/pale yellow melanin residue. Ideal for an ice blonde result.

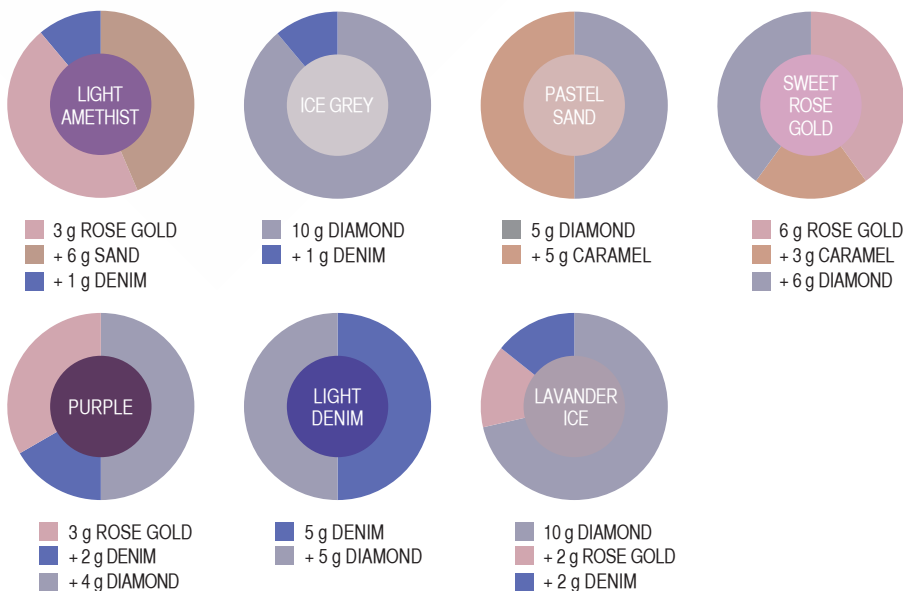
**CARAMEL:** neutralizes pale yellow melanin residue. Ideal for a light caramel result.\*

**SAND:** neutralizes yellow-orange melanin residue. Ideal for a cool blonde/sand result.

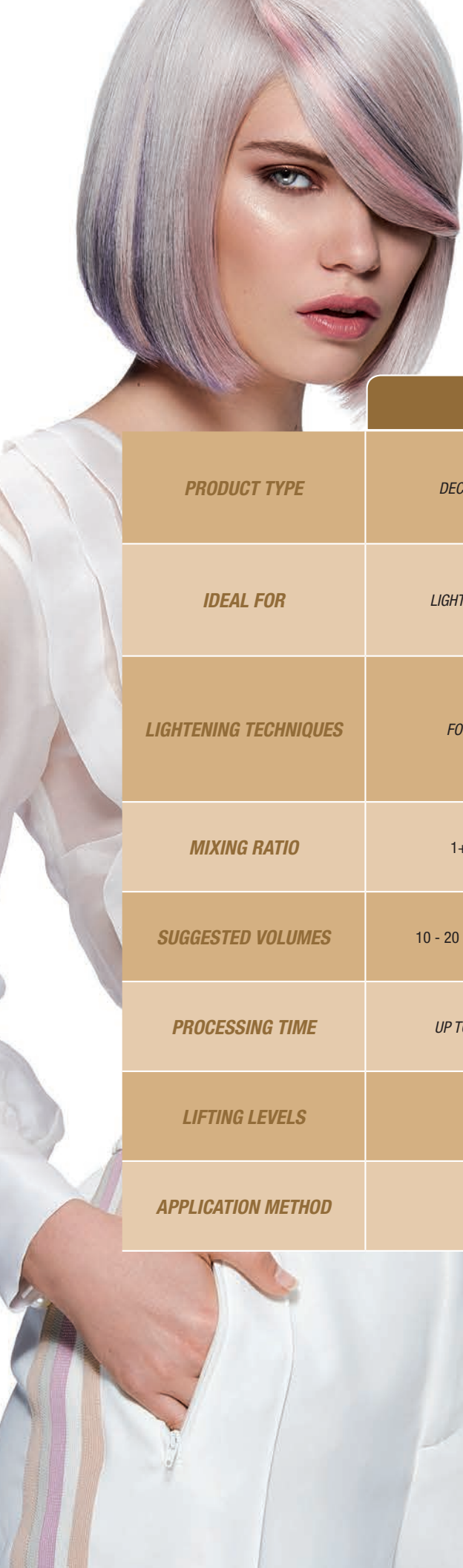
**PASTEL FEATURES:** pastel shades allow you to create pastel tones on bleached hair. They can also be used in combination with other toners as intensifiers, allowing the creation of richer tones.

**DENIM:** ideal for achieving intense blue/purple effects on bleached hair.\*

**ROSE GOLD:** ideal for achieving pink-peach highlights on bleached hair.



\* For optimum results, neutralize any yellow melaninic residue by pre-toning the hair. This will create an optimum pallet for applying pastel tones.



	ICONIC BLONDE		DELYBLONDE		
<b>PRODUCT TYPE</b>	DECOLORIZING POWDER UP TO 9 LEVELS		AMMONIA FREE DECOLORIZING POWDER UP TO 6-7 LEVELS		
<b>IDEAL FOR</b>	LIGHTENING PLUS ON MEDIUM DARK BASES		ULTIMATE COMFORT FOR LIGHTENING ON MEDIUM BASE		
<b>LIGHTENING TECHNIQUES</b>	FOILS	COLOR REMOVER PLUS	FOILS	COLOR REMOVER	COLOR REMOVER WASH
<b>MIXING RATIO</b>	1+2	1+2 + 10 gr CONDITIONER (REVIVOR PRO)	1+2	1+2 + 10 gr CONDITIONER (REVIVOR PRO)	1+3 + 10 ml SHAMPOO
<b>SUGGESTED VOLUMES</b>	10 - 20 - 30 vol.	10 - 20 vol.	10-20-30 vol.	10-20-30 vol.	10 vol.
<b>PROCESSING TIME</b>	UP TO 50'	UP TO 30'	UP TO 35'	UP TO 45'	UP TO 20'
<b>LIFTING LEVELS</b>	UP TO 9 LEVELS		6-7 LEVELS		
<b>APPLICATION METHOD</b>	DRY HAIR		DRY HAIR		WET HAIR





CLAY BLONDE	SILKY DECO CREAM			SUN LIGHT OIL			
DECOLORIZING CLAY POWDER UP TO 6 LEVELS	DECOLORIZING CREAM UP TO 6-7 LEVELS			AMMONIA FREE LIGHTENING OIL UP TO 2-3 LEVELS			
LIGHTENING ON MEDIUM BASE WITH FREE HAND TECHNIQUES	LIGHTENING ON MEDIUM BASE AND TOTAL DECOLORIZING			SOFT AND NATURAL LIGHTENING			
BALAYAGE; SHATUSH; OMBRÉ	TOTAL DECOLORIZING	FOILS	COLOR REMOVER WASH	FOILS (SUNKISSED EFFECT)	SOFT LIGHTENING OF THE NATURAL BASE (SWEETEN THE BASE)	GLOSSY EFFECT FOR NATURAL COLOR (GLOSS & SHINE EFFECT)	LIGHT COLOR CLEANING/ REMOVAL
1+1,5	1+2	1+2	1+3 + 10 ml SHAM-POO	1+2	1+2	1+2	1+2
20-30-40 vol.	10-20-30 vol.	10-20-30 vol.	10 vol.	30-40 vol.	10-20 vol.	10-20 vol.	30-40 vol.
UP TO 40'	UP TO 35'	UP TO 45'	UP TO 20'	FROM 20' TO 45'	FROM 5' TO 15'	FROM 5' TO 15'	FROM 30' TO 40'
UP TO 5-6 LEVELS	UP TO 6 LEVELS			2-3 LEVELS (depends on the base: natural or cosmetic)	1-2 LEVELS	1-2 LEVELS	UP TO 1 LEVEL
DRY HAIR	DRY HAIR		WET HAIR	DRY HAIR	WET HAIR	DRY HAIR	WET HAIR

## HOW TO USE

DECO+TONER	DECO	💧	LIGHT SHAMPOO	💧	TONER	💧	SEALER	💧	SHAMPOO	💧	CONDITIONER	💧
DECO	DECO					💧	SEALER	💧	SHAMPOO	💧	CONDITIONER	💧
TONER					TONER	💧	SEALER	💧	SHAMPOO	💧	CONDITIONER	💧

#ohmyblonde  
#ombitely  
#omb



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