

I | BLONDE
decolor

Say 'yes' to blonde, with I|Blonde.
I|Blonde by Elgon is the complete range
of products for your blonde needs.

AN OPPORTUNITY CALLED BLONDE NEEDS, DESIRES AND QUESTIONS

40% of customers that request a color service, opt for a **bleaching service**.

These Customers tend to pay more attention to hair care and are willing to invest more to achieve the desired result and maintain it over time.



How many times has bleaching been a **technical challenge for the colorist?**

Finding a hairdresser who manages to achieve the desired blond, builds customer loyalty.



How many times have you wished for **more performing** products to help you overcome this challenge?



One blonde does not fit all.

There is no perfect blonde ... but there is the perfect blonde for you. No blonde is the same as another. Trust the professional and find the right blonde for you in Elgon salons.

BLONDE: NEEDS, DESIRES AND QUESTIONS

Today's customers, informed through the internet and inspired by social media, are becoming more and more sophisticated and demanding when it comes to their hair.

They have very specific ideas about what they want and always expect the hair-stylist to be able to satisfy their requests.

Meet the growing expectations of a more demanding clientele - in a targeted fashion - with the infinite technical bleaching services of I|Blonde.



SAY 'YES' TO BLONDE, WITH I | BLONDE

I|Blonde is a wide range of professional products for bleaching, designed to respond in a targeted way to all blonde needs.

ADVANTAGES FOR THE SALON

With I|Blonde you can satisfy your customers' desire for blondes, thanks to new generation **high performance** formulas and technical services that **respect** the hair fiber.



In 2019 the Elgon Decolor family started to grow with the launch of Cream Bleach.

In 2020 the I|Blonde concept was launched giving life to a new era in blondes by Elgon.

In 2021 the range is further increased with **3 new launches.**

I|Blonde is the **complete range of lightening products for your blonding needs**. It blends upgraded bleaching powders to protective ingredients of natural origin, for an effective yet gentle approach to lightening hair. Thanks to the luxurious, creamier textures, it promises a new blonde experience for both clients and salon workers. Suitable for all lightening techniques.

ADVANTAGES FOR THE SALON

Choose from a range completely dedicated to the world of blondes, taking advantage of:

- a wide choice of products to achieve the desired blonde,
- the possibility of customization and control of the various application techniques, thanks to formulas with specific characteristics,
- the possibility to work in combination between precision and freehand techniques.



DECOLOR CREAM BLEACH	I BLONDE SUPER 9	I BLONDE FREEHAND	I BLONDE WHITE PLUS	I BLONDE EXTRA BLUE	I BLONDE ULTRAVIOLET
Technology Beeswax Emollients	Technology AC Oil Complex Wakame Algae	Technology AC Oil Complex Clay formula Golden Algae	Technology AC Oil Complex Spirulina Algae	Technology Anti-Orange AC Oil Complex Sea Kale	Technology Anti-Yellow AC Oil Complex Red Algae
Levels lift: 6	Levels lift: 9	Levels lift: 7	Levels lift: 7	Levels lift: 7	Levels lift: 7
Mix ratio 1:1,5 All Oxi-Cream	Mix ratio 1:2 3-9% Oxi-Cream	Mix ratio 1:2 All Oxi-Cream	Mix ratio 1:2 All Oxi-Cream	Mix ratio 1:2 All Oxi-Cream	Mix ratio 1:2 All Oxi-Cream
Development time 45 minutes	Development time 45 minutes Time-speed effect: 5 tones in 30 minutes	Development time 45 minutes	Development time 45 minutes	Development time 45 minutes	Development time 45 minutes
Ideal for: full-head bleaching and re-growth touch-up.	Ideal for: faster lightening and/or darker bases.	Ideal for: freehand bleaching techniques, such as balayage.	Ideal for: all lightening techniques.	Ideal for: counteracting underlying orange tones on all lightening techniques.	Ideal for: counteracting underlying yellow tones on all lightening techniques.

||BLONDE: WHAT'S NEW

Increase the competitiveness of the salon by updating the technical services in a simple but substantial way.

Three new bleaching powders:



- **Clean uniform lightening** thanks to the new generation formulas that achieve 7 levels lift, visibly more intense and brilliant.
- **More respect of the hair fiber with AC Oil Complex**, a rich blend of oils to protect the hair from the stress caused by bleaching and guarantee a soft cosmetic feel.



- **Added moisture and protection** thanks to specific algae that enrich each ||Blonde formula.



- **Easier, more precise application** thanks to more compact and smooth new powders that are suitable for all application techniques, for creamier textures and better adherence to the hair.
- **More compact formula** thanks to new technology, luxurious dust-free powders.



NEW I|BLONDE: LATEST GENERATION PROFESSIONAL FORMULAS FOR YOUR NEW BLONDE EXPERIENCE

Embrace the gentle approach to bleaching services with products and services that respect the hair fibre without compromising on performance.



AC OIL COMPLEX

A rich blend of oils from: sunflower, soybean, lavender, rosemary as well as calendula extract, vitamin E and bisabolol.

Thanks to its filming and conditioning action, it **protects the hair structure during the lightening process**, for an increased cosmetic effect on the hair, leaving it softer to touch.



**Beautiful, brilliant healthy-looking Blondes
with AC Oil Complex**



ILLUMINATING BLONDE

MY BEAUTY STORY MY UNIQUE BLONDE

All in-salon services for a personalised blonde as per the customers' specification, thanks to the new Illuminating Blonde technique.

Don't forget retail sales opportunities, recommending a personalised 'My Beauty Routine' to the customer.

To always be in the loop, follow the online training sessions on our **YouTube channel** or contact edu@elgoncosmetic.it



INSPIRE YOUR CUSTOMERS' DESIRE TO GO BLONDE AND MAXIMISE THE VISIBILITY OF THE LATEST LAUNCH OF NEW COMMUNICATION TOOLS



- **Poster Blonde Sensation***

To communicate to customers, starting from the window, the new like-worthy services that can be created thanks to the Elgon novelties, a poster entirely dedicated to the world of blondes.
2 sided 70*100 cm - One language only
Cod. 5923030032



- **I|Blonde backbar folder**

Illustrates the novelties of the line I|Blonde and briefly highlights features, advantages and benefits.



- **I|Blonde whatsapp card**

Communicate all the news directly and quickly with customers: new looks, new services and all the new products.

DON'T FORGET THE USEFUL TOOLS FOR IN-SALON SERVICES:



- **Precision brush**

Ideal for highlights and precision work, as well as full-head bleaching.
Cod. 5100560007



- **Color bowl**

To prepare the mixture before application.
Code 5100420001



- **Silver meches foils**

For maximum adherence during precision work.
Cod. 5305010000



- **Spongy foils***

For maximum flexibility and work comfort.
Cod. 5423030007



- **Lightening board***

For freehand services.

*While stocks last

THE NEW I|BLONDE RANGE PRODUCTS

Dust-free bleaching powders with a compact, creamy, smooth texture to facilitate application and improve adherence to the hair.



I |BLONDE WHITE PLUS

High-performing, dust-free classic bleaching powder for all lightening techniques. Classic white for reliable lightening. Optimal visual control of lightening. Lifts up to 7 levels.

IN-DEPTH LOOK AT THE FORMULA:

- **AC Oil Complex:** protects your hair from the stresses caused by bleaching.
- **Spirulina Algae:** with reinforcing and regenerating properties.

FREE FROM: silicones, parabens.



I |BLONDE EXTRA BLUE

High performing, dust-free blue bleaching powder that counteracts underlying orange tones. Lifts up to 7 levels.

IN-DEPTH LOOK AT THE FORMULA:

- **AC Oil Complex:** protects your hair from the stresses caused by bleaching.
- **Sea Kale:** rich in vitamin E, with anti-aging, protective and revitalizing properties from free radicals.

Luxurious soft steel blue color.

FREE FROM: silicones, parabens.



I |BLONDE ULTRAVIOLET

High performing dust-free violet bleaching powder that counteracts underlying yellow tones. Lifts up to 7 levels.

IN-DEPTH LOOK AT THE FORMULA:

- **AC Oil Complex:** protects your hair from the stresses caused by bleaching.
- **Red Algae:** with softening, moisturizing and energizing properties.

Luxurious soft icy violet color.

FREE FROM: silicones, parabens.



THE REST OF I|BLONDE RANGE PRODUCTS

I |BLONDE FREEHAND



Available sizes:
400g – 40g

Ultra-compact clay bleaching powder ideal for freehand bleaching techniques. Lifts up to 7 levels.

IN-DEPTH LOOK AT THE FORMULA:

- Versatile easy-to-work formulas.
- Elastic texture.
- Maximum precision and perfect adherence to the hair.
- Enriched with **Golden Algae** and **AC Oil Complex**.

FREE FROM: silicones, parabens.



I |BLONDE SUPER 9



Available sizes:
500g – 50g

Extra powerful bleach designed to achieve the highest lift in the shortest time. Lightens hair up to 9 levels.

IN-DEPTH LOOK AT THE FORMULA:

- Creamy consistency.
- Maximum neutralisation of undesired tones.
- **TIME-SPEED effect:** up to 5 levels in 30 minutes.
- Enriched with **Alga Wakame** and **AC Oil Complex**.

FREE FROM: silicones, parabens.



Cream Bleach completes the Decolor range

CREAM BLEACH



Available sizes:
500g

Lightening cream ideal for full-head bleaching and re-growth touch-up.

Enriched with beeswax, it guarantees up to 6 levels of lift, whilst leaving the hair protected and hydrated.

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