ICE BRONDE

THE ICE BRONDE LOOK INSPIRATION WAS TAKEN FROM WHITE MINK. The color transforms and lifts down from shadowed roots. Transcending from dark to light, the blue-ash tones at the root melt into the light of a pearl-white blonde. The 70s vibe of the style shows in a long circular fringe, opened casually to reveal a strong glance, and in the movement of the soft, filtered layers of the cut that add a more lived-in feel.







BEFORE
COMPLEXITY: High

COLOR PLACEMENT:

COLOR FORMULAS:

A BLONDOR MULTI BLONDE Powder
+ Welloxon Perfect 6 % (1:1.5)
B COLOR TOUCH 7/89 + 5/1 (3:1)
+ COLOR TOUCH Emulsion 1.9 %
C COLOR TOUCH 8/81 + 0/88 (5:1)
+ COLOR TOUCH Emulsion 1.9 %
D COLOR TOUCH 10/81 + 9/16 (1:1)
+ COLOR TOUCH Emulsion 1.9 %



CUT

SECTION
Create a triangle section at the fringe area from the point of the outer eyebrow to the point of the opposite outer eyebrow. Divide the back from the front with a section from the top of the head to the middle of the ear.



STEP 02
Cut through the side with a curved shape, shorter toward the front, to create a 70s layered style. Proceed with the same technique on the other side.





STEP 01
Cut the first section in a straight line to the desired length. Continue with the same technique section by section up to the crown.



STEP 03
To cut the fringe, comb the hair into your fingers in the natural fall, applying strong tension. Twist your fingers with the hair inside and cut a straight line in one go – fingers flat on the bridge of the nose. The action of using tension and twisting the hair will result in a 70s rounded fringe.

COLOR







STEP 01
Full-head pre-lightening with color A – starting from the back nape and working towards the front. Apply the color 5 cm away from the scalp from mid-lengths to ends. This creates more shadow on the crown and less toward the hairline. Once the desired lift has been achieved, push color A toward the roots to get a smooth transition from the lighter ends to the darker roots – develop for a short period of time. Rinse, shampoo, and neutralize with BLONDOR SEAL & CARE and dry the hair.



STEP 02
Work section by section and apply colors B, C, and D randomly approximately as follows: color B 3 cm from the roots to shadow, color C 5 cm away and color D to the remaining hair of the section. Develop, rinse, shampoo, and neutralize.

STYLE



STEP 01

Apply **new EIMI Shape Me** all over on wet hair and start to blow-dry the perimeter without creating any volume at the roots – but with some movement at the ends. Roll the ends of the front hair area towards the back to create the 70s vibe. Keep going with the same technique toward the top of the head.



STEP 02

Blow-dry the fringe as a roller, then blow-dry the extremity toward the sides of the head to create the movement.



STEP 03

Apply EIMI Perfect Me to perfect the texture and to protect the hair. Use the Wella Pro Curl 32 mm toward the back to accentuate the desired 70s vibe. Finish off the look with your fingers and fix with EIMI Stay Styled.



STYLING PRODUCTS:

Use **new EIMI Shape Me** for style creation with a 48 hr shape memory effect, **EIMI Perfect Me Hair BB Lotion** for smoothness and delicate shine, and **EIMI Stay Styled** as a workable finishing spray.



AT-HOME CARE RECOMMENDATION:

Enrich Shampoo and **Enrich Mask** repair and moisturize the hair, leaving it soft and irresistibly smooth to the touch. **Color Recharge Cool Blonde Shampoo and Conditioner** can be used as an alternative care regimen once a week to maintain the cool effect.



ALTERNATIVE FORMULAS:

Koleston Perfect
Color A: n/a
Color B: 8/8 + 5/1 (3:1)
+ Welloxon Perfect 6 %
Color C: 8/8 + 0/88 (5:1)
+ Welloxon Perfect 6 %
Color D: 10/8 + 9/16 (1:1)
+ 2 parts of Welloxon Perfect Pastel or COLOR TOUCH Emulsion 1.9 %

Scan this code to watch video.

PLACEHOLDER QR CODE TO SBS VIDEO (COLOR 28/28/28/10)