

**JOICO**  
the **joi** of healthy hair

# BLONDELIFE®

## SALON TECHNICAL GUIDE



# BLONDELIFE®

## ALL-IN-ONE BLONDING SYSTEM

CRAFTED SPECIFICALLY FOR BLONDES AND THOSE WHO WANT TO BE LIFTED TO NEW HEIGHTS WITHOUT SACRIFICING HAIR'S SHINE OR CONDITION.



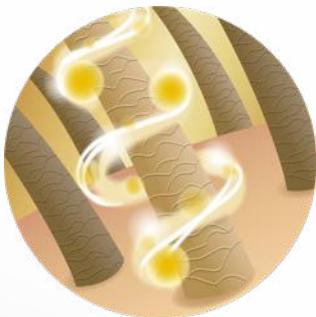
“ No matter the starting level or hair texture, I trust **Blonde Life** to help me achieve **maximum lift** while keeping my clients' hair **healthy-looking** and **strong**.”

**Larisa Love**

Global Brand Ambassador  
& Artistic Director

See blonde hair in a whole new light with **Blonde Life by Joico**.

A comprehensive system of lighteners, toners, and care products designed to help you achieve every blonde ambition with **strong, shiny, and healthy-looking** results.



### BUILD BONDS FOR **STRONG BLONDES**

With powerhouse formulas featuring **bond-building Arginine** and a **signature Tamanu-Monoï Oil blend**, Blonde Life **targets the daily challenges blonde hair faces**—including brassiness, off-tones, fading, and breakage\*—both **in the salon and at home**.

\*Against combing breakage on damaged hair, when used with Blonde Life Brightening Masque vs. a non-conditioning bleach



# BLONDELIFE® LIGHTENING POWDER

If blonde is great, BLONDER is better. Especially when you're lightening up strands with a high-lift formula that kicks you **up to 9+ levels** in record time.\* With our powerful formula, you'll build bonds for strong blondes, minimize damaging\*\* applications, and bypass the hassle of additives. Used on the scalp or off, Blonde Life Lightening Powder gets you beautifully blonde in a flash.



## Here's Why You'll Love It

- Delivers up to 9+ levels of fast-acting lift
- Builds bonds for strong blondes
- Our fastest\* way to lighten & brighten hair
- Strengthens hair, reducing breakage by over 54%\*\* in just one treatment
- A powerhouse formula including Tamanu and Monoi oils

## Ideal When

- You want to lift hair to new heights without sacrificing its shine or condition
- You want to take hair from dark to light with a single lightening service
- You want to create healthy-looking blondes that feel nourished
- You want to go blonde and build bonds in one lightening service

## Now Let's Use It

**OFF-SCALP:** Mix to the desired consistency (1:1 or 1:2), 1 scoop of Blonde Life Lightening Powder with 1 or 2 oz of 10-Volume (3%), 20-Volume (6%), 30-Volume (9%), or 40-Volume (12%) Joico developer of your choice.

**ON-SCALP:** Mix (1:2) 1 scoop of Blonde Life Lightening Powder with 2 oz of 10-Volume (3%) or 20-Volume (6%) Joico developer of your choice. **DO NOT USE** 30-Volume (9%) or 40-Volume (12%) developers for ON-SCALP mixtures.

**TIMING:** Process for up to 60 minutes (or until the desired lift is achieved) without heat.

**POST-COLOR SERVICE:** Rinse hair thoroughly. Shampoo with Blonde Life Brightening Shampoo. Rinse well. Apply Blonde Life Brightening Masque and leave it in for 5 minutes. Rinse thoroughly and towel-dry hair. Style as usual with your favorite Joico products.

\*vs. other Joico lighteners

\*\*Against combing breakage on damaged hair, when used with Blonde Life Brightening Masque vs. a non-conditioning bleach

# BLONDELIFE<sup>®</sup> SILVERLIGHT<sup>®</sup> LIGHTENING POWDER

Set the stage for cool, silvery blonde tones with Blonde Life SilverLight Lightening Powder. Formulated with Charcoal, our cool-as-can-be formula helps neutralize brassiness while providing the same **9+ levels of lift** you expect from Blonde Life.



## Here's Why You'll Love It

- Helps prime hair while processing to prepare for cool/silver blondes
- Charcoal-infused formula helps counteract brassiness while processing hair
- Delivers up to 9+ levels of fast-acting lift
- Does not transfer when rinsing
- Strengthens and protects hair, making it 2x more resistant to breakage\*

\*Against combing breakage on damaged hair, when used with Blonde Life Brightening Masque vs. a non-conditioning bleach

## Ideal When

- You want a lightener that lifts and primes hair for cool blonde results
- Pairing with cool/neutral Blonde Life Demi Gloss shades
- Your client wants cool, gray, ash, or silver toned blonde hair
- You want ash blonde hair that looks healthy
- You want a high-lift lightener that helps reduce breakage and leaves hair feeling stronger with each application\*

\*Against combing breakage on damaged hair, when used with Blonde Life Brightening Masque vs. a non-conditioning bleach

## Now Let's Use It

**ON-SCALP:** Mix 1 scoop (20g) of Blonde Life SilverLight with 2 fl oz (60 ml) of 10- (3%), or 20- (6%) Volume Joico developer of your choice. **DO NOT USE** 30- (9%) or 40- (12%) Volume for ON-SCALP mixtures.

**OFF-SCALP:** Mix 1 scoop (20g) of Blonde Life SilverLight with 1 fl oz (30 ml)- 2 fl oz (60 ml) of 10- (3%), 20- (6%), 30- (9%), or 40- (12%) Volume Joico developer of your choice.

**TIMING:** Process for up to 60 minutes or until the desired lift is achieved. **DO NOT USE HEAT.**

**POST-LIGHTENING SERVICE:** Shampoo from hair with Blonde Life Brightening Shampoo and follow with Blonde Life Brightening Masque.

**PRO TIP:** Use Blonde Life Violet Shampoo to help neutralize remaining brassy tones before the final gloss.

# BLONDELIFE® CRÈME LIGHTENER

Start the clock and watch Blonde Life Crème Lightener rocket your clients to bombshell status in no time flat. Joico's fastest\* crème lightener lifts hair **up to 9+ levels**, builds bonds, and delivers beautiful, brilliant blonde hair that will blow you (and everyone else) away.



## Here's Why You'll Love It

- Delivers up to 9+ levels of fast-acting lift
- Builds bonds for strong blondes
- Reduces breakage by 77% in one application\*
- Designed for on-/off- scalp application & easy rinsing
- Strengthens hair, making it 4x more resistant to breakage\*

\*Against combing breakage on damaged hair, when used with Blonde Life Brightening Masque

## Ideal When

- You want up to 9+ levels of lift with less fear of damage\*
- You want to go blonde quickly while maintaining healthy-looking hair
- You want the freedom to create off-the-scalp, freehand balayage and ombré looks
- You want a formula that stays moist, allowing you to safely lift hair with a flexible viscosity
- You want blonde hair that is shiny and lustrous
- You want to help protect\* strands for double-processed blondes
- You want a versatile formula for unlimited color techniques, including sombré and babylights

\*Against combing breakage on damaged hair, when used with Blonde Life Brightening Masque

## Now Let's Use It

**ON-SCALP APPLICATION:** Mix to the desired consistency (1:1 or 1:2) with 10-Volume (3%) or 20-Volume (6%) Joico developer of your choice. **DO NOT USE 30-Volume (9%) or 40-Volume (12%) developers for ON-SCALP mixtures.**

**OFF-SCALP APPLICATION:** Mix to the desired consistency (1:1 or 1:2) with 10-(3%), 20-(6%), 30-(9%), or 40-(12%) Volume Joico developer of your choice.

**TIMING:** Process for up to 60 minutes or until the desired result is achieved. No heat – room temperature only.

**POST-COLOR SERVICE:** Rinse hair thoroughly. Shampoo with Blonde Life Brightening Shampoo. Rinse well. Apply Blonde Life Brightening Masque and leave it in for 5 minutes. Rinse thoroughly and towel-dry hair. Style as usual with your favorite Joico products.

# BLONDELIFE® BALAYAGE LIGHTENER

## POWERED BY BLONDE LIFE LIGHTENING POWDER TECHNOLOGY

No more having to choose between lift and creative freedom. We've teamed the power of Blonde Life Lightening Powder with the precision of kaolin clay in our Blonde Life Balayage Lightener that lifts hair **up to 7+ levels** in a single application. With a soft clay texture that stays put throughout painting and processing, our game-changing formula helps you create balayage and freehand looks with ease and speed.



## Here's Why You'll Love It

- Delivers up to 7+ levels of fast-acting lift
- Builds bonds for strong blondes
- Designed for foil-free lightening and painting techniques
- Soft clay texture stays put when lifting
- Stays moist and does not transfer while processing
- Formulated with bond-building Arginine + our signature Tamanu-Monoi oil blend for beautiful blonde hair

## Ideal When

- Creating beautifully blended, natural-looking highlights (think: sun-kissed but better)
- You want the freedom to apply freehand painting techniques
- Your client wants a low-maintenance, lived-in blonde look
- You want a clay lightener that doesn't sacrifice lift

## Now Let's Use It

### **DO NOT USE ON SCALP | FOR OFF-SCALP APPLICATION ONLY**

**OFF-SCALP APPLICATION:** Mix to the desired consistency (1:1 or 1:2), 1 scoop of Balayage Lightener with 1 or 2 oz of 10-Volume (3%), 20-Volume (6%), 30-Volume (9%), or 40-Volume (12%) Joico developer of your choice.

**TIMING:** Process for up to 60 minutes or until the desired level is achieved. Do not use heat.

**POST-COLOR SERVICE:** Rinse hair thoroughly after processing. Shampoo with Blonde Life Brightening Shampoo. Rinse well. Apply Blonde Life Brightening Masque and leave it in for 5 minutes. Rinse thoroughly and towel-dry hair. Style as usual with your favorite Joico products.



# BLONDELIFE® DEMI GLOSS TONER

Luminous shine, bond-building benefits, and endless toning possibilities? Say hello to Blonde Life Demi Gloss Toners—our demi-permanent palette that checks all the must-haves on your list! Use these intermixable liquid shades to boost shine, neutralize brassiness, and create customized Blonde Life® masterpieces.



**8N/8.0**  
Rooted



**10N/10.0**  
Self-Made Blonde



**12N/12.0**  
Nude



**9G/9.3**  
Gold Coast



**10G/10.3**  
Bondi Beach



**9V/9.2**  
Blonde Ambition



**10V/10.2**  
Violet Platinum



**12V/12.2**  
Lavender Haze



**9BV/9.82**  
Pearl



**10BV/10.82**  
Moonstone



**9SB/9.8**  
Ice Queen



**10SB/10.8**  
Glacial Goddess



**9T/9.88**  
Storm



**10T/10.88**  
Lightning



**12T/12.88**  
Starlight



**CLEAR**

## Here's Why You'll Love It

- Builds bonds for strong blondes
- One formula tones, glazes & glosses
- Helps refresh dull, brassy blondes
- Leaves hair looking luminous & shiny
- Intermixable shades—customizable results in one step
- Drip-free bottle application
- Ammonia-free formula
- Our powerhouse formula including Tamanu and Monoi oils

## Ideal When

- You want to craft luxe-looking, made-for-me shades
- You want to tone pre-lightened hair
- You want to refresh, glaze, or gloss blonde hair
- You want to cancel out brassy undertones or unwanted warmth
- Your client wants to refresh dull, brassy blonde hair back to its original-looking brilliance and tone

## Now Let's Use It

**MIXING INSTRUCTIONS:** Mix 1:1 with 5-Volume Joico developer of your choice. Best applied with a color applicator bottle. When mixing in a bottle, add developer first, then color and shake well.

**TIMING:** Process for up to 20 minutes (or until the desired tone is achieved) at room temperature.

**POST-COLOR SERVICE:** Rinse thoroughly. Shampoo with Blonde Life Brightening Shampoo. Rinse well. Apply Blonde Life Brightening Masque and leave it in for 5 minutes. Rinse thoroughly and towel-dry hair. Style as usual with your favorite Joico products.

# BLONDELIFE® QUICK TONE LIQUI-CRÈME TONER

Fabulous blonde hair in 5 minutes or less! Our Blonde Life Quick Tone Liqui-Crème Toners—in Sand, Silver, Violet, and Clear—let you trend-set gorgeous blonde creations FAST. Go for solo shades or intermix; this gleam team makes brass a thing of the past.



SAND



VIOLET



SILVER



CLEAR

## Here's Why You'll Love It

- Time-saving formula delivers instant toning in 5 minutes or less
- Sand, Silver, and Violet can be intermixed to customize toning and correct any RPC issue
- Clear can be mixed with Sand, Silver, or Violet to customize deposit and slow down processing time
- Joico's quickest and most powerful toner
- Unique liqui-crème formula is the ideal viscosity for quick bottle application while also facilitating fast, even deposit of tone in the hair
- Formulated with bond-building Arginine
- Infused with Blonde Life's unique oil blend
- Ammonia-free formula leaves hair in better condition – even on damaged, color-treated, or bleached hair
- Long-lasting results

## Ideal When

- You want quick, beautiful blonde results on highlighted or blonde hair
- You want to counteract RPC to deliver a gorgeous, natural blonde tone
- You want to achieve beautiful, on-trend fashion tones on pre-lightened hair
- You want to protect and maintain hair health and avoid damage
- You want shiny-looking, conditioned blonde hair

## Now Let's Use It

**MIXING INSTRUCTIONS:** Mix 1:1 with 5-Volume Joico developer of your choice.

**APPLICATION:** Best applied with a color applicator bottle. When mixing in a bottle, add developer first, then color, and shake well. Apply to damp, towel-dried, or completely dried pre-lightened (bleached) hair or previously colored hair in need of a toning refresh.

**TIMING:** Process for up to 5 minutes or until the desired tone is achieved. Do not use heat.

**POST-COLOR SERVICE:** Rinse thoroughly. Shampoo with Blonde Life Brightening Shampoo. Rinse well. Apply Blonde Life Brightening Masque and leave it in for 5 minutes. Rinse thoroughly and towel-dry hair. Style as usual with your favorite Joico products.





# BLONDELIFE® COCONUT OIL DEVELOPER

Mix some Coconut Oil into the bleaching process with Blonde Life Coconut Oil Developer, formulated to work in harmony with all Blonde Life lighteners and toners to help leave hair feeling soft and hydrated.

Available in 5-Volume (1.5%), 20-Volume (6%), and 40-Volume (12%).



## Here's Why You'll Love It

- Formulated with Coconut Oil to help hair feel hydrated
- Helps hair look smooth and feel soft
- Easy-to-mix, creamy, spreadable consistency
- Our powerhouse formula including Tamanu and Monoi oils

## Ideal When

- You want to add a splash of Coconut Oil to your color service

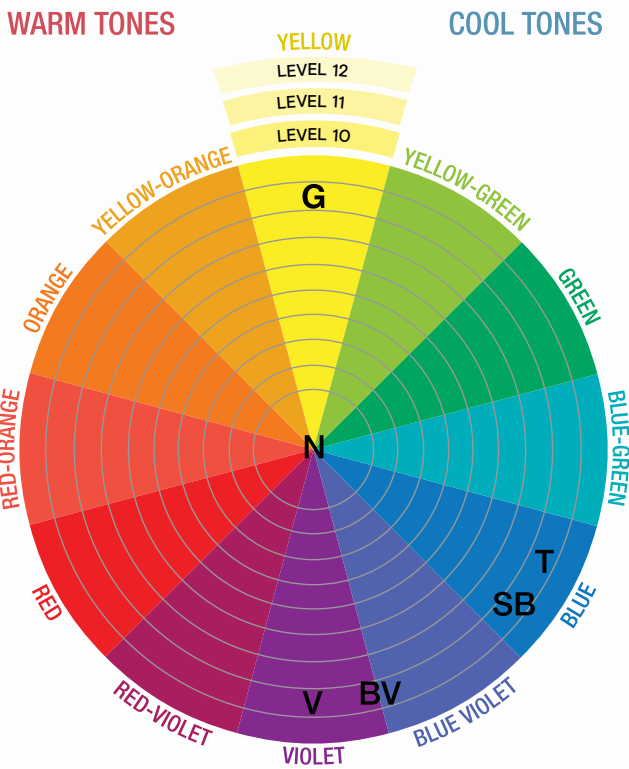
# PROCESSING TIMES & MIXING RATIOS



LIGHTENING POWDER	SILVERLIGHT® LIGHTENING POWDER	BALAYAGE LIGHTENER	CRÈME LIGHTENER	DEMI GLOSS TONER	QUICK TONE LIQUI-CRÈME TONER
For fast-acting lift	For fast-acting lift with a charcoal-infused formula that helps counteract brassiness while processing	For fast-acting lift on balayage & hand-painted techniques	For fast-acting lift with a hydrated feel	Ammonia-free formula tones, glazes & glosses	Time-saving, ammonia-free & delivers progressive color results
ON-SCALP	ON-SCALP		ON-SCALP		
OFF-SCALP	OFF-SCALP	OFF-SCALP	OFF-SCALP		

# LIFTING & TONING GUIDE

	1	2	3	4	5	6	7	8	9	10	11	12
NATURAL LEVEL	Black	Darkest Brown	Dark Brown	Medium Brown	Light Brown	Dark Blonde	Medium Blonde	Blonde	Light Blonde	Lightest Blonde	Extra Lightest Blonde	Palest Blonde
UNDERLYING PIGMENT	Blue	Blue/Violet	Violet	Red Violet	Red	Red/Orange	Orange	Yellow/Orange	Yellow	Light Yellow	Lightest Yellow	Palest Yellow
NEUTRALIZING TONE	Orange	Yellow/Orange	Yellow	Yellow/Green	Green	Blue/Green	Blue	Blue/Violet	Violet	Light Violet	Lightest Violet	Palest Violet

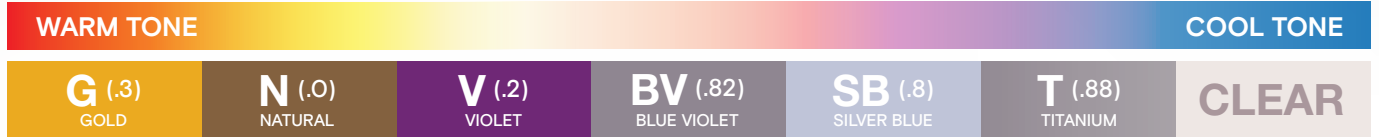


## GET THE LOOK

Lightener: Blonde Life Lightening Powder + 20-Vol. Developer  
 Toner: Blonde Life Demi Gloss Toner 10G + 5-Vol. Developer



# TONING CHART



**12**  
Palest Blonde

<b>12N/12.0</b> Nude	<b>12V/12.2</b> Lavender Haze	<b>12T/12.88</b> Starlight	<b>CLEAR</b>

**10**  
Lightest Blonde

<b>10G/10.3</b> Bondi Beach	<b>10N/10.0</b> Self-Made Blonde	<b>10V/10.2</b> Violet Platinum	<b>10BV/10.82</b> Moonstone	<b>10SB/10.8</b> Glacial Goddess	<b>10T/10.88</b> Lightning

**9**  
Light Blonde

<b>9G/9.3</b> Gold Coast	<b>9V/9.2</b> Blonde Ambition	<b>9BV/9.82</b> Pearl	<b>9SB/9.8</b> Ice Queen	<b>9T/9.88</b> Storm

**8**  
Blonde

<b>8N/8.0</b> Rooted

QUICK TONE SILVER

1 min				5 mins

QUICK TONE VIOLET

1 min				5 mins

QUICK TONE SAND

1 min				5 mins

# DEFY DAMAGE® DETOX BONDING SERVICE

Enhance your Blonde Life service with Joico's Defy Damage® Detox Shampoo and KBOND20™ Power Masque. Working in synergy to remove metals and trace minerals while building bonds, this dynamic duo promotes healthy-looking hair and ensures optimal color protection. Ideal when performing a lightening service before toning.



- 1 Prior to your color or lightening service, cleanse the hair using Defy Damage **Detox Shampoo** to eliminate copper, hard water buildup, trace minerals, and other impurities.



- 2 Dry the hair thoroughly, then proceed with your color or lightening service following the recommended guidelines.



- 3 Rinse or shampoo the hair with Defy Damage **Protective Shampoo**.



- 4 Apply Defy Damage **KBOND20 Power Masque** to strengthen hair bonds and safeguard your color service. Leave the masque in for 2-5 minutes before rinsing thoroughly.

# BLONDELIFE® IN-SALON AND AT-HOME CARE

Protect, nourish, and strengthen newly lightened blonde hair with our glistening collection of targeted, in-salon and at-home care essentials.



## BLONDELIFE BRIGHTENING SHAMPOO

With a luscious lather, free from SLS/SLES Sulfates,\* our extraordinary shampoo gently lifts away dirt and oil, restores hair's optimal pH level, banishes brass, and leaves strands clean, soft, and super comb-able. (How's that for fun?)

- Gently cleanses with rich lather
- Free of SLS/SLES Sulfates\*
- Added softness and smoothness
- Helps keep blondes bright

\*SLS/SLES Sulfates = Sodium Lauryl Sulfate and Sodium Laureth Sulfate



## BLONDELIFE BRIGHTENING CONDITIONER

This powerful yet lightweight formula instantly revives blonde hair without weighing things down, giving you the kind of champagne shine and detangling power that makes you feel bubbly all over.

- Nourishes bleached, double-processed, or high-lifted blonde hair without weight
- Instantly detangles
- Keeps hair polished and bright



## BLONDELIFE BRIGHTENING MASQUE

In just 5 minutes, our magician-of-a-treatment instantly hydrates, softens, and amps up your pale strands by neutralizing those nasty trace minerals that lead to dullness and yellowing. Nothing heavy, nothing greasy...just on-tone, crystal-clear perfection here.

- Instantly hydrates bleached, double-processed, or high-lifted blonde hair
- Adds softness and shine
- Keeps hair polished and bright
- Neutralizes chlorine and removes trace minerals to detox hair



## BLONDELIFE BRILLIANT GLOW BRIGHTENING OIL

Get ready for a blast of crystal-clear shine and softness—the kind of gorgeous illumination that puts a powerful spotlight on blondes. Just a single application of our brilliant oil instantly revs up the radiance of even the lightest hair, nourishing and protecting each delicate strand with a megawatt gleam.

- Makes blonde hair appear bright
- Shine is magnified for extraordinary illumination\*
- Won't stain even the palest shades of blonde
- Provides 87% less combing breakage on clean, damaged hair

\*vs. untreated hair





## BLONDELIFE VIOLET SHAMPOO

You'll never lose your cool with this brilliant, brass-neutralizing cleanser—free of SLS/SLES Sulfates\*—that instantly banishes undesirable yellow tones so cool blondes stay nice and icy.

- Instantly cools brassy tones and brightens cool blonde hair
- Helps maintain healthy-looking hair and brilliant shine
- Rich lather gently cleanses hair

\*SLS/SLES Sulfates = Sodium Lauryl Sulfate and Sodium Laureth Sulfate



## BLONDELIFE VIOLET CONDITIONER

Nourish and neutralize in one brilliant application of our color-balancing formula that gives cool blonde hair everything it needs—shine, hydration, and protection—while sending brass packing.

- Instantly cools brassy tones and brightens cool blonde hair
- Helps maintain healthy-looking hair and brilliant shine
- Nourishes and protects fragile blonde hair
- Provides incredible slip and detangling



## BLONDELIFE BLONDE STRONG DETANGLER

Designed specifically for compromised blonde hair that's seen long-term lightening services, this power player tackles even those fragile strands you're afraid to run a brush through.

- Detangles and leaves fragile strands feeling hydrated
- Helps prevent and mend split ends\*
- Strengthens hair, making it resistant to breakage\*\*
- Keeps blonde hair feeling soft and looking bright
- 72 hours of frizz-fighting humidity protection†
- Protects from damaging UV and heat up to 450°F / 232°C‡

\*Until next use

\*\*Against combing breakage on damaged hair vs. untreated hair

†vs. untreated hair, 85% relative humidity conditions

‡When using thermal styling tools