

Schwarzkopf Professional's BLONDME means a golden world for aspiring blondes

By Dawn M. Barker

Throughout history, one look has embraced innocence, glamour and femininity in a way like no other. Whether the sun-kissed colour of the California blonde, the elegant shades worn by Grace Kelly, the powerful and head-turning tone of Mae West or Madonna, or the compelling combination of innocence and sex appeal of women such as Marilyn Monroe, Twiggy or Sienna Miller, blonde has been a colour to which generations of women have aspired.

North American statistics show that only five percent of women here are naturally blonde. Half of women colour their hair, and forty-two percent of those choose blonde. Therefore, up to a quarter of all women are blonde, naturally or artificially!

Sadly, it has seemed that not every woman was destined for blonde glory. Over-processed, straw-like hair, colours that didn't mesh with skin tones and eye colour, or unsightly brassiness seemed to be the fate of many women who aspired to join the ranks of the golden-tressed.

With the unveiling of its new product BLONDME, Schwarzkopf Professional has evolved blonde hair as more than a mere colour, elevating it to a lifestyle choice, and undertaking to find the luminous blonde goddess in every woman.

"BLONDME is a hair care system that starts with training and materials to help your stylist find the right colour for you, whether it's warm, neutral or cool," said award-winning Essential Looks artist Rasa Jurenas.



Rasa Jurenas

"There are six Colour Additives which can be mixed with the base cream to achieve more than 40 different shades, to ensure that the right blonde colour is achieved."

The system has a book with overlay swatches which stylists use to discuss the optimal colour with clients.

"The system allows you to be able to offer a customized blend to each client," Jurenas said.

She added that the advanced technology and foundation ingredients which make up the system provide up to eight levels of colour lift, and provide neutralization effects to prevent the development of yellowing or brassiness.

Jurenas noted that the BLONDME system doesn't stop there, though.

"The best thing about BLONDME is that it's a haircare system that starts in the salon, and which you bring home to continue care, to ensure that the perfect blonde you've achieved is maintained," she said.

The after-care products include Reflective Luminosity Shampoo and Nourishing Luminosity Conditioners in warm, neutral and cool shades, and a BLONDME Shine Moisture Mask, a multi-tonal mask to provide deep, intensive repair, provide strength and moisturize, smooth the hair surface, illuminate the shine of the hair, and provide UV protection against structural damage.

"This product means that you don't necessarily have to be over-processed to be a blonde," Jurenas said. "Schwarzkopf Professional has introduced the proper ingredients to keep hair healthy during the pre-lightening process, and keep hair shiny and conditioned."

The shampoo and conditioner contain purifying detox agents to remove the magnesium and calcium found in water, which dulls hair. Deep penetrating proteins and glycine amino acid ingredients maintain the hair's moisture balance while strengthening and repairing the inner core, and Schwarzkopf Professional's Prism-Shine-Technology with Liquid Rock Crystal encases the hair to provide a smooth, luminous surface and shine. The cool and warm tone revivers maintain the achieved colour without changing the hair's tone.

Instead, every time hair is cleaned, conditioned or styled, colour is revived and enhanced.

What about grey hair – or even colour-resistant grey?

No problem, according to Jurenas. "The system provides excellent grey coverage," she said.

"Even if someone wants to keep a salt-and-pepper lock, BLONDME is ideal. The cool and neutral after-care products help take out the yellow tones that dull the salt-and-pepper lock, and help the silver look punchy."

Not content to have produced the first full-spectrum blonde colour and care system, Schwarzkopf Professional plans to introduce later this spring a line of mousse in the cool, neutral and warm lines to further enhance the colour retention and enhancement.

"BLONDME really keeps hair to a healthy standard, and maintains all kinds of blonde hair – cool, warm and neutral – to the colour it was when it was professionally done," Jurenas said.

Schwarzkopf Professional's BLONDME will be available beginning March, 2008 at select salons across Canada. BLONDME is available to salons in Manitoba through ESP Salon Services at (204) 774-6685. For more information on the BLONDME line, please visit the website at http://www.schwarzkopf-professional.com/en_COOM/imagine/blondme-intro/. ©

