

KENRA
COLOR

simply
blonde®

BLONDING YOU CAN TRUST





simply blonde®

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A complete high-performing system for all your blinding & bonding goals

Take the guesswork out of blinding with every tool you need for the most demanding of hair color clients.

This easy-to-use collection provides precision application and simple formulating for optimal blinding.

Simple

Easy-to-use tools & techniques for the most demanding of color clients



LIFT & LIGHTEN



BEYOND BOND LIGHTENER

BLUE POWDER LIGHTENER

CLAY LIGHTENER

NO AMMONIA LIGHTENER

CONTROL & BRIGHTEN



ULTRA LIFTS

CONTROL & TONE



BASE BREAKERS

LIFT & LIGHTEN

BEYOND BOND LIGHTENER

- Lifts **9+ levels** in a single application
- Includes integrated DUALBOND technology that mends inner bonds and seals the outer cuticle
 - This technology leaves hair 28% smoother and 50% more manageable
 - Enhances color service deposition and longevity
- Application:
 - In foil
 - Double Processing
 - Global application with 20V or below for on scalp
- Mixing Ratio: **1:2 to 1:3**
- Developer: **10V-30V**
- Processing Time: **45-55 minutes**
It is not recommended to process under heat



BLUE POWDER LIGHTENER

- Lift up to **8 levels** in a single application
- Blue base for neutralization during the lifting process for anti-yellowing effects
- Application:
 - Global application with 20V or below for on scalp
 - In foil
 - Balayage techniques
- Mixing Ratio: **1:2 to 1:3**
- Developer: **10V-30V**
- Processing Time: **up to 45 minutes**
It is not recommended to process under heat



LIFT & LIGHTEN

LIFT & LIGHTEN

CLAY LIGHTENER

- Lift up to **7 levels** in a single application
- Formulated with Kaolin Clay to create a cast and lock in moisture
- Application:
 - Balayage techniques
 - Off-scalp application
- Mixing Ratio: **1:2 to 1:3**
- Developer: **10V-30V**
- Processing Time: **up to 45 minutes**
It is not recommended to process under heat



NO AMMONIA LIGHTENER

- Lift up to **8 levels** in a single application
- Application:
 - In foil
 - On or off-scalp application
- Mixing Ratio: **1:1 to 1:3**
- Developer: **10V-30V**
- Processing Time: **up to 45 minutes**
It is not recommended to process under heat



LIFT & LIGHTEN

LIGHTENER COMPARISON

	BEYOND BOND LIGHTENER	BLUE POWDER LIGHTENER	CLAY LIGHTENER	NO AMMONIA LIGHTENER
				
	9+ LEVELS OF LIFT	8 LEVELS OF LIFT	7 LEVELS OF LIFT	8 LEVELS OF LIFT
IDEAL SERVICES	Maintenance of hair condition while lifting through DualBond technology	All service	Foil-free balayage and freehand painting	Ammonia-free & fragrance-free with integrated DualBond technology

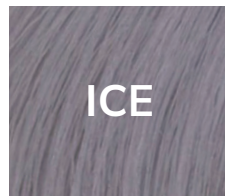
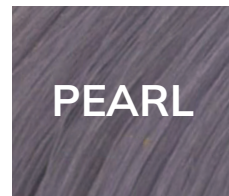
BASE BREAKERS

- Quickly lifts base while neutralizing to soften & blend
- Apply intermix-able shades to natural or pre-lightened hair to enhance or neutralize existing tones in the hair
- Mixing Ratio: **1:1**
- Developer: **20V**
- Processing Time: **Up to 5 minutes**
- Available shades:



ULTRA LIFTS

- Lift up to **4 levels** in a single application
- Ultra smooth consistency is easy-to-use and easy-to-mix for seamless applications
- Formulated with a cool blue base
- Mixing Ratio: **1:2**
- Developer: **30V & 40V**
- Processing Time: **Up to 40 minutes**
- Available shades:



RAPID TONERS

- Tone in just 5 minutes. Experience up to 2x the shine & reliable, long-lasting results every time.
- Mixing ratio: **1:2**
- Demi-permanent Activator: **9V**
- Processing Time: **Up to 5 minutes**
- Available shades:



DEVELOPERS

- Ultra smooth consistency
- Precision pour spout for exact measuring of formulations and efficient product usage with no waste
- Available in: **10V, 20V, 30V, 40V**

10V: Standard developer for compromised hair or on-scalp application

20V: Standard developer for reliable results, off-scalp application / Base Breakers

30V: Power developer for enhanced lift, off-scalp application, and Ultra Lifts

40V: For use with Ultra Lifts



FREQUENTLY ASKED QUESTIONS

Q: Can the Ultra Lifts remove artificial hair color?

A: No, the Ultra Lifts are not able to lift out artificial haircolor, only natural color.

Q: What is the base pigment of the Ultra Lifts?

A: The base pigment of the Ultra Lift coloring cremes is blue.

Q: What level can the Ultra Lifts be used on?

A: Ultra Lift coloring cremes are designed to be used on levels 6 and above.
If used on darker levels, expect a warmer end result.

Q: What is a clay lightener?

A: A clay lightener is a lightening product formulated with a thick creamy consistency and when applied to the hair, it creates a 'cast' to prevent bleeding onto other sections of hair without using foils or plastic.

Q: Can I mix a booster into Clay Lightener to help neutralize warmth when lifting?

A: We do not recommend mixing boosters into Clay Lightener, to neutralize warmth; we recommend following the service with Demi-permanent Color.



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Need more information?
We are here to help.

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