SIMPLY BLONDE
The Art of Blonding, Simplified
## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE ART OF BLONDING, SIMPLIFIED</td>
<td>1</td>
</tr>
<tr>
<td>LIFT</td>
<td>CONTROL</td>
</tr>
<tr>
<td>BLUE POWDER LIGHTENER</td>
<td>4</td>
</tr>
<tr>
<td>TRANSPARENT LIGHTENER SYSTEM</td>
<td>5</td>
</tr>
<tr>
<td>CLAY LIGHTENER</td>
<td>6</td>
</tr>
<tr>
<td>ULTRA LIFT</td>
<td>7</td>
</tr>
<tr>
<td>SHEER TONE</td>
<td>8</td>
</tr>
<tr>
<td>DEVELOPER</td>
<td>9</td>
</tr>
<tr>
<td>FORMULATIONS</td>
<td>10</td>
</tr>
<tr>
<td>FAQ</td>
<td>12</td>
</tr>
<tr>
<td>NOTES</td>
<td>14</td>
</tr>
</tbody>
</table>
SIMPLY BLONDE

Take the guesswork out of bloning 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 blonding.
Simple
Easy-to-use tools & techniques for the most demanding of color clients

Reliable
Our signature Lift | Control | Tone performance provides radiant results, every time

Versatile
The collection offers endless creativity, because every blonde is unique

Inspiring Loyalty
Be the stylist behind the blonde your client simply falls in love with
LIFT | CONTROL | TONE  Performance

**LIFT**  Optimal lightening, precision, & control

**CONTROL**  Advanced neutralization of underlying pigments

**TONE**  Desirable tones that last & control brassiness

**LIFT & LIGHTEN**

- **BLUE POWDER LIGHTENER**
  - Blue base for neutralization
  - Lifts up to 8 levels

- **TRANSPARENT LIGHTENER**
  - Clear predictable lift
  - Lifts up to 5 levels

- **CLAY LIGHTENER**
  - Designed for freehand/balayage
  - Lifts up to 7 levels

**CONTROL & BRIGHTEN**

- **ULTRA LIFT**
  - Lift, control, & tone with a single step

**TONE & FINISH**

- **SHEER TONE**
  - Perfect neutralization with a translucent finish
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:
  • In foil
  • Balayage applications
• Mixing Ratio: 1:2 to 1:3
• Developer: 20V & 30V
• Processing Time: up to 45 minutes
  *It is not recommended to process under heat

NOTES:
TRANSPARENT LIGHTENER SYSTEM

• Lift up to **5 levels** in a single application

• Unique Activator for a clear predictable lift

• Application:
  • In foil
  • On regrowth to monitor lifting and prevent over-processing

• Mixing Ratio: **1:3**

• Developer: **Transparent Lightener Activator**

• Processing Time: **up to 45 minutes**
  *It is not recommended to process under heat*

NOTES:

________________________
________________________
________________________
________________________
________________________
________________________
________________________
________________________
________________________
________________________
________________________
________________________
________________________
CLAY LIGHTENER

• Lift up to 7 levels in a single application
• Formulated with Kaolin Clay to create a cast and lock in moisture

• Application:
  • Foils & plastics not necessary
  • Freehand/balayage techniques
  • Off-scalp application

• Mixing Ratio: 1:2 to 1:3

• Developer: 20V & 30V

• Processing Time: up to 45 minutes
  *It is not recommended to process under heat

NOTES:
ULTRA LIFT

• 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:

NATURAL  PEARL  ICE

NOTES:

_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
SHEER TONE

• Deposit the perfect neutralizing tone over lightened hair for a luminous, translucent finish

• Apply intermixable 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 30 minutes

• Available Shades:

  NATURAL GOLD
  GOLD BASE

  ROSE
  RED | COPPER BASE

  ICE
  BLUE BASE

  STEEL
  VIOLET BASE

• For a less intense tone, process for 5 minutes and increase until desired tonality is achieved

NOTES:

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________
DEVELOPER

• Ultra smooth consistency

• Precision pour spout for exact measuring of formulations and efficient product usage with no waste

• Available in: 20V, 30V, 40V
FORMULATIONS

HAIR PAINTING
Client example

Formulation

FOILING
Client example

Formulation
TONING
Client example

Formulation

NATURAL LIFTING
Client example

Formulation
FREQUENTLY ASKED QUESTIONS

Q: Can I use the 20V, 30V, or 40V Developer with the Transparent Lightener?
A: It is not recommended to do so. The Transparent Lightener is designed to work specifically with the Transparent Lightener Activator for a truly transparent processing effect.

Q: Do the lighteners neutralize warmth while lifting?
A: Yes, the Blue Powder Lightener contains neutralizing tones to control underlying pigments while lifting.

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: Are Ultra Lifts intermixable with Kenra Color® High Lifts?
A: We do not recommend mixing Ultra Lifts with any Kenra Color® cremes. Each formula has a specialized base designed to work with its own set of developers and results may not be predictable when mixed.

Q: What is the base pigment of the Ultra Lifts?
A: The base pigment of the Ultra Lift color cremes is blue.

Q: What level can the Ultra Lifts be used on?
A: Ultra Lift color cremes are designed to be used on levels 6 and above. If used on darker levels, expect a warmer end result.

Q: Are Sheer Tone shades Permanent or Demi-Permanent?
A: Sheer Tones are Permanent coloring cremes.

Q: Are Sheer Tones intermixable with the Kenra Color® Rapid Toners?
A: We do not recommend mixing Sheer Tones with Kenra Color® Rapid Toners. Each formula has a specialized base designed to work with its own set of developers and results may not be predictable when mixed.

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: Is there really clay in the lightener? What is the base of the lightener?
A: A clay lightener contains a clay polymer that creates the ideal painting consistency and creates the cast on the hair.

Q: What makes Clay Lightener so special?
A: Clay Lightener contains special thickening ingredients that give the lightener a ultra creamy consistency and thick viscosity while maintaining a smooth and easy application.

Q: Can I process Clay Lightener under heat?
A: Kenra Professional does not recommend processing Clay Lightener under heat.

Q: How many levels does Clay Lightener lift?
A: Clay Lightener can lift up to 7 levels in an application.

Q: What color powder is Clay Lightener?
A: Clay Lightener is a white powder.

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 Sheer Tones.

Q: What Developers can I use with Clay Lightener?
A: Simply Blonde Developers 20V and 30V.

Q: What is the lifting agent in Clay Lightener? Is it ammonia?
A: Clay Lightener utilizes a combination of persulfates and ammonia to achieve the 7 levels of lift.

Q: What is the mixing ratio and what consistency should it produce?
A: 1:2 to 1:3 depending on the preferred viscosity. The consistency should be thick and creamy and be able to glide onto the hair while painting.

Q: Why would I choose Clay Lightener over other powder lighteners?
A: Clay Lightener is a great product when hair painting/free hand lightening.

Q: Can I still use Clay Lightener inside of foils?
A: Clay Lightener can replace the need for foils due to the cast it creates, but if desired it can still be used inside foils.
ARTISTIC & EDUCATION

Kenra Professional's Artistic and Education team is dedicated to staying innovative, replicable, and inspiring. Strong relationships and a commitment to artistry allow us to create effective tools for professionals to build their business behind the chair every day.
KENRACOLOR®

Color Fearlessly. Color Beautifully.