

ALTEREGO
— ITALY —

BLONDEGO

*Balayage (Ultra
Clay Lightener 9 Lightener*

SALON EXCLUSIVE
WWW.ALTEREGOITALY.COM

*Creativity
Precision
Intensity*

BLONDÉGO
OPENS NEW FRONTIERS
IN THE WORLD OF BLEACHING

Give free rein to your imagination and
discover the endless shades of the

PERFECT BLONDE

*Protection
Brightness*

Alter Ego Italy presents

BALAYAGE CLAY LIGHTENER & ULTRA 9 LIGHTENER

The new bleaching products of the Blondego range that allow to obtain **customised results** and meet **any lightening need**, whilst ensuring **maximum comfort** and **respect** for the hair structure.



PRO-LIGHT SYSTEM



THE EXCLUSIVE 2-IN-1 SYSTEM
THAT COMBINES THE BLEACHING POWER OF LIGHTENING POWDERS
WITH CONDITIONING PROPERTIES.

- formulated with a mix of sugars and amino acids,
it is a **high performance conditioner**
- it maintains the **right level of hydration** thanks to its
— ability to favour the adhesion of water molecules to
the hair
- it helps **protect** against aggressive chemicals
- **it does not interfere** with the performance of the
bleaching powder

Results

High bleaching performance
Hair is protected during and after the bleaching treatment
Brightness and softness

PRO-LIGHT SYSTEM



BALAYAGE CLAY LIGHTENER

ZERO-DUST PINK BLEACHING POWDER,
IDEAL FOR **FREEHAND LIGHTENING TECHNIQUES UP TO 7 LEVELS.**

Enriched with **Clay and Pro Light System**
Versatile formula, easy to mix
Elastic texture

Maximum **precision** and **adhesion** during the application to the hair
Maximum **respect of the hair structure**



MIX RATIO
1:2 with Coactivator Cream
10/20/30/40 vol.



SETTING TIME
45 minutes



KAOLIN-WHITE CLAY

The absorbent properties of the clay give an elastic consistency to the bleaching powder that perfectly adheres to the separate hair strands for creative lightnings, soft and bright hair.



3D effect
Balayage for
soft and natural
blonde hair

PRO-LIGHT SYSTEM



ULTRA 9 LIGHTENER

ZERO-DUST GREY BLEACHING POWDER FOR **INTENSE AND PRECISE** LIGHTENING TECHNIQUES **UP TO 9 LEVELS.**

Creamy texture obtained in a mixture with Coactivator Cream
Ensures **high neutralisation** of unwanted reflections
Enriched with **Pro-Light System**
Maximum **respect of the hair structure**
Medium lightenings **up to 5 levels in 30 minutes**
High-performance lightenings **up to 9 levels in 60 minutes**



MIX RATIO

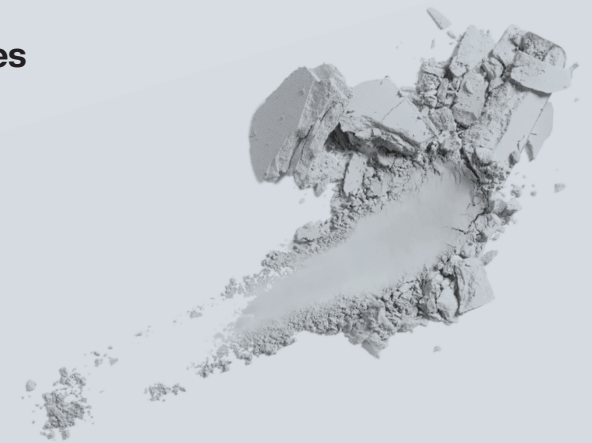
1:2 - 1:3

with Coactivator Cream
10/20/30 vol.



SETTING TIME

30 - 60 minutes

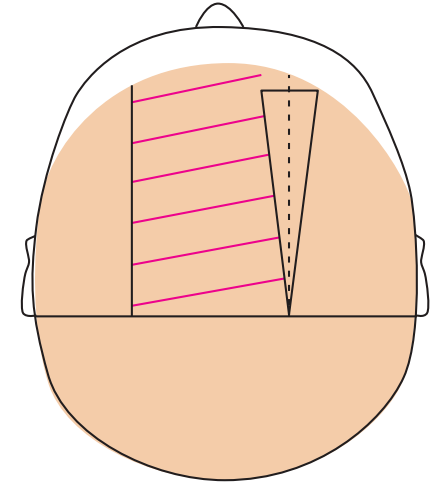


For intense and
well-defined
lightening,
ultra bright
up to 9 levels



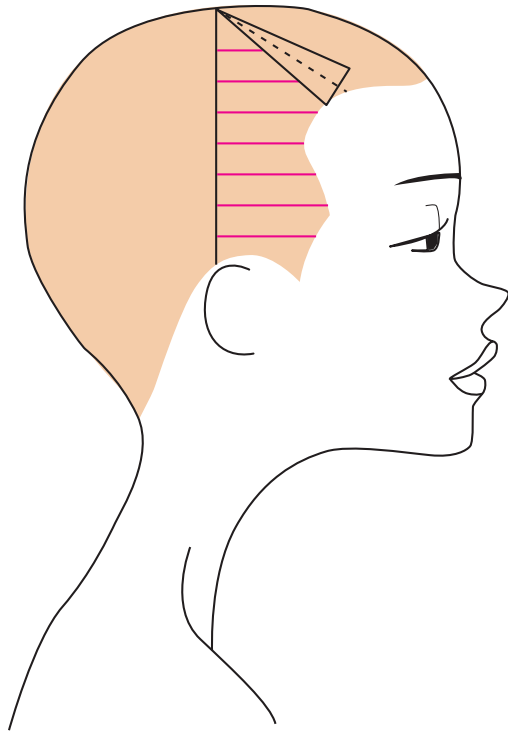
LIGHTENING TECHNIQUE

Soft Balayage



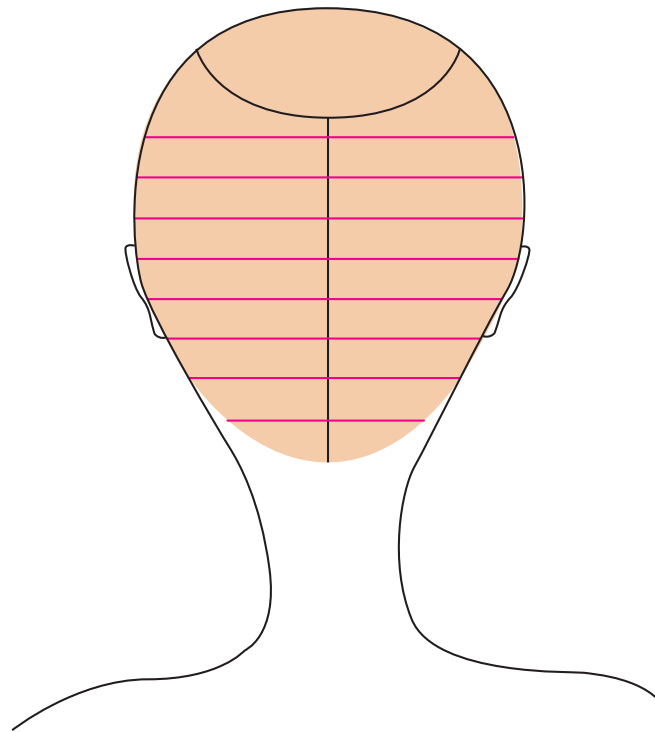
Step 1

Create a separation from ear to ear. On the side parting, create a triangle with the vertex on the previously made separation and a base measuring 2cm about 1cm from the front perimeter. On the opposite side, create a parallel line at about 3/4 of the brow ridge.



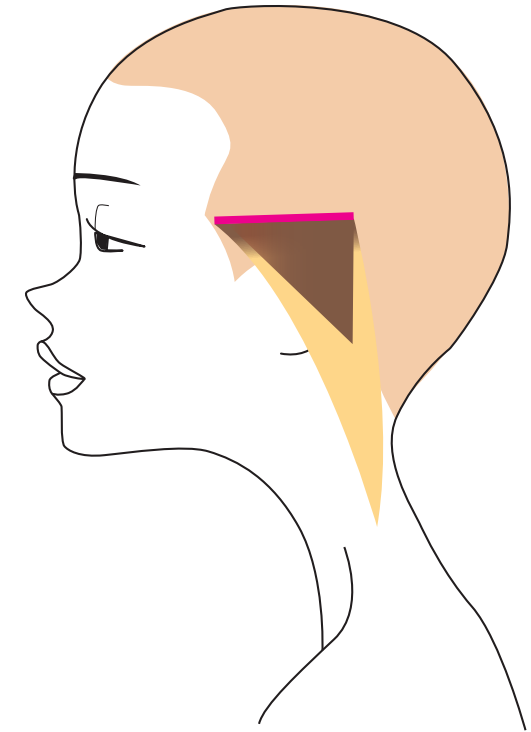
Step 2

Isolate the formed side sections.



Step 3

In the occipital area, create a semicircle with a 2cm radius. Starting from the created section, define a vertical separation at the centre.



Working Method

PINK SEPARATIONS:

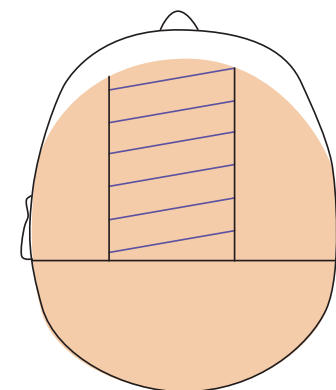
use the double bristle brush to apply Balayage Clay Lightener with the V-shaped Balayage technique. Work on the area at the back and the side areas on horizontal sections and work on diagonal sections at the front.



Hair: Artistic Team Alter Ego Italy / Photography: Andrew O'Toole / Products: Alter Ego Italy

LIGHTENING TECHNIQUE

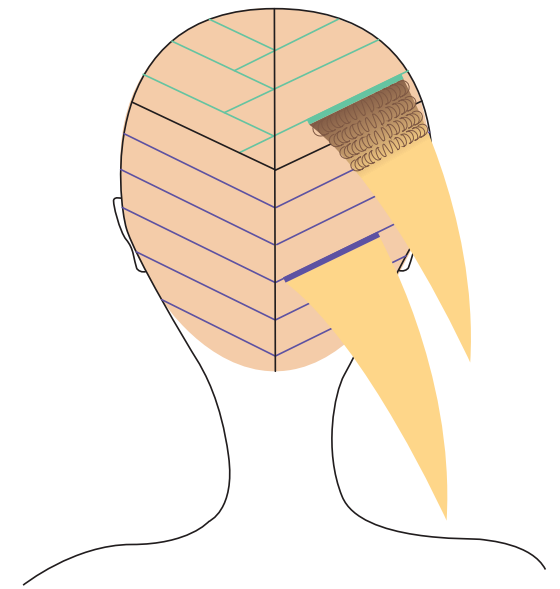
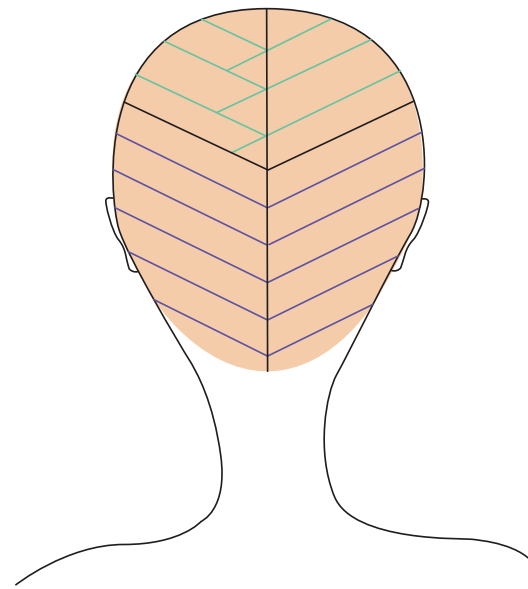
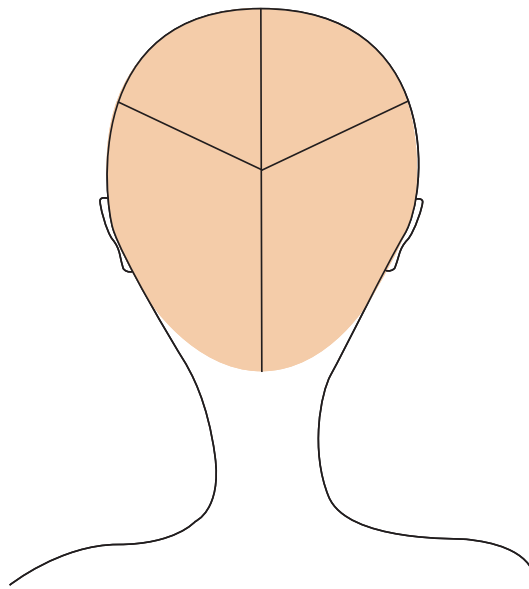
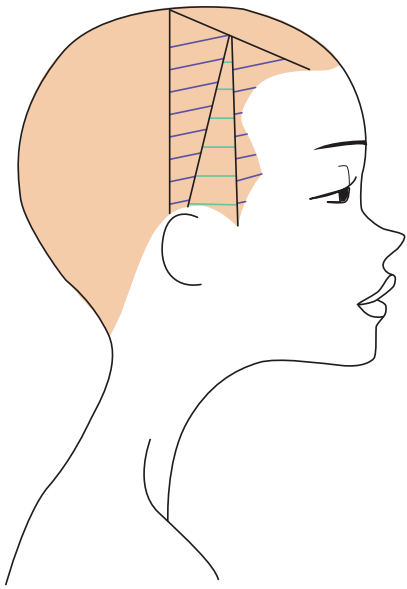
Ultra Blonde



Step 1

Create a separation from ear to ear. Starting from the created separation, form a rectangular separation with the parting and the end of the brow ridge as the reference points.





Step 2

Create a triangle inside both of the formed side sections, as shown in the drawing.

Step 3

At the back, create a vertical separation that divides the area in half. Create a triangular separation that divides the occipital area from the back of the neck.

Step 4

On the back of the neck, create rear diagonals with a 45° inclination, as shown in the drawing. On the occipital area create diagonals fitted into each other as shown in the drawing.

Working Method

LILAC SEPARATIONS:

use the double bristle brush to apply Ultra 9 Lightener with a full technique on the base, length and ends. Work on the area at the back and front with diagonal sections, and horizontal sections on the sides.

GREEN SEPARATIONS:

gather the first 2 cm at the base. On the remaining length apply Ultra 9 Lightener with the full technique. Work on the area at the back with diagonal sections fitted into each other, and horizontal sections on the sides.

LAUNCH KIT

Expand your range of services with the new Blondego bleaching products and the new Blonde Maintain Shampoo treatment.

The Kit Contains

*Balayage Clay Lightener 450gr/
Ultra 9 Lightener 500gr/
Double bristle brush/
Measuring cup*

AEI 9482



Blonde Maintain Shampoo 950 ml

No-yellowing brightening shampoo, ideal for maintaining blonde, bleached and lightened hair.

PLUS:

- **frequent use** shampoo
- *ideal for bleached, lightened, blond, white and grey colored hair*
- **gentle neutralization** of unwanted yellow tones
- provides **brightness and softness**

AEI 9483