

Blonde

Collection

NEW
Blonde
Packages

How to get
the most
**natural
blonde**

Modern
balayage

Best blonde

haircare tips

MAURICEMEADE

Blonde is more than a hair colour, *it's a state of mind.*

All **Blonde Packages** include a **cut, colour** and **blow-dry**.

Our specialist blonde packages bring the best techniques together to create radiant, healthy and natural looking blondes to suit all skin tones and lifestyles, paired with a tailored cut and blow-dry finish.

Whether it's a bright all-over blonde, creating sun-kissed ends or face framing highlights, there is a tone and technique that is unique to you.

How will you wear your blonde?



Keeping it Soft & Natural

Introducing L'Oréal Sunkissed Lightening Oil

Break away from stark contrasts and get soft, luxurious and natural looking highlights. Sunkissed Lightening Oil softens and gently lifts darker base colours to make highlights or balayage blend more seamlessly.

It's the perfect alternative for anyone who wants to dabble in blonde without the commitment, or gently lighten their natural hair colour. Plus, as an oil formula it is super gentle on the hair and scalp.

Ask your colourist about using Sunkissed Lightening Oil in your next colour service.

Sunkissed **Blondes**

\$175 Sunkissed Blonde Package

Perfect for both light and dark natural hair colours, adding subtle feature highlights around the face creates a beautifully soft, sunlit effect so that you can look sun-kissed in any season.



\$225 Sunkissed Blonde Package

This soft blonde brightens up natural medium brunette to mousy blonde hair colours using a gentle oil lightener, with highlights and lowlights to add texture and depth.



A Modern Take on **Balayage**

BALAYAGE IS A TECHNIQUE THAT HAS BEEN AT THE FOREFRONT OF HAIR COLOUR TRENDS FOR THE PAST 5+ YEARS, OFTEN REPLACING TRADITIONAL FOILING IN THE SALON TO ACHIEVE A SOFTER, MORE NATURAL EFFECT.

Many people confuse balayage for 'ombre' or the dip dye colour that was huge a few years ago. The French word 'balayage' simply means 'to sweep', describing the technique used to apply colour to the hair, rather than the finished look.

Balayage uses freehand painting and paddling rather than foils, which gives a less structured and uniform look to mimic natural highlights and lowlights.

"We love using balayage to bring colour closer to the roots for a more modern and effortlessly natural look."

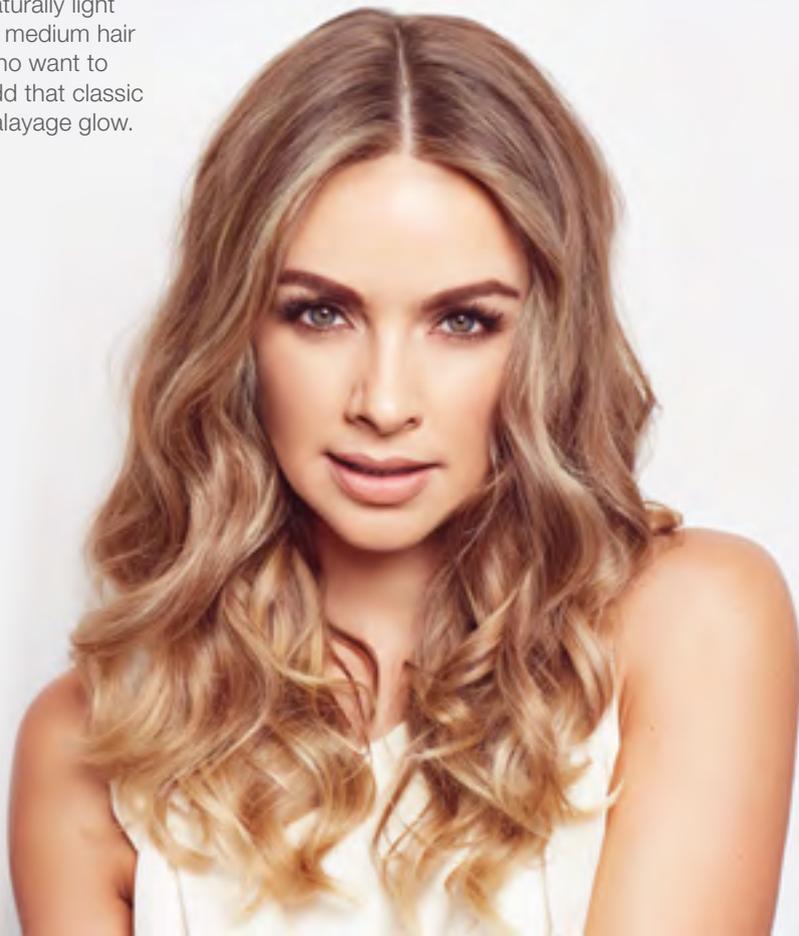
says Maurice Meade
Colour Director
Kellie Squibb.



Balayage Blondes

\$225 Balayage Blonde Package

This look is best for those with naturally light to medium hair who want to add that classic balayage glow.



\$285 Balayage Blonde Package

Ideal for blonde lovers who don't need grey coverage, this package offers a more vibrant yet natural looking result with toner included.



Secrets for longer lasting colour and a more brilliant blonde

Protect

From heat

Always apply a thermal protectant before using heat styling tools to prevent breakage and keep your colour vibrant.

1 We recommend spreading a hazelnut-sized amount of **Kérastase Nectar Thermique** through towel dried hair before using any heat tools to provide your strands with a physical barrier against heat, while cutting drying time in half.

From the elements

Because coloured blonde hair is chemically treated, it can become more susceptible to sun damage, which will make it dry and dull.

2 Cover up with a hat, and apply a UV protectant such as the **Kérastase Soleil CC Crème**.



Use the right shampoo and conditioner

When your hair has been lightened, it's important to use a nourishing and strengthening shampoo and conditioner to maintain your overall hair condition and keep your colour looking its best.

Our recommendations

3 **Shu Uemura Full Shimmer Collection** – illuminating hair care perfect for blondes, enriched with antioxidants and natural botanicals for colour protection.

4 **Kérastase Therapiste Collection** – strengthening haircare, best for higher lift blondes or those with naturally weaker hair to rebuild and resurrect from the inside out.



Tone at home

Using toning products at home will maintain the vibrancy of your blonde between salon visits, whether your blonde is cool or warm.

Our recommendations

5 The **Shu Uemura Colour Lustre Shade Reviving Balms** – a rich, post-shampoo treatment available in both warm or cool blonde shades to prolong the intensity of your colour.

6 **Kérastase Reflection Touche Chromatique** in Cool Blonde – a concentrated ‘ink’ to be added to your Kérastase Masque Chromatique neutralises yellow reflects to enhance cool blondes while providing nourishment and radiant shine to your hair.

7 **Fabuloso Pro Colour Conditioners** – completely customised colour conditioners, mixed in-salon by your colourist to revive your blonde at home.

Keep your maintenance schedule

Did you know that leaving too long between colour appointments can also increase the risk of colour banding occurring?

“Your hair has ‘heat zones’, where the first centimeter or so of hair closest to your scalp is warm and the rest is cool,”

says Daniel Hemsley, Maurice Meade Technical Director.

“Waiting until your regrowth is outside of this zone before your next colour means your colourist needs to do a virgin application to avoid colour banding – which takes more time and will add to your appointment cost.”

The solution?

Ask your colourist to put you on a 4 week Colour Refresh plan.

All Maurice Meade salons offer a **refresh for \$75 when you return within 4 weeks**. It will keep you feeling great about your colour and you will get the most even colour result.

Find your **Tone**

**Are you warm, cool or in between?
There really is a blonde to suit everyone.**

When thinking about going blonde (or any time you change your colour), it's so important to get the right tone for you. The right hue will brighten and even out your skin tone, while enhancing your eyes and facial features. To determine your perfect blonde, it's best to see your colourist for a Personalised Colour Chemistry consultation, or as a general rule:

- **Darker or yellow/warm skin tones** should go for caramel, golden hues to best flatter their look.
- **Fairer or pink/cool skin tones** work best with ash, beige or more metallic shades.



Beautiful **Blondes**

**\$325 Beautiful
Blonde Package**

For blonde devotees who want it all. This package is all-inclusive for complete grey coverage and tone balancing.



Discover **No Damage** Colour*

As hairdressers, it is our utmost priority to protect and maintain the health and integrity of the hair that we colour and style. We want our clients to feel comfortable about lightening or changing their colour with the seasons without compromising the condition of their hair, which is why we use the most revolutionary technology from L'Oréal Professionnel to make it possible.

Our salon secrets to No Damage Colour*

1 INOA Ammonia Free Permanent Hair Colour

Ammonia free and odourless INOA takes the fear out of lightening your hair, allowing your colourist to lighten your hair up to three levels and completely cover greys while respecting the scalp and hair fibre. The innovative INOA Oil Delivery System transports colour pigment, without the damaging effect of ammonia.

*Color after color, hair quality is visibly improved; consumer test, Europe, 408 women and 498 hairdressers.

2 SMARTBOND

L'Oréal Smartbond is a unique system that protects and strengthens during your colour service, and is essential if you are lightening your hair. Your colourist will apply Smartbond during your service to prevent bonds from breaking during the lightening process, which can make your hair feel weak and brittle. We all know that it's much more effective to prevent damage than it is to repair it, right? Think of it like insurance for your hair!

The results are stronger, softer, shinier hair after one application, with a take-home treatment to nourish the hair fibre between colour appointments.



A Touch of **Blonde**

\$175 Sunkissed

Blonde Package

Bringing a touch of blonde to darker hair helps to frame the face and add brightness and texture to your colour. If you are brunette and want to go a little bit lighter without committing to full blonde, try incorporating blonde feature babylights (ultra fine foils) for a soft and subtle lightness.



\$225 Sunkissed

Blonde Package

If you are naturally very dark and want to add highlights, using Sunkissed Lightening Oil will give a subtle, natural lift to your base colour to create an effortlessly blended look.



Colourful Hair

Feeling playful? Layer **L'Oréal Professionnel Colourful Hair** over your blonde to add a splash of colour without the commitment.

Available in 10 intermixable shades for a totally personalised look, Colourful Hair can be applied either pastel or bright and lasts up to 15 washes.

Mercy wears L'Oréal Professionnel Colourful Hair in a mix of Coral and Pink Sorbet.



Metallics

Metallics have never been more on-trend, and this season we're translating it to hair colour. The **L'Oréal Metals by Majirel collection** makes adding iridescent reflects of champagne, silver and rose gold to your blonde easy.

Ask your colourist about finding your perfect metallic shade.



Love Your Blonde

Love Maurice Meade.

Our Stores

City	9321 9987
Subiaco	9381 6447
Claremont	9384 6744
Karrinyup Shopping Centre	9446 2422
Karrinyup David Jones	9445 3403
Garden City Shopping Centre	9315 9144
Whitfords Shopping Centre	9402 5899
ME by Maurice Meade Claremont	9284 2488
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