Kadus PROFESSIONAL

LEARN IT
LIVE IT
SHARE IT

BLONDES UNLIMITED TECHNICAL GUIDE

WHY CREATIVE HIGHLIGHTING

For so many clients, finding just the right personalized, natural color look is a must. It's no surprise, then, that balayage continues to be one of the hottest trends in today's salons. Kadus Professional's new Blondes Unlimited gives you the tools to easily increase color revenue, and the creative freedom to offer your clients dependable results and total expression with free-hand Creative Highlighting.

More than **50%** want **natural color** results

1/3 of women who color hair want **highlights**

Balayage is one of the **most popular** hair color requests in salon

PAINT SMARTER NOT HARDER WITH NEW KADUS BLONDES UNLIMITED

NOW WE HAVE THE PRODUCT THAT DOES IT FOR YOU!

Inspired by the artistry and precision of Chinese porcelain art, we developed Blondes Unlimited, an innovative lightening system for freehand application techniques—no foils required!

The products work in tandem to make this possible: the Creative Lightening Powder contains Kaolin, porcelain clay, which is activated by special ingredients from the Creative Developer in such a way to minimize swelling*.

*65% less swelling vs. Kadus Blonding Powder

BLONDES UNLIMITED

INFINITE CREATIVITY FOR FOIL-FREE APPLICATION TECHNIQUES

- Creative Lightening System with Creative Lightening Powder and 3 different strengths of Creative Developer (20, 30, 40 vol)
- Technology with minimized swelling & creamy consistency
- For precise freehand techniques
- No foils needed
- For beautiful customized looks with natural-looking results

For best results, use the Creative Lightening Powder exclusively with the Creative Developer.

OUR TECHNOLOGY

Our advanced Kaolin clay technology—put into action with the combination of Creative Lightening Powder and Creative Developer—allows for easy distribution and therefore precise application without foils. Hair is lightened exactly where it is applied and not to surrounding areas. Blondes Unlimited allows you to easily push the boundaries of your creativity while offering clients on-trend looks with total ease!

Hair in its original state, which can be controlled and lightened by our products. Previously colored hair can also be lightened.

Blondes Unlimited is applied only to strands requiring lightening. The creamy consistency holds and stays where applied.

Kaolin, porcelain clay, in the Creative Lightening Powder is activated by the Creative Developer, forming a flexible network with minimized swelling.

Due to the minimized swelling, only those hair strands where the product is applied are lightened.

HOW IT WORKS

BLONDES UNLIMITED Use for: Freehand Techniques. No Foils Needed.	OFF THE SCALP **1:1 - 1:3** 	▪ For up to 6 levels of lift ▪ Use with 20, 30 or 40 vol to customize the desired result ▪ Recommended mixing ratio is 1:2 for easiest mixing and best application	 Maximum processing time is 50 minutes. No heat recommended.	Apply on damp hair. Leave 5-10 minutes. Rinse. Visible Repair Shampoo Visible Repair In Salon Treatment

CHOOSING THE RIGHT LIGHTENING PRODUCTS FOR YOUR CLIENT

BLONDING POWDER	BLONDES UNLIMITED
Perfect, dependable results for all classic applications and foiling techniques	Perfect, dependable results for all freehand techniques
For all stylists (from beginners to experts)	Product for creative stylists looking for new opportunities for In-Salon services
Must-have product for color services, like full head application, highlights and color correction	Must-have product for new services, like Balayage, Ombre and Bronde
Reliable for up to 7 levels of lift 	Reliable for up to 6 level of lift

KADUS PROFESSIONAL ON-TREND COLOR SERVICES OVERVIEW

On-trend color services are on the rise but on average only represent up to 11% of salon revenues today. These color services, however, give you the opportunity to charge up to 25% more than for basic color services (such as Classic Highlights).

SO WHY NOT BOOST YOUR COLOR REVENUES WITH KADUS PROFESSIONAL ON-TREND COLOR SERVICES FOR EVERY CLIENT?

Kadus Professional's catalog of on-trend color services enables you to offer your clients expert consultation and an unparalleled salon experience.

	CLASSIC HIGHLIGHTS	BRONDE	OMBRE	BALAYAGE
Color End Result				
	■ Visible contrast between highlighted and non-highlighted hair ■ 'Stripe-like' effect ■ Visible re-growth	■ Gradients of light & dark throughout the hair ■ Creating a 'sun-kissed' effect ■ Combination of brown and blonde shades	■ High contrast between colors, creating a dark-to-light effect with a strong transition ■ Dark roots & very light ends	■ Natural highlights, blending softly into each other ■ Creating 'perfectly natural looks' ■ A soft flow of colors ■ Lighter ends
Type of Service	Single-tone Service	Multi-tonal Service	Multi-tonal Service	Single-tone Service
Application Technique				
	■ Requires foils ■ Each hair strand highlighted evenly from root to ends	■ Can be worked free-hand or as a foiling technique ■ Each strand features a graduation of colors ■ Unlimited use of brown and blonde shades	■ Can be worked free-hand, foils can be used for separation. ■ Each hair strand features dark roots and lighter ends ■ Usually 2 colors, with the option of adding a 3rd color in mid-lengths	■ No foils required ■ Curved sections highlighted only on the top hair in a V-shape, application from roots to ends ■ Less color application on the roots and more color application towards the ends ■ Gradual bleach
Application Time	■ 105 mins	■ 55-70 mins	■ 100-150 mins	■ 70-110 mins
Products Used	■ Foils ■ Developers ■ Base Blonding Powder ■ Up to 3 different shades ■ Post-Color Treatment ■ Shampoo	■ Foils or no foils ■ Base Blonding Powder or Blondes Unlimited or no Lightening product ■ Developers ■ Up to 3 different shades ■ Post-Color Treatment ■ Shampoo	■ Base Blonding Powder or Blondes Unlimited or no Lightening product ■ Developers ■ Up to 3 different shades ■ Post-Color Treatment ■ Shampoo	■ Blondes Unlimited Powder ■ Blondes Unlimited Developers ■ Any shades ■ Visible Repair In-Salon Treatment ■ Shampoo
Advantages vs. Traditional Services	■ Visible highlights from roots to ends ■ Maximum lift	■ Sun-kissed effect ■ Subtle brown & blonde touches	■ More distinctive ■ Soft regrowth due to dark roots	■ Unlimited creativity ■ Very natural color result ■ Soft re-growth ■ Low maintenance look
Time & Cost Comparison	■ Hairdresser Time: ⧖⧖ ■ Products Used: *Recommended Service Price: $	■ Hairdresser Time: ⧖ ■ Products Used: *Recommended Service Price: $$	■ Hairdresser Time: ⧖⧖⧖ ■ Products Used: *Recommended Service Price: $$$	■ Hairdresser Time: ⧖⧖ ■ Products Used: *Recommended Service Price: $$$$

*price at the sole discretion of the hairdresser

PAINT SMARTER NOT HARDER WITH THESE 6 TIPS AND TRICKS

1. Take approx. 1" partings and create a crescent shape at the bottom to ensure that you are only saturating the surface of the hair.
2. Pinch the end of the section and hold it taut as you apply your lightener. Keep tension hold on your section for a more accurate application.
3. Start at the mid-lengths, and work your way up, creating a "V" shape.
4. Extend the bleach all the way towards the scalp and finish at the ends saturating them for a full lightening effect .
5. Change up the application pattern from section to section–switching from "V" shapes to "W" as some of the sections get wider.
6. Keep your sections fine and delicate around the hairline so that your client sees a nice natural highlight when she puts her hair up.

POST-TREATMENT

POST-LIGHTENING TREATMENT

- Once blonding has processed, rinse thoroughly with warm water.
- Shampoo with Visible Repair Shampoo.
- Rinse the hair, squeeze out any excess moisture.
- Apply Visible Repair In-Salon Treatment to neutralize oxidation residue.
- Leave for 5 to 10 minutes.
- Rinse the hair thoroughly and towel dry.

Suitable for both Lightening product lines, Blonding Powder and Blondes Unlimited.

POST-LIGHTENING SERVICE IDEAS

PASTEL TONING	DEMI-PERMANENT COLOR MIXES	GLAZE IT TREATMENT
■ Add a pastel touch to the hair using Permanent Color. ■ After this coloration treat with Color Vibrancy Post-Color Treatment.	■ Add a soft pastel touch to the hair using Demi-Permanent Color. ■ Once processed treat with Color Vibrancy Post-Color Treatment.	■ The perfect solution to make hair color radiant and more vibrant, for longer lasting brilliant color. ■ A combination of Demi-Permanent Color, Demi-Permanent Developer and Post-Color Treatment.
MIXING RATIO 1:2 ■ 1 part Permanent Color (shades from 9 and 10 levels) ■ 2 parts Demi-Permanent Developer 6 Vol	MIXING RATIO 1:2 ■ 1 part Demi-Permanent Hair Color ■ 2 parts Demi-Permanent Developer 6 Vol	MIXING RATIO 1:1:1:1 ■ 1 part Demi-Permanent Shade ■ 1 part Demi-Permanent Mix Tone Clear ■ 1 part Demi-Permanent Developer 6 Vol ■ 1 part Color Vibrancy Post-Color Treatment
APPLICATION Apply immediately from roots to ends	APPLICATION Apply immediately from roots to ends	APPLICATION Apply immediately from roots to ends
DEVELOPMENT TIMES Without heat Up to 15 mins	DEVELOPMENT TIMES Without heat Up to 15 mins	DEVELOPMENT TIMES Without heat 5 mins
IMPORTANT: To achieve an even color result work through the hair evenly within the first 5 minutes of development time.		

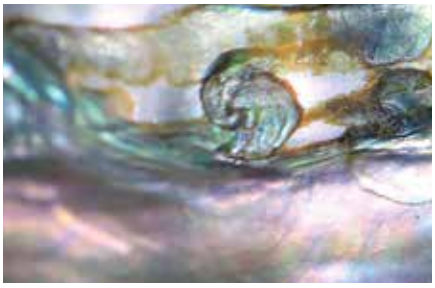
TAKE INSPIRATION FROM THE KADUS SEA-QUILIBRIUM COLLECTION

Kadus Professional's new Blondes Unlimited system makes lightening easier than ever. Discover 5 quick & intuitive Balayage Summer looks that allow you to highlight your client's natural beauty! The Kadus Sea-Quilibrium Collection takes its inspiration from the revitalizing elements found where ocean meets land. Constantly moving light, wind and waves give hair natural looking color and flow, as if lightened by the sun. Beautiful simplicity is easy to achieve when we let nature take the reigns - Perfect Imperfection!

Derived from the Sea-Quilibrium Direction, our Kadus Sea~Craft Balayage service is a free-hand color application that enables total creativity and allows colors to masterfully blend for an authentic look and feel without foils.

SAND DRIFT BALAYAGE

PEARLESCENT BALAYAGE



SHELL BALAYAGE

BEACHWOOD BALAYAGE

SEA STACK BALAYAGE

SAND-DRIFT BALAYAGE

BEFORE
Natural Level: 5
Light Brunette

PRODUCT	FORMULA	SHADE	MIXING RATIO	DEV
Blondes Unlimited	A		1:2	30 vol
Glaze It Treatment	B	9GV + CLEAR + Post-Color Treatment	1:1:1:1	6 vol

*Formulas used are a suggestion for North America

1 Create a cross-part section leaving the nape area out. Take a 1/2" section around the front hairline.

2 Starting at the back, take a diagonal slice. Apply Formula A using a balayage (feathering) technique, creating a V-shape to create dimension. As you move up towards the top of the head, leave 1/2" in between sections to maintain a natural sunlight effect.

3 Continue this technique on the sides, following the the hair's natural pattern. As your subsections get wider, alternate your application creating a "W" with Formula A.

4 At the hairline, paint strands of hair from roots to ends. Process, shampoo and treat with Visible Repair Shampoo and In-Salon Treatment. Finally, pastel tone using Formula B. Lock color in with Color Vibrancy Post Color Treatment.

TIP: When creating your slices, scoop out a crescent shape underneath for better control and dimension.

PEARLESCENT BALAYAGE

BEFORE
Natural Level: 7
Medium Blonde

PRODUCT	FORMULA	SHADE	MIXING RATIO	DEV
Blonding Powder	A		1:2	20 vol
Permanent Color	B	7BB + 8CeV + AA 1oz. 2oz. 4cm	1:2	6 vol
Permanent Color	C	10A + VR 1oz. 6cm	1:2	6 vol
Demi-Permanent Color	D	10PA + PP 1oz. 2cm	1:2	6 vol

*Formulas used are a suggestion for North America

1 If needed, pre-lighten hair with Formula A to a level 10. Once processed, finish with Visible Repair Shampoo and In-Salon Treatment.

2 Apply Formula B on the roots (approx 1"). While color is processing, section off a triangle at the front top part of the head (or fringe area). Take a second section that starts from temple to temple and above the occipital bone, leaving out the bottom area at the ears and nape. Apply Formula B to the mid-length and ends (leaving out the triangular fringe and bottom section).

3 At the bottom section and beginning at the left side, take a triangular subsection and blend in Formula C to the mid-lengths and ends. Take a second subsection this time creating a reversed triangle and blend in Formula D. Continue alternating between formulas in this entire section.

4 In the top fringe area, blend in Formula C from the mid-lengths and ends. Once color is processed all over, finish with Color Vibrancy Shampoo and Post Color Treatment.

TIP: Show off the pearlescent tones with layers and a short fringe in front.

SHELL BALAYAGE

BEFORE
Natural Level: 8
Light Blonde

PRODUCT	FORMULA	SHADE	MIXING RATIO	DEV
Permanent Color	A	10VR	1:1	30 vol
Permanent Color	B	10VR	1:1	20 vol
Blondes Unlimited	C		1:2	30 vol

*Formulas used are a suggestion for North America

1 Using a virgin application technique, apply Formula A from mid-shaft to ends and Formula B at the root. Process. Finish with Color Vibrancy Shampoo and Post Color Treatment.

2 Create a cross-parting and section off 1" at the hairline and leave about 3" in the back "nape" area unsectioned, creating a "halo." Apply Formula C to the "nape" area using a balayage (feathering) technique, from mid-shaft through ends, keeping the ends fully saturated.

3 Take diagonal sections at the front and sides, applying Formula C to the mid-lengths and ends.

4 Follow the same technique application on the other side. Process to desired level of lift. Finish with Visible Repair Shampoo and In-Salon Treatment.

TIP: This technique works great on clients that prefer to keep their hair long with minimal layers. If the hair is layered, just add more sunlights!

BEACHWOOD BALAYAGE

BEFORE
Natural Level: 4
Medium Brunette

PRODUCT	FORMULA	SHADE	MIXING RATIO	DEV
Blondes Unlimited	A		1:2	30 vol
Blondes Unlimited	B		1:2	20 vol
Permanent Color	C	7A + AA 1oz. 6cm	1:2	6 vol

*Formulas used are a suggestion for North America

1 Create a cross-part section leaving the nape area out.

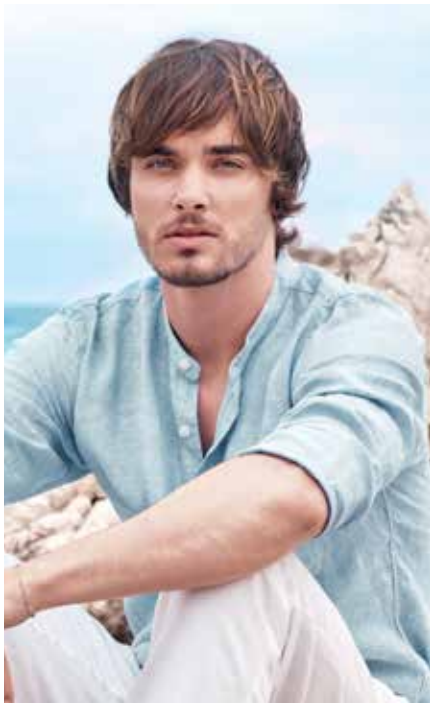
2 Starting at the bottom of the cross parting, take wide curved subsections and apply Formula A in a V-Shape at the mid-lengths and ends using a balayage (feathering) technique, making sure the ends are fully saturated.

3 Continue using this technique with Formula A up to the crown on both sections in the back of the head.

4 Apply Formula B using the Balayage technique (as in Step 2) to the side sections. Once processed, treat with Visible Repair Shampoo and In-Salon Treatment. Towel dry the hair and pastel tone with Formula C. Once processed, lock in color with Color Vibrancy Post Color Treatment. Rinse and style.

TIP: Pastel Toning with permanent color is a great way to remove unwanted brassy tones that regular toning might not eliminate.

SEA-STACK BALAYAGE



BEFORE
Natural Level: 5
Light Brunette

PRODUCT	FORMULA	SHADE	MIXING RATIO	DEV
Blondes Unlimited	A		1:2	20 vol

*Formulas used are a suggestion for North America

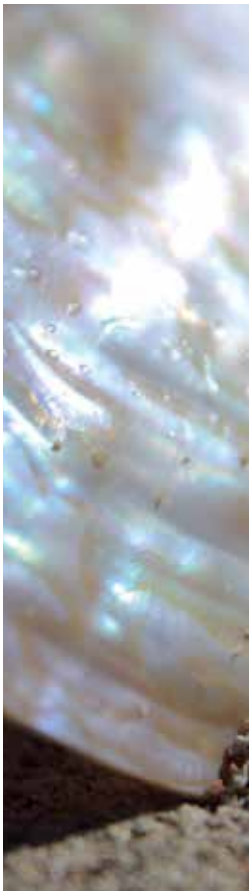
1 Create a mohawk section at the top of the head, leaving the front hairline out to the crown. Starting at the sides, take curved diagonal subsections and apply Formula A creating a "W" on the mid-lengths and ends using a balayage (feathering) technique.

2 Continue this technique on the other side of the head. To keep this look very natural, only do 2-3 sections of balayage in this area.

3 In the mohawk section starting at the front, take a horizontal section, combing it to the left side, and apply Formula A using a balayage or feathering technique.

4 Alternate your combing direction from left to right working towards the crown. Process until desired lift is achieved. Complete your service with Visible Repair Shampoo and In-Salon Treatment.

TIP: This is a quick and easy technique for men with any length of hair.



FOR QUESTIONS, EDUCATION AND MORE INSPIRATION, DOWNLOAD THE **KADUS PROFESSIONAL APP**.

Download on the App Store

ANDROID APP ON Google play

FIND US ON:
@KADUSPROUSA
#KADUSPRO

© 2017 KADUS Professional KAD-LA-R134-17 81614747