

# BLONDE SAVIOR

KEUNE   
HAIRCOSMETICS

# THREE POWERFUL FORMULAS

- Hair is 7x stronger \*
- 96% less breakage \*
- Erases 64% damage from bleaching \*\*
- 76% say hair feels healthier \*\*\*
- 82% agree hair feels smoother \*\*\*



\*Instrumental test after 1x Blonde Savior routine application (Shampoo + Mask + Leave-in)

\*\*Instrumental test after 7x Blonde Savior routine applications (Shampoo + Mask + Leave-in)

\*\*\*Consumer test after 1x Blonde Savior routine application (Shampoo + Mask + Leave-in)





# ADVICE FROM A MASTER

TO CREATE PRODUCTS THAT WORK FOR REAL SALONS, WE CONSULT WITH THE PEOPLE WHO KNOW THE BUSINESS BEST. TODAY WE ARE JOINED BY TIAGO APRIGIO, KEUNE GLOBAL AMBASSADOR FOR ULTIMATE BLONDE, WITH A LOYAL FOLLOWING OF ALMOST HALF A MILLION ON INSTAGRAM.

## **What does 'blonde' mean for you and your salon?**

For me, Blonde means Creativity! Achieving the perfect tailored blonde for each client is the best part which gives me professional and personal fulfillment. In the salon, blonde services generate excellent revenue and are one of the most in-demand services. Blonde services are beyond only lifting the hair; it's also about personalizing, treating, caring, and focusing on your client to achieve the perfect result without compromising the hair quality.

## **Why is it important to take good care of blonde hair?**

Due to the lifting or decoloring process, all chemically treated hair must be cared for and

treated, especially blonde hair. When we lift the natural pigments from the hair, we open the cuticle layers, which alter the hair's pH level and inner structure. We need to restore and reconstruct the internal hair structure and seal the cuticles for healthier hair. A good treatment for blonde hair is very important to achieve the perfect long-lasting result and client loyalty.

## **Why should we use the Blonde Savior products?**

Blonde Savior contains essential ingredients to maintain healthy blonde hair and compensate for all damage caused during the lifting and decoloring process. Glycolic Acid, for example, is super important for hair hydration and

maintains the ideal level of hair moisture. Creatine strengthens and rebuilds post-bleaching bonds, leaving hair stronger and healthier.

## **Can just three products serve all blondes?**

No! I use other products with the Blonde Savior treatment, such as Silver Savior and Keune You, to customize and personalize for each client's needs. Since Blonde Savior treatment strengthens the inner structure and results in stronger, healthy hair, when you combine with Silver Savior or Keune You products, you get easy, successful home maintenance and the best result for your client.



# OPTIMIZED FOR LIGHTENED AND BLEACHED HAIR

CARE Blonde Savior results in hair that is stronger, revitalized and more resilient. This is the outcome of years of work and experience from Keune's in-house scientists.

Their approach went beyond simply making blonde hair look great. It was designed to utilize powerful ingredients, with small enough molecular structures to penetrate the hair cortex and repair it from within.

Bleached and lightened hair often suffers from internal damage and high porosity. So CARE Blonde Savior was developed to support mechanical hair properties, to rebuild and strengthen hair into the future.



# THE INGREDIENTS FOR INCREDIBLE HAIR

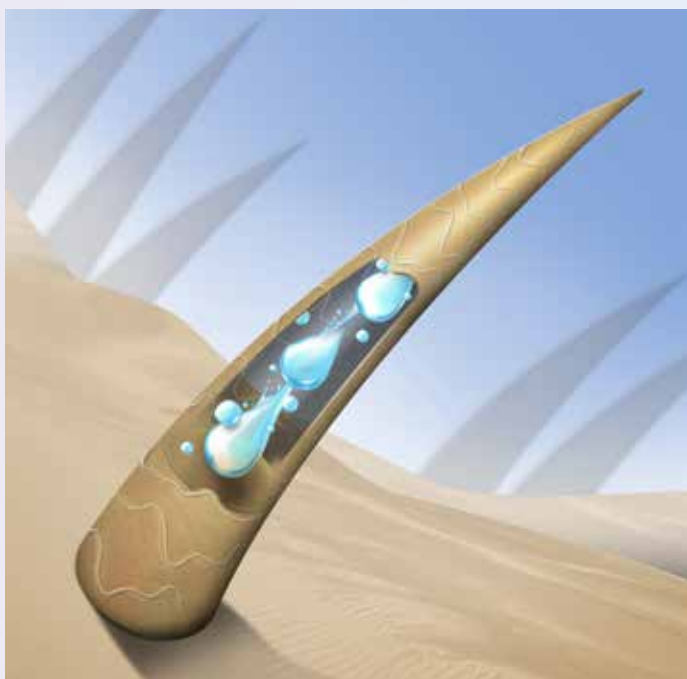
## REPAIRS DAMAGE

Creatine is an amino acid derivative with a low molecular weight, allowing it to enter the deeper layers of hair shaft and strengthen hair from within, building electrostatic bridges.



## HYDRATES

Glycolic Acid is added because it has the ability to penetrate hair fibers, while attracting in water from the environment. This keeps the hair hydrated and moisturized.



## STRENGTHENS

We combine Keravis, a vegetable protein-based complex with Mirasil, a patented conditioning polymer, to lubricate and reinforce the cuticle while shielding and protecting the hair surface from future damage.



## REVITALIZED HAIR

After using the Blonde Savior routine, the hair quality is immediately improved and will continue with repeated usage. The hair feels strong and looks healthy and shiny again.

# A CURATED ROUTINE

Every blonde can find a custom hair routine created with advice from a Keune hair professional. Combine the CARE Silver Savior line that contains violet pigments to neutralize unwanted brassiness, with the CARE Blonde Savior line's bond-building properties that repair, seal and protect the hair. If you would rather maintain a warm color simply combine with CARE Keune You.

Please scan the QR code below to see the suggested recipes with the Keune You Elixirs to create your desired outcome.



## INTENSIVE CARE

1



Blonde Savior  
Shampoo

2



Blonde Savior  
Mask

3



Blonde Savior  
Leave-in Treatment

# HOME MAINTENANCE

## INTENSIVE CARE + LIGHT NEUTRALISATION



## STRONG CARE + STRONG NEUTRALISATION



## LIGHT CARE + INTENSIVE NEUTRALISATION



# SALON TREATMENTS

## INTENSIVE CARE PLUS



## INTENSIVE CARE + LIGHT NEUTRALISATION



## STRONG CARE + STRONG WARMTH MAINTENANCE







# TREATING HAIR WITH CURLS

CURLY HAIR IS BEAUTIFUL, BUT FRAGILE, SO IT NEEDS TO BE TREATED WITH CARE. FOLLOW THE STEPS BELOW TO CREATE THIS LOOK, WHICH BRINGS TOGETHER HEALTHY BLONDE COLOUR, WITH BOLD EYE-CATCHING CURLS.

Lift the hair with:

- Cream Blonde +3% 1:1,5 with 3% Keune Cream Developer.
- Toner: Semi Color 1 part (20 ml) Honey + 1 part (20 ml) 9.27 + 4 parts (80 ml) Clear 1:2 Semi Color Activator 240 ml.

To maintain this look, we recommend using our Intensive Care ritual. This includes the Blonde Savior Shampoo, Mask and Leave-in Treatment for complete recovery of porous and decolorized hair.





# TREATING STRAIGHT BLONDE HAIR

STRAIGHT, SHINING AND A HINT OF SILVER.  
FOLLOW THE STEPS BELOW TO RECREATE THIS  
STUNNING BLONDE LOOK.

Lift the hair with Cream Blonde using a foil technique:

- 1:1,5 with 6% Keune Cream Developer.
- Toner: Semi Color 10.17 (1 part) + Clear (1 part)  
1:2 Semi Color Activator (4 parts).

To maintain the look, we recommend The Intensive Care and Neutralization ritual. This includes the Silver Savior Shampoo, the Blonde Savior Mask and Leave-in Treatment.

The Leave-in Treatment may be substituted for the Silver Savior Foam Treatment to provide intense recovery of porous and decolorized hair while ensuring the hair stays as cool as possible.





