

# Lived-in BLONDE

  
Schwarzkopf  
PROFESSIONAL

*Sofia Vergara*

ACTRESS & PRODUCER,  
SCHWARZKOPF GLOBAL AMBASSADOR

*Together. A passion for hair.*

# SOFIA VERGARA

## OUR NEW GLOBAL AMBASSADOR



“Schwarzkopf is my go-to for blonde. I trust them with my hair to get me the blonde I want without frying my hair!”  
- Sofia Vergara

## 2024 IS THE YEAR OF LIVED-IN BLONDE...

... and our new Global Ambassador, Actress & Producer Sofia Vergara is now wearing the on-trend colour service. Re-writing her hair story with excitement, Sofia goes from her brunette look to a new natural-looking, customised Lived-in Blonde, that brightens her mid-lengths and ends, bonded by our Schwarzkopf Professional products.

With Vergara as our new Global Ambassador, we aim to inspire our global community of hairdressers and consumers to tell their hair stories, the processes behind it and to show up their true selves. We know that behind every client's hair there is a story of courage, empowerment and trust, and this year we want to see those stories come to life.

# CHRIS APPLETON – OUR NEW GLOBAL COLOUR AMBASSADOR

## THE MASTERMIND BEHIND SOFIA'S LIVED-IN BLONDE

Chris Appleton is the **go-to stylist** for Hollywood's top **celebrities**, the mastermind behind some of the most famous looks and blonde hair colour transformations of the past decade. As an **expert in colour**, Chris will collaborate with us to demonstrate why he **trusts and uses Schwarzkopf Professional for his clients** so they can tell their own hair story.



Chris and Sofia are the perfect partners to create attention, awareness and to inspire our global community of Global consumers. Chris created a **Lived-in Blonde look for Sofia**, the perfect customised hair colour built on the natural base of her hair, looking **natural, premium and perfectly blended**.

“One of the biggest trends right now is the lived-in blonde. It is a very popular look with celebrities, very sought after in the salon and it's a trend that isn't really going anywhere.” - **Chris Appleton**



**Products used:** BLONDME, IGORA Royal Highlift, IGORA Vibrance

# ACHIEVE SOFIA VERGARA'S LIVED-IN BLONDE LOOK WITH OUR STAR PRODUCTS

## BLONDME PREMIUM LIGHTENER 9+

MAXIMUM LIFT WITH A MINIMUM HAIR BREAKAGE

### BENEFITS:

- With integrated Anti-Metal Bond Protection Technology to protect the hair fibre during processing for minimised hair breakage
- Up to 9 levels of lift
- Suitable for all hair bases
- Anti-yellow agents to neutralise warm undertones
- Flexible mixing ratio



**Expert TIP:** For most gentle lightening and perfect control, use BLONDME Premium Lightener 9+ with BLONDME Premium Developer 2%/7 Vol. Check visually every 5 minutes.

Levels of Lift	Developer Strength	Mixing Ratio
Up to 3	2%/7 Vol.	1:1,5 - 1:2,5
Up to 6	6%/20 Vol.	1:1,5 - 1:2,5
Up to 9+	9%/30 Vol. (off scalp application only)	1:1,5 - 1:2,5

## BLONDME TONING

THE TONING RANGE ESSENTIAL FOR A PERFECT BLONDE

### BENEFITS:

- With integrated Anti-Metal Bond Protection Technology to protect the hair fibre during processing for minimised hair breakage
- with integrated HydroLock Technology for improved moisturisation
- Ammonia-free, pH-neutral formula to minimise additional hair stress
- Versatile consistency for bottle and brush application



### PASTEL TONING

- For pre-lightened bases and natural base 9 or lighter
- 9 shades

### DEEP TONING

- For pre-lightened darker bases and natural base 5-8
- 5 shades

## IGORA ROYAL HIGHLIFTS

THE COOLEST BLONDE RESULTS WITH A HIGH PERFORMING FORMULA

### BENEFITS:

- Top-level formula with Truelift Complex for a more powerful lift and stronger neutralisation
- Integrated Fibre Bond Technology for reduced hair breakage
- 10- series for up to 4 levels of lift for bases 7 to 8
- 12- series for up to 5 levels of lift for bases 6 to 8



## IGORA VIBRANCE PASTEL TONING

FLEXIBLE APPLICATIONS AND ALWAYS EVOLVING TECHNIQUES

### BENEFITS:

- A wide range of service opportunities for all hair types
- A trusted formula developed with the Moisture Protecting complex, for more shine and more care
- Care for all blonde toners, thanks to the Integrated Bonding Technology for minimized hair breakage





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