



IT&LY Hairfashion is committed to creating an eco-friendly corporate environment as well as the use of emerging green technologies in the production of its extensive line of environmentally friendly hair care products.

**IT&LY**  
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ITEM # 5026

# B L O N D L Y

## B L E A C H I N G C R E A M



argan oil\_jojoba oil

# BLONDLY

BLEACHING CREAM

Blonde is the color preferred by the majority of salon clients.

## Why?

- Because blonde is the color most closely associated with femininity
- Because blonde never goes out of fashion
- Because blonde is glamorous
- Because blonde is much more than a hair color: it's a lifestyle

# BLONDLY

BLEACHING CREAM

The BLONDLY Bleaching Cream formula has two secrets:

## 2 Secrets?

- Argan Oil
- Jojoba Oil

These 2 oils protect the hair fibers and leave the hair incredibly soft.

- **Argan Oil:** also known as “desert gold”, obtained from pressing the fruit of the Argan plant, which grows in southwest Morocco; its extraordinary nourishing and restorative properties make it a precious ally for the beauty of the hair.
- **Jojoba Oil:** rich in natural antioxidants, it contains vitamin E and minerals that protect and hydrate the hair fibre without hindering the action of the technical service, for truly impeccable results and splendid hair.

# BLONDLY

BLEACHING CREAM

## Benefits:

- Precious formula containing Argan Oil and Jojoba Oil protects the hair during the technical service.
- Adheres perfectly to the hair for more uniform results.
- Suitable to all bleaching techniques.
- Creamy consistency makes it even easier to apply.
- Does not dry out.
- Rapidly mixes with the oxidizing emulsion to form a rich smooth cream.
- Washes out easily.
- The hair shines with extraordinary radiance.



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BLEACHING CREAM

The new bleaching cream that lightens by up to 7 levels in perfect safety.