

MOROCCANOIL®

PROFESSIONAL HAIRCOLOR

3 WAYS TO PLAY

POWDER, CREAM,
OR CLAY?



NEW



GET CREATIVE WITH HIGH-PERFORMING BLONDE VOYAGE LIGHTENERS
FOR EVERY CLIENT AND TECHNIQUE.

INTRODUCING

BLONDE VOYAGE CREAM LIGHTENER

GENTLE FORMULA, BRILLIANT RESULTS

Think your client's hair is too delicate to achieve their blonde goals? Think again.

The beloved Moroccanoil Blonde Voyage Lightener portfolio now includes a rich and gentle cream formula, perfect for clients with damaged hair and fragile textures such as curly or coiled. Blonde Voyage Cream Lightener deeply nourishes the hair while delivering up to 8 levels of controlled and reliable lift.

Like the Blonde Voyage Lighteners you know and love, the new ultra-conditioning cream formula features the BondCare + ArganID® System to reduce damage and breakage—plus a new powerhouse ingredient: arginine, a natural conditioning agent that helps to protect the hair's strength, improve manageability, and moisturize the scalp to enhance comfort.

BENEFITS:

- Up to 8 levels of fast-acting lift
- Ultra-gentle formulation
- Nourishes hair
- Improves strength and reduces breakage
- Even, consistent results
- On/off-scalp application



BLONDE VOYAGE: 3 WAYS TO PLAY

With the Blonde Voyage portfolio of lighteners, colorists can unlock a complete range of salon services for every hair type, texture, and condition—without compromising creativity.

		BENEFITS	LEVELS OF LIFT	APPLICATION	TARGET CLIENT/RESULTS
POWDER LIGHTENER		Protective high-powered lift Ideal for achieving true blondes	Up to 9	On/off scalp Foil	All hair types & conditions For neutralized blonde tones
CLAY LIGHTENER		Non-drying clay formula Applies easily Provides optimal precision	Up to 8	On/off scalp Freehand & open air	All hair types & conditions For balayage & hand-painted looks
CREAM LIGHTENER		Gentle, controlled lift Ultra-nourishing & conditioning Enhanced scalp comfort	Up to 8	On/off scalp Foil	Delicate or damaged hair Ideal for textured or curly hair Sun-kissed, honey blonde results

THE PERFECT PAIR

After lightening with Blonde Voyage, tone with Color Calypso Demi-Permanent Gloss to achieve the final result you desire.

- 67% increase in shine**
- 56% more conditioned and manageable hair***
- 9+ weeks of salon-vibrant color****

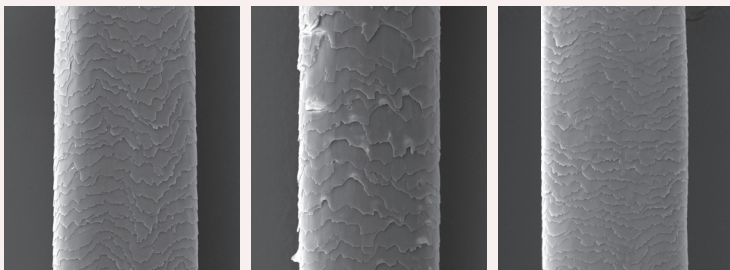
*Based on a clinical test comparing MoroccanOil proprietary ProArginine + ArganID® System to alternative alkalizing agents and untreated hair. **Average shine achieved based on shade selection. ***Average conditioning benefits achieved based on shade selection. ****Based on an average of 3 hair washes per week.



CLINICALLY
PROVEN TO
IMPROVE
HAIR'S
INTEGRITY!*

CUTICLE EROSION TESTING

Our breakthrough proprietary ProArginine + ArganID® System improves the hair's integrity, according to clinical testing comparing it to MEA and untreated hair after 9 haircolor services.



Untreated Hair

MEA

ProArginine + ArganID®

Moroccanoil Global Color Ambassador Jessica Scott Santo's Favorite Formulas

HAWAIIAN BLONDE

5g 10B/10.1 + 25g Clear

BEACH VIBE

20g 10BV/10.12 + 10g Clear

WHITE CHOCOLATE

25g 9ChB/9.91 + 5g 8Ch/8.9

NORDIC ICE

10g 10B/10.1 + 20g Clear

GOLDEN BLONDE

10g 8N/8.0 + 10g 9BG/9.13 + 10g 10G/10.3

CREAMY BRIGHT BLONDE

15g 10B/10.1 + 15g 10G/10.3

CALIFORNIA BLONDE

15g 10BG/10.13 + 15g Clear

WARM CARAMEL

20g 7Ch/7.9 + 10g 8Ch/8.9

RICH CHOCOLATE

20g 6Ch/6.9 + 10g 6G/6.3

RASPBERRY CHOCOLATE

10g 8G/8.3 + 10g 8C/8.4 + 10g 7Ch/7.9

An award-winning colorist, salon owner, and influencer, Jessica boasts more than 300,000 followers on her Instagram, where she shares a wealth of information on advanced blonding and dimensional color techniques.

@jessicascotthair



SHADE CHART

COLOR CALYPSO DEMI-PERMANENT GLOSS

	GREY-VIOLET	GREEN	BLUE				VIOLET			NATURAL	CHOCOLATE		YELLOW	ORANGE		RED	RED-VIOLET
	.82/GyV	.7/Gr	.1/B	.12/BV	.13/BG	.17/BGr	.2/V	.21/VB	.24/VC	.0/N	.9/Ch	.91/ChB	.3/G	.4/C	.46/CR	.6/R	.5/Rv
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