

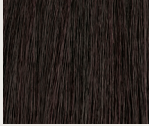
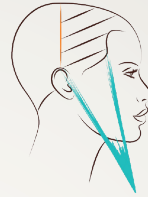
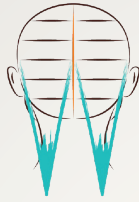


BLONDE VOYAGE
TECHNIQUE GUIDE
SPRING-SUMMER EDITION

MOROCCANOIL®



ROOT SHADOW



4Ch/4.9

NATURAL LEVEL: 5.0 LIGHT BROWN

Color Result: Chocolate Root Stretch into Honey Blonde

Sectioning: 4 Quadrants

APPLICATION: LIGHTENER

Blonde Voyage Clay Lightener + Oxidative Cream Developer 20 vol. (back), 30 vol. (sides & top)

Mixing ratio 1:1.5

Starting at the nape, take 1/2-inch horizontal subsections. Work with a freehand V technique, leaving out 2 inches (5 cm) from the root. Repeat on opposite side.

On the subsection above, repeat the same freehand V technique, leaving out 3 inches (7 cm) from the root. Follow this pattern from nape to crown.

Moving to the sides, take diagonal back sections, repeating the V technique. Continue until the shape is complete.

Process for up to 50 minutes.

Rinse. Follow with MoroccanOil Color Care Shampoo and Conditioner.

Towel dry.



6Ch/6.9



8G/8.3



VIOLET MIXER

APPLICATION: ROOT SHADOW

Color Calypso Demi-Permanent Gloss 6Ch/6.9 + 4Ch/4.9 + Color Calypso Demi-Permanent Gloss Activator.

Mixing ratio 1:1

APPLICATION: TONER

10 parts Color Calypso Demi-Permanent Gloss 8G/8.3 + 1 part Color Infusion Pure Color Mixer Violet + Color Calypso Demi-Permanent Gloss Activator.

Mixing ratio 1:1

Apply directly after root shadow, over all lightened areas.

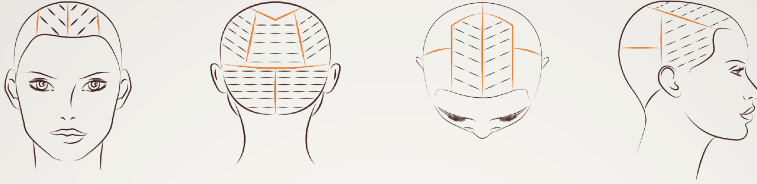
Process for up to 20 minutes.

Rinse. Follow with MoroccanOil Color Care Shampoo and Conditioner.





SEAMLESS LIGHTENING



7N/7.0

NATURAL LEVEL: 8.0 LIGHT BLONDE

Mid-Length and Ends: Previous Highlights and Lowlights

Color Result: Multi-Dimensional Highs and Lows

Sectioning: 9 Sections



7G/7.3

APPLICATION: LIGHTENER

Blonde Voyage Powder Lightener + Oxidative Cream Developer 10 vol. (back), 15 vol. (sides), 20 vol. (top)

Mixing ratio 1:1.5

Starting at the nape, work with horizontal slices using a classic weave pattern. Within each section create a 2:1 ratio, with 2 lighter pieces to create the highlight and 1 darker piece to create the lowlight.

Process for up to 50 minutes. Rinse. Follow with Moroccanoil Color Care Shampoo and Conditioner. Towel dry.

APPLICATION: LOWLIGHTS

Color Rhapsody Permanent Cream Color 3 parts 7N/7.0 + 1 part 7G/7.3 + Oxidative Cream Developer 10 vol.

Mixing ratio 1:1

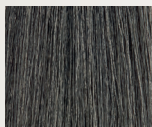
Process for 35 minutes.

Rinse. Follow with Moroccanoil Blonde Perfecting Purple Shampoo and Conditioner.





FROSTED CHOCOLATE TWIST



6B/6.1

NATURAL LEVEL: 6.0 DARK BLONDE

Mid-Length and Ends: Previous Balayage Lifted to 9.0

Color Result: Champagne Blonde

Sectioning: 4 Quadrants

Create a triangle section at the fringe from mid-recession to mid-recession, 2 inches in depth.



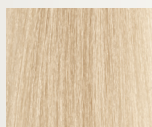
10V/10.2

APPLICATION: LIGHTENER

Blonde Voyage Powder Lightener + Oxidative Cream Developer 15 vol.

Mixing ratio 1:1.5

Starting at the nape, work up the back using diagonal back slices. Diffuse at the root before applying lightener. Avoid application on previously lightened hair. Alternate sides until reaching the crown area.



10G/10.3

APPLICATION: TIP-OUTS

Blonde Voyage Clay Lightener + Oxidative Cream Developer 5 vol.

Mixing ratio 1:1.5

Heavily diffuse the hair between foils, create a large weave, and apply lightener from mid-length to ends. Repeat this technique while moving up the sides until you reach the top of the head.

At the fringe area, take a horizontal slice and create a medium weave. Softly diffuse the root before applying lightener, and repeat the pattern to the point of the triangle.

Process for up to 50 minutes.

Rinse. Follow with MoroccanOil Color Care Shampoo and Conditioner. Towel dry.

APPLICATION: COLOR MELT

Roots: Color Calypso Demi-Permanent Gloss 6B/6.1 + Color Calypso Demi-Permanent Gloss Activator.

Mid-length and ends: Color Calypso Demi-Permanent Gloss 10G/10.3 + 10V/10.2 + Color Calypso Demi-Permanent Gloss Activator.

Mixing ratio 1:1

Blend by combing through with a wide-tooth comb. Use fingers to melt the colors together for a seamless transition.

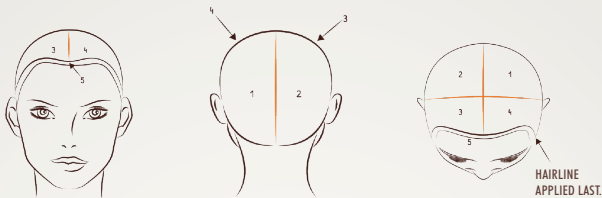
Process for up to 20 minutes.

Rinse. Follow with MoroccanOil Color Care Shampoo and Conditioner.





GLOBAL LIGHTENING



9ChB/9.91

NATURAL LEVEL: 7.0 MEDIUM BLONDE

Regrowth: 1 Inch (2 cm)

Mid-Length and Ends: Previously Lightened to 10.0

Color Result: White Chocolate Blonde

Sectioning: 4 Quadrants

APPLICATION: LIGHTENER

Blonde Voyage Powder Lightener + Oxidative Cream Developer 10 vol. (back), 15 vol. (front)

Mixing ratio 1:1.5

Back: Apply lightener beginning at the nape. Take $\frac{1}{4}$ – $\frac{1}{2}$ inch horizontal partings. Apply to the regrowth only, alternating from side to side.

Front: Establish $\frac{1}{4}$ – $\frac{1}{2}$ inch diagonal back slices from the radial section, working toward the front hairline, alternating from side to side. Leave out the remaining 1-inch front hairline until completing both sides.

Process for up to 50 minutes.

Rinse. Follow with MoroccanOil Color Care Shampoo and Conditioner. Towel dry.

APPLICATION: TONER

Color Calypso Demi-Permanent Gloss 9ChB/9.91 + Color Calypso Demi-Permanent Gloss Activator.

Mixing ratio 1:1

Apply from root to ends.

Process for up to 20 minutes.

Rinse. Follow with MoroccanOil Color Care Shampoo and Conditioner.



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 shine²
- 56% more conditioned and manageable hair³
- 9+ weeks of salon-vibrant color⁴

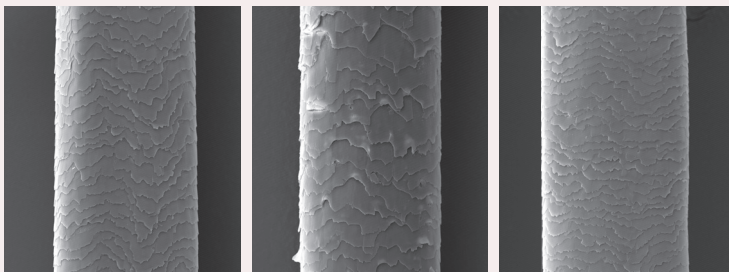
¹Based on a clinical test comparing MoroccanOil proprietary ProArginine + ArganID® System to alternative alkalizing agents and untreated hair. ²Average shine achieved based on shade selection. ³Average conditioning benefits achieved based on shade selection. ⁴Based on an average of 3 hair washes per 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®

THE COLLECTION



COLOR RHAPSODY
Permanent Cream Color



COLOR RHAPSODY HIGH LIFT
Permanent Cream Color



COLOR CALYPSO
Demi-Permanent Gloss



COLOR INFUSION
Pure Color Mixer

Achieve 100% grey coverage that's vibrant and true to tone. Leaves hair 72% more visibly shiny—for professional-level care that shows.

KEY BENEFITS

- Helps reduce damage caused by color service
- 72% increase in shine¹
- 96% of clients experience overall scalp comfort²
- Over 9 weeks of salon-vibrant color³

High Lift delivers up to 5 levels of lift on natural hair levels 6 and higher, in 5 shades from warm to cool.

KEY BENEFITS

- Helps reduce damage caused by color service
- 72% increase in shine¹
- 96% of clients experience overall scalp comfort²
- Over 9 weeks of salon-vibrant color³

Achieve unbeatable shine, color clarity, and lasting vibrancy in an easy-to-use, low-commitment formula.

KEY BENEFITS

- Improves hair's integrity⁴
- 56% more conditioned and manageable hair⁵
- 67% increase in shine¹
- Over 9 weeks of salon-vibrant color³

Customize any haircolor to intensify, neutralize, or pastelize the results.

KEY BENEFITS

- Helps reduce damage caused by color service⁶
- Improves shine and enhances color longevity⁶



BLONDE VOYAGE
Powder Lightener



BLONDE VOYAGE
Clay Lightener



BLONDE VOYAGE
Cream Lightener

High-performance, multi-purpose lightener delivers controlled and reliable lift of up to 9 levels. Powered by our BondCare + ArganID® System that protects and nourishes the hair during the lightening service.

KEY BENEFITS

- Strengthens hair and reinforces bonds to help reduce damage and breakage
- Gentle, non-irritating formula

Easy-to-use clay formula delivers precision application for all freehand techniques. Up to 8 levels of lift. Powered by our BondCare + ArganID® System that protects and nourishes the hair during the lightening service.

KEY BENEFITS

- Strengthens hair and reinforces bonds to help reduce damage and breakage
- Contains Kaolin clay for a creamy consistency that spreads easily and stays in place for precision work

Rich and gentle cream formula ideal for damaged hair. Up to 8 levels of lift. Powered by our BondCare + ArganID® System that protects and nourishes the hair during the lightening service.

KEY BENEFITS

- Ultra-conditioning cream nourishes, strengthens, and reduces breakage, for flawless blonde results on damaged or delicate hair
- Arginine provides moisturization to help support a gentle on-scalp experience

¹Average shine achieved based on shade selection. ²Based on color services performed on 45 clients. ³Based on an average of 3 hair washes per week.

⁴Based on a clinical test comparing MoroccanOil proprietary ProArginine + ArganID® System to alternative alkalinizing agents and untreated hair.

⁵Average conditioning benefits achieved based on shade selection. ⁶Based on Color Infusion being mixed with Color Rhapsody or Color Calypso haircolor.



Learn more at MoroccanOilProfessionals.com or download the MoroccanOil Color Destination App from the App Store or Google Play.

MoroccanOilProfessionals.com @MoroccanOilPro #MOProfessional #MoroccanOilColor