



## Hair Bleaches Lighteners - IT&LY

### BLONDLY bleaching cream



**IT&LY**<sup>®</sup>  
HAIR FASHION

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### BLONDLY bleaching cream

The blond the color preferred by the largest number of customers of the salons.  
Perch ?

- because the blond the color of femininity for excellence ;
  - because the blond never goes out of fashion ;
  - because the blond glamor ;
  - because the blond ugrave & much more ; a hair color: a way of being.
- BLONDLY the new bleaching cream that safely lightens up to 7 tones.

#### ADVANTAGES :

- its formula enriched with Argan Oil and Jojoba Oil protects the hair during the technical service ;
- adheres to the hair for more results uniforms ;
- suitable for all techniques discoloration;
- its creamy consistency makes pi easy l application ;
- not dry ;
- mixes quickly & Outdoors ; oxidizing emulsion forming a rich smooth cream ;
- is easily removed to lavatesta ;
- hair shine with an extraordinary brilliance.

#### L EFFECTIVENESS OF PROTECTION :

The formula BLONDLY BLEACHING CREAM contains two secrets : while acting, the two precious Argan Oil and Jojoba protect the fiber and leaves hair incredibly soft.

- Argan Oil : Also called gold of the desert, obtained by pressing the fruits of the Argan tree that grows in south western regions of Morocco ; its extraordinary properties nourishing and restoring make it a precious ally for the beauty of hair.
- Jojoba Oil : rich in natural antioxidants, contains vitamin E and minerals that protect the hair fiber, the

moisturize and at the same time do not prevent the action of the technical service, Results for really clean and gorgeous hair.

**Package** : 200 ml tube.