

# French Balayage

[E-Memo]



# French Balayage

E-memo.

[Hair Culture]



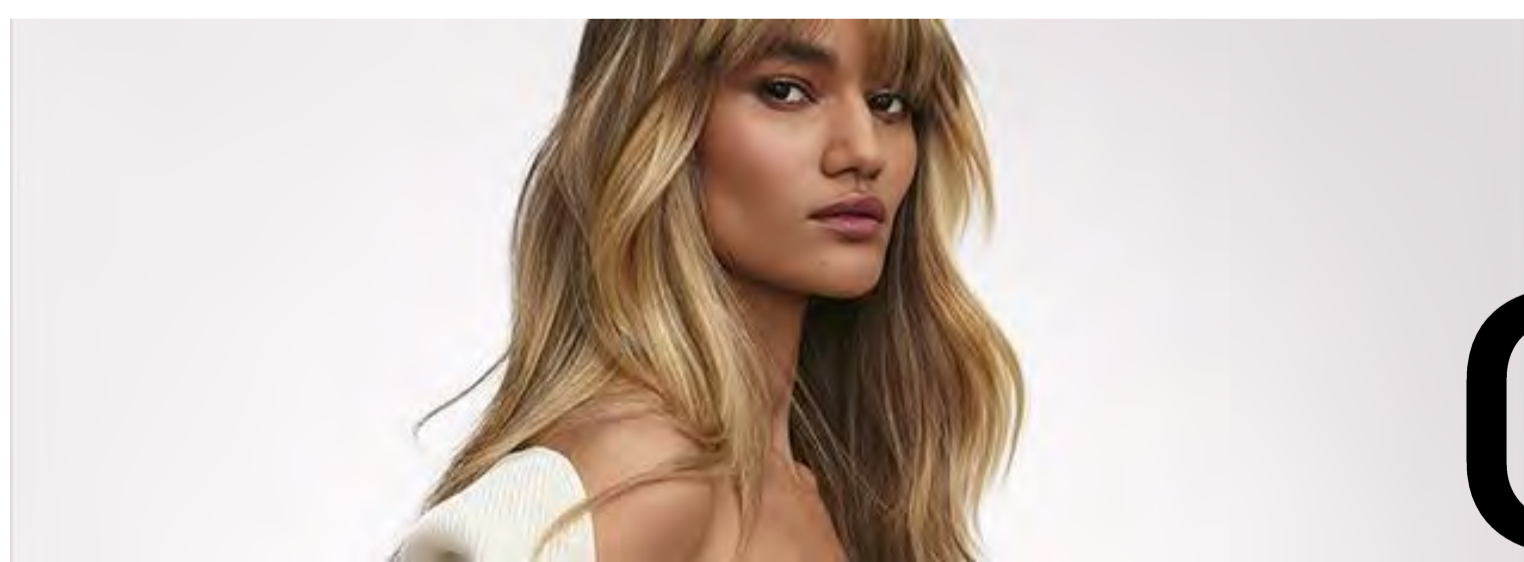
01

[Technique]



02

[Hair Art]



03

[Science]



04

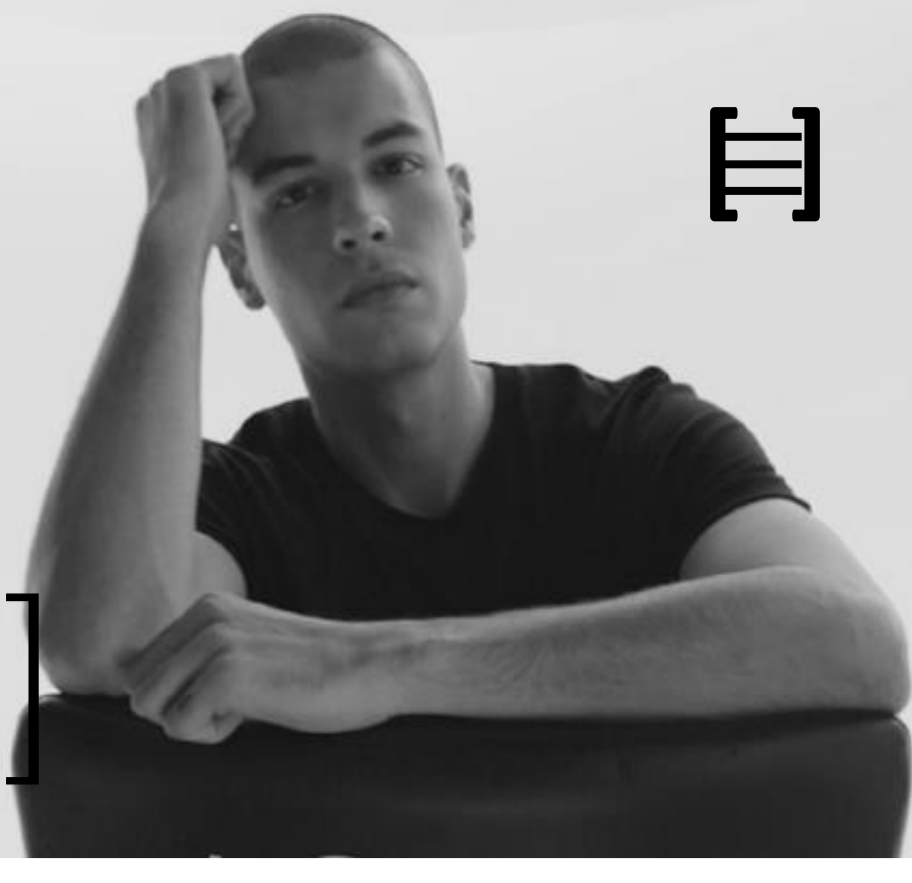
[Business]



05



# [Hair Culture]



## Balayage the pro phenomena.

A worldwide never ending trend.

As an on-going trend.,in this modern and digital world. Balayage can't be legitimated the same way as a traditional trend from the old world.

The data speaks for itself:

**100 MILLION WOMEN**

Have balayage. worldwide  
81% of which are  
brunettes.

**#1 HAIR TOPIC**

On social media.

**UNIQUE TO PRO**

Not replicable at home.



# French Balayage.

**#FrenchBalayage** 'frʒntʃ 'balijá:z/

French Balayage is our professional 2-step technique associating perfectly blended lightening to a nourishing gloss. Always natural looking, whatever your balayage desire.

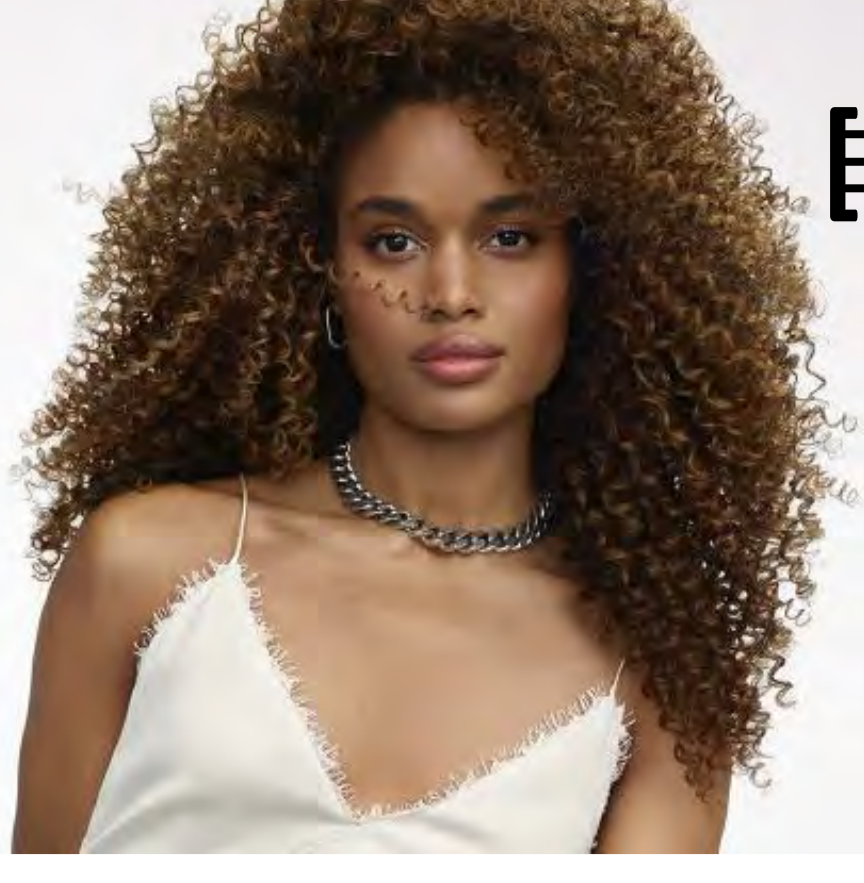
**L'ORÉAL**  
PROFESSIONNEL  
PARIS



[French Balayage]  
**Natural looking.  
Whatever your  
balayage desire.**

Book your rendezvous with your L'Oréal Pro Coiffeur.

**L'ORÉAL**  
PROFESSIONNEL  
PARIS



# [Technique]

## A professional 2-step technique

**1** <sup>g</sup> [Perfectly blended lightening]  
 With Blond Studio and seamless gestures whatever the technique.

**2** <sup>g</sup> [Nourishing gloss]  
 Unique formula that neutralizes warmth with its wide palette and acidic gel cream technology to balance the hair after lightening with an ultra glossy result and 30% more conditioned hair\*.

\* Instrumental test

Perfectly blended. Never warm. Glossy shine.



# 1. Perfectly blended lightening.

## Diagnostic.

1. Diagnostic lightening.

2. Diagnostic neutralization.

[Heat Retention]

[Neutralization universe to counteract the undertone after lightening]

[Pattern]

[colour Placement]

[Go perfect blended lightening]



[Go perfect blended lightening]

[Go nourishing gloss]



# [Technique]

## How to choose your heat retention method.

Depending on the level of lightening or contrast level you expect.

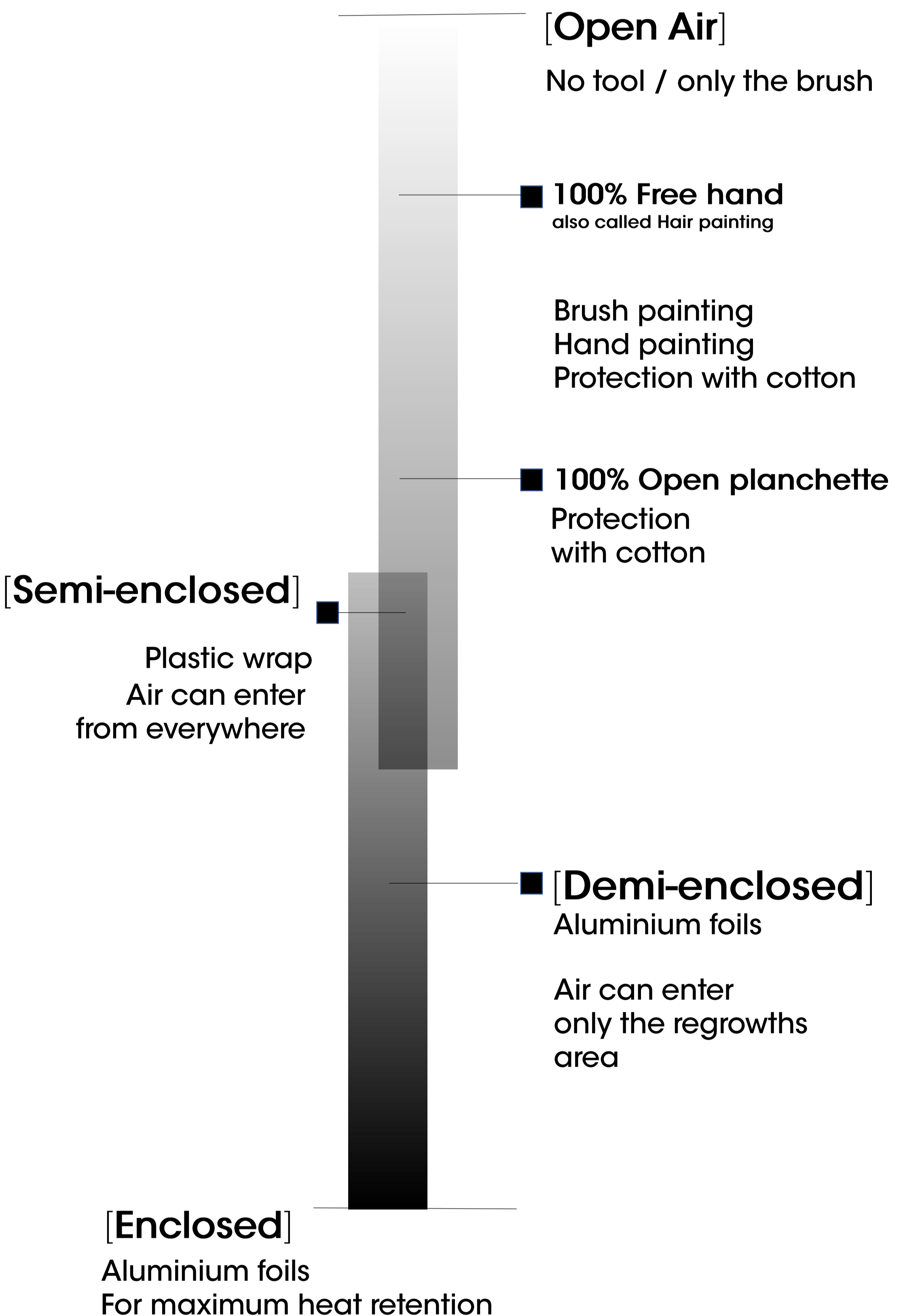
In some countries OPEN AIR is the queen of sophistication, enclosed being considered as OLD FASHION.

In some others, ENCLOSED is majorly practiced.

Some countries are transitioning from enclosed to open air because they are in a sort of sophistication path.

On the contrary, some other countries are partially going back to ENCLOSED because it's becoming fashionable again.

There is not right or wrong as long as you intimately understand that for your balayage to be French, you will need to ideally execute a perfectly blended effect.



[French Balayage]  
**Natural looking. Whatever your balayage desire.**  
Book your rendezvous with your L'Oréal Pro Coiffeur.

**L'ORÉAL**  
PROFESSIONNEL  
PARIS



# [Technique]

## Choose your heat retention method.

### [Open Air]

Hair is left without protection providing a diffused contrast.



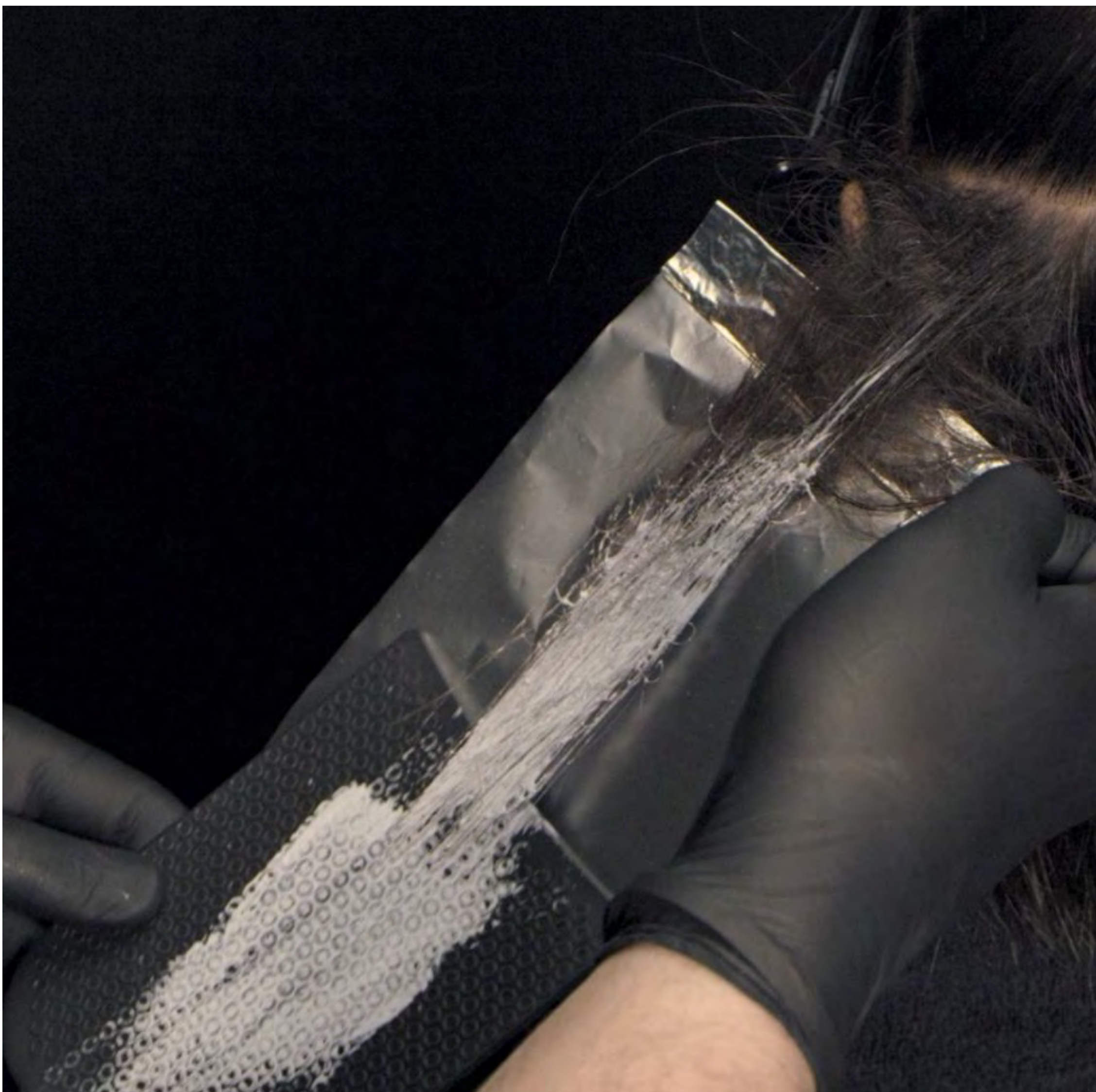
### [Enclosed]

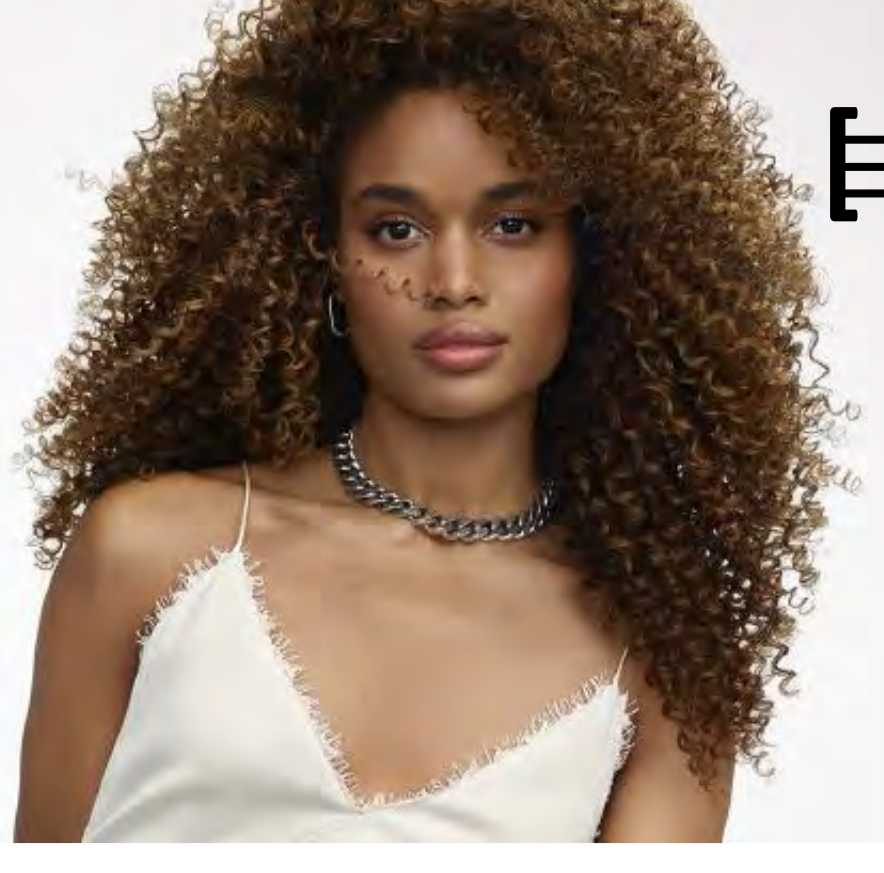
The product is partially or totally enclosed and is incubating retaining the heat and the oxygen of the reaction we empower the product.



### [Hybrid]

When a blurring technique is used on the regrowth and the lengths and ends are kept enclosed for maximum lift.





# [Technique]

## How to choose your heat retention method.

### [Open air]

Hair is left without protection providing a diffused contrast.

### [Planchette]

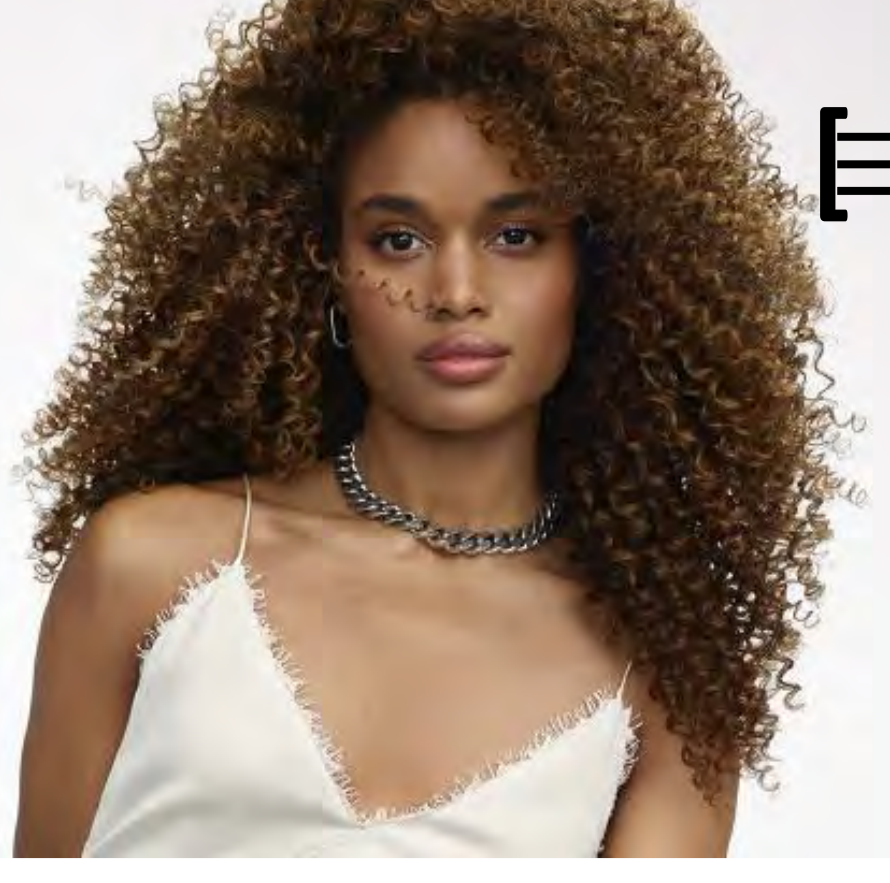
The planchette makes possible a better intrusion & saturation of the product.



### [Zig-Zag alternative]

On a zig-zag parting. paint on the "mountain chain" on the roots area and fully saturate the ends.





# [Technique]

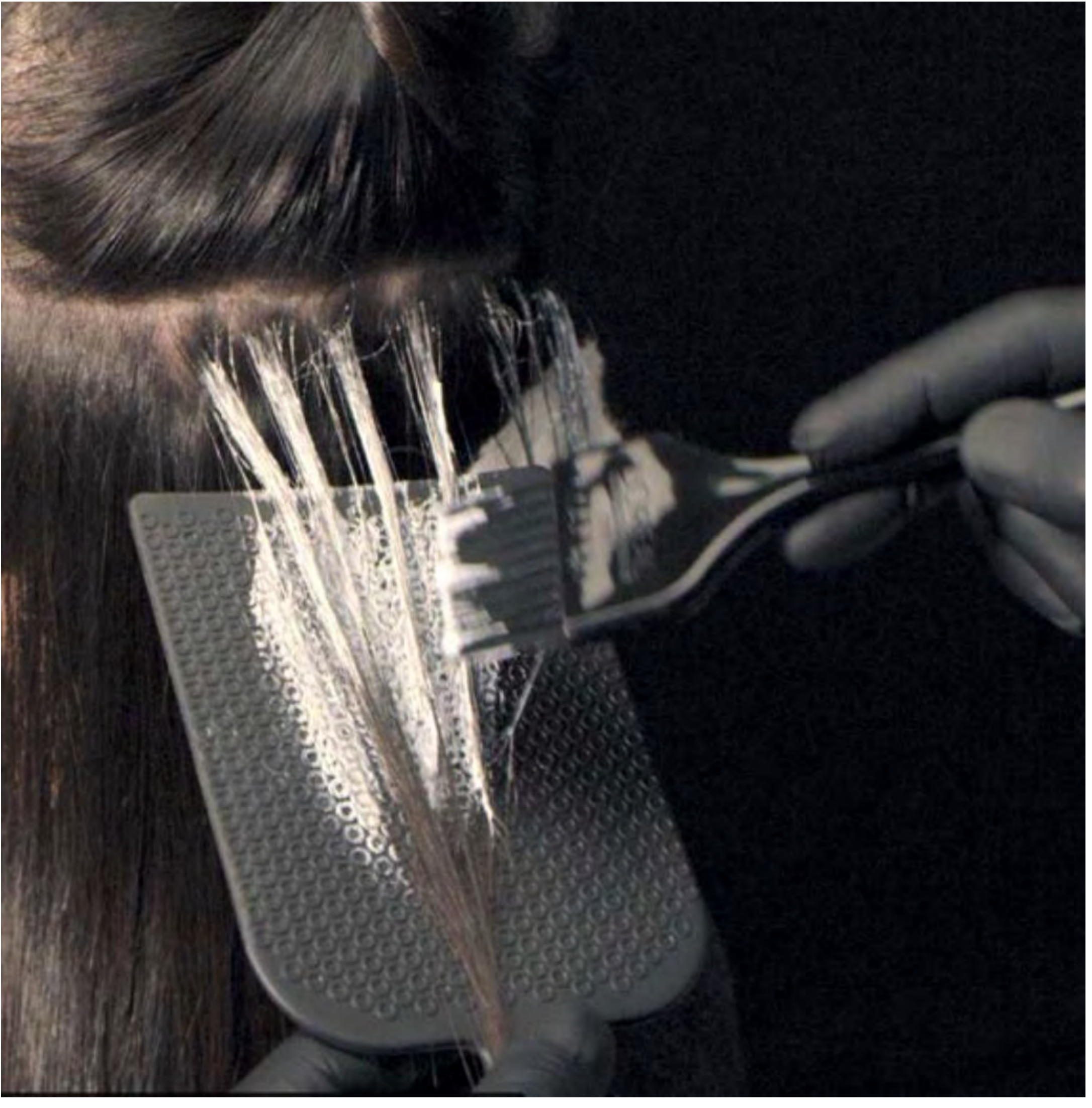
## How to choose your heat retention method.

### [Open air]

Hair is left without protection providing a diffused contrast.

### [Brush painting]

Original technique consisting in directly painting on hair with the brush along with sweeping motion on the surface of the hair, transitioning to saturated ends.



### [Back brush alternative]

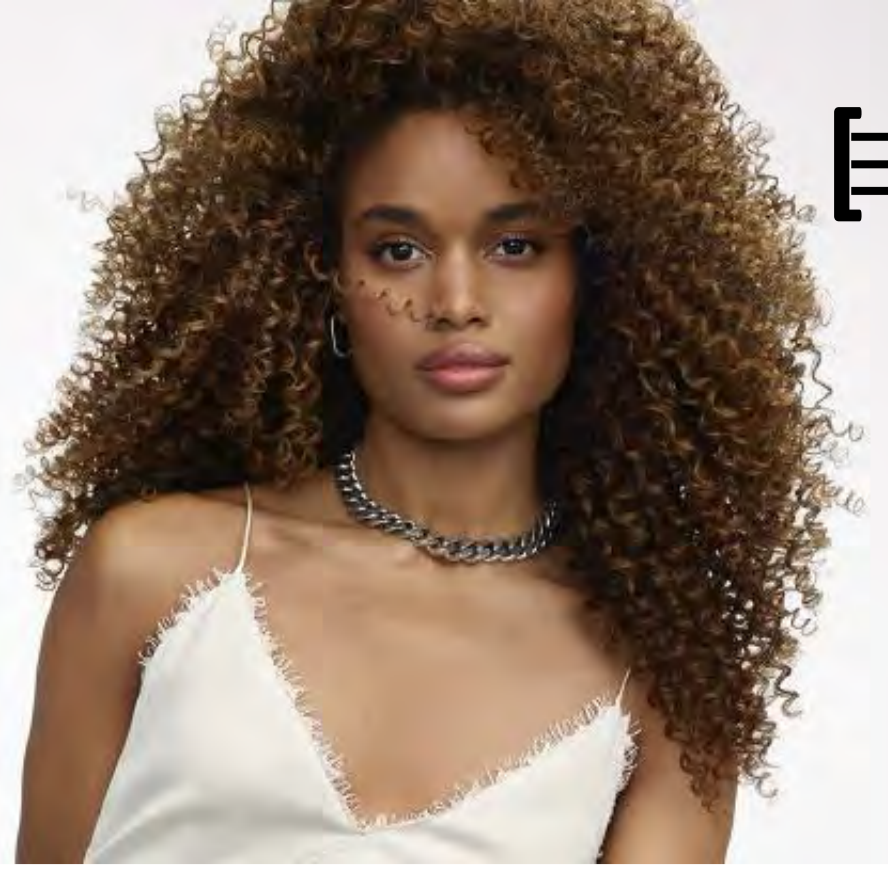
An alternative to classic brush painting, where the product is spread in a backward direction, for a delicate fade.



### [Hand painting]

Following brush-painting, hand painting brings the extra refinement and transforms seamless into flawless.





# [Technique]

## How to choose your heat retention method.

### [Enclosed]

From the moment we enclosed the product to let it incubate retaining the heat & the oxygen of the reaction we empower the product.

### [Semi-Enclosed]

Plastic wrap to protect and help lighten more than open hair yet preserving the natural contrast of balayage.



### [Demi-Enclosed]

A hybrid technique which perfectly encloses ends to maximize lift. with open air regrowth to preserve softer contrast.

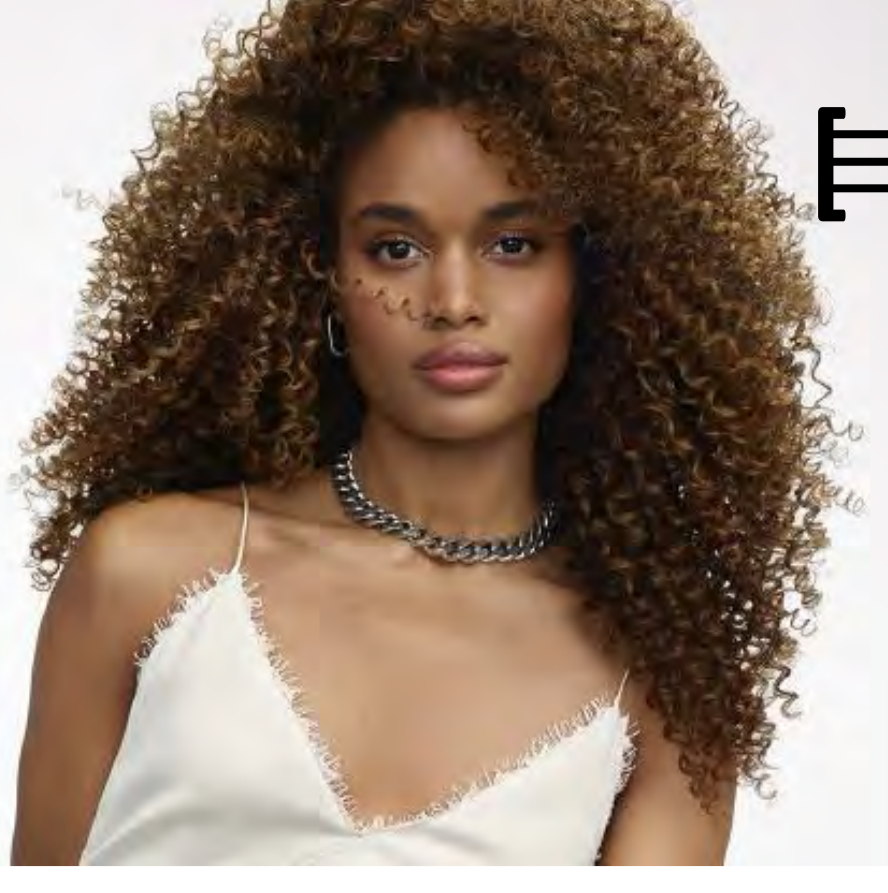


### [100% Enclosed]

Everything from regrowth to tips is perfectly enclosed and isolated. Maximum lift and defined contrast.







# [Technique]

## How to choose your heat retention method.

### [Hybrid]

When a blurring technique is used on the regrowths & the lengths & ends are kept enclosed for maximum lift.

### [Backcomb + Demi-Enclosed]

A hybrid technique which uses backcombing at the regrowth to blur the transition area and enclosed ends for maximum lift.



### [Wet + brush painting]

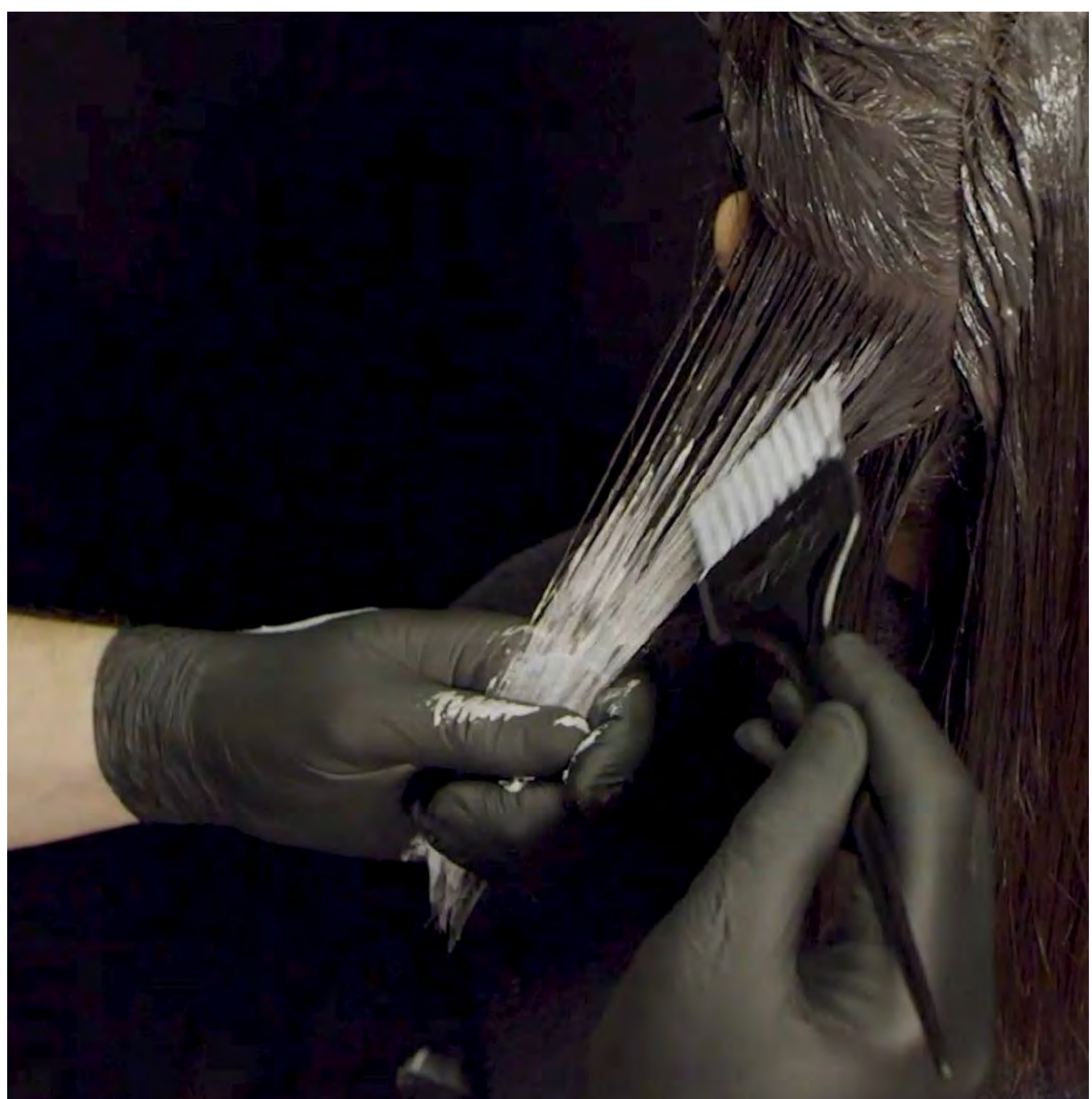
#### [Water + brush painting]

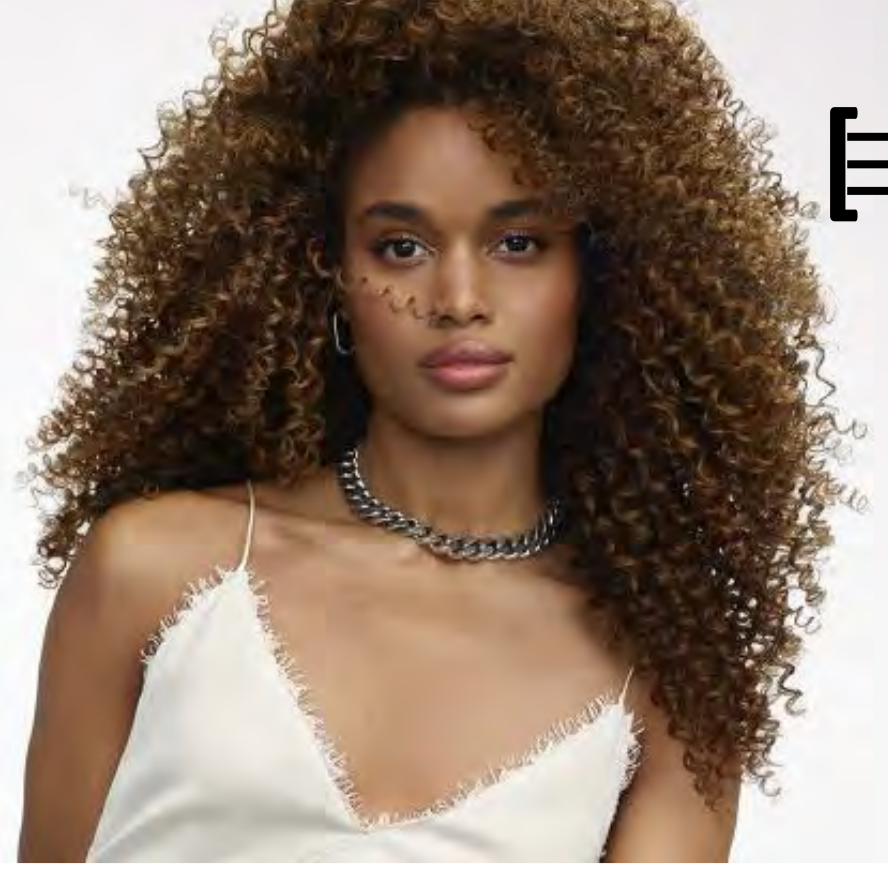
Wet the hair with a spray to soften lift at the regrowth. reducing the power of your lightening product. A great way to start hair painting with confidence.



### [Color + brush painting]

The lightening product is partially blocked by the color already on the regrowth. For soft contrasts and localized effects.





# [Technique]

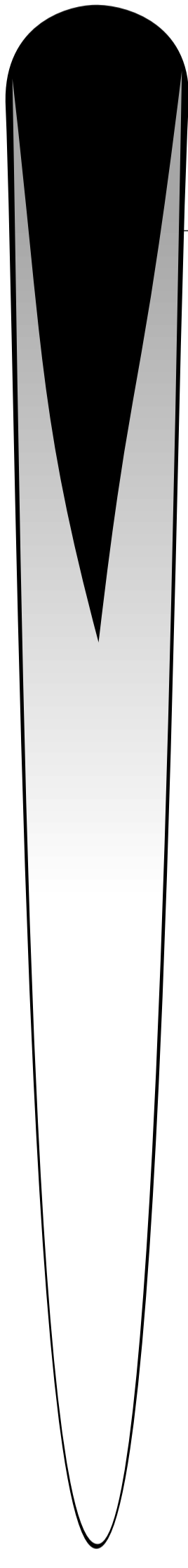
## How to choose your pattern.

Depending on the negative space quantity you want to preserve.

How will you literally draw on your piece of hair?  
How will you spread your product?

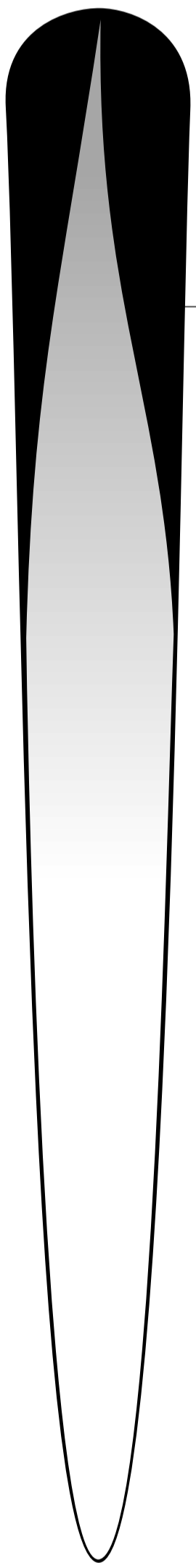
Each pattern has a purpose and is leaving more or less dark zones. It is all about managing the ratio between the light and the shadows.

### [The original Double point]



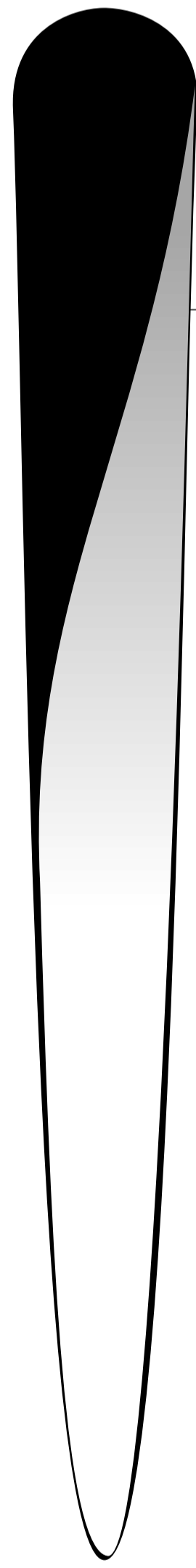
The one and only original French Technique.

### [Single - points]



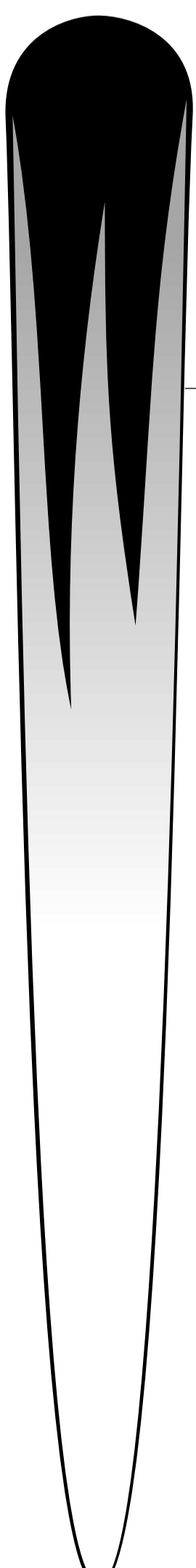
**Inverted V**

- Where hair separates. (on the vertex area)
- Also on the air line for a refined finish.



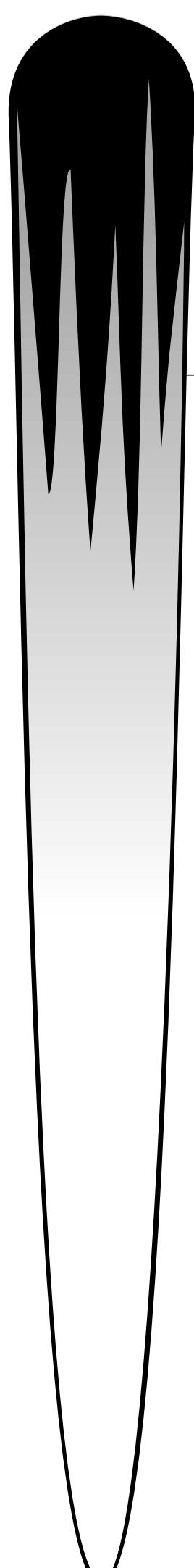
**Asymmetrical**

### [Multi - points]



**«W»**

Where negative space needs to be cut.



**«Feathered»**

The negative space then becomes extremely feathered for the most seamless effect.

■ Natural Hair zone

■ Painting Product zone



# [Technique]

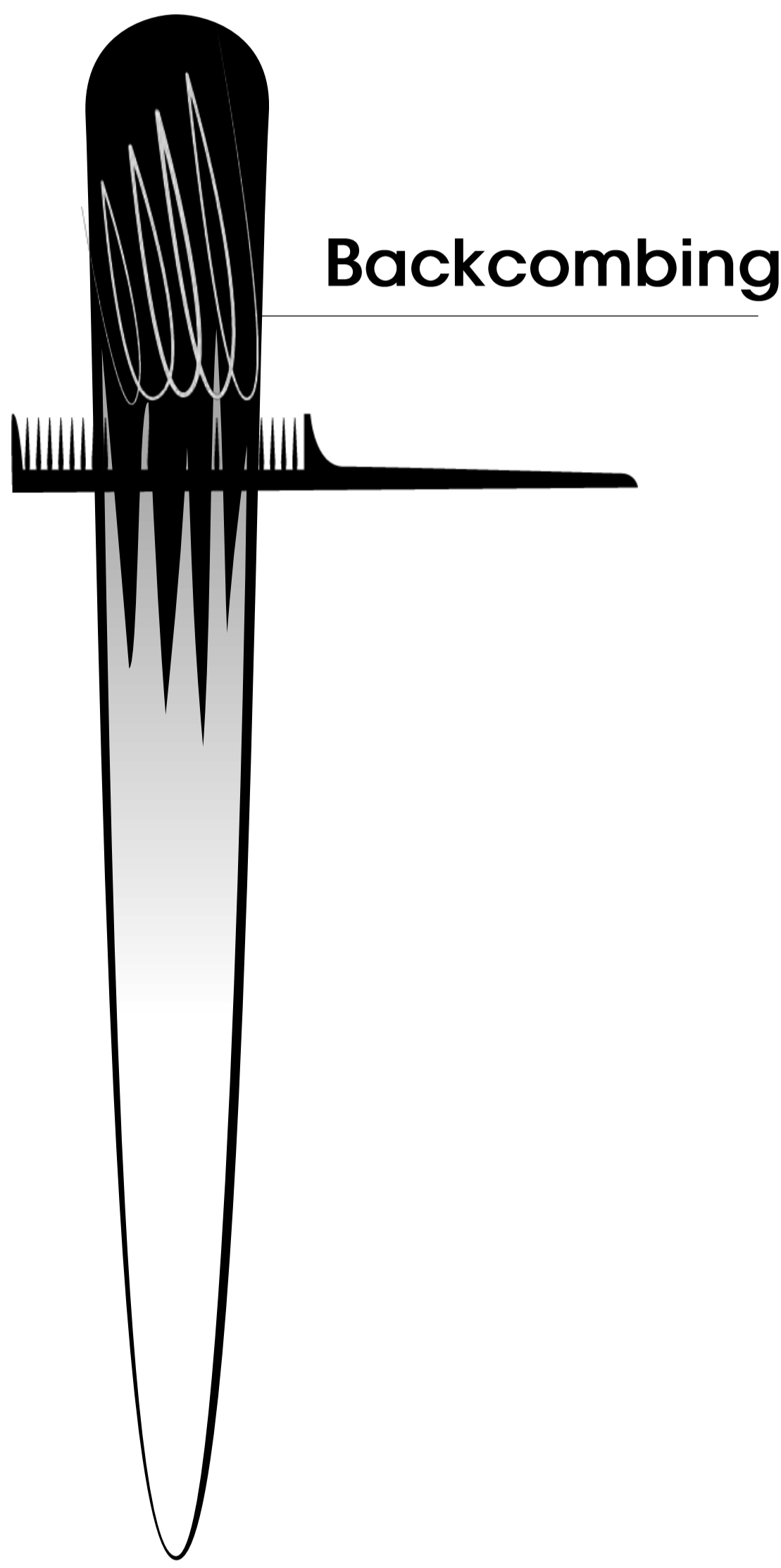
## Open up to hybrid technique.

To create seamless while not compromising on the lift.

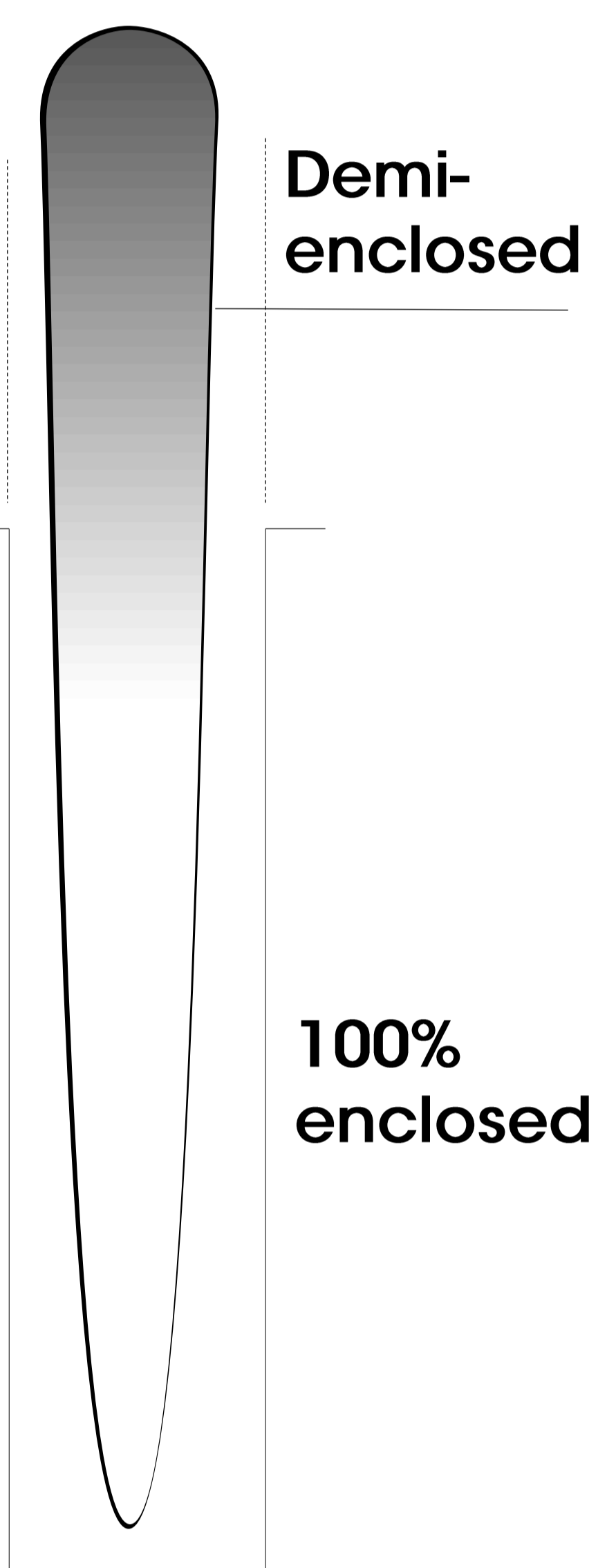
Hybrid techniques are perfect when it comes to play with the heat retention method and the pattern to create seamless lightening while not compromising on the lift.

Here you have 4 simple combinations. We encourage you to create your own hybrid techniques:

### [Enclosed seamless techniques]



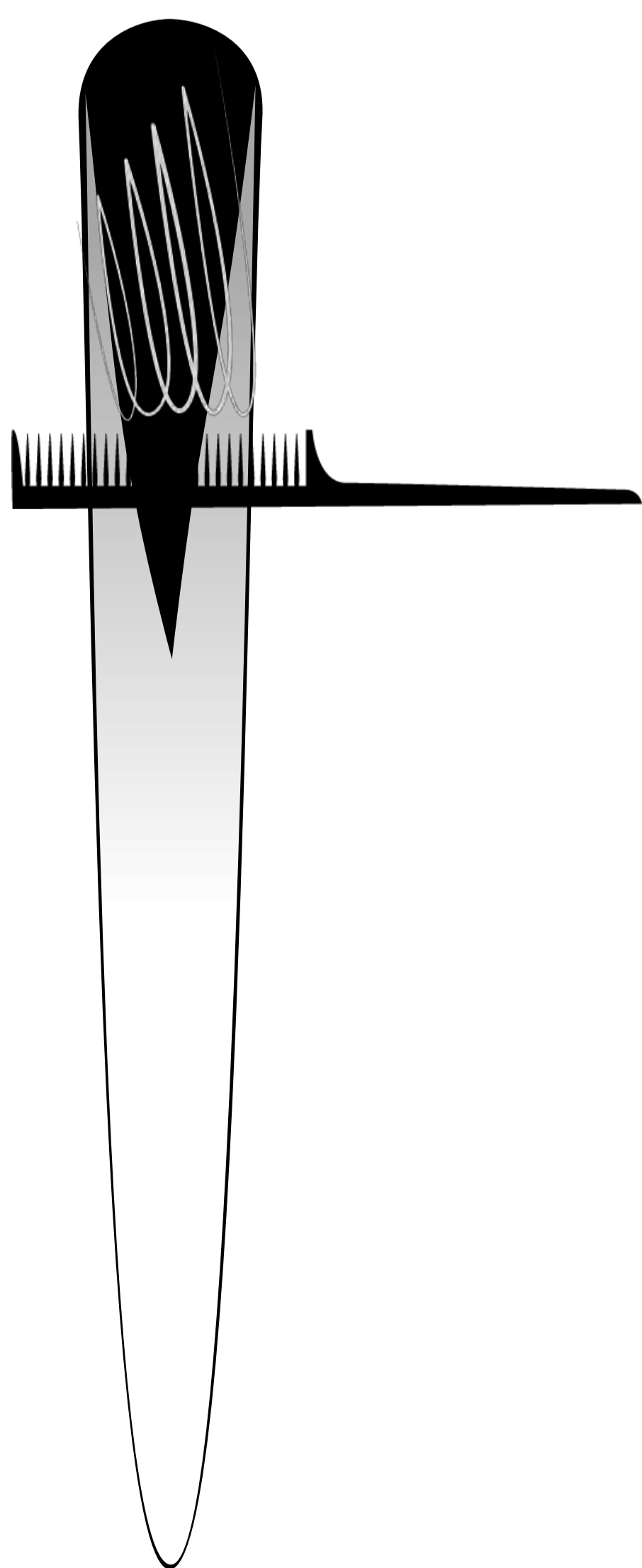
To create or increase the blended effect.



To lighten more on the mid-lengths and ends.

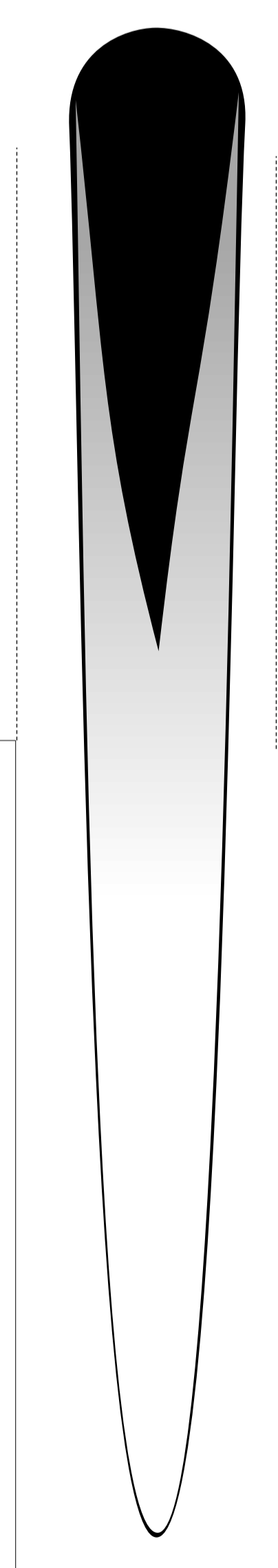
### [Combination of all techniques]

**BACKCOMBING + HAIR PAINTING + 100% OPEN HAIR**



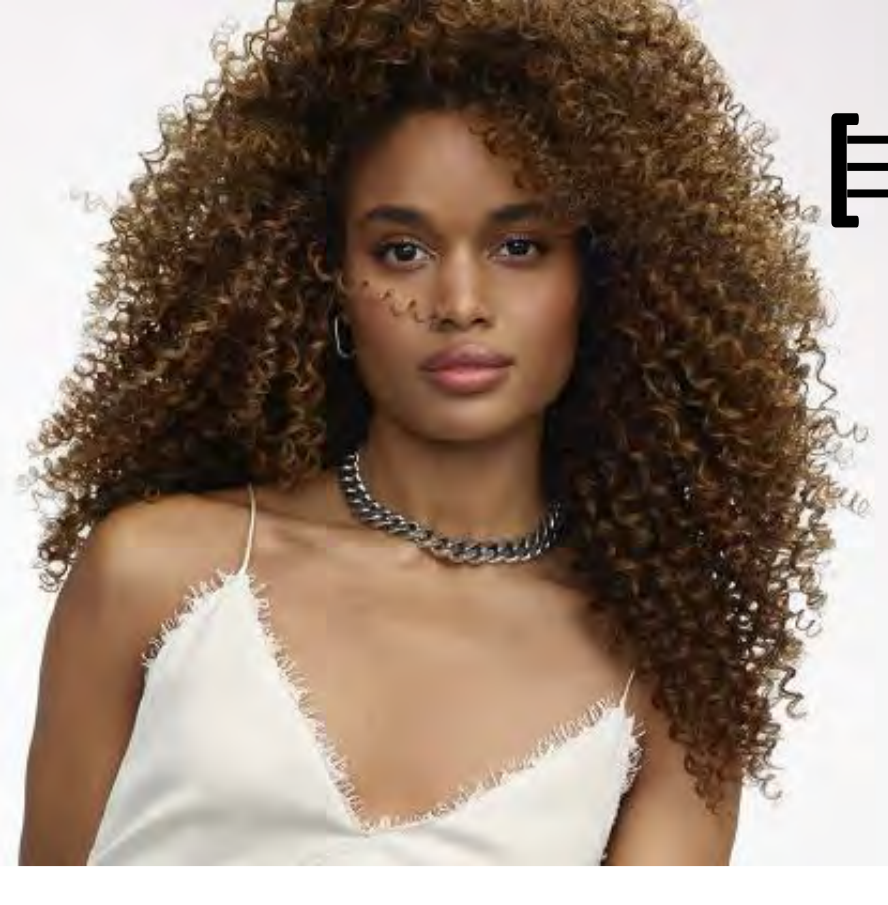
Increase the blended effect combining backcombing and painting.

**HAIR PAINTING + DEMI-ENCLOSED**



Combining the finish of the painting on zone 1 and 2 to the power of the enclosed on zone 3.

**Natural Hair zone**      **Painting Product zone**



# [Technique]

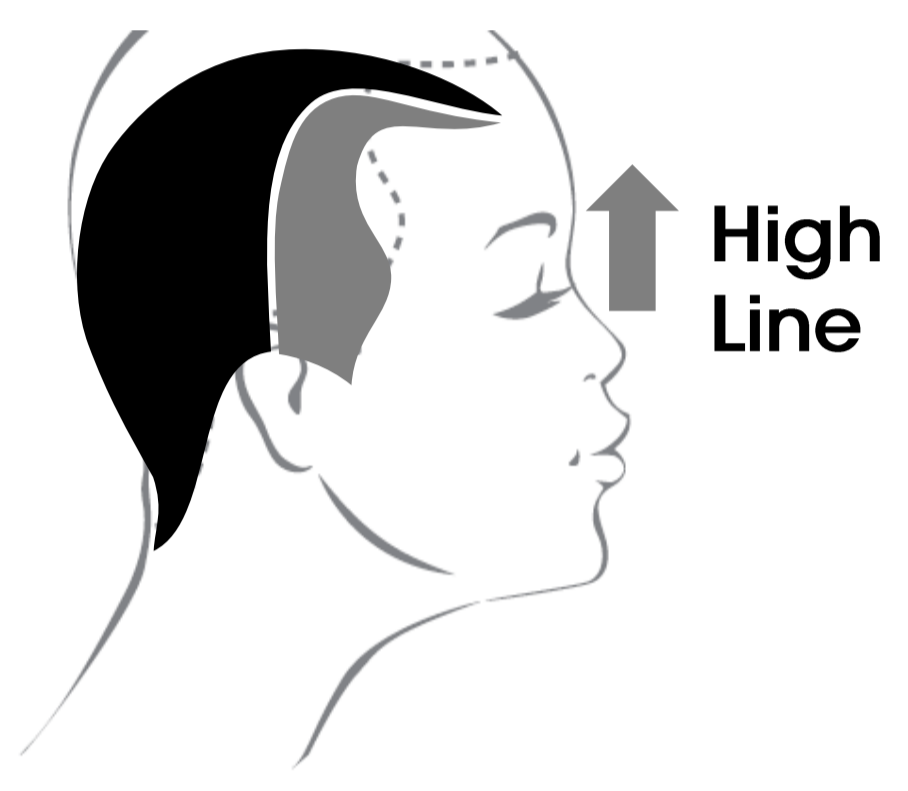
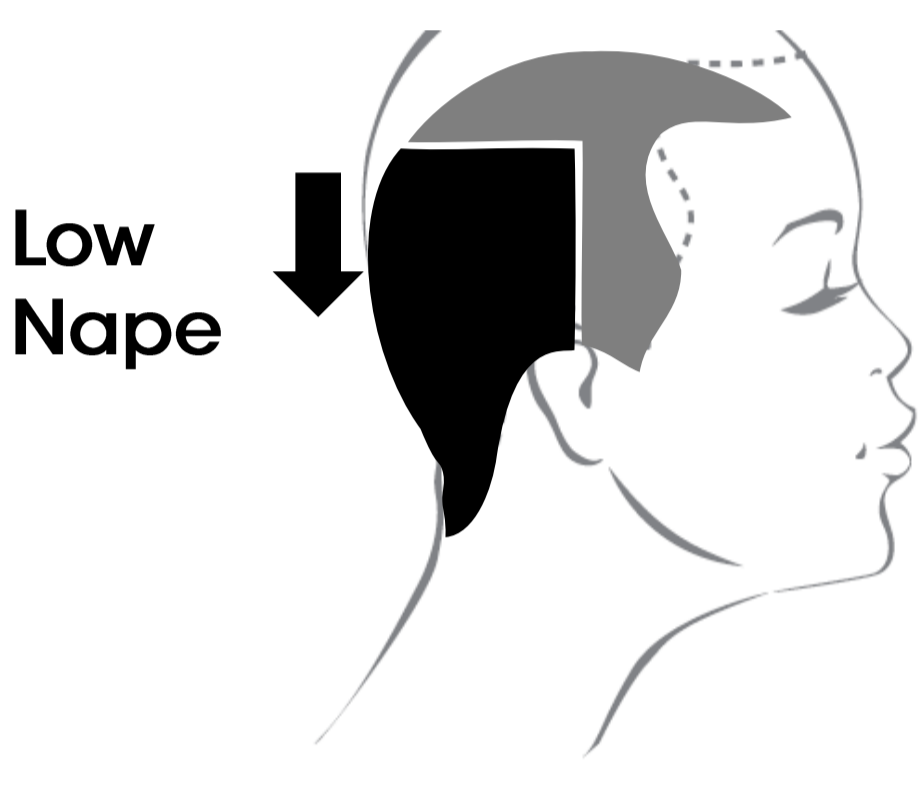
## How to choose your placement.

To consider the global balance between dark & light areas.

Just because you execute a balayage doesn't mean you can't also consider the "weight" of your colour.

You can take the opportunity of a balayage to darken some strategical places on the head or on the regrowth area.

### [Low nape contouring]



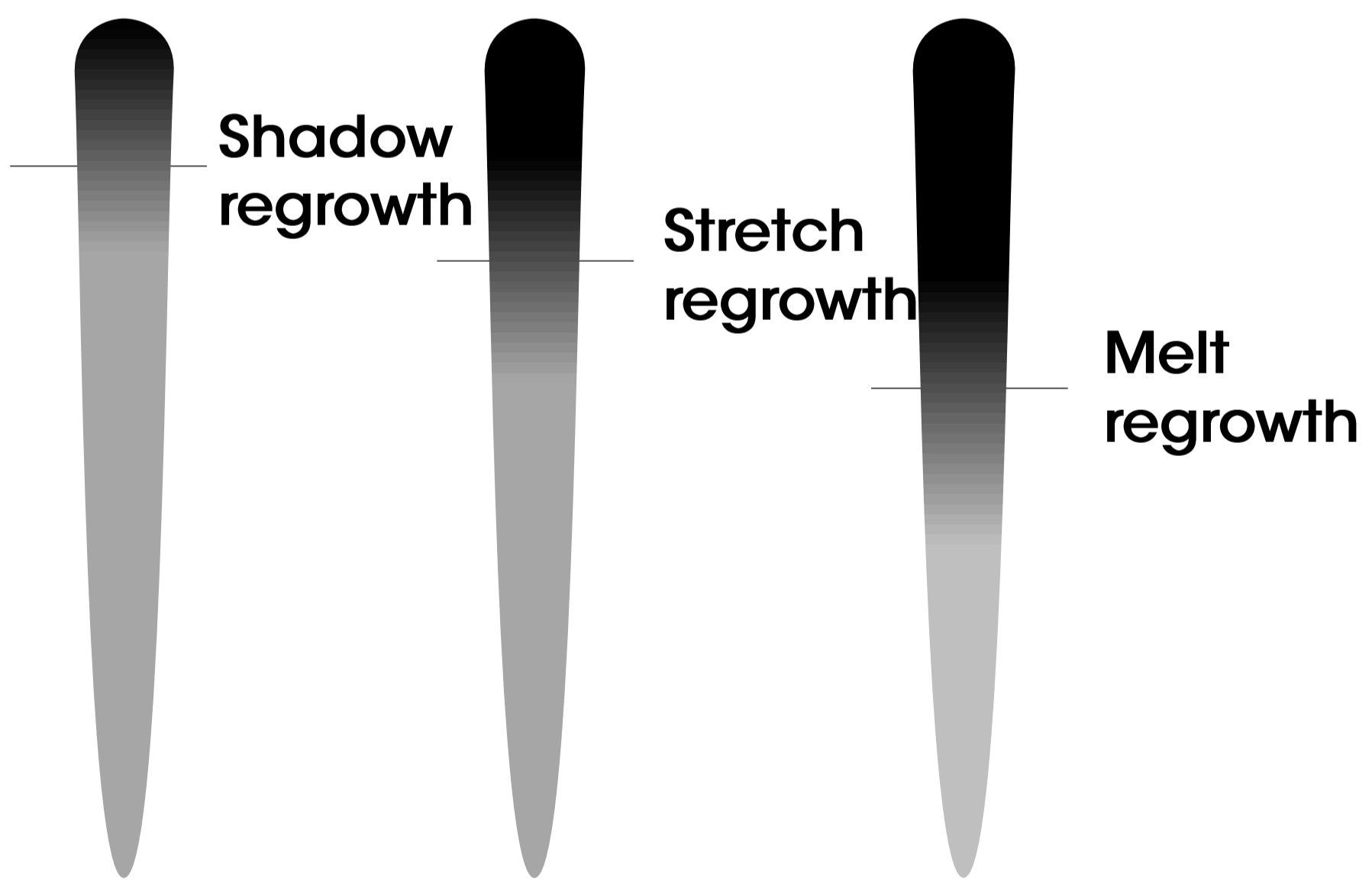
Need to reintroduce depth in the nape?

Need to rebalance with a colour ZONING technique?

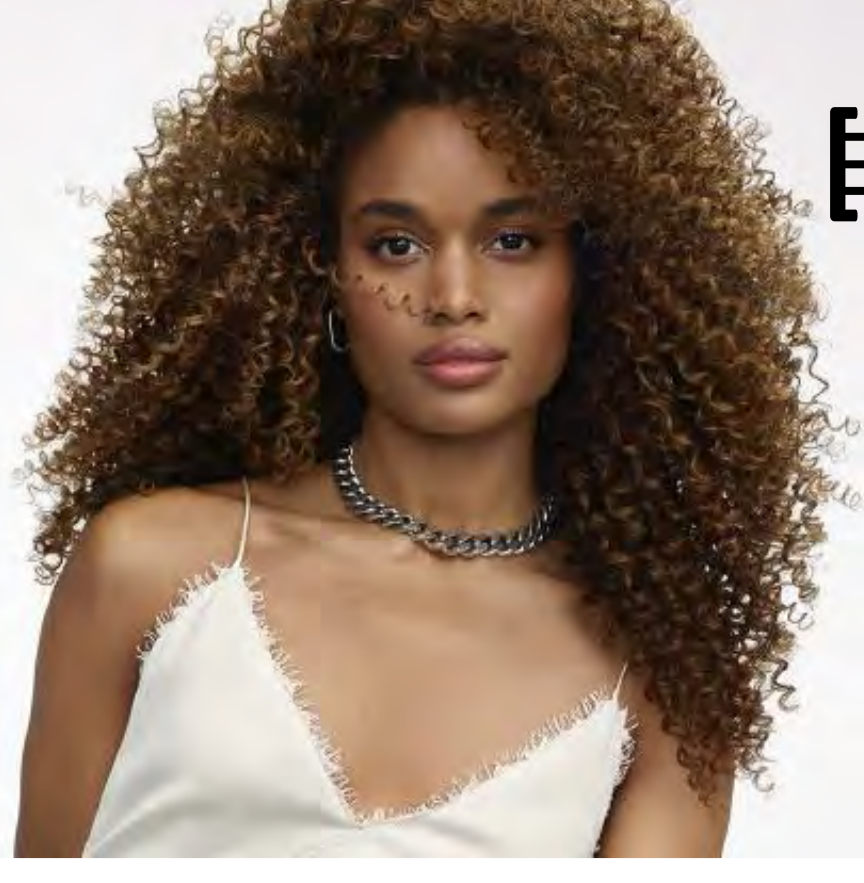
Needed to emphasize the face frame?

Need to combine with a CONTOURING technique?

### [Regrowth shadowing]



Need to reintroduce depth on the regrowth?

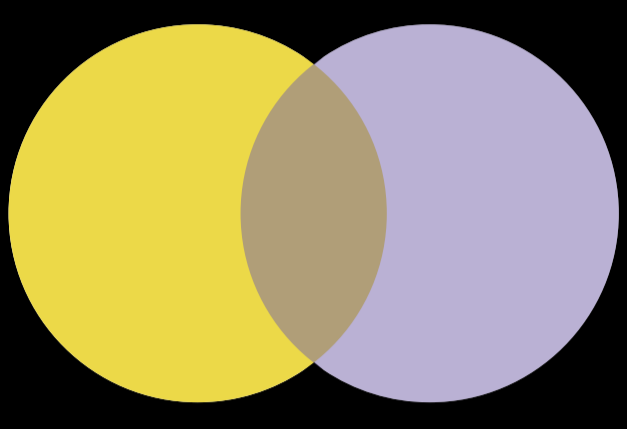


# [Technique]

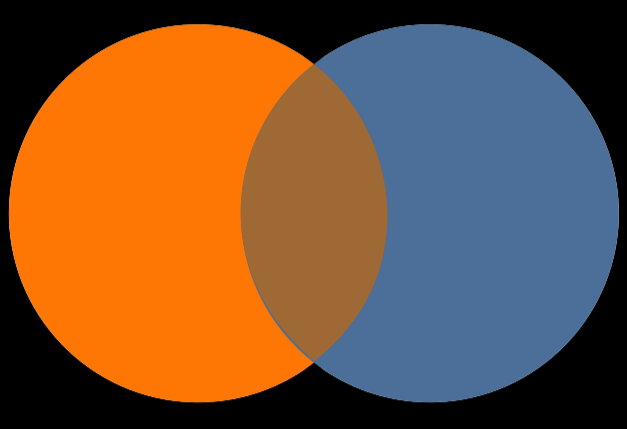
## How to choose your neutralization universe.

Depending on the target undertone or the coolness you want to achieve.

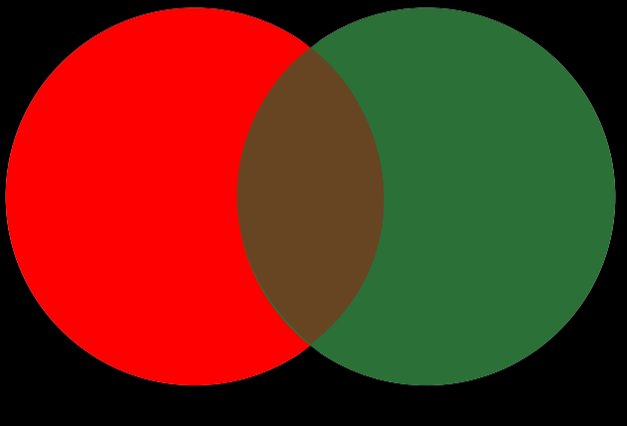
Neutralize yellow tones with cool shades .2 for a natural colour result.



Neutralize orange tones with cool shades .1 for a natural colour result.



Neutralize green tones with cool shades .7 for a natural colour result.



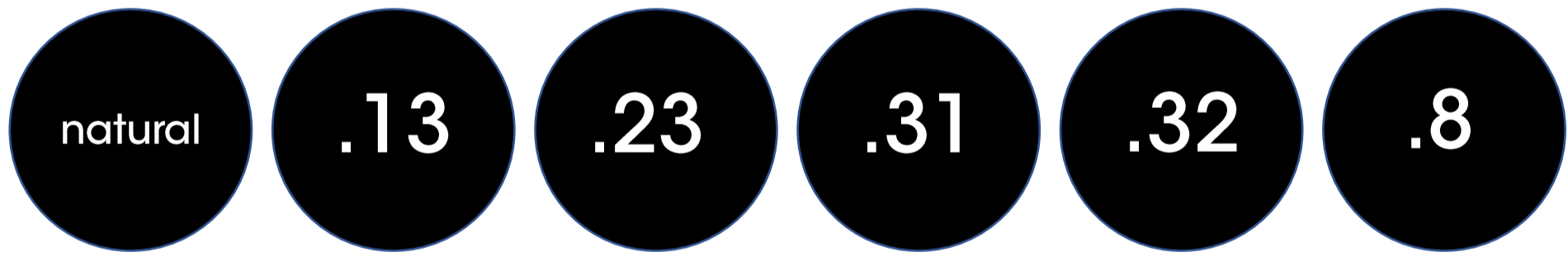
### [Option 1]

Use a pure neutralizing shade.



### [Option 2]

Use a softening shade.

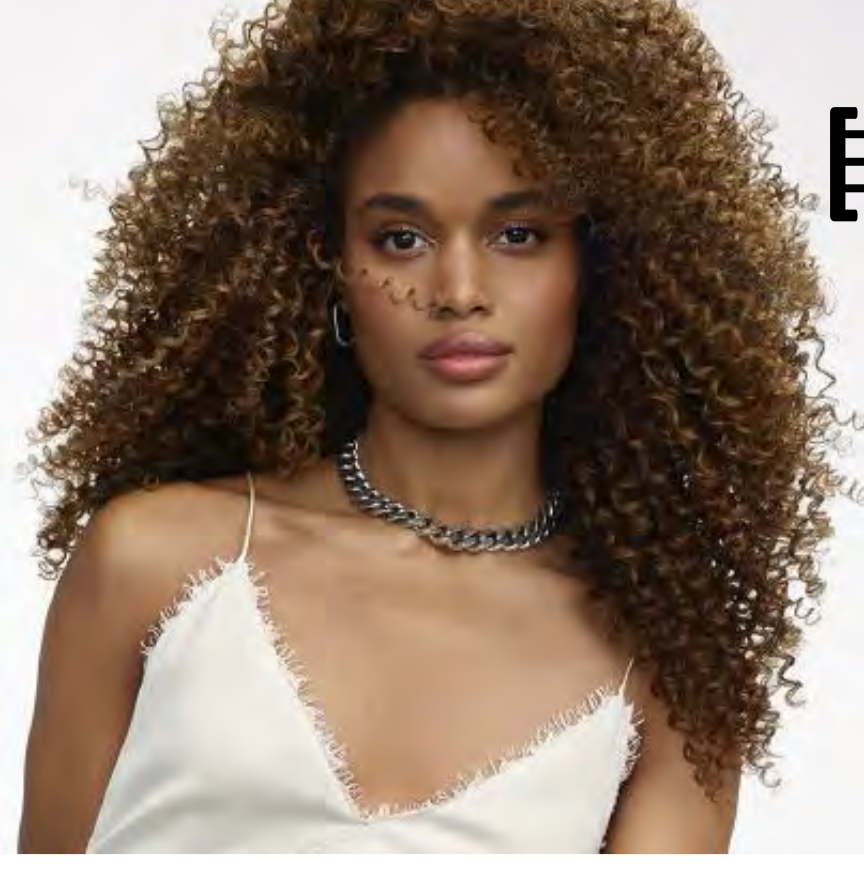


+

& re-inforce the neutralization adding 1/4 or 1/2 of pure neutralizing shade.



ex:  
3/4 9.13 + 1/4 9.01  
3/4 10.32 + 1/4 10.21  
3/4 7.8 + 1/4 7.11

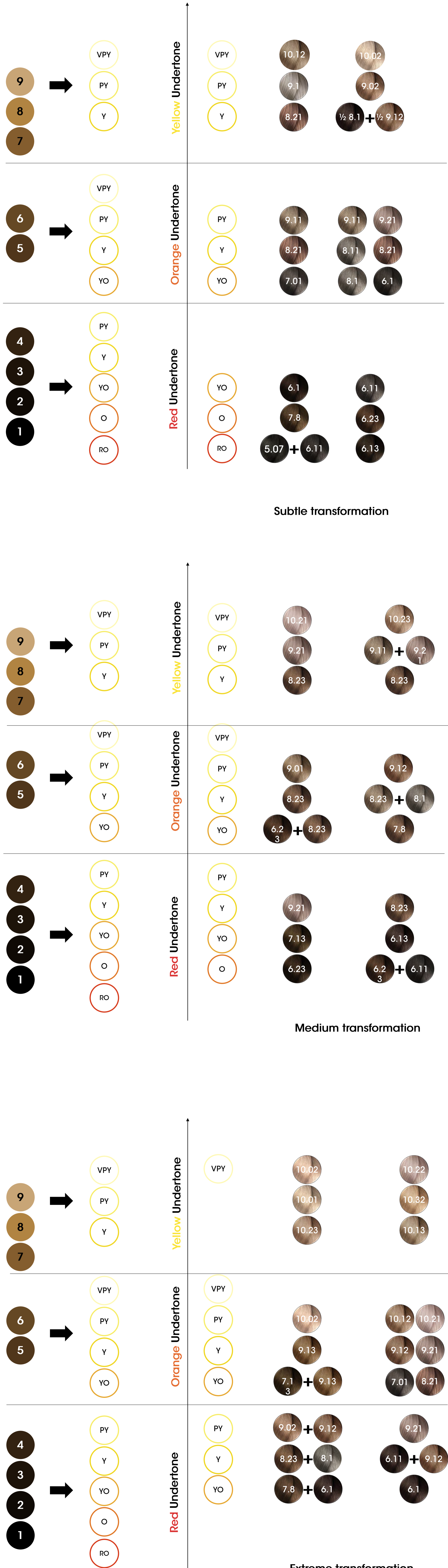


# [Technique]

## How to choose your neutralization universe.

Depending on the target undertone.

From level... ..to undertone





# [Hair Art]

## The right technique & the right product to answer any balayage desire

We created 3 visuals to personify any balayage desire based on 3 criterias:

- The different natural basis.
- How subtle, medium or extreme the consumer is ready for a change.
- Hair texture.

### [Soft & luminous] Very curly.



### [Sexy, not stripy] Softy wavy or straight supple.



### [Extreme without warmth] Bone straight hair.





# [Hair Art]

## Soft & luminous.

From yellow orange to yellow.

**VERY CURLY.**

**Open air – Free hand.  
Brush and hand painting.  
Method : 100% open air.  
Balayage Pattern: inverted V.  
Placement: top & sides.**

[Blond Studio 7]

CLAY 7  
40 vol.



[Dia light]

8.21 / 9 vol.  
Development  
time: 10 min.



## Option 2: Subtle transformation.



Undertone  
**From yellow orange  
to yellow**

Hair type  
**Very curly**



Step 1  
**Perfectly blended  
lightening**  
Blond Studio 7  
Clay Powder  
+ 40 vol developer

Technique  
**Open air**  
Brush &  
hand painting



Step 2  
**Nourishing gloss**  
Dia Light 8.21  
+ 9 vol Diactivateur





# [Hair Art]

## Sexy, not stripy.

From pale yellow to very pale yellow.

**SOFTLY WAVY OR STRAIGHT SUPPLE.**

**Open air – Free hand.  
Brush and hand painting.**

**Method: semi-enclosed technique (plastic wrap).**

**Pattern: V shape.**

**Placement: everywhere except under the occipital.**

### [Blond Studio 8]

8 Bonder Inside  
30 vol.



### [Dia light]

Regrowth:  
9.13 / 6 vol.  
Lengths:  
10.23 / 6 vol.  
Development  
time: 5 to 20 min.



## Option 2: Medium transformation.



Undertone  
**From pale yellow  
to very pale yellow**

Hair type  
**Softly wavy**



Step 1  
**Perfectly blended  
lightening**  
Blond Studio 8  
Bonder Inside  
+ 30 vol developer  
Technique  
**Semi-enclosed**



Step 2  
**Nourishing gloss**  
Regrowth  
Dia Light 9.23  
+ 6 vol Diactivateur  
Lengths  
Dia Light 10.23  
+ 6 vol Diactivateur  
(20 min)



# [Hair Art]

## Extreme, without warmth.

From yellow to pale yellow.

### BONE STRAIGHT HAIR.

Method: demi-enclosed technique (only the first 5 cm are left open air).

Pattern: backcombing on the regrowth.

Placement: all over the head.

[Blond Studio 9]

30 vol.



[Dialight]

Regrowth:  
 $\frac{3}{4}$  9.13 +  $\frac{1}{4}$  9.21  
9 vol.

Lengths:  
 $\frac{3}{4}$  10.13 +  $\frac{1}{4}$  10.21  
9 vol.

Development  
time: 20 min.

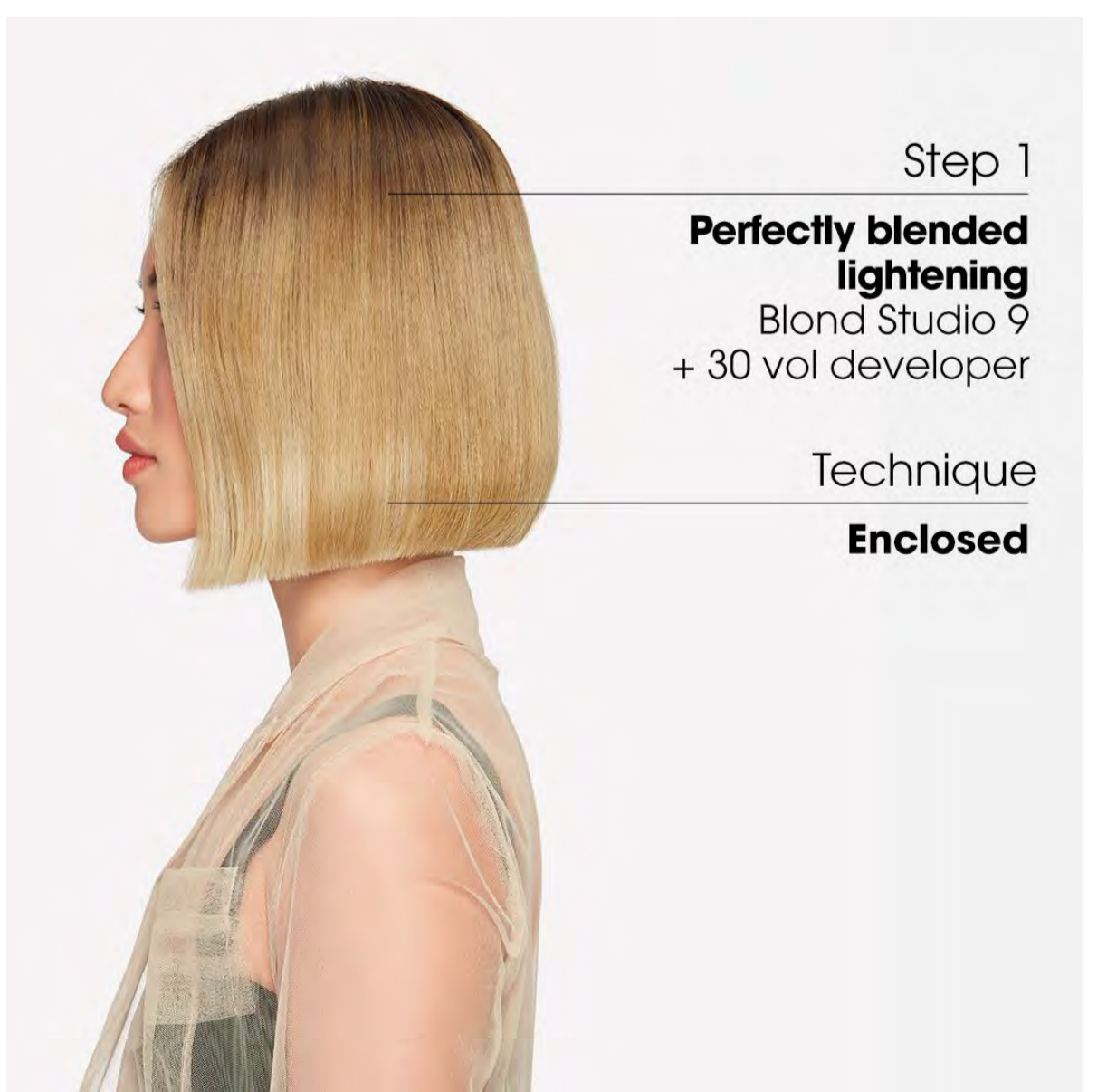


### Option 2: Radical transformation.



Undertone  
**From yellow  
to pale yellow**

Hair type  
**Bone straight hair**



Step 1  
**Perfectly blended  
lightening**  
Blond Studio 9  
+ 30 vol developer

Technique  
**Enclosed**



Step 2  
**Nourishing gloss  
Regrowth**  
 $\frac{3}{4}$  Dia Light 9.13  
+  $\frac{1}{4}$  Dia Light 9.21  
+ 9 vol Diactivateur

Lengths  
 $\frac{3}{4}$  Dia Light 10.13  
+  $\frac{1}{4}$  Dia Light 10.21  
+ 9 vol Diactivateur



# [Hair Art]

## French Balayage whatever your balayage desire... going even further.

### [Grey hair]

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#### OPTION 1

- Balayage
- Pause / Rinse / Towel dry
- Regrowth: Majirel or INOA
- Take through

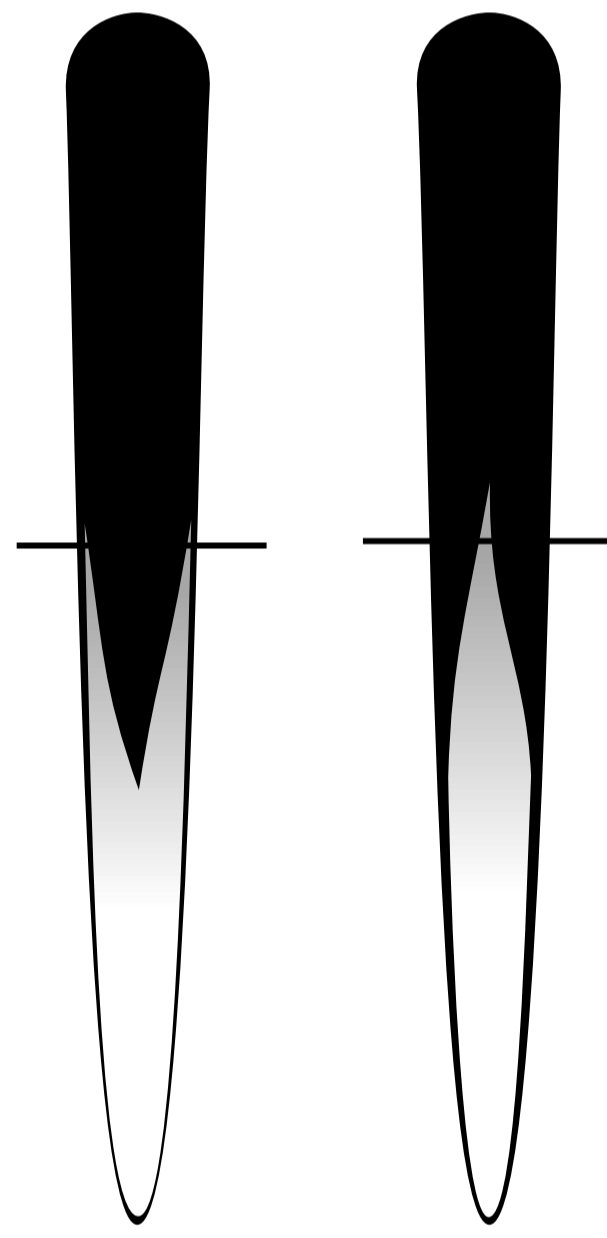
#### OPTION 2

- On the regrowth: Majirel or INOA
- Quick balayage for soft contrast during the 35 min of development time of the colour
- Rinse all together / Shampoo / Towel dry
- Dialight to tone Balayage

### [Short]

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Only play on the ends to go for a shadow regrowth effect.



### [Fringe]

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#### High forehead

Leave the fringe dark to optically push down the face.

#### Good proportions

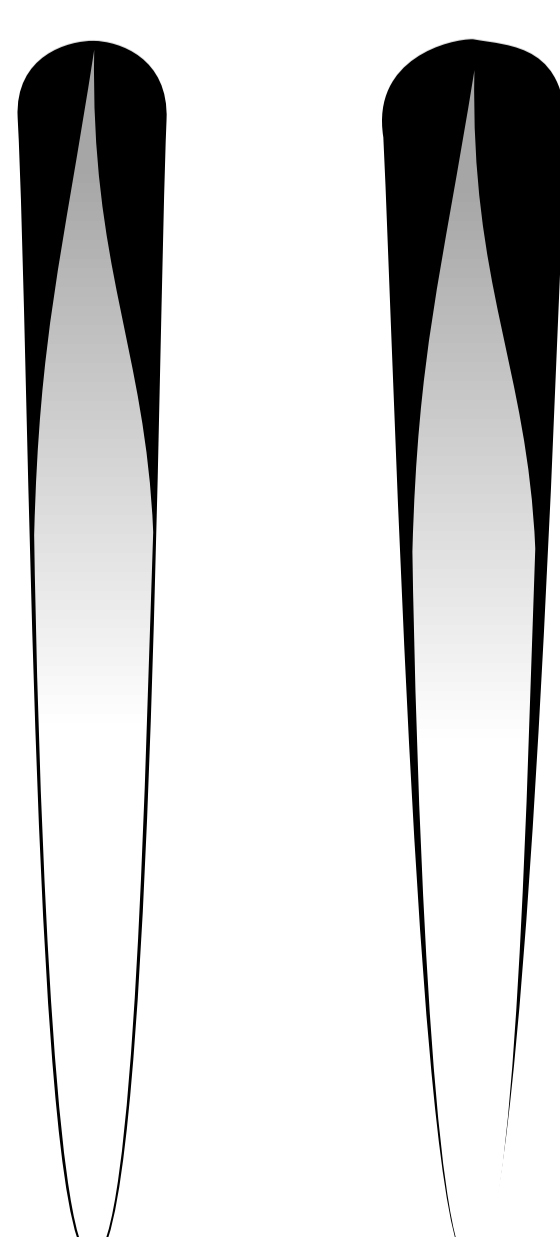
Use the same perfectly blended technique as on the rest of the head.

### [Curly hair]

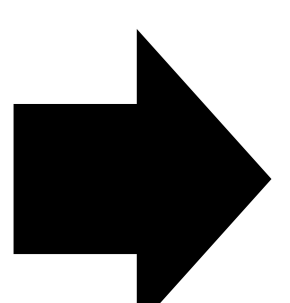
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Widen your sections to increase visibility...

...But choose single point to be more subtle on the regrowth



**TUTO ON VERY CURLY HAIR**





[Hair Art]



## Video tutorial: curly hair.

DISCOVER HOW  
CHARLOTTE CATHERIN  
USES BLOND STUDIO 7  
CLAY POWDER.

**#FrenchBalayage**

VERY CURLY HAIR.

Open air – Free hand.  
Brush and hand painting.

Method: 100% open air.  
Balayage Pattern: inverted V.  
Placement: top and sides.





# [Science]

## French Balayage whatever your balayage desire.

Perfectly blended. Never warm. Glossy shine.

	Level 1 to 4	Level 5 & 6	Level 7 to 9
Subtle transformation	<b>STEP 1</b>  [Maji-M 5]	<b>STEP 1</b>  [Maji-M 5]	<b>STEP 1</b>  [Maji-M 5]
	 [CLAY 7]	 [CLAY 7]	 [CLAY 7]
	<b>STEP 2</b> 7.8 6.1 5.07 + 6.11 6.11 6.23 6.13	<b>STEP 2</b> 9.11 8.21 7.01 9.11 9.21 8.11 8.21 8.1 6.1	<b>STEP 2</b> 10.12 9.1 8.21 10.02 9.02 1/2 8.1 + 1/2 9.12
Medium transformation	<b>STEP 1</b>  [MT8/MT8BI]	<b>STEP 1</b>  [MT8/MT8BI]	<b>STEP 1</b>  [Maji-M 5]
	 [Platinum 7]	 [Platinum 7]	 [CLAY 7]
	 [MT9]	 [CLAY 7]	 [Platinum 7]
	<b>STEP 2</b> 9.21 7.13 6.23 8.23 6.13 6.23 + 6.11	<b>STEP 2</b> 9.01 8.23 6.23 + 8.23 9.12 8.23 + 8.1 7.8	<b>STEP 2</b> 10.21 9.21 8.23 10.23 9.11 + 9.21 8.23
Extreme transformation	<b>STEP 1</b>  [MT8/MT8BI]	<b>STEP 1</b>  [MT8/MT8BI]	<b>STEP 1</b>  [CLAY 7]
	 [MT9]	 [MT9]	
	<b>STEP 2</b> 9.02 9.12 8.23 + 8.1 7.8 6.1 9.21 6.11 + 9.12 6.1	<b>STEP 2</b> 10.02 9.13 7.13 + 9.13 10.12 10.21 9.12 9.21 7.01 8.21	<b>STEP 2</b> 10.02 10.01 10.23 10.22 10.32 10.13



[Science]

# Rediscover Blond Studio.

And the new Blond Studio is also redesigned eco friendly. We're taking the range from 0 to 75-100% recycled plastic, saving 53 tons, every year!

What's new about the Blond Studio renovation?  
#FrenchBalayage



New gradual powder color.  
Distinguish the lift with ease.  
#FrenchBalayage



New cap stickers.  
Visible from all angles.  
#FrenchBalayage



New sustainability.  
75 to 100% recycled plastic.  
#FrenchBalayage



## Blond Studio new range.



[Majimèches 5]



[Platinum +7]



[CLAY 7]



[MULTI-TECHNIQUES 8]



[MULTI-TECHNIQUES 8]  
Bonder inside



[BLOND STUDIO 9]



# [Science]

## Blond Studio Clay Powder.

**19% CLAY.  
NO AMMONIA.  
ELASTIC TEXTURE.  
IDEAL FOR OPEN AIR BALAYAGE.**

- Up to 7 levels of lift,
- Specialized in air painting techniques.
- Extreme adherence and low volatility texture.
- Can also be used for enclosed techniques.
- With added perfume for better smell.



## Blond Studio Multi-techniques 8.

**BONDER**

**UP TO 8 LEVELS OF LIFT.**

**STRONGER.**

**NOW WITH INTEGRATED BONDER**

Highest concentration of Citric Acid and Glycine bonding complex to protect bonds and keep the hair strong while lightening.

**FASTER.**

All in one step with no bonder additive needed for 15 minutes faster service.

**AND STILL.**

- Multi-techniques lightening powder.
- Ideal for natural or coloured hair.
- Low volatility texture.
- Good adherence.



## Blond Studio Multi-techniques 9.

**FEATURES.**

Developers enriched with oil.

**BENEFITS.**

- Up to 9 levels of lift.
- Multi-techniques lightening powder.
- Improved hair cosmeticity.
- Fast take-off.
- Low volatility texture.
- Optimal adherence.
- Optimal neutralization.



**OIL BASED TECHNOLOGY  
IMPROVED HAIR  
COSMETICITY**



[Science]

## From our labs Directly to you?

At L'Oréal Professionnel laboratories we have one obsession: combine the best performance with high standards of safety and hair integrity. The Blond Studio range has been designed with this perspective. It is a complete toolbox to provide seamless lightening for every hair type.

[Caroline Goget]





# [Science]



## [Development time adaptation]

TO **05**  
**50** MIN

## [Developer adaptation]



- Cream Developer **3** | 12% 40 vol.
- Cream Developer **2** | 9% 30 vol.
- Cream Developer **1** | 6% 20 vol.
- Cream Developer **0** | 3.75% ½ vol.



### Nutri-Developer

- Blond Studio **40** vol.
- Blond Studio **30** vol.
- Blond Studio **20** vol.



### Oil-Developer

- Blond Studio **30** vol.
- Blond Studio **20** vol.

[Science]



## 2 Nourishing gloss.



### Dialight neutralizing gloss.

#### FEATURES.

Acidic gel cream.  
No ammonia.

#### BENEFITS.

- The low PH doesn't sensitize the hair.
- Closes cuticles after lightening.
- Makes the hair 30% more nourished.
- Unique wide palette of neutralization.

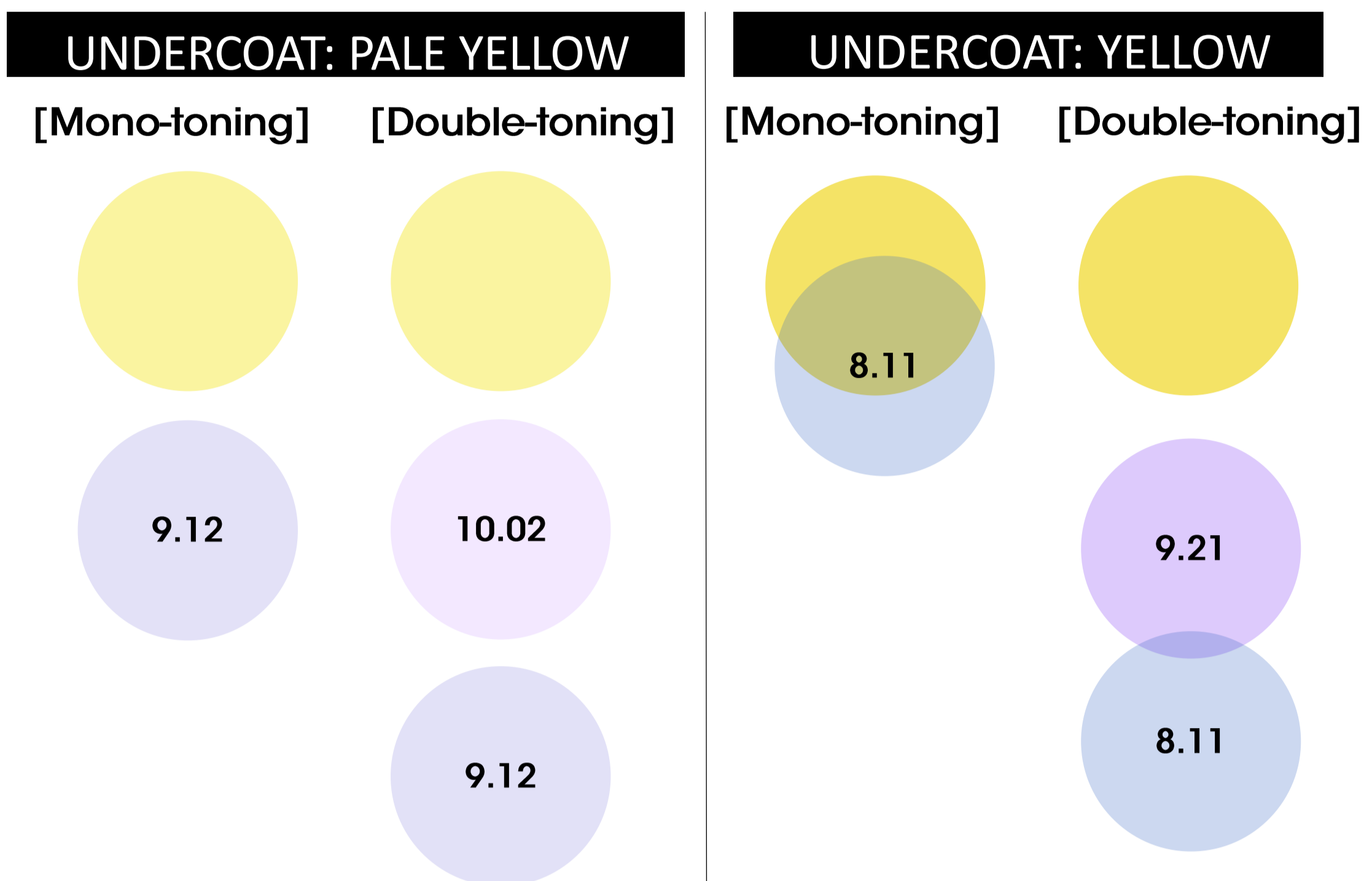
**THE MANDATORY STEP-2 AFTER ANY BALAYAGE**

## [Science]

## Nourishing gloss.

## [Adapt your neutralization]

When neutralization contains risks of unwanted green tone on very sensitized hair.

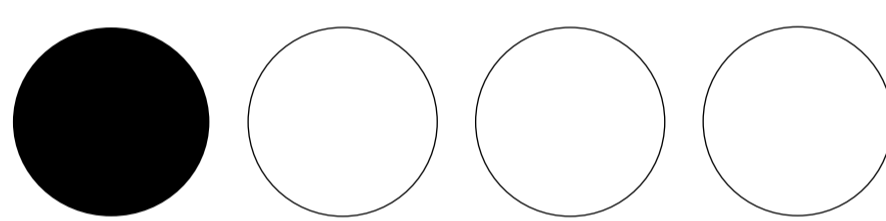


## DOUBLE TONING AVANTAGES

1. Perfectly neutralize
2. Cool and shine
3. Longer lasting

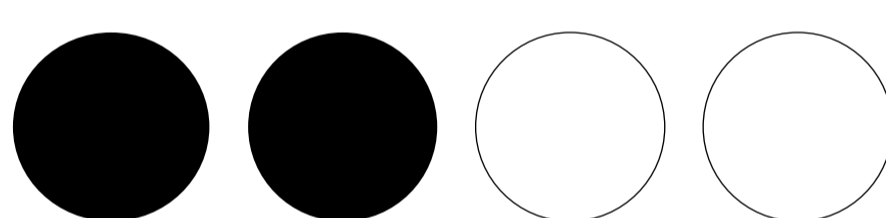
## [Adapt your transparency]

1/4 tube of Dialight



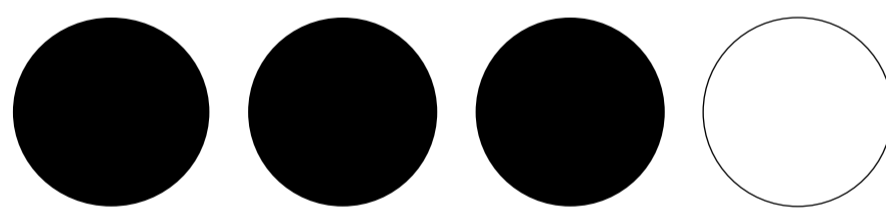
3/4 Dialight  
Clear

1/2 tube of Dialight



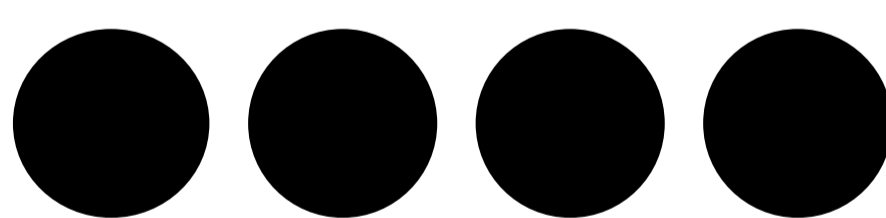
1/2 Dialight Clear

3/4 tube of Dialight



1/4 Dialight Clear

Full tube of Dialight



No Dialight Clear

## [Adapt your depth]

Only target of Dialight



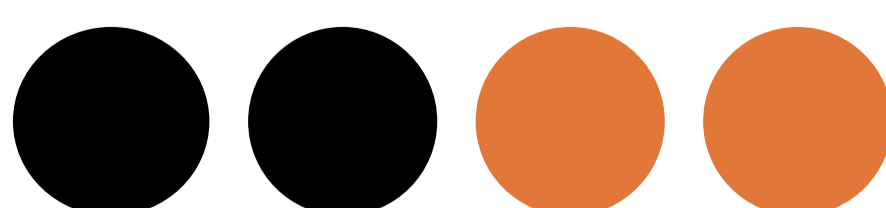
No base

3/4 target shade



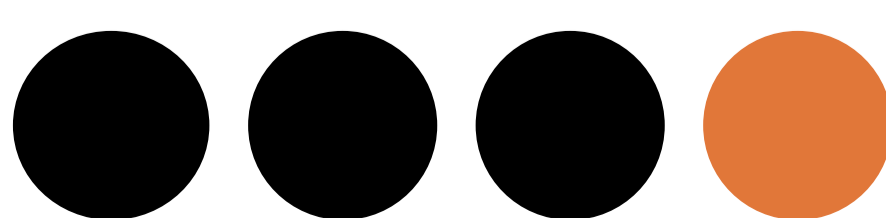
1/4 base

1/2 target shade



1/2 base

1/4 base



3/4 base



[Business]

## French Balayage: Value the story.

Consultation talking points with your client to value your art and charge more.

The essence of French Balayage, to be shared and explained to the client, is based on 3 pillars:

- Perfectly blended lightening.
- Glossy shine.
- Never warm.

Being able to tell this story will increase the perceived quality of your French Balayage.

### Glossy shine.

Hair integrity (Blond Studio).  
Acidic pH.  
Healthy looking hair.  
Resurfacing (fiber coating).

### Perfectly blended.

Hand craft.  
Seamless effect.

### [French Balayage]

—  
ONLY A PRO CAN  
PROVIDE SUCH A  
LEVEL OF EXCELLENCE.  
ELEGANCE OF THE  
FRENCH TWIST. SENSE  
OF UNIQUENESS. WORTH  
PAYING MORE FOR.

### Never warm.

Adapted strength of  
the Blond Studio product...  
so colour fades more  
beautifully.

Natural « neutralized » finish.  
Professional large palette to  
create 100% made to measure  
toning.

# [Thank You]

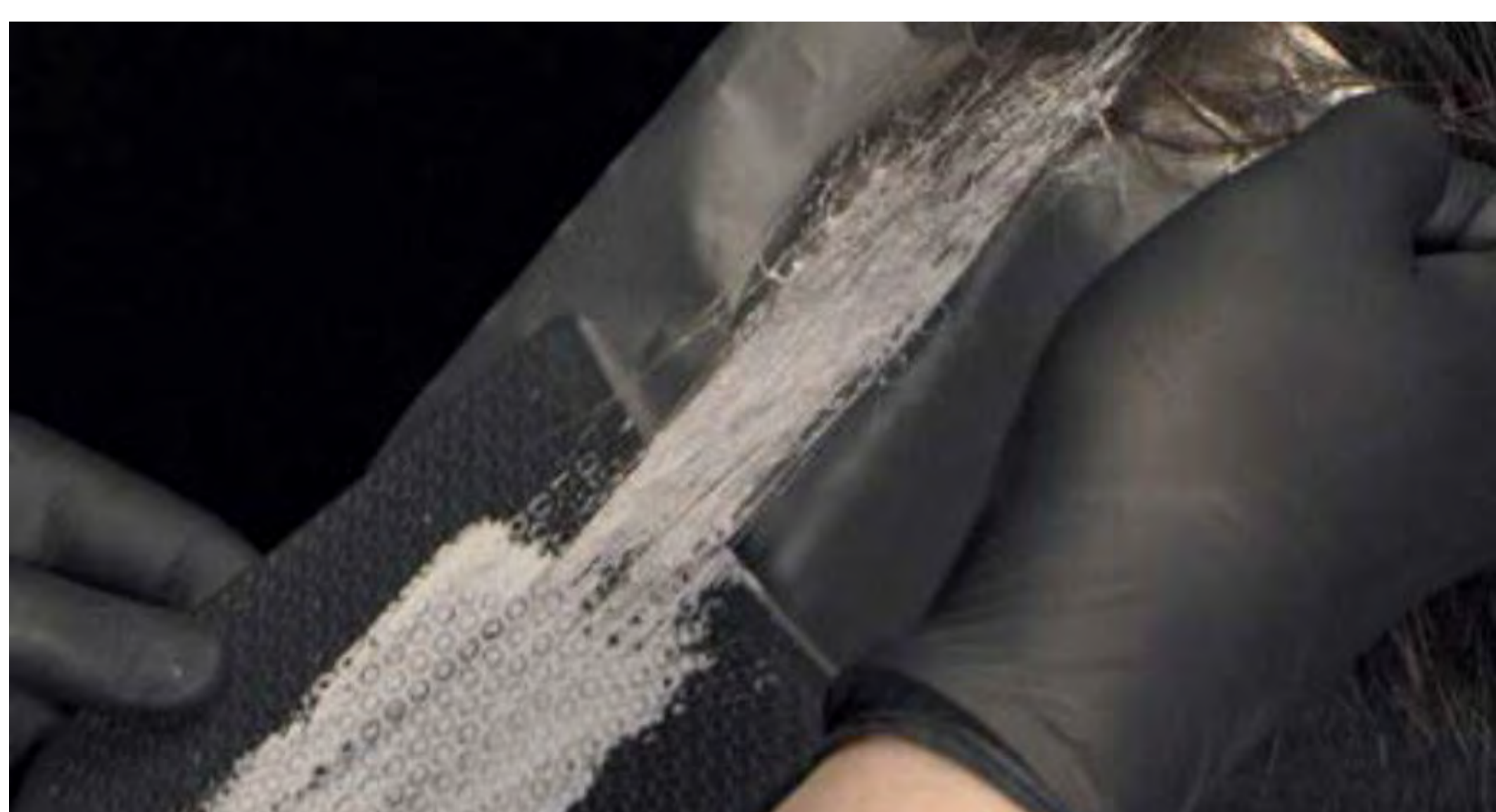
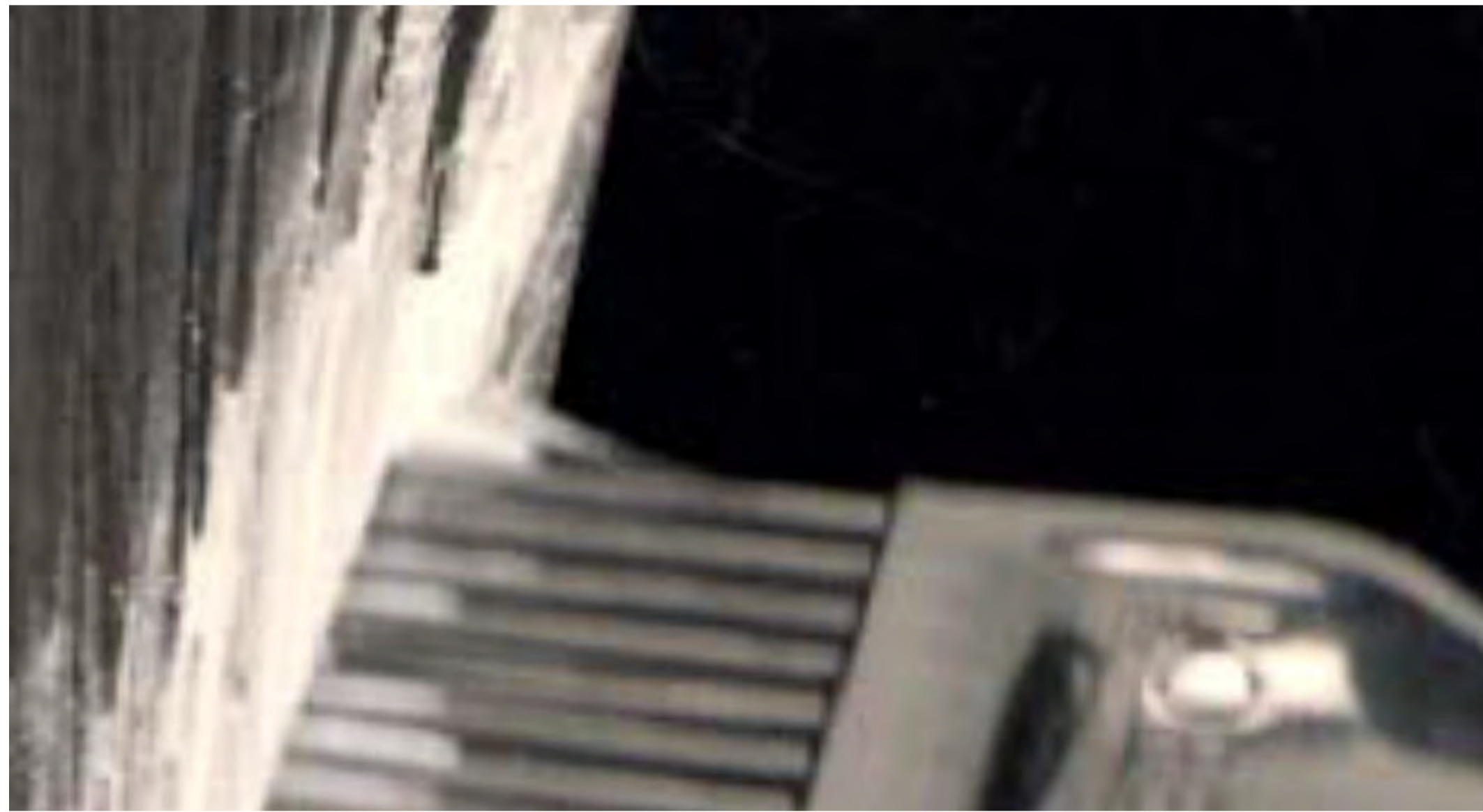


[French Balayage]  
**Natural looking.  
Whatever your  
balayage desire.**

Book your rendezvous with your L'Oréal Pro Coiffeur.

**L'ORÉAL**  
PROFESSIONNEL  
PARIS

It's all about practicing now.  
Refine your craft.  
Diversify your techniques  
To answer any balayage desire.



**L'ORÉAL**  
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