



Kydra
le salon

créations botaniques françaises



FALL-WINTER 24.25 CAMPAIGN



Kydra
le salon





bambi blond

#GRUNGE BLOND

 29.2M

 15M



bambi blond

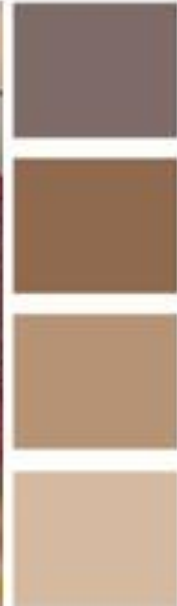
#GRUNGE BLOND

 29.2M

 15M

LOU-ANNE
front

#BAMBI BLOND



#GRUNGE BLOND



step by step

STEP 1: sectioning off zones 1, 2, 3 & 4

ZONE 1

Trace an irregular curve 2 to 3 cm from the hairline, all around the head. Then section off this part.

ZONE 2

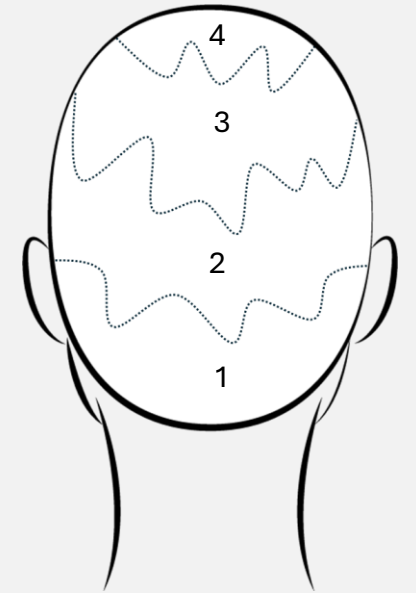
Trace a second irregular curve 4 to 5 cm above the first. Then section off this part.

ZONE 3

Trace a third irregular curve 4 to 5 cm above the second before sectioning off this part.

ZONE 4

This is the remaining area.



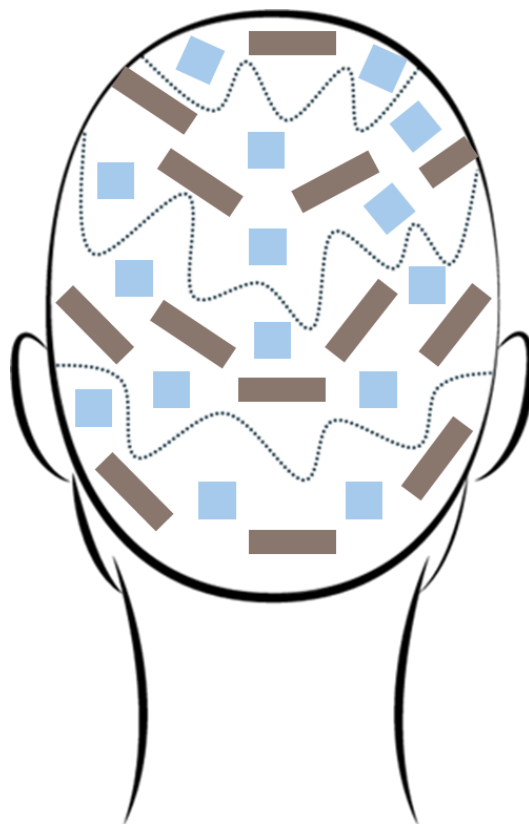
STEP 2: lightening and coloring zones 1, 2, 3 & 4

Start your application with Zone 1, followed by 2 and then 3, finishing with zone 4.
Alternate between method 1 and 2 in each zone.

METHOD 1:



Take a square section between 1 and 1.5 cm thick.



METHOD 2:



Take rectangular sections that are 2 to 3 thick and 4 to 5 cm long.

➔ When a **LIGHT YELLOW** lightening base has been achieved, rinse out and wash using a Kydra Blonde Beauty post-lightening shampoo, followed by a suitable hair treatment from the Kydra le salon range.

STEP 2: lightening and coloring zones 1, 2, 3 & 4

Start your application with Zone 1, followed by 2 and then 3, finishing with zone 4.
Alternate between method 1 and 2 in each zone.

step by step



METHOD 1:

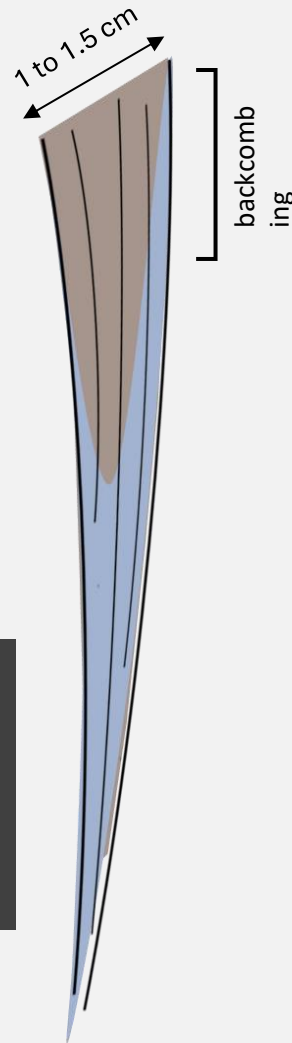
Take a square section between 1 and 1.5 cm thick.

Backcomb regrowth and apply **Mixture 1** using the wrapped method.

Mixture 1

40 g of Kydra Blonde Beauty 8-tone lightening powder
+ 10 ml of Elixir d'Alès*
+ 60 ml of Kydra Blonde Beauty 30 Vol. Cream Developer

*Select an Élixir to suit your customer's hair nutrition needs.



METHOD 2:

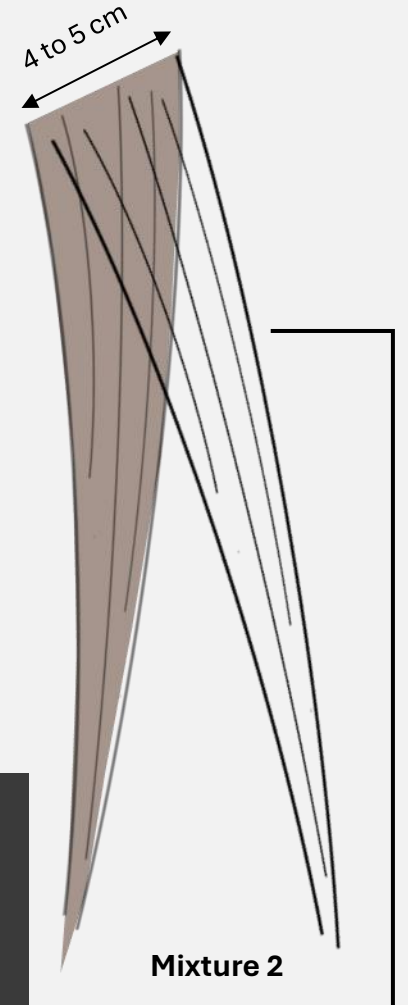
Take rectangular sections that are 2 to 3 thick and 4 to 5 cm long.

Create an 'air touch balayage' on 25 to 50% of the strand, before applying **Mixture 2** to mid-lengths and ends using the protected method or freehand.

Mixture 2

+ 40 g of Kydra Softing 'Blond'
+ 40 g of Kydra Softing 'Marron Café'
+ 15 ml of Elixir d'Alès*
+ 80 ml of Kydra 5 Vol. activator

*Select an Élixir to suit your customer's hair nutrition needs.



step by step

Step 3: sectioning zones A, B & C

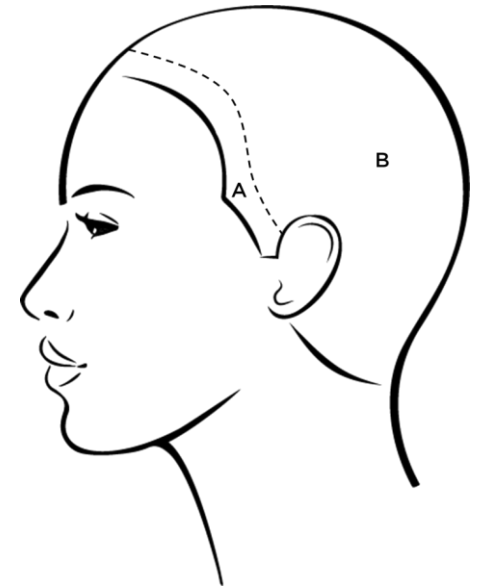
ON WET TO DRY HAIR

ZONE A

Section off the first 2 to 3 cm of hair from the front hairline.

ZONE B

Trace a curve from the middle of the ear, over the top of the vertex, and ending at the middle of the opposite ear.

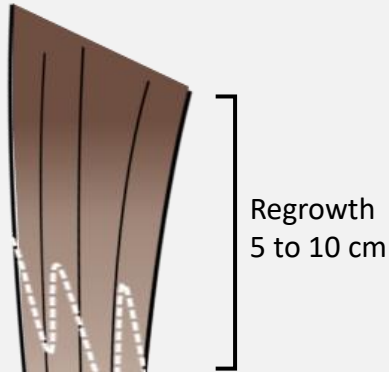


STEP 4: pastelizing zones A & B

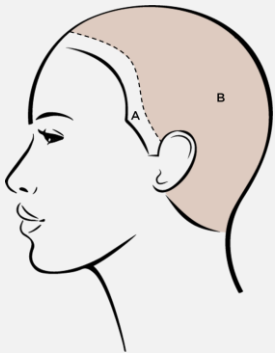
step by step

ZONE B

1. Apply **Mixture 4** to the first 5 to 10 cm of regrowth.



2. Apply **Mixture 5** to the remaining lengths and ends.



REGROWTH

Mixture 4
20 g of Kydra Jelly Gloss 6
+ 40 g of Kydra Jelly Gloss 8/73
+ 10 ml of Soothing Elixir*
+ 60 ml ml of Kydral 5 Vol. activator

LENGTHS & ENDS

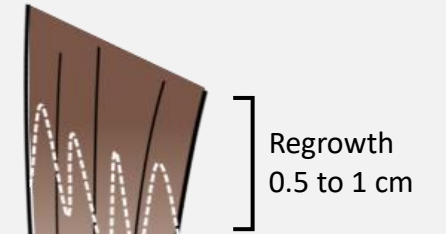
Mixture 5
30 g of Kydra Jelly Gloss 10/23
+ 20 g of Kydra Jelly Gloss 8/73
+ 60 g of Kydra Jelly Gloss Clear
+ 2 Reconstruction Elixirs*
+ 120 ml of Kydra 5 Vol. activator

*Select an Élixir to suit your customer's hair nutrition needs.

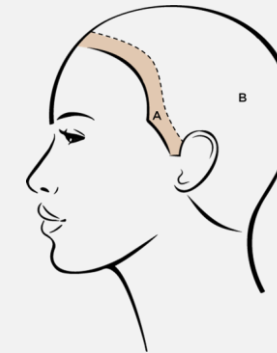
➔ Monitor processing time for 20 minutes, rinse and wash with a Kydra Shampoo, followed by a suitable treatment from the Kydra le salon range.

ZONE A

1. Apply **Mixture 4** to the first cm of regrowth.



2. Apply **Mixture 5** to the remaining lengths and ends.







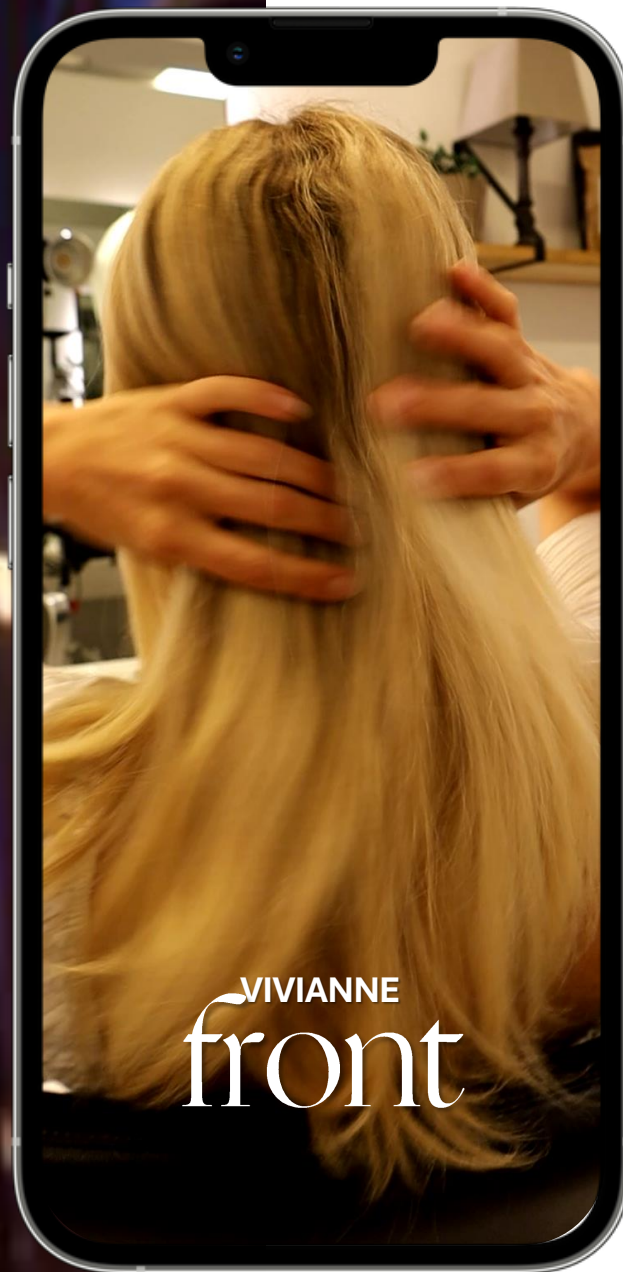
Coral blond

 5.6M

 37M

 450K

#PEACH HAIR
#APRICOT HAIR
#CORAL HAIR



Coral blond

 5.6M

 37M

 450K

#PEACH HAIR
#APRICOT HAIR
#CORAL HAIR

#CORAL BLOND #PEACH HAIR

#APRICOT HAIR

#CORAL HAIR

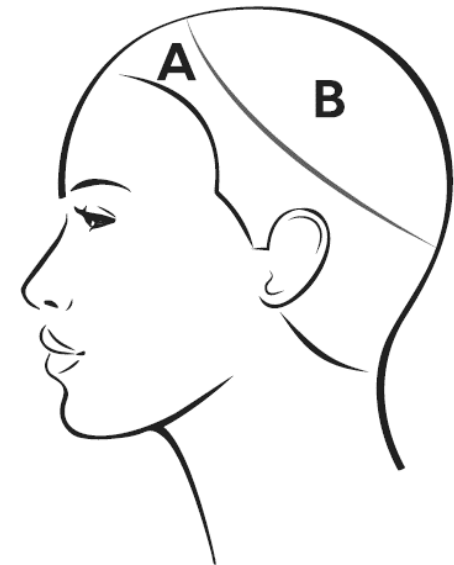


step by step



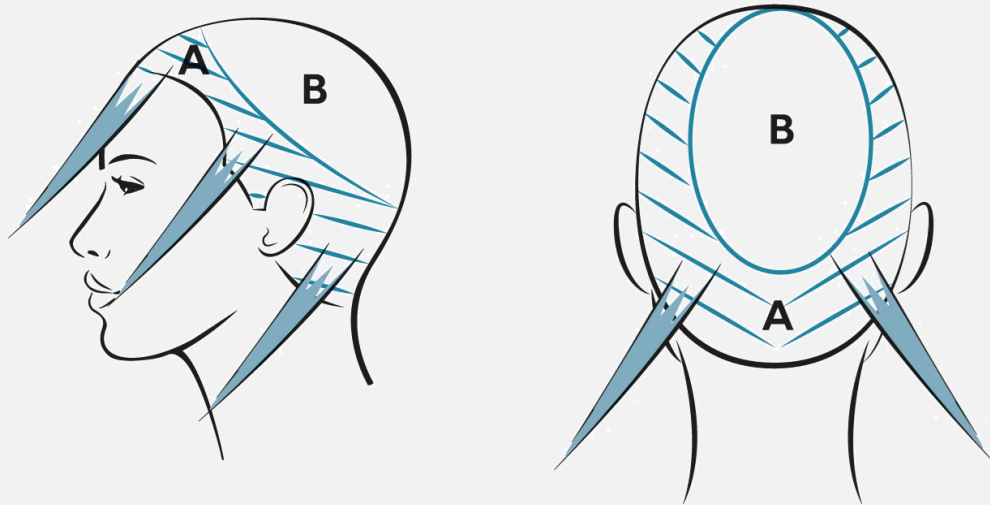
STEP 1: sectioning zones A & B

Carve out a circle starting at the crown of the head. It should lead from the center of the top of the head, moving over the top of the occipital bone and back to the starting point.
The lower part is Zone A and the upper part is Zone B.



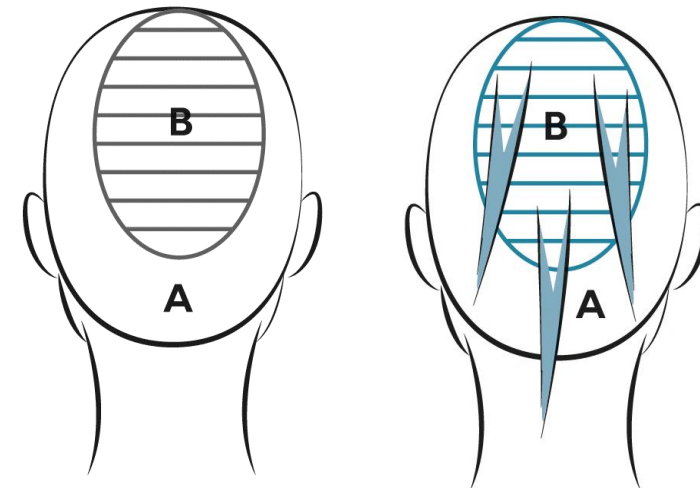
STEP 2: lightening zone A

Pick out diagonal sections measuring 2 cm wide.
Gently backcomb new growth in each section and use the 'painting balayage' technique over the entire surface of the strand, applying **Mixture 1** using the wrapped method.



Step 3: lightening zone B

Create horizontal sections 2 cm wide.
Gently backcomb new growth in each section and use the 'painting balayage' technique over the entire surface of the strand, applying **Mixture 1** using the wrapped method.



Mixture 1

40 g of Kydra Blonde Beauty 7-tone lightening paste
+ 10 ml of Reconstruction Elixir*
+ 60 ml of **Kydra Blonde Beauty 30 Vol. Cream Developer**

*Select an Élixir to suit your customer's hair nutrition needs.

➔ When a **PALE YELLOW TO VERY LIGHT YELLOW** lightening base has been achieved, rinse out and wash using a Kydra Blonde Beauty post-lightening shampoo, followed by a suitable hair treatment from the Kydra le salon range.

step by step

STEP 4: pastellizing D

ON WET HAIR

Apply Mixture 2 all over the hair.

Mixture 2

- + 30 g of Kydra Jelly Gloss 9/24
- + 2.5 g of Kydra Jelly Gloss 7/44
- + 0.5 g of Kydra Primary Magenta
- + 75 g of Kydra Jelly Gloss Clear
- + 15 ml of Reconstruction Elixir*
- + 107.5 ml of Kydra 5 Vol. activator

*Select an Élixir to suit your customer's hair nutrition needs.

➔ Monitor processing time for 20 minutes, rinse and wash with a Kydra Shampoo, followed by a suitable treatment from the Kydra le salon range.





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