

BLONDE78™

ALL BLONDES, ALL BONDED

Blonding is hitting platinum status!

Aloxi Blonde78™ is a comprehensive blonding range developed with all hair types, structures and textures in mind. Featuring proprietary Blonde78 Complex with built-in bond protection, this line adds intense hydration and protects the strength and integrity of the hair to allow for lightening no matter the texture.

- Complete range of LIGHTENERS that covers all your blonding needs
- Ideal for any and all hair types, structures, textures and application methods
- Built-in bond protection means no additives needed and money saved
- Respects the structure of the hair by strengthening and hydrating during the colour process
- All formulas are sodium chloride free and perfect for on or off-scalp application techniques

BLONDE78™ COMPLEX

POLYGLUTAMIC ACID

Known to provide 4-5 times more hydration than hyaluronic acid

ACACIA COLLAGEN POWDER

A plant based keratin which helps restore depleted proteins while substantially protecting the hair's strength and elasticity during the lightening process

OLIVE OIL

Provides additional moisture and conditioning

PEA PEPTIDES

Provides strength and hydration

TARA FRUIT EXTRACT AND SUNFLOWER SPROUT EXTRACT

Antioxidants to nourish and help protect from damage, extreme UV and pollutants



BLONDE78™ WHITE LIGHTENER

Up to 7 levels of lift

White powder lightener for colour correction, warm and natural results.

Salon Price: \$20.00



BLONDE78™ BLUE LIGHTENER

Up to 7 levels of lift

Blue powder lightener for cool, platinum and icy results.

Salon Price: \$20.00



BLONDE78™ ULTRA LIGHTENER

Up to 9 levels of lift

White powder lightener for dark bases resistant to lift and coarse hair structures.

Salon Price: \$20.00



BLONDE78™ CHARCOAL CREAM LIGHTENER

Up to 9 levels of lift

Cream lightener to lift and tone at the same time. Active Charcoal purifies hair & tones unwanted warm tones simultaneously. Tones to natural colour when applied to level 5 or darker and tones to ash colour when applied to level 6 or lighter.

Salon Price: \$35.00