

# simply blonde®

KENRA  
COLOR®

## BLONDING YOU CAN TRUST NEW LOOK. NEW PRODUCTS. NEW BONDING.

A complete high-performing system for all your blinding & bonding goals.

### Beyond Bond Lightener

For ultimate lift

### Clay Lightener

For open air techniques

### Ultra Lifts

Pearl, Natural, & Ice shades for  
up to 4 levels of lift & tone in one  
easy process

### NEW Base Breakers

Cool & Extra Cool shades  
for up to 1 level of lift in 5 minutes



### DUALBOND COMPLEX

INTEGRATED INTO  
BEYOND BOND & CLAY LIGHTENERS

### DualBond Technology

For inner + outer bonding to protect,  
repair, and condition hair during and post  
lightening service for healthy looking hair

### NO MORE DEDICATED DEVELOPERS

All Simply Blonde products are now formulated  
to use with Kenra Color 10V-40V developers



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## ULTRA LIFT

### WHAT IS IT FOR:

High lift, control, & brighten all in one step

### LEVELS OF LIFT:

Up to 4 levels

### RECOMMENDED STARTING LEVELS:

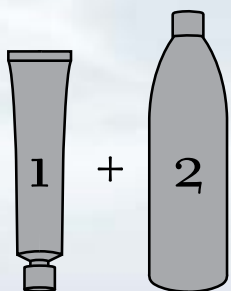
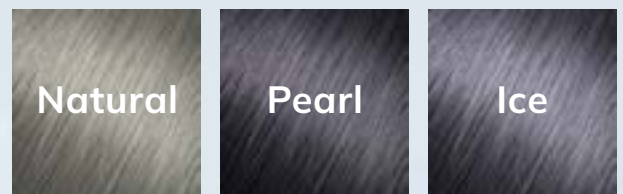
Level 6 and lighter

### PLUS:

- Leaves hair healthier looking while lifting/depositing in one step
- Cool blue or blue base to help neutralize warm undertones
- Maximum lift without using lightener
- Formulated with a cool blue base



### 3 SHADES



**Mixing Ratio:**  
1:2

**Recommended Developers:**  
30V – 40V

 **Processing Time:**  
Up to 40 minutes

### TIPS:

- Ultra Lifts are not able to lift artificial haircolor, only natural color.
- We do not recommend mixing Ultra Lifts with any Kenra Color cremes.
- Ultra Lifts were designed to be used on levels 6 and above. If used on darker levels, expect a warmer end result.

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## BASE BREAKER

### WHAT IS IT FOR:

Up to 1 level of lift in 5 minutes

### LEVELS OF LIFT:

Up to 1 level

### TWO SHADES:

#### **COOL**

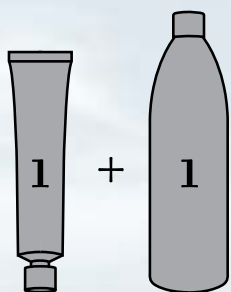
- Ideal for levels 7 & lighter
- Base Tone: blue/violet
- Neutralizes gold tones

#### **EXTRA COOL**

- Ideal for levels 5-7
- Base Tone: blue/blue violet
- Neutralizes orange/gold tones

### PLUS:

- Long-lasting tonal results
- Provides shine
- Improved condition/manageability



**Mixing Ratio:**  
1:1

**Recommended Developers:**  
20V

 **Processing Time:**  
5 minutes

### TIPS:

- Base Breakers can be intermixed for versatility.
- When using Base Breakers it is recommended to avoid prelightened sections when applying as this can cause a shift in tone depending on the hair's porosity.
- Color is NOT progressive! You will not get more lift if it processes longer than 5 minutes.