



BLEACH COLLECTION 2021

Brighter Times

INSPIRATION AND GUIDE FOR THE UPCOMING SEASON

www.marianibleach.com · [#marianibleach](https://twitter.com/marianibleach) · [@marianilaprofessional](https://www.instagram.com/marianilaprofessional)

maria nila
STOCKHOLM

A bleach concept that starts at your salon and ends up at your client's home.

Let your client sit back, relax and rely on your expertise within bleaching treatments while you create their new look.

Finish the session with our Silver Shot – a violet pigmented finishing treatment with a low pH of 3.5 that neutralises golden tones, closes the cuticles and prolongs the result.

THE BENEFITS OF USING MARIA NILA BLEACH COLLECTION

Added **violet pigments** in the Silver Bleach to neutralise underlying pigments during the process.

Balayage Bleach is easy to use, **doesn't dry or smudge.**

Gentle lift to reach a better result on the hair quality.

Stable pH value throughout the whole process to have consistency in the result.

No harsh smell from the mixed formula.

The developers are **designed to suit the powders.**

Prolonged result thanks to the pH value and pigment in the Silver Shot.

Vegan & Cruelty Free Bleach series with **climate compensated** packaging.

1

In-Salon



Silver Bleach

A professional bleaching powder with added violet pigment that neutralises underlying pigments during the bleaching process, for a colder result.



Balayage Bleach

A professional bleaching powder that creates a paste formula that is ideal for free-hand techniques and doesn't dry or stain during process.

2

In-Salon and at Home



Silver Shot

The bleach formula in Maria Nila Bleach Collection has a pH of 10.3 that will open the cuticle a lot during the process. Once the bleach session is finished, it is important to lower the pH again.

Use Silver Shot to help the hair reach a lower pH, close the cuticle and prolong the result. It has a pH of 3.5 and is the last step in the bleaching session at your salon.

The Silver Shot is available in 60 ml for the client to bring home to boost the result.

Balayage Bleach

A professional bleaching powder enforced with natural ingredients Kaolin, Xanthan Gum and Guar Gum added to increase the thickness of the mixed formula, creating a paste that is ideal for free-hand techniques. The formula has a unique gentle scent to make it a pleasant experience for you and your client.



Our Balayage Bleach is easy to use, doesn't dry or smudge and can bleach up to 6 levels. How many levels a bleach can lift will depend on the history of the hair, processing time and mixing ratio.

The natural ingredient Kaolin will create a dry surface, yet keep the process going inside each section. Thanks to this, the formula will not dry or stain and will make it possible to use without foil, plastic or paper!

When mixed with our Developers, the formula has a pH of 10.3.

The Balayage Bleach is available as refill to reduce plastic use and waste.



Open Air Balayage

with Balayage Bleach

Open Air Balayage refers to the technique of free hand-painting bleach on to the hair. An open-air balayage is performed without using foils, paper or plastic to incubate the sections. This creative technique grants a great deal of control and makes it easy to follow the hair's movement and needs.



QUICK GUIDE

Bleach Powder Balayage Bleach
Developer 10 vol
Technique Open air balayage
Initial hair Lightness level 3, virgin hair.
Result Natural look with a lighter feel to the curls.

Make a clear plan for your painting by evaluating curls, swirls and natural movements of the hair before you start.

TIP





TIP

Ad a Face Frame to an Open Air Balayage to make the face pop. Tease the sections to get the desired blend and avoid a new outgrowth.

Bleach Powder Balayage Bleach
Developer 20 vol
Technique Face Frame
Initial Hair Lightness level 8, sun kissed hair with an outgrowth.
Result Fresh, bright lengths with added contrast around the face.

QUICK
GUIDE



Face Frame with Balayage Bleach

Face Frame is a technique to create a contrast between the main hair towards the face and the rest of the hair. This can be done with smaller or bolder sections, depending on the desired result. The sections are often teased to give a natural fade towards the roots. This technique can be used with both foils and paper, or painted as an Open Air Balayage.



Silver Bleach

A professional bleaching powder with violet pigment that diminishes golden tones. Silver Bleach will restrain the appearance of underlying pigments during the process, creating a bright and clear result. When using Silver Bleach, you will not need to correct the tone afterwards to the same extent as when using common bleaching powders.



By developing a bleach with a lower pH we have created a formula that is less harsh on the hair. The Silver Bleach can lift up to 7 levels, but the number of lightening levels depends on the history of the hair, time and mixing ratio.

The formula of Silver Bleach is light and creamy and easy to work with, and its unique colour will make it easier to see the progression and result during the processing time. It can be used with paper, foil or a highlight cap – without bleeding or swelling

When mixed with our Developers, the formula has a pH of 10.3.

The Silver Bleach is available as refill to reduce plastic use and waste.

Foilyage with Silver Bleach

Foilyage is a bleach technique where the sections are painted like balayage, but placed in a foil for the ultimate lift. The sections are often teased to give a natural fade towards the roots. This technique creates a maximal, yet controlled lift. It is perfect for long, coarse hair and when you wish to achieve a maximal lift.

QUICK GUIDE

Bleach powder Silver Bleach
Developer 10 vol & 20 vol
Technique Foilyage
Initial Hair Lightness level 2, virgin hair.
Result Maximum lift with natural roots.



When the stray is thicker and has more texture, it is important to be generous when applying the formula. Use a lower volume of developer and prolong the processing time to save the quality of the hair.

TIP



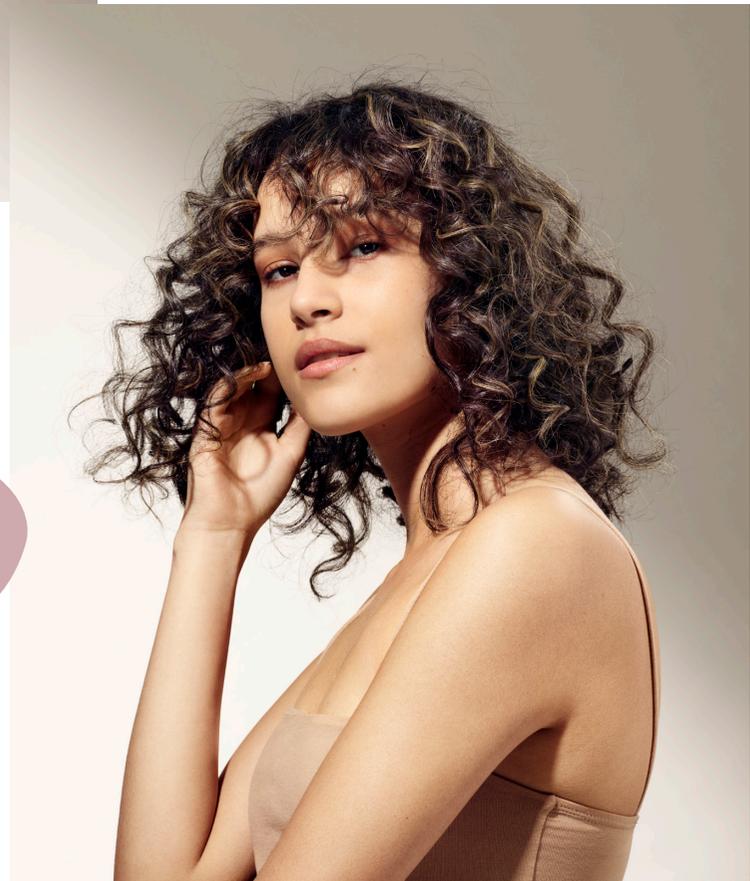


TIP

Use a lower volume of developer when working with a lot of texture to protect the curls. This also prevents too much warm tones.

Bleach powder Silver Bleach
Developer 10 vol & 20 vol
Technique Babylights
Initial Hair Lightness level 4.
Result A new look with the quality of the curls intact.

QUICK GUIDE



Babylights with Silver Bleach

Babylights is a technique that mimics the bright feeling of a naturally sun kissed hair. When applying baby lights in foil, the sections shall be a lot thinner than when performing a traditional foil bleach. The sections are weaved for a natural looking result. Babylights will need less formula and a shorter processing time. Babylights is perfect to combine with other techniques around the face, in the partings or by the neck.

Silver Shot

Our Silver Shot does not only lower the pH once the bleach session is finished. It is boosted with Guar Gum and Caprylyl Glycol with antistatic, moisture retaining, humectant properties, making it the perfect conditioning treatment for the the hair and scalp.



The Silver Shot also contains violet pigment, which is often needed after a bleach treatment. The violet pigment will help to achieve and prolong a cool result, with an intensity determined by the processing time. When aiming for a warm result, decrease the processing time to a maximum of 3 minutes to keep warm tones but still get the other benefits from the Silver Shot.

When applying the Silver Shot, work section by section, using a comb to make sure that the product is evenly spread and can attach all throughout the hair.

Make sure to inform your client when and how to use the Silver Shot at home. Silver Shot shall be the last step of the haircare routine, it is not to be followed by a conditioner.



THE BENEFITS OF SILVER SHOT

Prolongs the result thanks to the low pH that will close the cuticle.

Moisturises the hair and the scalp.

If wanted, **neutralises unwanted golden tones.**

Easy to use!

Fresh scent of jasmine, vanilla and wild fruits.

Backbar size 750 ml and **client** size 60 ml.

100% vegan, cruelty free and climate compensated packaging!

HOW TO USE

Apply to newly washed, towel-dried hair and let it sit for 3-10 min.

If a warm result is desired, apply the Silver Shot but let sit for max. 3 min. in order to close the cuticles but not let the violet pigment attach.

You can work with Silver Shot as a toner after bleach, without any need of using oxidation colour. Prolong the processing time of the Silver Shot and rinse when you have reached the desired result.

TIP



Developer

Our Developers come in five strengths to make sure that you can achieve the best possible result every single treatment. The developers will mix smoothly with our bleaching powders, creating an easy to apply formula for both classic and free-hand techniques.



When choosing strength of the developer it is important to not only have the desired result in mind but also the quality of the hair. We recommend using 1 part bleaching powder with 2 parts developer since adding more bleaching powder will create a treatment that is harsher than necessary. On the other end, adding more developer will create a mixture that might not be strong enough to lift as much as you may aim for.

The bottles are designed to be easy to use with a low, grip friendly shape, a flip cap and different colours of the packaging, making it easy to choose the right one.

All developers are developed and produced in our own factory in Sweden.

The pH value of our developers is between 2.3 - 2.5.

Available in

1.8% / 6 vol
3% / 10 vol
6% / 20 vol
9% / 30 vol
12% / 40 vol




MIXING RATIO

Whether working with Silver Bleach or Balayage Bleach, the mixing ratio is always 1 part of the powder and 2 parts of the Developer.

Our developers are designed to fit our powders and the fixed mixing ratio is determined to achieve the perfect viscosity for the purposes of the two powders.

Altering the mixing ratio can cause unwanted effects.

QUICK GUIDE

PREPARATIONS

Always **weigh the powder** with the **developer** on a scale.

Mix it carefully with a whisk or brush. The formula should be free from lumps and air.

Silver and Balayage powders weigh differently according to volume and are **never to be mixed together** into one formula.

Let the formula rest in the bowl 1 or 2 minutes and then **mix it again** before applying.

Mix several bowls during each session to always work with a fresh and active bleach formula.

By using **more powder** than recommended, the **formula will be stronger**. This will affect the hair and you might end up with a **harsher lift** then necessary.

By using **more developer** than recommended, the **process will go slower**, and you will need to prolong the processing time. The **formula will be weaker** than recommended and the treatment might **not lift as much as desired**.



WARNING

Do not use 9 vol or 12 vol developers in a formula that is to be applied directly by the roots as this might cause the scalp to react.

maria nila
STOCKHOLM

