

ESTEL haute couture

couture

BLOND BAR ESTEL HAUTE COUTURE

B/OND BAR  
hair color

B/OND BAR

couture  
hair color

THE WORLD'S LARGEST  
BLONDE PALETTE FROM ESTEL

WE  
LOVE  
BLONDES

ESTEL



FOR ALL KNOWN  
LIGHTENING METHODS

1000 AND 1

OPPORTUNITIES  
FOR BLONDES  
AND THEIR STYLISTS

CONTENTS



Blond manifest

4

Beyond competition

10

What color is your blond?

12

Blond Bar Couture

Blond revolution: lighter than ever

25

Ultra Blond Couture

Blond sensation: perfection  
without limits

29

Crystal Blond Couture

Blond evolution: crystal color purity

33

Pastel Couture

Blond emotion: creative shades

37



Whitetouch

Light dream

41

Technical series products

Confidence in every new shade

45

Blond. The beginning

New blond service with 9 functions

47





# BLOND MANIFEST

**We believe in blond.**

**We know**

that one step is enough  
to turn a dark brown-haired woman  
into a dazzling blonde.

**We are sure**

that lightened and dyed hair  
can look and feel perfect.

**We believe**

in craftsmen with a sense of beauty,  
talent and experience.



BLOND BAR  
couture  
hair color

B/OND BAR

BLOND  
IS TRUST

#estelblondbar

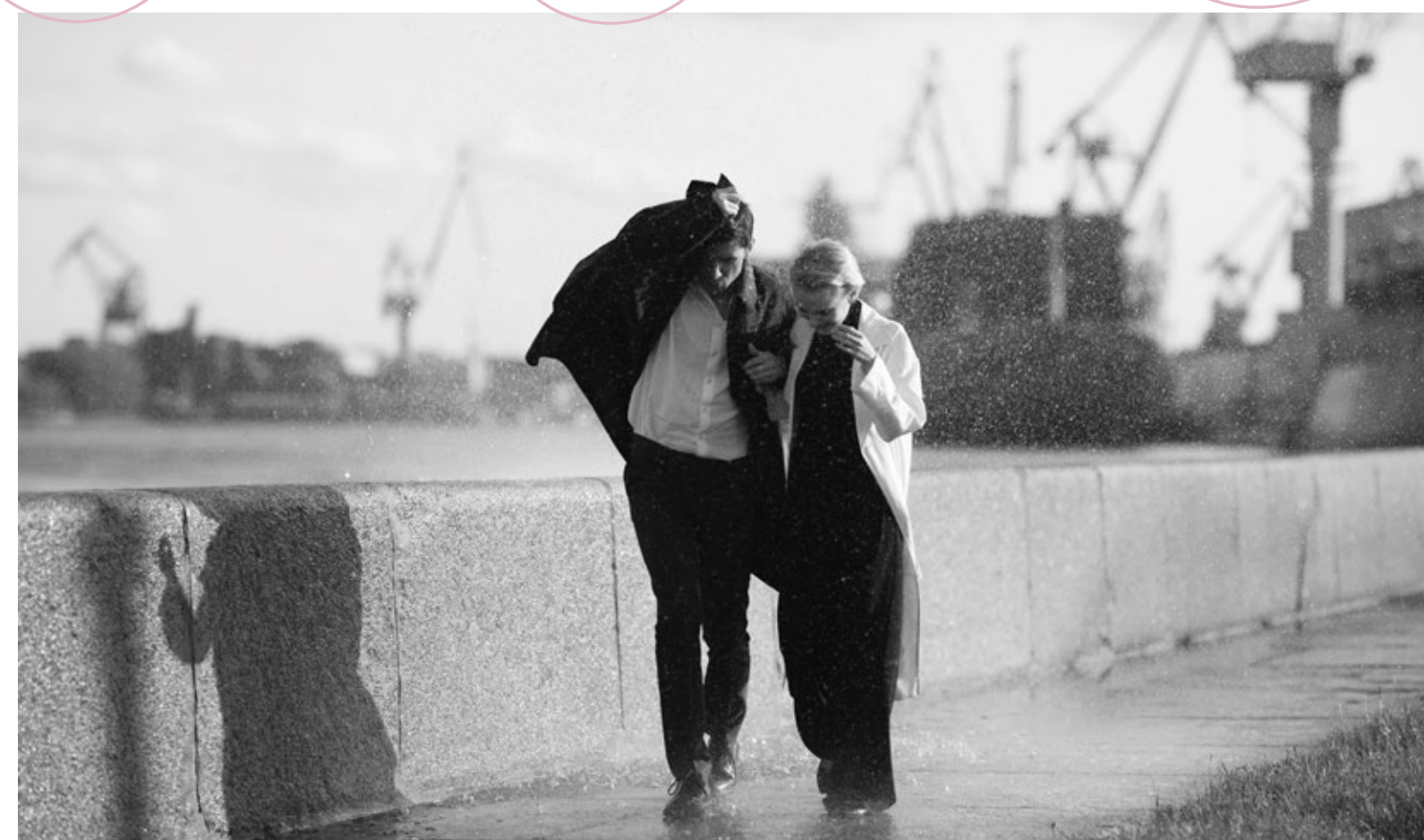
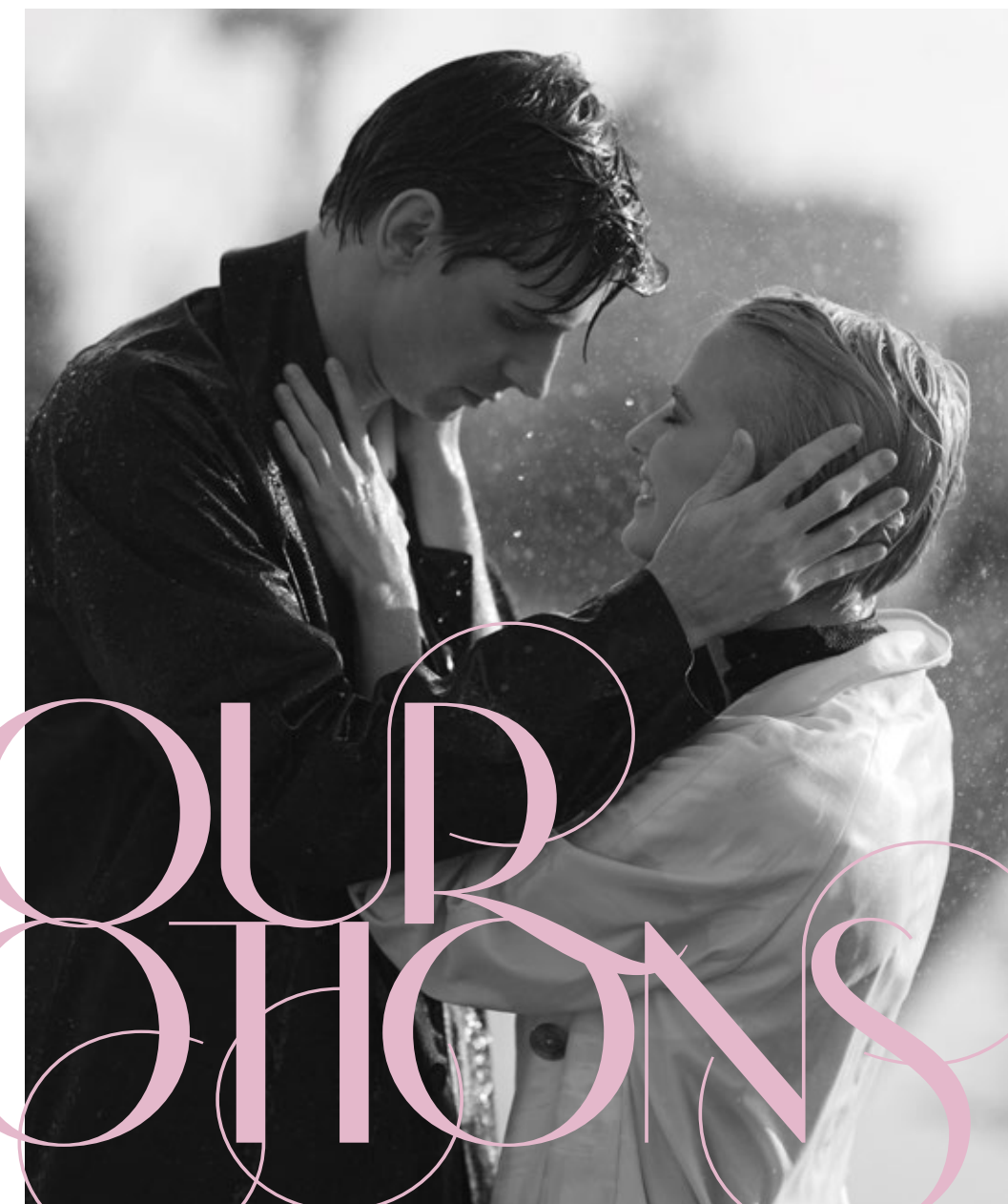
couture  
hair color







WHAT MAKES YOUR COLOR SO APPEALING?





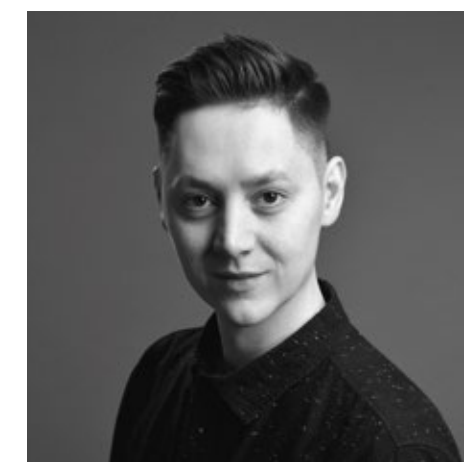
# BEYOND COMPETITION

**BLOND BAR COUTURE** IS INSPIRED BY TRUE EXPERTS – their talent, courage and ability to do the impossible. The ideas of the stylists, gathered together, helped us. This is how **BLOND BAR COUTURE** was born.



*Stylists need a product that will do everything in one go. You just apply the dye and see the result. BLOND BAR COUTURE is just about that. If you know how to handle the BBC, then the result is really achievable in one step. This is a palette for working with dark hair that “dreams” of becoming light. This dye can do a lot — it’s just gorgeous.*

**Ilya Skovorodko**  
ESTEL Top-Stylist



**Ilya Afanasiev**  
Tutor at ESTEL ACADEMY

*Blondes can change with unfailing regularity. Today she can be cold, tomorrow warm, the day after tomorrow — blonde with blue or red hair. All this is possible. Even without bleaching.*



**Larisa Saykova**  
ESTEL Top-Stylist

*A blonde is always in the spotlight. This is the peak of self-expression. There are associations with exclusivity and uniqueness. We are all very lucky that now it is possible to become a very high level blonde, in every sense of the word, without risking the hair health. The possibilities are almost endless.*



**Zhanna Semerdzhidi**  
ESTEL Technologist

*Blond is one of my favorite areas of color theory. Various variations, techniques, areas of color scheme — any execution. Being stylists, we work like artists with canvas, with white, pure color, which contains a lot of interesting things. We can draw any sketch. We can convey any story.*



**Konstantin Volochaev**  
Owner of a beauty salon,  
hairstylist

*Blondes are very lucky to be able to change their looks, try pink, light blue or green shades. No other color can make it possible. This is the advantage of the blond. The main thing is that everything looks harmonious and beautiful, both cut and color.*



ADOBE PHOTOSHOP

# WHAT COLOR



# IS YOUR BLOND?





VIRTU-  
OSO  
PLAY

WITH BLOND

EASY







# COLOR INTELLIGENCE

## IT UNDERSTANDS YOU

Maximum comfort, gentle care and excellent hair quality after coloring – due to a unique intelligent formula.

### C A T I O N I C C O M P L E X

Repairs damaged areas of hair directly during coloring, strengthens the structure, enhances softness and suppleness of the hair.

### B I O P O L Y M E R M A T R I X

Transforms into a weightless membrane around hair roots, providing extra protection, lets care components and dyeing pigments pass freely, does not affect color shade.

EXCELLENT BLOND IS CREATED BY COUTURE ESTEL



FEEL THE BLOND

FEEL  
THE BLOND



COLOR  
THAT  
INSPIRES  
EVEN  
BEFORE IT  
GETS ON  
THE HAIR

COLOR THAT INSPIRES EVEN BEFORE  
IT GETS ON THE HAIR





# ESTEL WORLD OF BLOND

ESTEL's varied blond palette with cationic formulas offers exciting possibilities for creating luxurious light shades. It provides opportunity for creativity and excellent hair condition after coloring. Bright shine, super lightening, xtra cold or captivating warmth, scalp protection and hair structure preservation – this world is made for blondes and those who wants to become one of them.



BLOND REVOLUTION:

LIGHTER  
THAN  
EVER

BBC/17+12% revelator,  
first on the length with proportion 1:3,  
then on roots — 1:2



# B/OND BAR

## couture

### hair color

LIGHTENS UP TO 5 SHADES

INTENSIVE COLD SHADES

A UNIQUE POSSIBILITY TO USE ONE DYE AS A SUPER LIGHTENING  
ONE FOR NATURAL HAIR AND / OR SHADING ONE FOR PREVIOUSLY  
LIGHTENED HAIR

A special formula with the maximum lightening capability.

The BBC was created to transform dark brown-haired women into dazzling blondes in just one step. Biopolymer matrix and cationic components take care of the scalp and hair during super lightening coloring and provide them with softness, suppleness and intense gloss for a long time.

**IDEAL COMBINATION OF BEAUTY, COMFORT AND SAFETY.**



## Blond Bar Couture

Revolutionary super lightening dye

- Smart color building system:  
**Rich Color** — intense shades;  
**Light Color** — transparent color shades
- Regulation of the shade warmth using a special modulator
- Possibility to level out the grownroot area and the mid-hair
- Works from the 4th shade depth level
- Ultimate safety for hair and scalp
- Long-lasting, clean and shiny shades



The fringe area has a triangle shape and is not dyed, the rest of the hair is dyed, starting from the length BBC/76 + 12% (1:3), + 12% (1:3), hair roots – 1:2

BLOND SENSATION:

PERFECTION  
WITHOUT  
LIMITS



# B/OND BAR

## couture

### ultra BLOND

Desired light shade and excellent hair quality after coloring make ULTRA BLOND COUTURE a must-have lightening hair color. 11 shades, lightening up to 3–4 tones and a restorative effect on the hair thanks to the active ingredients.

**IF YOU ARE LOOKING TO BE A RADIANT,  
EVEN-TONED BLOND, YOU HAVE THE PERFECT  
PRODUCT IN YOUR HANDS.**



## Ultra Blond Couture

Classical super lightening dye

- 11 delightful shades
- Lightening by 3–4 shades
- Perfect hair quality after the coloring process



BLOND EVOLUTION:

# CRYSTAL CLEAR COLOR

The model's hair was previously bleached up with Whitetouch powder + 3% revelator (1:2), then shading was performed on dry hair with BBC/66 + BBC/M7 (2:1) + 3% revelator (1:5)



# B/OND BAR

## couture

### crystal BLOND

Provides restorative benefits when shading naturally fair or lightened hair, thanks to the active cation-active agents in the colorant formula. 5 stunning shades for different tones of radiant blond.

**YOU CAN EXPECT CRYSTAL CLEAR COLOR  
OVER THE ENTIRE LENGTH OF YOUR HAIR.**



## Crystal Blond Couture

The color for perfect shading  
and creating of radiant blond

- 5 illuminating shades
- Shading of light and lightened hair without darkening
- The crystal clear color over the entire length of your hair
- Revitalizing effect
- Brilliant shine





BLOND EMOTION:

# CREATIVE SHADES

The roots are colored with BBC/65 + 12% (1:3),  
the length is shaded with BBC/65+ BBC/M7  
(1:1)+3% in proportion (1:5)



# B/OND BAR

## couture pastel

Vibrant pastel shades that give the blond a new sound. Pastel Couture is created for sophisticated soft shading and original highlights.

**RADIANCE OF GEMS AND BRIGHT EMOTIONS.**



## Pastel Couture

The color for pastel shading  
and creating highlighted strands

- 3 precious pastel shades: sapphire, emerald, amethyst
- Gentle shading and hair nourishment
- Possibility to make creative shades
- Revitalizing effect
- Intense hair gloss



ESTELLER | WHITETOUCH

# BRIGHT DREAM

Comfortable treatment and high-quality results seem like two parallel lines, but sometimes, they do cross. This is possible with ESTEL HAUTE COUTURE bleaching products, made for all hair types and any lightening methods.

ESTEL HAUTE COUTURE powders and pastes are enriched with precious oils, softening additives and made using EPLEX technology. They provide a comfortable feeling during bleaching, keep the hair healthy and make you happy with the best result.

BBC/36 + BBC/M7(1:1) + 12%(1:4)

ESTELLER

WHITE  
TOUCH



Esteller powder

Bleaching powder  
500g SKU: ER/P500

- Lightens up to 8 shades
- ⚠ The purest white lightening base can be achieved only using special revelators DECOLOR OXI 2.2% and 7.7%
- Easy-to-apply texture
- Even application
- Fragrance-free
- Protects hair fibers and minimizes damages
- Provides manageability, softness and gloss after bleaching
- Using ÉPLEX technology



Esteller Decolor OXI

DECOLOR OXI 2.2% revelator  
1000ml SKU: ER2.2/1000

- Optimal for weak color-out
- DECOLOR OXI 7.7% revelator  
1000ml SKU: ER7.7/1000
- Ideal for intense bleaching
- ⚠ Desired degree of lightening depends on the exposure time
  - ⚠ Only for bleaching with ESTELLER powder
  - ⚠ Do not use with the dye



The molecule of ÉPLEX-elastomer has highly resilient properties and penetrates into the hair, filling the ruptured areas of protofibrils. Provides hair density, smoothness, manageability and 100% protection.



Whitetouch powder

Bleaching powder  
500g SKU: HC500/BP

- Lightening up to 7 shades
- Easy application
- Even application
- Control of the process and definition of the lightening base — thanks to the white color of the powder
- Fragrance-free
- Hair care due to the jojoba oil complex
- Softness, smoothness and manageability after bleaching
- Using ÉPLEX technology



Whitetouch paste

Bleaching paste  
333 g SKU: HC333/BC

- Soft lightening up to 6 shades
- Easy application
- Even application
- Soft and pliable cream texture
- Control of the process and definition of the lightening base — thanks to the white color of the paste
- Fragrance-free
- Creation of a protective screen on hair and scalp during the procedure
- Perfect for any technique
- Hair density, smoothness and silky feel after bleaching
- Using ÉPLEX technology



TECHNICAL SERIES PRODUCTS

couture  
technical series

⚠ Not for daily use



Haute Couture

For hair coloring, shading and lightening

Activator 1,5%  
ESTEL HAUTE COUTURE  
1000 ml SKU: HCA/1000

Revelator 3%  
ESTEL HAUTE COUTURE  
1000 ml SKU: HC3/1000

Revelator 9%  
ESTEL HAUTE COUTURE  
1000 ml SKU: HC9/1000

Revelator 6%  
ESTEL HAUTE COUTURE  
1000 ml SKU: HC6/1000

Revelator 12%  
ESTEL HAUTE COUTURE  
1000 ml SKU: HC12/1000

Haute Couture

Cleansing and fixation

ADVANCED CLEANSING Shampoo /  
Intense cleansing  
1000 ml SKU: HC1000/S1

Efficiently cleanses hair and scalp,  
removing styling products. Suitable  
for all hair types.

COLOR STAY Shampoo /  
Stable color  
1000 ml SKU: HC1000/S2

Stops oxidative processes in the hair  
and helps fix dyeing pigments  
in the hair structure.

COLOR STAY Balm /  
Stable color  
1000 ml SKU: HC1000/B1

Holds the color, making it deeper  
and brighter. Repairs the lipid layer  
of hair cuticle, making the hair soft,  
smooth and shiny. Contains a UV-filter  
that provides extra protection for hair  
health and color.





# BLOOND. THE BEGINNING

## NEW BLOND SERVICE WITH 9 FUNCTIONS:

- Instant neutralization
- Re-pigmentation
- Color refresh
- New shade creation
- Maximum shade cooling
- “Zoom color”: color layering
- Smoothering of the hair structure
- Silky feel, suppleness and gloss
- Protection of coldness and intensity of the shade

The beginning has been marked. Your formula:  
.....  
.....



# couture

## B/OND BAR

new products

new opportunities



ZOOM COLOR

ZOOM COLOR is a technique for obtaining deep iridescent shades by applying translucent shades over the base color



## Blond Bar Couture

Ultra violet  
hair shampoo  
1000 ml SKU: BBC/S1000

Highly pigmented sulfate-free  
formulation.  
Gently cleanses, neutralizes the base  
and provides the hair with cold shade.

Concentrate for instant  
neutralization of the lightening  
base  
500 ml SKU: BBC/65K500  
500 ml SKU: BBC/18K500

Available in two shades:  
|65 and |18. Instantly neutralizes  
and re-pigments hair, renews and  
intensifies the coldness of the shade.  
Has the function of color layering named  
"zoom color". The concentrate should  
be diluted with water in proportion  
from 1:20 to 1:100. The recommendation  
of ESTEL is 1:60, this means up to 100  
shadings in one bottle. It can be mixed  
with BLOND BAR COUTURE balancing  
mask for a personalized shade.

Balancing mask for smoothing  
the lightened, highlighted  
and blond hair  
1000 ml SKU: BBC/MB1000

Smoothens the hair structure, provides  
easy combing, nourishes and prepares  
the hair for coloring or shading Prevents  
oversaturation of hair ends with  
pigment and provides a flawless, even  
shade over the entire length. It can be  
mixed with BLOND BAR COUTURE  
Concentrate for a personalized shade.

## Blond Bar Couture

Shading mask for the lightened,  
highlighted and blond hair  
1000 ml SKU: BBC/18MT  
1000 ml SKU: BBC/56MT  
1000 ml SKU: BBC/66MT

Available in three shades:  
|18, |56, |66. Effectively neutralizes  
unwanted yellow shade, gives hair a coral  
to violet shade. Evens the shade out over  
the entire length. Has the function of color  
layering named "zoom color". Intensely  
nourishes, gives hair silky feel and shine,  
protects the shade.

Heat protection spray  
for the lightened, highlighted  
and blond hair  
350 ml SKU: BBC/T350

Provides reliable protection for hair  
structure and color when using hot  
styling tools. Retains and enhances  
the coldness of the shade, improves  
combing, provides hair with suppleness  
and metallic shade. It has a cumulative  
effect and the function of color  
layering named "zoom color."





B/OND BAR | ESTEL haute couture

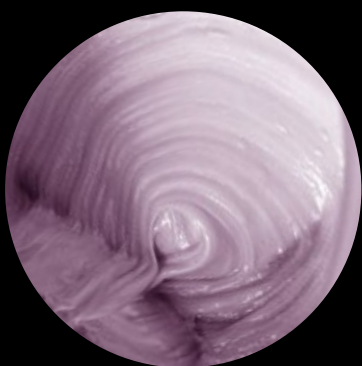
HOW ARE  
MASTERPIECES CREATED?

RAPIDLY,  
PASSIONATELY,  
BEAUTIFULLY

B/OND BAR

Your formula of masterpiece:  
BBC/.....+BBC/.....+12% (1:4)+.....  
.....





FOR THOSE WHO LIGHT  
THE SUN, MOON AND STARS

haute  
couture  
estel