

# HOLLYWOOD'S BEST BLONDES:

How-Tos from Goldwell's John Simpson

If you're looking for delectable blonde hues to enhance your clients this season, go west! Hollywood is where the blondes shine brightest—think Madonna, Gwen Stefani, Kate Hudson and Taylor Swift. Here, **Goldwell North American Guest Artist John Simpson** offers formulas to recreate the most in-demand celebrity blonde looks using the new **Goldwell SilkLift Lightening System**.



## MADONNA'S PASTEL BLONDE

The Material Girl's blonde hair is a soft, creamy gold—the perfect shade to update clients for spring and carry them right into summer! “To recreate Madonna’s most recent golden pastel blonde,” says Simpson, “the goal is to create an even, clean clear blonde from scalp to end.” When lifting from darker levels like Madonna’s natural Level 5, he notes, apply color in back-to-back, compact slices, working with two formulas:

**Formula 1:** 35ml **SilkLift** 20vol + 1 level scoop Strong **SilkLift** with 1 **Silk Protein Serum** on the new hair and mid-zone of the shaft.

**Formula 2:** 35ml **SilkLift** 20vol + 1 level scoop Gentle **SilkLift** with 1 **Silk Protein Serum** from mid-lengths to ends. Keep **SilkLift** isolated, process for 30 minutes, then shampoo and condition with **Goldwell colorglow<sup>[10]</sup>** post color. Next, spritz with **colorglow<sup>[10]</sup>** Equalizer Spray and apply a color wash of **Goldwell Colorance** 40ml **Colorance** lotion + 20ml 10G.

To maintain the color, reapply **Formula 1** on the new hair growth for continued even clarity. To ensure that your blonde bombshell remains light and lovely, send her home with **Goldwell colorglow<sup>[10]</sup>** Full Blonde Shampoo and Warm Blonde Conditioner.

## GWEN STEFANI'S PLATINUM BLONDE

It takes some heavy lifting to get—and keep—this pop princess' hair in platinum shape. If your client wants to lighten up to the max for spring, go for it—as long as the icy look will suit her features and her hair can handle the process! “**SilkLift** is the most brilliant tool when working with fragile blonding like Gwen's,” claims Simpson. To create a high level, clear blonde like Gwen's without damage, work with back-to-back slices in a compact foil method utilizing three formulas for the delicate “fabric:”

**Formula 1:** 35ml **SilkLift** 20vol + 1 level scoop Strong **SilkLift** strong at the new hair zone.

**Formula 2:** 35ml **SilkLift** 30vol + 1 level scoop Gentle **SilkLift** with 1 **Silk Protein Serum** to the middle of the shaft.

**Formula 3:** 35ml **SilkLift** 20vol + 1 level scoop Gentle **SilkLift** with 1 **SilkLift** through the ends.

Allow the lightener to process for 30 minutes for even lightening from the new hair through to the dark middle section and the delicate ends. Once processed, you will see a perfect scalp-to-end clarity. Shampoo with **Goldwell colorglow<sup>[10]</sup>** post color cleansing shampoo and condition with **colorglow<sup>[10]</sup>** color neutralize Conditioner. Next, spray hair with **colorglow<sup>[10]</sup>** Equalizer Spray then color wash with **Goldwell Colorance** 40ml **Colorance** lotion + 10ml 10BS + 5ml 9PV.

To maintain this blonder-than-blonde look, reapply **Formula 1** to the new growth for perfect, even clarity. “Remember this high blonde is high maintenance!” advises Simpson. “Make sure to send clients home with **Goldwell colorglow<sup>[10]</sup>** Full Blonde Shampoo and Cool Blonde Conditioner to help their color last longer.” hair growth,” advises Simpson. Make sure your client keeps up her delicate look at home with **colorglow<sup>[10]</sup>** Highlights Shampoo and Cool Blonde Conditioner.



## KATE HUDSON'S BEACHY BLONDE



Kate Hudson's dimensional color is the quintessential California-girl beachy blonde. It screams "warm weather" and you're sure to get lots of requests for her color this season. "To achieve this multi-toned blonde, alternate between two highlight formulas," says Simpson. Working within a curved section around the parietal ridge, take diagonal slices alternating between:

**Formula 1:** 35ml SilkLift 30vol + 1 level scoop Gentle SilkLift with 1 Silk Protein Serum.

**Formula 2:** 35ml SilkLift 10vol + 1 level scoop Gentle SilkLift with 1 Silk Protein Serum.

**Formula 3:** Goldwell 11 Series Hi-Lift blonde 40ml 40vol + 20ml 11G as a background color. Continue alternating this slicing pattern on a diagonal rotation between both **SilkLift**

formulas. Apply the background formula (Formula 3) on any remaining hair left out of the isolated sections. After processing, shampoo with **Goldwell colorglow**<sup>[10]</sup> post color cleansing shampoo and condition with **colorglow**<sup>[10]</sup> color neutralize Conditioner. Next, spray hair with **colorglow**<sup>[10]</sup> Equalizer Spray then apply a color wash of **Goldwell Colorance** 40ml **Colorance** lotion + 15ml 10BS + 5ml 8GG. Don't forget to encourage at-home maintenance with **Goldwell colorglow**<sup>[10]</sup> Highlights Shampoo and Warm Blonde Conditioner.

## TAYLOR SWIFT'S MARSHMALLOW BLONDE

Ever since this talented crooner exploded onto the country scene, young girls everywhere want to emulate not just her sweet guitar and vocal skills but also her gorgeous hair. "To recreate her delicate, marshmallow blonde look," says Simpson, "alternate three formulas in a traditional highlight pattern."

**Formula 1:** 35ml SilkLift 20vol + 1 level scoop Gentle SilkLift with 1 Silk Protein Serum.

**Formula 2:** Goldwell 12 Series Ultra Blonde 40ml 30vol + 20ml 12GN.

**Formula 3:** 35ml SilkLift 10vol + 1 level scoop Strong SilkLift.

Process for 20 minutes then shampoo with **Goldwell colorglow**<sup>[10]</sup> post color cleansing shampoo and condition with **colorglow**<sup>[10]</sup> color neutralize Conditioner. Next, spray hair with **colorglow**<sup>[10]</sup>

Equalizer Spray then apply **Goldwell Colorance** 40ml **Colorance** lotion + 20ml 9BN. "This formula will give you great dimension, and when it comes time for a touch up, continue with the same formula rotation at the new hair growth," advises Simpson. Make sure your client keeps up her delicate look at home with **Goldwell colorglow**<sup>[10]</sup> Highlights Shampoo and Cool Blonde Conditioner.



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