

OUR 5 SECRETS TO

BECOMING A BLONDE BOMBSHELL

From trashy to sassy!

Bode.
HAIR LOUNGE

Let's face it,
blondes do have
more fun!

"We've all dreamed of those beautiful
blonde locks that stars rock so
effortlessly; In this book we will reveal
the 5 secrets to becoming a confident
blonde bombshell."

ALICIA & MELISSA BODE



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A woman with voluminous, curly blonde hair is shown in profile, looking upwards and to the left. She is wearing a black, short-sleeved top with lace detailing on the shoulders and a small mole on her upper chest. Her hands are placed on her chest, and she is wearing a watch on her left wrist, a thin gold bracelet on her right wrist, and several rings. The background is a textured grey wall. The text 'Basics never fail!' is written in a white, cursive font across the bottom of the image.

Basics never fail!

1 | BASIC B!@CH

Before we get down and dirty lets talk about the basic “*essentials*” to great blonde hair. How to shampoo and condition your hair seems like a simple task right?

From being in the hair industry for years, we’ve often seen a simple task like washing your hair highly overlooked but one of the most important steps to being a bombshell.

HERE ARE SOME SIMPLE STEPS TO FOLLOW:

- ① **ALWAYS** shampoo your hair twice
- ② Shampoo is only designed for your roots
- ③ Conditioner is designed for your mid-lengths to ends
- ④ **NEVER** comb your hair in the shower
- ⑤ **STOP** shampooing your hair so much



*A girls gotta
have besties!*

2 | YOUR 4 BFF'S

Keeping it simple and easy is the number one key to bombshell status. Here are your 4 must have products to maintain *beautiful, luscious, amazing* looking fresh bombshell locks.

1 & 2 - SHAMPOO & CONDITIONER

The foundations. These are an absolute **MUST**. Now we aren't talking shampoo and conditioner you buy off the shelf at the supermarket, we are talkin' the real deal. Treat yourself to the good stuff. Once you go here you will never go back.

3 - MOISTURE CREAM

Every girl needs a bestie like this. Think of this like the best friend who will prevent anything bad happening to you and will help you feel shiny and new all over again. A protective cream will stop your hair from damage; protect it from the heat of UV rays, hairdryers and straighteners, all while adding great amounts of shine.

4 - TONER

Life is better with a toner. Ever finished in the shower and blow dried your hair just to find its not what it use to be? Toners can be added to your conditioner with no extra time and an effortless finish. Whoever said your hair couldn't look good between appointments told too many fibs.

A woman with long, wavy blonde hair is shown from the chest up, smiling and looking down. She is wearing a white t-shirt and has her right hand touching her hair. The background is a plain, light color.

Split ends leads
you on the road to
a dead end!

3 | FRESH TA DEATH

Regular visits are essential to keep your hair looking fab and you feeling confident while you strut your stuff. *No one likes a split end Susan!*

HERE ARE SOME SIMPLE STEPS TO FOLLOW:

- ① Blonde hair needs to be looked after and trimmed to maintain the freshness and health
- ② No longer than 6 weeks between a cut and colour to keep your hair fresh AF
- ③ Get yourself into a regular self care routine, you'll love yourself for it

This seems all too simple right? Wrong! This is the most common mistake we see when maintaining bombshell hair. What you want to avoid is that crippling feeling you get when your hairdresser says “*you’re going to need 3” off*” and you think to yourself that your life is over.



Hear the truth or
dare to fail!"

4 | TRUTH OR DARE

Bombshell status is a long road and it all starts with a great stylist. Educated stylists are the best kind of stylists. You want a stylist that will...

1. TELL YOU THE REAL

- ② Tell you what your hair is capable of and what won't compromise the integrity

2. A BLONDE SPECIALIST

- ② Do your research. If you are serious about that hot new doo that you just saw on Instagram, find the stylist that will deliver the goods.

3. VALUE FOR MONEY

- ② You know the phrase *"you get what you pay for"* well that's exactly right. Pay the money and be happy or pay twice as much to get it fixed.



*Being blonde
is an investment*

5 | LOOSE CHANGE \$

Money and time is something you will have to get cozy with. Being a bombshell takes patience, time and can sometimes be a process. Keep these steps in mind when you are on the verge of throwing in the towel.

1. INITIAL VISIT

- ① An initial visit on the road of getting the bombshell blonde you desire may take a few visits but when you get there you will be loving yourself sick. *Beauty is a creation.*

2. TRUST THE PROCESS AND DON'T GIVE UP

- ① Being a blonde bombshell may be a cost that will drain the wallet but once its right the upkeep is minimal. Take progress shots to track your hair journey; you will be surprised with the outcomes!

3. HAVE AN END GAME

- ① Be prepared and have a hair goal to reach. Bring in a picture of bombshell hair you like, *Aim and fire.*



When you care for and invest in
your hair, like anything it grows!
Do the work, take the risk and unleash
the blonde bombshell babe you are.

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