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> [Schwarzkopf](#) /

> Schwarzkopf Keratin Color Permanent Hair Color 001 Platinum Blonde Instruction Manual

## Schwarzkopf 17000349862

# Schwarzkopf Keratin Color Permanent Hair Color 001 Platinum Blonde Instruction Manual

## INTRODUCTION

This manual provides detailed instructions for using Schwarzkopf Keratin Color Permanent Hair Color in 001 Platinum Blonde. Please read all instructions carefully before beginning the application process to ensure optimal results and safety.



Image: The product box for Schwarzkopf Keratin Color 001 Platinum Blonde, showing the color result and key features like 'Lifts up to 9 levels' and 'Brush Included'.

## KEY FEATURES AND BENEFITS

- **Bond Enforcing System:** Designed to strengthen hair and reduce breakage during the coloring process.
- **Ultra Lightening:** Lifts hair up to 9 levels for a platinum blonde result.
- **Anti-Brass Purple Conditioner:** Helps neutralize yellow and brassy tones for a cool-toned blonde.

- **Long-Lasting Color:** Provides rich, striking color for up to 8 weeks.
- **Suitable for All Hair Types:** Formulated to work effectively on various hair textures.



- 5x stronger hair\*
- Rich, striking color for up to 8 weeks\*\*
- Professional-quality formula

\* Against combing breakage on damaged hair vs. a non-conditioning shampoo  
 \*\*Based on 5 shampoos per week

**3-STEP BOND ENFORCING SYSTEM**

Image: A graphic highlighting product benefits: '5x stronger hair', 'Rich, striking color for up to 8 weeks', and 'Professional-quality formula'.



**LIFTS UP TO 9 LEVELS**

**MORE BLONDE. LESS BREAKAGE.\***

\*WITH UP TO 80% LESS BREAKAGE VS. UNTREATED HAIR.

Image: A circular diagram illustrating that the product 'Lifts up to 9 levels', showing a range of hair shades from dark to very light blonde, emphasizing 'More Blonde. Less Breakage.'.



Image: A model with long, wavy platinum blonde hair, with the text 'Hair looks & feels in better condition than before', next to the product box.



Image: Three circular swatches showing different hair textures (straight, wavy, curly) with the text 'Suitable for All Hair Types' and '001 | Platinum Blonde'.

## SAFETY INFORMATION

**IMPORTANT: Hair colorants can cause severe allergic reactions. Read and follow instructions carefully.**

- **Perform an Allergy Alert Test:** A skin allergy test must be conducted 48 hours before each time you color your hair, even if you have previously used coloring products.
- **Perform a Strand Test:** Before full application, apply the mixture to a small, hidden section of hair to preview the color result and determine optimal processing time.
- **Do Not Use If:**
  - You have a rash on your face or a sensitive, irritated, or damaged scalp.
  - You have experienced a reaction to a temporary "black henna" tattoo in the past.

- **Avoid Contact:** Avoid contact with eyes. Rinse eyes immediately if product comes into contact with them.
- **Wear Gloves:** Always wear the gloves provided in the kit during application.
- **Keep Out of Reach:** Keep out of reach of children.
- **Ventilation:** Use in a well-ventilated area.

## WHAT'S INCLUDED

Your Schwarzkopf Keratin Color kit typically includes:

- Pre-Color Serum
- Developer Lotion
- Color Cream
- Anti-Brass Purple Conditioner
- Application Brush (may vary by package)
- Instruction Leaflet
- Gloves

## PREPARATION

1. **Read Instructions:** Carefully read the entire instruction leaflet before starting.
2. **Perform Allergy Test:** Conduct the allergy alert test 48 hours prior to coloring.
3. **Perform Strand Test:** Perform a strand test to determine your ideal processing time.
4. **Gather Supplies:** Ensure you have an old towel, a timer, and a non-metallic bowl (if not using the applicator bottle).
5. **Protect Clothing:** Drape an old towel over your shoulders to protect clothing.
6. **Wear Gloves:** Put on the gloves provided in the kit.
7. **Hair Condition:** Ensure hair is dry and unwashed for 24-48 hours prior to application.

## APPLICATION STEPS

Follow these steps for optimal results. The process involves three main stages:

# HOW TO USE

STEP 1



## PRE-COLOR SERUM:

Apply protective pre-serum to the tips and lengths of your hair.

STEP 2



## COLOR SYSTEM:

Mix color cream and developer. Mix well. Apply mixture to hair. Leave to soak for 30-45 Mins. Rinse well.

STEP 3



## ANTI-BRASS PURPLE CONDITIONER WITH K-BOND PLEX®:

Apply anti-brass purple conditioner for a healthy-looking, cool toned blonde result.

Image: A visual guide showing the three steps: Pre-Color Serum, Color System (mixing cream and developer), and Anti-Brass Purple Conditioner.

## Step 1: Pre-Color Serum Application

Apply the protective Pre-Color Serum to the tips and lengths of your hair. This helps to condition the hair before coloring, especially on more porous ends.

## Step 2: Color System Application

1. **Mix:** Open the Developer Lotion bottle and squeeze the entire contents of the Color Cream tube into it. Close the bottle and shake vigorously until the mixture is thoroughly combined and smooth.
2. **Immediate Application:** Unscrew the cap and immediately apply the mixture to your hair.
3. **Full Head Application:** Apply the mixture evenly to dry, unwashed hair, starting at the roots and working through to the ends. Ensure all hair is saturated.
4. **Processing Time:** Leave the mixture on for 30-45 minutes. Refer to your strand test result for the precise timing. Do not exceed 45 minutes.
5. **Rinse:** Once the processing time is complete, rinse your hair thoroughly with lukewarm water until the water runs clear.

## Step 3: Anti-Brass Purple Conditioner Application

After rinsing the color mixture, apply the Anti-Brass Purple Conditioner with K-Bond Plex® to your hair. This conditioner helps to neutralize yellow and brassy tones, leaving a healthy-looking, cool-toned blonde result. Leave on for the recommended time (usually 2-5 minutes, check product packaging for exact duration), then rinse thoroughly.

**HEALTHY-LOOKING BLONDE WITH OUR BOND ENFORCING SYSTEM**

Discover our 3-step Bond Enforcing System, which strengthens your hair, making it 5x more resistant to breakage\*.  
 Découvrez notre système de renforcement des liaisons capillaires en 3 étapes qui renforce vos cheveux, les rendant 5x plus résistants aux cassures\*\*.

**STEP 1**  
**PRE-COLOR SERUM:** Conditions the hair before lightening for an even color result.  
**SÉRUM PRÉ-COLORATION:** Prépare le revêtement des cheveux avant la coloration, offrant un résultat de couleur uniforme de la racine à la pointe.

**STEP 2**  
**COLOR SYSTEM:** Our professional quality color lifts up to 8 levels. This unique system is designed for all hair textures. Included is an application brush to help provide precise application of color.  
**SYSTÈME DE COLORATION:** Notre formule de qualité professionnelle enrichie en huile d'écarter jusqu'à 8 niveaux. Ce système unique est conçu pour toutes les textures de cheveux. Un pinceau applicateur est inclus pour faciliter l'application précise de la couleur.

**STEP 3**  
**ANTI-BRASS PURPLE CONDITIONER WITH K-BOND FLEX®:** This 2-in-1 purple repair conditioner helps neutralize brass & yellow undertones. Contains K-Bond Flex™, which repairs the inner hair structure for healthy looking hair. This kit will leave your hair feeling strong and looking shiny.  
**REVITALISANT VIOLET ANTI-CUIVRE POSTCOLORATION AVEC K-BOND FLEX™:** Ce revitalisant réparateur violet 2-en-1 aide à neutraliser les sous-tons cuivrés et jaunes. Contient du K-Bond Flex™ qui répare la structure interne des cheveux, vous offrant une chevelure durable saine. Confiez une attention forte et une cure brillante à vos cheveux.

**LEARN MORE**  
**RUEZ D'INFORMATIONS**

**WE RECOMMEND THIS SHADE FOR:**  
**NOUS RECOMMANDONS CETTE NUANCE POUR :**

NATURAL COLOR	COLOR RESULT
COULEUR NATURELLE	RÉSULTAT DE LA COULEUR
MEDIUM BLONDE BLOND MOYEN	
MEDIUM BROWN BRUN MOYEN	
DARK BROWN BRUN FONCÉ	

\* On damaged hair vs. untreated.  
 \*\* Sur les cheveux abîmés vs non traités.

Image: A detailed diagram showing the three steps of the Bond Enforcing System: Pre-Color Serum, Color System, and Anti-Brass Purple Conditioner, with descriptions for each step. A QR code is also visible, linking to more information.

For additional information and tips, you may visit the official product page: [Schwarzkopf Keratin Blonde](#)

## POST-COLOR CARE (MAINTENANCE)

To maintain your platinum blonde color and hair health:

- **Use Color-Safe Products:** Use shampoos and conditioners specifically designed for color-treated hair.
- **Cool Water Rinses:** Rinse hair with cool water to help seal the cuticle and preserve color.
- **Limit Heat Styling:** Minimize the use of heat styling tools to prevent color fading and damage.
- **Anti-Brass Mask:** For ongoing maintenance of a cool blonde tone, consider using an anti-brass purple mask weekly or as needed.

**COMPLETE YOUR ROUTINE:**  
 to keep a cool blonde, we recommend  
 the **ANTI-BRASS PURPLE MASK.**

Image: A bottle of Schwarzkopf Keratin Blonde Anti-Brass Purple Mask, with the text 'Complete Your Routine: to keep a cool blonde, we recommend the Anti-Brass Purple Mask'.

## CHOOSING YOUR SHADE

The final color result depends on your natural hair color and its current condition. This shade (001 Platinum Blonde) is designed to lighten hair significantly.

### Expected Color Results for 001 Platinum Blonde

Natural Color	Expected Color Result
Light Blonde	Very Light Platinum Blonde
Medium Blonde	Light Platinum Blonde
Dark Blonde	Medium Platinum Blonde
Medium Brown	Light Blonde with potential warm undertones
Dark Brown	Medium Blonde with strong warm undertones



Image: A visual guide showing how natural hair color (Light Blonde, Medium Blonde, Dark Blonde) influences the final color result when using a lightening product.

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**STEP 1**  
**ETAPES**  
**PRE-COLOR SERUM:** Conditions the hair before lightening for an even color result.  
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**WE RECOMMEND THIS SHADE FOR: NOUS RECOMMANDONS CETTE NUANCE POUR :**

	NATURAL COLOR COULEUR NATURELLE	COLOR RESULT RÉSULTAT DE LA COULEUR
MEDIUM BLONDE BLOND MOYEN		
MEDIUM BROWN BRUN MOYEN		
DARK BROWN BRUN FONCÉ		

\* On damaged hair vs. untreated.  
 \*\* Sur les cheveux abîmés vs non traités.

Image: A table showing recommended natural hair colors (Medium Blonde, Medium Brown, Dark Brown) and their corresponding color results for this product.

## TROUBLESHOOTING

- **Color Not Light Enough:** If the color is not as light as desired, it may be due to insufficient processing time or a very dark starting hair color. Do not re-apply immediately; wait at least 2-4 weeks and assess hair health before considering another application.
- **Yellow/Brassy Tones:** This is common with blonde lightening. Ensure you used the Anti-Brass Purple Conditioner. For persistent brassiness, use a purple toning shampoo or mask regularly.
- **Uneven Color:** Ensure the product was applied evenly and saturated all hair strands. A strand test can help identify areas that may need more attention or different processing times.
- **Hair Feels Dry/Damaged:** Use deep conditioning treatments and hair masks regularly. Avoid excessive heat styling. The Bond Enforcing System is designed to minimize damage, but lightening can still be taxing on hair.
- **Allergic Reaction:** If you experience itching, burning, or swelling, rinse immediately and seek medical attention. Do not use hair color products again without consulting a doctor.

## SPECIFICATIONS

Feature	Detail
Brand	Schwarzkopf
Model Number	17000349862
Color	001 Platinum Blonde
Item Form	Cream
Product Dimensions	2.26 x 3.51 x 6.47 inches
Item Weight	8.78 ounces
UPC	017000349848, 017000349862

Feature	Detail
Manufacturer	Henkel

## WARRANTY AND SUPPORT

For specific warranty information or product support, please refer to the contact details provided on the product packaging or visit the official Schwarzkopf website. Keep your purchase receipt as proof of purchase.

For general inquiries or further assistance, you may contact Schwarzkopf customer service.