


Wednesday June 1st:

Post 1:

A little change never hurt anyone... 😊

Gift yourself a refresh like @xtrim_hanna and #GetTheLook with #crèmepermanente in 3N. Link  in our bio. 

#ClairolProfessional

Post 2:

☀️ that good hair day feeling ☀️

@hairbykenny used Basic White in Pure white vol 20 for a quick, balanced lightening, perfect with a sunny summertime smile.

#GetTheLook (and the ✨ good vibes ✨) for yourself: tap the link in our bio to shop BW2 Powder Lightener at @sallybeauty


#ClairolProfessional

Thursday June 2:

Post 1:

Perfect duos for blinding season:

 waves and highlights ✨

 #liquicolorpermanente and #BW2 🍷

 Your gorgeous hair and the sunshine ☀️

@jenniferjbeauty nailed them all with liquicolor permanente in 32 for shadow and BW2 for babylights and balayage.

#GetTheLook or find your own perfect duo at the link  in our bio.

#ClairolProfessional

Post 2:

This multidimensional blonde... we are stunned 😍 @lindseymudge delivers another perfect look!

How do you get this level of gorgeous? With complete control of the blonding process from our #BW2 dedusted formula. Stay in charge of your blonding from start to finish with a balanced lightening with predictable, quick results.

However you blonde, we've got you covered 😊 Find BW2 on @amazon at the link 🔗 in our bio. 🛒

#ClairolProfessional

Friday June 3:

Post 1:

"Working it" never looked so effortless ✨📸✨

@chidi.mma serving up looks with 🔥 Chidi #GotTheLook with #BW2 for balanced lightening with quick, predictable results.

#GetTheLook for yourself by shopping the link 🔗 in our bio. 🛒

#ClairolProfessional

Post 2:

Bad hair day? Never heard of her 🙋

Thanks to the ✨ #ShimmerLights care and styling collection, each day is photo-worthy. 📸🔥 Just look at @evelyn_lifestyles rocking her look and her gorgeous waves.

Wondering where to start for haircare like Evelyn's? 💜 The violet toning mask deep conditions and tones strands for a "Thanks, I just left the salon" glam look every single day.

#OwnYourBlonde and shop the entire care and styling collection at @ultabeauty. 🛒

#ClairolProfessional

Saturday June 4

Post 1:

What you want: a red color turning heads like 🌟 for the summer, like this beautiful color by @hairxkylie

How to get it: #crèmepermanente in 4nn and 3rr

With this combustive combination, you can outshine even the 🌈 Shop everything you need to #GetTheLook at the link in bio.

#ClairolProfessional

Post 2:

@lindseymudge knows how to get hair ready to look effortlessly beautiful for the fun at the summer festivals: BW2 for blonding and ShimmerLights shampoo to brighten and refresh.

🎵 Get concert ready with #BW2 and #OwnYourBlonde with a balanced lightening for quick, predictable results.

👤 Stay lush under the hot summer sun ☀️ with #ShimmerLights shampoo to tone and provide shine all season long.

Shop what you need to rock 🎸 the summer at our link 🔗 in the bio. 🛒

#ClairolProfessional

Sunday June 5

Post 1:

We love 💜 being @kphaircolor's blonding bestie, because it means we see gorgeous color like this basically every day.

KP uses #BW2 to get total control over the blonding process, with a balanced, extra strength 💪 formula for predictable, quick results.

Learn more and find BW2 on @amazon at the link 🔗 in our bio. 🛒

#ClairolProfessional

Post 2:

😓 Tired of breakages or brassiness ruining your summery blonde?

Our #ShimmerLights plex lightener is...

💜 violet for the best anti-brass results

💜 dust-free powder formula

💜 perfect for on or off scalp applications...

...with up to 7 levels of lift 📈 All of these great things come together to give you a better blonde with fewer breakages, less brass, and more control over the blonding process.

Get ready to really enjoy the summer ☀️ Shop Shimmer Lights care and styling products at the link 🔗 in bio. 🛒

Monday June 6

Post 1:

Don't go out without your armor 🛡️ this summer.

Protect your blonde from dullness with #ShimmerLights Thermal Shine Spray!

✨ Guards against heat damage

✨ Adds color-enhancing shine

✨ Anti-frizz formula for a smooth, touchable finish

Shop Shimmer Lights care and styling products at the link 🔗 in bio. 🛒 #OwnYourBlonde
#ClairolProfessional

Post 2:

This shower-toning trio will keep your blonde shining all summer long ☀️

Use all three regularly for award-winning, color-enhancing moisture and shine ✨ that also reduces brassiness.

🛡️ To banish brass...

...use the #ShimmerLights shampoo and conditioner 1-3 times weekly.

💪 To tone and condition strands...

...follow these up to 2 times weekly with the violet toning mask.

#OwnYourBlonde and shop the entire care and styling collection at @ultabeauty. 🛒
#ClairolProfessional

Tuesday June 7

Post 1:

Keep the brass at bay ✂️ with #ShimmerLights purple shampoo.

Not only does it maintain ash-tones and tone down brass, Shimmer Lights shampoo...

💜 refreshes faded highlights

💜 removes dull yellow tones in gray hair

💜 leaves hair shiny

#OwnYourBlonde and find a selection of the Shimmer Lights care and styling products at @target. 🛒

#ClairolProfessional

Post 2:

Get haircare for your blonde that multitasks as hard as you do 💪 styling your strands and keeping brass at bay ✂️

While you're scheduling a meeting, ordering lunch, and calling your mom back, our #ShimmerLights Thermal Shine Spray defends 🛡️ against dullness and protects against heat ☀️

When you're searching for the perfect movie on netflix, listening to the popcorn finish, and scrolling through insta for tomorrow's fashion inspo, let our ✨ Leave-in Styling Treatment ✨ restore the day's lost moisture while providing color-enhancing treatment.

Shop Shimmer Lights care and styling products at the link 🔗 in bio. 🛍️ #OwnYourBlonde #ClairolProfessional

Wednesday June 8

Post 1:

Enter the shower brassy, dry, and dull...

... walk out with a refreshed, gasp-worthy blonde 😊

It's simple as 1-2-3 with our #ShimmerLights shampoo, conditioner, and violet toning mask.

💜 Moisturize for luscious locks

💜 Add shine for healthy-looking hair

💜 Neutralize brass on blonde or gray color



Use regularly and together for the best results (they're besties).

#OwnYourBlonde and shop the entire care and styling collection at @ultabeauty. 🛍️
#ClairolProfessional

Post 2:

💜 Treat your blonde in style 💜 with #ShimmerLights Leave-In Styling Treatment.

The nourishing formula helps reduce breakage while styling, and the color-enhancing treatment conditions hair for smooth, touchable shine.

Shop Shimmer Lights care and styling products at the link  in bio.  #OwnYourBlonde
#ClairolProfessional


Thursday June 9


Post 1:


Get the blonde you've been dreaming of with our #ShimmerLights Permanent Creme Toner.

#OwnYourBlonde with three gorgeous shades to choose from:

 Smoky Pearl, a cool blonde with a pearlescent finish.


 Cool Beige: Natural blonde with a cool finish.

 Platinum Ice: Silvery shades of cool blonde.

Shop the entire care and styling collection at @ultabeauty. 

#ClairolProfesisonal #PlexYourBlonde


Post 2:

Now this is a lineup we love to see. 

Any one of these beautiful #ShimmerLights Permanent Cream Toners will give your blonde the refresh it's been craving.

Use after pre-lightening or to refresh blonde tones for even, blended, multidimensional results, and to neutralize brass for cool blonde results and incredible shine.


The silky consistency of the toner makes for easy application, too, so it's smooth from start to finishing up in your gorgeous hair.

#OwnYourBlonde and shop the entire Shimmer Lights care and styling collection at @ultabeauty. 

#ClairolProfessional #PlexYourBlonde

Friday June 10

Post 1:

So silky smooth, you might confuse it with your skin moisturizer... but don't 

That soft, silky consistency makes our #ShimmerLights Permanent Cream Toner and Developer easy to apply, so the whole process goes as smooth as the final, shining product.

Actually pictured: Permanent Cream Toner and 10 vol developer looking deceptively delicious.

#PlexYourBlonde and shop the entire Shimmer Lights collection at @sallybeauty. 🛍️

#OwnYourBlonde #ClairolProfessional

Post 2:

Get your blonde from bland to bright with this all-star line-up. 🥳👏

#OwnYourBlonde with the Plex Lightener to lighten while neutralizing brass.

#PlexYourBlonde with the Plex Treatment. This plex-enriched treatment provides up to 97% less hair breakage.

Finish up with the #ShimmerLights Permanent Cream Toner to refresh your blonde tones to neutralize brass for even, blended results.

Shop the entire care and styling collection at @ultabeauty. 🛒 #ClairolProfessional

Saturday June 11

Post 1:

Summer ☀️ brings us dreams of sunshine, beaches, and the perfect shimmering blonde color.

If you're chasing summer dreamin', our #BW2 will help lighten up your locks.

With perfect control of the lightening process, you'll get a quick, predictable color just in time for that sunny beach trip you dreamed of 😊

Learn more and find BW2 on @amazon at the link 🔗 in our bio. 🛒

#ClairolProfessional

Post 2:

It's that time of year again... the best time of year for blondes. Lightening season!

And what do you need to make your season perfect?

#BW2 provides balanced lightening with quick, predictable results. It's going to be your favorite lightening season tradition 😊

Learn more and find BW2 on @amazon at the link 🔗 in our bio. 🛒

#ClairolProfessional

Sunday June 12

Post 1:

Your best weapon in the fight against brassy color ✂️

#KALEIDOCOLORS Violet has anti-yellow technology that lifts colors from light brown to light blonde up to 6 levels of your choice.

earn more and shop our collection of clay-based lighteners with the link 🔗 in our bio. 🛒

#ClairolProfessional

Post 2:

When it's warm outside, there's nothing more refreshing than a cool blonde... Perfect the color with one of our #KALEIDOCOLORS clay-based lighteners.

Start from any level and reach your hair goals:

💙 KALEIDOCOLORS Blue lifts and tones dark hair in one easy step.

💜 KALEIDOCOLORS Violet has anti-yellow technology that lifts hair and helps minimize brass on light hair.

💚 KALEIDOCOLORS Clear Ice provides up to 6 levels of lift for clear lightening result.

Find all 3 KALEIDOCOLORS lighteners at @sallybeauty. 🛍️

#ClairolProfessional

Monday June 13

Post 1:

Why are we so excited to tell you about our #crèmepermanente Color?

Well, since you asked 😊 we love that it's made with our SOY4PLEX Technology to...

💛 deep condition

💛 add shine

💛 provide multidimensional shade

💛 give long-lasting results

There's more to love. Check it all out at the link 🔗 in our bio.

#ClairolProfessional

Post 2:

🎵 Pour some BW2 on me... 🎵 but specifically, on my off-scalp hair that needs a balanced blonding.

#BW2 provides a full range of off-scalp lightening services with predictable, quick results. Sounds pretty sweet to me 😊

Learn more and shop BW2 Powder Lightener on @amazon.

#ClairolProfesisonal

Tuesday June 14

Post 1:

Make it rain ☔ with #KALEIDOCOLORS Clear, ideal for foiling, balayage, free-handing, highlighting, and creative lightening techniques.

🌈 Clay-based lightener

🌈 Lifts and tones dark hair in one easy step

🌈 Up to 6 levels of lift

Shop KALEIDOCOLORS at @sallybeauty with the link 🔗 in our bio. 📺

#ClairolProfessional

Post 2:

We're throwing shade... in the best possible way. 😎

👁️ New shades 👁️ on the way in our #crèmepermanente line, with SOY4PLEX Technology for deep conditioning, reflective shine, multidimensional shades, and long-lasting results.

Shop the current line on @amazon at the link in bio.

#ClairolProfessional

Wednesday June 15

Post 1:

🥰👏 @symonerae_ is absolutely killing it with her bright blonde look.

Her secret weapon in the fight against brass? Our #ShimmerLights Purple Shampoo.

#OwnYourBlonde like Symone and shop Shimmer Lights Purple Shampoo at @target. Link  in our bio. 

#ClairolProfessional

Post 2:

Look at this transformation ✨ after just one wash.

If our #ShimmerLights Purple Shampoo can do this after one try, imagine what it can do to refresh and restore your blonde with regular use?


Keep your lightened strands salon-fresh like @itgirltrice with our Shimmer Lights care and styling collection available at @ultabeauty. 

#OwnYourBlonde #ClairolProfessional

Thursday June 16

Post 1:

Feel like you're missing a little... fun? 😊

 Get more blonde with #BW2 and learn why @keoshanikkya missed being a blonde too much to stay away for long!

Tap the link  in our bio to shop BW2 Powder Lightener at @sallybeauty


#ClairolProfessional

Post 2:

We've come to expect an absolutely stunning silver color from @silvergirlmx. In this photo, you can truly see the quality of the color: there is NO unwanted yellow.

That's thanks to #ShimmerLights Purple Shampoo.

The violet pigments in our shampoo cancel out yellow tones, helping your silver, gray, or cool blonde hair stay salon-perfect long after your appointment.

Shop the whole Shimmer Lights care and styling collection at @ultabeauty. 

#OwnYourBlonde #ClairolProfessional

Friday June 17

Post 1:

Keep a cool look during the summer heat like @krys_chenault. With her cool blonde color, she looks fire 🔥 without the sweat.

She #GotTheLook with the help of our #ShimmerLights collection.

From the shower trio that enhances and refreshes color to the nourishing leave-in styling treatment that reduces breakage while styling, each product will keep you looking cool 😎 no matter how hot it gets 🥵

Shop the entire care and styling collection at @ultabeauty. 🛒 #OwnYourBlonde
#ClairolProfessional

Post 2:

🍂 Multidimensional auburn meets a bold, reflective red with @anatiny's #BW2 masterpiece.

Our dedusted formula gives you complete control of the lightening process, so you can get the balanced, even, bright color that you love most 💖

Tap the link 🔗 in our bio to shop BW2 Powder Lightener at @sallybeauty

#ClairolProfessional

Saturday June 18

Post 1:

We're seeing stars 🌟

What a beautiful blended blonde from @carolprincecolors

She #GotTheLook with #BW2 and 8N/7N Demi-Permanent Color. #GetTheLook for yourself at the link 🔗 in our bio.

Post 2:

Want to change up your hair color, but worried you'll damage your hair's texture?

Textures and Tones helps you color your hair without risking your hair's health or its natural feel.

Our ammonia-free permanent hair color allows you to express yourself in new ways without worrying about side effects or damage. With jojoba and five botanical extracts, you'll love the long-lasting, moisture-rich color results.

For even more control over your look, you can mix and match like @craftedcomplexions. Shop a selection of intermixable shades at @target. Link 🔗 in our bio. 🛍️

#ClairolProfessional

Sunday June 19

Post 1:

💖 We know you've been burnt before. Giving someone new a chance can be difficult. But here's the truth: our #ShimmerLights Plex Lightener is the powder lightener you've been waiting for.

First off, it's a powder lightener that's dust-free, so you don't have to waste time cleaning up the dust. 💖

Second, it's a powerful defense 🛡️ against brassy color. It might not be able to take your side in an argument, but in the fight against brass, it'll make sure you win.

And not only does it tone your color... It also has up to 7 levels of lift.

It's the multitasking, consistent partner you've been looking for. 💖

What you want is what you get. Shop the collection now at the link 🔗 in our bio.
#OwnYourBlonde #ClairolProfessional #PlexYourBlonde

Post 2:

Almost as fun to use as the results are beautiful to see... if that's even possible!

Our #BW2 is dedusted, forming a rich, creamy consistency that is easy to handle and provides quick, predictable results.

Tap the link 🔗 in our bio to shop BW2 Powder Lightener at @sallybeauty

#ClairolProfessional

Monday June 20

Post 1:

You know where your hair color is now, and where you'd like to take it, better than anyone. That's why our #KALEIDOCOLORS collection of customized clay lighteners is customized for any starting level.

💙 KALEIDOCOLORS Blue lifts and tones dark hair in one easy step.

💜 KALEIDOCOLORS Violet has anti-yellow technology that lifts hair and helps minimize brass on light hair.

💧 KALEIDOCOLORS Clear Ice provides up to 6 levels of lift for clear lightening result.

Every KALEIDOCOLORS lightener is enriched with aloe vera for giving healthy looking highlights.

Find all 3 KALEIDOCOLORS lighteners at @sallybeauty. 🎁

#ClairolProfessional

Post 2:

✨ A “How to” Hair Moment ✨

How to lighten your strands with #KALEIDOCOLORS clay lightener.

1. Mix 4 level scoops with 2 or 10 or 20 vol developer.
2. Apply where highlights are wanted.
3. Leave on up to 10 minutes.
4. Rinse, condition and style as desired.

It's really that simple to get the lift you want with KALEIDOCOLORS clay lightener!

Find all 3 KALEIDOCOLORS lighteners at @sallybeauty. 🎁

#ClairolProfessional

Tuesday June 21

Post 1:

✨ Every look from @makeupbytiffanybanks is a blessing, and we feel blessed to see her in our #BeautifulCollection Jet Black.

You can see how Beautiful Collection moisturizes hair for healthy looking color.

Refreshing your color is as easy as 1, 2, 3...

1. Apply directly from bottle to shampooed, towel-dried hair
2. Process for up to 25 minutes.
3. Rinse

And that's it! Get this rich, shining, moisturized color for yourself at the link 🔗 in our bio.

#ClairolProfessional

Post 2:

It might look like a magic trick... or maybe the result of eighteen hours in the salon chair...

But this toning transformation is thanks to the power of Purple Shampoo.

#ShimmerLights Purple Shampoo's color-enhancing formulas tone and provide shine to brighten and refresh blonde, highlighted, and silver hair.

#OwnYourBlonde like @cosmoxnani and get these magical results for yourself by shopping at the link [🔗](#) in our bio.

#ClairolProfessional

Wednesday June 22

Post 1:

🤔 Thinking about going blonde this summer?

This is your sign... 👉 it's easier (and more fun) than you think.

These wavy, golden locks could be yours this year. @merikateoconnor #GotTheLook with #BW2 and toned with #ShimmerLights purple shampoo.

Shop the whole collection at the link [🔗](#) in our bio.

#ClairolProfessional #OwnYourBlonde

Post 2:

Advice From Our Team:

Attacked by brass? ✂️ Cleanse and condition strands twice weekly with #ShimmerLights Purple Shampoo and Conditioner to get rid of unwanted brass.

💜 Use our Shimmer Lights Violet Toning Mask on clean damp hair to deep condition and tone strands.

This routine is the perfect go-to for your shower routine to get rid of unwanted brass and keep your blonde fresh all summer long! ☀️

Get what you need for the blonde you want at the link [🔗](#) in our bio.

#ClairolProfessional #OwnYourBlonde

Thursday June 23

Post 1:

Don't just take our word for it 😊 Tap the link [🔗](#) in our bio and see what all the hype is about.

#ClairolProfessional #cremepermanente

Post 2:

💛 balanced lightening

💛 quick, predictable results

💛 extra strength dedusted formula

It's no wonder salon pros trust #BW2 for control when blonding.

Get a professional color. Tap the link [🔗](#) in our bio.

#ClairolProfessional

Friday June 24

Post 1:

When your hair is as red hot as the temperature outside 🔥

Love this style on @yochowdaa? (Of course)


Want to try it for yourself? #GetTheLook with #liquicolorpermanente 2 parts 7RN + 1 part 5R.
Shop for your blend at the link [🔗](#) in our bio.

#ClairolProfessional

Post 2:

Shoutout to @tanajawms on TikTok for a fabulous transformation ✨ with the perfect combo of #TexturesandTones for a glamorous honey brown. ❤️

Tana used Textures And Tones 6G + 8RO to make her magic. What will you try?

Shop a selection of intermixable shades of Textures and Tones at @target. Link [🔗](#) in our bio.


#ClairolProfessional

Saturday June 25

Post 1:

Can we just say, we love everything about @badgirlnikii's hair transformation on TikTok, but what we loved most was how she protected her curls?

She used #TexturesAndTones 4RV to achieve her fun final result while also moisturizing and protecting her hair's texture, health, and natural beauty.

Try something new while keeping what you love most about your hair. Shop a selection of intermixable shades of Textures and Tones at @target. Link [🔗](#) in our bio. 🇮🇹

#ClairolProfessional

Post 2:

Wow! What a wonderful before and after for @hannahlopezphotography. Her hair looks salon-fresh without the trip to the salon after just one shampoo.

#OwnYourBlonde like Hannah with #ShimmerLights Purple Shampoo. Refresh your blonde with just one wash.

Get what you need for the blonde you want at the link [🔗](#) in our bio.

#ClairolProfessional