MASTERS OF BALAYAGE

Education. Science. Products Built by the Most Certified Balayage Platform in the Industry.

When the most-certified balayage education platform in the world develops a product line, the question isn't whether to pay attention. **The question is whether you can afford not to.**

Masters of Balayage didn't enter the product space because it was a logical brand extension. It entered because Ryan and Jeni Weeden — founders and CEOs of two multimillion-dollar companies — had spent years teaching thousands of stylists techniques that the existing market simply hadn't built products around. The gap was real, documented, and backed by the direct feedback of over 15,000 certified graduates worldwide. The solution required going to Italy — not for the story, but for the science.

15,000+	100+	900K+	10+
Certified Graduates Worldwide	Hours On-Demand Education	Combined Social Reach	Years Education-First

THE STORY BEHIND THE STANDARD

It began in the garage of a beach home in San Diego — a husband and wife, a dream, and a conviction that the industry's hardest-working professionals were being systematically underserved. Ryan Weeden had rebuilt his career from a devastating bankruptcy, and in that rebuilding, he found his true mission: if you give a stylist the right knowledge and the right tools, everything else follows.

MOB launched as an education-first company — live classes, online certifications, and technique-driven content built from the ground up around the way modern stylists actually work. Over a decade later, that education platform has certified more than 15,000 professionals worldwide and remains the industry's most recognized balayage authority. **But education revealed a second truth: the products didn't exist to match the method.** So Ryan and Jeni built them — in collaboration with Italy's finest cosmetic chemists, under EU manufacturing standards that most American brands are never required to meet.

EU cosmetic manufacturing standards are among the strictest in the world — more rigorous than U.S. FDA requirements in key categories including allergens, heavy metals, and ingredient purity. Every MOB product carries that standard into your salon.

THE PRODUCT LINE — BUILT FOR PERFORMANCE, FORMULATED FOR HEALTH

NOVA 9+ BLONDING POWDER

Professional Blonding System | 9+ Level Lift | Made in Italy

The performance argument is straightforward: NOVA lifts *and* tones in a single step. The Advanced Blue Toning Technology is integrated into the powder itself — it activates during the lift process, neutralizing warmth at the chemical level rather than relying on a separate toner application after the fact. For a busy service menu, that's a step removed from every single blonding appointment.

Key Features:

9+ Level Rapid Lift	Maximum blonding power with controlled, predictable processing.
Advanced Blue Toning	Tonal correction built into the powder — activates during lift, not after.
Anti-Stain Action	Protects skin and surrounding surfaces during application.
Dust-Free Formula	Safer application environment for stylist and client.

Made in Italy	EU-standard manufacturing. Rigorous purity and performance testing.

What's In It — And Why It Matters:

Cyclodextrin
Ring-shaped molecule that encapsulates and neutralizes harsh chemical byproducts during lift. Reduces scalp irritation and inflammation. Clients with reactive scalps notice the difference immediately.

Cyamopsis Tetragonoloba (Guar) Gum
Natural galactomannan providing consistency control. Mixture stays where you put it — minimal bleed in foil, uniform hair contact throughout processing. Consistent contact = consistent lift = predictable results.

Ammonium & Potassium Persulfate
Dual persulfate system delivers powerful, reliable oxidative lift without excessive processing aggression on the hair fiber.

Xanthan Gum
Stabilizes formula consistency from mix through full processing time. No separation, no settling, no surprises from first foil to last.

Client Outcomes:

- ✓ Cleaner, cooler blonde lift in a single service — no separate toning appointment in most cases
- ✓ Reduced scalp inflammation and irritation during processing
- ✓ Hair exits the service smoother — the chemistry works with the fiber, not against it
- ✓ Faster service times — one step removed from every blonding appointment

LUNA VIOLET BLONDING POWDER

Ammonia-Free Open-Air Lightener | 7-Level Lift | Made in Italy

Luna solves a specific technical problem every open-air painter encounters: traditional powder lighteners contain ammonia, which causes aggressive cuticle swelling — manageable in a sealed foil environment, but problematic when painting sections that remain in contact with air and adjacent hair. Luna's ammonia-free formulation controls cuticle opening more precisely, giving freehand painters measurably more control over lift, blending, and end-result integrity.

Key Features:

Ammonia-Free	Gentler cuticle opening — more controlled lift for open-air techniques.
Built-In Violet Toning	Tonal neutralization during lift. Cool, dimensional results without a follow-up toner.
7-Level Lift	Full-range blonding capacity without ammonia's aggressive chemistry.
Dust-Free Formula	Cleaner mixing and application. Better salon environment.
Harvest Blueberry Scent	Measurably improved client and stylist service experience.

What's In It — And Why It Matters:

Ammonia-Free Alkaline Base

Opens the cuticle gradually and evenly rather than aggressively. Critical for open-air applications where controlled lift prevents over-processing on exposed sections. Also eliminates the sharp fumes that affect both stylist and client.

Integrated Violet Pigment System

Pre-loaded toning pigment activates during processing, neutralizing yellow and orange undertones as lift occurs. Identical in principle to NOVA's Blue Technology — built in, not bolted on afterward.

Dust-Free Carrier System

Specialized powder base minimizes airborne particles during mixing and application. Directly reduces respiratory exposure for stylists performing multiple blonding services daily.

Magic Elixir Compatibility

Formulated exclusively for use with MOB Magic Elixir developer — a pairing engineered together for optimal lift consistency, bond integrity, and hair fiber preservation throughout processing.

Client Outcomes:

- ✓ Dimensional, naturally-toned freehand results without a separate toner step
- ✓ Reduced scalp sensitivity — ammonia-free means less burning, less redness, calmer processing
- ✓ Better hair integrity on previously colored ends — gentler cuticle opening preserves fiber structure
- ✓ Pleasant service experience — no ammonia fumes for client or stylist

SOHO LUXURY CREME COLOR

Permanent + Demi in One Formula | 59 Shades | Made in Italy

Most color lines take something from the hair every time they're applied — cumulative oxidative stress, cuticle roughening, protein depletion. It's the silent reason long-term color clients' hair becomes progressively harder to work with. **SOHO was formulated to reverse that pattern.** The dual-use permanent and demi formula alone rewrites your inventory math — one SKU replaces two product lines. But the deeper value is in what SOHO puts into the hair, and what it deliberately leaves out.

Key Features:

PPD-Free	Zero paraphenylenediamine — the most common allergen in professional color.
Resorcinol-Free	Zero immune system disruptors. Cleaner chemistry, safer long-term exposure.
Dual-Use: Perm + Demi	One tube. Two applications. Developer choice determines the result.
Blue/Violet Base Technology	Tonal correction built into the shade architecture — fewer toning steps needed.
100% Gray Coverage	Complete, reliable coverage on resistant and coarse gray. Every time.
59 Precision Shades	Zero redundancy. Every shade earns its place in the lineup.
Fade-Resistant Formula	Color holds longer between services. Less fading, more rebooking.
Luxury Italian Fragrance	Premium sensory experience that elevates every service.

What's In It — And Why It Matters:

Amino Acids

The molecular building blocks of keratin — the protein comprising 90% of the hair strand. Present during the color process, amino acids integrate with the hair's structural protein matrix, reinforcing what oxidative chemistry disrupts. Result: measurably stronger, more elastic hair after color. Clients report it as softness. Stylists see it as reduced breakage and improved manageability.

Nourishing Oils

Applied during color processing, these oils are incorporated into the cuticle layers as the hair's surface closes post-color. This delivers two concurrent benefits: dramatically elevated shine (smooth, oil-sealed cuticle = higher light reflectivity) and improved fade resistance (sealed cuticle = pigment held inside longer). Less fade means color that looks intentional longer — which drives rebookings.

Blue/Violet Base Technology

Tonal neutralization is architecturally built into SOHO's shade system. Warm undertones are pre-neutralized at the formulation level, not corrected after the fact. Stylists who routinely add a toning step to complete their color services will find that step largely unnecessary — saving 15-20 minutes per appointment and eliminating a product cost.

Dual-Use Alkaline System

The same tube delivers permanent results at standard developer volumes or demi-permanent results at lower volumes. One inventory SKU. Two service outcomes. The formula's pH balance is calibrated to perform reliably across both developer strengths without compromising gray coverage or tonal accuracy at either level.

The Safety Advantage — What's NOT In SOHO:

✘ PPD (Paraphenylenediamine) — the primary allergen in most professional permanent color. Affects an estimated 5-8% of the adult population with documented sensitivity — plus an untold percentage with subclinical reactions they've never formally traced to color.

✘ Resorcinol — a coupling agent classified as a potential immune system disruptor and environmental toxin by multiple global regulatory bodies. Present in virtually every major professional color line. Absent from every SOHO formula.

✔ Formulated PPD-free and resorcinol-free without sacrificing gray coverage, tonal accuracy, or fade resistance. This is not a compromise formula — it is Italian precision chemistry engineered around the challenge, not past it.

Client Outcomes:

✓ Noticeably softer, more conditioned hair after the very first service — clients comment unprompted

✓ Rich, dimensional color with luminous shine that photographs brilliantly and holds between appointments

✓ 100% gray coverage on resistant, coarse, and high-porosity gray — reliable, every service

✓ Longer-lasting color — tone holds, fade is gradual and graceful, fewer callback complaints

✓ Safe coloring experience for PPD-sensitive clients who've been told color isn't an option for them

✓ Natural-looking results that read as healthy, vibrant hair — not visibly 'done'

THE BUSINESS CASE — WHAT THIS MEANS FOR YOUR BOTTOM LINE

Inventory Simplification	SOHO's dual permanent/demi formula eliminates the need for a separate demi-permanent line. Fewer SKUs, lower carrying cost, simplified ordering, less dead inventory risk.
Service Time Savings	Blue/Violet Base Technology in both color and lighteners removes toning steps from the majority of services. At 15-20 minutes saved per appointment, that compounds quickly across a full week.
Sensitive Client Market	PPD affects 5-8% of adults. With SOHO, those clients — currently turned away by most salons — can sit in your chair. At $100-150 per color service, even 2-3 new sensitive clients per month represents $2,400-$5,400 in annual revenue your salon currently cannot access.

Retail Price Protection	SOHO is professional-only and never sold on Amazon or to consumers. Your retail pricing is protected. Clients cannot undercut your authority with a competitor's screenshot.
Next-Day Florida Delivery	Free next-day delivery in Florida through Rich Rose — no distributor queue, no backorder limbo. Outside Florida: priority fulfillment with direct rep support nationwide.
Education-Backed Adoption	MOB's 15,000+ certified graduates already know these products. New-to-MOB stylists adopt faster because the education ecosystem around the products is unmatched in the industry.

THE AUTHORITY CASE — WHY THIS IS DIFFERENT

Most product lines are built by chemists for distributors. MOB's product line was built by stylists, in collaboration with chemists, for the professionals who are actually behind the chair every day. That distinction shows up in every formula decision — from the elimination of PPD and resorcinol to the built-in toning technology to the dual-use format that simplifies rather than complicates.

When Masters of Balayage puts its name on a product, it is staking the reputation of the most recognized professional balayage education platform in the industry on that product's performance. That's not a brand partnership. That's accountability.

15,000+	10+ Yrs	59	0
MOB Certified Stylists	Education-First Track Record	Precision SOHO Shades	Amazon Sales. Ever.

"Real Italian Color. Real Salon Results. Zero Guesswork." — SOHO Professional Color

Ready to Make the Switch?

Your clients deserve better color. Your salon deserves a rep who shows up.

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"Real Italian Color. Real Salon Results. Zero Guesswork."