



BLONDOR

TECHNICAL FOLDER

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THE LIGHTENING SUPERHEROS

We believe the real superheroes are the hairdressers! The **Blondor** range is here to enhance their skills and help offer the best blonde results possible, giving their clients **their best blonde yet!**

BLONDOR THE EXPERT LIGHTENING RANGE

Blondor is the **award-winning favorite** of hairdressers around the world, a product range that supports **any lightening service**, helping transform every client into their **best blonde possible!**

Offering reliable and controlled lightening no matter the starting point or hair texture. The Blondor range allows stylists to achieve excellence across the full blonde spectrum.



WHY BLONDOR?

Blondor's success story begins with its debut in 1933. It has reached millions of hairdressers worldwide and has received recognition and awards since.



THEN

NOW

Suitable for all hair textures and types, Blondor continues to push boundaries with its innovation in lightening technology.



LOVED AROUND THE WORLD



“I love working with the Blondor range for all my lightening techniques, as a freelance hairdresser I need a product that is going to perform, not only in lift performance but also in the consistency of the product to work with every day.”

James Earnshaw, UK

“MAGMA is a must have for super quick, easy results that lift and tone in one step! I love to use Blondor Freelights for all my painting services for super quick, speedy, saturated painting.”

Matthias Herzberg, Germany

“BlondorPlex is my hero lightener for all my techniques, where I need more lift and to maintain the hair condition.”

Zach Mesquit, USA

“I can’t live without Blondor Soft Cream Blonde for my scalp applications; the consistency is so beautiful to apply and it does not swell, so it’s just perfect to avoid overlapping.”

Christel Barron-Hough, UK

5 LIGHTENING PRODUCTS MULTIPLE TECHNIQUES

PRODUCT BENEFITS

TECHNIQUES

HOW TO USE IT

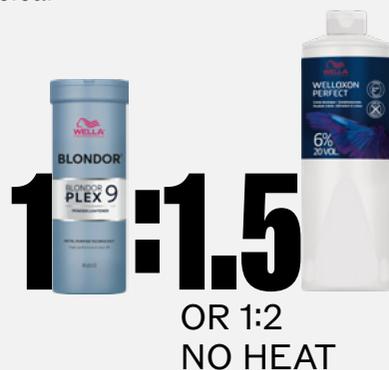
BLONDORPLEX 9



Up to 9 levels of lift

- Our most advanced lightener for maximum lift
- Metal Purifier Technology
- Built-in Plex Technology
- Vegan formula

All hair types and textures, for multiple techniques for clear blonde results.



BLONDOR MULTI BLONDE



Up to 7 levels of lift

- Controlled, reliable and clean lift
- Anti-brass complex
- Creamy consistency

All hair types and textures, for multiple techniques for clear blonde results.



BLONDOR SOFT CREAM



Up to 7 levels of lift

- Oil-infused white cream lightener
- Anti-brass complex
- Scalp protecting lipids

All hair types and textures, especially on scalp applications.



5 LIGHTENING PRODUCTS MULTIPLE TECHNIQUES

PRODUCT BENEFITS

TECHNIQUES

HOW TO USE IT

BLONDOR FREELIGHTS



Up to 7
levels
of lift

- Clay-based lightener
- Reduced swelling thanks to ACTIFUSE Network*

*Vs Blondor Multi Blonde Powder, Blondor Soft Blonde Cream

Freehand balayage, open air lightening for all hair types and textures.



MAGMA



Up to 6
levels
of lift

- Lightening system that allows lightening and toning in one simple step
- For both natural and previously coloured hair

Isolated highlights, freehand, open air lightening.

Use Magma Post Treatment to close the service when using Magma by Blondor.

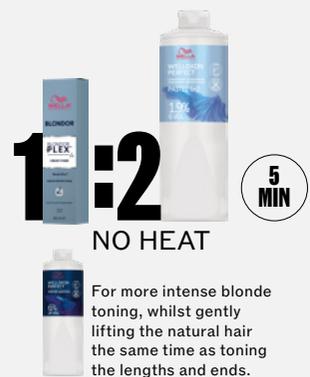


BLONDORPLEX CREAM TONERS



- Express toning
- Pre-mixed with Plex Technology for up to 90% less breakage*
- A low ammonia content for a gentle shift to break through brass

Dedicated blonde toning solution.



*Instrumental testing measuring combing resistance of BlondorPlex bleach + BlondorPlex Permanent Cream Toner vs. BlondorPlex bleach alone.

For more intense blonde toning, whilst gently lifting the natural hair the same time as toning the lengths and ends.

BLONDOR SEAL & CARE



- Reduces the hair's pH after a lightening services
- Neutralise any remaining lightening ingredients
- Prepares the hair for toning or glossing

The perfect end-result for your lightening and toning services

PAIR WITH DEDICATED DEVELOPERS

Our versatile developer line up: 5 developer strengths for full lightening control.



Welloxon Perfect offers full service flexibility with a range of developer strengths from 1.9% to 12%, giving you full control of the speed and quality of lightening. A range suitable for all hair and service types.

Low developer strengths, like 1.9% & 4% offer gentle lift for full control, even on dark starting levels. Low developer strengths are also ideal for toning and glossing services after lightening.

For open air lightening services with Freelifights and Magma, the dedicated developers offer precision application with reduced swelling.*

TOP TIP

For best results, don't forget to weigh your lightener and developer!



*Vs Blondor Multi Blonde Powder.



**UNBEATABLE
CLARITY OF LIFT¹
& UP TO 97%
LESS BREAKAGE²**



1. Instrumental test vs. leading global competitors.
2. BlondorPlex 9 + BlondorPlex N°2, vs. BlondorPlex 9 alone.

THE SCIENCE BEHIND

During lightening, some of the amino-acid bonds are broken causing damage.

Plex Technology helps to rebuild hair bonds following the lightening process for up to 97% less hair breakage.*

BlondorPlex N°2 Bond Stabiliser further strengthens the hair bonds and rebalances the pH factor.



HOW TO USE

USER GUIDE



The creamy consistency is ideal for multiple services.



Mix BlondorPlex 9 with Welloxon Perfect and apply to the hair where desired lift is required. Develop for up to 50 minutes or until desired lightening is achieved.



After desired lift is achieved, rinse thoroughly and apply BlondorPlex N°2 Bond Stabiliser, using 2-6 pumps depending on hair length. Leave for 2 minutes. Rinse thoroughly, shampoo and move onto toning. No need for a further step as BlondorPlex N°2 helps neutralise the lightening actives.



Always complete a BlondorPlex 9 lightening service with BlondorPlex N°2 Bond Stabiliser.





WELLA
PROFESSIONALS

BLONDOR

**MULTI
BLONDE 7**

**POWDER LIGHTENER
POUDRE DE DÉCOLORATION**

anti-brass complex

for multiple hair types & techniques
pour de multiples types de cheveux
et de techniques

400 g

BLONDOR MULTI BLONDE

Achieve up to 7 levels of clear, controlled, reliable lift. Suitable for all hair types including delicate and coily hair textures to achieve clean lift.

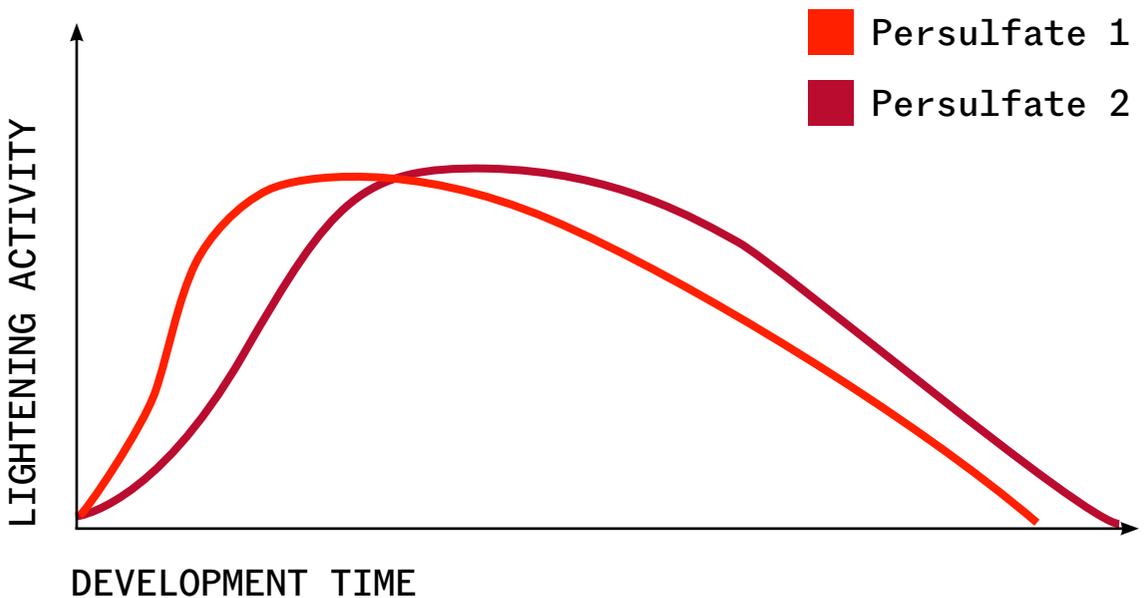
**UP TO 7
LEVELS
OF LIFT**

THE SCIENCE BEHIND

ANTI-BRASS COMPLEX

The active ingredient in a lightener is called a persulfate. This is responsible for dissolving natural pigment (melanin) and artificial dyes.

Blondor MultiBlonde Powder contains **two types** of persulfates. One starts the **lightening process** and, as it slows down, the second activates and **completes the development**, achieving up to 7 levels of controlled lift.



During lightening the anti-brass complex reduces brassy tones.

HOW TO USE

USER GUIDE

OPTIONAL



The creamy consistency is ideal for multiple services.



Mix Multi Blonde powder with Welloxon Perfect and apply to the hair where desired lift is required.

Develop for up to 50 minutes or until desired lightening is achieved.

50 MIN



After desired lift is achieved, rinse thoroughly, shampoo and finish with Blondor Seal & Care conditioner prior to toning services. If using WellaPlex, apply BlondorPlex N°2 after rinsing. Followed by shampooing and conditioning.



SOFT BLONDE CREAM

An oil infused white cream lightener can achieve up to 7 levels of lift. Containing protective lipids for moisture retention, ideal for gentle lightening and with chamomile extracts.



Full head lightening is a huge trend right now. You can create the perfect canvas for anything from platinum blondes to pretty pastels to vivid colours.



USER GUIDE

OPTIONAL



1:1.5



OR 1:2 NO HEAT

BLONDOR FREELIGHTS

Clay-based white lightener for freehand open air lightening techniques, such as illuminage and balayage offering up to 7 levels of lift.



THE SCIENCE BEHIND: THE ACTIFUSE® NETWORK

Freelights is mixed as a closed system: in order to obtain the optimal benefits, you need to use the Freelights White Lightening Powder together with Freelights Developer – only then you will activate the ACTIFUSE® network.

Polymers will then link with each other to form a flexible and adhesive network. This keeps the mixture in place: allowing for easier spreading, and optimal precision with reduced swelling.



Creamy consistency.



Flexible mixture for easy spreading.



Adhesive clay mass that stays in place, ideal for precision and detailing.

HOW TO USE

For all off-scalp techniques. Always use the Freelights White Lightening Powder together with Freelights Developer – only then will you activate the ACTIFUSE® Technology.

Blondor Freelights has an ideal consistency for precision application, that stays in place during development time.

USER GUIDE



MAGMA BY BLONDOR

Magma pigmented lightening system allows lifting and toning in one simple step, for both foiling and freehand techniques.

Achieve up to 6 levels of lift and unlock maximum creativity of tone with intermixable shades ranging from soft to intense end-results.

Works on both coloured and natural virgin hair, for off-scalp application.

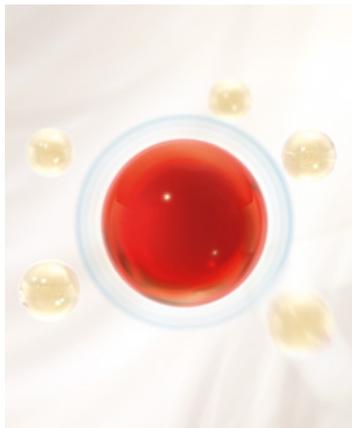


THE SCIENCE BEHIND: SPECTRALIFT TECHNOLOGY

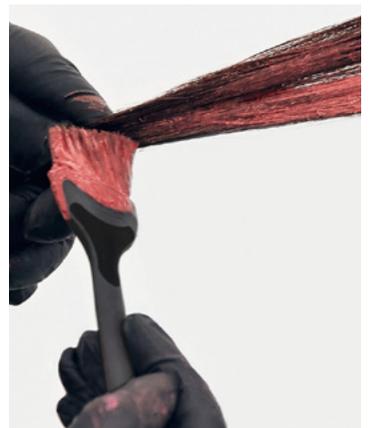
SpectraLift Technology enables the hair to be lightened from the inside and toned from the outside by direct dyes specifically designed to work in combination with lightening ingredients.



Traditional Dyes



Dyes in Magma



HOW TO USE



BLONDES DEVELOPMENT TIME:

20-40
MIN

15-30
MIN

WITH HEAT

REDS DEVELOPMENT TIME:

30-60
MIN

20-40
MIN

WITH HEAT



BLONDES DEVELOPMENT TIME:

20-40
MIN

REDS DEVELOPMENT TIME:

40-60
MIN

UP TO 1:2

Leave in for the hair and rinse thoroughly. Specially designed to use the pH and remove any excess ingredients inside the hair, it will also stabilise the colour for long lasting results.

5
MIN



BLONDES

	Developer Strength				
	1.9%	4%	6%	9%	12%
/17					
/39 & /39 +					
/89 & /89 +					

BROWNS

	Developer Strength				
	1.9%	4%	6%	9%	12%
/07 +					

REDS

	Developer Strength				
	1.9%	4%	6%	9%	12%
/44					



BLONDORPLEX CREAM TONERS

A dedicated blonde toning solution with Plex Technology delivers results in 5 minutes. An intuitive compact palette of six shades and one booster for ultra cool neutralisation, enabling any blonde look from cool to warm. With a creamy consistency which allows for fast application and fast rinsing: energy, water and time efficient.

“Toning can make the service so unique that it can make the client very loyal.”

Hairdresser, UK

“Toning perfects my blonde clients even more.”

Hairdresser, USA

After lightening services underlying warm tones are always exposed. All lightening services should be followed with a blonde toning solution.

AN INTUITIVE RANGE OFFERING

Express blonde toning services, in just 5 minutes

- Neutralise unwanted warmth and brassiness
- With up to 90% less hair breakage*
- Resulting in shiny and healthy-looking blonde results



*Instrumental testing measuring combing resistance of BlondorPlex bleach + BlondorPlex Permanent Cream Toner vs. BlondorPlex bleach alone.

DISCOVER THE SHADE PALETTE

Lightened
to level 10/

Lightened
to level 9/

Lightened
to level 8/

Scandi Rose

For all levels to add a delicate rose, with a touch of mahogany.



Lightest Pearl

For light levels to neutralise yellow and reduce warmth.



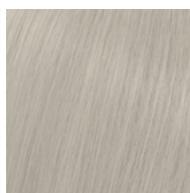
Crystal Vanilla

For all levels to add soft creamy tones.



Pale Silver

To neutralise orange or achieve icy cool tones on lighter levels.



Sienna Beige

For all levels to add a delicate rose beige with a touch of violet.



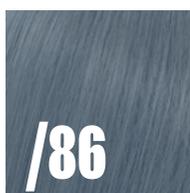
Scandi Biege

For all levels to add a delicate soft, cool beige.



Ultra Cool Booster

Can be used to intensify neutralisation of brassiness and unwanted warmth.



Add 1-5g to 30g of selected toner shade and mix with developer in a 1:2 ratio.

Extending the development time beyond 5 minutes will create additional neutralisation and results may appear deeper and more saturated. Can be too intense to use alone.

HOW IT WORKS

A CONVENIENT SOLUTION FOR EXPRESS TONING

Wella Professionals' first dedicated blonde toning solution with Plex Technology delivers results in 5 minutes. An intuitive compact palette of six shades and one booster for ultra cool neutralisation, enabling any blonde look from cool to warm. With a creamy consistency which allows for easy application & quick rinse.



BUILT IN PLEX TECHNOLOGY FOR UP TO 90% LESS HAIR BREAKAGE*

The BlondorPlex Cream Toners are pre-mixed with Plex Technology. This breakthrough creamy formula improves the alignment of cuticles on all hair types and textures, resulting in incredibly shiny and healthy-looking hair, with up 90% less hair breakage.*

ANTI-BRASS ALKALINE FORMULA

BlondorPlex Cream Toners work with a low ammonia content for a gentle shift to break through brass instead of covering it up, perfecting blonde results from roots to ends.

*Instrumental testing measuring combing resistance of BlondorPlex bleach + BlondorPlex Permanent Cream Toner vs. BlondorPlex bleach alone.

WHY BLONDORPLEX CREAM TONERS

SUITABLE FOR YOUR CLIENTS

BlondorPlex Cream Toners are suitable for toning after all lightening services, and on all hair textures to neutralise and reduce warm tones.

BlondorPlex Cream Toners work with a **low ammonia content** for a gentle shift to **break through brass** instead of covering it up.

BLONDORPLEX CREAM TONERS

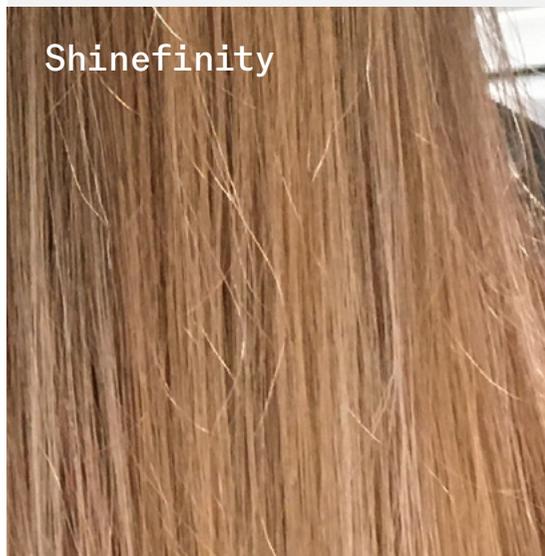
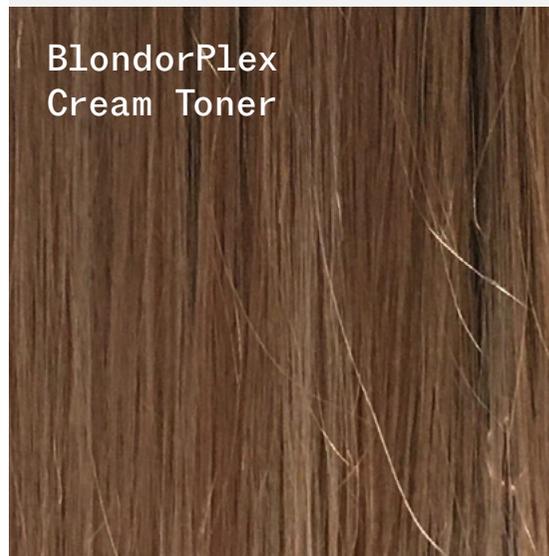
- Integrated bond-builder for 90% less hair breakage*
- Alkaline formula for perfecting blonde results
- Intuitive and compact range, with results in just 5 minutes

DEMI-PERMANENT CREAM TONER

- Deposits on porous areas first
- No blending on demarcation lines
- Large selection of shades

BlondorPlex
Cream Toner

Shinefinity



*Instrumental testing measuring combing resistance of BlondorPlex bleach + BlondorPlex Permanent Cream Toner vs. BlondorPlex bleach alone.

HOW TO USE IT

Carry out desired lightening service using your preferred Blondor Lightener, followed by post service treatment.

HIGHLIGHTING



FREEHAND



FULL HEAD
LIGHTENING



HOW TO MIX

Prepare your chosen Cream Toner in applicator bottle. Add developer first followed by the BlondorPlex Cream Toner. Use scales for accurate mixing.



/86 ULTRA COOL BOOSTER

Ultra Cool Booster can be used to intensify neutralisation of brassiness and unwanted warmth.

Add 1-5g to 30g of selected toner shade and mix with developer in a 1:2 ratio.

Watch-out: Too intense to use alone.



	EXPRESS TONING	EXPRESS TONING + BASE BREAKING
WHEN TO USE IT	Quick & reliable premixed with Plex Technology achieve perfectly blended blonde results.	For more intense blonde toning, whilst gently lifting the natural roots at the same time as toning the lengths and ends. Blends demarcation lines, for premium blonde results.
MIXING RATIO	1:2	1:2
DEVELOPER	1.9%	4%
DEVELOPMENT TIME	5 min	5 min
POST TREATMENT	Ultimate Color Shampoo and Color Sealer Liquid Layer	Ultimate Color Shampoo and Color Sealer Liquid Layer

TIP: Extending the development time beyond 5 minutes will create additional neutralisation and results may appear deeper and more saturated.

EASY TO MIX, APPLY & RINSE

① CHOOSE AND MIX

Small and comprehensive shade palette for ease of choice, mix 1:2.

TIP:

Too yellow, neutralise with /16.
Too orange, neutralise with /81.
Enhance golden tones with /36.
Balanced neutral to rose beige tones with /96.

② APPLICATION

Using an applicator flask for speed, apply toner to damp hair from roots to ends. Comb through.

5
MIN

③ RINSE

Fast rinsing for energy, water and time efficiency.



TONING SOLUTIONS FOR ALL HAIR NEEDS

BLONDORPLEX CREAM TONERS

A dedicated blonde toning solution pre-mixed with Plex Technology, delivers results in 5 minutes, for perfectly blended blonde results.

SHINEFINITY GLAZE

Zero lift, zero damage with a translucent veil of colour.

COLOR TOUCH

Infuse hair with intense colour vibrancy & shine. Quickly neutralise unwanted tones in the hair.

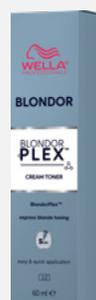
ILLUMINA COLOR

Soft transitions with a seamless and luminous result.

KOLESTON PERFECT

Ultra precision tones with balanced colour result.

After lightening services, follow with a toning solution for all hair types and textures.



WHICH BRAND FOR BLONDE TONING

Toning Benefits

BLONDORPLEX CREME TONERS

- Express toning
- Pre-mixed with Plex Technology for up to 90% less breakage*
- A low ammonia content for a gentle shift to break through brass

How to use It



Applicator bottle or bowl and brush.

Development Time



SHINEFINITY

- Offers zero lift blonde toning
- Allows the natural character of the hair to shine through
- Clean formula free of ammonia, silicones, alcohols



Bottle for fast application. Bowl and brush for precision.



COLOR TOUCH

- Transformational intense blonde toning
- Intense neutralisation
- Gentle and ammonia free



Quick bottle application even on long or thick hair.



ILLUMINA COLOR

- Premium results with sheer luminosity
- Soft transitions due to slight lift
- Damage protection



Bowl and brush.



KOLESTON PERFECT

- Broad palette with great neutralising shades
- Great root to tip evenness
- Damage protection



Bowl and brush.



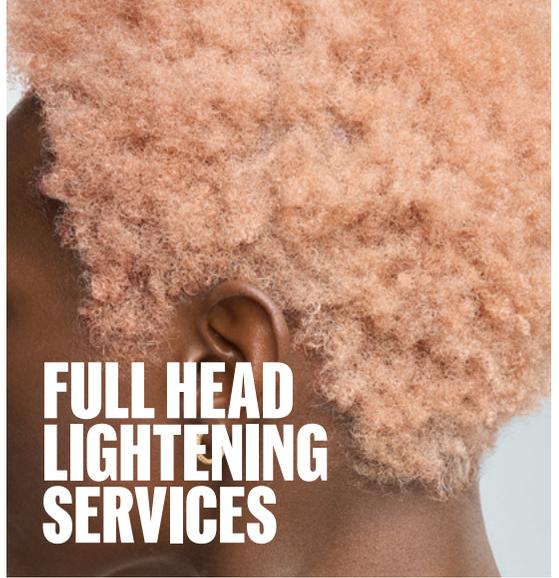


**THE
POWER OF
LIGHTENING**

FULL SERVICE OFFERING



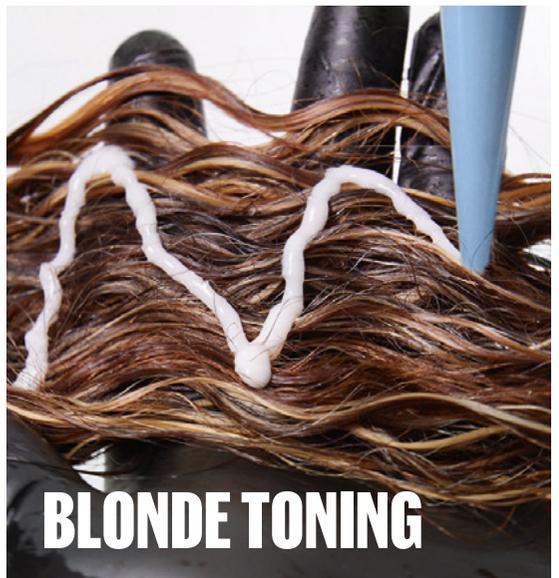
From overall lighter effects to precision placement, highlighting is seen as not only a classic but a professional service mastered by hairdressers. Blondor Multi Blonde and BlondorPlex 9 is a worldwide hero for these services.



Designed for maximum lightness that create the perfect palette from neutral blondes to beautiful pastels, clean platinum or vivid results. Blondor Soft Blonde Cream is the go-to for full head lightening.



For freehand open-air lightening with sweeping lights for a sunkissed or dramatic graduation from dark roots to lighter ends Blondor Freelights offers an ideal consistency for precision.



Controlled neutralisation for bespoke blonde toning from cool to warm after all lightening services with BlondorPlex Cream Toners a dedicated blonde toning solution with Plex Technology, for shiny & healthy-looking blonde results with up to 90% less hair breakage*.

*Instrumental testing measuring combing resistance of BlondorPlex bleach + BlondorPlex Permanent Cream Toner vs. BlondorPlex bleach alone.

UNDERSTANDING LIGHTENING



All Blondor products contain 3 key ingredients:

- Persulfates
- Alkalisising agents
- Hydrogen peroxide (from Welloxon Perfect Developer and dedicated Freelights Developer).

When mixed accurately, these three key ingredients work together to create consistent lightening results, but the hero elements are the persulfates. The quality and amount of the persulfates formulated in Blondor products is what gives them such highly reliable performance.

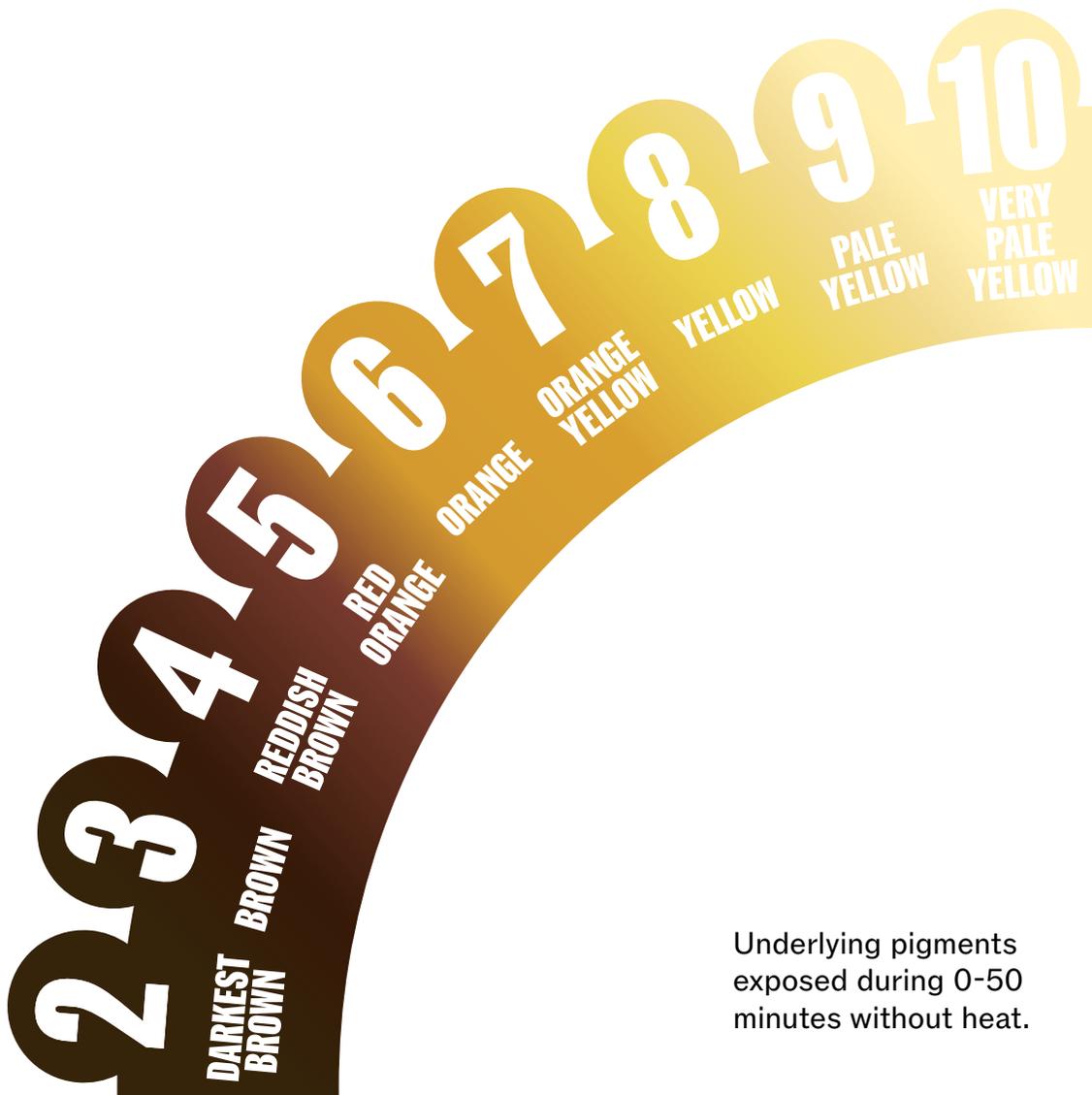
Blondor products contain two or three types of these high-quality persulfates. One kick-starts the lightening process and as it slows down, the second and third activate and complete the development, allowing the product to achieve up to 7 (or in the case of BlondorPlex 9, up to 9) levels of controlled lift.

For best result, don't forget to weigh your Blondor and developer, bleaching is dependent on the strength and quantity of developer mixed. Therefore, using the dedicated developer.

LIGHTENING JOURNEY

Along with the colour wheel, the lightening curve is an essential tool that the best colourists from around the world refer to when formulating colour & lightening services. The lightening curve provides a colourist with a visual representation of the underlying pigments of each depth of hair colour, it will help identify which product and developer strength is suitable for each hair type.

During lightening, the natural and artificial colour in the hair is removed and the underlying pigment is exposed, which will range from reddish brown to yellow tones. This will happen during all colouring services but is more visual during lightening services.



Underlying pigments exposed during 0-50 minutes without heat.

EXPERT LIGHTENING TIPS

APPLY WITH PRECISION

for your best, cleanest results.

APPLY PLENTY OF PRODUCT

to ensure the level of lift required and avoid uneven results.

CHECK DEVELOPMENT CONSTANTLY

Starting with a lower strength developer and increasing for control and accuracy.

CONDUCT A STRAND TEST

to accurately predict lightening results and know what's achievable for each client.

DO NOT OVERLAP – doing so can cause damage to the hair.

REMEMBER THE MAXIMUM LIFT

Never lighten hair beyond a level 10/ very pale yellow, as it will have a negative effect on the condition and structure of the hair. (Depending on the hair, your maximum level of lift may be lower.)

THINK “LOW AND SLOW”

Choosing a lower developer to combine with your Blondor product means that you will break down melanin in the hair slowly and gradually.





**TONING
SOLUTIONS**

THE PERFECT PARTNER FOR ANY LIGHTENING SERVICE IS THE TONING

WHAT IS TONING?

Toning is a secondary step that is used to reduce warm and brassy tones that are exposed after lightening, to achieve creamy to icy blonde hues.



BEFORE



AFTER



Or to create bright and playful hues, from soft and pastel to bright and bold.

TONING ESSENTIALS

EXPOSED UNDERLYING PIGMENTS

Knowing how to neutralise unwanted warmth is a professional skill of a hairdresser that helps you succeed with your lightening services.

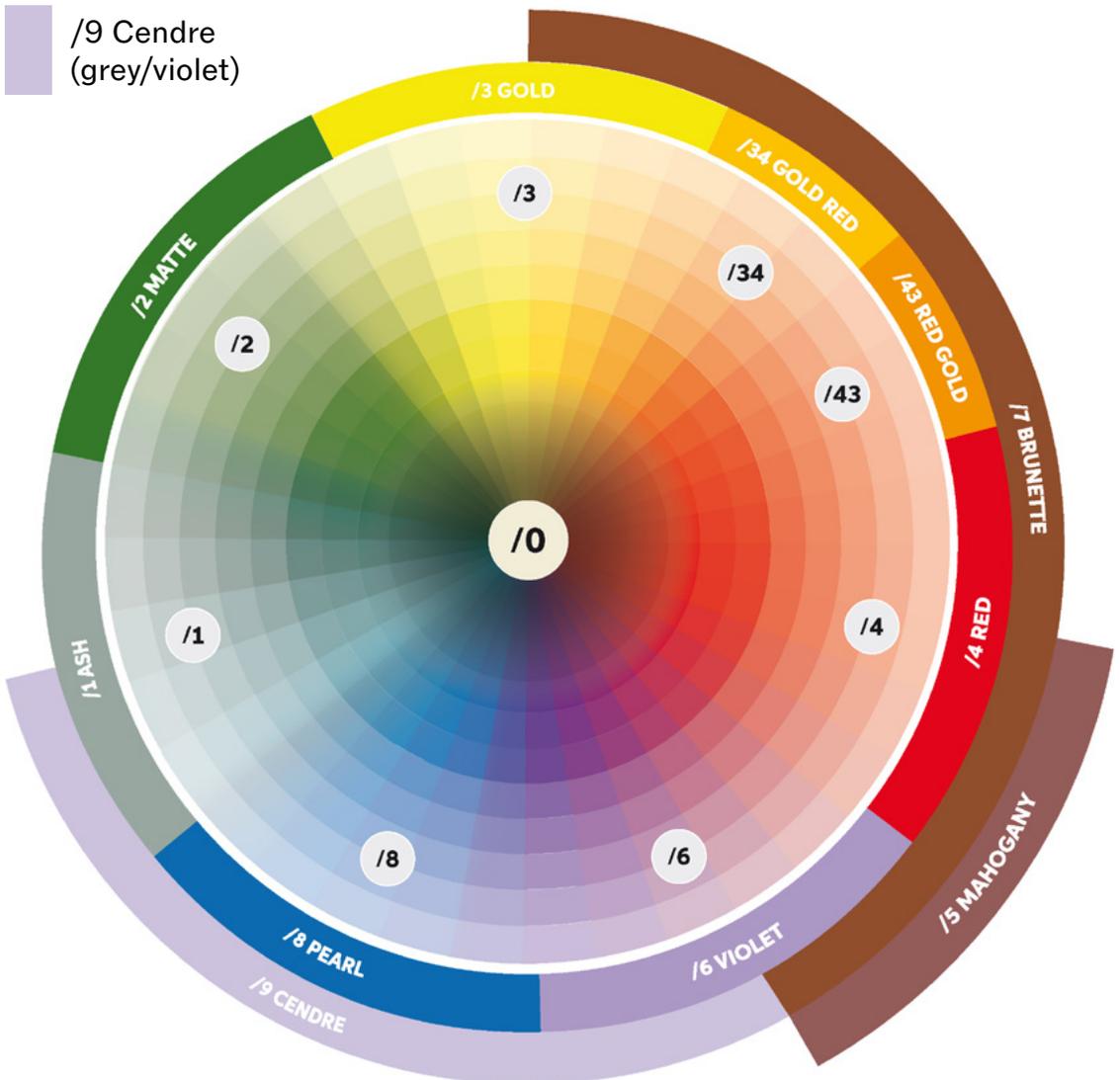
DEPTH		UNDERLYING PIGMENT	NEUTRALISING TONE
10/0		Very Pale Yellow	Violet
9/0		Pale Yellow	Violet
8/0		Yellow	Violet
7/0		Orange Yellow	Blue / Violet
6/0		Orange	Blue
5/0		Red Orange	Green / Blue
4/0		Reddish Brown	Green
3/0		Brown	Green
2/0		Darkest Brown	Green

TONING ESSENTIALS

COMPLEMENTARY COLOUR

Opposite colours neutralise one another. This is key to remember when toning.

 /1 Ash (soft grey ash)	 /2 Matte (green)	 /3 Gold (yellow)	 /4 Red (warm)
 /5 Mahogany (red/violet)	 /6 Violet (cool)	 /7 Brunette (warm)	 /8 Pearl (blue)
 /9 Cendre (grey/violet)			



After lightening and before toning, hair appears warmer and darker.



After toning, underlying pigments are neutralised for a beautiful final result.

WELLA PROFESSIONALS NUMBERING SYSTEM



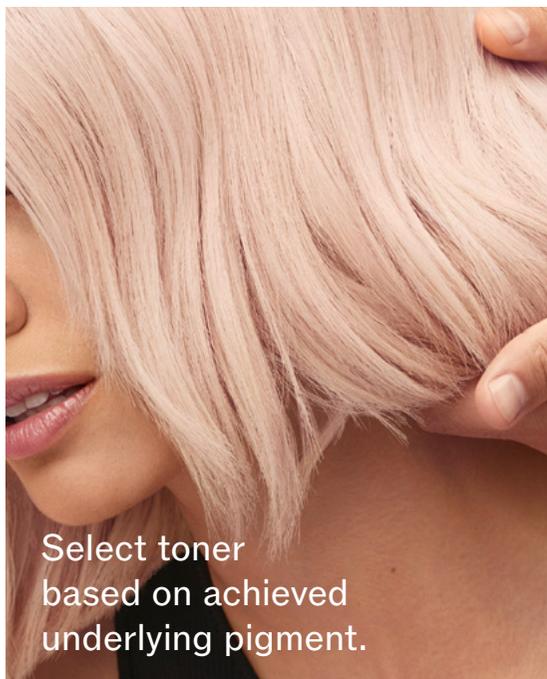
DEPTH

10/0		Lightest Blonde
9/0		Very Light Blonde
8/0		Light Blonde
7/0		Medium Blonde
6/0		Dark Blonde
5/0		Light Brown
4/0		Medium Brown
3/0		Dark Brown
2/0		Black

UNDERLYING PIGMENT

	Very Pale Yellow
	Pale Yellow
	Yellow
	Orange Yellow
	Orange
	Red Orange
	Reddish Brown
	Brown
	Darkest Brown

EXPERT TONING TIPS



Select toner based on achieved underlying pigment.



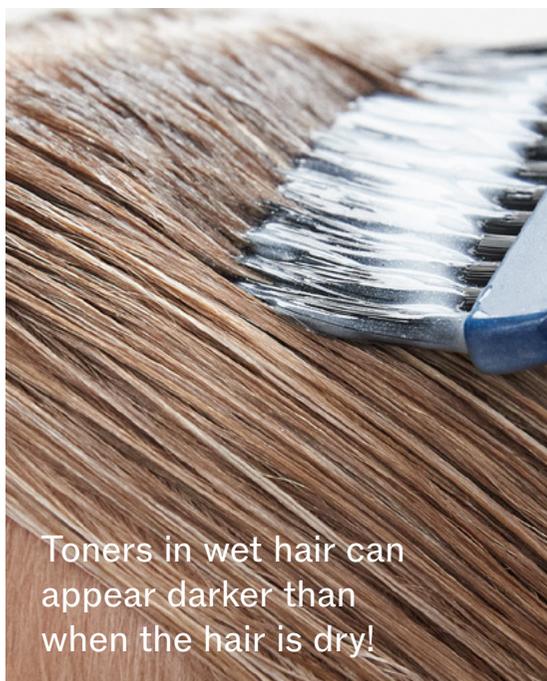
Even the coolest blondes want to feel bright! Adding gold into your mix will bring the brightness back.



Gold reflects light and visually will appear lighter.



Cooler tones can appear darker.



Toners in wet hair can appear darker than when the hair is dry!



**CARING &
MAINTAINING**

INVESTING IN CARE IN THE SALON & AT HOME

Your clients have chosen you as their stylist because they trust you – to achieve their best blonde possible; to help them understand the care and maintenance needs that come with achieving their shade; and to make expert recommendations for meeting those needs.

UNDERSTANDING LIGHTENING DAMAGE

During lightening, the amino acids which make up the natural protein of the hair are weakened and the strength of the hair decreases. This causes breakage and brittleness, frizziness that's difficult to manage, and dull lack of shine.



MAKING BLONDE LAST IN SPITE OF DAMAGE

Hair damage is progressive: once hair is damaged it is inclined to deteriorate more rapidly. It is important that you recommended products to help protect, care and maintain your clients' beautiful blonde for as long as possible.



RECOMMENDING THE RIGHT CARE

The Wella Professionals portfolio of products gives you the tools to support each and every client's specific care and maintenance needs, and to offer them salon services and at-home regimes worthy of the trust they put in you.



ULTIMATE COLOR REGIME

A dedicated colour care range with less rinse steps for colour vibrancy for up to 10 weeks¹.

Revitalised hair from the 1st wash. Patented technology. With Metal Purifier, Glycine & B5.

Up to 97% stronger hair²

Up to 85% colour retention for up to 32 washes³

Protection and moisture for healthy-looking colour

87% consumer agrees improved scalp comfort in one use⁴

Intense shine



1. With regular use of Ultimate Color regime from salon to home. 2. Less hair breakage due to combing. 3. Instrumental test after 32 washes Shampoo & Leave-in Mask. 4. Consumer agreement claim after one use of Shampoo & Color Sealer.

ULTIMATE REPAIR

REPAIR HAIR DAMAGE
IN 90 SECONDS

Patented technology
with AHA + Omega 9

Repair hair damage
in 90 seconds¹

99% less breakage²

12x smoother hair³



1. When using Ultimate Repair Step 3. 2. When using Ultimate Repair step 3. Instrumental test vs. non-conditioning shampoo. 3. Vs. Non-conditioning shampoo.

ULTIMATE SMOOTH

NOURISHMENT
IN 30 SECONDS,
SMOOTHNESS THAT
LASTS UP TO 3 DAYS¹

Patented technology
with Squalane + Omega 9

96 Hours Frizz Control²

Up to 85% smoother hair³

Silky shine



1. If unwashed for 3 days vs. untreated. 2. When using Miracle Oil Serum. 3. Vs. Non-conditioning shampoo.

INTRODUCING LIQUID LAYERS

The new exclusively for professionals generation of pre and post Ultimate Salon treatments deliver instant & long-lasting transformative layer results, layer by layer.



INSTANT ACIDIC
POST-COLOUR LEAVE-IN
FOR COLOUR SEAL
& PROTECTION

CORE BENEFITS:

- An instant anti-oxidant acidic treatment to replenish and rebalance the hair pH level
- Instantly seals coloured hair from 1st use
- Soothes scalp for sensitive consumers, whilst detangling and smoothing cuticles



SMOOTHNESS AND
ANTI-FRIZZ RESULTS
THAT LAST LONGER
THAN THE NEXT WASH*

CORE BENEFITS:

- Humidity resistant
- Helps seal and smooths cuticles for up to 3 days
- Long lasting salon look**

COLOR FRESH MASK

REVIVE AND MAINTAIN YOUR BLONDE

A conditioning formula leaving the hair feeling smoother and more moisturised, for natural or bold transformations and colour maintenance.



Maintain platinum blonde for longer

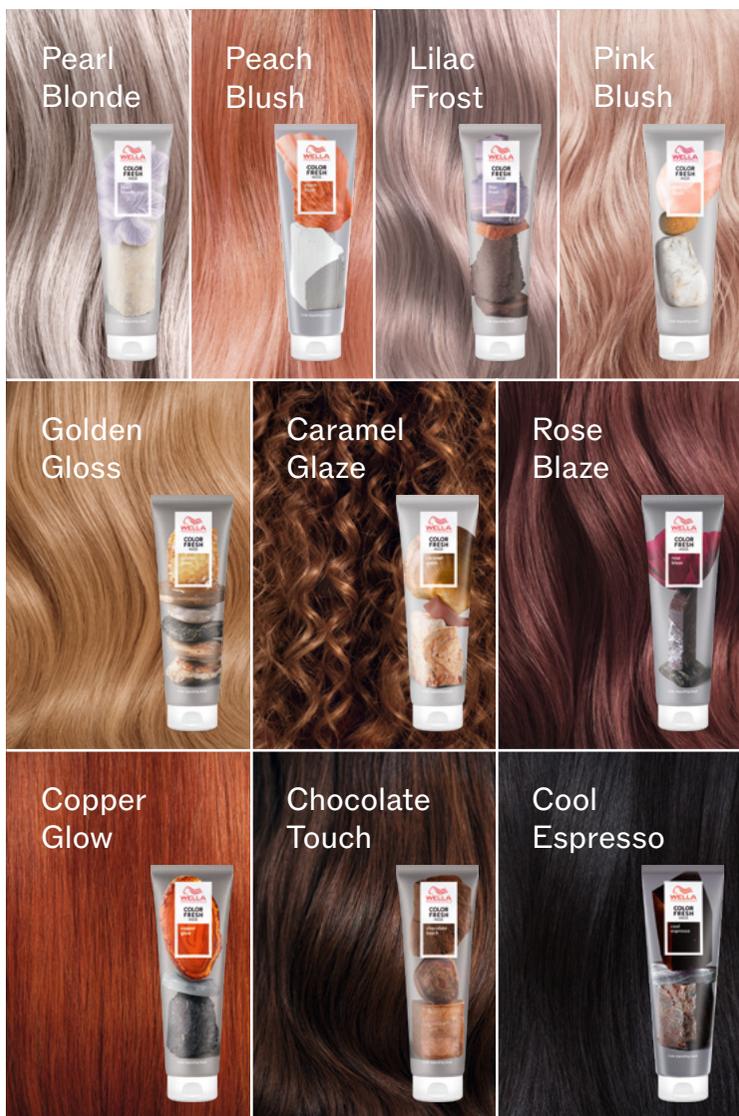


Neutralise unwanted warm, golden tones with cool violet tones



Maintain golden beige tones for sun-kissed hues

NATURAL



VIBRANT



SHOWING BLONDE YOU CARE

BlondorPlex Bond Builder

UP TO 97% LESS BREAKAGE*

Helps to reconstruct inner hair bonds for stronger hair during lightening and colour services whilst ensuring perfect lifting & colour results.

- Retains the pH of the colour & lightening mixture at optimal level; enables optimal penetration of lifting & dye molecules for perfect colour and lightening development. The perfect match for Wella Professionals lighteners and colour.
- Easy to use: No need to change peroxide or development time.

PRODUCTS FOR IN-SALON

N°1 Bond Maker

Helps to create bonds within the hair during colour or lightening service. To be mixed with lightening or colour.



WellaPlex N°2

Helps to reconstruct inner hair bonds for stronger hair during lightening and colour services whilst ensuring perfect lifting & colour results.



AT-HOME CARE PRODUCT

N°3 Hair Stabiliser

Helps to keep the hair strong, smooth & soft, until the next WellaPlex treatment in-salon.



*Blondor bleaching with BlondorPlex vs. without BlondorPlex.

HOW IT WORKS

DAMAGED HAIR

Inside damaged hair some of the amino-acid bonds are broken. Hair damage can result from chemical processes, mechanical or environmental stress happening within the hair.

ACTION OF WELLAPLEX DURING LIGHTENING/ COLOURING SERVICE

N°1 Bond Maker helps to reconstruct inner hair bonds for stronger hair.

It retains the pH of the colour/ lightening mixture at optimal level, enabling optimal lift and penetration of dye molecules.

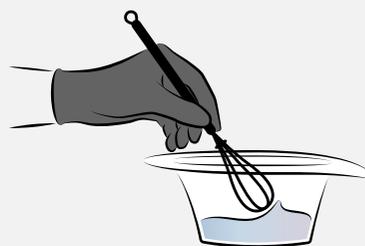
WellaPlex N°2 further strengthens the hair bonds and rebalances the pH factor. It enriches the hair fibre, smooths and protects hair surface.



WELLAPLEX DURING LIGHTENING SERVICES

STEP 1

Mix lightening or colour mixture as usual. Add **WellaPlex N°1 Bond Maker**.



STEP 2

Apply on hair. Develop as usual.



STEP 3

Rinse, towel-dry – do not shampoo.



STEP 4

Apply **WellaPlex N°2**.
Develop for 10 minutes.
Final rinse.



STEP 5

Shampoo, rinse and towel-dry.



WELLAPLEX USAGE

FULL HEAD LIGHTENING OR FOIL HIGHLIGHTS

**BLONDOR POWDER /
CREAM**



**DEVELOPER
(mixing ratio may vary)**



(10:1 Lightening powder
/ WellaPlex N°1)

**WELLAPLEX N°1
BOND MAKER (ml)**



PAINTING OR FREEHAND TECHNIQUE

**BLONDOR FREELIGHTS
/ MAGMA POWDER**



**DEVELOPER
(mixing ratio may vary)**



(20:1 Lightening powder
/ WellaPlex N°1)

**WELLAPLEX N°1
BOND MAKER (ml)**



The BlondorPlex Lightening Powder with BlondorPlex Technology already includes the active ingredient of WellaPlex N°1 Bond Maker! Complete the BlondorPlex service always with WellaPlex N°2 or BlondorPlex N°2.

WellaPlex N°2 is applied after rinsing out the lightening or highlights, before shampooing. Apply on towel-dried hair. Use 2-6 pumps depending on the hair length. Comb through and add more if needed. One pump of WellaPlex N°2 is 4g.

*With lightening products the peroxide amount may vary.



BLONDOR SEAL & CARE

THE IMPORTANCE OF USING A POST-LIGHTENING TREATMENT

During the lightening process, a colour or lightener formula creates an alkaline environment. The synergy of developer, alkali and persulfate reacts and oxidises melanin and artificial dyes lightening the hair. After a lightening service it is important to neutralise the hair's pH back to acidic by using a post-lightening treatment.

BLONDOR SEAL & CARE

This lightweight post-lightening treatment stops the oxidation process and optimises the pH of the hair. The conditioning formula prepares the hair for toning or glossing.



THE PERFECT REMOVAL

Step 1: Rinse Blondor product completely.

Step 2: Shampoo using the prescribed Wella Professionals shampoo.

Step 3: Apply Blondor Seal & Care and develop for 3 – 5 minutes.



WITH BOND BUILDER TECHNOLOGY

Step 1: Rinse Blondor product completely.

Step 2: Apply BlondorPlex N°2 for 2 minutes.

Step 3: Shampoo using the prescribed Wella Professionals shampoo.

Step 4: Apply Blondor Seal & Care for 5 minutes. Rinse.

Step 5: Move onto toning with your desired Wella Professionals colour brand.

PRE-COLOUR TREATMENTS



MARULA OIL BLEND SCALP PRIMER



COLOR MOTION+ PRE-COLOR TREATMENT

USE BEFORE

Any oxidative colour or lightening product.

PERFORMANCE

Create a protective layer to the scalp, for increased protection and shielding against oxidative and lightening effects to the scalp. Apply max. 5ml throughout the scalp. Proceed with colour or lightener.

Pre-colour / lightening treatment that helps to protect hair from harmful metals and prepares hair for more even colour results. Enhances hair surface smoothness and shine.

POST-COLOUR TREATMENTS



ULTIMATE COLOR SHAMPOO & COLOR SEALER LIQUID LAYER

BLONDOR SEAL & CARE

USE AFTER

All oxidative colour services.

All lightening services.

PERFORMANCE

Locks in colour molecules and improves colour retention.

Neutralising pH-value, conditions lightened hair, giving blondes great shine. Development time 5 minutes.

WHAT'S NEXT?

DISCOVERY SEMINARS:

- Create with Blondor

CRAFT SEMINARS:

- Colour Craft Highlights

ADVANCED CRAFT:

- Blonde Expert
- Balayage Expert
- Advance Highlights

EXPERT:

- Wella Colour Expert



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