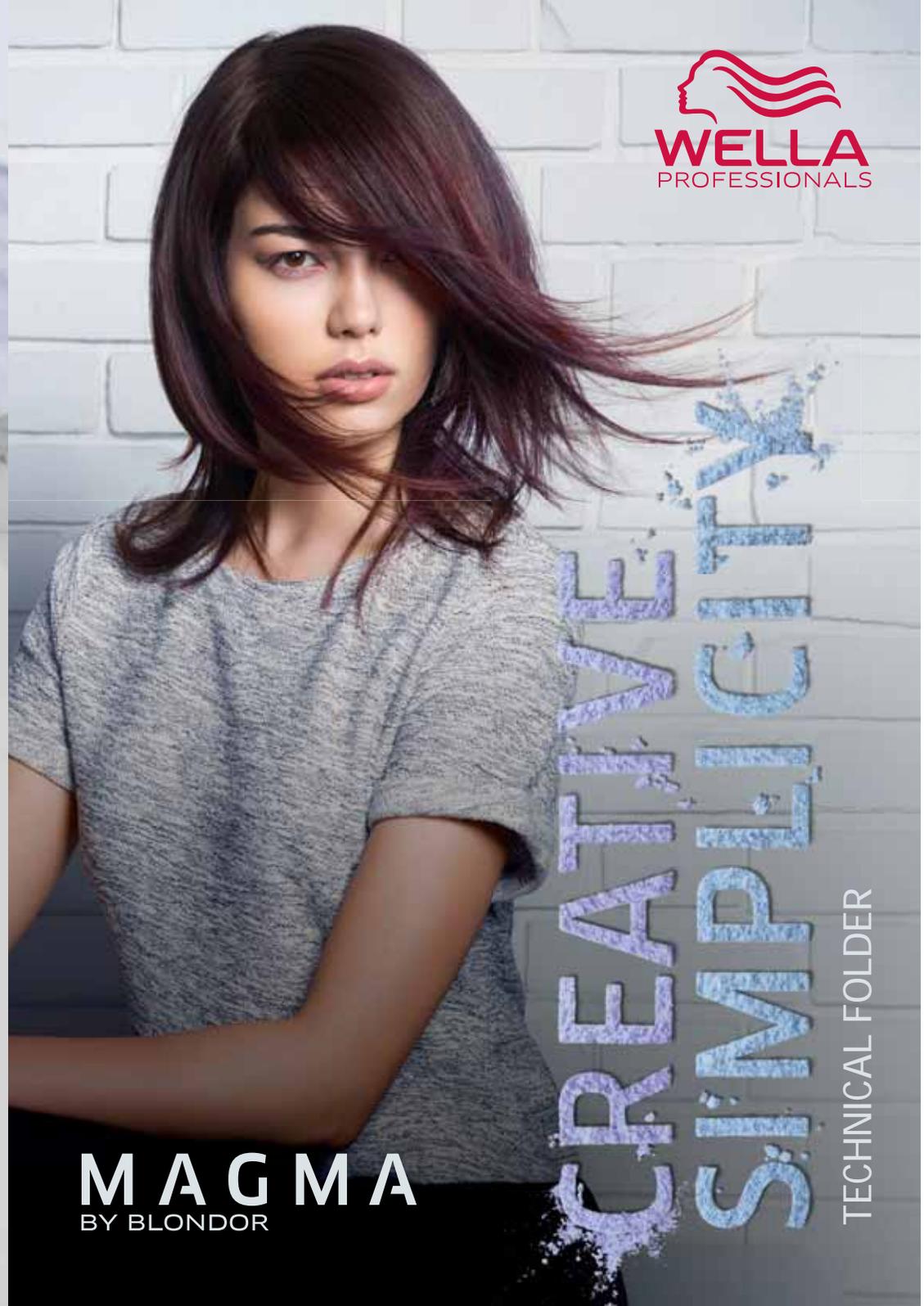




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**WELLA** THE HEART OF HAIRDRESSING



CREATIVE  
SIMPLICITY

TECHNICAL FOLDER

**MAGMA**  
BY BLONDOR

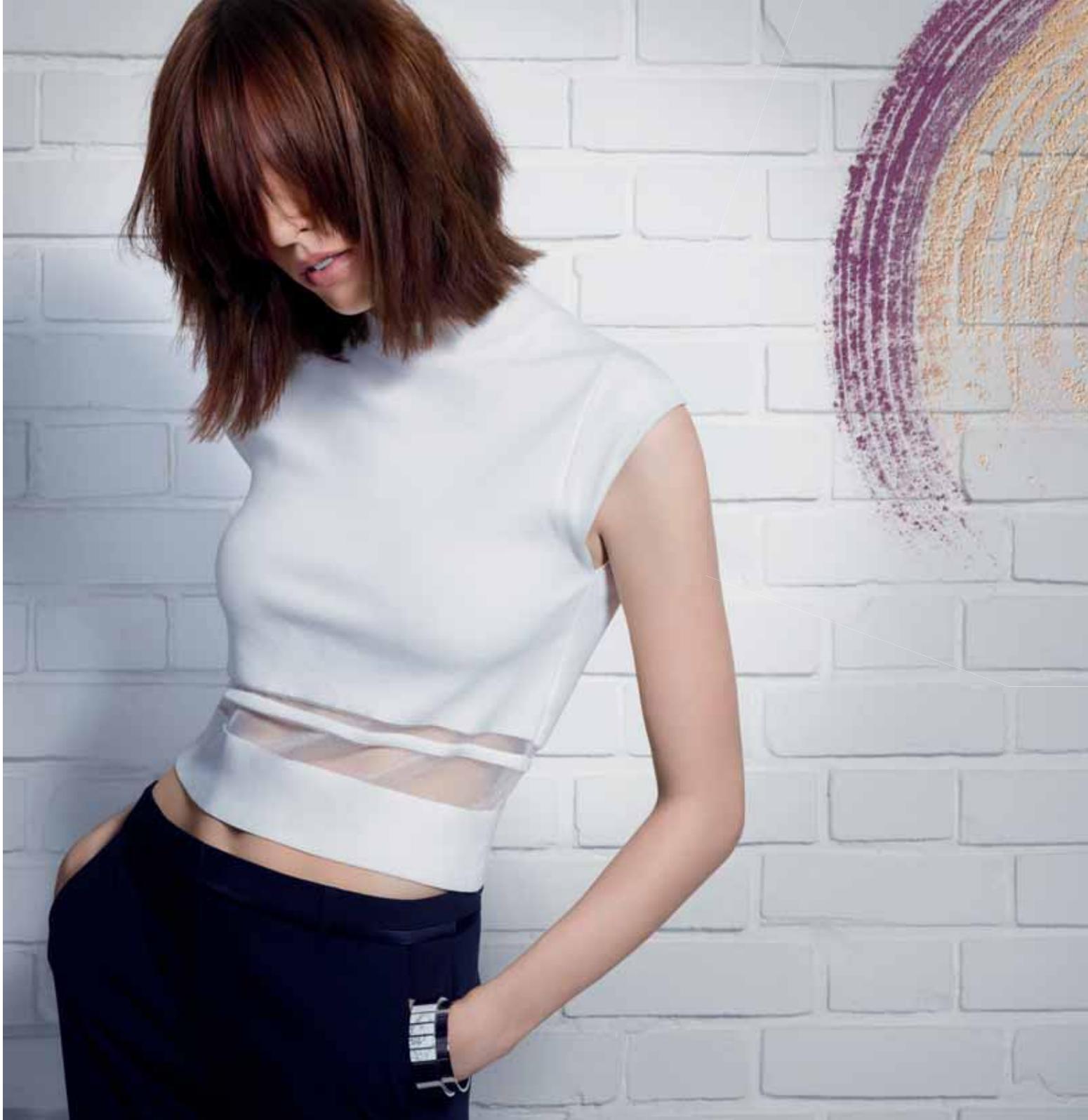
**DISCOVER MAGMA BY BLONDOR**

# LIFT AND TONE IN ONE SINGLE STEP

Take just one simple, intuitive step to expand your lightening horizons and enter a dynamic world of Pigmented Lighteners – where the flow is seamless, and absolute creative control can be expressive and spontaneous. The 2-in-1 creative system allows you to craft the most personalised colour results, from soft to expressive.

**MAGMA PROVIDES THE WORLD OF CREATIVE SIMPLICITY.**





## FOIL HIGHLIGHTS

An iconic service for tonal highlights with foils on natural or already coloured hair. From soft to intense depending on the chosen shade and colour placement.

# /73 /75

## COLOUR



### BEFORE

Natural Colour: 6/0  
Condition: coloured  
Colour in mid-length and ends: 6/7

### COLOUR A (RED FOIL):

MAGMA /75 + Welloxon Perfect 9%

### COLOUR B (YELLOW FOIL):

MAGMA /73 + Welloxon Perfect 9%



1 Take a parting from ear to ear, with a triangular section at the back. At the front take a center triangle with 2 elongated triangles section on either side.

4 Once the back section is complete continue to the sides at the front, alternating colours A and B.



5 Finish off at the front triangle.

2 Start in diagonal slices below the center triangle in the back on either side alternating colour A and B.



3 Apply MAGMA in a V shape for soft transition from roots to ends.



6 Once development is complete, rinse the hair thoroughly and shampoo with Wella Professionals Color Brilliance or SP Color Save shampoo. For perfect finish, use MAGMA Post Treatment. Leave in for 5 minutes and rinse.



# SPECTRALIFT TECHNOLOGY

**SPECTRALIFT TECHNOLOGY, TO LIFT AND TONE HAIR IN ONE SINGLE STEP**



#### **INITIAL STATE**

MAGMA by Blondor works on virgin as well as on previously coloured hair.

#### **LIFT & TONE**

Technology will work inside and outside the hair.

- **INSIDE** - A special combination of different lightening molecules evenly distributed into the hair to gradually and evenly lighten dyes and melanin.
- **OUTSIDE** - A fine blend of direct dyes deposit on the first layer of the hair cuticles to tone the hair

**MAGMA, THE PIGMENTED LIGHTENER BY WELLA PROFESSIONALS, TO LIFT AND TONE HAIR IN ONE SINGLE STEP**, designed to save you and your clients precious time. Find out more about the SpectraLift Technology in MAGMA.

# INSTRUCTIONS FOR USE

## MIXING GUIDELINES

### APPLICATION

MAGMA by Blondor is designed for off scalp techniques only and application should be on dry hair.

### USAGE

- MAGMA by Blondor lifts hair and tones it at the same time, even if it is previously coloured.
- MAGMA can be used for freehand lightening and tone for different hair types for soft, harmonious colour results
- More intense results especially on dark coloured hair can be achieved with foil technique

### EXPERT ADVICE

For red shades: Longer development time intensifies the colour result and durability.

### DURABILITY

The tone lasts up to 15 shampoos, leaving the hair with the lightest version of the character of the tone used.



### MIXING GUIDELINES

MAGMA by Blondor can be used with Welloxon Perfect & Freelights Developers depending on the level of lift and tone intensity needed:

- Recommended mixing ratio for freehand techniques: 1 : 1.5 - 1 : 2 with Freelights developer 6 %, 9 %, 12 %
- Recommended mixing ratio for foiling techniques: 1 : 1.5 with Welloxon Perfect 6 %, 9 %, 12 %
- Recommended mixing ratio for very soft results such as "Artistic Blending" service: 1 : 1.5 with Welloxon Perfect Pastel

### DEVELOPMENT TIME

- Red shades
  - without heat: min. 30 to max. 60 minutes
  - with heat: min. 20 to max. 40 minutes
- Blonde shades
  - without heat: min. 20 to max. 40 minutes
  - with heat: min. 15 to max. 30 minutes

### LEVELS OF LIFT

Welloxon Perfect 12%	Up to 6 levels
Freelights Developer 12%	Up to 6 levels
Welloxon Perfect 9%	Up to 5 levels
Freelights Developer 9%	Up to 5 levels
Welloxon Perfect 6%	Up to 4 levels
Freelights Developer 6%	Up to 4 levels
Welloxon Perfect Pastel	Up to 2 -3 levels

SHADE	USAGE AREA / DEPTH	SHADE	USAGE AREA / DEPTH
/39	(6/0 - 7/0)	/44	(2/0 - 6/0)
/39+	(2/0 - 5/0)	/07+	(2/0 - 5/0)
/89	(6/0 - 7/0)	/17	(2/0 - 6/0)
/89+	(2/0 - 5/0)	/65	(2/0 - 6/0)
/73	(2/0 - 6/0)	/75	(2/0 - 6/0)
		C-Clear Powder	(2/0 - 6/0)



**APPLICATION ON ALREADY HIGHLIGHTENED HAIR**

The colour results of MAGMA /89 Pearl Cendré, MAGMA /39 Gold Cendré, can be too intensive on very light / previously coloured hair. In such cases always colour the dark untreated parts of the hair first and then emulsify the colour through the previously lightened hair for the last 3-5 minutes of the development time. If the above recommendations are not followed the tone can become too intensive.

To achieve optimum colour results the use of MAGMA is recommended on hair coloured evenly from roots to ends.

**PLEASE DO NOT USE MAGMA ON:**

Hair that is normally treated with plant hair colours. Hair that is normally treated with a chemical straightener.

**LIGHTENING CURVE**

Exposure of underlying pigments during the colouring process.



2/ Black · 3/ Brown · 4/ Redish/Brown  
 5/ Redish/Orange · 6/ Orange  
 7/ Orange/Yellow · 8/ Yellow  
 9/ Pale yellow · 10/ Very pale yellow

**LEVELS OF COLOUR INTENSITY**



**DON'T FORGET TO USE MAGMA POST TREATMENT, AND ENSURE THE TONE AND THE LASTINGNESS OF THE COLOUR RESULT**

After completion of the development time, rinse thoroughly and shampoo. To neutralise oxidation residues and stabilise colour tone apply MAGMA Post treatment. Leave on for a minimum of 5 minutes and rinse out.

# REFRESH MAGMA SHADES

## WITH COLOR TOUCH RELIGHTS

COLOR TOUCH RELIGHTS IS THE PERFECT PARTNER TO REFRESH ALL MAGMA SHADES TO KEEP THE TONALITY ALIVE THROUGHOUT TIME.

MAGMA shade names	Refreshing service with Color Touch Relights	Color Touch Emulsion 1.9%	Development time
<b>BRUNETTE</b>			
/73	25g /74 + 10g /03	1 + 2	20 minutes
/75	10g /56 + 20g /57	1 + 2	20 minutes
<b>RED</b>			
/44	/44	1 + 2	20 minutes
/65	20g /56 + 1g /44	1 + 2	20 minutes

## CONVERSION GUIDELINES

Shade in previous shade portfolio	Guidelines to recreate with new shades
/44	/44 (new shade will have less boldness in tone)



## USAGE INSTRUCTIONS

The intelligent Selective Formula only acts on the highlighted hair and guarantees brilliant shading or refreshing of blonde and other fashion highlights.

The surrounding hair gets a luminous shine without changing its colour: Color Touch Relights is the perfect partner for MAGMA by Blondor as it gives only tone and refresh where MAGMA was applied.

### USAGE

- Relights Blonde shades can be used on any colour depth
- Relights Red shades must not be used on colour depth 6/ and lighter

### MIXING RECOMMENDATION

- Always mix Color Touch Relights with Color Touch Emulsion 1.9%
- Mix ratio 1:2, e.g. 30g cream + 60g Emulsion
- Mix in the bowl or in the applicator bottle
- Color Touch Relights must not be mixed with products from another line (such as Color Touch or Koleston Perfect)

### DEVELOPMENT TIME

- For blonde shades without heat: 5–10 minutes
- For red shades without heat: 5–20 minutes

