



BLONDOR

Technical Folder

Discover **BLONDOR**

THE BASICS OF LIGHTENING LIGHTENING SERVICES

BlondorPlex

WellaPlex

Multi-Blonde Powder

Multi-Blonde Granules

Meches

Extra Cool

Soft Blonde Cream

Base Breaker

Freelights

MAGMA

POST TREATMENTS



BLONDOR

Our expert lightening range
for all your service needs

The success story started in 2002 when Blondor was crowned as favourite lightening system. Since then Blondor has won in multiple categories in total 17 awards for best lightener from behindthechair.com. This streak of achievement is sure to continue with our expert blonde and lightening products, which also offer much, much more.

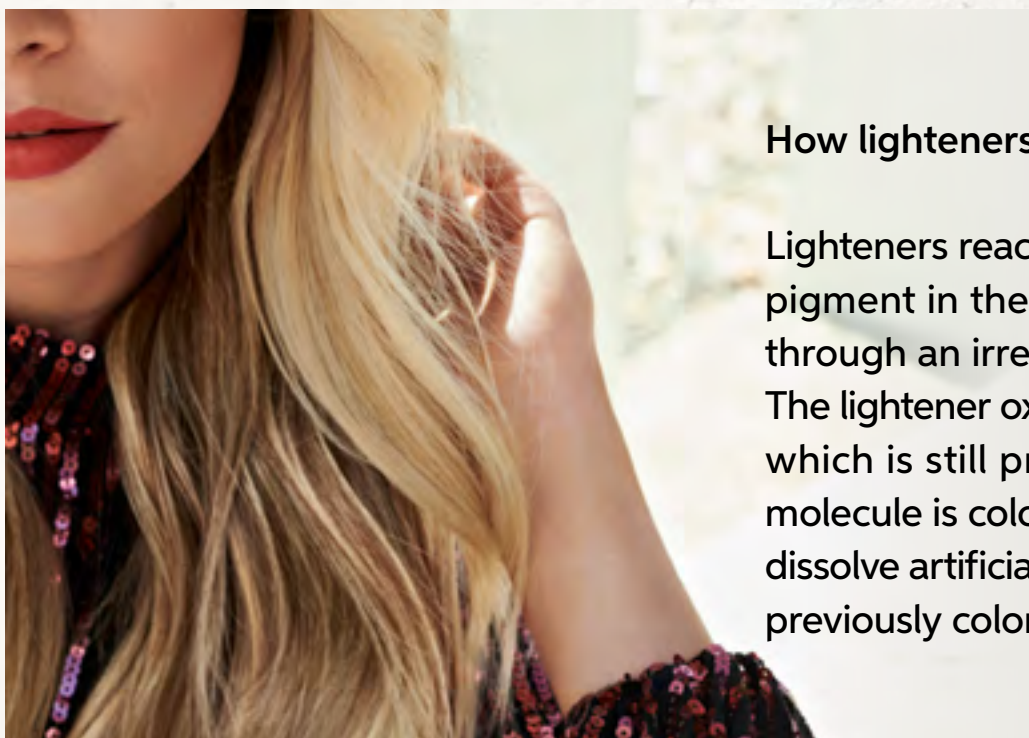


17 TIMES
WINNER

behindthechair.com



The basics of LIGHTENING



How lighteners work

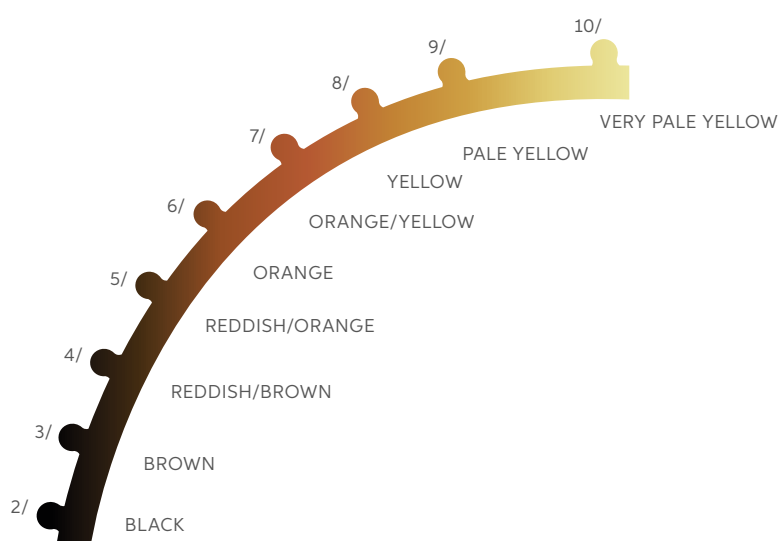
Lighteners react with melanin, the natural pigment in the hair, removing the color through an irreversible chemical reaction. The lightener oxidizes the melanin molecule, which is still present, but the oxidized molecule is colorless. Lighteners also help to dissolve artificial dyes in the hair allowing even previously colored hair to be lighten.

UNDERLYING PIGMENT

Understanding the lightening curve will help you to choose complementary colors to work with or neutralize exposed underlying pigments in the hair during coloring. To neutralize exposed underlying pigments, like red/orange or yellow, choose the complementary color on the color wheel which is opposite.

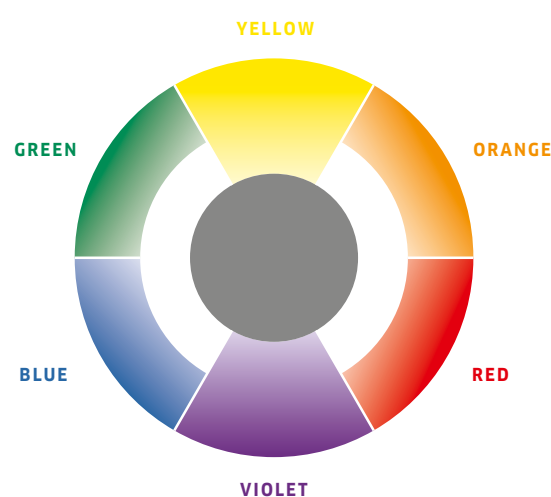
LIGHTENING CURVE

Exposure of underlying pigments during the coloring process.



COMPLEMENTARY COLOR

Opposite colors neutralize one another. This is always important to remember when toning.



BLONDOR

Full service offering



EXPERT FOILING

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 is an world wide hero for these services winning countless awards.

FULL HEAD LIGHTENING 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.



BALAYAGE

From mild to wild with sweeping lights for a sun-kissed or dramatic graduation from dark roots to lighter ends. Blondor Soft Blonde Cream is the go to for full head lightening.



UP TO
LEVELS
OF LIFT **7**



New BLONDORPLEX

Bond builders have now become a standard additive in many blonding services. Wella introduces for the first time our lightening powder with a Bond Builder Technology included. Our new revolutionary BlondorPlex, with easy preparation and up to **97% less breakage** with the same lifting performance. You can use BlondorPlex as you would use Blondor Multi-Blonde.

EVERYTHING YOU EXPECT FROM BLONDOR

- Up to 7 levels of lift while constructing bonds inside the hair with BlondorPlex technology
- Multi-blonde results
- Dust free
- Anti-yellow molecules



ALWAYS COMPLETE A
BLONDORPLEX SERVICE
WITH WELLAPLEX No. 2



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



Bond Builders helps to reconstruct inner hair bonds during lightening or color service.



Bond Stabilizer further strengthens the hair bonds and rebalances the pH factor.



STEP 1

Mix BlondorPlex 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.




STEP 2

After desired lift is achieved rinse thoroughly and apply WellaPlex No.2. Develop for 10 minutes.

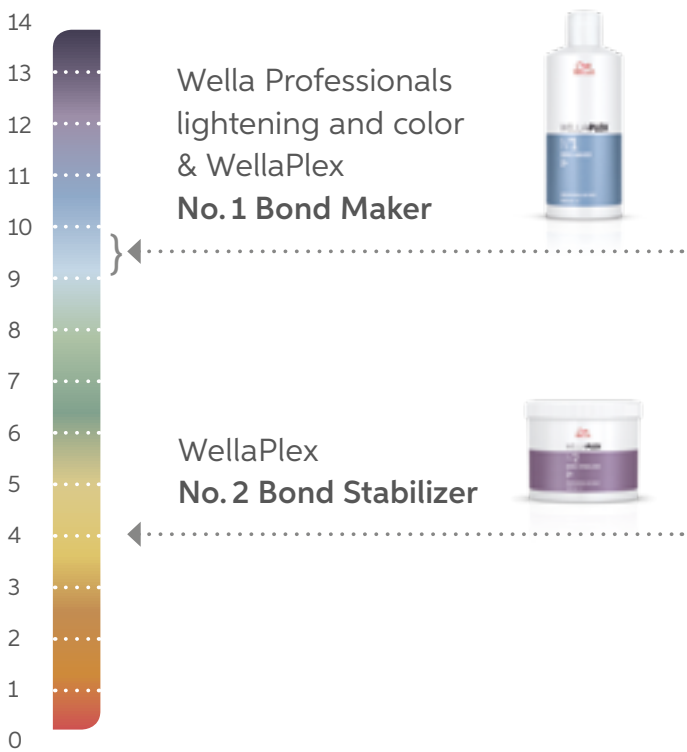
MIXING – MIX BLONDORPLEX WITH WELLOXON PERFECT					
	1: 1.5 UP TO 2				
30 g	45 g up to 60 g				

SERVICES:

DEVELOPMENT TIME		ON SCALP	IN FOIL	FREE HAND
	Up to 50 minutes (not recommended with heat)	✓	✓	✗

WELLAPLEX

WellaPlex is Wella Professionals bond builder additive designed specifically for Wella color and lightening ranges. Reconstruct bonds for stronger hair that feels healthier, more manageable with no compromise on lightening or coloring.



Opti pH System

Some additives can interfere with the lightening or coloring process. Mostly because of their pH being acidic while most color and lightening products work in an alkaline environment. To counteract this can require higher developer strengths or longer development times.

WellaPlex No. 1 Bond Maker has a unique pH for optimal penetration of lightening ingredients & dye molecules giving you perfect lift and color development all while building bonds.

WellaPlex No. 2 Bond Stabilizer rebalances the pH further building bonds for hair that feels healthier and more manageable.



No. 1 BOND MAKER

Helps to reconstruct inner hair bonds for stronger hair. It's pH is matching perfectly the pH of Wella Professionals lightening & color products, enabling optimal lift and penetration of dye molecules.


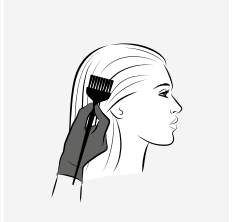



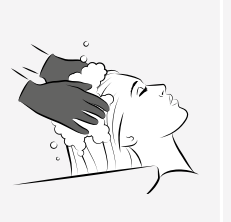



No. 2 BOND STABILIZER








Further strengthens the hair bonds and rebalances the pH factor. It enriches the hair fibre, smoothens and protects hair surface.

HOW TO USE

DURING LIGHTENING OR COLOR SERVICE

STEP 01	STEP 02	STEP 03	STEP 04	STEP 05	STEP 06	STEP 07
						
Mix lightening or color mixture as usual. Add WellaPlex No.1 Bond Maker.	Apply on hair. Develop as usual.	Rinse, towel-dry – do not shampoo.	Apply WellaPlex No.2 Bond Stabilizer. Develop 10 minutes.	Rinse.	Shampoo, rinse and towel-dry.	Apply Post Treatment. Rinse.

DURING LIGHTENING OR COLOR SERVICE

STEP 01	STEP 02	STEP 03	STEP 04	STEP 05	STEP 06	STEP 07
						
Pre-shampoo and towel-dry (optional).	Mix WellaPlex No.1 Bond Maker with water in an applicator bottle. (1:6)	Apply mixture on hair. Develop 5 minutes. Do not rinse.	Apply WellaPlex No.2 Bond Stabilizer. Develop 10 minutes.	Rinse.	Shampoo, rinse and towel-dry.	Condition and rinse.

HOME TREATMENT FOR YOUR CLIENT



WellaPlex No.3 Hair Stabilizer

To fully benefit from the WellaPlex in-salon service, recommend the No.3 Hair Stabilizer to your client. It helps to keep the hair strong, smooth and soft until the next WellaPlex in-salon service.

WellaPlex No.3 Hair Stabilizer should be used once a week in addition to normal hair care regimen after the WellaPlex in-salon service.

How to use: Shampoo hair as usual, towel-dry and apply from roots to ends; leave on for 5-10 minutes and rinse thoroughly. Style hair as usual.

ColorMotion+
Color and strength now together



FUSION
The next dimension in hair recovery



UP TO
LEVELS
OF LIFT

7



Blondor MULTI-BLONDE POWDER



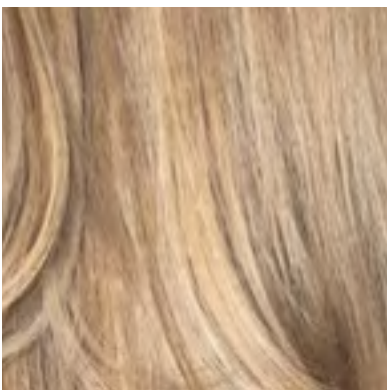
14
TIMES
WINNER

Quite naturally for one of the best lighteners on the market, Wella Blondor has seen continuous success for decades. 14 times winner chosen by those working with Blondor daily at behindthechair.com Stylist Choice Awards.

Technology

ANTI YELLOW MOLECULES


The active ingredient in a lightener is called a persulfate. This is responsible for dissolving natural pigment and artificial dyes. Blondor Multi-Blonde 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 lift.



USER GUIDE

	1: 1.5 UP TO 2		
30 g	45 g up to 60 g		
			6 ml

SERVICES:

DEVELOPMENT TIME		ON SCALP	IN FOIL	FREE HAND
	Up to 50 minutes (not recommended with heat)	✓	✓	✗



UP TO
LEVELS
OF LIFT **7**



Blondor

MULTI-BLONDE GRANULES

WHITE GRANULES: FOR EVEN, BLONDE RESULTS

Hairdressers may prefer a white lightener for optimum lightening as they see the true underlying pigment before rinsing. Blondor offers Multi-Blonde Granules. A white lightener in granular form for easy dosage. Dust free with a soft coconut fragrance. Perfect for all hair type.

USER GUIDE

	1: 1.5					
30 g	45 g					3 ml

SERVICES:

DEVELOPMENT TIME		ON SCALP	IN FOIL	FREE HAND
	Up to 50 minutes (not recommended with heat)	✓	✓	✗

UP TO
LEVELS
OF LIFT

5



Blondor MECHES

FOR EVEN, BLONDE HIGHLIGHTS:
IN ONLY 15 MINUTES WITH AUTO-
CONTROL SYSTEM (WITH ADDED HEAT)

The Auto-Control Mechanism significantly reduces the lightening performance after 15 minutes with added heat, (45 minutes without) allowing you to have **perfect control over your highlighting**. By simply mixing one sachet of powder with the amonia free cream and Welloxon Perfect Developer you can achieve up to 5 levels lift while being confident you are in control.



EXPERT TIP

Blondor Meches are perfect when lightening natural hair at lighter depths.

USER GUIDE

			
1: 1	1: 1	UP TO 2	
30 g	30 g	30 g up to 60 g	6 ml

DEVELOPMENT TIME



Up to 45 minutes
Without the addition of Climazone

DEVELOPMENT TIME



Up to 15 minutes
With the addition of Climazone

SERVICES:

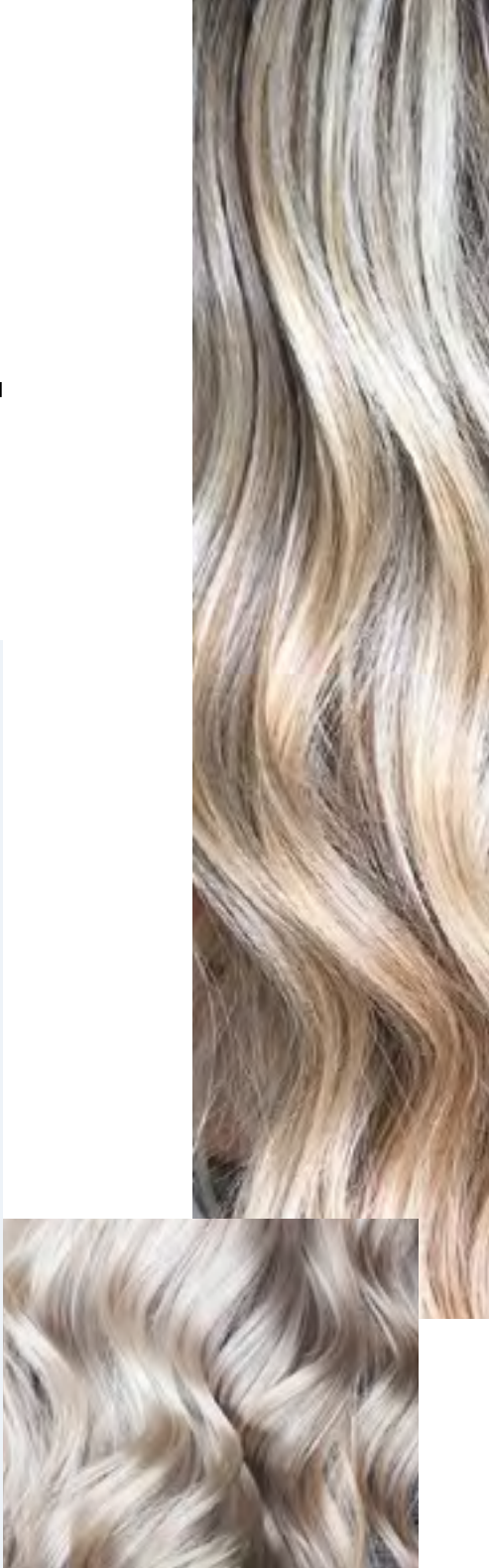
ON SCALP	IN FOIL	FREE HAND
x	✓	x

Blondor EXTRA COOL BLONDE



A UNIQUE COMBINATION OF LIGHTENING AND MATTE TONING

When lightening dark natural or colored hair we expose a lot of warmth. Blondor Extra Cool is formulated to both lighten the hair while depositing a matte tone at the same time. Perfect to use on its own or intermixed in a 1:2 ratio with your favourite Blondor lightener (not intermixed with MAGMA). Simplify corrective color or aid in creating the perfect canvas for stunning cool blondes.



TONE DEPTH	PEROXIDE (Untreated)	PEROXIDE (Precolored)	DEVELOPMENT TIME	LIFT LEVEL
4	12%	12%	40 minutes	4-7
5	9%	12%	40 minutes	3-5
6	6%	9%	40 minutes	2-4
7	4%	6%	30 minutes	Up to 3
8	1.9%	4%	30 minutes	Up to 2

MIXING				
 1: 1.5 UP TO 2				
30 g	30 g up to 60 g			6 ml

SERVICES:

ON SCALP	IN FOIL	FREE HAND
✓	✓	✓

Blondor SOFT BLONDE

Full head lightening is a huge trend right now. You can create the perfect canvas for anything from platinum blondes, pretty pastels to vivid colors. For on scalp application our favourite at Wella has to be Blondor Soft Blonde Cream.




CREAM FOR GENTLE
BLONDE RESULTS,
SPECIALLY DESIGNED
FOR ON-SCALP
APPLICATION

This white cream can achieve up to 7 levels lift but when mixed it becomes a rich creamy consistency. This texture is familiar to that of color making it perfect for full head applications. Containing a high concentration of lipids which help the hair retain moisture, while it also contains chamomile, which is known for its soothing properties.



USER GUIDE						
	1: 1.5 UP TO 2					
30 g	45 g up to 60 g					 3 ml

DEVELOPMENT TIME		SERVICES:		
		ON SCALP	IN FOIL	FREE HAND
	Up to 50 minutes (not recommended with heat)	✓	✓	✗

Blondor BLONDE SEAL & CARE

THE ESSENTIAL POST-LIGHTENING TREATMENT

During the lightening process, a color or lightener formula create 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 complete the service with Blondor Blonde Seal & Care.

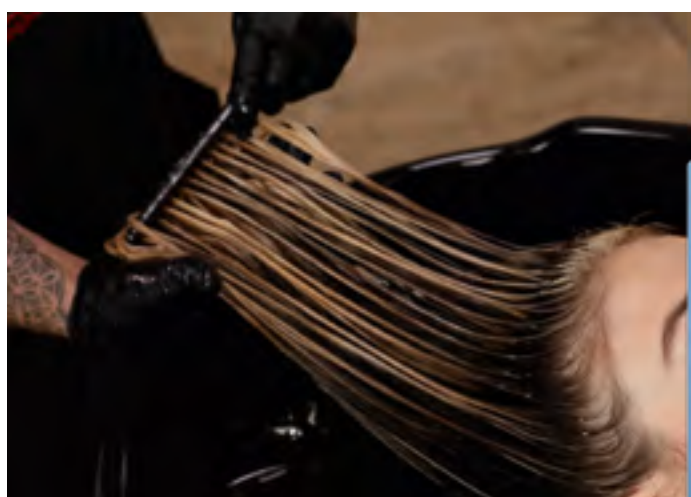


BLONDOR BLONDE SEAL & CARE

Specifically designed to reduce the hairs' pH after a lightening service. Neutralizing any remaining ingredient inside and on the hairs surface. 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 Blonde Seal & Care and develop for 3-5 minutes



THE PERFECT REMOVAL WITH BOND BUILDER TECHNOLOGY

- Step 1:** Rinse Blondor product completely
- Step 2:** Apply WellaPlex No.2 for 10 minutes
- Step 3:** Shampoo using the prescribed Wella Professionals shampoo
- Step 4:** Apply Blondor Blonde Seal & Care and develop for 3-5 minutes

Blondor BASE BREAKERS

LIGHTENS NATURAL HAIR UP TO
ONE LEVEL WHILE GENTLY TONING
PREVIOUSLY LIGHTENED HAIR

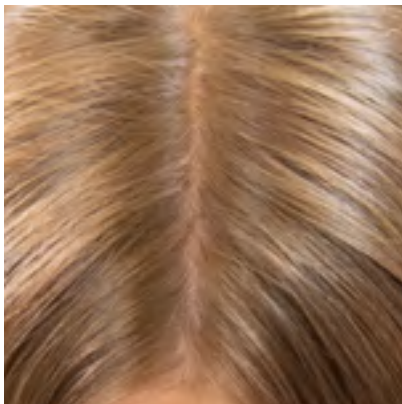


What is base breaking?

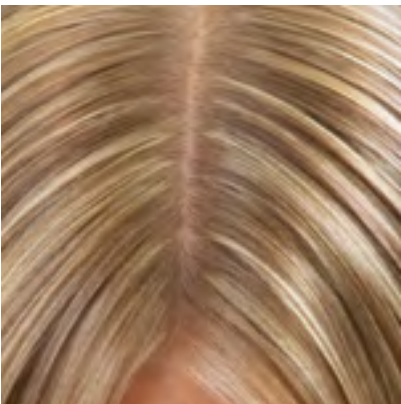
Base breaking is a service that lightens the natural hair in between or on the same day as a highlight or balayage technique. It helps to soften the regrowth for long lasting results while blending the natural hair with the previously lightened areas.

Blondor Base Breakers are specifically designed for an express base breaking service while gently depositing tone in up to 10 minutes. This allows you to lighten the natural hair up to 1 level while neutralizing unwanted warmth on both the natural hair and the pre-lightened areas. Aiding in softening the light and dark areas of the hair for a more natural yet bright look and feel. All while being gentle on the hair. Choose from 2 different shades /19 Cool, for the softest result on both natural and pre-lightened hair, or /86 Extra Cool, for a more control on natural hair and intensity on pre-lightened hair.

Natural hair



After highlights



After Base Breaker /19



BLONDOR BASE BREAKER COOL / 19

A soft ash cendre tone ideal for natural hair from 6/0 to 8/0 and to neutralize yellow tones.



Important to note: remember to not only consider the natural depth you are working on but also tone of the lightened areas. Choose your Base Breaker shade based on the previously lightened areas and not the natural depth.

BLONDOR BASE BREAKER EXTRA COOL / 86

An intense pearl violet tone ideal for natural hair from 6/0 to 8/0 and to neutralize yellow orange tones.



Note: as Extra Cool /86 oxidizes it appears quite violet.

USER GUIDE

MIXING



1:1

30g30g

Mix 1:1 with 1.9 % for 1 level lift and a soft deposit of tone

MIXING




1:1

30g30g

Mix 1:1 with 3 % for 1 level lift and a more intense deposit of tone

DEVELOPMENT TIME



Up to 10 minutes

Note:
WellaPlex is recommended during your lightener application, due to the specific formulation and shading we do not recommend WellaPlex be mixed with Blondor Base Breakers.

APPLICATION

Apply Blondor Base Breaker to towel dried hair. Apply to the natural hair where lightening is required.



The Silk Blend
Consistency is optimized for bottle application. Adhesive for precision base breaking yet fluid for easy distribution. But you can also apply with a bowl and brush.

TIP

Melt Blondor Base Breaker onto previously lightened hair to tone existing blonde. No need for an additional toner.



Comb through with a wide tooth comb for even distribution of product. Once developed rinse, shampoo and post treat.



EXPERT TIP

For increased revenue through add-on services, recommend an express Base Breaker service in-between highlights, applied only to the part and hairline.

UP TO
LEVELS
OF LIFT **7**



Blondor FREELIGHTS

Balayage has gone from a seasonal trend to setting the trend. With new techniques and services allowing us to achieve a variety of results. When you need to turn to a clay based lightener for freehand application we have the award winning Blondor Freelights. 3 times winner from the Stylist Choice Awards on behindthechair.com.



03 TIMES
WINNER

**WHEN YOU NEED TO
TURN TO A CLAY BASED
LIGHTENER WITH REDUCED
SWELLING AND AN ADHESIVE
NATURE CHOOSE BLONDOR
FREELIGHTS**

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 a new level of precision with reduced swelling.

Lightening

FREELIGHTS

system characteristics

1 CREAMY
CONSISTENCY

2 FLEXIBLE
MIXTURE
FOR EASY
SPREADING


3 ADHESIVE CLAY
MASS THAT STAYS
IN PLACE



REMEMBER, ALWAYS
MIX BLONDOR
FREELIGHTS
WITH FREELIGHTS
DEVELOPER

USER GUIDE		
	1: 1.5 UP TO 3	
30 g	30 g up to 90 g	
		
		3 ml

SERVICES:

DEVELOPMENT TIME	ON SCALP	IN FOIL	FREE HAND
 Up to 50 minutes (not recommended with heat)	x	x	✓

MAGMA

By Blondor

MAGMA by Blondor is a Lightening System that allows lightening and toning in one simple step even on previously colored hair. Perfect for foiling and freehand techniques.



Technology



Traditional dyes



Dyes in Magma

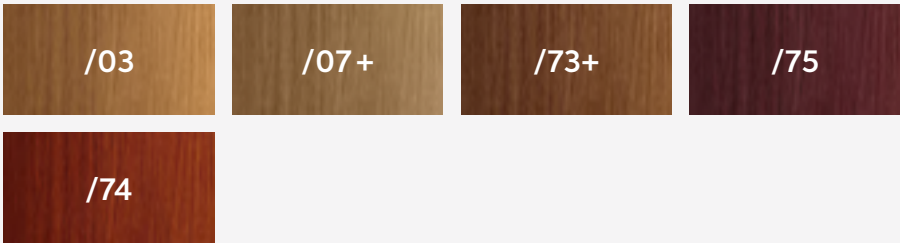
Contains SpectraLift Technology that enables the hair colour to be lifted from within the hair by the lightening molecules and toned from the outside by the direct dyes specifically designed to work in the presence of lighteners.

THE COLOR PALETTE

BLONDES



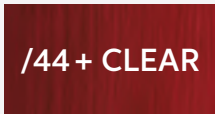
BRUNETTES



REDS



CLEAR



SHADE	USAGE AREA / DEPTH
/03+	2/0 – 5/0
/36	6/0 – 7/0
/39	6/0 – 7/0
/39+	2/0 – 5/0
/89	6/0 – 7/0
/89+	2/0 – 5/0
/73	2/0 – 6/0
/44	2/0 – 6/0
/07+	2/0 – 5/0
/17	2/0 – 6/0
/57	2/0 – 6/0
/65	2/0 – 6/0
/74	2/0 – 6/0
/75	2/0 – 6/0
Limoncello	2/0 – 6/0

HOW TO MIX

FOR USE IN FOIL



1: 1.5



45g



3 ml

FOR FREE HAND OR BALAYAGE



1: 1.5
UP TO 2


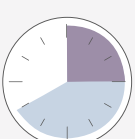


45g up to 60g



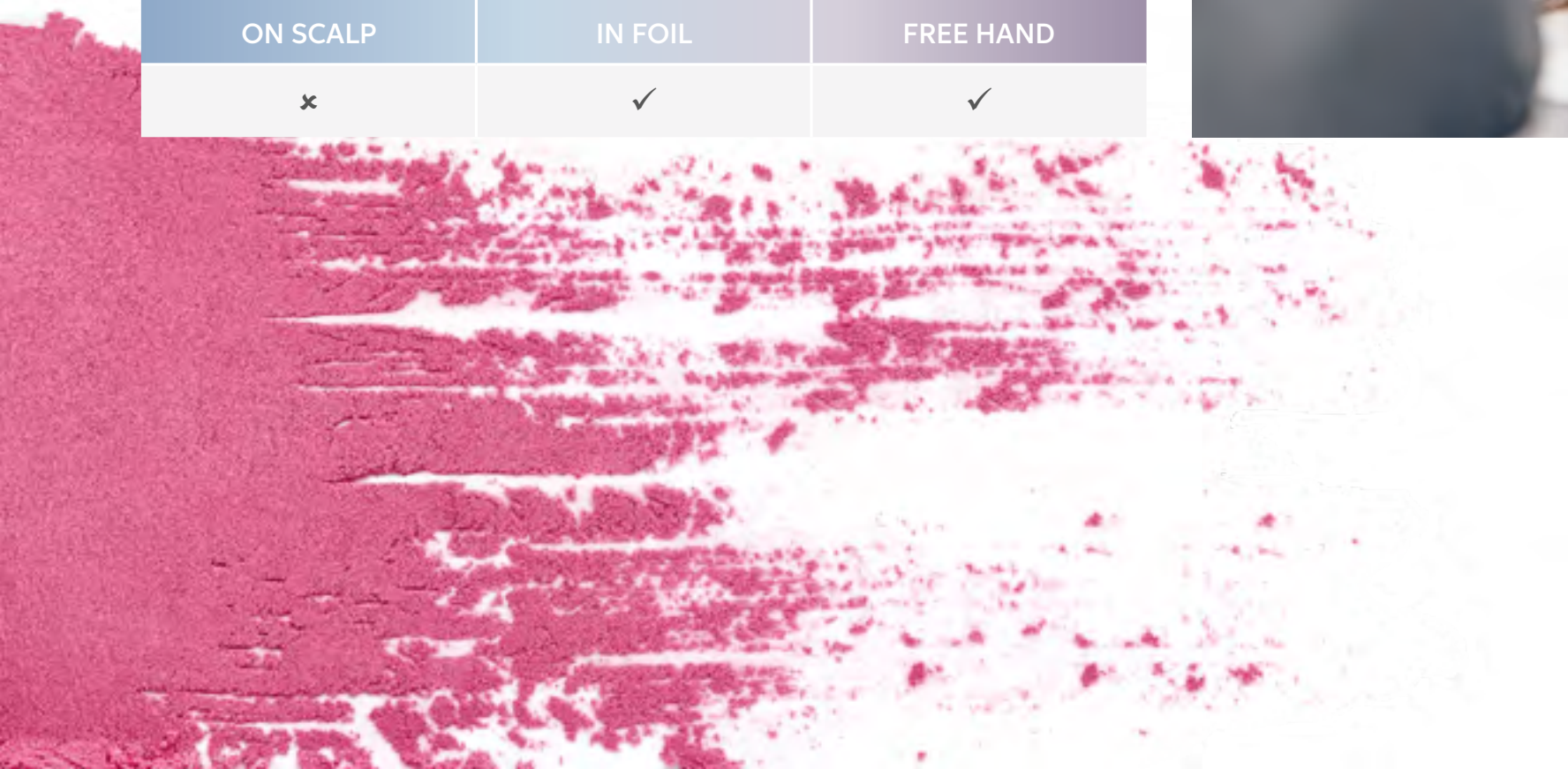
3 ml

LEVELS OF LIFT	
12% 12%	Up to 6 levels
9% 9%	Up to 5 levels
6% 6%	Up to 4 levels
1.9%	Up to 2 - 3 levels

DEVELOPMENT TIME	
	RED SHADES 30 to 60 minutes With heat: 20 to 40 minutes
	BLONDE SHADES 20 to 40 minutes With heat: 15 to 30 minutes

SERVICES:

ON SCALP	IN FOIL	FREE HAND
x	✓	✓



MAGMA

Post Treatment



After a lightening service with MAGMA by Blondor it is always important to complete the service with MAGMA Post Treatment. Not only will MAGMA Post Treatment reduce the pH and remove any excess ingredients inside the hair, it will also stabilize the color for long lasting results.



THE PERFECT REMOVAL

- Step 1:** Rinse Blondor product completely
- Step 2:** Shampoo using the prescribed Wella Professionals shampoo
- Step 3:** MAGMA Post Treatment and develop for 5 minutes



THE PERFECT REMOVAL WITH WELLAPLEX

- Step 1:** Rinse Blondor product completely
- Step 2:** Apply WellaPlex No.2 for 10 minutes
- Step 2:** Shampoo using the prescribed Wella Professionals shampoo
- Step 3:** Apply MAGMA Post Treatment and develop for 5 minutes



WELLOXON PERFECT

SPECIFICALLY DESIGNED TO PROVIDE
ACCURATE COLOR RESULTS

SMART LINEUP

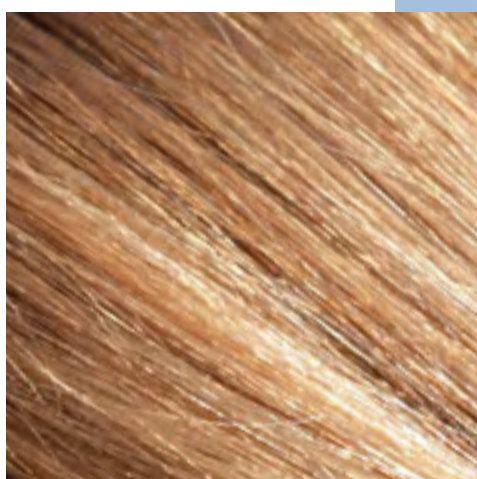
The only developer recommended for our permanent brands and Blondor family except Freelights.

SERVICE FLEXIBILITY

Offers a full line up of developer strength for all hair and service types. With low developers that are great for gentle lightening as well as toning and glossing.

SALON OPERATIONS

Optimizing salon operations and can help to reduce stock levels and operation costs.





#wella
#blondor
@wellahair