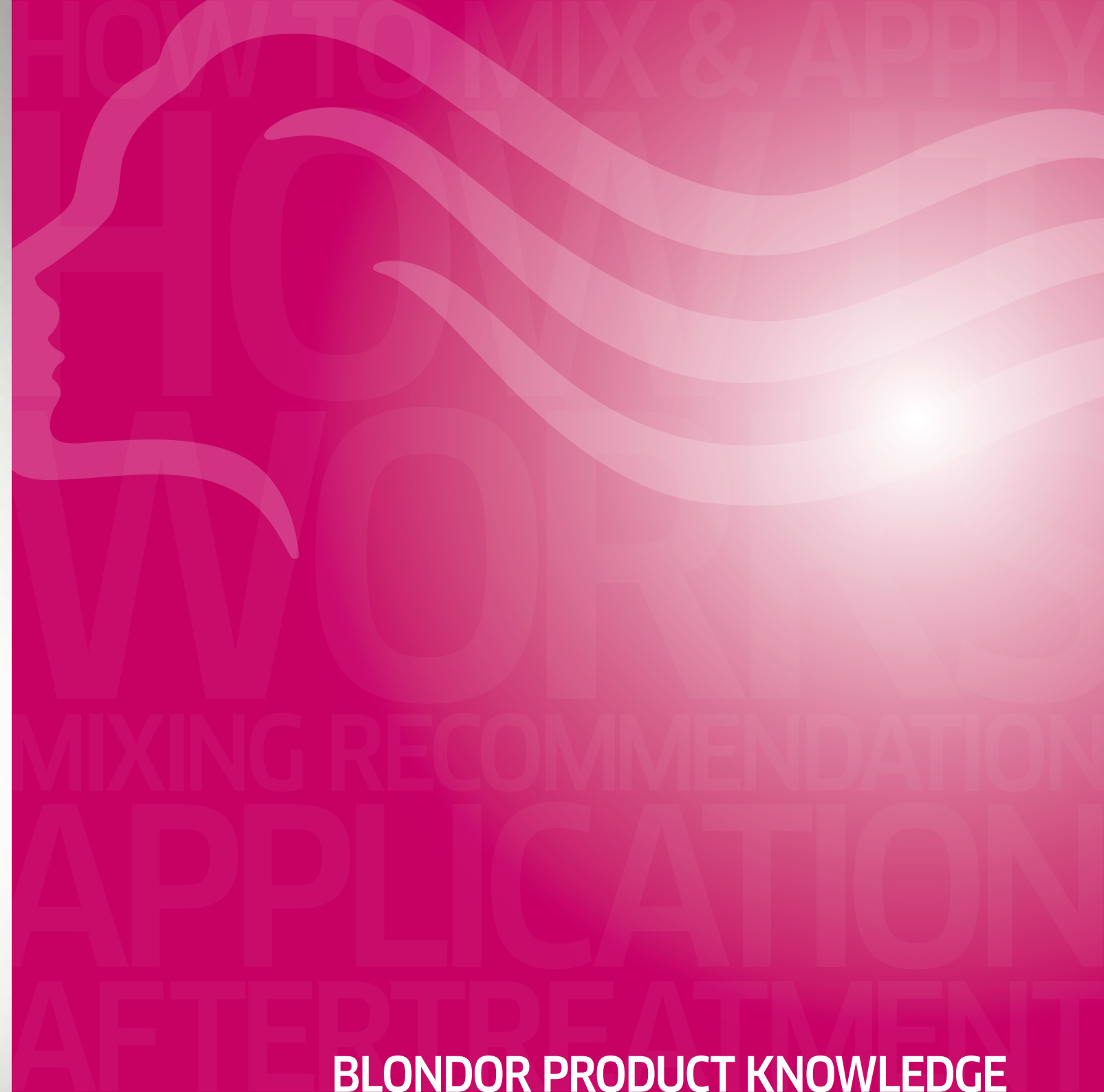




WELLA. PASSIONATELY PROFESSIONAL.

Wella Professionals Studio Manchester, 82 King Street, Manchester M2 4WQ. [www.wella.com](http://www.wella.com)



## BLONDOR PRODUCT KNOWLEDGE

# WELLA

PROFESSIONALS



NOTES:

---



---



---



---



---



---

# BLONDOR

Premium range of lightening products for varied blonde effects. Effective and reliable lightening with up to 7 levels of lift on colored and natural hair.



## FACTS

The Blondor range is the perfect choice for maximum lightening. The range contains a number of products from which to choose:

### BLONDOR MULTI BLONDE POWDER

- A fast and simple-to-mix powder, Blondor Multi Blonde Powder produces a creamier consistency for a professional application (blue).

### BLONDOR SOFT BLONDE CREAM

- Contains extract of chamomile, especially gentle on the hair and scalp (white).

### BLONDOR MULTI BLONDE GRANULES

- Easy-to-mix granules with coconut fragrance, ideal for all techniques (white).



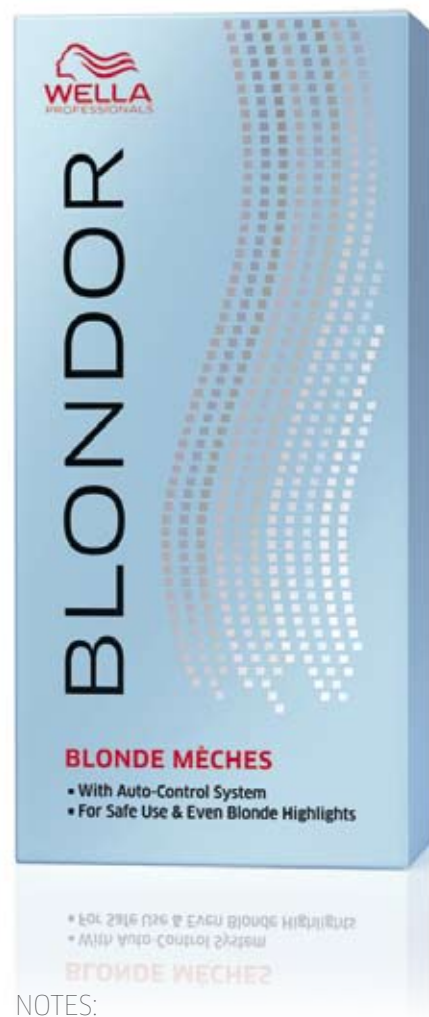
## MIXING RECOMMENDATIONS

- Great results on natural or colored hair for on and off-scalp lightening techniques.
- Use mixing ratios from 1:1, 1:1.5, or 1:2 depending on product used.
- For regrowth application, use Welloxon Perfect 6%. For fashion techniques away from the scalp, use Welloxon Perfect Pastel or Welloxon Perfect 6%, 9%, or 12%.



## TIPS FOR LIGHTENING

- Apply product to dry hair, which has not been pre-shampooed.
- Using gentle heat such as Climazon will reduce the development time.
- Product development is visual and dependent on depth of color and porosity of the hair.
- Once the lightening result is achieved, rinse out the Blondor with warm water and shampoo, and apply Wella Professionals Care or System Professional products.



# BLONDOR BLONDE MÈCHES

Blondor Blonde Mèches provides the most accurate and safe way to achieve even, natural blonde highlights.

NOTES:

---



---



---



---



---



---



## FACTS

- What makes Blondor Blonde Mèches different is the Auto Control Mechanism which automatically slows down the lightening effect when the development time is complete, after 15 minutes under heat.
- Blondor Blonde Mèches can lift the hair up to 5 levels.
- High-lifting performance is achieved by the combination of an ammonia-free Cream Hair Color Base and a Special Booster Powder with moisture-retaining lipids.
- Great results can be achieved on natural or colored hair for off-scalp lightening techniques.
- Blondor Blonde Mèches is one of four products in the Blondor range. Also available are: Blondor Multi Blonde Powder, Blondor Multi Blonde Granules, and Blondor Soft Blonde Cream.



## MIXING RECOMMENDATIONS

- 30 ml (1/2 tube) Cream Hair Color Base  
+ 30 g (1 Sachet) Booster Powder  
+ 30-60 ml Welloxon Perfect depending on the consistency required.
- 6%, 9%, or 12% depending on the desired degree of lift.



## APPLICATION

- Apply Blondor Blonde Mèches to dry hair which has not been pre-shampooed.
- Suitable for off-scalp lightening techniques.
- When the development time is complete, the lightening action is significantly reduced by the integrated Auto Control Mechanism.
- Once the lightening result is achieved, rinse out with lukewarm water and shampoo, and apply Wella Professionals Care or System Professional Color Save Emulsion.



## AFTERTREATMENT

- To maintain the condition of your clients' color, recommend Wella Professionals Care or System Professional products for aftercare at home.



# BLONDOR EXTRA COOL BLONDE

For a plus on coolness. Not a standard lightener, but a unique combination of lightening & toning. To be used pure or as a booster of Multi Blonde Powder. For hair from tone depth 4-8. For all application techniques.



## AREAS OF USE

### A) FIRST TIME HIGHLIGHTS ON VIRGIN OR PRECOLORED HAIR

- **PREPARATION:** Depending on the desired degree of lightening and consistency, mix Blondor Extra Cool Blonde with Welloxon Perfect 6%, 9%, or 12%, or Color Touch Emulsion 1.9% or 4% in a ratio of 1:1 up to 1:1.5 in a nonmetallic bowl.
- **APPLICATION:** Apply the bleaching mass evenly to the unwashed hair. The development time depends on the condition of the hair and the desired blonde result. Follow the recommendations in the table.

TONE DEPTH	PEROXIDE (Virgin)	PEROXIDE (Precolored)	DEVELOPMENT TIME	LIFT LEVEL
4	12%	12%	40 min without heat 30 min with heat	4-7
5	9%	12%	40 min without heat 30 min with heat	3-5
6	6%	9%	40 min without heat 30 min with heat	2-4
7	4%	6%	30 min without heat 20 min with heat	Up to 3
8	1.9%	4%	30 min without heat 20 min with heat	Up to 2

NOTES:

---



---



---



---



---



---





