



WELLA THE HEART OF HAIRDRESSING

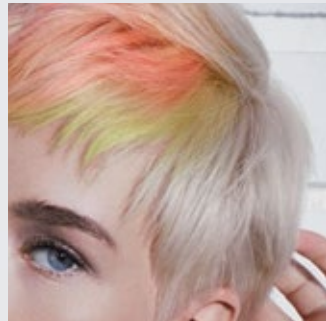


MAGMA
BY BLONDOR



CONTENT

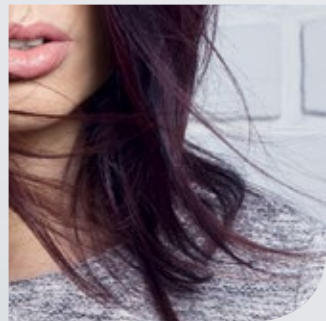
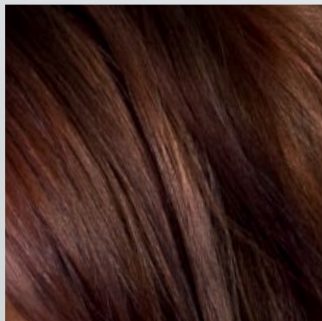
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DISCOVER MAGMA BY BLONDOR

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 personalized color results, from soft to expressive.

MAGMA PROVIDES THE WORLD OF CREATIVE SIMPLICITY.





MAGMA

BY BLONDOR

A MYRIAD OF POSSIBILITIES, FOR DIFFERENT COLOR RESULTS.

Expand and deepen the range of premium color services you offer to your clients. From foils to freehand, including creative services, be inspired by the easy-to-master techniques on the following pages and discover new dimensions of color.



NEW FOCUS

ON THE MAGMA SHADE FAMILIES



NEW MAGMA BY BLONDOR SHADE PORTFOLIO HAS BEEN DESIGNED TO BETTER MEET YOUR CLIENTS NEEDS:

- Same great performance in lightening you are used to
- Less boldness in tone and less striking than previous shade portfolio
- Calmer appearance means more natural results than previous shade portfolio
- New shades are in tune with upcoming trends



BLONDES

BEIGE • SANDY • POWDERY

EXPLORE THE CAPTIVATING WORLD OF MAGMA,
where blondes come to life in a number of hues
and nuances: crafted to perfection, effortlessly.

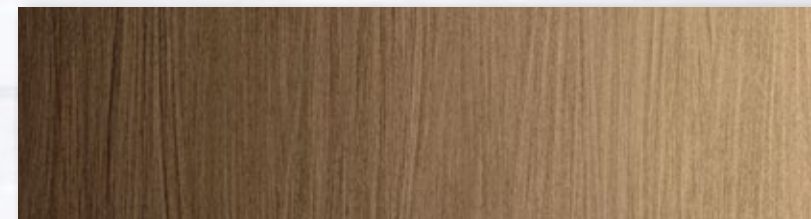
/03+



1,9% 4% 6% 9% 12%
developer strength

/17

NEW SHADE



1,9% 4% 6% 9% 12%
developer strength

/36



1,9% 4% 6% 9% 12%
developer strength

/39 & /39+



1,9% 4% 6% 9% 12%
developer strength

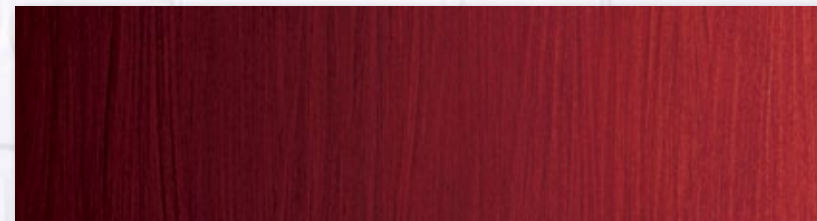
/89 & /89+



1,9% 4% 6% 9% 12%
developer strength

/44

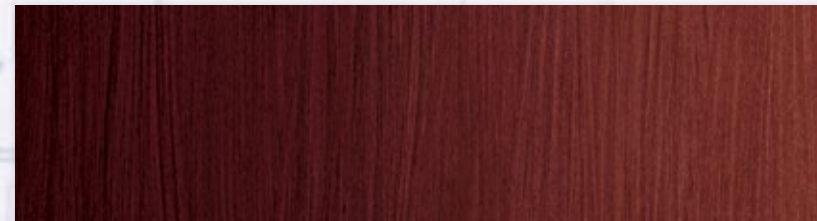
NEW SHADE



1.9% 4% 6% 9% 12%
developer strength

/57

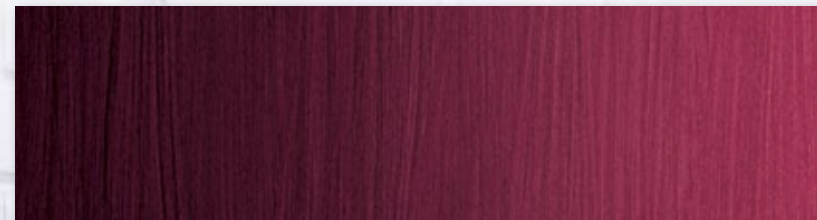
NEW SHADE



1.9% 4% 6% 9% 12%
developer strength

/65

NEW SHADE



1.9% 4% 6% 9% 12%
developer strength

REDS

SOFT CHERRY PINK • EXPRESSIVE RED
TO INTENSE PURPLE HAZE

JOURNEY THROUGH THE EXPANSIVE WORLD OF MAGMA REDS,
where passion for the most subtle or intense tones, is realized
and expressed with ease.



BROWNS

CARAMEL • ESPRESSO • MAPLE

/07+



1,9% 4% 6% 9% 12%
developer strength

/73

NEW SHADE



1,9% 4% 6% 9% 12%
developer strength

/74

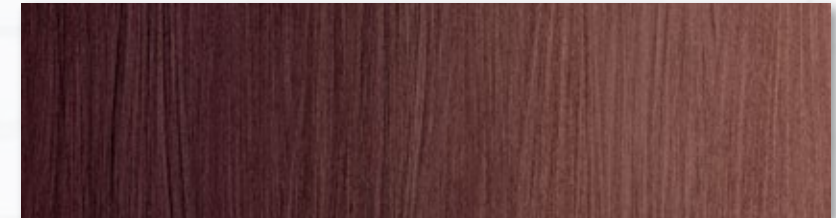
NEW SHADE



1,9% 4% 6% 9% 12%
developer strength

/75

NEW SHADE



1,9% 4% 6% 9% 12%
developer strength

ENTER THE EXCITING WORLD OF MAGMA BROWNS, where an array of alluring tones and enticing variations can be created with simplicity.

CREATIVE TONES

HOW TO APPLY THE ALL NEW LIMONCELLO

- As a solo color, Limoncello can be used as a stand alone shade for painting/freehand and is especially suited for dark hair.
- It is a cool yellow that neutralizes the undertones during the lightening process and yields a beautiful, natural looking gold as the final result.
- It can be used as a mixtone to create a variety of new tonalities, such as peach or light pastel yellow.

L - Limoncello

NEW SHADE



1,9% 4% 6% 9% 12%
developer strength

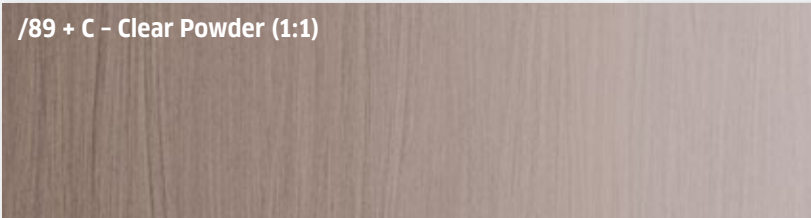
5 CREATIVE MIXING RECOMMENDATIONS

Use these 2 MAGMA tones for creative mixing. Especially Clear Powder enables you to soften the intensity of MAGMA shades.

	GOLDEN PINK 10g Limoncello + 10g /65		LIGHT PASTEL PINK 20g Clear Powder + 2g /65		MAUVE 8g /65 + 20g Limoncello		LIGHT PEACH 20g Limoncello + 0,5g /44		IRISÉ BROWN 10g /36 + 10g /73
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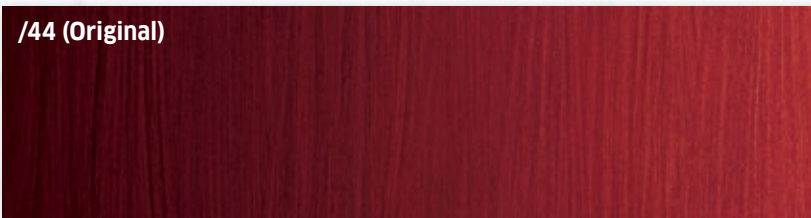
MAGMA CLEAR POWDER can be used to soften the intensity of the shades and gives ideal painting consistency for freehand techniques.

BLONDES



1,9% 4% 6% 9% 12%
developer strength

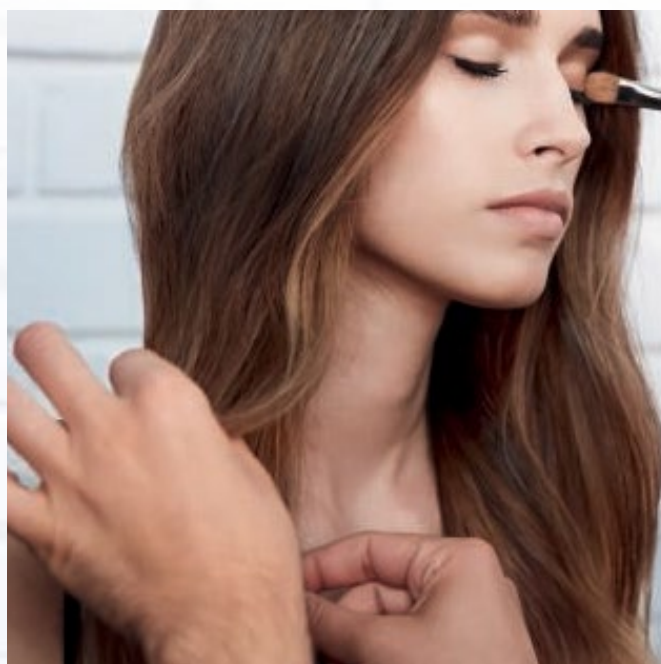
RED



1,9% 4% 6% 9% 12%
developer strength



FOIL HIGHLIGHTS

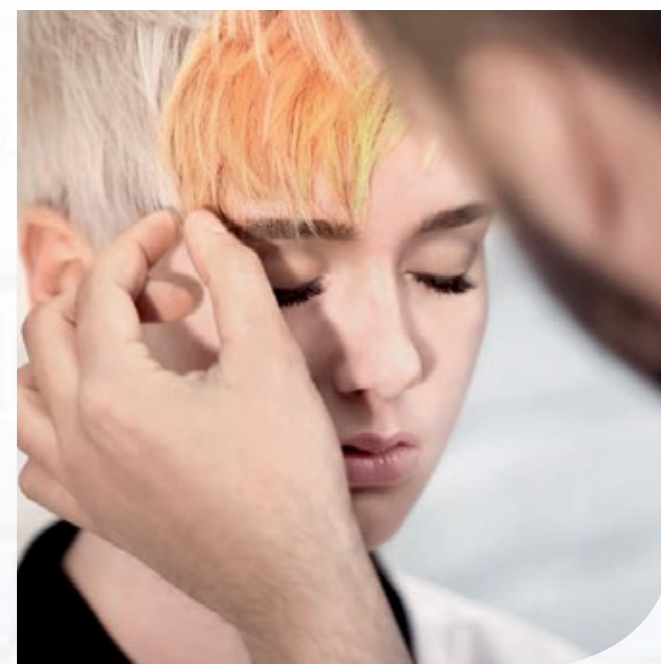


FREEHAND LIGHTENING



NEW

ARTISTIC BLENDING



CREATIVE TONING

EXPLORE

A NEW DIMENSION OF MAGMA LOOKS



FOIL HIGHLIGHTS



An iconic service for tonal highlights with foils on natural or already colored hair. From soft to intense depending on the size of the chosen highlights.

/73 /75



BEFORE

Natural Color: 6/0
Condition: colored
Color in mid-length and ends: 6/7

COLOR A (RED FOIL):

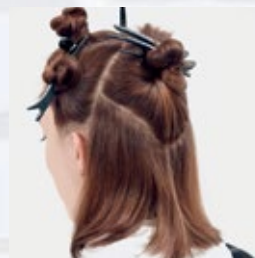
MAGMA /75 + Welloxon Perfect 9%

COLOR B (YELLOW FOIL):

MAGMA /73 + Welloxon Perfect 9%



COLOR

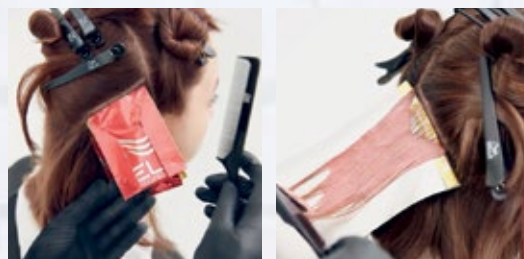


◀1

Take a parting from ear to ear and a triangular section at the back. Take a triangle at the front with the beam to the crown. Separate either sides.

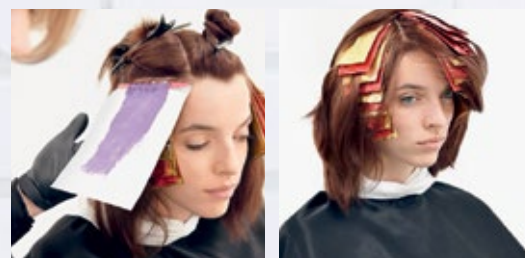
2▶

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



◀3

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



4▶

Once finishing the back apply on either side in the front alternating color A and B.

◀5

Finish off at the front triangle.



◀6

Rinse 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.

CUT

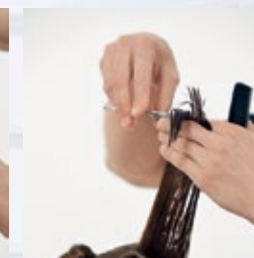


◀1

Section from ear to ear and center parting in the back. Take your comb to hold the hair into place and cut your desired end length.

2▶

Once all hair of the back has been cut to one length, start layering in vertical sections.

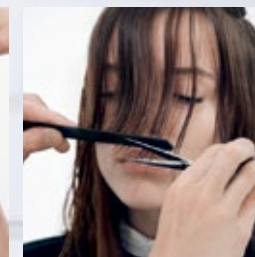


◀3

Finalise layering the back of the head in the same manner.

4▶

Take vertical sections on either side and direct them towards the face taking the length from the back for reference.



◀5

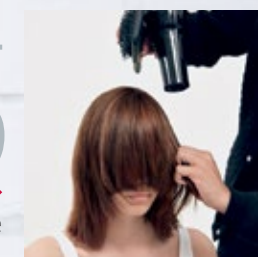
At last, cut the fringe in a slightly rounded shape using your comb as a guide.

STYLE



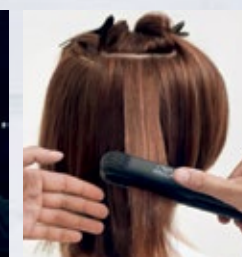
◀1

Use PERFECT SETTING to apply on wet hair.



2▶

Start blow-drying the hair using your fingers.



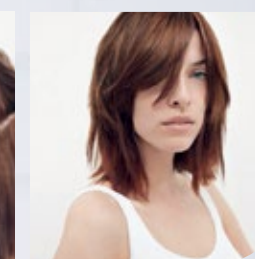
◀3

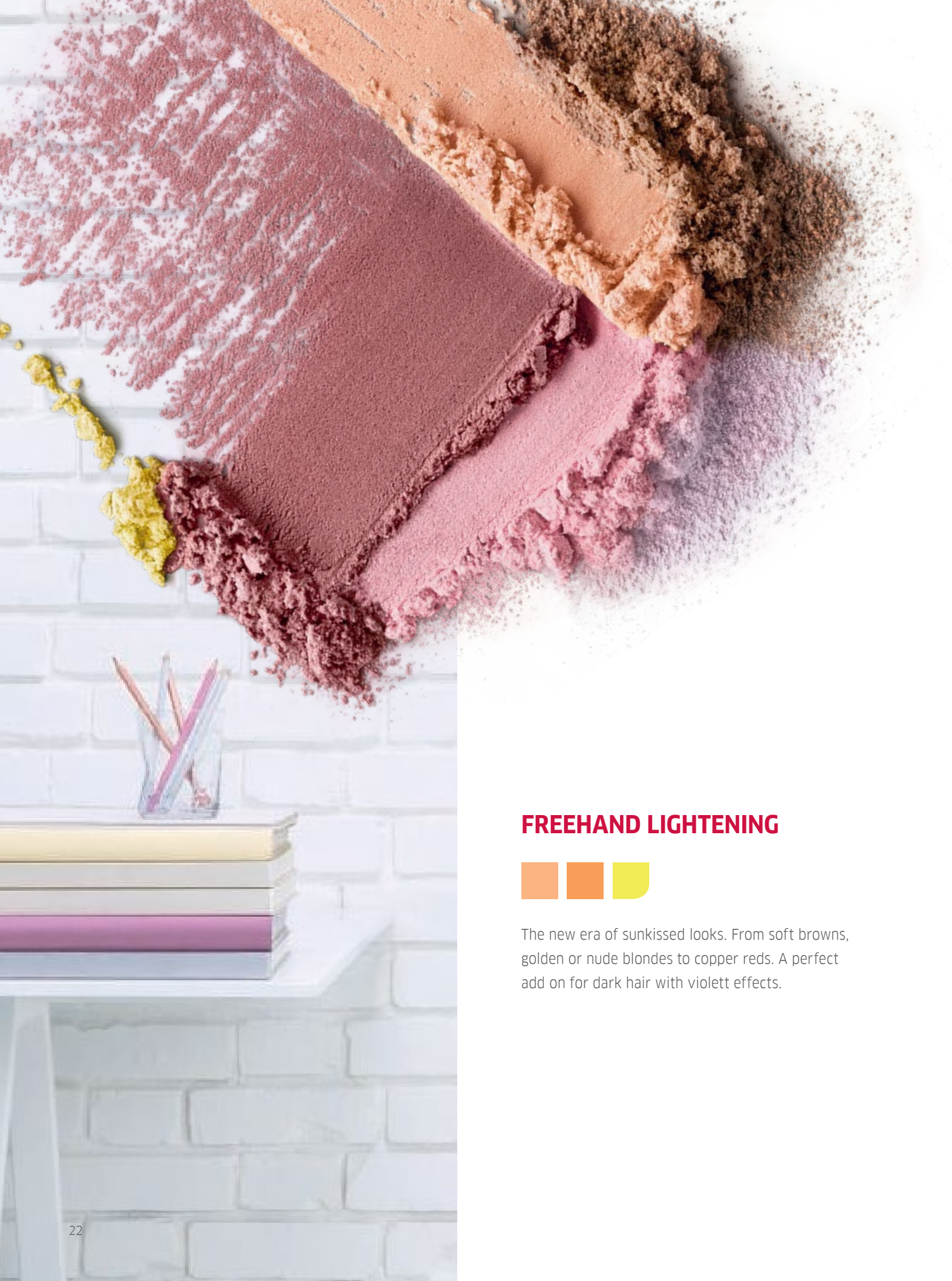
Use WELLA STYLE-IT to straighten the hair.



4▶

Finish the look with OCEAN SPRITZ for a soft/undone feel.



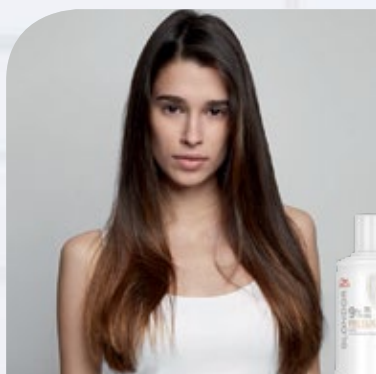


FREEHAND LIGHTENING



The new era of sunkissed looks. From soft browns, golden or nude blondes to copper reds. A perfect add on for dark hair with violett effects.





BEFORE

Natural Color: 5/0
Color in mid-length and ends: 6/7

COLOR A: MAGMA Limoncello

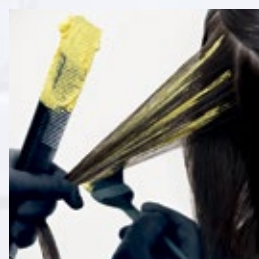
+ Freelights Developer 6%

COLOR B: MAGMA /74

+ Freelights Developer 9%

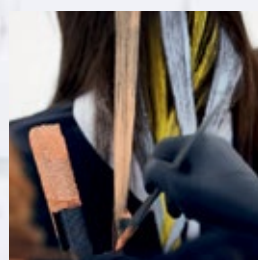
COLOR C: MAGMA /39

+ Freelights Developer 12%



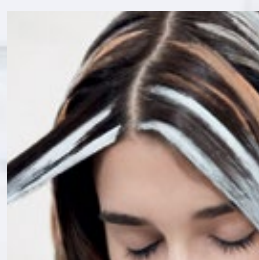
◀1

Parting around the hat-line. Start below hat-line with color A freehand highlighting.



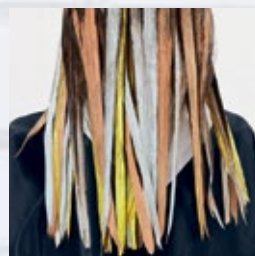
2▶

Add color B and C freehand painting.



◀3

On the top only alternate color B and C starting to apply very close to the roots.



◀4

Rinse 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.

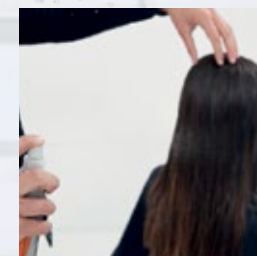


/39 /74

AND LIMONCELLO

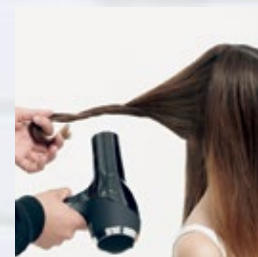
COLOR

STYLE



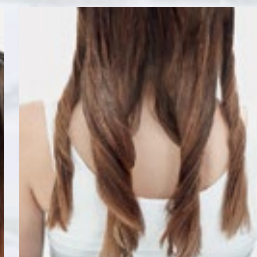
◀1

Apply CREATE CHARACTER to the hair.



2▶

Take a wide section starting in the back, twist it and blow-dry.



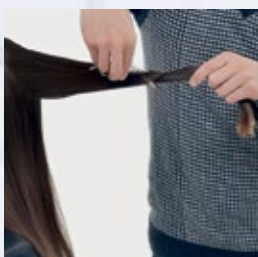
◀3

Follow the same routine with about 6 wide sections around the head.



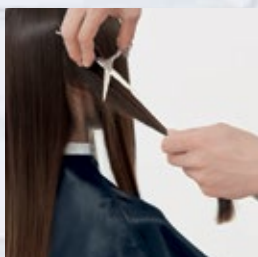
◀4

Finish off the style with your fingers.



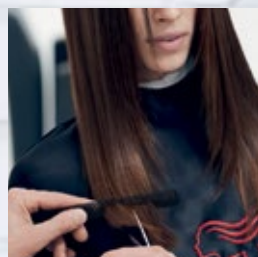
◀1

Take a teardrop shape around the crown. Take the whole section and twist it. Then use your scissor to slice the hair for very soft layering.



2▶

Take a middle parting. Use the same slicing technique on either side.



◀3

Cut the end length with point cutting using your comb as a guidance.



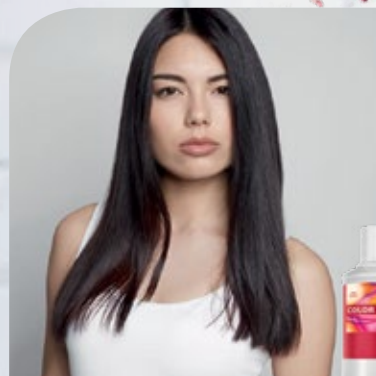
**ARTISTIC
BLENDING**



NEW

Soft blended results for dark mid-length and ends with a low developer strength. Tonal soft blending effects on dark and previously colored hair.

/57 /65



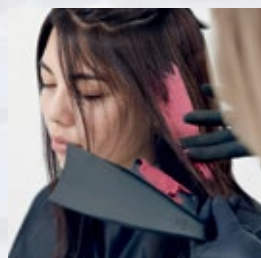
BEFORE

Natural Color: 3/0
Color in mid-length and ends: 4/0
Condition: untreated

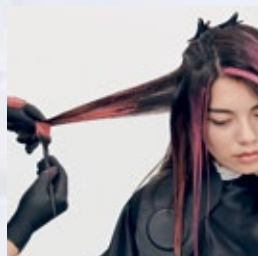
COLOR A: MAGMA /65
+ Color Touch Emulsion 4%
COLOR B: MAGMA /57
+ Color Touch Emulsion 4%



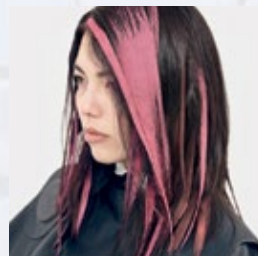
COLOR



1
Section off an oval shape on top of the head. Start applying MAGMA color A using your fingers below that section.



2
Alternate color A using your fingers and color B using the brush for different intensity of color.



3
Follow the same routine for the whole oval section.

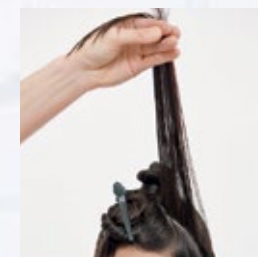


4
Rinse hair thoroughly and shampoo with Wella Professionals Color Brilliance or SP Color Save shampoo. For perfect finish, use MAGMA Post Treatment. Leave in for 5 minutes and rinse.

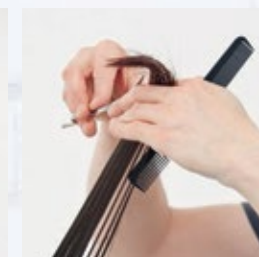
5



1
Section off a triangle on top of the head. Center parting at the back to start cutting the baseline.

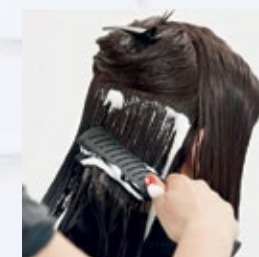


2
Once baseline is complete direct the hair towards the crown for layering.



3
Take one section from the crown as a guidance and layer the hair in the front area.

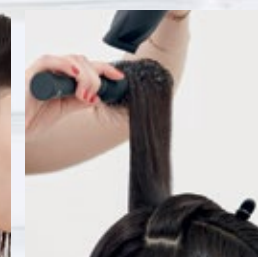
STYLE



1
Apply NATURAL VOLUME with a skeleton brush to the hair, section by section.



2
Use a paddle brush to blow-dry the hair directing the sections for more root-volume.



3
Once hair is almost dry use round brush to bring additional movement to the hair.





CREATIVE TONING



Lasting creative color effects with unique tones on pre-lightened hair. Direct dye toning with MAGMA and low developer strength with lastingness.





BEFORE

Color on roots: 6/0
Color in mid-length and ends: 10/03

COLOR A: Blondor Multi Blonde Powder + Welloxon Perfect 6% 1:1,5

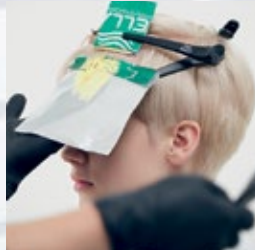
COLOR B: MAGMA Limoncello and Clear Powder 1:1 + 1,5 parts Color Touch Emulsion 1,9%

COLOR C: MAGMA Limoncello 20g + 1g MAGMA /44 + 1,5 parts Color Touch Emulsion 1,9%

COLOR

1▶

Apply color A to the roots.

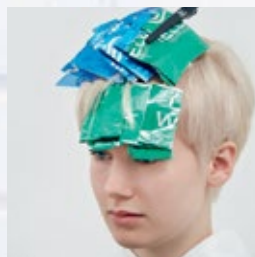
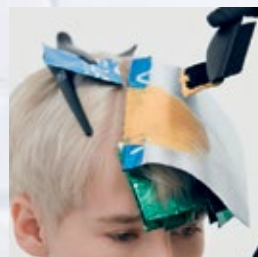


◀2

Once finished the color take a tringle section on the fringe. Start the first 3 foils horizontal applying color B.

3▶

Towards the second half of the triangle use vertical sections applying color C.



◀4

Finish with 1 foil of color B.



◀5

Rinse 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.

CUT

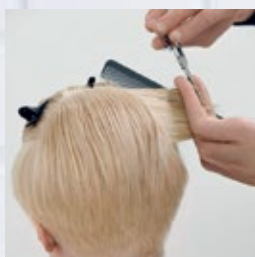
◀1

Take a parting from temple over crown to temple in a horse-shoe shape. Start layering the hair in vertical sections.



2▶

Follow the same technique around the back to the other side.



◀3

Continue layering the crown area.

◀4

To finish off the hair cut, take small vertical sections and layer the front using the line from the crown as a guidance.



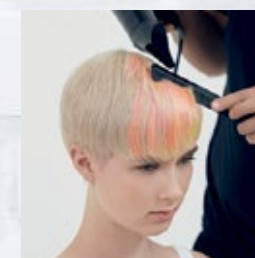
/44

AND LIMONCELLO

STYLE

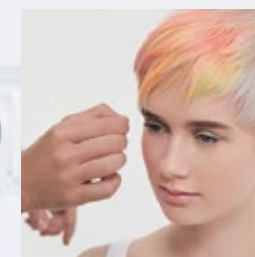
◀1

Use a comb to blow-dry, to reduce volume.



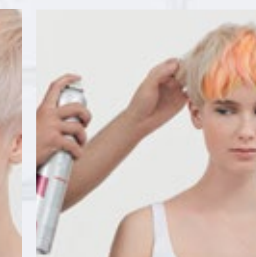
2▶

Bring the hair in place.



◀3

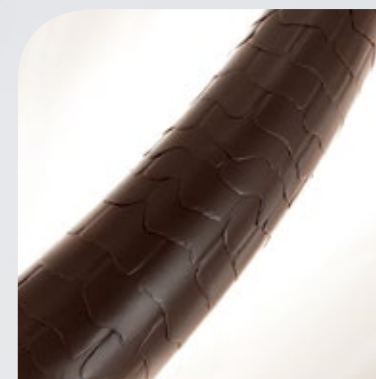
Finish the look with STAY ESSENTIAL.



SPECTRALIFT TECHNOLOGY

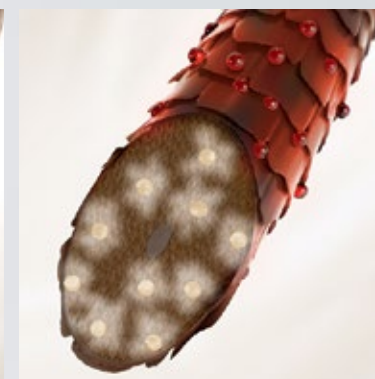
MAGMA, THE PIGMENTED LIGHTENER BY WELLA PROFESSIONALS, TO LIFT AND TONE HAIR IN ONE SINGLE STEP, designed to save you and your clients precious time. Find out more about the SpectraLift Technology in MAGMA.

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



INITIAL STATE

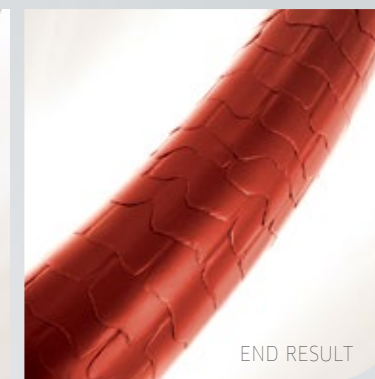
MAGMA by Blondor works on virgin as well as on previously colored hair.



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



END RESULT



TRADITIONAL DIRECT DYES



MAGMA DIRECT DYES

ZOOM IN: TRADITIONAL DIRECT DYES VS. MAGMA DIRECT DYES

Traditional direct dyes cannot be intermixed with bleaches, as they become unstable at the high pH levels of the bleach environment.

MAGMA by Blondor direct dyes are specifically designed to be stable at the high pH levels of bleaches. The special distribution of electrons in the SpectraLift Technology “protects” the dye molecule from the high pH levels of the bleach environment.

INSTRUCTIONS FOR USE

MIXING GUIDELINES

APPLICATION

Only apply off scalp on dry hair.

USAGE

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

EXPERT ADVICE

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

LASTINGNESS

Up to 15 washes.

MIXING RECOMMENDATIONS

MAGMA by Blondor can be used with all Wella Developers 1,9% up to 12% depending on the level of lift and tone intensity needed:

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
Color Touch Intensive-Emulsion 4%	Up to 3 levels
Color Touch Intensive-Emulsion 1,9%	Up to 2 levels

- 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 CT Emulsion 4%, 1,9% as well as 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

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)

APPLICATION ON ALREADY HIGHLIGHTENED HAIR

The color results of MAGMA /89 Pearl Cendré Light, MAGMA /39 Gold Cendré Light, MAGMA /36 Gold Violet can be too intensive on very light/previously colored hair. In such cases always color the dark untreated parts of the hair first and then emulsify the color through the already lightened hair for the last 5 minutes of the development time. If the above recommendations are not followed the tone can become too intensive. To achieve optimum color results the use of MAGMA is recommended on hair colored evenly from roots to ends.

PLEASE DO NOT USE MAGMA ON:

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

LIGHTENING CURVE

Exposure of underlying pigments during the coloring process.

LEVELS OF COLOR INTENSITY



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

After completion of the development time, rinse thoroughly and shampoo. To neutralize oxidation residues and stabilize tone, apply MAGMA Post treatment.

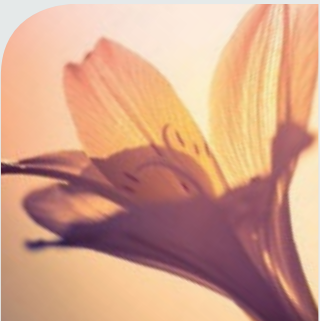


REFRESH MAGMA SHADES

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
BROWN			
/73	25 g /74 + 10 g /03	1 + 2	20 minutes
/74	/74	1 + 2	20 minutes
/75	10 g /56 + 20 g /57	1 + 2	20 minutes
RED			
/44	/44	1 + 2	20 minutes
/57	/57	1 + 2	20 minutes
/65	20 g /56 + 1 g /44	1 + 2	20 minutes



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 color: 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 color depth
- Relights Red shades must not be used on color 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: 15-20 minutes