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.
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 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
EXPLORE THE CAPTIVATING WORLD OF MAGMA, where blondes come to life in a number of hues and nuances: crafted to perfection, effortlessly.
JOURNEY THROUGH THE EXPANSIVE WORLD OF MAGMA REDS, where passion for the most subtle or intense tones, is realized and expressed with ease.
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.

1,9% 4% 6% 9% 12%

MAGMA CLEAR POWDER can be used to soften the intensity of the shades and gives ideal painting consistency for freehand techniques.

5 CREATIVE MIXING RECOMMENDATIONS

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

L - Limoncello

NEW SHADE

GOLDEN PINK
10 g Limoncello + 10 g /85

LIGHT PASTEL PINK
20 g Clear Powder + 2 g /85

MAUVE
8 g /65 + 20 g Limoncello

LIGHT PEACH
20 g Limoncello + 0,5 g /44

IRISE BROWN
10 g /36 + 10 g /73

/89 (Original)

/89 + C – Clear Powder (1:1)

/44 (Original)

/44 + C – Clear Powder (1:1)
EXPLORE

A NEW DIMENSION OF MAGMA LOOKS
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.
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.

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%

STYLING

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.
**COLOR**

1. Parting around the hat-line. Start below hat-line with color A freehand highlightening.
2. On the top only alternate color B and C starting to apply very close to the roots.
3. 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.
4. Add color B and C freehand painting.

**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.

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

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.

Cut

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.
**COLOR**

1. Apply color A to the roots.
2. Once finished the color take a fringe 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.

**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 1:1,5

**COLOR C:** MAGMA Limoncello 20 g + 1 g MAGMA /44 + 1.5 parts Color Touch Emulsion 1:1,5

**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.

**STYLE**

1. Use a comb to blow-dry, to reduce volume.
2. Bring the hair in place.
3. Finish the look with STAY ESSENTIAL.
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.

**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.
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 GUIDELINES

APPLICATION ON ALREADY HIGHLIGHTED 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.

INSURANCE FOR USE

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 12:1 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 foil 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

- Recommended mixing ratio for freehand techniques:
  1:1.5 - 1:2 with Freelights developer 6%: 9%: 12%
- Recommended mixing ratio for foil 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

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  1:1.5 - 1:2 with Freelights developer 6%: 9%: 12%
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  1:1.5 with Welloxon Perfect 6%: 9%: 12%
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  1:1.5 with CT Emulsion 4%, 1.9% as well as with Welloxon Perfect Pastel

SHADE USAGE AREA/DEPTH

/03+ (2/0 - 5/0)
/36 (6/0 - 7/0)
/39 (6/0 - 7/0)
/30+ (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)

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.

<table>
<thead>
<tr>
<th>MAGMA shade names</th>
<th>Refreshing service with Color Touch Relights</th>
<th>Color Touch Emulsion 1.9%</th>
<th>Development time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BROWN</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>/73</td>
<td>25 g /74 + 10 g /03</td>
<td>1 + 2</td>
<td>20 minutes</td>
</tr>
<tr>
<td>/74</td>
<td>/74</td>
<td>1 + 2</td>
<td>20 minutes</td>
</tr>
<tr>
<td>/75</td>
<td>10 g /56 + 20 g /57</td>
<td>1 + 2</td>
<td>20 minutes</td>
</tr>
<tr>
<td><strong>RED</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>/44</td>
<td>/44</td>
<td>1 + 2</td>
<td>20 minutes</td>
</tr>
<tr>
<td>/57</td>
<td>/57</td>
<td>1 + 2</td>
<td>20 minutes</td>
</tr>
<tr>
<td>/65</td>
<td>20 g /56 + 1 g /44</td>
<td>1 + 2</td>
<td>20 minutes</td>
</tr>
</tbody>
</table>

**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. 30 g cream + 60 g 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