



BLONDE IS A WAY OF LIFE



MASTER THE ART OF BLONDE PERFECTION

WELLA THE HEART OF HAIRDRESSING

couture
COLOR

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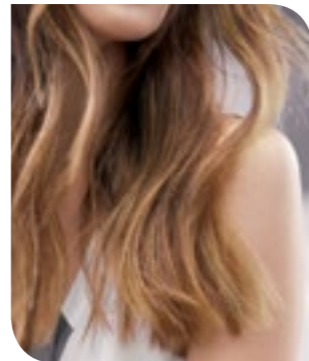
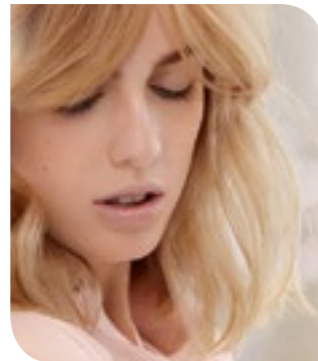
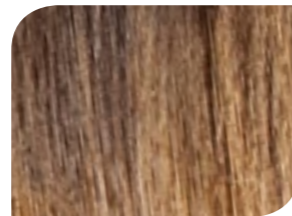
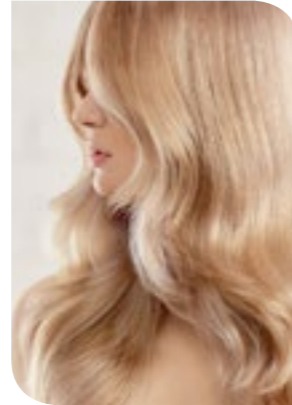
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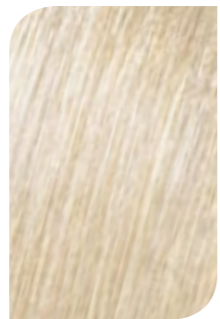
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MUCH MORE THAN A COLOR



Blonde is many enthralling worlds.

Turning heads and mesmerizing others wherever they go, Wella Professionals Blondes are the beauty ideal for clients, and the most exciting business driver for salons.

RARE CHALLENGING
PREFERRED **FASCINATING**
PROFITABLE
IN GREAT DEMAND
CAPTIVATING
UNIQUE BUSINESS
GROWTH

COUTURE BLONDE



THERE IS A BLONDE FOR EVERYONE

For each woman with her own unique character,
personal dreams and heartfelt aspirations, there's an individual Wella
Professionals Blonde that can reveal the beauty of her to perfection.

ICED BLONDE



COOL
BLONDE

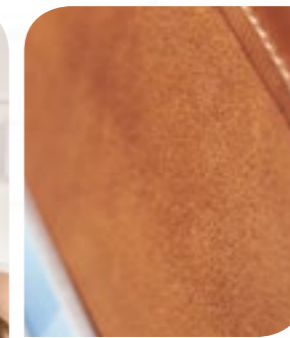
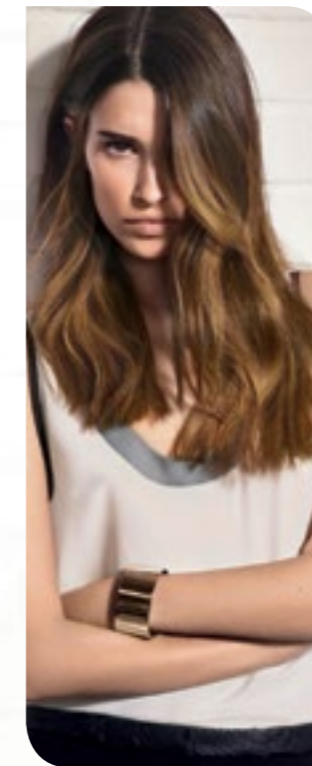
FULL-HEAD
COOL BLONDE



MULTI-
TONAL
BLONDE

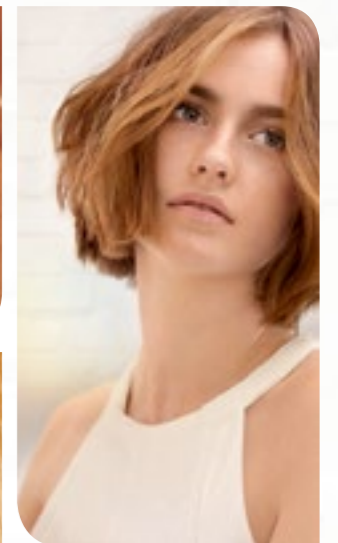
COASTAL BLONDE

CARAMEL BRONDE



FULL-HEAD
WARM BLONDE

SUNKISSED BLONDE



WARM
BLONDE



WHY YOUR BUSINESS SHOULD GO BLONDE



Consulting on maintaining and caring for blonde.

The colorist who is able to give someone their perfect blonde will forever have a special relationship with that client - one based on loyalty and trust. Statistics show that clients return to the colorists who give them the color that truly fits their personality - and are prepared to spend money to maintain their preciously unique blonde. That salon becomes a haven for color consultation, care and future recommendations.

WHY A SALON/COLORIST NEEDS TO BE ESTABLISHED AS AN EXPERT IN BLONDES:

- 01 50% of clients going to a salon for hair color ask for blonde
- 02 Clients looking for blonde are more loyal to the hairdressers who create their perfect blonde
- 03 Clients with blonde hair are more cautious about the health of their hair
- 04 They spend more money on making their hair color last longer

THE DIFFERENT TYPES OF "BLONDE CHALLENGES":

- 01 Clients who have been searching for the right blonde for a long time and are still not satisfied
- 02 Clients looking for their uniquely blonde "edge"
- 03 Clients who have received completely the wrong blonde and need it "fixed"
- 04 Clients who have thought about going blonde but lack the courage

MASTER THE ART OF BLONDE PERFECTION



Wella Professionals is the ultimate partner.

For Blonde Perfection, we enable you to identify which blonde service best suits which type of client. In addition, we support you with inspirational consultation advice, our finest education and most comprehensive blonde product portfolio.



GOING BLONDE AND STAYING BEAUTIFUL



Wella Professionals supports you in two ways to create sensational blondes all of your clients will love. Firstly, through lightening and toning with our most advanced lightening tools. Secondly, through coloring with our most innovative and trusted color products. Each creative route will be specific to a unique blonde result your client desires.

TWO WAYS TO CREATE BLONDE PERFECTION:

01 LIGHTENING

- * Blondor
- * Blondor Freights

* MAGMA by Blondor (lift and tone in one single step)

ASSISTANTS

- * COLOR TOUCH
- * COLOR TOUCH INSTAMATIC

IN-SALON LIGHTENING CARE

SHAMPOO

- * Enrich Shampoo

TREATMENT

- * Blondor Blonde Seal & Care
- * For additional care: Enrich Mask or Leave-In Conditioner

* MAGMA Post Treatment

HOME LIGHTENING CARE

BASIC

- * Enrich Shampoo, Conditioner and Mask

INTENSE

- * Color Recharge
- * Oil Reflections

02 COLOR

- * Illumina Color
- * Koleston Perfect
- * Koleston Perfect Innosense

ASSISTANTS

- * Color.id

IN-SALON COLOR CARE

SHAMPOO

- * Brilliance Shampoo

TREATMENT

- * Service Color Post Treatment
- * For additional care: Brilliance Mask or Leave-In Conditioner

HOME COLOR CARE

BASIC

- * Brilliance Shampoo, Conditioner and Mask

INTENSE

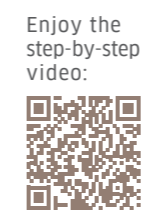
- * Color Recharge
- * Oil Reflections



MAGMA BY BLONDOR



The world's first 2-in-1 lifting and toning system.
MAGMA by Blondor is a unique system for lifting color and toning - all in one single step. It lets you use any of your foil or freehand techniques to create a myriad of striking color results. By using different developers, you can create a vast array of tones and perfectly adjust them according to your clients' needs. Experience a simple, flexible way to create unique blonde tones your clients can truly call their own.



YOUR BLONDE



PREMIUM LIGHTENING AND COLOR PARTNERS



**MAGMA BY
BLONDOR**
* Lift and tone in
one single step



**BLONDOR
FREELIGHTS**
* Less swelling and
bleeding¹ for precise
and accurate freehand
highlights



**ILLUMINA
COLOR**
* Sheer color,
luminous
in every
kind of light



**KOLESTON
PERFECT**
* For unsurpassed
high-lift and
smoothness



**KOLESTON
PERFECT
INNOSENSE**
* A brand of vibrant,
permanent color,
specially formulated
to reduce the risk of
developing an allergy²

¹ vs. Blondor Multi Blonde Powder/Blondor Extra Cool Blonde/Blondor Painting Powder ² Although the risk of developing a new allergy is reduced, there remains a risk of allergic reaction that can be severe. Always perform an Allergy Alert Test 48 h before each coloration. Strictly follow safety instructions and consult www.wella.com/innosense. If your

WELLA PROFESSIONALS' MOST COMPREHENSIVE PORTFOLIO FOR BLONDE PERFECTION





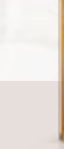






Find all the products and services you need right here.

	LIGHTENING		PERMANENT COLOR		
	BLONDOR FREELIGHTS 	MAGMA BY BLONDOR 	KOLESTON PERFECT SPECIAL BLONDES 	ILLUMINA COLOR 	KOLESTON PERFECT INNOSENSE 
TYPE OF SERVICE	Freehand lightening techniques	Foiling/freehand and other highlight techniques	Full-head color application and root touch-up		
RESULTS	For accuracy and precision in freehand application • Creamier consistency • Flexible and adhesive mixture • Easier mixture spreading	For soft to intense browns, reds and blondes	Radiant blonde results	• Sheer color that's luminous in every kind of light • Outstanding light reflection or up to 70% more light reflection	• Vibrant, permanent color • Formulated to reduce the risk of developing an allergy. ¹
TECHNOLOGY	Actifuse Network	SpectraLift Technology	Triluxiv +	Microlight	ME+ ²
GRAY COVERAGE	Not suitable	Not suitable	Up to 100%	Up to 100% gray coverage with a sheer result	Up to 100%
LIFT	Up to 7 levels of lift	Up to 6 levels of lift	Up to 5 levels	Up to 3 levels	Up to 3 levels
AVAILABLE SHADES	---	Blondes: /03+, /17, /36, /39, /39+, /89, /89+ • Reds: /44, /57, /65 • Browns: /07+, /73, /74, /75 • Limoncello • Clear powder	10 shades: 12/0, 12/03, 12/1, 12/11, 12/16, 12/22, 12/81, 12/89, 12/96, 12/61	37 shades: natural (7) • warm (14) • cool (16)	22 shades: Pure Naturals (9) • Rich Naturals (5) • Vibrant Reds (3) • Deep Browns (2) • Special Mix (3 including ClearTone 0/0)
INSTRUCTIONS ON MIXING WITH DEVELOPER	1:1.5-1:3 with Freelights Developer	• 1:1.5-1:2 with Welloxon • 1:1.5-1:2 with Freelights Developer	• 1:2 with Welloxon • 10:20:2 with Color.id	• 1:1 with Welloxon • 10:10:1 with Color.id • 1:2 with COLOR TOUCH Emulsion	• 1:1 with Welloxon • 10:10:1 with Color.id
DEVELOPMENT TIME	Up to 50 minutes, no heat	• Red shades: 30-60 min without heat, 20-40 min with heat • Blonde shades: 20-40 min without heat, 15-30 min with heat	• 25-35 min with heat ³ • 50-60 min without heat	• 15-25 min with heat ³ • 30-40 min without heat	• 15-25 min with heat ³ • 30-40 min without heat
COLOR.ID	---	---	✓	✓	✓
FREELIGHTS DEVELOPER	✓	✓	---	---	---
WELLOXON	---	✓	✓	✓	✓
COLOR TOUCH EMULSION	---	✓	---	✓	---
SHAMPOO	Enrich Shampoo 	Brilliance Shampoo 	Brilliance Shampoo 	Brilliance Shampoo 	Brilliance Shampoo 
POST-COLOR TREATMENT	Blondor Blonde Seal & Care 	MAGMA Post Treatment 	Service Color Post Treatment 	Service Color Post Treatment 	Service Color Post Treatment 

¹ Although the risk of developing a new allergy is reduced, there remains a risk of allergic reaction that can be severe. Always perform an Allergy Alert Test 48h before each coloration.

Strictly follow safety instructions and consult www.wella.com/innosense. If your client has ever experienced an allergic reaction to hair colorants, you should not color. ME+ is present in the Pure Naturals, Rich Naturals and Deep Browns of the Koleston Perfect Innosense brand.

² in Pure Naturals, Rich Naturals and Deep Browns ³ except for shade /0

DEMI COLOR		
COLOR TOUCH INSTAMATIC 	COLOR TOUCH RELIGHTS BLONDE 	COLOR TOUCH SUNLIGHTS 
Full-head application and root touch-up		
• Matte gloss • Full head or partial	• Highlight/tonal refresher • Mildly oxidizing • Demi-permanent	• Gentle sun-kissed look • Mildly oxidizing
Fine Blend Color Molecules	Intelligent Selective Formula	Light 2 Color Complex
Not suitable	Not suitable	Not suitable
---	---	Up to 2 levels
6 shades: Clear Dust • Smokey Amethyst • Muted Mauve • Ocean Storm • Jaded Mint • Pink Dream	5 shades	7 shades
• With COLOR TOUCH Emulsion: 1.9% or 4% • 10:10:1 with Color.id	• 1:2 with COLOR TOUCH Emulsion 1.9%	• 1:2 with COLOR TOUCH Emulsion 4%
• 15 min with heat • 5-20 min without heat	• 5-10 min without heat	• 15 min with heat • 20 min without heat
✓	---	---
---	---	---
---	---	---
✓	✓	✓
Brilliance Shampoo 	Brilliance Shampoo 	Brilliance Shampoo 
Service Color Post Treatment 	Service Color Post Treatment 	Service Color Post Treatment 

*
ASSISTANTS
 AND CARE



COLOR TOUCH RELIGHTS
 * For enhancing and toning highlights

COLOR TOUCH SUNLIGHTS
 * For a gentle lightening effect

COLOR TOUCH INSTAMATIC!
 * Matte gloss, for a diffused color finish

COLOR.ID
 * Place color next to color without bleeding and without foils³

BRILLIANCE SHAMPOO
 * Shampoo for long-lasting and healthy-looking color

SERVICE COLOR POST TREATMENT
 * Lightweight after-color treatment that protects and enhances color results

BLONDOR BLONDE SEAL & CARE
 * Conditions lightened hair and seals shine

MAGMA POST TREATMENT
 * Ensures the tone and lastingness of the color result



MAINTAIN
 BLONDE PERFECTION

*
 Your clients' home regimen partners: for each individual blonde you create, you can tailor the perfect at-home regimen for your clients.

01 LIGHTENING



ENRICH
 * Available for fine/normal (light conditioning level) and thick hair (high conditioning level)
 * Helps to repair and protect dry or damaged hair, leaving it full of vitality
 * Enrich Mask with its Triple Blend Technology – breakthrough technology that nourishes, prevents breakage and protects hair to leave it full of movement

02 COLOR



BRILLIANCE
 * Available for fine/normal (light conditioning level) and thick hair (high conditioning level)
 * Our most advanced color care for long-lasting and healthy-looking color
 * Brilliance Shampoo with its Microlight Crystal Complex – the ultimate care innovation that enhances and protects the brilliance of colored hair

SPECIALIZED
 IN-BETWEEN COLOR CARE

*
 Discover products to keep each individual blonde you create in pristine condition – right up until your client's next color service.

SPECIFIC CARE



COLOR RECHARGE
 * Available for warm and cool blondes
 * These rich conditioners refresh and maintain the multidimensional color tones, leaving hair intensively conditioned and with a soft touch.
 * The Cool Blonde Shampoo prevents natural or colored blonde hair from yellowing and helps eliminate brassiness, leaving it with a soft touch.

PREMIUM CARE



OIL REFLECTIONS
 * This multisensory oil, with macadamia seed oil, avocado oil and vitamin E, which is known to be a natural antioxidant, instantly reveals the beautiful, natural reflections of hair color with a very lightweight technology that makes hair feel incredibly light and supple.

client has ever experienced an allergic reaction to hair colorants, you should not color. ME+ is present in Pure Naturals, Rich Naturals and Deep Browns of the Koleston Perfect Innosense brand. ³Shades of up to 3 levels of depth apart, not recommended when using extreme tonal differences such as vibrant reds and blondes

COUTURE BLONDE LOOKS

*

* MAGDALENA *



> ICED BLONDE BY BLONDOR FREELIGHTS <

* LOUISA MARIE *



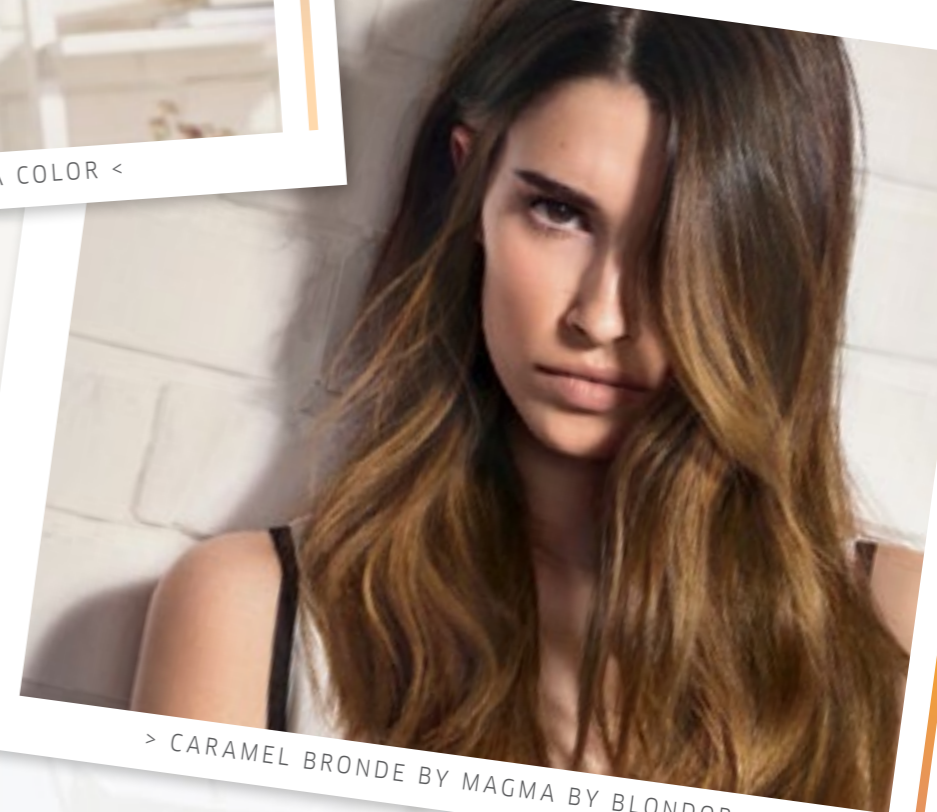
> SUNKISSED BLONDE BY KOLESTON PERFECT AND COLOR.ID <

* NINA *



> COASTAL BLONDE BY ILLUMINA COLOR <

* BARBARA *



> CAMEL BRONDE BY MAGMA BY BLONDOR <

couture
COLOR

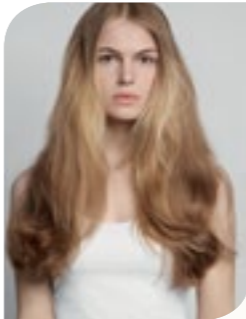
> WELLA PROFESSIONALS MASTER OF BLONDES <



Enjoy the
step-by-step
video:



ICED BLONDE BY BLONDOR FREELIGHTS



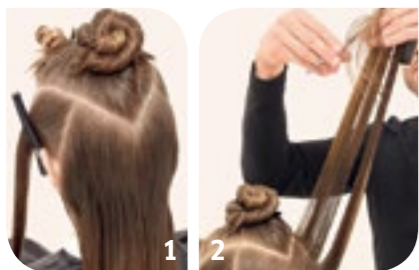
Before:
Natural color: 7/0
Color of mid-lengths and ends: 7/0-8/0
Condition: untreated
Color: Blondor Freelights + Freelights Developer 9%



COLOR

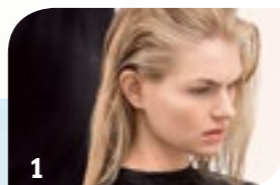
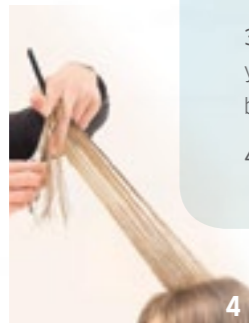
1. Start in the nape area with freehand highlighting. At the root area, apply full-strand painting towards the ends.
2. Continue with same technique to the top ...
3. ... and to the front.





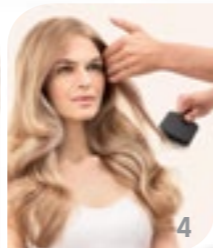
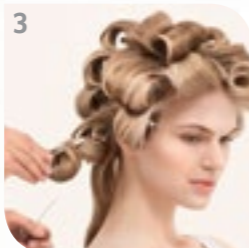
CUT

1. Section off a rectangle for the bangs and a wide triangle below the crown. Divide both sides with a parting behind the ear.
2. Then start at the back: taking vertical sections, direct them towards the top of the head and layer the hair.
3. Open the bangs rectangle first and comb the hair straight. Use your comb to secure the sections and as a guide for your bangs baseline.
4. Connect the remaining triangle with the bangs and the back.



STYLE

1. Use PERFECT SETTING by EIMI section by section on the hair.
2. Blow-dry the hair with a round brush and secure each blow-dried section with a section clip.
3. Once all sections are finished, start opening from the back.
4. Use a paddle brush to brush the hair through and finish the look with your hands.



CARE

HOME: Enrich collection

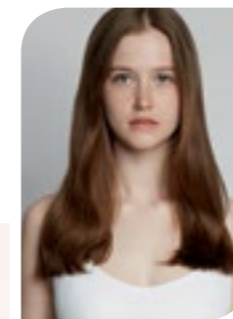
IN-SALON: Enrich Shampoo, Blondor Blonde Seal & Care and, for additional care, Enrich Mask or Leave-In Conditioner





SUNKISSED BLONDE

BY KOLESTON PERFECT AND COLOR.ID



Before:

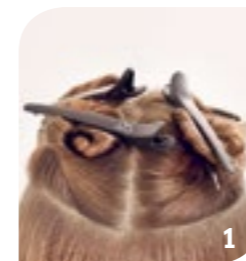
Natural color: 6/0

Color of mid-lengths and ends: 6/0

Condition: untreated

Color A: 15 g Koleston Perfect Special Blonde 12/07
+ 30 g Welloxon Perfect 12% + 3 ml Color.id

Color B: 15 g Koleston Perfect Special Blonde 12/89
+ 30 g Welloxon Perfect 12% + 3 ml Color.id



1



2



3



4

COLOR

1. Take a parting from one ear over the crown to the opposite ear. Take a second parting from the temple below the crown to the opposite temple.
2. Take small triangular sections and apply color A and B alternately. Complete towards the other side.
3. Open the crown section and continue applying color A and B alternately.
4. Finish off the application on the front of the head.

Enjoy the
step-by-step
video:





CUT

1. Section off the hair at the back with a middle parting. Start cutting the base-line using the comb as a guide.

2. Follow the line towards either side.

3. Start on one side, directing the hair towards the top of the head - layering the hair. Continue with the whole head in the same manner.

4. Blow-dry the hair and finish off the haircut by pointing the ends. Therefore, use diagonal sections around the head.



STYLE

1. Blow-dry the hair with the paddle brush.

2. Apply OCEAN SPRITZ by EIMI section by section.

3. Twist each section and use the Wella Professionals STYLE to fix the twist.

4. Finish off the look with your hands.



CARE

HOME: Brilliance collection

IN-SALON: Brilliance Shampoo, Service Color Post Treatment and, for additional care, Brilliance Mask or Leave-In Conditioner





COASTAL BLONDE BY ILLUMINA COLOR



Before:

Natural color: 6/0

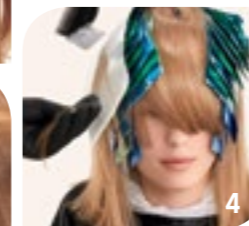
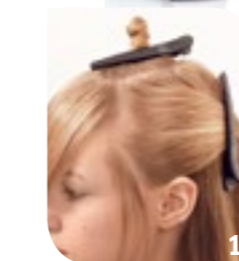
Color of mid-lengths and ends: 8/03

Condition: untreated, with old highlights

Color A: Illumina Color 10/1 + 10/36 1:1 + Welloxon Perfect 12 %

Color B: Blondor Multi Blonde Powder + COLOR TOUCH Emulsion 4 % 1:1,5

Color C: Illumina Color 9/60 + 9/03 3:1 + Welloxon Perfect 6 %

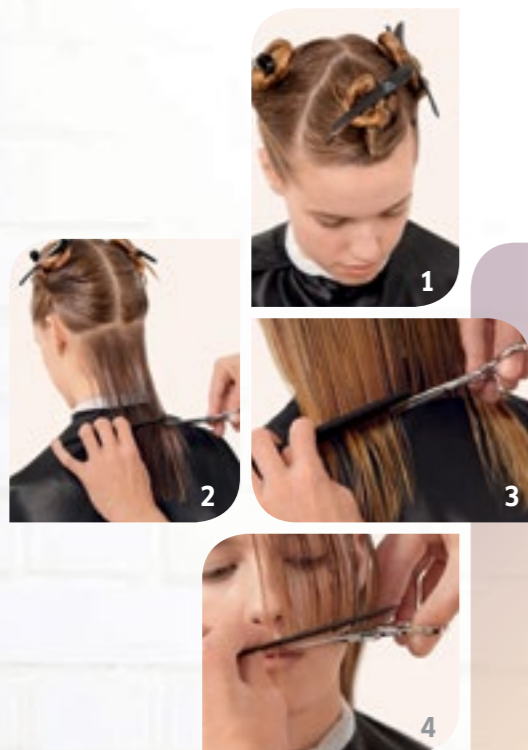


COLOR

1. Section off a small oval shape on top of the head.
2. Start in front of the ear in diagonal sections, applying color A as slices.
3. Alternate back-to-back slicing with color B.
4. Continue in the same way until the foils are placed around the head.
5. To complete, place 2-4 foils against the fringe area.
6. Color the remaining hair with color C.

Enjoy the
step-by-step
video:





CUT

1. Section off a wide triangle on top of the head. Create center parting from crown to nape.
2. Cut the baseline using the comb as a guide.
3. Continue in the same way until only the triangle on the top remains.
4. Open the triangle section on the top and take diagonal sections. Use the comb as a guide and cut the desired end length for the fringe. Complete the whole section in the same way.



STYLE

1. Apply a small amount of VELVET AMPLIFIER by EIMI to prepare the hair.
2. Blow-dry the hair with a paddle brush to achieve a smooth surface.
3. Use the Wella Professionals Curling Iron to create texture.
4. Style the hair with your fingers and use STAY ESSENTIAL by EIMI to complete the look.

CARE

HOME: Brilliance collection

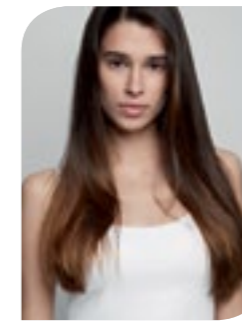
IN-SALON: Brilliance Shampoo, Service Color Post Treatment and, for additional care, Brilliance Mask or Leave-in Conditioner





CARAMEL BRONDE

BY MAGMA BY BLONDOR



Before:

Natural color: 5/0

Color of mid-lengths and ends: 6/7

Color A: MAGMA Limoncello + Blondor Freelights Developer 6 %

Color B: MAGMA /74 + Blondor Freelights Developer 9 %

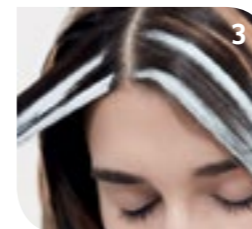
Color C: MAGMA /39 + Blondor Freelights Developer 12 %



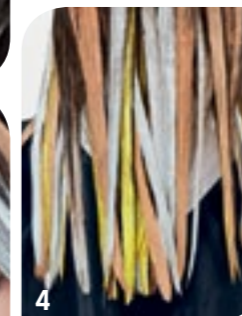
1



2



3



4

COLOR

1. Create a parting around the hat line. Start below the 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 when 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 the perfect finish, use MAGMA Post Treatment. Leave in for 5 minutes and rinse.



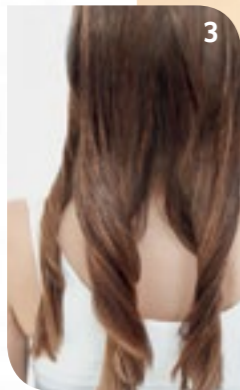
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step-by-step
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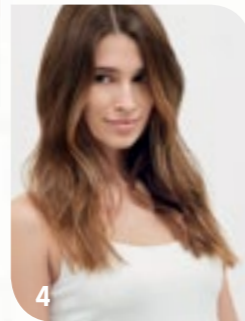
CUT

1. Take a teardrop shape around the crown. Take the whole section and twist it. Then use your scissors to slice the hair for very soft layering.
2. Take a middle parting. Use the same slicing technique on either side.
3. Point-cut the end lengths, your comb as a guide.



STYLE

1. Apply SUGAR LIFT by EIMI to the hair.
2. Take a wide section starting at 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.



CARE

HOME: Brilliance collection
 IN-SALON: Brilliance Shampoo, MAGMA Post Treatment and, for additional care, Brilliance Mask or Leave-in Conditioner





ALSO DISCOVER

WHITE LIGHT BY BLONDOR MULTI BLONDE



FROM THE SPRING/SUMMER 2015 TRENDS COLLECTION



Before:

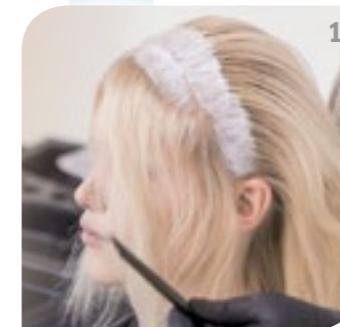
Natural color: 7/0

Color of mid-lengths and ends: 9/0-10/0

Condition: bleached

Color A: Blondor Multi Blonde 1:1,5
+ COLOR TOUCH Emulsion 4%

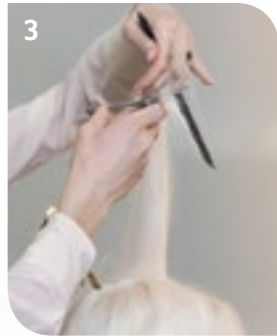
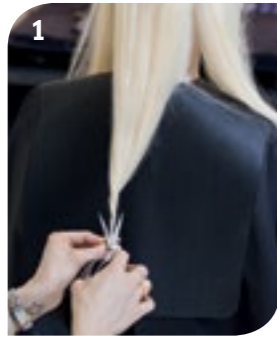
Color B: Blondor Multi Blonde Powder 1:1,5
+ COLOR TOUCH Emulsion 1,9%



COLOR

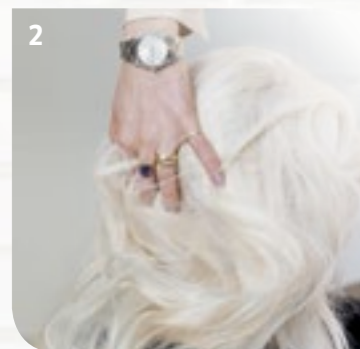
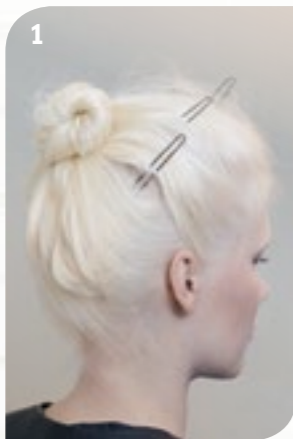
1. Take a parting from ear to ear and apply color A to the roots.
2. Once lightness on the roots is achieved, apply color B to mid-lengths and ends.
3. Develop until very pale blonde is achieved.





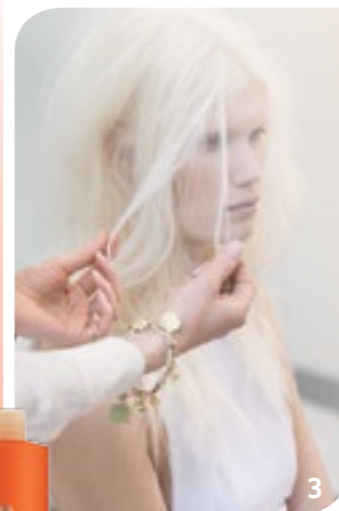
CUT

1. Take the back: twist and slide-cut to create a fine baseline.
2. Create two fields at the top of the hat line. Over-direct the sides forward to create softness around the face.
3. Release the top and over-direct the sides vertically as a guide to create soft layers.
4. Texture the perimeter at the front.



STYLE

1. Wrap the hair section by section in a tied knot and place it at the crown area.
2. Open and style with your fingers.
3. Take some strands around the face and slightly back - comb with your fingers.



CARE

HOME: Enrich collection

IN-SALON: Enrich Shampoo, Blondor Blonde Seal & Care, and for additional care, Enrich Mask or Leave-in Conditioner

