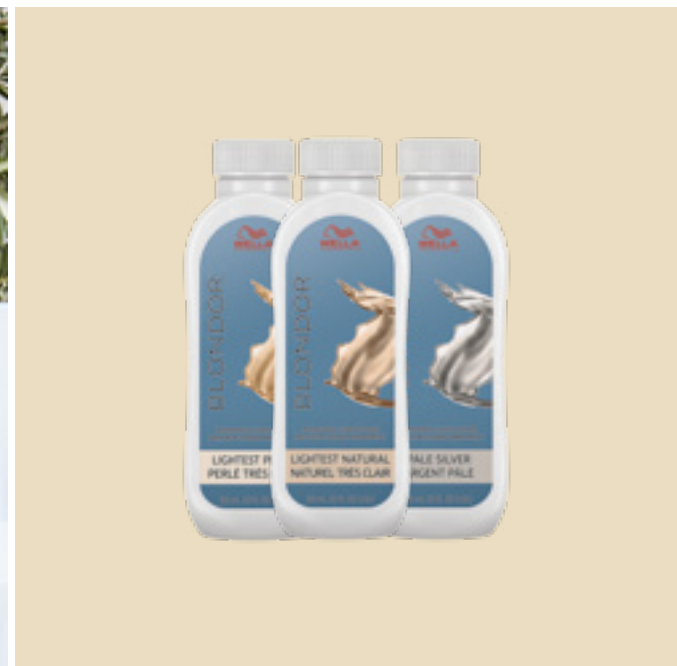
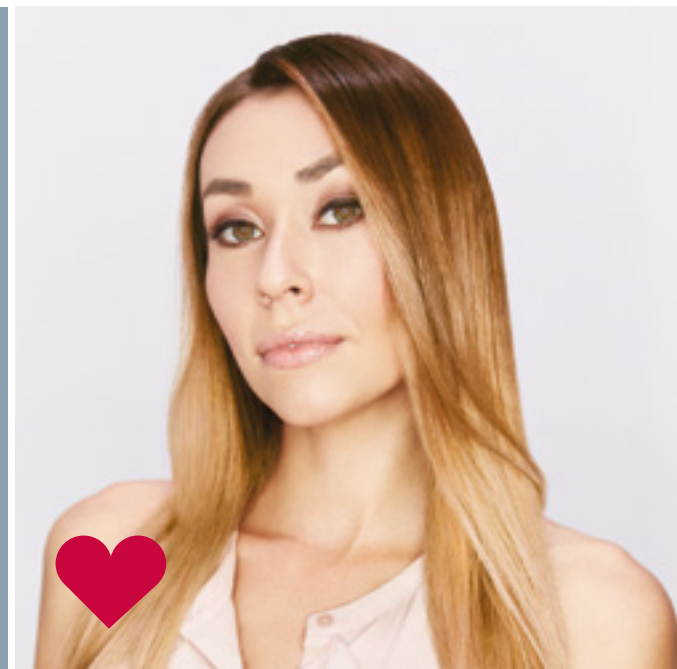
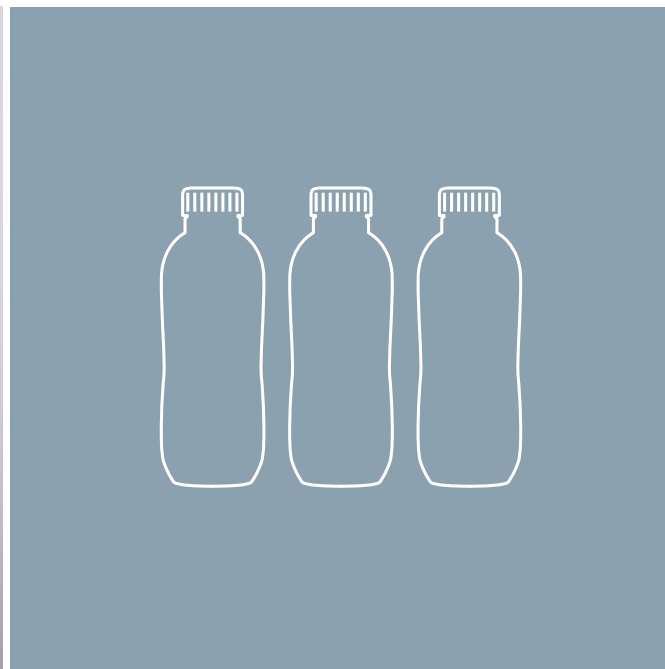


NEW

BLONDOR[®]

PERMANENT LIQUID TONERS



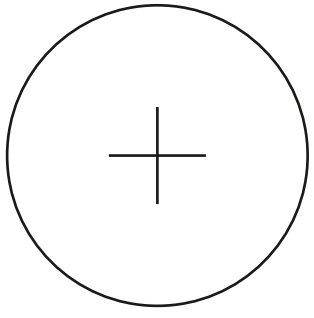


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Mixing Guidelines

5 intermixable liquid shades and a customizable brass kicker additive



Cool Amber Balayage

Soft sweeping color with gorgeous beige blonde



Diamond White Bleach & Tone

Glistening, cool, perfectly-toned platinum



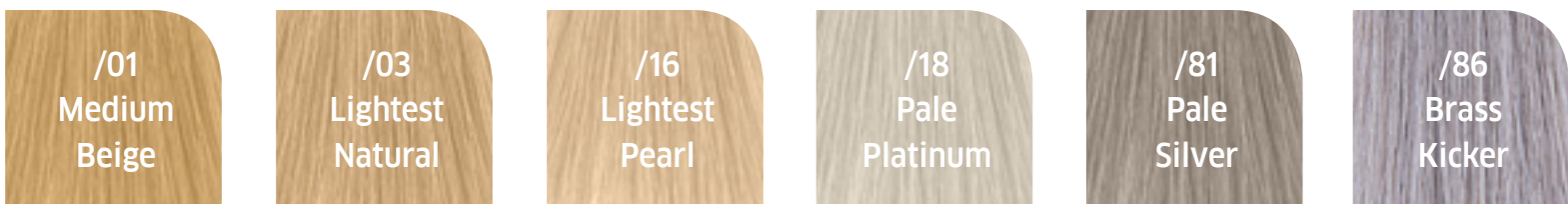
Crystal Quartz Highlights

Strands of deliberate brightness and a softened natural base

NEW

Permanent Liquid Toners from BLONDOR®

New Blondor Toners deliver reliable, true-to-tone results with non-progressive color that won't over-deposit. This collection offers 5 intermixable shades plus a Brass Kicker additive to neutralize underlying pigments and achieve the perfect blonde.



All tones shown on Level 10.

Meet Our New Platinum Perfectionist

No one knows blonde better than Wella's own Chief Blending officer, Zach Mesquit. Idolized for his color transformations, Mesquit consistently delivers piercing platinum that earned him the title of "King of Blondes".

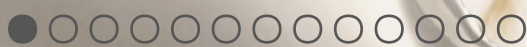
“When it comes to my clients, only the best will do. I'm obsessed with Blondor lightener and Blondor Toners are the perfect finishing touch for my platinum clients.”

Zach Mesquit

Chief Blending Officer, Wella Professionals North America



@zachmesquit





Mixing Guidelines

Mixing

Pre-lighten the hair to approximately half a shade lighter than your desired result. Apply toners to towel-dried hair. Check frequently for desired result. No heat.

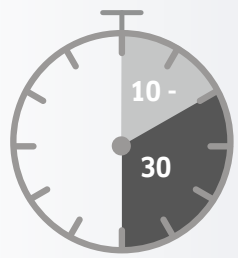
EXPRESS PASTEL TONING



#PROTIP

Mix 1:2 with Welloxon Perfect Pastel Developer for 10 mins.

BASE BREAK AND TONE

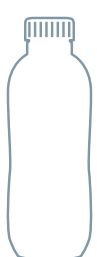


Mix 1:2 with 6% Welloxon Perfect Developer for up to 30 mins.

Kick Some Brass

Brass Kicker can be added to any Blondor Liquid Toner shade to reduce warmth.

HOW TO USE: Mix 1 capful up to 3 capfuls of Brass Kicker with 1 bottle of Blondor Liquid Toner. For every one capful of Brass Kicker, add two capfuls of developer (a 1:2 mixing ratio).



1+3



1+2



1+1



#PROTIP: One capful of Brass Kicker measures as 2g.



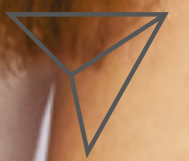
Jess



*Cool Amber
Balayage*



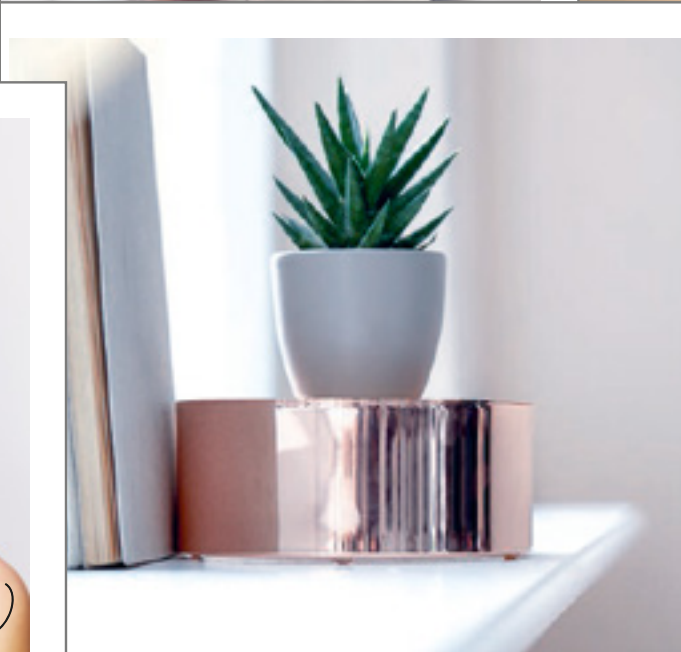
#Cool #Amber #Balayage



@jess.tolon



wellahairusa @jess.tolon #blondortoners #balayage #cool #amber #wella



hairusa #succulent #aesthetics #books #plant

Cool Amber Balayage

Unique to the amber hue family, the Cool Amber Balayage embraces soft sweeping color with gorgeous beige blonde. Underlying orange-gold pigments are neutralized and transform into a cool nude palette.

Toners you'll need:



#BrassKicker

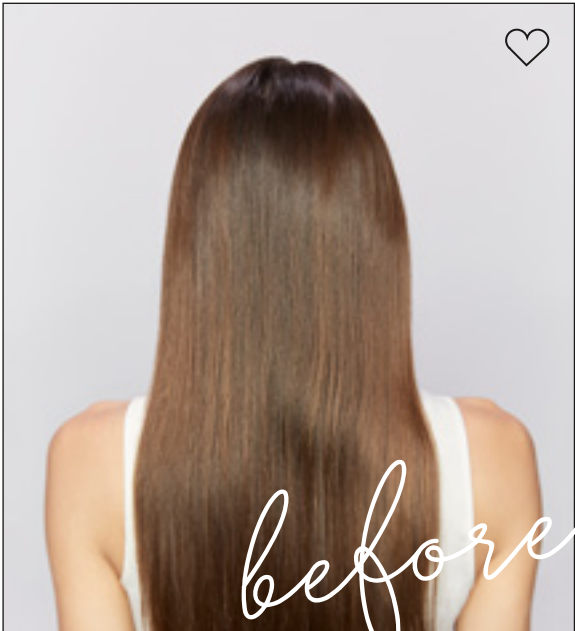


#LightestNatural

Other products you'll need:



Cool Amber Balayage




before

**Color Formulas:
Blondor Freights & Blondor Toners**

A: 30g Freights Powder + 45g
9% Freights Developer

B: 30g Freights Powder + 45g
12% Freights Developer

C: 60g Lightest Natural + 1 cap Brass Kicker
+ 124g Welloxon Perfect Pastel Developer



Step 01

Apply Formula **A** in horizontal sections through the back.



Step 02

Apply Formula **B** in diagonal sections through the front. Process for 45 minutes. Cleanse with Invigo Blonde Recharge shampoo and follow with Blondor Blonde Seal & Care. **#PROTIP:** Apply FREELIGHTS with a sweeping motion for maximum product application.

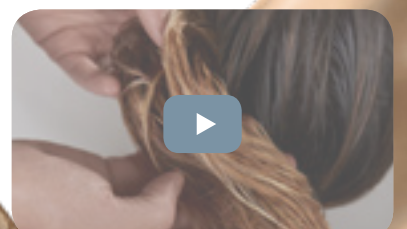


Assessment

Underlying pigment is level 7 orange-gold.

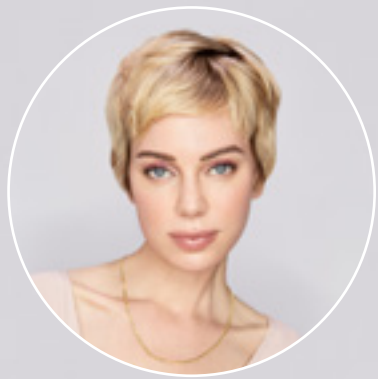
Step 03

Apply Formula **C** on towel-dried hair. After processing for 10 minutes, rinse and follow with Color Post Treatment.



Watch the Process!





Madi

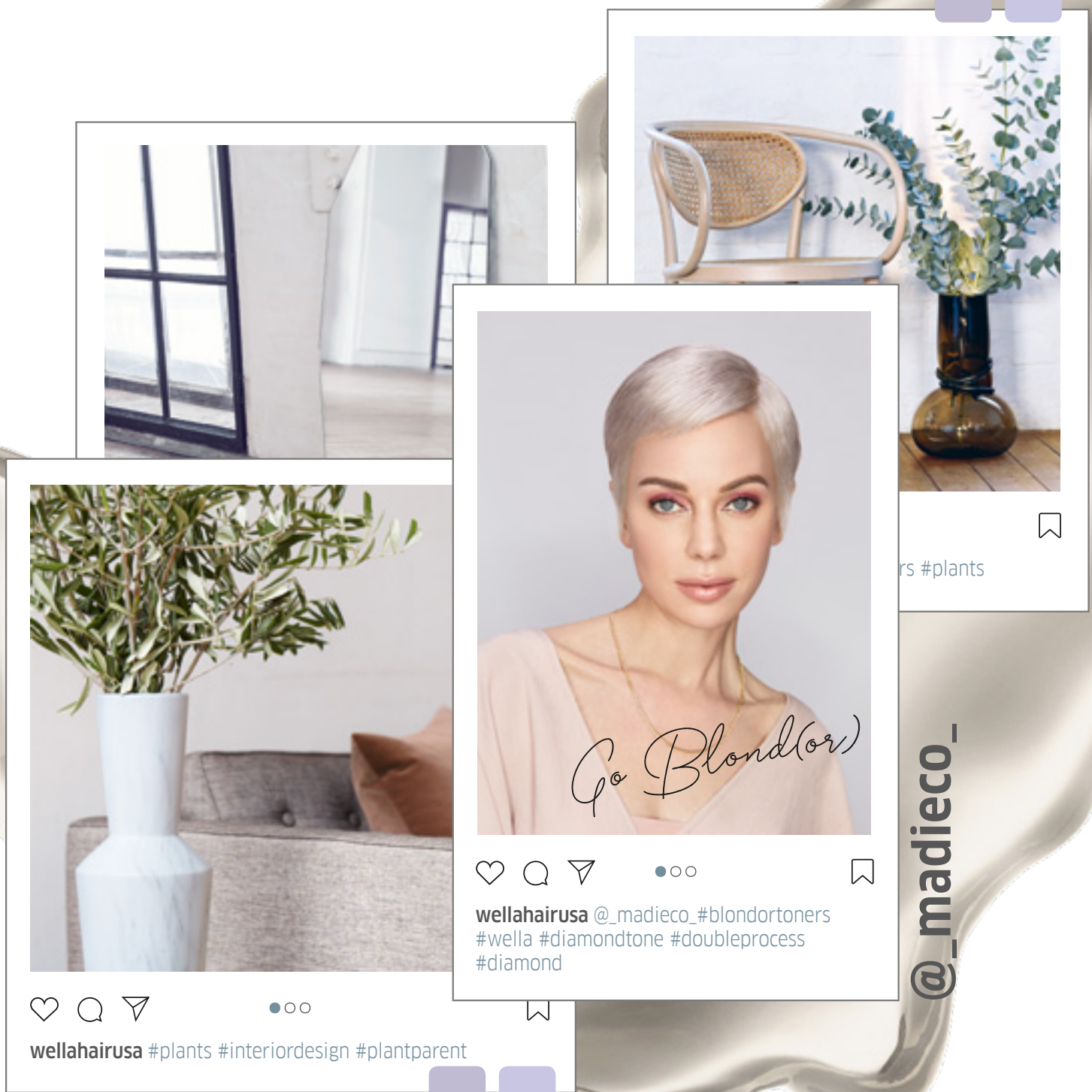


*Diamond White
Bleach & Tone*



#Diamond #Blonde #DoubleProcess

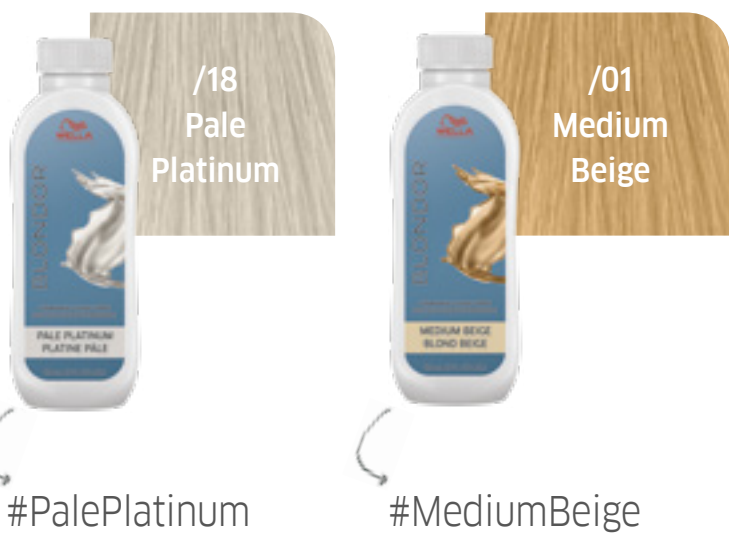




Diamond White Bleach & Tone

In a showstopping display of perfectly-toned platinum, the Diamond White Bleach & Tone look features piercing pastel in a glistening cool tone. Underlying yellow pigments become a flawless gem.

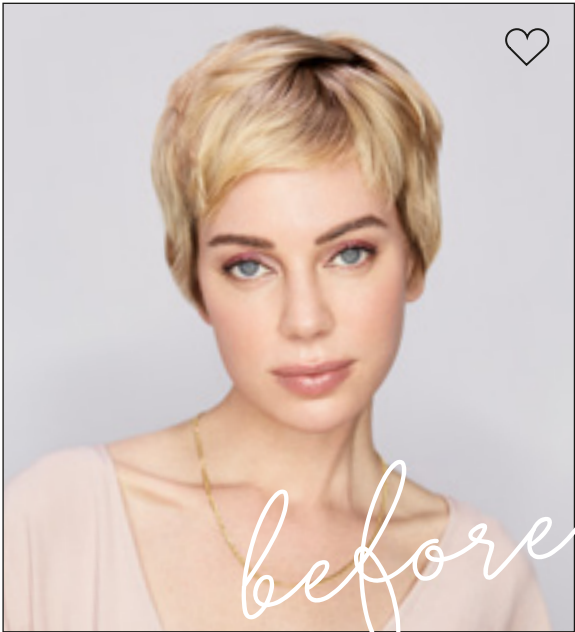
Toners you'll need:



Other products you'll need:



Diamond White Bleach & Tone

Color Formulas:
Blondor Soft Blonde Cream, Blondor Multi Blonde Powder, & Blondor Toners

A: 30g Blondor Soft Blonde Cream + 60g 6% Welloxon Perfect Developer

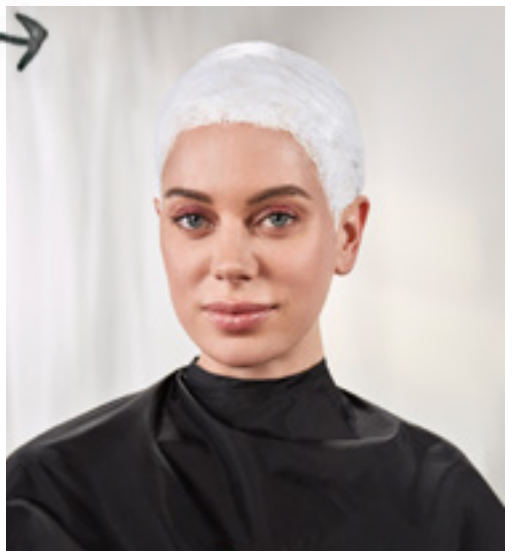
B: 30g Blondor Multi Blonde Powder + 60g Welloxon Perfect Pastel Developer

C: 60g Pale Platinum + 1 cap Medium Beige + 124g Welloxon Perfect Pastel Developer



Step 01

Apply Formula **A** in horizontal sections throughout.
#PROTIP: Take thin sections for the best saturation of lightener.



Step 02

Apply Formula **B** to mid-lengths and ends. After processing, cleanse with Invigo Blonde Recharge shampoo and follow with Blondor Blonde Seal and Care.
#PROTIP: Using a lower volume developer for the mid-lengths and ends will ensure even lift results.



Assessment

Underlying pigment is level 10 pale yellow.



Step 03

Apply Formula **C** to towel-dried hair and comb through.
#PROTIP: Blondor Toners can be applied with a bottle for quick application at the shampoo bowl.

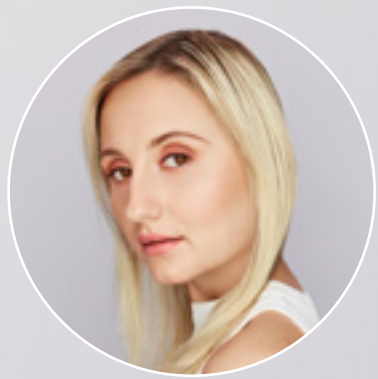
Step 04

After processing for 10 minutes, rinse and follow with Color Post Treatment.



Watch the Process!





Myla

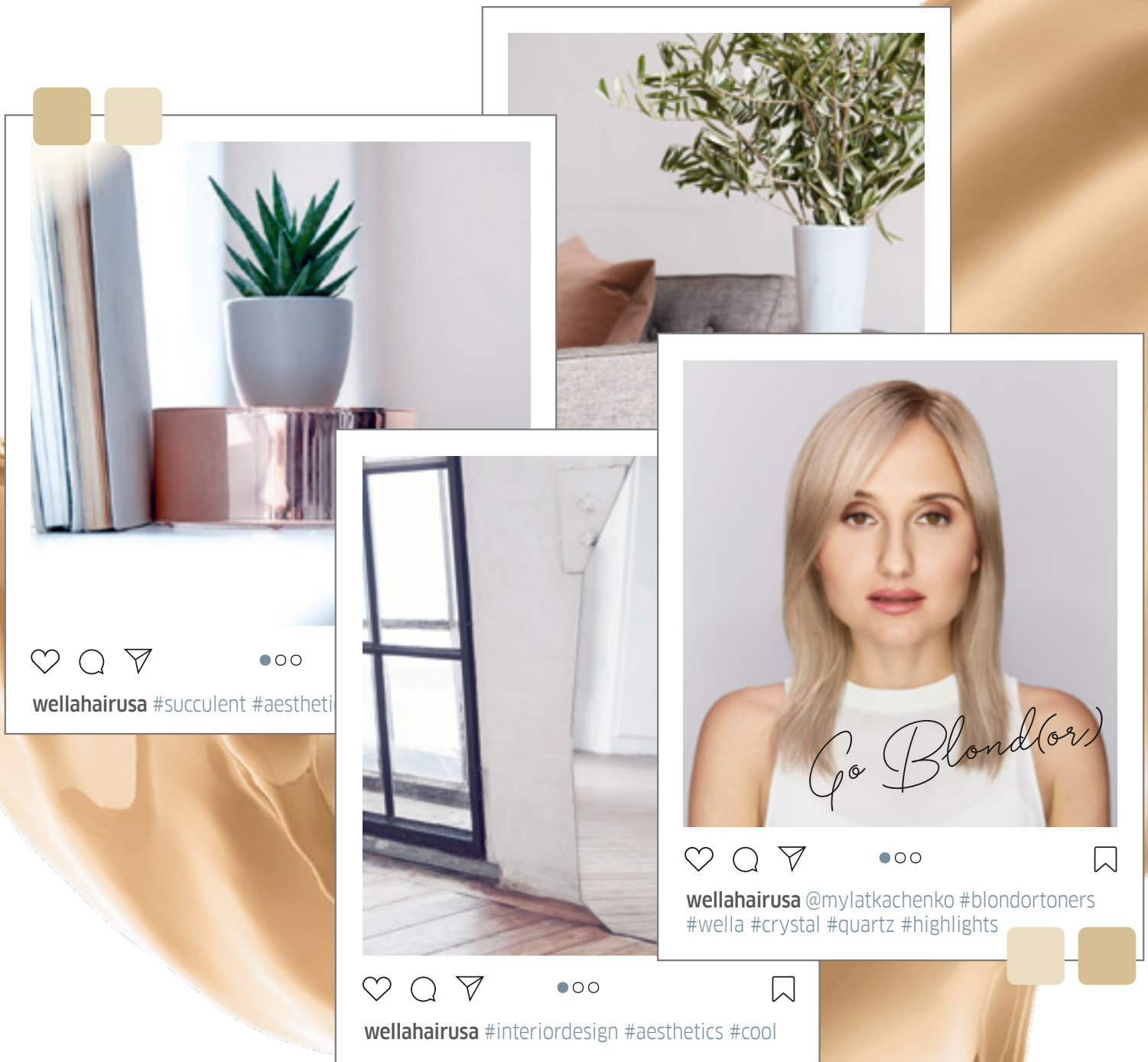


*Crystal Quartz
Highlights*



#Crystal #Quartz #Highlights





Crystal Quartz Highlights

Featuring strands of sparkling blonde, Crystal Quartz Highlights add pops of deliberate brightness while softening the natural base. Yellow undertones are softened to a shade of shimmering satisfaction.

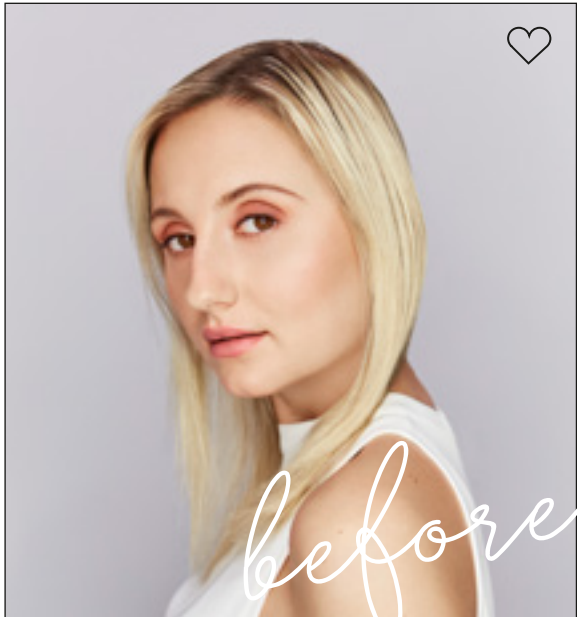
Toners you'll need:



Other products you'll need:



Crystal Quartz Highlights



**Color Formulas:
Blondor Multi Blonde Powder
+ Welloxon Perfect**

A: Silver foils: 30g Blondor Multi Blonde Powder
+ 45g 3% Welloxon Perfect Developer

B: Gold foils: 30g Blondor Multi Blonde Powder
+ 45g 6% Welloxon Perfect Developer

C: 15g Lightest Pearl + 15g Pale Platinum
+ 60g 6% Welloxon Perfect Developer



Step 01

Apply Formula **A** in foils using herringbone sections through the back. Use horizontal sections through both sides in the front.

#PROTIP: Take very fine sections when highlighting. This will ensure product saturation and secure hold for foils.



Step 02

Apply Formula **B** in horizontal sections through the top.

#PROTIP: Using different color foils to identify formulas will help with highlight placement.



Assessment

Underlying pigment is level 9 yellow.

Step 03

Apply Formula **C** on towel-dried hair using a bowl and brush. Apply first to the regrowth and then pull through the mid-lengths and ends. After processing for 20 minutes, rinse and follow with Color Post Treatment.



Watch the Process!



Blonde Care Maintenance

Keep your blonde bright and brass-free with Invigo Blonde Recharge shampoo and conditioners. Formulated with color pigments to maintain multi-dimensional, vibrant color, Blonde Recharge will neutralize yellow tones and leave your hair feeling soft to the touch.



#PROTIP from

Zach

“I recommend Invigo Blonde Recharge to all my clients to keep their blonde bright until they’re back in my chair.”

#Maintenance #InvigoMoments

#BlondeRecharge



For Warm Results



For **Amber Balayage** use INVIGO Blonde Recharge **Warm** as part of your blonde care.



For Cool Results



For **Crystal Quartz & Diamond White** use INVIGO Blonde Recharge **Cool** as part of your blonde care.



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