

BLONDOR PORTFOLIO

BY DESIRED SERVICE

HIGHLIGHTS

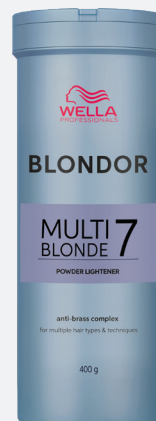
BLONDORPLEX 9

- Unbeatable clarity of lift*
- Plex Built In
- Metal Purifier Built In
- Maximum lift
- Up to 9 levels



BLONDOR MULTI 7

- Up to 7 levels lift
- Anti-brass complex
- Classic compact lightener



MAX LIFT

Mixing Recommendations 1:1.5 or 1:2 with Welloxon Perfect 1.9%, 4%, 6%, 9%, 12%

BALAYAGE / ILLUMINAGE

BLONDORPLEX 9

- Unbeatable clarity of lift*
- Plex Built In
- Metal Purifier Built In
- Maximum lift
- Up to 9 levels



MAX LIFT

Mixing Recommendations Blondor Freelights 1:1 to 1:3 with Freelights Crème Developer, 6%, 9%, 12%

BLONDOR FREELIGHTS

- Clay based lightener
- Gentle lightening
- Up to 7 levels of lift
- THE ACTIFUSE® technology
- Reduced transfer or bleeding



PERFECT FOR PAINTING

FULL HEAD BLONDE

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- Metal Purifier Built In
- Maximum lift
- Up to 9 levels



MAX LIFT

BLONDOR SOFT BLONDE 7

- Up to 7 levels of lift
- Gentle scalp formula
- Containing protective lipids



MAX SCALP COMFORT

Mixing Recommendations 1:1.5 or 1:2 with Welloxon Perfect 1.9%, 4%, 6%

CORRECTIVE

BLONDORPLEX 9

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- Plex Built In
- Metal Purifier Built In
- Maximum lift
- Up to 9 levels



MAX LIFT

BLONDOR SOFT BLONDE 7

- Up to 7 levels of lift
- Gentle scalp formula
- Containing protective lipids



GENTLE LIFT

Mixing Recommendations 1:1.5 or 1:2 with Welloxon Perfect 1.9%, 4%, 6%

FINDING YOUR PERFECT TONER

ACIDIC COLOR GLAZE



5-20
MIN

SHINEFINITY

- An acidic demi
- Zero lift
- Zero damage
- Translucent results
- Perfect for a root shadow
- Level 10's express toning option

USAGE TIPS

- Great for quick applications with a bottle applicator.
- Perfect for natural translucent results
- Simple Mixing , 1 part Shinefinity + 1 part Shinefinity Activator.
- Options of 2 Activators depending on your application, Bottle Application & Bowl & Brush Application.

RICH DEMI-PERMANENT



5-20
MIN

COLOR TOUCH

- An Alkaline demi
- Balanced results no matter the hair condition
- Gentle blending
- Rich dimensional results
- Great for corrective toning

USAGE TIPS

- Perfect for precision applications with a bowl & Brush + Maximum level of neutralisation & corrective toning.
- Simple Mixing , 1 part Color Touch + 2 part Color Touch Activator.
- Options of 2 Activators, 1.9% for classic coloring or 4% for increased intensity with reds or grey coverage.

EXPRESS PERMANENT



5
MIN

BLONDORPLEX CREME TONER

- An Alkaline toner
- Express development
- Blondes specific range
- Added Plex bonding technology
- Blending effect from natural to lights. (gentle base break)

USAGE TIPS

- Best on prelighted blondes and works perfectly post Blondor lightening.
- Simple mixing, 1 part BlondorPlex crème toner + 2 parts Welloxon Perfect Developer 1.9%.
- Expert tip, If you are looking for a softer result mix 1part BlondorPlex Crème Toner + 3parts Welloxon Perfect.

PERMANENT



5-40
MIN

ILLUMINA COLOR

- Permanent toning
- Sheer, natural looking results
- Soft lift / Base break
- Damage protection

USAGE TIPS

- Great for cooler results & a higher level of neutralisation.
- Simple mixing, 1 part Illumina Color + 2 parts Welloxon Perfect 1.9%.
- If you looking for a sheer result? there's the glossing technique, 1part Illumina Colour + 1part Welloxon Perfect 1.9% + 1part Service Post Color Treatment



5-40
MIN

KOLESTON PERFECT

- Permanent toning
- Rich results
- Maximum neutralization
- Soft lift / Base break
- Damage protection

USAGE TIPS

- Great for maximum neutralisation or corrective toning.
- Simple mixing, 1 part Koleston Perfect + 2 parts Welloxon Perfect 1.9%.
- If you looking for a softer result? there's the glossing technique, 1part Koleston Perfect + 1part Welloxon Perfect 1.9% + 1part Service Post Color Treatment.