



BLONDOR

makechange

BLONDOR

Our expert lightening range
for all your service needs

The success story started in 2002 when Blondor was crowned as favourite lightening system. Since then Blondor has won in multiple categories in total 17 awards for best lightener from behindthechair.com. This streak of achievement is sure to continue with our expert blonde and lightening products, which also offer much, much more.

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17^{TIMES}
WINNER

STYLIST CHOICE AWARDS
WINNER
by behindthechair.com



BLONDOR

For every blonde result your clients want.



EXPERT FOILING

From overall lighter effects to precision placement, highlighting is seen as not only a classic but a professional service mastered by hairdressers. Blondor Multi-Blonde is an world wide hero for these services winning countless awards.

FULL HEAD LIGHTENING SERVICES

Designed for maximum lightness that create the perfect palette from neutral blondes to beautiful pastels, clean platinum or vivid results. Blondor Soft Blonde Cream is the go-to for full head lightening.



BALAYAGE

From mild to wild with sweeping lights for a sun-kissed or dramatic graduation from dark roots to lighter ends. Blondor Freelights is the go to lightener for all your free hand painting techniques

UP TO
LEVELS
OF LIFT

9



New BLONDORPLEX

Bond builders have now become a standard additive in many blonding services. Wella introduces for the first time our lightening powder with a Bond Builder Technology included. Our new revolutionary BlondorPlex, with easy preparation and up to **97% less breakage** with the same lifting performance. You can use BlondorPlex as you would use Blondor Multi Blonde.

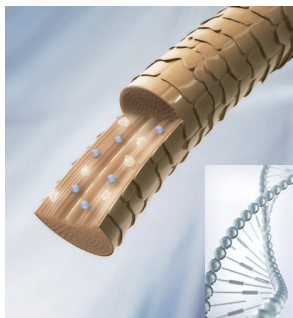
EVERYTHING YOU EXPECT FROM BLONDOR

- Up to 9 levels of lift while constructing bonds inside the hair with BlondorPlex technology
- Multi-blonde results
- Dust free
- Anti-yellow molecules

ALWAYS COMPLETE A BLONDORPLEX SERVICE WITH WELLAPLEX No.2



During lightening, some of the amino-acid bonds are broken causing damage.



Bond Builders helps to reconstruct inner hair bonds during lightening or colour service.



Bond Stabilizer further strengthens the hair bonds and rebalances the pH factor.



STEP 1

Mix BlondorPlex with Welloxon Perfect and apply to the hair where desired lift is required. Develop for up to 50 minutes or until desired lightening is achieved. DO NOT USE HEAT



STEP 2

After desired lift is achieved rinse thoroughly and apply WellaPlex No.2. Develop for 10 minutes.



MIXING – MIX BLONDORPLEX WITH WELLOXON PERFECT

 <p>1: 1.5 UP TO 2</p>	
<p>30 g</p>	<p>45 g up to 60 g</p>

SERVICES:

DEVELOPMENT TIME	ON SCALP	IN FOIL	FREE HAND
 <p>Up to 50 minutes (DO NOT USE HEAT)</p>	<p>✓</p>	<p>✓</p>	<p>✗</p>



ANY QUESTIONS

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