



NEW

BLONDOR

PERMANENT LIQUID TONERS

THE NEW TONER COLLECTION FROM THE #1 PROFESSIONAL LIGHTENER

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 to achieve the perfect blonde.



/01
Medium
Beige



/03
Lightest
Natural



/16
Lightest
Pearl



/81
Pale
Silver



/18
Pale
Platinum



/86
Brass
Kicker

ALL TONES SHOWN ON LEVEL 10.

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.

REGROWTH BASE BREAK



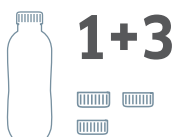
Mix 1:2 with 6% Welloxon Perfect Developer for up to 30 mins.

Kick Some Brass

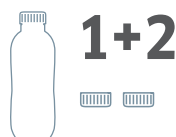
Brass Kicker can be added to any Blondor Liquid Toner shade to reduce warmth.

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

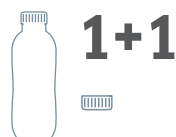
#PROTIP: One capful of Brass Kicker measures as 2g.



1+3



1+2



1+1

Meet our new
platinum perfectionist

@zachmesquit



“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

Zach Mesquit
Chief Blonding Officer, Wella Professionals North America



ENDLESS TONING POSSIBILITIES

	 KOLESTON PERFECT PERMANENT COLOR For Rich Toning	 ILLUMINA COLOR PERMANENT COLOR For Translucent Toning	 BLONDOR PERMANENT LIQUID TONERS • For Corrective Express Toning • For Base Breaking and Toning	 COLOR TOUCH DEMI-PERMANENT COLOR For Demi-Toning
BENEFITS	• Highly-pigmented • Rich tonal result • Variety of Rich Natural shades • Can mix with Wellaplex	• Luminous iridescence • Opalescent • Cream gel consistency • Can mix with Wellaplex	• Versatile • High-shine • Corrective • Recommended with Wellaplex Strengthening service	• Multi-dimensional • Deposit only • Ammonia-free • Can mix with Wellaplex
HOW TO USE	Mix 1:2 with Welloxon Perfect Pastel Developer and shades at levels 9 and 10. Apply to pre-lightened hair or natural level 9 or lighter. No heat. 1:2 Time: 	Mix 1:2 with Welloxon Perfect Pastel Developer and shades at levels 9 and 10. Apply to pre-lightened hair or natural level 9 or lighter. No heat. 1:2 Time: 	Corrective Express Toning Mix 1:2 with Welloxon Perfect Pastel Developer. No heat. 1:2 Time:  Base Break and Tone Mix 1:2 with 6% Welloxon Perfect Developer. No heat. 1:2 Time: Up to 30 mins. max. 	Mix 1:2 with COLOR TOUCH 1.9% Emulsion. 1:2 Time: 