



MAGMA
BY BLONDOR

CREATIVE TONES

SOFTENS THE INTENSITY OF SHADES AND GIVES IDEAL PAINTING CONSISTENCY FOR FREEHAND TECHNIQUE



Limoncello



1.9% 4% 6% 9% 12%
developer strength



- CREATIVE TONES
- BLONDES
- REDS
- BROWNS
- INSTRUCTIONS FOR USE



BLONDES

BEIGE • SANDY • POWDERY

/17



1.9% 4% 6% 9% 12%
developer strength

/39



1.9% 4% 6% 9% 12%
developer strength

/89 & /89+



1.9% 4% 6% 9% 12%
developer strength

CREATIVE TONES

BLONDES

REDS

BROWNS

INSTRUCTIONS FOR USE

REDS

SOFT CHERRY PINK
EXPRESSIVE RED
TO INTENSE PURPLE HAZE

/44



1.9% 4% 6% 9% 12%
developer strength

/65



1.9% 4% 6% 9% 12%
developer strength

CREATIVE TONES

BLONDES

REDS

BROWNS

INSTRUCTIONS FOR USE



BROWNS

CARAMEL • ESPRESSO • MAPLE

/74



1.9% 4% 6% 9% 12%
developer strength

CREATIVE TONES

BLONDES

REDS

BROWNS

INSTRUCTIONS FOR USE

INSTRUCTIONS FOR USE



APPLICATION

Only apply off scalp on dry hair.

USAGE

- MAGMA by Blondor lifts hair up and tones at the same time, even if it is previously coloured.
- MAGMA can be used for freehand lightening and tone for different hair types for soft, harmonious colour results.
- More intense results especially on dark coloured hair can be achieved with foil technique.

EXPERT ADVICE

For red shades: Longer development time intensifies the colour result and durability.

LASTINGNESS

Up to 15 washes.

MIXING RECOMMENDATIONS

MAGMA by Blondor can be used with all Wella Developers 1,9 % up to 12 % depending on the level of lift and tone intensity needed:

LEVELS OF LIFT	UP TO
Welloxon Perfect 12%	6 levels
Freelights Developer 12%	6 levels
Freelights Developer 9%	5 levels
Welloxon Perfect 9%	5 levels
Welloxon Perfect 6%	4 levels
Freelights Developer 6%	4 levels
Color Touch Intensive Emulsion 4%	3 levels
Color Touch Intensive-Emulsion 1,9%	2 levels

- Recommended mixing ratio for freehand techniques 1 : 1,5 - 1:2 with Freelights developer 6%, 9%, 12%.
- Recommended mixing ratio for foiling techniques: 1 : 1,5 with Welloxon Perfect 6%, 9%, 12%.
- Recommended mixing ratio for very soft results such as “Artistic Blending” service: 1:1,5 with CT Emulsion 4%, 1,9%.

DEVELOPMENT TIME

Red shades: Without heat: min. 30 to max. 60 minutes with heat: min. 20 to max. 40 minutes.

Blonde shades: Without heat: min. 20 to max. 40 minutes with heat: min. 15 to max. 30 minutes.

LEVELS OF INTENSITY

After 20 mins: soft.

After 60 mins: intense.

AFTER TREATMENT

- After completion of the development time, rinse thoroughly and shampoo.
- To neutralise oxidation residues and stabilise tone, apply MAGMA Post treatment.
- Leave on for a minimum of 5 minutes.

APPLICATION ON ALREADY HIGHLIGHTED HAIR

The colour results of MAGMA /89 Pearl Cendré Light may be too intensive on very light/previously coloured hair. In such cases always colour the dark untreated parts of the hair first and then emulsify the colour through the already lightened hair for the last 5 minutes of the development time. If the above

recommendations are not followed the tone can become too intensive. To achieve optimum colour results the use of MAGMA is recommended on hair coloured evenly from roots to ends.

DO NOT USE MAGMA ON HAIR THAT IS:

- usually treated with plant hair colours.
- usually treated with a chemical straightener.

