



WELLA THE HEART OF HAIRDRESSING

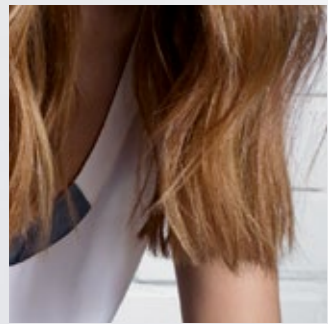
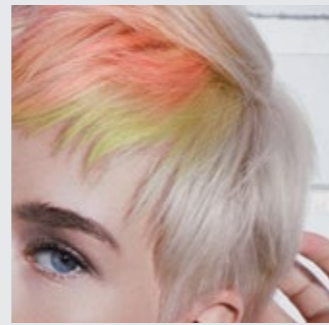


MAGMA
BY BLONDOR



CONTENT

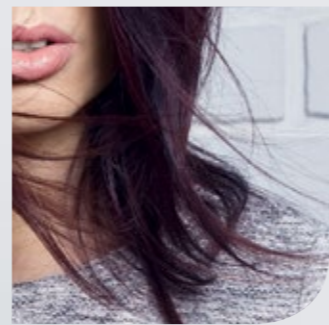
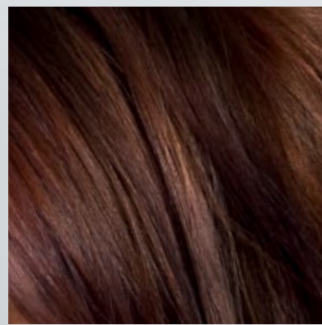
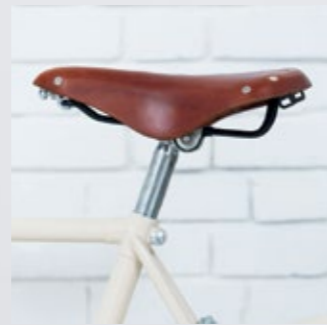
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DISCOVER MAGMA BY BLONDOR

LIFT AND TONE IN ONE SINGLE STEP

Take just one simple, intuitive step to expand your lightening horizons and enter a dynamic world of Pigmented Lighteners - where the flow is seamless, and absolute creative control can be expressive and spontaneous. The 2-in-1 creative system allows you to craft the most personalized color results, from soft to expressive.

MAGMA PROVIDES THE WORLD OF CREATIVE SIMPLICITY.



MAGMA

BY BLONDOR



A MYRIAD OF POSSIBILITIES, FOR DIFFERENT COLOR RESULTS.

Expand and deepen the range of premium color services you offer to your clients. From foils to freehand, including creative services, be inspired by the easy-to-master techniques on the following pages and discover new dimensions of color.

NEW FOCUS

ON THE MAGMA SHADE FAMILIES



NEW MAGMA BY BLONDOR SHADE PORTFOLIO HAS BEEN DESIGNED TO BETTER MEET YOUR CLIENTS NEEDS:

- Same great performance in lightening you are used to
- Less boldness in tone and less striking than previous shade portfolio
- Calmer appearance means more natural results than previous shade portfolio
- New shades are in tune with upcoming trends



BLONDES

BEIGE • SANDY • POWDERY

EXPLORE THE CAPTIVATING WORLD OF MAGMA,
where blondes come to life in a number of hues
and nuances: crafted to perfection, effortlessly.

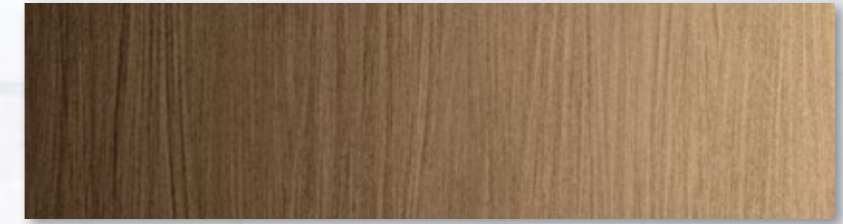
/03+



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

/17

NEW SHADE



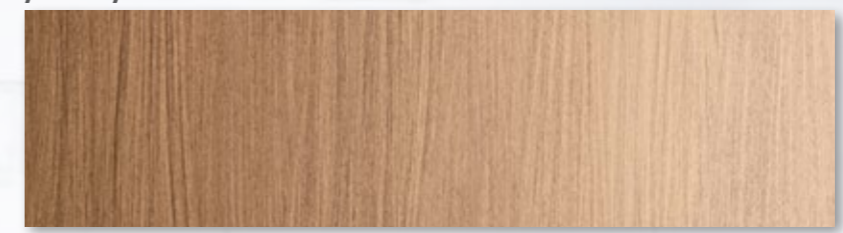
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/39 & /39+



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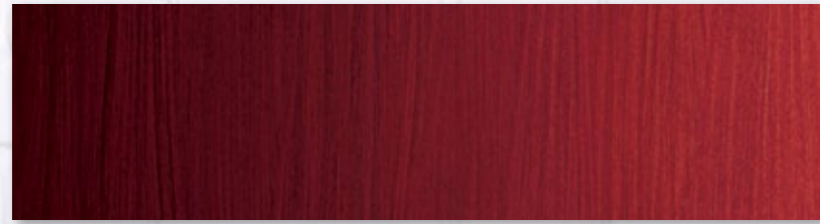
/89 & /89+



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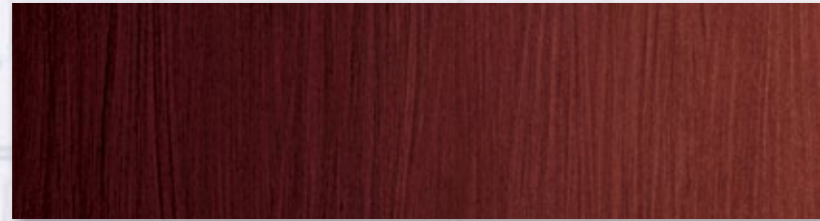
NEW SHADE



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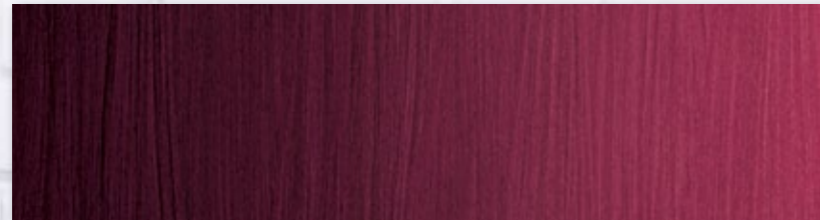
NEW SHADE



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/65

NEW SHADE



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developer strength

REDS

SOFT CHERRY PINK • EXPRESSIVE RED
TO INTENSE PURPLE HAZE

JOURNEY THROUGH THE EXPANSIVE WORLD OF MAGMA REDS,
where passion for the most subtle or intense tones, is realized
and expressed with ease.



BROWNS

CARAMEL • ESPRESSO • MAPLE

/07+



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developer strength

/73

NEW SHADE



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developer strength

/74

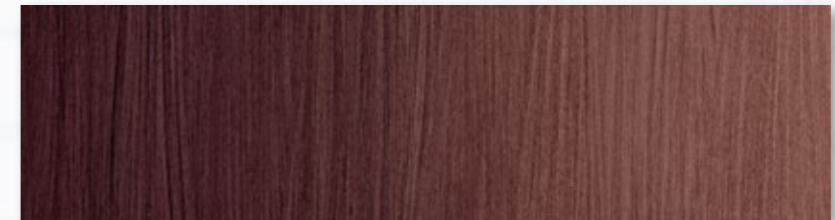
NEW SHADE



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developer strength

/75

NEW SHADE



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developer strength

ENTER THE EXCITING WORLD OF MAGMA BROWNS, where an array of alluring tones and enticing variations can be created with simplicity.

CREATIVE TONES

HOW TO APPLY THE ALL NEW LIMONCELLO

- As a solo color, Limoncello can be used as a stand alone shade for painting/freehand and is especially suited for dark hair.
- It is a cool yellow that neutralizes the undertones during the lightening process and yields a beautiful, natural looking gold as the final result.
- It can be used as a mixtone to create a variety of new tonalities, such as peach or light pastel yellow.



L - Limoncello






NEW SHADE



1,9% 4% 6% 9% 12%
developer strength

5 CREATIVE MIXING RECOMMENDATIONS

Use these 2 MAGMA tones for creative mixing. Especially Clear Powder enables you to soften the intensity of MAGMA shades.

 <p>GOLDEN PINK 10g Limoncello + 10g /65</p>	 <p>LIGHT PASTEL PINK 20g Clear Powder + 2g /65</p>	 <p>MAUVE 8g /65 + 20g Limoncello</p>	 <p>LIGHT PEACH 20g Limoncello + 0,5g /44</p>	 <p>IRISÉ BROWN 10g /36 + 10g /73</p>
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MAGMA CLEAR POWDER can be used to soften the intensity of the shades and gives ideal painting consistency for freehand techniques.

BLONDES

/89 (Original)



/89 + C - Clear Powder (1:1)



1,9% 4% 6% 9% 12%
developer strength

RED

/44 (Original)



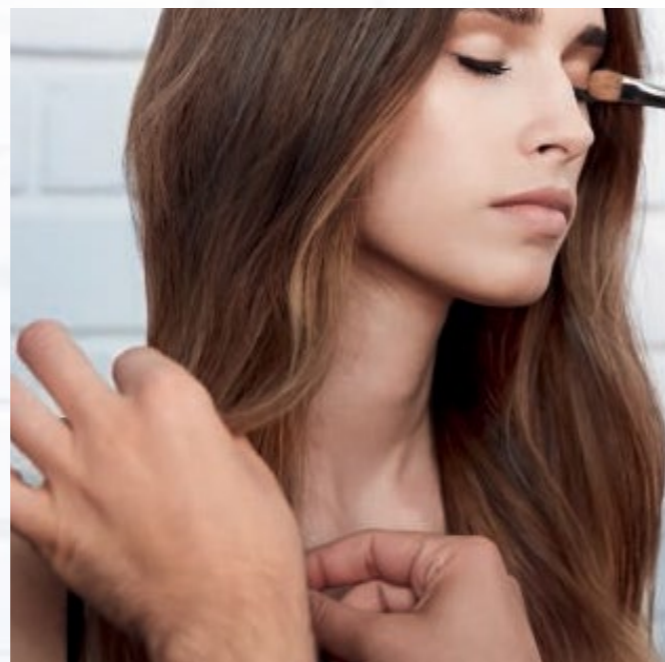
/44 + C - Clear Powder (1:1)



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FOIL HIGHLIGHTS

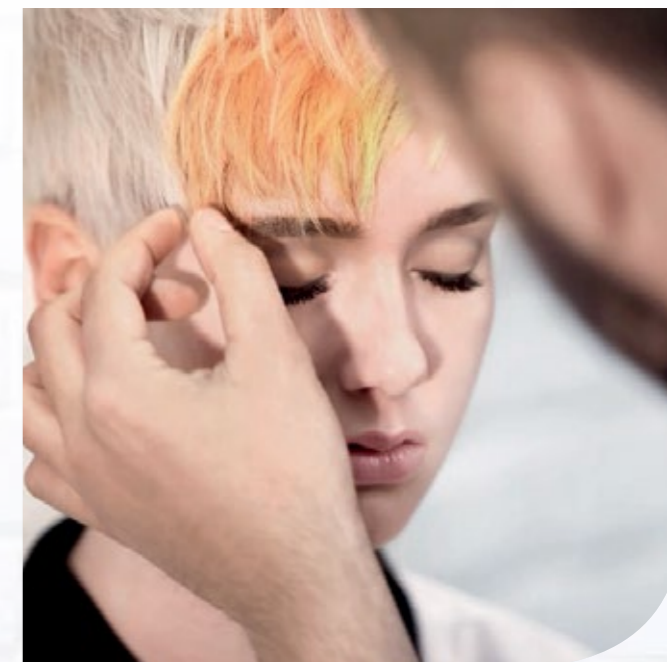


FREEHAND LIGHTENING



NEW

ARTISTIC BLENDING



CREATIVE TONING



EXPLORE

A NEW DIMENSION OF MAGMA LOOKS



FOIL HIGHLIGHTS



An iconic service for tonal highlights with foils on natural or already colored hair. From soft to intense depending on the size of the chosen highlights.