CHOOSE THE **PERFECT** TONER FOR YOUR CLIENT

WELLA PROFESSIONALS

| NEUTRALISE IN **5 MINUTES WITH BOND** BUILDING TECHNOLOGY | **HIGH SHINE** TONAL GLAZE WITH ZERO LIFT | **INTENSIVE** TONING FOR UNEVEN BLONDES | BLEND AND TONE FOR A **SATURATED VIBRANT FINISH** | BLEND AND TONE FOR A **SHEER PREMIUM FINISH** |

BLONDOR**PLEX**™
CREAM TONER

- Speed toning
- Bond building
- Neutral blondes
- Easy 5 shade portfolio
- Perfect for express toning on all blonde services

SHINEFINITY

- Glaze finish for high shine
- Intermixable portfoilio for personalised toning
- No shift – perfect for toning blondes when natural hair is present

COLOR TOUCH

- Saturated pigments for neutralisation on the warmest blondes
- Large palette for personalised toners
- Perfect for blending on uneven lightness

KOLESTON PERFECT

- Permanent colour allows for slight lifting for a blended finish
- Large palette for personalised blondes
- Saturated finish for vibrant results

ILLUMINA COLOR

- Permanent colour allows for slight lifting for a blended finish
- Large palette for personalised blondes
- Sheer finish for premium results

BLONDORPLEX™
CREAM TONERS

WHY BUY BLONDORPLEX CREAM TONERS

These toners are a quick and simple solution to getting great condition and beautifully toned hair in just 5 minutes, saving you time and money. As it is a compact range of just 5 shades, it is easy to add to your current range of toners. Formulated with Plex technology, the BlondorPlex Cream Toners will build bonds and repair the hair whilst toning in one single step.

IMPORTANT INFORMATION

WHAT IS A GENTLE SHIFT?
Gentle shift means that it will not over lift and expose warm tones to the hair. The low ammonia level offers just enough to shift the yellow tones for a bright clean finish.

WHY DO WE NOT HAVE TO USE STEP 2?
BlondorPlex Cream Toners are formulated with integrated Plex. Therefore, Wellaplex No. 2 is not required, saving approximately 15mins (WellaPlex, rinse and shampoo steps). BlondorPlex Cream Toners allow for fast application and fast rinsing. They are energy, water and time efficient, while still offering up to 90% less hair breakage*.

WHAT DEVELOPER STRENGTHS ARE RECOMMENDED TO BE USED WITH THESE TONERS?
For express blonde toning, Welloxon Perfect 1.9% Pastel Developer is recommended to achieve balanced blonde results and neutralise, with minimal disturbance to the natural hair. Welloxon Perfect 4% Developer is suitable for base breaking, additional neutralisation and for more intense blonde toning whilst gently shifting the natural hair.

FAQ'S

WHAT IS THE LONGEVITY OF THE TONER?
Up to 20 shampoos depending on the condition and porosity of the hair, ensure use of a Wella colour preserving care range for best longevity.

CAN I LEAVE THE TONER ON FOR LONGER THAN 5 MINUTES?
BlondorPlex Cream Toners are designed for express toning. However, if additional neutralisation is required or when working with coarse hair textures the time can be extended by 2-3 minutes.

DO I APPLY THEM ON TO DAMP OR DRY HAIR?
You can apply them to pre-shampooed damp hair as well as on dry hair.

HOW DO I MIX IT?
BlondorPlex Cream Toners are designed for a 1:2 Mixing ratio, with Welloxon Perfect 1.9% Pastel Developer.

I FIND THE TONE TOO STRONG, HOW CAN I SOFTEN THE RESULT?
You can either mix the toner in a 1:3 ratio OR, if you find the result too cool, use /36 to reduce neutralisation mixed with /16 and /81.

WHEN AND WHY WOULD I USE THE BOOSTER?
/86 Ultra Cool Booster can be used to intensify neutralisation of strong brassiness and unwanted warmth. Add 1-5g of Ultra Cool Booster to 30g of core shade.

HOW MUCH PRODUCT IS RECOMMENDED PER SERVICE?
It will depend on the length and thickness of your clients hair, on average between 30-60g colour, on a 1:2 mixing ratio, with Welloxon Perfect 1.9% Pastel Developer.

CAN WE RECYCLE THE BOX, TOP AND TUBE?
Yes we can. On top of that, the folding carton is made from 85% recycled material, the tube 100% recycled aluminium, and the cap 95% Recycled PCR.

*Instrumental testing measuring combing resistance of BlondorPlex bleach + BlondorPlex Permanent Cream Toner vs. BlondorPlex bleach alone