



WELLA
PROFESSIONALS

NO.1
SALON HAIR
BRAND
IN THE UK*

FOILING TECHNIQUES

FREE DOWNLOAD





THE POWER OF LIGHTENING

FULL SERVICE OFFERING



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 and BlondorPlex 9 is a worldwide hero for these 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.



For freehand open-air lightening with sweeping lights for a sunkissed or dramatic graduation from dark roots to lighter ends Blondor Freelights offers an ideal consistency for precision.



Controlled neutralisation for bespoke blonde toning from cool to warm after all lightening services with BlondorPlex Cream Toners a dedicated blonde toning solution with Plex Technology, for shiny & healthy-looking blonde results with up to 90% less hair breakage*.

UNDERSTANDING LIGHTENING



All Blondor products contain 3 key ingredients:

- Persulfates
- Alkalisating agents
- Hydrogen peroxide (from Welloxon Perfect Developer and dedicated Freelights Developer).

When mixed accurately, these three key ingredients work together to create consistent lightening results, but the hero elements are the persulfates. The quality and amount of the persulfates formulated in Blondor products is what gives them such highly reliable performance.

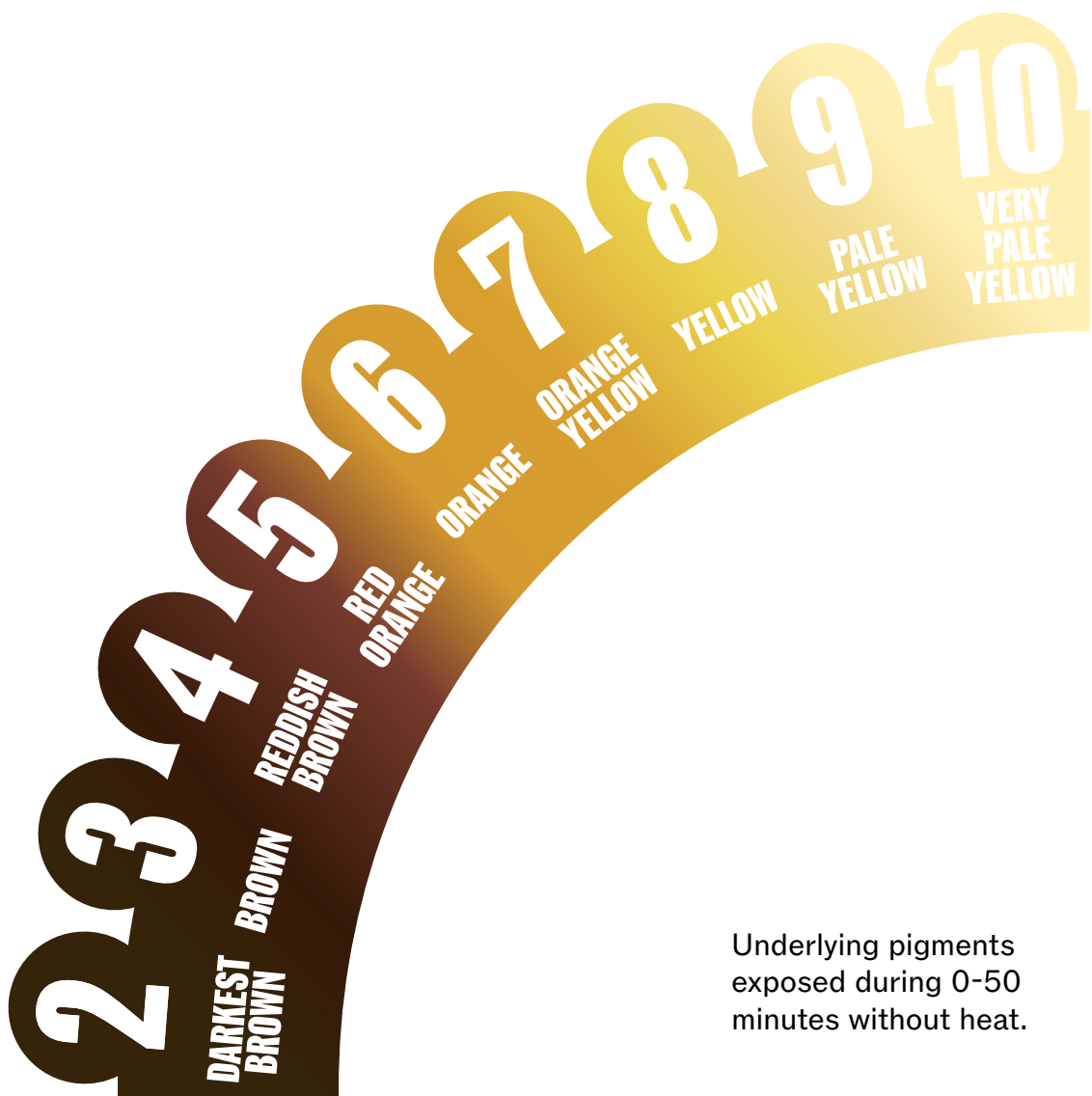
Blondor products contain two or three types of these high-quality persulfates. One kick-starts the lightening process and as it slows down, the second and third activate and complete the development, allowing the product to achieve up to 7 (or in the case of BlondorPlex 9, up to 9) levels of controlled lift.

For best result, don't forget to weigh your Blondor and developer, bleaching is dependent on the strength and quantity of developer mixed. Therefore, using the dedicated developer.

LIGHTENING JOURNEY

Along with the colour wheel, the lightening curve is an essential tool that the best colourists from around the world refer to when formulating colour & lightening services. The lightening curve provides a colourist with a visual representation of the underlying pigments of each depth of hair colour, it will help identify which product and developer strength is suitable for each hair type.

During lightening, the natural and artificial colour in the hair is removed and the underlying pigment is exposed, which will range from reddish brown to yellow tones. This will happen during all colouring services but is more visual during lightening services.



Underlying pigments exposed during 0-50 minutes without heat.

EXPERT LIGHTENING TIPS

APPLY WITH PRECISION

for your best, cleanest results.

APPLY PLENTY OF PRODUCT

to ensure the level of lift required and avoid uneven results.

CHECK DEVELOPMENT CONSTANTLY

Starting with a lower strength developer and increasing for control and accuracy.

CONDUCT A STRAND TEST

to accurately predict lightening results and know what's achievable for each client.

DO NOT OVERLAP – doing so can cause damage to the hair.

REMEMBER THE MAXIMUM LIFT

Never lighten hair beyond a level 10/ very pale yellow, as it will have a negative effect on the condition and structure of the hair. (Depending on the hair, your maximum level of lift may be lower.)

THINK “LOW AND SLOW”


Choosing a lower developer to combine with your Blondor product means that you will break down melanin in the hair slowly and gradually.





THE LITTLE GUIDE TO HIGHLIGHTING

When it comes to highlighting, various techniques can yield a range of outcomes. The desired result for you and your guests hinges on three essential elements.



First, your choice of weaves or slices affects how defined the color appears.

Second, decide if you want a seamless root-to-end blend and how gradual it should be.

Finally, think about color application. Do you prefer a solid tone or a soft transition from roots to ends?

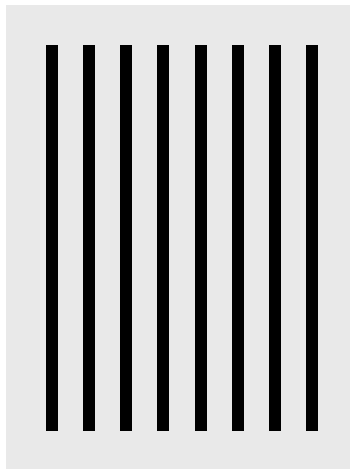
This guide will assist you in selecting the ideal technique to achieve the perfect blonde results.

WEAVES & SLICES

When using weaves and slices, it's important to consider two main factors. A finer weave, like the natural or baby light weave, results in a more natural look and a softer finish. On the other hand, more defined weaves or slices offer increased definition and a prominent color placement. Additionally, tighter spacing of the weaves or slices improves color visibility but diminishes contrast.

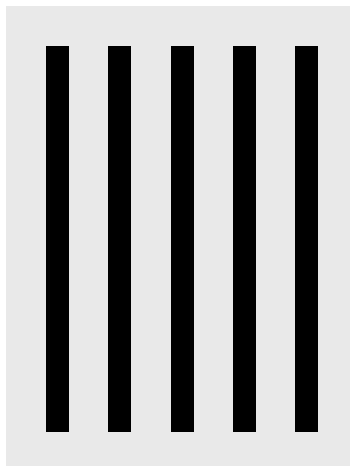
NATURAL BABY LIGHTS

7-10 Weaves. A more natural look and a softer blend of tones.



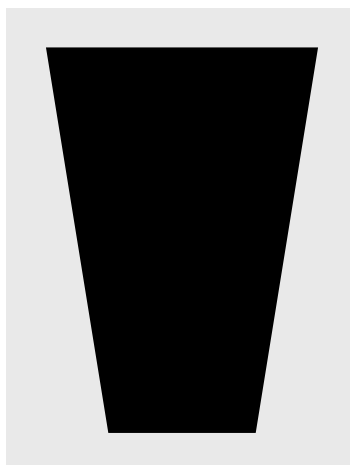
DEFINED WEAVES

4-6 Weaves. An increased definition and a slightly more prominent blend of tones.



MAXIMUM IMPACT

Fine slice of hair. Slices offer increased color visibility for a prominent color placement.



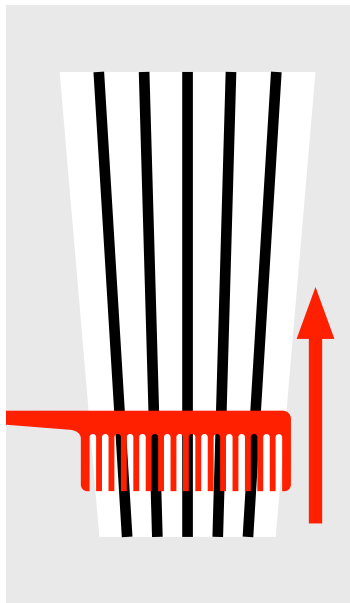
TEASING & BACKCOMBING

Teasing or backcombing helps blend highlights with natural hair for a softer, more natural look. The smoothness of the blend depends on how much hair you backcomb and where you start along the hair strand.

MAXIMUM BACKCOMB

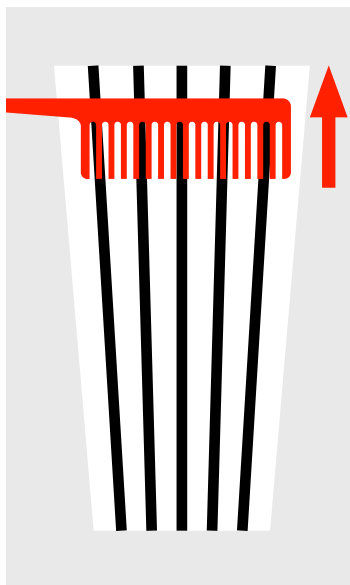
Combing from the mid-lengths of the hair all the way to the roots to achieve optimal diffusion a blurred effect.

This technique is highly recommended for the tip-out technique.



TEASE BACKCOMB

Tease the hair 5-10 cm away from the roots to achieve a gentle gradient between the natural color and highlights. This technique is particularly effective when creating a root shadow.



Top Tip: If you'd rather not backcomb, try air-touching using a dryer to blow out finer hairs for a soft, natural blend between roots and highlights.

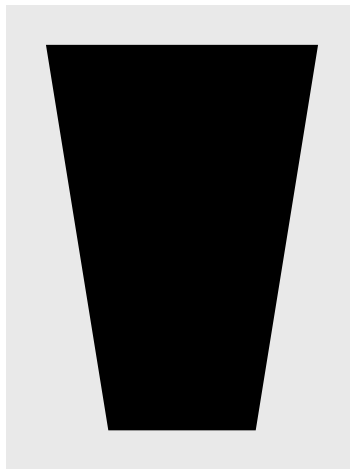
COLOR PLACEMENT

When applying color to a foil or meche, various techniques can be utilised to achieve a range of results.

Whether you aim for strong placement from roots to ends, a softly feathered transition, or a delicately blended color transition, here are three methods that will help you achieve the desired result.

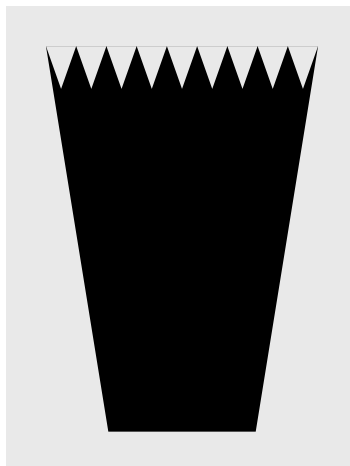
COLOR BLOCKING

Coloring an entire section of hair, making it ideal for achieving highlights that are positioned near the roots.



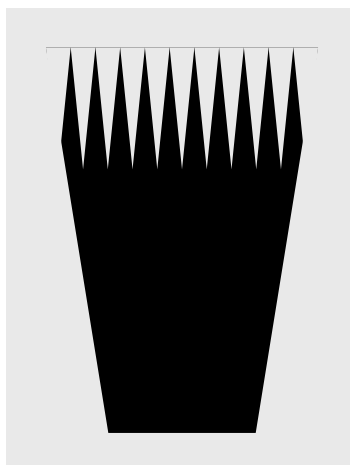
FEATHERING

V-shaped placement of color that facilitates a smoother transition between the roots and highlights.

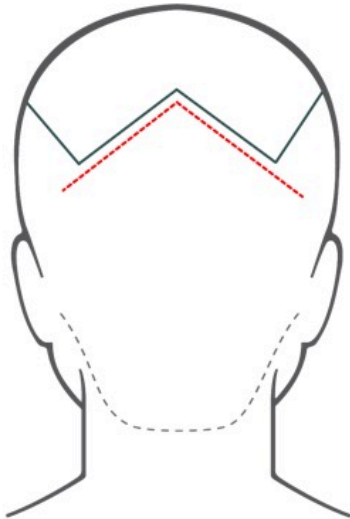
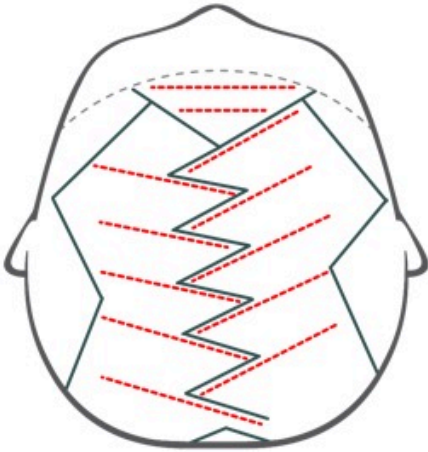
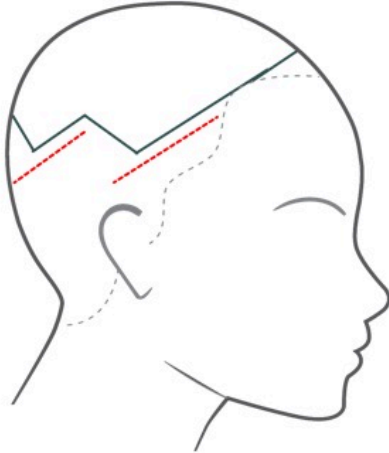


BLUSHING

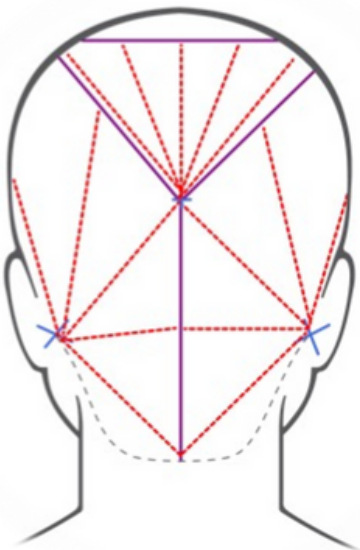
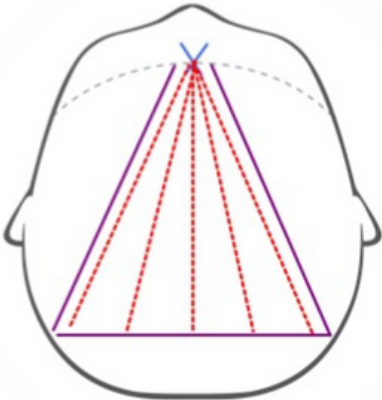
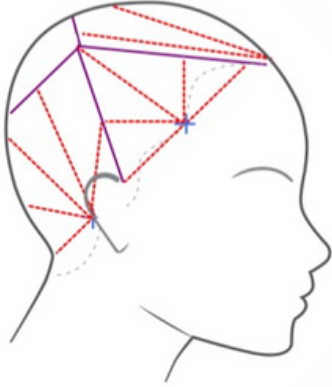
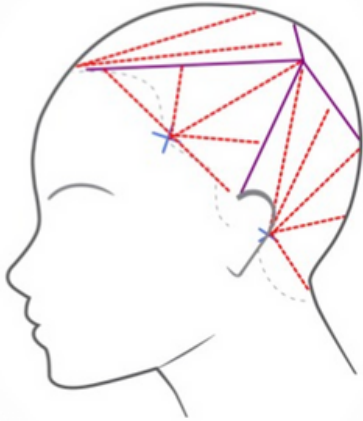
Most effective when you aim to achieve a gentle blend into the highlight without any visible lines.



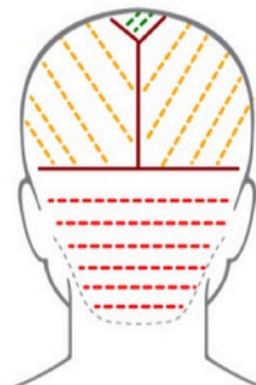
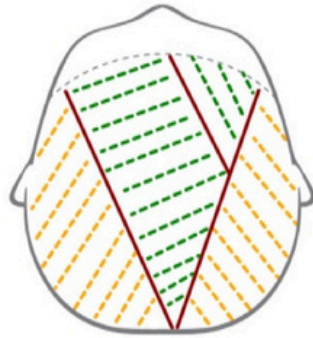
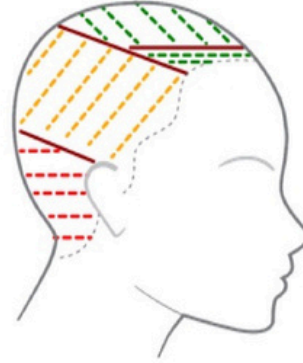
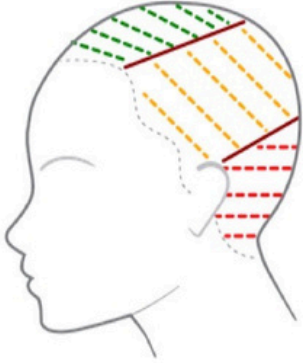
18 FOILS



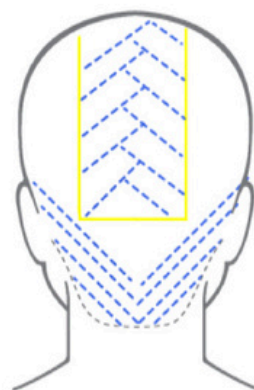
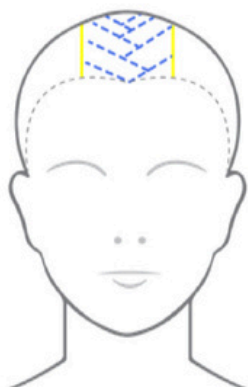
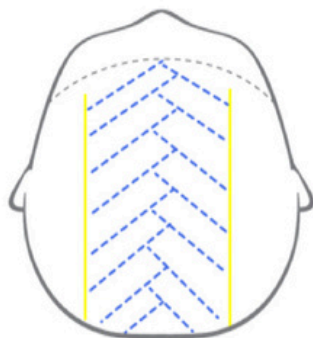
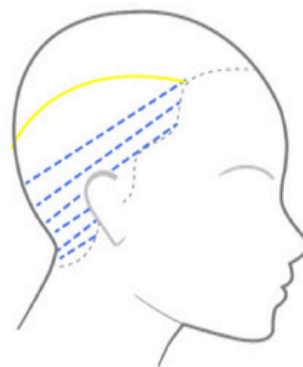
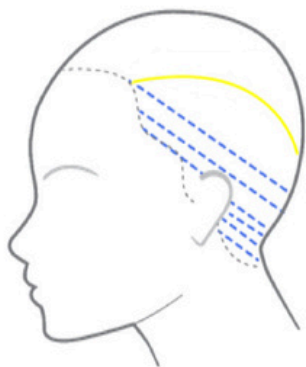
30 FOILS



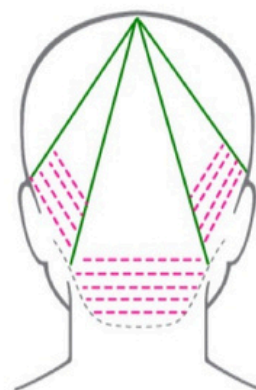
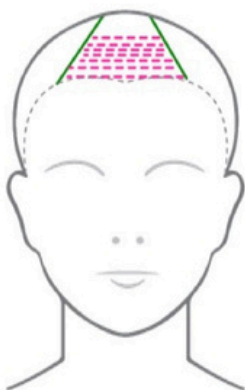
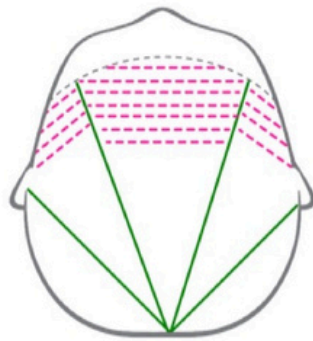
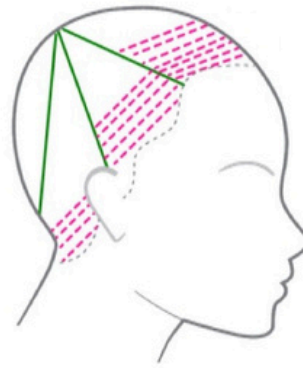
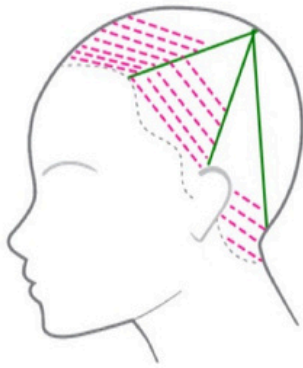
STANDARD FOILS



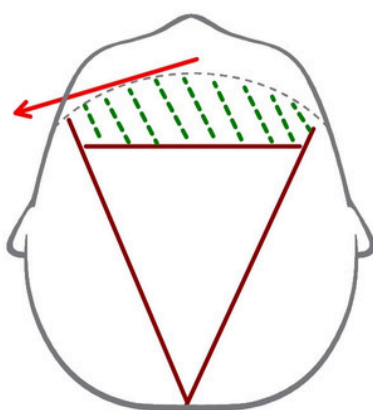
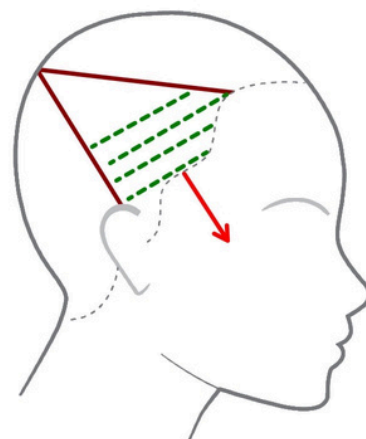
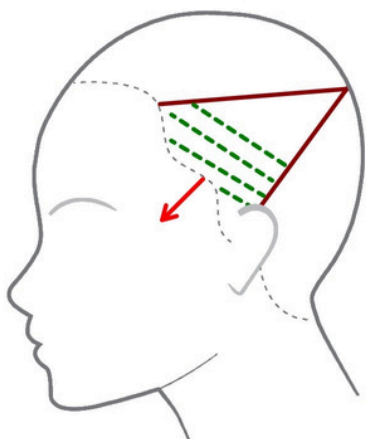
MOHAWK FOILS



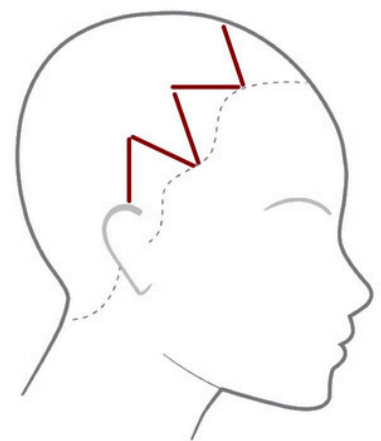
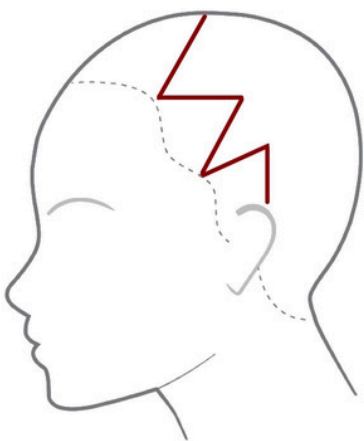
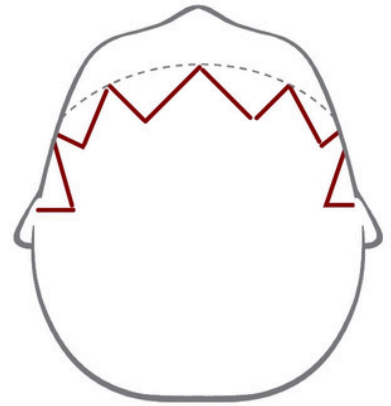
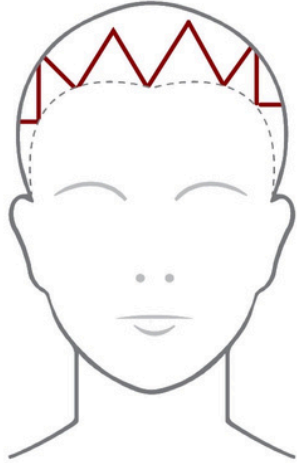
HAIRLINE - 30 FOILS



FACEFRAME FOILS



HAIRLINE FACEFRAME FREEHAND





TONING SOLUTIONS

THE PERFECT PARTNER FOR ANY LIGHTENING SERVICE IS THE TONING

WHAT IS TONING?

Toning is a secondary step that is used to reduce warm and brassy tones that are exposed after lightening, to achieve creamy to icy blonde hues.

BEFORE



AFTER



Lightening
to Level 9/



After Color
Fresh Mask Pink

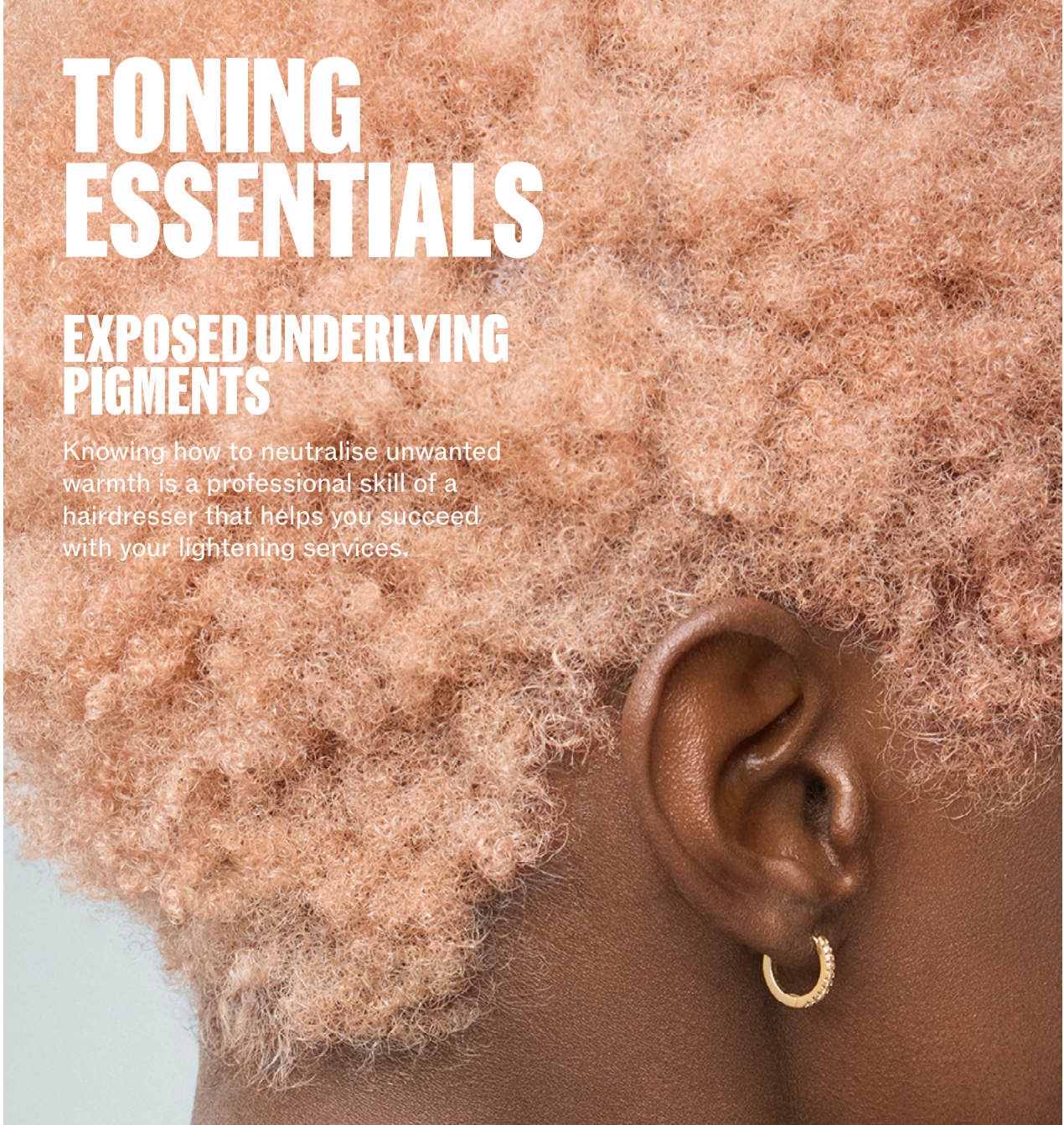


Or to create bright and playful hues, from soft and pastel to bright and bold.

TONING ESSENTIALS

EXPOSED UNDERLYING PIGMENTS

Knowing how to neutralise unwanted warmth is a professional skill of a hairdresser that helps you succeed with your lightening services.








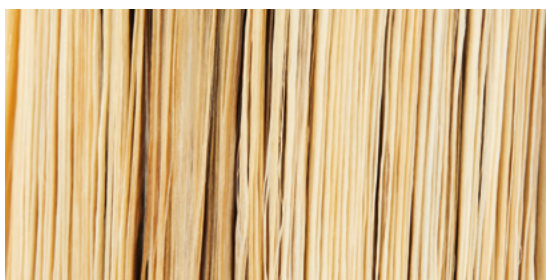
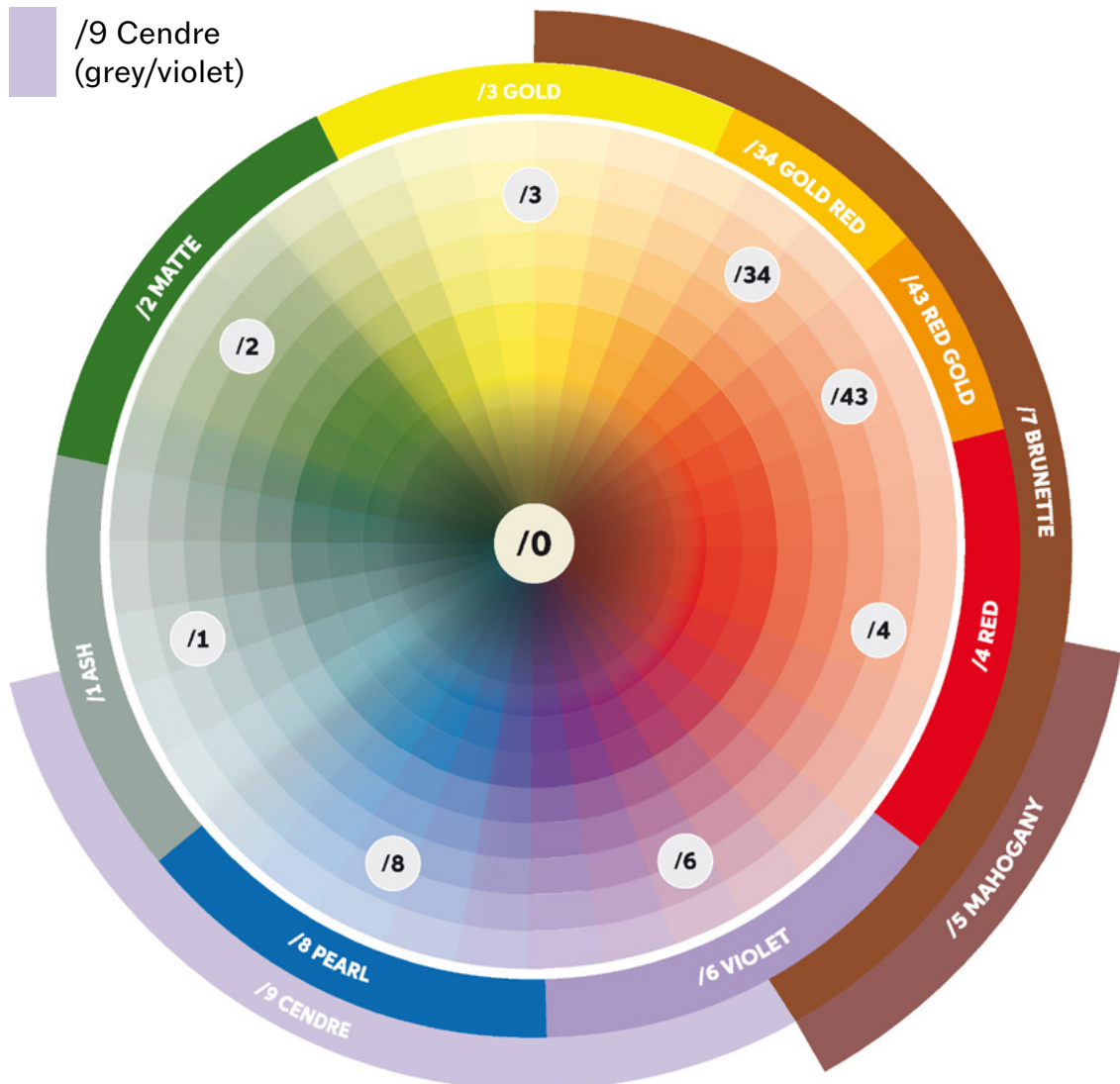
DEPTH		UNDERLYING PIGMENT	NEUTRALISING TONE
10/0	 Lightest Blonde	 Very Pale Yellow	 Violet
9/0	 Very Light Blonde	 Pale Yellow	 Violet
8/0	 Light Blonde	 Yellow	 Violet
7/0	 Medium Blonde	 Orange Yellow	 Blue / Violet
6/0	 Dark Blonde	 Orange	 Blue
5/0	 Light Brown	 Red Orange	 Green / Blue
4/0	 Medium Brown	 Reddish Brown	 Green
3/0	 Dark Brown	 Brown	 Green
2/0	 Black	 Darkest Brown	 Green

TONING ESSENTIALS

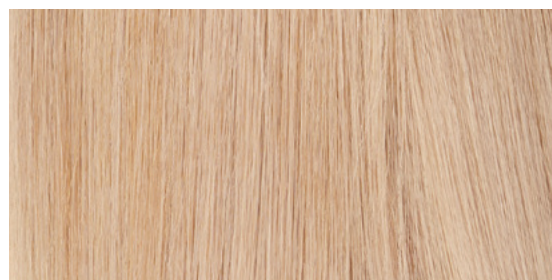
COMPLEMENTARY COLOUR

Opposite colours neutralise one another. This is key to remember when toning.

 /1 Ash (soft grey ash)	 /2 Matte (green)	 /3 Gold (yellow)	 /4 Red (warm)
 /5 Mahogany (red/violet)	 /6 Violet (cool)	 /7 Brunette (warm)	 /8 Pearl (blue)
 /9 Cendre (grey/violet)			



After lightening and before toning, hair appears warmer and darker.



After toning, underlying pigments are neutralised for a beautiful final result.

WELLA PROFESSIONALS NUMBERING SYSTEM



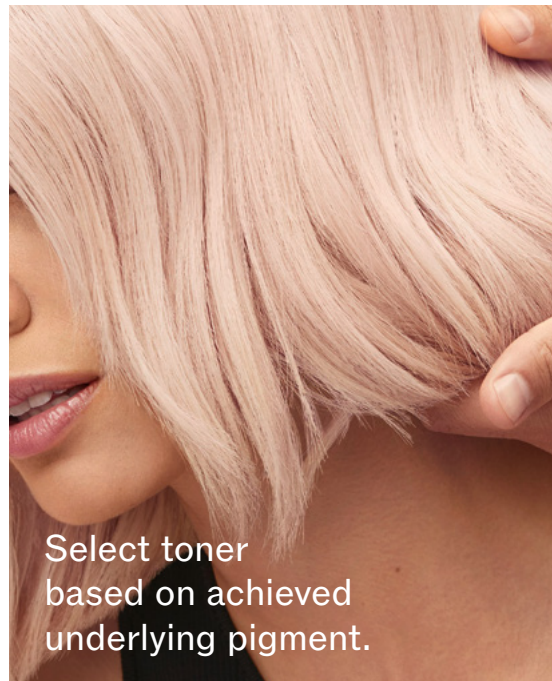
DEPTH

10/0		Lightest Blonde
9/0		Very Light Blonde
8/0		Light Blonde
7/0		Medium Blonde
6/0		Dark Blonde
5/0		Light Brown
4/0		Medium Brown
3/0		Dark Brown
2/0		Black

UNDERLYING PIGMENT

	Very Pale Yellow
	Pale Yellow
	Yellow
	Orange Yellow
	Orange
	Red Orange
	Reddish Brown
	Brown
	Darkest Brown

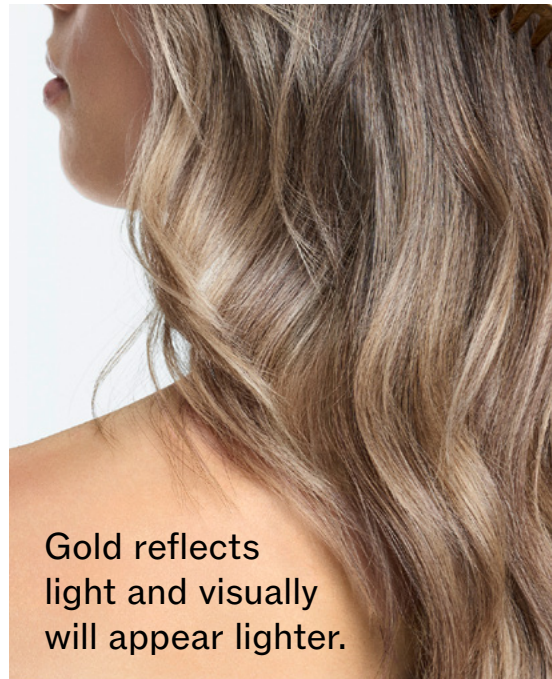
EXPERT TONING TIPS



Select toner based on achieved underlying pigment.



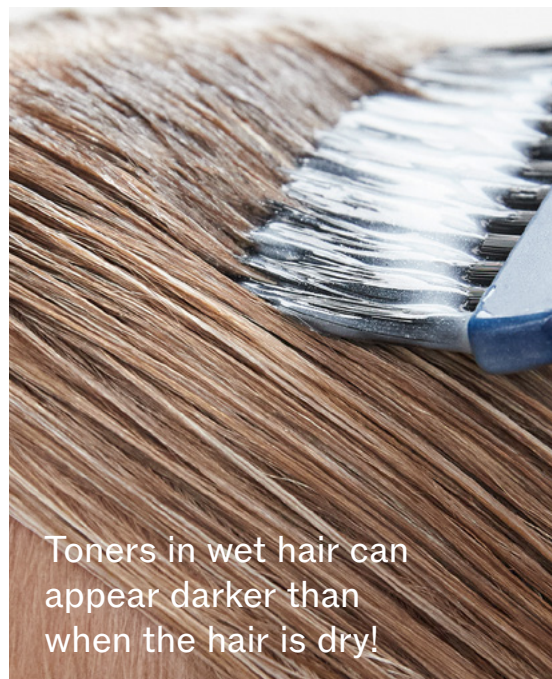
Even the coolest blondes want to feel bright! Adding gold into your mix will bring the brightness back.



Gold reflects light and visually will appear lighter.



Cooler tones can appear darker.



Toners in wet hair can appear darker than when the hair is dry!



NEW BLONDORPLEX 9 WITH METAL-PURIFIER

FROM THE N° 1 SALON LIGHTENER IN THE WORLD¹
NEW BLONDORPLEX 9 WITH BUILT IN METAL
PURIFIER

- 9 LEVELS OF UNBEATABLE CLARITY OF LIFT²
- UPTO 97% LESS BREAKAGE³
- VEGAN FORMULA
- PERFECT FOR ALL LIGHTENING TECHNIQUES
- BUILT-IN PLEX TECHNOLOGY
- PACK IS FROM 100% RECYCLABLE
- PACK IS MADE FROM 100% RECYCLED MATERIALS



1. Based on Wella Master Brand USD sales on the 2023 Salon HairCare Study for the hair coloring products category published by Kline.
3. When used with BlondorPlex N° 2 vs BlondorPlex alone

NEW BLONDORPLEX N°2 UP TO 97% LESS BREAKAGE*, NOW IN 2 MINUTES

Bringing Wellaplex N°2 under the Blondorplex franchise as the necessary step to reconstruct bonds after a bleach service, with a faster formula and address the current time development barrier. BlondorPlex N°2 can now be used as the finishing step to WellaPlex N°1

FROM 10 MINUTES



TO 2 MINUTES



NEW FASTER FORMULA

- Reconstructs inner hair bonds for stronger hair in 2 min*
*vs. no treatment
- Plex Technology: deeply strengthens and visibly repairs damaged, lightened or highlighted hair
- Vegan

NEW MODERN & SUSTAINABLE DESIGN

- NEW: 100% recycled jar & lid*
- NEW: 100% recyclable*

NEW TREND INSPIRED SHADES

NEW BLONDORPLEX CREAM TONERS
2X NEUTRAL PASTELS, WITHIN ATHE ON TREND S/S '26
PALETTE, CO-DEVELOPED WITH JAMES EARNSHAW,
WELLA PROFESSIONALS GLOBAL COLOUR AMBASSADOR



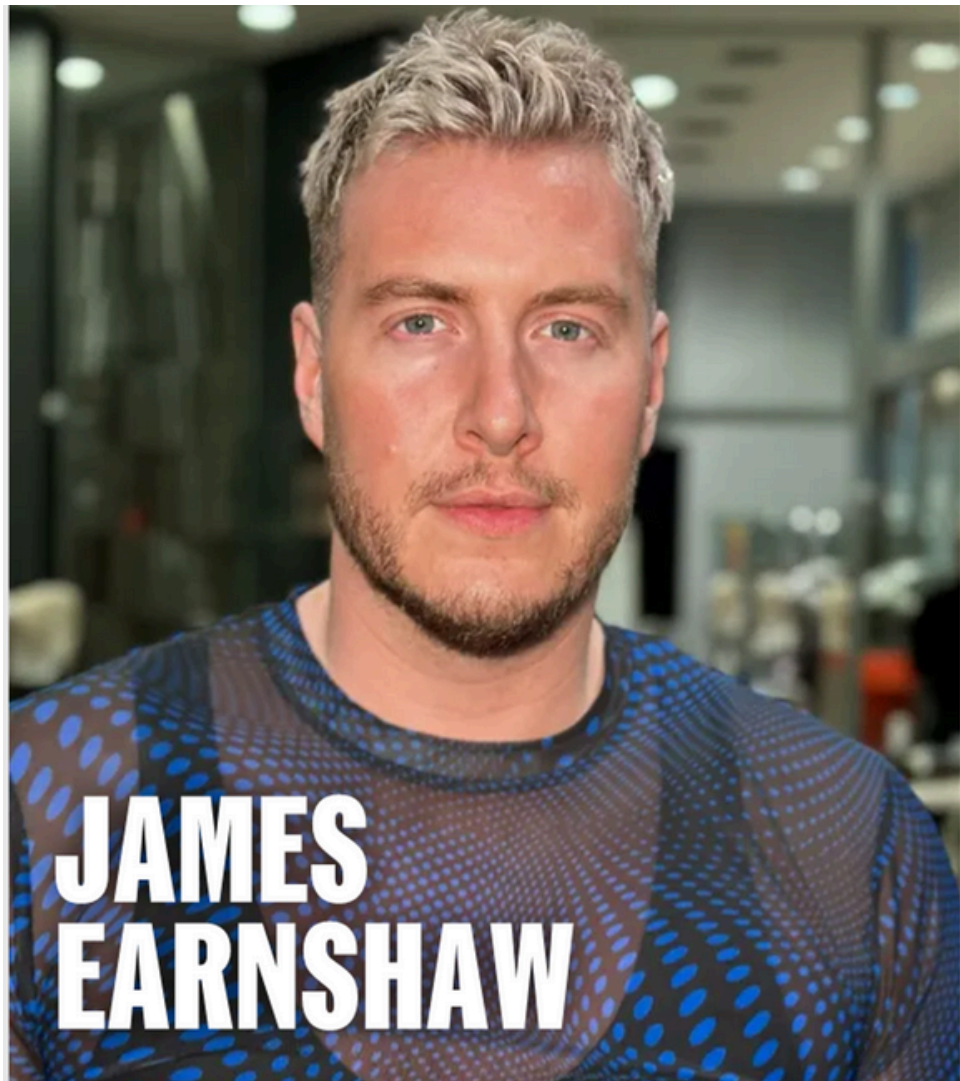
NEW
SCANDI ROSE

FOR ALL LEVELS TO ADD A
DELICATE ROSE, WITH A
TOUCH OF MAHOGANY



NEW
SCANDI BEIGE

FOR ALL LEVELS TO ADD A
DELICATE ROSE BEIGE,
WITH A TOUCH OF VIOLET



NEW BLONDORPLEX N°2 VS FINALISING WITH BLONDORPLEX CREAM TONERS



BLONDORPLEX STEP 2

- HELPS RECONSTRUCT INNER HAIR BONDS.
- UP TO 97% LESS BREAKAGE*
- 2 MINUTES EXPRESS PLEX TREATMENT
- STYLISTS FELT IT LEFT THE HAIR FEELING HYDRATED, SOFT AND EASY TO COMB
- HELPS NEUTRALISE LIGHTENING ACTIVITIES (NO NEED FOR ADDITIONAL POST COLOUR STEP)
- VEGAN

SERVICE STEPS



BLONDORPLEX CREAM TONERS

- HELPS RECONSTRUCT INNER HAIR BONDS
- UP TO 90% LESS BREAKAGE*
- STILL NEED TO UTILISE SEAL&CARE OR SERVICE POST COLOUR AFTER LIGHTENING

SERVICE STEPS



WANT TO KNOW MORE?

Learn more about the
Wella Professionals services
education.wella.com

Discover our online store
wellastore.com

[@wellaprofessionalsuki](https://twitter.com/wellaprofessionalsuki)

[@WellaProfessionals](https://twitter.com/WellaProfessionals)

