



magi:tone

intelligent lightening + toning system



Inspiration & Usage Guide



Lighten+tone in one step



The ultimate toolkit for creative lightening

Lighten, tone and condition hair in one step with **magi:tone intelligent lightening & toning system** with built-in bond protection and argan oil.

The Quif magi:tone system allows you to lift and tone simultaneously, saving you time and money whilst giving you ultimate control over your result.

Imagine being able to refine, control or even completely tone down unwanted warm tones, as the hair is lightening, in one easy step. You can even add some delicious warm tones, all without the need for an additional toner application.

Neutralise warmth for cooler blondes



magi:tone
violet tone drops

Neutralise and control yellow tone in the hair to create lighter, cleaner looking blondes.



magi:tone
blue tone drops

Neutralise and control orange tone in the hair to create lighter, cleaner looking blondes.

Add warmth for creative lightening



magi:tone
yellow tone drops

Enhance and refine warm tones in the hair, for golden, caramel, toffee-toned results.



magi:tone
red tone drops

Create warmth in the hair for red, mahogany, pastel pinks and rose gold results.

Drop box for ultimate neutralisation

Number of drops to be added for neutralisation of unwanted warmth (into a mix of 30 grams of bonded lightener with 60ml of accelerator).

Base depth	Blue drops	Base depth	Violet drops
4	From 5 up to 15 drops	4	From 5 up to 10 drops
5	From 5 up to 10 drops	5	From 5 up to 10 drops
6	From 5 up to 8 drops	6	From 3 up to 6 drops
7		7	From 3 up to 6 drops
8		8	From 1 up to 6 drops

Each full pipette dispenses approximately 20 drops.

Expert tip: If you are lifting from a dark base to a very light blonde then consider using both blue and violet drops in your mixture to neutralise unwanted orange and yellow tones.

Important!

You cannot overload your mixture with drops **BUT** you can overload with tone on the hair - Use magi:tone drops effectively not randomly. The final tone result will depend on the strength of the accelerator that is used as well as the number of drops used.

Warning: Blue drops are very strong, so when using, be careful not to overlap onto previously lightened hair, as they could cause unwanted tone. Magi:tone drops will stain heavily. Wear gloves when handling and applying. Be careful not to spill them.

Allergy alert test



Wash a small area inside of the elbow or behind the ear with soap and water and pat dry. Apply a small amount of mixed product. Leave for 48 hours without washing, covering or touching. If during this period you notice any abnormal reactions, such as itching, redness or swelling in or around the test area, do not use the product.

magi:tone drops can only be used in dilution and cannot be used directly on the hair and scalp.

Drop box for creating tone

Number of drops to be added for increased warmth and visible tone (into a mix of 30 grams of bonded lightener with 60ml of accelerator)

Base depth	Yellow drops	Base depth	Red drops
4	From 5 up to 50 drops	4	From 5 up to 50 drops
5	From 5 up to 50 drops	5	From 5 up to 50 drops
6	From 5 up to 50 drops	6	From 5 up to 50 drops
7	From 5 up to 50 drops	7	From 5 up to 50 drops
8	From 5 up to 50 drops	8	From 5 up to 50 drops

Each full pipette dispenses approximately 20 drops.

Always remember to:

- Assess the depth of the natural hair to determine how many levels of lift you need.
- Decide which bonded lightener and accelerator you require to achieve your desired lift.
- Use the **drop boxes** above to determine the number of drops you require for your perfect tone.
- Weigh the bonded lightener and accelerator accurately.
- Mix the bonded lightener and accelerator thoroughly prior to adding the drops.**
- Mix magi:tone drops thoroughly into your mixture before you start your application.

Drop amounts can be scaled up or down if you are not using 30 grams of bonded lightener with 60ml of accelerator. For example, if you were mixing 15 grams of bonded lightener with 30ml of accelerator then you would halve the number of drops required OR 60 grams of bonded lightener and 120ml of accelerator then you would double the number of drops required.

Do not use magi:tone drops if the hair has more than 50% white present.

Creative toning





Create rich, warm or bright copper tones by mixing yellow + red.





Create rich, deep, velvety mahogany tones by mixing violet + red.





Create anything from grassy greens to tropic turquoise tones by mixing blue + yellow

Give your clients their dream customised tone. Mix and blend magi:tone drops to create unique formulas and stunning creative looks when lightening the hair. With magi:tone drops, you have complete control with no limits on your creative desires.

Choosing the correct accelerator



Use when lifting from lighter depths or to create deeper tones

Use when lifting from medium depths

Use when lifting from dark or medium depths

Development guide



Usage	Accelerator strength	Development time
Off scalp	All strengths can be used when working OFF scalp.	Check regularly and remove when the desired tone is achieved - up to 50 mins
On scalp	Maximum 22vol 6.6%	Check regularly and remove when the desired tone is achieved - up to 50 mins

Choosing the correct lightener

magi:tone intelligent bonded lighteners with argan oil.

	<p>magi:tone intelligent lightening + toning system 7+ bond protect lightener</p> <p>Use when you need to lift from natural level 5 or above.</p>
	<p>magi:tone intelligent lightening + toning system 9+ bond protect lightener</p> <p>Use when you need to lift from natural level 3 or above.</p>

FAQs

Can magi:tone drops be added to any lightener?

We would not recommend this as they have been specifically designed for use with the magi:tone Bonded Lighteners.

Can you use too many drops?

Yes, you can overload the hair with tone. If you are unsure, perform a strand test to ensure you are achieving the exact amount of tone you want in your final result.

Does adding drops change the development time?

You may find that the hair reaches your perfect tonal blonde more quickly due to the delivery of pigments during development, allowing you to remove the lightener sooner.

Do I always have to mix 30 grams powder lightener with 60ml of accelerator?

No, mix the amount of mixture you need to do the job, but adjust the amounts of drops proportionately, based on the ratios shown in the drop box tables.

Can I tone after even if I used drops in my mixture?

Yes, you can, if you need to.

Is it possible to create a blue tone?

Due to the underlying warm pigments in the hair, it is very hard to create blue tone.

Can I use magi:tone drops in colours?

No, magi:tone drops should not be used in any colour formulations due to the change in consistency and unpredictable colour results.

Can I add magi:tone drops in shampoos and conditioners?

No, we do not recommend using magi:tone drops in any shampoo, conditioner or treatment as the liquid drops will not combine readily with these products and heavy staining will occur.

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