

Wella
Trend Hub

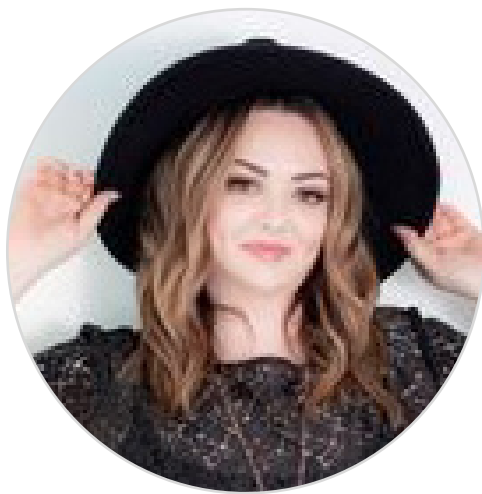


Black Cherry Hair

March 2021

Black Cherry Hair on social media...





By Amanda Leaman
@topknotbalayage

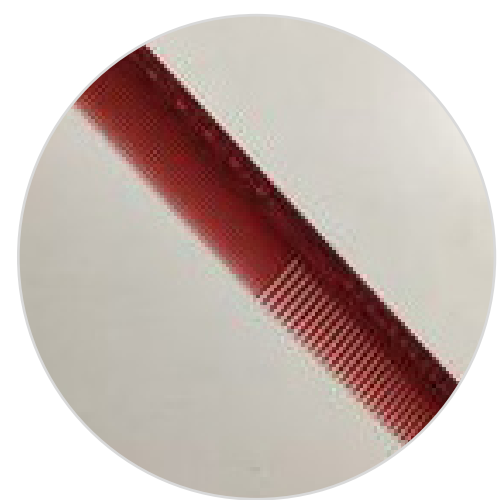
Formula

Color Formula

20g 20g 3g 10g 106g 10g 10g 20g 20g
77/45 7/4 5/66 0/68 4% 0/66 0/65 1.9% Post Color Treatment



TIP
OIL REFLECTIONS LUMINOUS INSTANT CONDITIONER FOR ALL HAIR TYPES
The Luminous Instant Conditioner is a 30-second smoothing conditioner created for all hair types to lock moisture in and leave the hair luminous and smooth. Made with white tea extract for luscious hair. Hydrate and tame your hair in an instant with this nourishing conditioner.



By Marek Syřiště
@mareksyriste




Formula

Color Formula

60g	60g	30g	30g	15g	15g	30g
44/66	6%	55/65	6%	55/65	66/46	6%

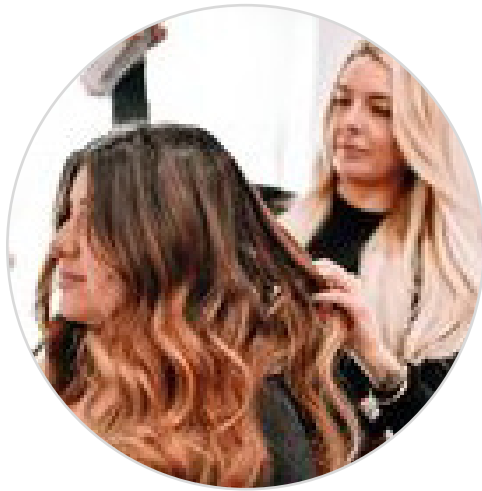


Roots Mid-lengths Ends



N° 3
HAIR
STABILIZER
100 ml

TIP
WELLAPLEX N°3 HAIR STABILIZER
The N°3 Hair Stabilizer is created to fully reap the benefits of the Wellaplex in-salon service. Use this at home, once a week , to keep the hair strong, smooth and soft. Recommended after lightening or coloring. Can be used at home.




By Angela Alberici
@hairbyangelaalberici

Formula

Color Formula

100g	10g	10g	120g
66/45	0/45	0/56	4%





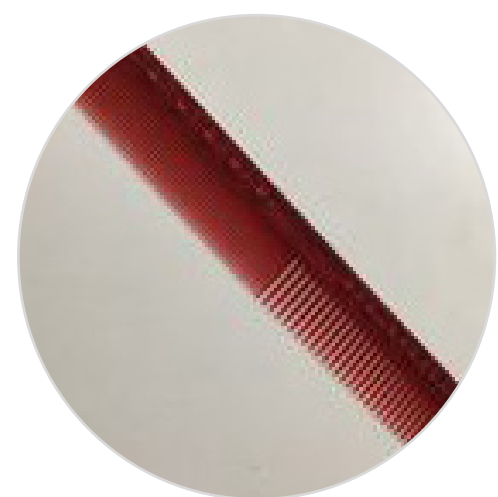
SMOOTH
ANTI-FRIZZ
BALM

100ml

TIP

EIMI FLOWING FORM HOLD LEVEL 2

EIMI Flowing Form is a smoothing hair balm that creates luxurious smoothness with flexible control and natural movement. The balm is formulated to reduce frizz and help protect your hair against dehydration whilst using hot tools.



By Marek Syřiště
@mareksyriste

Formula

Color Formula

20g

BlondorPlex

80g

4%

20g

55/65

5g

3/68

20g


5/66

90g

4%



Pre-lighten Toner



SHINE
POMADE

75ml

TIP

EIMI JUST BRILLIANT HOLD LEVEL 1

Smoothen your hair and get seductive shine and natural anti-frizz definition with EIMI Just Brilliant, a hair pomade for shiny hair formulated to help protect hair against humidity.



By Felicia T. S
@feliciatisajsvensson.wella

Formula

Color Formula

30g	60g	20g	10g	60g	30g	60g
Freelights	9%	4/0	44/44	9%	55/44	1.9%




Balayage



Toner roots

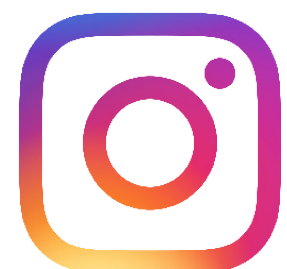


Ends toner



MISTIFY ME
LIGHT
FAST-DRYING
HAIRSPRAY
TENUTA ●●○○○
MICROMIST™
75ml

TIP
EIMI MISTIFY ME STRONG HOLD LEVEL 3
EIMI Mistify Me Strong is a fast drying hairspray that brings instant hold to your style thanks to its micro-mist technology. The lightweight formula with extra-fine diffusion allows for firm hold up to 24h, but it's easily brushed out.



For more inspiration, follow us on Instagram at **@wellahair**



For more inspiration on the techniques and step by steps, visit **wella.com/education**



To buy the products mentioned in the above formulas, go to **wellastore.com**

