

# Wella

## Trend Hub

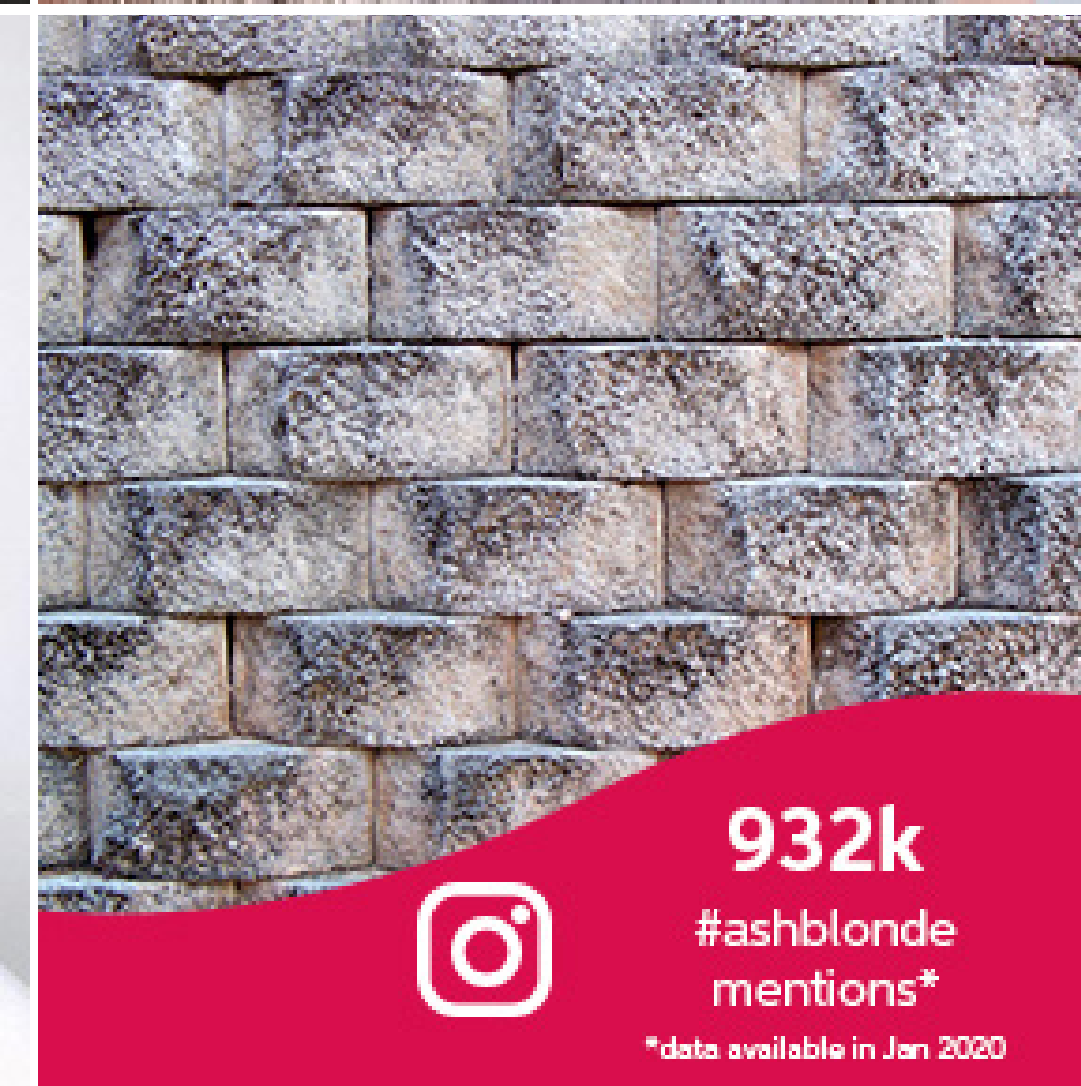
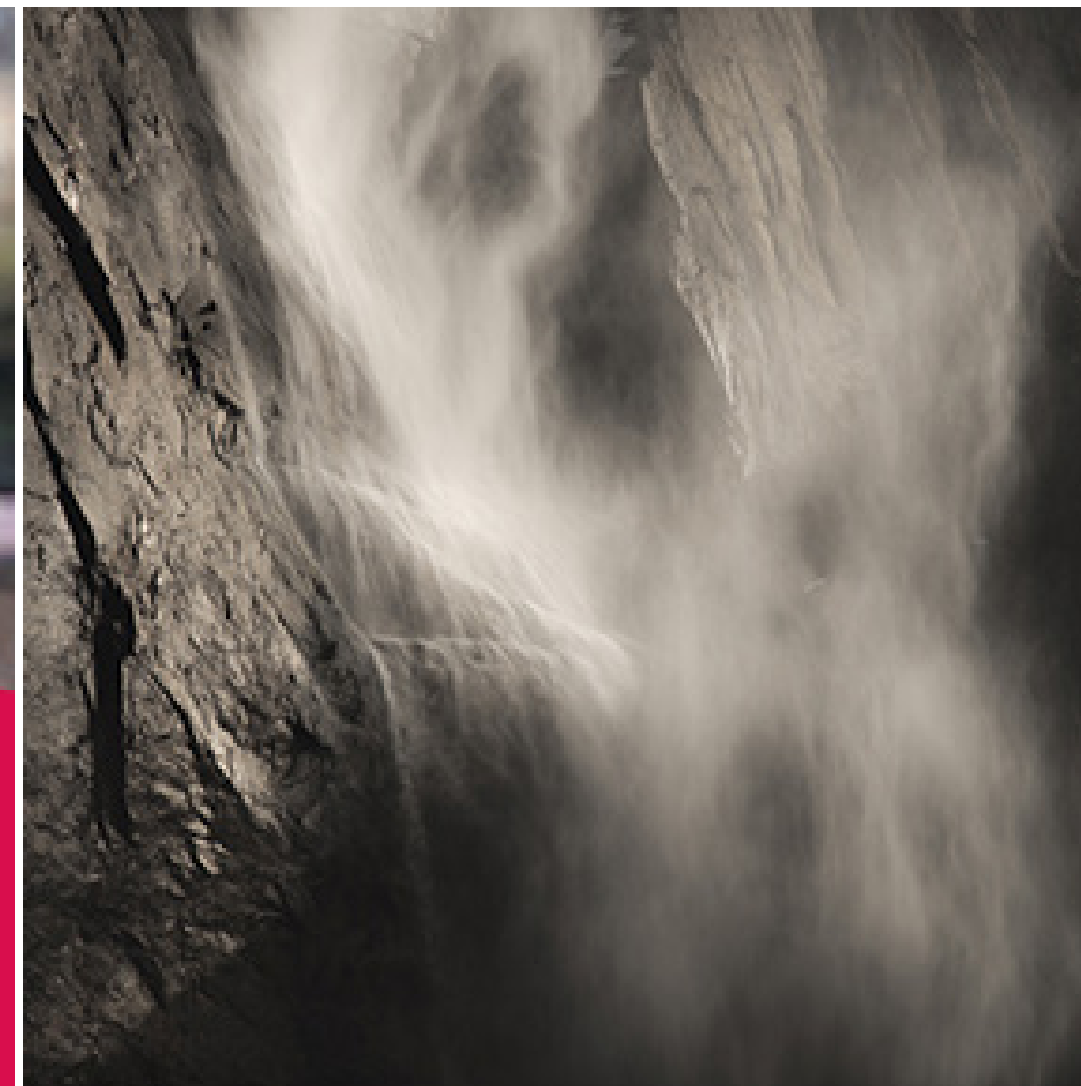
# Ash Blonde

February 2020

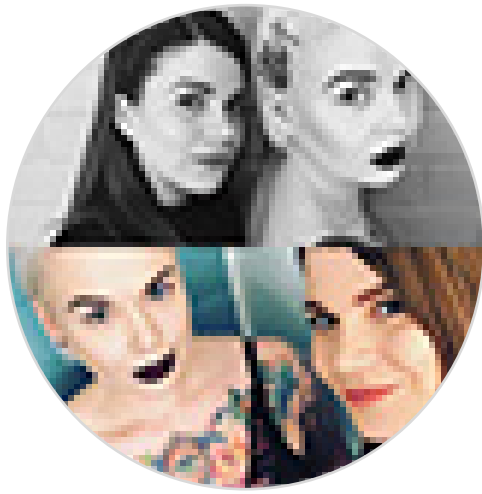




# Ash Blonde on social media...

















By Noora Pakanen  
@tpla\_hairart

# Formula

## Color Formula

30g	45g 6%	10g 6/16	10g 8/69	10g 8/05	60g 1.9%	10g 10/	10g 10/69	10g 10/1	60g 1.9%
									
Babylights		Roots				Lengths			



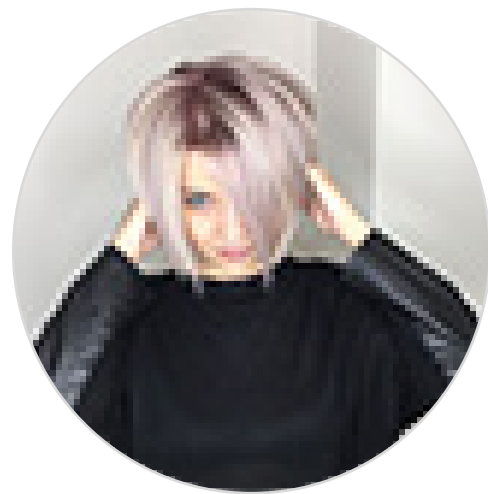
**SMOOTH**  
LIGHTWEIGHT  
BEAUTY BALM  
LOTION

100ml

**TIP**

**EIMI Perfect Me** is a delicate lotion that adds shine, helps repair, moisturizes and tames flyaways.





By Annaa  
@smolova\_anna

# Formula

## Color Formula

30g

45g  
6%



+



Babylights

10g  
7/18

10g  
6/97

40g  
1.9%



+



+



Roots

10g  
10/86

10g  
10/95

40g  
1.9%



+



+



Mid-Lengths & Ends



STRENGTHENING  
SERUM  
PARABEN FREE

100 ml

**TIP**  
**Elements paraben free power serum** that makes the hair fibre stronger. Designed for all hair types , it gives more volume and helps maintain a balanced scalp





By Siiri Puumalainen  
@folksiiri




# Formula

## Color Formula

30g      60g      10g      10g      10g      60g  
9%      /18      /86      /06      1.9%



Color



UPLIFTING CARE  
MIST

150ml

**TIP**

**Invigo Volume Boost Uplifting Care Spray.** This care Spray with cotton extract is a volumizing spray that gives lightweight care, shine, fullness and light control.





By Thomas Frear  
@thomasfrearhair

# Formula


## Color Formula

20g  
9/81

20g  
1.9%

20g





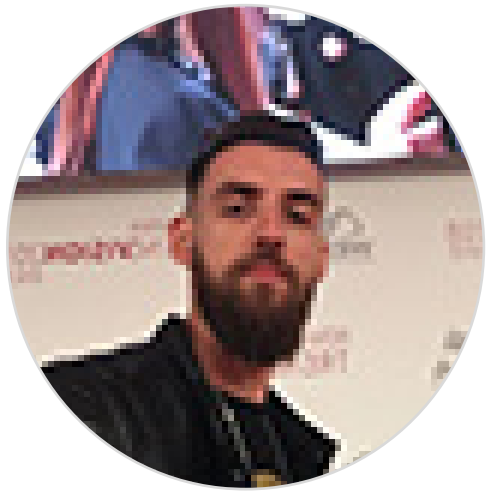
**SMOOTH**  
HEAT PROTECTION  
SPRAY

150ml

**TIP**

**EIMI Thermal Image Heat Protection Spray.** Protect your hair whilst using hot tools. Formulated to nourish the hair and protect it from heat up to 220°C. Smoothens your hair for a flawless shiny result.





By Jason Black  
@hair.by.jason

# Formula

## Color Formula

20g	40g	10g	10g	40g
6/16	1.9%	10/69	9/60	1.9%



+



Roots



+



+



Ends



**SHINE**  
SPRAYABLE  
STYLING OIL  
HOLD 1 0 0 0

100ml

**TIP**

Play and create with this lightweight styling oil. Our **EIMI Oil Spritz** gives your hair insta-ready shine.





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**

