

# Wella

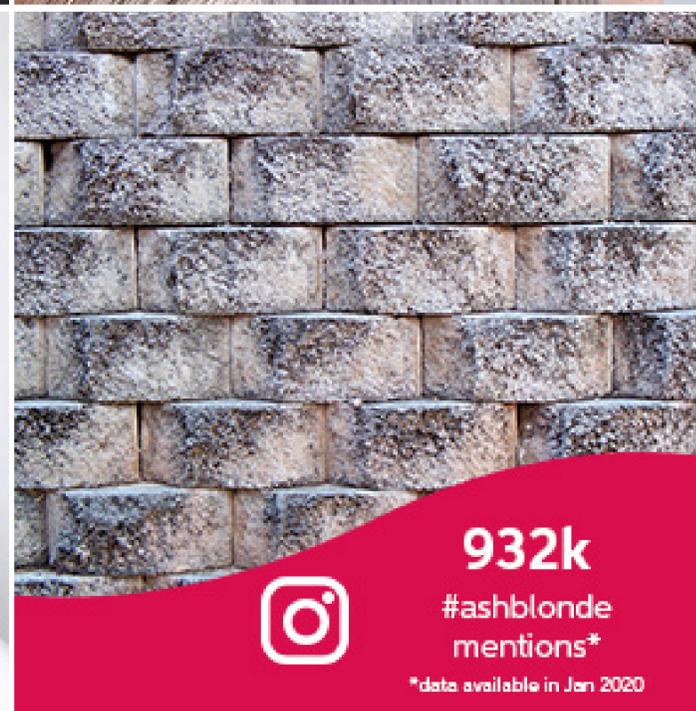
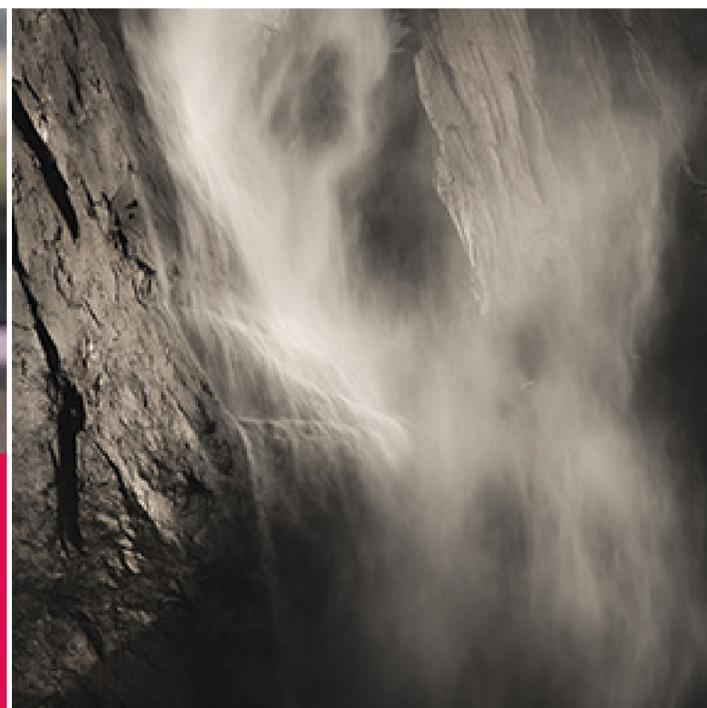
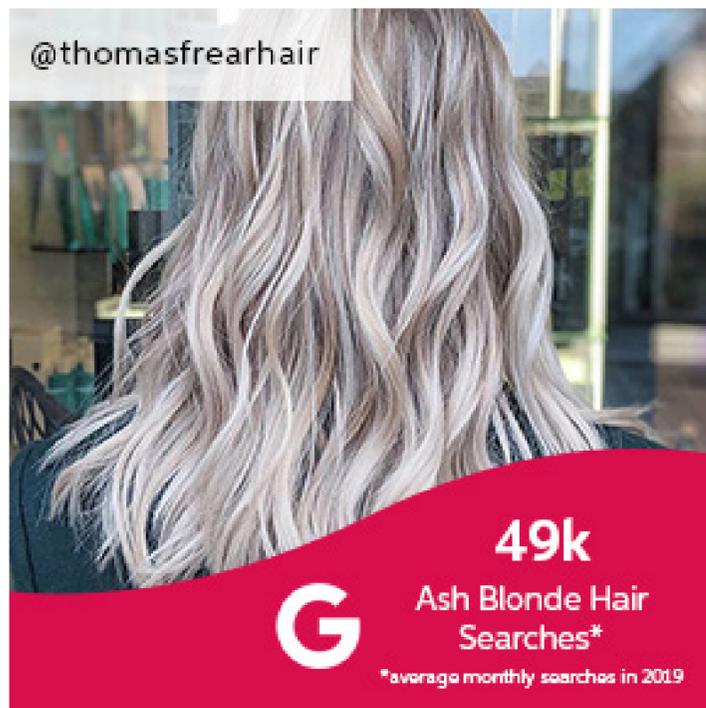
## Trend Hub



# Ash Blonde

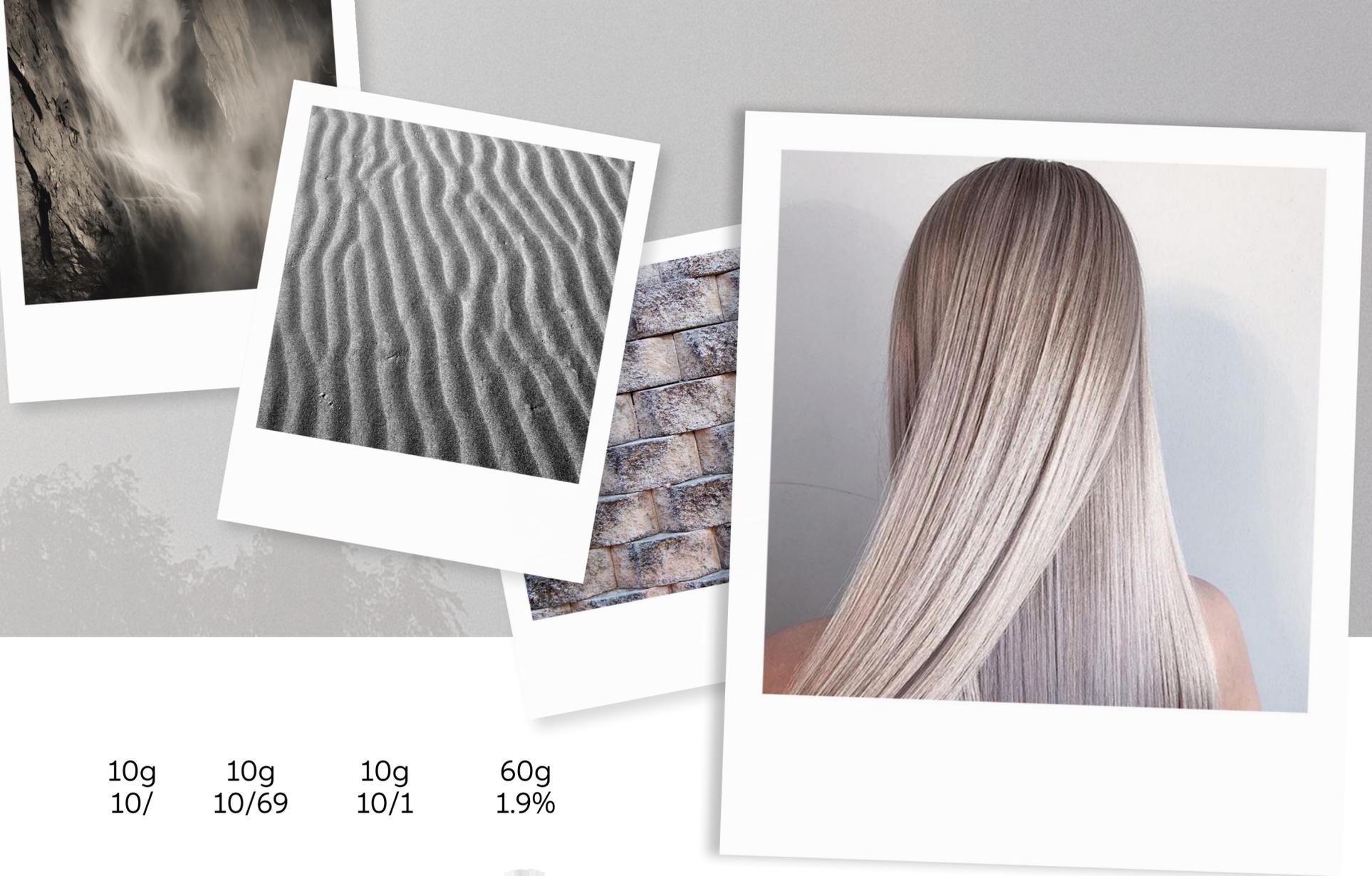
February 2020

# 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



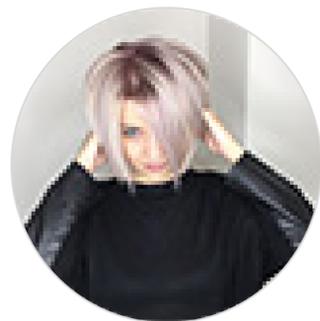
Lengths



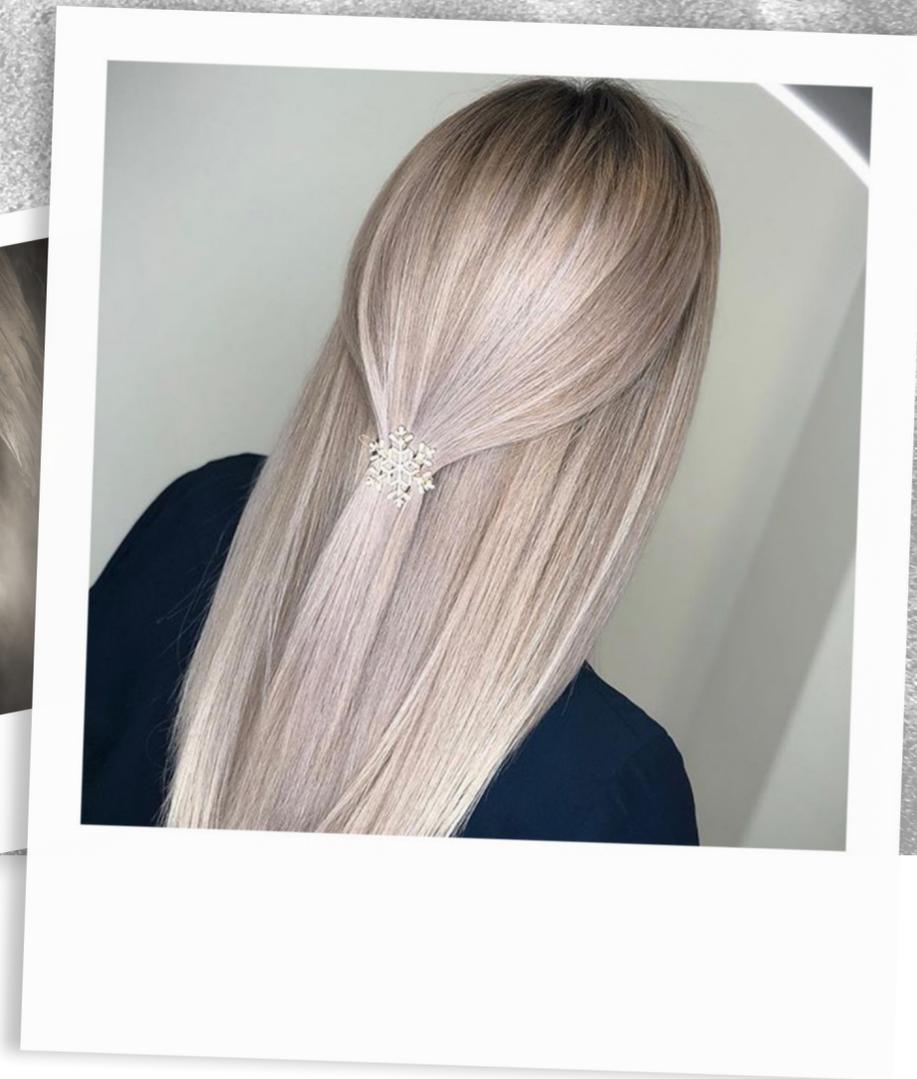
### TIP

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

100ml



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	<b>TIP</b> <b>Invigo Volume Boost Uplifting Care Spray.</b> This care Spray with cotton extract is a volumizing spray that gives lightweight care, shine, fullness and light control.
	150ml	



By Thomas Frear  
@thomasfrearhair

# Formula

## Color Formula

20g  
9/81

20g  
1.9%

20g



Color



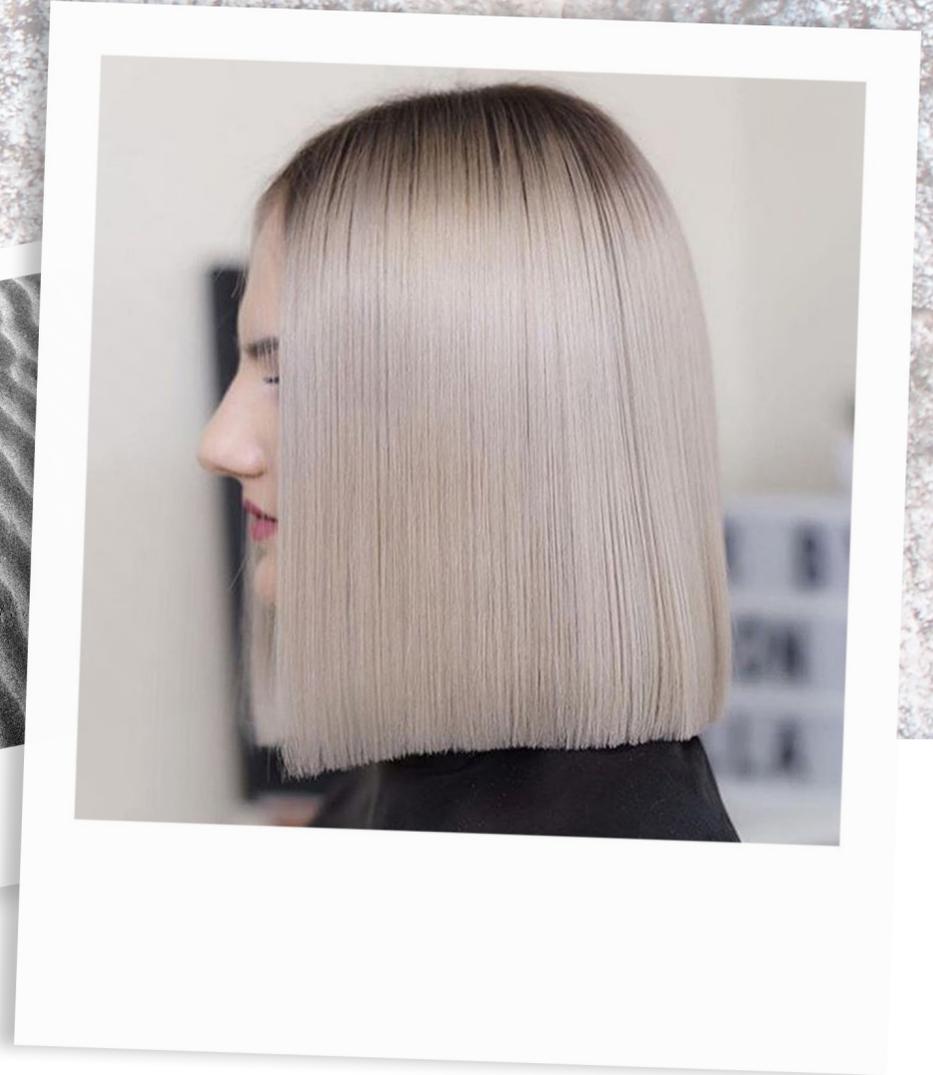
**SMOOTH**  
HEAT PROTECTION  
SPRAY

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  
6/16

40g  
1.9%

10g  
10/69

10g  
9/60

40g  
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**

