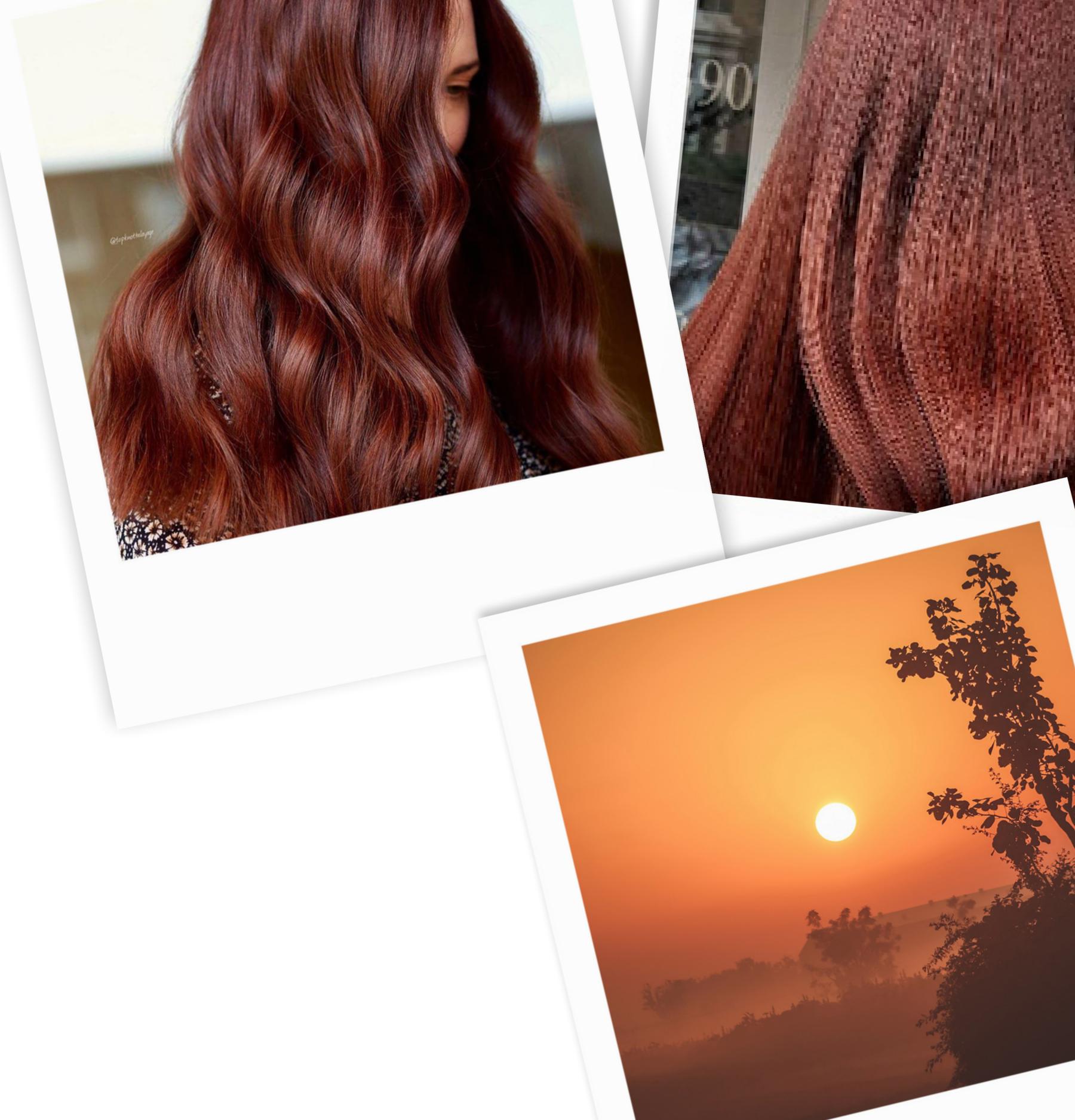


# Wella

## Trend Hub



# Auburn Hair

August 2020

# Auburn hair on social media...

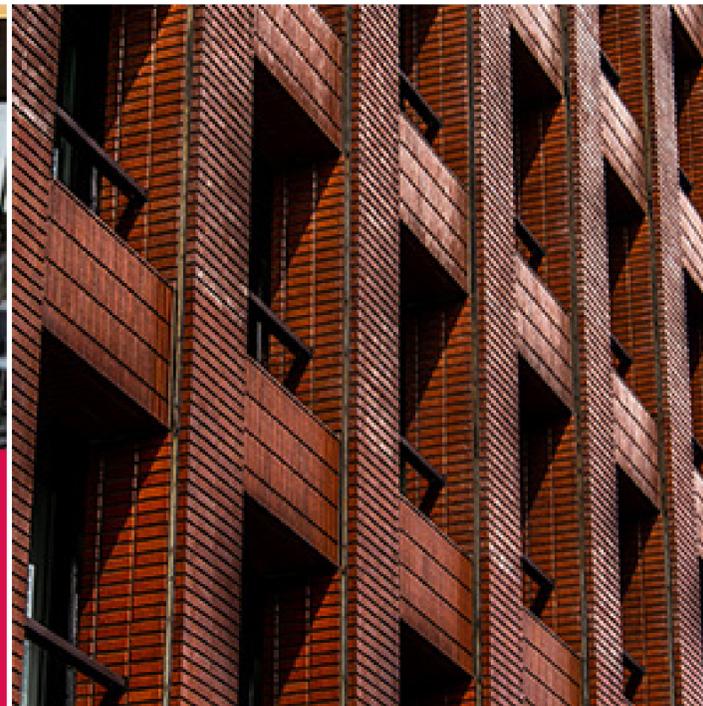
@thomasfrearhair



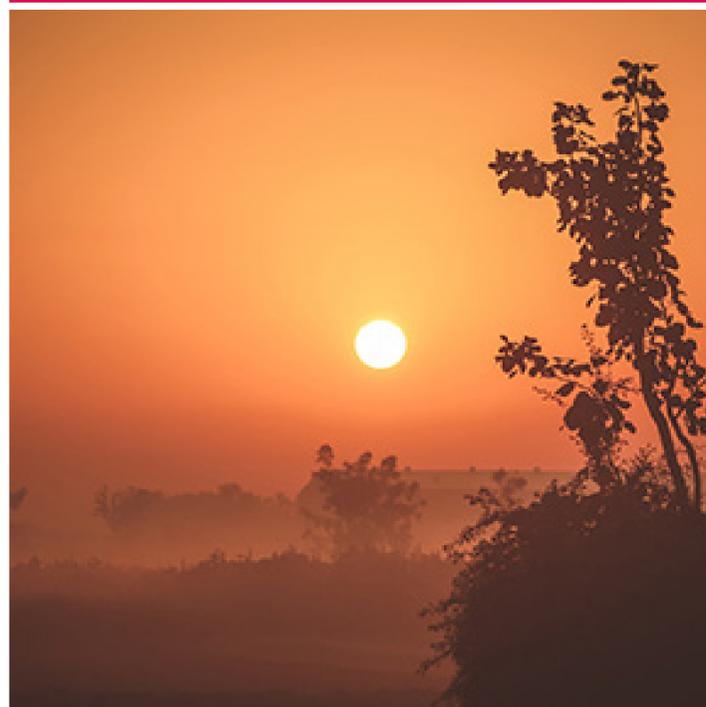
**91K**  
AUBURN HAIR  
SEARCHES\*  
\*average monthly searches in 2019

**G**

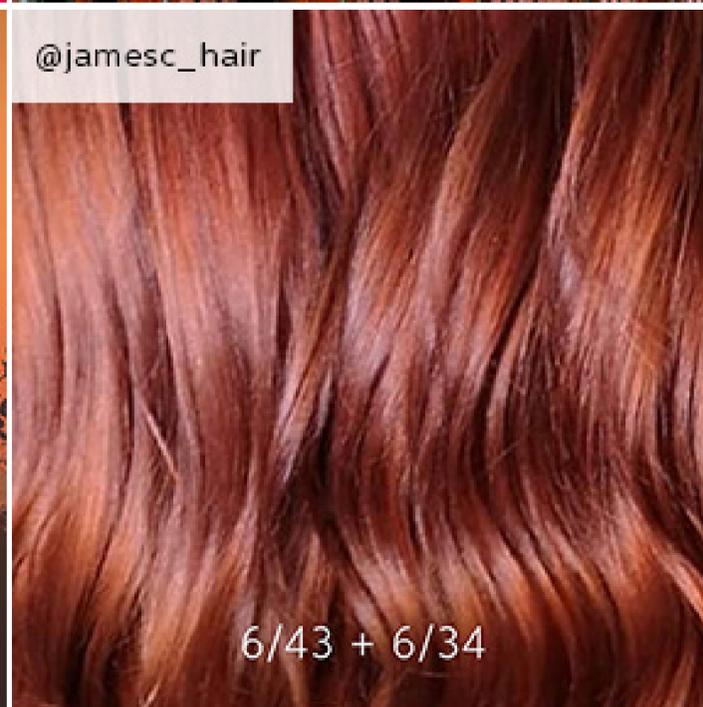
90390  
Desig  
ee



@cassandra\_foehr



@jamesc\_hair



6/43 + 6/34



**185k**  
#AUBURNHAIR  
MENTIONS\*  
\*data available in May 2020





By Amanda v  
@topknotbalayage



# Formula

## Color Formula

30g  
7/73

30g  
7/0

120g  
4%

20g  
/74

40g  
1.9%



Full Head

Glossing



**SMOOTH**  
ANTI-FRIZZ  
BALM

100ml

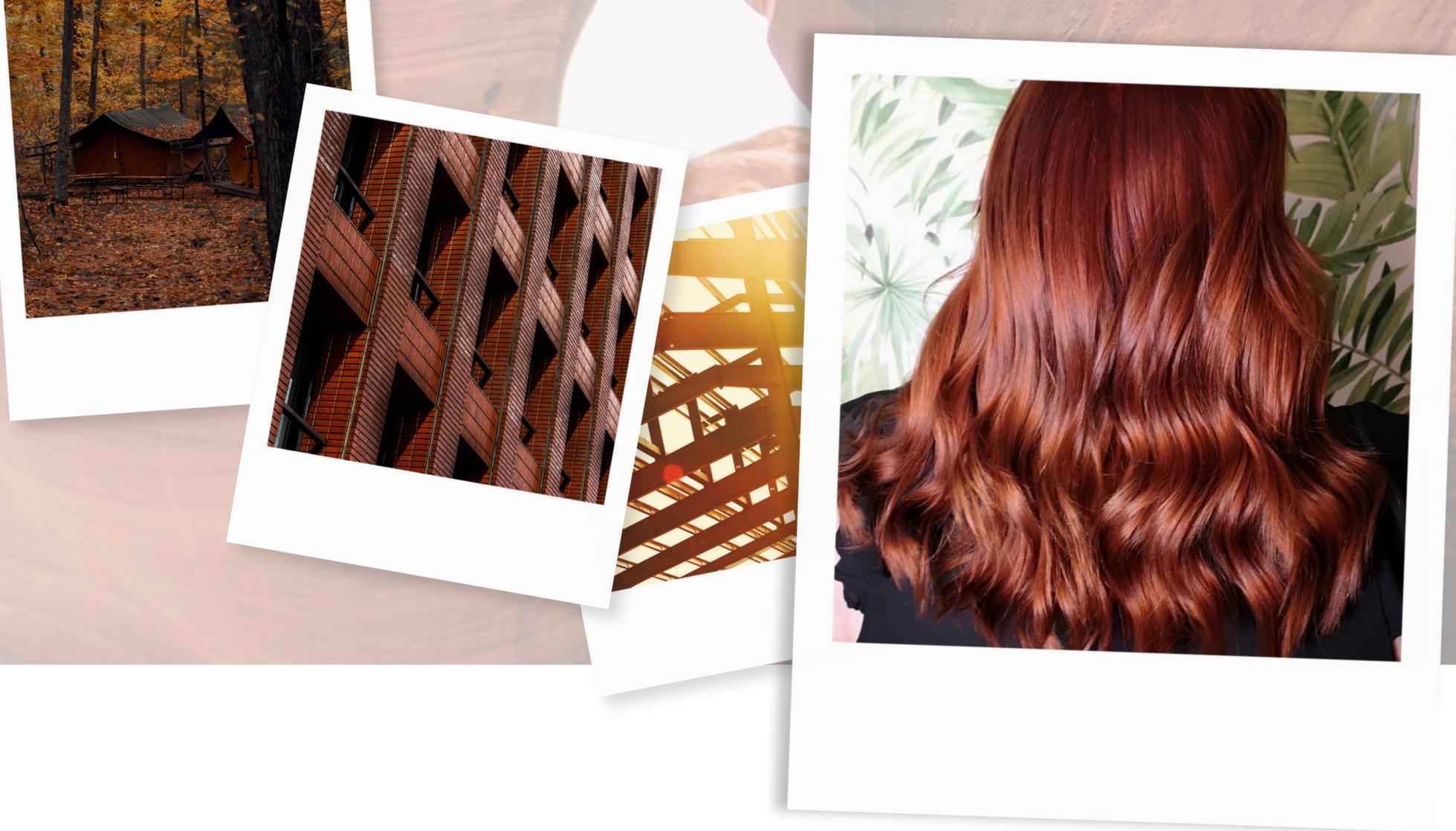
### TIP

#### EIMI Flowing Form Anti Frizz Hair Balm

**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 James C Hair  
@jamesc\_hair



# Formula

## Color Formula

20g      20g      40g  
6/43    6/34      4%



 <p><b>FOR LUMINOUS HAIR</b></p> <p>CLEANSING CONDITIONER</p> <p>250 ml</p>	<p><b>TIP</b> <b>Wella Professionals Cleansing Conditioner</b> is a shampoo-free formula that gently cleanses your hair, maintaining its luminosity. This gentle cleanser enhances smoothness and adds luminosity even to dry, coarse hair. Part of <b>Wella Professionals Oil Reflections collection</b> for smoother hair.</p>
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By Lucian Busuioc  
@lucianbusuioc

# Formula

## Color Formula

30g      45g      40g      20g      60g      50g      10g      60g      60g      120g  
6%      6/34      6/0      6%      7/43      6/41      6%      8/43      1.9%



Highlights



Roots



Lengths



Toning



200 ml

### TIP

The Moisturising **Color Reflection conditioner** for frequent use helps restore hair surface quality for vibrant shine, eliminating brassiness, leaving it soft to the touch.



By Thomas Frear  
@thomasfrearhair



# Formula

## Color Formula

30g  
7/4

60g  
4%

20g  
7/4

10g  
0/34

60g  
4%



Roots

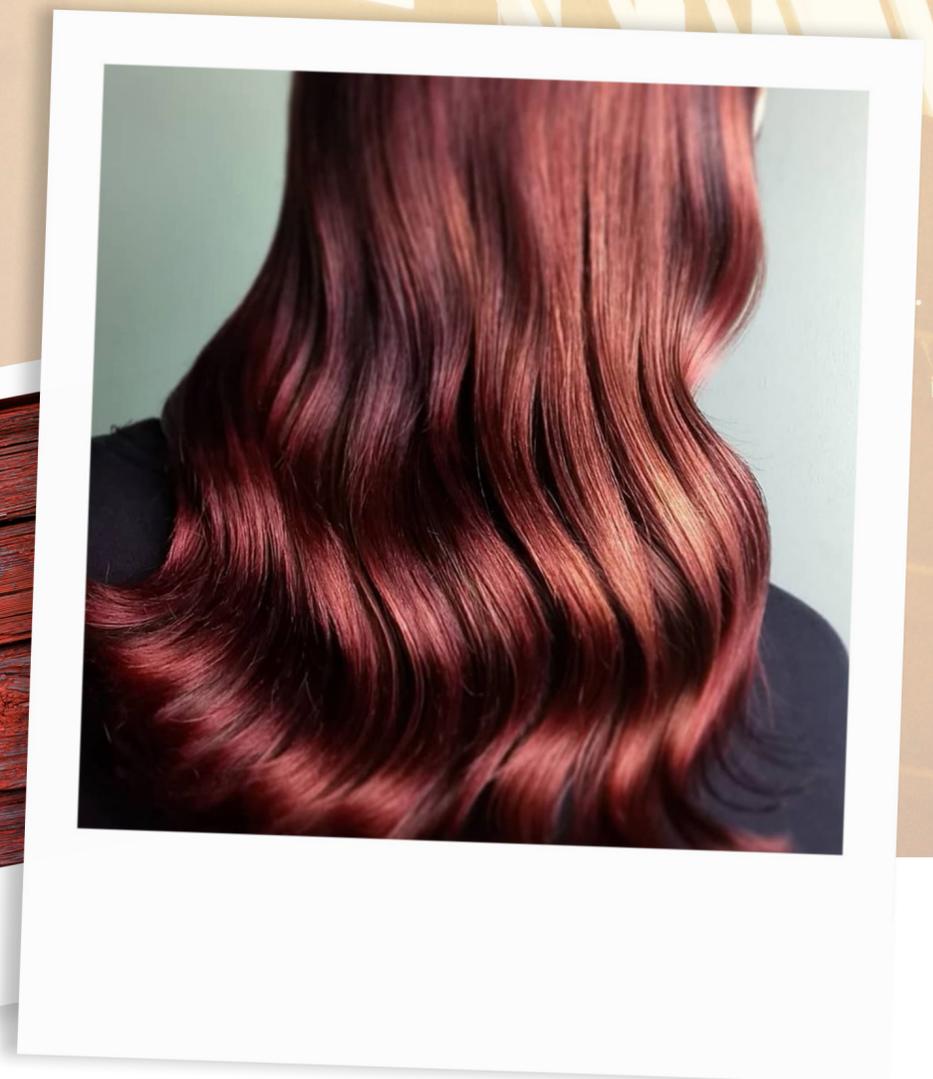


Ends

	<p>VITAMIN CONDITIONING MOUSSE</p> <p>200ml</p>	<p><b>TIP</b></p> <p><b>Invigo Color Vitamin Conditioning Mousse</b> The Vitamin Conditioning Mousse for coloured hair is an airy mousse that provides colour vibrancy. The hair is left smooth and shiny. With Vitamin E and Anti-Oxidant Shield Technology.</p>
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By Cassandra Foehr  
@cassandra\_foehr



# Formula

## Color Formula

30g	30g	10g	70g	15g	30g	15g	90g	30g	20g	100g
44/65	55/46	7/18	4%	/17	/44	/00	4%	5/66	0/00	1.9%



Roots

Balayage Pieces

Gloss



**SMOOTH**  
HEAT PROTECTION  
SPRAY

150ml

**TIP**  
Our **EIMI Thermal Image 2-phase spray** helps protect your hair whilst using hot tools. Phase 1 is formulated to nourish the hair and protect it from heat up to 220°C. Phase 2 smoothens your hair for a flawless shiny result.



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**

