

# Wella

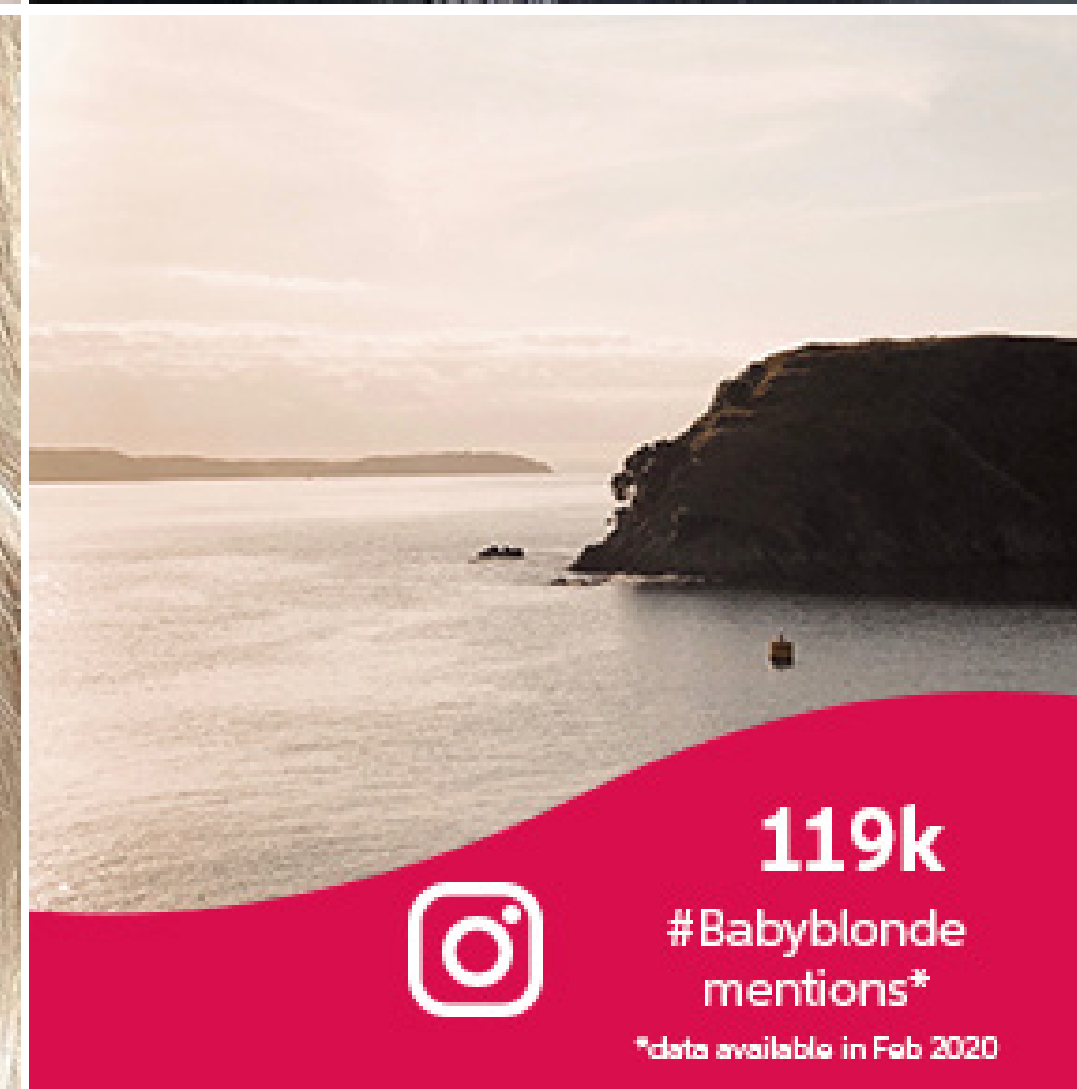
## Trend Hub

# Baby Blonde

March 2020



# Baby Blonde on social media...





By Elisa Luomala  
@hairbyelisajohanna

# Formula

## Color Formula

30g	45g	20g	10g	10g	2g	84g
	6%	9/16	10/95	8/96	0/65	1.9%



Highlights



Tone



**SMOOTH**  
LIGHTWEIGHT  
BEAUTY BALM  
LOTION

100ml

### TIP

**EIMI Perfect Me** is a delicate lotion that adds shine, helps repair, moisturizes and tames flyaways. This smoothing lotion also protects the hair from the heat of styling tools.





By Kanako  
@hairbykanako

# Formula

## Color Formula

30g

45g  
6%



Prelighten

30g  
10/36

60g  
1.9%



Tone



**SMOOTH**  
HEAT PROTECTION  
SPRAY

150ml

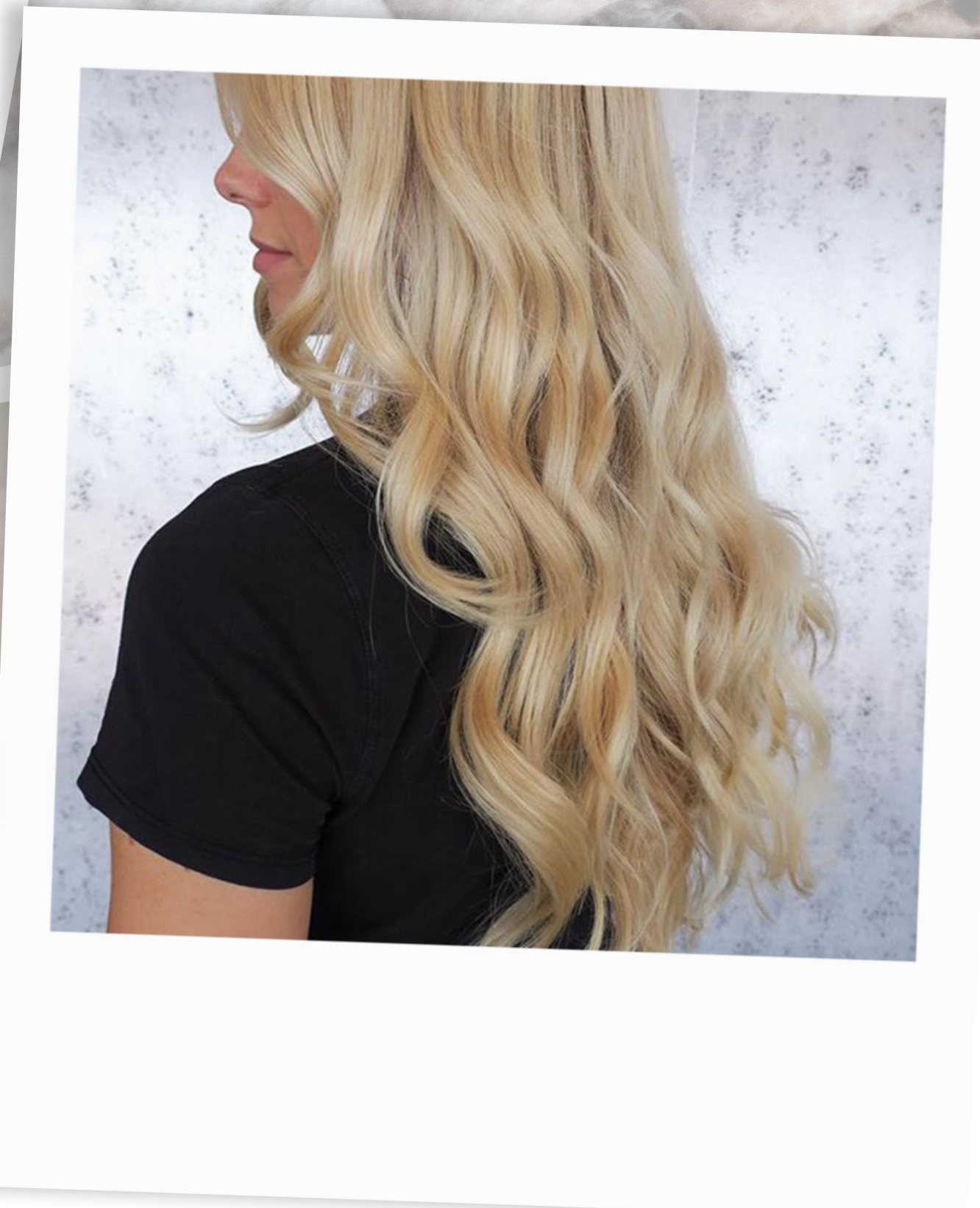
### TIP

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.





By Natalie Peacock  
@coloristnat



# Formula

## Color Formula

30g

45g  
4%

20g  
9/1

20g  
9/8

80g  
1.9%



Prelighten

Tone



**VOLUME**  
DRY SHAMPOO

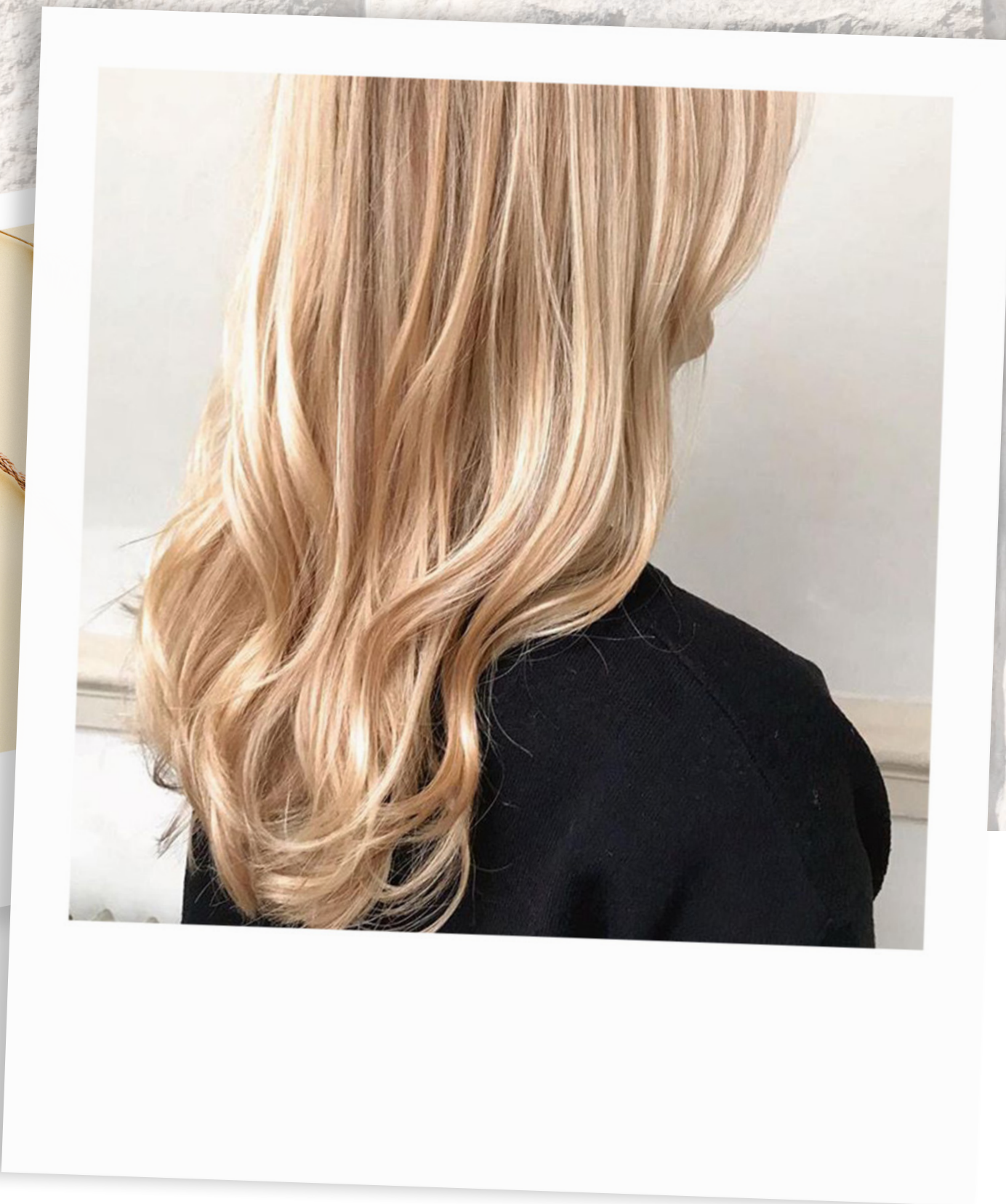
180ml

### TIP

**EIMI Dry Me Dry Shampoo.** Achieve your look with Dry Me, a dry shampoo that creates volume and a manageable matte texture. The dry shampoo's formula with tapioca starch refreshes your hair and absorbs oil.



By Hair By Mane Salon  
@hairbymane



# Formula

## Color Formula

30g

45g  
6%

20g  
8/0

20g  
9/36


80g  
1.9%



Prelighten



Tone



**COLOR REFLECTION**  
CONDITIONER

200 ml

**TIP**  
**ColorMotion+ Moisturizing Color Reflection Conditioner.** The moisturizing color reflection conditioner for frequent use helps restore hair surface quality for vibrant shine.



By Jacqueline  
@fraulein\_lieblingshaar

# Formula


## Color Formula

10g 10g 10g 1.9%  
10/36 10/1 10/93



Tone



	<b>LEAVE-IN SPRAY</b> PARABEN FREE
150 ml	

### TIP

**Elements Leave-in Conditioner Spray.** The paraben free Conditioning Leave-In Spray is a dual-phase, lightweight mist that cares and protects the hair from day to day stress. It detangles the hair and gives it a gentle hold.



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**

