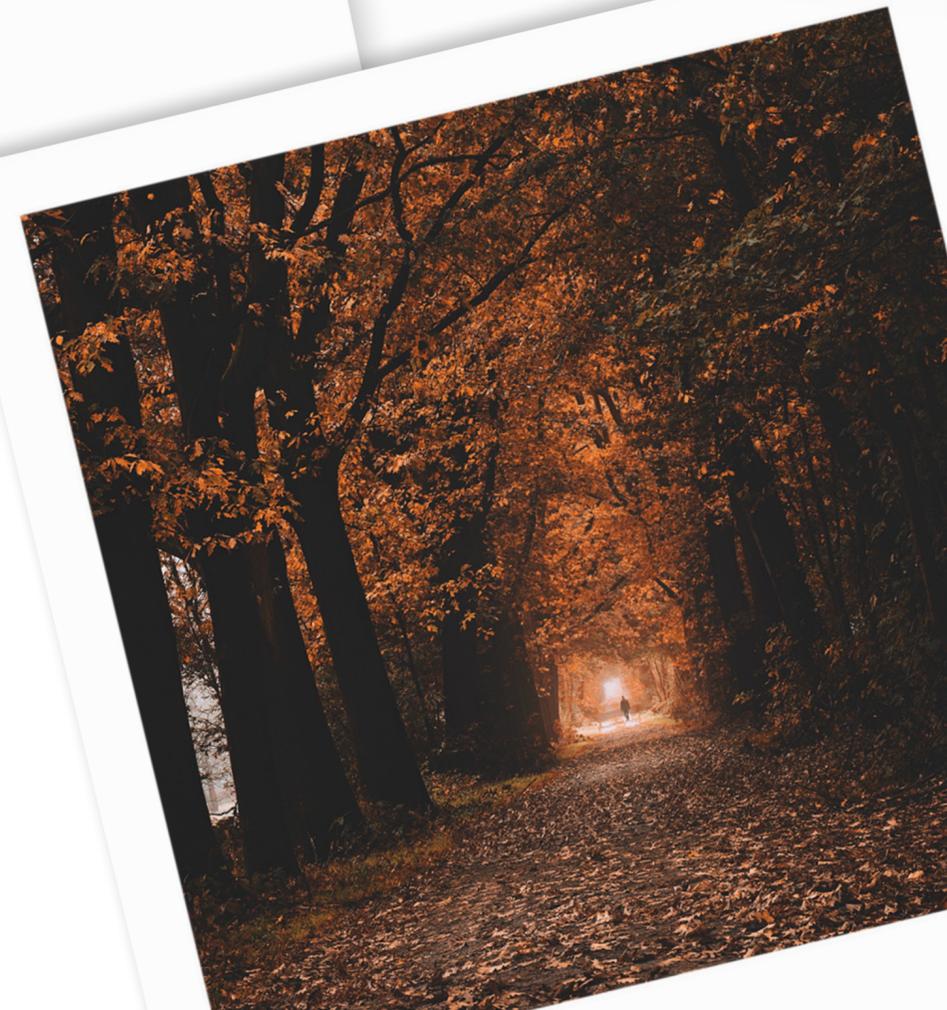


Wella
Trend Hub

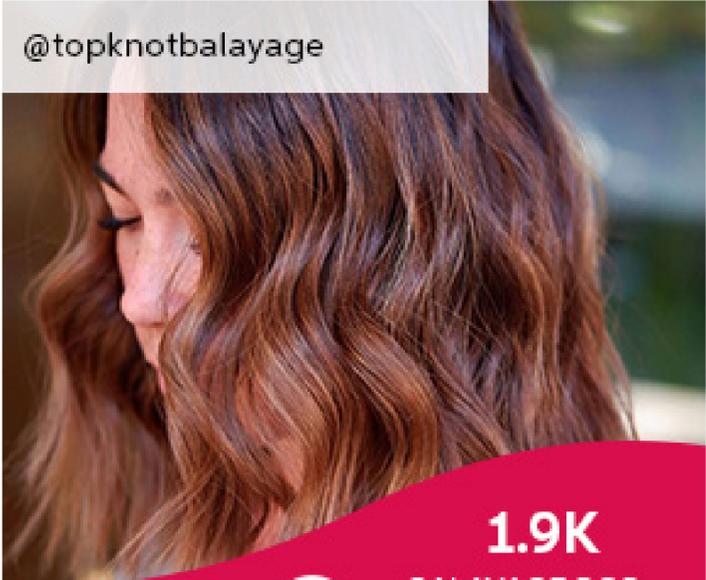
Balayage Bob

June 2020



Balayage Bob on social media...

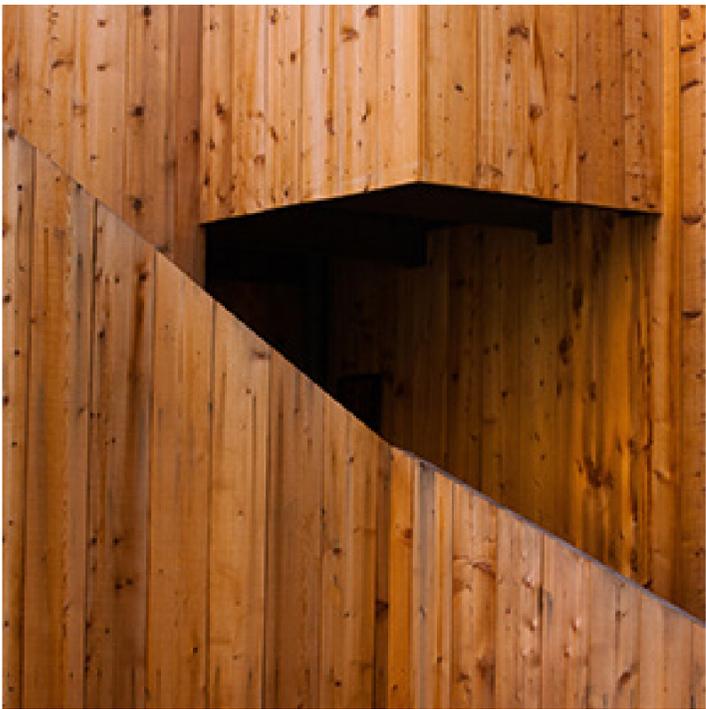
@topknotbalayage



1.9K
BALAYAGE BOB
SEARCHES*
*average monthly searches in 2019



@elsa_haar



@hairbywilma



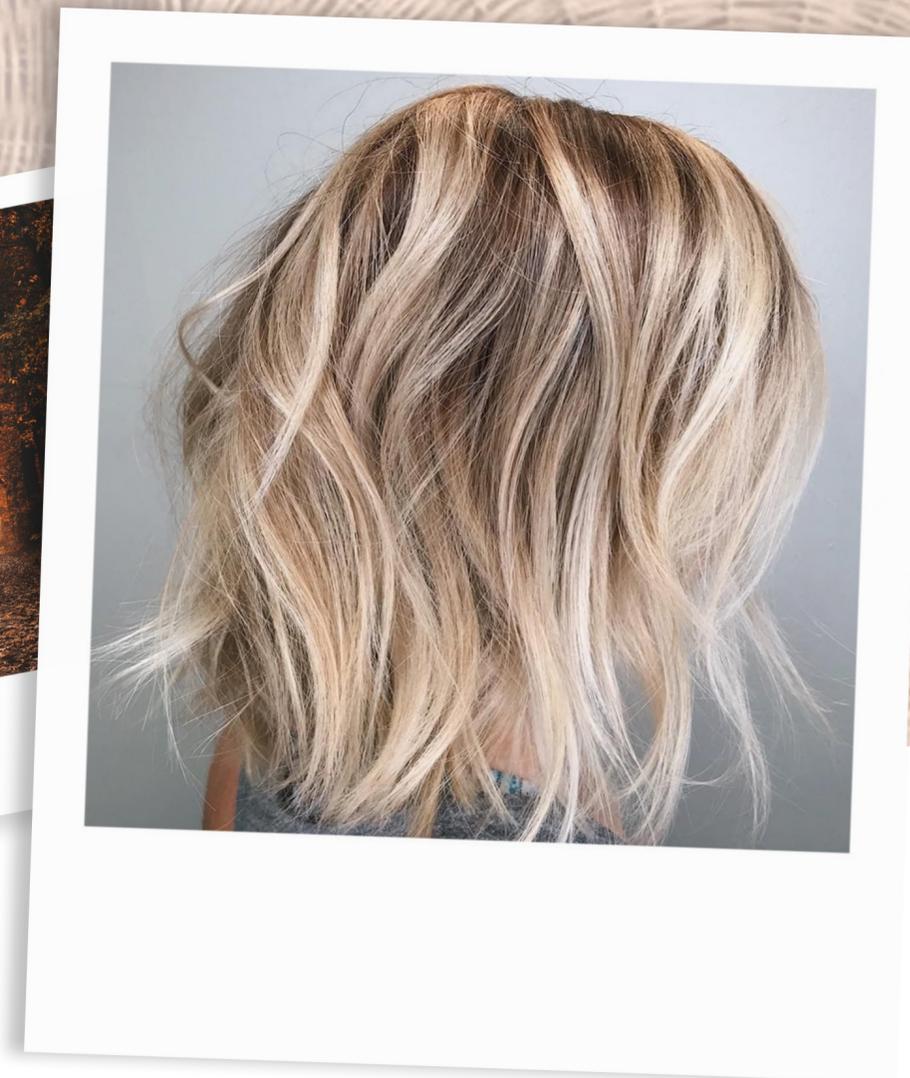
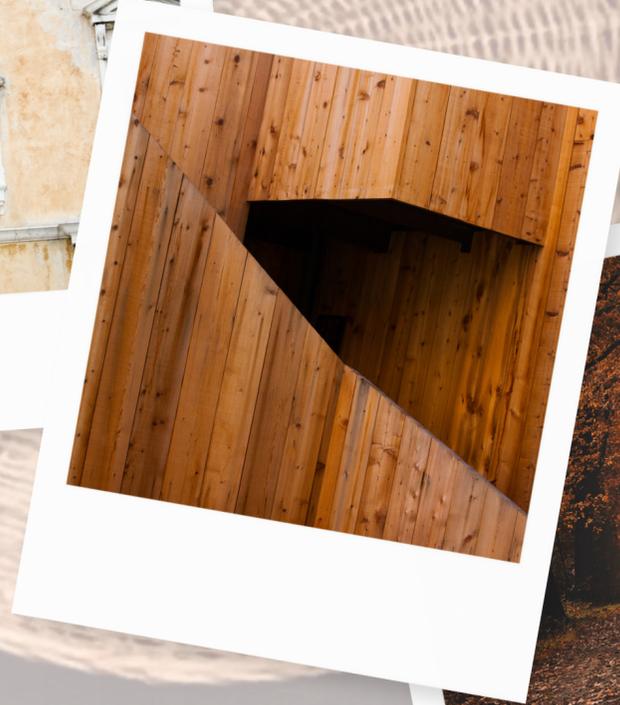
5/71 + /68



6.5k
#BALAYAGE BOB
MENTIONS*
*data available in Apr 2020



By Toni Bish
@bishwithbangs



Formula

Color Formula

60g



Balayage

20g
7/1

40g
1.9%
(isolated in foil)



Lowlights

30g
10/6

60g
1.9%



Tone



**INTENSE
REPAIR**
CONDITIONER

200 ml

TIP

Fusion Intense Repair Conditioner

Enriched with silk amino acids to instantly help protect against breakage due to combing and mechanical damage. Detangles and leaves the hair smooth.



By Tamica W
@hair_by_tamica

Formula

Color Formula

	60g	10g	10g	40g	15g	15g	60g	
		7/0	7/1	1.9%	7/89	8/71	1.9%	
	+		+		+		+	
Lighten		Roots				Lenghts & Ends		

How to use

Work 2 - 5 pumps thoroughly through the midlengths and ends and blow-dry with a brush.

TIP

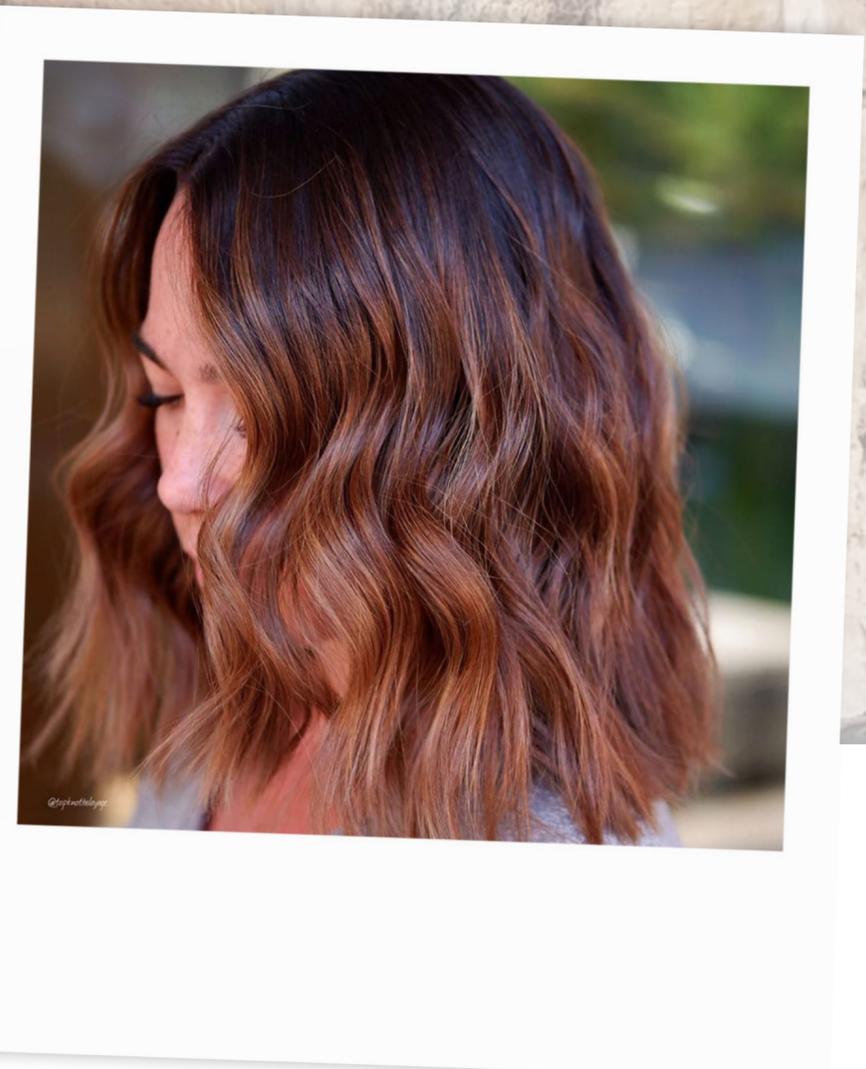
EIMI Flowing Form Anti Frizz Hair Balm

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





By Amanda Leaman
@topknotbalayage



Formula

Color Formula

60g

15g
7/0

15g
7/73

30g

30g
1.9%



Lighten



Gloss



150 ml

TIP

ColorMotion+ Structure+ Mask

Intensive restructuring mask with WellaPlex bonding agent specifically for colored hair. Provides strengthened hair structure, shine and lasting manageability.

PRO TIP: Apply a small amount to sensitized lengths and ends.



By RebeccaBaxter
@livefreedyblonde

Formula

Color Formula

	60g	20g	20g	40g
		8/97	6/97	
	+		+	
			+	
			+	
Lighten		Lowlights		

How to use

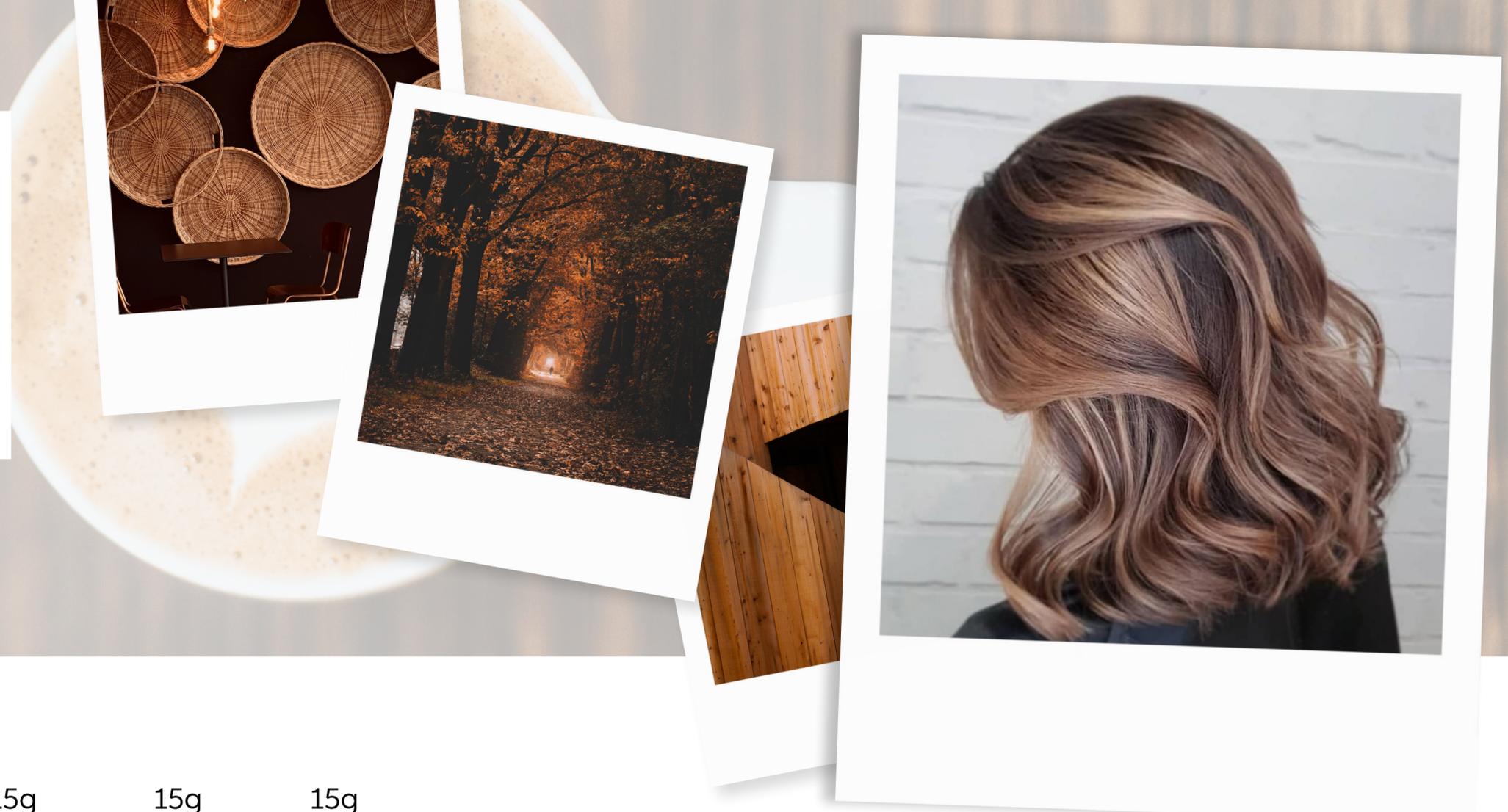
After shampooing, apply evenly to damp hair.
Do not rinse out. Blow-dry for maximum effect

	UPLIFTING CARE MIST
	150ml
TIP	Invigo Volume Boost Uplifting Care Spray Enriched with cotton extract, this volumizing spray gives lightweight care, shine, fullness and light control.





By Danijela Ilic
@danijelaaailic



Formula

Color Formula

30g
/89

60g
12%

20g
/07

40g
9%

15g
8/05

15g

15g



Freehand A



Freehand B



Gloss



How to use

Apply to clean, damp hair and distribute evenly. Leave for 3-5 minutes according to desired colour intensity, then rinse thoroughly

TIP

Invigo Color Recharge Color Refreshing Conditioner Warm Red. Refresh and maintain the multi-dimensional color of red hair tones. This red hair conditioner's caring formula is enriched with color pigments to leave hair intensively conditioned.



WARM RED
CONDITIONER

200ml



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**

