

Wella
Trend Hub



Brown Sugar Hair

June 2021



Brown Sugar Hair on social media...





By Veronica Hencoski
@veronicahencoskihair

Formula

Color Formula

30g	60g	15g	15g	60g	30g	60g	20g	10g	60g
5/0	1.9%	6/0	6/7	1.9%	Powder	9%	9/03	9/73	1.9%

	+				+		+				+				+		+	
Roots				Lowlights						Highlights				Tone				



HEALTHY FEELING
HAIR & SCALP
*Renewing
Conditioner*
95% NATURAL ORIGIN
200 ml

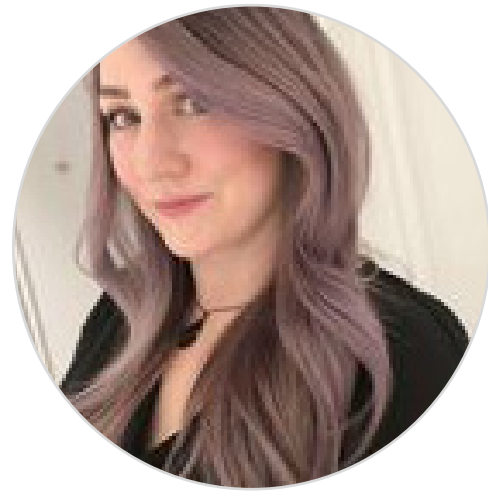
TIP

ELEMENTS RENEWING CONDITIONER

This instant detangling conditioner renews hair manageability and shine. It leaves hair feeling moisturized and protects it from frizz or breakage.

- 95% natural origin ingredients Formulated without silicones Free of animal-derived ingredients Dermatologically tested





By Laila Pettersen
@laila.wella

Formula

Color Formula

60g
/89

90g
9%

60g
6/77


120g
1.9%



Highlights



Highlights



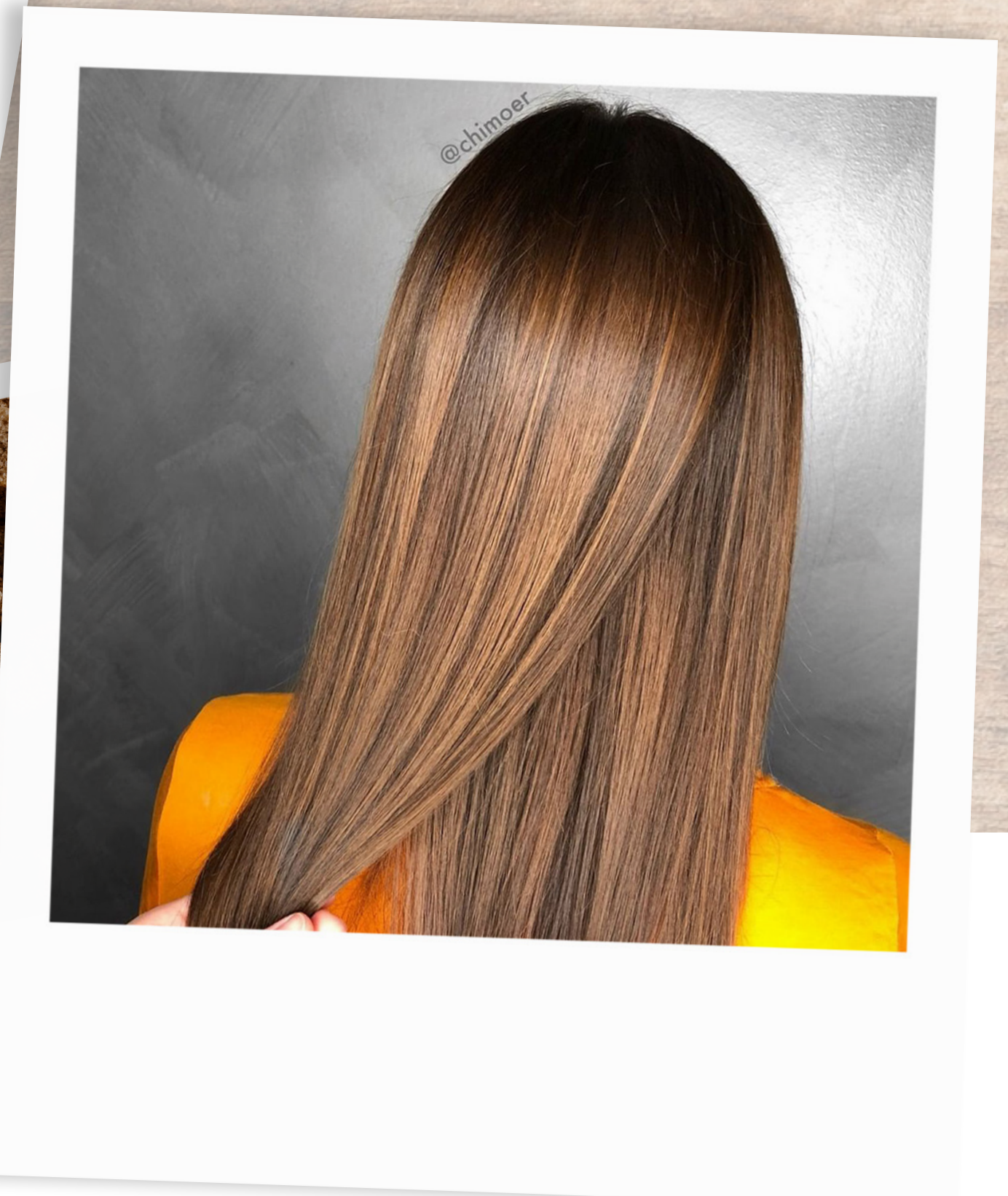
VOLUME
SUGAR
SPRAY
TEXTURE

150ml

TIP
EIMI SUGAR LIFT
HOLD LEVEL 3
Get a grip on volume: the EIMI Sugar Lift is a rich, flexible spray infused with sugar that provides lift, shine and touchable grippy texture.



By Matthias Herzberg
@matherzberg



Formula

Color Formula

30g
5/97

30g
6/0

10g
0/68

140g
1.9%

60g
10/97

5g
0/45

130g
6%



+



+



+



Roots



+



+



Ends



VOLUME
DRY SHAMPOO

180ml

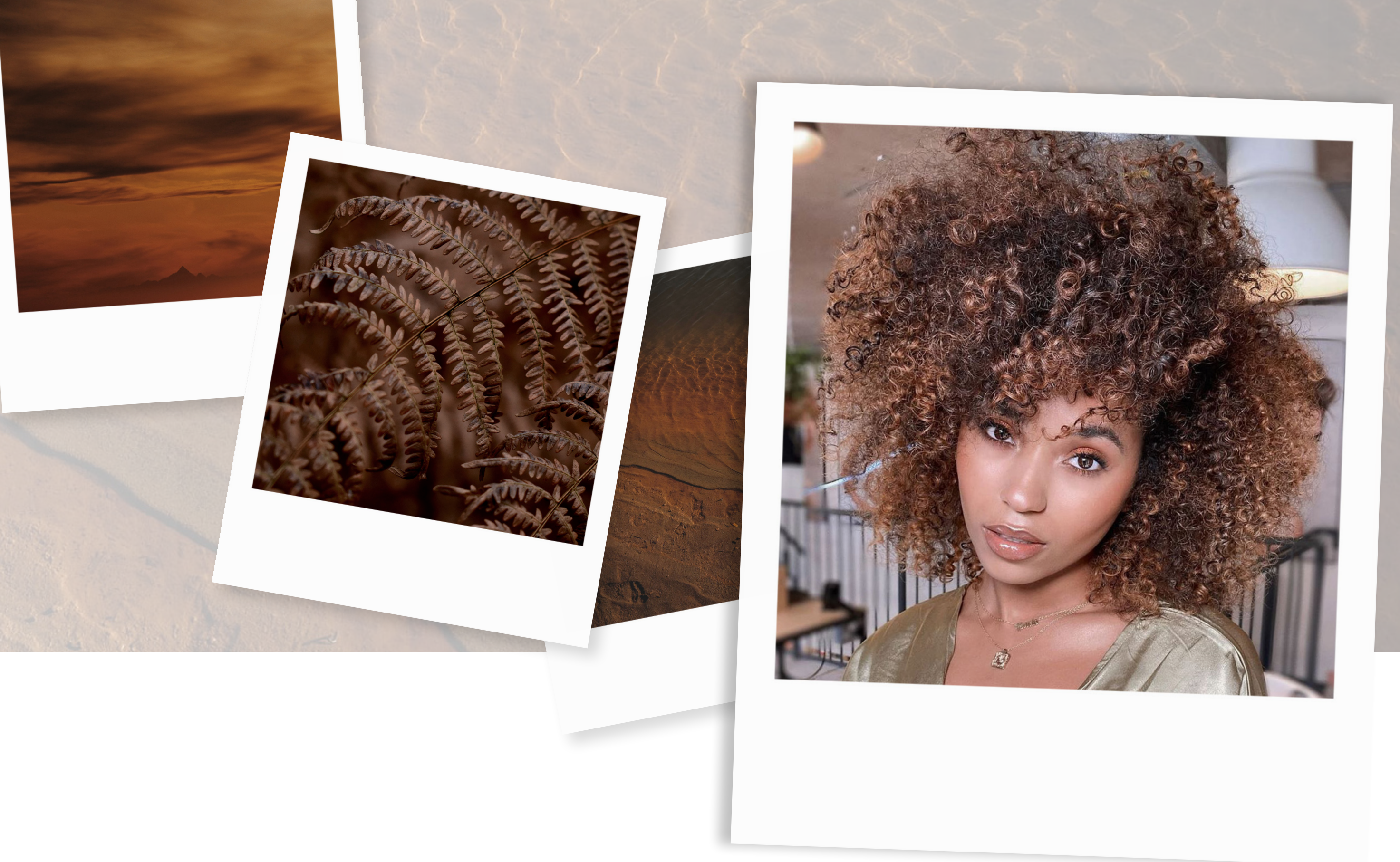
TIP

EIMI DRY ME HOLD LEVEL 1

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 James Earnshaw
@jhair_stylist



Formula

Color Formula

20g	30g	10g	10g	40g
Blondor	4%	9/73	7/97	1.9%
Plex				



Lighten



Ends Tone



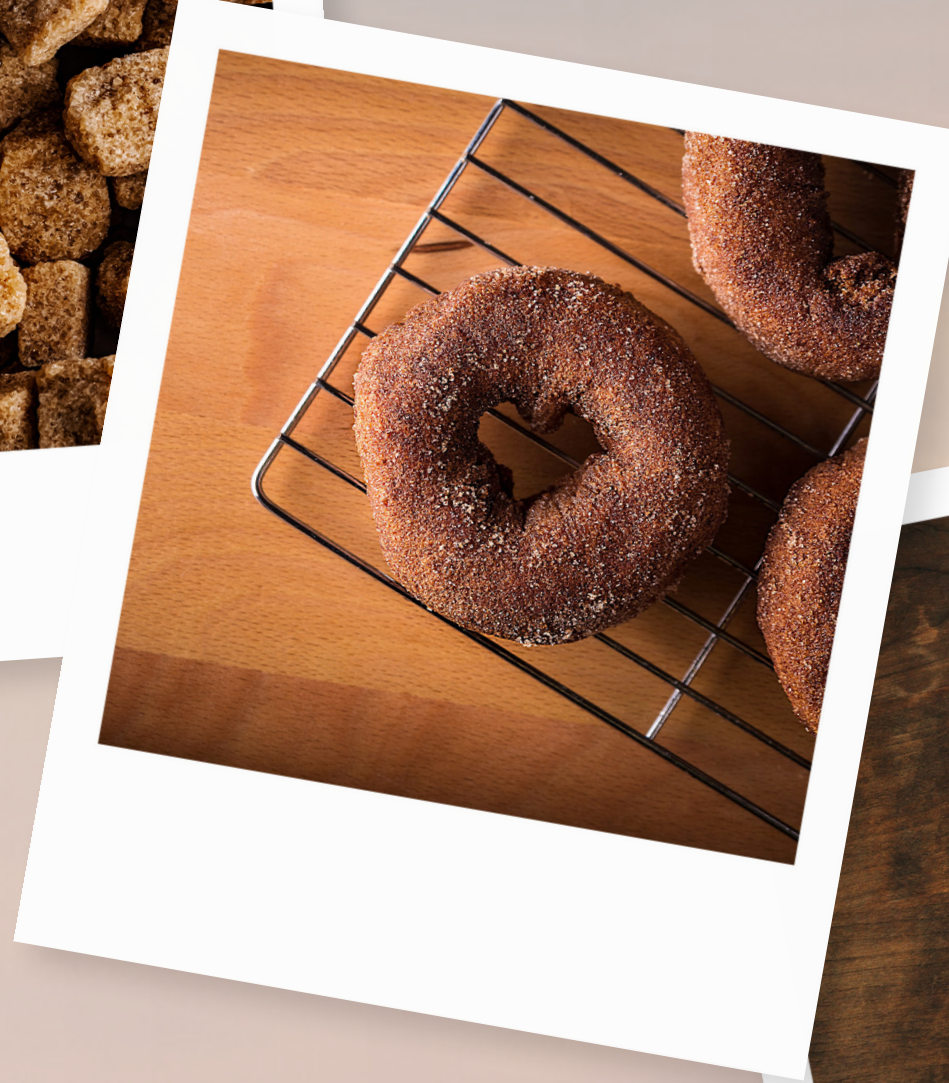
TIP

COLOR RECHARGE COOL BRUNETTE CONDITIONER WITH COLOUR PIGMENTS

Invigo Color Recharge Cool Brunette Conditioner contains color pigments that refresh and maintain the multi-dimensional color of cool brunette tones. This brunette hair conditioner's caring formulas leave the hair intensively conditioned.



By Lotta Vaisanen
@lottasaarahair



Formula

Color Formula

60g
6/

60g
4%

20g
/17

20g
/89

60g
1.9%

Caramel
Glaze



Roots

Luxelights

Toner

FOR OILY SCALP
*Purifying
Pre-shampoo Clay*
97% NATURAL ORIGIN
225 ml



TIP

ELEMENTS PURIFYING PRE-SHAMPOO CLAY

This pre-shampoo with the power of Kaolin clay, cleanses excess sebum, rebalancing scalp and leaving hair with new purified feel. It also promotes root volume.

- 97% natural origin ingredients Formulated without silicones Free of animal-derived ingredients Dermatologically tested



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**

