

# Wella

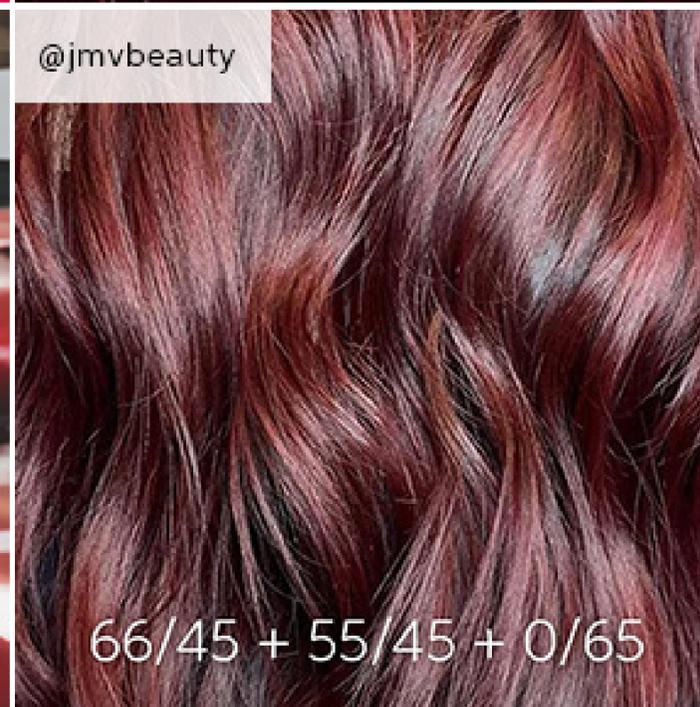
## Trend Hub



# Burgundy Hair

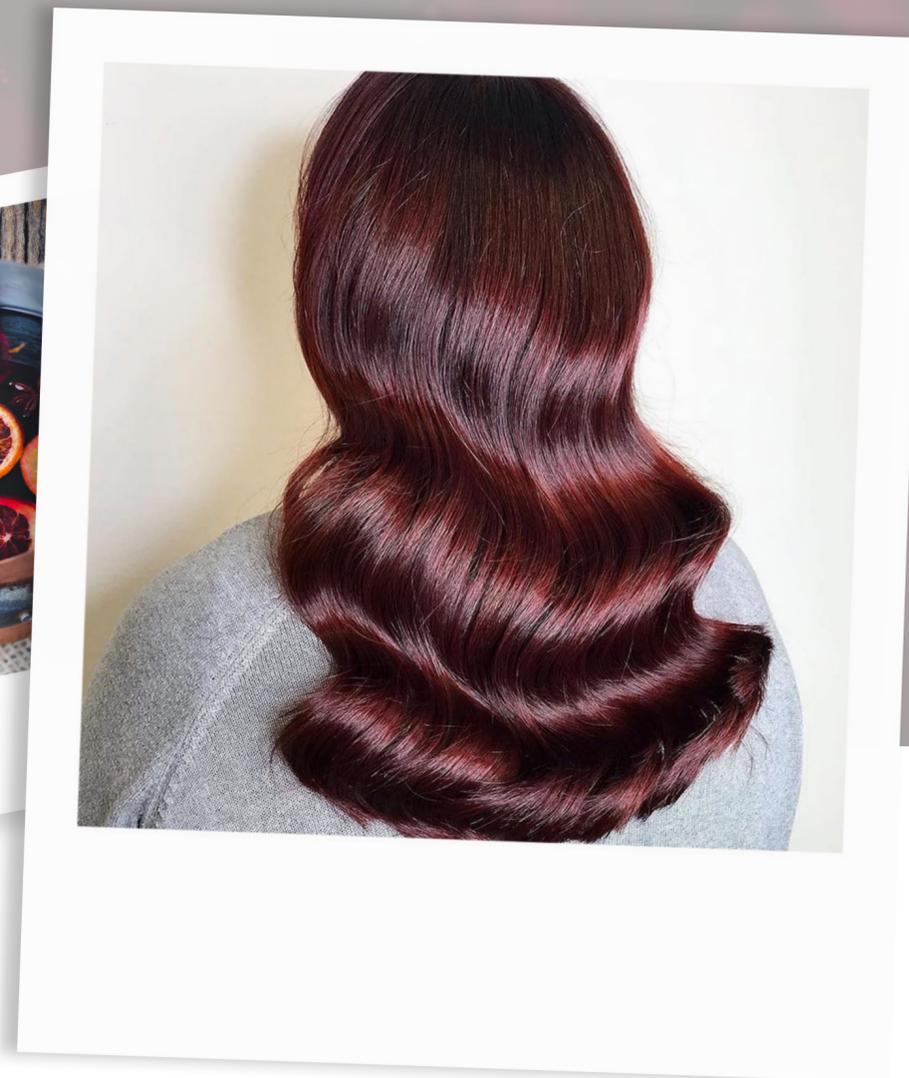
April 2020

# Burgundy Hair on social media...





By Malin Isaksson  
@av.malin



# Formula

## Color Formula

20g 20g 20g 120g  
4/57 5/75 55/54 1.9%

20g 10g 20g 50g  
55/54 6/75 66/45 4%



Roots



Lengths



LIGHT  
LUMINOUS  
REFLECTIVE  
OIL

100 ml

**TIP**  
**Oil Reflections Light Luminous Reflective Hair Oil.** Add instant luminosity and subtle light reflections with this light, finishing oil. Enriched with **CAMELLIA SEED OIL** to deeply nourish fine to normal hair without weighing it down.



By Jazmine Marie  
@jmvbeauty



# Formula

## Color Formula

30g	30g	10g	140g	30g	3g	66g
66/45	55/54	0/45	4%	55/65	33/66	1.9%



Full Head



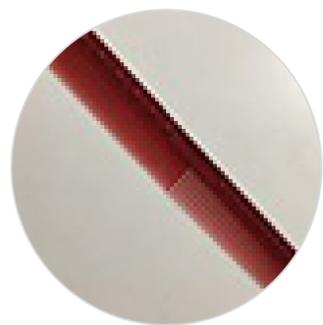
Lowlights



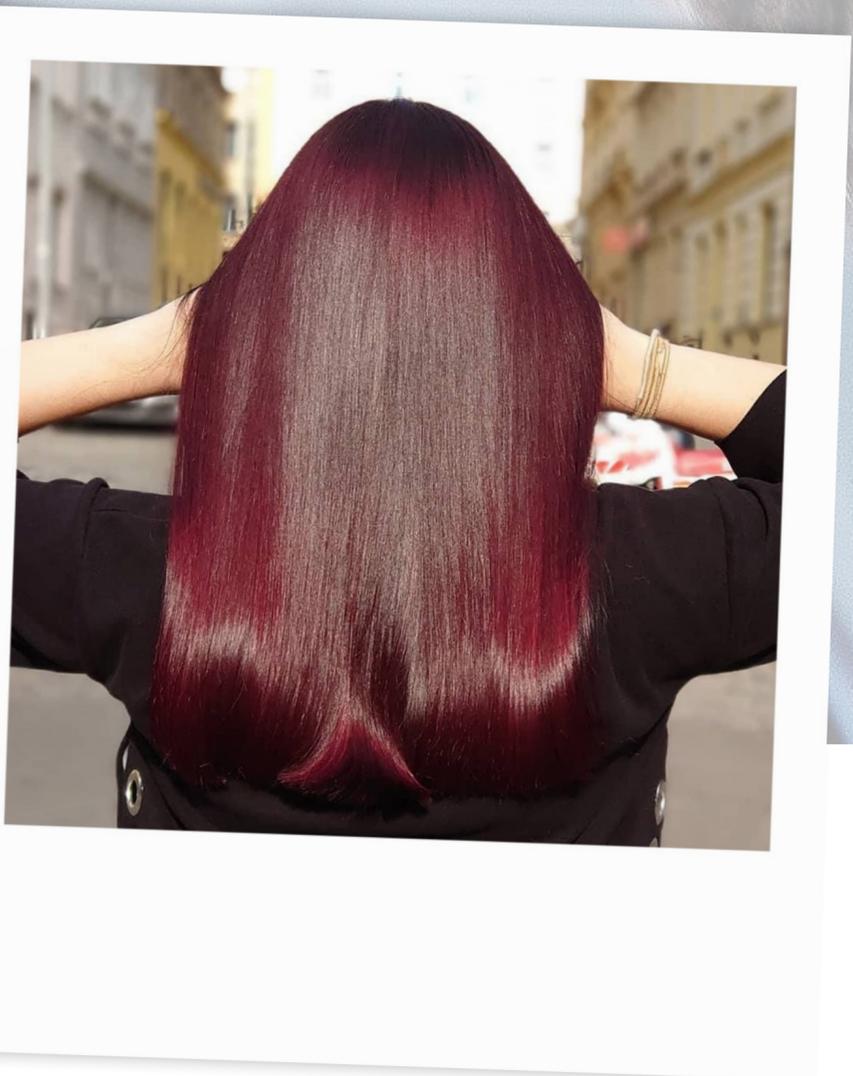
**TEXTURE**  
MATTE PASTE  
HOLD ●●○○

150ml

**TIP**  
**EIMI Bold Move Hair Styling Paste.**  
Create casually textured styled with **EIMI Bold Move**, a light hold matte paste formulated with Brazilian Carnauba wax.



By Marek Syřiště  
@mareksyriste



# Formula

## Color Formula

60g  
44/66

60g  
6%

60g  
55/65

60g  
6%

30g  
55/65

30g  
66/46

60g  
6%



Roots



Mid-Lengths



Ends



SHINE  
POMADE

75ml

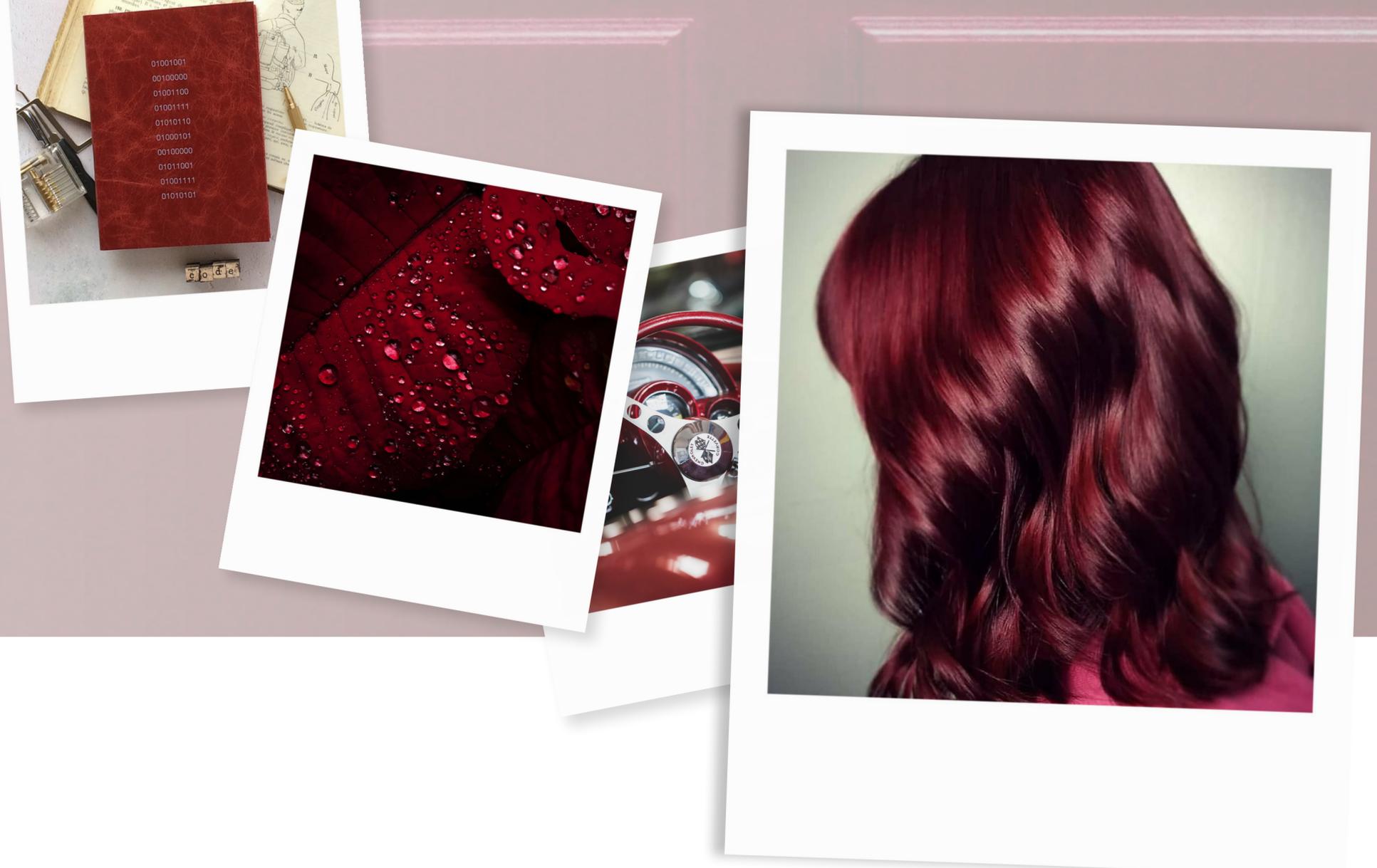
### TIP

#### EIMI Just Brilliant Hair Pomade.

Smoothen your hair and get seductive shine and natural anti-frizz definition with **EIMI Just Brilliant**, a hair pomade for shiny hair formulated to help protect hair against humidity.



By Cassandra Foehr  
@cassandra\_foehr



# Formula

## Color Formula

120g  
55/66

120g  
6%

30g  
0/56

60g  
1.9%



Full Head Color



Roots



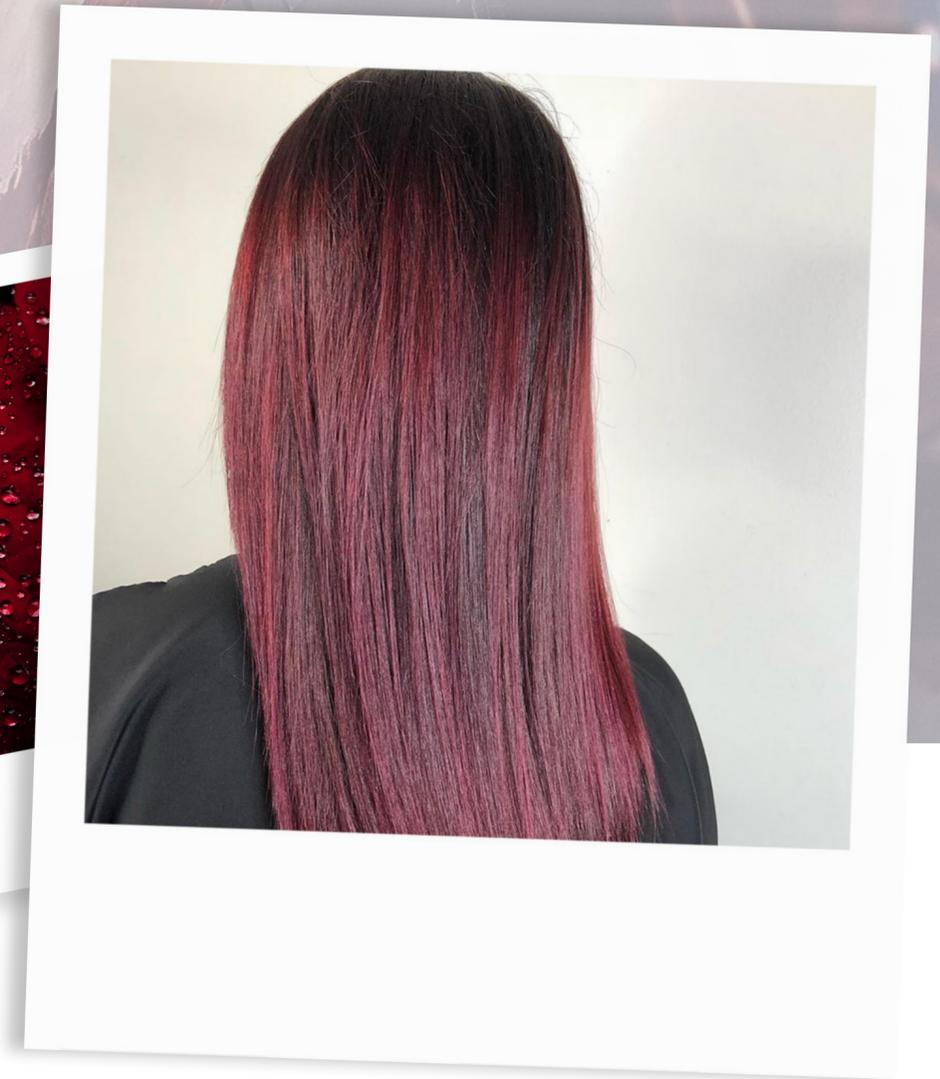
### TIP

**EIMI Mistify Me Light Hairspray.**

EIMI Mistify Me is a fast drying hairspray that brings instant hold to any style thanks to the micro-mist technology. It has a lightweight formula with extra-fine diffusion, for light hold and natural looking movement for up to 24h.



By Salon Black Diamond By JR  
@black\_diamond\_by\_jr



# Formula

## Color Formula

60g	10g	70g
55/55	66/46	6%



WARM RED  
CONDITIONER

200ml

**TIP**  
**Invigo Color Recharge Red Conditioner.**  
**Color Recharge Red Conditioner** contains color pigments that refresh and maintain the multi-dimensional color of red hair tones. This red hair conditioner's caring formulas leave the hair intensively conditioned.



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**

