

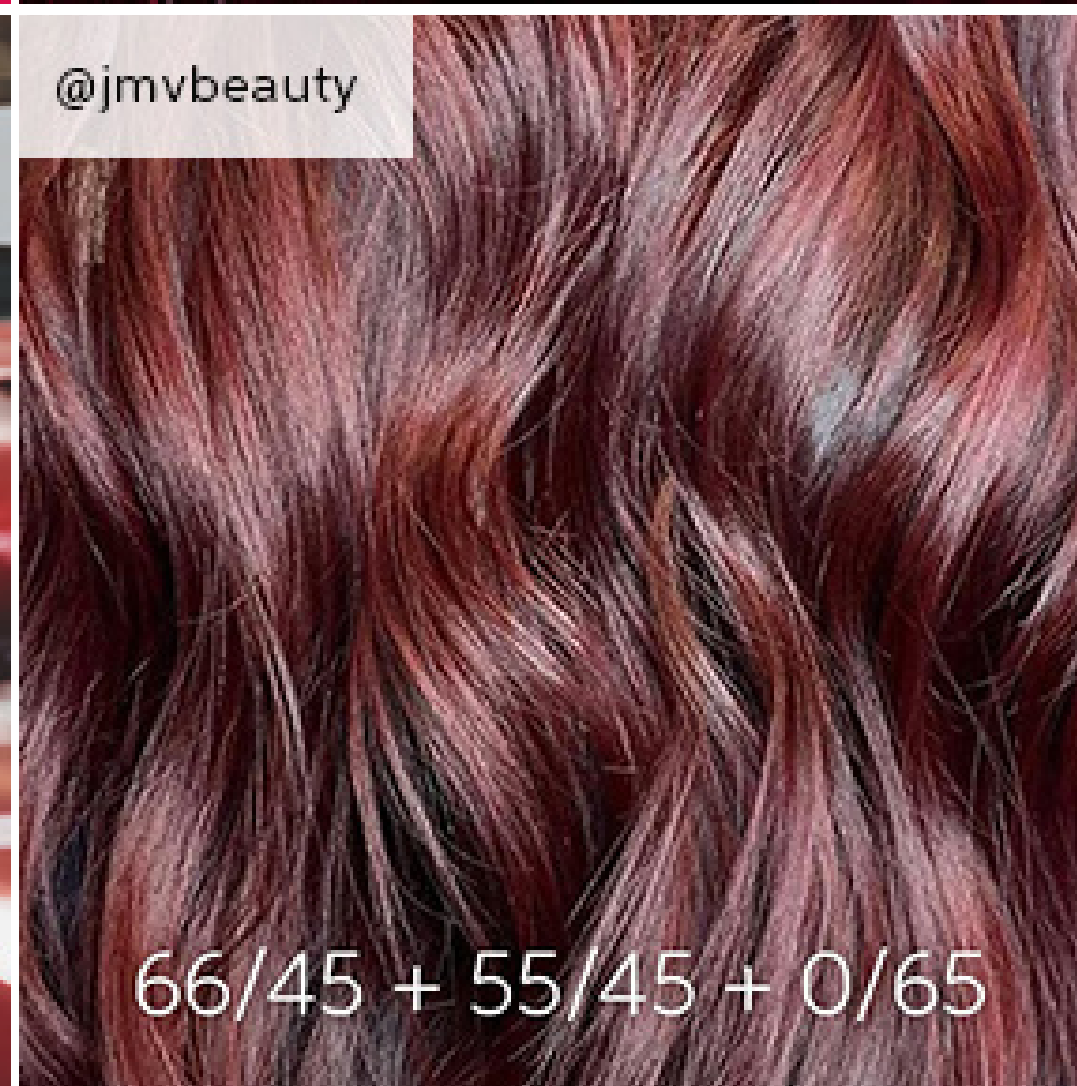
Wella
Trend Hub

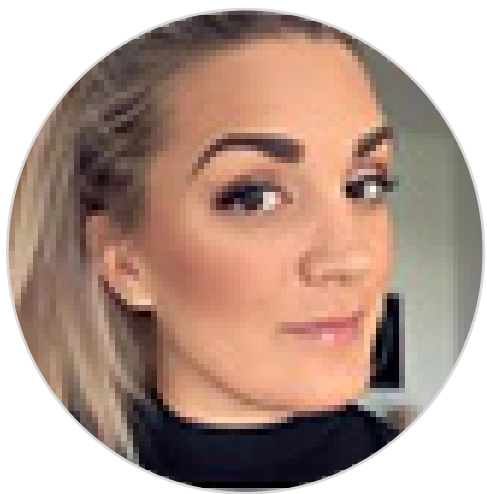
Burgundy Hair

April 2020

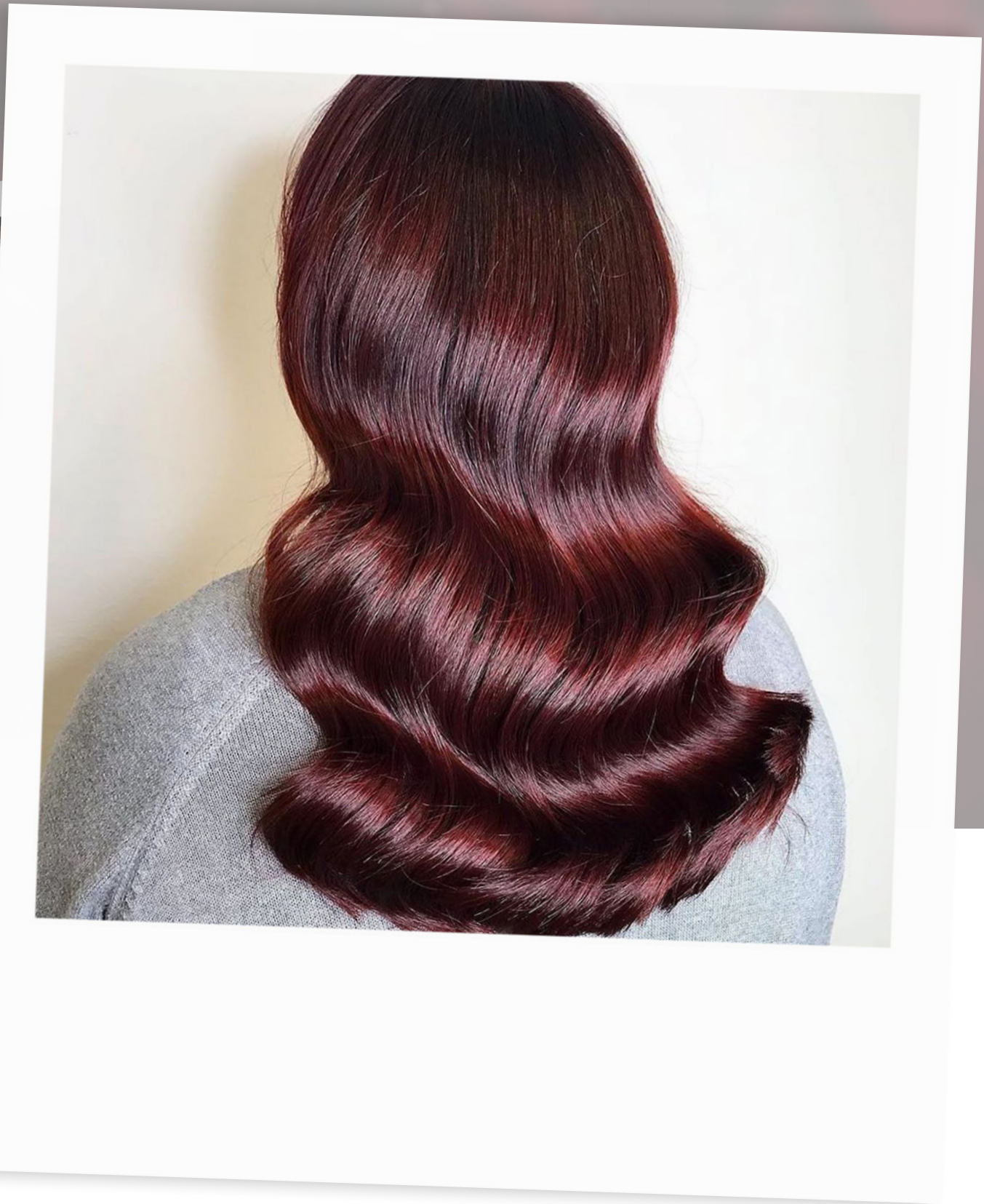


Burgundy Hair on social media...





By Malin Isaksson
@av.malin



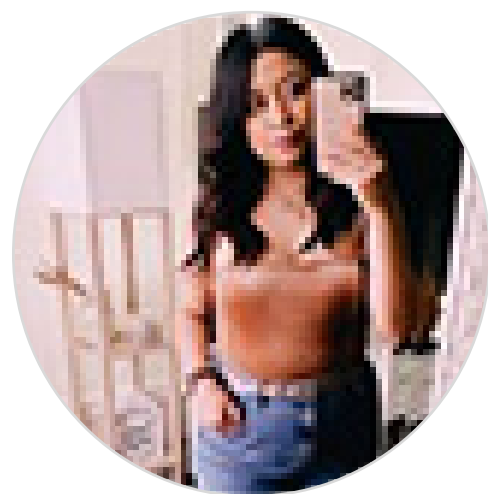
Formula

Color Formula

20g	20g	20g	120g	20g	10g	20g	50g
4/57	5/75	55/54	1.9%	55/54	6/75	66/45	4%



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

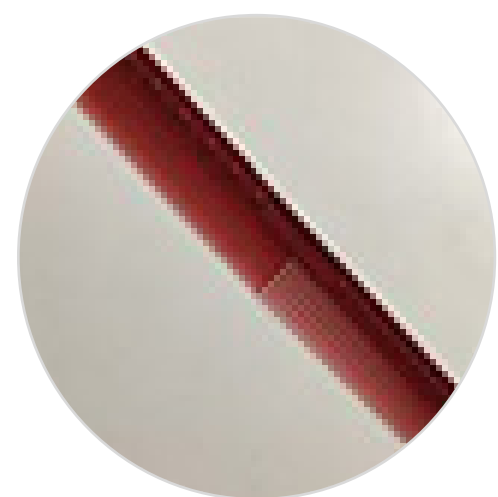
Lowlights



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-Lenghts



Ends



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

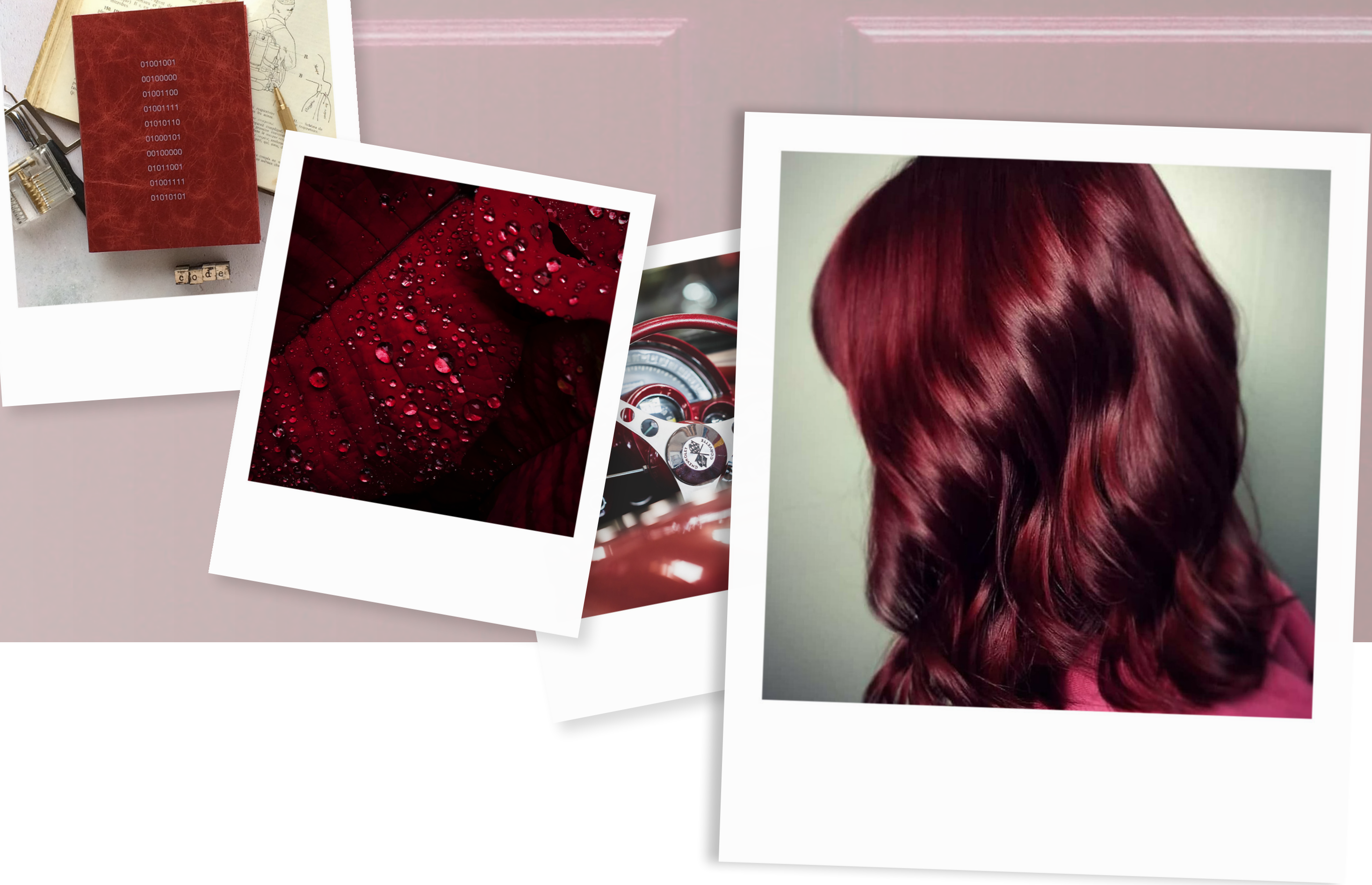
60g
1.9%




Full Head Color



Roots





**FIXING
HAIRSPRAY**

LIGHT
CRAFTING
SPRAY

HOLD ●●○

MICROMIST™

500ml

TIP
EIMI Mistify Me Light Hairspray.
EIMI Mistify Me is a fast drying hairspray 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%

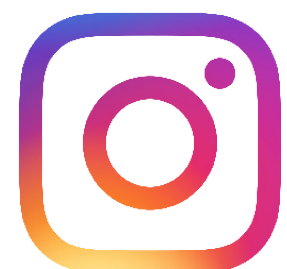




WARM RED
CONDITIONER

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**

