

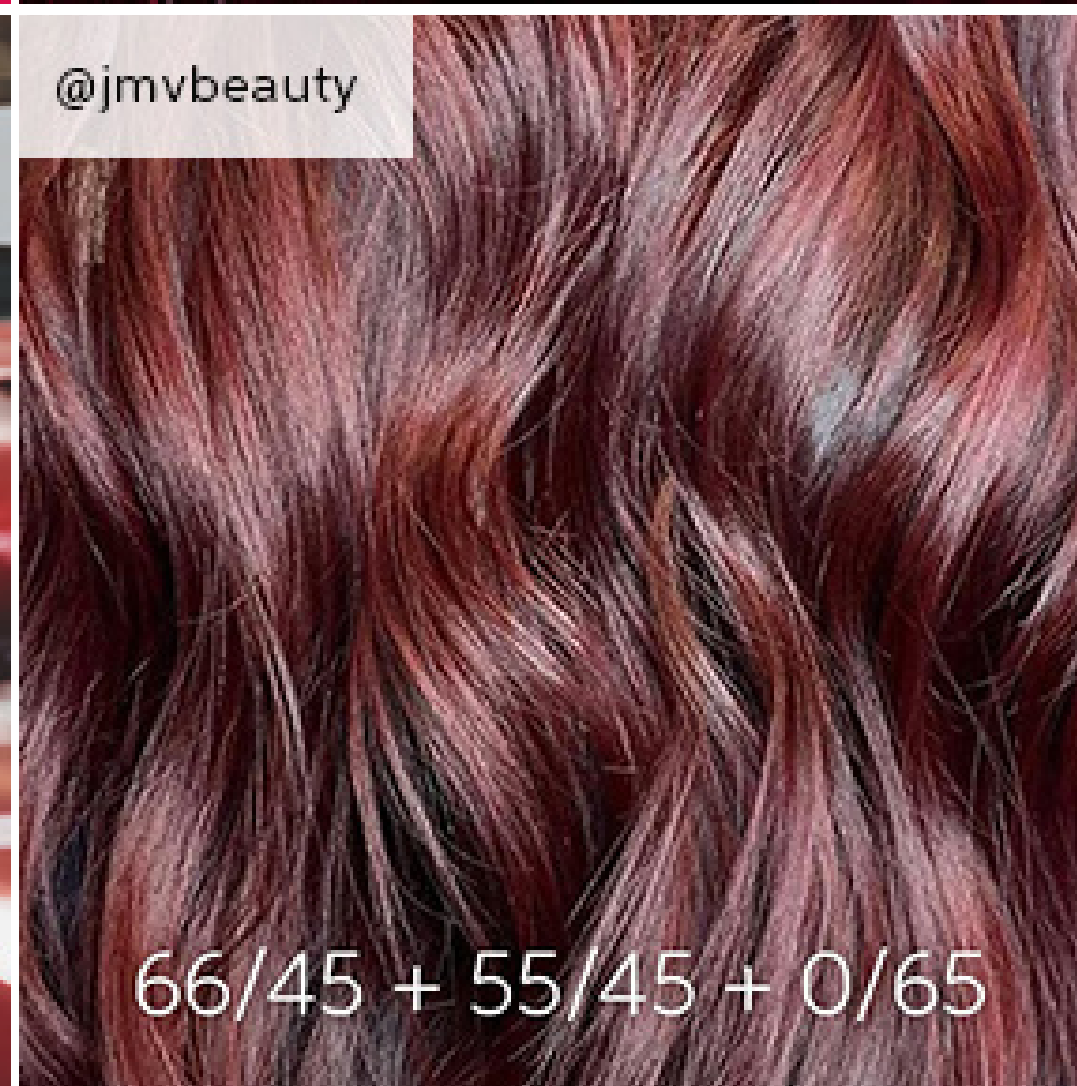
Wella
Trend Hub

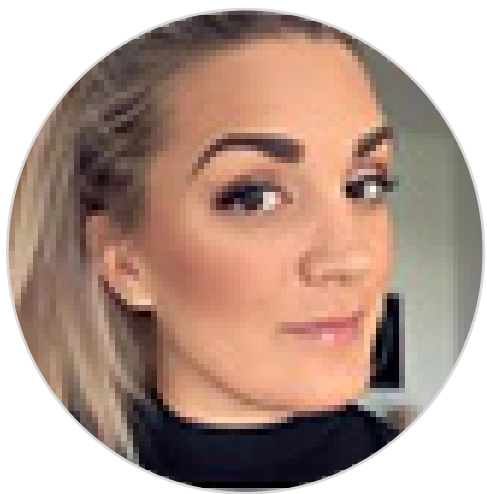
Burgundy Hair

April 2020



Burgundy Hair on social media...





By Malin Isaksson
@av.malin



Formula

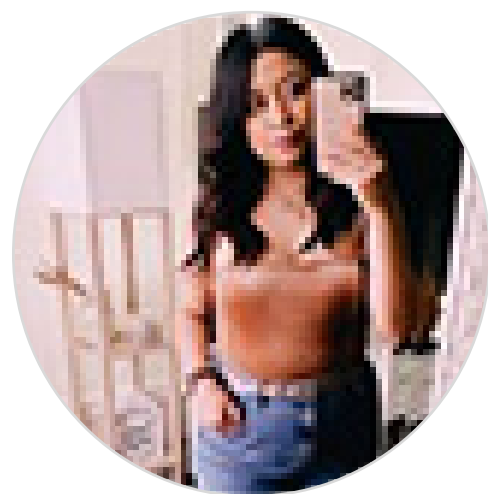
Color Formula

20g 20g 10g + 10g 120g
4/57 5/75 55/54 + 5/66 1.9%

10g + 10g 10g 20g 100g
55/54 + 5/66 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

45g 15g 10g 140g 20g + 10g 5g 60g
66/45 44/45 0/45 4% 5/66 + 4/6 4/5 1.9%



Full Head

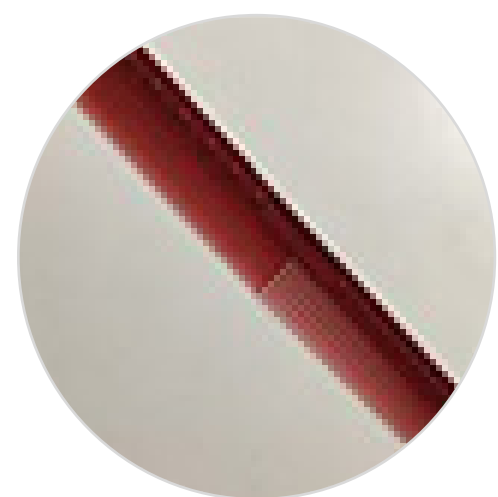
Lowlights



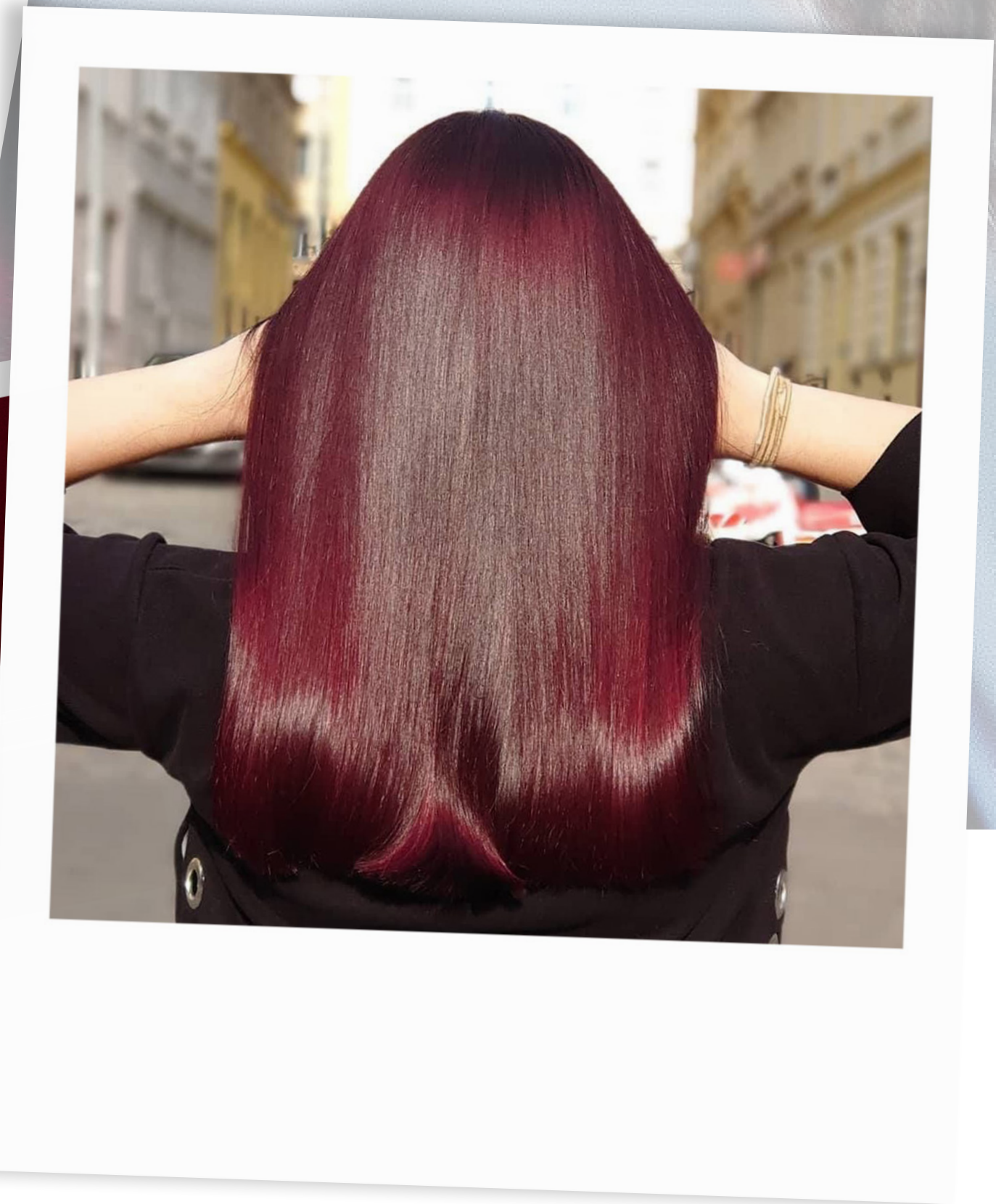
TEXTURE
MATTE PASTE
HOLD ●●○○○

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
33/66

60g
6%

60g
44/65

60g
6%

15g
44/65

45g
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

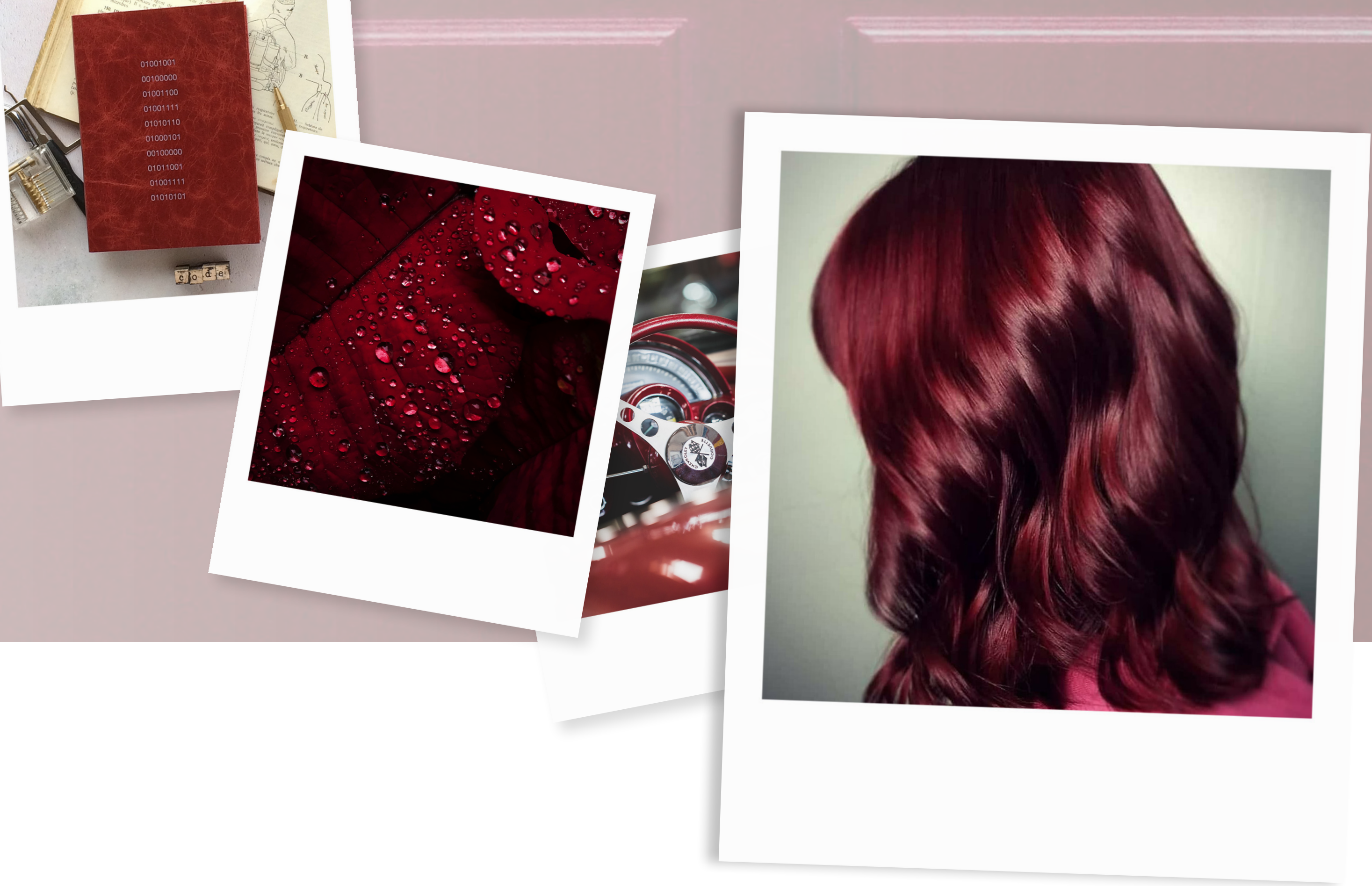
120g	120g	30g	60g
55/66	6%	0/56	1.9%




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

50g	20g	70g
66/55	55/46	6%

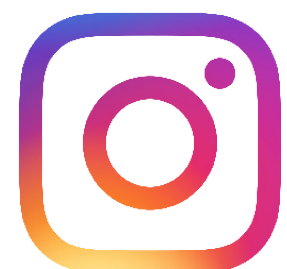




WARM RED
CONDITIONER

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**

