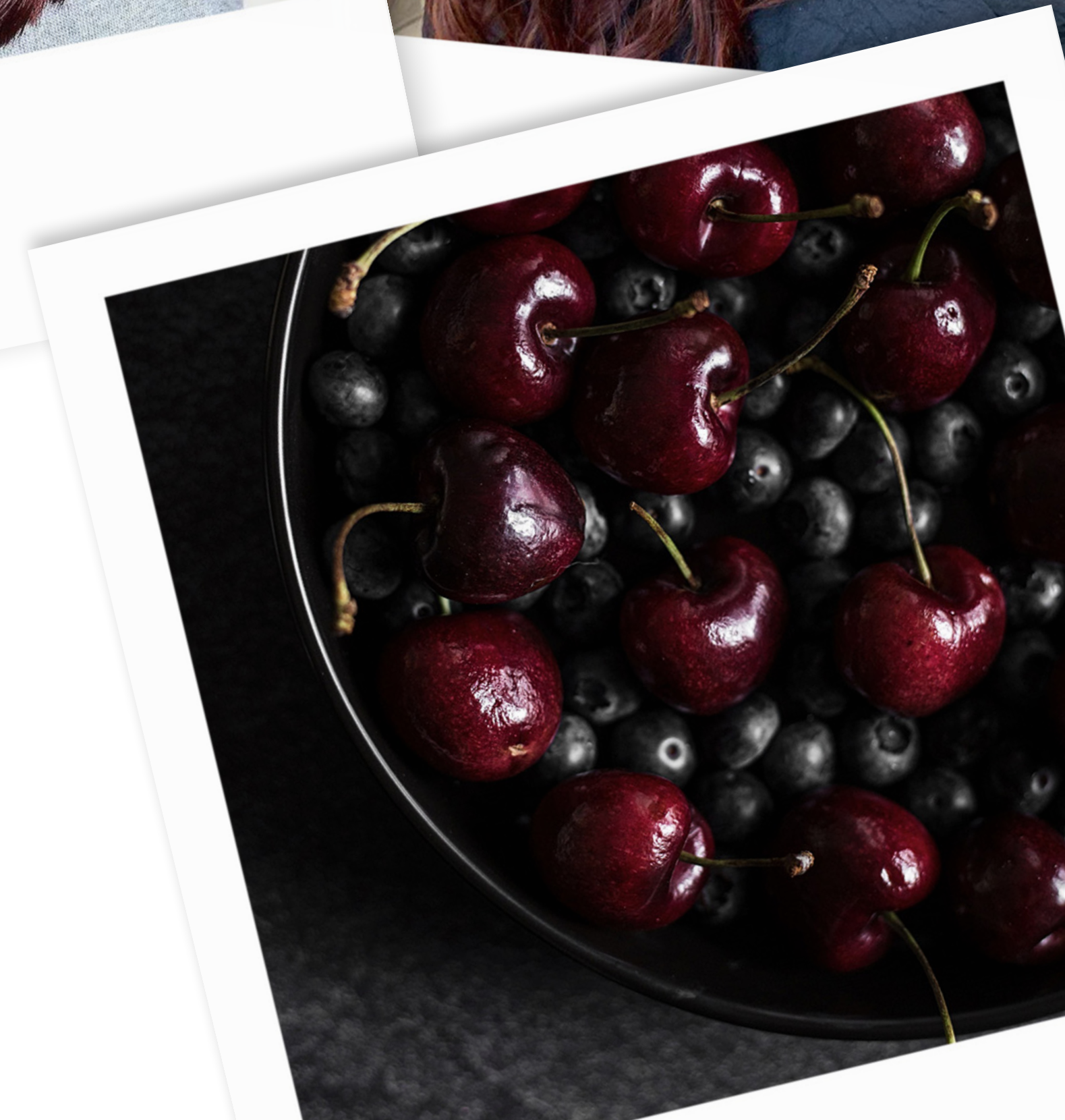


**Wella**  
Trend Hub



# Cherry Cola Hair

February 2023



# Cherry Cola Hair on social media...







By Maria McCabe  
@mariamccabehair



# Formula

## Color Formula

20g  
5/75

20g  
5/73

80g  
1.9%

Color Recharge  
Cool Brunette for 5 mins



+



+



COOL BRUNETTE  
CONDITIONER

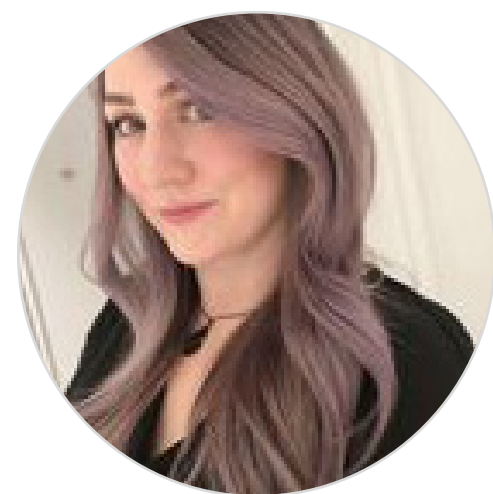
200ml

### TIP

#### INVIGO COLOR RECHARGE

To keep this look at home, take home INVIGO Color Recharge Cool Brunette. This COLOR REFRESHING CONDITIONER WITH COLOR PIGMENTS refreshes and maintains the multi-dimensional color of brunette tones, leaving hair intensively conditioned.





By Laila Petterson  
@laila.wella



# Formula

## Color Formula

1:1  
55/55    5/0

12%  
20g 77/46    10g 0/65    30g 12%

55/55    6%  
55/65    9%

Roots

Lengths Step 1

Lengths Step 2

Lengths Step 3



**COLOR PROTECTION SHAMPOO**

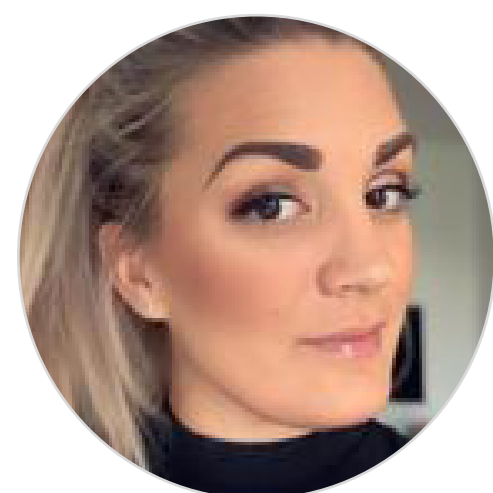
250 ml

### TIP

#### **COLORMOTION+ COLOR PROTECTION SHAMPOO**

Be sure to pop ColorMotion+ COLOR PROTECTION SHAMPOO in your basket. This shampoo helps to lock in color while preserving hair's smoothness and shine. With Free Radicals Protection and additional anti-oxidant.





By Malin Bågenfelt  
@ av.malin



# Formula

## Color Formula

10g	10g	20g	80g	10g	10g	20g	80g
4/57	5/75	55/54	1.9%	55/54	6/75	66/45	4%



Roots

Lengths



### TIP

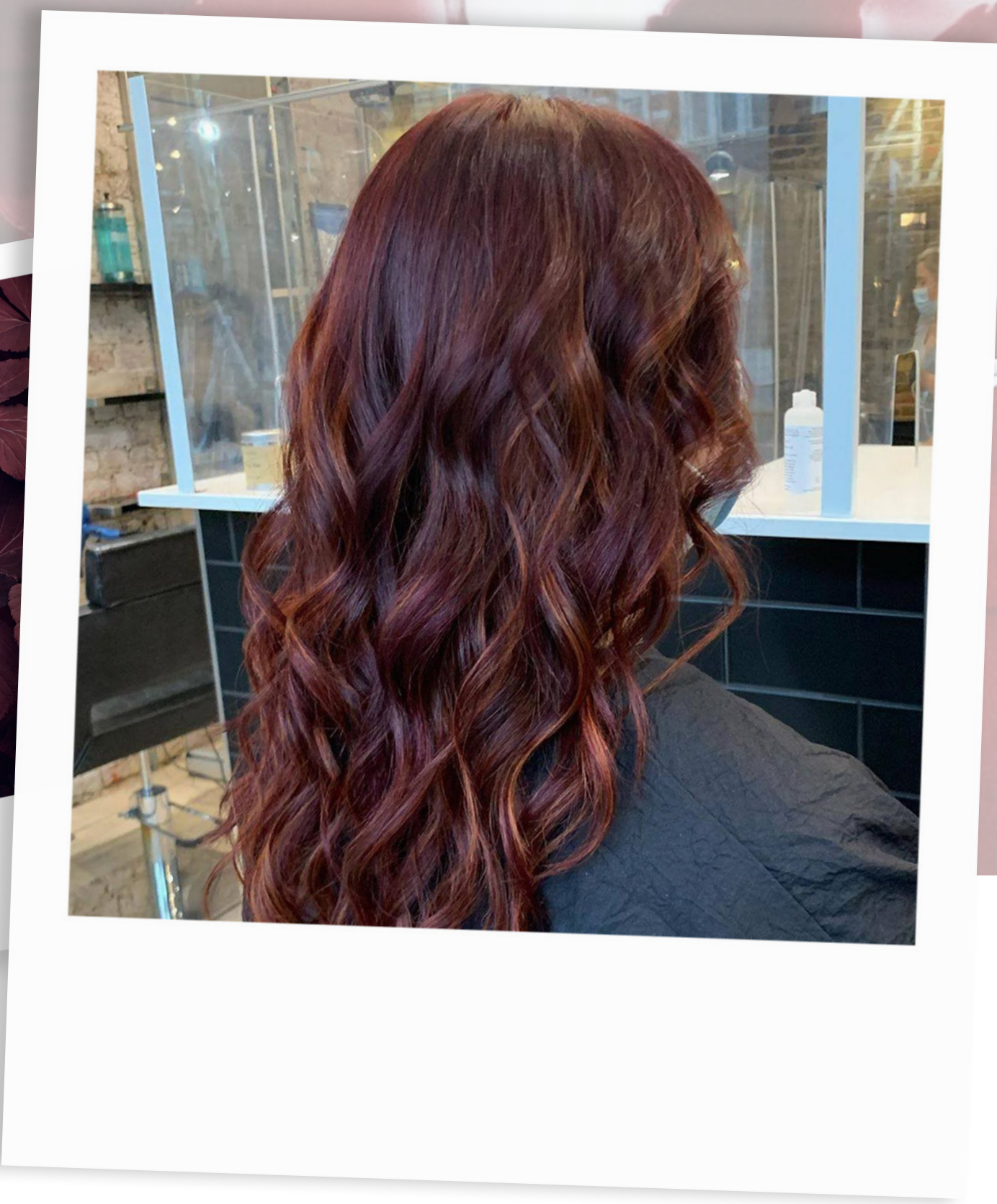
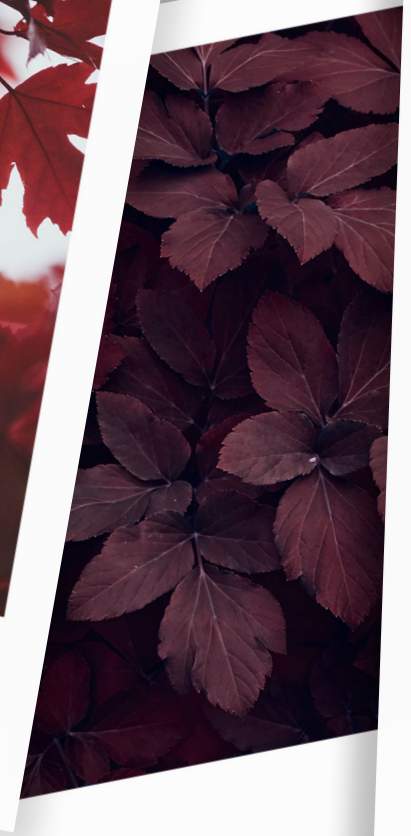
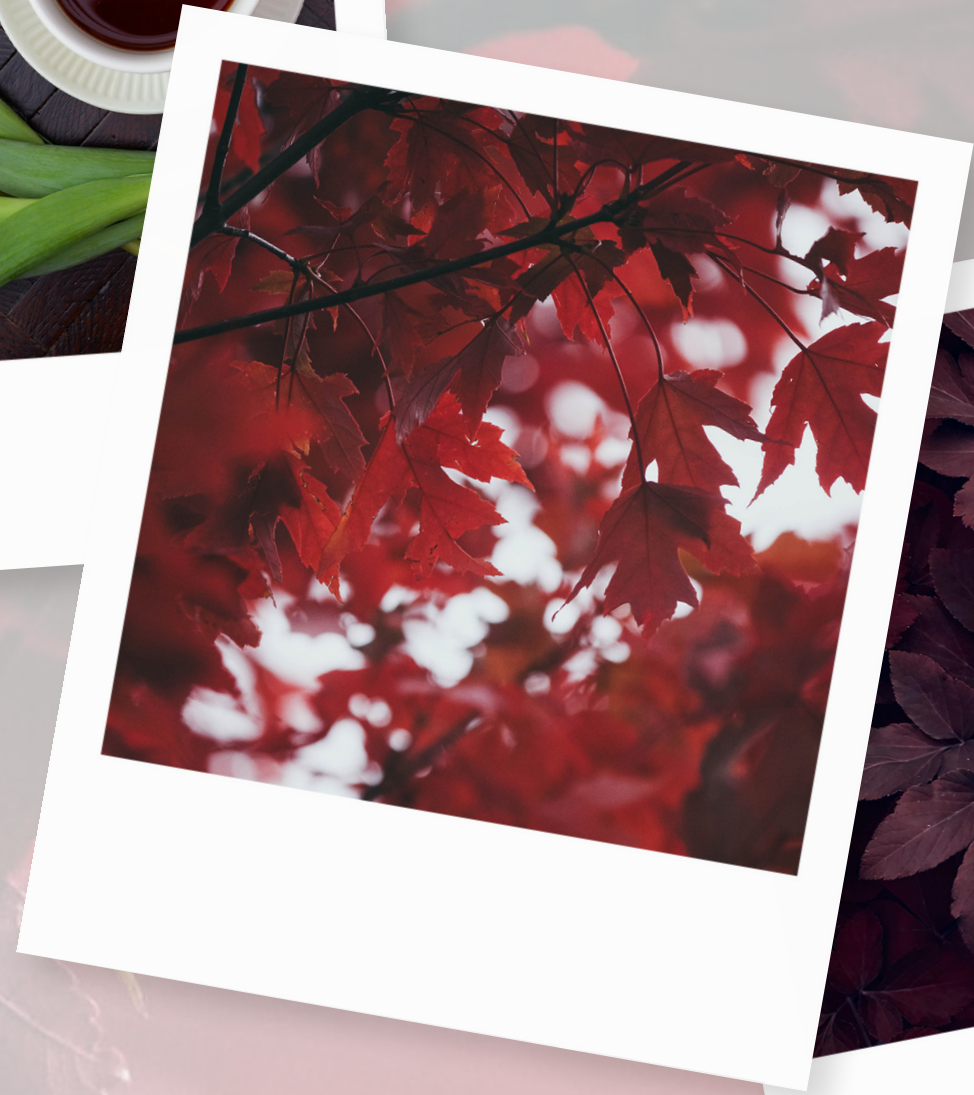
#### FUSION INTENSE REPAIR MASK

Protect those rich tones and healthy look for longer with INVIGO COLOR BRILIANCE COLOR PROTECTION SHAMPOO. A PH optimized shampoo for color protection and vibrancy. With Anti-Oxidant Shield Technology.





By Lauren Preedy  
@laurenpreedyhair



# Formula

## Color Formula

30g  
55/46

30g  
6%



Freelights

6%



10g  
7/43

10g  
7/4

40g  
1.9%



**INTENSE  
REPAIR  
MASK**

150 ml

### TIP

#### FUSION INTENSE REPAIR MASK

After any lightening service remember to focus on repair. FUSION INTENSE REPAIR MASK is a luxurious creamy mask that helps to repair and protect against breakage. With intense conditioning ingredients and silk amino acids.



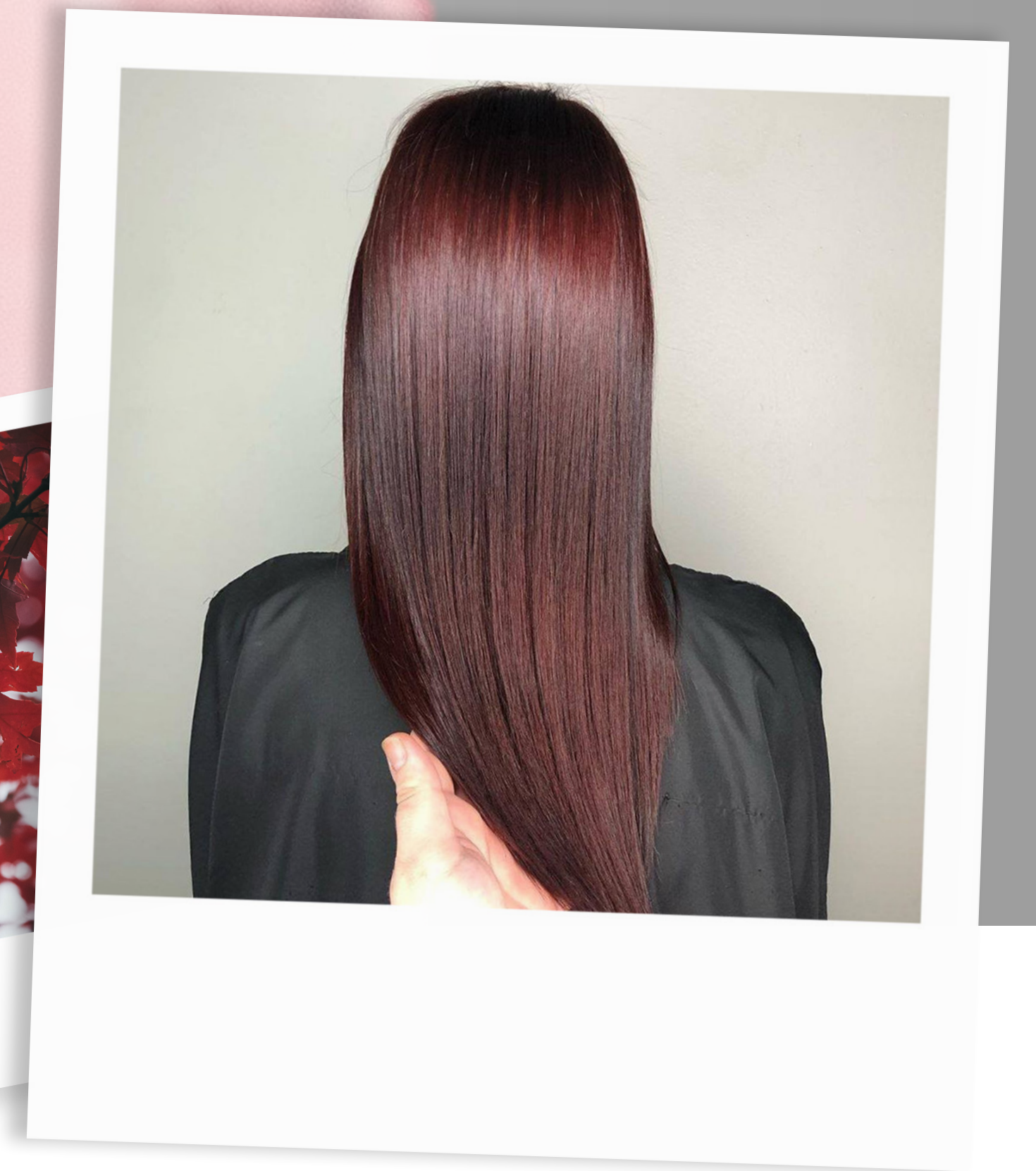


By Julien R  
@black\_diamond\_by\_jr

# Formula

## Color Formula

20g 55/55      20g 6/45      40g 6%



### TIP

#### **COLORMOTION+ STRUCTURE+ MASK**

For color protection and repair try adding ColorMotion+ STRUCTURE+ MASK to your weekly hair routine. WITH WELLAPLEX BONDING AGENT it helps to reconstruct hair bonds. For stronger hair. Adds smoothness and shine. For excellent color reflections. Intensive formula, to be used every 1-2 weeks.





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**

