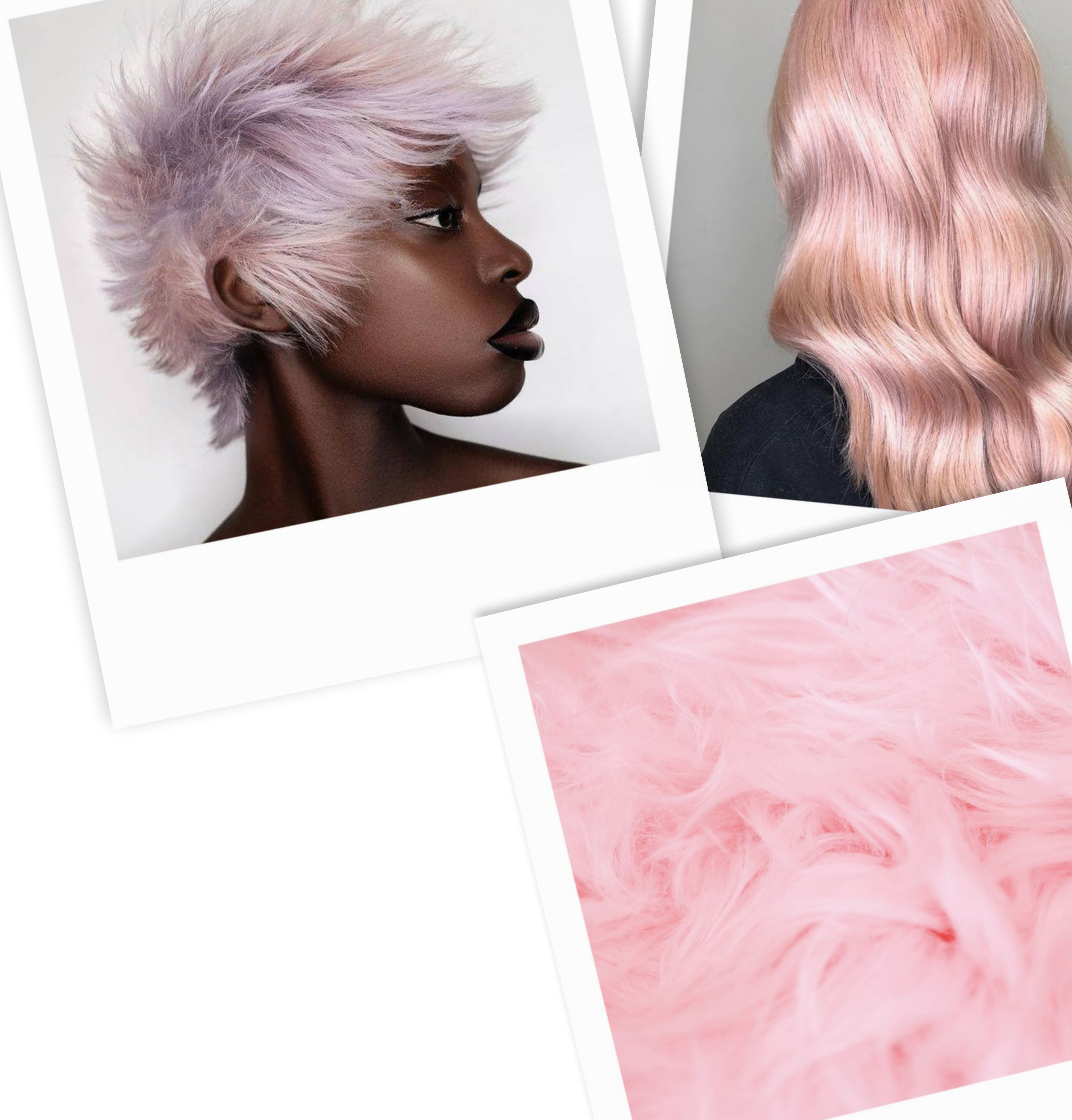


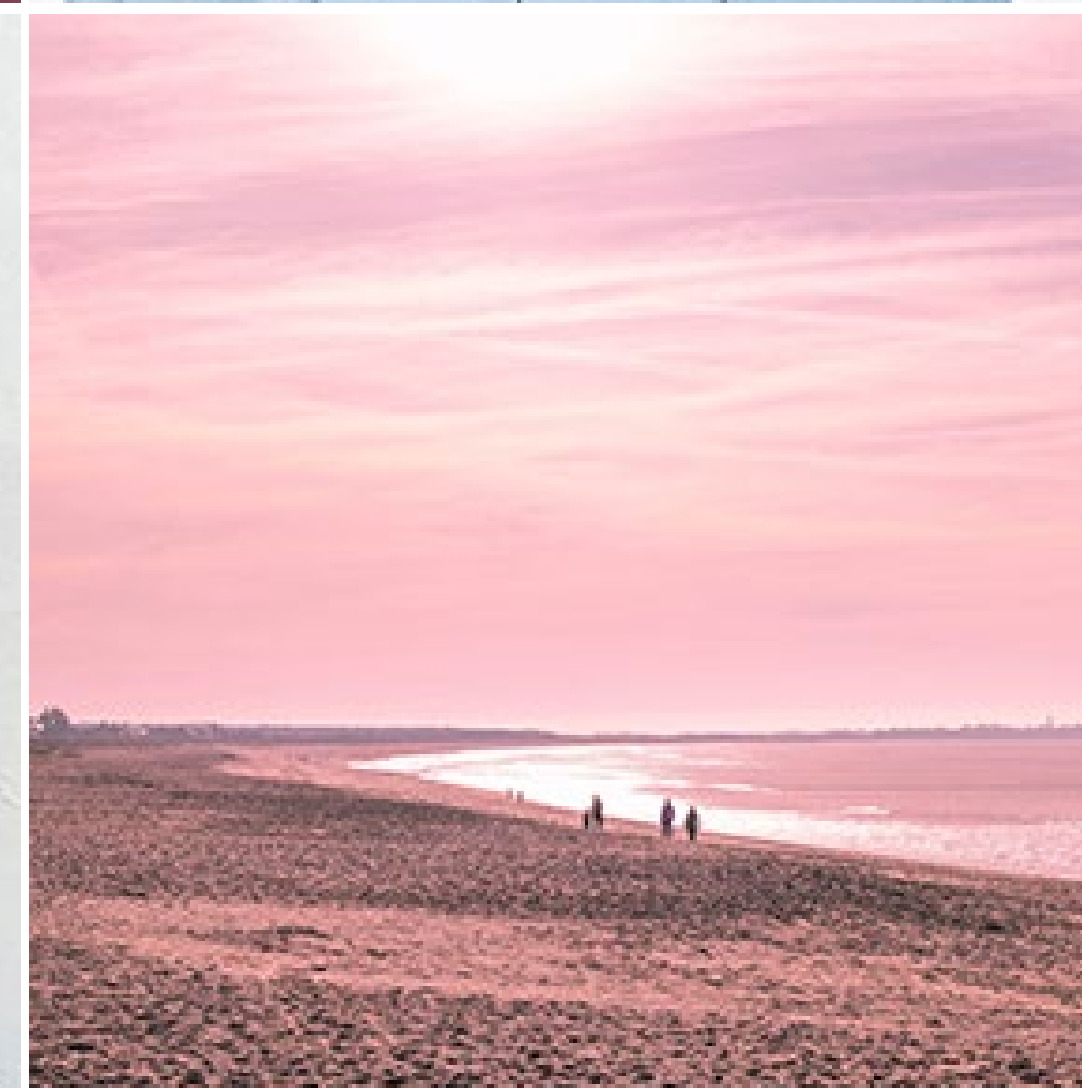
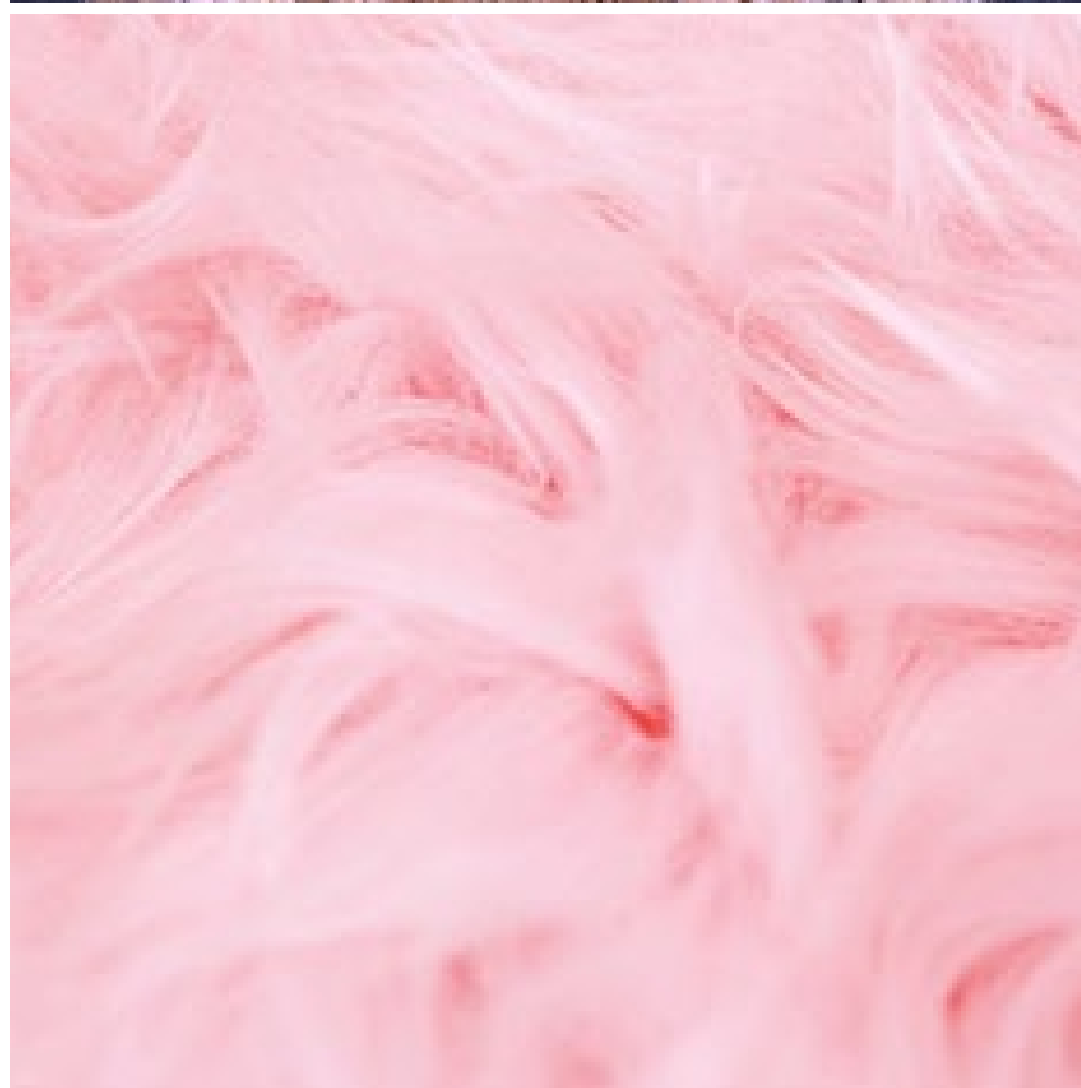
Wella
Trend Hub

Cotton Candy Hair

June 2021

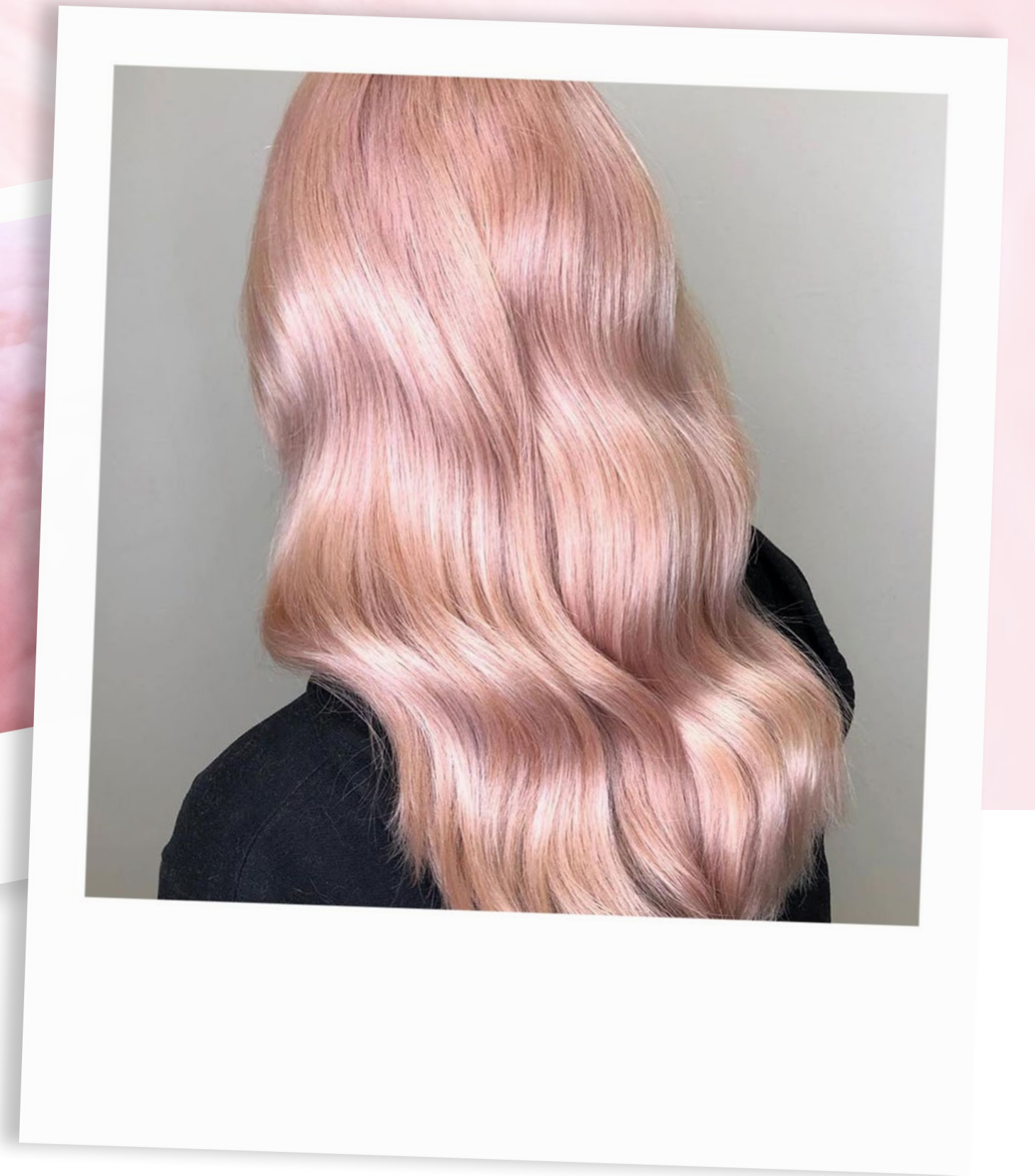


Cotton Candy Hair on social media...





By Laila Pettersen
@laila.wella



Formula

Color Formula

60g
Soft Blonde
Cream

90g
6%

3g
N°1

30g
10/95

30g
9/16

8g
0/65

136g
6%



Lighten

Tone



TIP

ELEMENTS CALMING SERUM

This moisturizing serum with Vegetable Glycerin, hydrates and soothes a dry or delicate scalp. It helps restore scalp comfort, without impacting hair volume.

- 96% of German consumers reported that their scalp felt comforted*
- 98% natural origin ingredients

- Formulated without silicones
- Free of animal-derived ingredients
- Dermatologically tested
- 100% recycled plastic 100ml bottle
- FSC certified & 100% recycled carton box

*Combined with Calming Shampoo, in a survey conducted among 27 German panelists.



By Hair by Demi
@hairbydemim

Formula

Color Formula

20g
9/59

10g
Titanium
Rose

60g
1.9%



TIP

EIMI SHAPE CONTROL HOLD LEVEL 4

Create any style with your blow dryer with EIMI Shape Control, an extra firm styling mousse. Formulated to help protect your hair against dehydration whilst blow drying.



By Kley Kafe
@kleykafe



Formula

Color Formula

60g

90g
9%

30g
Titanium
Rose

30g
Silver
Mauve

60g
1.9%



+



Lighten




+



+

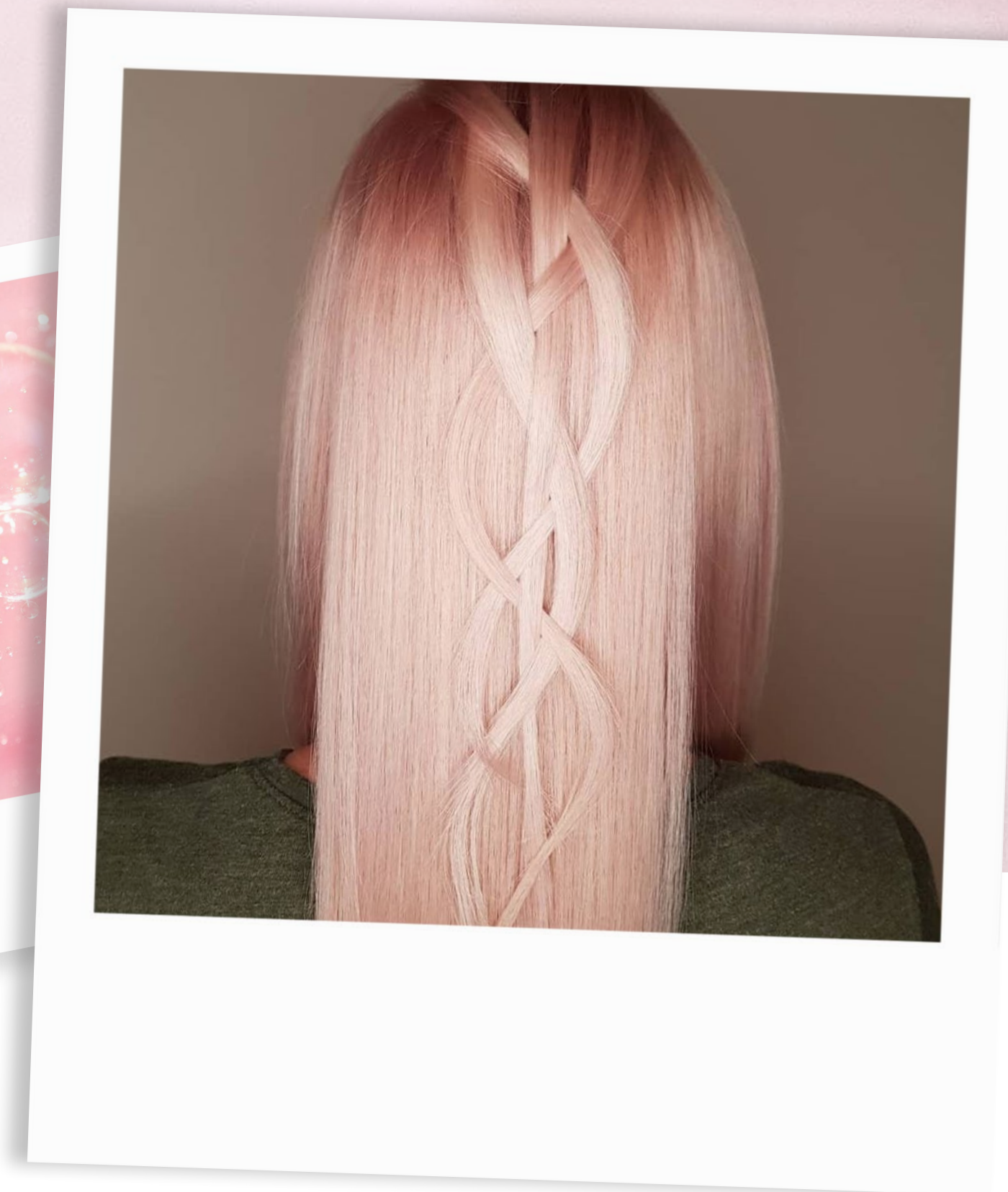


Tone

 <p>INTENSE REPAIR MASK</p> <p>150 ml</p>	<p>TIP</p> <p>FUSION INTENSE REPAIR MASK</p> <p>If your hair is in need of nurture, this luxurious creamy mask for damaged hair helps repair and protect against breakage. Apply this mask for 5 minutes. The mask contains intensely conditioning ingredients and amino acids.</p>
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By FrRart Hair Craft
@frrart.hair.craft



Formula

Color Formula

60g

90g
6%

3g
N°1

20g
10/96

20g
10/0

4g
0/65

88g
1.9%



Lighten

Tone



TIP

EIMI BODY CRAFTER

Build volume with a workable texture with EIMI Body Crafter. Craft your style with smooth, flexible control and natural movement.



By Elina Nikitin
@elina_nikitin

Formula

Color Formula

20g
9/60

20g
10/05

80g
1.9%



+



+



Roots

20g
10/05

10g
Titanium
Rose

10g
Platinum
Lily

80g
1.9%



+



+



+



Ends

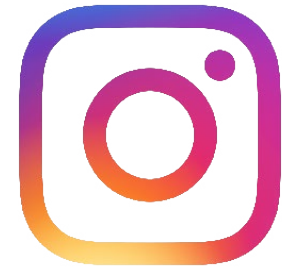


TIP

ELEMENTS RENEWING MASK

This moisturizing mask with intense conditioning renews hair smoothness and shine. It also protects hair from frizz and breakage.

- 95% 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**

