

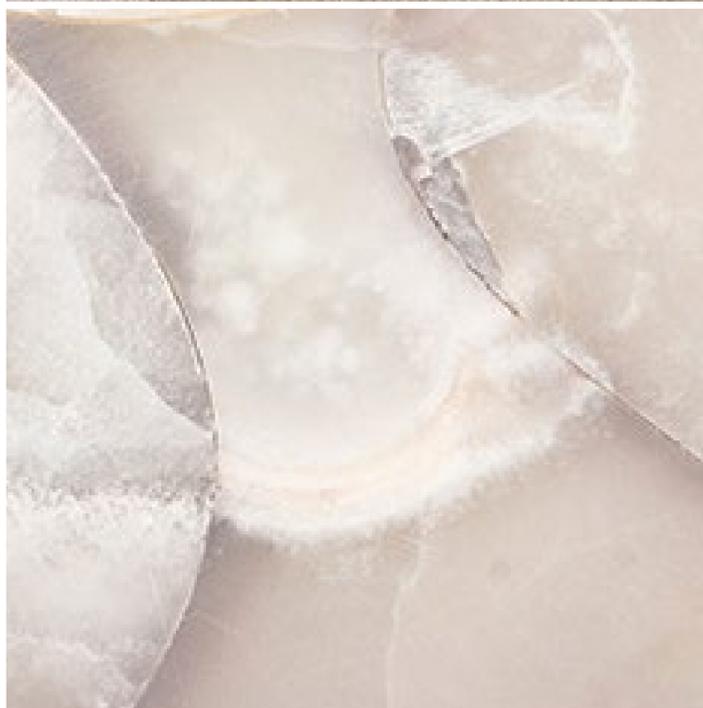
Wella
Trend Hub

Cream Blonde Hair

April 2021



Cream Blonde Hair on social media...





By Laila Pettersen
@laila.wella



Formula

Color Formula

30g

45g
6%

20g
10/96

20g
10/16

80g
1.9%



Pre-lighten



Toner



LUMINOUS
REBOOST
MASK

150 ml

TIP

OIL REFLECTIONS LUMINOUS REBOOST MASK FOR ALL HAIR TYPES

Created for all hair types, the Luminous Reboost Mask is a moisturizing mask that nourishes and replenishes the hair structure. Formulated with essential conditioning elements like white tea extract.



By Elisa Luomala
@hairbyelisajohanna



Formula

Color Formula

30g

45g
6%

10g
9/96

70g
10/81

160g
1.9%



+



Pre-lighten



+



+



Toner



BODIFYING
FOAM

150ml

TIP

INVIGO BODIFYING FOAM WITH COTTON EXTRACT
The Invigo Bodifying Foam with cotton extract and Spring Force Blend provides lush volume and soft touch to the hair. This volumizing foam supports styling and reduces static.



By Jose
@jose_wella

Formula

Color Formula

30g	60g 6%	10g	40g 1.9%	10g /18	10g /86	40g 1.9%	5g Ultra Purple	20g Tomorrow Clear
Roots		Ends		Toner 1			Toner 2	



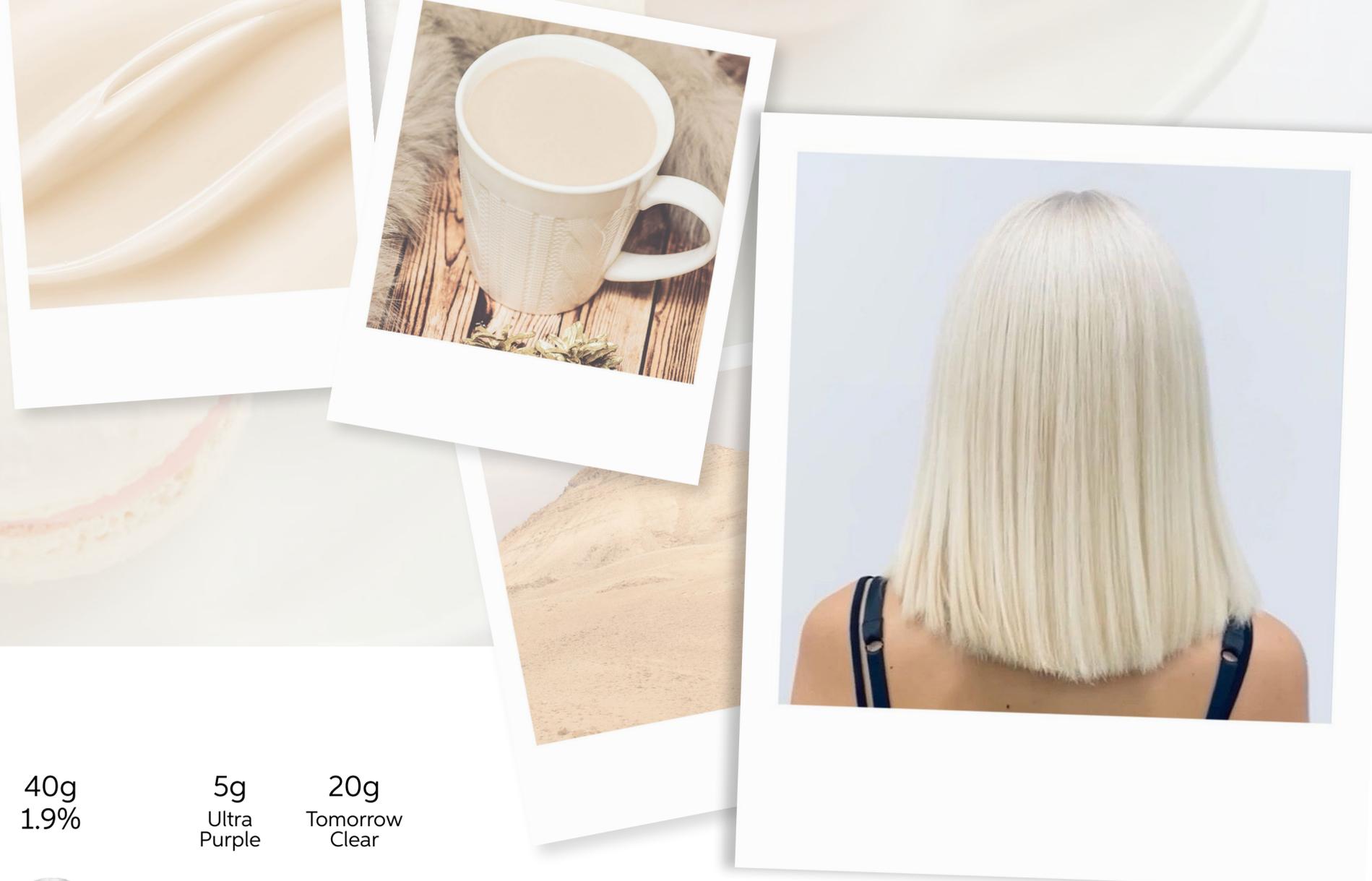
**COLOR
PROTECTION**
SHAMPOO

250 ml

TIP

COLOR MOTION+ COLOR PROTECTION SHAMPOO

Our best color protection shampoo helps lock in color while preserving hair's smoothness and shine. Additional anti-oxidant to improve protection against free radicals.





By Frâncu Natalia
@nataliaf.hairstylist



Formula

Color Formula

30g

45g
6%

50g
10/86

30g
9/01

20g
0/65

200g
1.9%



Pre-lighten

Tinting



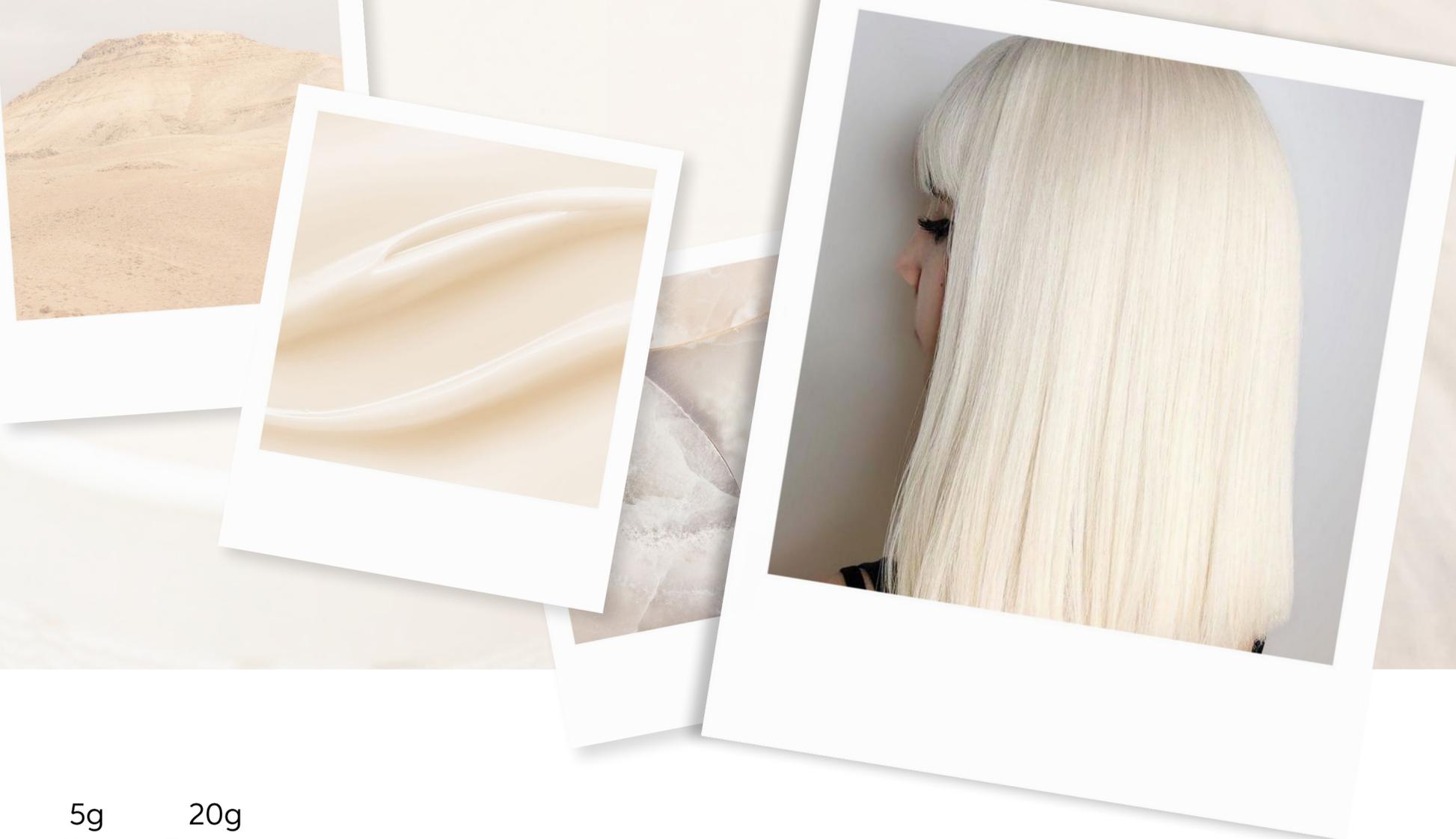
TIP

EIMI FLOWING FORM HOLD LEVEL 2

EIMI Flowing Form is a smoothing hair balm that creates luxurious smoothness with flexible control and natural movement. The balm is formulated to reduce frizz and help protect your hair against dehydration whilst using hot tools.



By Sara Pacios
@sara_pacios_wella



Formula

Color Formula

40g 80g 2-3 20g 20g 80g 5g 20g
6% Pumps /18 /86 1.9% Ultra Tomorrow
Purple Clear



Pre-lighten



Toner



Details



TIP

EIMI VELVET AMPLIFIER HOLD LEVEL 1

Get prepped with EIMI Velvet Amplifier, a soft primer that creates the perfect base for any style, improves hair manageability and styling control for smooth, responsive hair.



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**

