

**Wella**  
Trend Hub

# Dark Ash Blonde

July 2020



# Dark Ash Blonde on social media...

@blossomlounge17



**12k**  
**G** DARK ASH BLONDE SEARCHES\*  
\*average monthly searches in 2019



@solaciesalon



@mihaela\_tripadushairstylist



9/97 + 8/38



**6k**  
**Instagram icon** #DARKASHBLONDE MENTIONS\*  
\*data available in Jul 2020



By Mihaela Tripaduș  
@mihaela\_tripadushairstylist



# Formula

## Color Formula

30g  
7/97

30g  
6/0

2g  
0/88

2g  
6/45

64g  
4%

30g  
9/97

30g  
8/38

120g  
1.9%



+



+



+



+



+



+



Roots

Lengths

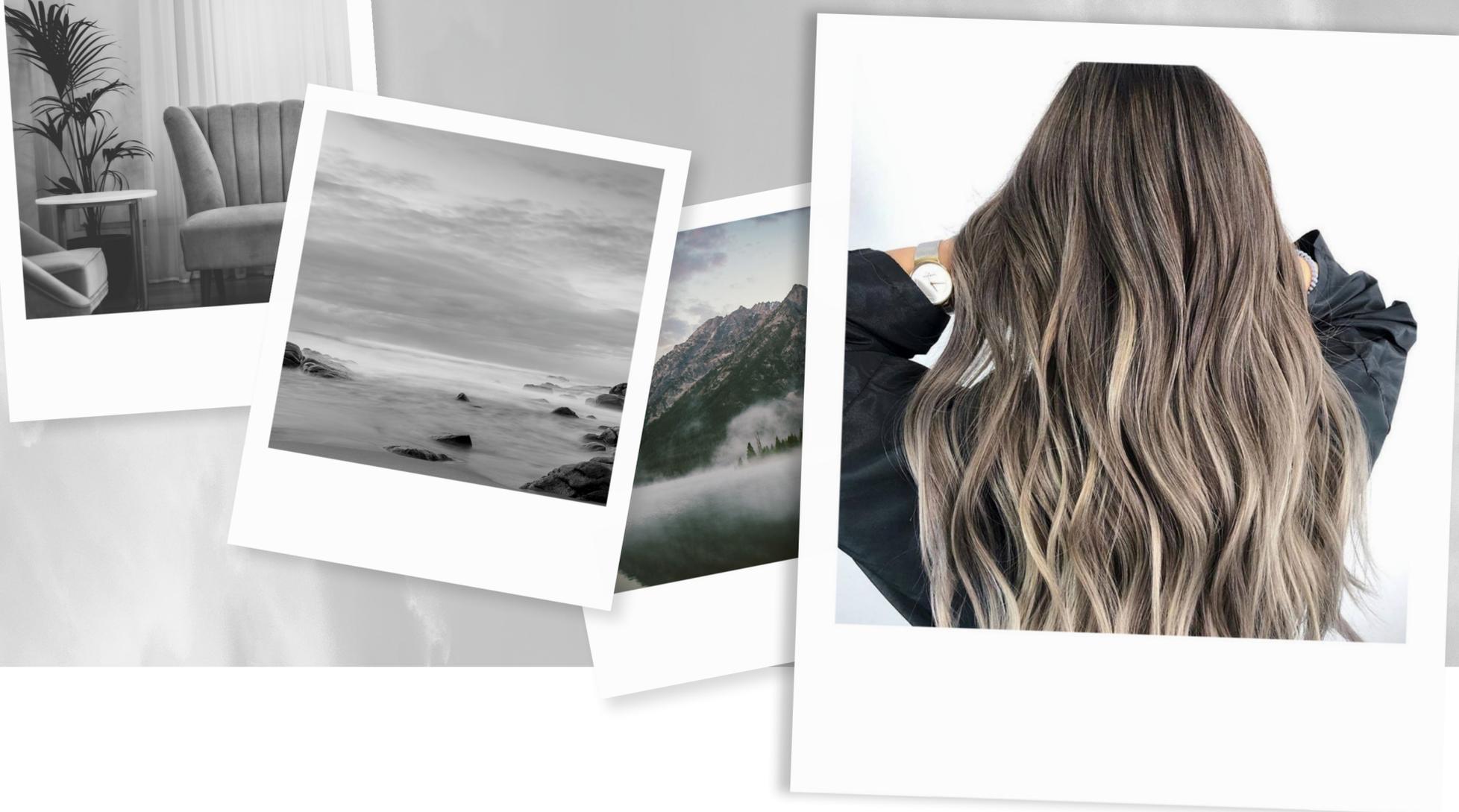


### TIP

**ColorMotion+ Structure+ Mask** with WellaPlex bonding agent. Intensive Restructuring Mask For Colored Hair Provides strengthened hair structure, shine and lasting manageability. **PRO TIP:** only use a small amount. Apply on sensitized areas only (lengths and ends).



By Jeong Chen  
@jeongchen



# Formula

## Color Formula

30g 30g 1g 122g  
7/18 8/97 0/66 1.9%

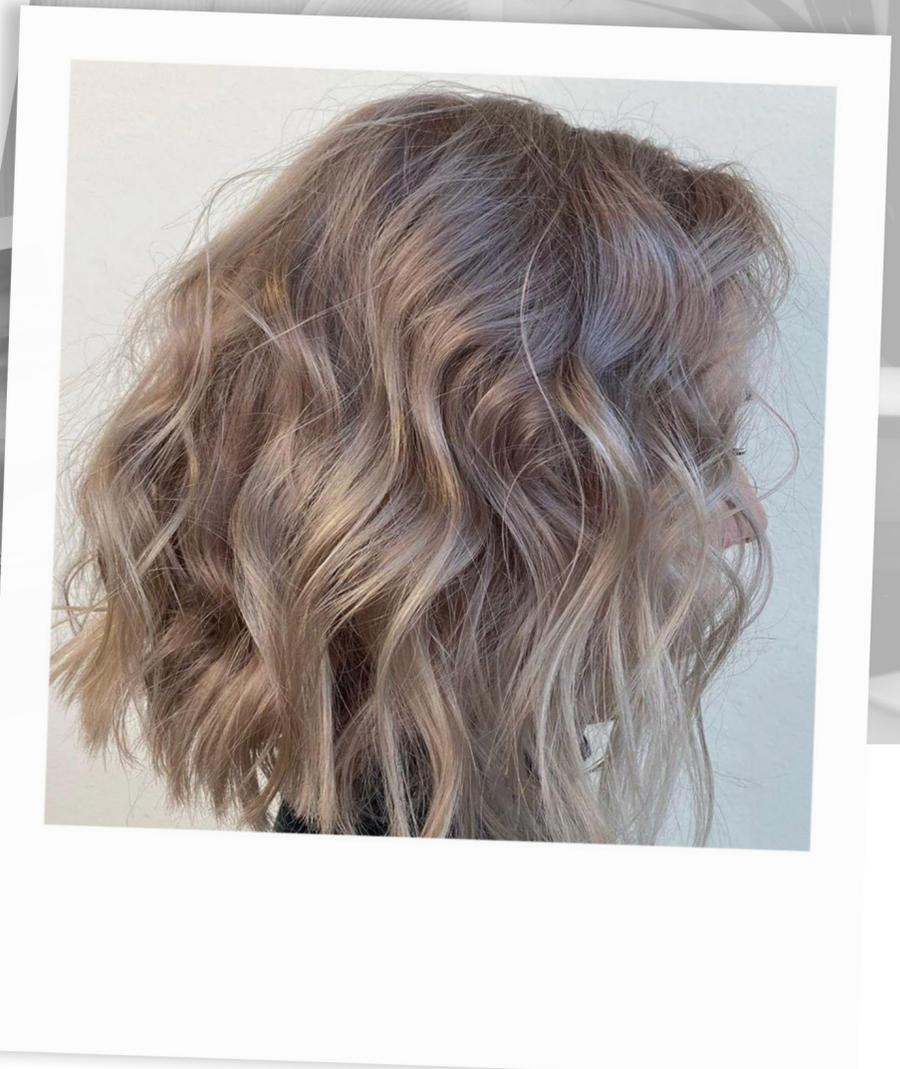
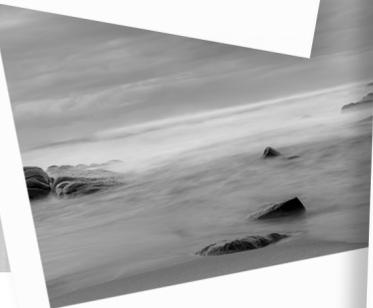


Roots

 <p>STRENGTHENING SERUM PARABEN FREE</p> <p>100 ml</p>	<p><b>TIP</b></p> <p><b>Elements Hair Strengthening Serum</b></p> <p>The Hair Strengthening is a paraben free power serum that makes the hair fibre stronger. Designed for all hair types , it gives more volume and helps maintain a balanced scalp.</p>
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By Barbora Škvarčková  
@christo\_hairbeauty



# Formula

## Color Formula

40g	20g	12%	20g	20g	40g	30g	30g
8/05	6/16		Silver Mauve	Platinum Lily	1.9%	Platinum Lily	1.9%



Roots

Middle Ends

Ends



UV HAIR COLOR PROTECTION  
**SPRAY**

**150ml**

**TIP**  
**Invigo UV Hair Color Protection Spray With Pro-Vitamin B5**  
 UV Hair Color Protection Spray made with pro-vitamin B5 is a high performance UV hair color protection leave-in spray. Made with Sun-blend.blonde tones.



By Barbora Škvarčková  
@christo\_hairbeauty



# Formula

## Color Formula

60g

90g  
1.9%

30g  
8/1

20g  
8/69

100g  
1.9%

20g  
Silver  
Mauve

20g  
Platinum  
Lily

80g  
1.9%



Pre-Lighten

+



Tone Roots

+

+



Tone Ends

+

+



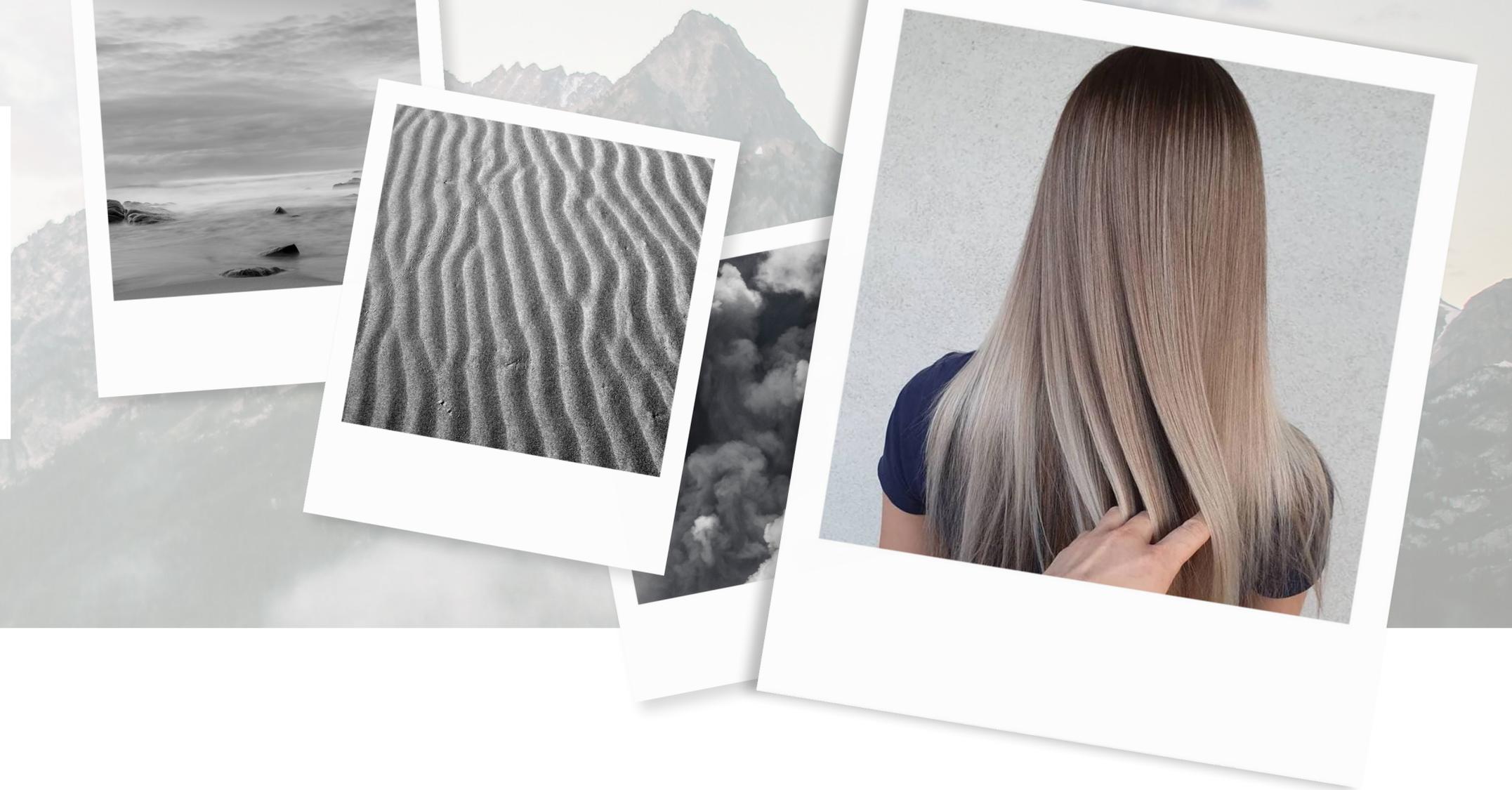
### TIP

#### Invigo Vibrant Color Conditioner With Lime Caviar

The Vibrant Color Conditioner for colored hair is created to improve hair surface and enhance color vibrancy. Contains Anti-Oxidant Shield Technology and Lime Caviar. Available in two versions: for fine/ normal hair & coarse hair. Sun-blend.



By Mihaela Tripaduș  
@mihaela\_tripadushairstylist



# Formula

## Color Formula

20g  
9/97

20g  
8/38

80g  
1.9%

30g  
/18

60g  
1.9%



+



+



+



Midlengths

Ends



COOL BLONDE  
SHAMPOO

250ml

### TIP

#### Invigo Cool Blonde Color Refreshing Shampoo With Colour Pigments

The Cool Blonde Color Refreshing Shampoo with color pigments refreshes and maintains the vibrancy of natural or highlighted blondes. This purple shampoo for blonde hair prevents natural or colored hair from yellowing and helps eliminate brassiness, leaving it soft to the touch. camellia oil and white tea extract.



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**

