

Wella
Trend Hub

Dark Purple Hair

September 2020



Dark Purple Hair on social media...





By Amanda Leaman
@topknotbalayage



Formula

Color Formula

20g	10g	20g	5g	110g	20g	20g	40g	40g
77/45	7/4	5/66	0/68	4%	0/66	0/65	1.9%	



Glossing



TIP

EIMI Glam Mist - Hold Level 1

Finish your glamorous style with dazzling shine thanks to the luminous EIMI Glam Mist, a shine spray formulated to help protect hair from the effects of humidity and UV.



By Malin Isaksson
@av.malin



Formula

Color Formula

20g	20g	20g	120g	20g	10g	20g	100g
4/57	5/75	55/54	1.9%	55/54	6/75	66/45	4%



Roots



Lengths



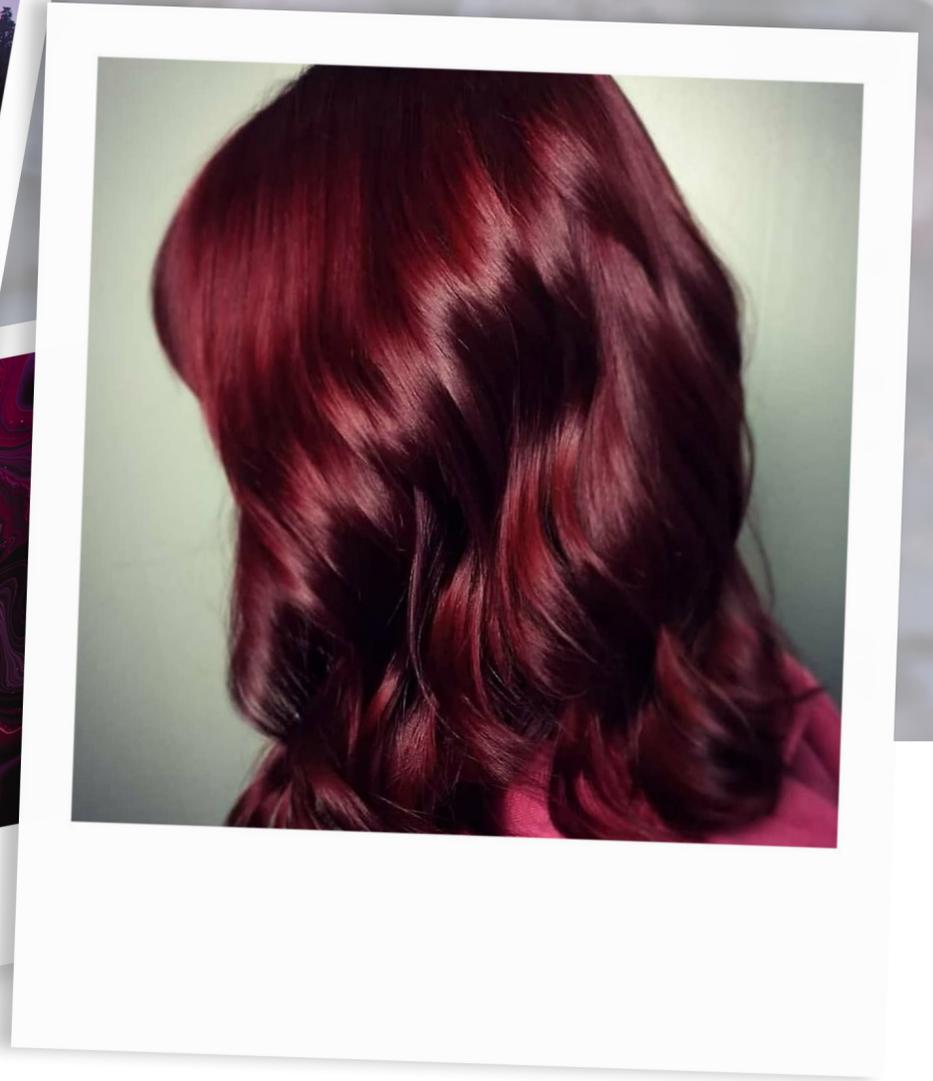
TIP

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 Cassandra Foehr
@cassandra_foehr



Formula

Color Formula

120g
55/66

120g
6%

30g
0/56

60g
1.9%



+



+



Full Head Color

Toner



**FIXING
HAIRSPRAY**

LIGHT
CRAFTING
SPRAY

HOLD ●●○○



500ml

TIP

EIMI Mistify Me Light Hairspray 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

60g 60g 240g
55/65 6/45 4%



NOURISHING
ANTI-STATIC
SPRAY

150ml

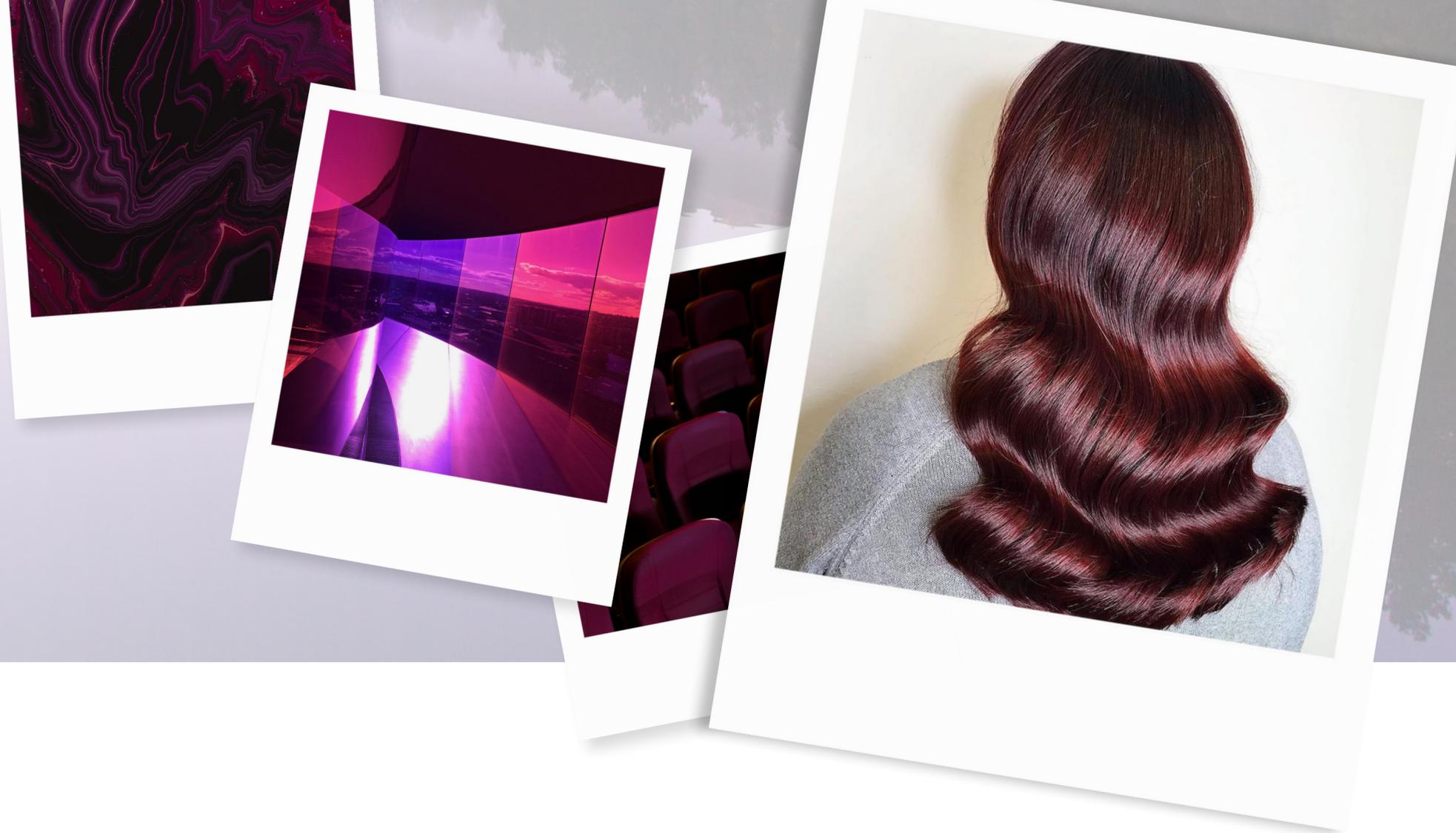
TIP

INVIGO Nourishing Antistatic Spray With Goji Berry

The Nourishing Antistatic Spray for hair nourishes, smoothens and controls static in dry or stressed hair. For smooth hair full of vitality.



By Felicia Tisaj Svensson
@feliciatisajsvensson.wella



Formula

Color Formula

20g
4/0

10g
44/44

60g
1.9%

60g
55/44

120g
1.9%



+



+



+



Roots

Lengths



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**

