

**Wella**  
Trend Hub

# Dark Purple Hair

September 2020





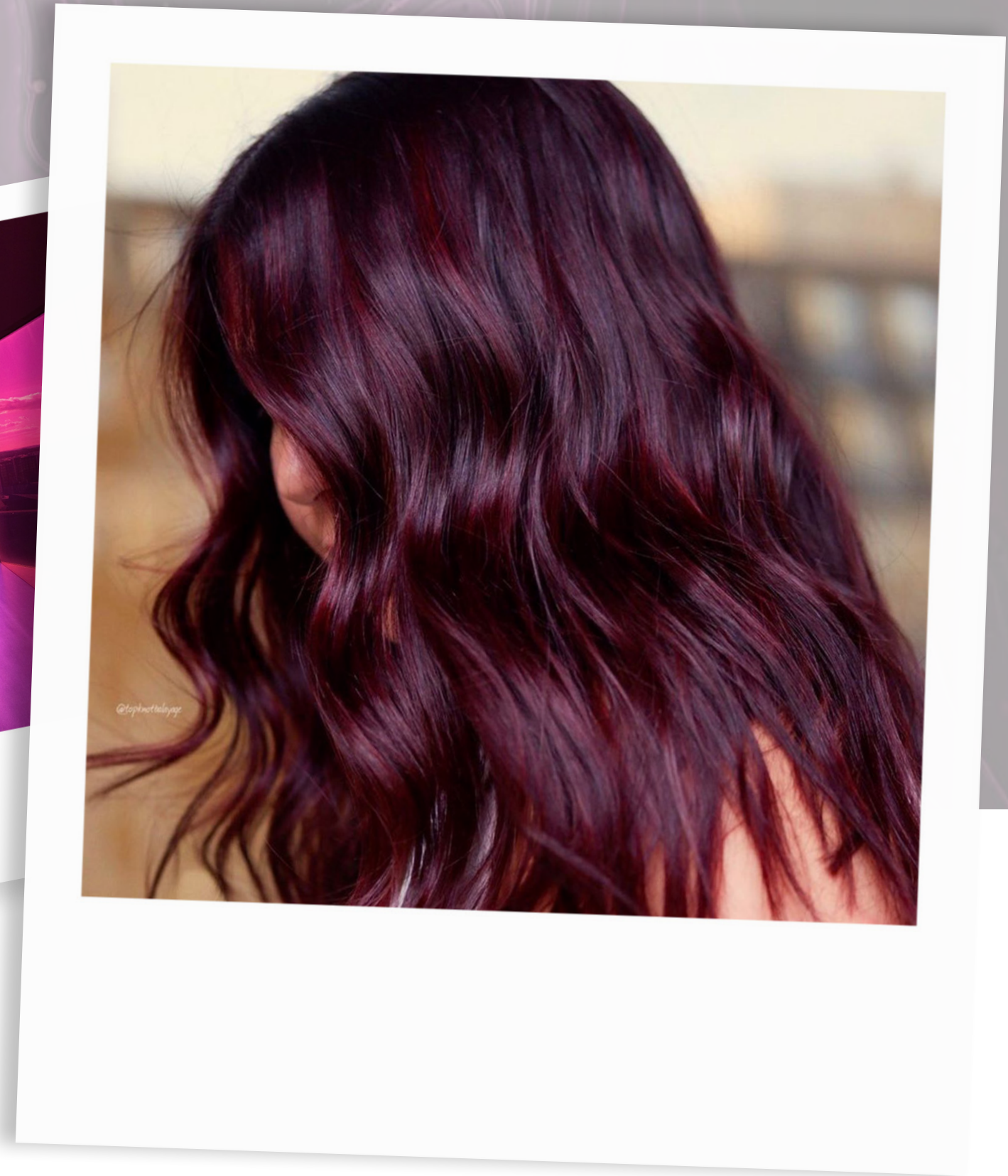
# Dark Purple Hair on social media...







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



**SHINE**  
GLAMOROUS  
MIST

200ml

**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



**LIGHT  
LUMINOUS  
REFLECTIVE**

OIL

100 ml

**TIP**

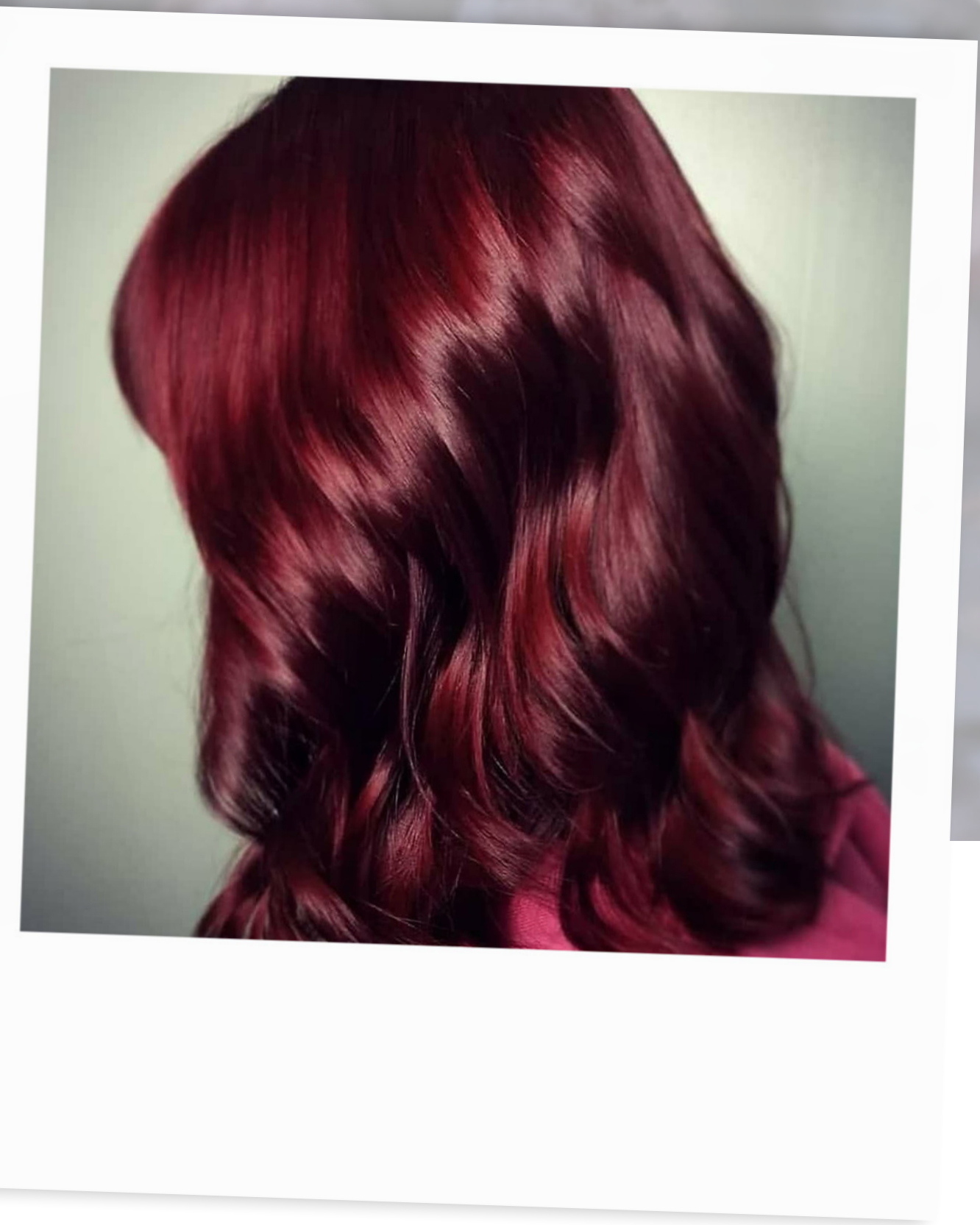
**Oil Reflections Light Luminous Reflective Hair Oil**

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	120g	30g	60g
55/66	6%	0/56	1.9%



Full Head Color                      Toner



**FIXING HAIRSPRAY**  
LIGHT CRAFTING SPRAY  
HOLD ●●○○○  
MICROMIST™  
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.



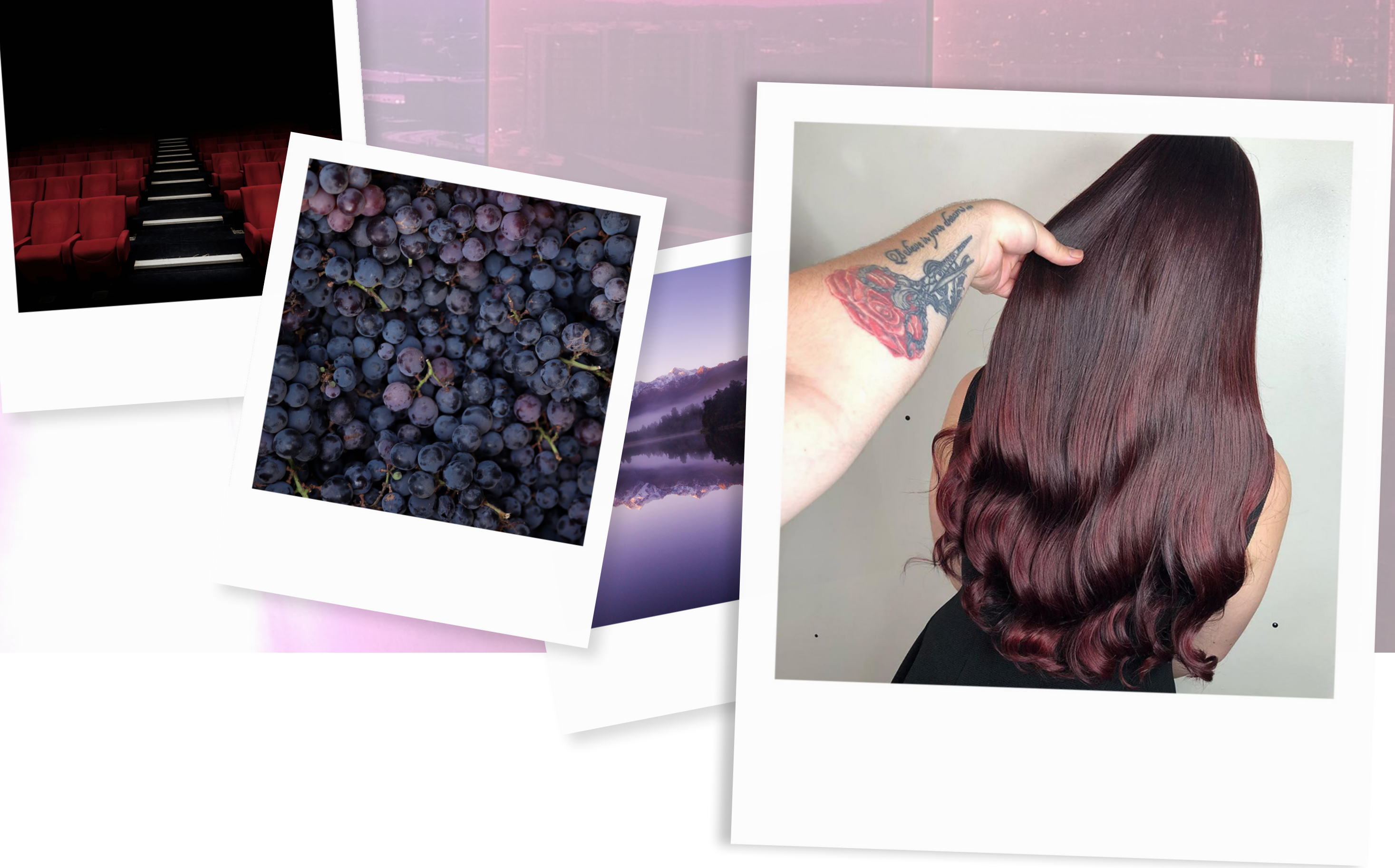


By Salon Black Diamond By JR  
@black\_diamond\_by\_jr

# 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	10g	60g	60g	120g
4/0	44/44	1.9%	55/44	1.9%



Roots

Lengths



WARM RED  
CONDITIONER

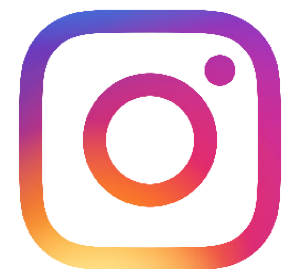
200ml

**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**

