

**Wella**  
Trend Hub



# Dirty Blonde

October 2020



# Dirty Blonde on social media...

@solaciesalon



**60k**  
DIRTY BLONDE SEARCHES\*  
\*average monthly searches in 2019

**G**



@xobeautybynicole



10/6 + 10/81 + 9/0



@hristo\_hairbeauty



**139k**  
#DIRTYBLONDE MENTIONS\*  
\*data available in Oct 2020

**i**



By Jeong Chen  
@jeongchen



# Formula

## Color Formula

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



 <p>STRENGTHENING SERUM PARABEN FREE</p>	<p><b>TIP</b> <b>Elements Hair Strengthening Serum</b> 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>
100 ml	



Beauty By Nicole  
@xobeautybynicole



# Formula

## Color Formula

30g

60g  
6%

20g  
10/6

20g  
10/81

80g  
1.9%



Balayage



Toner

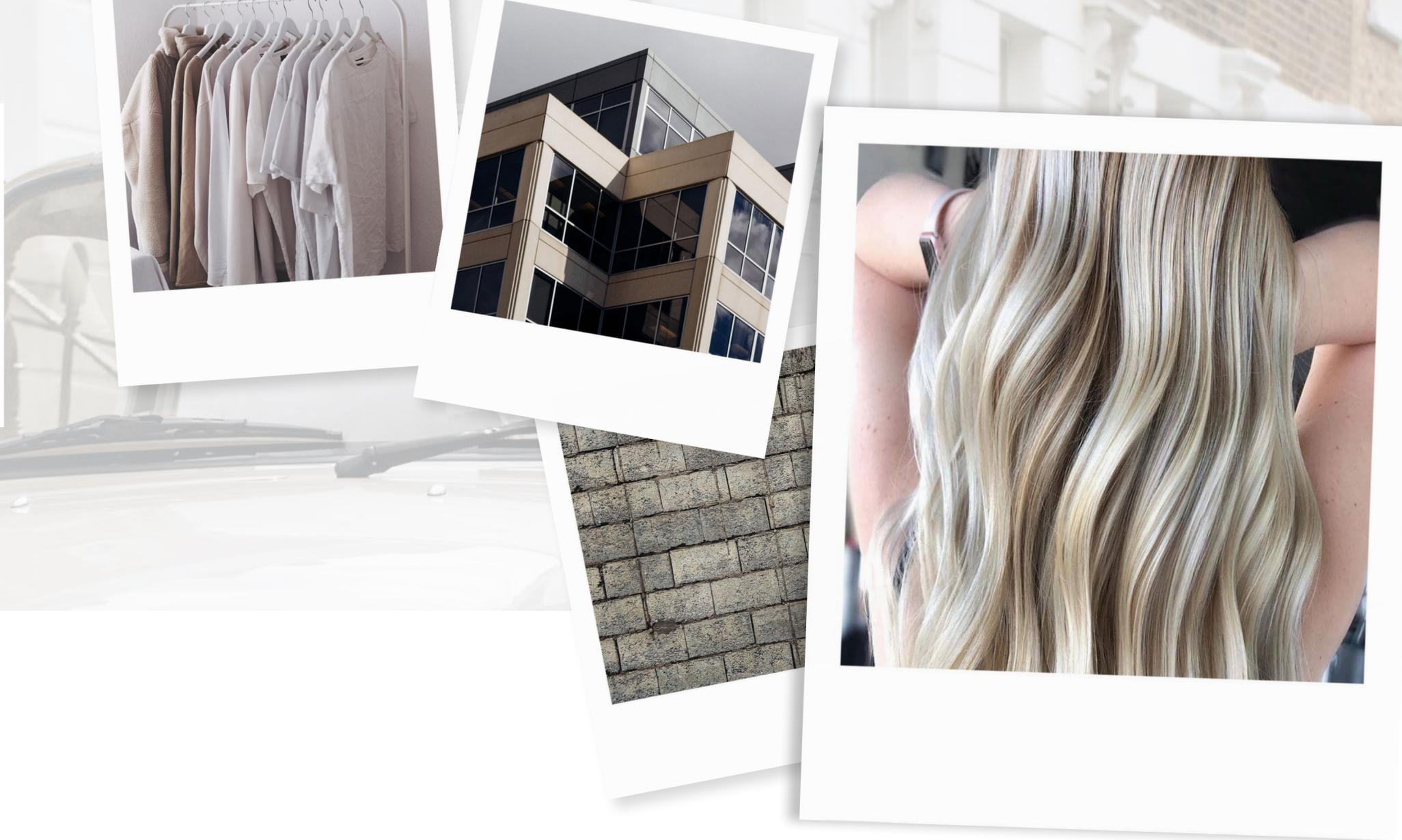
### TIP

#### Invigo Luscious Mousse Mask With Silk Extract

The Luscious Mousse Mask with silk extract is hair mask for dry that acts as an express treatment. It has a whipped cream texture that instantly helps hydrate dry and stressed hair, leaving it full of vitality.



By Jordan (Domizio)  
Misinonile  
@fraeulein\_lieblingshaar



# Formula

## Color Formula

30g

45g  
6%

60g  
8/81

120g  
1.9%



**FOR WAVES  
& CURLS**  
CLEANSING  
CONDITIONER  
NOURISHMENT LEVEL

250 ml

### TIP

#### Cleansing Conditioner

Wella Professionals Cleansing Conditioner is a shampoo-free formula that gently cleanses your hair, maintaining its luminosity. This gentle cleanser enhances smoothness and adds luminosity even to dry, coarse hair. Part of Wella Professionals Oil Reflections collection for smoother hair.



By Mihaela Tripadus  
@mihaela\_tripadushairstylist



# Formula

## Color Formula

30g  
6/97

30g  
6/0

2g  
0/88

2g  
6/45

64g  
4%

30g  
9/97

30g  
8/38

120g  
1.9%



+



+



+



+



Roots

+



+



+



Lengths



STRUCTURE+

MASK

150 ml

### 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 Cheryl Huddleston  
@cherylhuddhair



# Formula

## Color Formula

20g  
6/16

20g  
5/81

80g  
1.9%

20g  
10/69

20g  
9/60

20g  
Silver  
Mauve

60g  
1.9%

60g



+



+



Roots



+



+



+



+



Lengths



### TIP

**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.



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**

