

Wella

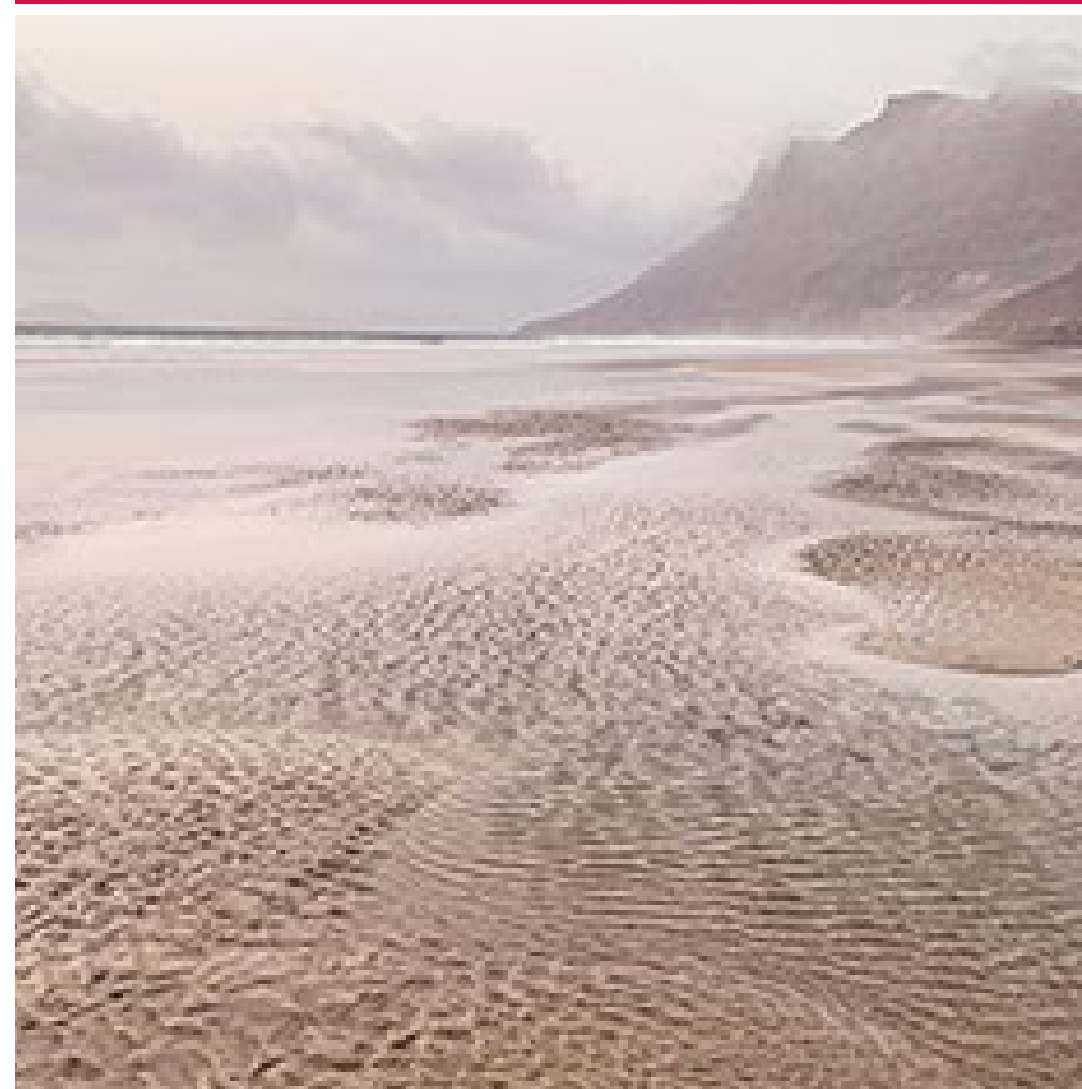
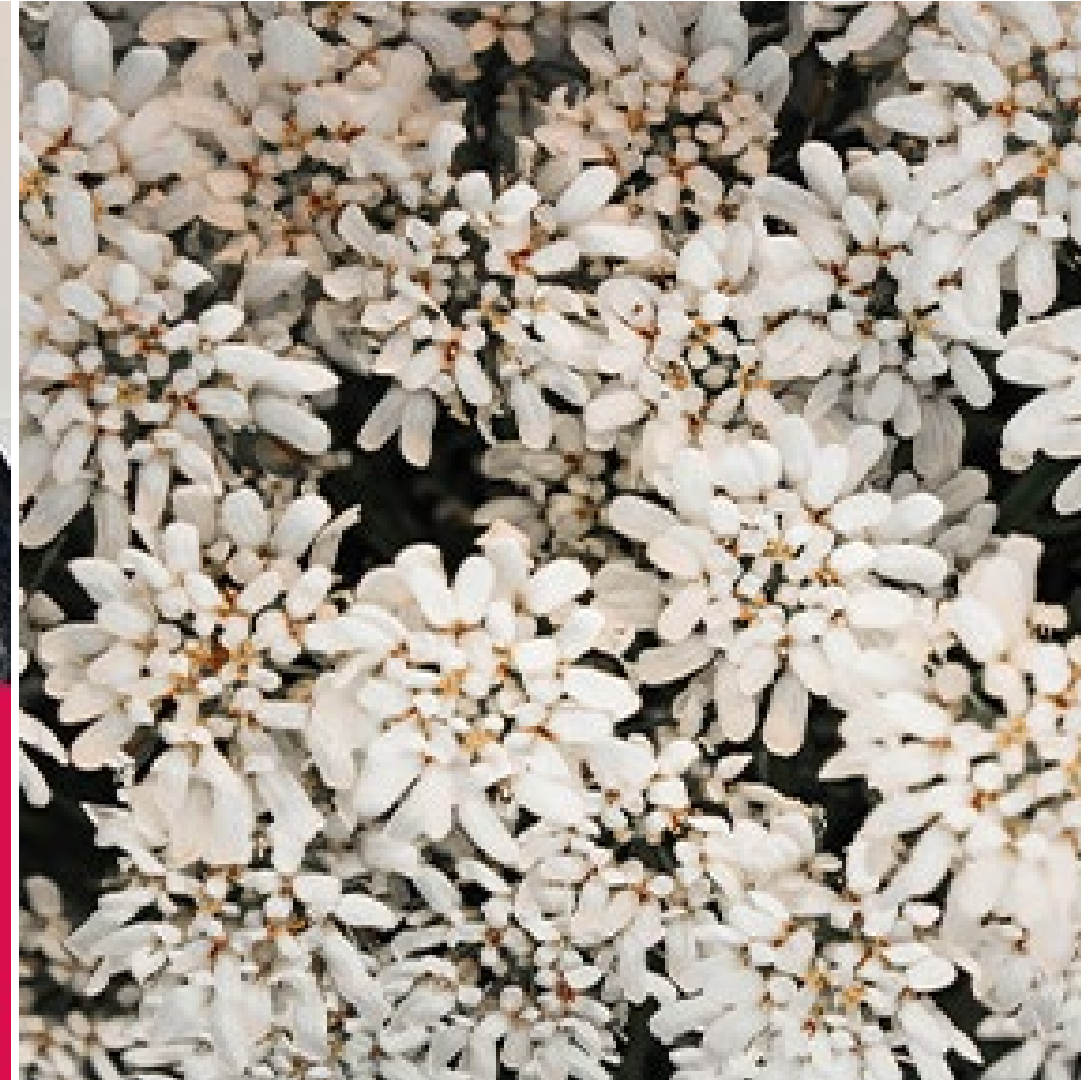
Trend Hub

Dirty Blonde

October 2020



Dirty Blonde on social media...





By Jeong Chen
@jeongchen

Formula

Color Formula


30g
7/18

30g
8/97

1g
0/66

122g
1.9%





STRENGTHENING
SERUM

PARABEN FREE

100 ml

TIP

Elements Hair Strengthening Serum

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.



Beauty By Nicole
@xobeautybynicole

Formula

Color Formula

30g

60g
6%

+

Balayage

20g
10/6

20g
10/81

80g
1.9%

+

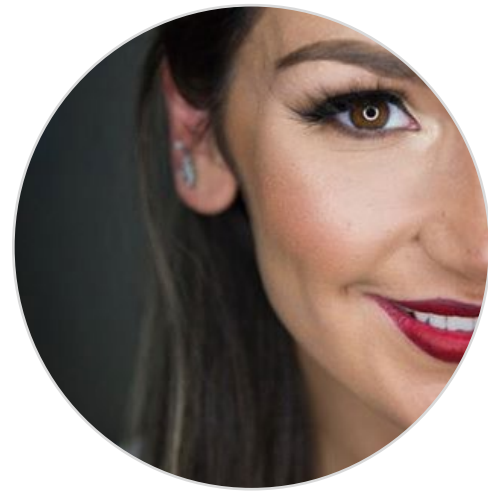
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Toner

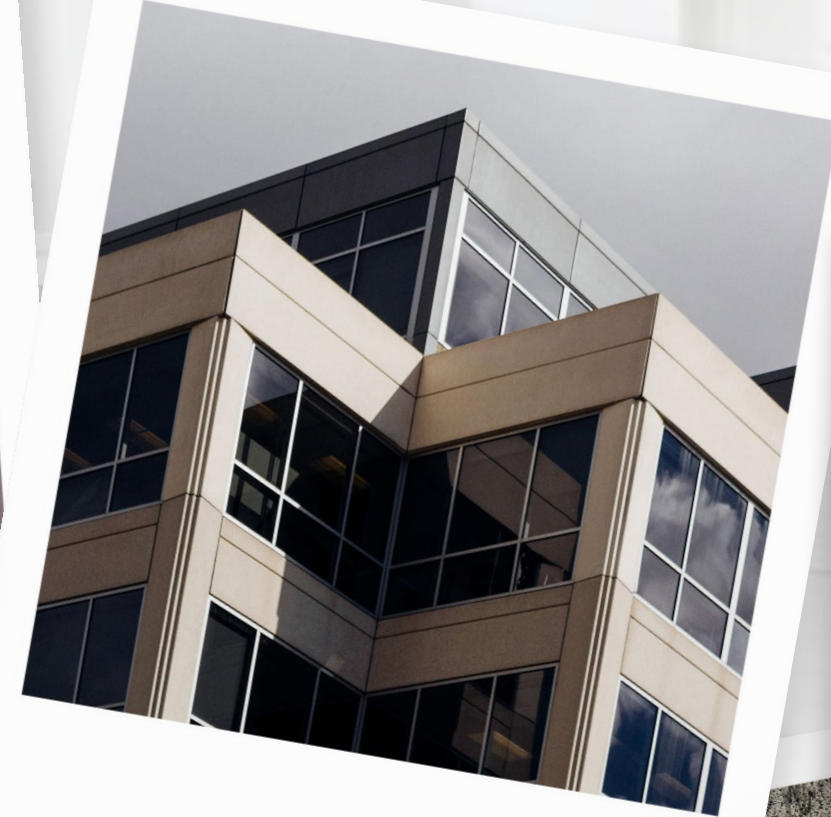
TIP

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	60g	120g
	6%	8/81	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 it's 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 Tripaduș
@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%



Roots






20g
10/69

20g
9/60

20g
Silver
Mauve

60g
1.9%

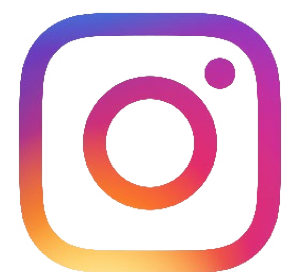
60g



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**

