

Wella
Trend Hub



Glossing Hair

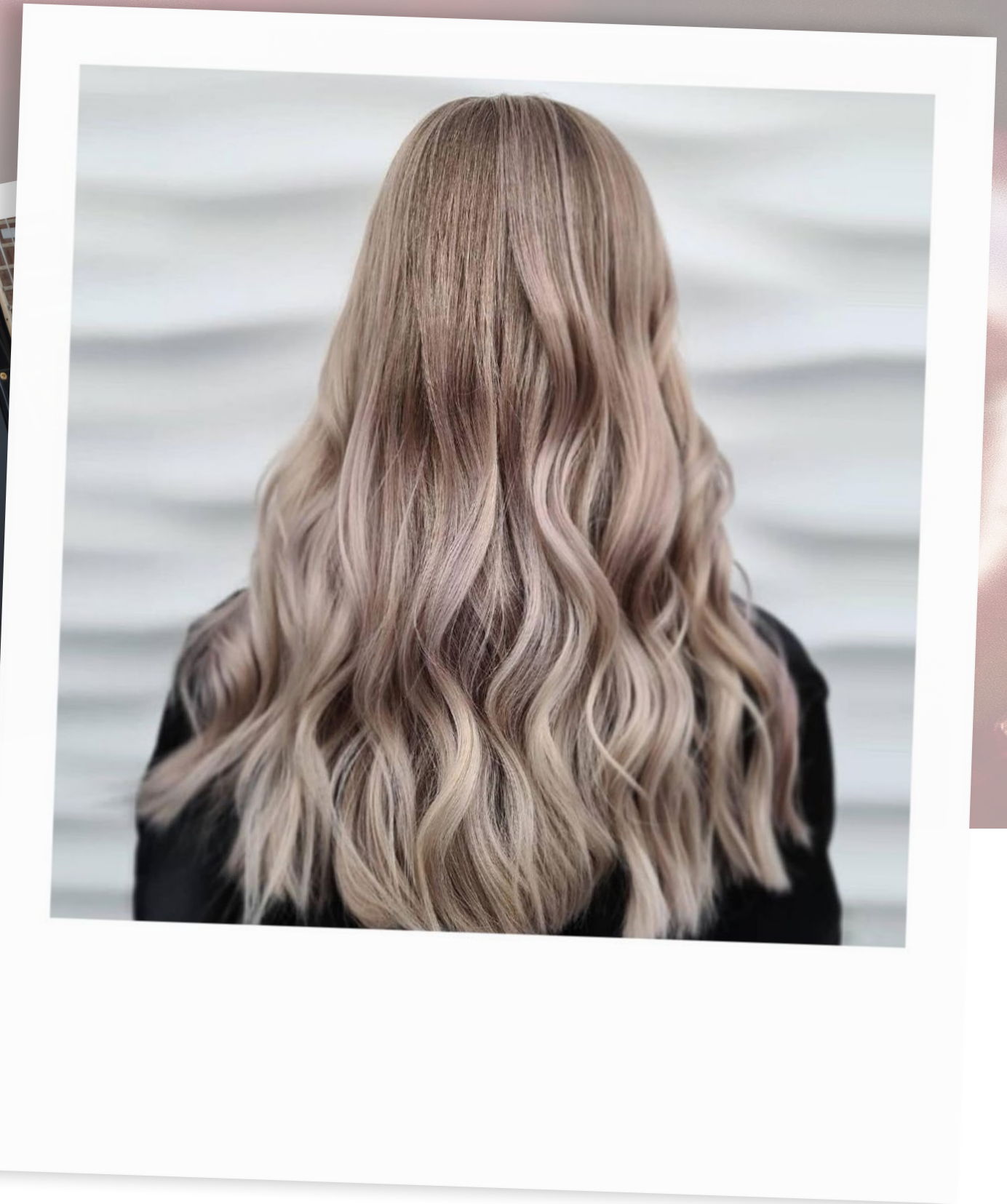
May 2022

Glossing Hair on social media...





By Danijela Ilić
@danijelailic.wella



Formula

Color Formula

Freelights 9% 8/69 10/1 Lilac Frost



Step 1



Step 2



Step 3



COLOR PROTECTION SHAMPOO

250 ml

TIP

COLOR PROTECTION SHAMPOO

For heavily lightened hair that is full of tone you want to prioritize both hair health & color protection. Color Motion+ is the best of both worlds. Color Protection Shampoo helps to lock in color while preserving hair's smoothness and shine. With Free Radicals Protection & additional anti-oxidant. Paired with STRUCTURE+ MASK WITH WELLAPLEX BONDING AGENT helps to reconstruct hair bonds. For stronger hair2. Adds smoothness and shine. For excellent color reflections. Intensive formula, to be used every 1-2 weeks.



By Hannah Matthews
@hmatthewsstylist



Formula

Color Formula

6/77

4%

7/43

1.9%



Roots

Mid-Lengths & Ends



COLOR RECHARGE
WARM RED
CONDITIONNEUR

200ml

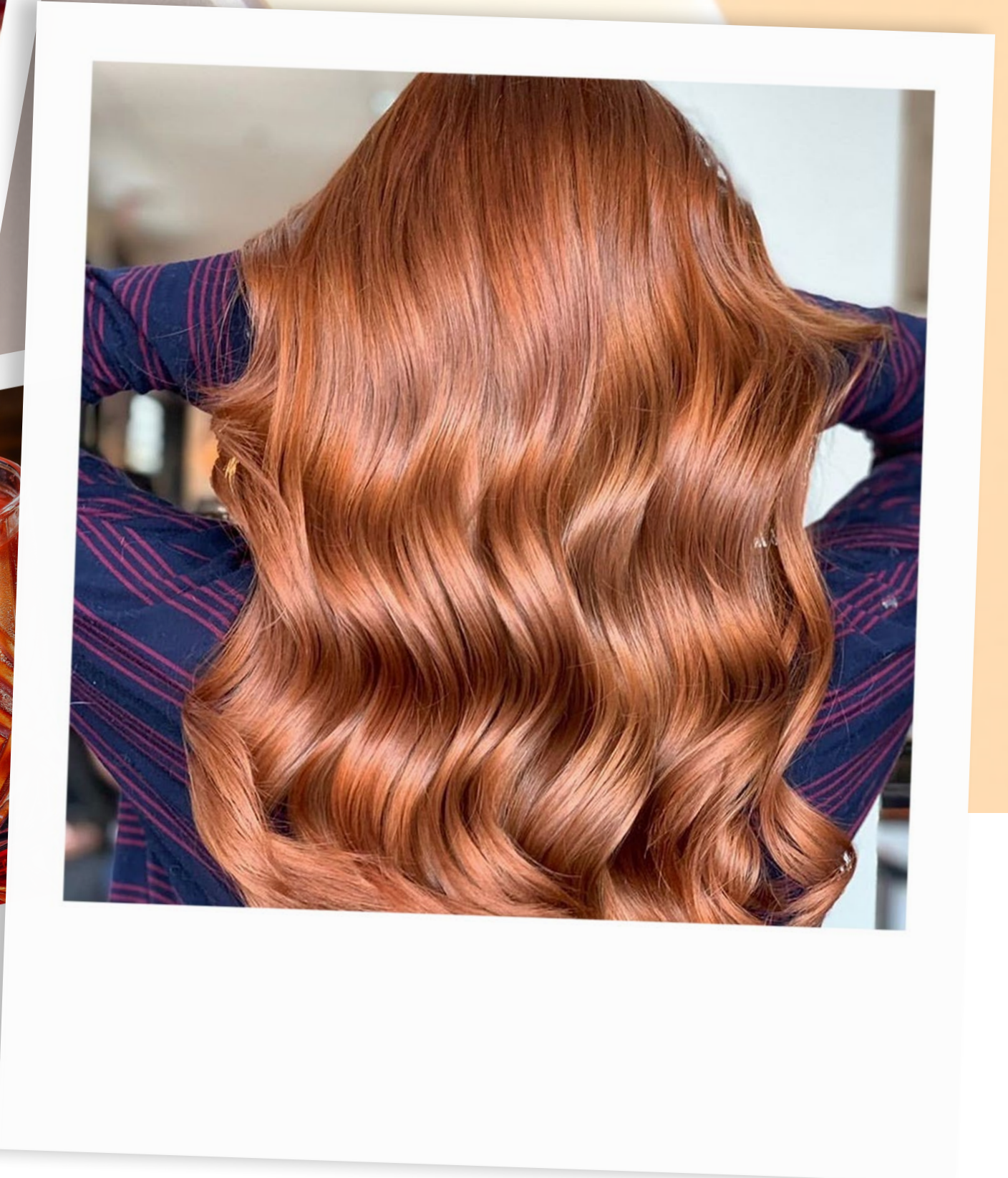
TIP

COLOR RECHARGE WARM RED

To keep your copper looking vibrant for longer why not try INVIGO COLOR RECHARGE Warm Red. These COLOR REFRESHING CONDITIONERS WITH COLOR PIGMENTS. Refresh and maintains the multi dimensional color of brunette and red tones, leaving hair intensively conditioned.



By Ninoshka R
@everything_bynino



Formula

Color Formula

8/34

8/74

1.9%

Post Color
Treatment



+



+



+



VOLUME BOOST
**CRYSTAL
MASK**

500ml

TIP

INVIGO INSTANT BOOST SERVICE

When booked in for a Glossing why not try an INVIGO INSTANT BOOST SERVICE. In only 5 minutes this hair air transforming care shot to boost hair with extra vibrancy, nourishment or volume.



By Marek Syřiště
@mareksyriste

Formula

Color Formula

5/0

7/86


1.9%



+




+



TIP
EIMI VELVET AMPLIFIER
Show off that shine with EIMI Velvet Amplifier, a soft primer that creates the perfect base for any style, improves hair manageability and styling control for smooth, responsive hair.

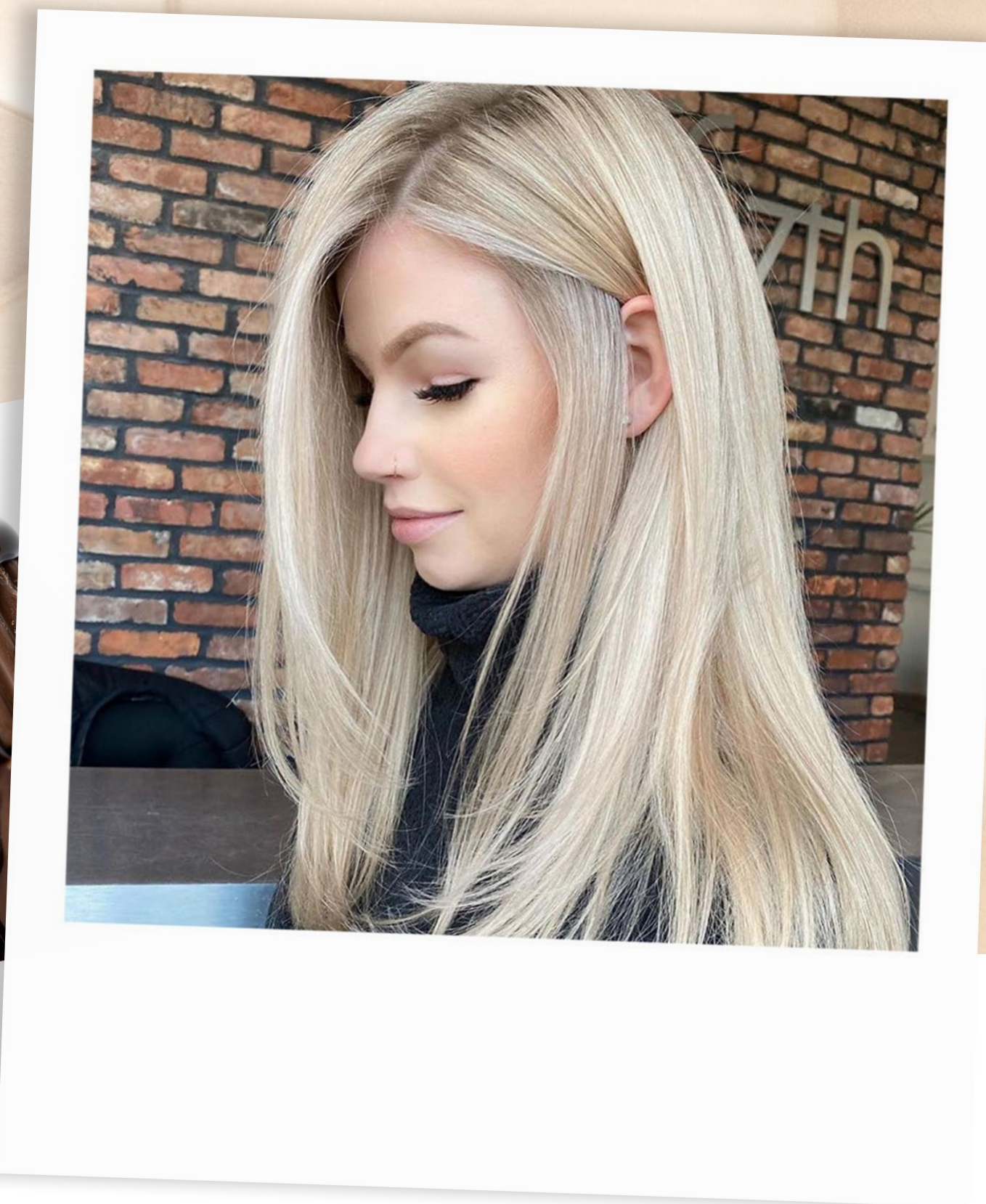
HOW TO USE
Apply one pump on damp hair to prep your style. Continue with other EIMI styling products to craft the desired end look.



SMOOTH
STYLING
PRIMER
50ml



By Samantha Grover
@ thescissorsammurai



Formula

Color Formula

6% 9/03 9/96 1.9%

BLONDOR PLEX
MULTI BLONDE
6% 20 VOL

WELLOXON
PERFECT
6% 20 VOL

PURE NATURALS
COLOR TOUCH
9/03

RICH NATURALS
COLOR TOUCH
9/96

COLOR TOUCH
1.9% 6 Vol

Tone

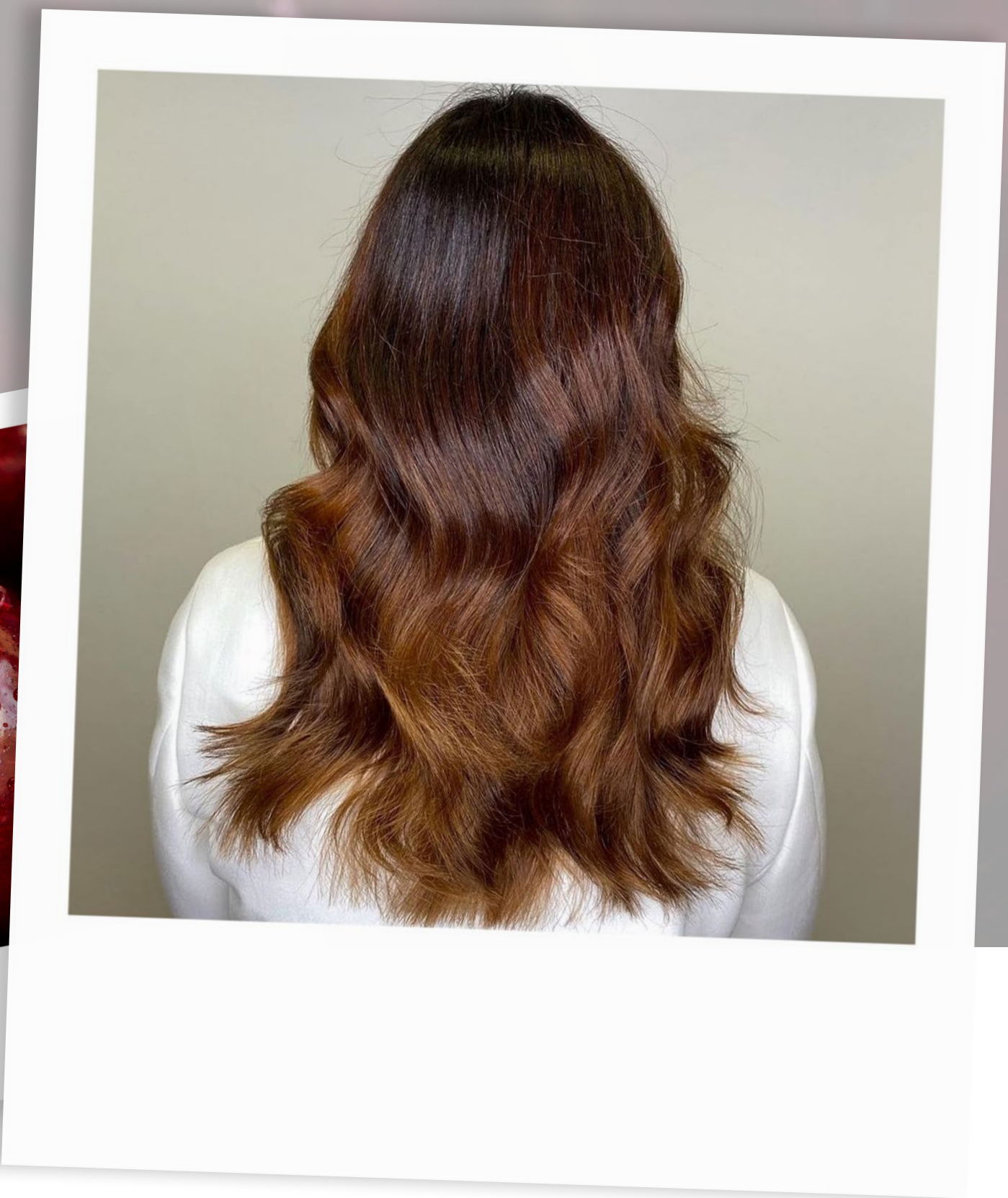
AMINO REFILLER

70 ml

TIP
AMINO REFILLER
Blonde hair needs special care. As well as taking home the FUSION shampoo, conditioner and mask why not also book in for a FUSION AMINO REFILLER. An insalon treatment that penetrates down to the cortex, refilling the hair with amino acids. With silk amino acids. This help repair the hair from the inside & protect against breakage.



By Kai Sohn
@Kai_sohn



Formula

Color Formula

1 : 1.5
4%

1 : 1
Freelights 9%

1 : 1
44/0 6%

7/43 7/7 1.9%
Post Color Treatment



Step 1



Step 2



Step 3



Step 4

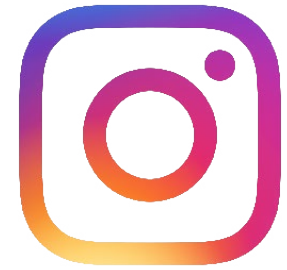


VOLUME
FLEXIBLE
SPRAY

150ml

TIP
EIMI BODY CRAFTER
To keep those bouncy waves for longer try EIMI BODY CRAFTER Build volume with a workable texture with EIMI Body Crafter. Craft your style with smooth, flexible control and natural movement.

HOW TO USE:
Shake well and spray evenly on damp hair with emphasis on the roots. Blow dry with your fingers or brush to create volume. Use also on dry hair to create extra texture.



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**

