

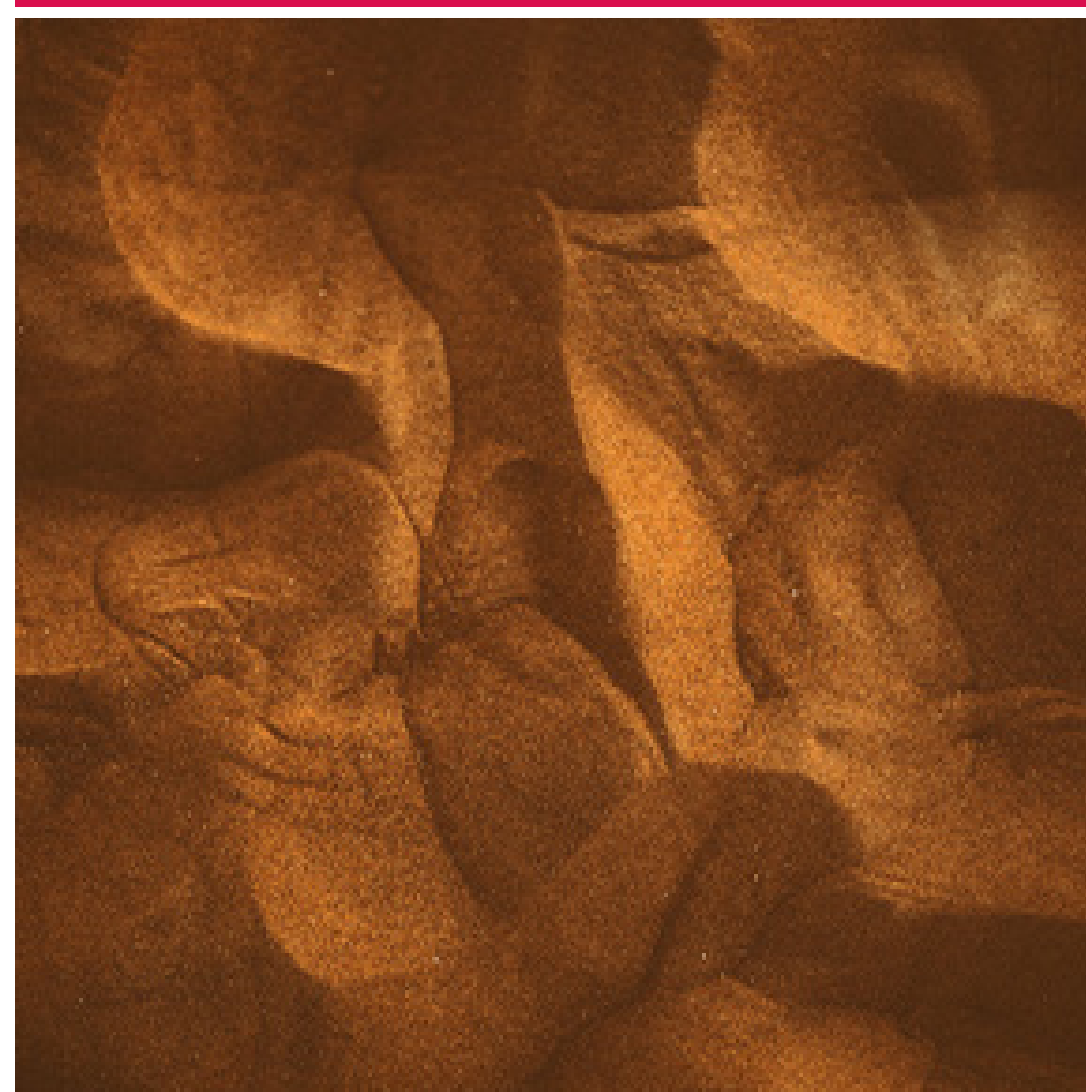
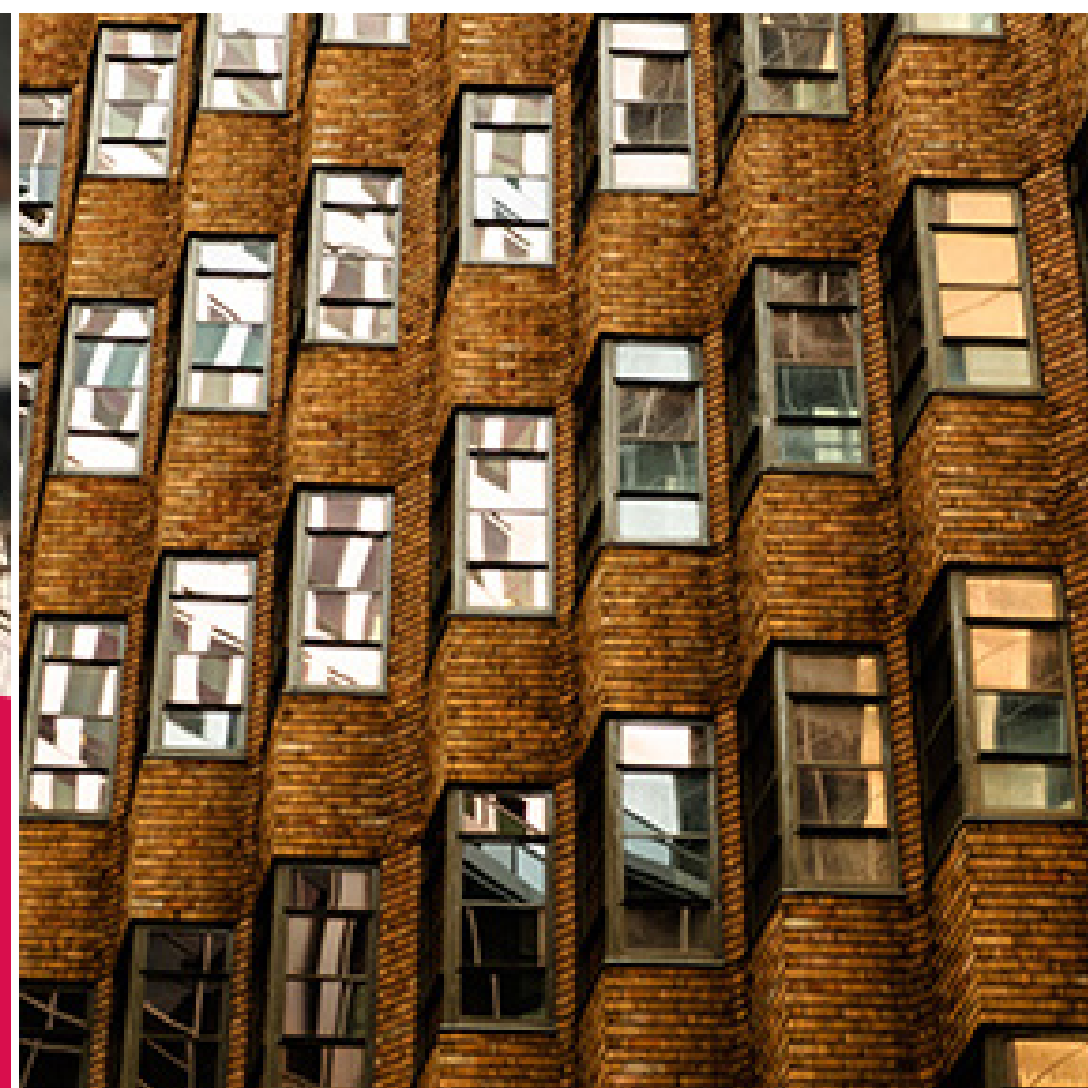
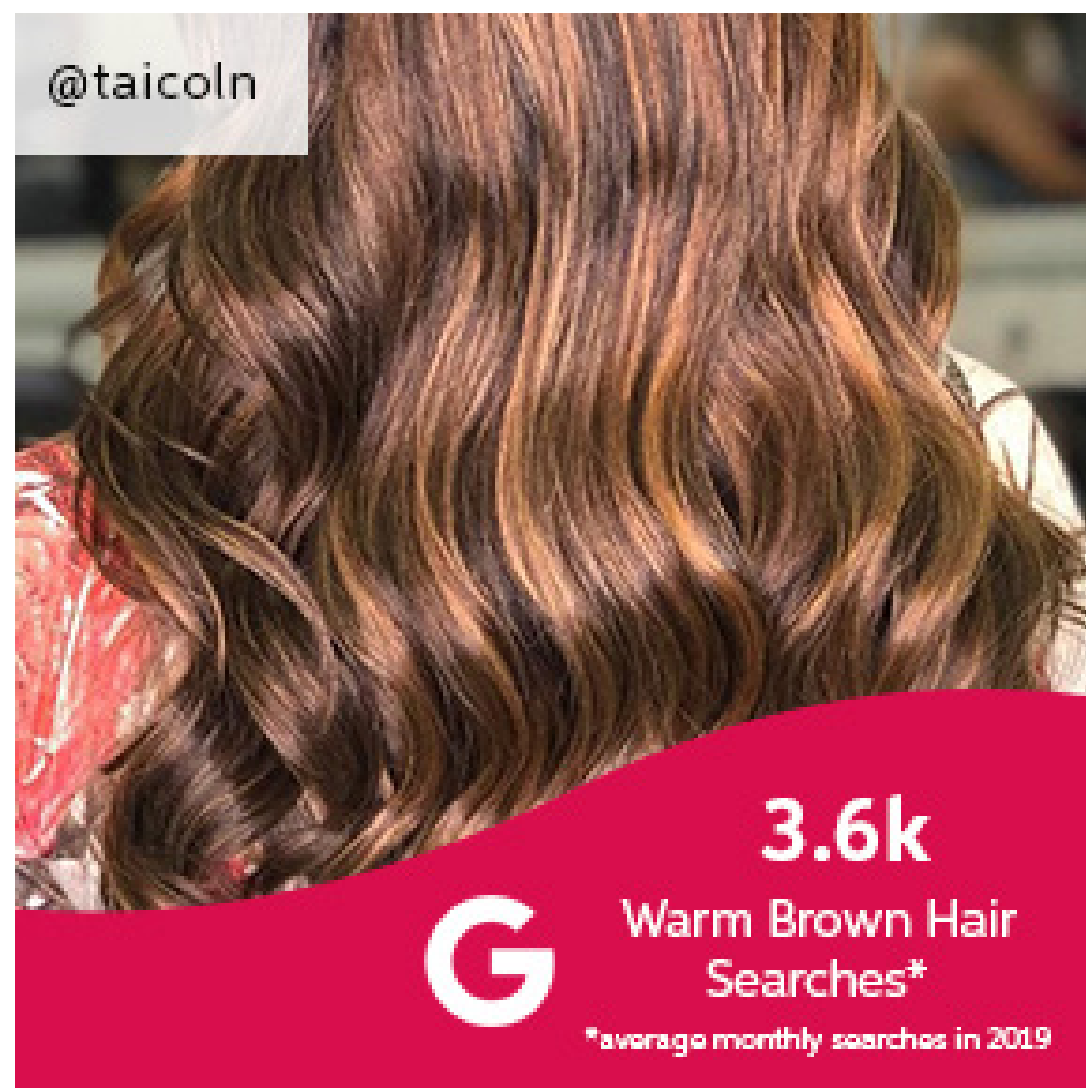
Wella
Trend Hub

Golden Brown

February 2020



Golden Brown on social media...






By Tom Badger
@tombadgerhair

Formula

Color Formula

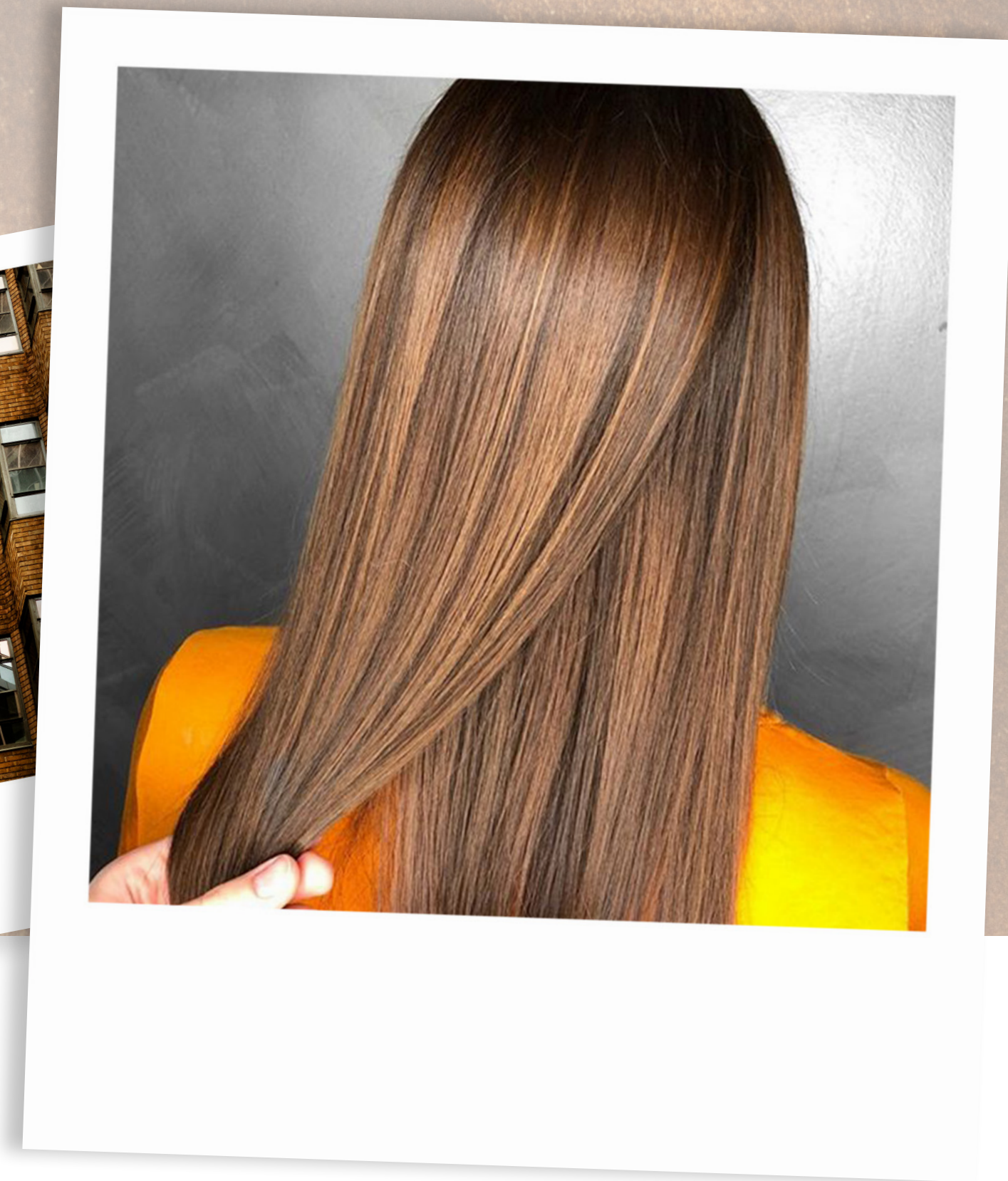
60g 20g 10g 90g
6/37 7/43 7/35 6%



	FOR WAVES & CURLS CLEANSING CONDITIONER NOURISHMENT LEVEL ●●●	TIP Apply to wet hair the Nutriculs Cleansing Conditioner , a low foaming cleansing conditioner that helps defining waves & curls. Formulated without silicones.
	250 ml	



By Matthias Herzberg
@matherzberg



Formula

Color Formula

5/97 6/0 0/18 1.9%



Colormelt Roots + Ends
Develop, rinse and then apply:

10/97 0/45 6%



Ends



SHINE
SPRAYABLE
STYLING OIL
HOLD 1 0 0 0

100ml

TIP

Spray **EIMI Oil Spritz** evenly through mid-lengths and ends on damp hair and let dry naturally or blow dry for shine, anti-static effect and UV protection.




By Anastasia Petrova
@nesteapetrova



Formula

Color Formula

30g	45g 6%	3g	20g 5/43	10g 8/05	60g 1.9%	20g 7/43	10g 8/05	60g 1.9%
Pre-lighten			Tone darker areas			Tone lighter areas		



NUTRICURLS
72H CURL
DEFINING
GEL-CREAM
HOLD ●●○○

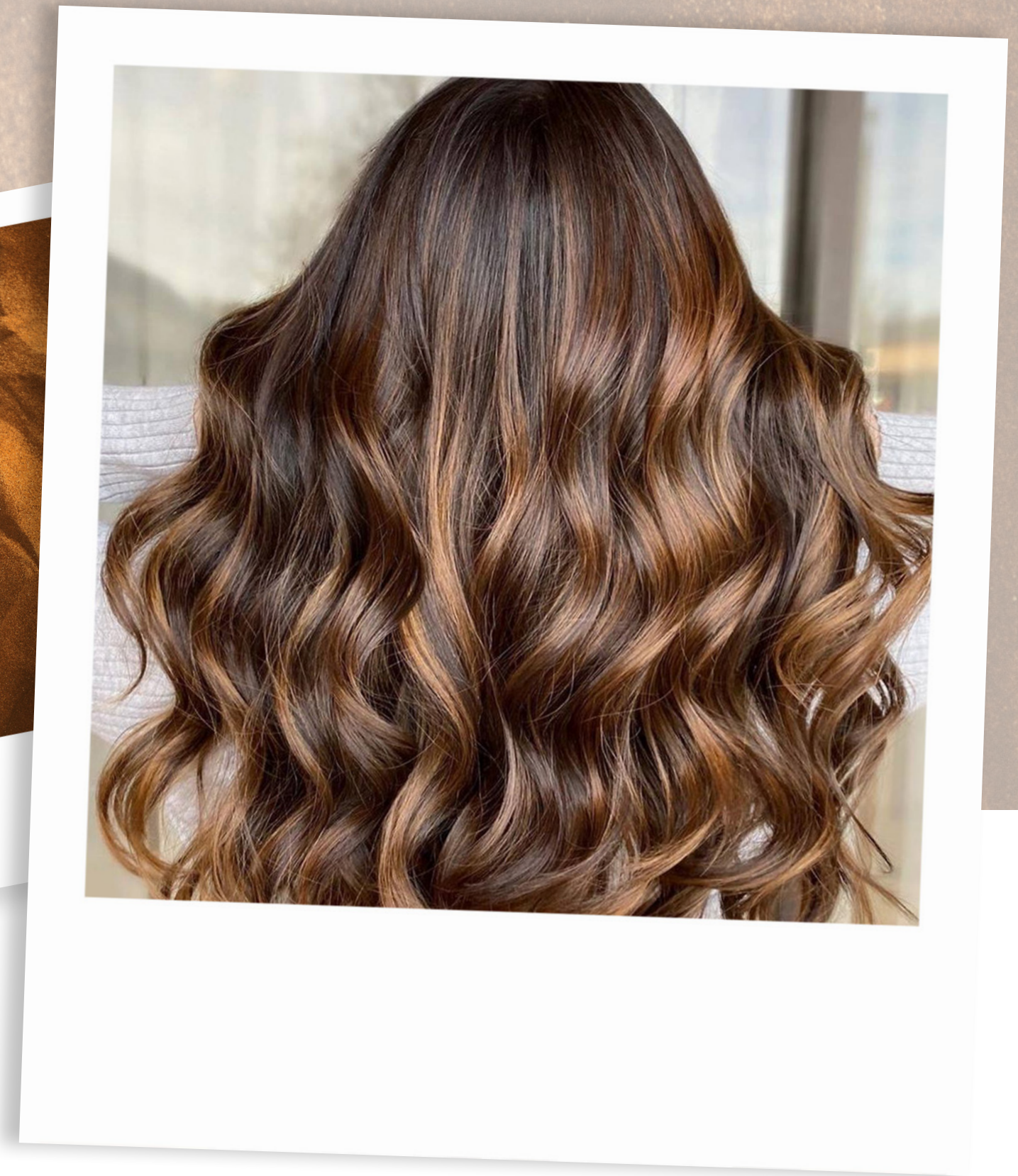
TIP

Get polished definition, control and bouncy curls with the **EIMI Curl Shaper**, a curl enhancer gel-cream.

150ml



By Veronica Hencoski
@veronicafaith_



Formula

Color Formula

30g

45g
6%

20g
8/71

20g
7/7

80g
1.9%



Pre-lighten



Toner



TIP

Keep your style the way you want for up to 48h with the **Shape Me Memory Hair Gel**. Apply this heat-activated memorising polymer complex before blow-drying.



By Lukas Valuch
@luka_val



Formula

Color Formula

30g

45g
9%

15g
5/7

15g
5/1

60g
1.9%

15g
8/97

15g
5/7

1.9%



Pre-Lighten



Roots



Ends



AFTER SUN
EXPRESS
CONDITIONER

200ml

TIP

Infused with apricot oil, the **Invigo After Sun Express Conditioner** instantly helps to provide a deep repairing effect after you have been in the sun.



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**

