

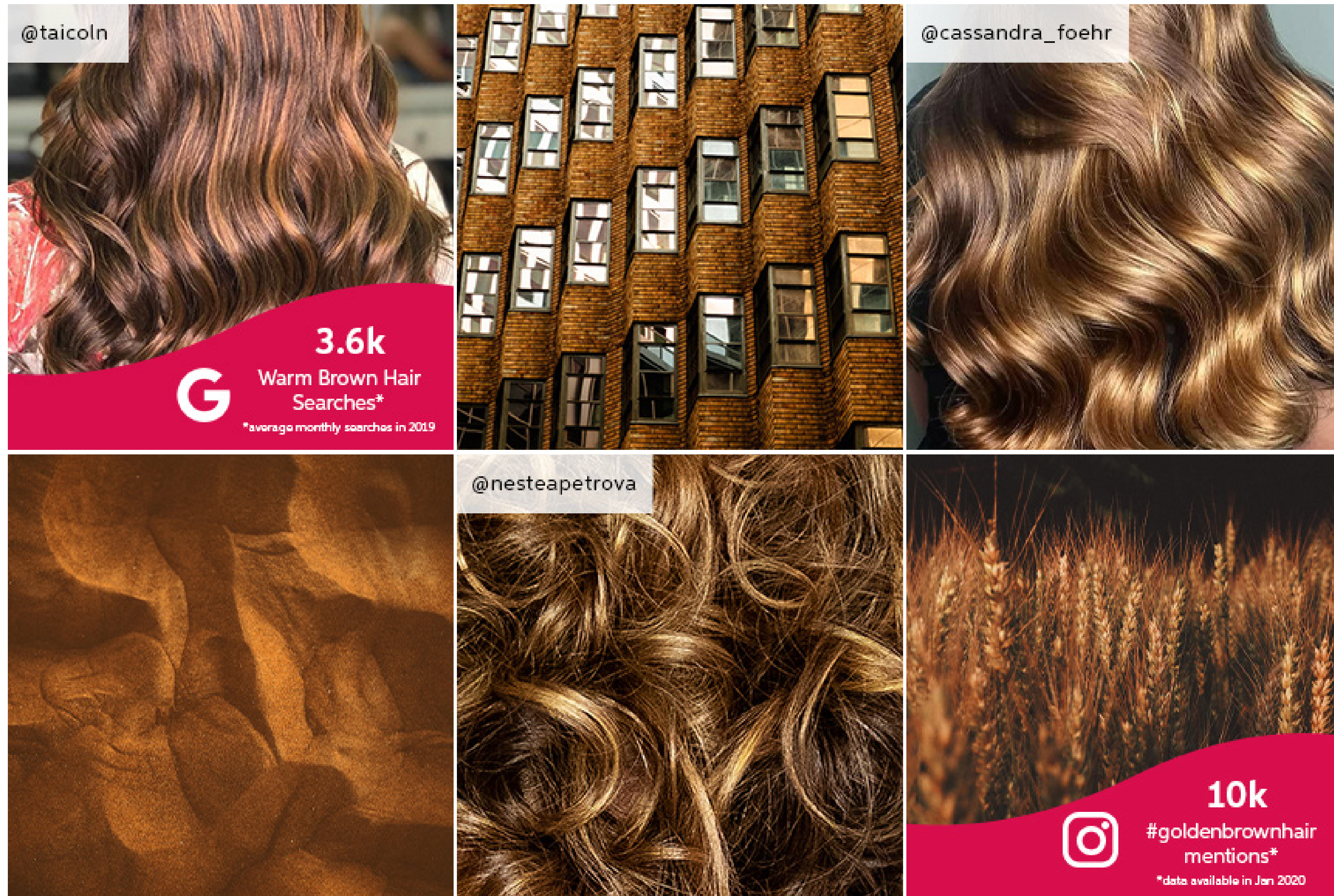
Wella
Trend Hub

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
●●●
250 ml

TIP

Apply to wet hair the **Nutriculs Cleansing Conditioner**, a low foaming cleansing conditioner that helps defining waves & curls. Formulated without silicones.



By Matthias Herzberg
@matherzberg



Formula

Color Formula

5/97 6/0 0/68 1.9%




Colormelt Roots + Ends
Develop, rinse and then apply:

10/97 0/65 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



Pre-lighten

20g
5/43

10g
8/05

60g
1.9%



Tone darker areas


20g
7/43

10g
8/05

60g
1.9%



Tone lighter areas



NUTRICURLS
72H CURL
DEFINING
GEL-CREAM
HOLD ●●○○○
150ml

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



By Veronica Hencoski
@veronicafaith_

Formula

Color Formula

30g 45g 20g 20g 80g
6% 8/71 7/7 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%



+



Pre-Lighten

15g
5/07

15g
5/1

60g
1.9%



+



+



Roots

15g
8/97

15g
5/07

1.9%




+



+



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**

