

Wella
Trend Hub


Golden Blonde

December 2019



Golden Blonde on social media...

@topknotbalayage



G **9.9k**
golden blonde
searches*
*average monthly
searches in 2019



@romeufelipe



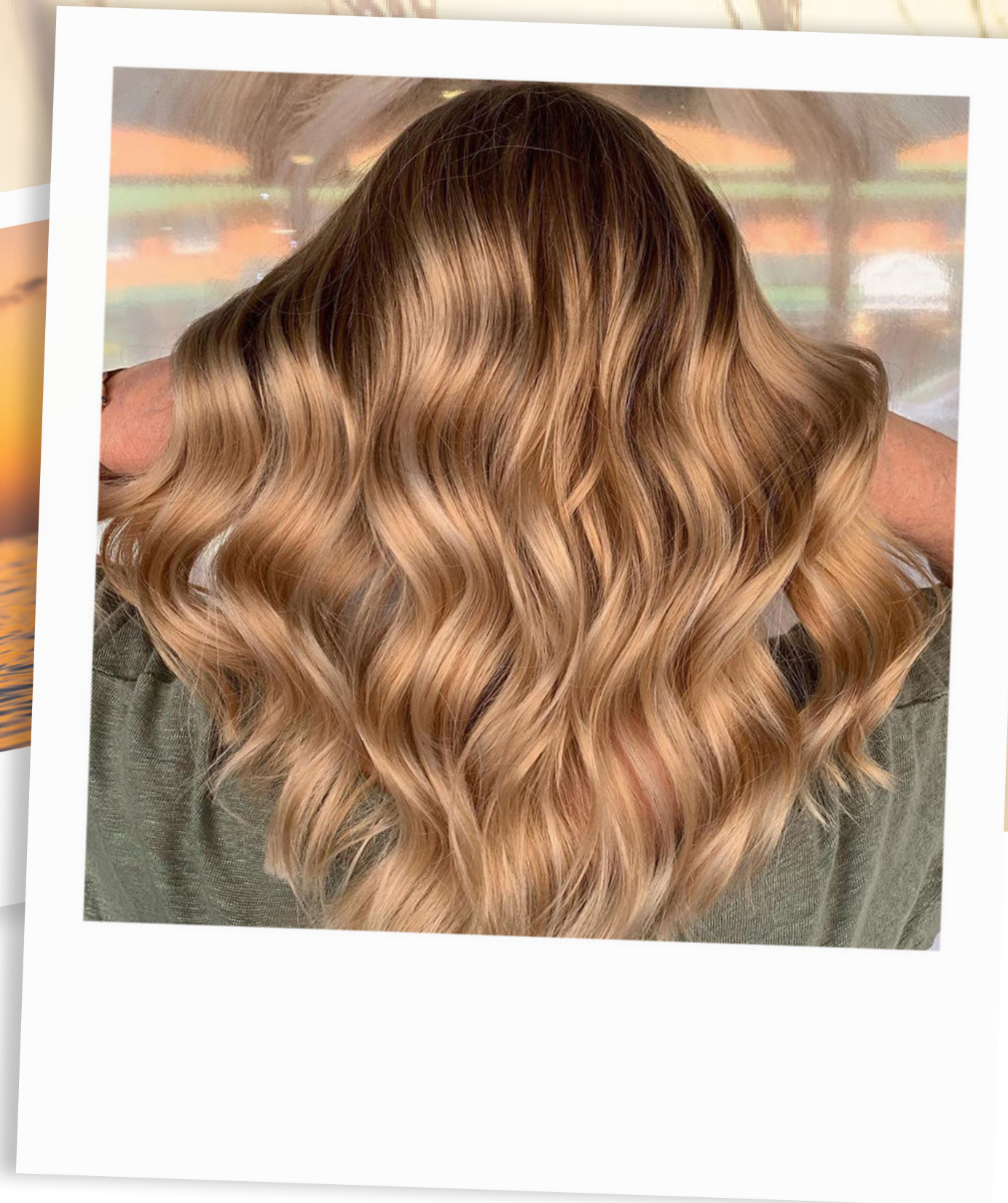
@svenjavanderwoodsen



167k
#goldenblonde
mentions*
*data available in Nov 2019



By Collective Artists At Play
@cambridge_hair_collective



Formula

Pre-lighten

30g
45g
6%



Roots

30g
45g
1.9%



Roots

Color Formulas

20g
8/38
40g
1.9%
20g
8/38
20g
9/16
20g
9/01
120g
1.9%



Roots

Ends



VOLUME
LIGHT
SETTING
LOTION SPRAY

150ml

TIP
Give your hair touchable structure and shine whilst blow drying with Perfect Setting.



By Natalie Peacock
@coloristnat



Formula

Pre-lighten

4%




Color Formula

30g 30g 60g
9/8 9/01 6%



WITH COLOR BRILLIANCE-BLEND



TIP
Reveal your most beautiful color with this airy mousse that provides colour vibrancy, smoothness and shine.



By Guy Christian
@guychristiansalon

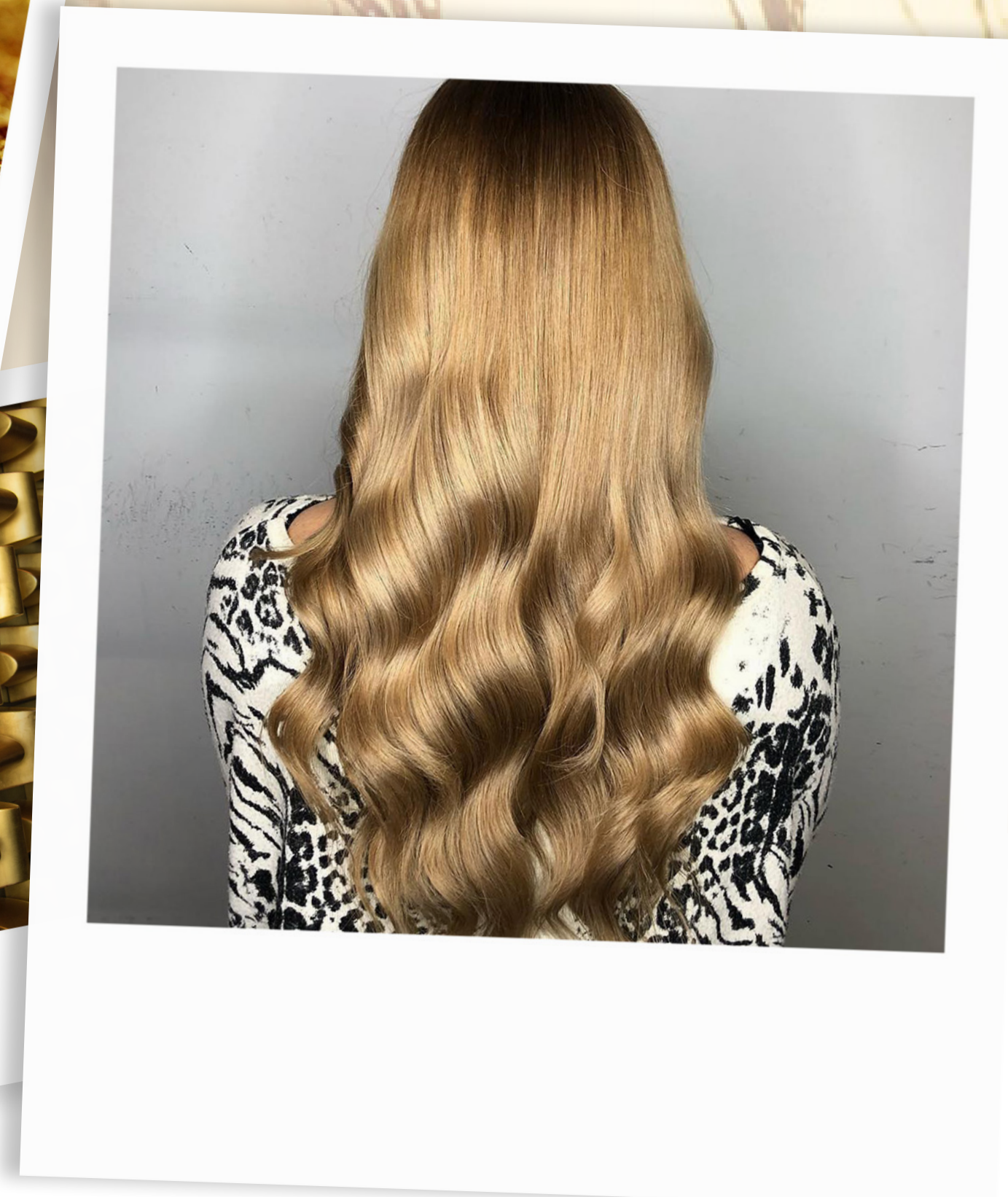
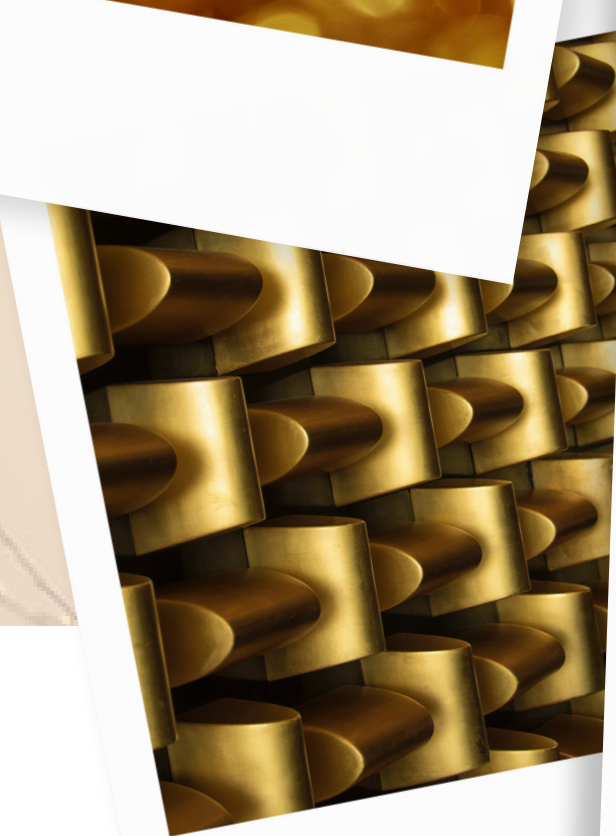
Formula

Color Formula

30g 15g 30g 4g 79g 79g
10/04 9/04 7/31 0/65 1.9%



Applied to pre-shampooed hair, developed for 15mins & rinsed



SMOOTH
STYLING
PRIMER

50ml

TIP

Work this velvety soft primer through your hair before blow-drying, for touchably smooth hair.



By antoelen
@elendandano

Formula

Color Formula

30g 30g 2g 62g
10/16 9/81 0/11 9%

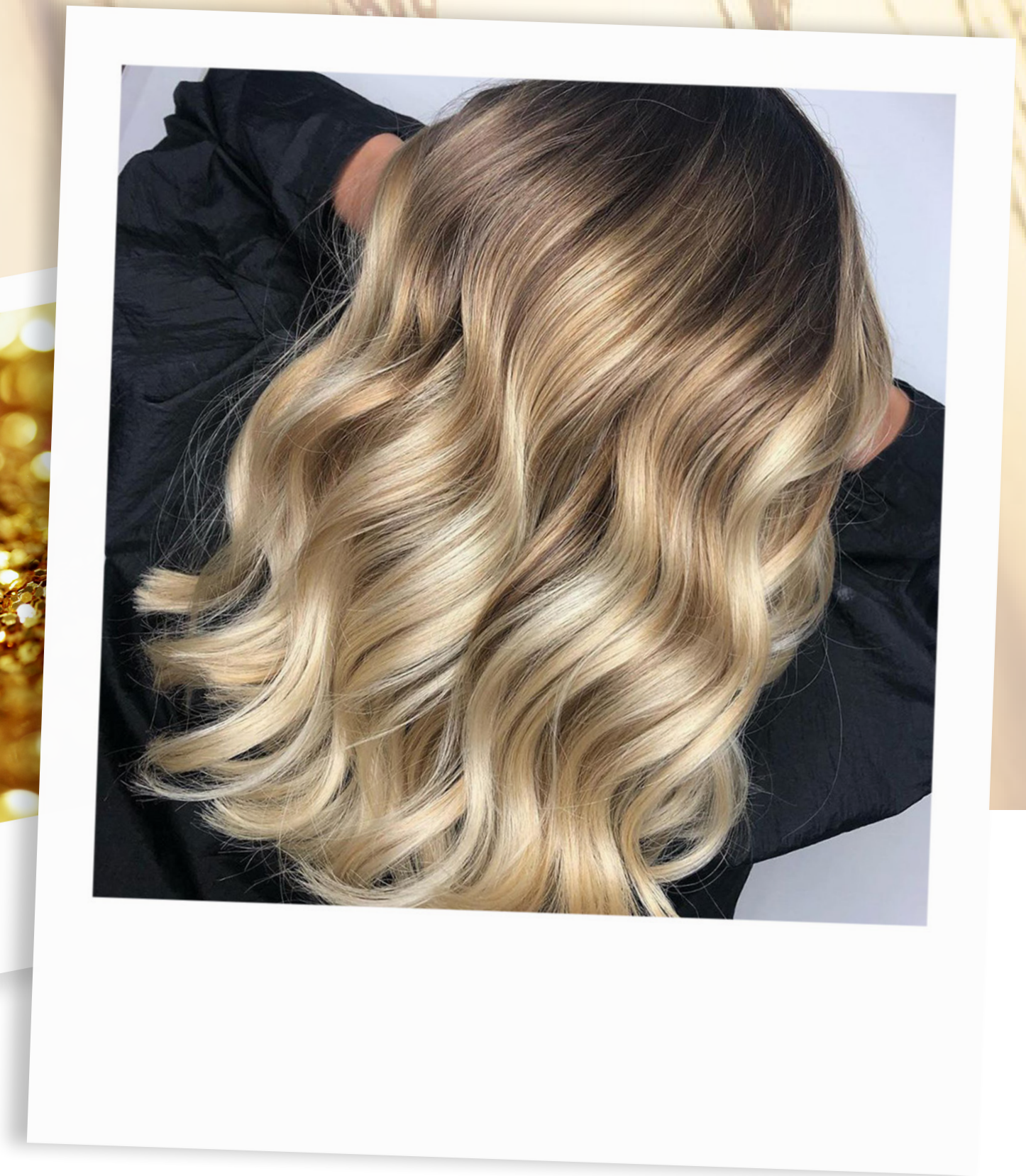


	LIGHT LUMINOUS REFLECTIVE OIL
	100 ml

TIP Enriched with macadamia and avocado oils, apply before and after blowdrying to boost smoothness and light reflection.



By Beth Heath
@bethheathhair



Formula

Color Formulas

20g 20g 80g
9/16 10/6 1.9%



Lengths

SOFT FLORAL
FRAGRANCE



TIP

Want to lock in your client's color?
Use ColorMotion+ Color
Protection shampoo.



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**

