

**WELLA**  
TREND HUB

# HONEY BLONDE

SEPTEMBER 2019



# HONEY BLONDE on social media...

@roxybarnharthair



**27k**  
HONEY BLONDE  
HAIR SEARCHES\*  
\*average monthly searches



@topknotbalayage



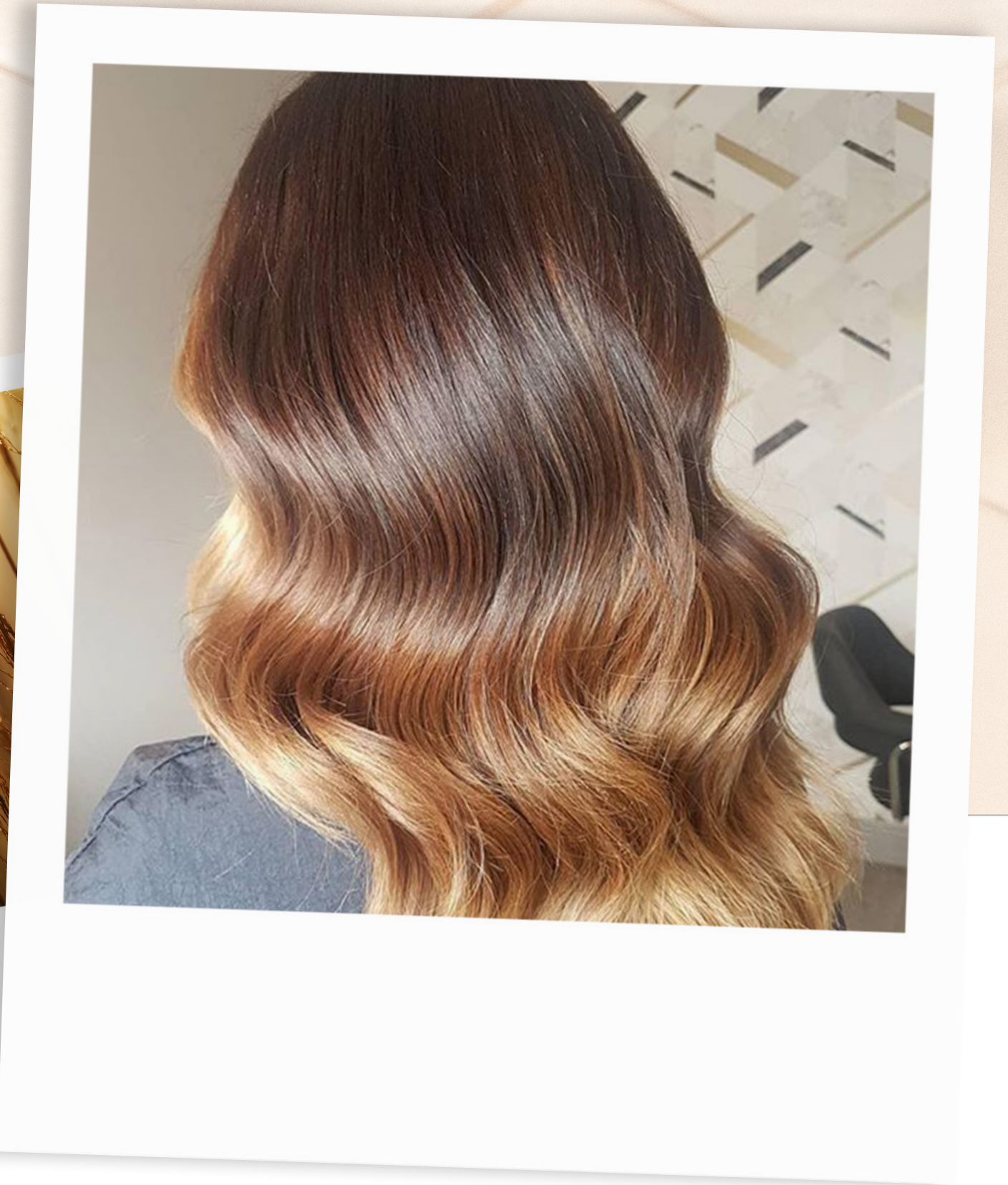
@beverlykillshair



**169k**  
#HONEYBLONDE  
HAIR MENTIONS\*  
\*data available in August 2019



By Leo  
@hair\_by\_leo



# FORMULA

6%

6/0

/11

6%

20g  
9/16

5g  
9/73

1.9%



**LIGHTEN**  
A

**TONE**  
B: ROOTS

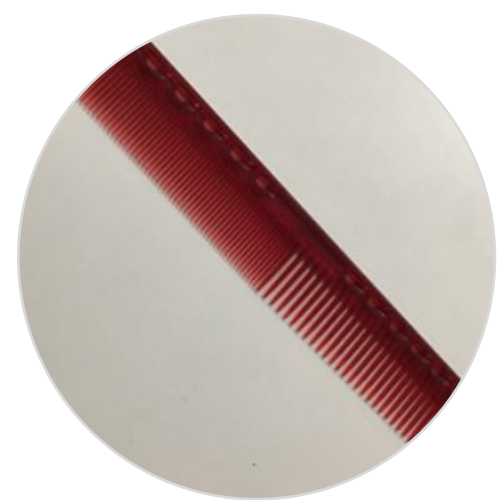
**TONE**  
C: LENGTHS AND ENDS



100ml

### TIP

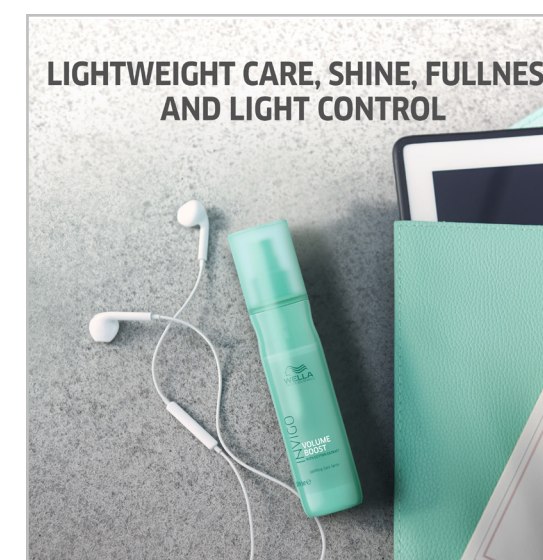
For beautifully styled hair, use EIMI Flowing Form that creates luxurious smoothness with flexible control and natural movement.



By Marek Syřiště  
[@mareksyriste](#)



# FORMULA



## TIP

Use Invigo Uplifting Care Spray that gives lightweight care, shine, fullness and light control.



By Anastasia Petrova  
[@nesteapetrova](#)



# FORMULA

30g

45g  
6%

3g

20g  
5/43

10g  
8/05

60g  
1.9%

20g  
7/43

10g  
8/05

60g  
1.9%



+



+



+



+



+



+



+



+



**LIGHTEN**  
A

**TONE**  
B (DARKER AREAS)

**C (LIGHTER AREAS)**



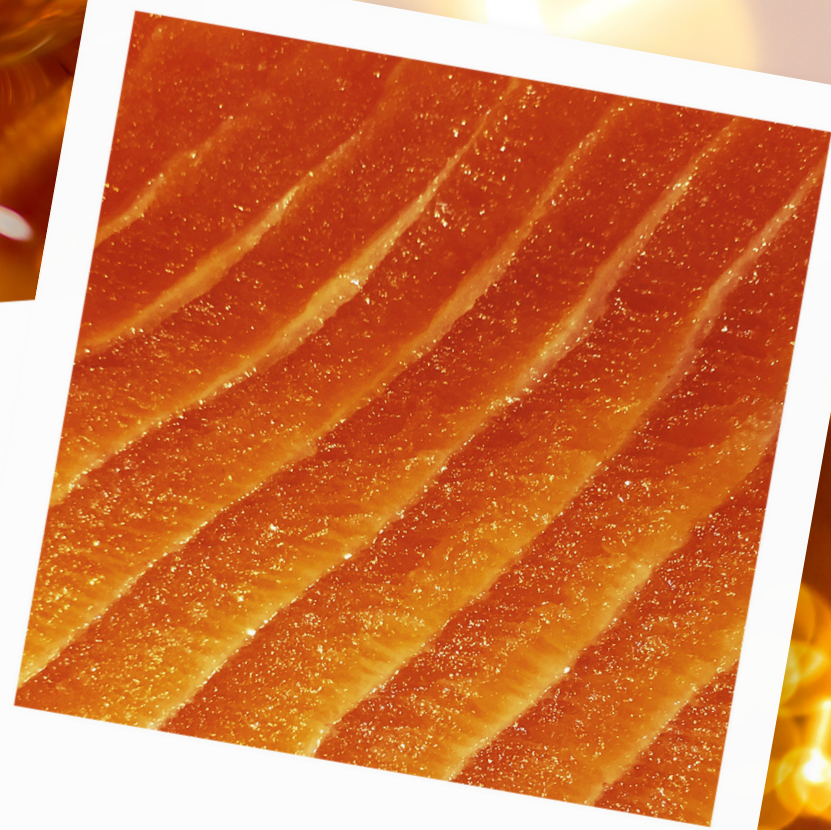
## TIP

To build volume with a workable texture, use EIMI Body Crafter. This allows to craft your style with smooth, flexible control and natural movement.

FRUITY ORCHARD SCENT



By Wagner Faria  
[@wagnersfaria](#)



# FORMULA

9%

5/

6/16

7/37

10/69



**LIGHTEN**  
WITH FOILS



**TONE**  
B: ROOTS



**TONE**  
C: MID-LENGTHS

**FLORIENTAL WOODY**  
FRAGRANCE

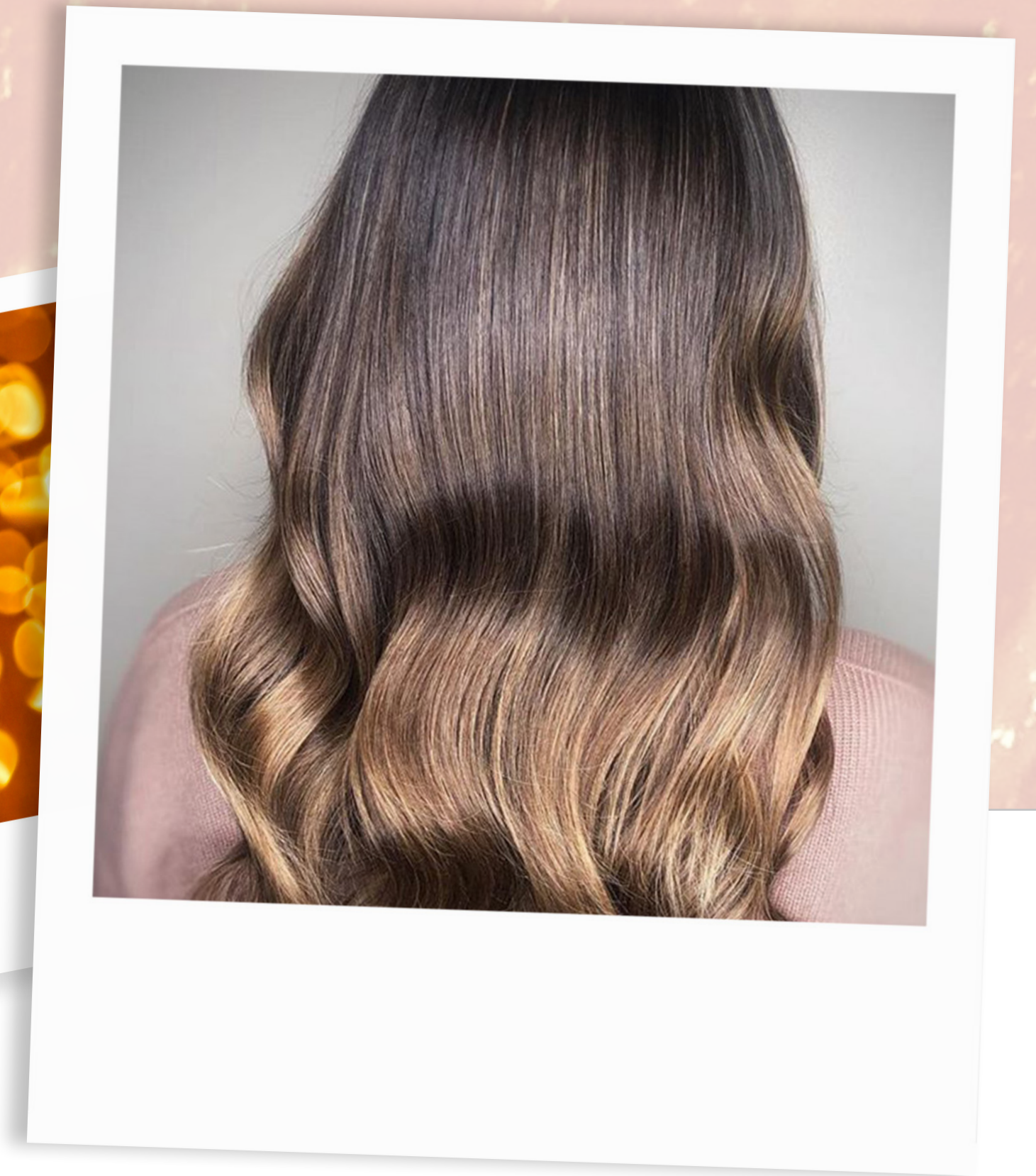


**TIP**

Use Fusion Intense Repair Mask, a luxurious creamy mask, that helps to repair and protect against breakage. With intense conditioning ingredients and amino acids.



By Süleyman Tugaytimir  
@hairbysuleyman



# FORMULA



**BALAYAGE**



**TONE  
B: ROOTS**



**TONE  
C**

WITH  
MACADAMIA & AVOCADO OILS



### TIP

Use Oil Reflections Luminous Smoothing Oil to perfect your final style. It's great for hair smoothness and a glossy effect.



For more inspiration, follow us on Instagram at [@wellahair](https://www.instagram.com/wellahair)



For more inspiration on the techniques and step by steps, visit [wella.com/education](https://wella.com/education)



To buy the products mentioned in the above formulas, go to [wellastore.com](https://wellastore.com)

