

# Wella Trend Hub

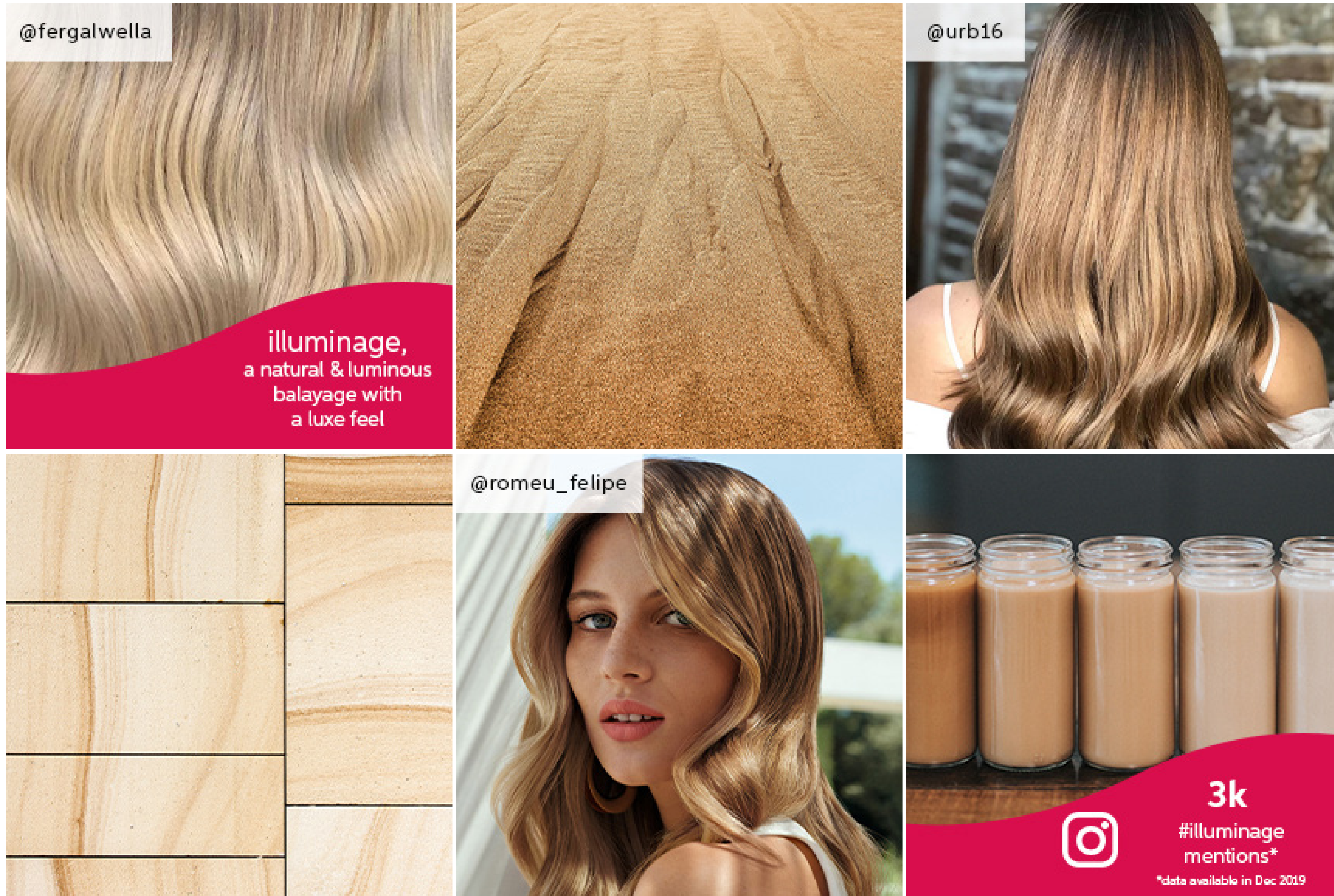
# Illuminage

January 2020





# Illuminage on social media...







By Romeu Felipe  
@romeufelipe

# Formula

## Color Formula

30g

45g  
9%



Pre-lighten

20g  
6/

20g  
6/16

40g  
4%



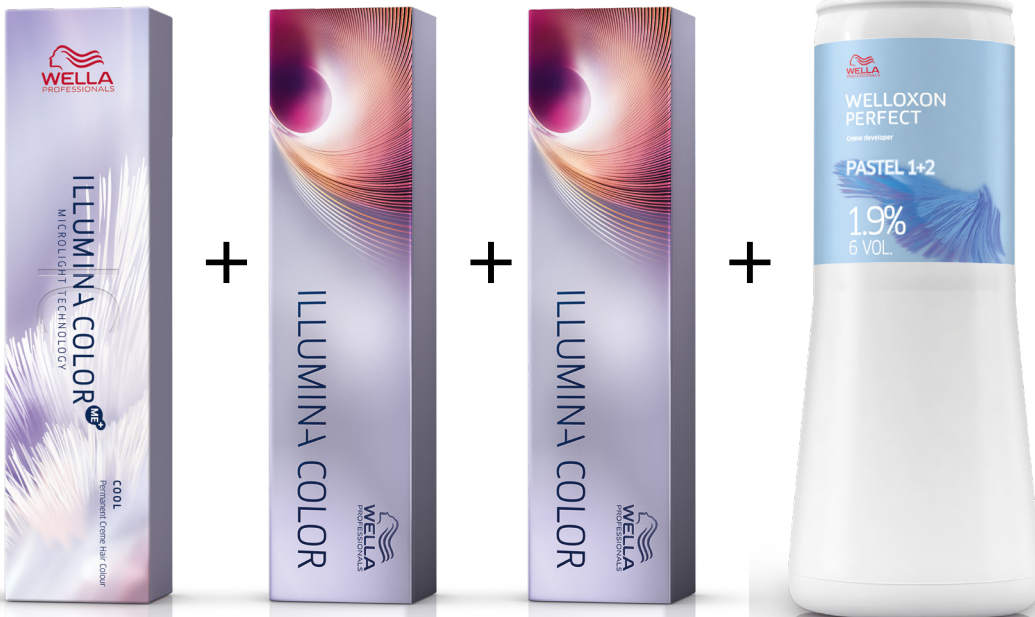
Roots

10g  
10/81

10g  
8/38

10g  
8/05

60g  
1.9%



Ends



### TIP

Maintain your Wellaplex in-salon service with **Wellaplex No3 Hair Stabilizer**





By Romeu Felipe  
@romeufelipe

# Formula

## Color Formula

30g	45g 9%	20g 8/93	20g 9/19	40g 9%	20g 7/	20g 7/81	80g 1.9%	20g 8/93	40g 1.9%	30g 10/36	60g 1.9%
Pre-lighten A		B		Root Shadowing C			Blonde Toning D		E		

**FIXING  
HAIRSPRAY**

WORKABLE  
FINISHING  
SPRAY

HOLD ●●●○

MICROMIST™

300ml

**TIP**

For up to 24 hours firm hold, use **Mistify Me Strong!** The extra-fine diffusion means you will get an even application





By Lourdes Crego  
@lcpeluquerias

# Formula

## Color Formula

30g

30g  
6%

20g  
8/38

20g  
9%

20g  
10/1

20g  
9/60

40g  
1.9%



Pre-Lighten



Roots



Ends



FOR  
LUMINOUS  
HAIR  
CLEANSING  
CONDITIONER

250 ml

### TIP

Wella Professionals **Cleansing Conditioner** is a shampoo-free formula that gently cleanses your hair, maintaining its luminosity





By Julie Lapite  
@julie\_lapite



# Formula

## Color Formula

30g

45g  
9%

30g  
10/93

30g  
12%



Pre-lighten



Color



NOURISHING  
CONCENTRATE

100ml

### TIP

Revive dry and dull hair into nourished and luscious locks with the **Nutri Booster** in-Salon Service





By Fergal Doyle  
@fergalwella

# Formula

## Color Formula

	4% (back)	6% (sides)	9% (top)		10g 7/	10g 8/93	40g 1.9%	30g 9/19	60g 1.9%
Pre-Lighten					Roots			Ends	

	<b>NUTRICURLS</b> 72 U ANTI-FRIZZ STYLING SPRAY HOLD ●○○○ 150ml	<b>TIP</b> Rescue your natural waves from frizz with <b>Fresh Up</b> . Spray on damp or dry hair to reactivate the curl families
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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**

