Wella
Trend Hub

Mulled Wine Hair

October 2020

Mulled Wine Hair on social media…

@colormecurls

4k
G Mulled Wine Hair
Searches*
*average monthly searches in 2019

@laila.wella

@jmvbeauty

139K
#mulledwinehair
mentions*
*data available in Oct 2020

By Matthias Herzberg
@matherzberg

Formula

Color Formula

30g
55/07

30g
4%

30g
77/45

60g
1.9%

Roots

Ends

TIP

Elements Hair Strengthening Serum
The Hair Strengthening is a paraben free power serum that makes the hair fibre stronger. Designed for all hair types, it gives more volume and helps maintain a balanced scalp.

By Laila Pettersen
@laila.wella
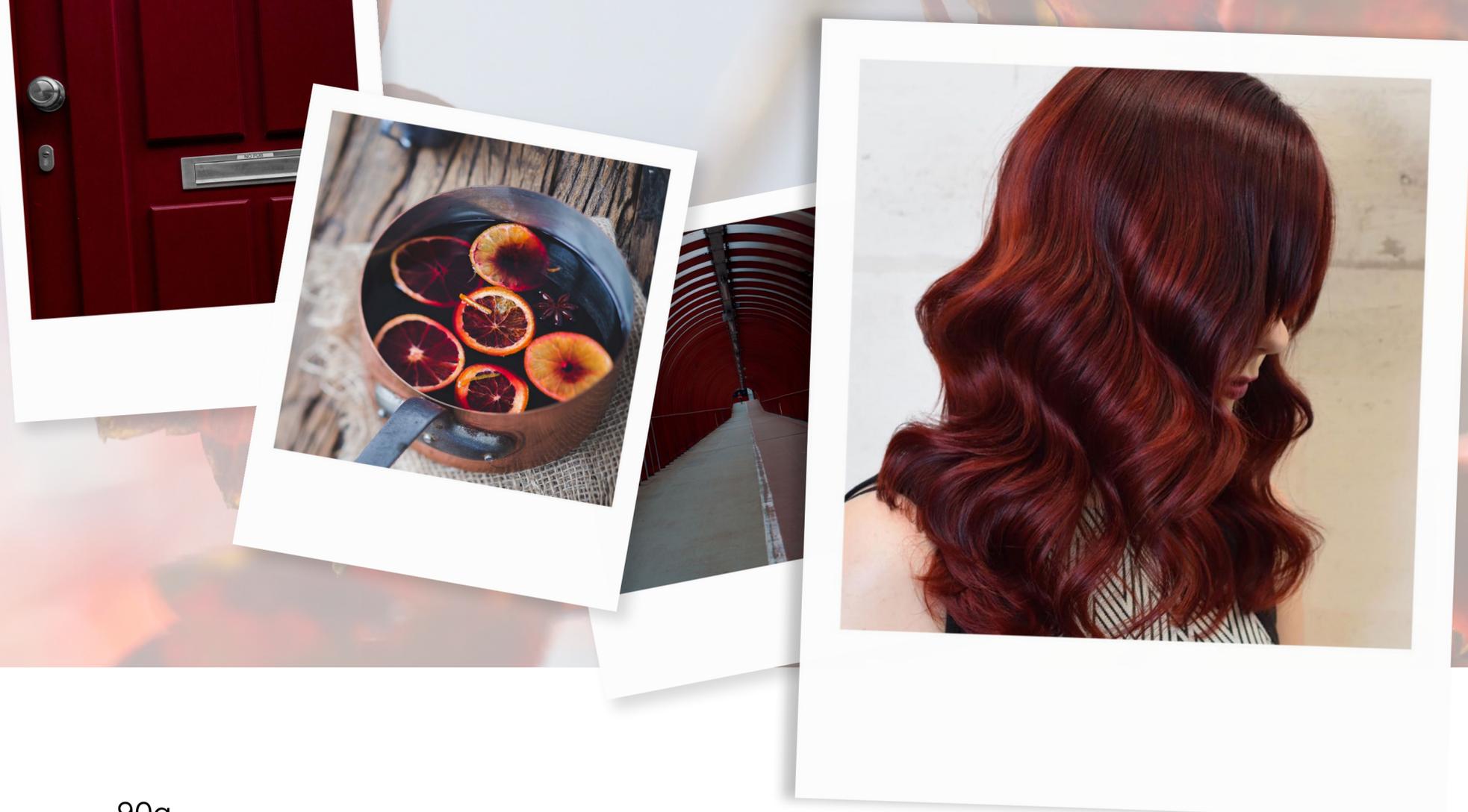
Formula

Color Formula

| 15g 55/46	15g 6/0	60g 6%	30g 66/45	5g 0/68	10g 0/45	90g 4%

Roots + + + Lengths + + +

TIP

EIMI Velvet Amplifier
Get prepped with EIMI Velvet Amplifier, a soft primer that creates the perfect base for any style, improves hair manageability and styling control for smooth, responsive hair.

SMOOTH STYLING PRIMER 50ml

By Ashley Hansen
@ashley.salon42
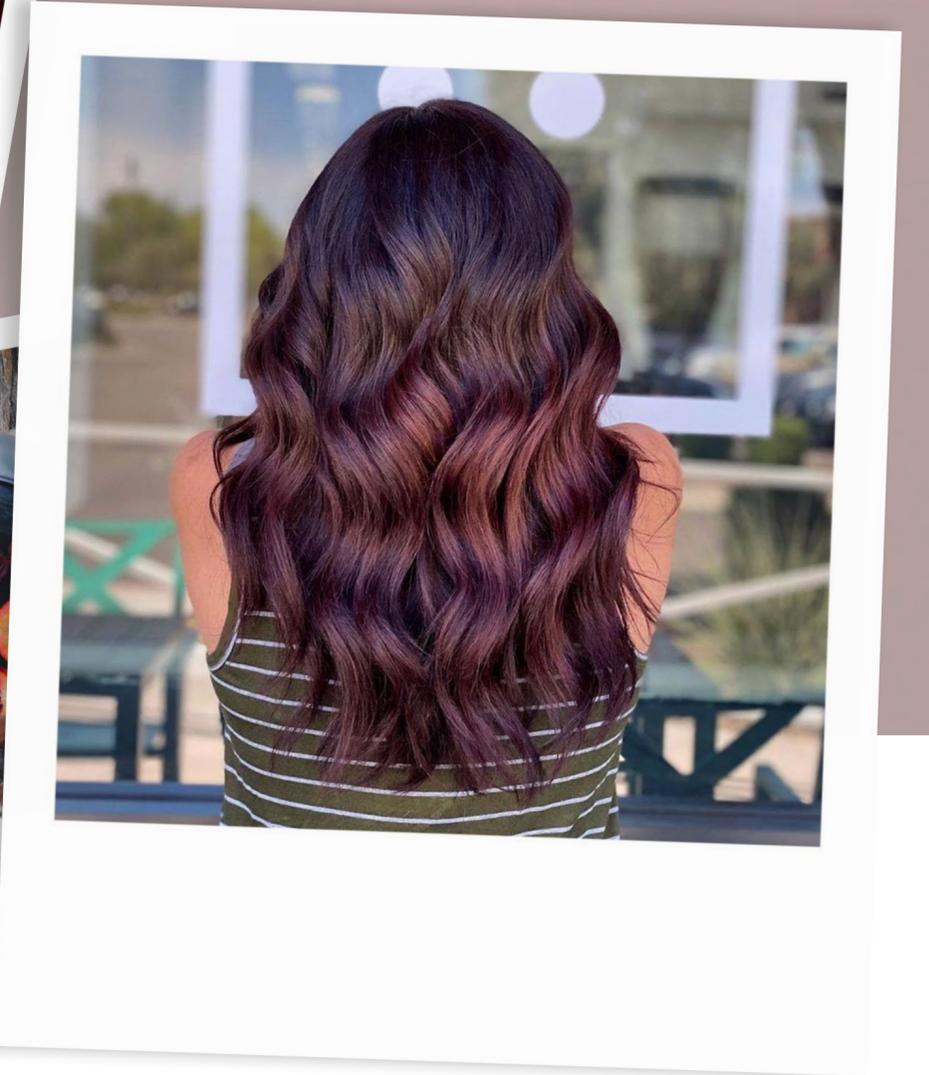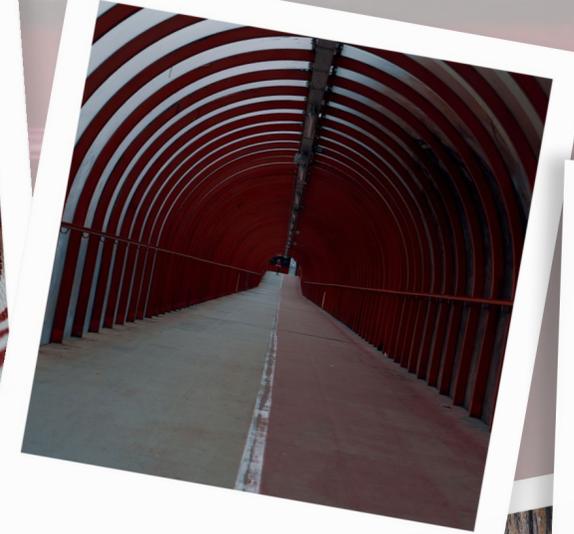
Formula

Color Formula

60g 5/0	60g 6%	20g 33/66	20g 44/65	40g 4%	20g 77/43	20g 4/77	80g 1.9%

Roots   Ends   Ends

TIP

INVIGO Vitamin Conditioning Mousse With Vitamine E
The Vitamin Conditioning Mousse for colored hair is an airy mousse that provides color vibrancy. The hair is left smooth and shiny. With Vitamin E and Anti-Oxidant Shield Technology.

AIRY MOUSSE FOR COLOUR VIBRANCY, SMOOTH AND SHINY HAIR

By Kai Sohn
@kai_sohn
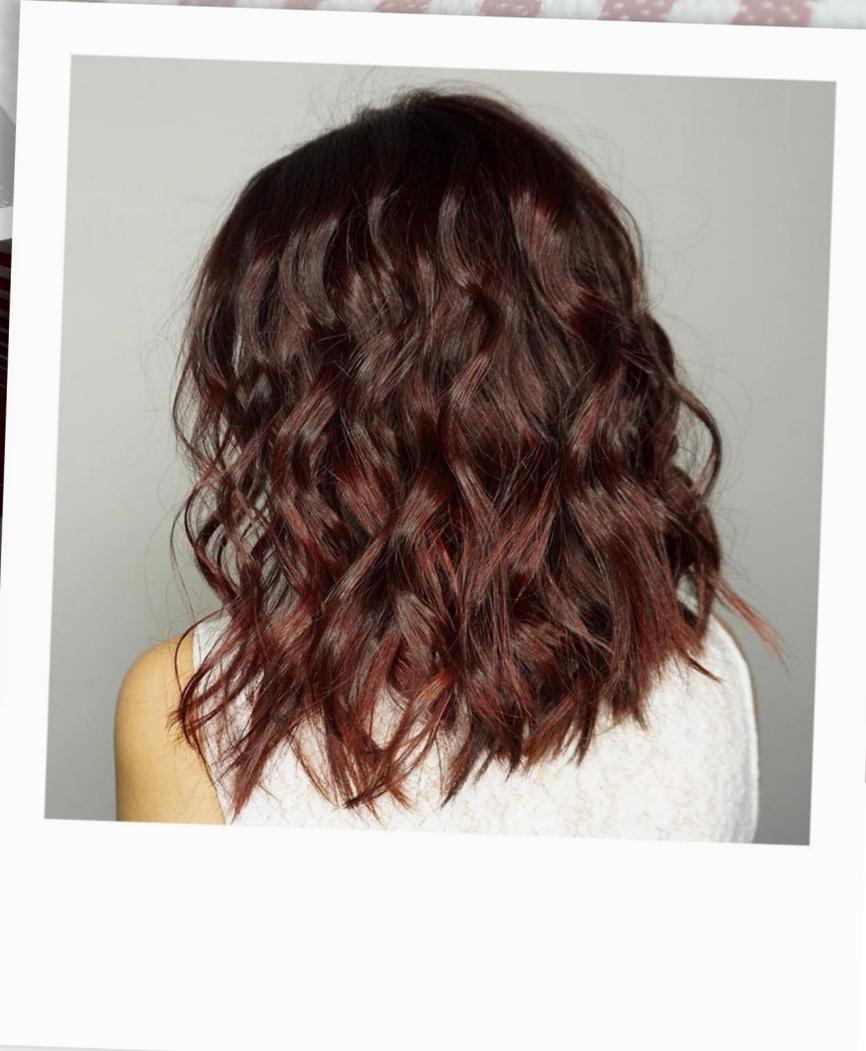
Formula

Color Formula

30g 4/5	60g 1.9%		30g 77/45	60g 1.9%		Next Red

Roots + Ends + Toner

TIP

Elements Hair Strengthening Serum
The Hair Strengthening is a paraben free power serum that makes the hair fibre stronger. Designed for all hair types , it gives more volume and helps maintain a balanced scalp.

By Bethany Lydia
@bethlydiahairx

Formula

Color Formula

60g 5/0	60g 55/46	6%	30g	45g 1.9%	30g 77/45	60g 4%

Roots + + Slices + Ends +

TIP

EIMI Thermal Image
Our EIMI Thermal Image 2-phase spray helps protect your hair whilst using hot tools. Phase 1 is formulated to nourish the hair and protect it from heat up to 220°C. Phase 2 smoothens your hair for a flawless shiny result.

SMOOTH
HEAT PROTECTION SPRAY

150ml

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**