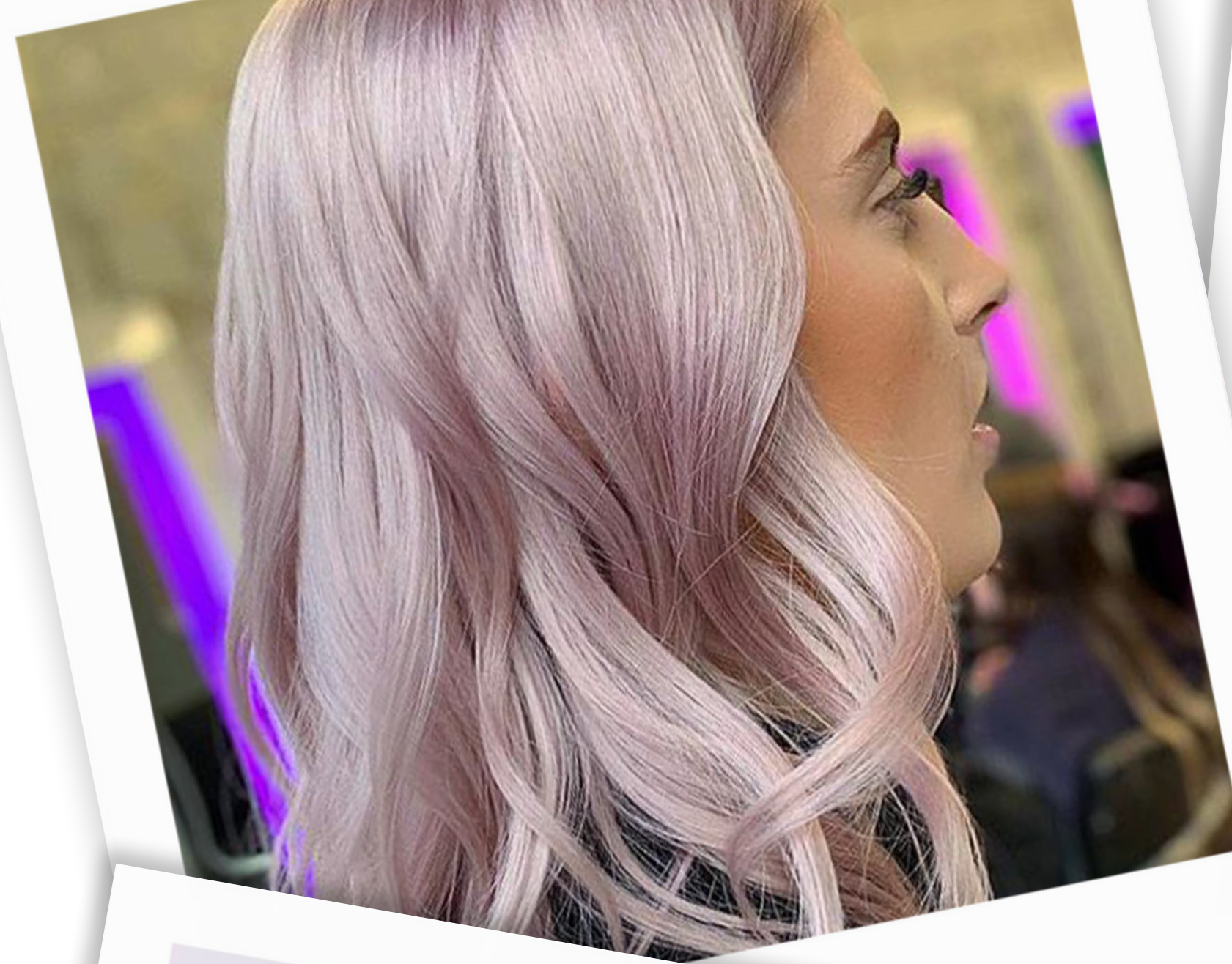


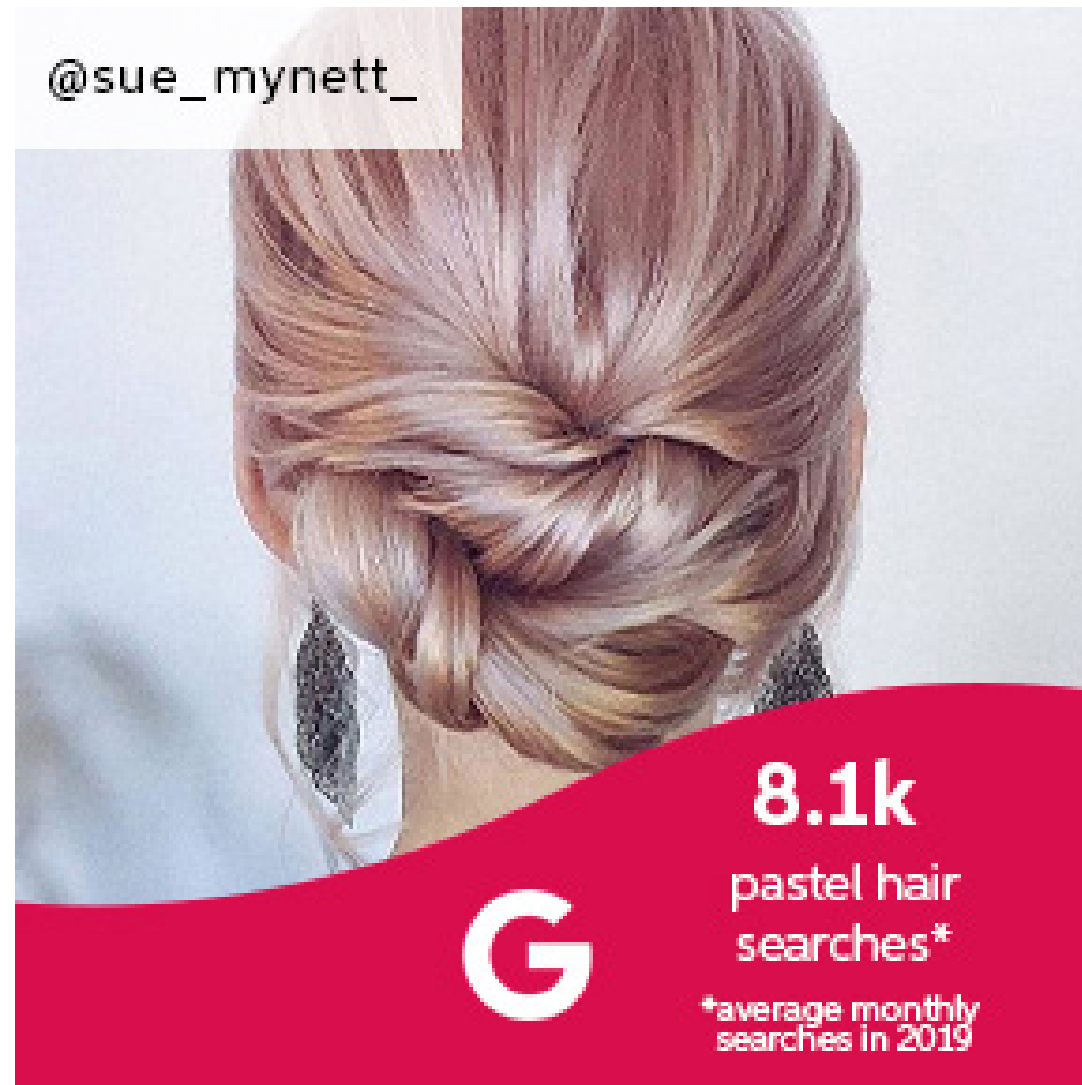
Wella
Trend Hub

Pastel Hair

November 2019



Pastel Hair on social media...





By Mihai Badin
@mr.mishwu



Formula

30g
60g
6%

10g 10/81 10g 8/81 10g 7/89 10g 0/88 80g 1.9%



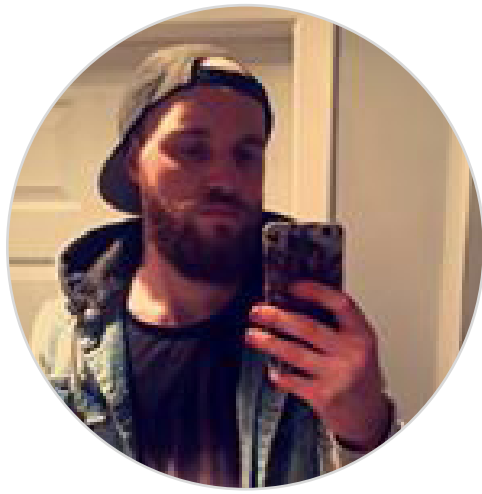
Pre-lighten

Color Formulas

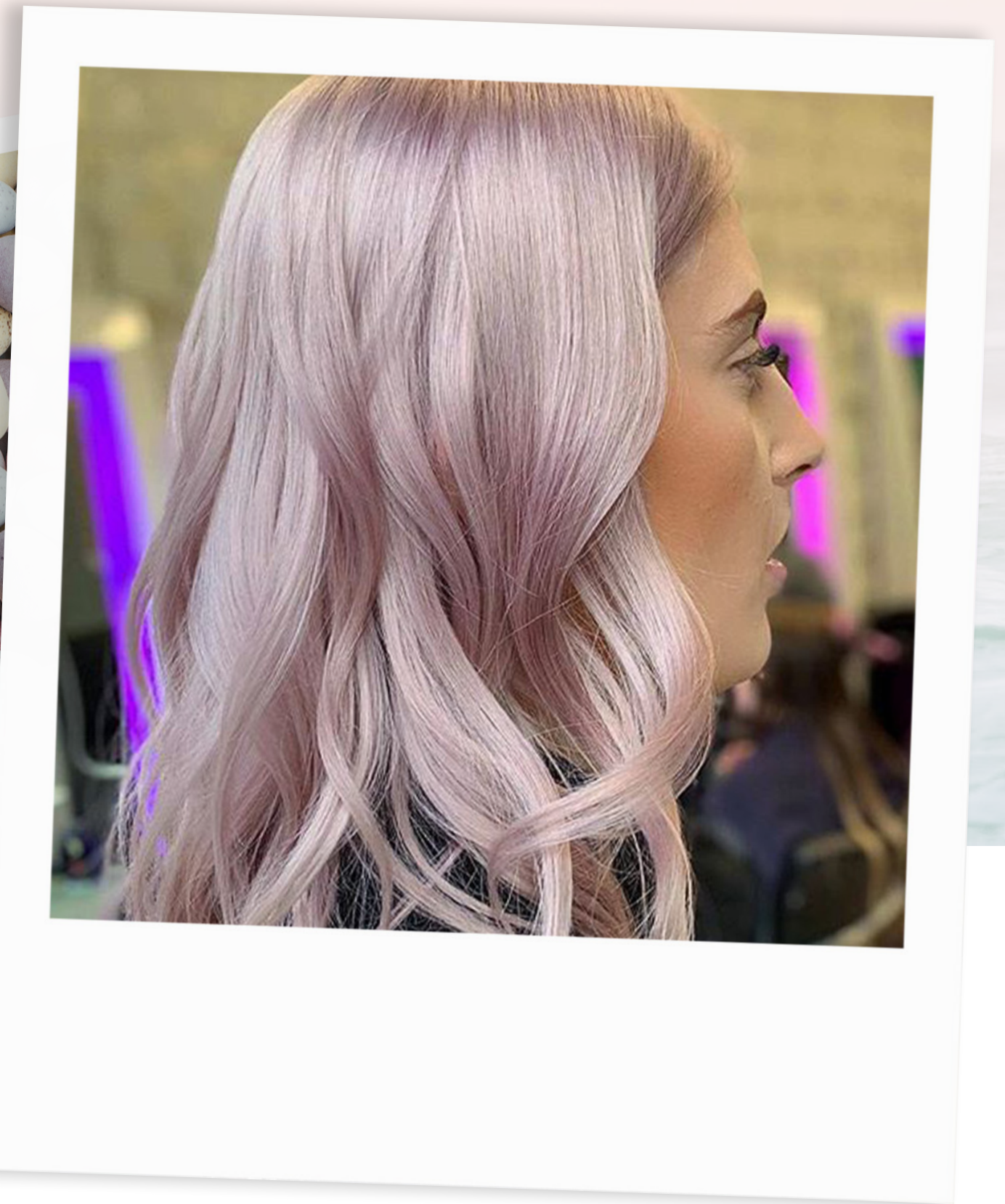


TIP

Blow dry with EIMI Extra Volume for head-turning volume and perfect body with strong hold.



By Scott Wilson
@__swilson__



Formula

30g

45g
9%

50g
Titanium
Rose

25g
8/69

25g
10/69

100g
4%



Pre-lighten
A: Balayage

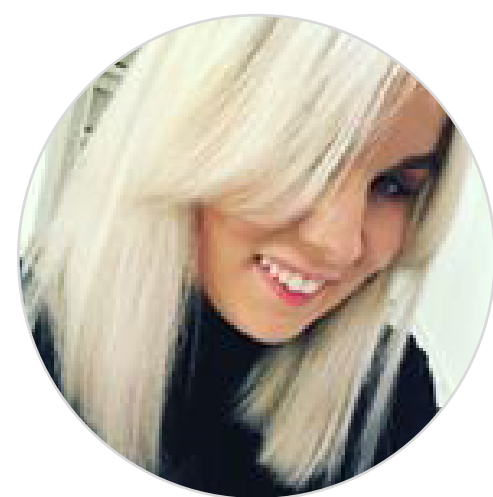
Color

WITH SUN-BLEND

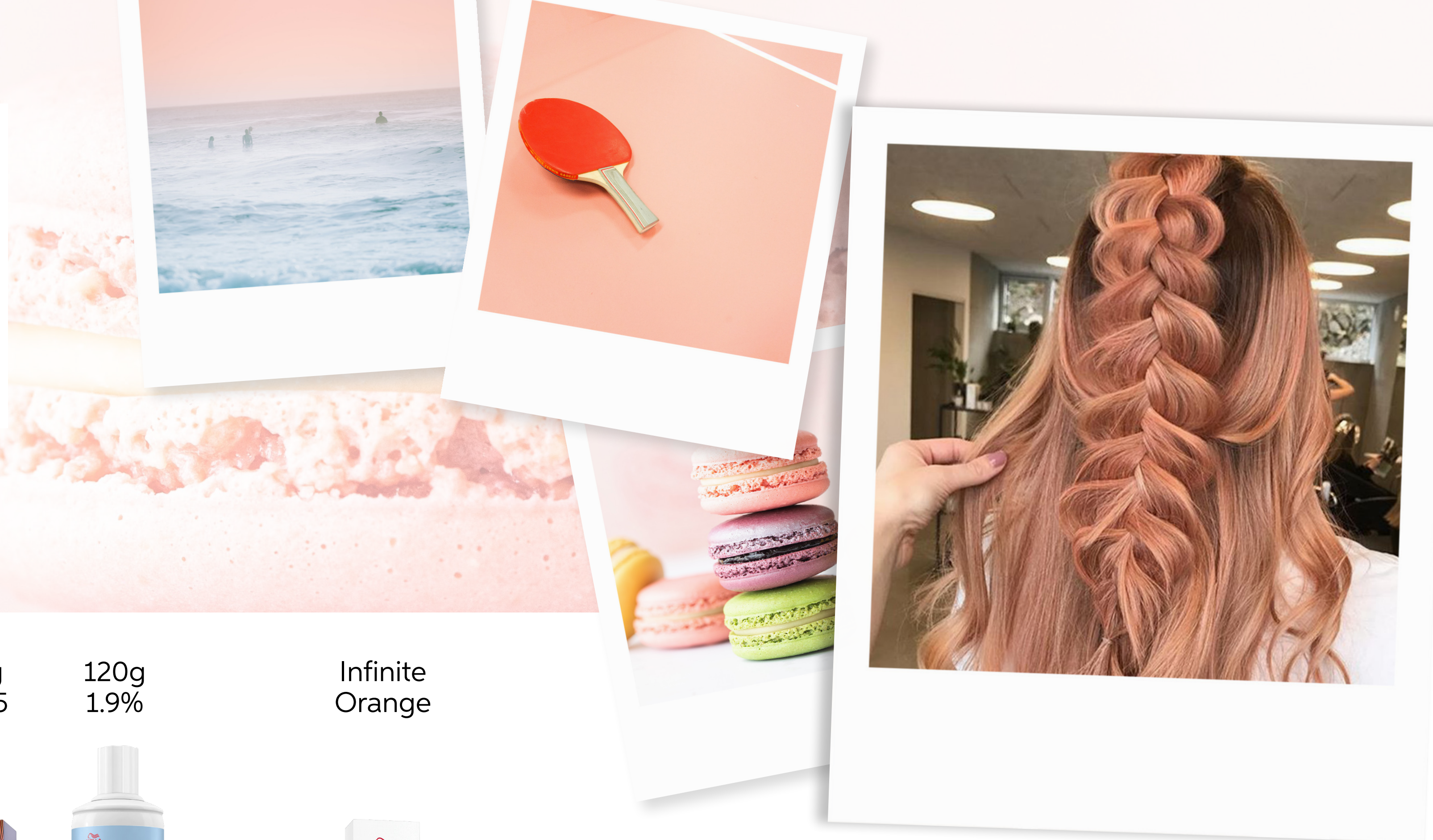


TIP

Use Invigo UV Hair Color Protection Spray before and during sun exposure. It's our favorite high performance UV hair color protection leave-in spray.



By HairbyAsla
@hairbyasla



Formula

20g
7/31

20g
6/

80g
1.9%

20g
9/43

40g
8/05

120g
1.9%

Infinite
Orange



+



+



+



+



A
Roots

B
Lengths & Ends

Tone
For 5 minutes



TIP

Finish your glamorous style with EIMI Glam Mist. For luminous shine and protection from the effects of humidity and UV.



By Anastasia Petrova
@nesteapetrova



Formula

10/36 9/43 1.9% 8/05 1.9% Smokey Amethyst 1.9% Ocean Storm 1.9% 10/0 55/65 1.9% 9/60 1.9%



A
ROOTS


B
LENGTHS
AND ENDS

C
LENGTHS
AND ENDS

D
LENGTHS
AND ENDS

E
LENGTHS
AND ENDS

F
LENGTHS
AND ENDS

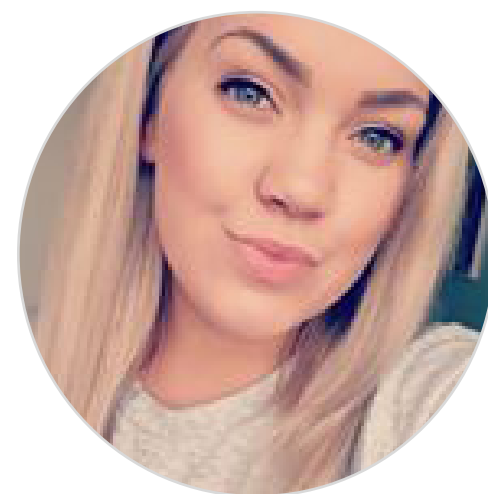


SHINE
SPRAYABLE
STYLING OIL
HOLD ●○○○

100ml

TIP
Use EIMI Oil Spritz before blowdrying! A lightweight sprayable oil for natural shine, anti-static effect and UV protection.

Achieved on level 10 hair, toned on dry hair



By Ailin Shanks
@hairbyailinshanks



Formula

40g
10/95 10g
0/88 100g
1.9%



Color Formula

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**

