

WELLA
TREND HUB

PEARL BLONDE

NOVEMBER 2019



PEARL BLONDE on social media...

@xobeautybynicole




2.4k
PEARL BLONDE
HAIR SEARCHES*
*average monthly
searches in 2019

G



@nathendinatale_valonz

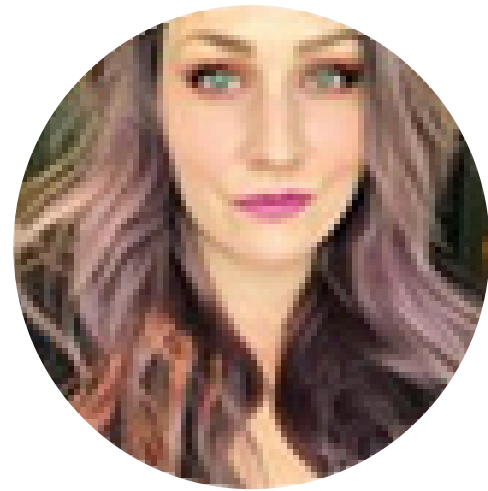


@josie_wright_hair



52.7k
#PEARLBLONDE
MENTIONS*
*data available in Oct 2019

I



By Laila Pettersen
[@laila.wella](#)

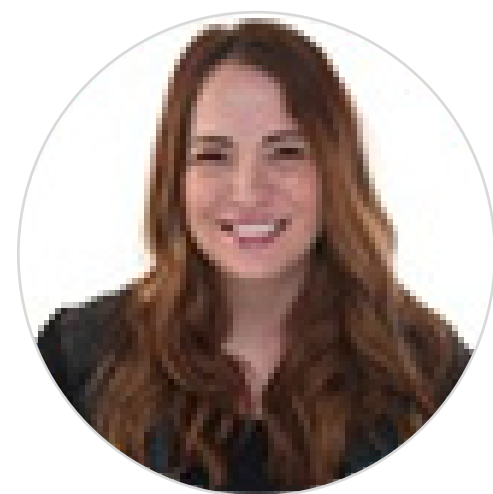


FORMULA

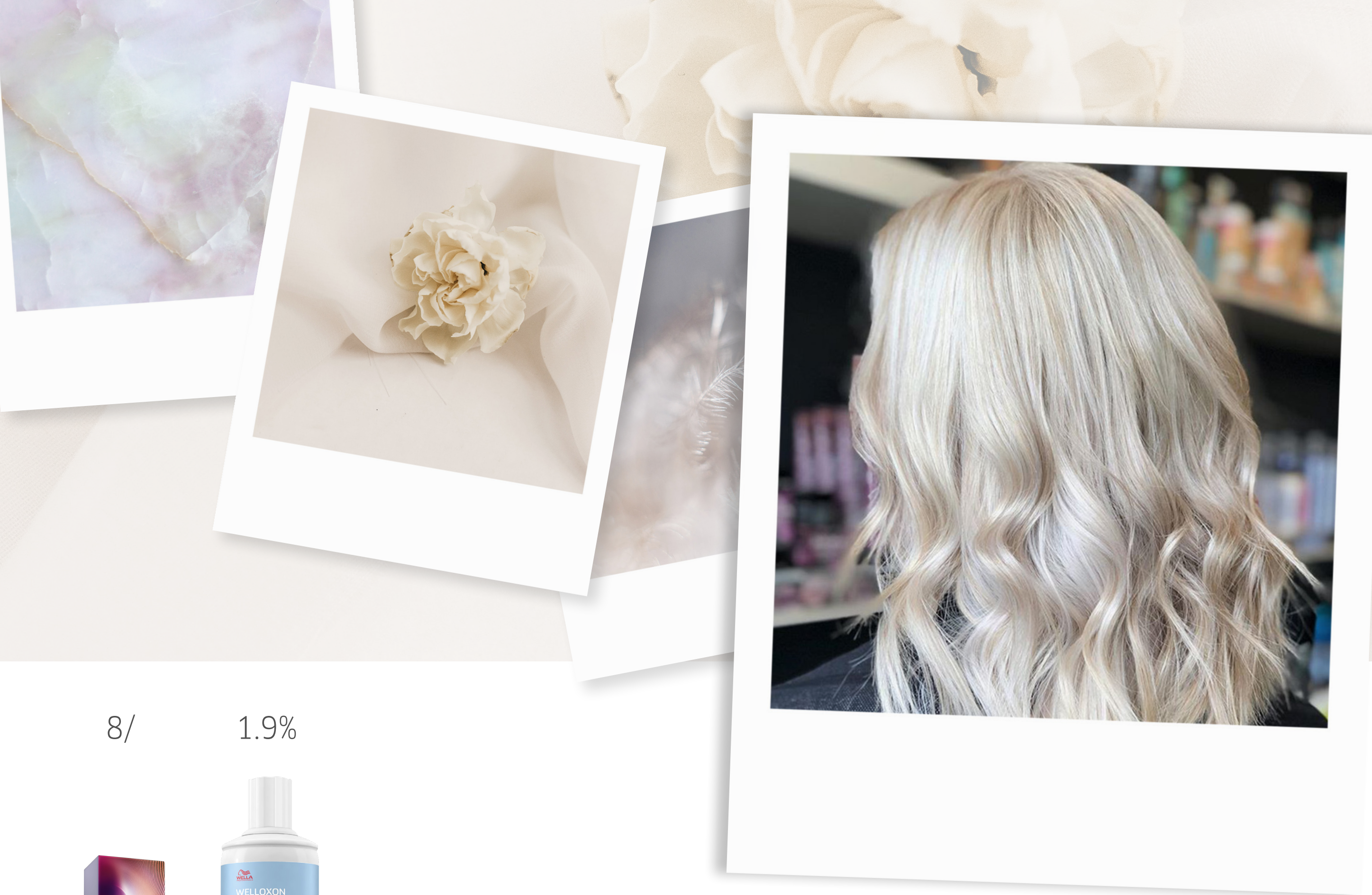


TIP

Finish your client's glamorous style with dazzling shine thanks to this luminous shine spray. Formulated to help protect hair from the effects of humidity and UV.



By Allison Elmore
[@allisonelmorehaircolorist](#)



FORMULA

9/ 9/60 1.9%



A
ROOTS

9/60 1.9%




B
ENDS

8/ 1.9%



C
LOWLIGHTS

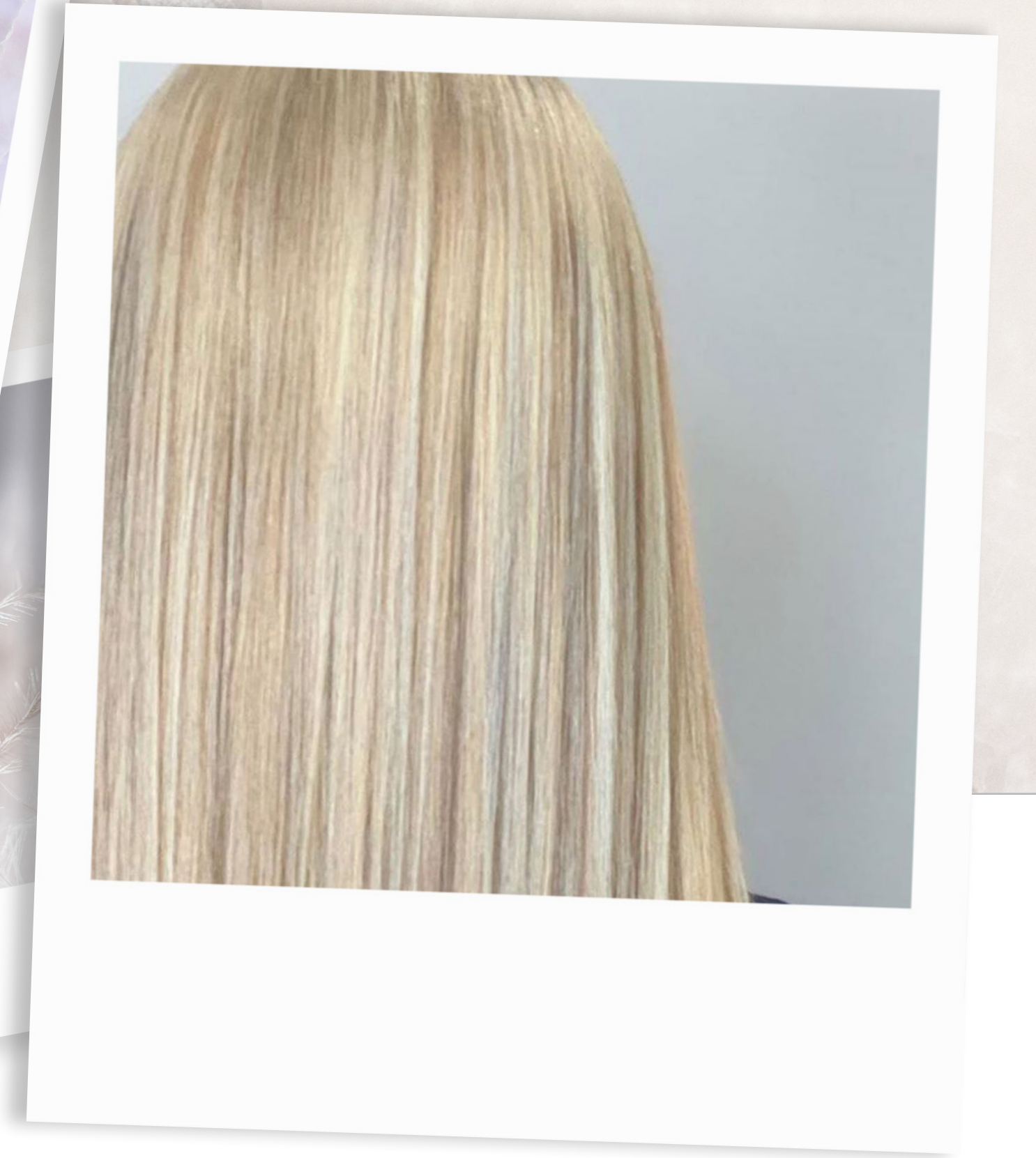
WITH BLONDE RECHARGE-BLEND



TIP
To keep your client's hair cool in between services, recommend Invigo Blonde Recharge Cool Blonde Shampoo that helps fight brassy tones.



By Soho on Bourke
@sohoonbourke



FORMULA

9/16

9/8

9/81

8/96

1.9%



+



+



+



+



A



TIP

For an ultra sleek look with no flyaways, apply EIMI Perfect Me to midlengths and ends.



By Gerri Leigh
@hairbygerrileigh



FORMULA

6/16 1.9%



Remove using
Invigo before
applying formula B.

A
ROOTS

9/01 10/6 1.9%



B
MID-LENGTHS AND ENDS



NUTRICURLS
72H CURL
ENHANCING
MOUSSE
HOLD ●●○○

300ml

TIP
Boost your client's natural
curls with volume, added shine,
definition and frizz reduction.



By Alexandra Collins
@_alexandracolhair



FORMULA

12%

10/81

9/16

1.9%



A
BALAYAGE



B
TONE

SOFT FLORAL
FRAGRANCE



TIP

Recommend our best color protection shampoo to your client, it helps lock in color while preserving hair's smoothness and shine.



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



To buy the products mentioned in the above formulas, go to wellastore.com

