

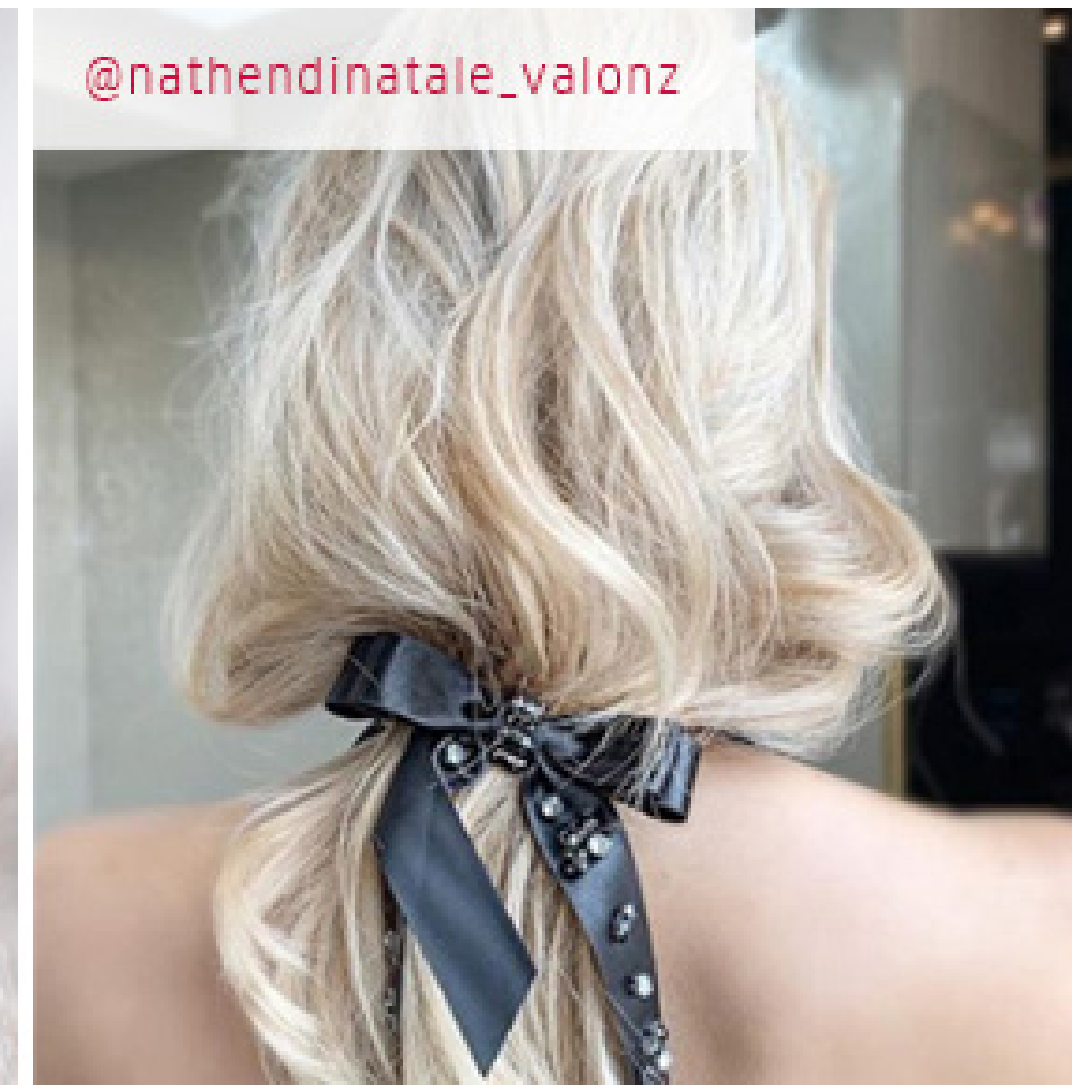
WELLA
TREND HUB

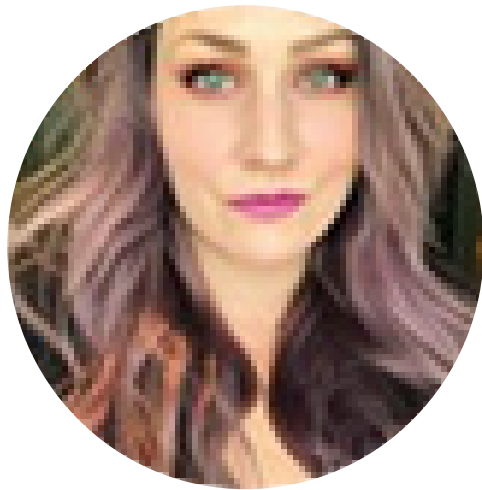
PEARL BLONDE

NOVEMBER 2019



PEARL BLONDE on social media...





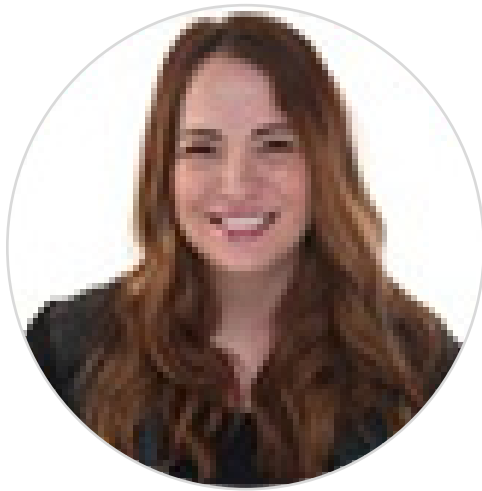
By Laila Pettersen
@laila.wella

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

10/8

9/81

8/96

1.9%



+



+



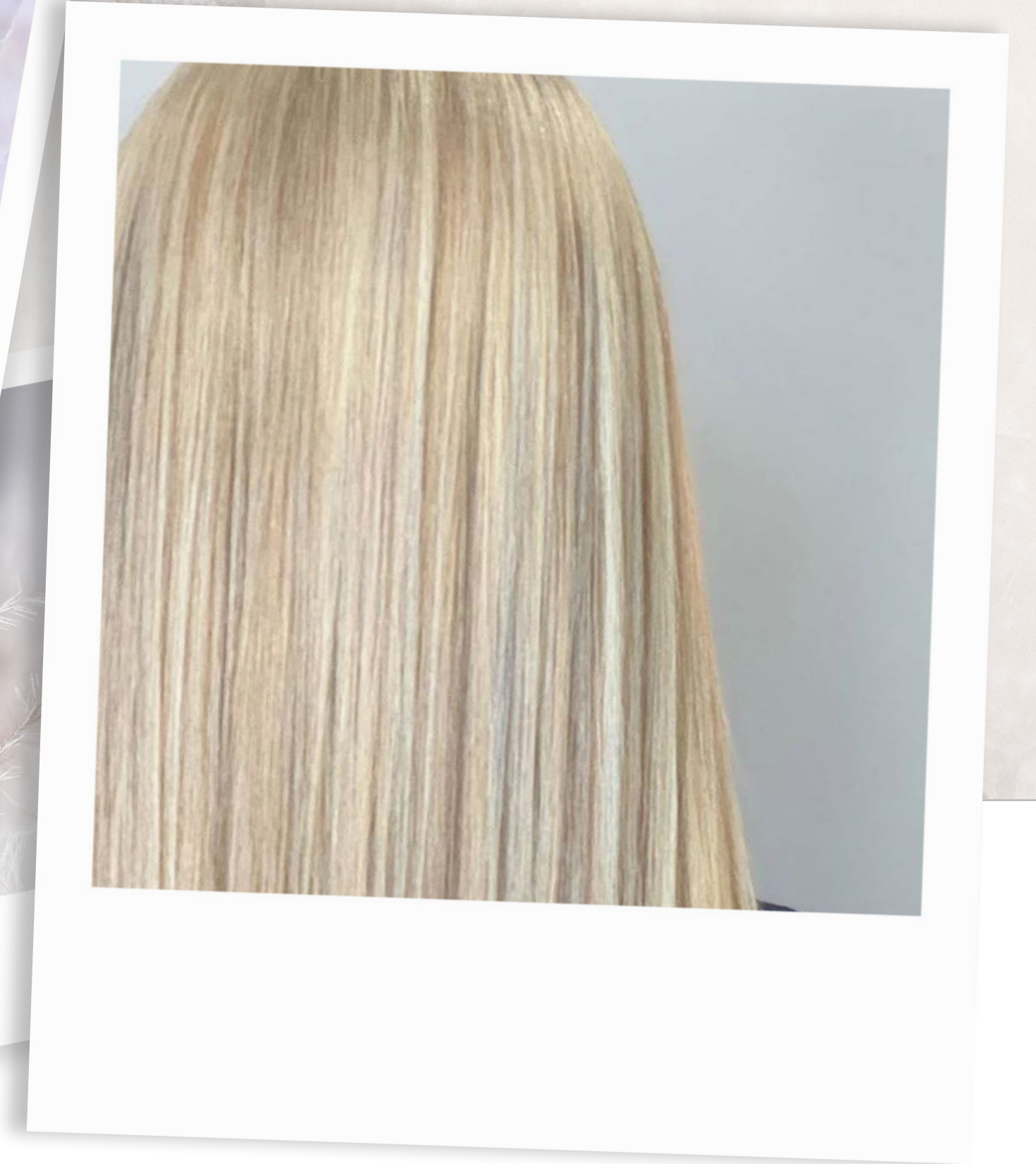
+



+



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%



+



Cleanse with Invigo Brilliance shampoo, followed by Color Post Treatment, before applying formula B.

A
ROOTS

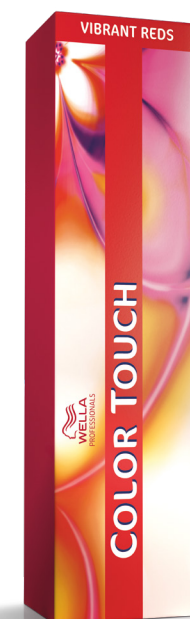
9/01

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

