

Wella Trend Hub



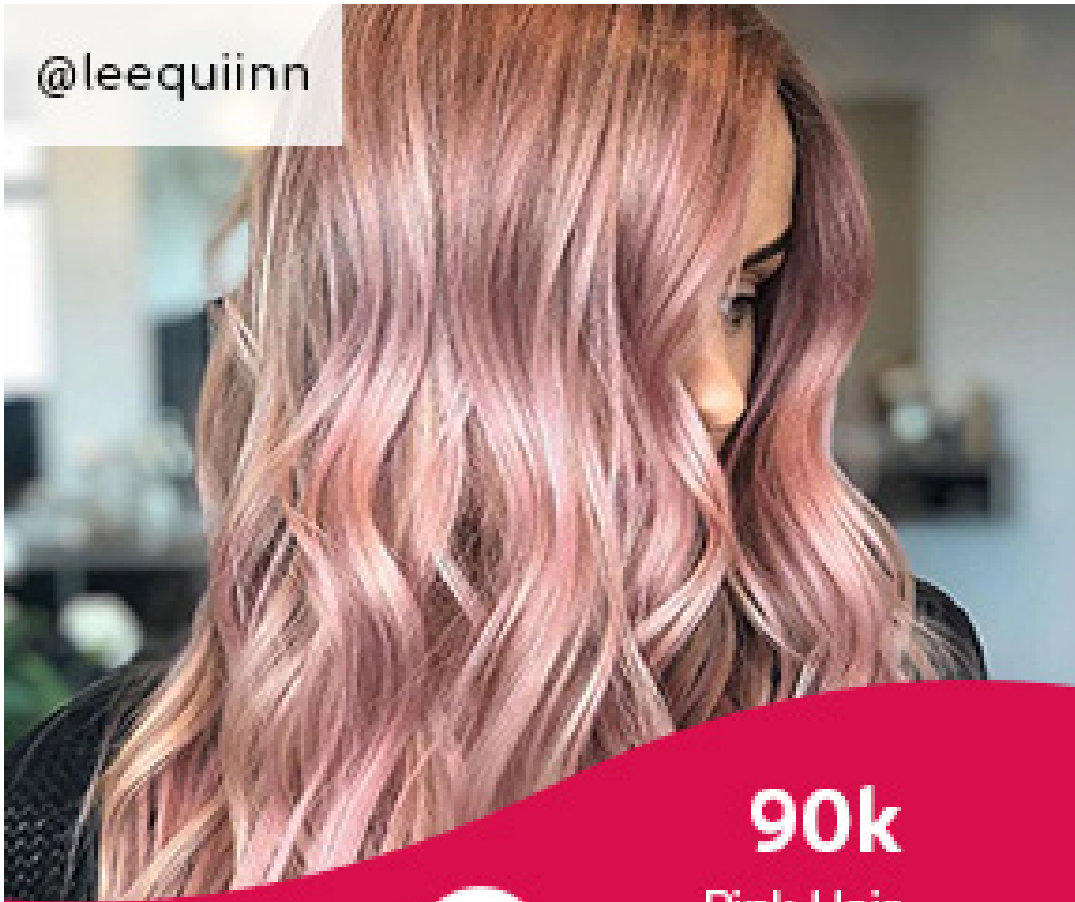
Pink Hair

September 2020



Pink Hair on social media..

@leequiinn

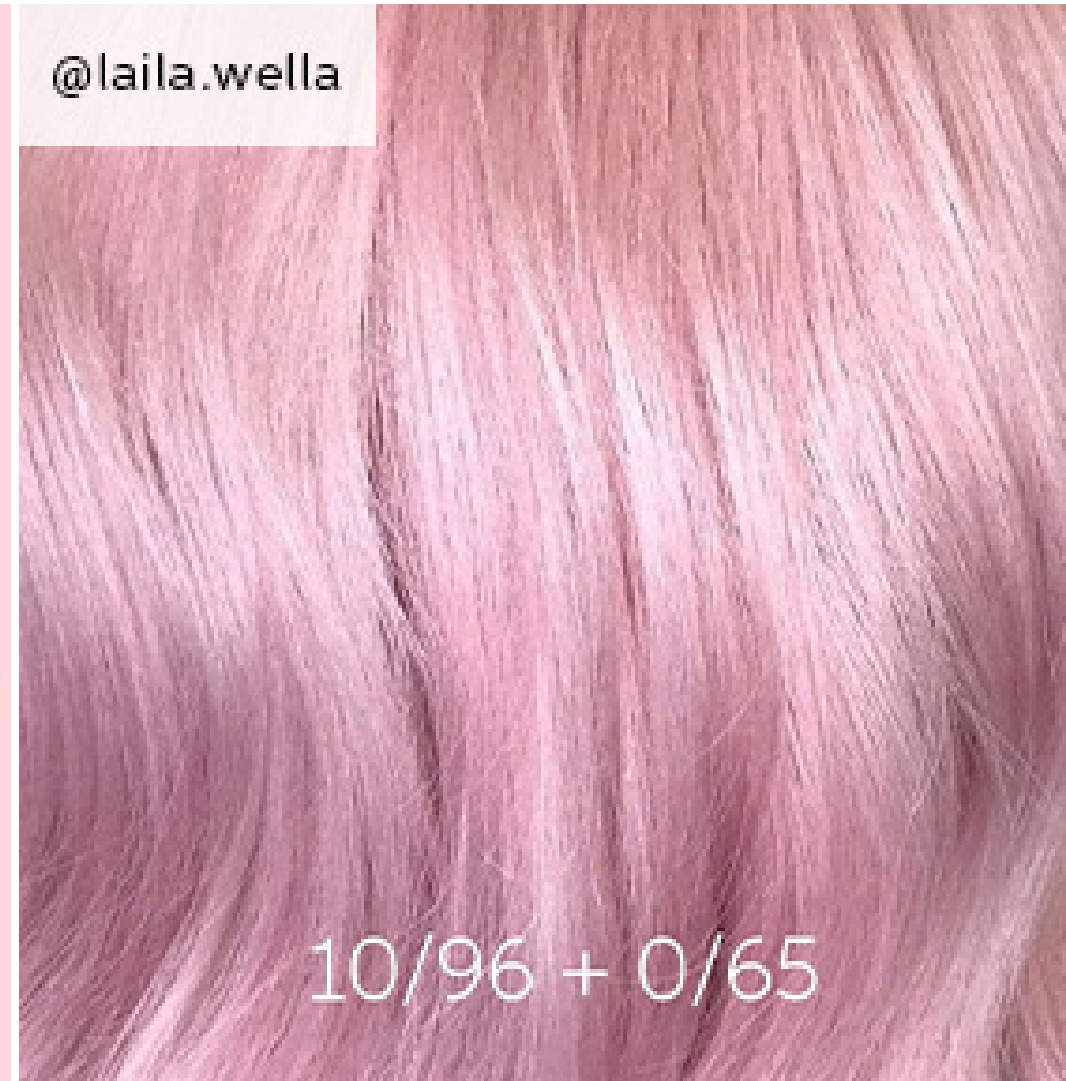


90k
Pink Hair Searches*
*average monthly searches in 2019

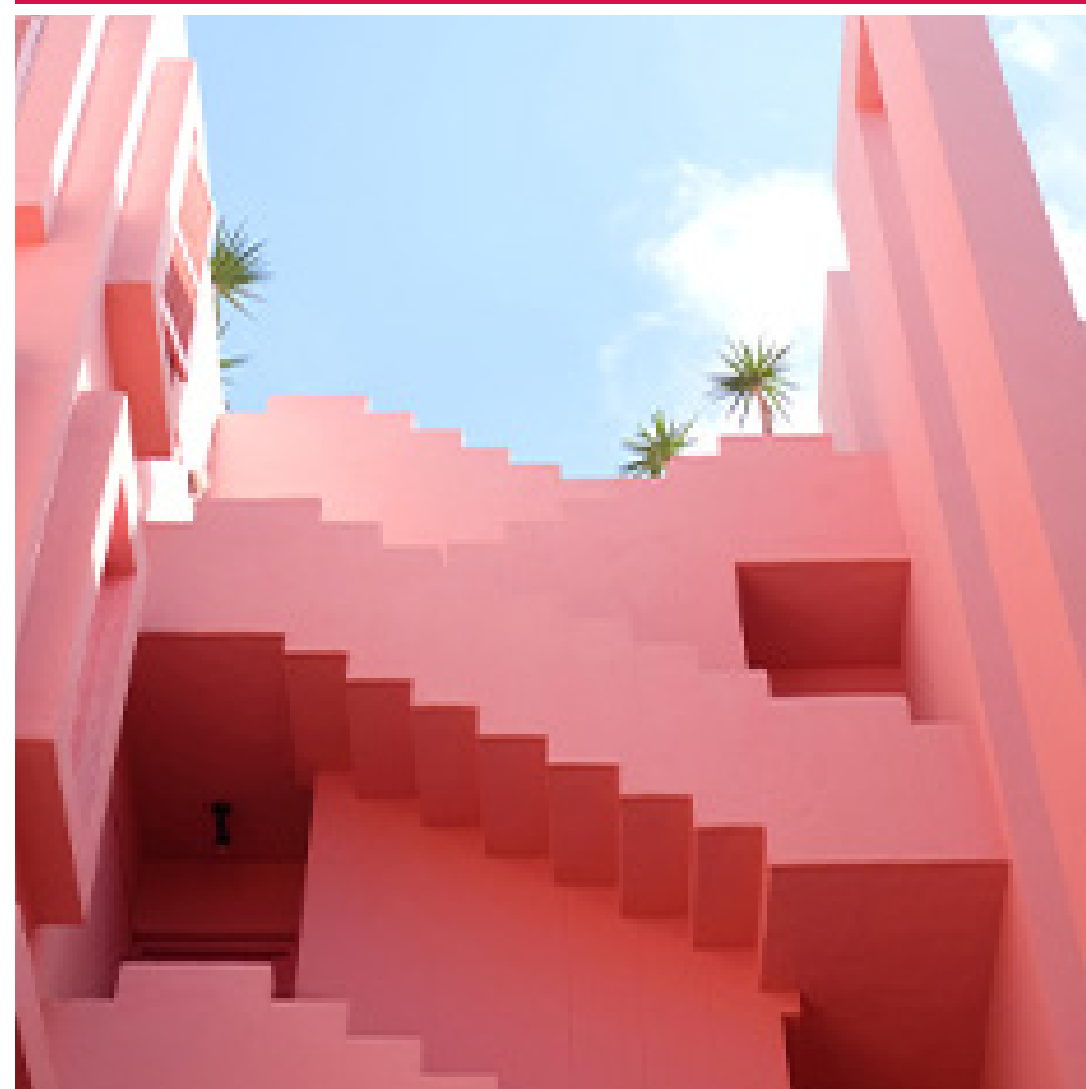
G




@laila.wella



10/96 + 0/65



@cristina_hotca



7.8M
#pinkhair mentions*
*data available in Sep 2020

i



By Anastasia Petrova
@nesteapetrova



Formula

Color Formula

30g 60g 20g 20g 80g Nu-Dist
4% 10/36 10/05 1.9% Pink



**BODIFYING
FOAM**

150ml

TIP
Invigo Bodyfying Foam With Cotton Extract and Spring Force Blend provides lush volume and soft touch to the hair. This volumizing foam supports styling and reduces static.



By Kai Sohn
@kai_sohn



Formula

Color Formula

30g

45g
1.9%

30g
9/16

60g
1.9%

40g
Nu-Dist
Pink

2g
High
Magenta



**RENEWING
SHAMPOO**
ZERO SULFATES

250 ml

TIP

Elements Renewing Shampoo

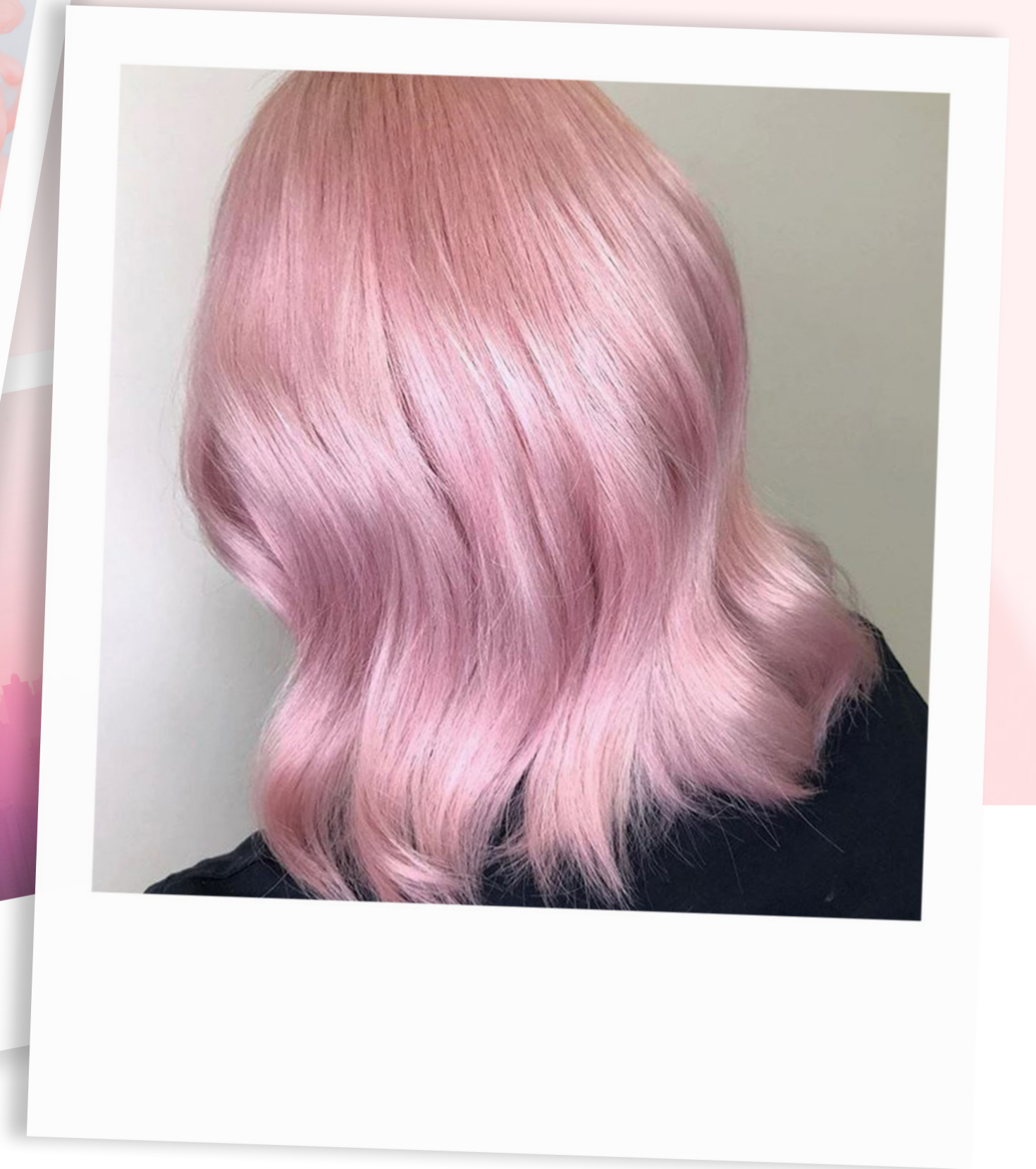
Create a luxurious foaming experience with our sulfate-free shampoo. It renews the moisture of the hair, preserving and nourishing it from root to tip.

Pre-Tone

Tone



By Laila Pettersen
@laila.wella



Formula

Color Formula

60g

90g
6%

40g
10/96

10g
0/65

100g
1.9%



Prelighten

Tone



**SUGAR
LIFT**
SPRAY
VOLUMIZZANTE

150ml

TIP

EIMI Sugar Lift

Get a grip on volume: the EIMI Sugar Lift is a rich, flexible spray infused with sugar that provides lift, shine and touchable grippy texture.



By Nora
@hairbynoramaria

Formula


Color Formula

30g	20g	100g
10/6	9/96	1.9%



Tone



 <p>VOLUME LIGHT SETTING LOTION SPRAY</p> <p>150ml</p>	<p>TIP</p> <p>EIMI Perfect Setting Set voluminous structure with perfect shine with the EIMI light setting lotion spray Perfect Setting, formulated to provide the right balance of care and heat protection whilst blow drying.</p>
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By Amy
@amy.fallensainthair



Formula

Color Formula

30g
10/6

60g
1.9%

10g
/06

10g
/00

2.5g
/56


50g
1.9%



Pre-tone



Tone



VOLUME
DRY SHAMPOO

180ml

TIP
EIMI Dry Me
Achieve your look with Dry Me, a dry shampoo that creates volume and a manageable matte texture. The dry shampoo's formula with tapioca starch refreshes your hair and absorbs oil.



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**

