

# Wella

## Trend Hub

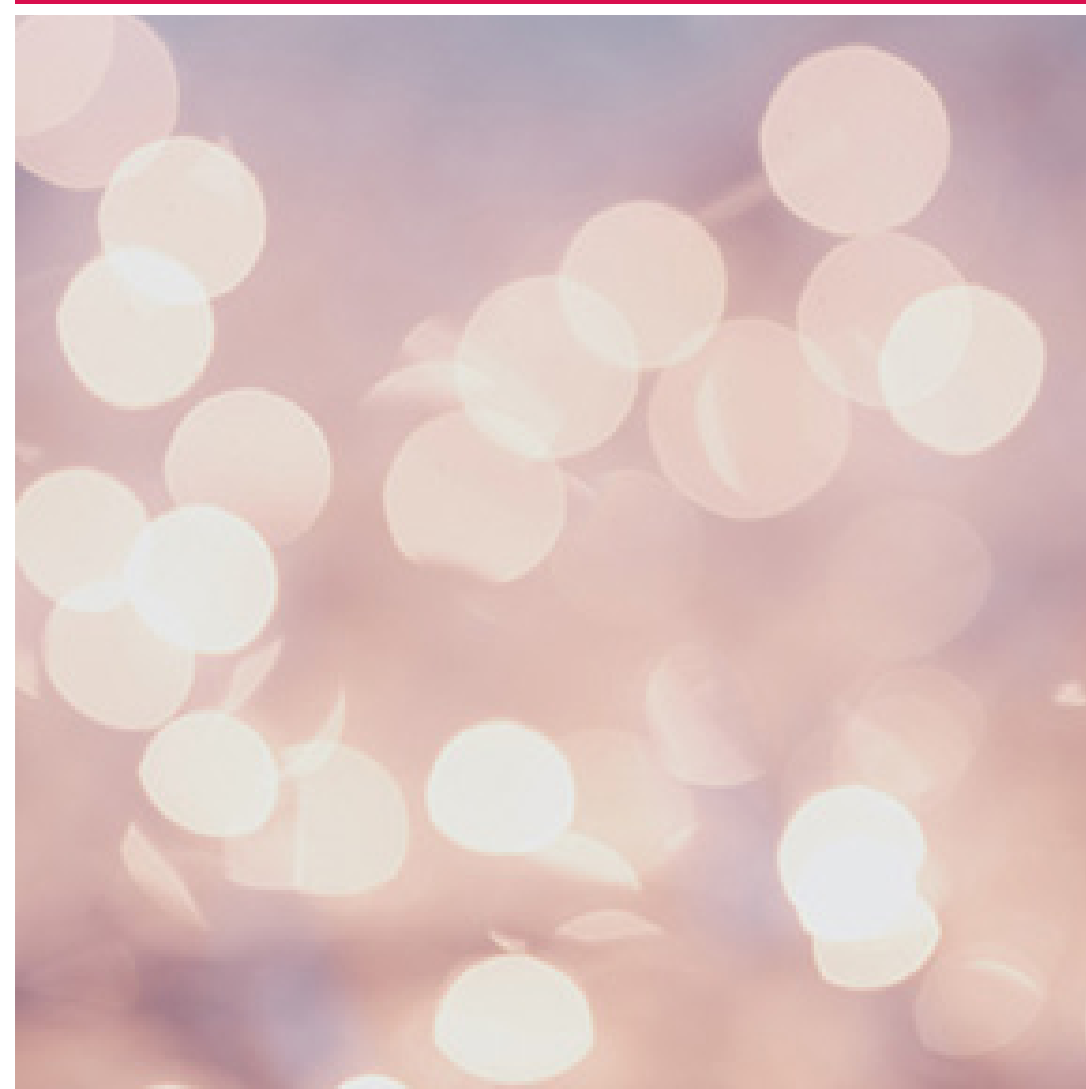


# Powder Rose

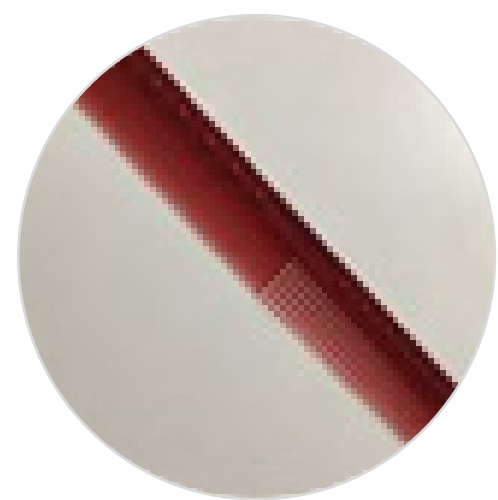
August 2020



# Auburn hair on social media...





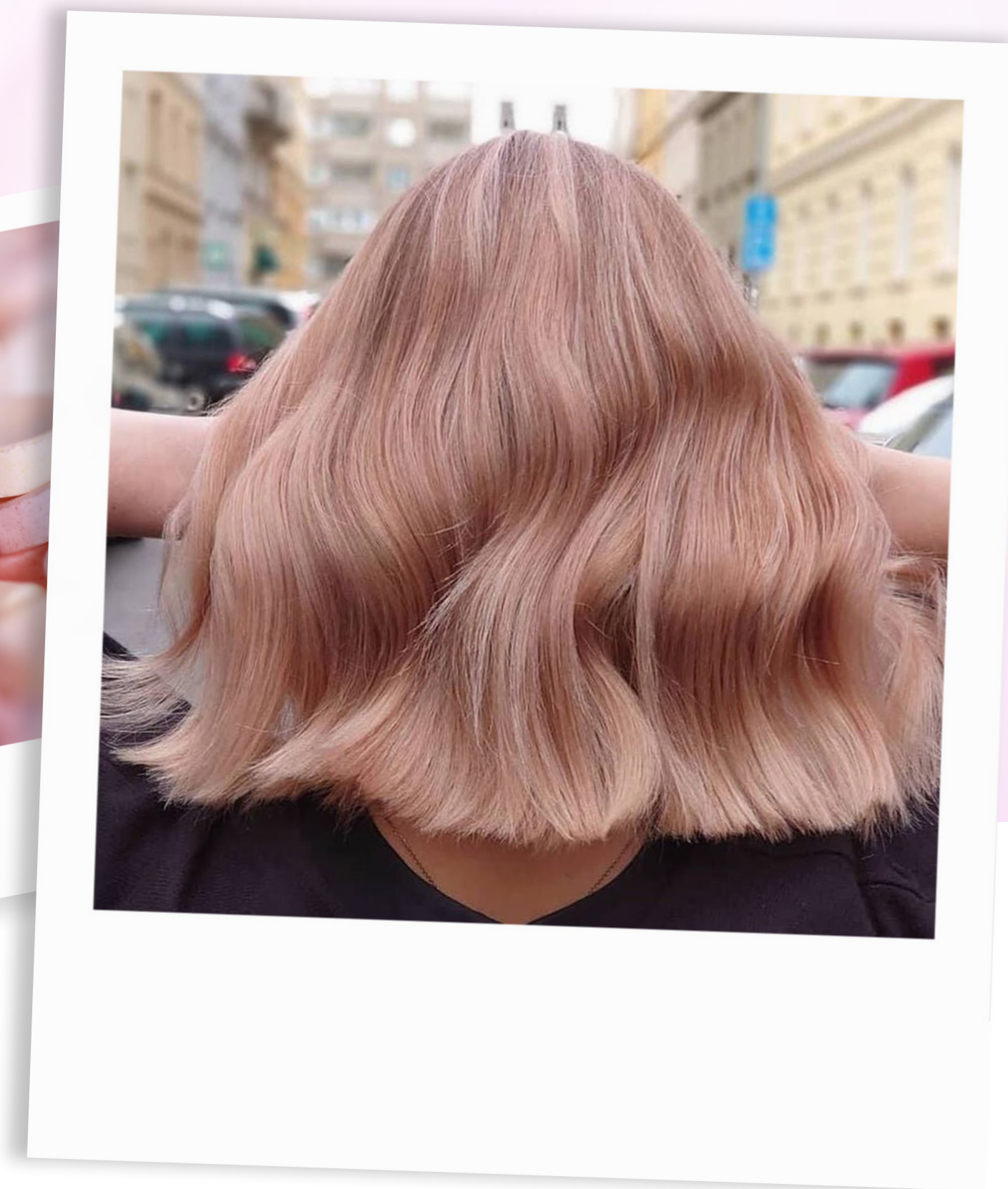



By Marek Syřiště  
@mareksyriste

# Formula

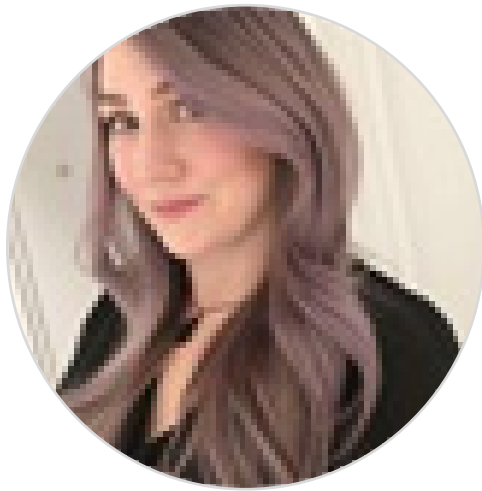
## Color Formula

60g	3g	126g
10/73	55/65	1.9%



	<p>VITAMIN CONDITIONING <b>MOUSSE</b></p> <p>200ml</p>	<p><b>TIP</b> <b>INVIGO COLOR BRILLIANCE VITAMIN CONDITIONING MOUSSE</b> The Vitamin Conditioning Mousse for coloured hair is an airy mousse that provides colour vibrancy. The hair is left smooth and shiny. With Vitamin E and Anti-Oxidant Shield Technology.</p>
---	--	---





By Laila Pettersen  
@laila.wella

# Formula

## Color Formula

60g  
120g  
6%




Lighten

30g  
10/95  
30g  
9/16  
8g  
0/65  
152g  
1.9%



Tone



**COLOR REFLECTION**  
CONDITIONER

200 ml

**TIP**  
**COLOR MOTION+ MOISTURIZING**  
**COLOR REFLECTION CONDITIONER**  
The Moisturising Color Reflection conditioner for frequent use helps restore hair surface quality for vibrant shine.





By Kata Näreaho  
@hairdesign.kata

# Formula

## Color Formula

30g

60g  
6%



Pre-lightenNeutralize

30g  
9/96

30g  
9/36


120g  
1.9%

Pure  
Violet



Pre-toneTone

For soft result add  
Tomorrow Clear



STRENGTHENING  
SERUM  
PARABEN FREE

100 ml

**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 Timeout  
@timeoutfrisoras

# Formula

## Color Formula

20g	10g	5g	5g	80g
8/96	10/95	10/86	0/65	1.9%



8/96 + 10/95  
+ 10/86 + 0/65



UPLIFTING CARE  
MIST

150ml

**TIP**  
**INVIGO VOLUME BOOST UPLIFTING CARE SPRAY**  
The Invigo Uplifting Care Spray with cotton extract and Spring Force Blend, is a volumising spray that gives lightweight care, shine, fullness and light control.





By Nora  
@hairbynoramaria

# Formula

## Color Formula

30g	30g	120g
10/6	9/96	1.9%



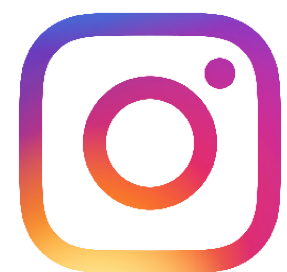
LEAVE-IN  
BALM

150ml

### TIP INVIGO NUTRI-ENRICH WONDER BALM

Wonder Balm instantly gives you long-lasting nourishment, smoothens and adds manageability, shine and movement. Its extra rich leave-in formula melts into the hair, penetrating the fiber for deep suppleness. Wonder Balm with Nutri-Enrich Complex provides multiple benefits in one use.





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**

