

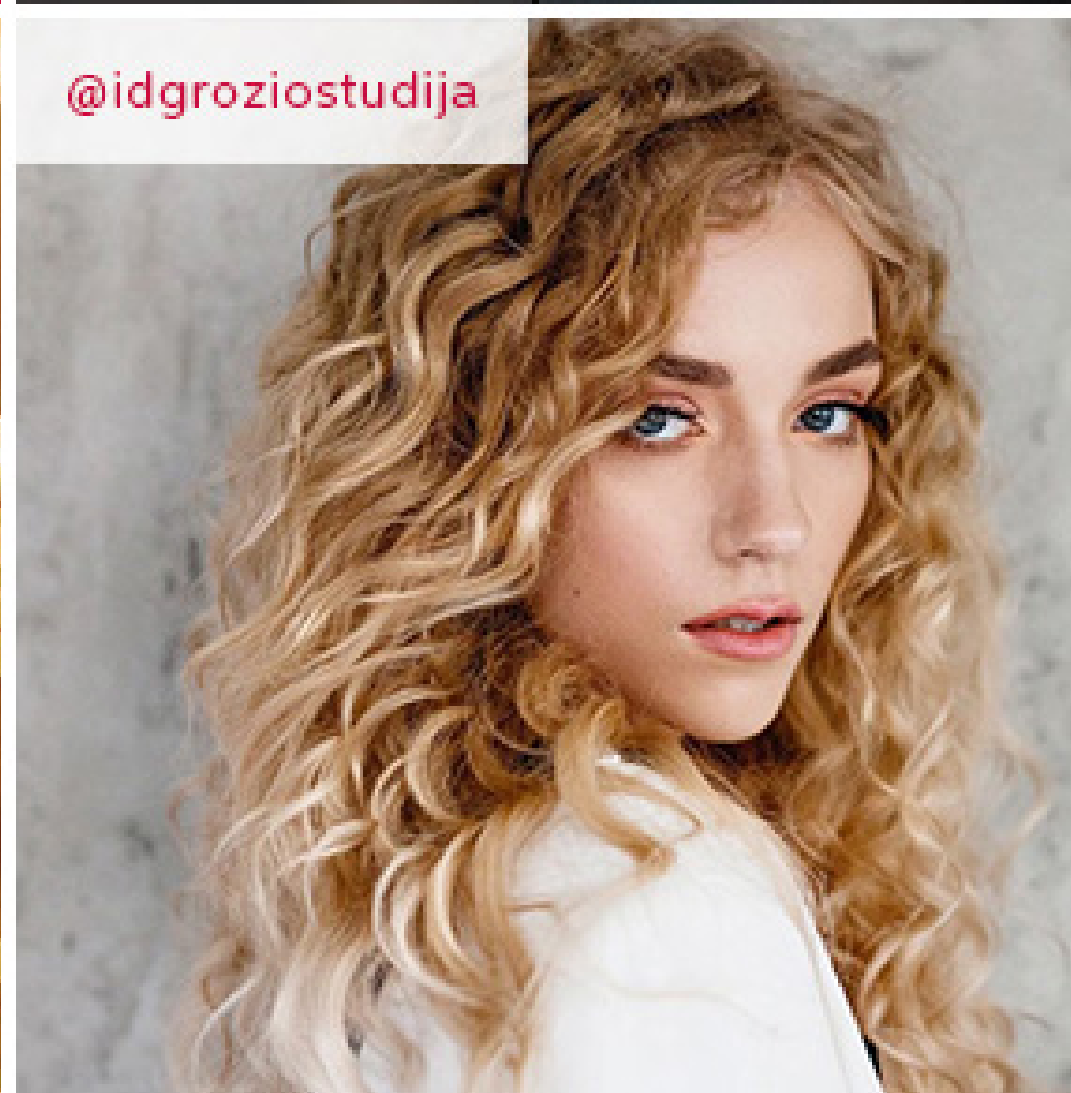
Wella
Trend Hub

Powdered Blonde

October 2019



Powdered Blonde on social media...

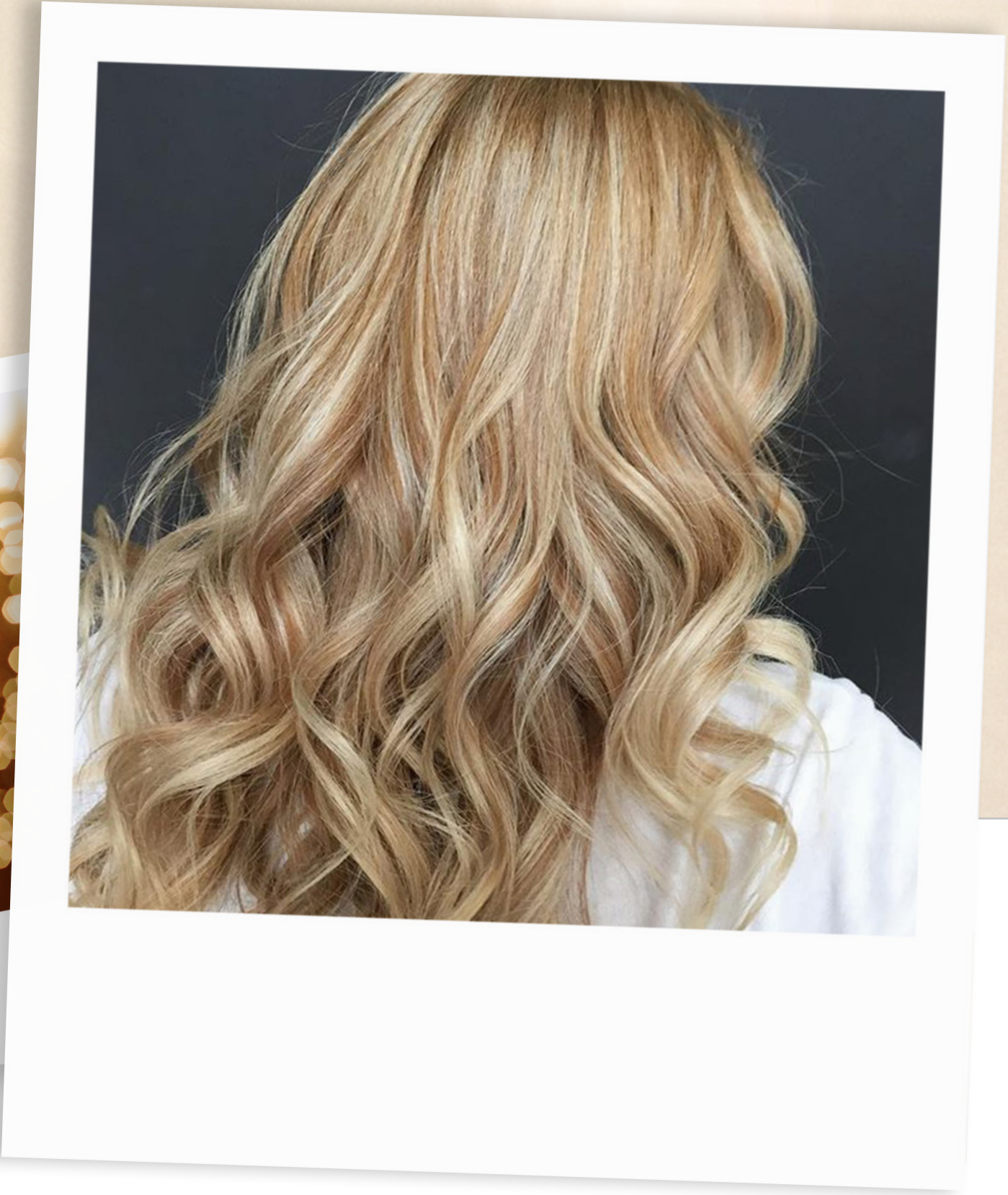




By Elen
[@elendandano](#)

Formula

30g 30g 2g 62g 2g
10/16 9/81 0/11 9%



FLORIENTAL WOODY
FRAGRANCE



Tip
Use Fusion Intense Repair Mask, a luxurious creamy mask, that helps to repair and protect against breakage. With intense conditioning ingredients and amino acids.



By Ebba Eliasson
@ebba.wella

Formula

7/17 7/81 1.9%

8/38 8/01 1.9%

10/38 9/8 4%



A
Roots



B
Lengths



C
Tone



Tip

To build volume with a workable texture, use EIMI Body Crafter. This allows to craft your style with smooth, flexible control and natural movement.



By Brandi Hazen
@brandidoeshairtx



Formula

/89 /17 6%



A
Freehand

10/ 10/36 8/1 1.9%



B
Tone

WITH NUTRI-ENRICH-BLEND

Tip
Use Invigo Nutri-Enrich Deep Nourishing Conditioner to instantly moisturise dry or stressed hair for nourished hair full of vitality.



By La Femme
@lafemmesalong

Formula

9%

10/86

10/95

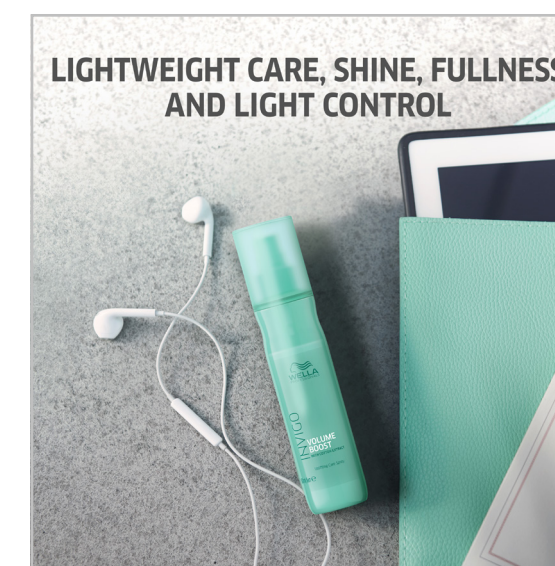
1.9%



A



B
Tone

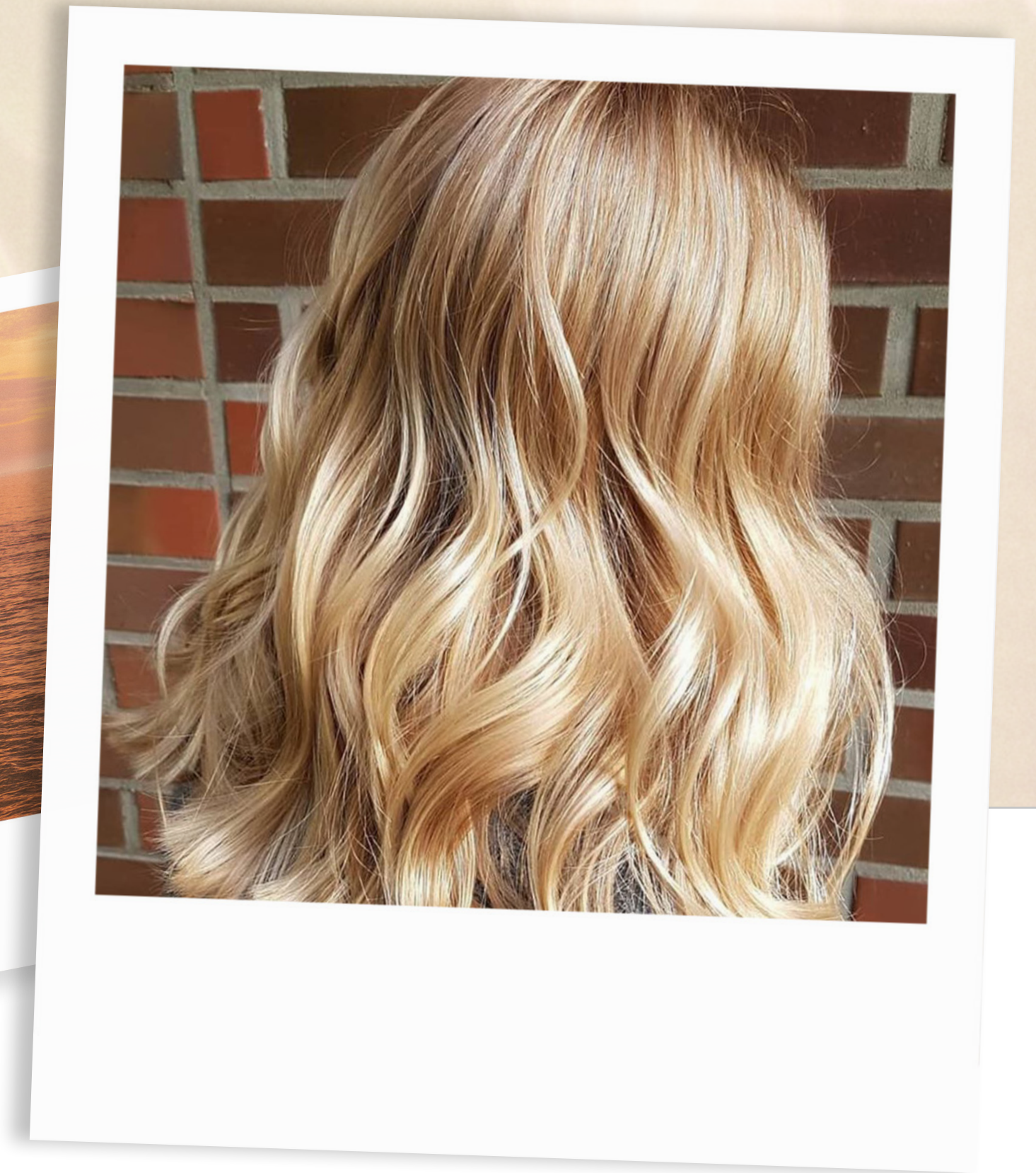


Tip

Use Invigo Uplifting Care Spray that gives lightweight care, shine, fullness and light control.



By Anne
@anne_does_hair



Formula

8/1 8/38 4%



A

Remove with Oil Reflections Shampoo before applying B.

8/38 4%



B

ORIENT INSPIRED
SCENT



Tip

For smoother looking hair, use Oil Reflections' Luminous Reveal Shampoo, a light moisturizing shampoo that leaves the hair deeply cleansed and luminous.



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

