

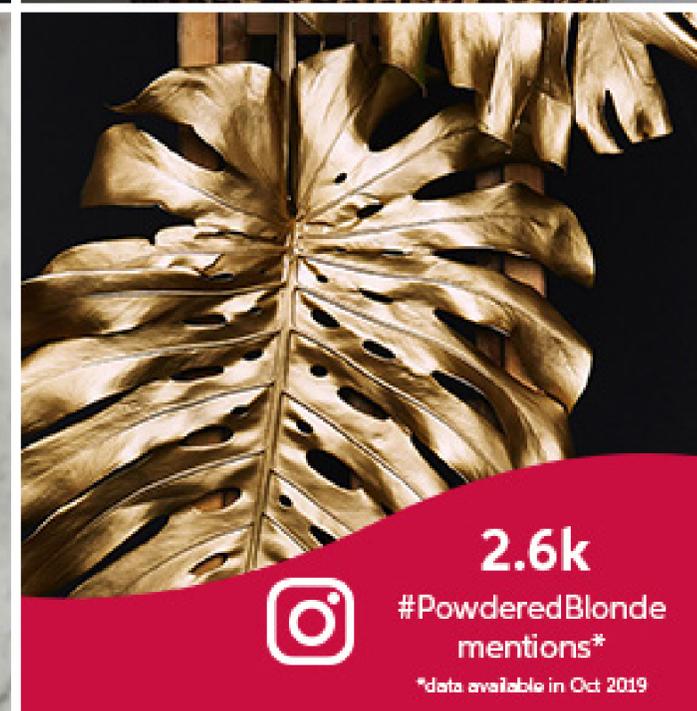
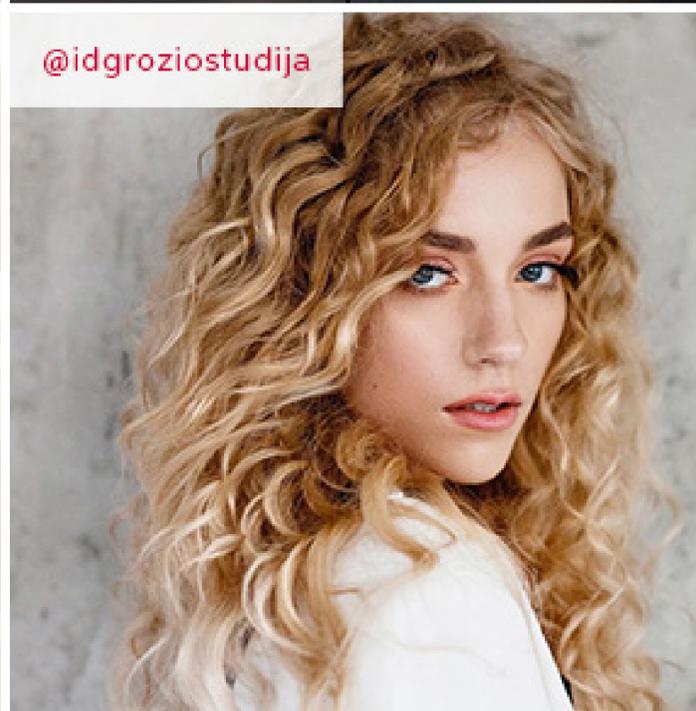
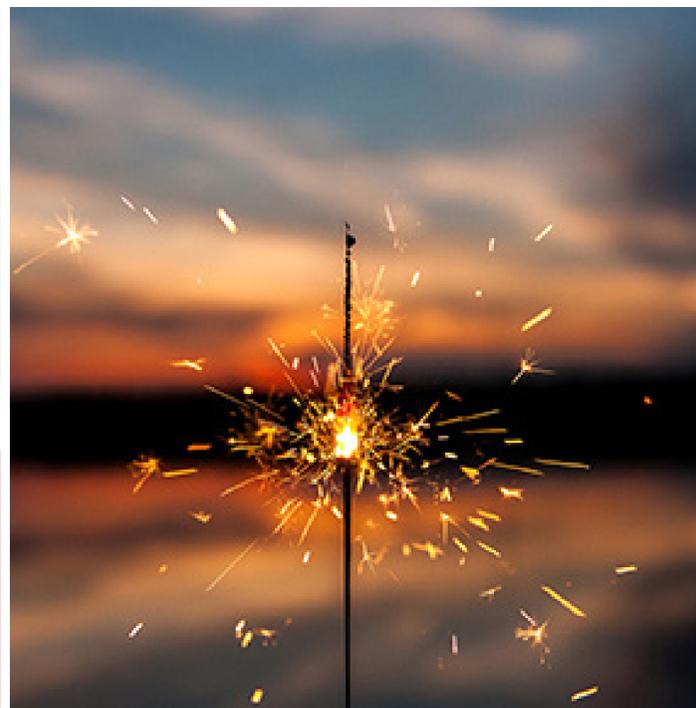
**Wella**  
Trend Hub

# Powdered Blonde

October 2019

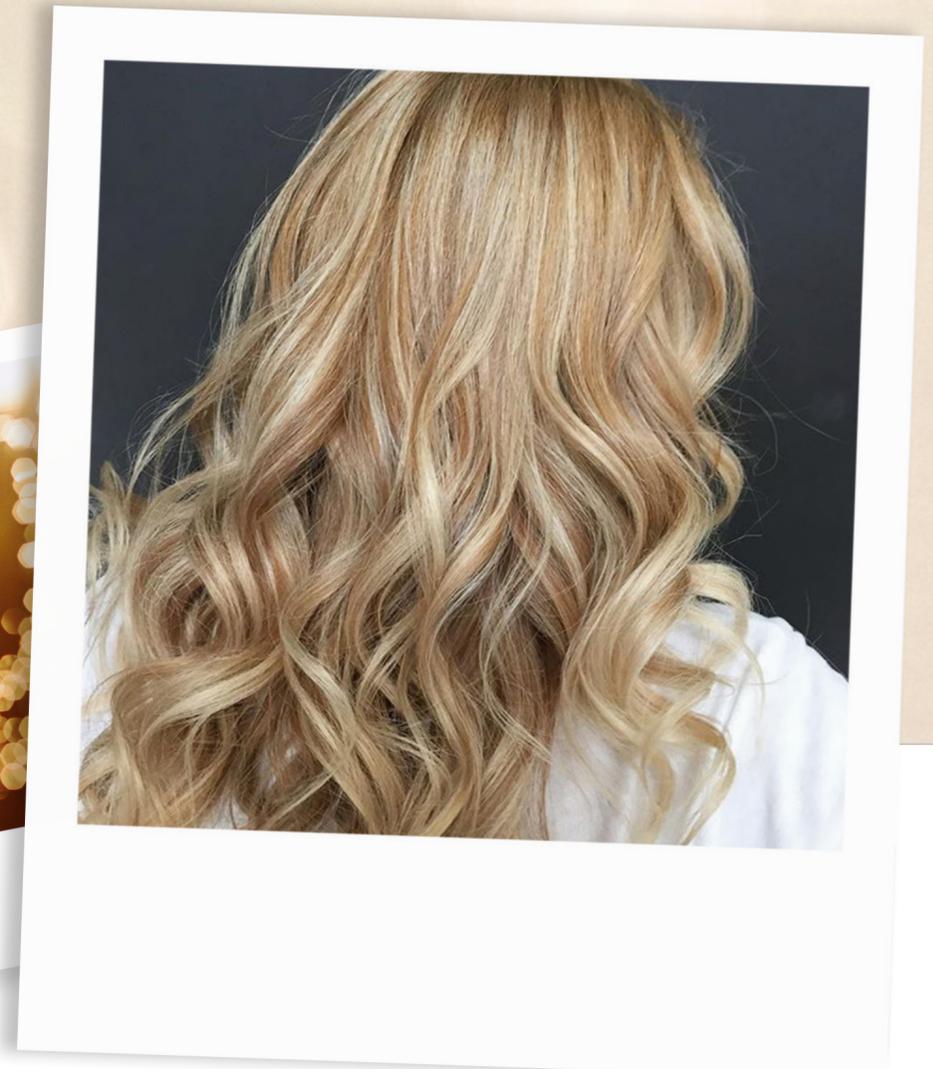


# Powdered Blonde on social media...





By Elen  
@elendandano



# Formula

30g  
10/16

30g  
9/81

2g  
0/11

62g  
9%

2g



+



+



+



+



FLORIENTAL WOODY  
FRAGRANCE

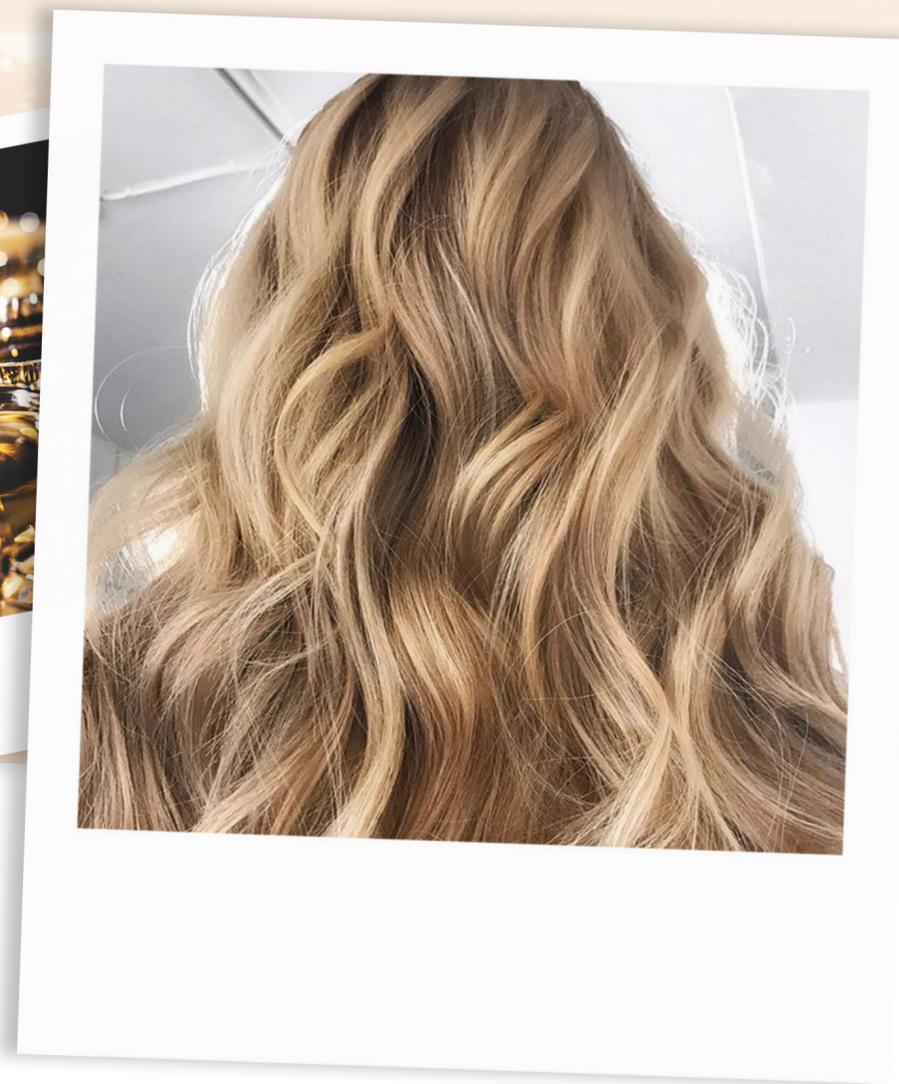
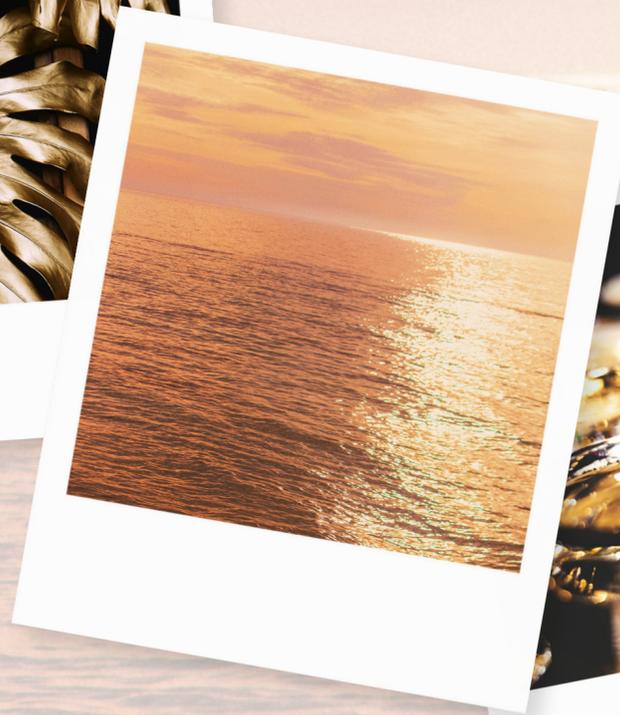


## Tip

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 7/18 1.9%

8/38 8/01 1.9%

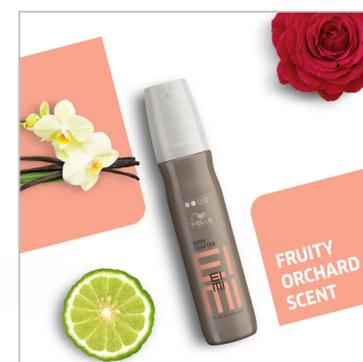
10/38 9/8 3%



A  
Roots

B  
Lengths

C  
Tone



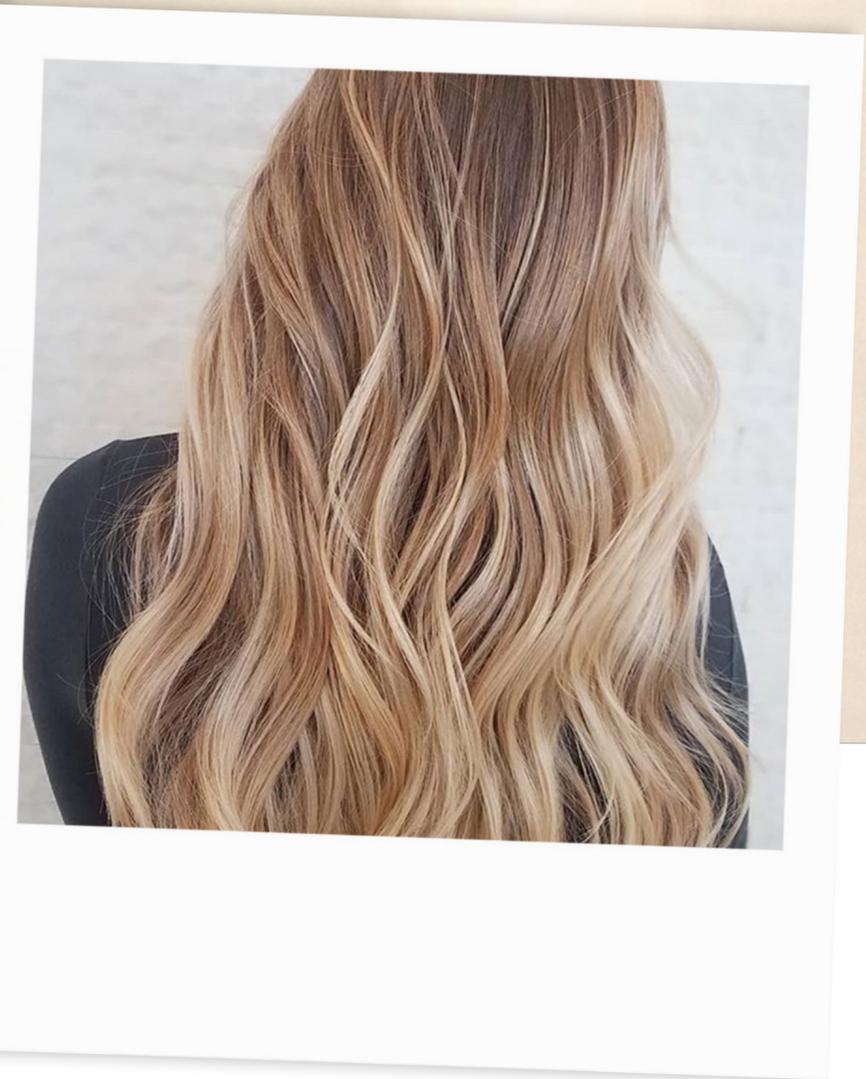
FRUITY ORCHARD SCENT

### 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

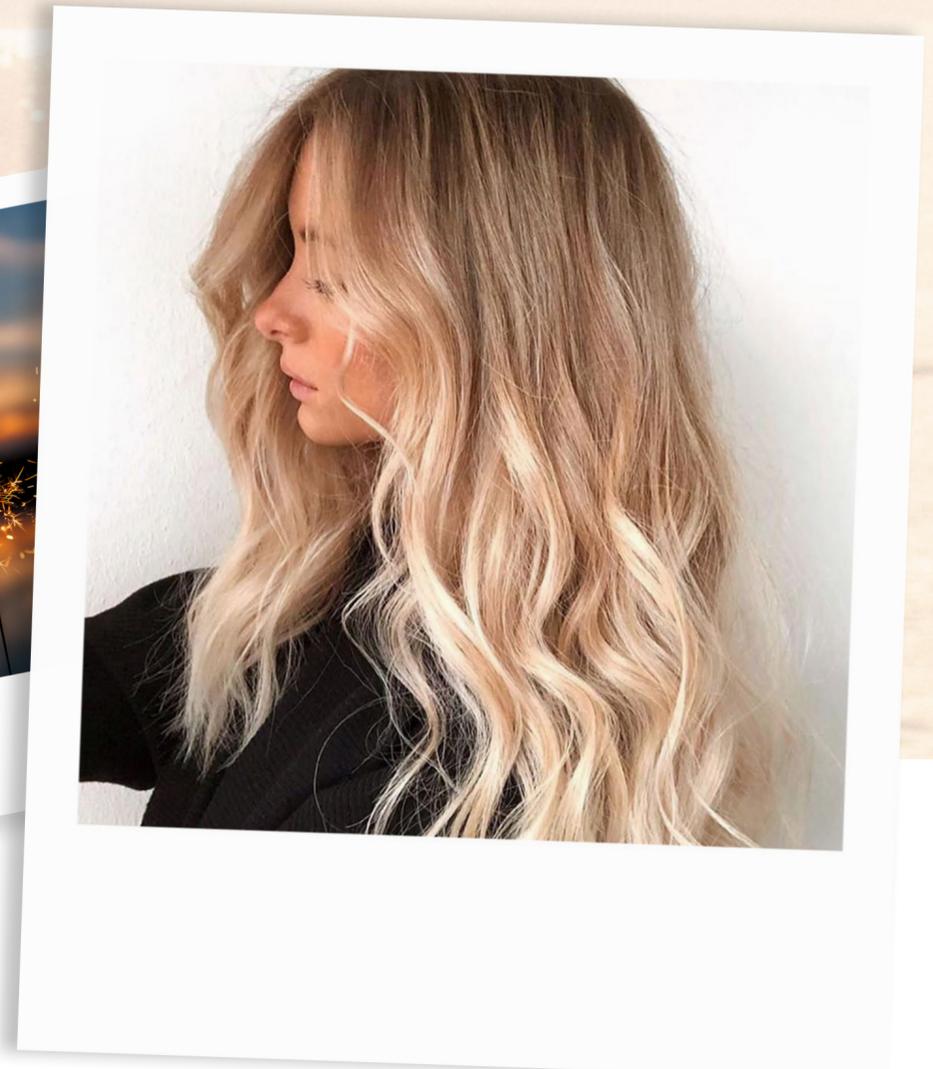


**Tip**

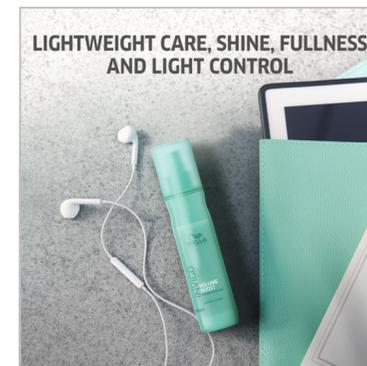
Use Invigo Nutri-Enrich Deep Nourishing Conditioner to instantly moisturise dry or stressed hair for nourished hair full of vitality.



By La Femme  
@lafemmesalong



# Formula

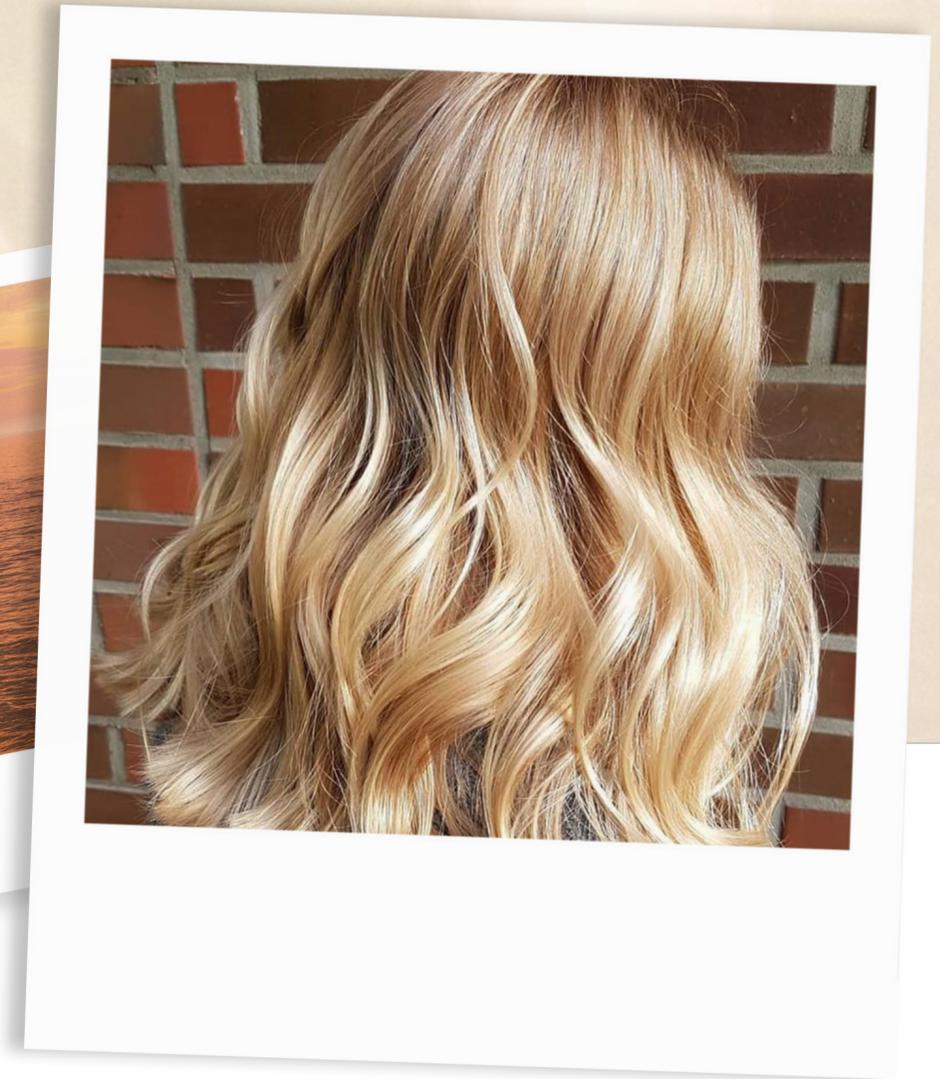


LIGHTWEIGHT CARE, SHINE, FULLNESS  
AND LIGHT CONTROL

**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    3%



**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](https://wella.com/education)



To buy the products mentioned in the above formulas, go to [wellastore.com](https://wellastore.com)

