

WELLA
TREND HUB

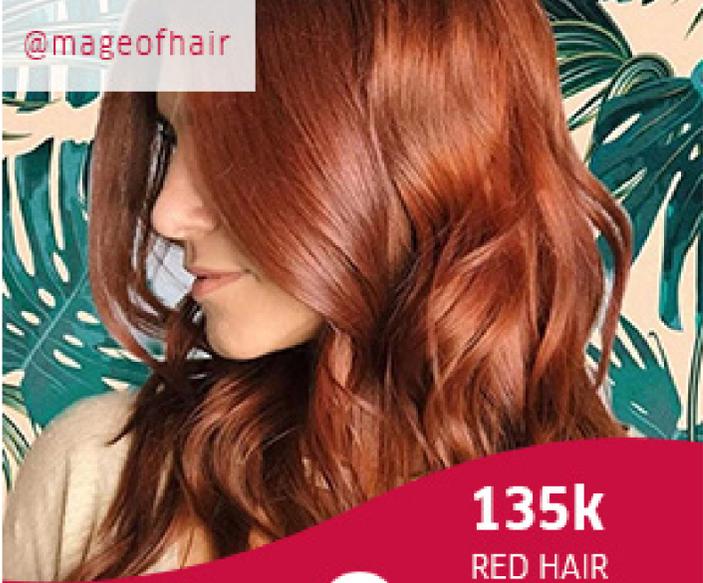
**RED
VELVET**

OCTOBER 2019



RED VELVET on social media...

@mageofhair



G **135k**
RED HAIR
SEARCHES*
*average monthly
searches in 2019



@newfashionhairartists



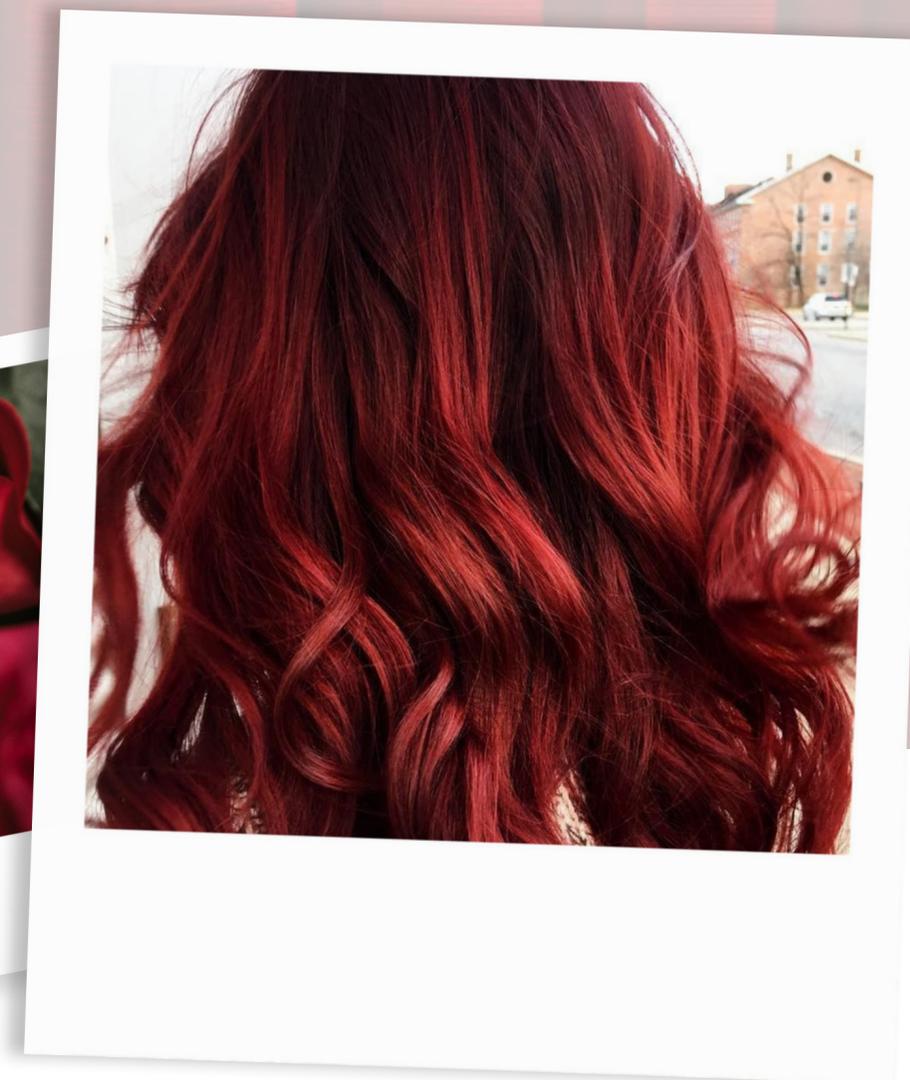
@fergalwella



5.2k
#REDVELVETHAIR
MENTIONS*
*data available in Oct 2019



By Olivia Clute
@oliviaclute



FORMULA

55/66 6%

6/46 /44 6%



A:
ROOTS



B:
ENDS

SOFT FLORAL
FRAGRANCE



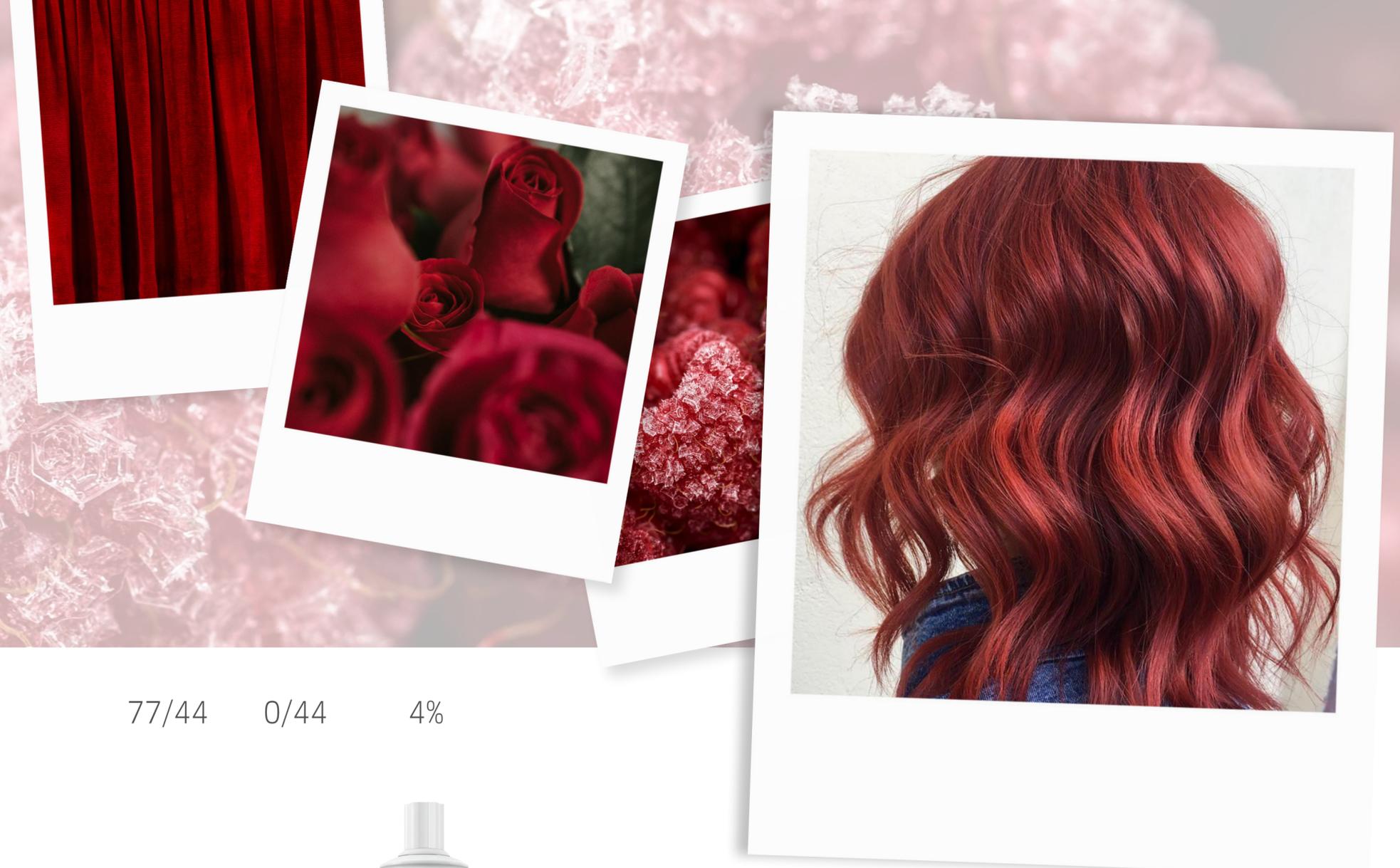
TIP

Use ColorMotion+ Structure+ Mask for up to 8 weeks color protection. It provides stronger hair* thanks to wellaplex bonding agent.

*vs no treatment



By Despoina
@deppyhatz



FORMULA

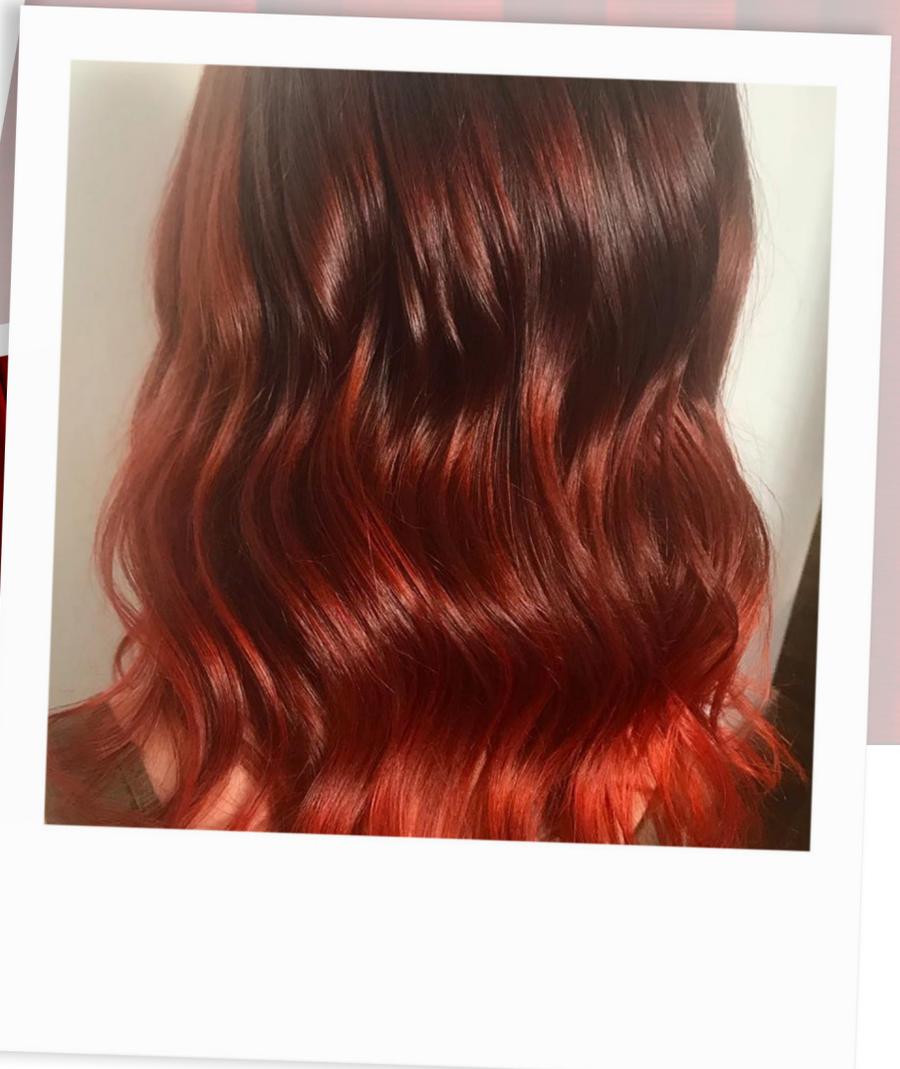


TIP

Play and perfect your style in 45 seconds with EIMI Dynamic Fix, our favorite flexible crafting spray.



By Shauna Forman
[@shaunaformanhair](#)



FORMULA

30g
5/5

10g
44/65

4%

6%

Next
Red

Infinite
Orange



A

B

C



TIP

Use Oil Reflections Cleansing Conditioner to gently cleanse your client's hair while maintaining its luminosity.



By Paolo Silveri
[@paulosilveri](#)



FORMULA

66/46 6%



COLOR



VOLUME
LIGHT
HOLD
MOUSSE
HOLD ●●○○

75ml

TIP

Your color, your style.
Use Natural Volume Mousse
to create an aura of touchable
volume for a soft, refined hold.



By Amanda Leaman
@topknotbalayage



FORMULA

7/73 7/0 4%



A

/74 1.9%



B

WITH COLOR RECHARGE-BLEND



TIP Recommend Color Recharge Red Conditioner to your clients, as it refreshes and maintains the multi-dimensional colour of red tones, leaving hair intensively conditioned.



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

