

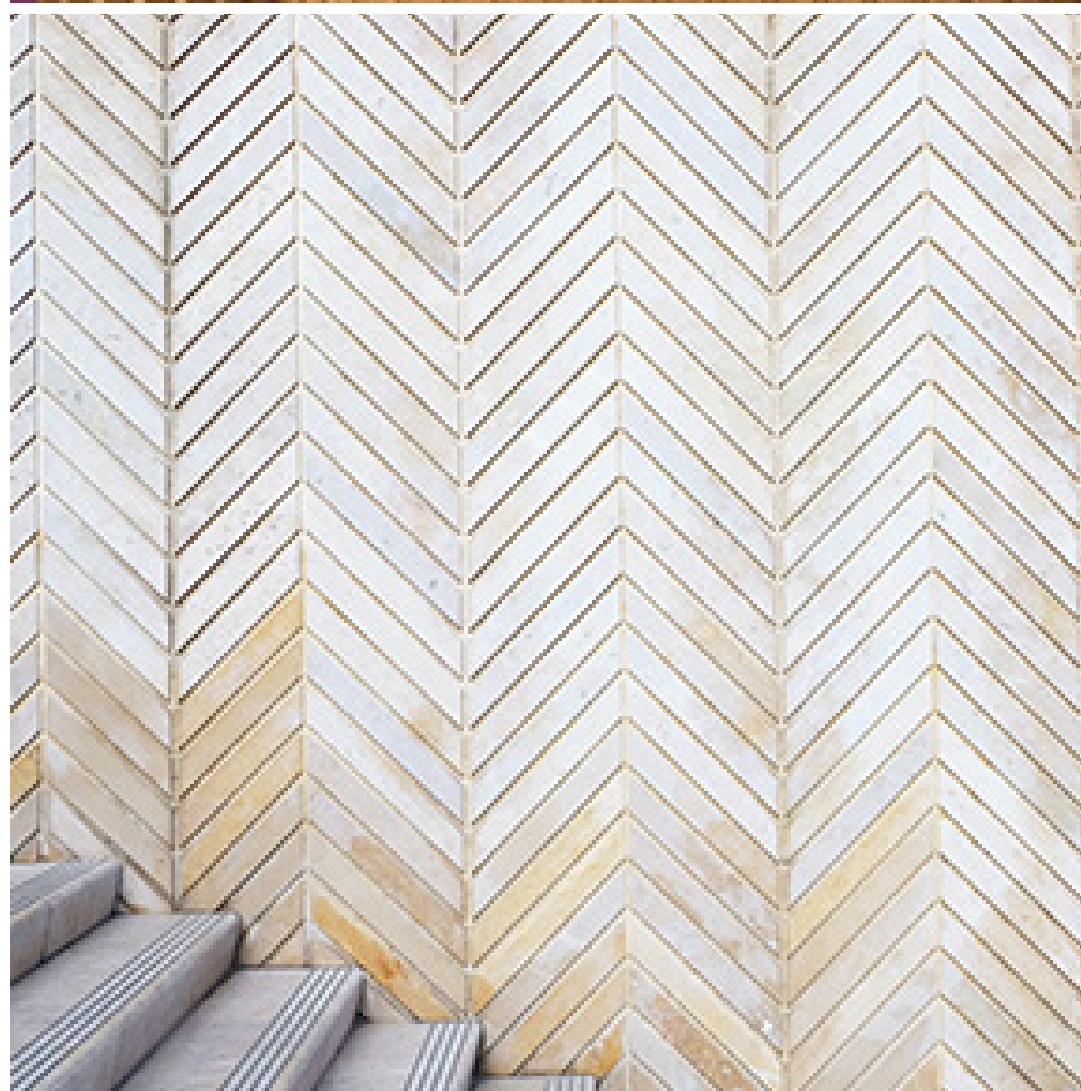
Wella Trend Hub



Rooted Baby Blonde

July 2021

Rooted Baby Blonde on social media...





By Matthias Herzberg
@matherzberg

Formula

Color Formula

30g Powder	6%	10g 7/	10g 7/81	10g 8/69	60g 1.9%	10g 10/	10g 10/36	10g 9/03	60g 1.9%
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Teased foils Gloss roots Gloss ends



TIP ELEMENTS PURIFYING PRE-SHAMPOO CLAY

This pre-shampoo with the power of Kaolin clay, cleanses excess sebum, rebalancing scalp and leaving hair with new purified feel. It also promotes root volume.

- 97% natural origin ingredients
- Formulated without silicones
- Free of animal-derived ingredients
- Dermatologically tested




By Ryan Weeden
@ryan.weeden

Formula

Color Formula

30g Multi-Blonde	45g 6%	30g 7/71	60g 1.9%	30g 10/81	60g 1.9%					
	+				+				+	
Balayage				Roots				Ends		



SMOOTH
COCKTAILING
GEL OIL
HOLD 1 0 0 0

95ml

TIP
EIMI COCKTAIL ME
HOLD LEVEL 1
EIMI Cocktail Me is a smoothing gel oil enriched with gum polymers that will make hair more manageable, smoother and frizz-free for longer.



By Cheryl Huddleston
@cherylhuddhair

Formula


Color Formula

30g	20g	100g
10/6	9/16	1.9%



Transformative Toning





VOLUME
EXTRA FIRM
STYLING
MOUSSE
HOLD ●●●●4

300ml

TIP

**EIMI SHAPE CONTROL
HOLD LEVEL 4**

Create any style with your blow dryer with EIMI Shape Control, an extra firm styling mousse. Formulated to help protect your hair against dehydration whilst blow drying.



By Thomas Frear
@thomasfrearcreative

Formula

Color Formula

30g
9/81

30g
1.9%

30g
Post Color
Treatment



Glossing



LUMINOUS
SMOOTHENING
OIL

100 ml

TIP

OIL REFLECTIONS LUMINOUS SMOOTHENING OIL FOR ALL HAIR TYPES








The Luminous Smoothing Oil is a versatile finishing oil that helps style the hair effortlessly. Enriched with macadamia seed and avocado oils, the lightweight texture of this oil will create a glossy effect.



By Kal Nascimento
@kalnascimentostudio

Formula

Color Formula

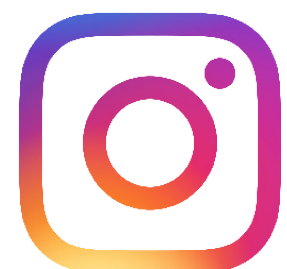
45g Multi-Blonde	60g 6%	20g 9/	20g 8/1	80g 1.9%	20g 10/38	20g 9/60	80g 1.9%							
	+		+		+		+		+		+		+	
Lightening		Roots			Ends									



VOLUME
SUGAR
SPRAY
TEXTURE

150ml

TIP
EIMI SUGAR LIFT
HOLD LEVEL 3
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.



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**

