

Wella Trend Hub

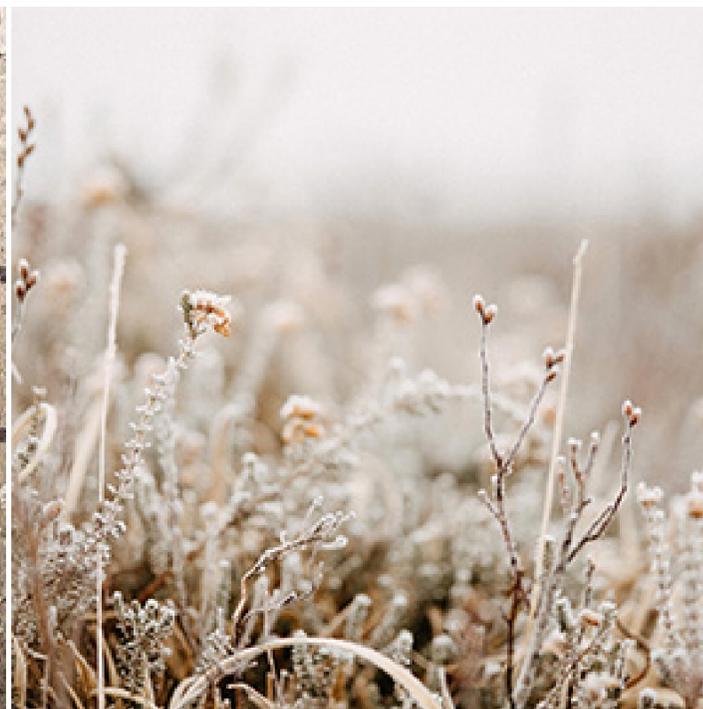
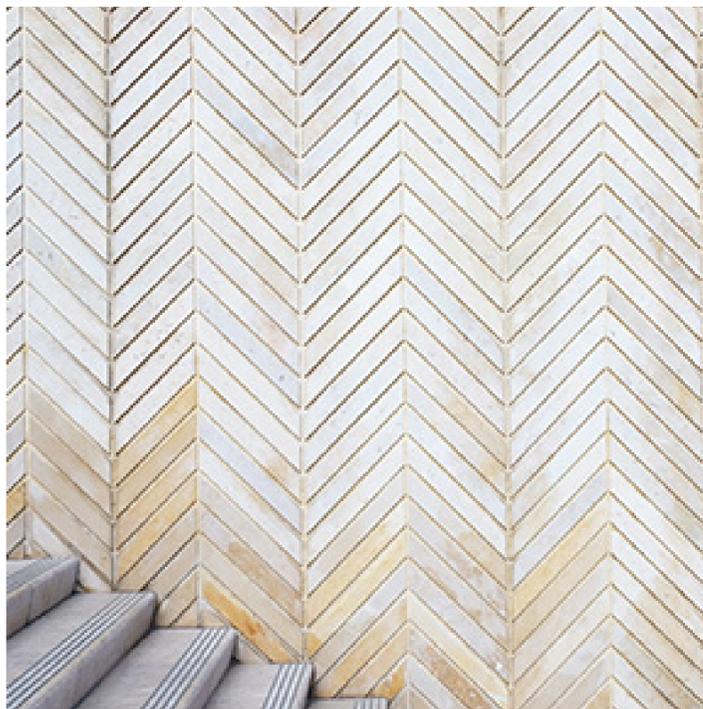


Rooted Baby Blonde

July 2021



Rooted Baby Blonde on social media...





By Matthias Herzberg
@matherzberg

Formula

Color Formula

30g		10g	10g	10g	60g	10g	10g	10g	60g
Powder	6%	7/	7/81	8/69	1.9%	10/	10/36	9/03	1.9%



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%
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Balayage



Roots



Ends



SMOOTH
COCKTAILING
GEL OIL
HOLD ●○○○

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.

95ml



By Cheryl Huddleston
@cherylhuddhair



Formula

Color Formula

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



Transformative Toning



VOLUME
EXTRA FIRM
STYLING
MOUSSE
HOLD ●●●●

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

 <p>LUMINOUS SMOOTHING OIL</p> <p>100 ml</p>	<p>TIP</p> <p>OIL REFLECTIONS LUMINOUS SMOOTHING OIL FOR ALL HAIR TYPES</p> <p>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.</p>
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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%
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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**

