

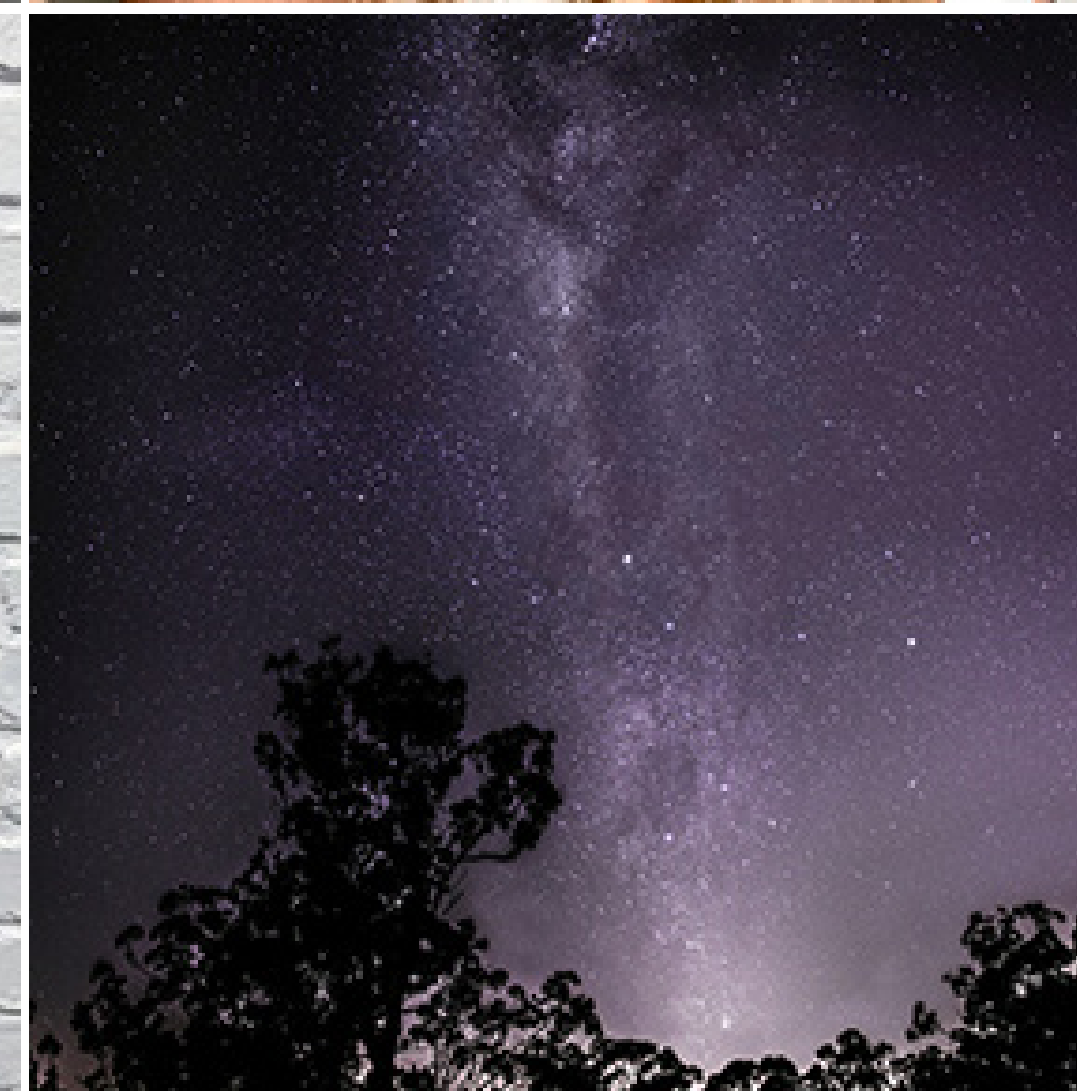
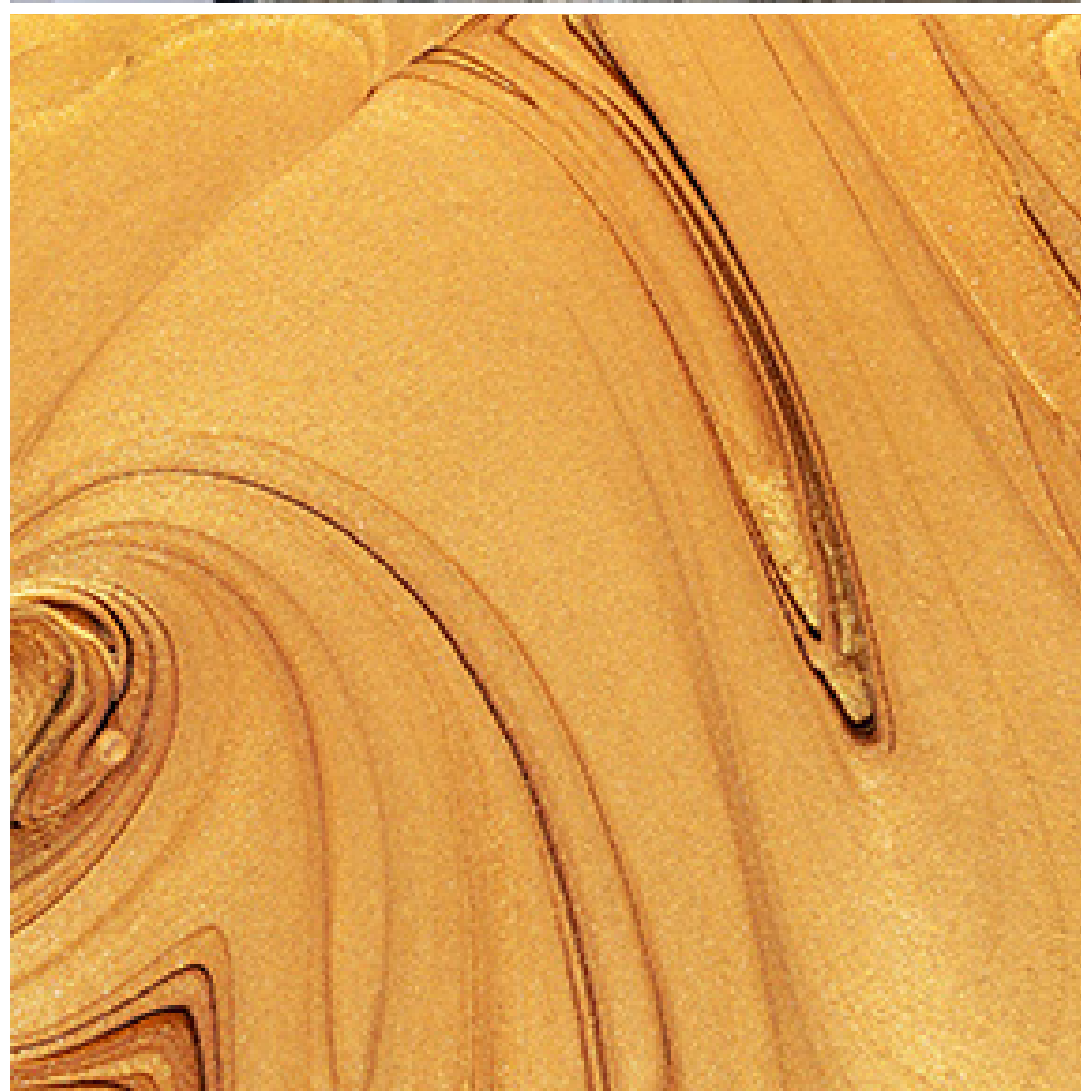
Wella
Trend Hub



Signature Naturals

December 2022

Signature Naturals on social media...





By Julie F Coiffure
@julie.f_coiffure

Formula

Color Formula

2/8

4/0

4%



2/8

4/0

0/88

4%



TIP
COLOR FRESH MASK COOL ESPRESSO
To keep those cool tones cooler for longer add COLOR FRESH MASK COOL ESPRESSO to your basket. With a conditioning formula leaving the hair FEELING SMOOTHER AND MORE MOISTURIZED it also adds visible color results that fade beautifully.



By Tom Badger
@tombadgerhair

Formula

Color Formula

8/37 7/35 6%




Roots

8/05 1 part
Post Service



Ends



golden gloss

SEMI-PERMANENT COLOR

TIP

COLOR FRESH MASKS GOLDEN GLOSS

Revive light blonde and highlighted hair with sophisticated golden tones. COLOR FRESH MASKS GOLDEN GLOSS adds warmth and richness to blonde hair while leaving the hair FEELING SMOOTHER AND MORE MOISTURIZED.



By Brittaney
@beauty_by_brittaney

Formula

Color Formula

55/66 1.9%



WARMING
EXPRESS
MASK

150ml

TIP
INVIGO NUTRI-ENRICH WARMING EXPRESS MASK
Nourished haired shines brightest whit a healthy look and feel. Add INVIGO NUTRI-ENRICH WARMING EXPRESS MASK Self-Warming rinse-out treatment that willbring shine and softness to dry or stressed hair.



By Laila Pettersen
@llaila.wella

Formula


Color Formula

2:1

9/96 10/0



+



STRUCTURE+
MASK

150 ml

TIP
COLORMOTION+ STRUCTURE MASK
To protect a toner on blonde hair ensure you also prioritise condition. ColorMotion+ STRUCTURE+ MASK WITH WELLAPLEX BONDING AGENT Helps to econstruct hair bonds. For stronger hair. Adds smoothness and shine. For excellent color reflections. Intensive formula, to be used every 1-2 weeks.

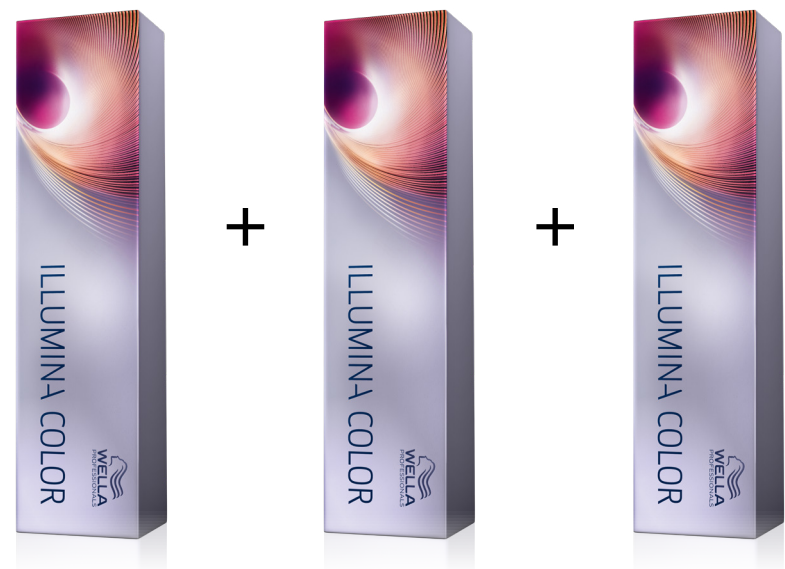



By Eric M
@e_medz

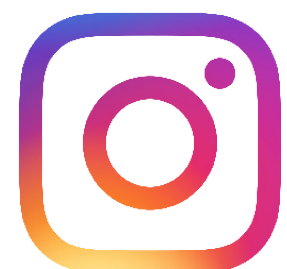
Formula

Color Formula

10/69 10/1 10/



 <p>VOLUME DRY SHAMPOO</p> <p>180ml</p>	<p>TIP EIMI DRY ME Showcase those tones in a textured ponytail finishing with EIMI DRY ME. A dry shampoo that creates volume and a manageable matte texture. The dry shampoo's formula with tapioca starch refreshes your hair and absorbs oil.</p> <p>HOW TO USE: Shake me, spray me, style me. Apply evenly on dry hair, leave in and brush through.</p>
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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**

