

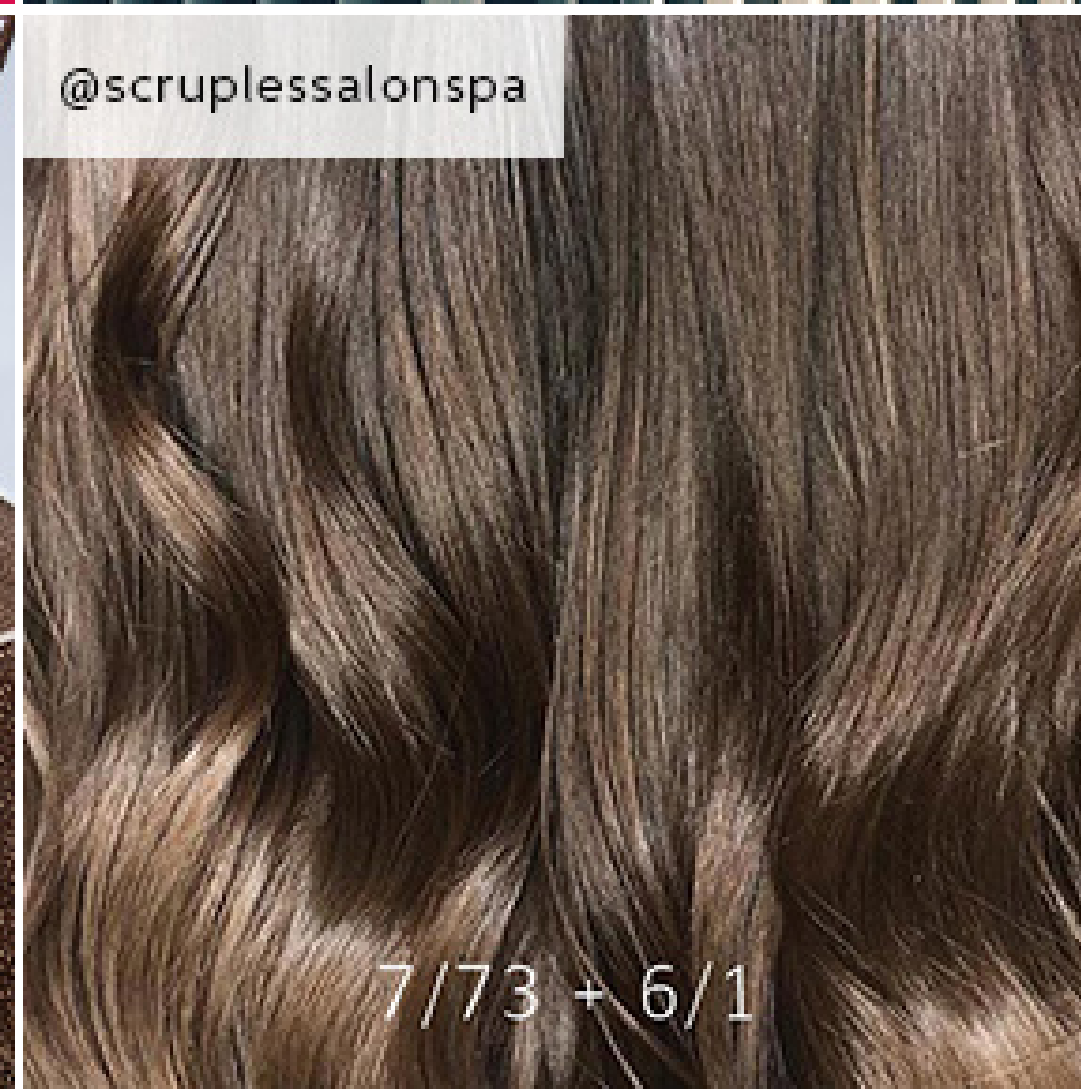
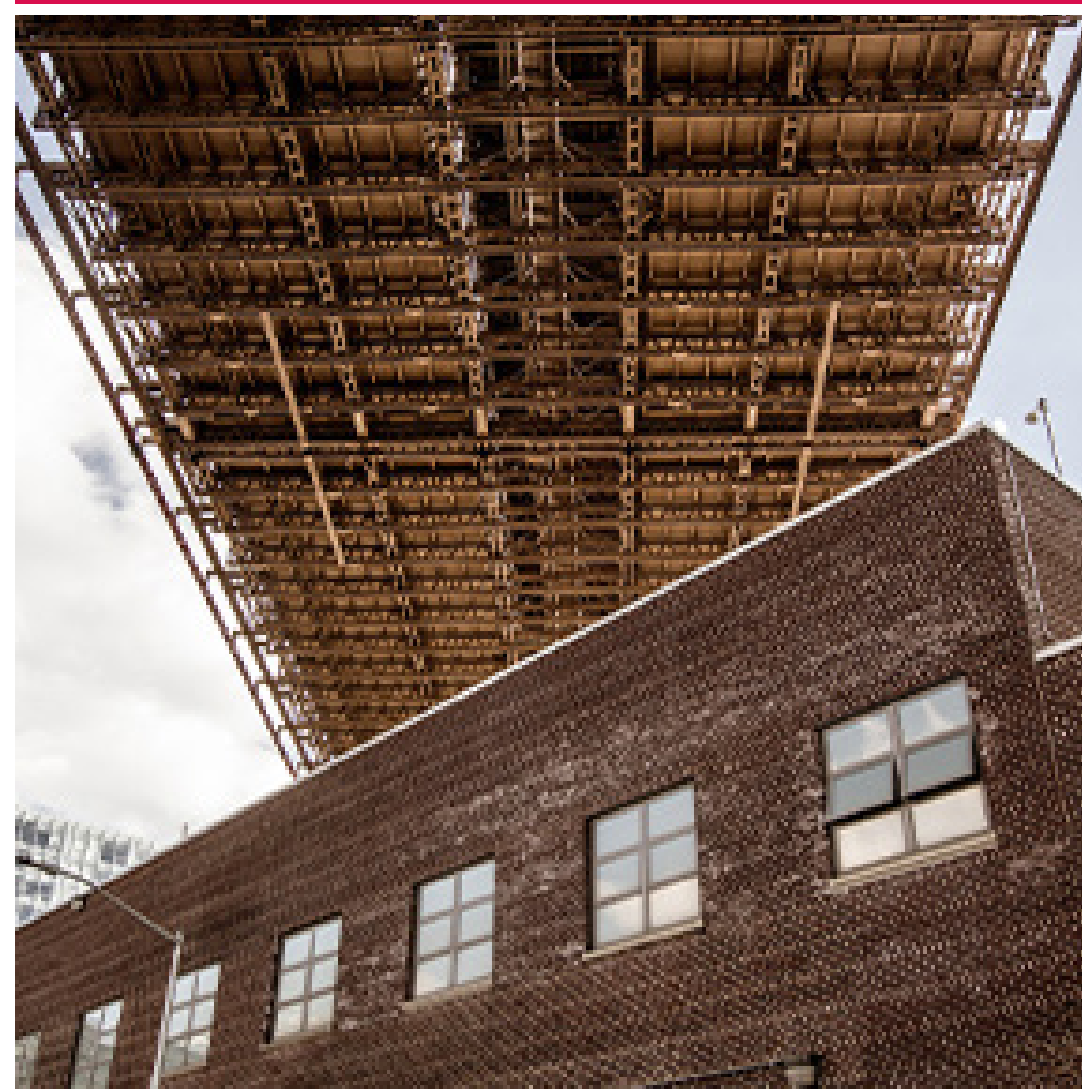
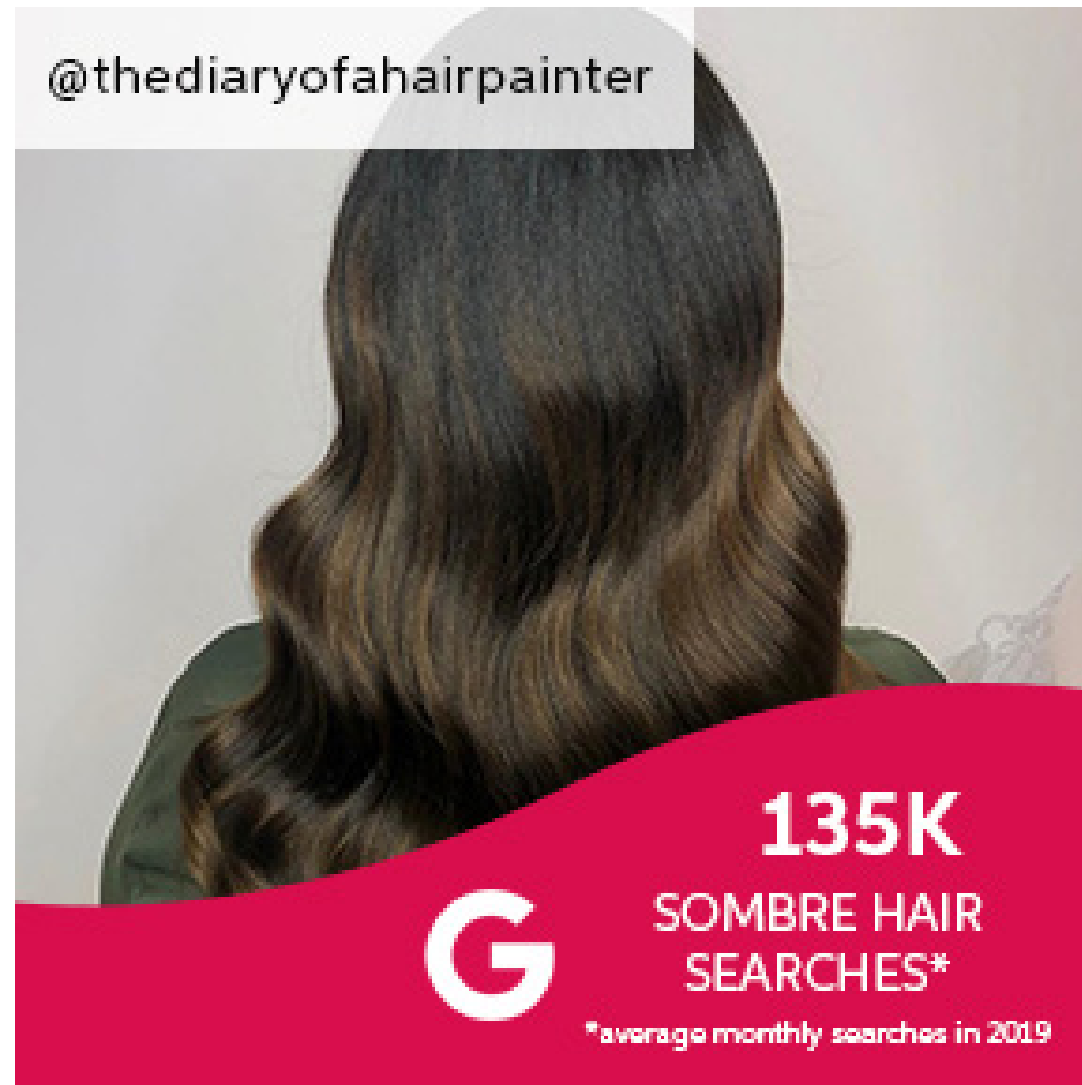
Wella
Trend Hub

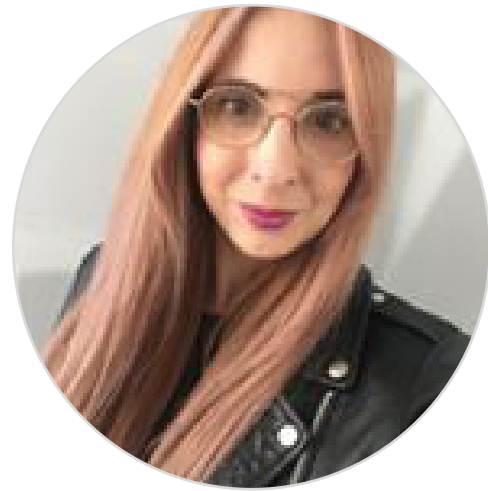
Sombre Hair

July 2020



Sombre hair on social media...





By Janina Ehrenberg
@janina_ehrenberg

Formula

Color Formula

30g 60g
6%



Highlights

20g 40g
8/73 1.9%




Lowlights

30g 60g
9/31 1.9%



Gloss



VOLUME
STRONG HOLD
MOUSSE
HOLD ●●●○

500ml

TIP

EIMI Extra Volume Hair Mousse
The **EIMI Extra Volume** gives any blow dry head-turning volume and perfect body with strong hold. Formulated to help protect your hair against dehydration whilst blow drying.



By Mihaela Tripadus
@mihaela_tripadushairstylist



Formula

Color Formula - Roots Natural


10g	10g	40g	15g	30g
9/97	8/38	1.9%	/18	1.9%



Lengths: A



Lengths: B



VOLUME
LIGHT
SETTING
LOTION SPRAY

150ml

TIP
EIMI Perfect Setting Hair Spray
Set voluminous structure with perfect shine with the **EIMI light setting lotion spray Perfect Setting**, formulated to provide the right balance of care and heat protection whilst blow drying.



By Alanis Rose
@alanisrosehair



Formula

Color Formula

30g 30g 30g 7g 3g 80g 15g 15g 60g
6% 5/1 4/0 /88 1.9% 8/81 9/16 1.9%



Painted Panels



Root Smudge (Rinse)



Tone



COOL BLONDE
SHAMPOO

250ml

TIP

Invigo Color Refreshing Shampoo, Cool Blonde
This purple shampoo for blonde hair prevents natural or coloured hair from yellowing and helps eliminate brassiness, leaving it soft to the touch.



By Adél Chalupová
@adelchalupova

Formula

Color Formula

30g
10/96

30g
9%

20g
9/96

20g
8/38

40g
6%



Toner A



Toner B





**LUMINOUS
REVEAL**

SHAMPOO

250 ml

TIP

Oil Reflections Luminous Reveal Shampoo

This light Moisturising shampoo leaves the hair deeply cleansed and luminous. It's suitable for all hair types. Luminous Reveal Shampoo is part of Wella's first precious oil collection, containing camellia oil and white tea extract.




By Süleyman Tugaytimir
@hairbysuleyman

Formula

Color Formula

30g	30g	20g	40g	15g	15g	60g						
	6%	6/1	1.9%	8/71	9/0	1.9%						
	+				+				+		+	
Freehand				Roots				Ends				



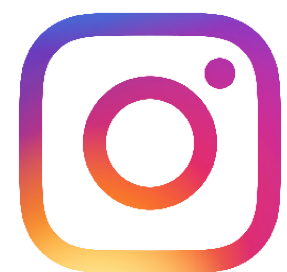
SENSE CALM SENSITIVE MASK

150ml

TIP

Invigo Balance Senso Calm, Sensitive Mask

The Senso Calm Sensitive Mask made with allantoin is a fragrance-free mask which alleviates itchiness while helping to strengthen your clients' hair.



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**

