

Wella Trend Hub

Toffee Blonde

May 2020

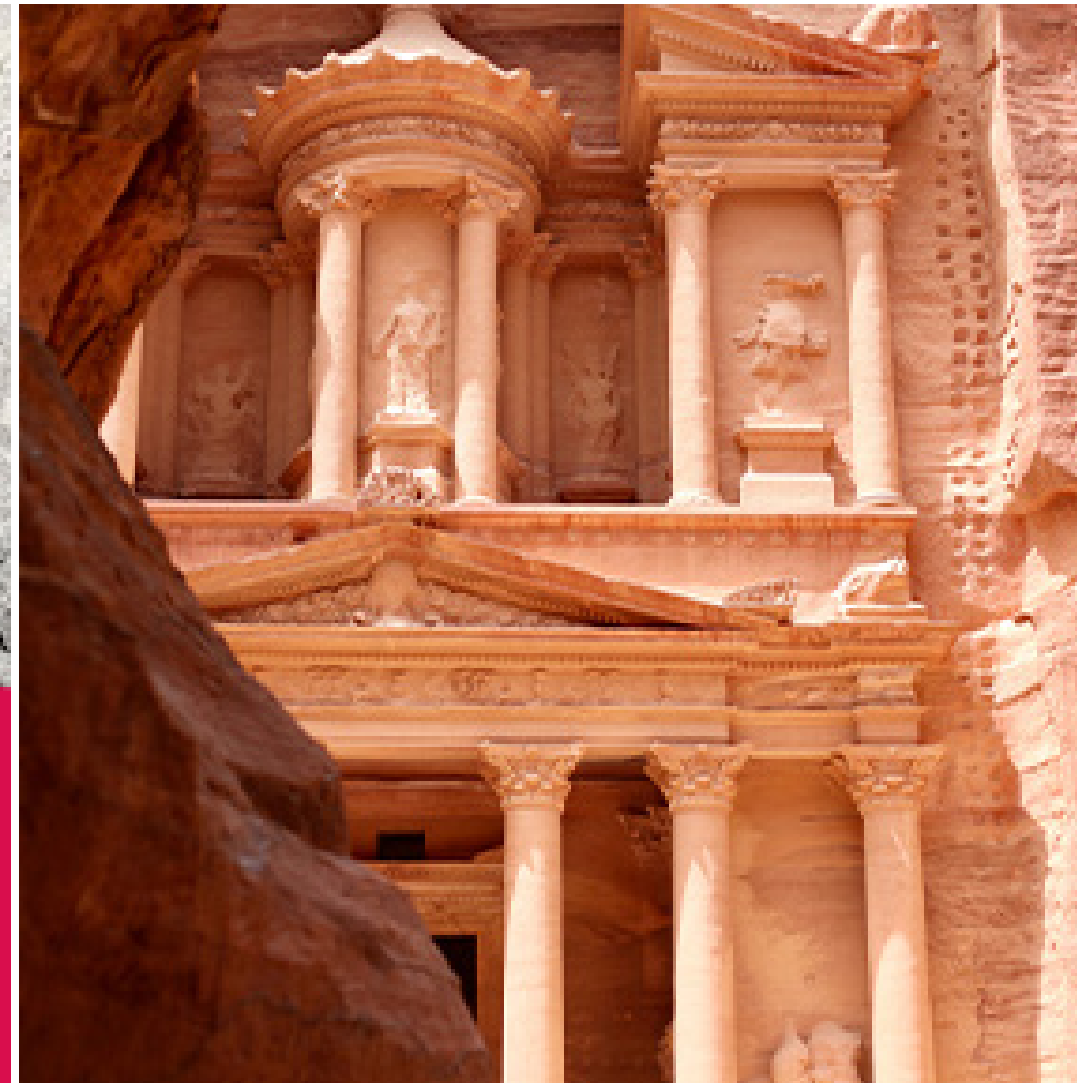


Toffee Blonde on social media...

@hair_by_grzegorzlubinski




G 140
Toffee Blonde Searches*
*average monthly searches in 2019



@hairbyhungtran



@lianne_jones_hair_and_beauty



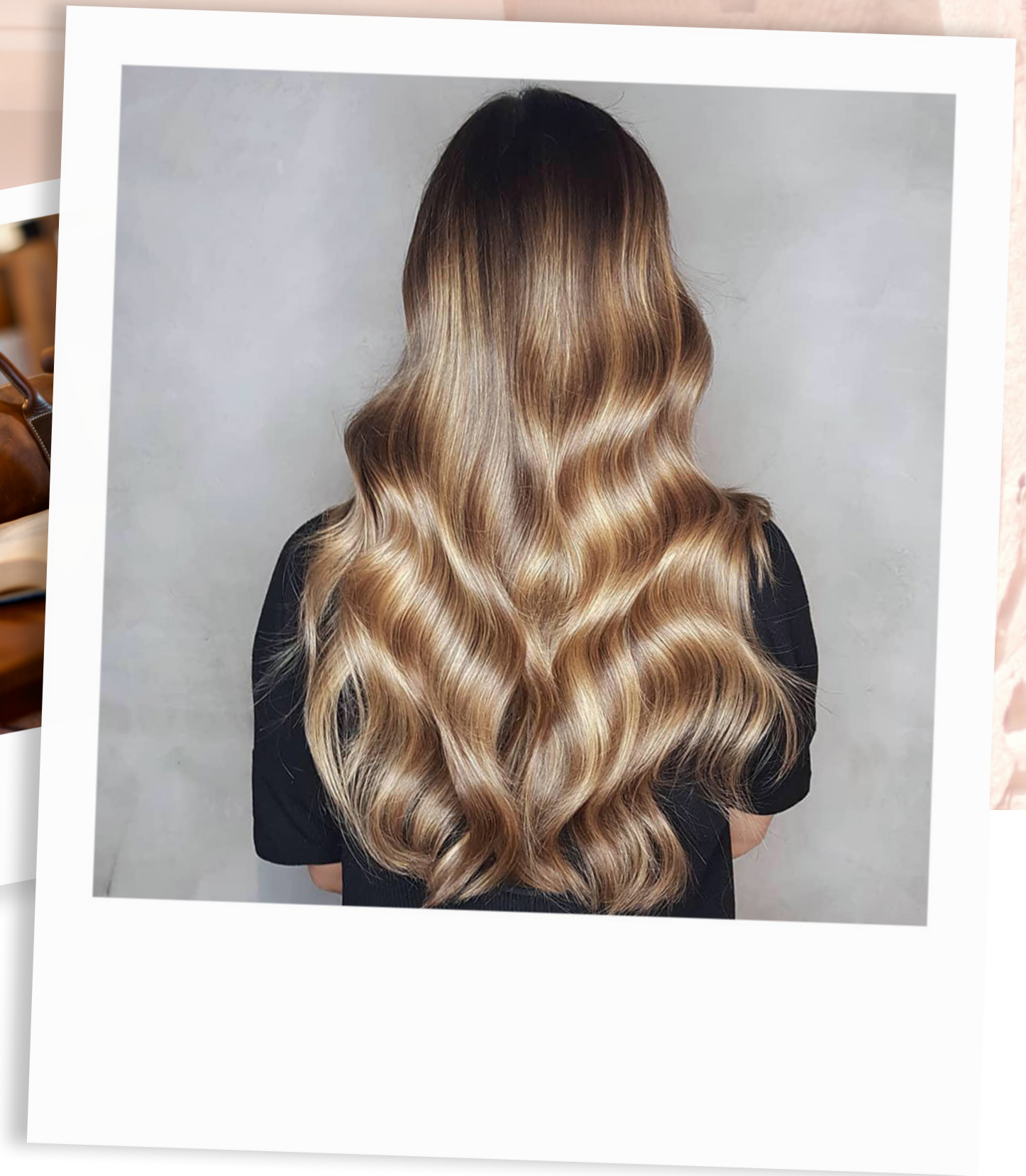
8/1 + 8/38 + 7/0



1.5k
#ToffeeBlonde mentions*
*data available in Jan 2020



By Hair by Hungtran
@hairbyhungtran



Formula

Color Formula

6%

15g
5/1

15g
7/1

60g
1.9%

30g
9/96

30g
9/03



Foils



Roots



Ends



TIP

Invigo Blonde Recharge Warm Blonde Conditioner. Warm Color Refreshing Conditioner refreshes and maintains the multi-dimensional warm color of warm blonde hair. Its caring formulas with color pigments leaves the hair intensively conditioned.

200ml



By Lianne Jones
@lianne_jones_hair_and_beauty



Formula

Color Formula

9%

10g 7/1 + 5g 10/1 + 15g 8/38 + 10g 7/0 + 80g 1.9%



Lighten



Tone

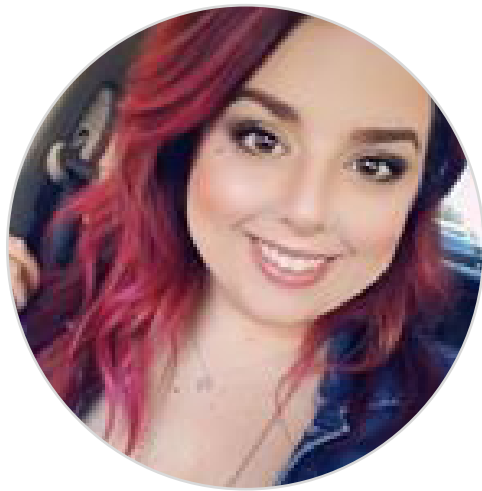


STRENGTHENING
SERUM
PARABEN FREE

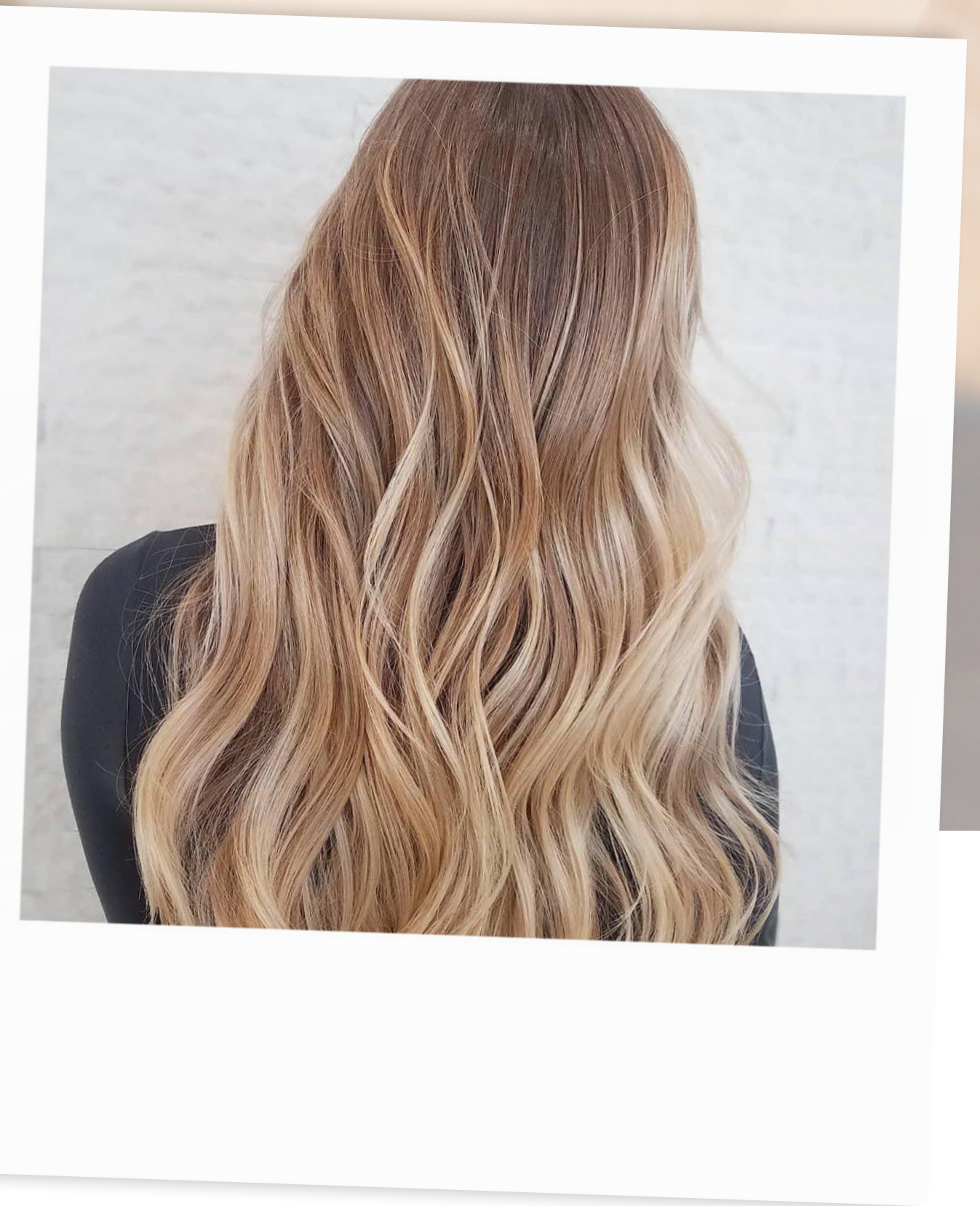
100 ml

TIP

Elements Hair Strengthening Serum. The Hair Strengthening is a paraben free power serum that makes the hair fibre stronger. Designed for all hair types, it gives more volume and helps maintain a balanced scalp.



By Brandi Hazen
@brandidoeshairtx



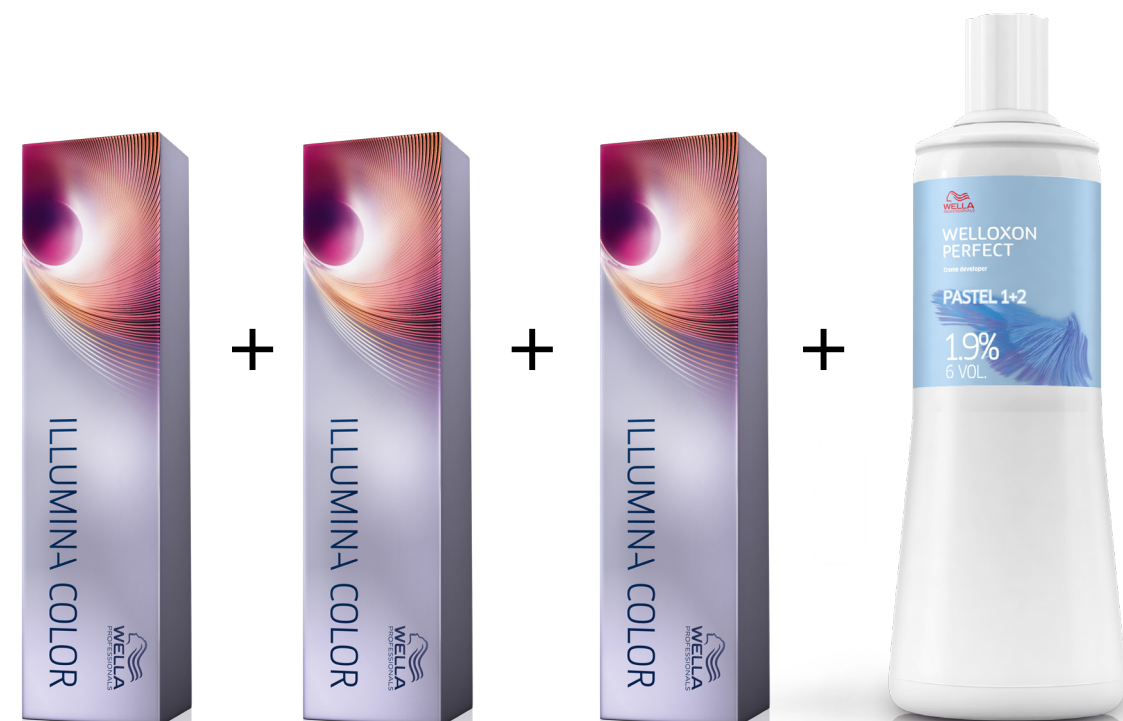
Formula

Color Formula


20g	10g	45g	15g	15g	10g	80g
/89+	/17	6%	10/	10/36	8/1	1.9%



Freehand



Tone

 <p>AMINO REFILLER</p> <p>70 ml</p>	<p>TIP</p> <p>FUSION AMINO REFILLER. Created to make the hair more resilient, the Fusion Amino Refiller treatment penetrates down to the cortex, refilling it with amino acids.</p>
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By RebeccaBaxter
@livefreedyeb blonde



Formula

Color Formula

30g

45g
6%

25g
8/97

5g
6/97

60g
1.9%



Lowlights



BODIFYING
FOAM

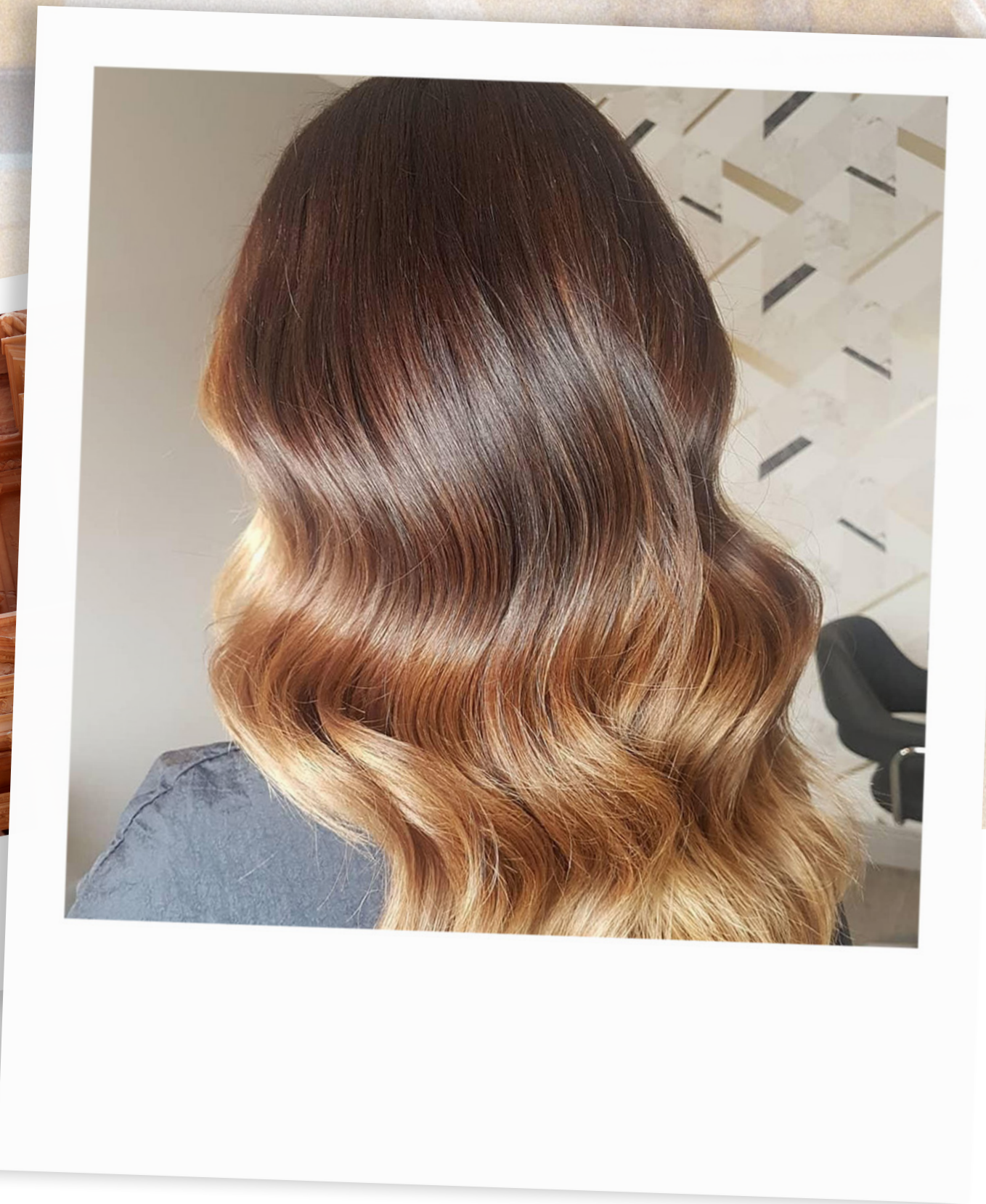
150ml

TIP

INVIGO VOLUME BOOST BODIFYING FOAM.
The **Invigo Bodifying Foam** with cotton extract and Spring Force Blend provides lush volume and soft touch to the hair. This volumizing foam supports styling and reduces static.



By Leo
@hair_by_leo



Formula

Color Formula

30g	45g 6%	3g	30g 6/0	5g 0/11	35g 6%	20g 9/16	5g 9/73	50g 1.9%
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Lighten



Roots



Lengths & Ends



VOLUME
CURL
ENHANCING
MOUSSE
HOLD ●●○○

300ml

TIP

EIMI Boost Bounce Mousse Curly Hair. Enhancing mousse for curly hair. Boost curls with volume, added shine, definition and frizz reduction with **EIMI Boost Bounce**.



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**

