

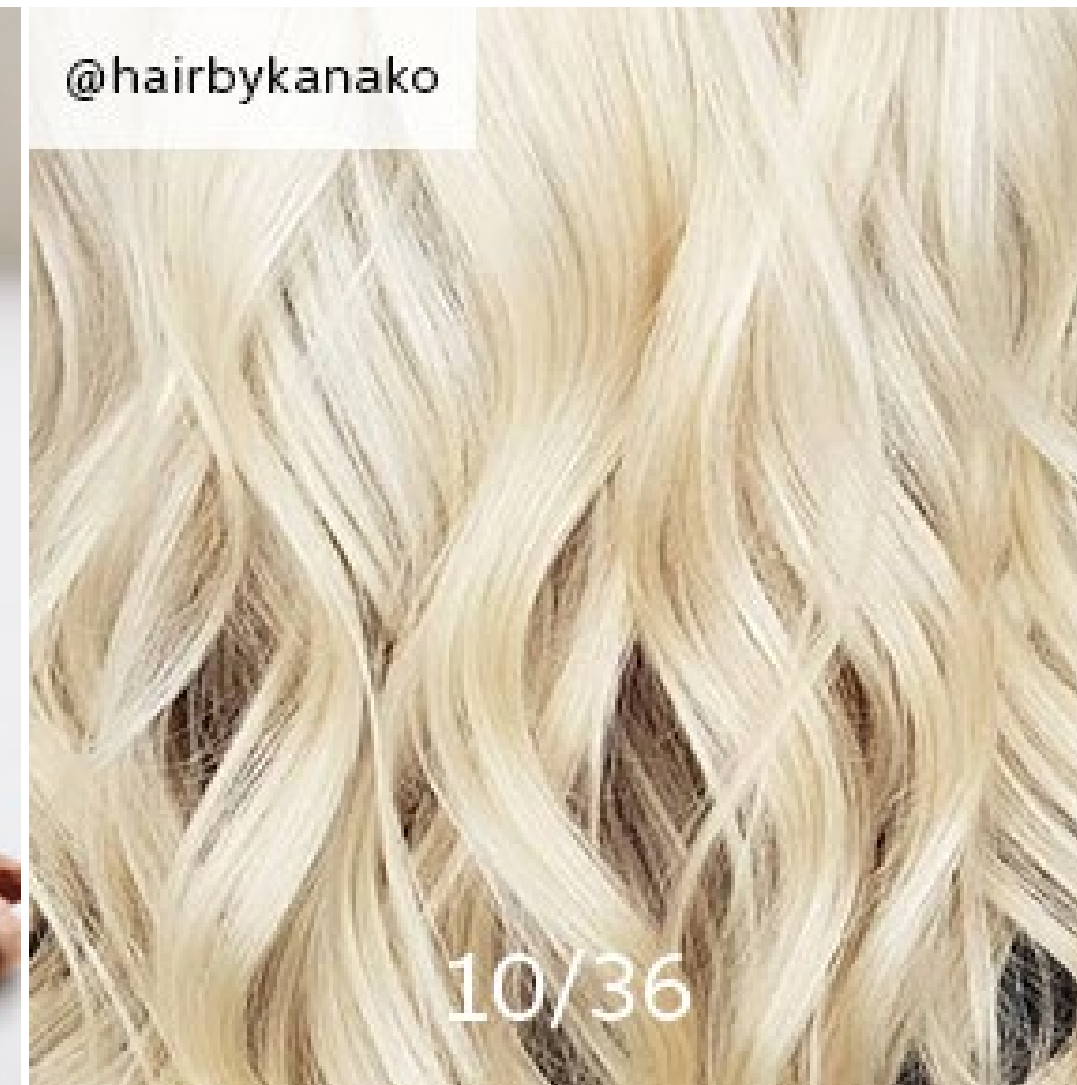
Wella
Trend Hub

White Chocolate Hair

September 2020



White Chocolate Hair on social media...





By Roman Lazarev
@romanlazarev152

Formula

Color Formula

12/61 12/0 12%



HELPS TO FIGHT BRASS*



TIP

INVIGO Cool Blonde Color Refreshing Shampoo with color pigments refreshes and maintains the vibrancy of natural or highlighted blondes. This purple shampoo for blonde hair prevents natural or colored hair from yellowing and helps eliminate brassiness, leaving it soft to the touch.



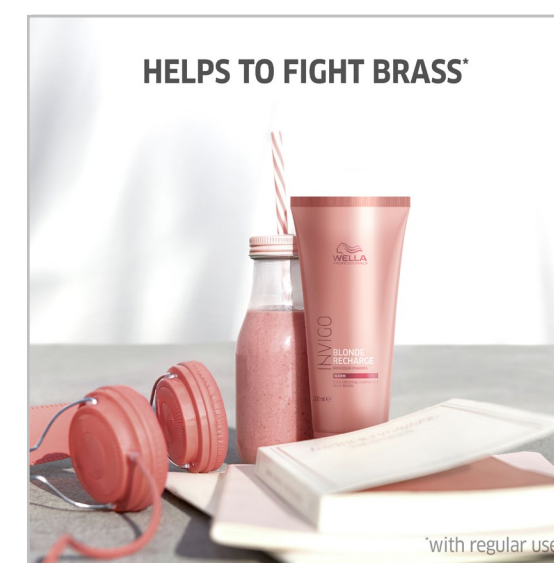
By Kanako
@hairbykanako

Formula

Color Formula

30g
10/36

60g
1.9%



TIP

INVIGO Warm Blonde 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.



By Lucian Busuioc
@lucianbusuioc



Formula

Color Formula

20g
12/16

30g
12/89

10g
12/81

120g
9%

20g
8/81

30g
9/16

100g
1.9%



Roots

Toner



TIP
Fusion Inense Repair Mask
If your hair is in need of nurture, this luxurious creamy mask for damaged hair helps repair and protect against breakage. Apply this mask for 5 minutes. The mask contains intensely conditioning ingredients and amino acids.



By Lauren Brodie
@laurenbrodiehair

Formula

Color Formula

30g



Lightening

+

45g
6%



+

3g



+

30g
10/16



Toner

+

60g
1.9%





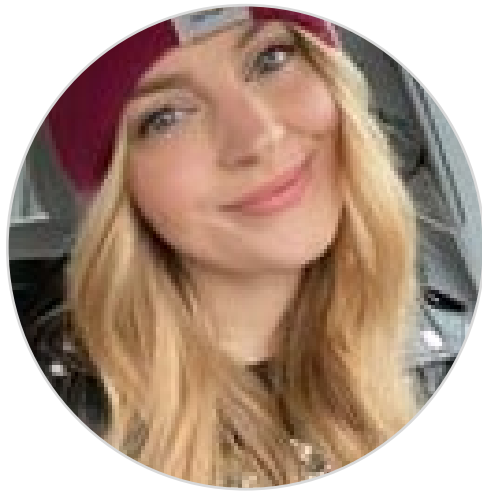


SHINE
GLAMOROUS
MIST

200ml

TIP

EIMI Glam Mist Hold Level 1 refreshes and maintains the multi-dimensional warm color of warm blonde hair. Its caring formulas with color pigments leave the hair intensively conditioned.



By Karen Stout
@queencitystylist

Formula

Color Formula

30g

60g

6%

1.9%

30g

60g

/18

1.9%



Lighten



Toner



TIP

INVIGO Cool Blonde Color Refreshing Conditioner refreshes and maintains the multi-dimensional color of cool blonde tones. The blonde conditioner’s caring formula provides intense conditioning leaving the hair with a smooth feel. Contains the Blonde Recharge-Blend™ that help eliminate brassines and refresh dull cool blonde tones.



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**

