WELLA
TREND HUB

CHOCOLATE BROWN

JULY 2019



CHOCOLATE BROWN on social media...















By Kai Sohn
@kai_sohn



FORMULA

30g /73 + 45g 9%



HIGHLIGHT

10g 5/43 + 10g 1.9% + 10g



COLOR GLOSS



TIP

Recommend **EIMI Fresh Up** to your curly clients to ensure their curls are refreshed all day long.



By Courtney Allen
@courtneyariellehair



FORMULA

10g	10g	40g
6/77	7/7	4%



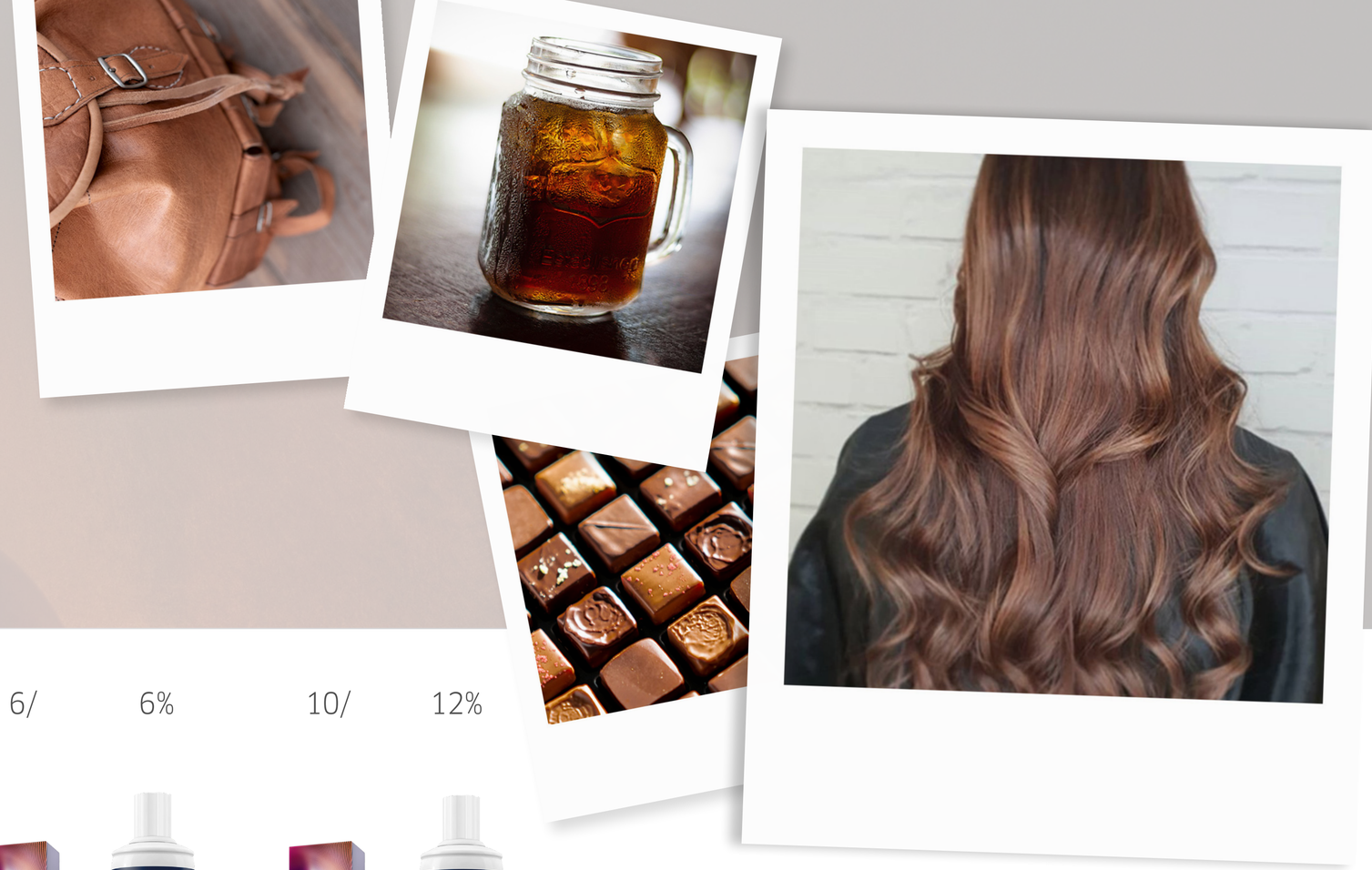
COLOR



TIP

Use **EIMI Glam Mist** to add shine to your client's hair.

By Salong Hype Hallarna
@salonghypehallarna



FORMULA

ROOTS

5/7 + 5/ + 5/81 + 6%



LENGTHS

6/16 + 7/81 + 6/ + 6%



ENDS

10/ + 12%





TIP

Use **Oil Reflections luminous reboost mask** for smoother hair and instant luminosity.



By Andreas Kurkowitz
@andreaskurkowitz





Before





After

FORMULA

8/74	9%	10/86	12%	5/07	6%	10g 9/04	10g	10g 1.9%



COLOR
A

B

C

GLOSSING
D

ENERGIZING FRAGRANCE



TIP

For luscious, touchable curls, make sure to use **NutriCurls Deep Treatment**. It intensely nourishes curls to help prevent frizz.

By Hayley Hands
@hayleyhandshair



FORMULA

10g 5/0 + 10g 6/7 + 40g 1.9%



COLOR

FLORIENTAL WOODY
FRAGRANCE



TIP

Use **Fusion Intense Repair Conditioner** for smoother and more resilient 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

