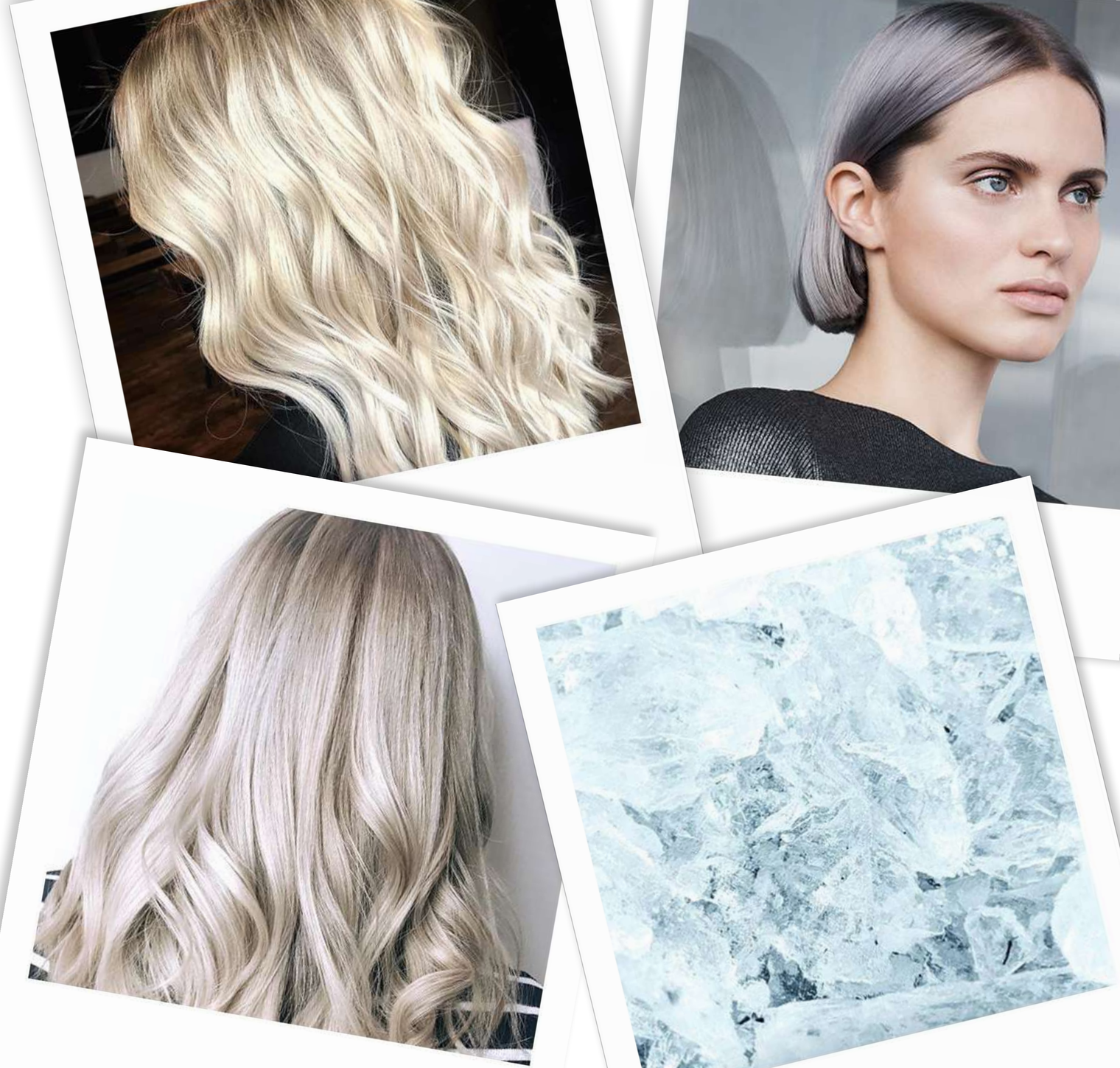
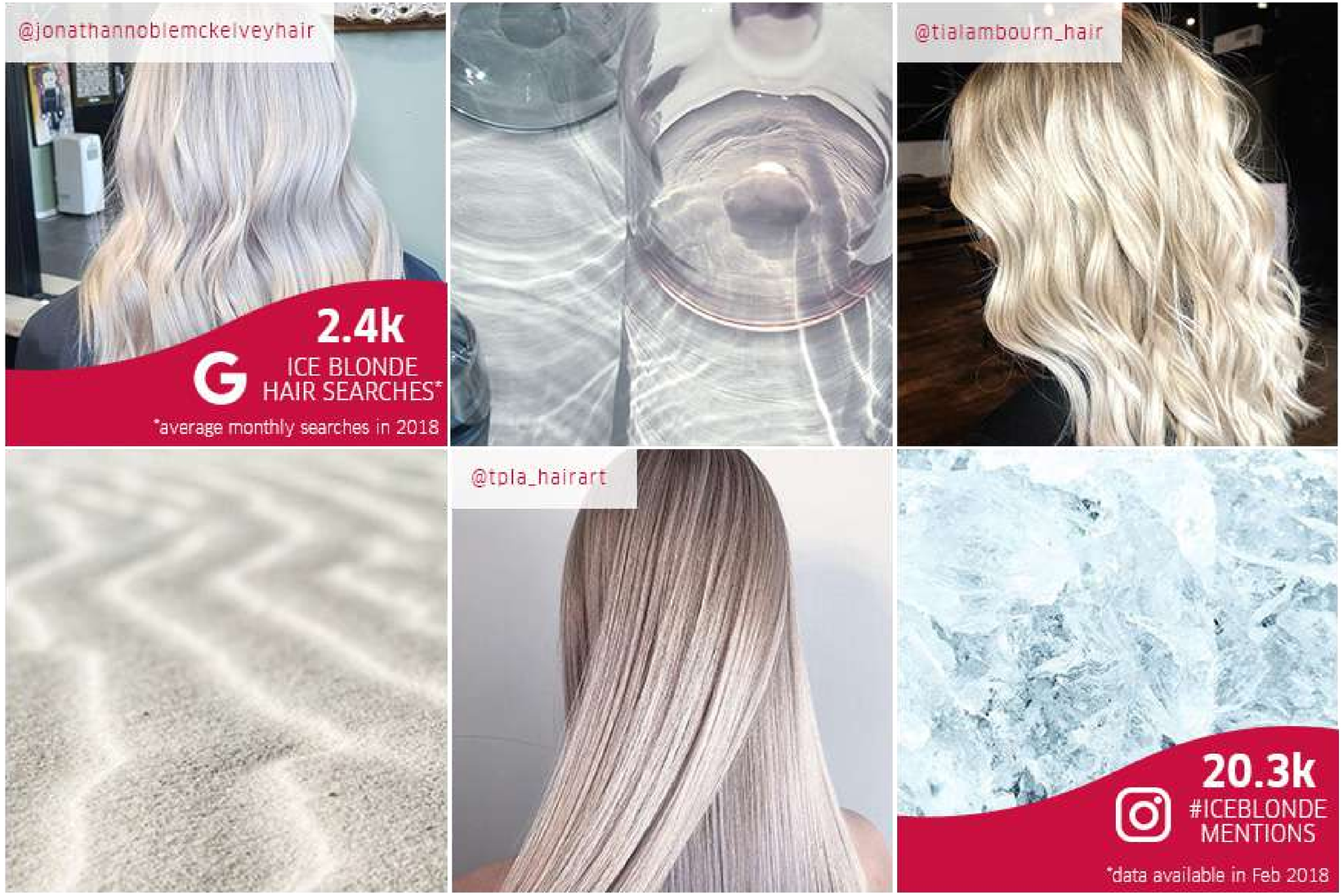
WELLA
TREND HUB

ICE BLONDE

FEB 2019



THE TREND that keeps on **TRENDING...**





By Leanne
@leannefergusonn



FORMULA

10/8 1.9%



TONE (1:2)

WITH VOLUME BOOST-BLEND



TIP

Apply **Invigo Volume Boost Bodifying Foam** to damp hair before blow-drying to provide lush volume and soft touch to your clients' hair.



By Sussy
@sussyxos









FORMULA

30g 10/81 + 10g 9/16 + 1.9%



TONE



TIP

For an ultra sleek look with no flyaways, apply **Eimi Perfect Me** to mid-lengths and ends.



By Aleks
@barbie.aleks



FORMULA

7/1 1.9%



ROOTS

8/81 10/81 6 Vol



LENGTHS AND ENDS (EQUAL PARTS)



TIP

To keep curls well defined, spray **Eimi Mistify Me** strong evenly to the whole head.



By Fergal Doyle
@fergalwella



FORMULA

PRE LIGHTEN

6%



PRE TONE

9/60 6%



TONE

32g 9/60 8g 6/16 80g 1.9%





TIP

To keep your client's hair cool in between services, recommend **Invigo Blonde Recharge Cool Blonde Shampoo** that helps fight brassy tones.



By Nicola Clarke and Renya Xydis
@nicolaclarkecolour and @renyaxydis





BEFORE





AFTER

FORMULA

LIGHTEN

30g + 45g 6% + 6g



ROOTS AND ENDS

50g 10/69 + 10g 5/81 + 120g 1.9% + 12g



MID LENGTHS

55g 9/60 + 5g 6/16 + 120g 1.9% + 12g





TIP

Use **Eimi Perfect Setting** and **Eimi Perfect Me** to enhance the smooth surface of the hair and give a polished finish.

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

