

THE TREND

From high contrast shades of blonde and cool combinations of tonal browns, to dreamy pastels and optimistic brights, the season's big trend is **WELLA COLOUR BLOCKING**.

THE PLACEMENT

1. CHOOSE THE TYPE OF COLOUR BLOCKING LOOK YOU WANT TO ACHIEVE
2. PERSONALISE THIS AND APPLY TO THE AREA THAT YOUR CLIENT WOULD LIKE TO ACCENTUATE
3. CHOOSE A COLOUR PALETTE THAT COMPLIMENTS YOUR CLIENT'S STYLE

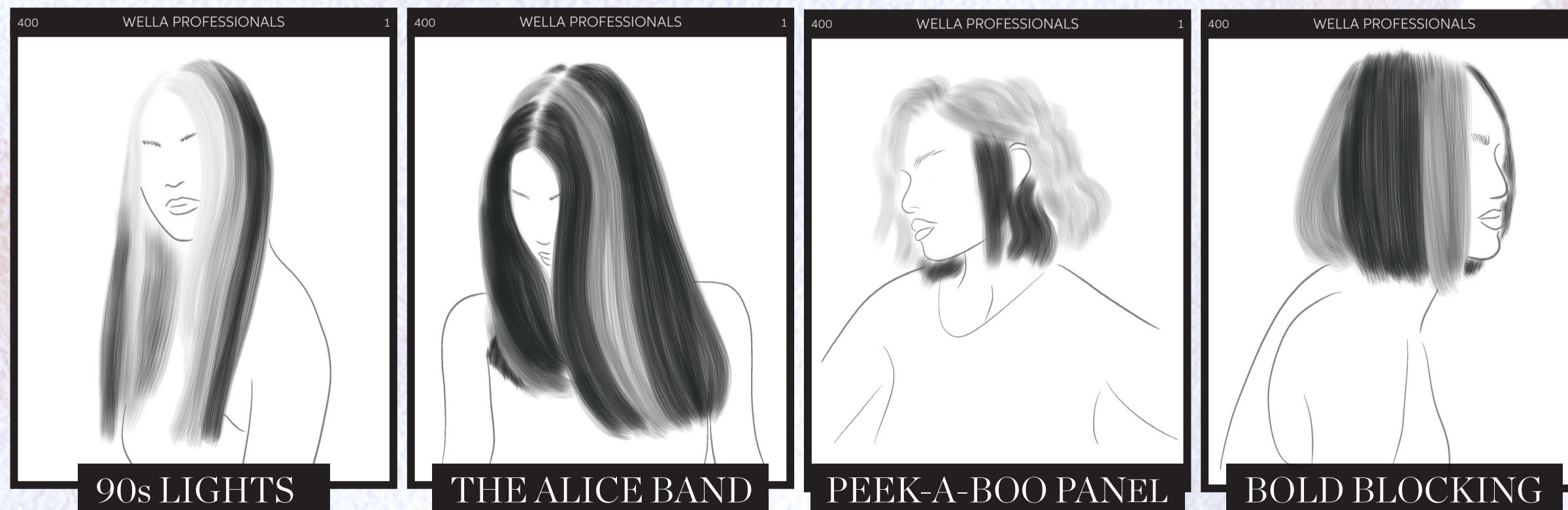


COLOUR BLOCKING HIGHLIGHTS

COLOUR BLOCKING PANELS

COLOUR BLOCKING FACE FRAME

WELLA COLOUR BLOCKING



90s LIGHTS

THE ALICE BAND

PEEK-A-BOO PANEL

BOLD BLOCKING

INTEGRATE COLOUR BLOCKING INTO YOUR EXISTING COLOUR SERVICES

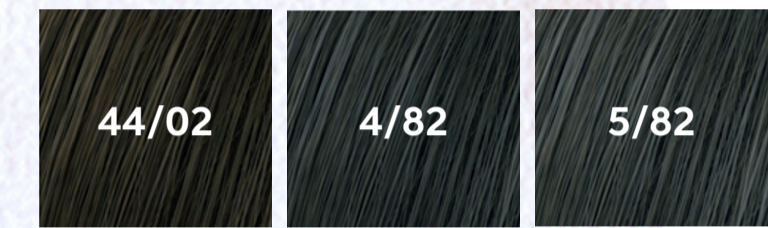
COLOUR PALETTE

“Cool, an everlasting trend”

NEW FROM KOLESTON PERFECT

FOR UP TO 8 WEEKS*

LONG-LASTING COOLNESS



*provided hair is washed 3x/week, instrumental testing



NEW SHINEFINITY FLASH SHADES FOR COOLNESS IN 5 MINUTES



TOP TIP

“Apply your panel or highlight horizontally for the boldest results, vertically for hidden blocking and diagonally for visible results with a softer finish.”

MAKE COLOUR BLOCKING WORK FOR YOUR CLIENTS



WITH EVERY DAY COLOUR BLOCKING

COLOUR BLOCK HIGHLIGHTS

COLOUR BLOCK PANELS

90's LIGHTS

Existing highlight clients looking to add dimension with semi permanent results



HOW TO

PRE-LIGHTEN

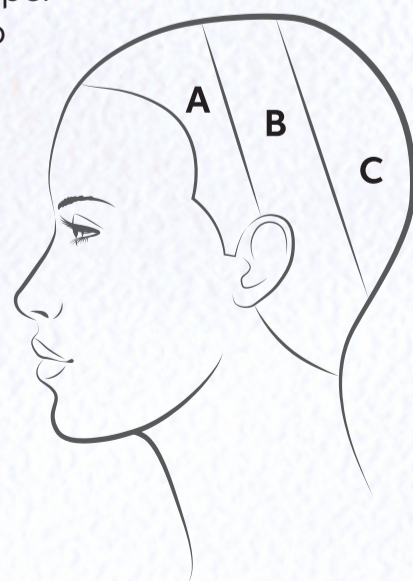
BlondorPlex
+ 6% Welloxon Perfect Developer
mixed on a 1:1.5 mixing ratio

SHINEFINITY

Mix A
20g 09/65
+ 2g 00/66

Mix B
10g 010/6
+ 10g 010/8

Mix C
07/81



THE ALICE BAND

Clients looking to maximise on the trend with permanent results and maximum visibility



HOW TO

PRE-LIGHTEN

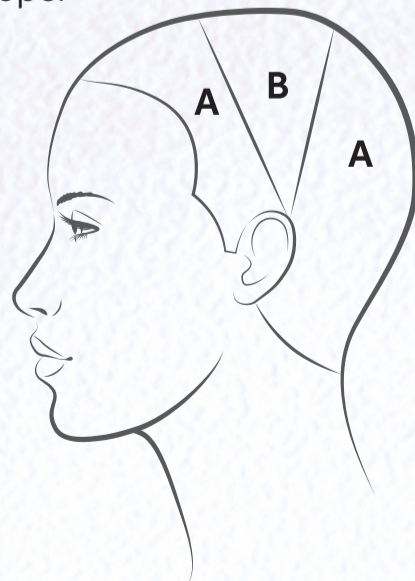
BlondorPlex
+ 6% Welloxon Perfect Developer
mixed on a 1:1.5 mixing ratio

KOLESTON PERFECT

Mix A
5/82
+ 4% Welloxon
Perfect Developer

SHINEFINITY

Mix B
10G 07/75
+ 10G 08/0
+ 10G 08/98



PEEK-A-BOO PANEL

For clients who would like to experiment with blocking with low commitment



HOW TO

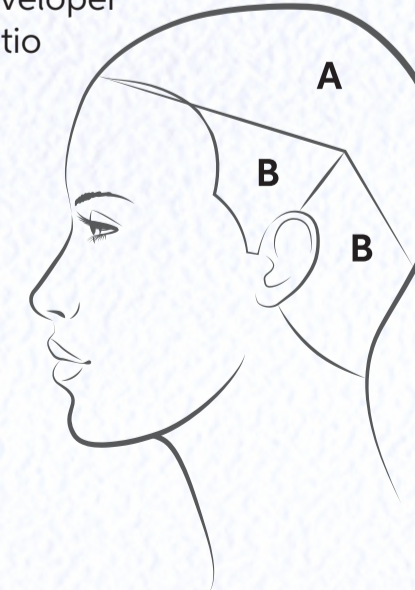
PRE-LIGHTEN

BlondorPlex
+ 6% Welloxon Perfect Developer
mixed on a 1:1.5 mixing ratio

SHINEFINITY

Mix A
010/0

Mix B
10g 08/8
+ 1g 00/89



BOLD BLOCKING

Perfect for clients that want to see a multi-tonal blocking result



HOW TO

PRE-LIGHTEN

BlondorPlex
+ 6% Welloxon Perfect Developer
mixed on a 1:1.5 mixing ratio

KOLESTON PERFECT

Mix A
30g 44/02
+ 5g 0/28
+ 35g 4% Welloxon
Perfect Developer

Mix B
30g 0/30
+ 5g 0/28
+ 35g 1.9% Welloxon
Perfect Developer

