



By Abby Smith
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BEFORE



AFTER

FORMULA



LIGHTEN MID LENGTHS & ENDS



LIGHTEN ROOTS



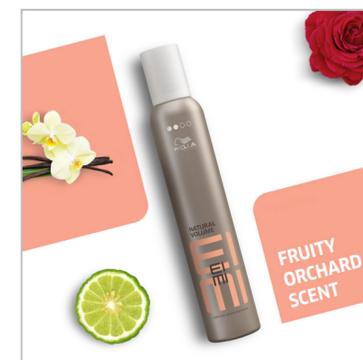
ROOTS TO MID LENGTHS



MID LENGTHS



ENDS



TIP

For touchable volume and soft hold, apply **Eimi natural volume** on damp hair before blowdrying.