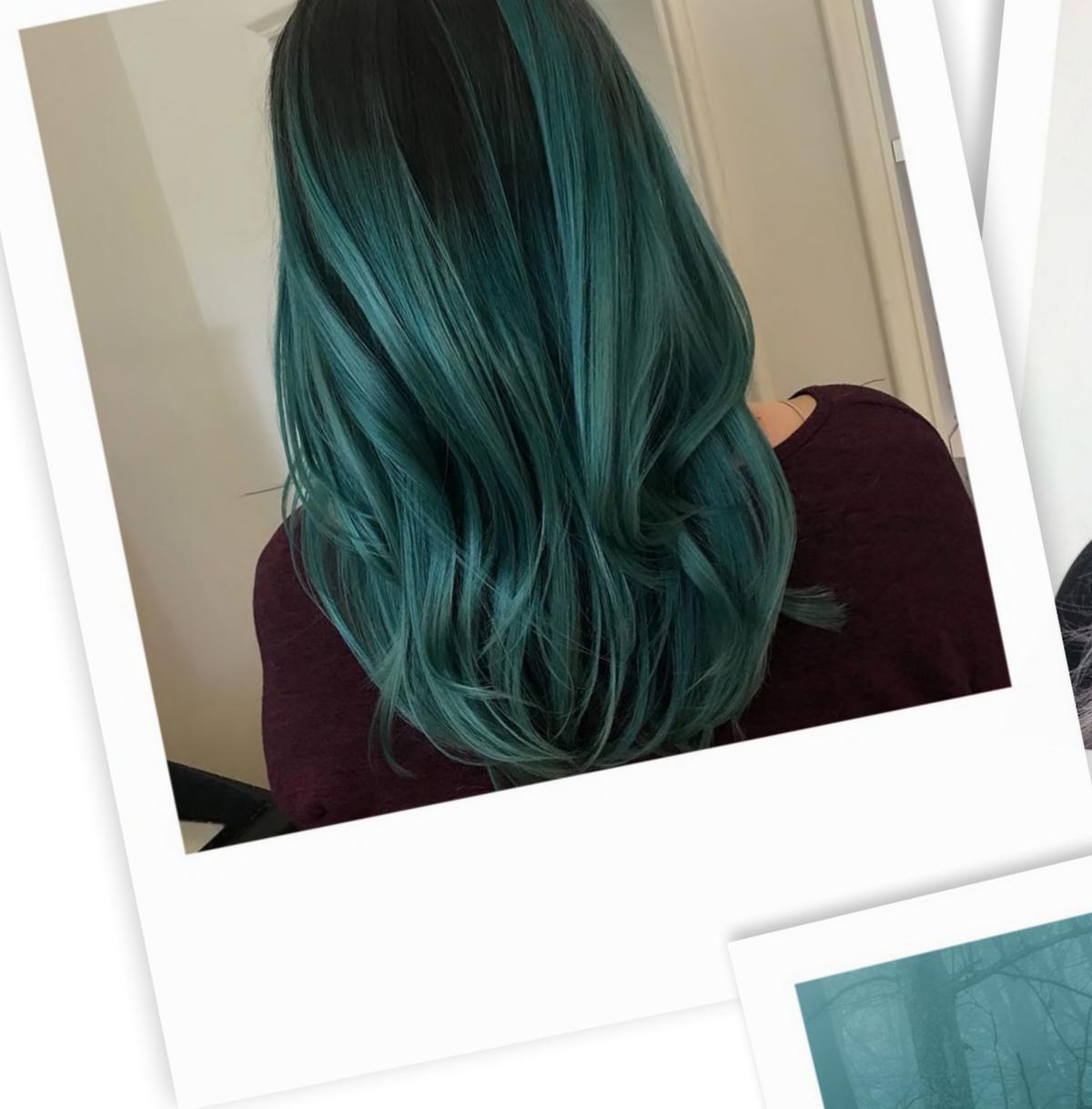


**Wella**  
Trend Hub



# Halloween Hair

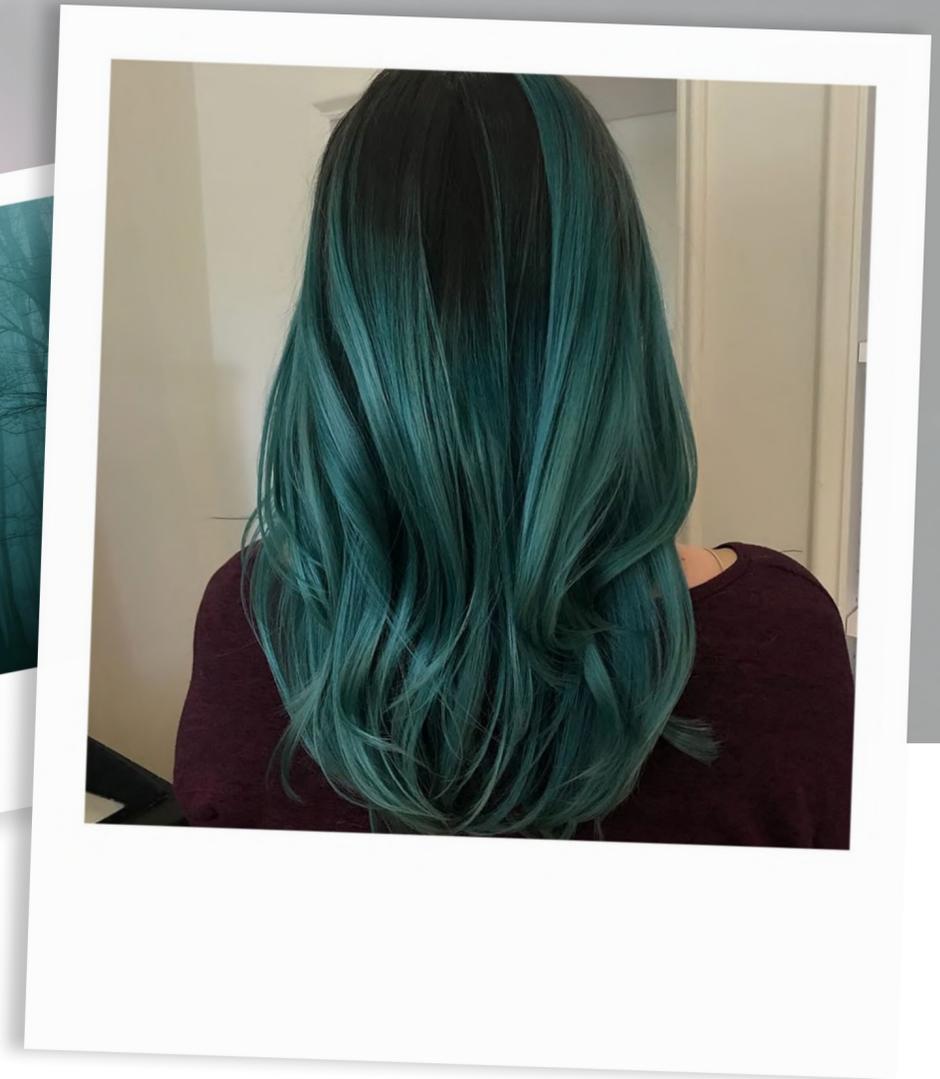
September 2021

# Halloween Hair on social media...





By colorbyfreddy  
@colorbyfreddy



# Formula

## Color Formula

Blondor Freelights 9% 9/16 1.9%

Super Petrol Neverseen Green



Step 1 - Balayage



Step 2 - Pre-tone



Step 3



**VOLUME**  
LIGHT  
SETTING  
LOTION SPRAY

150ml

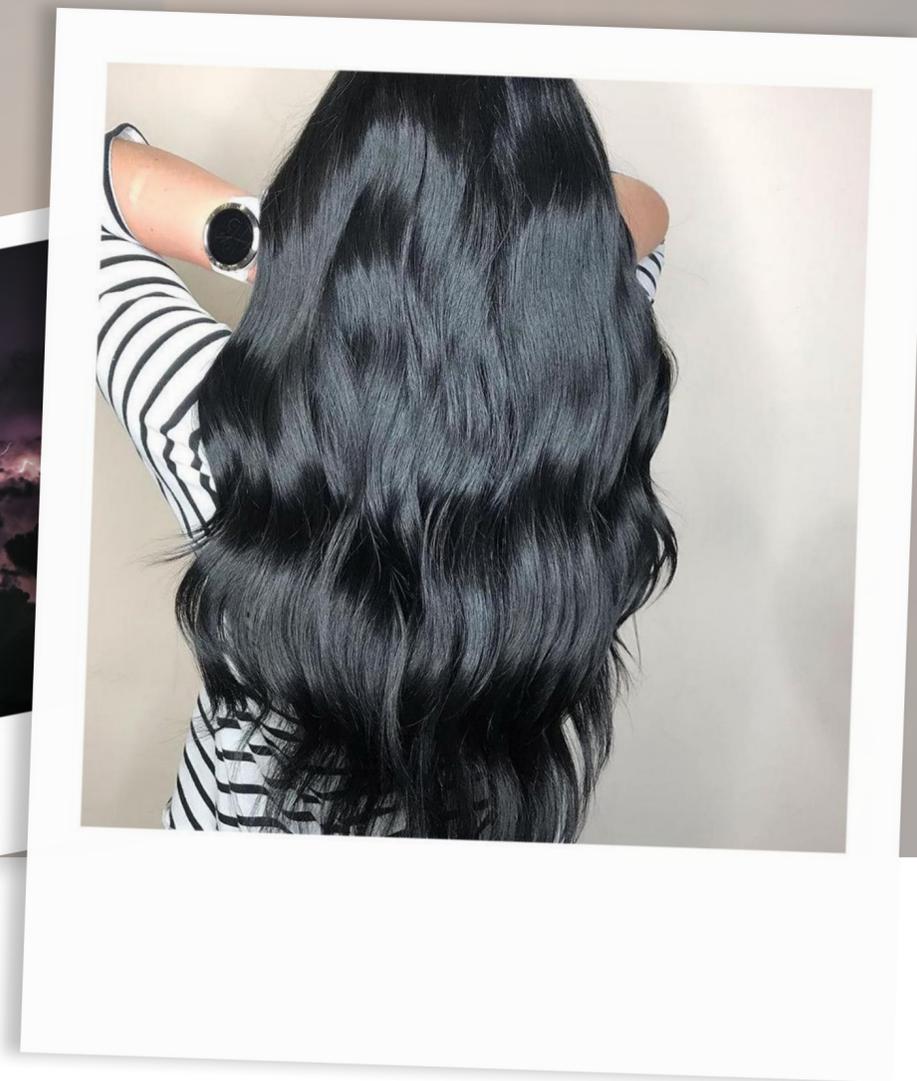
### TIP

#### EIMI PERFECT SETTING HOLD LEVEL 2

Achieve voluminous hair structure with this professional hair spray. It leaves your hair with a perfect shine, giving a light setting and adding body to the hairstyle. This lotion spray is specially formulated to provide the right balance of hair care and heat protection during blow drying.



By Barbora Škvarčková  
@christo\_hairbeauty



# Formula

## Color Formula

35g  
2/0

25g  
2/8

1.9%  
(1:2)

30g  
4/77

50g  
3/0

1.9%  
(1:2)



+



+



+



+



Roots

Lengths



**SHINE**  
SPRAYABLE  
STYLING OIL  
HOLD 1 0 0 0

100ml

### TIP

#### OIL SPRITZ HOLD LEVEL 1

Play and create with this lightweight styling oil. Our EIMI Oil Spritz gives your hair insta-ready shine. Spray evenly through mid-lengths and ends on damp hair and let dry naturally or blow dry. Top up on dry hair for insta-ready shine.



By Jar Roxana  
@jar.roxana

# Formula

## Color Formula

7/45    77/46    55/55



PERFECT  
HOLD  
HAIRSPRAY

300 ml

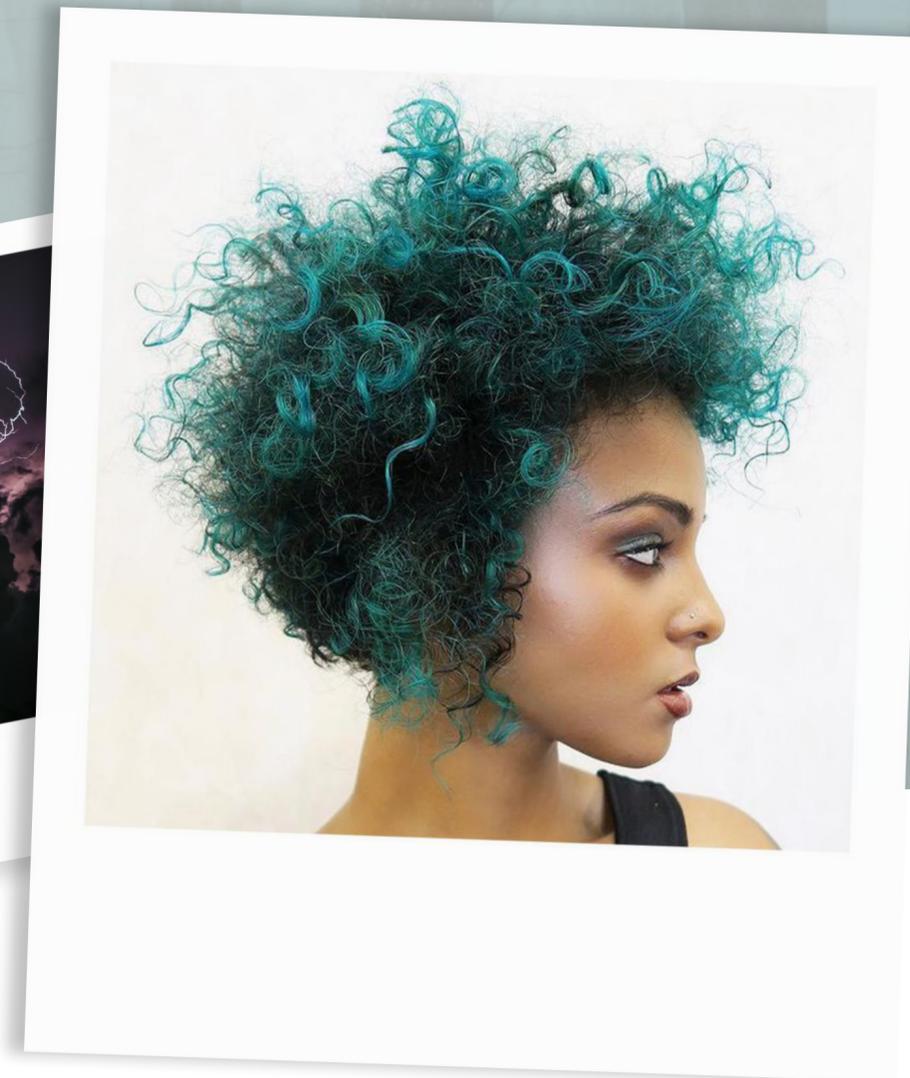
### TIP

#### PERFECT ME HOLD LEVEL 1

EIMI Perfect Me is a delicate lotion that adds shine, helps repair, moisturizes and tames flyaways. This smoothing lotion also protects the hair from the heat of styling tools.



By Anthony Cress  
@anthony\_cress



# Formula

## Color Formula

Blondor 6% Super Petrol Neverseen Green (1:2)



Step 1



Step 2



**VOLUME**  
CURL ENHANCING MOUSSE  
HOLD ●●○○○

300ml

**TIP**  
**BOOST BOUNCE HOLD LEVEL 2**  
Boost your curls with added shine, definition and frizz reduction with the EIMI Volume Bounce Boost. This curl enhancing mousse for curly hair is formulated to help protect your hair against dehydration whilst blow drying.



By jamie keiko  
@jamiekeikohair

# Formula

## Color Formula

Blondor  
Multi-Blonde  
Powder

5/81

1.9%

7/81

1.9%

8/69

1.9%



+



+



+

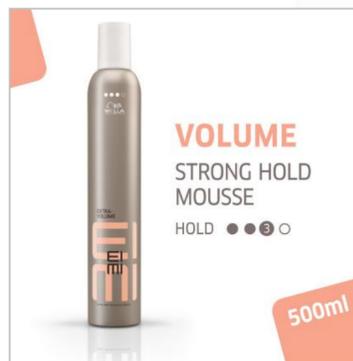


Step 1

Step 2: Roots

Mid

Ends



**VOLUME**  
STRONG HOLD  
MOUSSE  
HOLD ●●●○

500ml

### TIP

#### EXTRA VOLUME HOLD LEVEL 3

The EIMI Extra Volume gives any blow dry head-turning volume and perfect body with strong hold. This strong hold volumizing mousse is formulated to help protect your hair against dehydration whilst blow drying.



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**

