

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



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	25g	1.9%	30g	50g	1.9%
2/0	2/8	(1:2)	4/77	3/0	(1:2)



Roots

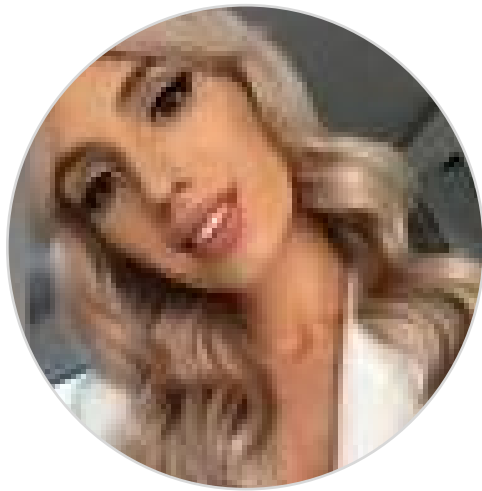
Lengths



SHINE
SPRAYABLE
STYLING OIL
HOLD 1 ○ ○ ○ ○

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





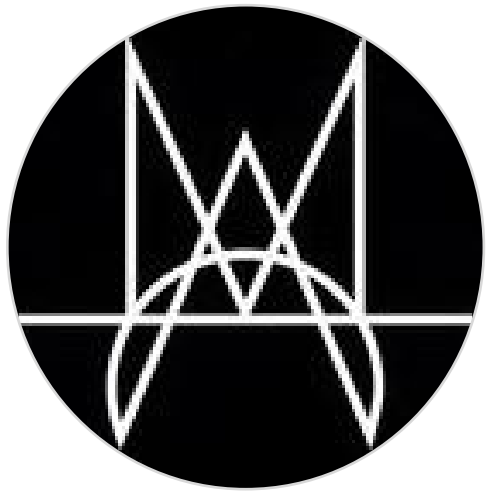
PERFECT
HOLD
HAIRSPRAY

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



+



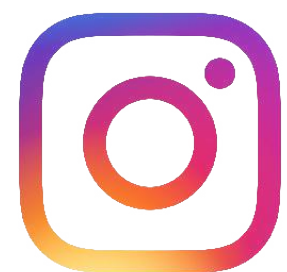
Ends



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**

