EDITORIAL
BRUNETTE

"THIS IS A VERY HONEST LOOK, IT'S ABOUT SIMPLICITY. A LONG-LAYERED CUT WITH SOFT OVAL FRINGE. THEN WE'VE CREATED DEEP MULTI-TONAL BRUNETTE FOR A VERY PREMIUM EDITORIAL LOOK.

Renya Xydis, Wella Professionals Global Creative Artist



EDITORIAL BRUNETTE

A deep multi-tonal layered brunette, effortlessly entwined with the haircut. The fringe is cut soft and oval shaped – lengths are layered to enhance the naturally wavy texture.

COMPLEXITY: High **COLOR PLACEMENT:** Elongated triangle

COLOR FORMULAS:

A & E Koleston Perfect 5/77 + Welloxon Perfect 6%
+ Color.id (color **E:** same color formula without Color.id)

B & F Koleston Perfect Special Blonde 12/0 + Welloxon Perfect 12%
+ Color.id (color **F:** same color formula without Color.id, yellow foil)

C* Koleston Perfect 10/38 + Welloxon Perfect 12% (blue foil)

D* Koleston Perfect 7/71 + Welloxon Perfect 9% (red foil)

* Green color foil is color formulas C & D

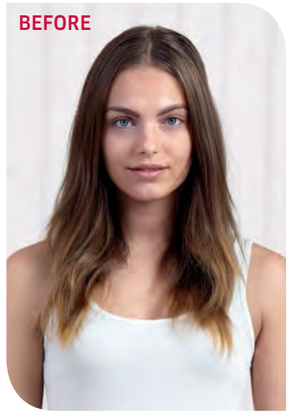
EXPERT TIP:

Use Wella Professionals colored foils for different colors.



CUT

BEFORE





STEP 01

Divide the hair into 4 equal sections from centre parting down to the nape and from ear to ear. Starting at the back, take diagonal sections and cut to the desired length.

STEP 02

Take a triangular section at the front. Then take horizontal sections and cut in the fringe to sit below the eyes.



EXPERT TIP:

Always cross-check the cut in the opposite direction: for example, if you cut the hair by taking vertical sections, cross-check by taking horizontal sections.



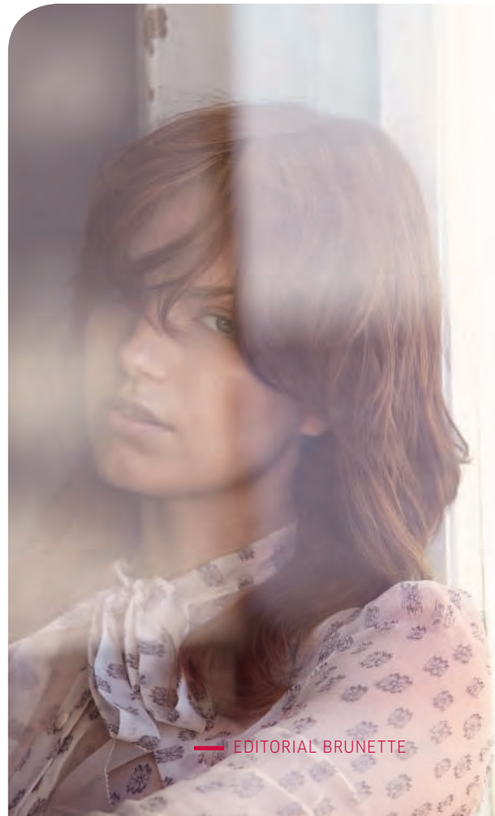
STEP 03

Working in a forward graduation technique, take vertical sections, pull the hair forward and cut. Continue the technique on the opposite side.

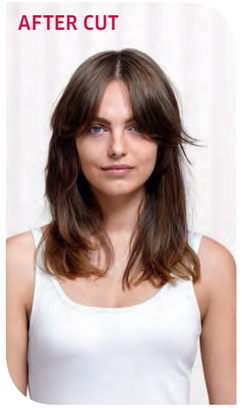
STEP 04

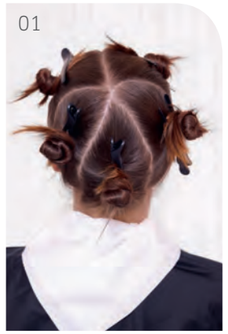
Using the guideline from the side sections, pivot around to the back. Continue to take vertical sections elevating up and cut the layers until complete.

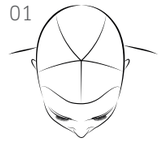




COLOR







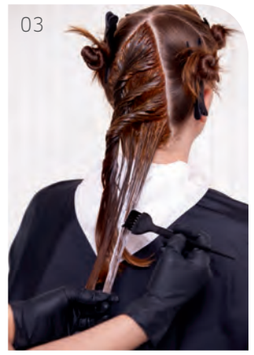
STEP 01

Create a water ball sectioning technique, divided into 5 sections around the head.



STEP 02

Starting at the centre back section, take horizontal sections and apply color **A** to the roots and mid-lengths.



STEP 03

Apply color **B** in a freehand technique, to the ends in every other section and color **A** to the remaining sections.

STEP 04

On the section on the left, starting at the occipital bone, take diagonal sections with medium size weaves. Apply color **C** from roots to ends followed by color **D.** Continue alternating. Repeat on the opposite side.





STEP 05

On the 2 front remaining sections, apply the following colors:
2 yellow foils (color **F**)
3 green foils (color **C** on the roots color **D** on the ends).
Color all the remaining hair in between the foils with color **E.** Develop and remove the color in the normal manner.

EXPERT TIP:

Your sectioning pattern and placement of color formulas are key to ensure accuracy and balance of color.

STYLE

STEP 01

Prep the hair with **EIMI Root Shoot** and **EIMI Perfect Setting.**



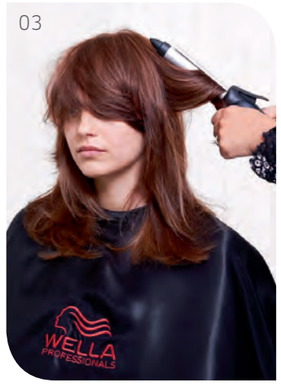


STEP 02

Blow-dry with a medium-size round brush, creating body and movement. Continue working around the head until complete.

STEP 03

Finish by tonging with a Wella Pro Curl 32 mm to keep the crafted movement.





CARE RECOMMENDATION:
Brilliance Shampoo protects against harmful free radicals for longer-lasting color, and **Brilliance Mask** enhances the vibrancy of colored hair.

EXPERT TIP:

When layering products in the hair, ensure you work them in section-by-section, to achieve texture and volume throughout the hair.



STYLING PRODUCTS:
EIMI Perfect Setting
EIMI Root Shoot



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