



MYSTYLE
BY WELLA PROFESSIONALS

#mywellastyle

MYSTYLE

BY WELLA PROFESSIONALS

Chemical Service **\$250**

Premium Wella Hair Color **\$200**

Hair Cut by Creative Director **\$150**

Wella Professional Home Care Products **\$120**

6 UNIQUE STYLES

produced by
**WELLA TOP ARTIST,
JAMILLA PAUL**

MY STYLE IS
PRICELESS

What Is
#mywellastyle

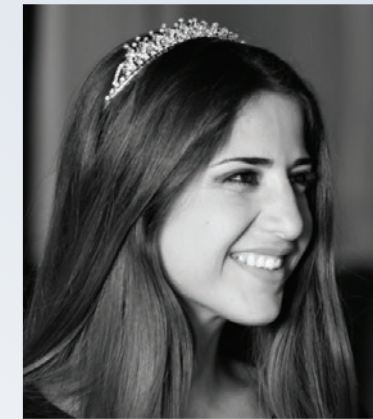


the Region Top Artist

Jamilla Paul is a highly energized inspiring leader, motivator and international platform artist. Her career spans twenty five years within the hairdressing and creative industry. Renowned for her creative flair, passion, inspiration, motivation and her love for her industry. Self-proclaimed workaholic, she lives and breathes this industry offering her support to the industry for many years.

Jamilla is the hair ambassador for PBGCC (Professional Beauty GCC) working alongside them to create an amazing platform for aspiring individuals and platform artists in the GCC to help them be recognized as masters in their craft.

Wella Professionals is very happy to announce that Jamilla Paul is officially part of the Top Artist Team for AMEA (Asia, Middle East and Africa) as of July 2017.



the Designer

Wella is extremely honoured to have **AIISHA** sponsor the models' clothing for "My Style" Campaign, and we would like to take this opportunity to thank her for making our models even more beautiful with her creations.

Ramadan has won a number of prestigious awards such as Young Designer of the Year by Swarovski and Al Ghurair Center Award and was named one of 30 Most Awesome Women in the Arab World in 2009 by Arabian Woman Magazine as well as was awarded The Gr8! Women Achiever Awards in 2011..

For more information, please go to:
<http://www.aiisha.com>

color

KOLESTON PERFECT

Koleston Perfect, the professional hair product that sets the standard for expertise and creativity in hair colour.

Trusted daily in over 100,000 salons worldwide to deliver predictable colour results and supreme hair care thanks to our highest quality ingredients.

Contains up to 25% conditioning agents and lipids for care and gentle-on-hair results.

Endorsed by the Institute of Trichologists, the most important professional association for trichologists in the world and Winner of the SalonStar award in the color category for the 5th time in a row.



style



With Wella Professionals EIMI styling range, you can express your identity and speak the global language of individual style, wherever you are in the world. The EIMI collection of products will allow you and your stylist to create your own capsule collection to create your individual look.



care

Wella Professional Care offers care you experience with your senses, brought to life via Care. High performance you can **See, Touch, and Sense.**

CLEANSE

Wella Professionals Brilliance Shampoo

- The rich shampoo helps enhance brilliance of coloured hair, leaving it irresistibly smooth and soft to the touch
- Contains Diamond Dust, Vitamin E and Glyoxylic Acid which helps to maintain coloured hair for a longer period of time

PROTECT

Wella Professionals Color Post Treatment

- The lightweight after color treatment helps to protect and enhance color results
- Contains Orchid Extract and Vitamin E which is best known for its antioxidative efficacy against free radicals

TREAT

Wella Professionals Brilliance Color Protection Serum

- 77% more colour protection from fading and shifting
- Contains Apricot Kernel Oil for nourishing benefits



ALLURE'S BEST OF BEAUTY AWARD WINNER

Hand-selected by the beauty experts at Allure Magazine, Wella Professionals Brilliance Shampoo and Conditioner were awarded the **Allure Best of Beauty award in 2012** for Best Shampoo and Conditioner for coloured hair.

IT'S ALL ABOUT YOU & YOUR STYLE!

1

Choose your preferred look from "My Style" catalogue

2

Consult your stylist on adopting the cut, color and style to your lifestyle and personality

3

Enjoy the My Style Service of Cut - Color - Treatment - Style

4

Take a picture of the finished look and #mywellastyle on Facebook or Instagram tagging @wellaprofessionalsAMEA

PiNK POPCRUSH



ROSE GOLD CHIC



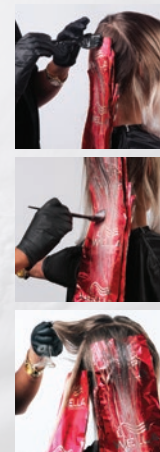
COLOR FORMULA

- A: Color Touch Instamatic Jaded Mint with 1.9% Color Touch Emulsion
- B: Color Touch Instamatic Pink Dream with 1.9% Color Touch Emulsion

COLOR FORMULA

- A: Blondor Freelights Powder with 12% Blondor Freelight Emulsion
- B: Illumina Color 60ml 7/43 + 20ml 9/60 - 80ml Welloxon Perfect 6%
- C: Illumina Color 30ml 10/1 + 5ml 6/65 - 35ml Welloxon Perfect 6%
- D: Illumina Color 30ml 9/03ml + 10ml 0/65 - 40ml Welloxon Perfect 6%
- E: Color Touch 30ml 10/81 + 5ml 0/34 - 70ml Color Touch Emulsion 1.9%
- F: Illumina Color 30ml 10/05 + 3ml 0/65 - 35ml Welloxon Perfect 6%

COLOR

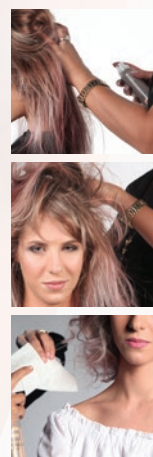


- 1: Section the hair into horizontal panels, around ½ cm till you reach the crown area
- 2: Apply Color Formula A from roots to the ends and Color Formula B from roots to the ends alternately the Color Formula A and B

Take various panels and apply onto one panel from roots to mid-length Color Formula A and from mid-length till ends Color Formula B

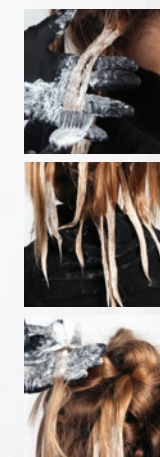
Crown Area: same

STYLE



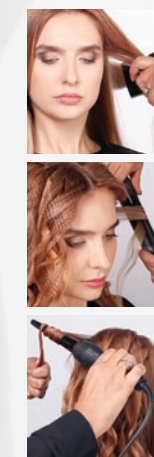
- 1 Apply EIMI Extra Volume Mousse like a tint directly onto the roots to create maximum volume and texture
- 2: Blow dry hair section by section
- 3: The hair was waved with the Wella Conical Styler, apply EIMI Stay Essential as finish spray
- 4: Apply EIMI Rugged Texture to create an undone final look

COLOR



1. Barrel curl the hair and leave out the ends. Apply Pre-lighter using Color Formula A onto the ends only
2. Leave in for 10 minutes, rinse off Color Formula A
3. Take a star section around the crown, leave out the hair line
4. Apply Color Formula B onto the roots section underneath the star section
5. Section the hair from the nape, take fine horizontal panels (around 0.5cm), apply and alternate Color Formula B, C, D & E
6. Apply onto star section roots, mid-length and ends and hairline Color Formula F

STYLE



1. Prep hair using EIMI Extra Volume and Blow Dry Hair
2. Crimp hair in varying areas, leaving out the lighter hair color pieces
3. Brush out the hair and curl hair using Wella Conical Styler and EIMI Stay Essential

AmBER

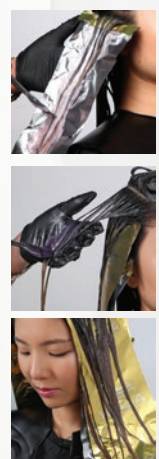
SASS



COLOR FORMULA

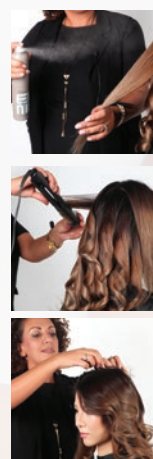
- A:** Koleston Perfect 60ml 4/71 + 10ml 9/11 - 70ml Welloxon Perfect 6%
- B:** Color Touch 30ml 7/89 + 3ml 0/56 - 66ml Color Touch Emulsion 1.9%
- C:** Color Touch 30ml 9/16 + 3ml 0/56 - 66ml Color Touch Emulsion 1.9%
- D:** Koleston Perfect 30ml 8/81 + 10ml 0/11 + 2ml 0/28 - 42ml Welloxon Perfect 6%

COLOR



1. Apply onto the root, full head application Color Formula A
2. Section a star shaped vail on the crown area and apply onto the mid-length and end Color Formula A
3. Apply a Freestyling Color application onto the underneath section, separate hair into horizontal sections and apply Color Formula B, C & D

STYLE



1. Apply Body Crafter section by section from roots to ends onto the hair, then blow dry hair
2. Wave the hair with the Wella Conical Styler in large sections to create a soft movement
3. Hair was styled using Dry Me on the roots to create hold and volume, hair was pinned into shape, Glam Mist was applied on the ends to finish the hairstyle

UNiCORN

PRINCESS



COLOR FORMULA

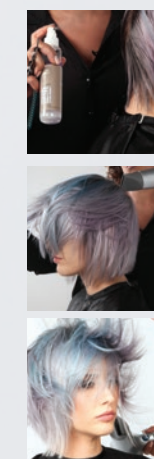
- A:** Koleston Perfect 30ml 10/8 + 3ml 2/0 - 33ml Welloxon Perfect 4%
- B:** Color Touch Instamatic 15ml Pink Dream & 15ml Smoky Amethyst - 30ml Color Touch Emulsion 1.9%
- C:** Color Touch Instamatic 15ml Jaded Mint - 15ml Color Touch Emulsion 1.9%
- D:** Color Touch Instamatic 15ml Ocean Storm - 15ml Color Touch Emulsion 1.9%
- E:** Color Touch Instamatic 15ml Muted Mauve - 15ml Color Touch Emulsion 1.9%
- F:** Color Touch Instamatic 15ml Pink Dream - 15ml Color Touch Emulsion 1.9%
- G:** Color Touch Instamatic 15ml Smoky Amethyst - 15ml Color Touch Emulsion 1.9%

COLOR



1. Apply Color Formula A onto roots to diffuse the root line
2. Take 1cm round sections around the head and apply alternate the Color Formulas B, C, D, E, F & G

STYLE



1. Apply Thermal Image and Root Shoot onto hair, Blow Dry hair
2. Finish Hairstyle using Rugged Texture

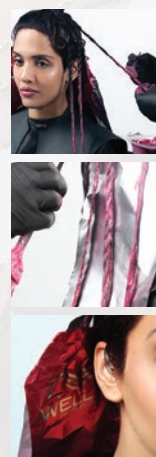
FiERY SIERRA



COLOR FORMULA

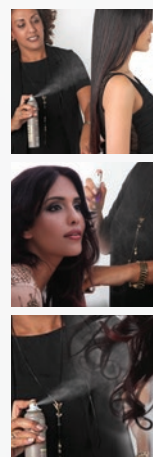
- A:** Koleston Perfect 44/65 - Welloxon Perfect 6%
B: Magma/65 - Welloxon Perfect 12%

COLOR



1. Apply Color Formula A onto roots
2. Section the crown area into a star section and apply Color Formula A till the ends
3. Hair was braided into 2cm sections through the sides to create a color pop, apply Color Formula B

STYLE



1. Apply EIMI Thermal Image from roots to the ends
2. Apply EIMI Shape Me to create volume and hold, Blow Dry hair
3. Hair was waved with Wella Straighter
4. Hair was finished using EIMI Dynamic Fix and Glam Mist

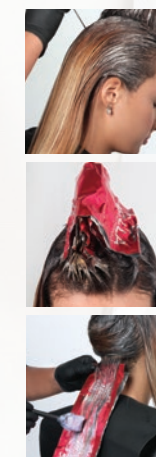
BLOrANGE GLAM



COLOR FORMULA

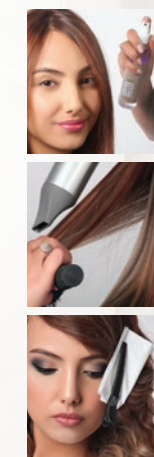
- A:** Koleston Perfect 30ml 6/71 - 30ml Welloxon Perfect 6%
B: Illumina Color 15ml 10/05 - 15ml Welloxon Perfect 6%
C: Illumina Color 15ml 9/60 - 15ml Welloxon Perfect 6%
D: Color Touch 15ml 7/89 - 30ml Color Touch Emulsion 1.9%

COLOR



1. Apply Color Formula A onto the roots, blend in the color toward the mid-length
2. Section a fine veil on the crown area to blend the Color Formula A in
3. Take ½ cm section starting in the nape of the neck using alternate Color Formula B, C & D

STYLE



1. Apply EIMI Extra Volume Mousse to the hair to create a strong hold and to form a foundation of the curls created with Wella Conical Waver
2. Hair is brushed out using the Paddle Brush and apply EIMI Glam Mist. Provide hold applying EIMI Stay Essential Hairspray and Finish Product