



By Abby Smith
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FORMULA



BEFORE



AFTER

60g

90g
9%



+



LIGHTEN MID
LENGTHS & ENDS

60g

90g
6%



+



LIGHTEN
ROOTS

50g

20g



+



ROOTS TO
MID LENGTHS



MID
LENGTHS

50g

10g



+



ENDS



FRUITY
ORCHARD
SCENT

TIP

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