


ellen
wille
THE HAIR YOU LOVE

www.ellen-wille.de



prime
power

Driven by Inspiration.

Powered by Innovation.

The Perfect Mix.

prime
power
by ellen wille

PRIME TIME HAIR

INSPIRED BY INNOVATION



Es ist Prime Time für das Haar. Unser innovativer Prime-Hair-Mix aus hochwertigem Echthaar und synthetischen High-Heat-Fasern ist ein riesiger Erfolg. Die modischen Prime-Power-Modelle ernten überall Bewunderung, erobern Herzen und den Markt. Unser aktueller Katalog bringt die heiß ersehnten Zugaben zur Prime Time. Dieses Jahr präsentieren wir gleich fünf neue Modelle und sorgen für eine noch größere Auswahl an schicken Styles im angesagten Prime-Segment.

Prime Hair verbindet alle Vorteile von Echthaar kombiniert mit den Stärken von hitzeresistenten Synthetikfasern. Technische Innovation trifft kreative Inspiration. Design trifft Leidenschaft. Brillante Farben, natürliche Geschmeidigkeit und Vielseitigkeit im Styling zeichnen die Modelle der Prime Power Collection aus. Eine neue

Zeitrechnung ist angebrochen. Entdecken Sie jetzt die aktuellen Prime-Time-Looks.

It's time for prime. Our innovative Prime Hair mix made of fine human hair and synthetic high-heat fibres is a massive success. The fashionable Prime Power models are very popular and conquering both hearts and markets. Our current catalogue brings the highly anticipated encores to prime time. This year we are presenting five new models and offering an increased selection of chic styles inside the trendy prime segment.

Prime Hair combines all the benefits of human hair combined with the strengths of heat-resistant synthetic fibres. Technical innovation meets creative inspiration. Design meets passion. Brilliant colours, natural suppleness and versatility in styling characterise the models of the Prime Power Collection. A new era has dawned. Discover the latest prime time looks now!

C'est le Prime Time pour les cheveux. Notre mélange innovateur de cheveux naturels de qualité supérieure et de fibres synthétiques résistante à la chaleur remporte un grand succès. Les modèles Prime Power suscitent partout l'admiration et conquièrent les coeurs et le marché. Notre nouveau catalogue apporte le complément tant attendu pour le Prime Time. Cette année nous présentons un ensemble de cinq nouveaux modèles ce qui agrandit d'autant notre large choix de modèles chics sur ce segment prisé de la fibre Prime.

La fibre Prime allie tous les avantages des cheveux naturels combinés à la robustesse de la fibre synthétique résistante à la chaleur. Quand l'innovation technologique rencontre l'inspiration créative. Quand le design rencontre la passion. Des couleurs éclatantes, une douceur naturelle et de multiples possibilités de coiffage sont les atouts des modèles de la collection Prime Power. Une nouvelle ère a débuté. Découvrez dès à présent les nouveaux looks actuels de Prime Time.

Ellen Wörne

Natural Look and Feel.

Top Quality and Comfort.

It's Time for Prime!



THE
ELEGANT
CHOICE

espresso mix, darkchocolate mix, chocolate mix, nutbrown rooted,
lightbernstein rooted, sandyblonde rooted, **champagne rooted**,
lightchampagne rooted, salt/pepper mix



★★★★
CATCH



★★★★DS
PROMISE



THE
PERFECT
SHAPE

espresso mix, chocolate mix, mocca rooted, **sand mix**,
champagne rooted, pearlblonde rooted, auburn rooted

★★★★★
MOOD



THE
VIBE OF
QUALITY

espresso mix, darkchocolate mix, chocolate mix,
mocca rooted, bernstein rooted, lightbernstein mix, **sand mix**,
champagne rooted



THE
DYNAMIC
DESIGN

darkchocolate mix, chocolate mix, mocca rooted,
bernstein rooted, **sand rooted**, champagne rooted,
pearlblonde mix, naturewhite mix

★★★★★
FOCUS





THE
FLEXIBLE
LOOK

espresso mix, darkchocolate mix, chocolate mix, mocca rooted,
nutbrown mix, bernstein rooted, caramel mix, champagne rooted, lightchampagne mix,
hotchilli mix, salt/pepper mix, smoke mix, **silverblonde rooted**, naturewhite mix

★★★★★
ENCORE





BE
AMAZING
TODAY



espresso mix, darkchocolate mix, chocolate mix, mocca rooted,
bernstein rooted, lightbernstein mix, **caramel mix**, champagne rooted,
lightchampagne mix, auburn rooted, salt/pepper mix, **silverblonde rooted**

★★★★DS
AMAZE





TRUE
STYLISH
FLAIR



espresso mix, darkchocolate mix, chocolate mix, mocca rooted,
nutbrown mix, bernstein rooted, **caramel mix**, champagne rooted,
lightchampagne mix, hotchilli mix, safranred rooted, silverblonde rooted



★★★★
ADORE



THE
FUTURE
CLASSIC

espresso mix, chocolate mix, mocca rooted,
bernstein rooted, caramel mix, **champagne rooted**,
smoke mix, stonegrey mix

★★★★★

IMPULSE



★★★★D
ALLURE

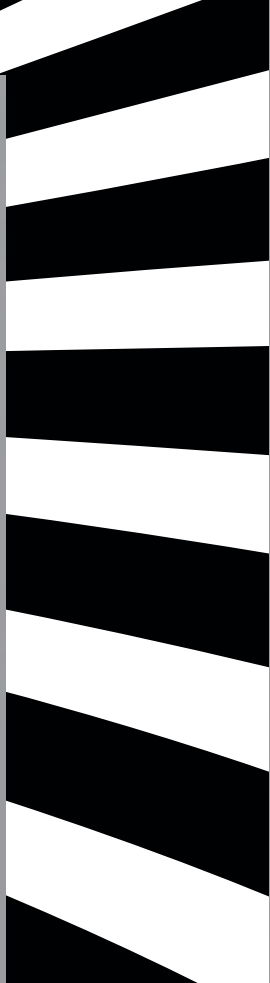


THE
STYLISH
CLASS



espresso mix, chocolate mix, mocca rooted,
bernstein rooted, sand mix, lighthoney mix, champagne rooted,
smoke mix, stonegrey mix





THE
FEMALE
PASSION



☆☆☆☆
INTEREST

espresso mix, darkchocolate mix, chocolate rooted, bernstein rooted,
champagne rooted, lightchampagne mix



★★★★★
SPIRIT



THE
SPIRIT OF
LUXURY

espresso mix, darkchocolate mix,
chocolate mix, mocca rooted, bernstein rooted,
sand mix, champagne rooted, auburn rooted

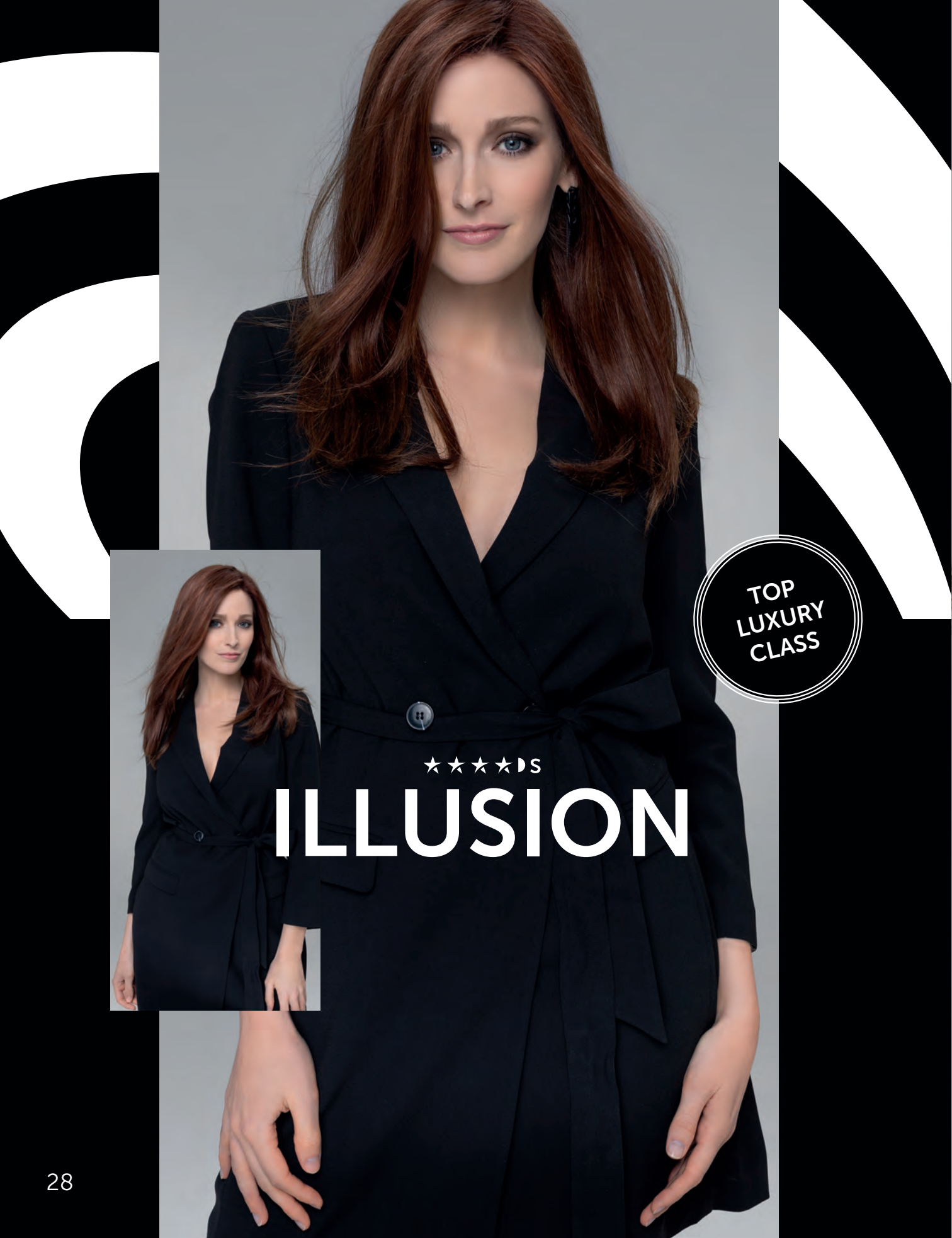


★★★★★
IMAGE



EMPHASIS
ON GRACE

espresso mix, darkchocolate mix, chocolate mix, mocca rooted,
lightbernstein rooted, **sandyblonde rooted**, champagne rooted,
lightchampagne rooted



TOP
LUXURY
CLASS



★★★★S

ILLUSION



espresso mix, darkchocolate mix, chocolate mix,
mocca rooted, bernstein rooted, lightbernstein mix,
sand mix, champagne rooted, **auburn rooted**

PRIME QUALITY

★★★★★★

Monofilament + 100% handgeknüpft
Monofilament + 100% handmade
Monofilament + 100% fait main

★★★★★

100% handgeknüpft
100% handmade
100% fait main

★★★★

Monofilament + Tresse
Monofilament + wefted
Monofilament + tresses

★★★

Teil-Monofilament – Scheitel
Including mono – parting
Partie en monofilament – raie

●

Filmansatz
Lace front
Bordure invisible

●●

Erweiterter Filmansatz
Extended lace front
Bordure invisible extra-longue

MIX

Modische Farbmischung und Strähnung
Fashionable colour blend and high/lowlights
Effet méché dans des coloris tendance

ROOTED

Natürliche Ansatzfarbgebung
Naturally rooted colours
Effet racine dans un ton plus foncé

PRIME HAIR QUALITY

mixture of finest human hair and innovative high heat fiber

S

Soft Top

WHY PRIME HAIR?

DAS PRIME HAIR PRINZIP

Prime Hair ist ein innovativer Mix aus Echthaar und natürlich aussehenden High-Heat-Kunstfasern. In der Kombination kommen die Vorteile beider Haartypen ideal zur Geltung. Die Prime Power Modelle sind leicht, begeistern durch lebendige Farben, lassen sich flexibel stylen und thermisch umformen. Prime Hair ist langlebig und die Modelle bleiben durch ihren Memory-Effekt bestens in Form. Erfahren Sie mehr unter www.ellen-wille.de

THE PRIME HAIR PRINCIPLE

Prime Hair is an innovative mix of human hair and natural looking high heat synthetic fibres. In combination, the advantages of both hair types come into their own. The Prime Power models are lightweight, enthuse with their vibrant colours, flexible styling and heat resistance. Prime Hair is long-lasting and the models keep in shape thanks to their memory effect. Find out more at www.ellen-wille.com

LE PRINCIPE PRIME HAIR

Prime Hair est un mélange innovant de cheveux naturels et de fibre synthétique high-heat d'aspect ultra-naturel. Par cette alliance, la chevelure cumule les avantages des deux fibres. Les modèles Prime Power sont légers, ravissent par leurs couleurs éclatantes, permettent un coiffage facile et une transformation thermique du styling. Prime Hair est résistante et les modèles conservent leur forme longtemps grâce à leur effet mémoire. Pour en savoir plus, n'hésitez pas à vous rendre sur notre site www.ellen-wille.fr

THE EXPERT CARE FOR THE PERFECT MIX

PRIME QUALITY CARE



HUMAN HAIR SHAMPOO:

Das selbstreinigende Echthaar-Shampoo bietet Pflege und Glanz auch für Prime Hair.

The self-cleaning human hair shampoo provides care and brilliance for Prime Hair.

Le shampoing auto-nettoyant nettoie tout en procurant éclat et souplesse.

HUMAN HAIR BALM:

Der Perückenbalsam kräftigt und entwirrt das Haar. Er sorgt für gute Kämmbarkeit und macht es spürbar geschmeidig.

The wig balm strengthens and untangles the hair. It ensures good combability and suppleness.

Le balm renforce, démêle et facilite le coiffage tout en rendant la chevelure plus soyeuse.

HUMAN HAIR INTENSIVE RECOVERY MASK:

Die Intensivpflegemaske versorgt das Haar mit langanhaltender Feuchtigkeit und wertvollen Nährstoffen.

The intensive care mask provides the hair with long-lasting moisture and adds valuable nutrients.

Le masque de soin intensif régénère la chevelure avec des substances riches et à effet prolongé.

ANTI STATIC SPRAY:

Das Anti-Statik-Spray erzeugt einen sanften Schutzfilm, der vor Aufladung und Reibung schützt.

The anti-static spray creates a smooth and silky protective film against charging and friction.

Le spray crée un doux film protecteur qui neutralise l'effet statique et protège contre les frottements.

HUMAN HAIR CARE'N REPAIR:

Die Sprühpflege spendet dem Haar Feuchtigkeit, sorgt für Geschmeidigkeit und unmittelbaren Repair-Effekt.

The spray care moisturises the hair, provides suppleness, combability and an immediate repair effect.

Le soin vaporisant hydrate, assouplit et régénère la chevelure.

HAIR-TIP-LIQUID:

Das Haarspitzenfluid schützt strapazierte Haarfasern vor Spliss, Vitalität und Feuchtigkeit bis in die Spitzen.

The hair tip fluid protects stressed hair from split ends. Vitality and moisture up to the hair tips.

Cette solution pour pointes protège contre les fourches. Elle revitalise et hydrate la chevelure.

STYLING CREAM:

Zuverlässiger Halt und natürlicher Look. Die Expertenwahl für individuelles Styling.

Reliable hold and a natural look. The expert's choice for individual styling.

Une tenue parfaite et un look naturel. Le choix des experts pour un styling personnalisé.

MODEL OVERVIEW



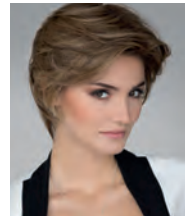
ADORE ★★★ (Page 16-17)

espresso mix, darkchocolate mix, chocolate mix, mocca rooted, nutbrown mix, bernstein rooted, **caramel mix**, champagne rooted, lightchampagne mix, hotchilli mix, safranred rooted, silverblonde rooted



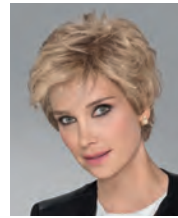
IMAGE ★★★★★ (Page 26-27)

espresso mix, darkchocolate mix, chocolate mix, mocca rooted, lightbernstein rooted, **sandyblonde rooted**, champagne rooted, lightchampagne rooted



ALLURE ★★★★★ (Page 20-21)

espresso mix, chocolate mix, mocca rooted, **bernstein rooted**, sand mix, lighthoney mix, champagne rooted, smoke mix, stonegrey mix



IMPULSE ★★★★★ (Page 18-19)

espresso mix, chocolate mix, mocca rooted, bernstein rooted, caramel mix, **champagne rooted**, smoke mix, stonegrey mix



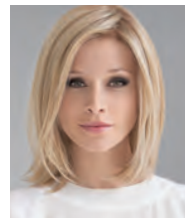
AMAZE ★★★★★ (Page 14-15)

espresso mix, darkchocolate mix, chocolate mix, mocca rooted, bernstein rooted, lightbernstein mix, caramel mix, champagne rooted, lightchampagne mix, auburn rooted, salt/pepper mix, **silverblonde rooted**



INTEREST ★★★ (Page 22-23)

espresso mix, darkchocolate mix, chocolate rooted, bernstein rooted, **champagne rooted**, lightchampagne mix



CATCH ★★★★★ (Page 4-5)

espresso mix, darkchocolate mix, chocolate mix, nutbrown rooted, lightbernstein rooted, sandyblonde rooted, **champagne rooted**, lightchampagne rooted, salt/pepper mix



MOOD ★★★★★ (Page 8-9)

espresso mix, darkchocolate mix, chocolate mix, mocca rooted, bernstein rooted, lightbernstein mix, **sand mix**, champagne rooted



ENCORE ★★★★★ (Page 12-13)

espresso mix, darkchocolate mix, chocolate mix, mocca rooted, nutbrown mix, bernstein rooted, caramel mix, champagne rooted, lightchampagne mix, **hotchilli mix**, salt/pepper mix, smoke mix, silverblonde rooted, naturewhite mix



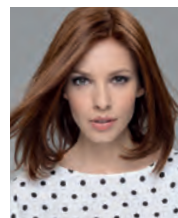
PROMISE ★★★★★ (Page 6-7)

espresso mix, chocolate mix, mocca rooted, **sand mix**, champagne rooted, pearlblonde rooted, auburn rooted



FOCUS ★★★★★ (Page 10-11)

darkchocolate mix, chocolate mix, mocca rooted, bernstein rooted, **sand rooted**, champagne rooted, pearlblonde mix, naturewhite mix



SPIRIT ★★★★★ (Page 24-25)

espresso mix, darkchocolate mix, **chocolate mix**, mocca rooted, bernstein rooted, sand mix, champagne rooted, auburn rooted

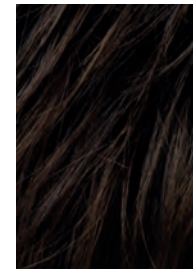


ILLUSION ★★★★★ (Page 28-29)

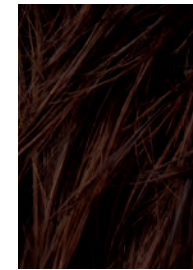
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PRIME COLOURS



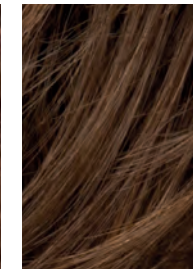
espresso
4.6



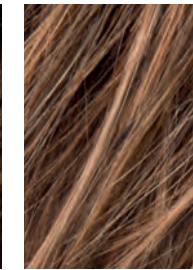
darkchocolate
6.33.4



chocolate
8.30.6



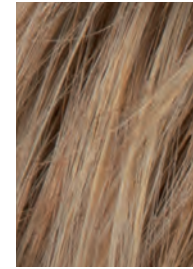
mocca
830.27.12



nutbrown
12.830.27



bernstein
12.26.27



lightbernstein
27.26.12



sand
14.26.20



caramel
26.14.20



sandyblonde
16.22.20



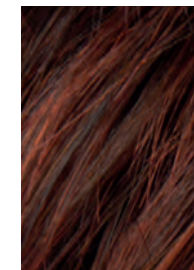
champagne
22.16.25



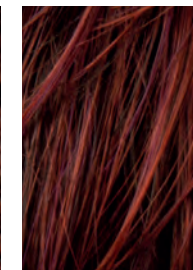
lightchampagne
23.22.16



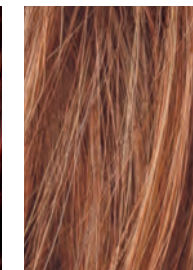
lighthoney
26.25.22



auburn
33.130.4



hotchilli
130.33.4



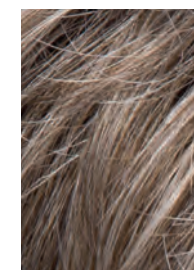
safranred
29.28.30



salt/pepper
39.51.44



stonegrey
51.44.39



smoke
48.38



silverblonde
60.23



pearlblonde
101.16.14



naturewhite
60.101