

# THE EXPERT CARE FOR THE PERFECT MIX



PRIME  
QUALITY  
CARE



#### HUMAN HAIR SHAMPOO:

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

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

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



#### 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.



#### HUMAN HAIR BALM:

Der Perücken-Balsam kräftigt und entwirrt das Haar. Es sorgt für gute Kämmbar- und Geschmeidigkeit.

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.



#### 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.



#### HAIR-TIP-LIQUID:

Das Haarspitzenfluid schützt strapazierte Haarfasern vor Spliss. Es spendet Vitalität und Feuchtigkeit.

The hair tip fluid protects stressed hair fibres from split ends. It provides vitality and moisture.

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



#### 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.



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



Die Zeit ist reif für Prime-Hair-Qualität. Unsere Prime Power Collection wächst und gedeiht. Der innovative Prime-Hair-Mix aus Remy Echthaar und High-Heat-Fasern ist ein voller Erfolg. Alle Vorteile von natürlichem Haar kombiniert mit den Stärken von hitzeresistentem Kunsthaar. Technologischer Fortschritt trifft auf top-modisches Design. Flexibilität im Styling in Verbindung mit Natürlichkeit, hoher Qualität und langer Lebensdauer. Leuchtende Farben, Geschmeidigkeit und wunderbarer Halt sind weitere Charakteristiken der Prime Power Collection. Die Kombination dieser Eigenschaften mit unseren modischen, topaktuellen Hairdesigns machen Prime Power einfach unwiderstehlich. Der ideale Haar-Mix. Prime Hair steckt voller Vorteile. Stil trifft Fortschritt. Der Kombination aus Echthaar und High-Tech-Fasern gehört die Zukunft. Neben einer wachsenden Zahl von Perücken bieten wir inzwischen auch eine Reihe von Oberkopfhaarteilen aus Prime Hair an. Die Prime Time für das Haar beginnt hier und

jetzt. Starten Sie mit uns in eine inspirierende, neue Zeitrechnung und entdecken Sie die aktuellen und neuen Looks aus meiner Prime Power Collection.

The time is right for Prime Hair quality. Our Prime Power collection is growing and thriving. The innovative Prime Hair mix of Remy Human Hair and high heat fibres is a complete success. All the advantages of natural hair combined with the strengths of heat-resistant synthetic fibres. Technological progress meets top-fashionable design. Flexibility in styling combined with naturalness, high quality and durability. Vibrant colours, suppleness and long-lasting hold are further characteristics of the Prime Power collection. The combination of these qualities with our state-of-the-art hair designs make Prime Power irresistible. The ideal mix. The hair to wear! Style meets progress. The Prime Hair mix offers a great range of possibilities. The future belongs to this combination of human hair and high-tech fibres. Besides a wide range of wigs we are also offering a selection of top pieces. Prime time begins here and now. Start into an inspiring era with us and discover the current and new looks from my Prime Power collection.

Le temps est venu de passer à la qualité Prime Hair. Notre collection Prime Power se développe et prospère. Le mélange innovant Prime Hair de cheveux naturels en qualité Remy Hair et de cheveux synthétiques high-heat connaît un succès florissant. Tous les avantages du cheveu naturel alliés aux atouts du cheveu synthétique résistant à la chaleur. Une avancée technologique combinée au design super tendance. Un panaché de souplesse dans le styling, d'un aspect naturel, d'une qualité exceptionnelle et d'une longévité accrue. Couleurs flamboyantes, souplesse et tenue impeccable sont les caractéristiques de la collection Prime Power. L'alliance de ces qualités et de nos hairdesigns extra-tendances rendent nos créations Prime Power irrésistibles. Prime Hair regorge d'avantages.

L'avenir appartient à l'alliance du cheveu naturel et de la fibre high-tech. Outre un nombre croissant de perruques, nous proposons maintenant aussi une série de compléments dessus-de-tête en qualité Prime Hair. Le prime time pour la chevelure débute ici et maintenant. Commencez avec nous une nouvelle ère inspirante et venez découvrir les derniers looks tendances de notre collection Prime Power.

*Ellen Worne*



Natural Look and Feel.

Top Quality and Comfort.

It's Time for Prime!

★★★★★  
**MOOD**



THE  
VIBE OF  
QUALITY

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



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, **caramel mix**, champagne rooted, lightchampagne mix,  
auburn rooted, cognac mix, salt/pepper mix, **silverblonde rooted**

★★★★D  
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, nougat rooted,  
mocca rooted, bernstein rooted, caramel mix, **champagne rooted**,  
smoke mix, stonegrey mix



★★★★★  
**IMPULSE**



★★★★  
**RUSH**



DEFINE  
THE NEXT  
TREND



espresso mix, darkchocolate mix, chocolate mix,  
**moCCA rooted**, bernstein rooted, champagne rooted,  
smoke mix, **stonegrey mix**



★★★★D  
**ALLURE**



THE  
STYLISH  
CLASS



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

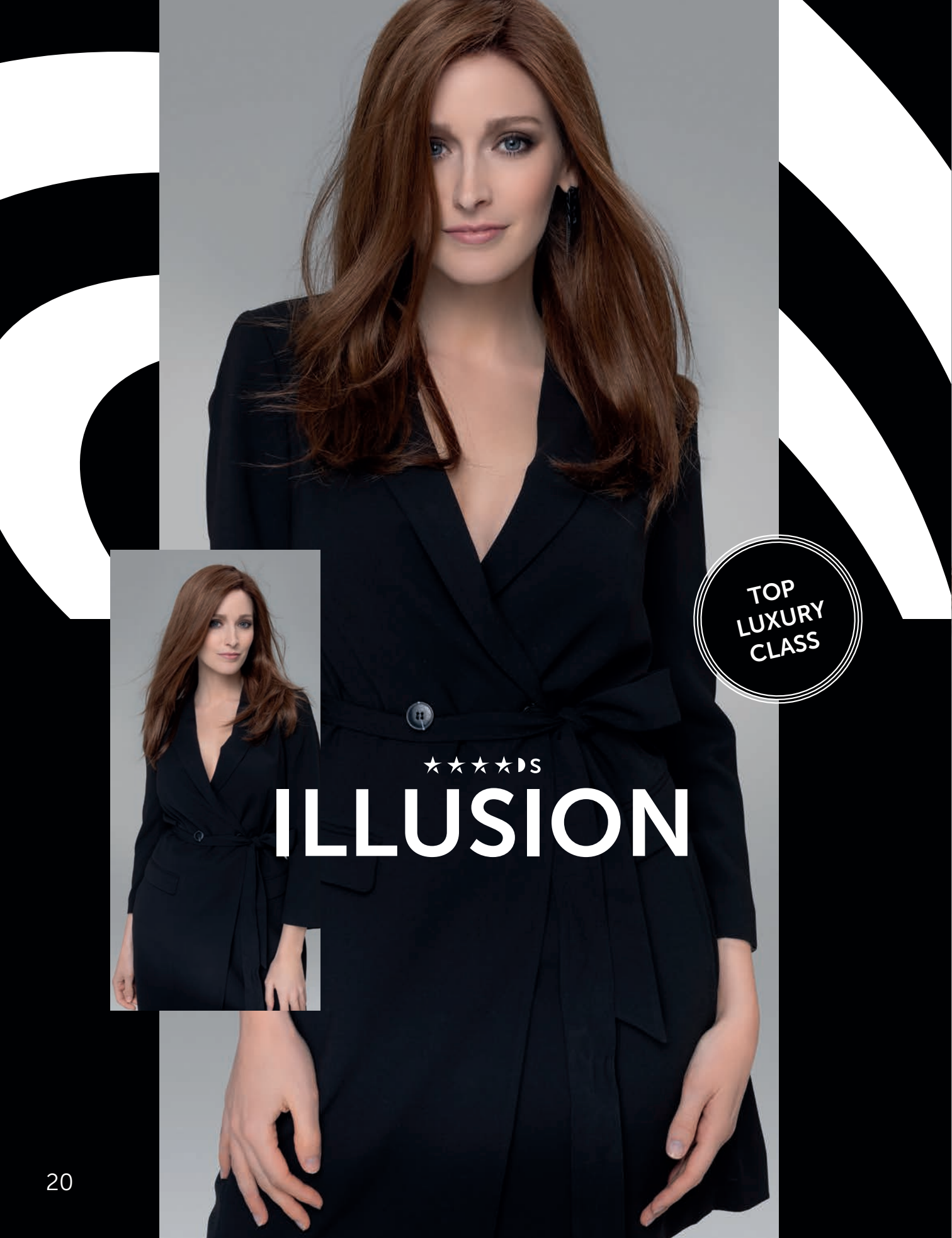


★★★★★DS  
**SPIRIT**



THE  
SPIRIT OF  
LUXURY

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



TOP  
LUXURY  
CLASS



★★★★S

# ILLUSION



espresso mix, darkchocolate mix, chocolate mix,  
**moCCA rooted**, bernstein rooted, sand mix, champagne rooted,  
auburn rooted, gingerblonde mix



★★★★  
**ULTRA**

top piece



MEASUREMENTS  
16 X 18 CM  
HAIR LENGTH  
22 - 24 CM



espresso mix, darkchocolate mix, chocolate mix,  
mocca mix, sand mix, sandyblonde mix, champagne rooted,  
lightchampagne mix, **pearlgrey mix**

★★★★  
**VARIO**

top piece



MEASUREMENTS  
13 X 16 CM  
HAIR LENGTH  
31 - 34 CM



espresso mix, darkchocolate mix, chocolate mix,  
mocca rooted, bernstein rooted, **caramel mix**, champagne rooted,  
lightchampagne mix, auburn rooted



★★★★  
**REAL**

top piece



MEASUREMENTS  
13 X 16 CM  
HAIR LENGTH  
14 - 20 CM



espresso mix, **darkchocolate mix**, chocolate mix,  
mocca rooted, bernstein rooted, sand mix, champagne mix,  
salt/pepper mix, smoke mix, naturewhite mix



MEASUREMENTS  
7 X 16 CM  
HAIR LENGTH  
10 - 20 CM



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



★★★★★  
**TRUE**  
.....  
top piece

# 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

D

Filmansatz  
Lace front  
Bordure invisible

DD

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 Remy 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](http://www.ellen-wille.de)

## THE PRIME HAIR PRINCIPLE

Prime Hair is an innovative mix of Remy 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](http://www.ellen-wille.com)

## LE PRINCIPE PRIME HAIR

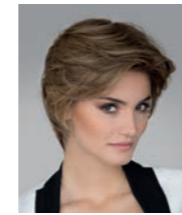
Prime Hair est un mélange innovant de fibre naturelle Remy Hair et de fibre synthétique high-heat d'aspect ultra-naturel. Par cette alliance, la chevelure cumule les avantages des deux fibres. Les modèles Prime Power sont légers, ravissent par leurs couleurs éclatantes, permettent un coiffage facile 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](http://www.ellen-wille.fr)

# MODEL OVERVIEW



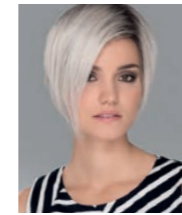
## ADORE ★★★ (Page 10-11)

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



## ALLURE ★★★★★ (Page 16-17)

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



## AMAZE ★★★★★ (Page 8-9)

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



## ENCORE ★★★★★ (Page 6-7)

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



## ILLUSION ★★★★★S (Page 20-21)

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



## IMPULSE ★★★★★ (Page 12-13)

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



## MOOD ★★★★★ (Page 4-5)

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



## RUSH ★★★★★ (Page 14-15)

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



## SPIRIT ★★★★★S (Page 18-19)

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

# TOP PIECES



## REAL ★★★★★ (Page 26-27)

espresso mix, **darkchocolate mix**, chocolate mix, mocca rooted, bernstein rooted, sand mix, champagne mix, salt/pepper mix, smoke mix, naturewhite mix

SIZE: 13x16 cm; LENGTH: 14–20 cm



## TRUE ★★★★★ (Page 28-29)

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

SIZE: 7x16 cm; LENGTH: 10–20 cm



## ULTRA ★★★★★ (Page 22-23)

espresso mix, darkchocolate mix, chocolate mix, mocca mix, sand mix, sandyblonde mix, champagne rooted, lightchampagne mix, **pearlgrey mix**

SIZE: 16x18 cm; LENGTH: 22–24 cm

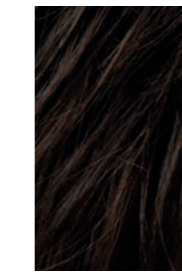


## VARIO ★★★★★ (Page 24-25)

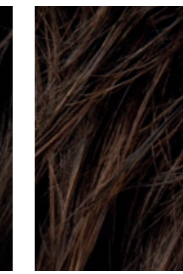
espresso mix, darkchocolate mix, chocolate mix, mocca rooted, bernstein rooted, **caramel mix**, champagne rooted, lightchampagne mix, auburn rooted

SIZE: 13x16 cm; LENGTH: 31–34 cm

# PRIME COLOURS



**espresso**  
4.6



**darkchocolate**  
6.33.4



**chocolate**  
8.30.6



**nougat**  
10.12.27



**mocca**  
830.27.12



**nutbrown**  
12.830.27



**bernstein**  
12.26.27



**sand**  
14.26.20



**caramel**  
26.14.20



**lighthoney**  
26.25.22



**champagne**  
22.16.25



**lightchampagne**  
22.26.25



**auburn**  
33.130.4



**hotchilli**  
130.33.4



**safranred**  
29.28.30



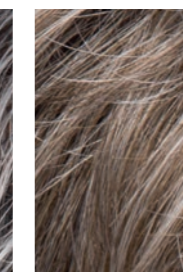
**cognac**  
27.31.26



**gingerblonde**  
27.26.31



**salt/pepper**  
39.51.44



**smoke**  
38.48



**stonegrey**  
51.44.39



**pearlgrey**  
101.60



**silverblonde**  
60.24



**naturewhite**  
60.101