

# DIY Post Ideas:

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## Abundant Blowout

Film a simple before-and-after reel with your guest's hair from flat to full volume. Start with a 3-second clip of their hair pre-blowout, then cut to a full 360° of the finished style. Use a sweeping round brush motion close-up and slow-mo for volume payoff. Bonus: get a candid reaction shot or a "hair flip" moment for added movement.

**Watch The Inspiration Video** [Here](#).

**Suggested Caption:** *Copy and paste to use as-is or customize to make it your own!*

Before ➡ After ✨

Your blowout just got better. I used Aveda's new Abundant Blowout spray to create this full, bouncy finish, and it gave bouncy volume with soft hold that lasts all day.

- 💧 24-hour volume
- 💧 100% vegan and silicone-free
- 💧 Soft, flexible hold with natural movement

Want this look? Let's book your next blowout.

@aveda @avedaartist  
#Aveda #AvedaArtist #AbundantBlowout #VeganStyling  
#BehindTheChair #AvedaHairLove #AvedaInfluencers

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## Miraculous Oil

Film in natural light if possible. Capture the pre-finish hair in natural texture or slightly dull light. Then, apply Miraculous Oil and slowly pan or run your fingers through the hair under direct light to highlight the shine payoff. Finish with a side-by-side split screen or dramatic light change.

**Watch The Inspiration Video** [Here](#).

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This shine? All thanks to Miraculous Oil ✨

I added a few drops on damp hair before styling, then finished with a touch more for this glossy, smooth result.

- 💧 195% more shine\*
- 💧 2X smoother hair\*\*
- 💧 24-hour frizz protection

Weightless shine looks different for every hair type - fine hair, thick hair, and everything in between. Come see me at your next visit and I'll show you how to use this oil to achieve amazing shine without the weight.

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#Aveda #AvedaArtist #MiraculousOil #ShinyHair #ProStyling  
#AvedaHairLove #AvedaInfluencers

\*Ex vivo testing on tresses vs. unwashed hair

\*\*Ex vivo testing on frizz-prone tresses

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## Hair Color

Start with a close-up of your guest's "before" hair and text overlay with the hair goals. Transition to a reveal moment using a brush swipe, hair flip, or cape removal. Follow with a slow-motion final look and a clear view of the tone. Overlay formulation details or add a voiceover explaining your technique.

**Watch The Inspiration Video** [Here](#).

**Suggested Caption:** *Copy and paste to use as-is or customize to make it your own!*

One of those "stand back and stare" transformations 🎨✨

Powered by Aveda's 100% vegan hair color, this shade was fully customized to give rich tone, long-lasting shine and healthy, touchable hair.

Here's what I used:  
[Insert formula + technique]

Thinking about switching up your color? Let's chat about what would look amazing on you.

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#Aveda #AvedaArtist #AvedaColorCares #ColorTransformation  
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