

04.2024



**SUBTIL.**

**fashion alert**



# #glowlighthair



Copyright : © Nick NORMAN

#GLOW HAIR #NUDE HAIR #CACAO BRUNETTE #LATTE GLAZE #LATTE DARK HAIR



**31,4 K**  
posts on INSTAGRAM



**136 M**  
hits on GOOGLE



**44 K**  
views on YOUTUBE



**7,2 M**  
# on TIKTOK



# step by step



NATURAL DEPTH LEVEL ON THE MODEL  
6 on the roots and 6/7 on the lengths and ends

## 01

### COLORING

Apply color all over the hair using mixture N°1.

**MIXTURE N°1: 40g of 8-82 /INFINITE + 20g of 6-75 /INFINITE + 60ml of /OXYDANT 5 VOL.**

Leave on for 30 minutes.

Rinse out and wash hair with /pH ACIDE shampoo, followed by a suitable treatment from the BEAUTIST range.

## 02

### SECTIONING OFF ZONES A & B

ON DRY HAIR

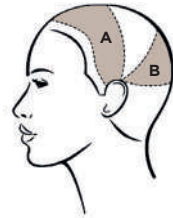
Section off a ½ cm strand at the front hairline.

**Zone A:** Trace a curve starting at the middle of one ear, extending over the crown of the head and the vertex, and ending at the middle of the other ear.

**Zone B:** Trace a second curve starting at the middle of one ear, extending over the middle of the vertex area, and ending at the middle of the other ear.

Trace a third curve starting at the middle of one ear, extending over the occipital bone area and ending at the middle of the other ear.

SECTIONING OFF ZONES A & B



## 03

### LIGHTENING ZONES A & B

Apply mixture N°2 using the protected method. Pick out very fine strands, and gently backcomb new growth. Pick out strands here and there, applying the mixture to some down the full length, and applying to the mid-lengths and ends on others.

NB: Make sure the strands aren't touching.

**MIXTURE N°2: 30g of 6-tone Ammonia-free lightening powder /BLOND + 7,5ml of /XRESCUE + 45ml of Developing cream /BLOND 30 VOL.**

When a PALE YELLOW to VERY LIGHT YELLOW lightening base has been achieved, rinse out and wash using /pH ACIDE shampoo, followed by a suitable treatment from the BEAUTIST range.

LIGHTENING ZONES A & B



## 04

### RECOLORING

Recolor all pre-lightened zones using mixture N°3.

**MIXTURE N°3: 20g of 8-17 /INFINITE + 20g of 8-82 /INFINITE + 5g of 6-75 /INFINITE + 60ml of /OXYDANT 5 VOL.**

Leave on for 20 minutes (must be monitored), then rinse out and wash hair with /pH ACIDE shampoo, followed by a suitable treatment from the BEAUTIST range



# #babyblonde



Copyright : © Nick NORMAN

#VANILLA BLONDE #BABY BLONDE HIGHLIGHT #VANILLA ALMOND BUTTER BLONDE  
#LATTE BLONDE #HAIR TAN



**296 K**  
posts on INSTAGRAM



**712 M**  
hits on GOOGLE



**29 K**  
views on YOUTUBE



**7,2 M**  
# on TIKTOK

# step by step



NATURAL DEPTH LEVEL ON THE MODEL  
**8** on the roots and grown-out balayage  
 on the lengths and ends **(11)**

## 01

### COLORING NEW GROWTH

Color the first 15 centimeters of regrowth with mixture N°1.

**MIXTURE N°1: 40g of 9 /LACQUER + 20g of 8-8 /LACQUER + 60ml of /OXYDANT 5 VOL.**

Leave on for 20 minutes (must be monitored), then rinse out and wash hair with /pH ACIDE shampoo, followed by a suitable treatment from the BEAUTIST range

## 02

### SECTIONING OFF ZONES A & B

**Zone A:** Trace and isolate a curve on the first 3 to 4 centimeters along the front hairline, starting from the side nape of the neck and moving beneath the base to end on the opposite side of the nape of the neck.

**Zone B:** The rest of the hair.

## 03

### LIGHTENING ZONES A & B

**Zone A:** Carve out diagonal sections measuring half a centimeter, following hair's natural movement.

Backcomb regrowth and apply mixture N°2 using the wrapped method.

**MIXTURE N°2: 40g of 6-tone Ammonia-free lightening powder /BLOND + 7,5ml of /XRESCUE + 60ml of Developing cream /BLOND 10 VOL.**

**Zone B:** Trace diagonal sections 4 to 5 cm thick.

Backcomb regrowth and proceed with a V- or W-shaped balayage depending on the section's length. Next, apply mixture N°3 using the wrapped method.

**MIXTURE N°3: 40g of 6-tone Ammonia-free lightening powder /BLOND + 7,5ml of /XRESCUE + 60ml of Developing cream /BLOND 20 VOL.**

When a VERY LIGHT YELLOW TO PALE YELLOW lightening base has been achieved, rinse out and wash using /pH ACIDE shampoo, followed by a suitable treatment from the BEAUTIST range.

## 04

### SECTIONING OFF ZONES A & B

**ON DRY HAIR**

**Zone A:** Retrace and isolate zone D (around the front hairline).

**Zone B:** Remaining hair.

## 05

### TONING ZONES A & B

**Zone B**

1. Apply mixture N°4 to the first 5 to 10 centimeters of regrowth.

2. Apply mixture N°5 to remaining lengths and ends.

**Zone A**

1. Apply mixture N°4 to the first ½ to 1 centimeters of new growth.

2. Apply mixture N°5 to remaining lengths and ends.

**REGROWTH**

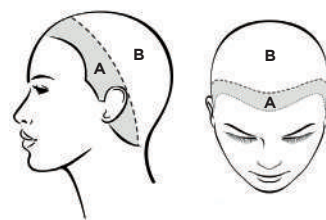
**MIXTURE N°4: 30g of 9-8 /LACQUER + 20g of 9-12 /LACQUER + 10g of Clear /LACQUER + 50ml /OXYDANT 5 VOL.**

**LENGTHS AND ENDS**

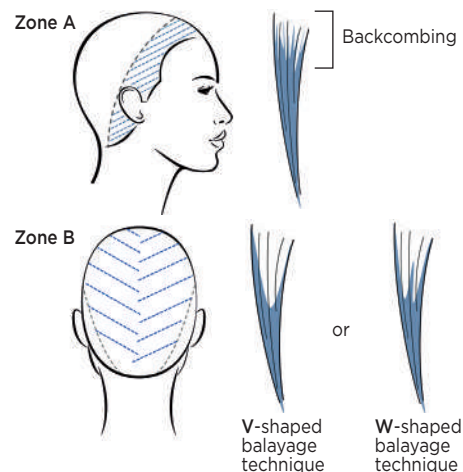
**MIXTURE N°5: 40g of 10-8 /LACQUER + 20g of 10-3 /LACQUER + 60g of Clear /LACQUER + 120ml /OXYDANT 5 VOL.**

Leave on for 20 minutes (must be monitored), then rinse out and wash hair with /pH ACIDE shampoo, followed by a suitable treatment from the BEAUTIST range

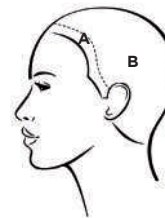
#### SECTIONING OFF ZONES A & B



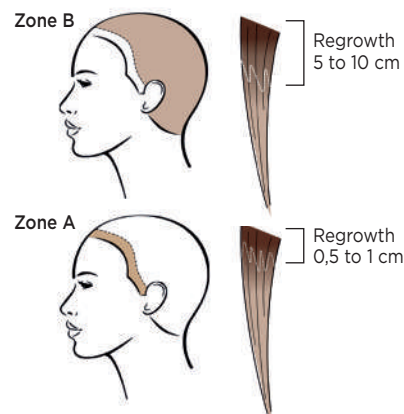
#### LIGHTENING ZONES A & B



#### SECTIONING OFF ZONES A & B



#### TONING ZONES A & B





# #reversebalayage



Copyright : © Nick NORMAN

#CARMEL BROWN #GOLDEN HOUR BRUNETTE #BROWNIE HAIR COLOR  
#COWGIRL/COWBOY COPPER



23 K  
posts on INSTAGRAM



30 M  
hits on GOOGLE



730 K  
views on YOUTUBE



61,4 M  
# on TIKTOK



# step by step



NATURAL DEPTH LEVEL ON THE MODEL  
**5/6** on the roots and grown-out highlights  
on the lengths and ends (**8**)

## 01

### SECTIONING

**Zone A:** Trace a curve that starts in the center of the frontal zone, extends to one temple and then round the back of the head across the occipital zone to the other temple, and back to the middle of the frontal zone.

**Zone B:** Remaining hair. Divide zone A into two sections.

## 02

### LIGHTENING & COLORING ZONE A

#### LIGHTENING USING MIXTURE N°1

Carve out sections, working in a zig-zag shape.

On each UPPER PART of the zig-zag shape, backcomb new growth and carry out a teasy-light balayage using the wrapped method.

**MIXTURE N°1: 40g of 8-tone Lightening powder /BLOND + 7,5ml of /XRESCUE + 60ml of Developing cream /BLOND 30 VOL.**

#### COLORING USING MIXTURE N°2

On each LOWER PART of the zig-zag shape, backcomb new growth and carry out a hand-painted balayage using the protected method.

**MIXTURE N°2: 30g of 6-34 /INFINITE + 15g of 5-4 /INFINITE + 60ml of /OXYDANT 5 VOL.**

## 03

### LIGHTENING & COLORING ZONE B

Trace diagonal sections 3 to 4 centimeters thick, and use application methods 1 and 2 alternately.

#### METHOD 1

Backcomb regrowth and proceed with a V- or W-shaped balayage depending on the section's length. Next, apply mixture N°1 using the protected method.

Next, above the diagonal separation take a section measuring ½ to 1 centimeter and proceed with hand-painted balayage before applying mixture N°2 using the protected method.

#### METHOD 2

Backcomb regrowth and apply mixture N°2 using the protected method.

Next, above the diagonal separation take a section measuring ½ to 1 centimeter and proceed with hand-painted balayage before applying mixture N°1 using the protected method.

**MIXTURE N°1: 40g of 8-tone Lightening powder /BLOND + 7,5ml of /XRESCUE + 60ml of Developing cream /BLOND 30 VOL.**

**MIXTURE N°2: 30g of 6-34 /INFINITE + 15g of 5-4 /INFINITE + 60ml of /OXYDANT 5 VOL.**

When a YELLOW to LIGHT YELLOW lightening base has been achieved, rinse out and wash using /pH ACIDE shampoo, followed by a suitable treatment from the BEAUTIST range.

## 04

### TONING THROUGHOUT HAIR

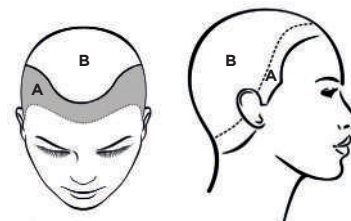
Apply mixture N°3 to all pre-lightened sections.

**MIXTURE N°3: 40g of 8-73 /LACQUER + 40g of 8-4 /LACQUER + 4g of Orange /MIX TONE + 80ml of /OXYDANT 5 VOL.**

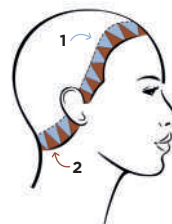
Leave on for 20 minutes (must be monitored), then rinse out and wash hair with /pH ACIDE shampoo, followed by a suitable treatment from the BEAUTIST range



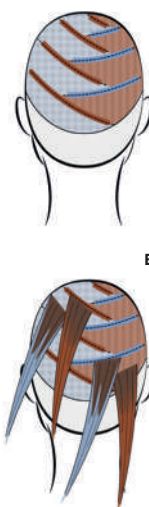
### SECTIONING



### LIGHTENING & COLORING ZONE A



### LIGHTENING & COLORING ZONE B



# #cherrycola



Copyright : © Nick NORMAN

#CHERRY COKE #COLA HAIR #BLACK CHERRY #BURGANDY



**66,8 K**  
posts on INSTAGRAM



**18 M**  
hits on GOOGLE



**1,1 M**  
views on YOUTUBE



**3,6 M**  
# on TIKTOK



# step by step



NATURAL DEPTH LEVEL ON THE MODEL  
**5** on the roots and **6** on the lengths and ends

## 01

### SECTIONING OFF ZONES 1-2-3 AND/OR 4

Carve out three or four sections in roughly the same size.

## 02

### LIGHTENING ZONES 1-2-3 AND/OR 4

Create 2 to 4 centimeters long triangular sections in each section with the point facing down. Then apply mixture N°1 using the wrapped method to create a hand-painted balayage.

❶ Leave a 2 to 3 centimeters space between each triangle.

**MIXTURE N°1: 30g of 8-tone Lightening powder /BLOND + 7,5ml of /XRESCUE + 45ml of Developing cream /BLOND 20 VOL.**

When a YELLOW lightening base has been achieved, rinse out and wash using /pH ACIDE shampoo, followed by a suitable treatment from the BEAUTIST range.

## 03

### COLORING NEW GROWTH

**ON TOWEL-DRIED TO DRY HAIR**

Apply mixture N°2 to the first 10 centimeters of all new growth.

**MIXTURE N°2: 30g of 5-66 /INFINITE + 30g of 4-65 /INFINITE + 60ml of /OXYDANT 10 VOL.**

## 04

### SECTIONING OFF ZONES A, B & C

**Zone A:** Trace a curve from the middle of the temple, over the middle of the vertex, and ending at the middle of the opposite ear.

**Zone B:** Trace a second curve from the middle of the area behind the ear, over the top of the occipital bone area, and ending at the middle of the area behind the opposite ear.

**Zone C:** Zone remaining on the nape of the neck.

## 05

### COLORING THE MID-LENGTHS AND ENDS

Start your application with Zone C, followed by Zone B and finishing off with Zone A.

**Zone A & C**

**Mid-lengths and ends**

Apply mixture N°3 to all mid-lengths and ends, blending with the edge of the color on the regrowth (mixture N°2).

**Zone B**

**Mid-lengths**

Apply mixture N°3 to all mid-lengths and ends, blending with the edge of mixture N°2.

**Ends**

Apply mixture N°3 to the hair's ends, blending with the edge of mixture N°2 (mid-lengths).

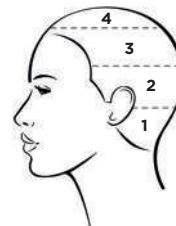
**MIXTURE N°3: 30g of 6-66 /INFINITE + 3g of Magenta /MIX TONE + 30ml of /OXYDANT 5 VOL.**

**MIXTURE N°4: 20g of Red /MÉCHES + 30ml of /OXYDANT 5 VOL.**

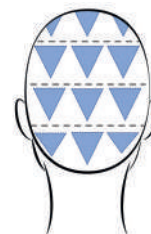
Leave on for 20 minutes (must be monitored), then rinse out and wash hair with /pH ACIDE shampoo, followed by a suitable treatment from the BEAUTIST range.



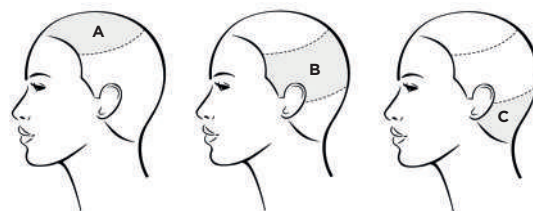
### SECTIONING OFF ZONES 1-2-3 AND/OR 4



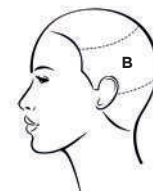
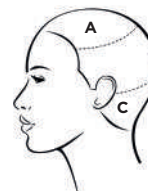
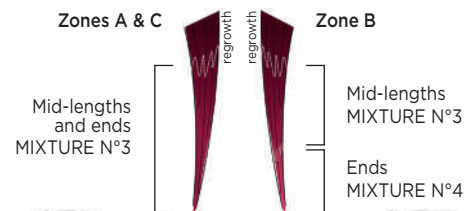
### LIGHTENING ZONES 1-2-3 AND/OR 4



### SECTIONING OFF ZONES A, B & C



### COLORING THE MID-LENGTHS AND ENDS





# #hologramhair



Copyright : © Nick NORMAN

#RAINBOW HAIR #UNDER RAINBOW #CLOUD HAIR



**24 M**  
hits on GOOGLE



**1,1 M**  
views on YOUTUBE



**17,8 M**  
# on TIKTOK



# step by step



NATURAL DEPTH LEVEL ON THE MODEL  
**4/5** on the roots and orange, orange-yellow  
and pale yellow on the lengths and ends

## 01

### LIGHTENING

Start by lightening all the hair first.

## 02

### TONING THROUGHOUT HAIR

Apply mixture N°1 throughout the hair.

**MIXTURE N°1: 60g of Clear /LACQUER + 15g of 9-24 /LACQUER + 75ml of /OXYDANT 5 VOL.**

Leave on for 20 minutes (must be monitored), then rinse out and wash hair with /pH ACIDE shampoo, followed by a suitable treatment from the BEAUTIST range.

## 03

### SECTIONING OFF ZONES A & B

ON DRY HAIR

On either side of the head, trace a rectangle measuring 7 to 10 cm high and 10 to 15 centimeters long.

This should end between the temple and the middle of the back of the ear.

## 04

### RECOLORING ZONES A & B, "CLOUD HOLOGRAM"

Apply mixtures N°2, 3, 4 and 5 to a palette, creating clouds of color to be applied at random.

**MIXTURE N°2: 3g of Magenta /MIX TONE + 30g of Clear /LACQUER + 33ml of /OXYDANT 5 VOL.**

**MIXTURE N°3: 2g of Purple /MIX TONE + 30g of Clear /LACQUER + 33ml of /OXYDANT 5 VOL.**

**MIXTURE N°4: 3g of Orange /MIX TONE + 30g of Clear /LACQUER + 33ml of /OXYDANT 5 VOL.**

**MIXTURE N°5: 3g of Yellow /MIX TONE + 30g of Clear /LACQUER + 33ml of /OXYDANT 5 VOL.**

Create horizontal sections 0.5 to 1 centimeter thick, following how the hair falls naturally. Place the palette beneath the strand and use a small foam roller soaked in color to apply, working in small rotations.

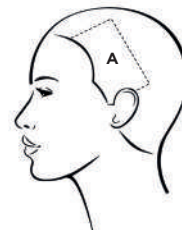
Use the protected method.

Use the same method of application all over zones A and B.

Leave on for 15 to 20 minutes, rinse and apply a suitable treatment from the BEAUTIST range.



SECTIONING OFF ZONES A & B



RECOLORING ZONES A & B, "CLOUD HOLOGRAM"





# #splithaircolor



Copyright : © Nick NORMAN

#GEMINI HAIR #SPLIT DYED



716 M  
hits on GOOGLE



5,3 M  
views on YOUTUBE



10,4 M  
# on TIKTOK

# step by step



NATURAL DEPTH LEVEL ON THE MODEL  
**8** on the roots with 1 centimeter of regrowth and grown-out bleached sections on the lengths and ends **(11)**



## 01

### LIGHTENING

Start by lightening all the hair first.

## 02

### TONING THROUGHOUT HAIR

Apply mixture N°1 throughout the hair.

**MIXTURE N°1: 40g of 10-16 /LACQUER + ½g of Magenta /MIX TONE + 40ml of /OXYDANT 5 VOL.**

Leave on for 20 minutes (must be monitored), then rinse out and wash hair with /pH ACIDE shampoo, followed by a suitable treatment from the BEAUTIST range.

## 03

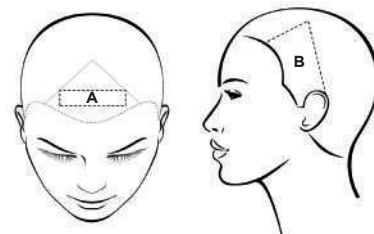
### SECTIONING OFF ZONES A & B

**ON TOWEL-DRIED TO DRY HAIR**

**Zone A:** Starting at the middle of the fringe, trace and isolate a rectangle measuring 2 centimeters thick.

**Zone B:** On whichever side you prefer, trace and separate off a triangular section starting from the temple, extending over the lower part of the crown and ending at the opposite temple.

SECTIONING OFF ZONES A & B



## 04

### RECOLORING

Color all hair in zones A and B using mixture N°2.

**MIXTURE N°2: 1g of Magenta /MIX TONE + 15g of Clear /LACQUER + 16ml of /OXYDANT 5 VOL.**

Leave on for 20 minutes (must be monitored), then rinse out and wash hair with /pH ACIDE shampoo, followed by a suitable treatment from the BEAUTIST range.