

03.2025



SUBTIL.

fashion alert

#mochamoussehair



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« **Mocha Mousse Hair** is this year's star shade!
Inspired by Pantone's Color of the Year and couched in hints of chocolate, caramel and latte.
This is a rich, creamy, velvety, radiant and airy shade. »

F. PARRA Technical, artistic and international director.



5,3 M
hits on GOOGLE



22,6 M
#VIEWS on TIKTOK

step by step



BEFORE TECHNICAL
Natural base: **DARK BLONDE (6)**
Lengths and ends: old balayage **(7-8)**

01

SECTIONING OFF ZONES 4, 3, 2 & 1

Zone 1: Trace out and section off an irregular curve around the 4 to 5 cm on the top of the head.

Zone 2: Trace out and section off a 2nd irregular curve of 4 to 5 cm below Zone 1.

Zone 3: Trace out and section off a 3rd irregular curve of 4 to 5 cm below Zone 2.

Zone 4: Trace out and section off a 4th irregular curve 2 cm from the hairline, starting at the middle of the ear and extending over to the middle of the opposite ear.

02

LIGHTENING AND COLORING ZONES 1, 2 & 3

Start with zone 3, followed by zone 2 and ending with zone 1.

→ Alternate between method 1 and 2 in each zone.

METHOD 1: Take a square section between 1 and 1.5 cm thick.
Gently backcomb new growth and apply Mixture 1 using the "painting balayage" technique and the protected method ».

MIXTURE 1: 40g de Poudre décolorante 8 tons /BLOND + 7,5ml /XRESCUE + 60ml de Crème révélatrice /BLOND 30 VOL.

METHOD 2: Take rectangular sections that are 2 to 3 thick and 4 to 5 cm long.
Create an 'air touch balayage' on 25 to 50% of the strand using the **HAIR BRUSH** sur 25 before applying mixture 2 to mid-lengths and ends using the « protected method ».

MIXTURE 2: 60g of 6-77 /INFINITE + 60ml of /OXYDANT 5 VOL.

03

LIGHTENING AND COLORING ZONE 4

Gently backcomb new growth and apply mixture 1 using a vertical "painting balayage" technique and the « protected method ».

MIXTURE 1: 40g de Poudre décolorante 8 tons /BLOND + 7,5ml /XRESCUE + 60ml de Crème révélatrice /BLOND 30 VOL.

When a LIGHT YELLOW lightened base has been achieved, rinse out and wash hair with /pH ACIDE Shampoo, followed by an appropriate conditioner from the BEAUTIST range.

04

SECTIONING OFF ZONES A & B

Zone A: Section off the first 2 to 3 cm of hair from the front hairline.

Zone B: Zone B will be the rest of the hair.

05

PASTELLIZATION OF ZONES A & B

Zone A

1. Apply mixture 4 to the first centimeter of regrowth.

2. Apply mixture 5 to the remaining lengths and ends.

Zone B

1. Apply mixture 4 to the first 5 to 10 cm of regrowth.

2. Apply mixture 5 to the remaining lengths and ends.

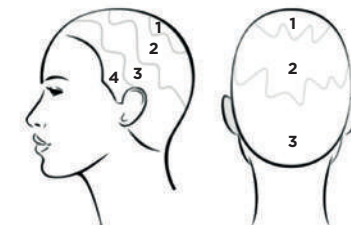
MIXTURE 3: 20g of 6 /LACQUER + 40g of 8-73 /LACQUER + 60ml of /OXYDANT 5 VOL.

MIXTURE 4: 30g of 10-23 /LACQUER + 20g of 8-73 /LACQUER + 60g of Clear /LACQUER + 120ml of /OXYDANT 5 VOL.

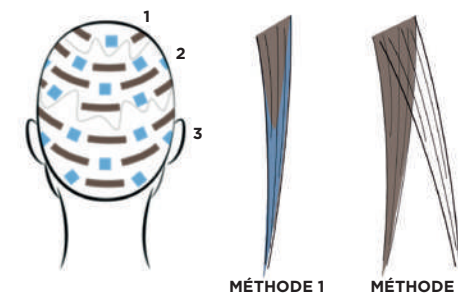
Leave on for 20 minutes (must be monitored), then rinse out and wash hair with /pH ACIDE shampoo, followed by a suitable treatment from the BEAUTIST range.



SECTIONING OFF ZONES 4, 3, 2 & 1



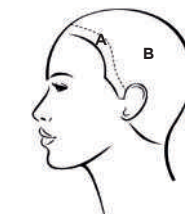
LIGHTENING AND COLORING ZONES 1, 2 & 3



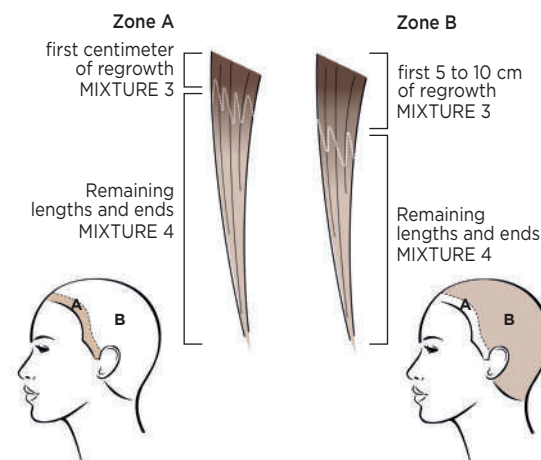
LIGHTENING AND COLORING ZONE 4



SECTIONING OFF ZONES A & B



PASTELLIZATION OF ZONES A & B



#coconutblondhair



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« For Coconut Blond, I set out to capture a radiant blond inspired by tropical beaches in a warm, light-filled blend. This is a summery, sun-kissed, vibrant that offers ultra-easy upkeep. Its glints, highlights and contrasts result in a naturally youthful, effortless feel. »

F. PARRA Technical, artistic and international director.



6,1 M
hits on GOOGLE



3,9 M
#VIEWS on TIKTOK

step by step



BEFORE TECHNICAL

Natural base: **DARK BLONDE (6)**

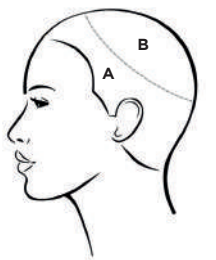
Lengths and ends: oxidated color **(7)**

01

SECTIONING OFF ZONES A & B

Trace a circle starting from the center of the top of the head, moving from the top of the occipital bone and ending at the starting point.
The lower part is zone A and the upper part is zone B.

SECTIONING OFF ZONES A & B



02

LIGHTENING ON ZONES A & B

Alternate between method 1 and 2 in each zone.

METHOD 1: Gently backcomb new growth, then create a « V-shaped balayage ».

METHOD 2: Backcomb new growth and use the "painting balayage" technique on lengths and ends.

NB: leave a natural section 0.5 to 1 cm thick between each section.

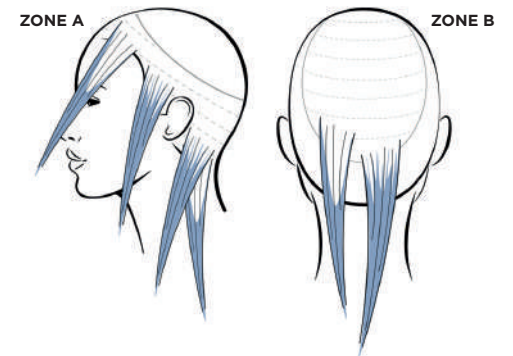
Zone A: Pick out diagonal sections measuring 2 cm wide. Alternate between method 1 and 2 with every other section, using mixture 1 and the « protected method ».

Zone B: Trace out horizontal sections 3 to 4 cm thick. Alternate between method 1 and 2 with every other section, using mixture 1 and the « protected method ».

MIXTURE 1: 40g of 6-tone Ammonia-free lightening powder /BLOND + 7,5ml of /XRESCUE + 60ml of Developing cream /BLOND 30 VOL.

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

LIGHTENING ON ZONES A & B



03

PASTELLIZATION

ON WET HAIR

REGROWTH

Apply mixture 2 to the first centimeter of all regrowth.

MIXTURE 2: 25g of 8-8 /LACQUER + 10g of 10-23 /LACQUER + 35ml of /OXYDANT 5 VOL.

LENGTHS AND ENDS

Apply mixture 3 to all mid-lengths and ends.

MIXTURE 3: 20g of 10-8 /LACQUER + 20g of 10-23 /LACQUER + 40g of Clear /LACQUER + 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.

#cayennecopperhair



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« The **Cayenne Copper** trend inspired this shade: an **enthraling** blend of **warm, spiced shades** reminiscent of **Cayenne peppers**. These rich tones generally feature a combination of flashes of light and intense coppery red to red tones for a **vibrant, multidimensional** effect. »

F. PARRA Technical, artistic and international director.


3,5 M
hits on GOOGLE


15,2 M
#VIEWS on TIKTOK

step by step



BEFORE TECHNICAL
Natural base: **CHESTNUT (4)**
Lengths and ends: lightened

01

COLORING NEW GROWTH

Apply color irregularly to all regrowth using mixture 1.

MIXTURE 1: 20g of 7-44 /INFINITE + 20g of 6-4 /INFINITE + 5g of Orange /MIX TONE + ½g of Magenta /MIX TONE + 40ml of /OXYDANT 30 VOL.

02

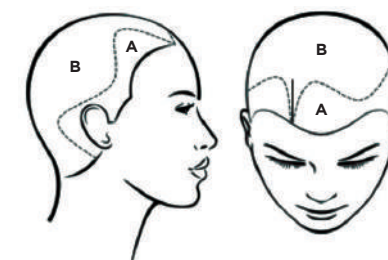
SECTIONING OFF ZONES A & B

Trace a curve in the shape of a wave on either side of the head.

These curves should start from the hair's natural parting, extending over the parietal areas and ending at the back part of the ears.

Leave a space of 3 to 5 cm between the hairline edges and your curves, to adjust depending on the thickness of the hair.

SECTIONING OFF ZONES A & B



03

COLORING ZONE A

Starting from the bottom, separate off sections of hair that are 1 to 2 cm thick.

1. Apply mixture 2 to the mid-lengths and ends in the 1st section using the protected method.

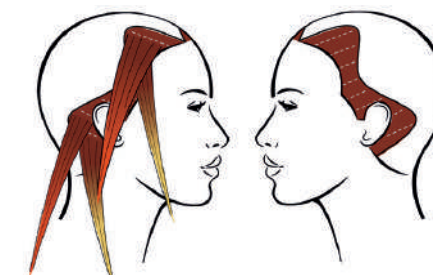
MIXTURE 2: 30g of Copper /MÈCHES + 10g of Honey /MÈCHES + 60ml of /OXYDANT 5 VOL.

2. Apply mixture 3 to the mid-lengths and ends in the 2nd section using the protected method.

MIXTURE 3: 50g of 7-44 /INFINITE + 15g of 8-4 /INFINITE + 10g of Clear /INFINITE + 5g of Orange /MIX TONE + ½g of Magenta /MIX TONE + 50ml of /OXYDANT 5 VOL.

→ Use this method of application all over zone A.

COLORING ZONE A



04

COLORING ZONE B

Apply mixture 3 to mid-lengths and ends in zone B.

MIXTURE 3: 50g of 7-44 /INFINITE + 15g of 8-4 /INFINITE + 10g of Clear /INFINITE + 5g of Orange /MIX TONE + ½g of Magenta /MIX TONE + 50ml of /OXYDANT 5 VOL.

Leave on for 30 minutes (must be monitored), then rinse out and wash hair with /pH ACIDE shampoo, followed by a suitable treatment from the BEAUTIST range.

COLORING ZONE B

