

BLOND,

A BOOMING SALON SERVICE FILLED WITH OPPORTUNITIES

4.9 M BLONDES IN FRANCE Including 52% with dyed blond hair





1

THE TREND IS
TO LOOK FOR
TRANSPARENT
RESULTS
AND ADDED
HIGHLIGHTS

80%
OF BLONDES
HAVE
DAMAGED HAIR





25%

OF CLIENTS EXPECT **SHINE**

when they have semi-permanent coloring treatments in salons



WOMEN AGED 18 to 35

ASKED FOR A DEDICATED SERVICE **FOR BLOND HAIR**

during their last salon visit



NEW SALON CUSTOMER EXPECTATIONS

AND THEY'RE TALKING ABOUT IT ON SOCIAL MEDIA!

#glazehair
#glosshair
#greyhair
#polarblonde
"surfacing"























OFFER YOUR CUSTOMERS
AN XXL SERVICE

GLOSSING

SPECIFICALLY DESIGNED TO MEET THE NEEDS OF BLOND HAIR





CARRY OUT THIS SERVICE USING

LACQUER ULTRA-SHINY AMMONIA-FREE COLORING JELLY

AN ULTRA-GLOSSY TOP COAT TO RESURFACE AND RESTORE THE HAIR FIBER WHILE OFFERING CUSTOM HIGHLIGHTS AND CORRECTION FOR BLONDE HAIR



NEW GENERATION PASTELLIZATION

FOR ADDED SHINE

A resurfacing action that gives the hair fiber exceptional light reflection

FOR TRANSPARENT HIGHLIGHTS

A custom touch of color with subtle and natural highlights. The perfect solution to restore shine to colored hair or

enhance natural hair with a veil of tinted light.

FOR OPTIMAL NEUTRALIZATION

Correction of unwanted tones.

TO MEET THIS DESIRE...

YOU ALREADY KNOW

SUBTIL COULEUR GELÉE





OF SOFT, GENTLE, SUBTLE HAIR COLOR

INGREDIENTS



GENTLE
EFFECTIVE
ADAPTED
COMFORTABLE
ECONOMICAL



55% SMORE SHINE*

* Instrumental test carried out by an independent laboratory on 25 hair strands - comparative measurement before/after coloring

CAREFULLY SELECTED PIGMENTS

99% PURE PIGMENTS:

Ultra-glossy hair and vibrant highlights.

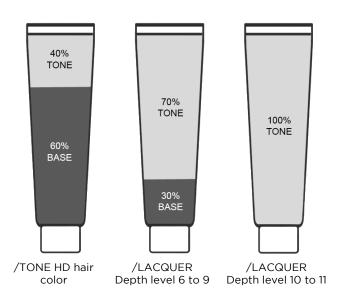
PIGMENTS WITH A LOW MOLECULAR

WEIGHT: Allows the product to penetrate to the core of the fiber. **no risk of overloading** or cumulative effect!



THE IDEAL CONCENTRATION OF HIGHLIGHTS

to magnify blond hair for ultimate shine and vibrant color



A COLORING JELLY WITH MORE HIGHLIGHTS THAN TONE-ON-TONE COLOR

RESULT:

Subtle and radiant highlights, **luminosity, intensity and vibrancy.**

O LIGHTENING

Doesn't lighten natural base colors.

CUSTOM

Endless ways to **customize color** to create as many new shades as you like and adjust the intensity of the highlights by diluting them



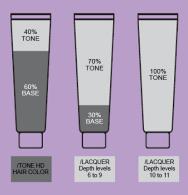
ACQUER ACOMPLETE PALETTE OF SHINE

FOR A CUSTOM SERVICE AND A NEW KIND OF CREATIVITY



18 SHADES

FORMULATED LIKE LIP GLOSS with an exceptional concentration of highlights and a reduced pigment load compared to tone-on-tone technology, for natural color results with a light, transparent effect.





CLEAR

A PIGMENT-FREE FORMULA, completely transparent, ideal for use on its own for outrageous glossy shine or in combination with tones to dilute the pigment load



MIXTURE RATIO 1:1 PROCESSING TIME UP TO 20 MINUTES LASTS UP TO 20 WASHES

C LIGHTENING For use with a developer or oxidant that is weak enough

to avoid altering the hair color

CUSTOM AND PERSONALIZED CREATIVITY

THANKS TO AN ENHANCED RANGE OF TONES



18 SHADES + 1 CLEAR SHADE

6



COOL BASE SHADES





ASH 6-11

8-1

/LACQUER

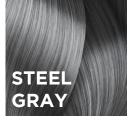
/LACQUER

8-2

IRIDESCENT







/LACQUER



/LACQUER



/LACQUER





/LACQUER IRIDESCENT / ASH











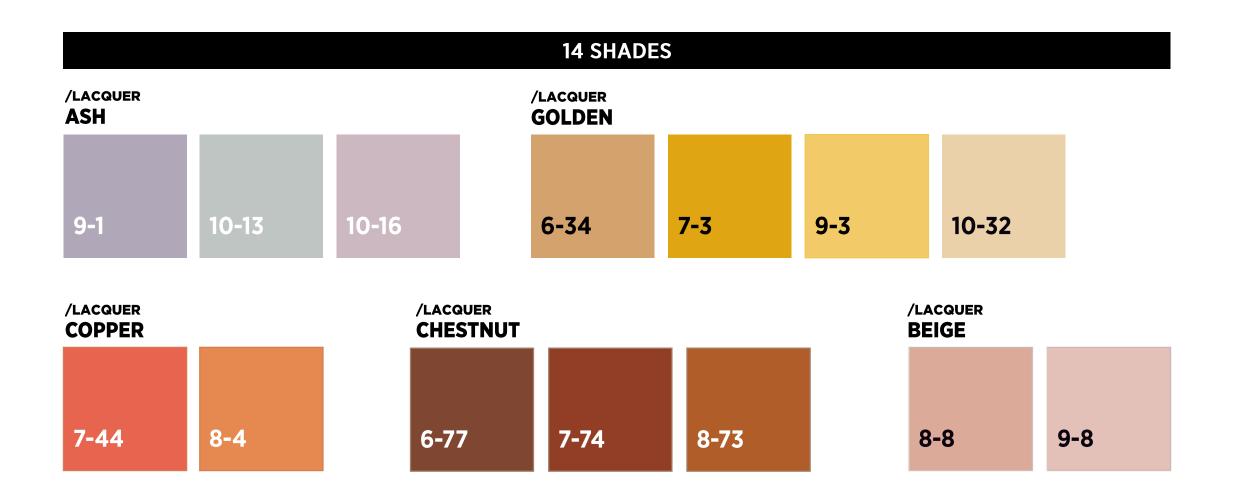
/LACQUER **CLEAR**

dilute the pigment load

OR

on its own for an XXL glossing service

14 New Shades FROM MARCH 2021



A GENTLE formula CONCENTRATED IN NATURAL active ingredients

WITH A MINIMUM OF

89% NATURAL-BASED INGREDIENTS



A UNIQUE RESURFACING ACTION

FOR HEALTHY-LOOKING HAIR

Restructures and enhances the hair fiber with unparalleled shine



FREE FROM CONTROVERSIAL SUBSTANCES

No PPD, resorcinol, ammonia, parabens or silicone.

A PRECIOUS ACTIVE INGREDIENT COMPLEX

PRECIOUS EPALINE OIL

- → Protects the scalp and hair fiber
- → Boosts shine during the coloring process

HYALURONIC ACID

- → Increases the hair's water content
- → Resurfacing and plumping effect

PLANT KERATIN

→ Helps to repair the internal and external layers of the hair fiber while reinforcing keratin chains during the coloring process

ULTRA ENTOYABLE AND COMFORTABLE TO APPLY

20%
LESS TIME
IN SALONS



THE SECRET TO THIS COMFORT? A SILKY JELLY TEXTURE

that is pleasant to work with for **unparalleled** comfort during the service

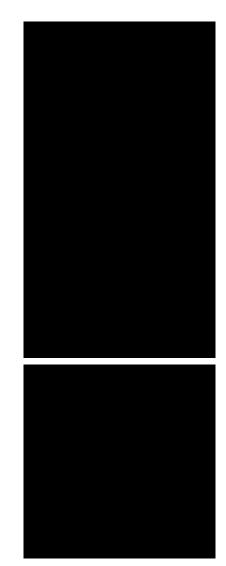
Up to 20% LESS TIME FOR EACH TREATMENT!

THANKS TO IMPROVED DIRECTIONS FOR USE

- Quick and even distribution of the product
- Perfect adherence to the hair fiber
- Optimizes the amount of product used
- Quick and easy to rinse out

AN ENJOYABLE EXPERIENCE FOR YOUR CUSTOMER

Feels comfortable and light on the scalp



PERFORMANCE IN IMAGES

BEFORE / AFTER

NEW GROWTH:

3 parts 8-

+1 part 9-

+ dot of 8-1

1: 1 to 5 VOL.

LENGTHS AND ENDS:

3 parts 8-

+1 part 9-

+ dot of 8-1

+ 4 parts Clear

1: 1 to 5 VOL.



NEW GROWTH LENGTHS AND ENDS:

2 parts 6-11 + 1 part 6-1: 1 to 5 VOL.









NEW GROWTH AND LENGTHS:

1: 1 wit Developer

ENDS:

1:1 with Developer



NEW GROWTH:

8-2 1: 1 to 5 VOL.

LENGTHS:

9-22 1: 1 to 5 VOL





FOR A BETTER UNDERSTANDING

A NEW SERVICE EXCLUSIVELY DESIGNED FOR BLOND HAIR BEAUTY

NEW

CATEGORY	PERMANENT HAIR COLOR with ammonia		PERMANENT HAIR COLOR with no ammonia	TONE-ON-TONE COLOR with no ammonia	ULTRA-GLOSSY JELLY with no ammonia
PRINCIPAL CONSUMER NEED		ENHANCE BLOND HAIR			
SECONDARY CONSUMER NEED	Effective lightening and coverage		Gentler formula	Natural, pigment-rich result	Creation of subtle highlights AND/OR neutralization
RANGE	/CRÈME	/GEL	/INFINITE	/TONE HD	/LACQUER
NUMBER OF SHADES	Over 100 shades, including 9 warm base tones	40 shades	70 shades	42 shades	18 tones + 1 CLEAR
LASTS	Permanent	Permanent	Permanent	10 to 15 weeks Fades wash after wash	15 to 20 washes Fades wash after wash
APPLICATION DEPTH LEVEL	All depth levels	All depth levels	All depth levels	All depth levels	Depth levels from 6 to 11 (over 6 and the tone will be invisible)
COVERAGE	100% white hair coverage Root effect	Light coverage of 100% white hair	100% white hair coverage Root effect	Up to 70% white hair coverage No root effect	Blends in up to 50% white hair Transparent highlights No root effect
LIGHTENING	Lightens by up to 3 tones	Lightens by up to 3 tones	Lightens by up to 2.5 tones	No lightening	No lightening
PROCESSING TIME	30 to 35 minutes	30 to 35 minutes	30 to 35 minutes	20 minutes	Up to 20 minutes according to the desired effect

How to use

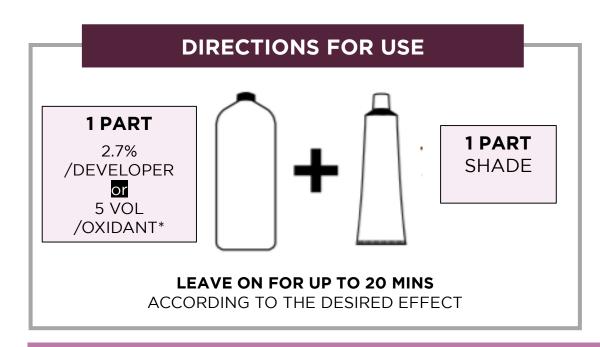
THIS EXCEPTIONAL
BRAND NEW
COLORING TECHNOLOGY

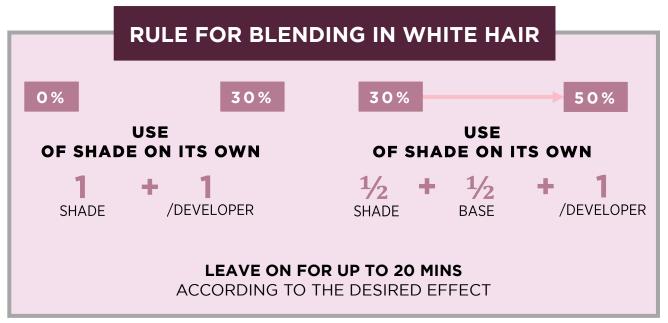


UP TO 20% LESS TIMEIN SALONS

THANKS TO SIMPLIFIED DIRECTIONS FOR USE

- ▶ 1 + 1 Mixture
- International tone numbering system
- ► For use with SUBTIL /DEVELOPER and 5 VOL /OXYDANT, as with other protocols





* How to use

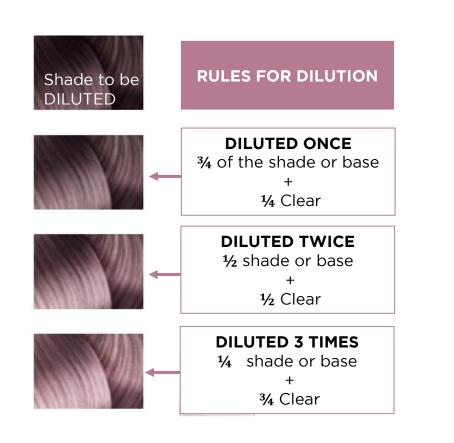
- To intensify and enhance blonde hair or blend in white hair → 1 part 2.7% /DEVELOPER
- To **neutralize or darken hair** \rightarrow 1 part 5 VOL /OXIDANT (for use on very fine hair and/or very light natural base shades

UP TO 20% LESS TIMEIN SALONS THANKS TO SIMPLIFIED DIRECTIONS FOR USE

THE SECRET TO USING CLEAR

CLEAR allows you to:

- ▶ **Dilute the pigment load** of each shade by up to 3 times the dye load (base + pigmenting) while preserving the original tone.
- When used on its own, it adds extra shine to hair.



/LACQUER

A REAL USP



UNDENIABLE COMPETITIVE BENEFITS



TAX





SUBTIL /LACQUER

BENEFITS

60 ML 1 + 1 Mixture

18 TONES + 1 CLEAR → 14 upcoming products

= 33 shades

Precious Epaline Oil Plant keratin Hyaluronic Acid

99% pure pigments

Minimum 89% natural-based ingredients

Smooth jelly

Blends in up to 50% white hair

Up to 20 minutes according to the desired effect

An XXL glossing service for blonde hair = 55% MORE SHINE Adds natural highlights and corrects unwanted tones

€6.45

OPTIMIZED PALETTE

60ml tube - usual mixing ratio

SAME FORMAT

The key highlights for limited stock

A GENTLE FORMULA **WITH % NATURALNESS AMONG THEHIGHEST ON THE MARKET**

UNIQUE COMFORT & QUICK TO USE

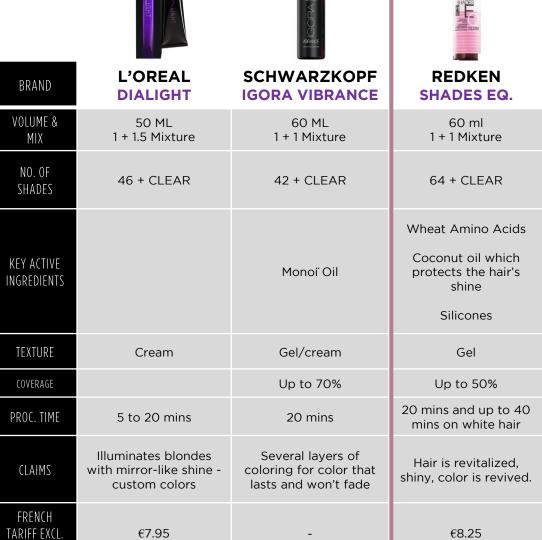
Thanks to its innovative jelly texture

THEULTIMATE SHINE

and a controlled dose of pigments

ONE OF THE MOST **ATTRACTIVE PRICES** ON THE MARKET





FOR A BETTER UNDERSTANDING

THE ANSWERS TO YOUR QUESTIONS!

IS THE /LACQUER RANGE HERBAL HAIR COLOR?

No, the /LACQUER range is not herbal hair color even though their formula contains a minimum of 89% natural-based ingredients. **Why not?** Because the pigments in herbal hair color are derived from dye-producing plants whereas SUBTIL /LACQUER contains artificial pigments. What's more, you don't need to mix herbal hair color with an oxidant.

Finally, herbal hair color has specific characteristics: it rarely fades (due to the presence of henna and indigo) and unwanted tones are difficult to neutralize. It also requires a very long processing time and does not repair the hair fiber... Unlike /LACQUER.

DOES THE /LACQUER RANGE REQUIRE A DIFFERENT TECHNIQUE?

No, the application technique stays the same for hairdressers. If anything, SUBTIL /LACQUER makes life easier when giving hair a patina. In fact, it has been specifically developed to add subtle highlights and correct/neutralize unwanted tones: this means that hairdressers don't need to check the ammonia content or pigment concentration anymore in order to achieve the desired result. Similarly, the recommended mixing ratio is always 1+1 which makes it simpler to use.

ISN'T THE TEXTURE TOO FLUID ONCE YOU'VE MIXED IT WITH OXIDANT?

The innovative /LACQUER formula is designed to ensure perfect adherence to the hair fiber as well as quick and even distribution of the pigments. You can use SUBTIL GEL or SUBTIL COULEUR GELÉE if you're familiar with them for better adherence to the fiber. In addition, this texture is fast to apply and rinse out, which reduces service time by up to 20%.

IS IT POSSIBLE TO USE 10 VOL SUBTIL OXIDANT WITH THE /LACQUER RANGE?

The /LACQUER range is specifically designed to boost the hair's light by offering subtle highlights and custom correction for blond hair, **WITHOUT lightening natural base shades.** This product is therefore not recommended for use with a 10 vol oxidant, which will lighten the natural base shade by 1 tone.

CAN YOU USE /LACQUER PRODUCTS TO ENHANCE A WOMAN'S WHITE HAIRS IF SHE DOESN'T WANT TO COVER THEM UP?

Yes, that is the main attraction of using the /LACQUER range: it is possible to enhance white or gray hair, or neutralize any unwanted yellow tones that appear, thanks to Clear (which can be used to dilute shades and reduce the pigment load) and very light shades. Without opaque coverage.

The /LACQUER range offers a gentle solution for women who wish to blend in their first white hairs and can be tailored to suit their desires.

A DIFFERENTIATING SERVICE TO HELP YOU STAND OUT FROM THE CROWD

	FEATURES	ADVANTAGES	BENEFITS
PRODUCT/ SERVICE	A palette of 27 shades + 1 Clear	Balanced range: makes it possible to meet key customer expectations.	OPTIMIZED STOCK
	For use with developer or 5 vol oxidant.	For use with the same oxidant/developer as other SUBTIL technologies.	ENHANCED PALETTE TO MEET COLORIST NEEDS
	1 product = 3 possible services:Boost shineRefresh color	Offer a complete salon service Meets various customer needs with one product Target a wider market	CONFIRMS HAIRDRESSER COLOR EXPERTISE
	Correct/create subtle highlights	One product for multiple uses Fewer products required which helps to limit stock	ECONOMIC
	Includes a CLEAR shade	Natural light-reflective pigments for XXL shine Can be used with shades to dilute the pigment load for an extended range of shades Can also be used to dilute other SUBTIL coloring technologies	CUSTOM AND PERSONALIZED COLORING
	Aluminum tube	100% recyclable packaging	ENVIRONMENTALLY FRIENDLY
		Same format for hairdressers	EASY TO USE
	Bottle applicator	Easy to mix and apply	EASY TO USE
PRICE	Price: €6.45	Positioning in line with SUBTIL's product portfolio and competition. → Price = 32% less expensive than DIALIGHT and 22% less expensive than SHADES EQ (based on list price)	GOOD VALUE FOR MONEY
	F/W 2020 Collection	Accordation of whome with more days and attractive viewels	GREATER MASTERY OF THE PRODUCT
РКОМО		Association of range with modern and attractive visuals Creation of techniques that meet current consumer expectations	MEETS CONSUMER EXPECTATIONS
		Training on how to create the looks in the collection Tutorials / step-by-step videos	HELPS RECRUIT NEW CUSTOMERS AND DIVERSIFY RANGE OF SERVICES
	Color chart	Helps shade choice - Ability to view hair swatches and different shades	FACILITATES SALON ADVICE

FEATURES	ADVANTAGES	BENEFITS	
	Feels comfortable and light on the scalp	COMFORTABLE SERVICE FOR THE CUSTOMER	
Innovative jelly texture	Faster and more even distribution of the product Quick to rinse out Reduced processing time	SAVES TIME EASY TO USE OFFERS AN AFFORDABLE SERVICE	
	Optimal white hair coverage thanks to greater adherence to the hair fiber: up to 50%	CUSTOMER SATISFACTION SOLUTION FOR THE TOP WHITE HAIR CONCERNS	
99% pure pigments	Better results - Ultra-glossy hair - Pure highlights		
Pigments with a low molecular weight	Allows the product to penetrate to the core of the fiber	HIGH QUALITY SERVICE	
Formula containing Hyaluronic Acid and Keratin	Increases the hair's water content Plumping, resurfacing effect	CUSTOMER SATISFACTION GENTLE AND COSMETIC FORMULA	
Formula enhanced with Epaline	Protects the scalp and hair fiber Boosts shine during the coloring treatment		
Exceptional concentration in highlights (70% highlights for depth levels 6 to 9 - 100% for depth levels 10 to 11)	For lighter results - Color is less opaque and more transparent - Glossy effect	CUSTOMER SATISFACTION	
Made in France			
Minimum 89% natural-based ingredients	Gentle formulas that meet the expectations of customers		
Carefully selected ingredients	who are increasingly concerned with the origin of the	BUYING INCENTIVE	
Mixture that is similar to the hair's natural keratin	ingredients in their products.	REASSURES - GUARANTEES SAFETY -	
PPD, paraben, resorcinol, silicone and ammonia-free formula: free from superfluous and controversial ingredients	Gentle on the customer's hair and scalp	INSPIRES CONFIDENCE	
1 + 1 Mixture	Conventional and simplified directions for use	EASY TO USE	



A showstopping collection 80S VIBES

BY JEAN-BAPTISTE MAZELLA

The 1980s were synonymous with freedom and daring styles. "Eighties" fashion remains a source of endless inspiration for designers and can be reinvented in touches or as complete looks.

Jean-Baptiste MAZELLA and the SUBTIL creative team have borrowed from 80s trends and reinterpreted them through a contemporary artistic vision.



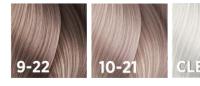




TATJANA

It's back! The mullet, the cult hairstyle of the 1980s, is making a comeback. Updated for 2020, the new version is called the "step mullet". Graphic, structured and asymmetric lengths are the keywords for this style.

COLORING







HANNAH

A style inspired by a 1980s icon and Queen of Pop, Madonna. The legendary blonde stood out for her bold and rebellious style, tinted here with more contemporary color combinations.

COLORING





OLIVIA

This layered hairstyle with a punk-glam look will turn heads. It is inspired by the end of the New Wave and the beginning of the 1980s!







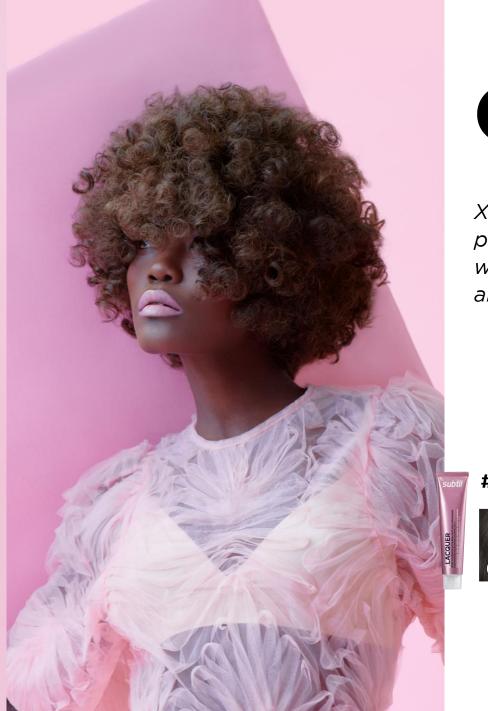












GIFT

XXL volume and cascading perms were the symbols of this wacky decade when big hair and corkscrew curls reigned!

COLORING

















/LACQUER

COLOR CHART (SB20000Z033FR)

SET OF 4 SB 2020 POSTERS (SB20000Z024FR)

COLLECTION BOOK + STYLIFE X3 (SB20000Z017FR)

WINDOW STICKER (SB20000Z038FR)

SET OF 3 MIRROR STICKERS (SB20000Z040FR)

BOTTLE APPLICATOR (GE10236310101)







PROMOTIONAL TOOLS IN STORE AND FOR PROSPECTING



SB LACQUER DOUBLE-SIDED TOTEM

(SB20000Z035FR)

TO ANNOUNCE NEW PRODUCTS AND SERVICES IN THE ENTRANCE OR AT THE END OF SHELVES

Dimensions: 47 x 7.5 x 140 cm

SHELF TALKERS KIT +LACQUER SHELF STRIPS

(SB20000Z036FR)

TO LABEL SHELVES IN STORES

Dimensions: Shelf talker = 30 x 15 cm Shelf strips = 50 x 2 cm



FRENCH COLORIST

PROSPECTING KIT

(SB20000P00201)

A HIGH QUALITY TOOL TO PRESENT THE SUBTIL /LACQUER RANGE

SUMMARY CHART ITEM CODES

DESCRIPTION	ITEM CODE	BARCODE	AVAILABLE
SB LACQUER 6 60ml	SB10124B26001	3 242179 914352	
SB LACQUER 6-11 60ml	SB10125B26001	3 242179 914369	
SB LACQUER 7 60ml	SB10126B26001	3 242179 914376	
SB LACQUER 7-12 60ml	SB10128B26001	3 242179 914390	
SB LACQUER 7-7 60ml	SB10127B26001	3 242179 914383	
SB LACQUER 8 60ml	SB10129B26001	3 242179 914406	
SB LACQUER 8-1 60ml	SB10130B26001	3 242179 914413	
SB LACQUER 8-2 60ml	SB10131B26001	3 242179 914420	
SB LACQUER 9 60ml	SB10134B26001	3 242179 914451	
SB LACQUER 9-13 60ml	SB10137B26001	3 242179 914482	BEGINNING OF
SB LACQUER 9-21 60ml	SB10138B26001	3 242179 914499	AUGUST 2020
SB LACQUER 9-22 60ml	SB10139B26001	3 242179 914505	
SB LACQUER 10-12 60ml	SB10142B26001	3 242179 914536	
SB LACQUER 10-21 60ml	SB10145B26001	3 242179 914567	
SB LACQUER 10-23 60ml	SB10146B26001	3 242179 914574	
SB LACQUER 11-10 60ml	SB10148B26001	3 242179 914598	
SB LACQUER STEEL GREY 60ml	SB10123B26001	3 242179 914345	
SB LACQUER PEARL GREY 60ml	SB10122B26001	3 242179 914338	
SB LACQUER CLEAR 60ml	SB10159B26001	3 242179 914734	