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INFINITY
NEW AMMONIA-FREE
P E R M A N E N T H A I R
COLORING SERVICE

#01

MARKET PARAMETERS

THAT REFLECT EVOLVING CONSUMER DEMANDS

MARKET CONTEXT

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1 IN
2
WOMEN

color their hair*

40 %

of women have **sensitive
scalps***

Women
AGED
25-49

Color *their hair* the most *

48 %

of women **have irritated
scalps***

75%

From **45-65**, almost **75%** of
women are **affected by
white hair**

WOMEN
AGED
16-49

are most likely to suffer from
sensitive or irritated scalps*

*GfK Data – Beauty care woman Europe

**<http://www.dermocosmetologie.fr/wp-content/uploads/lettre-n17-online.pdf>

#02

**AMMONIA FREE
A NEW SUBTIL SOLUTION**

COMBINING ADVANCED TECHNOLOGY AND PERFORMANCE

A NEW SOLUTION... AND THE GUARANTEE *subtil* OF A FORMULA THAT COMBINES PERFORMANCE AND RESPECT

EXCEPTIONAL HAIR COLOR, COMBINING
AFFINITY AND **INFINITY** FOR **THE FIRST TIME**

TRILOGY OF ACTIVE
AND PRECIOUS OILS



+

1 UNIQUE SOOTHING ACTIVE
INGREDIENT TO PROTECT THE



+

UNIQUE PIGMENT RANGE
AND CONCENTRATION



AFFINITY

For exceptional **COMFORT** and **RESPECT** for hair

INFINITY

For **CUSTOM HAIR COLOR RESULTS**

#03

A NEW SOLUTION...

IN LINE WITH COLORISTS' AND CONSUMERS'
KEY EXPECTATIONS

COLORISTS' AND CONSUMERS' KEY EXPECTATIONS

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WHICH PERFORMANCE CRITERIA ARE COLORISTS AND THEIR CUSTOMERS LOOKING FOR?

- ➔ **NATURAL COVERAGE AND EXPERT LIGHTENING**
Limitless performance
- ➔ **SHINE**
And reliable results
- ➔ **COMFORT AND RESPECT FOR HAIR**
For hair stylists and their customers
- ➔ **A VARIETY OF SHADES**



#04

**WE HOLD THE KEY TO THE FORMULA COLORISTS
HAVE BEEN WAITING FOR**

WE GUARANTEE THEM...

PROMISE N° 1

PERFORMANCE AND TECHNICAL EXPERTIZE WITHOUT COMPROMISE

1

COVERAGE
lightening
TECHNICAL EXPERTISE

WE GUARANTEE...

Natural and optimized coverage of white hair
Controlled lightening by up to 3 shades

THE PROOF?

THE ULTIMATE BASE SHADES FOR HIGH PERFORMANCE
A MIXING RATIO OF 1:1, FOR COLOR THAT IS GUARANTEED TO HOLD
MONITORING AND CONTROL OF MEA FOR OPTIMAL LIGHTENING



COMPLETE COVERAGE OF WHITE HAIR

NEW ULTRA-EFFECTIVE TOOL

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4

ULTIMATE BASE SHADES

for up to **100%** FLAWLESS and NATURAL coverage

9-00 / 7-00 / 5-00 / 3-00

+

9

BASE SHADES

for up to **50%** coverage and a FLAWLESS and NATURAL result

1 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / 10

OVER 50% WHITE HAIR: LIGHT COVERAGE

MARKET DATA

75% of the population is affected by white hair

35-45: is the age range when eumelanin and pheomelanin pigments start to disappear

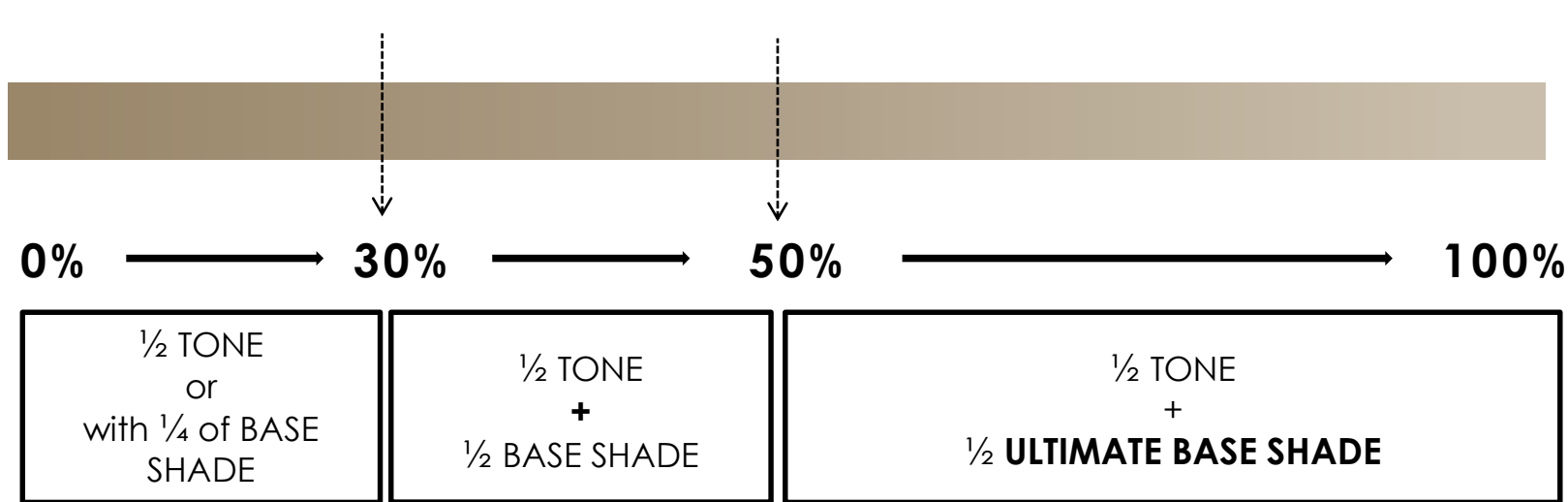
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THE RULE FOR WHITE HAIR COVERAGE

SUBTIL INFINITY

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FOR tricky white hair, you can safely increase the application time from 10 to 15 minutes.
For tricky white hair that is less than 50% white, you will be able to use an ultimate base shade to achieve better coverage

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FLAWLESS CONTROL WHITE HAIR COVERAGE AND LIGHTENING

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APPLICATION TIME
35 minutes

Greater **COMFORT DURING APPLICATION**
thanks to its oil-cream texture

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PROMISE N° 2

... AN UNPARALLELED RESULT THAT ADDS VALUE TO THE SERVICE
SALON VS "DIY"

2

SHINE
custom color
PROTECTION

WE GUARANTEE...

A glossy, mirror-like effect, unique deep tones
Long-lasting color
Maximum technical expertise to grant every creative wish

THE PROOF?

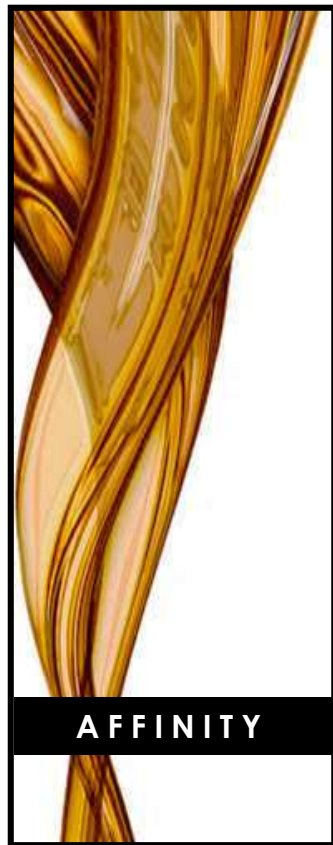
3 PRECIOUS AND ACTIVE OILS
A MINIMUM CONCENTRATION OF 7 PIGMENTS IN EACH FORMULA



OILS, ESSENTIAL INGREDIENTS OF AMMONIA-FREE HAIR COLOR

SUBTIL HAS CHOSEN PRECIOUS AND ACTIVE OILS

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EPALINE

HAIR PROTECTION

Restores the balance of the hair fiber thanks to a supply of vitamins E & PP.
Optimizes the coloring power of pigments thanks to its hydrating and repairing properties.



JOJOBA

HAIR – THE VEHICLE FOR COLORING EMULSION

A plant oil with a structure that imitates the structure of sebum, to ensure perfect affinity with the hair fiber

Encourages hair color pigments to penetrate
Hydrates, nourishes and protects the hair fiber, leaving hair soft and shiny



MONOI

HAIR – A GLOSSY RESULT

Hydrating, protecting and repairing properties
Shine, radiance and bounce
Protection against external aggressions

RICH IN PIGMENTS

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COLOR FORMULA FOR INFINITELY INTENSE RESULTS

EVERY FORMULA,
EVERY FORMULA IS ENRICHED WITH 7 PIGMENTS MINIMUM

A wide range of the purest pigments for **EXCEPTIONALLY DEEP** color

Unique **MULTI-PIGMENT** technology that leaves hair with **RICH, BEAUTIFUL TONES**



INFINITY

EVERY SHADE BECOMES INTENSE, VIBRANT, BRIGHT

PROMISE N° 3
... EXCEPTIONAL COMFORT

3
RESPECT
PLEASANT FRAGRANCE
COSMETIC APPEAL

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WE GUARANTEE...

Unrivalled comfort during application for the colorist: a pleasant fragrance/Cosmetic appeal
An exceptional experience for the consumer: maximum comfort

THE PROOF?

EPALINE, AN OIL ENRICHED WITH OXYGEN TO PROTECT THE SCALP
DANDRILYS®, UNIQUE SOOTHING ACTIVE INGREDIENT



#THE GUARANTEE OF OPTIMAL COMFORT

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1 INNOVATIVE AND PATENTED SOOTHING ACTIVE
INGREDIENT

**SOOTHING PLANT ACTIVE INGREDIENT EXTRACTED FROM JUJUBE TREE
BARK FROM BRAZIL**

protection for the scalp

IMPROVED COMFORT for sensitive scalps

PROTECTION DURING THE COLORING PROCESS

INCREASES THE RESISTANCE of sensitive scalps that
react to external aggressions.



AFFINITY

MARKET DATA

40% of women have sensitive scalps

48% of women have irritated scalps

WOMEN AGED 16-49 are most likely to suffer from sensitive or irritated scalps

1 ACTIVE INGREDIENT FOR COMPLETE SCALP PROTECTION



EPALINE natural active ingredient to protect the scalp

PROTECTION DURING THE COLORING PROCESS

IMPROVED SKIN TOLERANCE for scalps thanks to a high content in vitamins E and B3

Anti-itching **ACTIVE INGREDIENT**

Anti-inflammatory **ACTIVE INGREDIENT**

THE BEST OF SCIENCE AND INNOVATION IN AN INNOVATIVE FORMULATION DESIGN

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EFFECT ON THE SCALP

COMFORT - PROTECTION

SOOTHING
PLANT
ACTIVE
INGREDIENT

EPALINE

ACTIONS ON THE CORTEX AND THE CUTICLE

PROTECTION – SHINE – INTENSITY

EPALINE

MONOÏ

JOJOBA

7 PIGMENTS

#05

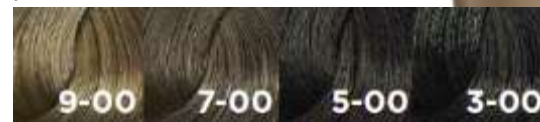
A BROAD COLOR SPECTRUM

56 SHADES

/ BASE SHADES



/ ULTIMATE BASE SHADES



/ ASH



/ VIOLET



/ GOLD



/ COPPER



/ MAHOGANY - REDS



/ CHESTNUT



/ BEIGE



/INFINITE

COLORATION PERMANENTE SANS AMMONIAQUE
AMMONIA-FREE PERMANENT HAIR COLOR
ZAHN-LOS PERMANENTE HAARFÄRBE

AN OPTIMAL BALANCE
of neutralizing cool shades and strong and vibrant warm shades.

BREAKDOWN OF TONES

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SUBTIL INFINITY

BASE SHADES



ULTIMATE BASE SHADES



	/1	ASH	 + 
	/2	VIOLET	 + 
	/3	GOLDEN	 + 
	/4	COPPER	 + 
	/5	MAHOGANY	 + 
	/6	RED	 + 
	/7	CHESTNUT	 +  + 
	/8	BEIGE	 + 

EVERY SHADE
IS ENRICHED WITH
7 PIGMENTS MINIMUM

STRENGTHS AND ADVANTAGES

SUBTIL INFINITY

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- ➔ For greater **COMFORT DURING APPLICATION**, thanks to its oil-cream texture
- ➔ For increased **HYDRATION AND PROTECTION** thanks to the diffusion of 3 oils inside the hair fiber
- ➔ For an **EVEN SAFER FORMULA** thanks to a patented natural active ingredient
- ➔ To reveal **AN ARRAY OF PIGMENTS** thanks to its **MULTI-PIGMENT TECHNOLOGY**
- ➔ For an improved **LIGHTENING EFFECT** and **BETTER COVERAGE**

1 + 1

#06

FASHION & TRENDS

COLORING TECHNIQUES



SPRING - SUMMER

2016

COLLECTION

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RONZE
/
SUNBURNED

CONCEPT BOARD

RONZE / SUNBURNED

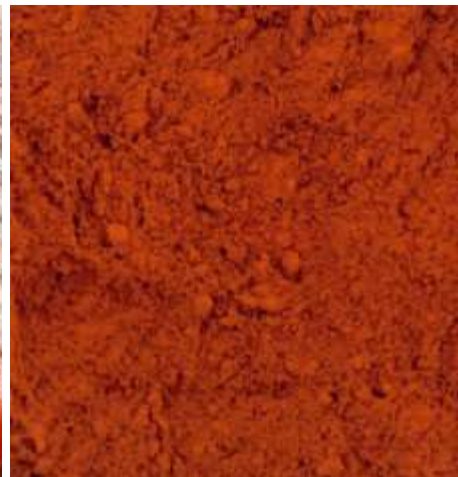
RONZE is a new shade that combines the depth of **"BROWN-BRONZE"** a warm brown base shade with the luminosity of red hair

Info is made available on social networks using the hashtag #ronze.

Our celebrity friends (*Julianne MOORE, Emma STONE...*) have changed their hair color in favor of an ultra-luminous shade that combines red with various levels of intensity.

You've probably heard of **"BRONDE"**,
but now there is also **"RONZE"**

!



COLORING

RONZE / SUNBURNED

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SUBTIL INFINITY

6-77 / 4-77 / 7-74 / 7-44

SUBTIL XRESCUE

N°1 AND N°2

SUBTIL BLOND

BLEACHING PASTE



STEP BY STEP

RONZE / SUNBURNED_1

STEP 1:

Apply **mixture A** irregularly to all new growth.

STEP 2:

Beginning with the nape of the neck.

Create horizontal partings so that each section is 5-7 cm wide and 2-3 cm thick.

Alternate method 1 and method 2 on each section, all over the hair.

Mixture A:

30g SUBTIL INFINITY 6-77

+ 20g SUBTIL INFINITY 4-77

+ 5ml SUBTIL XRESCUE phase N°1

+ 50g 10-volume SUBTIL oxidant



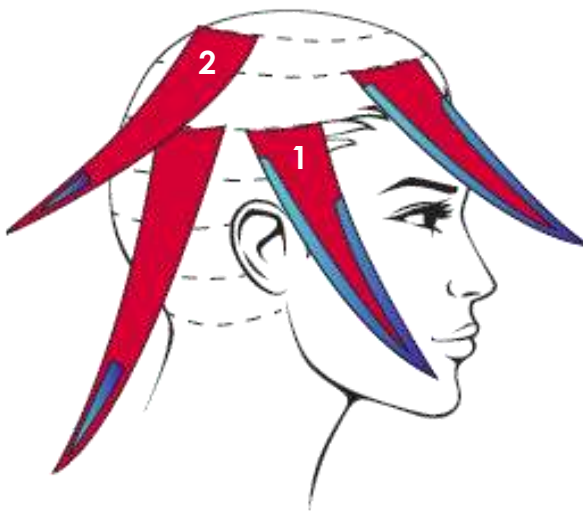
STEP BY STEP

RONZE / SUNBURNED_2

STEP 2:

Method 1:

take 2 small squares on either side of the section. Apply **mixture C** to the first square at the top without touching the roots. Apply the same mixture to the second square, starting from the mid-lengths. Apply **mixture B** to the rest of the section.



Method 2:

Apply **mixture B** to mid-lengths and ends in the hair section. Then, take a small square in the middle of this section and apply **mixture C** to the ends.



Mixture B:

40g SUBTIL INFINITY 7-74
+ 5ml SUBTIL XRESCUE phase N°1
+ 40g of 10 vol oxidant

Mixture C:

30g SUBTIL BLOND Bleaching Paste
+ 7.5ml SUBTIL XRESCUE phase N°1
+ 30g 30-volume SUBTIL oxidant

STEP BY STEP

RONZE / SUNBURNED_3/4

STEP 3:

At the end of the processing time, lather throughout the hair. Rinse and gently wash hair with SUBTIL Acid pH Shampoo

STEP 4:

Apply a patina on all lightened parts using **mixture D**. Application time will vary according to the desired intensity. After this, wash hair with SUBTIL XRESCUE phase N°2.

Mixture D:

40g 7-44 SUBTIL INFINITY
+ 5ml SUBTIL XRESCUE phase N°1
+ 80g of 10-volume SUBTIL oxidant



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**COLOR
/ BLOCK**

CONCEPT BOARD

COLOR BLOCK

Color blocking is one of this summer's biggest trends, to the extent that it has taken **CELEBRITY HAIR STYLES** by storm

This technique will seduce fashion addicts who aren't afraid to try something new.

COLOR BLOCK is an obvious choice!

The color is audacious, visible and vibrant. Tones are controlled, color is unleashed.



COLORING COLOR BLOCK

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SUBTIL INFINITY

5-4 / 5-7

SUBTIL XRESCUE

N°1 AND N°2

SUBTIL MÈCHE

MAGENTA - COPPER - HONEY

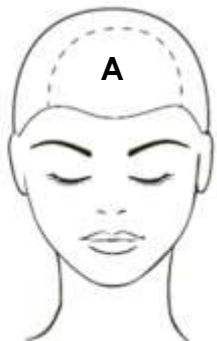


STEP BY STEP

COLOR BLOCK_1

STEP 1:

Apply **mixture 1** to all your new growth.



STEP 2:

Zone A: Create a curved parting from the temple, past the point of equilibrium and ending at the opposite temple (zone A)



STEP 3:

Create 4 crescent-shaped sections in zone A that are between 1 cm and 1.5 cm thick (see diagram)

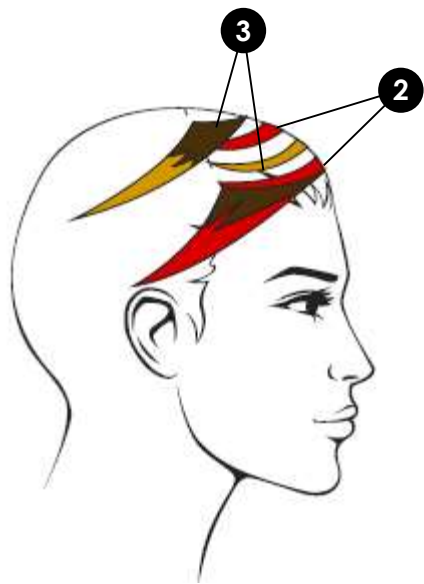


Mixture 1:

30g SUBTIL INFINITY 5-4
+ 20g SUBTIL INFINITY 5-7
+ 5ml of SUBTIL XRESCUE phase N°1
+ 50g of 10-volume SUBIL oxidant

STEP BY STEP

COLOR BLOCK_1



STEP 5:

Apply **mixture 1** to all remaining mid-lengths and ends.

When the processing time has elapsed, rinse and wash hair with SUBTIL XRESCUE phase N°2.

STEP 4:

Work from the forehead towards the top of the head. Apply **mixture 2** to mid-lengths and ends in the first and third crescent-shaped sections. Apply **mixture 3** to the second and fourth crescent-shaped sections using the foil wrapping technique.

Section off a strand (1 cm thick) between each crescent-shaped section for coloring in Step 5.



Mixture 2:

10g SUBTIL MÈCHES Magenta
10g SUBTIL MÈCHES Copper
+ 2ml SUBTIL XRESCUE phase N°1
+ 30g of 40-volume SUBTIL oxidant

Mixture 3:

15g SUBTIL MÈCHES Copper
+ 5g SUBTIL MÈCHES Honey
+ 2ml SUBTIL XRESCUE phase N°1
+ 30g of 40-volume SUBTIL oxidant

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BLINGER **/ HAIR PAINTING**

CONCEPT BOARD

BLINGER

An updated version of venetian blonde, **BLINGER** is a contraction of "blonde" and "ginger" (or "gingembre" in French)

It creates an ultra-natural result that brightens the complexion and enhances golden, ginger and honey-colored tips, for a modern and luminous look.



{ spiced }
neutrals

COLORING BLINGER

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SUBTIL INFINITY

6-34 / 7-8 / 8-34 / 10

SUBTIL XRESCUE

N°1 AND N°2

SUBTIL BLOND

BLEACHING PASTE



STEP BY STEP

BLINGER

STEP 1:

Apply **mixture 1** irregularly to all your new growth and apply **mixture 2** to mid-lengths and ends

STEP 2:

Zone A: Create a parting starting from the middle of the ear, past the middle of the vertex and ending at the middle of the opposite ear.



Mixture 1:

35g SUBTIL INFINITY 6-34
+ 15g SUBTIL INFINITY 7-8
+ 5ml SUBTIL XRESCUE phase N°1
+ 50g 10-volume SUBTIL oxidant

Mixture 2:

40g SUBTIL INFINITY 8-34
+ 5ml SUBTIL XRESCUE phase N°1
+ 40g of 10-volume SUBTIL oxidant



STEP BY STEP

BLINGER



STEP 3:

Create horizontal sections in zone A that are between 1.5 cm and 2 cm thick. Redefine the lines of the hairstyle by applying **mixture 3** using the “hair painting” technique. Work your way down from the hair's upper lengths to the ends. Create staggered sections (see diagram) to prevent lightening zones from overlapping.

When the processing time has elapsed, rinse and wash hair with SUBTIL XRESCUE phase N°2.

STEP 4:

Apply **mixture 4** to the lightened zones. When the processing time has elapsed, rinse and wash hair with SUBTIL Acid pH Shampoo.



Mixture 3:

20g SUBTIL BLOND bleaching paste
+ 3ml SUBTIL XRESCUE phase N°1
+ 30g 30-volume Subtil Blond oxidant

Mixture 4:

5g of SUBTIL INFINITY 10
+ 5g SUBTIL INFINITY 8-34
+ 20g 10-volume SUBTIL oxidant



THANK YOU
FOR YOUR
ATTENTION

My subtil

My tools to manage my business



www.mysubtil.fr

My SUBTIL / HOW IT WORKS



- > Exclusive and personalized access
 - your own username and password



- > Online registration
 - online registration takes **5 minutes**
 - your distributor can also register on your behalf



- > Personalization of your marketing materials
 - choose and mock up your personalized materials
 - receive your materials within **10 days!**



- > Simple and secure online payment
 - by check, direct debit or credit card



- > Support is available
 - **A HOTLINE is open** in case of any problems
 - from Monday to Friday, 9am-12pm/2pm-6pm: +33(0)4 27 40 26 01

The screenshot shows the 'My subtil' website interface. At the top, the logo 'My subtil' is displayed with the tagline 'Mes outils pour piloter mon activité'. Below the logo, there is a 'Login' section with two input fields: 'identifiant' and 'Mot de passe'. A 'Se connecter' button is positioned below these fields. Below the login section, there is a link that says 'J'ai oublié mon mot de passe ?'. At the bottom of the form, there is a link that says 'Créer un compte'.

My SUBTIL / REGISTRATION



> Enter at www.mysubtil.fr

> Create your account and fill in the form directly online: you can then choose your own username and password.

> Confirmation: you will receive an email to let you know when your account has been activated **within 7 days**. Check your spam folder



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