



NEW
[PROOF OF EXCELLENCE]

TONE ON TONE AMMONIA-FREE HAIR COLOR CREAM

subtil tone HD

THE EXCELLENCE OF OUR EXPERTISE

- SUBTIL provides its partner salons with a turnkey product for even higher standards of professional EXCELLENCE and creativity!
- Expanded product catalogue with 12 new tone on tone coloring hues “BESTSELLER”
- 1 new active ingredient- high-performance OIL

subtil tone HD

[New] DESIGN



- Redesigned packaging,
 - with a fresh, modern look
- for enhanced **DESIRABILITY**
 - on the shelf

HD PERFORMANCE

subtil tone HD

- Multi-dimensional, high-definition coloring for three-dimensional color results:



1. HD COLOR BEAUTY

High powered coloring agent: large variety of pure oxidation pigments for impeccable uniformity.

2. HD SOFTNESS

Highly cosmetic formula: ammonia-free, with active ingredients to protect the hair and scalp.

3. HD SHINE & RADIANCE

Radiant hues, vibrant tones, natural beauty

12 new “BESTSELLER” hues

A portfolio of 34 hues for shiny, airy and flexible hair.
Technically advanced and effective.

	1 <i>Black</i>	3 <i>Dark chestnut</i>	4 <i>Chestnut</i>	5 <i>Light chestnut</i>		5-35 <i>Chestnut</i>	5-31 <i>Praline</i>	6-35 <i>Hazelnut</i>	6-34 <i>Cinnamon</i>	
		6 <i>Dark blond</i>	7 <i>Blond</i>	8 <i>Light blond</i>				7-32 <i>Sand</i>	8-30 <i>Golden</i>	10-83 <i>Golden beige</i>
4-15 <i>Scorched earth</i>	5-13 <i>Clay brown</i>	6-23 <i>Desert rose</i>	7-12 <i>Dark pearl</i>			4-77 <i>Dark brown</i>	4-75 <i>Chocolate brown</i>	5-7 <i>Iced brown</i>	6-7 <i>Brown</i>	6-75 <i>Mahogany</i>
				11-8 <i>Beige</i>				6-74 <i>Copper brown</i>	6-73 <i>Coffee brown</i>	7-73 <i>Honey brown</i>
		6-40 <i>Copper</i>	7-43 <i>Honey copper</i>			4-20 <i>Purple violet</i>	4-26 <i>Red purple violet</i>	5-56 <i>Red mahogany</i>	5-65 <i>Intense red mahogany</i>	6-66 <i>Red</i>

SUBTIL tone **HD** PERFORMANCE

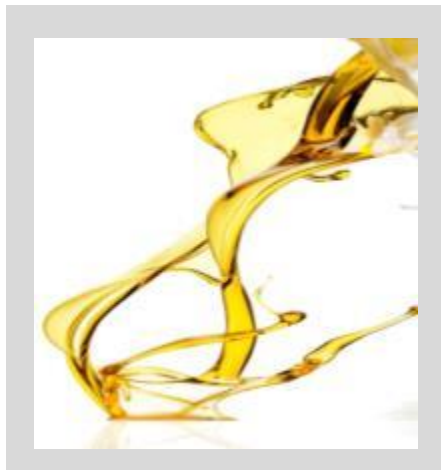
NEW FORMULA “ULTRA-SHINY” CREAM

[NEW SYNERGY] of **two** exceptional plant-based oils to offer a targeted cosmetic solution for colored hair.



[NEW] **ARGAN OIL**

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EPALINE

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“HIGH-PERFORMANCE”
PIGMENT BASE

ULTRA-SHINY COLORING, EXCEPTIONALLY INTENSE COLOR



subtil tone HD