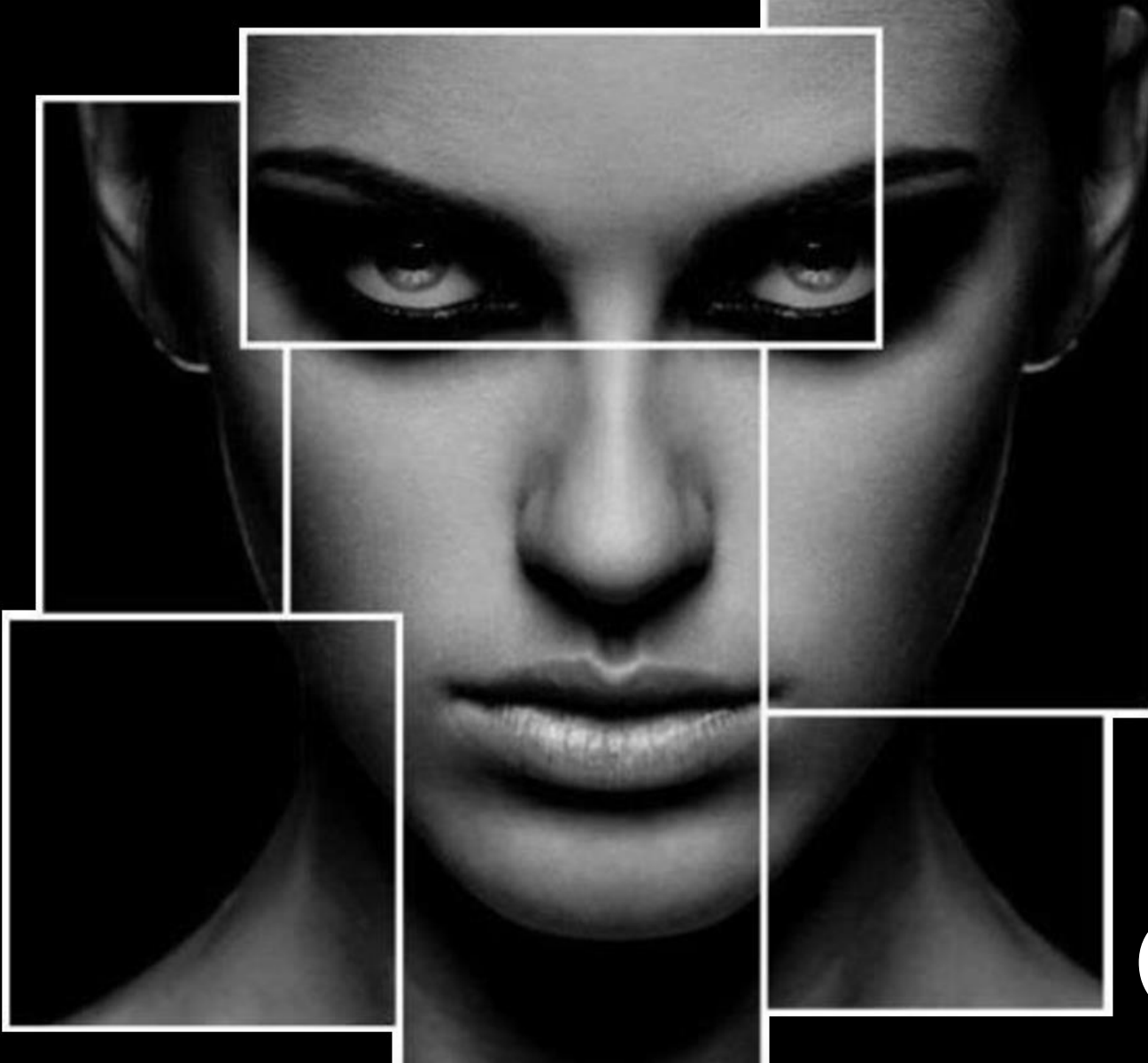


subtil



ICE
COLORS

RECAP#01

RAW MATERIAL

HAIR

STE-1001

hair structure

#1

NATURAL HAIR COLOR

HAIR STRUCTURE RECAP

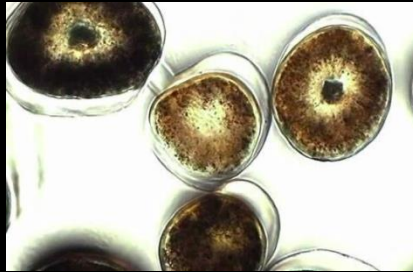
> THE HAIR'S NATURAL PIGMENT: MELANIN

The hair's natural color comes from tiny pigment granules found inside the cortex. Light penetrates through the translucent cuticle scales and reflects the natural pigments, which reveals your natural hair color.

> PRODUCTION PROCESS

Cells called melanocytes produce melanin inside the hair bulb. A catalyst called tyrosine triggers the reaction that produces pigment granules. This creates two types of pigment:

GRANULAR EUMELANIN



Composed of:
Blue + Red + Yellow

DIFFUSE PHEOMELANIN



Composed of:
Red + Yellow

#1

NATURAL HAIR COLOR

HAIR STRUCTURE RECAP

Natural hair color is based on the mix of eumelanin and pheomelanin. The depth of the color depends on their concentration.

> **BLACK** hair contains around 99% eumelanin and 1% pheomelanin.

Asian hair contains twice as much eumelanin than dark European hair.

> **LIGHT TO DARK CHESTNUT HAIR** contains around 95% eumelanin and 5% pheomelanin.

Scandinavian hair is 3 times less concentrated in eumelanin but contains more sulfur

> **DARK TO VERY LIGHT BLOND** hair contains around 20% eumelanin and 80% pheomelanin.

> **RED** hair types known as "Irish red" contain around 67% eumelanin and 33% pheomelanin.

But contain 3 times more sulfur than Scandinavian blond hair

#1

THE HAIR'S NATURAL PIGMENTATION

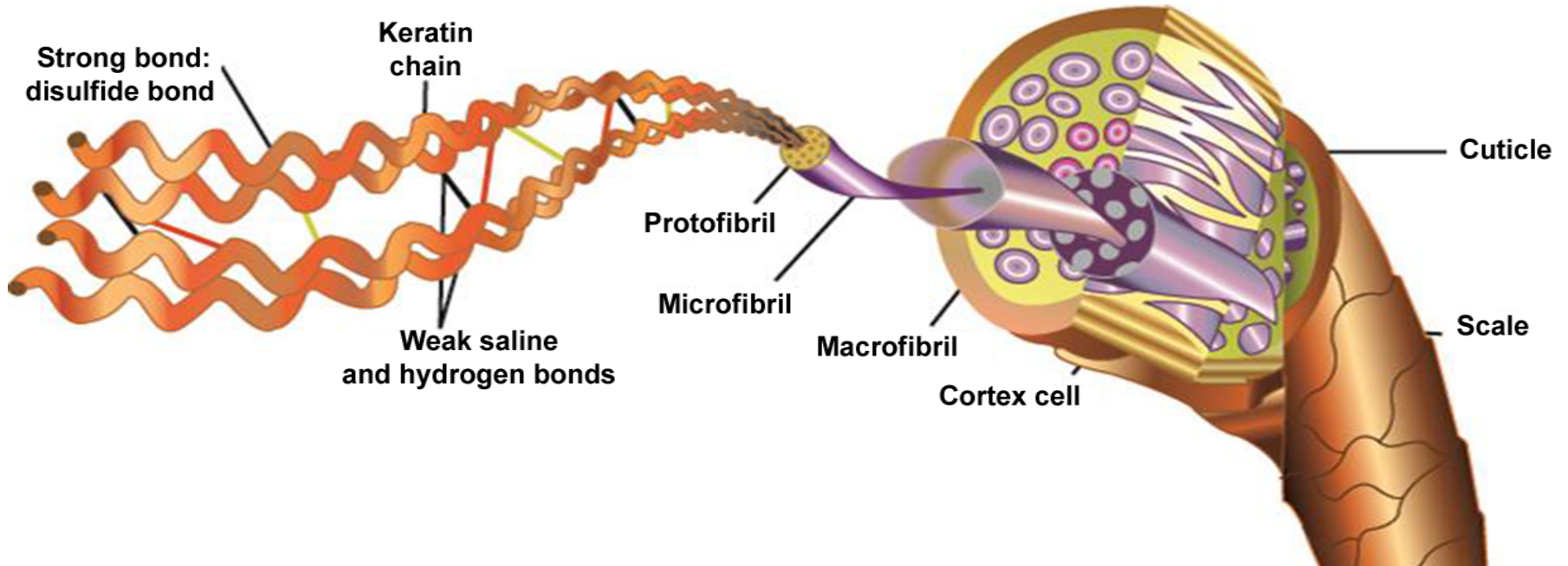
HAIR STRUCTURE RECAP



#1

THE HAIR'S CHEMICAL COMPOSITION

HAIR STRUCTURE RECAP

HYDROGEN
NITROGEN**SULFUR****THE TROUBLEMAKER THAT AFFECTS BLEACHED BASE COLOR**CARBON
OXYGEN

#1

THE HAIR'S CHEMICAL COMPOSITION

HAIR STRUCTURE RECAP

5.3%

SULFUR



**EUROPEAN
BRUNETTE
HAIR**

4.9%

SULFUR



**ASIAN
HAIR**

8.8%

SULFUR



**IRISH
RED
HAIR**

2.3%

SULFUR



**SCANDINAVIAN
BLOND HAIR**

EXPERTISE#02

ICE COLORS

SUBTIL

STE-1001

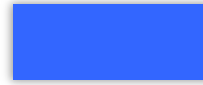
INSTRUCTIONS FOR USE

#2

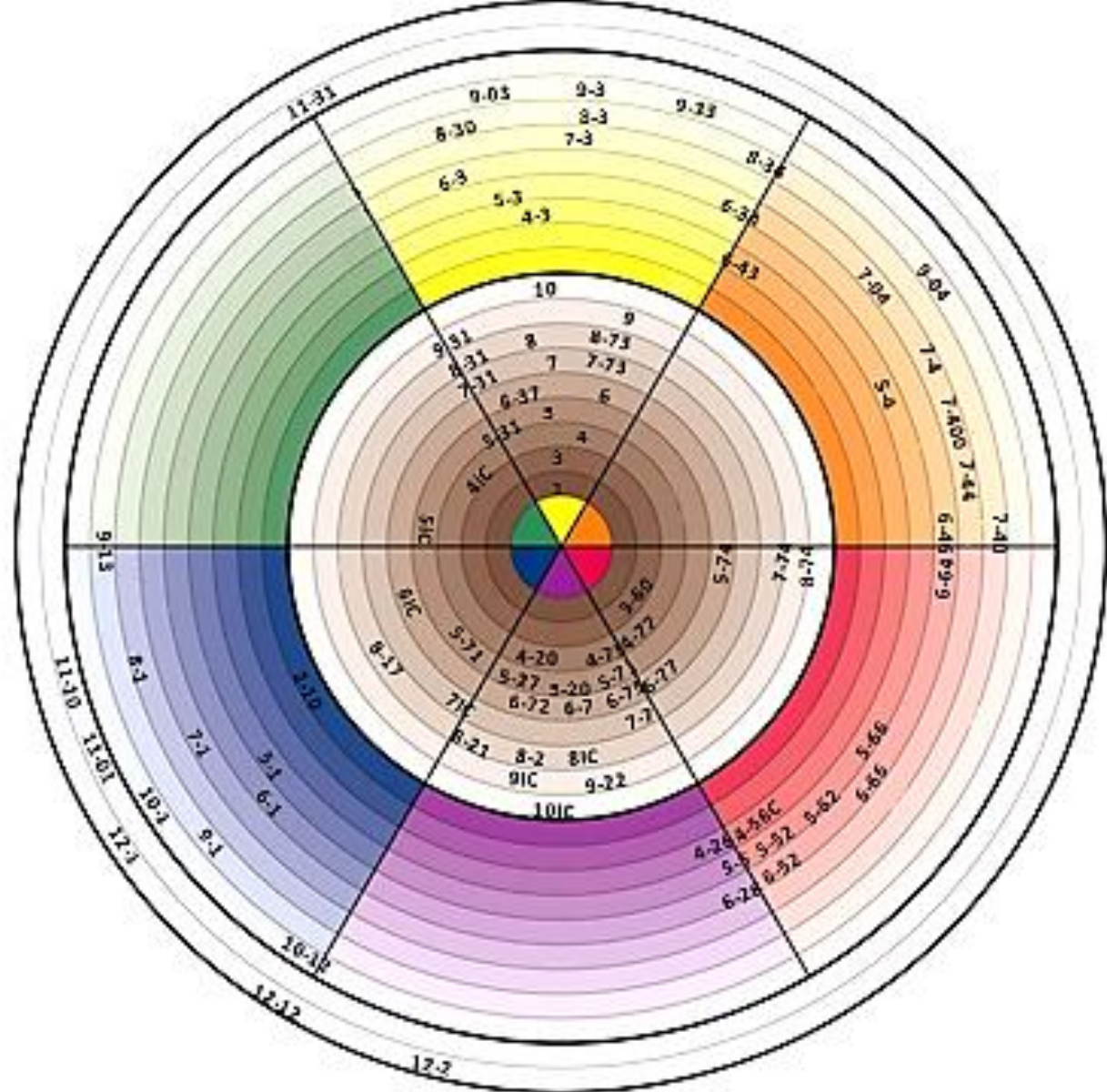
BREAKDOWN OF TONES

INSTRUCTIONS FOR USE

Subtil Crème Bases
Warm Colors



10IC				+		
9IC				+		
8IC				+		
7IC				+		
6IC				+		
5IC				+		
4IC				+		



#2

WHITE HAIR COVERAGE

INSTRUCTIONS FOR USE

> COOL BASE SHADES AND TONES

Example: 7-12 desired with 50% white hair

$\frac{1}{2}$ 7IC + $\frac{1}{2}$ 7-12 in 1+1

Or 40%-100% white hair

1 part IC base shade + 1 part SC cool tone + 2 parts oxidant

> WARM BASE SHADES AND TONES

Example: 7-4 desired with 50% white hair

$\frac{1}{2}$ 7+ $\frac{1}{2}$ 7-4 in 1+1.5 to 1+1

Or 40%-100% white hair

1 part SC base shade + 1 part SC warm tone + 2-3 parts oxidant

NB: If color doesn't take on white hair, you can increase the processing time by 10-15 minutes OR use a darker shade mixed with a 30 vol oxidant



ICE COLORS

subtil

#1

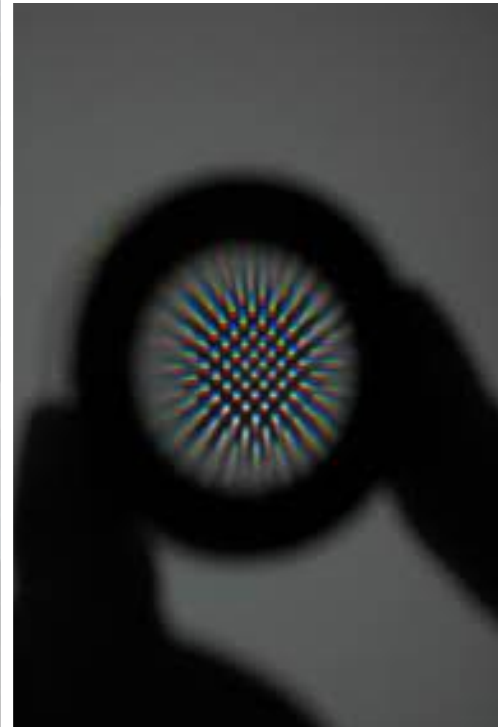
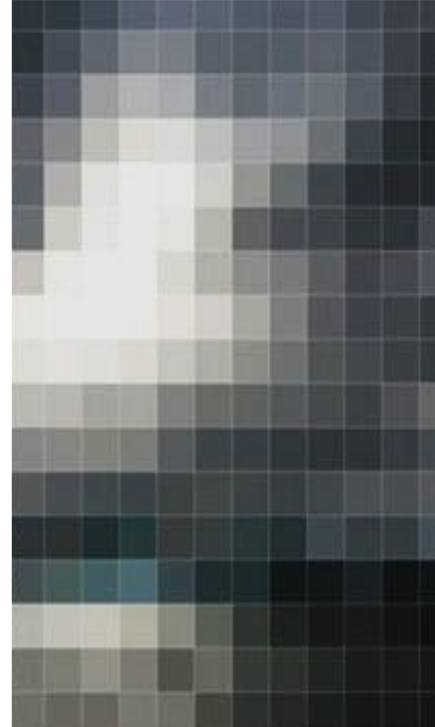


ICE
PIXEL



CONCEPT BOARD #1

Make way for the astonishing **pixel hair** trend. We are in geek heaven thanks to a passion for all things digital in the world of fashion and beauty. Beauty addicts won't be able to resist this creative coloring trend. Kooky hair colors are more adventurous than ever before





SUBTIL ICE COLORS

4 / 5 / 6

SUBTIL CRÈME

BLUE/YELLOW

SUBTIL GEL

10 ½ -1 / 9-22 / 11-10



PIXEL HAIR

STEP by STEP #1

This technique is carried out on pre-lightened hair.

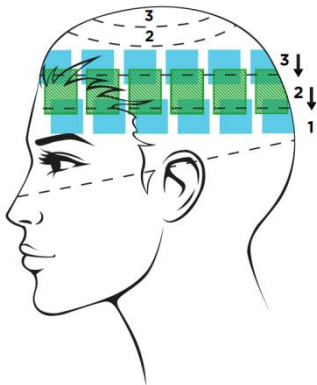
> STEP 1:

Apply **mixture No.1** to all new growth and color all mid-lengths and ends using **mixture N°2**.

Leave on for 35 minutes. Rinse and wash using SUBTIL acid pH post-color shampoo.

> STEP 2: Create 3 circular sections:

- (1) from the outer tip of the eyebrow => across the vertex and the occipital bone => to the outer tip of the opposite eyebrow
- (2) from the temple => across the middle of the vertex => to the opposite temple.
- (3) this leaves the third section on top of the head.



subtil



Mixture N°1
30g 4 IC + 30g 10 vol.

Mixture N°2
15g 5 IC + 15g 6 IC + 30g 10 vol.

It is important to apply Equalize all over the hair before any technical application

PIXEL HAIR

STEP by STEP #2

> STEP 3:

(1) Paint squares using a small brush on the first section, leaving 2-3 cm between each square.

Cover each section in a sheet of cellophane.

(2) Adjust the 2nd section of hair so it falls naturally.

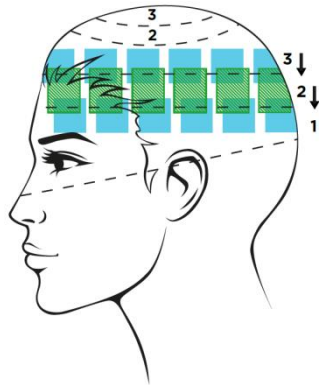
Paint more squares using the first squares as a guide. Squares should be staggered and overlapping on the upper left side. Now, readjust hair so it continues to fall naturally.

(3) Paint a third series of squares higher up, staggering the second squares and overlapping them on the left side.

Apply mixture N°3 to lighten the squares:

You are aiming for an extremely pale yellow bleached base.

Rinse and wash using Subtil acid pH post-color shampoo.



> STEP 4:

Apply mixture N°4 to squares in the 1st section

Apply mixture N°5 to squares in the 2nd section

Apply mixture N°4 to squares in the 3rd section

Processing time 5 to 10 minutes.

Rinse and wash using Subtil acid pH post color shampoo. Enhance hair by applying a SUBTIL COLOR CARE treatment and/or Subtil

10in1 Complete Care.

Style hair.

Mixture N°3

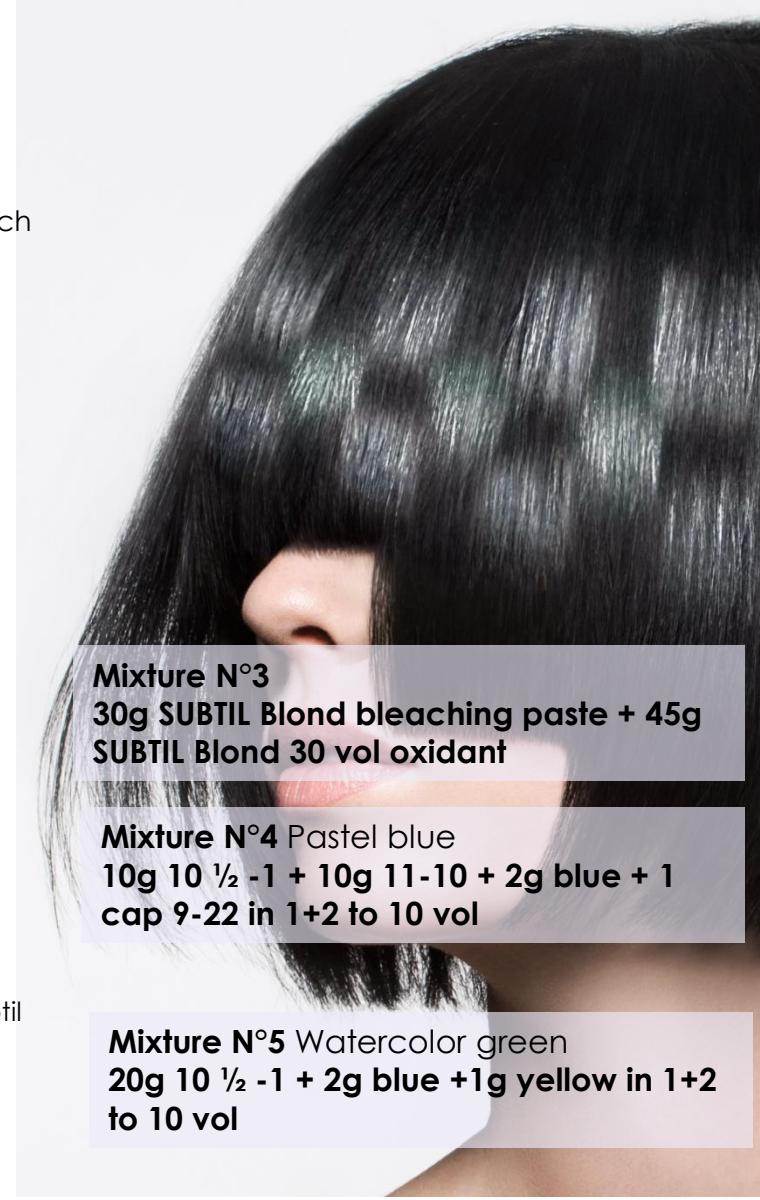
30g SUBTIL Blond bleaching paste + 45g
SUBTIL Blond 30 vol oxidant

Mixture N°4 Pastel blue

10g 10 ½ -1 + 10g 11-10 + 2g blue + 1
cap 9-22 in 1+2 to 10 vol

Mixture N°5 Watercolor green

20g 10 ½ -1 + 2g blue + 1g yellow in 1+2
to 10 vol



It is important to apply Equalize all over the hair before any technical application

#2

subtil



ICE
TORTOISESHELL



CONCEPT BOARD #2

A new hair coloring trend has arrived! The new look known as the “tortoiseshell” has already won over Jessica Alba, Sarah Jessica Parker and Khloe Kardashian. It's directly inspired by the “tortoiseshell” fur of our four-legged friends, cats.



subtil

#2

SUBTIL ICE COLORS

5 / 6 / 7 / 8 / 9

SUBTIL CRÈME

10/12

SUBTIL GEL

9-22



ICE TORTOISESHELL

STEP by STEP #1

> STEP 1:

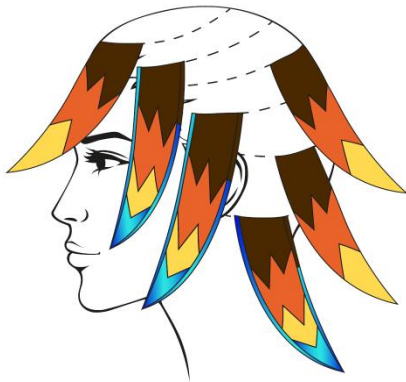
Apply **mixture n°1** to all new growth.

Create vertical sections from the nape of the neck. Each section should be 5-7 cm wide and 2-3 cm thick.

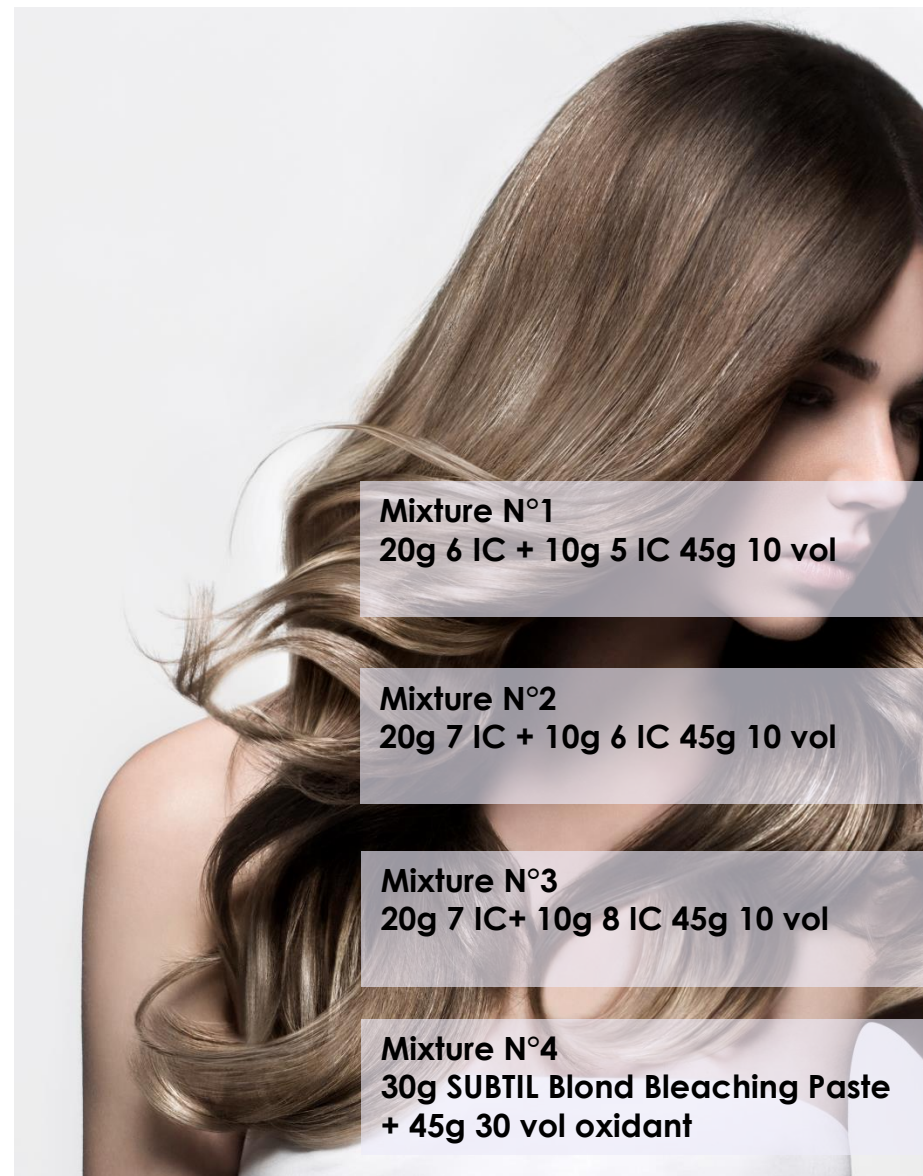
> STEP 2:

Create the 1st section: divide lengths into 2 small squares on both sides. Apply **mixture N°4** to the first square at the top without touching the roots. Continue applying the mixture to the second square, starting with the mid-lengths.

Now, apply **mixture n°2** to the upper part of the hair's lengths throughout this section. Apply **mixture n°3** to the lower lengths and work **mixture n°4** into the ends.



It is important to apply Equalize all over the hair before any technical application



Mixture N°1
20g 6 IC + 10g 5 IC 45g 10 vol

Mixture N°2
20g 7 IC + 10g 6 IC 45g 10 vol

Mixture N°3
20g 7 IC+ 10g 8 IC 45g 10 vol

Mixture N°4
30g SUBTIL Blond Bleaching Paste
+ 45g 30 vol oxidant

ICE TORTOISESHELL

STEP by STEP #2

➤ STEP 3:

On the 2nd section: apply mixture N°2 to the hair's upper lengths and mixture N°3 to the lower lengths and ends. Continue alternating the mixtures using the same method of application for each section.

Rinse and wash using SUBTIL acid pH post-color shampoo.

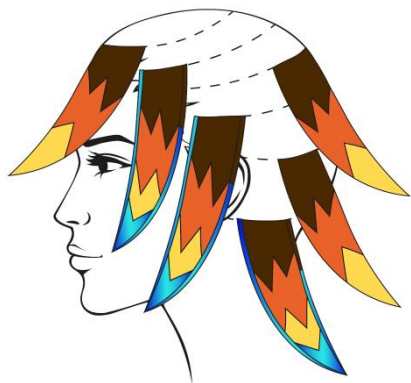
➤ > STEP 4:

Apply **mixture No.5** to the lightened parts.

Rinse and wash using SUBTIL acid pH post-color shampoo.

Enhance hair by applying a Subtil Color Care color protective mask and/or Subtil 10in1 Complete Care.

Style as usual.



Mixture N°5
40g 9-22 Subtil Gel + 10g 10-12 Subtil
Crème + 100g 10 vol oxidant

subtil

#3



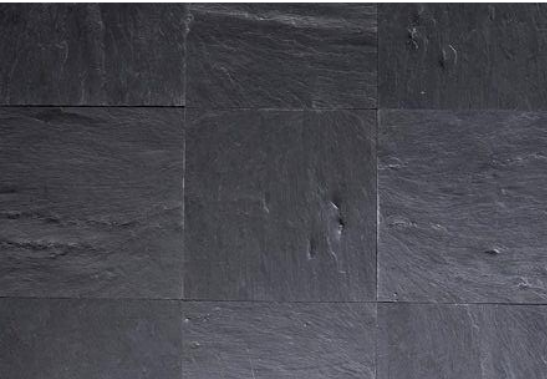
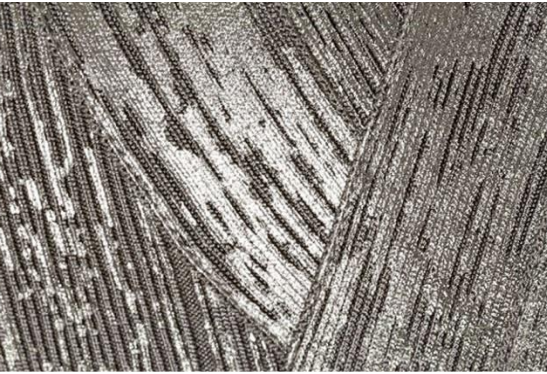
ICE
BRONDE



CONCEPT BOARD #3

Gray is the new blond. Slate, steel, ash.

Many celebrities have ditched their baby blond for urban gray (Lady Gaga, Nicole Richie, Daphne Guinness etc.). Gray hair is also sweeping the runway, championed by fashion designers Jean Paul Gaultier, Marc Jacobs and Chanel etc. It just goes to show how this phenomenon has become a full-blown hair craze in the space of a few years.





SUBTIL ICE COLORS

6 / 7

SUBTIL CRÈME

8-1 / 9-1 / 2-10

SUBTIL GEL

11-10 / 9-22



ICE BRONDE

STEP by STEP #1

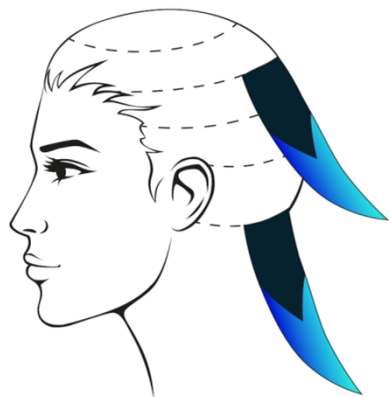
➤ STEP 1:

Apply **mixture N°1** to all new growth, and continue applying irregularly until you reach halfway down the hair's mid-lengths. Rinse and wash using SUBTIL acid pH post-color shampoo.

➤ STEP 2:

Start at the nape of the neck: apply **mixture N°2** using the balayage technique. Start higher up each time to create a staggered V-shape. Continue using the balayage technique to create a 2nd V-shape on pre-lightened hair. This will achieve a platinum blond color with an extremely pale yellow base shade. Protect colored hair with aluminum foil before moving on to the next section.

Rinse and wash using a SUBTIL acid pH post-color shampoo, apply a SUBTIL Shades repigmenting mask in platinum and dry hair.



It is important to apply Equalize all over the hair before any technical application



Mixture N°1
20g 6 IC+ 20g 7 IC 60g 10 vol

Mixture N°2
30g SUBTIL Blond Bleaching Paste
+ 45g 20 vol oxidant

ICE BRONDE

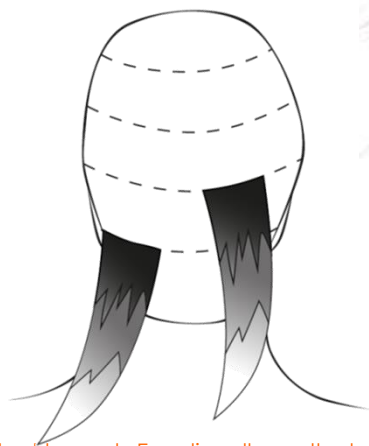
STEP by STEP #2

➤ STEP 3:

Rinse and wash using SUBTIL acid pH post-color shampoo, then apply Subtil Keratin phase 2.1. Leave on for 10 to 20 minutes. Rinse and apply Subtil Keratin phase 2.2. Leave on for 5 to 10 minutes. Rinse and dry hair using a towel.

➤ STEP 4:

Apply **mixture N°3** (slate gray) on the hair's upper lengths, then apply **mixture N°4** (steel gray) on the lower lengths and ends. Monitor application time. Rinse and wash using SUBTIL acid pH post-color shampoo. Enhance hair by applying a Subtil Color Care color protective mask and/or Subtil 10 Complete Care. Style as usual.



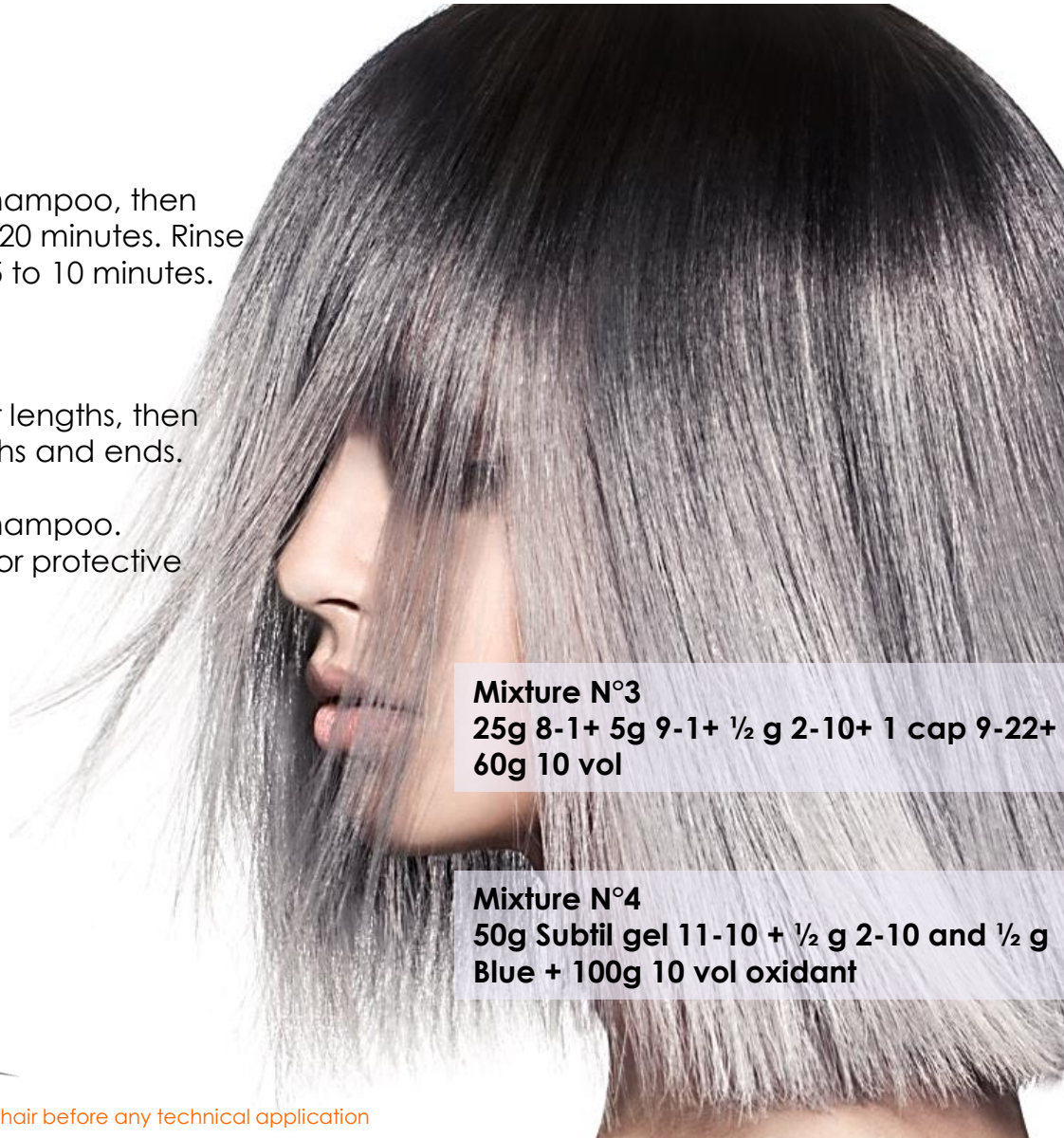
Mixture N°3

25g 8-1+ 5g 9-1+ ½ g 2-10+ 1 cap 9-22+
60g 10 vol

Mixture N°4

50g Subtil gel 11-10 + ½ g 2-10 and ½ g
Blue + 100g 10 vol oxidant

It is important to apply Equalize all over the hair before any technical application



THANK YOU
FOR YOUR
ATTENTION

LABORATOIRE
DUCASTEL
F R A N C E