

09.2024-2025



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SUBTIL.

fashion alert

#taupehair



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*Taupe is so much more than just a medium brown. Bursting with cool, radiant tones, this shade stars a **brown** base woven through with **iridescent ashy** highlights. A blend of tones that feels **naturally sophisticated and high-impact**.*



19 M
hits on GOOGLE



17,8 M
views on TIKTOK

step by step



NATURAL DEPTH LEVEL ON THE MODEL
DARK BLONDE and **7/8** on the lengths and ends



01

COLORING

NEW GROWTH

Color the first 10 to 15 centimeters of regrowth with mixture N°1.

MIXTURE N°1: 30g of 6-11 /CRÈME + 10g of 8-11 /CRÈME + 1 dash of Magenta /MIX TONE + 60ml of /OXYDANT 5 VOL.

MID-LENGTHS AND ENDS

Apply color to all remaining mid-lengths and ends with mixture N°2.

MIXTURE N°2: 30g of 7-12 /CRÈME + 10g of 8-21 /CRÈME + 10g of 8-11 /CRÈME + 75ml of /OXYDANT 5 VOL.

Processing time: 30 minutes. Rinse out and wash hair with the /pH ACIDE shampoo, followed by a suitable treatment from the BEAUTIST range.

02

SECTIONING OFF ZONES A & B

Zone A: Trace and section an oval 2 to 3 centimeters wide from the front of the hairline to the middle of the crown.

This section will cover the natural center part.

Zone B: Trace two 2 to 3 centimeters curves on each side of the center part, starting at the end of zone A and ending mid-ear.

Zone C is the rest of the hair.

03

SECTIONING OFF AND LIGHTENING ZONE C

SECTIONING OFF ZONE C

Trace horizontal zig-zags between the occipital bone and the top of the head over the entirety of zone C.

LIGHTENING ZONE C

Only do the upper parts of each zig-zag, backcombing the roots. Alternate between method 1 and 2 on each section:

METHOD 1: Hand-balayage highlights near the roots.

METHOD 2: Hand-balayage highlights on the mid-lengths and ends.

Use this method on all zone C zig-zags.

Then apply mixture N°3 using the wrapped method to both working methods.

MIXTURE N°3: 40g of 8-tone Lightening powder /BLOND + 7,5ml of /XRESCUE + 60ml of Developing cream /BLOND 30 VOL.

04

LIGHTENING ZONE B

Use mixture N°3 to hand-balayage highlights across zone B using a closed balayage technique. Lightly backcomb the regrowth to achieve an appearance of gradual lightening.

MIXTURE N°3: 40g of 8-tone Lightening powder /BLOND + 7,5ml of /XRESCUE + 60ml of Developing cream /BLOND 30 VOL.

Monitor processing time until hair has lifted to a YELLOW to LIGHT YELLOW base. Rinse out and wash hair with the /pH ACIDE shampoo, followed by a suitable treatment from the BEAUTIST range.

05

TONING THROUGHOUT HAIR

ON TOWEL-DRIED HAIR

NEW GROWTH

Apply mixture N°4 on all pre-lightened regrowth.

MIXTURE N°4: 15g of 9-12 /INFINITE + 15g of 7-12 /INFINITE + 15g of 7-71 /INFINITE + 45ml of /OXYDANT 5 VOL.

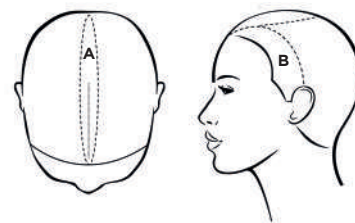
MID-LENGTHS AND ENDS

Apply mixture N°5 to all remaining mid-lengths and ends.

MIXTURE N°5: 20g of 9-22 /INFINITE + 10g of 8-71 /INFINITE + 10g of Clear /INFINITE + 60ml 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 A & B



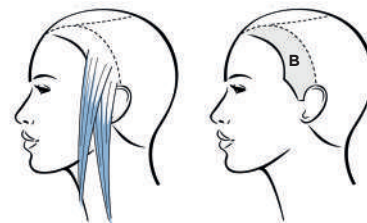
SECTIONING OFF ZONE C



LIGHTENING ZONE C



LIGHTENING ZONE B



#milkyblond



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Milky Blond is a variation on a Scandinavian blond. Halfway between platinum blond and polar blond. This shade is an understated, soft and light blend. Striking the perfect balance between Marilyn Monroe's iconic platinum and Elsa's icy polar locks.



4 M
hits on GOOGLE



33 M
views on TIKTOK

step by step



NATURAL DEPTH LEVEL ON THE MODEL
DARK BLONDE with grown-out balayage on ends

01

PRE-LIGHTENING ALL HAIR

Apply mixture N°1 to all mid-lengths and ends, followed by the roots.

MIXTURE N°1: 30g of Ammonia-free lightening oil /BLOND + 60ml of Developing cream /BLOND 30 VOL.

Monitor processing time until hair has lifted to a YELLOW base. Rinse out and wash hair with the /pH ACIDE shampoo, followed by a suitable treatment from the BEAUTIST range.

02

LIGHTENING ALL HAIR

Apply mixture N°2 to all mid-lengths and ends, followed by the roots.

MIXTURE N°2: 30g of Lightening paste /BLOND + 7,5ml of /XRESCUE + 60ml of Developing cream /BLOND 10 VOL.

Monitor processing time until hair has lifted to a LIGHT YELLOW base. Rinse out and wash hair with the /pH ACIDE shampoo, followed by a suitable treatment from the BEAUTIST range.

03

SECTIONING OFF ZONES A & B

ON DRY HAIR

Zone A: Create a triangular section, parting the hair from the temporal recessions to the middle of the nape of the neck.

The sides are zone B.

04

SECTIONING

Carve out and section off strands in zone A using the wrapped method.

Do not apply to the top 2 centimeters of roots.

05

RECOLORING NEW GROWTH

Apply mixture N°3 to the first 5 to 7 centimeters of new growth, including the strands between the protective sheets.

MIXTURE N°3: 25g of 9IC /CRÈME + 5g of 9-12 /CRÈME + 10g of 10IC /CRÈME + 60ml of /OXYDANT 5 VOL.

Processing time: 20 minutes. Remove all the protective sheets and emulsify.

06

RECOLORING MID-LENGTHS AND ENDS

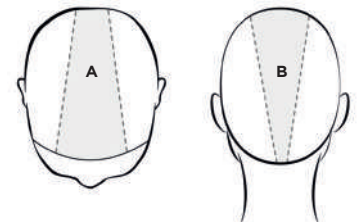
ON TOWEL-DRIED HAIR

Apply mixture N°4 to all mid-lengths and ends, blending in where it meets mixture N°3.

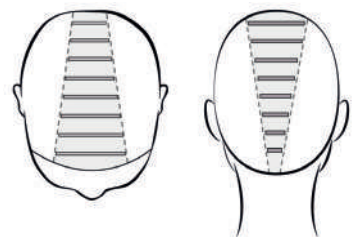
MIXTURE N°4: 20g of 10-21 /INFINITE + 40g of Clear /INFINITE + 60ml of /OXYDANT 5 VOL.

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.

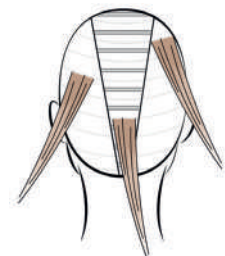
SECTIONING OFF ZONES A & B



SECTIONING



RECOLORING MID-LENGTHS AND ENDS



#smokyexpresso



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On social media, cool brunettes stood head and shoulders above warmer shades this season. Smoky expresso spotlights rich ashy tones. A blend of multidimensional shades in which dense expresso mingles with sheer, rich smoke.



1 M

hits on GOOGLE



12,5 M

views on TIKTOK

step by step



NATURAL COLOR **CHESTNUT**
with old color **HT 6**

01

SECTIONING OFF A

Separate off the first centimeter of the front hairline.
Trace out a bean-shaped curve that encompasses the hair's natural part and extends out to the sides of the head. Isolate this section.
Trace another curve that follows the same shape and pattern as the first. This second section should extend from the lower section of the temple to the lower section of the other temple, sweeping over the lower part of the vertex and the upper part of the occipital bone. Isolate the lower section.

SECTIONING OFF ZONE A

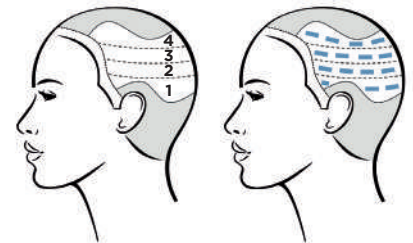


02

LIGHTENING OF ZONE A

1. Carve out three or four horizontal sections 2 to 3 centimeters thick.
2. Starting with section 1, create sections around 1 centimeter thick and 3 to 4 centimeters wide.
Backcomb regrowth and apply Mixture 1 using the wrapped method.
→ Proceed using the same method on sections 2, 3 and 4.

LIGHTENING OF ZONE A



MIXTURE N°1: 40g of 9-tone Lightening powder /BLOND + 7,5ml of /XRESCUE + 60ml of Developing cream /BLOND 30 VOL.

03

COLORING REGROWTH & MID-LENGTHS AND ENDS

Once hair has lifted to a YELLOW TO LIGHT YELLOW base, apply mixture N°2 to all new growth and mid-lengths.

MIXTURE N°2: 60g of 4-11 /INFINITE + 60ml of /OXYDANT 5 VOL.

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

04

RECOLORING ON TOWEL-DRIED HAIR

Apply mixture N°3 to all pre-lightened sections.

MIXTURE N°3: 40g of 8-11 /INFINITE + 3g of Cendreur /MIX TONE + 10g of 9-12 /INFINITE + 50ml 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.