

NYCE
NEW YORK
COSMETIC
EXPERIENCE

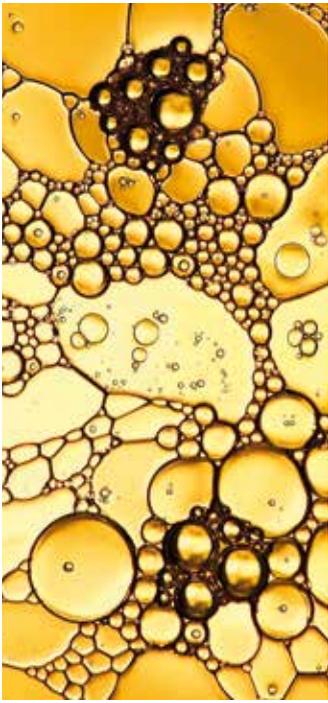
COLORBOOK



*When color means
sensoriality.*

The true sense of color.

WE THINK THAT BEAUTY IS NOT SOMETHING THAT COVERS. TO LOOK BEAUTIFUL ON THE OUTSIDE, HAIR MUST LOOK BEAUTIFUL ON THE INSIDE AS WELL. THIS IS WHY OUR COLOR RANGES ARE DESIGNED AND BALANCED TO PERFECTION TO ENSURE 100% PROTECTION FOR HAIR TOGETHER WITH A HIGH-END COSMETIC PERFORMANCE. SOPHISTICATED LEADING-EDGE FORMULAS, CREAMY AND SENSORY TEXTURES, PAMPERING RITUALS AND FRUITY FRAGRANCES AWAIT YOU IN NYCE'S WONDERFUL WORLD OF COLOR WHERE EFFECTIVE VEGETABLE ACTIVE INGREDIENTS WORK IN SYNERGY WITH THE MOST ADVANCED TECHNOLOGY AND THE TECHNICAL SERVICE TURNS INTO A PREVIOUS MOMENT ENTIRELY FOR YOU TO ENJOY.



COSMETICITY



NATURE

RITUAL



LUMINOSITY



TECHNOLOGY



NYCE
NEW YORK
COSMETIC
EXPERIENCE
COLOR OIL

NYCE
NEW YORK
COSMETIC
EXPERIENCE
SHINE
AMMONIA FREE
BLEACHING POWDER

NYCE
NEW YORK
COSMETIC
EXPERIENCE
23 vol. (6.9%)

Color Care System Concept



7

COLORING SYSTEM

THE COLOR CARE SYSTEM (CCS) BRINGS TOGETHER ALL PRODUCTS TO GIVE THE MOST DEMANDING HAIRDRESSERS ENDLESS CREATIVE POSSIBILITIES AND OFFER CLIENTS A UNIQUE COSMETIC RESULT WHILE PROTECTING HAIR.



2

RITUAL

COLOR TECHNIQUES AND APPLICATION RITUALS THAT LET YOU WORK IN SYNERGY WITH ALL PRODUCTS, THEREBY GUARANTEEING A HIGHLY PERFORMING SALON COLOR SERVICE AND OFFERING UNIQUE WELL-BEING EXPERIENCE WITH A TECHNICAL TREATMENT AS WELL.



The NYCE Color World

PRODUCTS THAT CAN BE USED ON THEIR OWN AND IN SYNERGY TOGETHER
TO OFFER NYCE PROFESSIONALS ENDLESS CREATIVE POSSIBILITIES.



NYCE Color Oil
AMMONIA-FREE
OIL COLORING



NYCE Color HD
GEL-CREAM COLORING
WITH LOW AMMONIA
CONTENT



NYCE Dyemask
DIRECT
COLORING



NYCE Veggie Dust
100% NATURAL
PLANT-DERIVED COLORING



NYCE Technics
TECHNICAL
COLOR ALLIES



NYCE
NEW YORK
COSMETIC
EXPERIENCE
COLOR OIL
AMMONIA FREE
COLOR CARE SYSTEM

5.1 fl.oz. e150 ml

NYCE
NEW YORK
COSMETIC
EXPERIENCE
COLOR OIL
AMMONIA FREE
COLOR CARE SYSTEM

5.1 fl.oz. e150 ml

NYCE
NEW YORK
COSMETIC
EXPERIENCE
COLOR OIL
AMMONIA FREE
COLOR CARE SYSTEM

5.1 fl.oz. e150 ml

NYCE Color Oil



AMMONIA-FREE OIL COLORING WITH OILS AND NATURAL ACTIVE INGREDIENTS TO FULLY PROTECT HAIR FIBRE AND PROVIDE AN EXTREMELY GLOSSY COSMETIC RESULT. ITS OIL TEXTURE PROVIDES A GREAT SENSORY IMPACT AND A GENTLE COLORING SERVICE ON HAIR AND SKIN.



NYCE Color Oil



1. AMMONIA-FREE PERMANENT OIL COLORING

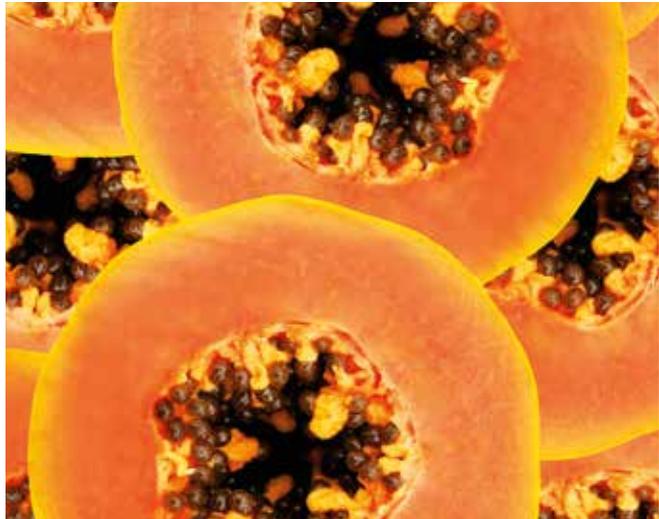
WITH THE OIL OXIDATION TECHNOLOGY, OILS NATURALLY GRIP ONTO HAIR FIBRES AND ENHANCES SHINE WHILE PROTECTING HAIR.

THE ABSENCE OF AMMONIA SMELL ENSURES GREATER COMFORT AND A UNIQUE SENSORY EXPERIENCE.

MINIMUM CHEMICAL IMPACT FOR MAXIMUM RESPECT AND GENTLENESS.

2. NATURAL MIX

A MIX OF OILS AND NATURAL ACTIVE INGREDIENTS THAT ENSURE INTENSE BRIGHTNESS AND NOURISHMENT.



JOJOBA OIL:

SILKENING AND POLISHING

OLIVE OIL:

NOURISHING AND BRIGHTENING

SHEA BUTTER:

NOURISHING AND RESTRUCTURING

CANE SUGAR:

RESTRUCTURING AND FILM-FORMING

PAPAYA EXTRACT:

STIMULATES DEEP REGENERATION AND RESTRUCTURING





3. UP TO 100% COVERAGE
OF WHITE HAIR

GUARANTEES OPTIMAL COVERAGE OF WHITE HAIR UP TO 100% EVEN IN FASHIONABLE HIGHLIGHTS.



4. LIGHTENING UP TO 3 SHADES

THE RANGE OF SUPERLIGHTNERS LIGHTENS UP TO 3 TONES IN 40 VOL FROM 6 SHADES UP DEPENDING ON THE STRUCTURE OF THE HAIR.



5. GENTLE AND COMFORTABLE
LEAVE-ON APPLICATION

AN OIL LEAVE-ON APPLICATION TO ENSURE COVERAGE AND PROVIDE COMFORT AND WELLNESS DURING A TECHNICAL TREATMENT.

6. OPTION TO USE MULTIPLE
COLORS SIMULTANEOUSLY

FOR A FLAWLESS SOFT AND NATURAL EFFECT.

A TECHNICAL OPTION TO ACCELERATE THE COLORING SERVICE.



7. COSMETIC RESULT

LONG-LASTING SOFTNESS AND SHINE WITH THE UTMOST RESPECT FOR THE HAIR STRUCTURE. LIGHT AND SHINY HAIR.

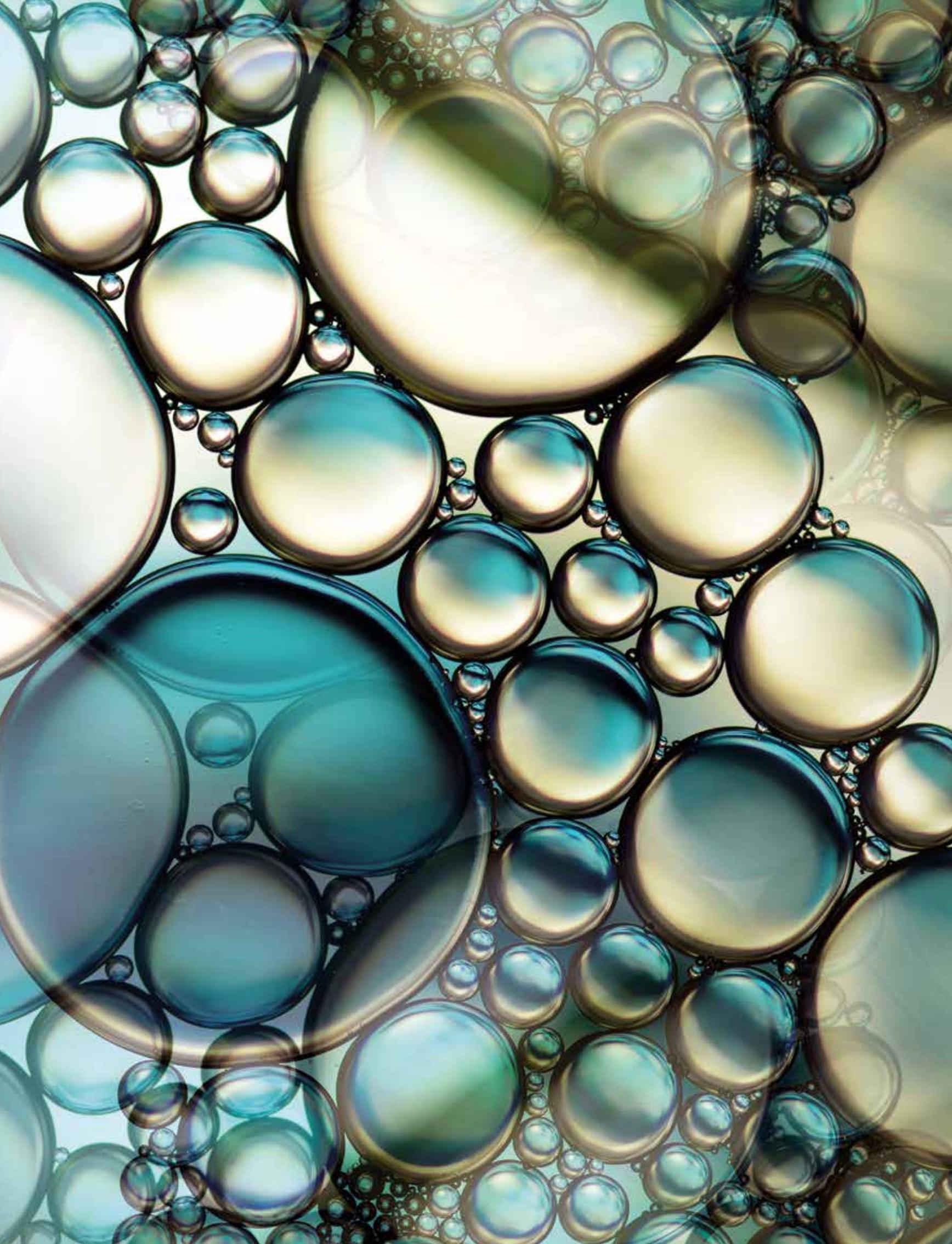


8. THE CCS METHOD AND RITUAL

THE COLOR CARE SYSTEM IS A RITUAL THAT TURNS COLORING INTO A MOMENT TO ENJOY.

INNOVATIVE COLORING TECHNIQUES AND APPLICATION SYNERGIES WITH OTHER NYCE COLORINGS ALLOW FOR A UNIQUE COLORING SERVICE, THEREBY STIMULATING AND SUPPORTING THE CREATIVITY OF THE HAIR STYLIST.





AVAILABLE SHADES



MIXING RATIO

1:1 WITH OXIDYE SOLUTION

SETTING TIME

40/50 MIN





NYCE Color HD



GEL-CREAM COLORING WITH LOW AMMONIA CONTENT AND WITH CERTIFIED ORGANIC ACTIVE INGREDIENTS TOO. THE "LMW" (LOW MOLECULAR WEIGHT) TECHNOLOGY ALLOWS YOU TO TRANSFER AND APPLY THE DYES DEEP DOWN INTO THE HAIR, THEREBY PROVIDING EXTREMELY HIGH PERFORMANCE LEVELS WHILE PROTECTING HAIR. THE BOOSTER MIX SYSTEM ALLOWS FOR ENDLESS MIXING SOLUTIONS WITH CREATIVE RESULTS AND VIBRANT COLORS.



NYCE Color HD

1. NTC CONCEPT

A NEXT-GENERATION COLORING THAT BRINGS NATURE, TECHNOLOGY AND COSMETICITY AS WELL.



NATURE

A COMPLEX OF CERTIFIED ORGANIC ACTIVE INGREDIENTS TO ENSURE NOURISHMENT, HYDRATION AND TOP COSMETIC RESULTS.

TECHNOLOGY

ACTIVE INGREDIENTS WITH A "LMW", LOW MOLECULAR WEIGHT, THAT PENETRATE DEEP DOWN AND DEPOSIT ON THE VARIOUS LAYERS OF HAIR BASED ON WHICH ELEMENTS ARE LACKING.

THE SYSTEM USED TO EXTRACT THESE ACTIVE INGREDIENTS THROUGH BIOREACTOR ALLOWS FOR THE PRODUCTION OF AN EXTRACT RICH IN BIOACTIVE MOLECULES.

COSMETICITY

FRUITY GRAPE-SCENTED FRAGRANCE TO ENVELOP CUSTOMERS IN A UNIQUE SENSORY EXPERIENCE ALSO DURING THE COLORING SERVICE.

2. BIO BERRIES_OIL BLEND

A COMPLEX OF OILS AND MEDITERRANEAN BERRIES THAT PROVIDES INTENSE HYDRATION AND BRIGHTNESS TO FIBRES.



GREEN MANDARIN CONCENTRATE

ACTIVE WITH "LWM", IT PROVIDES INTENSE MOISTURISING WITH TONING, REFRESHING, PROTECTIVE, SOOTHING AND EMOLLIENT PROPERTIES.



MYRTLE BERRIES

ECOCERT-CERTIFIED ORGANIC ACTIVE INGREDIENT. EXTRACTED BY A BIOREACTOR, THANKS TO THE HIGH CONCENTRATION OF FLAVONOIDS, IT PROVIDES A STRONG ANTIOXIDANT ACTION. IT REPAIRS AND PROTECTS THE HAIR FIBRE FROM OXIDATIVE STRESS.



ORGANIC GRAPE-SEED OIL

RICH IN POLYPHENOLS AND ESSENTIAL FATTY ACIDS, IT IS AN EXCELLENT NATURAL ANTI-AGING AND IT STRENGTHENS AND MOISTURISES HAIR FIBRE. THANKS TO ITS BENEFICIAL PROPERTIES, IT CAN BE DEFINED AS AN "ELIXIR OF YOUTH".





3. LOW AMMONIA CONTENT

COLOR HD CONTAINS A LOW AMMONIA CONCENTRATION, ABOUT HALF IF COMPARED TO TRADITIONAL COLORS; THIS MEANS COLOR HD IS MODERATELY ALKALINE.

AS AMMONIA IS A GAS AND THEREFORE VOLATILE, IT LEAVES NO TRACE ON THE HAIR AT THE END OF TREATMENT AND ALSO ALLOWS TO ACHIEVE HIGH PERFORMANCE LEVELS IN TERMS OF LIGHTENING AND COVERAGE.

4. GEL-CREAM TEXTURE

NYCE'S LABORATORIES CREATED A SENSORY FORMULA, LIKE A SKIN CARE CREAM.

THE GEL-CREAM BASE CONTRIBUTES IN TERMS OF:

- EASY MIXING
- EASY APPLICATION
- BETTER PERFORMANCE OF THE COLOR MIX
- IMPROVED SHINE
- EVEN APPLICATION ON ROOTS, WHOLE LENGTHS AND ENDS
- A BLEND OF TECHNIQUES/MIXES
- FASTER RINSING



5. ACCELERATED OXIDATION WITH REVERSED DEPOSIT

ACCELERATED OXIDATION ALLOWS FOR A DEPOSIT OF THE REFLECTION TOGETHER WITH THE LIGHTENING AND DEPOSIT OF THE COLOR.

THIS PROCESS ALLOWS FOR:

- LONG-LASTING HIGHER-PERFORMANCE COLOR.
- REFLECTIONS THAT LAST UP TO 6 WEEKS AND FADES AWAY LESS THAN A COLOR OF THE SAME TYPE.



6. 100% COVERAGE

GUARANTEES OPTIMAL COVERAGE OF WHITE HAIR UP TO 100% EVEN IN FASHIONABLE HIGHLIGHTS.





7. HIGH PURITY PIGMENTS

EXTREMELY PURE PIGMENTS THAT PROVIDE A PRONOUNCED COSMETIC EFFECT AND BRIGHTNESS.

LONG-LASTING RESULTS.

HIGH STABILITY UNDER SUNLIGHT.



8. LIGHTENING UP TO 5/6 TONES THANKS TO THE SUPERLIGHTNERS RANGE

NEXT-GENERATION SUPERLIGHTNERS WITH A LOW AMMONIA CONTENT THAT PROVIDES ABSOLUTE RESPECT FOR SCALP AND HAIR FIBRE.



9. BOOSTER MIX SYSTEM

A SYSTEM THAT ALLOWS YOU TO HAVE A SIMPLE AND BALANCED RANGE OF SHADES THANKS TO A CLEVER MIX OF BOOSTERS WITH NATURAL AND FASHIONABLE SHADES.

OPTION OF CREATING ENDLESS SHADES TO STRENGTHEN REFLECTIONS AND CREATE COUNTLESS COLOR EFFECTS.



10. THE CCS METHOD AND RITUAL

THE COLOR CARE SYSTEM IS A RITUAL THAT TURNS COLORING INTO A MOMENT TO ENJOY.

INNOVATIVE COLORING TECHNIQUES AND APPLICATION SYNERGIES WITH OTHER NYCE COLORINGS ALLOW FOR A UNIQUE COLORING SERVICE, THEREBY STIMULATING AND SUPPORTING THE INVENTIVENESS OF THE HAIR STYLIST.





AVAILABLE SHADES



MIXING RATIO

1:1,5 WITH OXIDYE SOLUTION
(1:2 SUPERLIGHTNERS WITH OXIDYE SOLUTION)

SETTING TIME

35/45 MIN





NYCE Dyemask



WITH ITS GENTLE ACTION AND REFLECTIONS EASY TO MANAGE, DYEMASK USE IS IDEAL IN HAIR SALONS TO COLOR THE WHOLE LENGTH AND ENDS DURING THE COLORING SERVICE OR FOR PEOPLE WHO WANT TO SEE A NEW IMAGE WITHOUT THE COMMITMENT OF A PERMANENT COLOR.



NYCE Dyemask

A RANGE OF CONDITIONING AND RESTRUCTURING MASKS TO TONE MÈCHES,
COLORED AND NATURAL HAIR.



1. COLORS

BRIGHT AND INTENSE TONES THANKS TO THE HIGH CONCENTRATION OF PURE PIGMENTS.



2. BRIGHTENS

GIVES EXTRAORDINARY SHINE TO COLORED AND NATURAL HAIR. THANKS TO ITS ACIDIFYING ACTION, IT CLOSES THE HAIR CUTICLE AND THE COLOR BECOMES BRIGHTER.

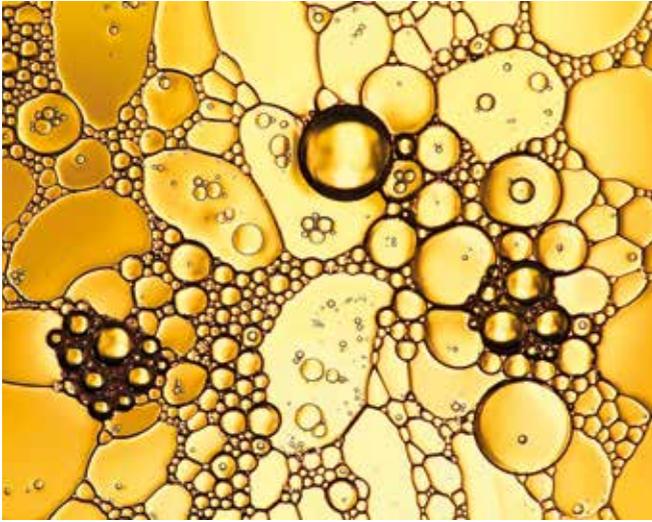


3. RESTRUCTURES AND NOURISHES IN DEPTH

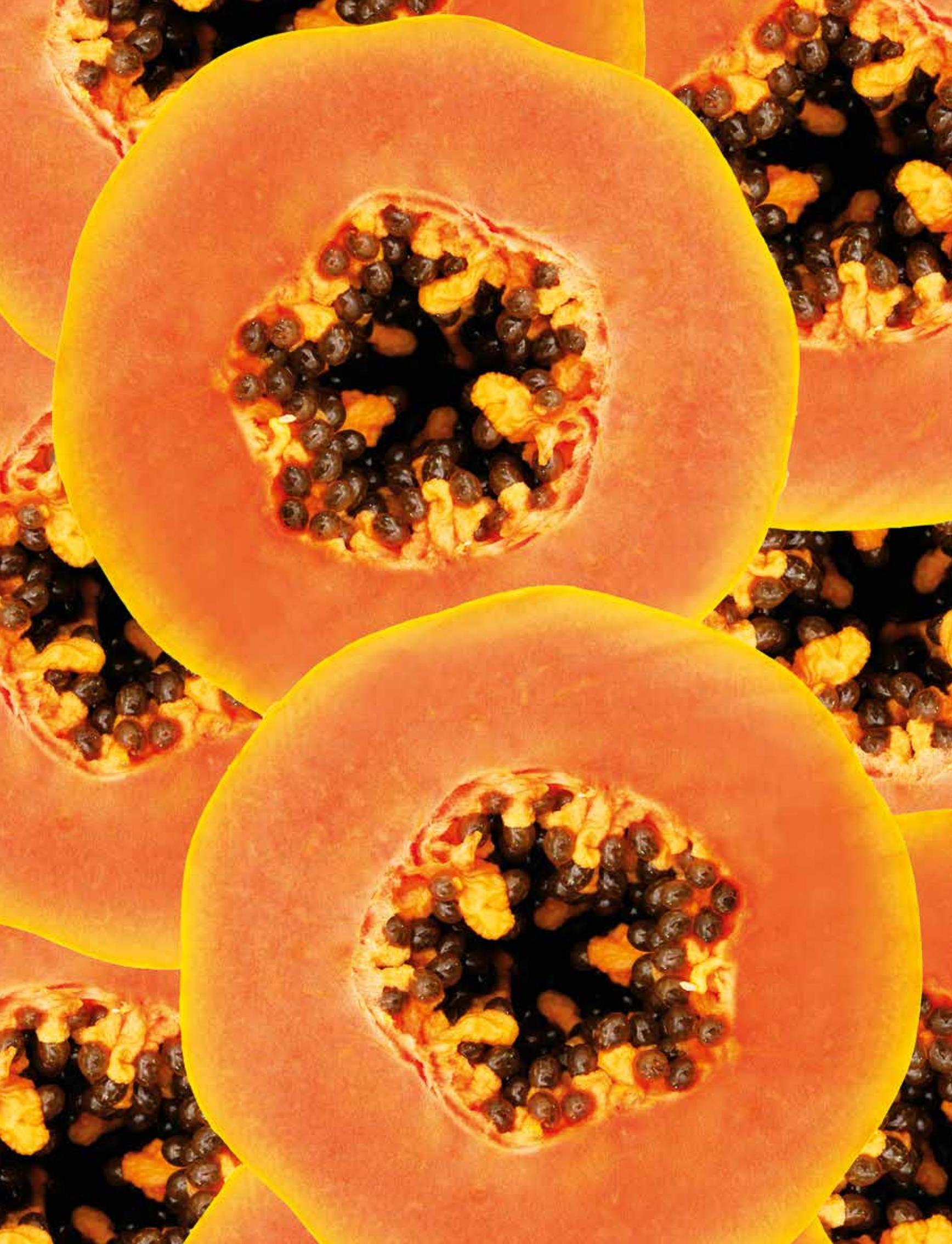
MADE WITH THE NYCECARE COMPLEX TO RESTRUCTURE AND NOURISH HAIR, THAT HAS ALREADY BEEN TREATED WITH OTHER TECHNICAL SERVICES. LEAVES HAIR SOFT AND SILKY.

4. NYCECARE COMPLEX

A COMPLEX OF OILS AND NATURAL ACTIVE INGREDIENTS TO PROVIDE
NOURISHMENT AND SHINE TO THE HAIR:



- | | |
|-----------------------|---------------------------------|
| <u>PAPAYA:</u> | ANTI-AGING AND NOURISHING |
| <u>JOJOBA OIL:</u> | EMOLLIENT AND MOISTURISING |
| <u>OLIVE OIL:</u> | NOURISHING AND BRIGHTENING |
| <u>SHEA BUTTER:</u> | NOURISHING AND MOISTURISING |
| <u>CANE SUGAR:</u> | FILM-FORMING AND STEM PROTECTOR |
| <u>WHEAT PROTEIN:</u> | PROTECTIVE AND RESTRUCTURING |







5. A SINGLE PRODUCT FOR MANY SERVICES

- RE-PIGMENTATION SERVICE
- RESTRUCTURING AND COLORING SERVICE FOR NATURAL HAIR AND HAIR WITH MÈCHES
- COLORING AND ACIDIFYING TREATMENT IN SYNERGY WITH COLOR OIL, COLOR HD, VEGGIE DUST



6. EASY AND FAST APPLICATION

VERY CREAMY TEXTURE WHICH DOES NOT STAIN AND NOT DRIP. EASY TO USE BOTH AT HOME AND IN THE SALON.

A VERSATILE COLOR THAT CAN BE CHANGED EVERY 3-4 WASHES.

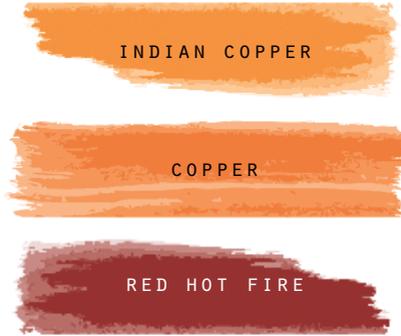


AVAILABLE SHADES

BROWNS



COPPERS AND REDS



HIGHLIGHTS AND BLONDS



DIRECTIONS

APPLY ON CLEAN, TOWEL DRIED HAIR.
ONCE SET, RINSE.

SETTING TIME

LET IT SET FOR 5 TO 20 MIN. DEPENDING
ON THE COLOR INTENSITY DESIRED.

Expert advice

CAN BE MIXED WITH TAKECARE
EQUALIZER TO CREATE PASTEL
EFFECTS

VEGGIE DUST COLOR
COLOR CARE SYSTEM

NYCE
NEW YORK
COSMETIC
EXPERIENCE

NYCE
NEW YORK
COSMETIC
EXPERIENCE



NYCE Veggie Dust



A VERSATILE PLANT-DERIVED TREATMENT TO OFFER 100% NATURAL COLOR SERVICES LIKE A HIGHLIGHTING AND RESTRUCTURING PRODUCT, ALONG WITH WELLNESS SERVICES TO TAKE CARE OF SCALP AND HANDS, THANKS TO ITS TEXTURE THAT TURNS INTO A FORMIDABLE MUD.



NYCE Veggie Dust

A PLANT-DERIVED TONING AND COLORING TREATMENT, WITH TREATING PROPERTIES THANKS TO A MIX OF NATURAL ACTIVE INGREDIENTS AND AROMATIC HERBS.



1. 100% NATURAL TONING TREATMENT

WITH 100% VEGETABLE INGREDIENTS, PROVIDES VERY GLOSSY REFLECTS THANKS TO ITS 3 COLORING MIXES.



2. TAKES CARE OF HANDS AND SCALP

IDEAL AS AN ANTI-AGE OXYGENATING TREATMENT FOR HANDS AND USED AS A DETOXIFYING MUD FOR SCALP THANKS TO THE RICH NEUTRAL MIXING NOURISHING MIX.



3. RESTRUCTURING TREATMENT

PROVIDES DEEP NOURISHMENT. AFTER THE FIRST APPLICATION HAIR BECOME NOURISHED, THICK AND VOLUMINOUS BOTH WITH THE COLOR SERVICE AND THE WELLNESS SERVICE.

4. VEGGIE DUST COMPLEX

COMPLEX OF NATURAL ACTIVE INGREDIENTS AND AROMATIC HERBS:



- LAWSONIA INERMIS: ANCIENT PLANT WITH COLORING AND TREATMENT PROPERTIES
- WALNUT HULL: PROMOTES CELL RENEWAL AND PROTECTS HAIR CUTICLES
- ARNICA MONTANAM: SOOTHING PROPERTIES
- GLYCINE SOYA: WITH FIBRE RESTRUCTURING AND REINVIGORATING PROPERTIES
- ALTHEA OFFICINALIS: ITS SOOTHING PROPERTIES ALLEVIATE SKIN REDNESS
- ALFALFA: PURIFYING, NOURISHING AND RICH IN PRECIOUS NATURAL MINERALS
- BARLEY: EMOLLIENT, RESTRUCTURES AND PROVIDES NATURAL PROTECTION
- TILIA: SOOTHING AND EMOLLIENT





AVAILABLE SHADES



NATURAL BROWN



EXTRA RED



NATURAL RED



NOURISHING MIX

COLOR SERVICE

APPLY ON WHOLE LENGTH AND ENDS. LEAVE IN FOR 20-40 MINUTES DEPENDING ON THE DESIRED RESULT.

WELLNESS SERVICES

SCALP MUD SERVICE: MIX THE POWDER WITH THE SPECIFIC INFUSION. DEPENDING ON THE KIND OF SCALP YOU NEED TO TREAT, APPLY THE DETOXIFYING MUD AND LEAVE IN FOR 10 MINUTES.

HAND SERVICE: MASSAGE THE MIX ON HANDS AND LEAVE IN FOR 5 MINUTES BY WRAPPING THE HANDS INSIDE THE PURE COTTON NYCE GLOVES TO ALLOW A BETTER ABSORPTION OF ACTIVE PRINCIPLES.

DIRECTIONS

POUR THE VEGGIE DUST POWDER INTO A NYCE BOWL. ADD VERY HOT WATER GRADUALLY AND MIX UNTIL YOU GET A CREAMY MIXTURE THAT DOES NOT DRIP, TO ALLOWING AN EASY APPLICATION ON SCALP AND LENGTHS.

MIXING RATIO

1:3 WITH VERY HOT WATER OR INFUSIONS.

Expert advice

TO MAKE THE PRODUCT'S CONSISTENCY SOFTER, YOU CAN ADD TO THE MIX 10 G OF DYEMASK OF THE DESIRED SHADE.



NYCE Techniques



PROFESSIONAL TOOLS TO SUPPORT THE
COLOR CARE SYSTEM AND DESIGNED TO BE
VALID ALLIES IN THE HAIR SALON AND
MAKE PROFESSIONALS' WORK EXTREMELY
HIGH PERFORMING. A RANGE THAT CAN TURN
THE COLORING SERVICE INTO A RELAXING,
PAMPERING EXPERIENCE.



NYCE Oxidye Solution

A RANGE OF OXIDANTS WITH OXYGEN CONCENTRATIONS DESIGNED TO SUIT THE NYCE COLORING FORMULA TO ENSURE MAXIMUM COVERAGE, INTENSE REFLECTIONS, LIGHTENING AND SHINE.



1. PANTHENOL FORMULA

THANKS TO ITS HYDRATING, SMOOTHING AND EMOLLIENT PROPERTIES, IT DOES NOT CAUSE SCALP IRRITATION.

2. GREATER LIGHTENING

THE USE OF THE OXIDYE SOLUTION PROVIDES SHINE FOR COLORS AND GREATER LIGHTENING OF NATURAL MELANINS THANKS TO THE HIGHER CONCENTRATION OF PEROXIDE IN THE 23 AND 33 VOL.

3. TEXTURE

CREAMY TEXTURE FOR QUICK AND EASY PREPARATION.

4. AVAILABLE VOLUMES

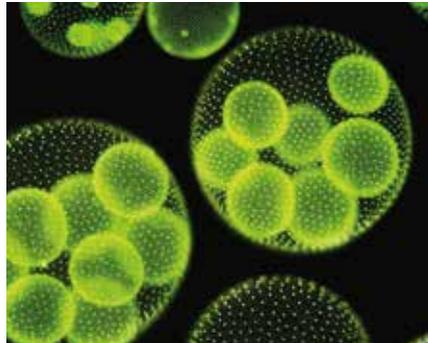
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NYCE Takecare Equalizer

ACIDIFYING POST-COLOR TREATMENT



1. REBALANCES HAIR POROSITY
2. NEUTRALISES ANY ALKALINE RESIDUES
3. ENSURES PROTECTION AND LONGER LASTING COLOR
4. NATURAL FILM-FORMING ACTION THANKS TO THE POLYSACCHARIDE SUGARS CONTAINED IN THE FORMULA
5. FORMULA WITH PLANT-DERIVED ACTIVE INGREDIENTS AND E-VITAMIN, KEEPS SCALP AND HAIR ELASTIC AND HEALTHY
6. THANKS TO ITS FORMULA WITH TRACE ELEMENTS AND THERMAL PLANKTON, IT RESTORES THE HAIR'S NATURAL PH

DIRECTIONS

SUITABLE ONLY ON THE DAY OF THE COLOR TREATMENT.

APPLY A PLENTY OF PRODUCT ON TOWEL DRIED HAIR AFTER SHAMPOOING. COMB, LET IT SET FOR 2 TO 5 MINUTES AND RINSE THOROUGHLY.

Expert advice

CAN BE MIXED WITH
DYEMASK TO CREATE
PASTEL EFFECTS



NYCE Shine Deco

RANGE OF BLEACHES MADE BY NYCE TO MEET THE REQUIREMENTS OF THE MOST DEMANDING OF HAIR SALONS.

SHINE PLUS

BLEACHING POWDER WITH AMMONIA



1. LIGHTENS UP TO 6/7 SHADES. CONTROLLED AND EVEN LIGHTENING.

2. A FORMULA RICH IN POLYSACCHARIDE SUGARS AND SILK PROTEINS, WHICH CREATES A PROTECTIVE FILM AROUND THE HAIR CUTICLE LEAVING IT MOISTURIZED AND PROTECTED.

3. STABLE FORMULA DURING APPLICATION.

4. FOREST BERRY FRAGRANCE TO MAKE THE LIGHTENING PROCESS A PLEASANT EXPERIENCE AS WELL.

5. TEXTURE: LILAC



SHINE AMMONIA FREE 7 UP

AMMONIA-FREE BLEACHING POWDER



1. LIGHTENS UP TO 6/7 SHADES. GENTLE AND EVEN LIGHTENING.

2. ENSURES THE ELASTICITY OF THE HAIR EVEN WITH STRONG LIGHTENING.

3. ANTI-YELLOW EFFECT.

4. STABLE FORMULA DURING APPLICATION.

5. WITH ITS FORMULA RICH IN BISABOLOL AND COTTON OIL, IT IS PARTICULARLY DELICATE WHEN APPLIED ONTO THE SCALP. THE PRESENCE OF KERATIN HELPS TO PROTECT HAIR DURING THE LIGHTENING PROCESS.

6. TEXTURE: LIGHT BLUE.

MIXING RATIO FOR SHINE AMMONIA FREE 7UP AND SHINE PLUS
FROM 1:1,5 TO 1:2 WITH OXIDYE SOLUTION, BASED ON THE TECHNIQUE
USED AND THE TECHNICAL SERVICE.

DECO SHINE BLEACHING CREAM AMMONIA FREE

BLEACHING CREAM AMMONIA FREE



1. UTMOST RESPECT FOR HAIR
THANKS TO ITS SPECIAL FORMULATION
- WITHOUT AMMONIA: GENTLE ACTION
- BEE SWAX: PROTECTIVE ACTION
- NATURAL GUMS - TETRAGONOLOBA AND
GUAR: ELASTICISING ACTION.

2. LIGHTENING UP TO 6/7 SHADES
- HIGH LIGHTENING POWER
- PERFECT AND EVEN RESULT
- EXTREMELY SHINY HAIR.

3. SAFETY IN SALON
ZERO VOLATILITY
ZERO HARMFUL INHALATIONS.



4. TOTAL VERSATILITY
ITS SPECIAL WHITE AND CREAMY
TEXTURE ALLOWS MAXIMUM VERSATILITY
OF USE WITH ANY TECHNIQUE.

5. A SINGLE PRODUCT FOR MANY SERVICES
PARTIAL LIGHTENING
- TOTAL BLEACHING
- COLOR REMOVAL
- BLEACHING AND RECONSTRUCTION WITH
LUXURY CARE BEAUTOX.

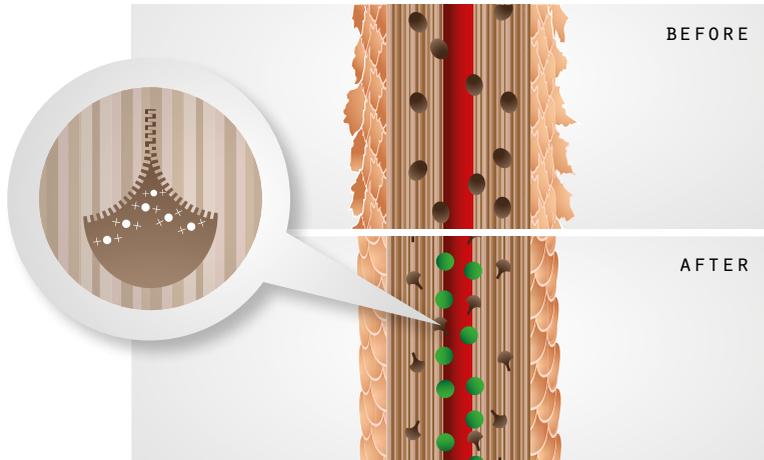
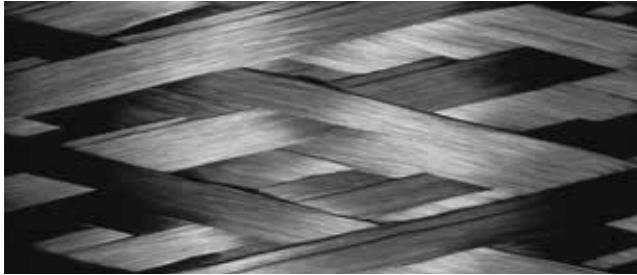
HOW TO USE

TAKE THE PASTE USING THE DECO SHINE SPATULA. MIX WITH THE OXIDYE SOLUTION IN THE NYCE GLASS BOWL.
MIXING RATIO FROM 1:1,5 TO 1:2 WITH OXIDYE SOLUTION, BASED ON THE TECHNIQUE USED AND THE TECHNICAL SERVICE.



NYCE Luxury Care Beautox

THE REVOLUTIONARY DEEP RECONSTRUCTION SYSTEM FOR RECONSTRUCTED,
REPLENISHED AND RADIANT HAIR.



1. DEEP RECONSTRUCTION TREATMENT

COMPLETE RECONSTRUCTION OF THE HAIR, THANKS TO THE HYALURONIC ACID AND LOW MOLECULAR WEIGHT ACTIVE INGREDIENTS, WHICH PENETRATE INTO THE FIBRE, ACTING ON SEVERAL LEVELS: CORE, CORTEX, CUTICLE, FOR A REPLENISHING AND LONG LASTING EFFECT.

2. FILL&SEAL SYSTEM

THE FILL&SEAL SYSTEM COMPACTS AND SEALS THE FIBRE CREATING NEW IONIC BONDS WHICH FORMS A KIND OF ZIP THAT CLOSES THE AIR GAPS.

3. THE 2 STEP SYSTEM

RECONSTRUCT FILLER (STEP 1) AND SEALING TREATMENT (STEP 2) ACT IN SYNERGY FOR:

- A TOTAL RECONSTRUCTION TREATMENT
- A PROTECTION OF THE HAIR DURING THE TECHNICAL SERVICES



4. BIO BERRIES BLEND NYCE BEAUTOX

AT THE HEART OF NYCE BEAUTOX THERE IS A NATURAL TECHNOLOGY, MADE OF QUALITY-CERTIFIED A CUTTING-EDGE AND ACTIVE INGREDIENTS.



HYALURONIC ACID:

IT ACTS BY PROVIDING A LONG-LASTING INTENSE HYDRATION, WITH AN IMMEDIATE REPLENISHING ACTION.

GREEN TANGERINE

CONCENTRATE: «BPM» (LOW MOLECULAR WEIGHT) ACTIVE INGREDIENT WHICH DEEPLY PENETRATES, MOISTURISES, REFRESHES AND INVIGORATES.

MYRTLE BERRIES:

ORGANIC AND ECOCERT CERTIFIED ACTIVE INGREDIENT WITH PROTECTIVE AND ANTI-AGEING PROPERTIES.



5. ECOFRIENDLY FORMULAS

THAT HELP MAINTAIN HIGH PERFORMANCE WITHOUT COMPROMISING COSMETICITY.

WITHOUT:

- 1) SLS&SLES
- 2) PARABENS
- 3) MINERAL OIL
- 4) EDTA
- 5) FORMALDEHYDE LIBERATORS
- 6) COLORANTS



6. RIGOROUS TESTING

TO VOUCH FOR THE SCIENTIFIC METHODOLOGY, TO WARRANT THE RESULTS AND TO CERTIFY THE COSMETIC QUALITY, EACH PRODUCT UNDERGOES CERTIFIED TESTS.



3 SERVICES IN 2 STEPS

NYCE BEAUTOX CAN BE USED DURING VARIOUS KINDS OF SERVICES: DEEP RECONSTRUCTION, COLOR, BLEACHING.



RECONSTRUCTION TREATMENT

DEEP RECONSTRUCTION TREATMENT
WITH LUXURY CARE EVITA



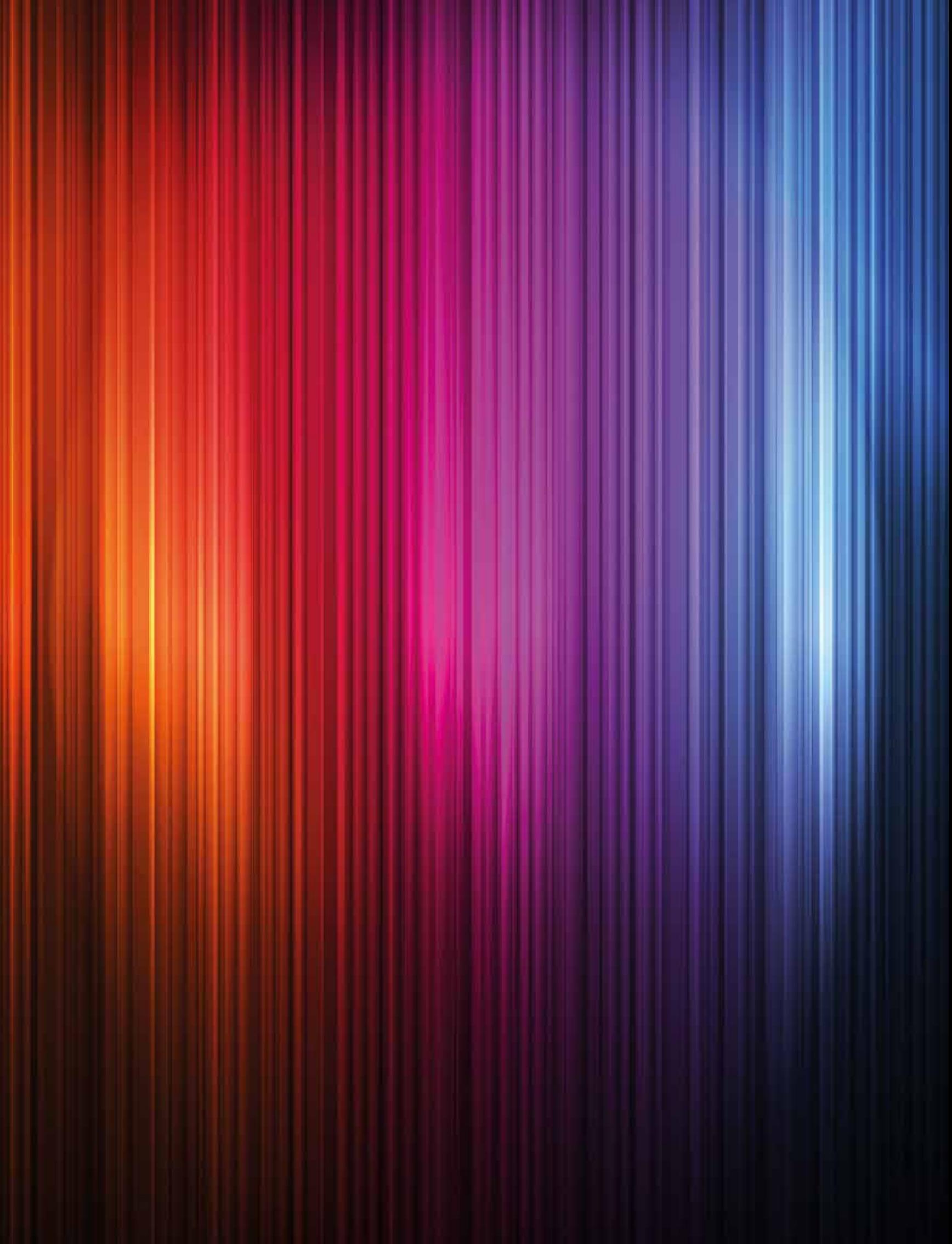
COLOR & BUILD

COLOR AND RECONSTRUCTION
TREATMENT WITH NYCE COLOR HD

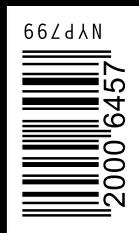


LIGHT & BUILD

BLEACHING AND RECONSTRUCTION
SERVICE WITH DECO SHINE



*On stage there
are your senses.
Join the Color Care
System world.*



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