

NOEMI DYE

BASIC COLOR PALETTE

TECHNICAL MANUAL

noemi

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NOEMI DYE

BASIC COLOR PALETTE

noemi

Product line for eyebrow and eyelash coloring

Manufacturer country: Germany

Eye brow and eyelash dye (10 shades)

Developer 0%, 3%, 6% (14ml, 50ml)

Colorless color corrector CLEAR

Advantages of NOEMI DYE:

- Creamy texture (easy to mix, doesn't drip, provides even application, works with thin and thick layers, one layer is enough for an "imprint" on the skin);
- Odorless;
- Contains henna extract;
- Suitable for use in any technique (natural or graphic coloring);
- Wide range of shades from natural tones to bright extravagant shades;
- Simple color palette - natural tones are perfectly balanced in color, can be used without mixing (no unwanted yellow, green, or red tones);
- Colorless corrector CLEAR allows creating desired shades by lightness and working after lamination or long-term eyebrow styling without darkening the hair.



DYE COMPOSITION

CARE COMPONENTS

Aloe Barbadensis Leaf Extract
Olea Europaea Fruit Extract
Camellia Sinensis Leaf Extract
Lawsonia Inermis Leaf Extract



15 ml

Shelf life:
12 months
after opening

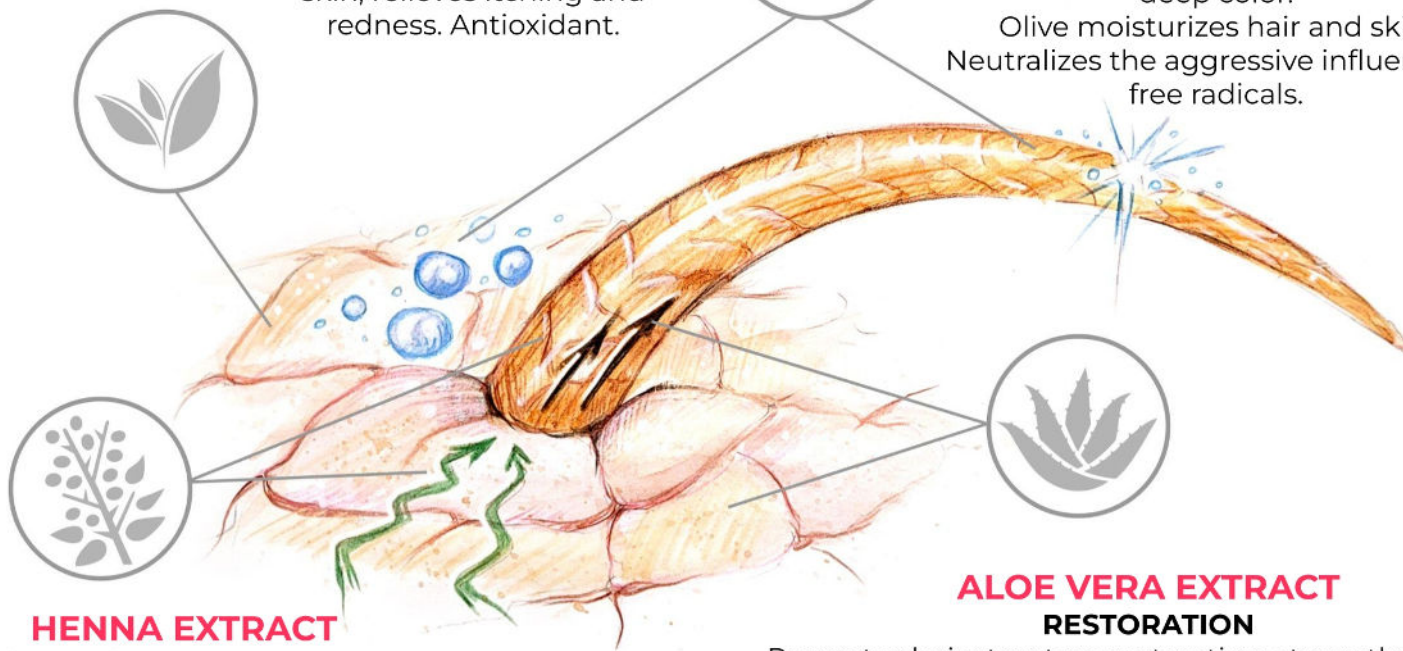
GREEN TEA EXTRACT PROTECTION

Green tea soothes irritated skin, relieves itching and redness. Antioxidant.

OLIVE OIL EXTRACT MOISTURIZING, SHINE

Thanks to olive extract, the hair becomes soft and manageable. It gains shine and deep color.

Olive moisturizes hair and skin.
Neutralizes the aggressive influence of free radicals.



HENNA EXTRACT STRENGTH AND HEALTH

Purified henna extract promotes growth. It gives elasticity and a healthy appearance to the hair. Enhances protective function.

ALOE VERA EXTRACT RESTORATION

Promotes hair structure restoration, strengthens them, making them elastic and shiny. Also has anti-inflammatory effects and antibacterial properties. Beneficial for skin health. Has moisturizing properties.

COLOR SWATCH

BASIC COLOR PALETTE

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6

universal shades

4

special shades

1

special clear shade

11 unique shades



GOLDEN BLOND



LIGHT BROWN



MEDIUM BROWN



CHESTNUT



DARK BROWN



BLACK



BLUE BLACK



COPPER MAHOGANY



GRAPHITE



YELLOW



CLEAR



GOLDEN BLOND

15ml

Aqua, Cetearyl Alcohol, Triethanolamine, Cetearth-25, Glyceryl stearate, Propylene Glycol, 4-Chlororesorcinol, Aloe Barbadensis Leaf Extract, Olea Europaea Fruit Extract, Camellia Sinensis Leaf Extract, Lawsonia Inermis Leaf Extract, EDTA, Ascorbic Acid, Sodium Sulphite, P-phenylenediamine

A light shade in the palette of cream paint NOEMI. Balanced and versatile. Suitable for golden and neutral blonde hair. Will be an excellent assistant in the natural technique. Has a faint trace on the skin. Acts as a basic foundation for creating mixes. Adds brightness to muted shades.

Mixes well with all shades of the NOEMI palette.

- **Universal shade**
- **Does not darken the hair**
- **Gentle creamy texture**
- **Odorless**
- **Leaves virtually no trace on the skin**
- **Beautiful shade for 3-4 weeks**
- **Easily washes out without color degradation**



Dyeing GOLDEN BLOND 100%

Favorite mixes by Russian masters





Dyeing LIGHT BROWN 100%

15ml

LIGHT BROWN

Aqua, Cetearyl Alcohol, Triethanolamine, Cetearth-25, Glyceryl stearate, Propylene Glycol, P-aminophenol, P-phenylenediamine, M-aminophenol, Resorcinol, Aloe Barbadensis Leaf Extract, Olea Europaea Fruit Extract, Camellia Sinensis Leaf Extract, Lawsonia Inermis Leaf Extract, EDTA, Ascorbic Acid, Sodium Sulphite

The perfect soft, balanced shade for light brown and dark blond clients.

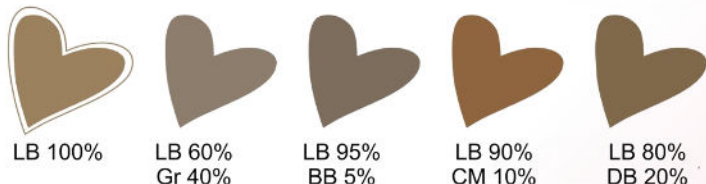
This shade is universal and doesn't require correction of unwanted undertones. Leaves a beautiful, medium-intensity trace on the skin. You can use it pure and always achieve excellent results! Don't forget that

LIGHT BROWN belongs to medium tones, so if you want to use it for blondes, add CLEAR to the paint in a ratio of 1:1 or 1:2.



- **Universal shade**
- **Long-lasting**
- **Gentle creamy texture**
- **Odorless**
- **Ideal for light brown clients**
- **Leaves a medium-intensity trace on the skin**

Favorite mixes by Russian masters



MEDIUM BROWN

15ml

Aqua, Cetearyl Alcohol, Triethanolamine, Cetearth-25, Glyceryl stearate, P-phenylenediamine, Propylene Glycol, P-aminophenol, Resorcinol, Aloe Barbadensis Leaf Extract, Olea Europaea Fruit Extract, Camellia Sinensis Leaf Extract, Lawsonia Inermis Leaf Extract, EDTA, Ascorbic Acid, Sodium Sulphite, 4-Amino-2-Hydroxytoluene

The warmest brown shade in the NOEMI lineup. It complements the look of dark blondes and brunettes with a golden undertone in their hair perfectly. Leaves an intense velvety trace on the skin.

You can use this shade on its own or try different mixing options, enhancing the warm tones or neutralizing the cool ones.

- **Universal shade**
- **Long-lasting**
- **Gentle creamy texture**
- **Odorless**
- **Perfect for brunettes**
- **Leaves an intense trace on the skin**



Dyeing MEDIUM BROWN 100%

Favorite mixes by Russian masters



MB 100%



MB 50%
Y 50%



MB 70%
CM 30%

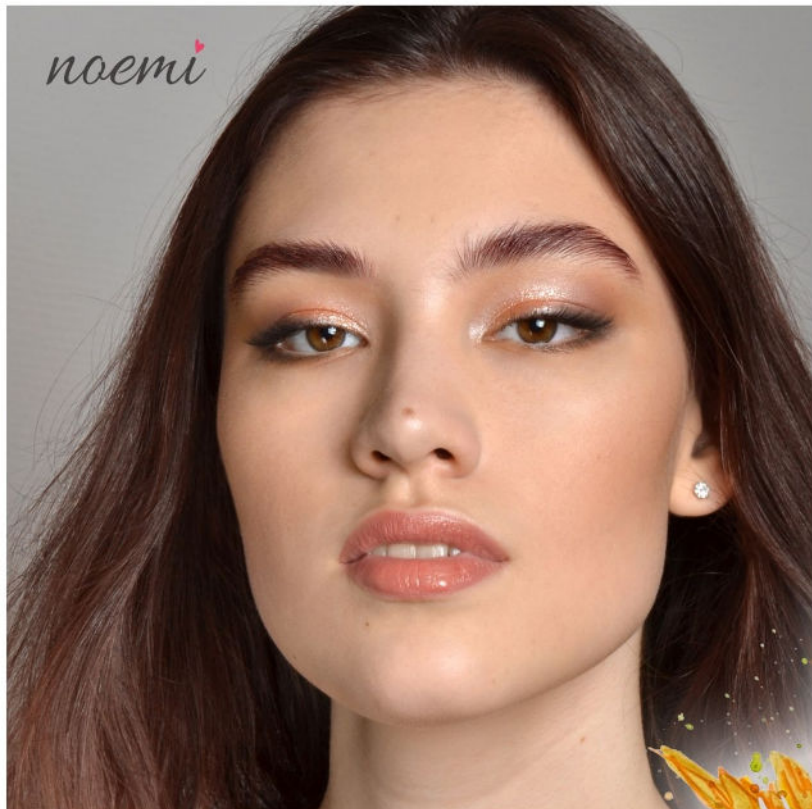


MB 90%
BB 10%



MB 60%
Gr 40%

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Dyeing CHESTNUT 100%

15ml

CHESTNUT

Aqua, Cetearyl Alcohol, Triethanolamine, Cetearth-25, Glyceryl stearate, P-phenylenediamine, Propylene Glycol, Resorcinol, Aloe Barbadensis Leaf Extract, Olea Europaea Fruit Extract, Camellia Sinensis Leaf Extract, Lawsonia Inermis Leaf Extract, EDTA, Ascorbic Acid, 4-Amino-2-Hydroxytoluene, M-aminophenol, Sodium Sulphite

A beautiful deep dark brown shade with noble burgundy undertones.

Works wonderfully on its own with dark brunettes and brunettes. This shade harmoniously complements the look of both warm and cool-toned clients. Leaves a velvety beautiful imprint on the skin and fills eyebrow hairs with rich color.



- **Universal shade**
- **Long-lasting**
- **Gentle creamy texture**
- **Odorless**
- **Perfect for chestnuts and brunettes**
- **Leaves an intense trace on the skin**

Favorite mixes by Russian masters



Ch 100%



Ch 95%
BB 5%



Ch 80%
CM 20%



Ch 40%
Gr 60%



Ch 50%
MB 50%

DARK BROWN

15ml

Aqua, Cetearyl Alcohol, Triethanolamine, Ceteareth-25, Glyceryl stearate, P-phenylenediamine, Propylene Glycol, Resorcinol, Aloe Barbadensis Leaf Extract, Olea Europaea Fruit Extract, Camellia Sinensis Leaf Extract, Lawsonia Inermis Leaf Extract, EDTA, 2,4-diaminophenoxyethanol HCL, Ascorbic Acid, Sodium Sulphite, M-aminophenol

Deep brown color. Suitable for working with chestnuts and brunettes. This shade gives the hair rich color and leaves a good trace on the skin. Perfect on its own.

You can also add a small amount of DARK BROWN to lighter shades to intensify the imprint on the skin.

- **Universal shade**
- **Long-lasting**
- **Gentle creamy texture**
- **Odorless**
- **Perfect for chestnuts and brunettes**
- **Leaves an intense trace on the skin**



Dyeing DARK BROWN 100%

Favorite mixes by Russian masters



DB 100%



DB 50%
GB 50%



DB 50%
Gr 50%



DB 90%
CM 10%



DB 40%
Ch 60%



Dyeing COPPER MAHOGANY 100%

Favorite mixes by Russian masters



CM 100%



CM 10%
GB 90%



CM 10%
Y 90%



CM 40%
Gr 60%



CM 95%
BB 5%

15ml

COPPER MAHOGANY

Aqua, Cetearyl Alcohol, Triethanolamine, Ceteareth-25, Glyceryl stearate, 4-Amino-2-Hydroxytoluene, Propylene Glycol, Resorcinol, Aloe Barbadensis Leaf Extract, Olea Europaea Fruit Extract, Camellia Sinensis Leaf Extract, Lawsonia Inermis Leaf Extract, EDTA, P-phenylenediamine, Ascorbic Acid, Sodium Sulphite

A special vibrant shade in the NOEMI lineup. Copper-red is an excellent tool for working with red-haired clients.

With it, you can create a variety of coloring options, from bright orange-reds and warm reddish-browns to deep cool burgundy, wine, and lilac shades. Adds brightness to brown tones.



- **Special shade**
- **Long-lasting**
- **Gentle creamy texture**
- **Odorless**
- **Ideal for mixing**
- **Indispensable for red-haired clients**
- **Weak trace on the skin**

GRAPHITE

15ml

Aqua, Cetearyl Alcohol, Triethanolamine, Ceteareth-25, Glyceryl stearate, Propylene Glycol, Resorcinol, Aloe Barbadensis Leaf Extract, Olea Europaea Fruit Extract, Camellia Sinensis Leaf Extract, Lawsonia Inermis Leaf Extract, EDTA, 2,4-diaminophenoxyethanol HCL, Ascorbic Acid, P-phenylenediamine, Sodium Sulphite

Unique special shade. Pure bright blue. Responsible for all cold coloring options - from soft light ashy shades to cool blondes, noble grays. With this dye, you can create extravagant eyebrow shades.

Does not darken the hair. Perfect for a basic cool base. Leaves practically no trace on the skin.

- **Special shade**
- **Ideal for ashy blondes**
- **Great assistant in working with blonde clients**
- **Cold and natural coloring options**
- **Does not darken the hair**
- **Gentle creamy texture**
- **Odorless**
- **Faint trace on the skin**



Dyeing GRAPHITE 100%

Favorite mixes by Russian masters



Gr 100%



Gr 80%
LB 20%



Gr 90%
MB 10%



Gr 20%
Y 80%
MB 10%



Gr 95%
BB 5%



Dyeing YELLOW 100%

15ml

YELLOW

Aqua, Cetearyl Alcohol, Triethanolamine, Cetareth-25, Glyceryl stearate, Propylene Glycol, Aloe Barbadensis Leaf Extract, Olea Europaea Fruit Extract, Camellia Sinensis Leaf Extract, Lawsonia Inermis Leaf Extract, EDTA, Ascorbic Acid, Resorcinol, Sodium Sulphite, 6-Chloro-4-Nitro-2-Aminophenol, Basic Yellow 87

A bright yellow shade in the NOEMI lineup is a special corrector that opens up wide possibilities for the master. It serves as a basic foundation in creating new shades - green, orange, gray. This dye can be used to enhance the 'warm direction' in golden tones.

Yellow will become an indispensable assistant in creating golden-red and bright copper color nuances.



Favorite mixes by Russian masters



Y 100%



Y 50%
GB 50%



Y 80%
CM 20%



Y 98%
BB 2%



Y 60%
MB 40%

- **Special shade**
- **Gentle creamy texture**
- **Odorless**
- **Ideal for mixing**
- **Indispensable for red-haired clients**
- **Contains direct pigment**
- **Weak, almost imperceptible trace on the skin**

BLUE BLACK

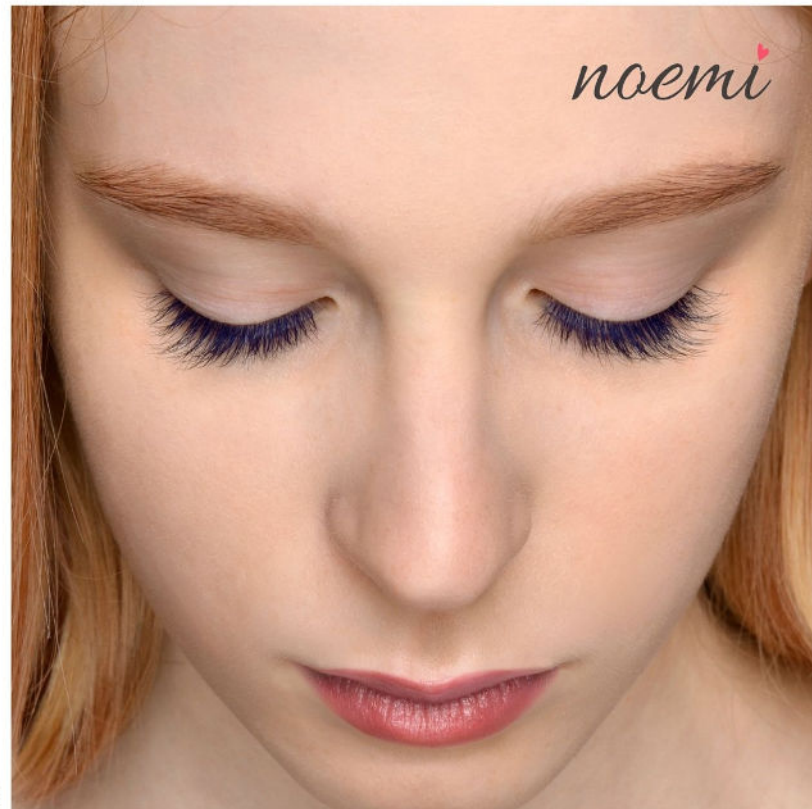
15ml

Aqua, Cetearyl Alcohol, Triethanolamine, Cetearth-25, Glyceryl stearate, Propylene Glycol, 2,4-diaminophenoxyethanol HCL, 2-Amino-4-hydroxyethylaminoanisoole sulfate, Resorcinol, P-phenylenediamine, Aloe Barbadensis Leaf Extract, Olea Europaea Fruit Extract, Camellia Sinensis Leaf Extract, Lawsonia Inermis Leaf Extract, EDTA, Ascorbic Acid, Sodium Sulphite

The blue-black shade in the NOEMI palette. Bright and intense. The paint has the perfect texture for eyelash coloring. It doesn't drip, coats each lash. It's odorless, doesn't irritate mucous membranes.

Try BLUE BLACK for eyelash coloring or in mixes to create cool tones in eyebrow coloring. Enhances the imprint on the skin.

- **Dark special shade**
- **Gentle creamy texture**
- **Odorless**
- **Ideal for eyelash coloring**
- **Intense trace on the skin**



Dyeing BLUE BLACK 100%

Favorite mixes by Russian masters



BB 100%



BB 50%
CM 50%



BB 50%
Ch 50%



BB 30%
MB 70%



BB 20%
Gr 80%



Dyeing BLACK 100%

15ml

BLACK

Aqua, Cetearyl Alcohol, Triethanolamine, Cetareth-25, Glyceryl stearate, P-phenylenediamine, Propylene Glycol, Resorcinol, Aloe Barbadensis Leaf Extract, Olea Europaea Fruit Extract, Camellia Sinensis Leaf Extract, Lawsonia Inermis Leaf Extract, EDTA, 2,4-diaminophenoxyethanol HCL, Ascorbic Acid, Sodium Sulphite

A neutral and natural black shade. Used on its own, it's suitable for coloring brunettes with an intense imprint on the skin. The uniqueness of the black shade in the NOEMI lineup lies in its grayish-brown undertone. This allows it to be used for creating muted coloring options and for enhancing the skin imprint when mixed with lighter dyes.

Additionally, the BLACK shade can be used for eyelash coloring.



- **Universal shade**
- **Perfect neutral black shade**
- **Gentle creamy texture**
- **Odorless**
- **Suitable for eyelash coloring**
- **Intense trace on the skin**

Favorite mixes by Russian masters



BI 100%



BI 10%
Ch 90%



BI 50%
BB 50%



BI 5%
LB 95%



BI 5%
Gr 95%

CLEAR NOEMI

COLORLESS COLOR CORRECTOR

Aqua, Cetearyl, Alcohol, Triethanolamine, Ceteareth-25, Glyceryl stearate, Propylene Glycol, Hydrolysed corn protein, Hydrolysed soya protein, Hydrolysed wheat protein, EDTA, Ascorbic Acid, Sodium Sulphite

- 1) For achieving lighter shades when added to NOEMI hair dye.
- 2) For hair preparation before coloring, including gray, coarse hair.
- 3) For coloring without darkening.
- 4) For toning without leaving a mark on the skin.
- 5) For correcting mistakes.
- 6) For even hair and skin coloring.

15ml

Shelf life:
12 months
after opening



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Proportion Table

To achieve lighter shades, add Clear NOEMI in the specified ratio:

	Dye NOEMI	Dye NOEMI Clear NOEMI 1:1	Dye NOEMI Clear NOEMI 1:2	Dye NOEMI Clear NOEMI 1:3
GOLDEN BLOND				
COOPER MAHAGONY				
LIGHT BROWN				
GRAPHITE				
MEDIUM BROWN				
CHESTNUT				
DARK BROWN				
BLUE BLACK				
BLACK				

NOEMI developers

are creamy oxidizers available in strengths of 0%, 3%, and 6%.

All NOEMI developers blend perfectly with NOEMI hair dye. The ready-to-use mixture has a convenient creamy texture. It spreads easily and evenly on the skin and hair. It doesn't drip and gently coats each hair, which is especially important for eyelash coloring. NOEMI developers maintain the optimal moisture level in the working mixture and stabilize the action of the product they are mixed with. They allow achieving the perfect effect when coloring eyebrows and eyelashes with NOEMI dye. Thanks to the 0% oxidizer, you can create the desired percentage of developer yourself, making the coloring process even gentler and more delicate.

The convenient packaging allows for precise product dosing.

Composition: Aqua,
Cetostearyl alcohol,
Ceteareth 25, Glycerine,
Sodium PCA, Sorbitol,
Cetrimonium chloride,
Tetra-Sodium
Pyrophosphate, EDTA,
Orthophosphoric acid,
Phenoxyethanol

A new addition to the world of eyebrow coloring!

0% oxidizer-corrector without hydrogen peroxide.



	3%+0%	6%+0%	6%+3%
1%	1:2	1:5	
1,5%	1:1	1:3	
2%	1:0,5	1:2	
3%		1:1	
4,5%		1:0,3	1:1
4%		1:0,5	1:1,2
5%		1:0,2	1:0,8

The 0% developer-corrector, when mixed with other developers, reduces the percentage of hydrogen peroxide. The chemical composition of NOEMI developers remains unchanged, while their cosmetic action is enhanced. With the 0% oxidizer-corrector, you can create the desired percentage of developer for eyebrow and eyelash coloring. It contains softening and moisturizing components that have a beneficial effect on the hair and provide an excellent cosmetic effect during coloring.



pH 3,5

Shelf life:
24 months
after opening

14ml
50ml

**The percentage of the developers and the duration
of exposure depend on the desired result!**

Developer	Purpose	Percentage ratio with NOEMI dye	Exposure time	Composition
3% 10 Volume	Coloring: Tone on tone or darker Lightening: Up to 1 level	1:1	10-15 minutes	Aqua Hydrogen Peroxide Cetostearyl alcohol Propylene Glycol Orthophosphoric acid Sodium Stannate EDTA
6% 20 Volume	Lightening: Up to 2 levels For vibrant shades			

WORKING ALGORITHM

WITH NOEMI DYE

- Prepare the hair and skin for eyebrow coloring.
- For a brighter and more uniform skin imprint, use NOEMI PRIMER.
- Choose the necessary shade for your client. Use the color chart.
- Mix the dye with NOEMI oxidant in a ratio of 1:1 and mix well.
- Application time for both eyebrows is 3-5 minutes.
- Dye processing time after application is 10-15 minutes.
- Rinse off the dye with water.

It is recommended to perform eyebrow correction after coloring, do not apply dye to damaged and irritated skin.

For best results, use additional special NOEMI products.

**pH of the coloring
mixture
8,5-9,5**



- ◆ The dye mixes excellently with each other, allowing you to create new shades. By using special and vibrant shades such as COPPER MAHOGANY, YELLOW, and GRAPHITE, you can enhance or change the color direction of universal shades.

EXAMPLE

Mix - GOLDEN BLOND 95% + COPPER MAHOGANY 5%

Add NOEMI developer to the resulting mixture in a 1:1 ratio.

- ◆ To achieve lighter shades, add NOEMI CLEAR corrector to the dye. Please note that the more corrector is added to the dye mixture, the less intensity of the "trace" on the skin from the dye. Study the capabilities of NOEMI CLEAR in the instructions.

EXAMPLE

Mix - CHESTNUT and NOEMI CLEAR in a ratio of 1:2

Add NOEMI developer to the resulting mixture in a 1:1 ratio.

UGT and TPN of NOEMI dye

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Level of shade depth



- | | |
|-----------------------|-------------------------------|
| 10. - Platinum Blonde | I group
BRIGHT |
| 9. - Lightest Blonde | |
| 8. - Light Blonde | |
| 7. - Medium Blonde | II group
MEDIUM |
| 6. - Dark Blonde | |
| 5. - Light Brown | III group
DARK |
| 4. - Medium Brown | |
| 3. - Dark Brown | |
| 2. - Black Brown | IV group
VERY DARK |
| 1. - Black | |
| 0. - Corrector | |

Groups by
brightness

COLOR DIRECTION (color hue)



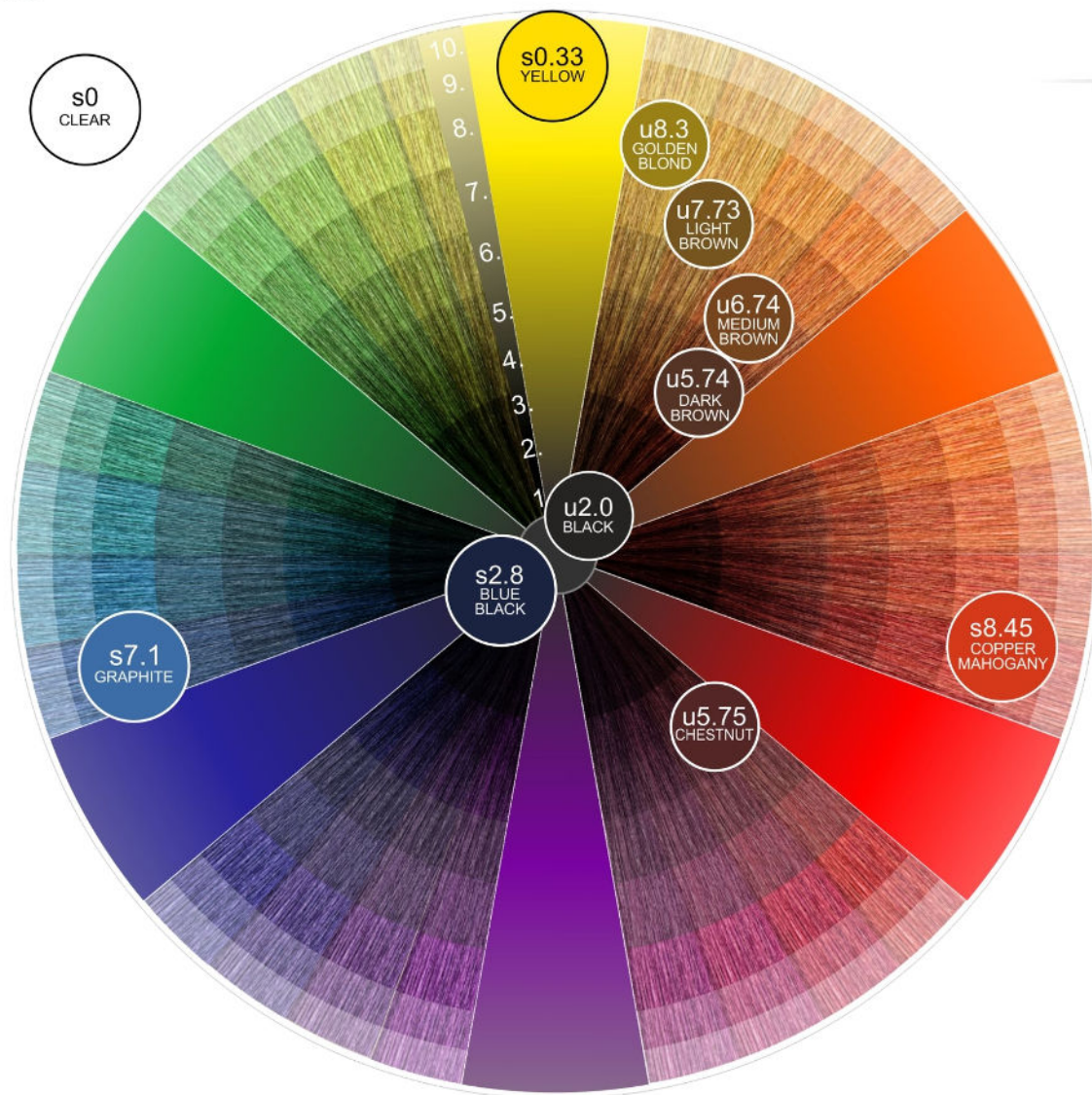
U - universal shades
(close to natural
hair color shades)

S - special shades
(have unique
color characteristics,
used for
color correction and vibrant
coloring)

Example: LIGHT BROWN - u7.73



Color Wheel NOEMI



BASE PALETTE

SPECIAL SHADES

YELLOW - s 0.33
COPPER MAHOGANY - s 8.45
GRAPHITE - s 7.1
BLUE BLACK - s 2.8
CLEAR - s 0

UNIVERSAL SHADES

GOLDEN BLOND - u 8.3
LIGHT BROWN - u 7.73
MEDIUM BROWN - u 6.74
CHESTNUT - u 5.75
DARK BROWN - u 5.74
BLACK - u 2.0

SHADE CHART

NOEMI HAIR DYE

		GOLDEN BLOND	LIGHT BROWN	MEDIUM BROWN	CHESTNUT	DARK BROWN	BLACK	BLUE BLACK	GRAPHITE	COPPER MAHOGANY	YELLOW
Test strand											
Light eyebrows											
Medium eyebrows											
Dark eyebrows											
Black eyebrows											

*The table shows approximate colors; shades may vary due to screen color rendering peculiarities.

SPECIAL PRODUCTS BY NOEMI

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Composition: Purified Water, Propanediol, Sorbitan Oleate Decylglucoside Crosspolymer, Glycerine, Sorbitan Caprylate (and) Propanediol (and) Benzoic Acid, Lactic Acid.

NOEMI PRIMER



NOEMI Primer is a skin preparation product for coloring. It gently cleanses and prepares the skin without making it oily or sticky. After application, the skin becomes soft and moisturized. It effectively softens dry skin and evens out the skin surface. When dyeing, the paint spreads more easily and leaves a more even mark on the skin.

It is used before coloring and before using other eyebrow products, including henna for eyebrows. Suitable for sensitive skin, it does not cause irritation.

Shelf life:
24 months
after opening

50ml

pH 6,5-7

Application method: Apply to the eyebrow area using a cotton pad or cotton swab, do not rinse off.

Состав: Purified Water, Rose Water, Capryloyl/Caproyl Methyl Glucamide (and) Lauroyl/Miristoyl Methyl Glucamide, Glycerin, Sorbitan Caprylate (and) Propanediol (and) Benzoic Acid, Sodium Gluconate.

NOEMI REMOVER



A product for removing dye from the skin. It is used to remove excess dye from the skin or to remove previously applied dye from the skin in the eyebrow area and around them. The product also allows reducing the intensity of the applied color by 1-2 tones. For color correction/reducing intensity, it is recommended to use NOEMI remover immediately after eyebrow coloring.

A colorless gel with no strong odor. It very gently removes dye from the skin.

Shelf life:
24 months
after opening

pH 5,5-6

50ml

Application method: Apply the product and wait for 3-5 minutes. Then, remove the remaining dye with a cotton swab and rinse off.

NOEMI Assistants

Tools from @ARTISTKA_COLORUP



1) NOEMI swatch

Each package of dye includes a tool in the form of a ruler with mixes. Using the specified proportions, you can create new shades. With this tool, it's easy to select the right color for your clients' eyebrows.



2) Palette of filters with shades and dye mixes by NOEMI

This tool is designed for eyebrow stylists and their clients.

It's easy to show the client a coloring option, choose a shade, color direction, and desired brightness.

An ideal assistant for working with color.

Set - 25 coloring options



3) NOEMI NOTE

- Everything about NOEMI dye in a convenient pocket-sized format!
- Dye application algorithm
- Characteristics of the dye by brightness, temperature, brightness
- Table for determining client's brightness and hair color direction
- Dye's Universal Group of Tones, color direction, and nuances
- Correct NOEMI mixes for all levels of client's brightness
- Examples of working with clients

