

no.1 ASIAN PROFESSIONAL
BRAND IN SINGAPORE

SHISEIDO

PROFESSIONAL

2015 SINGAPORE HAIR COLOURS

NATURAL BEAUTY



Customize Versatile Colours To Accentuate Your Beauty

Specially created for every Singapore woman

2015 SINGAPORE HAIR COLOURS

In Singapore's short 50 years race from third world to first, the Singapore woman has evolved to become a modern, positive and sophisticated woman, able to balance dual responsibilities at work and at home. She lives an active lifestyle, pursuing her multiple passions in career, art, love, music, fashion, etc. Living in a multi-cultural society within a globally connected world, the Singapore woman has a keen global perspective on all things; which will constantly mould and evolve the mentality, attitude and taste of the Singapore woman.

In full admiration and appreciation for the Singapore woman, Shiseido Professional created the first Singapore Hair Colours – NATURAL BEAUTY Collection in 2015 to give the Singapore women versatile hair colours to suit her different personalities and accentuate her inner beauty.

There's no one-hue-fits-all here. Shiseido Professional colourists will design a unique hair colour design according to your lifestyle and personality, and accentuate your natural beauty. While each hair colour design uses a yellow-



NATURAL beauty

brown base that complements Asian skin tones, stylists will vary their application techniques so that they can create varied looks, from subtle to statement. Since one woman can balance a dozen roles in a day, the colours are nuanced so they look different in every light – sometimes more pink and sometimes, more lavender or ash.

For Shiseido Professional's first Singapore Colour Collection in 2015, we will be showcasing 3 individual colour designs created for 3 of Singapore's major influencers, Sherry Ang, Narelle Kheng & Christabel Chua – namely Chic Go-Getter, Arty Hipster and Free Spirit.



THE CHIC GO-GETTER

To reflect Sherry's personality and lifestyle, the Chic Go-Getter hair colour is created with a cool ash brown exterior that gradually fades to a warmer brown; cool ash brown to showcase the classy business side of Sherry and a warm brown shade that reflects Sherry's softer, more artsy side.

This Chic Go-Getter hair colour is suitable for every working Singapore woman who needs to balance between social expectations at work and standing out at leisure gatherings.

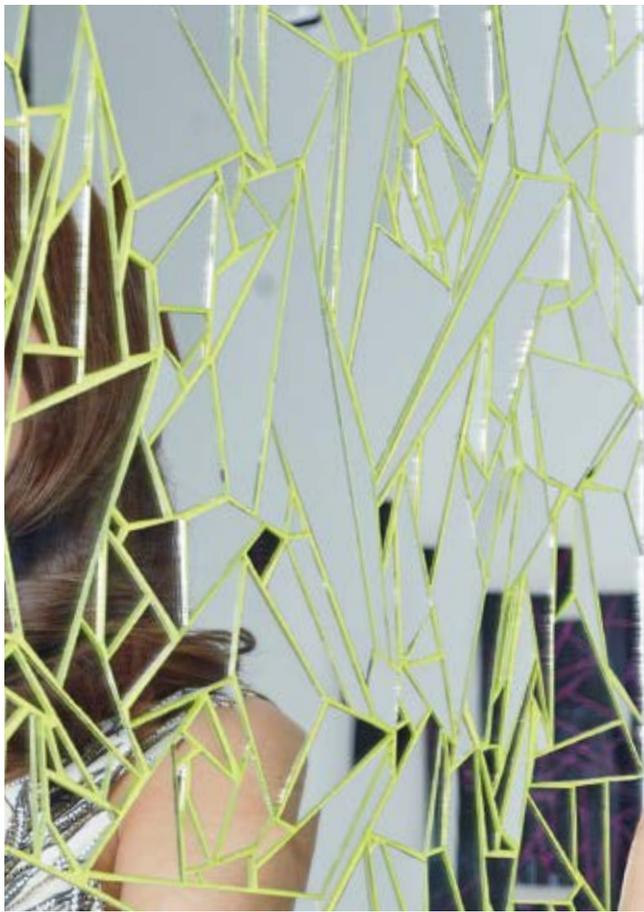
The hair colour created is neither too bright nor too dark and it is well balanced between being too conservative and being too flamboyant – a tricky hair colour request by most Singapore woman.



JUSTIN JAVIER
International Director of
Shunji Matsuo

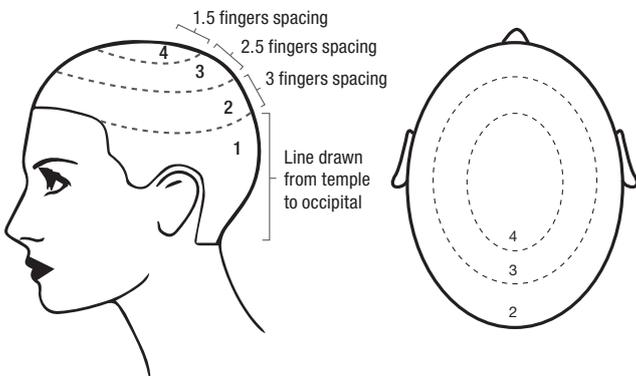
SHERRY ANG

Entrepreneur & Owner of Sushi Burrito
@sherry_walkmydreams



Indoor / Casual Style

COLOUR DESIGN



TECHNIQUE

Halo-Layering Technique

COLOUR TONES

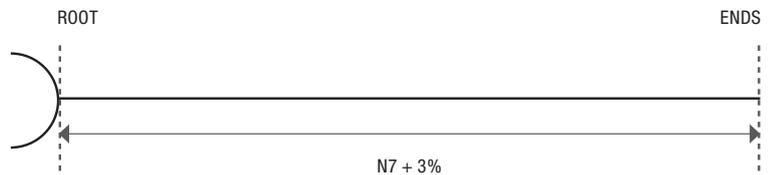


PRE-LIGHTENING FOR VIRGIN HAIR

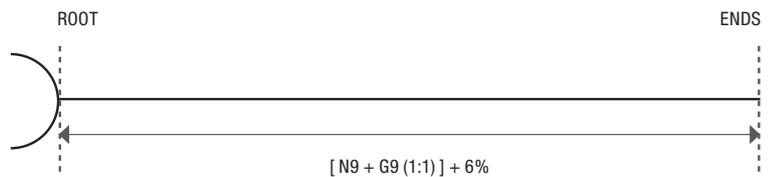
- Thick Hair – Matt / Mint Beige
- Thin Hair – Platinum Ash
- Finest Hair – Ash

STEPS

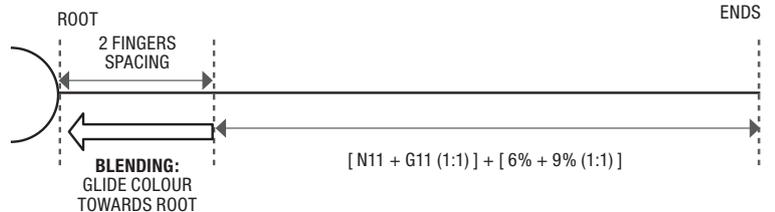
LAYER 1



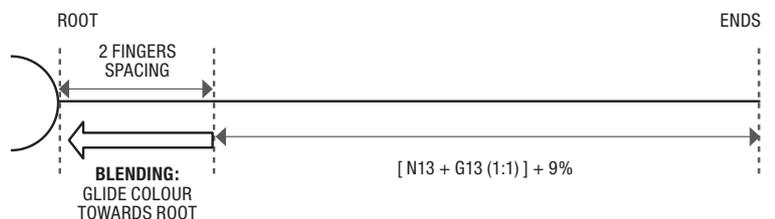
LAYER 2



LAYER 3



LAYER 4



To balance and gel Narelle's artistic pursuits and her propensity for personal time, the Arty Hipster look created especially for her is based primarily on lavender colour tone. Lavender represents calmness of the mind and spirit, while at the same time encouraging imagination and creativity. It also represent beauty, femininity and uniqueness.

The subtle gradation of darker to lighter lavender tones add depth and dimension to the overall hair colour,

further enhancing Narelle's unique artistic attitude, lifestyle and personality.

THE ARTY HIPSTER



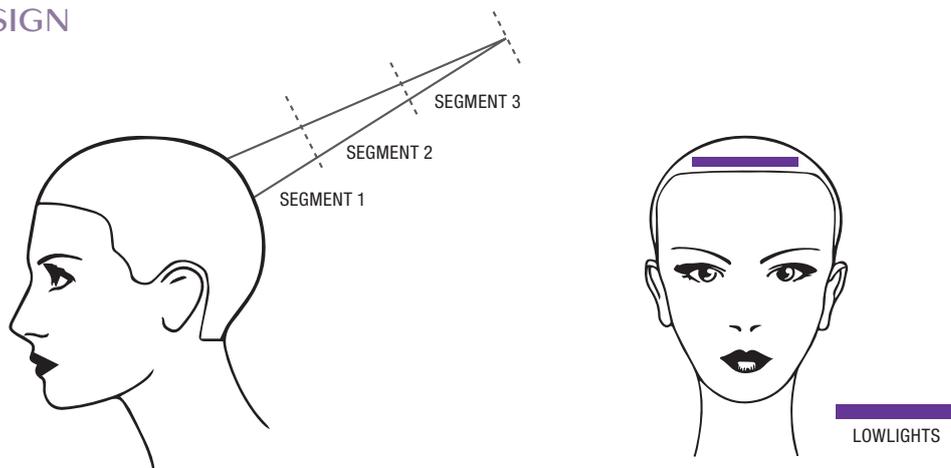
EIJI NAKAMURA
Director of Jeric Salon

NARELLE KHENG

Actress / Musician
Member of THE SAM WILLOWS
www.rellelitude.blogspot.com
@narellekheng



COLOUR DESIGN



TECHNIQUE

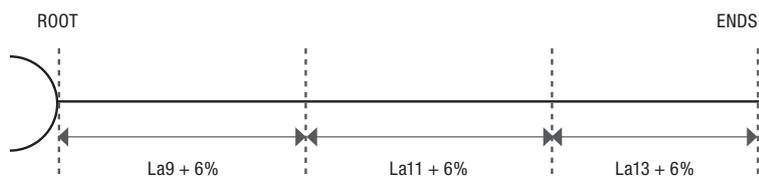
Subtle Gradient Colouring Technique

COLOUR TONES

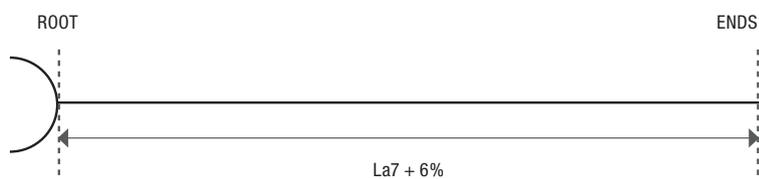


STEPS

SEGMENT 1, 2 & 3 (GLOBAL)



LOWLIGHTS (1 TO 2 CM SLICING FROM FACELINE)



THE FREE SPIRIT

CHRISTABEL CHUA

Social Media Influencer
www.christabelchua.blogspot.com
@bellywellyjelly

The pink blossom is used as an inspiration to highlight Christabel's free spirit personality.

The pink blossom has always represented the beauty of life and living life to the fullest. The colour pink itself represents friendship, affection, harmony and approachability.

This is why the hair colour design and technique features the pink tone as a base colour and the pink blossom as a template for hair colouring. Overlaying with natural brown highlights and lowlights, the hair colour design adds dimension and richness to Christabel's overall image as a free spirit.



SHINYA IKUMI

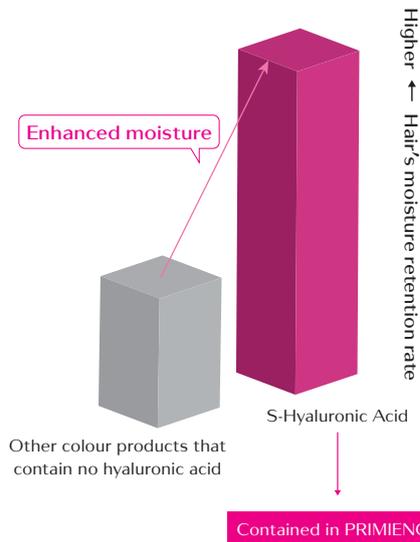
Director of Naoki Yoshihara by Ash

PRIMIENCETECHNOLOGY

Silky Feel

S-Hyaluronic Acid

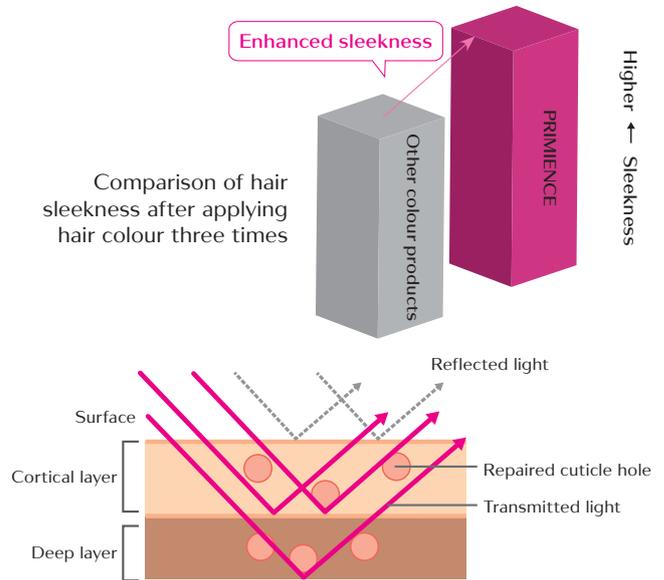
Comparison of hair's moisture retention rate



Ultimate Repair & Luminous Shine

Multi Reflection System

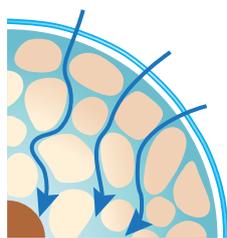
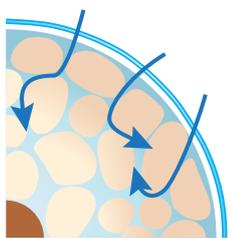
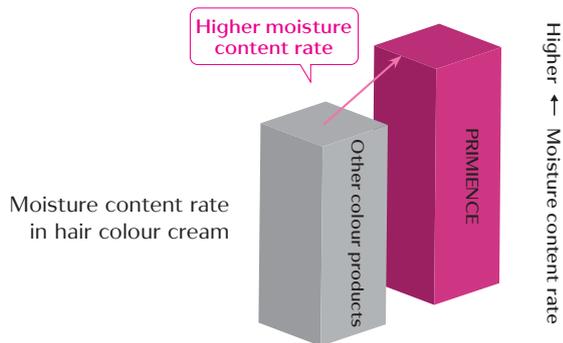
Comparison of hair sleekness after applying hair colour three times



Surface care substance: Shea butter, Plant phytosterols, Orange roughy oil
 Cortical-layer care substance: L-glutamic acid, L-arginine
 Deep-layer care substance: Soy lecithin, Hydrolyzed soy protein

Intense Hydration

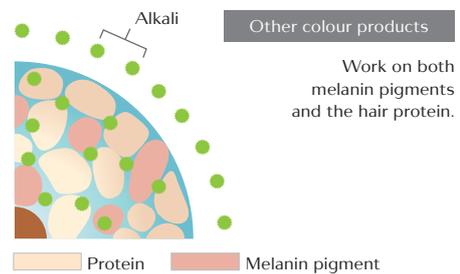
Moisture Rich Formula



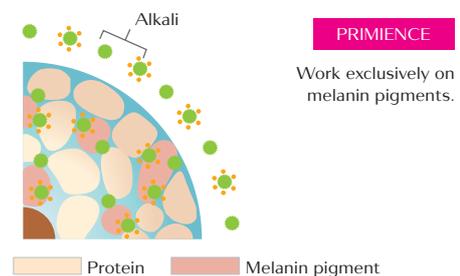
The moisture effectively accelerates the penetration of pigments and treatment agents.

Minimal Irritation & Damage

Optimal Balance of Alkaline Agents



Work on both melanin pigments and the hair protein.



Work exclusively on melanin pigments.

'Design to Match Asian Skin'



Skin Colour Scale



SHISEIDO spent years collecting worldwide data on women's skin colours for research purposes, the results of which showed that Asian skin contained more melanin, mostly ochre, compared with Caucasian skin. The melanin contained in Asian skin was more reddish than yellowish.

The same applies to the melanin of Asian hair. Black Asian hair contains

more reddish melanin than Caucasian hair. PRIMIENCE's base colour of yellowish-brown effectively works to subdue this reddish hue, enabling cool-colour pigments to produce pure and clear colours, which were previously difficult to achieve with black hair.

Offering colours that are clear and intense but not overly vivid, PRIMIENCE blends easily with the Asian skin tone

to bring out the innate beauty of the skin.

In addition, by adopting the same base colour for all PRIMIENCE products, the under-colour can be maintained in a good condition over a long period of time, while a good colour balance can be kept between the skin and the hair.



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