

NYCE  
NEW YORK  
COSMETIC  
EXPERIENCE  

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LUXURY CARE  

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BEAUTOX



*Over the  
reconstruction*



# NYCE Beautytox

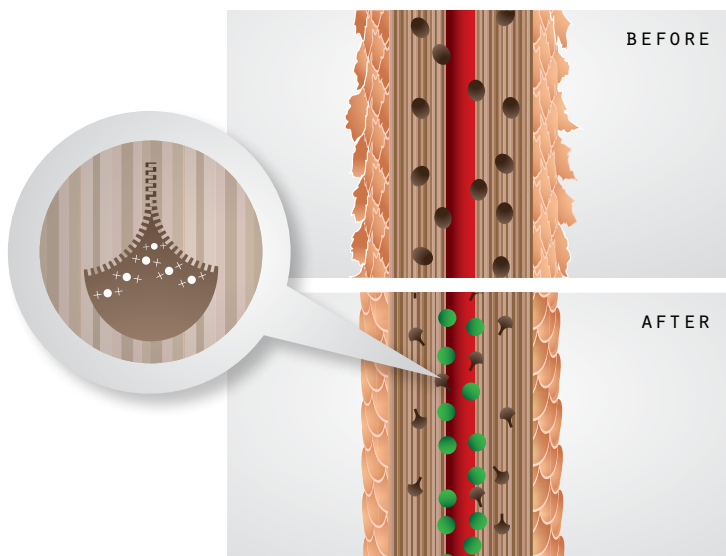
## WHAT IS IT?

NYCE BEAUTOX LUXURY CARE IS A REVOLUTIONARY **DEEP RECONSTRUCTION SYSTEM**. ITS VALUABLE FORMULATION ALLOWS COMPLETE RECONSTRUCTION OF THE HAIR, THANKS TO HYALURONIC ACID AND ACTIVE INGREDIENTS WITH LOW MOLECULAR WEIGHT WHICH PENETRATE INTO THE FIBRE, ACTING ON SEVERAL LEVELS. FOR A REPLENISHING AND **LONG LASTING EFFECT**.

## WHAT DOES IT DO?

THANKS TO THE FILL & SEAL SYSTEM IT COMPACTS AND SEALS THE FIBRE

## HOW DOES IT WORK?



### **MEDULLA**

CREATES NEW IONIC BONDS WHICH CLOSE THE AIR GAPS OF HAIR LIKE AN IMAGINARY ZIP

### **CORTEX**

COMPACTS THE HAIR STRUCTURE BY CREATING INTERCELLULAR CEMENT

### **CUTICLE**

IT SEALS BY TRAPPING ALL THE ACTIVE INGREDIENTS AND COMPACTING THE FIBRE

## RESULTS

**RECONSTRUCTED**, **REPLENISHED** AND **RADIANT** HAIR ALL YEAR ROUND

**VISIBLE AND IMMEDIATE** RESULTS FROM THE VERY FIRST TREATMENT



# NYCE BEAUTOX



THANKS TO THE FILL&SEAL SYSTEM, THE 2 STEPS ACT IN SYNERGY FOR:

A **TOTAL RECONSTRUCTION TREATMENT**

**PROTECTION OF THE HAIR** DURING TECHNICAL SERVICES

## Step 1

### RECONSTRUCT FILLER



RECONSTRUCTING FILLER WHICH **COMPACTS THE HAIR**, ADDING BODY AND ELASTICITY, ITS ULTRA DEEP ACTION REACHES THE CORE OF THE FIBRE, PROVIDING THE VALUABLE PROPERTIES OF THE BIO BERRIES BLEND AND HYALURONIC ACID, HIGHLY MOISTURISING WITH A LONG-LASTING EFFECT.

- 500 ML PACK -

## Step 2

### SEALING TREATMENT



SEALING TREATMENT WHICH **CLOSES THE HAIR CUTICLE** AND HOLDS THE ACTIVE INGREDIENTS WITHIN THE HAIR, DEEPLY RECONSTRUCTS THE HAIR FIBRE, COMPACTS THE IONIC BONDS CREATING AN INTERCELLULAR CEMENT. IT IS A REAL BEAUTY TREATMENT FOR RECONSTRUCTED AND SHINY HAIR.

- 1000 ML PACK -

# BIO BERRIES BLEND NYCE BEAUTOX

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



## 1) HYALURONIC ACID

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



## 2) GREEN TANGERINE CONCENTRATE

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



## 3) MYRTLE BERRIES

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

# INSIDE NYCE BEAUTOX

A COSMETIC SYNERGY WITH ECO-FRIENDLY FORMULAS FOR  
A UNIQUE SENSORY EXPERIENCE.



## WITHOUT

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

## DERMATOLOGICALLY TESTED

## NICKEL TESTED



## ENVELOPING TALC AND FLOWERY NOTES

HEAD: CITRUS

HEART: FLOWERY-TALC

BASE: WOODY







# 3 SERVICES IN 2 SIMPLE STEPS

NYCE BEAUTOX CAN BE USED DURING VARIOUS TYPES OF SERVICES:

1

## RECONSTRUCTION TREATMENT

DEEP RECONSTRUCTION TREATMENT  
WITH LUXURY CARE EVITA

2

## COLOR & BUILD

COLOR AND  
RECOSTRUCTION TREATMENT  
WITH NYCE COLOR HD

3

## LIGHT & BUILD

BLEACHING AND  
RECOSTRUCTION SERVICE  
WITH DECO SHINE



## 1. RECONSTRUCTION TREATMENT

### DEEP RECONSTRUCTION TREATMENT WITH LUXURY CARE EVITA



MOISTURE THE HAIR WITH A SPRAYER.



MIX 10 G OF NYCE BEAUTOX STEP 1 WITH 15 G OF STEP 2 IN A BOWL.  
THE DOSE MAY VARY DEPENDING OF THE LENGTH AND POROSITY OF THE HAIR.  
ALWAYS MAINTAIN THE RATIO 1:1.5.



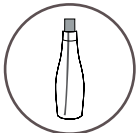
APPLY WITH A BRUSH FROM THE ROOTS TO THE TIPS ON PREVIOUSLY DAMPENED HAIR  
AND LET IT SET FOR 15 MINUTES



RINSE THOROUGHLY



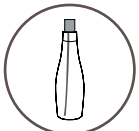
WASH WITH EVITA REBUILDING SHAMPOO AND RINSE



APPLY EVITA MINERAL SPRAY, LET IT SET FOR 5 MINUTES AND RINSE



APPLY EVITA REBUILDING THERAPY, LET IT SET FOR 5 MINUTES AND RINSE



DRY AND APPLY EVITA BRILLIANT SERUM TO SEAL

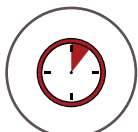


## 2. COLOR&BUILD

### COLOR AND RECONSTRUCTION TREATMENT WITH NYCE COLOR HD



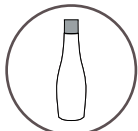
ADD 0.5 ML OF NYCE BEAUTOX STEP 1 FOR EVERY 10 G OF COLOR HD. IN THIS CASE, NYCE BEAUTOX IS RECOMMENDED TO BE ADDED IN THE COLOR MIX TO BE APPLIED ONLY ON THE WHOLE LENGTHS AND ENDS AND NOT TO THE ROOT. THE GEL-CREAM WITH NYCE BEAUTOX CHANGES ITS TEXTURE SLIGHTLY, MAKING IT SMOOTHER FOR APPLICATION.



LET IT SET ACCORDING TO THE COLOR SERVICE TIMES



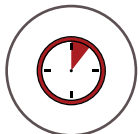
RINSE



WASH WITH LUXURY CARE COLOR ILLUMINATING SHAMPOO



APPLY A SUITABLE AMOUNT OF NYCE BEAUTOX STEP 2 TO WET HAIR TO SATURATE THE HAIR FROM THE ROOTS TO THE ENDS AND COMB. THIS CONTINUES THE HAIR RECONSTRUCTION PROCESS WHICH IS STILL SENSITIVE AFTER THE TECHNICAL SERVICE. IT RESTORES STRENGTH, STRUCTURE AND INTEGRITY OF THE HAIR



SETTING TIME 5-10 MINUTES



RINSE

#### HOW TO USE THE OXYGENS:

23 VOL TO OBTAIN A LIGHTENING RESULT GIVEN BY A 10 VOL

33 VOL TO OBTAIN A LIGHTENING RESULT GIVEN BY A 20 VOL

40 VOL TO OBTAIN A LIGHTENING RESULT GIVEN BY A 30 VOL

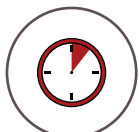


### 3. LIGHT&BUILD

#### BLEACHING AND RECONSTRUCTION SERVICE WITH DECO SHINE



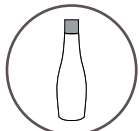
ADD 3 G OF NYCE BEAUTOX STEP 1, EVERY 10 G OF SHINE DECO



LET IT SET ACCORDING TO THE BLEACHING SERVICE TIMES



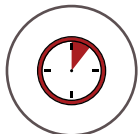
RINSE THOROUGHLY



LAVARE LUXURY CARE COLOR ILLUMINATING SHAMPOO



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WASH WITH LUXURY CARE COLOR ILLUMINATING SHAMPOO



RINSE

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MAINTENANCE AT HOME:

# Luxury Care

4 SPECIFIC PROGRAMS FOR EACH HAIR FIBRE NEEDS, A BENEFIT/SOLUTION LINE:



## Color

FOR COLORED HAIR



## Discipline

FOR CURLY AND FRIZZY HAIR



## Volume

FOR FINE AND FRAGILE HAIR



## Evita

FOR DRY AND DAMAGED HAIR



NYCE Beautox:  
technology  
and nature  
to create  
beauty.



**NYCE**  
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EXPERIENCE

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