



NOEMI DYE

EYELASH PALETTE

TECHNICAL MANUAL

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NOEMI DYE

EYELASH PALETTE

noemi

5 rich and vibrant shades for eyelash coloring

Country of origin: Germany

Advantages of NOEMI eyelash dyes:

- Special formula for eyelash coloring - rich, vibrant, radiant, and long-lasting color for up to 5-6 weeks;
- Creamy texture (easily mixed, non-dripping, comfortable and even distribution on eyelashes);
- Odorless;
- Contains plant-based ingredients;
- Intense black, brown, and bright extravagant shades;
- Shades from the eyelash palette mix perfectly with the basic NOEMI dye palette.



COMPOSITION OF THE DYE

SPECIAL FORMULA + CARE COMPONENTS

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

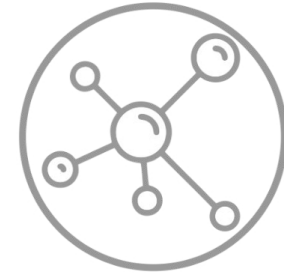


15 ml

Shelf life:
12 months
after opening



**MOISTURE,
SHINE**



SPECIAL FORMULA
Rich, vibrant, radiant, and
long-lasting color.



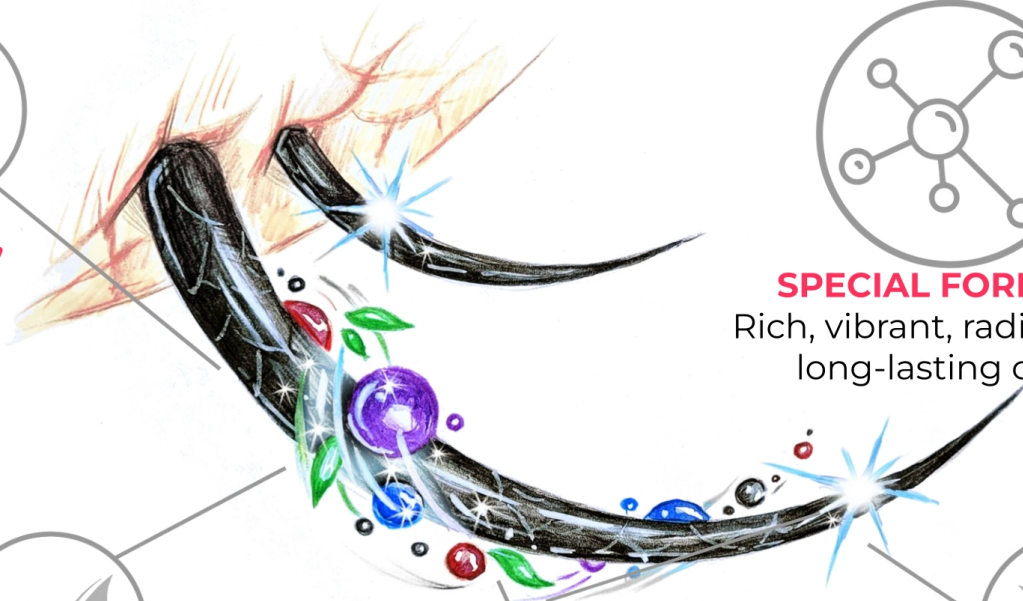
PROTECTION



RESTORATION



STRENGTH AND HEALTH



SHADE CHART

NOEMI EYELASH PALETTE

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5

Intense
vibrant
shades



L 6.55

BURGUNDY



L 5.66

PURPLE



L 3.77

DEEP BROWN



L 2.88

BLUE NIGHT



L 1.00

BLACK NIGHT

BLACK NIGHT

15ml

Aqua, Cetearyl Alcohol, P-phenylenediamine, Triethanolamine, Cetareth-25, Glyceryl stearate, Propylene Glycol, Resorcinol, Aloe Barbadensis Leaf Extract, Olea Europaea Fruit Extract, Camellia Sinensis Leaf Extract, Lawsonia Inermis Leaf Extract, EDTA, 2,5-Diaminotoluene Sulfate (TDS), 2,4-diaminophenoxyethanol HCL, Ascorbic Acid, Sodium Sulphite, N,N-Bis(2-Hydroxyethyl)-p-Phenylenediamine Sulfate

BLACK NIGHT - classic black. It enhances and adds expression to the eyes. The versatility of the black shade makes it an indispensable tool when working with clients.

- **Classic black**
- **Rich color**
- **Gentle creamy texture**
- **Odorless**
- **Shine and nourishment**
- **Long-lasting shade for 5-6 weeks**



BLACK
NIGHT
100%



Black Night 60%
+
Blue Night 40%



Black Night 30%
+
Burgundy 70%



BLUE NIGHT

15ml

Aqua, Cetearyl Alcohol, Triethanolamine, Cetearth-25, Glyceryl stearate, Propylene Glycol, 2,4-diaminophenoxy ethanol HCL, N,N-Bis(2-Hydroxyethyl)-p-Phenylenediamine Sulfate, 2-Amino-4-hydroxyethylaminoanisoole sulfate, P-phenylenediamine, Resorcinol, Aloe Barbadensis Leaf Extract, Olea Europaea Fruit Extract, Camellia Sinensis Leaf Extract, Lawsonia Inermis Leaf Extract, EDTA, Ascorbic Acid, Sodium Sulphite

BLUE NIGHT - an intense dark blue shade. It enhances the expressiveness of the eyes with a blue accent. This shade complements the look of blondes and light brunettes beautifully. It also works exceptionally well in mixes for creating new shades.

- **Intense dark blue**
- **Rich color**
- **Gentle creamy texture**
- **Odorless**
- **Shine and nourishment**
- **Long-lasting shade for 5-6 weeks**



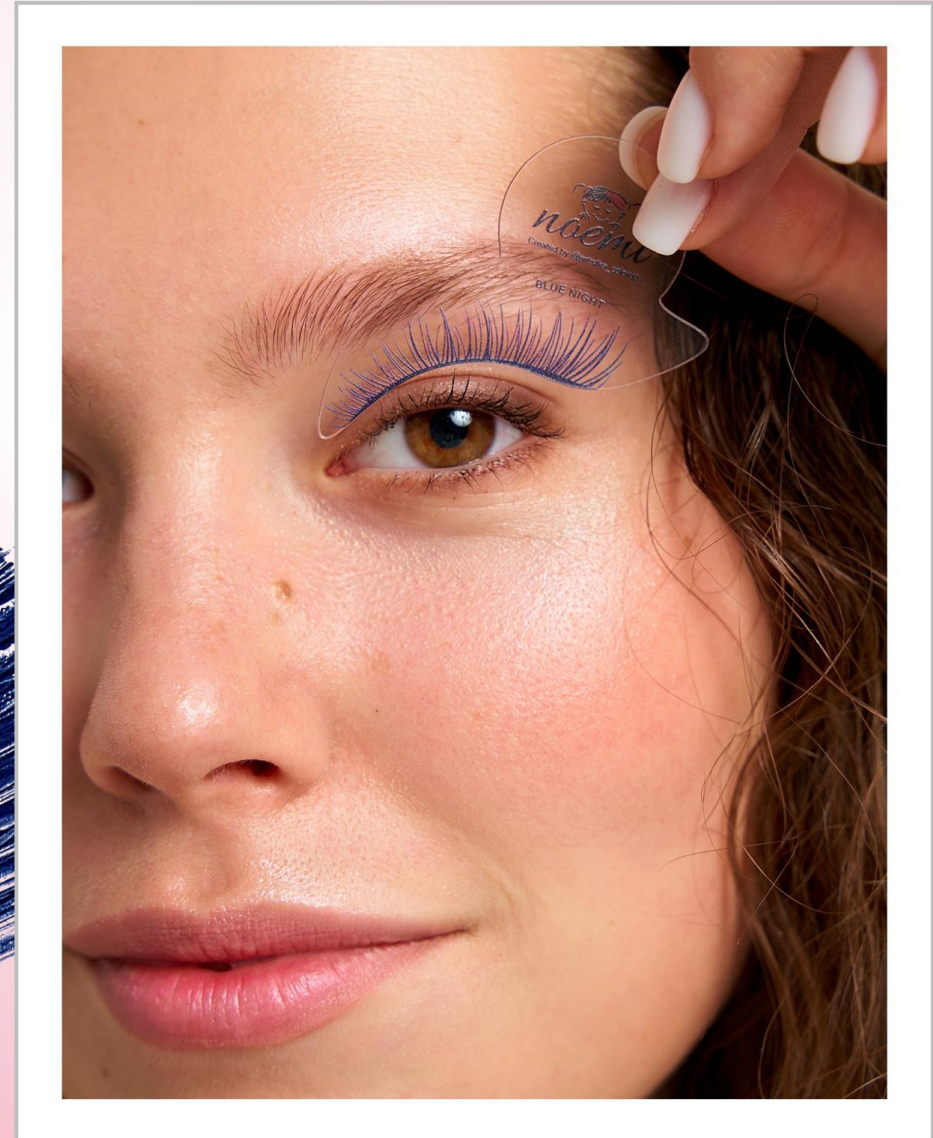
BLUE
NIGHT
100%



Blue Night 20%
+
Deep Brown 80%



Blue Night 20%
+
Burgundy 80%



PURPLE

15ml

Aqua, Cetearyl Alcohol, Triethanolamine, Cetareth-25, Glyceryl stearate, 1-Hydroxyethyl 4,5-Diamino Pyrazole Sulfate (A.H.P), Propylene Glycol, Pyridine, 2-Amino-4-hydroxyethylaminoanisole sulfate, Resorcinol, Aloe Barbadensis Leaf Extract, Olea Europaea Fruit Extract, Camellia Sinensis Leaf Extract, Lawsonia Inermis Leaf Extract, EDTA, N,N-Bis(2-Hydroxyethyl)-p-Phenylenediamine Sulfate, Ascorbic Acid, Sodium Sulphite

PURPLE - a velvety purple shade. It makes a great extravagant addition to any look. It highlights and enhances the color of brown eyes. Can be used on its own or mixed with other shades.

- **Velvety purple**
- **Rich color**
- **Gentle creamy texture**
- **Odorless**
- **Shine and nourishment**
- **Long-lasting shade for 5-6 weeks**



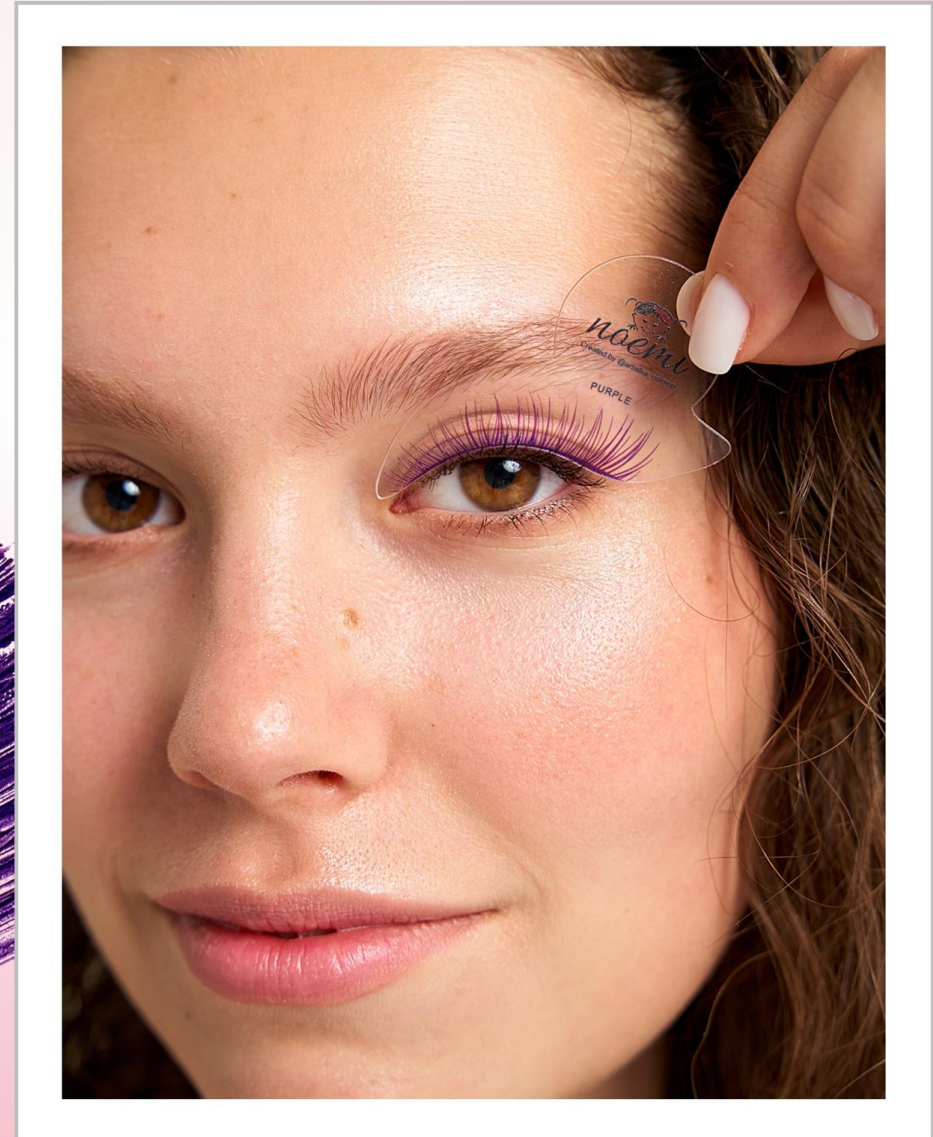
PURPLE
100%



Purple 70%
+
Deep Brown 30%



Purple 90%
+
Blue Night 10%



BURGUNDY

15ml

Aqua, Cetearyl Alcohol, Triethanolamine, Cetearth-25, Glyceryl stearate, 4 Amino 2 Hydroxytoluene, 1-Hydroxyethyl 4,5-Diamino Pyrazole Sulfate (A.H.P), Propylene Glycol, Resorcinol, Aloe Barbadensis Leaf Extract, Olea Europaea Fruit Extract, Camellia Sinensis Leaf Extract, Lawsonia Inermis Leaf Extract, EDTA, Ascorbic Acid, P-phenylenediamine, Sodium Sulphite, Pyridine

BURGUNDY - an enchanting dark burgundy shade. Ideal for bold and luxurious looks. It is the most vibrant in the eyelash dye range. Perfect both on its own and in mixes. Enhances green eye color. Maximum brightness can be achieved when working with eyelashes of level 8 depth tone and higher.

- **Enchanting dark burgundy**
- **Rich color**
- **Gentle creamy texture**
- **Odorless**
- **Shine and nourishment**
- **Long-lasting shade for 5-6 weeks**



BURGUNDY
100%



Burgundy 60%
+
Deep Brown 40%



Burgundy 50%
+
Purple 50%



DEEP BROWN

15ml

Aqua, Cetearyl Alcohol, Triethanolamine, Cetareth-25, Glyceryl stearate, Paraphenylenediamine, Propylene Glycol, Resorcinol, Aloe Barbadensis Leaf Extract, Olea Europaea Fruit Extract, Camellia Sinensis Leaf Extract, EDTA, 2,5-Diaminotoluene Sulfate (TDS), Ascorbic Acid, Sodium Sulphite, M-aminophenol, 2,4-diaminophenoxy ethanol HCL, N,N-Bis(2-Hydroxyethyl)-p-Phenylenediamine Sulfate

DEEP BROWN - a deep brown shade. It enhances the expressiveness of the eyes while maintaining a natural look. Ideal for clients with light to medium hair shades and for fair-skinned clients with freckles. It does not overwhelm the look and adds a fresh touch to the face.

- **Deep brown**
- **Rich color**
- **Gentle creamy texture**
- **Odorless**
- **Shine and nourishment**
- **Long-lasting shade for 5-6 weeks**



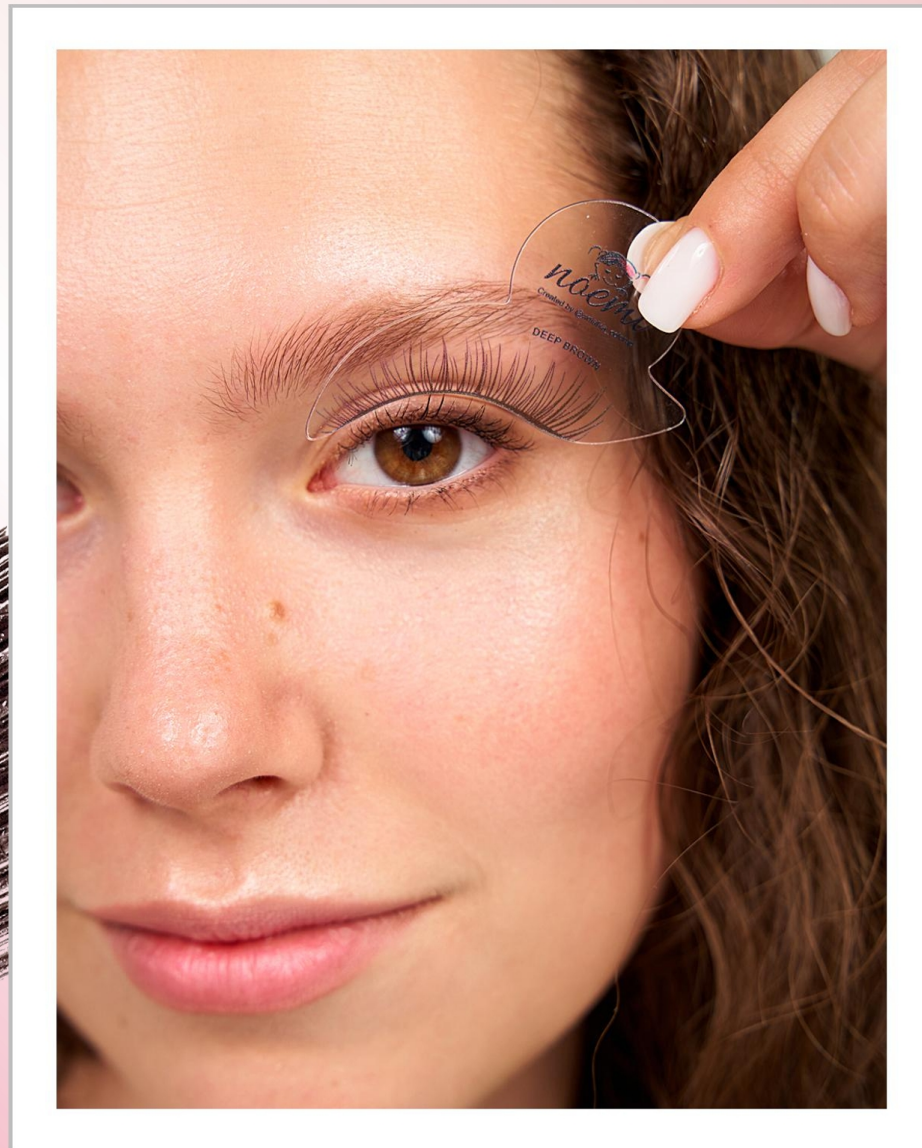
DEEP
BROWN
100%



Deep Brown 80%
+
Burgundy 20%



Deep Brown 70%
+
Purple 30%



WORKING ALGORITHM

WITH NOEMI DYE

- Prepare the eyelashes for dyeing by using NOEMI LASH FOAM for the best results.
- Choose the appropriate shade for your client based on their skin tone and desired outcome. Use NOEMI eyelash filters or the shade chart for selection.
- Apply a protective cream to the eyelid skin, avoiding contact with the eyelashes. We recommend using NOEMI ARGAN CREME as the protective cream.
- Use NOEMI protective patches under the lower lashes to better protect the skin from staining.
- Select or create the NOEMI developer with the appropriate hydrogen peroxide percentage for your dyeing needs (after lamination and chemical curling, we recommend mixing NOEMI developers 3% and 0% in a 1:1 ratio).
- Mix the dye with the NOEMI developer in a 1:1 ratio and mix thoroughly.
- Perform the dyeing with the eyes closed. Apply the dye evenly to the eyelashes, avoiding contact with the eyes. The application time for the dye is 3-5 minutes.
- The dyeing processing time after application is 10-15 minutes. (If the dye gets into the eyes, or if there is severe discomfort or burning, rinse the eyes immediately with plenty of water.)
- After the processing time, thoroughly rinse the dye off with water.
- Apply NOEMI STRONG&LONG serum to the eyelashes to complete the dyeing procedure. Recommend daily use of the serum to your client to improve lash quality and maintain color.

pH of the dye
mixture:
8,5-9,5



SHADE CHART

NOEMI EYELASH PALETTE

		BURGUNDY	PURPLE	DEEP BROWN	BLUE NIGHT	BLACK NIGHT
TEST STRAND						
LIGHT EYELASHES						
MEDIUM EYELASHES						
DARK EYELASHES						
BLACK EYELASHES						

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

UHT and CN of NOEMI Dye

Level of shade depth		Groups by brightness
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		

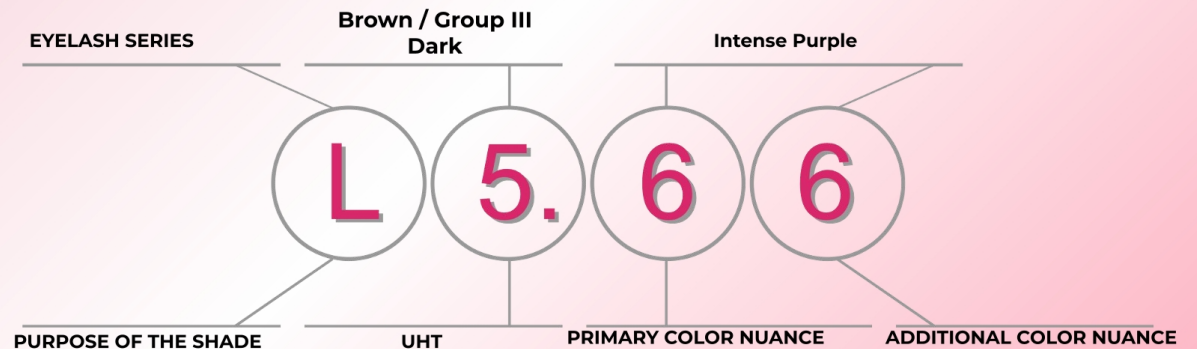
COLOR DIRECTION (color nuance)



Example: PURPLE - L 5.66

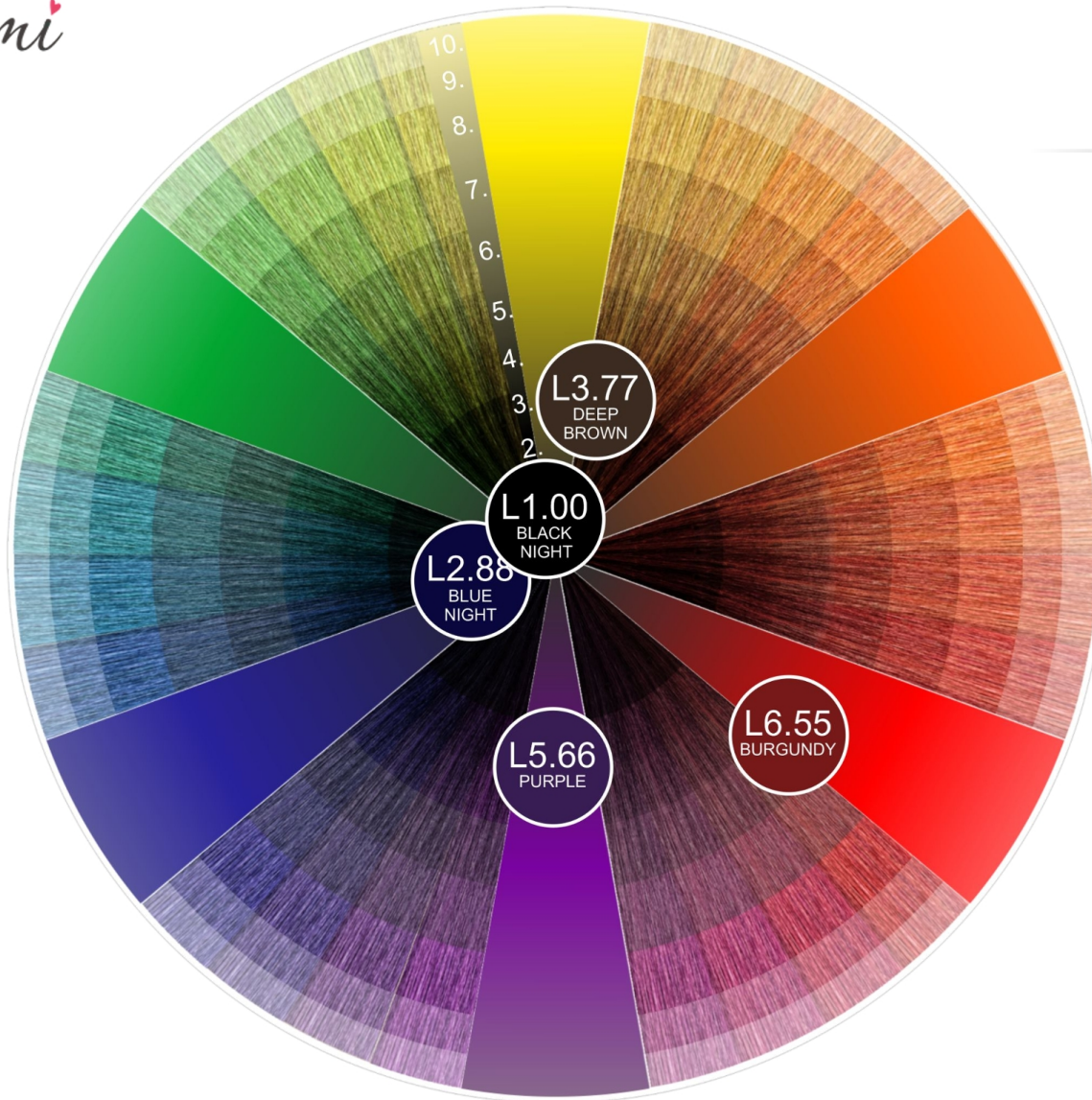
L - Special shades for eyelash dyeing

(they feature unique color characteristics: intensity, shine, and long-lasting color)



NOEMI COLOR WHEEL

EYELASH PALETTE



SHADES FOR EYELASHES

BLACK NIGHT - L 1.00

BLUE NIGHT - L 2.88

PURPLE - L 5.66

BURGUNDY - L 6.55

DEEP BROWN - L 3.77

**The shade line for eyelashes
can be mixed with the basic
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

SPECIAL PRODUCTS NOEMI

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NOEMI LASH FOAM

A gentle foam for preparing eyelashes for dyeing.



NOEMI STRONG&LONG

Serum for the restoration and growth of eyelashes. Recommended for daily home use.



NOEMI silicone eye pads

Protects the skin during eyelash dyeing.

NOEMI ARGAN CREME

Argan Cream for Eyelashes and Eyebrows
This rich formulation is designed for the restoration, hydration, and nourishment of hair and skin. It is recommended as aftercare following dyeing and other chemical treatments. It is also ideal for protecting the skin around the eyes and eyebrows before dyeing and other chemical procedures.



NOEMI ASSISTANTS

TOOLS FROM @ARTISTKA_COLORUP

NOEMI Eyelash Dye Shade Filters

A tool for selecting dye shades with your client. Allow your client to preview eyelash colors before dyeing!
The filter palette enhances the mood and makes the eyelash dyeing process unforgettable.



naemi



<https://browlashworld.com>