



the BROW ARTIST'S DREAM
GEL DYE SET

TECHNICAL GUIDE

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DREAMS OF A BROW ARTIST?

- **SIMPLICITY** – ONE TUBE - FITS ALL AND WORKS WITH ANY TECHNIQUE!
- **MY STYLE – ANY TEXTURE** – suitable for use with any technique!
- **NO DARKENING!** Works safely even after lamination and long-lasting styling procedures!
- **PERFECT BLONDES – NO** fear when working with blondes!
- **DURABILITY** - long-lasting, vibrant color even on light shades.
- **IMPRINT** - enhances skin imprint with the help of a saturation corrector!

the BROW ARTIST'S DREAM GEL DYE SET

CREATORS OF THE SET – Makeup Artists and Brow Specialists - Natalia Abrosimova and Natalia Kuznetsova were inspired by the idea of a universal eyeshadow palette for ANY occasion! A “MUST HAVE” in every professional’s kit, ready to save the day anytime, anywhere! This is how the palette you are holding today was born. A carefully selected set of shades capable of solving any brow coloring task!

the BROW ARTIST'S DREAM

GEL DYE SET

Country of Origin: Germany

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You are holding the NEW special set of gel dyes!

This set is a fusion of creativity and expertise from the ARTIST'ka brand combined with advanced technology from NOEMI brand!

A unique combination of shades and care components!
One set solves all brow coloring tasks!

5 dyes – a mix of polychromatic, natural, and intense shades

- Gel texture
- **Wide color combination possibilities within a single shade!**
- Suitable for any coloring technique
- Long-lasting results for up to 5–6 weeks!



the BROW ARTIST'S DREAM

GEL DYE SET

Citrus Lemon Peel Oil
Niacinamide
Hydrolysed corn protein
Hydrolysed soya protein
Hydrolysed wheat protein



10 ml

Shelf life:
12 months
after opening

DYE INGREDIENTS

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Niacinamide (Vitamin B3)

– strengthens hair structure, stimulates growth, soothes the skin, and enhances the skin's protective function.



Corn Proteins

– moisturizes and protects the skin, adds shine, and smooths the cuticle.



Wheat Proteins – softens the aggressive effects of chemicals, gives strength and elasticity to the hair.



Lemon Essential Oil – shine and play of color highlights.



Soy Proteins – restoration and strengthening, color protection.

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GEL DYE SET

SHADE CHART

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A combination of polychromatic, natural, and intense shades.



PEARL



BEIGE



SPICE



GREY



ESPRESSO

PEARL

10ml

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Ingredients: Aqua, Monoethanolamine, Isopropyl Alcohol, Cellulose, Propylene Glycol, Resorcinol, Sodium erythorbate, Citrus Lemon Peel Oil, Niacinamide, Hydrolysed corn protein, Hydrolysed soya protein, Hydrolysed wheat protein, 4-amino-2-hydroxytoluene, 2-Amino-4-hydroxyethylaminoanisole sulfate, Phenoxyethanol, Ascorbic Acid, M-aminophenol, P-phenylenediamine, P-aminophenol, EDTA

PEARL – a polychromatic shade for blondes and light browns, ranging from golden-natural to cool ash-pearl tones.

Pearl – a soft, light shade with delicate natural cool highlights. Perfect for blondes. Thanks to its unique color formula, this shade blends seamlessly with the client's natural tones. Does not darken the hair. Leaves a soft imprint on the skin.



BEIGE

10ml

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Ingredients: Aqua, Monoethanolamine, Isopropyl Alcohol, Propylene Glycol, Cellulose, Resorcinol, Sodium erythorbate, Citrus Lemon Peel Oil, Niacinamide, Hydrolysed corn protein, Hydrolysed soya protein, Hydrolysed wheat protein, P-phenylenediamine, P-aminophenol, 4-amino-2-hydroxytoluene, M-aminophenol, Phenoxyethanol, Ascorbic Acid, 2,4-diaminophenoxyethanol HCL, EDTA

BEIGE – a polychromatic shade for blondes and light browns, ranging from copper-golden to natural ash tones.

Beige – a light blonde with a soft, natural undertone. The polychromatic dye formula allows you to work with different client tones, creating a variety of harmonious nuances that perfectly complement the look. Does not darken the hair. Leaves a soft imprint on the skin.



SPICE

10ml

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Ingredients: Aqua, Monoethanolamine, Isopropyl Alcohol, Cellulose, Propylene Glycol, P-phenylenediamine, Resorcinol, Sodium erythorbate, Citrus Lemon Peel Oil, Niacinamide, Hydrolysed corn protein, Hydrolysed soya protein, Hydrolysed wheat protein, Phenoxyethanol, Ascorbic Acid, 4-amino-2-hydroxytoluene, P-aminophenol, M-aminophenol, EDTA, 6-Chloro-4-Nitro-2-Aminophenol

SPICE – a shade for all redheads, ranging from copper-golden to chestnut-red tones.

Spice – a balanced copper shade with a vivid spicy finish. Warm and perfect for clients with a warm undertone. This shade can be used on its own or as a corrector to enhance copper tones.



GREY

10ml

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Ingredients: Aqua, Monoethanolamine, Isopropyl Alcohol, Propylene Glycol, Cellulose, P-aminophenol, Resorcinol, Sodium erythorbate, Citrus Lemon Peel Oil, Niacinamide, Hydrolysed corn protein, Hydrolysed soya protein, Hydrolysed wheat protein, P-phenylenediamine, 2-Amino-4-hydroxyethylaminoanisole sulfate, Phenoxyethanol, Ascorbic Acid, 2,4-diaminophenoxyethanol HCL, EDTA

GREY – a polychromatic shade for light browns, medium browns, and brunettes, ranging from natural to cool tones.

Grey – a soft, medium gray shade with an ashy nuance. Thanks to its polychromatic combination, it easily complements the look of light and medium browns. Leaves a soft imprint on the skin.



ESPRESSO

10ml

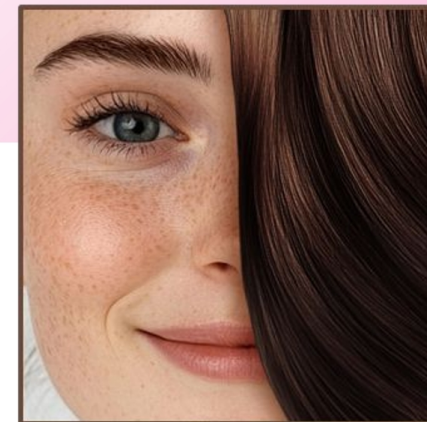
noemi

Ingredients: Aqua, Monoethanolamine, P-phenylenediamine, Isopropyl Alcohol, Propylene Glycol, Cellulose, 4-amino-2-hydroxytoluene, P-aminophenol, M-aminophenol, Resorcinol, Sodium erythorbate, Citrus Lemon Peel Oil, Niacinamide, Hydrolysed corn protein, Hydrolysed soya protein, Hydrolysed wheat protein, Phenoxyethanol, Ascorbic Acid, 2,4-diaminophenoxyethanol HCL, EDTA

ESPRESSO – an intense shade for medium browns and brunettes, ranging from warm to natural tones. Also suitable for vibrant and high-contrast looks. Acts as a saturation corrector for the imprint.*

Espresso – hot and intense, long-lasting and deep. Used on its own, it is perfect for brunettes, dark medium browns, and anyone who loves the taste of a rich black-brown shade. In the “Brow Artist’s Dream” set, this shade is responsible for the imprint on the skin. You can use it to adjust any shade and add saturation. The imprint on the skin is intense and marker-like.

***The ESPRESSO shade** can be used as a saturation corrector with any NOEMI brand dye (gel or cream). The saturation corrector can also be used for final touch-ups of the brow shape, filling in gaps, and drawing additional hairs.



CREAM or GEL?

The dye's texture helps to solve different tasks.

Work in the way that is most convenient for you.

Create a consistency of the coloring mixture that suits your goals and tasks.

FOR DIFFERENT TECHNIQUES

The gel texture mixes easily and is simple to dose. It does not run! Soft and elastic, it can be applied in a thin layer, built up gradually, used to "complete" the brow shape, fill in gaps in sparse brows, or for the "combing" technique.

You can create the consistency that works best for you: more fluid – gel dye + gel oxidant; more viscous – gel dye + cream oxidant.



- **Point Application and Hair Stroke Technique**
- **Natural Coloring**
- **Graphic Design and Color Blending**

the BROW ARTIST'S DREAM

GEL DYE SET

TEXTURE AND TECHNIQUES

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- Is the gel dye only for graphic work and imprint?

- No!

The gel dye is part of your toolbox of possibilities!

You can use this dye in any technique!

Beige 100%

Natural Technique Coloring Without Skin Imprint.

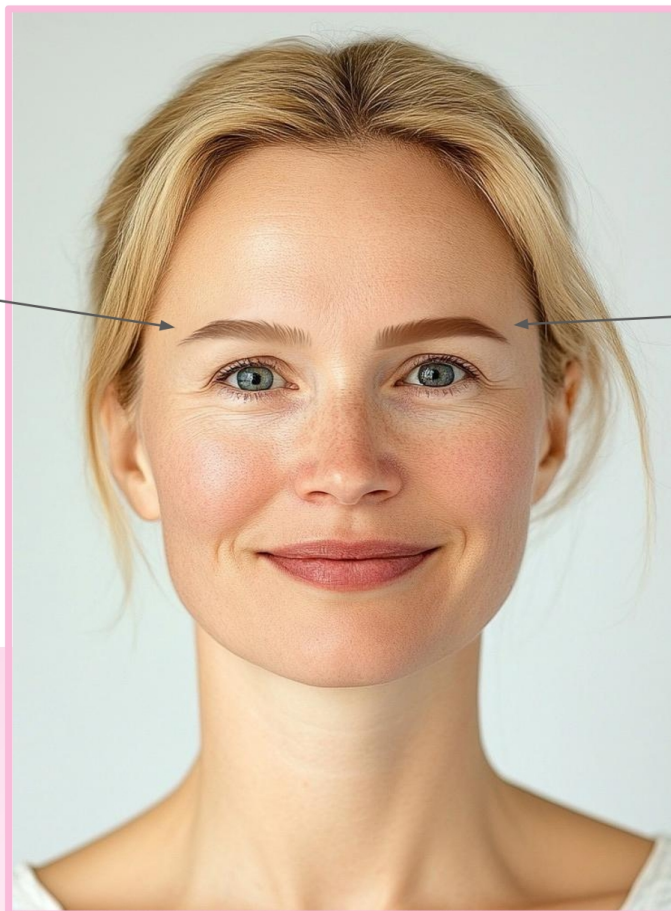
Use the light dyes BEIGE or PEARL with NOEMI cream oxidant.

For a more “airy” effect, add the colorless CLEAR corrector from the NOEMI basic line 1:1 to the gel dye and mix thoroughly.

Add NOEMI cream oxidant 1:1 to the prepared mixture.

Apply in a thick layer and comb through the brows.

Processing time: 10–15 minutes.



Beige 90% + Espresso 10%

Coloring in the “GRAPHIC” Technique with Skin Imprint.

To create a skin imprint, add ESPRESSO dye up to 10% for light clients, and up to 20% for medium clients.

Apply in a thin layer!

The ESPRESSO shade can also be used as a corrector to darken and enhance the imprint in any mix from any dye line.

the BROW ARTIST'S DREAM

GEL DYE SET

TEXTURE AND TECHNIQUES

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Working with blondes for long-lasting hair coloring and a soft skin imprint.

- Can gel dyes be mixed with NOEMI cream dyes?
- **Yes! Create a new cream-gel texture to achieve your desired results.**

To achieve this result, create a suitable cream-gel dye texture: mix the **Golden Blond** cream dye from the NOEMI basic line for blondes with the **Beige** gel dye for blondes in a **1:1** ratio. Mix thoroughly.

Add a cream oxidant for a thicker texture. A gel oxidant can be added if a more fluid consistency is required. Ratio 1:1.

This dye combination allows you to work on both the hair and the skin, providing long-lasting color and leaving the hair and skin in optimal condition.

If after coloring you need to further work on the skin or fill in missing areas, use a combination of gel dyes: Beige 90% and Espresso 10%, mix with a cream oxidant in a 1:1 ratio, and apply to the desired skin areas with a semi-dry brush. Allow to dry, then rinse with water.

- Can a gel dye be used to cover permanent makeup?

- **Yes. For this purpose, use a saturation corrector — the Espresso gel shade or a combination of mixes containing this shade.**

- For better longevity on the skin, use the NOEMI primer to prepare the skin before coloring.
- Apply the dye in a thin layer.
- Allow the coloring mixture to dry on the skin.
- If necessary, repeat the application.
- To fix the result, after rinsing off the dye, apply the NOEMI finishing gel and do not rinse.



! Please remember that the dyes are primarily designed for hair coloring, and longevity on the skin depends on many contributing factors.

the BROW ARTIST'S DREAM

GEL DYE SET

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NOEMI - is the builder of your desires!

Can NOEMI gel dyes be mixed?

If you love creativity, YES!

Mix and create new shades!

With the NOEMI basic dye line

With NOEMI Gel Oxidant – THE PERFECT PAIR!
You can also use NOEMI Cream Oxidants – 3%, 6%, 0%.

With the colorless CLEAR corrector from NOEMI

With the special NOEMI dye line for eyelashes

the BROW ARTIST'S DREAM

GEL DYE SET

SHADE CHART

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		PEARL	BEIGE	SPICE	GREY	ESPRESSO
TEST STRAND						
LIGHT EYEBROWS						
MEDIUM EYEBROWS						
DARK EYEBROWS						
BLACK EYEBROWS						
IMPRINT INTENSITY						

*The colors shown in the chart are approximate; shades may vary due to screen display differences.

How to Read the NOEMI Dye Color Code?



TONE DEPTH LEVEL

- 10 – Very Light Blonde
- 9 – Light Blonde
- 8 – Blonde
- 7 – Light Brown
- 6 – Medium Brown
- 5 – Brown
- 4 – Dark Brown
- 3 – Very Dark Brown
- 2 – Brunette
- 1 – Black
- 0 – Corrector

Lightness Groups

**GROUP I
LIGHT SHADES**

**GROUP II
MEDIUM SHADES**

**GROUP III
DARK SHADES**

**GROUP IV
VERY
DARK SHADES**

COLOR DIRECTION (Hue / Color Nuance)



EXAMPLE: BEIGE - g 8.07p

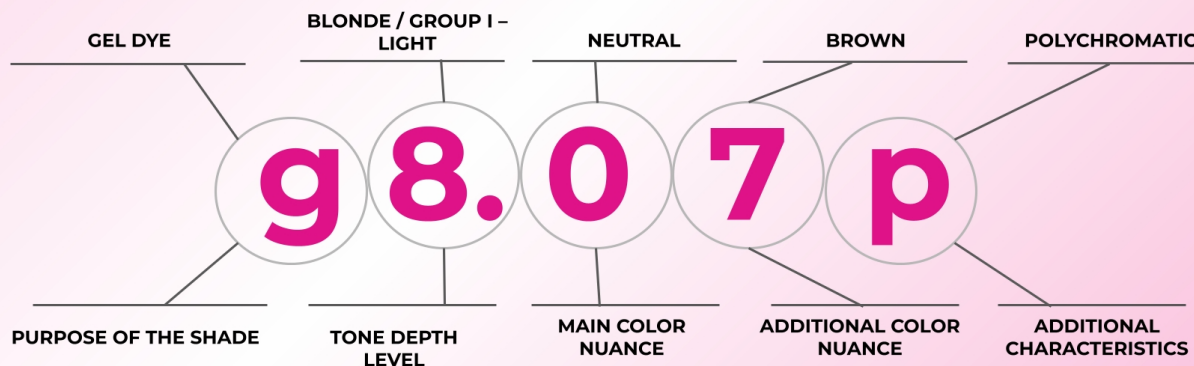
g – Dye with gel texture

p – Polychromatic shade

(Has special color characteristics: adapts to the client's tones, combines warm and cool highlights in one shade, long-lasting color)

i – Intense shade

(Highly saturated dye, leaves an intense imprint on the skin)



HELPERS for Working with NOEMI Dye

TOOLS FROM @ARTISTKA_COLORUP

1) Noemi Color Charts

This deck includes all the shades of NOEMI dyes (basic, eyelash, and gel palettes) with descriptions and characteristics, as well as examples of the most interesting mixes. Each chart also features a "NOEMI Shade Circle", clearly showing how all dyes from different lines can be mixed with each other.



1



2) Filter Palette with Shades from "The BROW ARTIST'S DREAM" and Mixes with the NOEMI Basic Line (in Brow Shape Form)

A tool designed for brow artists and their clients. Easily show the client a coloring option, choose a shade, color direction, and desired lightness. The perfect assistant for working with color.

3) NOEMI NOTE – the BROW ARTIST'S DREAM

- Everything about the dye in a convenient pocket format!
- Step-by-step guide for working with the dye
- Dye characteristics by lightness, tone, and intensity
- Table for determining client lightness and hair color direction
- Dye tone depth (TDL), color direction, and nuances
- Correct NOEMI mixes for all client lightness levels
- Examples of client work



4) THE BROW ARTIST CIRCLE and the Possibilities of the "the BROW ARTIST'S DREAM" Gel Palette from Noemi + Mixes with the Basic Palette

A tool for demonstrating and studying dyes. Provides a clear view of how the dye behaves on the client's natural hair and how the coloring result changes depending on the chosen hair shade.

- Client hair shade circle
- Shades from the the BROW ARTIST'S DREAM line
- Mixes with the NOEMI basic line