

Hair Color Trend 2023 Spring/Summer



In Spring/Summer 2023,
the trend for soft,
subtle details will be enhanced
with colorful, bold, energetic
colors that bring luminosity and
a healthy glow in natural light.



ULTIST Global Creator Matsushita from MINX

Spring/Summer will see energetic colors contrasted with calming colors for a variety of combinations. I'm particularly focused on cool colors this season. Cool colors range from soft botanical and ocean shades to vibrant neons, but while the concept is different, these colors all bring individuality and a positive energy. This time I've tailored my color designs to each model. Even a change in color tone can create a fresh and different impression, so I hope people play around with colors this season.

ULTIST Global Creator Yamashiro from ABBEY

We'll see an increase in brighter colors in Spring/Summer, but here I'm adapting the blend to the model, using pink, green, and purple and adding in beige or gray to soften the look, for a versatile style that can go with any look.

In the salon, when I know it's right for the client, I'll also suggest blue, orange, and other vibrant colors.



Trend Color
Collection



Official Instagram
@shiseidopro_official



For detail product information,
please check Official Website.

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Nature Ash Beige

Peekaboo coloring adds a fashionable chic to sophisticated and natural looks, with soft beige to enhance complexion. The perfect subtle under-layer look.



HOW TO
MOVIE



Pure Olive Greige



Single-process color with olive tint for a versatile look that suits most complexions. Light brings out the cooler tones for a unique yet modern design.





Warm Light Brown

Using the existing highlights,
added beige for luminosity and softness.
Can use IB or more CG to balance
when the base has more orange.



Cool Jade Blue

Peekaboo and tip coloring enhance wolf cut layers.
Neckline hair is kept natural for a sharp,
slick peekaboo that can go from casual to high-fashion.



HOW TO
MOVIE

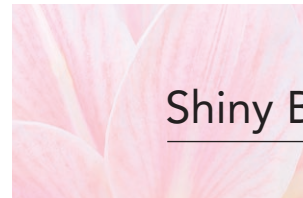


ULTIST Global Creator MINX / Hitomi Matsushita

Signature Cut Blunt bob

Priority when Styling Tailoring the style to the tastes and mood of each client

Priority in the Salon Helping the client relax and listening carefully to their needs to create the style they want, in a cut that can be easily styled at home.



Shiny Berry Pink

Face framing highlights with multi-tone colors for a playful look. Using similar tones means complexity and dimension without stark stripes of color.



HOW TO
MOVIE



Fresh Taupe Greige

Light blue is used as a contrast color, cancelling out orange tones typical with beige colors for a softer look.



Deep Royal Violet

Earloop highlights appear when hair is tucked behind the ear. Violet cancels out yellow tones and the color fades beautifully.



HOW TO
MOVIE



Nuance Khaki Beige

The end color is close to khaki, with gray added to soften the look and tone down the green.


























ULTIST Global Creator **ABBEY / Misaki Yamashiro**

Signature Cut Korean-style face framing layers in medium to long cuts

Priority when Styling Using long bangs to frame and soften the face line, while adapting the style to the client's figure and face.

Priority in the Salon Providing advice to help clients achieve their ideal look in a style that suits and making sure the client knows how to style their hair to recreate the look at home.

RECIPE LIST

BEFORE	AFTER	RECIPE
		<p>Before : 9Lv</p> <p>Inner bleach BLEACH MASTER POWDER + 6%(1:2)</p> <p>Root IB/9(2), CG/9(1), IB/11(1) + AC4.5%</p> <p>Mid-Ends IB/11(2), CG/11(1), IB/5(10%*) + AC4.5%</p> <p>Inner color CB/11(1), TG/11(3) + AC3%</p> <div></div>
		<p>Before : 9Lv</p> <p>Pre lightening LT/13 + 6%</p> <p>Root BG/11(3), CG/1(1), IB/11(1), JADE(20%*) + AC4.5%</p> <p>Mid-Ends BG/13(4), IB13(1), JADE(20%*) + 6%</p> <div></div>
		<p>Before : 13Lv</p> <p>Root CG/11(3), IB/11(1), IB/5(5%*) + 6%</p> <p>Mid-Ends CG/13(3), TG/13 (1) + 3%</p> <p>Inner color CB/13(2), CL/0(1) + 3%</p> <div></div>
		<p>Before : Untreated</p> <p>Inner bleach BLEACH MASTER POWDER + 6%(1:2)</p> <p>Root IB/9, IB/5(10%*) + AC4.5%</p> <p>Mid-Ends IB/9(1), IB/11(2), IB/5(10%*) + 6%</p> <p>Inner color BG/11, JADE(10%*) + 3%</p> <div></div>

<Hair color / Hair bleach> • Read the precautions carefully and follow the instructions before using the product.
<Hair bleach> • Contain persulfate and it might cause allergic reaction • Avoid using product if you have ever experienced rashes or irritations due to hair bleaching.

BEFORE	AFTER	RECIPE
		<p>Before : 15Lv</p> <p>Face line CP/11(1), MP/11(1) + 3%</p> <p>Whole MP/7(3), CB/7(1), Magenta(15%*) + 3%</p> <div></div>
		<p>Before : 13Lv</p> <p>Whole TG/11, Cyan(10%*) + AC4.5%</p> <div></div>
		<p>Before : 7Lv</p> <p>Inner bleach BLEACH MASTER POWDER + 3%(1:2)</p> <p>Whole CG/7(1), IV/9(1) + AC4.5%</p> <p>Inner color IV/7(1), IV/11(1) + 3%</p> <div></div>
		<p>Before : 7Lv</p> <p>Whole BG/7(3), CG/7(1), Jade(10%*) + 3%</p> <div></div>

<Hair color> • Avoid using product if you have ever experienced rashes or irritations due to hair coloring.
• Check for allergic reaction before applying the hair color by performing a patch test.

*% of other colors