



*Trend Color
Collection*



Glossy Maple Orange

Radiant orange brightens the complexion.
Creamy Peach adds a dash of sophisticated
femininity for a versatile look.

Daydream Milk Tea

Milk-tea coloring contrasts with the sleek, sharp, face-framing cut for a sophisticated, elegant vibe.



High & Low Sunset

Full-head application of Charcoal Gray and Cacao Brown, finished with Apricot coloring around the face and bangs tips creates a wholly unique design.





Grayish Ice Blue

Subtle grayish-blue amplifies the existing color.
The muted tone allows for a color design
adaptable to a wide range of fashion styles.



Crystal Clear Greige

Bleaching and toning technique creates a color balance neither too ashy nor too gray that brightens the complexion and compliments any outfit.

Dramatic Dawn Pink

Pink highlights on face-framing sections soften sharp lines for a gentler appearance.

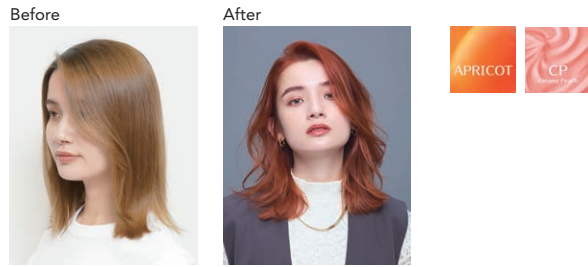




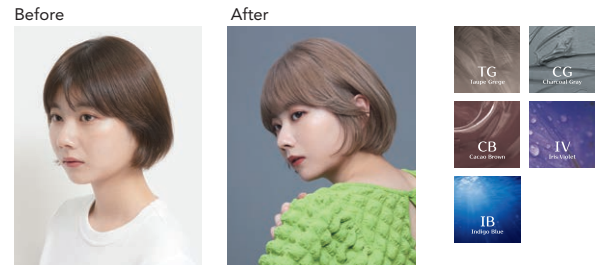
Classy Sweet Pink

Smokey pink is combined with a high layer cut for an elegant and unique look.

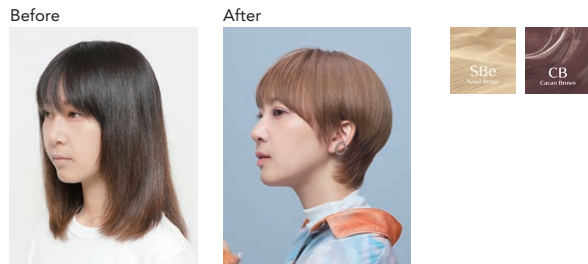
STYLE 1 : Glossy Maple Orange



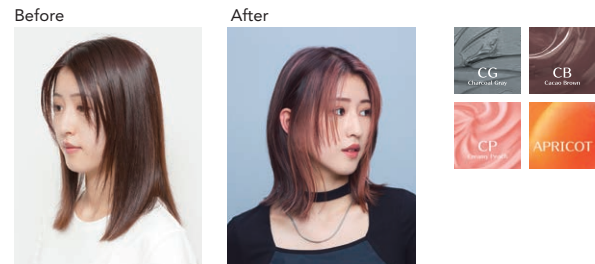
STYLE 5 : Crystal Crear Greige



STYLE 2 : Daydream Milk Tea



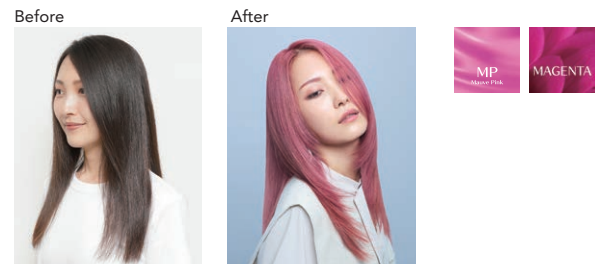
STYLE 6 : Dramatic Dawn Pink



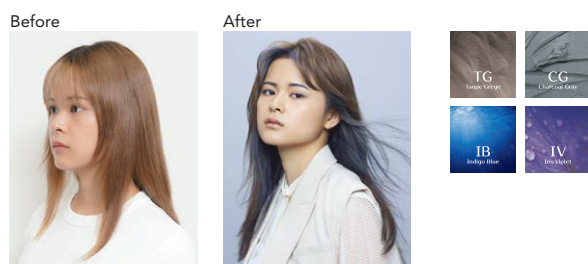
STYLE 3 : High & Low Sunset



STYLE 7 : Classy Sweet Pink



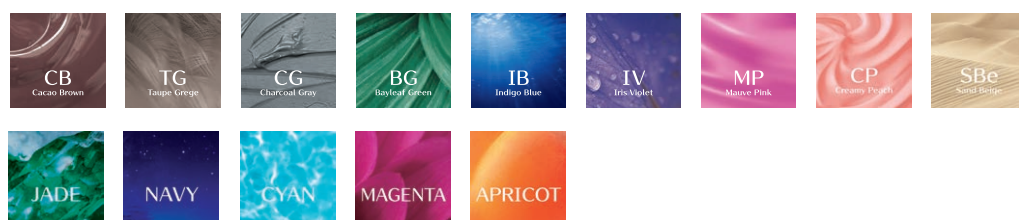
STYLE 4 : Graysh Ice Blue



SCAN for Detail Recipes ▶



COLOR CHART





ULTIST Global Creator **MINX / Hitomi Matsushita**

[STYLE 1, 4]

Vibrant orange, and muted beige and blue combinations are perfect for Autumn/Winter trends. The designs allow you to enjoy the color contrasts and have fun with different styles.

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.

ULTIST Global Creator **ABBEY / Misaki Yamashiro**

[STYLE 5]

I went with luminous shades like milk-tea beige and pink beige to complement the darker tones of Autumn/Winter fashion, lifting the overall look.

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.



Grand Prix and Creators Prize (Taiwan winner)
of ULTIST Global Posting Campaign

UN salon / Rita

[STYLE 2, 3, 6, 7]

I created styles that use layers and color graduation to lighten, and block coloring for contrast. I kept the looks bright and casual, yet designed each to be distinctively unique.

Signature Cut Low-layered short hair, Japanese-style smokey tones, and coloring techniques including balayage, highlights and blocking.

Priority when Styling Creating easy-to-manage, natural styles that meet client's needs, while ensuring an exceptional client experience down to the tiniest detail.

Priority in the Salon Making clients feel as comfortable and as welcome as a friend, and helping them not only achieve the look they want, but also discover a new self.

ULTIST
by PRIMIENCE

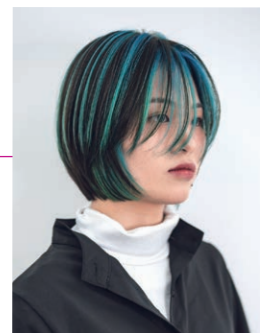
GLOBAL
POSTING
CAMPAIGN

2022.11.1 - 2023.2.28

ULTIST Global Posting Campaign have held as an online photo contest for all stylists using ULTIST hair color products in Asia pacific regions. All postings have been evaluated carefully by ULTIST Global Creators. We would like to express our appreciation to all participants from bottom of our hearts.

WINNERS

Prize	Stylist	Instagram account
Grand Prix and Creators Prize Taiwan winner	Rita	@un_rita155
Creator Prize Korean winner	Kyoyoung Kim	@ddaogl
Creator Prize from Hong Kong	Jeff Fung	@jefffung_wiiborn
Special Jury Award Hong Kong winner	Jamen	@jamenx



BEHIND THE SCENE



PRODUCTS



ULTIST COLOR CREAM

A hair color with a breakthrough concept. Enjoy solid color with continuous shine*.

[9 Shades 52 Colors] 80g

*COLOR-in-CORE TECHNOLOGY



ULTIST ESSENCE DROP

Exclusive treatment from ULTIST. Achieve continuously beautiful hair color while restarting the loss of hair intensity.

60mL, 200mL



Official Instagram
@shiseidopro_official



For detail product information,
please check Official Website.

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