



*Spring – Summer 2023 Campaign*



**Kydra**  
le salon



# Kydra Jelly Gloss Innovation

Kydra  
le salon

Kydra Jelly Gloss

Gelée colorante soin sans ammoniaque  
à l'Acide hyaluronique et Kératine végétale  
Ammonia-free coloring jelly  
with hyaluronic Acid and plant Keratin

Kydra  
le salon

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Kydra Jelly Gloss





glossy service.

# Kydra Jelly Gloss

## Performance & harmlessness

Silky jelly texture

Covers up to 50% of white hair for visible results with a transparent effect

No ammonia, no resorcinol, no PPD, reduced levels of monoethanolamine

## Shiny result

Respected scalp, soft, shiny hair & repaired hair fiber

*+55% more shine after coloring\**

## Sustainable packaging

Eco-responsible packaging (reduced plastic, FSC cardboard and plant-based inks) and 100% recyclable

Mostly cold production processes : saves energy

100% designed and *made in France*

Exclusive professional formula

*\*Shine measured during an ex-vivo instrumental test using a glossymeter*



60 ml  
Mixture ratio 1:1

# An extended palette to meet the needs of artisan colorists

## Base shades



4

## Ash shades



**NEW**

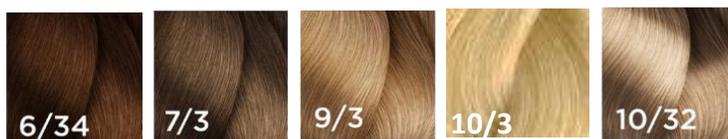
**NEW**



## Iridescent shades



## Golden shades



## Copper shades



**NEW**

## Mahogany red shades

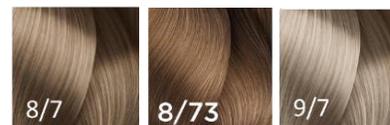


**NEW**

## Chestnut shades



**NEW**



# 38 shades

## INNOVATION

New dark shades:  
Depth level = 4

New tone /8 bronze  
to correct & neutralize

Shades that can be endlessly  
customized thanks to Clear

Broaden the creative possibilities  
Build on your colorist expertise

# Bronze hair.



## STEP 1: COLORING

### 1 | NEW GROWTH

Apply color to the first 5-7 centimeters of all new growth using **Mixture 1**.

#### Mixture 1

30 g of Kydra Botanique 3  
+ 30 g of Kydra Botanique 5/12  
+ 1 ampoule of Élixir Apaisant  
+ 60 ml of Kydra 20 Vol. Activateur

➔ Leave on for 15 minutes.

### 2 | LENGTHS AND ENDS

Apply color to all lengths and ends using **Mixture 2**.

#### Mixture 2

50 g of Kydra Jelly Gloss 6/18  
10 g of Kydra Jelly Gloss Clear  
+ 1 ampoule of Élixir d'Alès\*  
+ 60 ml of Kydra Activateur 5 Vol.

➔ Leave on for 20 minutes.

Rinse and wash using a Kydra Shampoo, followed by a suitable conditioner from the SECRET PROFESSIONNEL range.

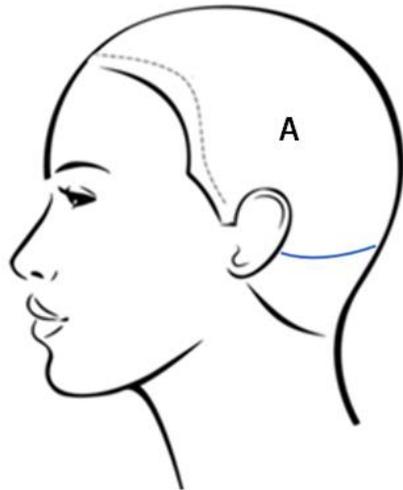
\* Select a suitable Elixir based on your customer's hair nutrition needs.



## STEP 2: SECTIONING OFF ZONE A

ON WET HAIR

1. Separate off the first centimeter of the front hairline.
2. Trace a curve starting at the middle of one ear, extending over the top of the occipital bone area and ending at the middle of the opposite ear.

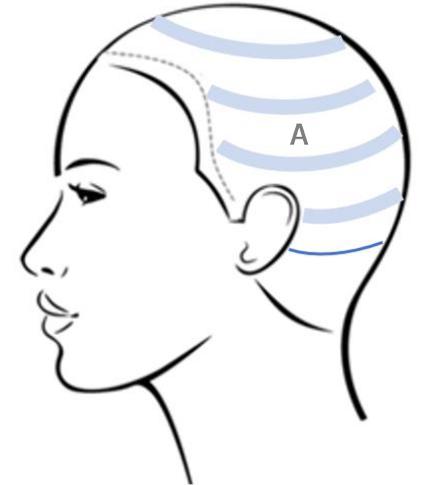


## STEP 3: LIGHTENING ZONE A

ON WET HAIR

ZONE A: Trace 3-4 curves measuring 1.5-2 centimeters wide. Keep a 2-3 cm space between each curve.

Take sections 5-7 cm long from each curve. Gently backcomb new growth, then apply **Mixture 3** to the upper parts of the mid-lengths and ends using the balayage technique and the protected method.



### Mixture 3

40g of Kydra Blonde Beauty 8-tone lightening powder  
+ 1 ampoule of Élixir Reconstruction\*  
+ 60 ml of Kydra Blonde Beauty 30 Vol. cream developer

➔ When an ORANGY to ORANGY YELLOW lightened base has been achieved, rinse out and wash using Kydra Blonde Beauty post-lightening shampoo, followed by a suitable conditioner from the SECRET PROFESSIONNEL range.

\* Select a suitable Elixir based on your customer's hair nutrition needs.



## STEP 4: TONING

ON TOWEL-DRIED HAIR

Apply **Mixture 4** to pre-lightened mid-lengths and ends.

### Mixture 4

20g of Kydra Jelly Gloss 6/18  
+ 20g of Kydra Jelly Gloss 6/11  
+ 10g of Kydra Jelly Gloss 7/12  
+ 5g of Kydra Jelly Gloss Clear  
+ 1 ampoule of Élixir d'Alès\*  
+ 55 ml d Kydra 5 Vol. Activeur

➔ Monitor processing time for 20 minutes, rinse and wash with a Kydra Shampoo, followed by a suitable conditioner from the SECRET PROFESSIONNEL range.

\* Select a suitable Elixir based on your customer's hair nutrition needs.

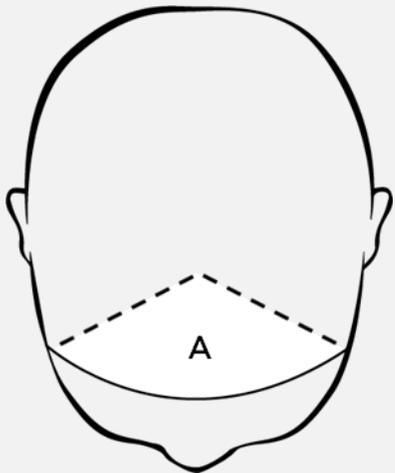
# Sunrise & Champagne Blonde hair.



**STEP 1:** SECTIONING OFF ZONES A-B-C AND D

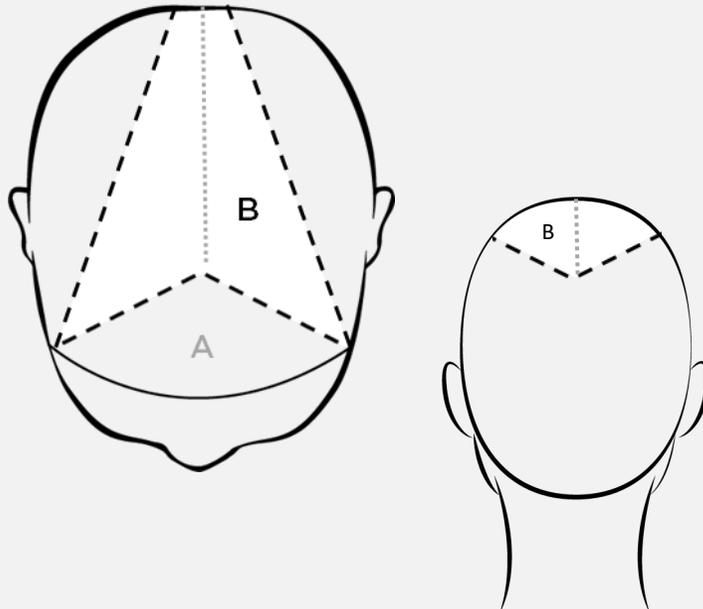
**ZONE A**

Trace and separate off a triangular section starting from the temple, extending over the point of equilibrium and ending at the opposite temple.



**ZONE B**

Trace and separate off a triangular section starting from the temple, extending over the parietal zone and underneath the lower part of the crown to the opposite parietal zone. The triangle will end at the opposite temple. This zone will be split into two.



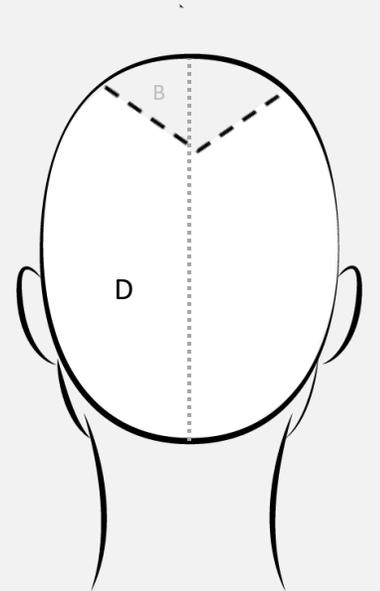
**ZONE C**

On either side, trace a vertical line starting from the tip of the ear and moving up to meet the line that separates off Zone B.



**ZONE D**

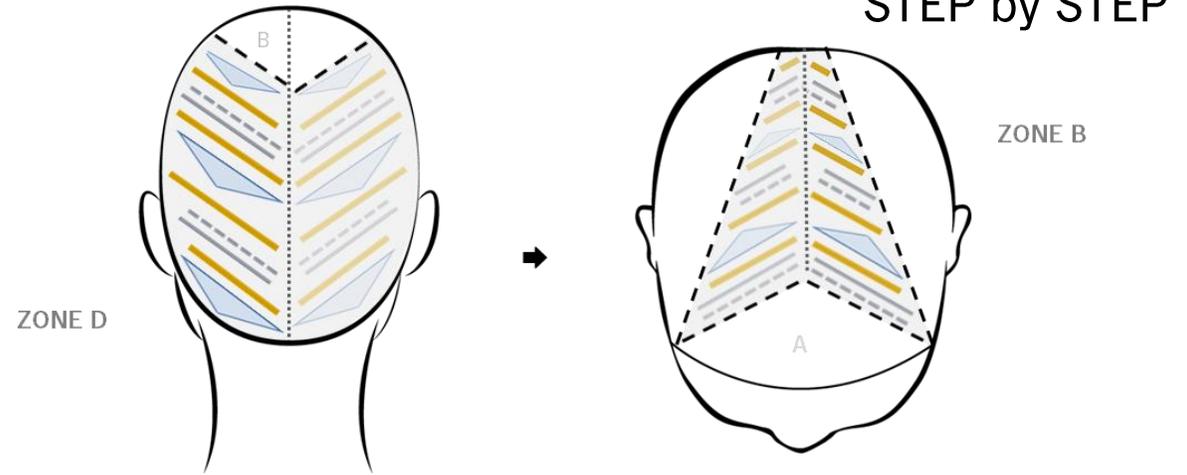
Split down the middle, this represents the area at the back of the head.



## STEP 2:

### LIGHTENING AND COLORING ZONES B AND D

In each of these zones, trace diagonal sections and use the application methods 1-2-3 and then 2 in order, starting with the lower part of Zone D and finishing with Zone B.



#### APPLICATION METHOD 1

1. Create irregular babylights using **Mixture 1** and the wrapped method, gently backcombing new growth.
2. Backcomb the remaining new growth in this section and apply **Mixture 3** to mid-lengths and ends using the protected method.

##### Mixture 1

40g of Kydra Blonde Beauty 8-tone lightening powder  
+ 1 ampoule of Élixir Reconstruction\*  
+ 60 ml of Kydra Blonde Beauty 20 Vol. Cream Developer

#### APPLICATION METHOD 2

1. Apply the “lowlight hair” technique to strands half a centimeter thick using **Mixture 2**, gently backcombing new growth using the protected method.
2. Backcomb the remaining new growth in this section and apply **Mixture 3** to mid-lengths and ends using the protected method.

##### Mixture 2

20g of Kydra Botanique 8/34  
+ 20g of Kydra Botanique 9/7  
+ ¾ ampoule of Élixir d’Alès\*  
+ 40 ml of Kydra 5 Vol. Activateur

#### APPLICATION METHOD 3

Create a “V-shaped balayage” with **Mixture 3**, gently backcombing new growth using the protected method.

##### Mixture 3

40g of Kydra Blonde Beauty 8-tone lightening powder  
+ 1 ampoule of Élixir Reconstruction\*  
+ 60 ml of Kydra Blonde Beauty 30 Vol. Cream Developer

\* Select a suitable Elixir based on your customer’s hair nutrition needs.

**STEP 3: LIGHTENING ZONES A AND C**

For both zones A and C, trace diagonal sections 2-3 cm thick and use application method 3.

**APPLICATION METHOD 3**

Create a “V-shaped balayage” with **Mixture 3**, gently backcombing new growth using the protected method.

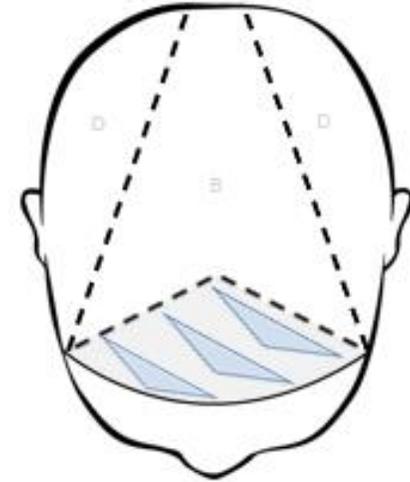
**Mixture 3**

40g of Kydra Blonde Beauty 8-tone lightening powder  
+ 1 ampoule of Élixir Reconstruction\*  
+ 60 ml of Kydra Blonde Beauty 30 Vol. cream developer

➔ When a VERY LIGHT YELLOW - VERY VERY LIGHT YELLOW lightened base has been achieved, rinse and washing using Kydra Blonde Beauty post-lightening shampoo, followed by a suitable conditioner from the SECRET PROFESSIONNEL range.

\* Select a suitable Elixir based on your customer's hair nutrition needs.

ZONE A



ZONE C





#### STEP 4: TONING

Apply **Mixture 4** to all pre-lightened zones to create the toning effect.

##### Mixture 4

20g of Kydra Jelly Gloss 10/3  
+ 40g of Kydra Jelly Gloss CLEAR  
+ 1 ampoule of Élixir Repulpant\*  
+ 60 ml of Kydra 5 Vol. Activateur.

➔ Monitor processing time for 20 minutes, rinse and wash with a Kydra Shampoo, followed by a suitable conditioner from the SECRET PROFESSIONNEL range.

\* Select a suitable Elixir based on your customer's hair nutrition needs.

# Milk tea brown hair.



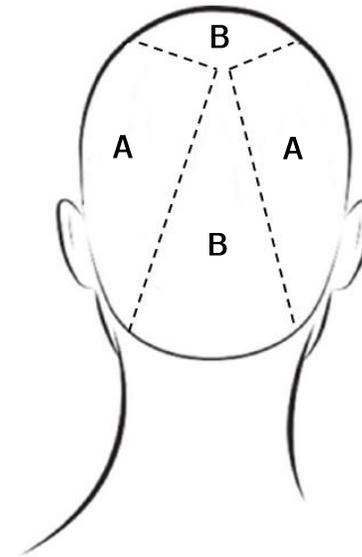
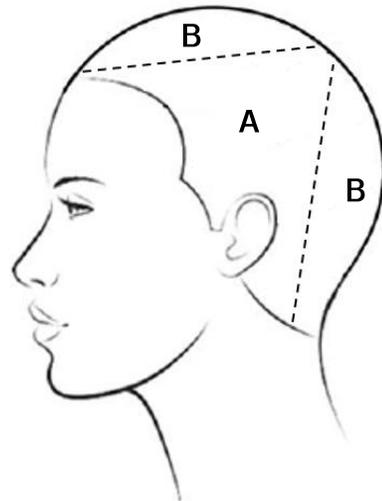
## STEP by STEP



### STEP 1: SECTIONING OFF ZONES A AND B

On each side, trace a triangular section starting from the middle of the forehead, extending to the lower part of the crown and ending at the nape of the neck. This will form the 2 sections of Zone A.

**ZONE B** will be the remaining parts.



## STEP 2: LIGHTENING OF ZONE A

### LIGHTENING SECTIONS 1 AND 2

Trace diagonal sections 2-3 cm thick all over Zone A and use application methods 1 and 2 alternately.  
Leave a natural section 1.5-2 cm thick between the two application methods.

#### APPLICATION METHOD 1

Gently backcomb new growth, then create a V-shaped balayage using **Mixture 1** and the **protected method**.

#### APPLICATION METHOD 2

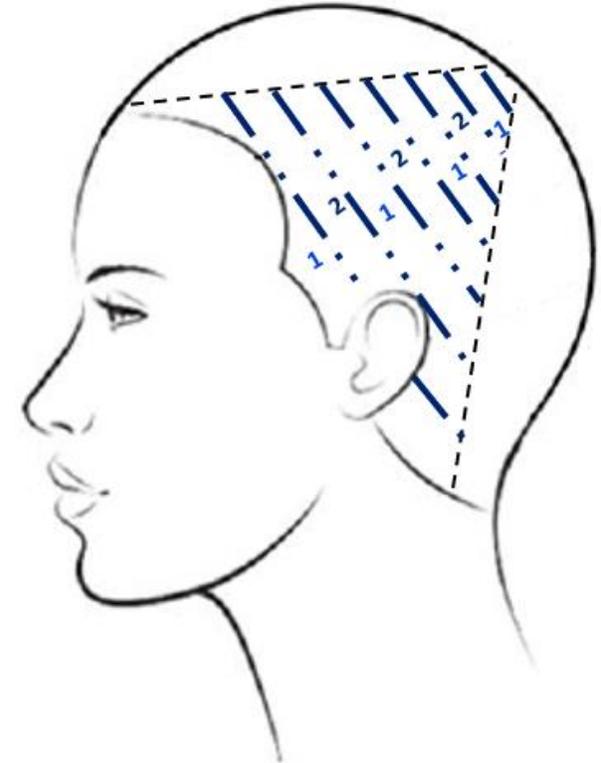
Backcomb new growth and create a “teasy-light” balayage using **Mixture 1** and the **wrapped method**.

#### Mixture 1

40g of KYDRA BLONDE BEAUTY  
6-tone ammonia-free lightening powder  
+ 1 ampoule of Élixir Reconstruction\*  
+ 60 ml of Kydra Blonde Beauty 30 Vol. cream developer

\* Select a suitable Elixir based on your customer's hair nutrition needs.

➔ When an ORANGEY lightened base has been achieved, apply color to new growth, mid-lengths and ends.



## STEP 3: COLORING

### 1 | NEW GROWTH

Color all new growth using **Mixture 2**.

#### Mixture 2

40g of Kydra Jelly Gloss 4/18  
+ ¾ ampoule of Élixir Apaisant  
+ 40 ml of Kydra 5 Vol. Activateur

### 2 | LENGTHS AND ENDS

Apply color to all mid-lengths and ends using **Mixture 3**.

#### Mixture 3

40g of Kydra Jelly Gloss 6-72  
+ 10g of Kydra Jelly Gloss CLEAR  
+ 1 ampoule of Élixir d'Alès\*  
+ 50 ml of Kydra 5 Vol. Activateur

➔ Monitor processing time for 20 minutes, rinse and wash with a Kydra Shampoo, followed by a suitable conditioner from the SECRET PROFESSIONNEL range.

#### ! PRO tip

For more contrast, apply the lightening technique after applying Kydra Jelly Gloss.

\* Select a suitable Elixir based on your customer's hair nutrition needs.

# STEP by STEP

## STEP 4: TONING

ON TOWEL-DRIED HAIR

Apply **Mixture 4** to all pre-lightened sections in Zone A.

Mixture 4

25g of Kydra Jelly Gloss 6/72  
+ 10g of Kydra Jelly Gloss 9/21  
+ 10g of Kydra Jelly Gloss 9/7  
+ 10g Kydra Jelly Gloss CLEAR  
+ 1 ampoule of Elixir d'Alès\*  
+ 55 ml of 5 Vol. Activeur

\* Select a suitable Elixir based on your customer's hair nutrition needs.

➔ Leave on for 20 minutes. Rinse and wash using a Kydra Shampoo, followed by a suitable conditioner from the SECRET PROFESSIONNEL range.



Kydra  
le salon

créations botaniques françaises