



Let the hair
do the talking

ARTISTIQUE

No Yellow *allowed*

Artistique Nederland B.V. is an innovating and dynamic company based in Deventer in The Netherlands. Artistique Nederland B.V. was established in 1995 by two brothers, Paul and Willy Göbel.

The two brothers are hairdressers and still own several hair salons. They founded their company because they wanted to make the best products for hairdressers and develop a brand that is consistent, creative and exclusive for hairdressers.

We develop and produce our products ourselves in our factory in Deventer in the Netherlands, and supply to customers worldwide.

Our unique selling points are:

- Reliable and consistent Dutch quality
- Very competitive pricing and outstanding quality
- Products with a fresh & modern look
- Comprehensive range
- Exclusive for professionals

ARTISTIQUE



No Yellow. Thanks to its high concentration of pigments, this highly concentrated gentle shampoo mattifies and neutralises the base color as well as deeply cleansing all blonde residues. Instructions: apply a generous volume of shampoo following lightening treatment, massaging the scalp as little as

possible. For best results, leave for 5 to 10 minutes before rinsing thoroughly. Suitable for highlights, streaks, balayage, blonde or grey tints and as an interim treatment following all-over lightening. Wear gloves when you apply No Yellow Shampoo. 50 ml - 250 ml - 1000 ml.

Experience the world of colors



Experience and Seasons, our permanent and semi permanent hair color. A perfect synergy system with remarkable color stability, exceptional radiance and hair care. The Artistique color system offers you natural colors. It allows you to exercise your creative capacity without guesswork. Let Artistique inspire you to create fantastic hair styles.



Activators

Experience Activators 2% - 4% - 6% - 9% - 12% and Seasons Activators are a special conditioning cream developer with stability complex. The cream developer gives optimum results in combination with Experience and Seasons hair color. Experience Activator: 1000 ml, Seasons Activator: 1000 ml, Men Activator: 200 ml - 1000 ml.



Level Corrector

Our level corrector is indisputably the best. This really is a one of a kind unique formula that enables you to create the most beautiful and most glamorous fashionable colors on all base colors, as well as make all coverage problems disappear from your salon altogether! We really want to emphasize this: it will make coloring a whole lot easier. Experience Level Corrector has been made to enhance the Experience fashionable shades that are applied to grey or paler hair. Do not add natural colors (as they naturally weaken the fashionable shade), but add Level Corrector simultaneously and the color will be enhanced without losing its fashionable character. 100 ml.



Experience Pre Tone

Pre-pigmentation lotion for bleached, porous and damaged hair.
 • 1 - 4 Black - Medium Brown
 • 5 - 6 Light Brown - Dark Blonde
 • 7 - 9 Medium Blonde - Very Light Blonde
 250 ml.

Experience Color Finish

Color Finish is a must after any hair color treatment. Its primary purpose is to fixate the color into the hair, which will increase the preservability of the color, it also smoothes the hair for a better combability and contains an UV filter. 250 ml.



Experience High Blonde

A product that achieves any bleaching technique from full bleaching to special highlighting. As a result of its unique composition hair may be bleached with as little as 4% of Experience Activator so that it will retain its excellent condition. This formula has been developed for a maximum result in a minimum of time and Experience High Blonde is dust free. 450 gr - 1350 gr.



Experience Derma Care

Protects the hypersensitive skin from irritation caused by such chemicals as hair dyes and permanent-wave solutions. 250 ml.

Experience Hair Color Thickener

Specially developed emulsion for thickening hair dye when using foil, balayage and other techniques. 100 ml.



Experience Color Remover

The skin cleansing mousse gently removes color stains which may occur during color treatments. 200 ml.



The Artiplex effect



Seasons Semi Hair Color
Seasons Semi Hair Color is an ammonia-free formula for those clients who do not yet dare to use permanent hair coloring. Seasons Semi Hair Color offers the creative hair stylist a wide-ranging color palette in order to meet the wishes of his clients. 100 ml.



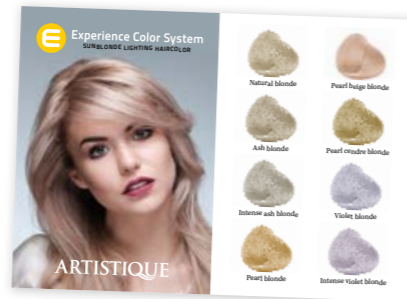
Experience
The hair colors of Experience, a professional hair coloring system on a cream basis. Natural, fashion and pastel tints that do not color the scalp and contains hair-care elements for a healthy and shining result.
• PPD-free dye
• Low levels of ammonia in the dye
100 ml.



Experience Perfect Pastels
Perfect Pastels have been specially developed to create beautifully rich pastel shades or subtle nuances of color. 100 ml.



Experience Sun Blonde
Specially developed to lighten natural hair up to 4 depths lighter than the natural color, depending on the natural depth. 100 ml.



Experience Intensive Reds
Experience Intensive Red Colors are fashioncolors that realise a greycoverage until 80%. 100 ml.



Experience Men Color
The best way for naturel men to hide grey hair. The most nourishing and naturel coverage in a cream formula, no block colors, and it reduces grey by up to 60%. 100 ml.



Experience Greys
Has been developed to give bleached white, naturally white and grey hair a beautiful grey tint. 100 ml.



Artiplex. This highly concentrated formula, enriched with hydrolysed vegetable proteins, enables the Protection & Healing system to repair and strengthen seriously damaged hair, or to prevent extra damage to the hair during the coloring process.
N° 1 Bond Booster Protects the hair against breakage during the coloring process etc. 100 ml.
N° 2 Shampoo This shampoo makes damaged hair

softer, glossy and supple, making it easier to comb. It has a rich and creamy texture. 250 ml - 1000 ml.
N° 3 Mask This mask nourishes damaged hair perfectly, making it soft and supple. It has a lightweight texture that is easy to apply from root to tip. Hair is easier to comb and style. 150 ml - 750 ml.
N° 4 Finish Liquid Makes the hair smoother down to the tips and ready for styling. 100 ml.

More fun with Beach Blonde



Beach Blonde. The ultimate ammonia-free bleaching concept. Artistique has developed a complete product range especially for blonde-colored hair. Blonde-colored hair deserves care and color maintenance. Artistique has unique products to care for blonde-colored hair in its Beach Blonde range.



Bleaching with Beach Blonde - ammonia free

Beach Blonde Lightening Powder has been developed in conjunction with Beach Blonde Cream and Beach Blonde Developer, (normal or strong) to put normal or strong highlights into natural or colored hair. Developer 1000 ml, powder 400 gr, cream 750 ml.

Beach Blonde 5 minute Color - ammonia free

Beach Blonde 5 minute Color is used in combination with Beach Blonde color lotion for a quick change of color on bleached hair. Available in Ash, Natural Ash, Sand, Pearl, Violet, Silver and Neutral. 5 min. color 100 ml, lotion 200 ml - 1000ml.



Beach Blonde Brightener

Beach Blonde Brightener is a concentrated color pigment that can be added to a bleaching product. It can be used to create some beautiful color shades while bleaching the hair. Available in 4 colors: Matt, Red, Copper, and Red/Copper. Add no more than 5% Beach Blonde Brightener. 150 ml.

Beach Blonde After Bleach Spray
After Bleach Spray is a conditioning spray for bleached hair. This spray instantly improves the combability of the hair and also smoothes and equalizes the hair after bleaching. 200 ml.

Beach Blonde Color Spray

Go for a beautiful look! Treat your hair to nurturing Color Spray. Color Spray creates color tones in dyed and natural blonde or white hair, giving a gorgeous sheen to your hair. Available in Silver, Ash, Pearl and Sand. 200 ml.



Beach Blonde Shampoos and Conditioners

Color-retention shampoos and conditioners have been developed to maintain your coloring shade when using Beach Blonde. Silver for a blonde shade, Ash for an ash shade, Sand for a beige shade and Pearl for a pearl shade. Shampoos 200 ml - 1000 ml, conditioners 200 ml.



Youcare

We care about your hair



Youcare. A complete hair care concept. We have developed a complete range of products especially for the every individual's hair type. The unique recipe with Argan oil that is caring and nutritious for the hair while keeping the hair light (without weighing it down).

The Youcare series consist of high quality hair care products for which has the latest hair care technology. The Youcare series contains natural raw material ingredients, like Argan oil that promotes the wellbeing for your hair. Youcare products offer beautiful and healthy hair, tangible and visible. The Youcare series takes your individual wishes and the wishes of your customers into account.



Youcare Intens Leave In Mask
Mask in a spray, hydrating intensive mask gives soft and flexible hair. Helps to prevent split ends. 125 ml.



Youcare Intens Hair Bath
Mild cleansing and caring hair bath, helps restructure the damaged and dry hair. 50 ml - 250 ml - 1000 ml.



Youcare Intens Revitalizer (pH 3,9)
Hydrating spray for elasticity and shine (Suitable for daily use). Intens Revitalizer makes your hair easy to comb. 125 ml.



Youcare Intens Mask
Intensive protecting mask for dry and damaged hair. Long-lasting protection. Restores the hair for a beautiful shine, gives manageability and softness. 50 ml - 150 ml - 350 ml - 1000 ml.



Youcare Color Revitalizer (pH 3,9)
Hydrating spray for elasticity and shine with UV filter (Suitable for daily use). 125 ml.



Youcare Color Leave In Mask
Mask in a spray, hydrating intensive mask gives soft and flexible hair. Helps to prevent color fading. 125 ml.



Youcare Color Hair Bath
Mild cleansing and caring hair bath. For optimum care of colored hair. 50 ml - 250 ml - 1000 ml.



Youcare Intens Color Mask
Intensive color protecting mask. Protects against color fading. The hair keeps its beautiful shine and is easy to comb. 50 ml - 150 ml - 350 ml - 1000ml.



Youcare Curl Revitalizer (pH 3,9)
Hydrating spray for elasticity and shin (suitable for daily use and a light hold). Accentuates your curls. 125 ml.

Youcare Curl Hair Bath
Mild cleansing and caring hair bath, gives your curls elasticity. 50 ml - 250 ml - 1000 ml.



Youcare Curl Leave In Mask
Mask in a spray, hydrating intensive mask gives elasticity and nourishes the curly hair. Helps to prevent frizz. 125 ml.



Youcare Cleansing Hair Bath
A special shampoo to remove styling products from the hair. Leaves the hair healthy, shiny and easy to comb. 50 ml - 250 ml - 1000 ml.



Youcare Dandruff Hair Bath
Mild cleansing and removes dandruff with Piroctone Olamine. 250 ml - 1000 ml.

Youcare Sebum Hair Bath
Intensive cleansing and active ingredients remove excess sebum and reduces its reproduction. 250 ml - 1000 ml.

Youcare Daily Hair Bath
Mild cleansing and caring hair bath. Remains your hair in good condition on a daily basis. 50 ml - 250 ml - 1000 ml.



Mencare Men Shampoo
Special care and moisturising Hair & Body shampoo enriched with ceramid. Suitable for all hair and skin types. Gives a divine scent sensation. 50 ml - 250 ml - 1000 ml.

Mencare Cool Down Shampoo
Shampoo for normal hair and body. Everyday use for hair and body. Refreshes hair and skin. Provides thorough cleansing with added moisture. Increases hair resilience. 50 ml - 250 ml - 1000ml.



Youcare Volume Hairbath
Mild cleansing shampoo. Gives hair the volume without weighing it down. 50 ml - 250 ml - 1000 ml.



Youcare Sunshine
Our lightweight leave in serum, the ideal hair care for every hair type. Protects the hair, gives a sunny gloss and makes the hair silky smooth. The hair becomes voluminous and stays light. Sunshine with UV protection protects your hair against the sun. 50 ml.



Suncare After Sun Shampoo
Gentle cleansing after sun exposure. Improves combability. Hair is moisturized and has more shine. 250 ml.

Suncare After Sun Leave In Mask
Immediate intensive conditioning. Provides intense repair and moisture. Gives the hair silky feel and shine. Improves combability. 175 ml.



Suncare UV Protection Spray
For before and during sun exposure. Protect from damaging effects of the sun and UV rays. Protects the hair from the inside. The formula is not greasy and leaves hair looking natural. 175 ml.

Suncare UV Protection Oil
For before and during sun exposure. Protect from damaging effects of the sun and UV rays. Protects the hair from the inside. Water-resistant. Wet look effect. 175 ml.



Keep in style with Artistyle



Artistyle. Conditioning setting lotion containing proteins, with a long lasting set, providing elasticity and shine. Available in Normal (n), Strong (f) and Silver (s). 20ml - 250ml.

Male Co. *men only...*



Clay Paste

Dry styling clay with a strong hold and matte finish. Use to texturize and define medium to short hair. Holdfactor 4, shinefactor 1. 100 ml.

Greasy Wax

Has a medium hold and provides a shiny finish. Perfect for sleek styles on shorter hair. Holdfactor 3, shinefactor 4. 100 ml.

Classic Pomade

Timeless pomade with extra strong hold. Use to create slick, shiny looks on short to medium hair. Holdfactor 4, shinefactor 3. 100 ml.

Groovy Cream

Moisturizes hair while increasing, elasticity and softness. Provides low shine with medium hold. Holdfactor 2, shinefactor 2. 100 ml.

Matt Fibre

Paste that provides extra hold and a matte finish. For quick, easy looks. Holdfactor 4, shinefactor 2. 100 ml.



Shave Wash

Shampoo especially for shaving the beard. Moisturizes and nourishes beard hair. 150 ml.

Hair & Beard Wash

A special men's shampoo, also perfect for grooming the beard. 50 ml - 150 ml - 1000 ml.

Stone Glue

Styling gel with extra strong hold and shine. Locks any style in place. Holdfactor 6, shinefactor 3. 50 ml - 150 ml.



Scalp Tonic

Refreshes the scalp and revitalises the hair. 250 ml.

Grooming Spray

A strengthening spray for an edgy look, provides immediate volume and texture. For use with all styling techniques. Holds the hair's shape for longer. Holdfactor 3, shinefactor 1. 250 ml.



Beard Balm

Provides a light hold and natural finish to the beard. For care and shaping the beard. Holdfactor 2, shinefactor 3. 30 ml.



Beard Oil

Makes your beard wonderfully soft, moisturises and gives it a well-groomed look. Holdfactor 0, shinefactor 5. 30 ml.

Male Co. A range developed by Artistique specially for men's hair. Hair care products: keep hair and scalp in top condition. Styling products: create an individual look with the right style. Grooming products: whether clean-shaven, or full-bearded, grooming products by Male Co will keep beards and skin in top condition.

Refresh *shimmer & shine*



Refresh Color Shampoo. Nourishing shampoo, developed to allow all hair colors to shimmer and give them a wonderful shine. It revitalises and enhances the color of natural and colored hair. Refresh Color Shampoo comes in five colors: Red/Violet, Copper, Red, Fuchsia and Brown. The color pigments in the formula provide a gorgeous color and an intense result. What's more,

the anti-fade complex protects the hair color and enhances the shine. Refresh Color Shampoos are convenient and easy to use; ideal for using at home or in the salon. Swapping a traditional shampoo once a week for Refresh Color Shampoo is all that's needed to revive your hair color. Wear gloves when you apply Refresh Color Shampoo. 200 ml.

Direct Colors *freak out!*



Freak Direct Colors. Intense fashion colors.

Freak Direct Colors come in different colors and can be mixed together. If you want a pastel shade or to lighten the color, you can mix Freak Direct Colors with the Blanc Toner. Freak Direct Colors are ready to use. Do not mix with hydrogen peroxide. The best results are obtained on porous hair, by applying a

blonde rinse or bleach. Do not use conditioner or conditioning shampoo before the treatment. Bleach the hair to at least a light blonde color. Rinse/wash out the bleach carefully before towel-drying the hair carefully and applying an adequate amount of Freak Direct Colors to the hair. Allow to absorb for 15-30 minutes. Wear gloves when you apply Direct Colors. 135 ml - 250 ml.

Style your hair with Youstyle



Youstyle. The styling line that makes any kind of hairstyle possible. You require the right styling products to create the perfect hairstyle: they have to be user-friendly and boost your creativity. The Youstyle products are also available as mini's. Perfect for testing or as convenient travelsize. Youstyle from Artistique. For hairdressers like you.

Youstyle Hair Spray

Holds the style naturally in shape with shine. Brushes out easily. Does not leave the hair greasy or sticky. Fast drying and protects the hair against moisture. Holdfactor 3, 150 ml - 400 ml. Non aerosol: 200 ml.

Youstyle Trend Spray

Holds the style naturally in shape with shine. Brushes out easily. Does not leave the hair greasy or sticky. Fast drying and protects the hair against moisture. Holdfactor 4, 150 ml - 400 ml. Non aerosol: 200 ml.

Youstyle Mousse Normal

Give hold to your hairstyle. Gives shine and volume. Special conditioning ingredients give good combability and an antistatic effect. Holdfactor 3, 150 ml - 400 ml.

Youstyle Mousse Strong

Give hold to your hairstyle. Gives shine and volume. Special conditioning ingredients give good combability and an antistatic effect. Holdfactor 4, 150 ml - 400 ml.



Youstyle Fibre Wax
A fibre wax for exiting flexible styling.
Holdfactor 2, 150 ml.



Youstyle Shiny Wax
A glossy wax for glossy styling effects.
Holdfactor 1, 30 ml - 150 ml.



Youstyle Volume Grip
Gives your hair a volume boost.
Holdfactor 5, 10 gr.



Youstyle Smooth Brush

Gives frizzy hair silky smoothness and control. Provides a soft styling hold. Holdfactor 3, 30 ml - 150 ml.

Youstyle Style Gum

A special structuring fibergel for extreme styling for all hair lengths. Holdfactor 4, 30 ml - 150 ml.

Youstyle Hair Styler

A styling product that gives your hair a pearly shine. Hair Styler can be used for hair drying or styling the hair. Holdfactor 3, 30 ml - 150 ml.

Youstyle Gel Wax

A combination of gel and wax, makes the hair strong and also glossy. Holdfactor 3, 30 ml - 150 ml.

Youstyle Ultra Spyker

A strong, fast dryer crème glue for making extreme styling effects in short hair. Holdfactor 5, 30 ml - 150 ml.

Youstyle Matt Styler

Create your matte style with strong hold. For textured rugged looks with a matte finish. Holdfactor 4, 30 ml - 150 ml.

Youstyle Silk Styler

A styling product that gives your hair a silky shine. Silk Styler can be used for hair drying or styling the hair. Holdfactor 3, 30 ml - 150 ml.



Youstyle Pomade

The glossy pomade provides control and definition without overloading your hair. Create a look that will stay put just how you like it.

Pomade Soft for extremely flexible styling. Holdfactor 3, 150 ml.

Pomade Original for flexible styling. Holdfactor 4, 30 ml - 150 ml.

Pomade Strong for flexible styling with a strong finish. Holdfactor 5, 150 ml.



Youstyle Heat Protector Spray

Special formula to protect hair from heat. Flat iron over top of each section until hair is smooth and shiny. Holdfactor 0, 200 ml.

Youstyle Ocean Spray

Get a beach look that gives you irresistible definition. Holdfactor 2, 50 ml - 200 ml.

Youstyle Gloss Spray

Brings shine to the hair without losing strength. Holdfactor 0, 200 ml.

Youstyle Setting Spray

Makes styling easier. The spray is suitable for blow-drying, scrunching and setting. It will give your hair volume and shine. Holdfactor 3, 200 ml.

Youstyle Gel Spray

For all creative and trendy styling techniques. For a longer lasting hold, volume and shine. Also suitable to accentuate special parts in the hair. Holdfactor 5, 50 ml - 200 ml - 1000 ml.

Freak

create your own style



The Freak series. All-round and inspiring. Let your imagination run wild and use your creativity! The Freak series of Artistique contains high quality and trendy styling products, which are based on natural ingredients. With Freak Styling you can move in any direction, from matt to glossy.

- Contains no parabens • Contains no silicones • Not tested on animals • Only natural ingredients • Gives great skin protection. Freak -products are also available as mini's. Perfect for testing or as convenient travelsize.



Liquid Wax
Spray wax for glossy styling effects. Lightly mist on dry hair for an instant shine boost. Use Liquid Wax for fast and easy styling and it will provide a wonderful gloss over your hair. Holdfactor 3, 200 ml.

Liquid Hold
Provides strong, shiny, maximum control with staying power. Uncomplicated spray for direct volume and texture. Use for all creative and trendy styling techniques. Holdfactor 5, 200 ml.

Sculpting Glaze
For ultra strong hold. Also suitable to accentuate special parts in the hair. Can be used on wet and dry hair. Holdfactor 6, 200 ml.



Matt Clay Play with your style and reshape your texture with this strong defining clay. Holdfactor 2, 125 ml.



Rewind Paste Creatively craft casually textured styles with this matte styling paste. Holdfactor 3, 30 ml - 125 ml.



Web Fiber For exiting flexible styling. For strong styles, flexible, spikey or more subtle styles. Holdfactor 2, 125 ml.



Satin Shape Create strong shapes that have on-going flexibility for instant replay. Holdfactor 3, 30 ml - 125 ml.



Power Paste Ultra strong paste for indestructible styles and powerful looks with long hold. Holdfactor 6, 30 ml - 125 ml.



Glossy Brilliance Add a finishing touch to your smooth style with natural definition and shine. Holdfactor 3, 125 ml.



Free Style Gel
Gel for trendy styling for all hairlengths. For shaping styles with ultimate control. Holdfactor 5, 30 ml - 250 ml.



Crazy Styler
Strong gel for making extreme styling effects in short hair. For more creative fixation. Holdfactor 6, 30 ml - 250 ml.

Ultra Spyker
Strong, fast dryer cremeglue for making extreme styling effects in short hair. Holdfactor 5, 30 ml - 150 ml.

Stay Control
Quick-drying gel for trendy volume styling, which leaves no build-up. You can create a great firm styling with an extra-long hold. Holdfactor 5, 30 ml - 150 ml.

Dynamic Shape
Create craft styles with elastic flexibility and shine. With Dynamic Shape you can restyle your hair over and over. Holdfactor 4, 30 ml - 150 ml.



Mystral & Aminosilk permanent waves



AMS Permanent
This innovation has resulted in a perming lotion, which combines the properties of a pH neutral lotion and a mild alkaline lotion. AMS Permanent is available in 3 strengths: n° 0 for resistant hair, n° 1 for normal hair and n° 2 for tinted and porous hair. Pack and 500ml.



Mystral
Mild alkaline perming lotion, especially developed to obtain an extra long lasting curlresult. Mystral is very suitable for hair which is difficult to perm. Mystral offers a long lasting curlresult from regrowth to the ends. Excellent elasticity. Mystral is available in 3 strengths: n° 0 for resistant hair, n° 1 for normal hair and n° 2 for tinted and porous hair. 80 ml.



Mystral Plus
Mild alkaline perming lotion, especially developed to obtain an extra long lasting curlresult. Mystral Plus is very suitable for hair which is difficult to perm. Mystral Plus offers a long lasting curlresult from regrowth to the ends. Excellent elasticity. Mystral Plus is available in 2 strengths: n° 0 for resistant hair and n° 1 for normal hair. 500 ml.



Mystral Fix 1 + 1
Conditioning protein fixation. Mix it with warm water 1 + 1 and your client will obtain a pleasant fixation. 1000 ml.



Pre Perm Mousse
Pre perm treatment based on natural proteins. The protective ingredients are absorbed by the porous parts of the hair to prevent stress. 200 ml.

Artistic Artistique

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