





SINCE THE LAUNCH OF THE BRAND IN 1999,
COLOUR EXPERTISE AND HAIR CARE HAVE BEEN
AT THE HEART OF CHRISTOPHE ROBIN'S DNA,
**BECAUSE BEAUTIFUL COLOUR CANNOT EXIST
WITHOUT PROPER CARE.**

In 2010, Christophe Robin launched an iconic line of colour treatments: the **Shade Variation Masks**.

At that time, when the only way to enhance hair colour was through pigmented shampoos, these Shade Variation Masks paved the way and were revolutionary in the hair care market. Christophe Robin wanted to introduce the idea of intense nourishment into these masks as they allow pigments to adhere more seamlessly to healthy hair.

The Shade Variation Masks deliver both pigmentation and nourishing actions to natural, coloured, highlighted or bleached hair. Available in five shades for a customized result – Baby Blonde, Golden Blonde, Chic Copper, Warm Chestnut, and Ash Brown – these masks enhance colour vibrancy and shine by correcting unwanted tones and restoring subtle and elegant shades, while offering intense nourishment for the hair.

The **Shade Variation Mask Baby Blonde** quickly became an essential treatment for the maintenance of blonde hair to revive its radiance and neutralize yellow or brassy tones. It also restores brightness to white and grey hair prone to yellowing.

In June 2024, Christophe Robin expands the Shade Variation Baby Blonde regimen through a **new dedicated daily routine** for natural, coloured, bleached, or highlighted blonde hair.

This new range includes the **Shade Variation Shampoo with Florentina Iris** and the **Shade Variation Conditioner with Florentina Iris**.

Gentle enough for frequent use, these two treatments help to preserve the beauty of blonde hair.

When combined with the **Shade Variation Mask Baby Blonde**, recommended for deeper care every 3 to 5 shampoos, this complete new regimen **brings radiance to blonde hair, while neutralizing any unwanted tones.**



@quecolour

THE UNIQUENESS OF BLONDE HAIR

Blonde is both an elegant and glamorous colour. Whether natural or the result of bleaching, blonde hair never goes old-fashioned - on the condition that it is properly maintained.

Blonde hair that has been chemically treated (balayage or highlights) often becomes more porous due to oxidation during the lightening process: when the hair is bleached, the cuticles open to remove natural pigments. When chemically altered during a bleaching, the hair fiber is then more vulnerable as its natural protective barrier has been sensitized.

Natural oxidation, sun exposure, chlorine, contact with water, UV rays, or pollution can also alter the beauty of blonde hair and lead to the appearance of unwanted yellow or coppery tones.

VIOLET PIGMENTS: THE KEY TO A REVIVED AND LUMINOUS BLONDE

To counter the effects of oxidation and eliminate yellow or brassy tones, the use of violets pigment is essential.

Violet is the complementary colour to yellow according to the principles of colorimetry. Iridescent nano-pigments are deposited onto the hair fiber's surface to correct these undesirable tones.

The hair cuticles are not lifted, as is the case when bleaching, so the hair is not weakened.

To best meet the needs of blonde hair, Christophe Robin is introducing **two new daily use treatments to maintain the purity and radiance of blonde hair.**

THE FIRST STEP OF THE NEW BABY BLONDE RITUAL: PRESERVING THE PURITY AND RADIANCE OF BLONDE HAIR



SHADE VARIATION SHAMPOO WITH FLORENTINA IRIS

The new **Shade Variation Shampoo with Florentina Iris** nourishes while hydrating natural, colour-treated, or highlighted blondes.

Upon contact with water, this **lilac-coloured gel formula** transforms into a luxurious lather that removes build up and neutralizes brassiness to revive the brightness of a fresh blonde. The result is a **beautiful radiant and luminous blonde**.



HOW TO USE

Apply onto wet hair, gently lather then rinse thoroughly. Follow with the **Shade Variation Conditioner with Florentina Iris** to detangle and protect.

DISCOVER THE INGREDIENTS

A unique blend of **iridescent pigments** and **Florentina Iris** carefully neutralizes brassy or yellow tones and restores brightness for a pure and healthy-looking blonde.

Buriti Oil, known as the 'Nectar of the Gods' in South America, extremely rich in provitamin-A (beta-carotene) and **Almond Butter**, rich in Omega-6, improve the elasticity of the hair fiber without weighing it down and provides visible shine. Thanks to a **vitamin-rich conditioning complex**, the lengths are deeply nourished.

SHADE VARIATION SHAMPOO
WITH FLORENTINA IRIS
250ml: 34.20 CHF

THE SECOND STEP OF THE NEW BABY BLONDE RITUAL: NOURISH AND ILLUMINATE BLONDE HAIR



SHADE VARIATION CONDITIONER WITH FLORENTINA IRIS

The new **Shade Variation Conditioner with Florentina Iris** is a rich conditioner that nourishes, detangles, and illuminates natural, colour-treated, or highlighted blondes.

Its **creamy lilac formula** glides through lengths, neutralizing brassiness while providing an instant softness. Hair feels stronger, looks healthier and revitalised resulting in a **beautiful, glossy fresh blonde**.



HOW TO USE

After using the **Shade Variation Shampoo with Florentina Iris**, apply the conditioner to wet hair and massage gently from lengths to ends. Leave for a few minutes then rinse thoroughly. Alternate every 3 to 5 washes with the **Shade Variation Mask Baby Blonde** for deeper nourishment.

DISCOVER THE INGREDIENTS

In addition to the de-yellowing properties of the **Florentina Iris - Violet pigments** blend, the softening benefits of **Almond Butter**, and the nourishing properties of **Buriti Oil**, this conditioner includes a **Magnolia Bark Complex**, rich in Omega-9, to create a protective shield around the hair.

SHADE VARIATION CONDITIONER
WITH FLORENTINA IRIS
200ml: 36.- CHF



Unretouched and not shot in a studio

Application of the **Shade Variation Shampoo** with **Florentina Iris** followed by the **Shade Variation Conditioner** with **Florentina Iris**

NEW RITUAL WITH EXCEPTIONAL RESULTS



Unretouched and not shot in a studio



“This is the perfect regimen to take care of blonde on a daily basis! After drying, blonde hair is bright and luminous. Yellow highlight disappear. Unlike other violet shampoos and conditioners, this range does not dry out the hair. The conditioner ensures instant detangling and softness, leaving the locks light and irresistibly supple.”

EMILY, SENIOR HAIR COLOURIST
AT CHRISTOPHE ROBIN SALON, PARIS

“From the soft violet hues and its glossy texture, finally a purple shampoo and conditioner that leaves your hair smooth and hydrated while managing out brassy tones.”

MONIQUE, MASTER COLOURIST
AND FOUNDER OF QUE COLOUR
SALON, SYDNEY

THE FINAL STEP OF THE NEW BABY BLONDE RITUAL: INTENSIVE CARE

THE SHADE VARIATION MASK BABY BLONDE

Re-discover the iconic **Shade Variation Mask Baby Blonde**, to use every 3 to 5 shampoos, to neutralize brassiness and restore purity and radiance to blondes while providing intense nourishment to the hair. It enhances natural colour or revives colour-treated or highlighted hair between processes.

Thanks to its unique creamy texture, it coats the hair with a unique blend of **iridescent pigments** and **Florentina Iris** to correct coppery or yellow tones, revitalizing the radiance of a fresh blonde. **Almond Butter**, rich in Omega-6, helps to smooth and soften the hair. **Buriti Oil** offers its nourishing properties to deeply nourish the hair without weighing it down.



HOW TO USE

After shampooing, apply onto towel-dried hair from roots to ends and allow to sit for 5 to 20 minutes, depending on the desired intensity, then rinse thoroughly. Washes out after 3 to 5 shampoos. Does not cover greys.

THE COMPLETE SHADE VARIATION BABY BLONDE RITUAL FOR A PURE AND LUMINOUS BLONDE

DAILY ROUTINE STEP 1

SHADE VARIATION SHAMPOO
WITH FLORENTINA IRIS
250ml: £29

DAILY ROUTINE STEP 2

SHADE VARIATION CONDITIONER
WITH FLORENTINA IRIS
200ml: £30



EVERY 3 TO 5 SHAMPOOS, THE ULTRA NOURISHING TREATMENT

SHADE VARIATION MASK
BABY BLONDE
250ml: £39

AVAILABLE FROM
JUNE 2024



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