

WE ARE

NYCE

NEW YORK
COSMETIC
EXPERIENCE

LUXURY OF NATURE

BE NEW



YORKER



THE EXPERIENCE OF LIVING AT THE CENTRE OF THE WORLD

NYCE contains the three main keys to understanding the Brand: "New York", the city from which we draw our inspiration for communication based on the values of Design and Fashion, "Cosmetic", from which our high-quality and Eco-Friendly formulas derive and "Experience", as NYCE let live a global experience for those who choose their products. Welcome to the new world dedicated to Beauty: NYCE

NYCE
NEW YORK
COSMETIC
EXPERIENCE

LUXURY OF NATURE



VISION MISSION

Provide products and services through exclusive treatments for an evolved Salon aimed at an attentive Clientele.

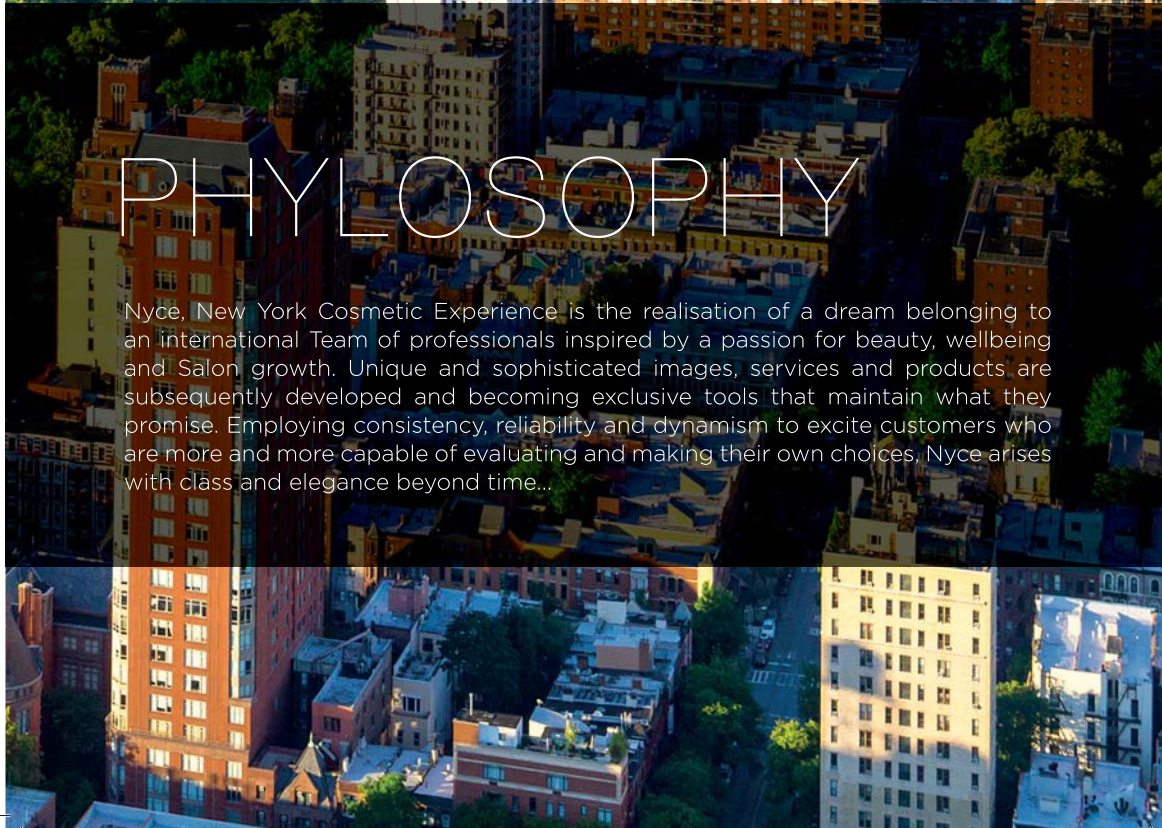
Be a source of inspiration and a reference point for a new generation of Professionals.





PHILOSOPHY

Nyce, New York Cosmetic Experience is the realisation of a dream belonging to an international Team of professionals inspired by a passion for beauty, wellbeing and Salon growth. Unique and sophisticated images, services and products are subsequently developed and becoming exclusive tools that maintain what they promise. Employing consistency, reliability and dynamism to excite customers who are more and more capable of evaluating and making their own choices, Nyce arises with class and elegance beyond time...



PRODUCTS ASSETS



COLOR CARE SYSTEM

Color techniques and rituals that allows to work in synergy with all products, thereby guaranteeing a high-performing salon service. A unique and relaxing experience that extends its reach to technical treatments.



CARE SYSTEM

The choice to regard Beauty as wellness, a commitment to respect both Person and Environment through Eco Friendly Formulas. This mindful inspiration has propelled our research beyond the limits of tradition.



STYLING SYSTEM

High-performing tools that meet the creative demands of Professionals whilst responding to the need for an optimal technical result and non-stop versatility. Systems designed to achieve unique and customised styles.



NYCE
NEW YORK
COSMETIC
EXPERIENCE
LUXURY OF NATURE

COLOR

W H E N
T H E C O L O R
M E A N S
S E N S O R I A L I T Y

An innovative hair treatment and coloring system created to reconstruct, colour and condition in an innovative, simple and safe way. An extraordinary opportunity for growth, differentiation and success within the colouring service sector.



CARE SYSTEM

COLOR OIL

Oil oxidation coloring
Ammonia Free.

58 shades - 150 ml Mix 1:1,5

COLOR HD

Gel-Cream oxidation coloring
with low ammonia content.

60 shades - 120 ml Mix 1:1,5

VEGGIE DUST

Plant-derived coloring for
100% natural services.

4 shades - 1000 gr

DYEMASK

Cream for semi-permanent
direct colouring.

12 shades - 150/500 ml

TECHNICS

Products to support the
Color Care System in
activating and boosting its
effectiveness and duration
over time, whilst enhancing
the tones of lightened hair.



CARE SYSTEM

LUXURY CONCEPT

Working system based on procedures and rituals, in which pure ingredients meet all the requirements for the health and beauty of the hair. A unique and safe line of cosmetics that combines Nature and Technology to provide high-quality cosmeticity and effectiveness. A sensory experience based on fragrances and essential oils that deliver a deep sense of wellbeing and intensively reconstruction to the hair.



N A T U R E
T E C H N O L O G Y
C O S M E T I C S

NYCECARE

Programmes and products for different scalp treatments.

LUXURY CARE

Systems dedicated to lengths, respecting the structure of the hair.

FLASH BEAUTY

A multi-benefit line for transversal services with immediate effects.

BIORGANIC ESSENTIAL

Organic products treatments for SPA services and holistic wellbeing of the Individual.

LUXURY SKIN & PARFUM

Cosmetics and fragrances dedicated to the face and body with delicate and sensory textures.

NYCE MEN

Face-skin-hair programmes for Men.

SUN CARE

A line of sun care products for hair and body in travel-size.





STYLING

CREATIVE SYSTEM

Style, smooth, tame, revive
and sculpt! Performances
guaranteed by precious
natural active ingredients that
distinguish the formulas of
this range at the service of
creativity.

SYSTEM

LUXURY TOOLS

System that allows to obtain perfect stylistic results with the upmost respect for the hair. A versatile line that is both easy and simple to use.

*I want
to Create
a Perfect
Twist*



ACADEM AMBAS

AMBASSADOR

Opportunities for those who wish to grow, improve and challenge themselves in salon, on&back stage.



NY& SADOR

NYCE ACADEMY

Situated on the shores of Lake Garda and offers a complete calendar of theoretical and practical seminars to communicate the passion and commitment that Nyce brings to the professional hair & fashion sector.

International team and locations to support and inspire training courses, education Ambassadors and dedicated programmes. An opportunity to experience the same working system using different approaches.



NYCE

NEW YORK
COSMETIC
EXPERIENCE

LUXURY OF NATURE

nycecosmetics.com
Instagram: [Nycecosmetics](#)
[#NyceLoN#WeAreSoNyce](#)

