



NEW TAN SERIES FORMULA GUIDE

beth minardi

S I G N A T U R E[®]

THAT WHISPER OF WARMTH

Soft, sophisticated warmth that's never "too much"... just the right amount of that celebrity "kick" your clients will be asking for.



This month, the queen of flawless, effortless, bankable salon haircolor is bringing sophisticated sizzle to color palettes everywhere with the Beth Minardi Signature Tan Series, a collection of six balanced brunette and blonde shades infused with soft nuances of warmth. Whether worn alone or blended with other shades at the same level, the new Tan Series kicks up beautifully balanced warmth in all your Beth Minardi Signature formulas.

beth minardi
SIGNATURE®

NEW

Beth Minardi Signature Tan Series
Permanent Crème and Demi-Permanent Liquid Color



TECH SAVVY

With a rich, natural-looking color system featuring over 70 dimensional, high-shine shades, Beth Minardi Signature delivers easy, gorgeous color and profitability in one fell swoop. Each shade features two proven, ultra-nourishing botanical extracts—Phyto-collagens and Ceramide 2—to offer calibrated nutrition that mingles ultimate condition with superior color deposit and shine.

Phyto-collagens: Botanically derived proteins help restore hair's natural moisture balance and repair damage to its internal structure, resulting in peak conditioning and nourishment during the haircolor process.

Ceramide 2: A biomimetic (nature-identical) lipid strengthens and protects the hair's cuticle layer during the haircolor process. This star ingredient maintains hair's flexibility, elasticity and shine while helping to prevent future washout and fading.

NEW TAN SERIES

BETH MINARDI SIGNATURE PERMANENT CRÈME COLOR

A perfect balance of natural tones with soft golden-copper glimmer ensures full, natural-looking gray coverage that's never too warm.

Beth Minardi Signature Permanent Crème Color (With Lift and Deposit) is formulated to:

- Enhance, change or lighten naturally pigmented hair
- Create a permanent color change that is lighter than, darker than or matches natural hair color
- Improve hair's condition by replacing the nutrients lost during the lift/color process
- Provide 100% gray coverage



5TAN: Bittersweet (Lightest Tan Brown)

Ideal for: Levels 1-6

Beth says: Superior gray coverage with the security of a balanced brunette infused with soft nuances of warmth. Use alone, or intermix with BB, G, Red or ICE shades to create rich yet ultra natural results.



6TAN: Sienna (Deep Tan Blonde)

Ideal for: Levels 3-7

Beth says: Spice-infused brownette for a sophisticated, toasty shade. Perfect to use on extremely high levels of gray. Intermixes beautifully with BB, Red or ICE shades at the same level.



9TAN: Amber (Very Light Tan Blonde)

Ideal for: Levels 6-9

Beth says: A true amber-golden that creates sun-kissed looks which are truly better than natural. Great when alone or wonderful when intermixed with BB, Red or ICE shades at the same level.

Welcome to the Color Sphere! Here's how to mix each NEW Tan Series shade with six existing Beth Minardi Signature shades to create 12 fabulous never-fail formulas.

5TAN

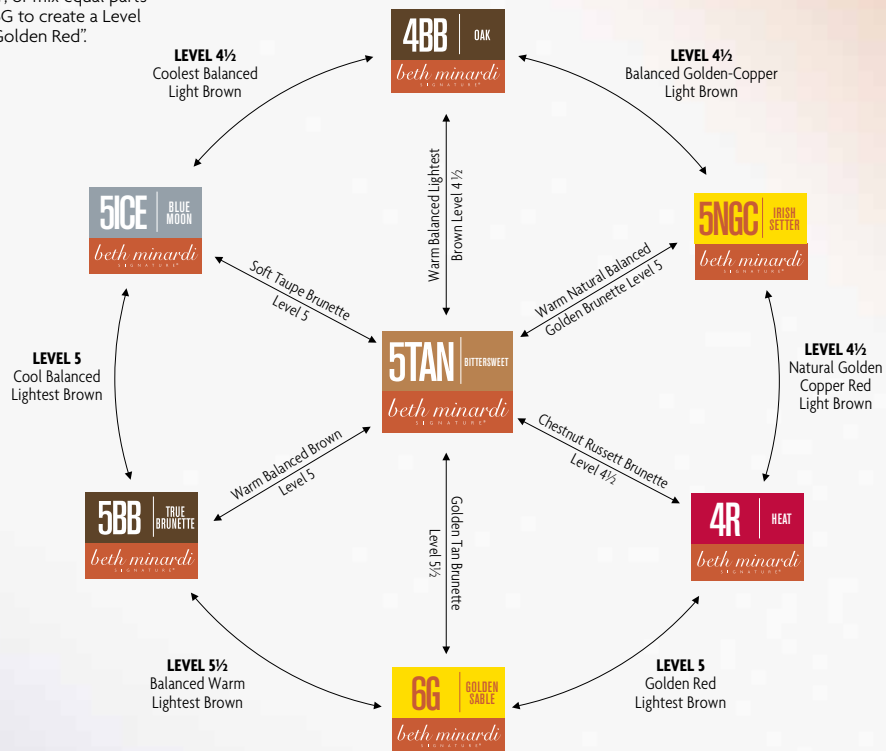
BITTERSWEET

PERMANENT CRÈME
COLOR SPHERE

BEAUTIFUL BRUNETTES

5TAN: Bittersweet (Lightest Tan Brown)

Ideal for: Levels 1-6

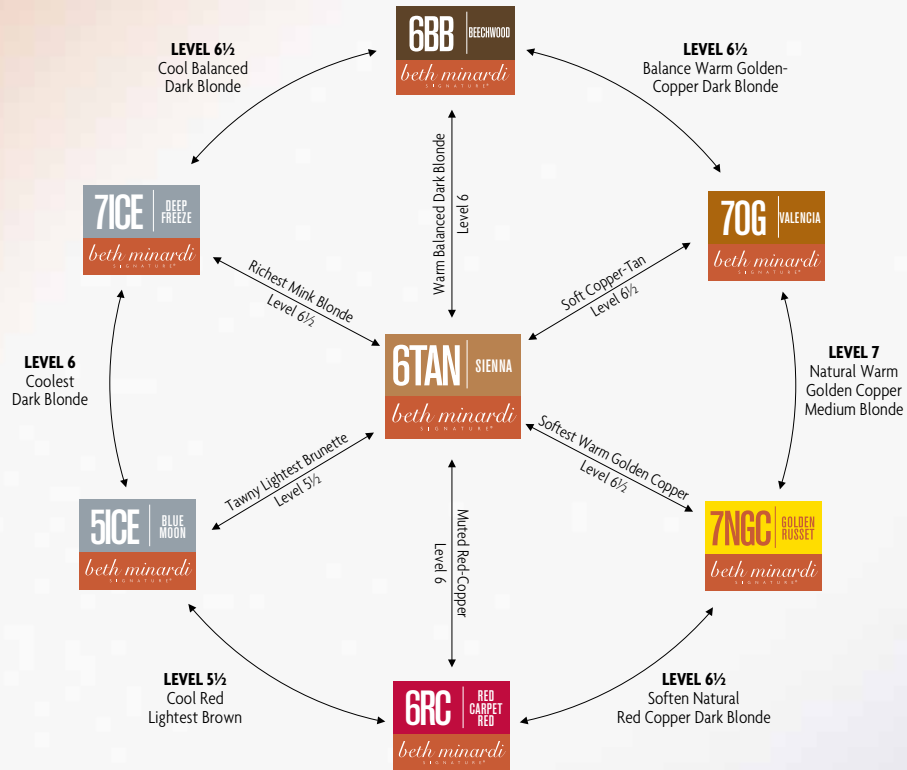


All these formulas provide complete, natural-looking gray coverage when mixed in equal parts with 20 Volume Developer and processed at room temperature for 30-45 minutes.

STUNNING BRUNETTE & BLONDE

6TAN: Sienna (Deep Tan Blonde)

Ideal for: Levels 3-7

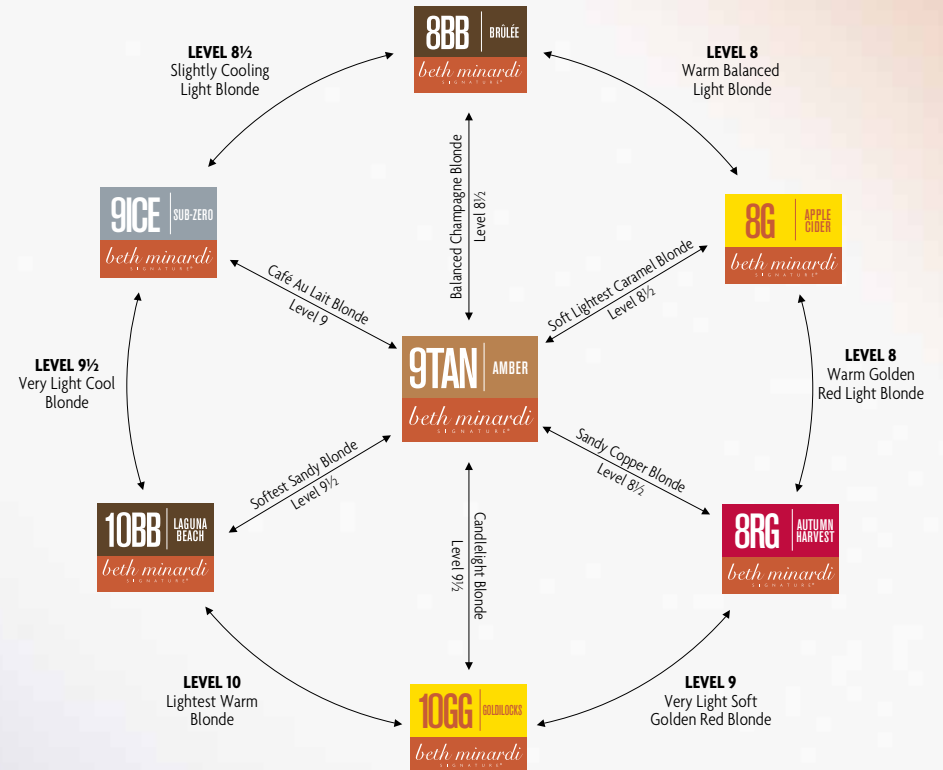


All these formulas provide complete, natural-looking gray coverage when mixed in equal parts with 20 Volume Developer and processed at room temperature for 30-45 minutes.

BLONDE AMBITION

9TAN: Amber (Very Light Tan Blonde)

Ideal for: Levels 6-9



All these formulas provide complete, natural-looking gray coverage when mixed in equal parts with 20 Volume Developer and processed at room temperature for 30-45 minutes.



NEW TAN SERIES

BETH MINARDI SIGNATURE

DEMI-PERMANENT LIQUID COLOR

Superior shine and rich glimpses of warmth make these shades ideal for gently balancing and warming up faded brunettes and blondes, toning prelightened hair, and providing glossy, natural-looking gray blending.

Beth Minardi Signature Demi-Permanent Liquid Color (No Lift. Deposit Only.) is formulated to:

- Effectively blend gray on fine hair when no lift of natural base is desired
- Refresh faded hair lengths
- Perform tint backs
- Glaze and gloss during a retouch of permanent haircolor

6TAN
TOASTY

Demi-Permanent
LIQUID COLOR

6TAN: Toasty (Deep Tan Blonde)

Ideal for: Levels 4-7

Beth says: Perfect to use when deepening and adding sheer warmth to extremely faded brown hair. Ideal for toning highlights when a natural, “not too blonde” or “not too yellow” result is required. Effectively tones gray hair.

9TAN
COCOA BEACH

Demi-Permanent
LIQUID COLOR

9TAN: Cocoa Beach (Very Light Tan Blonde)

Ideal for: Levels 5-9

Beth says: Creates the perfect “sand on the beach” tone. Adds interest when intermixed with other liquid shades, as it provides soft, warm natural tan dimension with just a hint of yellow.

11TAN
CANDLELIT

Demi-Permanent
LIQUID COLOR

11TAN: Candlelit (Very Pale Tan Blonde)

Ideal for: Levels 8-11

Beth says: The perfect solution for taking the edge off of super white or overly blonde hair. Provides the perfect warm refreshment when applied to faded blonde hair lengths. A great solution for any blonde client who wants a bit more color without going “too dark.” Ideal when mixed with 10G, 10BB, 10C or 9NB as a blonde toner.

6TAN
TOASTY

DEMI-PERMANENT LIQUID
COLOR FORMULAS

SPICED BRUNETTE

IDEAL FOR STARTING LEVEL:

Levels 4-7

FORMULA:



TIMING:

Process at room temperature for 5-20 minutes

6TAN
TOASTY

DEMI-PERMANENT LIQUID
COLOR FORMULAS

SUNSET

IDEAL FOR STARTING LEVEL:

Levels 4-7

FORMULA:



TIMING:

Process at room temperature for 5-20 minutes

6TAN
TOASTY

DEMI-PERMANENT LIQUID
COLOR FORMULAS

9TAN
COCOA BEACH

DEMI-PERMANENT LIQUID
COLOR FORMULAS

TRUFFLE

IDEAL FOR STARTING LEVEL:

Levels 4-7

FORMULA:



TIMING:

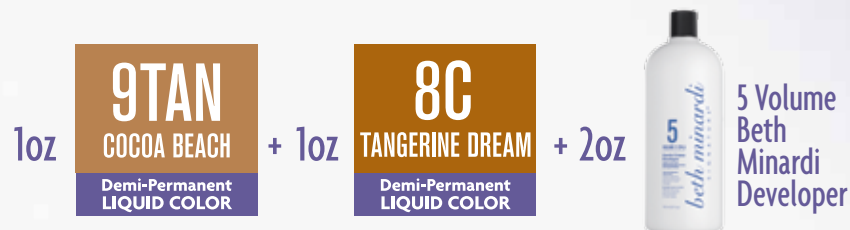
Process at room temperature for 5-20 minutes

PEACH SORBET

IDEAL FOR STARTING LEVEL:

Levels 5-9

FORMULA:



TIMING:

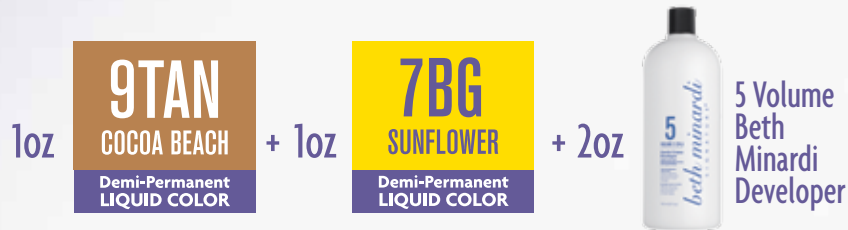
Process at room temperature for 5-20 minutes

VANILLA CRÈME

IDEAL FOR STARTING LEVEL:

Levels 5-9

FORMULA:



TIMING:

Process at room temperature for 5-20 minutes

PARCHMENT BLONDE

IDEAL FOR STARTING LEVEL:

Levels 5-9

FORMULA:



TIMING:

Process at room temperature for 5-20 minutes

SHEER CHAMPAGNE

IDEAL FOR STARTING LEVEL:

Levels 8-11

FORMULA:



TIMING:

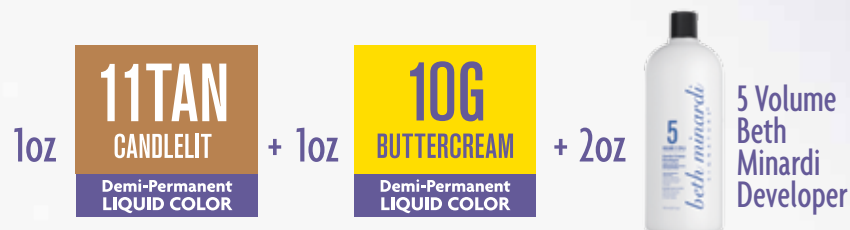
Process at room temperature for 5-20 minutes

ECRU

IDEAL FOR STARTING LEVEL:

Levels 8-11

FORMULA:



TIMING:

Process at room temperature for 5-20 minutes

SOFT CITRUS SORBET

IDEAL FOR STARTING LEVEL:

Levels 8-11

FORMULA:



TIMING:

Process at room temperature for 5-20 minutes

LIGHTEST TOASTED BLONDE

IDEAL FOR STARTING LEVEL:

Levels 8-11

FORMULA:



TIMING:

Process at room temperature for 5-20 minutes



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