

# NEW CURLY LEAVE-IN MOUSSE AND CURLY REFRESH TONIC

## TWO NEW FORMULAS TO ENHANCE EVERY SHAPE OF CURL.

The Curls line has been enhanced with a **moisturizing leave-in mousse** and a **refreshing leave-in spray**. As well as the active ingredients of the line, Curly Leave-in Mousse is enhanced with **Pro-Curls** and **Aquafaba**, two active ingredients that work to provide increased hydration and curl definition. Curly Refresh Tonic is enriched with **Purifresh** and **Sea Lavender** in order to give the scalp a pleasant fresh sensation and leaves curls defined and vital.

3x  
DEFINITION\*\*\*

3x  
ANTI-FRIZZ  
EFFECT\*\*\*

HAIR IS  
HYDRATED  
FOR LONGER\*\*\*



NEUTRALIZES  
ODORS\*\*

7x  
ANTI-FRIZZ  
EFFECT\*

3x  
DEFINITION\*

\*Instrumental test on hair treated with Curly Refresh Tonic, in comparison with untreated hair.  
\*\*Clinical test on 30 individuals after single application of Curly Refresh Tonic.  
\*\*\*Instrumental test on hair treated with Curly Leave-in Mousse, in comparison with untreated hair.

# CURLS IN-SALON TREATMENTS

## WAVY HAIR TEXTURIZING TREATMENT

For wavy and fine hair.



1. Apply **Curly Shampoo** to scalp and hair, massage, then rinse thoroughly. Repeat as required.



2. Apply 30 g of **Curly Conditioner** over lengths and ends, using a comb. Leave-on for 5 minutes. Rinse.



3. Apply **Curly Leave-in Mousse**, rake your fingers through the hair from roots to ends and shake out the hair to encourage the natural movement of curls.



4. Wring out the hair between your hands in the direction of the scalp, then dry with a diffuser without ever touching the hair. Finish by perfecting with **Curly Oil**.

RECOMMENDED FOR



2a – 2b – 2c – 3a

## CURL DELIGHT TREATMENT

For fine and curly hair.



1. Apply **Curly Shampoo** to scalp and hair, massage, then rinse thoroughly. Repeat as required.



2. Mix 30 g of **Curly Conditioner** with 3 g of **Curly Oil** and apply over lengths and ends using a comb. Leave-on for 5 minutes.



3. Rinse and distribute **Curly Leave-in Cream** on very wet hair by finger combing it from roots to ends in a downward direction that is parallel to the scalp.



4. Wring out the hair between your hands in the direction of the scalp, then dry with a diffuser without ever touching the hair. Finish by perfecting with **Curly Oil**.

RECOMMENDED FOR



2a – 2b – 2c – 3a – 3b – 3c

## CURL DEEP SILKENING TREATMENT

For thick and curly hair.



1. Apply **Curly Shampoo** over lengths and ends of dry hair, massage, then rinse thoroughly. Repeat as required.



2. Mix 30 g of **Curly Mask** with 3 g of **Curly Oil** and apply over lengths and ends using a comb. Leave-on for 5 minutes under a heat source.



3. Rinse and distribute **Curly Leave-in Butter Cream** on very wet hair by finger combing it from roots to ends in a downward direction that is parallel to the scalp.



4. Wring out the hair between your hands in the direction of the scalp, then dry with a diffuser without ever touching the hair. Finish by perfecting with **Curly Oil**.

RECOMMENDED FOR



2c – 3a – 3b – 3c

## CURLY HAIR MOISTURIZING TREATMENT

For curly and coily hair.



1. Apply **Curly Oil** over lengths and ends of dry hair, massage it gently, then comb it. Leave-on for 5 minutes, then rinse and proceed shampooing.



2. Apply **Curly Shampoo** to scalp and hair, massage, then rinse thoroughly. Repeat as required.



3. Apply 30 g of **Curly Mask** over lengths and ends using a comb. Leave-on for 5 minutes. Rinse.



4. On very wet hair, distribute **Curly Leave-in Butter Cream** by finger combing it from roots to ends in a downward direction that is parallel to the scalp.



5. Wring out the hair between your hands in the direction of the scalp, then dry with a diffuser without ever touching the hair. Finish by perfecting with **Curly Oil**.

RECOMMENDED FOR



3b – 3c – 4a – 4b – 4c

# STYLE

Complete your routine by choosing from the products of the line **Yellow Professional Style** dedicated to curly hair. Customize your look with:

### CURL&MOLD ACTIVATOR

Size: 250 ml



Cream curl activator. It defines curls naturally and without weighing them down, leaving them hydrated, soft and full-bodied. For curly to extremely curly hair.

### CURL CREATOR

Size: 250 ml



Cream that enhances, controls and separates curls, for maximum definition. For wavy to curly hair.

RECOMMENDED FOR



3b – 3c – 4a – 4b – 4c

RECOMMENDED FOR



2a – 2b – 2c – 3a – 3b – 3c

## TIPS FOR DRYING

After applying styling products, use the raked fingers perpendicular to the scalp from the root to the ends, to untangle and smooth. Shake the hair in order to promote the natural movement of curls.

Wring your hair between your hands by crumpling the locks from the tips and in the direction of the roots, then dry with diffuser without ever touching the hair.

Use the diffuser. Maintain medium-low temperature and with slow ventilation. Tilt the head alternating all sides and lying the nozzle of the diffuser parallel to the roots to give volume.

## CURL TYPE

WAVY HAIR



2a – 2b – 2c

Wavy hair is characterized by S-shaped waves.

CURLY HAIR



3a – 3b – 3c

Curly hair has defined and elastic curls that form spirals or ringlets.

COILY HAIR



4a – 4b – 4c

Hair of tipe 4, defined coily, has the characteristic shape of a narrow spiral.



7X
HYDRATION\*\*

CURLS ARE MORE SUPPLE

4X
ANTI-FRIZZ EFFECT\*\*

-50%
BREAKAGE FROM HOT STYLING TOOLS\*\*\*

2x
REDUCTION IN VOLUME



**BAOBAB OIL**

An oil known for its nourishing properties that can tame hair and eliminate frizz-effect.

### MANGO BUTTER

Its moisturizing and nourishing properties means this butter gives the hair intense hydration leaving it soft and silky.

### ALOETRIX

A complex of aloe vera, wheat protein and UV filter that improves hydration and combability and protects the outer hair fiber.



EVERY MOOD.  
EVERY DAY.  
**WE AMPLIFY.**

Salon solutions, ready to be recreated.



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MILANO

# TECHNICAL CHART



**ALFAPARF**  
MILANO

## PRODUCT RANGE

### CURLY LEAVE-IN CREAM

Protective leave-in cream with a lightweight texture to tame\*\*\* and moisturize hair without weighing it down. Suitable for thick, wavy or curly hair.



### CURLY SHAMPOO

The first step to gently cleanse and moisturize\*\* all types of curls.

### NEW CURLY LEAVE-IN MOUSSE

A leave-in mousse that moisturizes perfectly for light definition, curly hair for light definition, suitable for fine, wavy or curly hair.



### CURLY CONDITIONER

A conditioner for waves and curls that moisturizes\*\* and tones, leaving hair soft and detangled.

### CURLY OIL

A toning oil that brightens and moisturizes\*\*\* the hair. This anti-frizz booster can be mixed with the Yellow Professional masks for a customized service.



### CURLY MASK

A rich-textured mask that gives hydration\*\* for nourished and disciplined hair.

### NEW CURLY REFRESH TONIC

A liquid-texture leave-in that gives curls the day after washing the hair. The scalp a fresh sensation and redness.



### CURLY LEAVE-IN BUTTER CREAM

Intensive anti-frizz\*\* leave-in treatment. Protects from heat and leaves curls hydrated. Suitable for curly or coily hair.



\*\*\*Instrumental test conducted on hair treated with Curly Shampoo, Curly Mask and Curly Leave-In Butter Cream. \*\*Average value of instrumental test on Yellow Professional Curly Shampoo, Curly Conditioner and Curly Leave-In Cream), compared to a basic shampoo.

\*\*Instrumental test conducted on hair treated with Curly Shampoo, Curly Leave-In Cream). \*\*Average value of instrumental test conducted on hair treated with Curly Shampoo and Curly Oil.