



SCALP CARE

FOLDER



EVERY MOOD.
EVERY DAY.
WE AMPLIFY.

ABOUT US

Yellow Professional empowers people of all identities, styles, and hair types to amplify their roots with boundless expression. Our collection stands as a global homage to the diversity that makes all of our strands and stories worth celebrating.

Through expert and proven hair care solutions, we offer stylists and at-home enthusiasts alike a rise of radical confidence — to push boundaries and shape possibility.

We're not about "perfection." We're not about "success."

Our world is a joy-filled celebration of the journey.

WELCOME.

A COLLECTION FOR EVERY EXPRESSION

Leveraging over 40 years of experience in professional salon solutions, Yellow Professional offers a diverse collection of hair care products formulated with global-minded flexibility, **to amp up color, shape, care, and styling.**

With high-performance formulas tailored to specific hair needs, we champion individuality for both professional stylists and recreational enthusiasts. **Our salon-grade standards amplify who you are, how you feel, and all your hair can be.**



WHY YELLOW?

OUR LEGACY

Yellow Professional is founded by the experts at Alfaparf Milano, renowned for over 40 years of dynamic enthusiasm for the art of hair.

OUR REACH

Equipped with 3 international research laboratories Yellow Professional is International from inception. Every formula delivers the impeccability and style of Italian reputation to the world—over 100 countries and counting.

OUR ACCESS

Our products are formulated in close collaboration with professional stylists to achieve their best work—while remaining accessible to recreational enthusiasts.

OUR MISSION IN A MANTRA

Our mission is to create a world where ...
The artistry of hair is amplified by all;
Quality and creativity
are mixed in the same bottle;
Imperfections are elevated;
Everyone can become their own stylist;
and Joy in the journey of self-expression
is celebrated — daily.



YOUR HAIR, YOUR NEEDS. **ACHIEVED.**

Treat your hair to the Care it craves. Our **Italian quality** range is formulated by hair experts **to amplify healthier-looking and stronger strands** from the scalp to the longest of lengths. From daily nourishment, to boosting shine, to strengthening hair, each **high-performance, salon-quality formula** is made to accelerate all journeys of unfiltered expression.

BOOST. NOURISH. MAINTAIN.



THE WELLBEING OF HAIR STARTS AT THE ROOTS

Everyone has experienced that discomfort at least once: a tight, itchy scalp, hair that is difficult to manage and lacks shine. These small changes affect the way we start the day.

People are becoming increasingly aware that the **beauty of their hair begins at the scalp**. This calls for specific **cosmetic routines with advanced formulas** that can **rebalance the scalp** and restore the hair's **strength, vitality and radiance**.

SCALP CARE

The **Scalp Care** line is dedicated to **scalp wellbeing**, with versatile, multi-step routines containing functional active ingredients that **provide a focused response to every need**.

Highly effective formulas that **purify, soothe and stimulate**, helping to **restore the skin's balance** and leave the hair looking healthier and more vibrant from the roots.

PURIFIES. BALANCES. REVITALIZES.



SCALP CARE COLLECTION

POWERED BY
PREBIOTIC*
& SPECIFIC ACTIVE INGREDIENT

DESIGNED FOR
HAIR & SCALP



A COMPLETE RANGE SCIENTIFICALLY DESIGNED TO TARGET AND MEET EVERY NEED WITH PRECISION.

POWERED BY **PREBIOTIC**

A line formulated with **PREBIOTIC***, an oligosaccharide that **nourishes and promotes the growth of beneficial microbial flora**, helping to maintain or restore the balance of the skin's microbiome.

This active ingredient has a protective action on the skin's ecosystem so that it works in perfect harmony with the skin.



*Excluding Easy Long Shampoo, Easy Long Conditioner and Easy Long Tonic.

PEEL SCRUB

EXCLUSIVE SALON PRODUCT

A **gel texture that transforms** into a soft foam on contact with water, delivering gentle **physical exfoliation**. Enriched with olive pit granules to help remove **impurities, dead skin cells, dandruff and excess sebum** from the scalp, and formulated with glycolic acid.

The ideal **first step** to **prepare the scalp** for subsequent Yellow Professional treatments, leaving it **purified and refreshed scalp**.



-88%

SEBUM AND OILY DANDRUFF FROM THE FIRST USE*

REDUCES REBOUND EFFECT**

FOR 100%

REDUCES DANDRUFF FROM FIRST USE***

FOR 96%

REDUCES SEBUM FROM THE FIRST USE****

FOR 100%

THE SCALP IS REFRESHED AND PURIFIED****

GLYCOLIC ACID

Stimulates cell turnover and hydrates the scalp.

PREBIOTIC

An oligosaccharide that nourishes and promotes the growth of beneficial microbial skin flora, with a protective action.



OLIVE PIT POWDER

Olive pit powder that purifies the scalp by gentle physical exfoliation.

ALOETRIX

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

DETOX SPRAY

Detoxifying spray that purifies the scalp. The formula with Glycolic Acid is easy-to-apply and works in just a few minutes to help **detoxify your scalp, removing impurities, residue and sebum build-up.**

The **first step** in preparing the scalp, at home or in the salon, leaving it **immediately fresher and rebalanced** and improving its response to subsequent treatments.



FOR
84%
RELIEVES
ITCHING***

FOR
96%
IMMEDIATELY
REMOVES
VISIBLE
DANDRUFF***

IN
100%
of volunteers
NO BUILD-UP
EFFECT****

REDUCES
SEBUM AND
OILY DANDRUFF
-93%
FROM THE
FIRSTS USE*

GLYCOLIC ACID
An active ingredient able to
**stimulate cell turnover and
hydrate the scalp.**

FOR
100%
THE SCALP IS
REFRESHED
AND
PURIFIED***

FOR
93%
HAIR STAYS
CLEANER FOR
LONGER**

REDUCES
SEBUM AND
OILY DANDRUFF
-45%
AFTER 28
DAYS**

PREBIOTIC
An oligosaccharide able to
**nourish and promote the
growth of beneficial microbial
skin flora**, with a protective
action.



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

ENERGIZING COLLECTION

The collection designed **for fragile hair with a tendency for weakness**, with a regime designed to combine **targeted cleansing and intensive treatment**.

The shampoo **cleanses the scalp and helps to strengthen the fiber**; the intensive treatment is an energy concentrate that **revitalizes the scalp and improves microcirculation** for hair that is stronger and more resistant to breakage.



+62%

MORE RESISTANT HAIR*

-20%

HAIR LOST AFTER 1 MONTH**

-46%

HAIR LOST AFTER 3 MONTHS**

IN 89%

HIGHER HAIR DENSITY AFTER 3 MONTHS**

CAFFEINE & BIOTIN COMPLEX

A complex that **stimulates the follicles and supports hair growth, energizing and invigorating** the scalp. **Reactivates scalp microcirculation** to counteract hair loss and stimulate the activity of the hair bulb.



PREBIOTIC

An oligosaccharide able to **nourish and promote the growth of beneficial microbial skin flora**, with a protective action.

ALOETRIX

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

*Independent laboratory, Pull Test conducted on 20 volunteers, after 3 months of using Energizing Shampoo and Energizing Lotion. **Independent laboratory, clinical evaluation of 20 volunteers, the indicated % of volunteers showed the result described after 3 months of using Energizing Shampoo and Energizing Lotion.

WELLNESS SCALP COLLECTION

Three specific shampoos to treat the most common problems: **dandruff, excess sebum and skin sensitivity.**

All formulas share the crossover active ingredients of the range, **Prebiotic & Aloetrix**, that act on the wellbeing of the scalp, and are enhanced by specific active ingredients: **Purifying Shampoo**, which helps normalize flaking, is formulated with **Manukaplex; Zinc Complex** in **Rebalancing Shampoo** counteracts excess sebum and rebalances the scalp; **Licorice** in **Comfort Shampoo**, gives immediate comfort to sensitive scalps that are easily irritated.

Frequent use of **Detox Spray**, a detoxifying spray that purifies the scalp, supports the results and keeps the scalp balanced.



PURIFYING SHAMPOO

IN
80%
REDUCTION IN
DANDRUFF
AFTER 28
DAYS*

IN
95%
REDUCTION IN
ITCHING AND
IRRITATION*

ANTI-
REAPPEARANCE
EFFECT**

IN
87%
IMMEDIATELY
REMOVES
VISIBLE
DANDRUFF***



MANUKAPLEX

An active ingredient that **fight**s bacterial proliferation, reducing dandruff and irritation, through its purifying action.

PREBIOTIC

An oligosaccharide able to **nourish and promote the growth of beneficial microbial skin flora**, with a protective action.

ALOETRIX

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

*Independent laboratory, clinical evaluation of 30 volunteers, the indicated % of volunteers showed the result described after 28 days of using Detox Spray and Purifying Shampoo. **Independent laboratory, clinical evaluation of 15 volunteers, 2 weeks after the end of the 28-day treatment with Purifying Shampoo or with Detox Spray and Purifying Shampoo. ***Self-evaluation test on 15 volunteers, the indicated % of volunteers showed the result described at the end of the treatment after 28 days of use.

REBALANCING SHAMPOO

FOR
87%
HAIR STAYS
CLEANER FOR
LONGER****

FOR
93%
DEEPLY
CLEANSES****

REDUCES
SEBUM
OVERPRODUCTION:
-79%
AFTER THE
FIRST USE*

REDUCES
SEBUM
OVERPRODUCTION:
-45%
AFTER 28
DAYS**

REDUCES
REBOUND
EFFECT***



ZINC COMPLEX

With **astrigent, antiinflammatory and sebumregulating properties** that improves scalp balance by combining a sebum-regulating and hydrating action.

PREBIOTIC

An oligosaccharide able to **nourish and promote the growth of beneficial microbial skin flora**, with a protective action.

ALOETRIX

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

*Independent laboratory, instrumental evaluation, 15 volunteers, immediately after application of Detox Spray and Rebalancing Shampoo. **Independent laboratory, instrumental evaluation, 15 volunteers, after 28 days of using Detox Spray and Rebalancing Shampoo. ***Independent laboratory, instrumental evaluation, 15 volunteers, 4 hours after application. ****Self-evaluation test on 30 volunteers, the indicated % of volunteers showed the result described after using Detox Spray and Rebalancing Shampoo for 28 days.

COMFORT SHAMPOO

IN
95%

REDUCES
SCALP
REDNESS AND
IRRITATION*

IN
80%

REDUCES
ITCHY
SCALP*

FOR
90%

SENSATION OF
COMFORT AND
FRESHNESS**

FOR
75%

SOOTHING
ACTION FROM
THE FIRST
USE**



LICORICE

A licorice extract with a **soothing and anti-inflammatory action** that calms itchiness and improves the function of the skin barrier.

PREBIOTIC

An oligosaccharide able to **nourish and promote the growth of beneficial microbial skin flora**, with a protective action.

ALOETRIX

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

*Independent laboratory, clinical dermatological evaluation of 20 volunteers, the indicated % of volunteers showed the result described after 28 days of use.
**Self-evaluation test on 20 volunteers, the indicated % of volunteers showed the result described immediately after application.



EASY LONG COLLECTION

The **Easy Long** collection, which consists of Shampoo, Conditioner and Tonic, has been formulated to **accelerate hair growth** with a direct action on the follicle. Enhanced with **Tahitian Algae & Aloetrix** for visible results in just 4 weeks*.



UP TO
44%

MORE
GROWTH IN
4 WEEKS*

6x

STRONGER
HAIR**

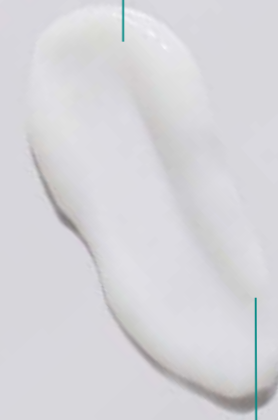
9x

MORE
COMBABLE
DRY HAIR**

INCREASED
HYDRATION**

TAHITIAN ALGAE

Rich in minerals, vitamins and proteins able to **stimulate cell proliferation** at a follicular level, for faster hair growth.



ALOETRIX

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

*Clinical test on a panel of 30 female volunteers.

**Instrumental test on hair that has been treated with Yellow Professional Easy Long (Shampoo and Conditioner), compared to hair treated with only a basic shampoo.

PRODUCT RANGE

PEEL SCRUB

Size: 200 ml

An exfoliating gel with olive pit granules that removes dead skin cells dandruff flakes and excess sebum. Leaves the scalp purified and refreshed.

For professional use only.



DETOX SPRAY

Size: 150 ml

A detoxifying purifying spray that eliminates impurities and leaves the scalp with a feeling of freshness and wellbeing.



ENERGIZING SHAMPOO

Size: 500 ml

A shampoo that gives new strength and vitality to weakened hair which tends to fall out*. Cleanses and revitalizes hair from the root, giving the hair a fullbodied feeling.



ENERGIZING LOTION

Size: 12 x 13 ml

A concentrate of energy and strength for weakened hair which tends to fall out. Its formula has a strengthening and redensifying action from the root*.



PURIFYING SHAMPOO

Size: 500 ml

Shampoo that helps remove dry and oily flakes. Deeply cleanses, normalizing the scalp, and prevents reappearance.



REBALANCING SHAMPOO

Size: 500 ml

Shampoo that helps restore balance to the scalp. Gently cleanses, reducing and rebalancing oiliness on the scalp.



COMFORT SHAMPOO

Size: 500 ml

Shampoo that brings comfort and gently cleanses while effectively counteracting itching and redness. Suitable for frequent use.



EASY LONG SHAMPOO

Size: 500 ml

Growth-accelerating shampoo that gently cleanses and has a primary action on the follicle.



EASY LONG CONDITIONER

Size: 500 ml

Conditioner that strengthens and protects the lengths for the wellbeing of the hair.



EASY LONG TONIC

Size: 150 ml

Serum that activates the follicle and creates the optimal conditions for faster hair growth. It is most effective when used every day.



*Test conducted on treatment with Yellow Professional Energizing Shampoo + Energizing Lotion (vs. placebo).

SCALP CARE IN-SALON TREATMENTS

NEW TECHNIQUES THAT PROMOTE THE ABSORPTION OF PRODUCTS AND MAXIMIZE RESULTS.



SCRUB MASSAGE

Specific massage that uses the power of the **Peel Scrub** to **stimulate the microcirculation** with circular movements and localized pressure, helping to **detoxify and reactivate** the skin's balance.

ENERGIZING MASSAGE

Energizing massage to promote the absorption of **Energizing Lotion** with using a release technique and stimulating movements that allow you to **unlock microcirculation** and work on key points of the scalp.

YOUR HAIR, YOUR NEEDS.
ACHIEVED.

DISCOVER MORE
yellowpro.it 

FOLLOW US





EVERY MOOD.
EVERY DAY.
WE AMPLIFY.

Salon solutions, ready to be recreated.

ALFAPARF
MILANO

