

# YELLOW

SCALP

Happiness starts  
with your head

*nature*



*sustainable*

ALFAPARF  
GROUP



Does *hair* have *emotions*?



We have asked ourselves this several times as we notice changes in our hair according to our mood.

Fluctuating **emotions**, **hectic lifestyles**, **stress** and **pollution** are **reflected** in the beauty of our hair, including our scalp.

Now we have  
a secret for your customers!

Happiness starts  
with your head

That's it, **happiness begins within ourselves.**

A **holistic path** that helps us rediscover **wellbeing**, **beauty** and **positivity**... even for our hair!

**Strong** and **vibrant hair**, simply needs the right attention... this is the **secret to happiness!**

**YELLOW**  
SCALP





Designed for everyone, *for every need*

**Yellow Scalp** is the perfect **beauty buddy**, at your fingertips.  
The quintessential selection of products for **all scalp needs**, with a pleasant, **fresh** and **delicate fragrance**.

*For a **balanced scalp**  
and **vibrant hair**, which  
also **protects** against the  
effects of **pollution**!*

### Other information

**54%** of women believe that the **scalp** is a top **beauty priority**\*

**90%** more searches for **hair loss remedies** recorded post Covid-19\*\*

**Pollution** contributes to a **reduction in the production of proteins** that are essential for **hair growth**\*\*\*

\*Mintel, 2019 \*\*Google Trends, 2020 \*\*\*EADV (European Academy of Dermatology and Venereology) Congress, 2019

Direct from nature, *a breath of fresh air for your hair*

### Rambutan

The seed extract of this Vietnamese **superfruit**, is found in the entire line, to **revitalize hair from roots to ends**.

Thanks to its **anti-pollution properties**, it exerts a **triple action** against the oxidative stress caused by pollution, giving **energy** to the **bulb**, **hydrating** the **scalp** and providing **vitality** and **freshness** to the **hair**.

100%  
natural and  
sustainable  
origin

### Sustainability

The fruit is hand-picked using **farming practices that respect the ecosystem**.  
The proceeds are used to **promote the local economy**, and to **train workers**.





# ENERGY:

new strength for  
weakened hair

## ENERGY SHAMPOO

Cleanses and **stimulates hair from the roots, giving body to the hair.**

Professional and home use.

Bottle 500 ml

## ENERGY LOTION

An energy concentrate that **strengthens and re-densifies** from the root, **prolonging the life of the hair.**

Fresh effect.

Professional and home use.

Vials 6x13 ml



### Tips for use

1 vial = 2 applications

- **Intensive treatment:**  
4 applications per week  
(2 vials) for 3 weeks.
- **Maintenance:**  
2 applications per week  
(1 vials) for 6 weeks.

x 8  
increased hair  
density\*

Hair  
resistance  
x 30\*\*

Hair  
loss  
- 44%\*\*

### Basil

/specific active  
ingredient

Its content of essential  
oils, **stimulate the cells of  
the dermal papilla**, helping  
to counteract hair loss.



Instrumental measurements taken during the regular application of the Yellow Scalp Energy Shampoo + Energy Lotion treatment (vs. placebo)  
\* after 4 weeks of treatment \*\* after 8 weeks of treatment



# PURITY:

combats dry or greasy dandruff



## PURITY SHAMPOO

Deeply cleanses, normalizing the scalp with an **anti-recurrence action**, as well as providing relief.

Professional and home use.

Bottle 500 ml

Anti recurrence action\*

85% of people notice a reduction in dandruff from the first application\*\*

Black pepper

/specific active ingredient

Its purifying and soothing properties control and balance a flaky scalp.



\* Clinical test carried out on Yellow Scalp Purity Shampoo  
\*\* Self-evaluation result from people with dandruff who used Yellow Scalp Purity Shampoo



# BALANCE:

restores balance to an oily scalp

## BALANCE SHAMPOO

Gently cleanses **reducing and regulating sebum production**, for long-lasting clean and lightweight hair.

Professional and home use.

Bottle 500 ml

-14% of scalp oiliness\*

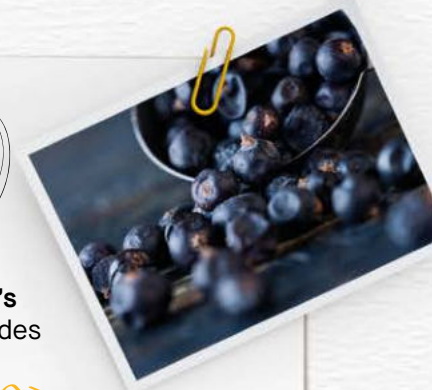
100% of people feel the need to shampoo less often

Juniper

/specific active ingredient

It helps to **regulate the scalp's sebaceous activity** and provides hydration.

Natural origin



\* Instrumental test carried out on Yellow Scalp Balance Shampoo (after using the product regularly, 3 times a week for 4 weeks)  
\*\* Self-evaluation result of those who have tried Yellow Scalp Balance Shampoo





# COMFORT:

a gentle caress  
for sensitive scalps

## COMFORT SHAMPOO

Gently cleanses, effectively counteracting itching and reddening.

Professional and home use. Ideal for daily use.

Bottle 500 ml

## COMFORT TONIC

Extraordinary tonic with a soothing action that counteracts itching and redness.

Professional and home use.

Bottle 125 ml



### Tips for use

- To be sprayed on a wet scalp and, if necessary, also on dry hair.

Immediate  
soothing  
action\*

100%  
of people notice  
reduced itching  
and redness\*\*

\* Instrumental test carried out on the Yellow Scalp Comfort Shampoo + Comfort Tonic  
\*\* Self-evaluation results of the Yellow Scalp Comfort Shampoo + Comfort Tonic treatment



Ginger

/specific active  
ingredient

100%  
natural  
origin

With a purifying and calming  
action, rebalancing  
the microbiota.





# A true explosion of wellness and beauty for your hair!



## DETOX CREAM

This **detoxifying cream** has a **fragrance-free formula** that will give your customers' **hair super cosmetic** results.

Tube 250 ml

### Action

- Captures heavy metals\*:

Iron  
-35%

Copper  
-36%
- Removes 100% of chlorine residue\* that a normal shampoo cannot eliminate alone.
- Improves combability. 

+66% on dry hair\*\*
- It does not alter the hydration of the hair.



A new **Super Hero** with special powers to **multiply the services in your salon.**

## DETOX SERVICE

Use Detox Cream **before every Yellow care treatment**, to **boost the wellbeing of the scalp and hair.**

Apply before shampooing, leave it on for 10 minutes and rinse.

## ACIDIFYING SERVICE

After a color service, Detox Cream mixed with **Tone-on-Tone Creator**, perfectly seals the cuticles, **rebalancing the pH of the fiber**, bringing it to optimal levels\*, for **highly cosmetic hair.**

It also **prolongs the longevity of the color.**



up to **89%** intensity after one month\*\*

Find out more in our **technical leaflet**



\*Instrumental test compared to generic Shampoo  
\*\*Instrumental test on damaged hair compared to untreated hair

\*Instrumental test on hair colored with Yellow Color 6.66S and then treated with the acidifying service vs. hair that is only colored but then not treated.  
\*\*After 12 washes, the hair colored with Yellow Color 6.66S, and then treated with an acidifying service.



# The friendly beauty ritual begins in your salon

## Scalp Services

**4 new massages, based on reflexology techniques**, promote scalp wellbeing and create a moment of pleasure for the client. All accompanied by a **Yellow playlist**, which can create a **unique and multisensory experience**, moments of complete relaxation. Find out more in our technical leaflet.

## Scalp Massager

A precious accessory for Scalp services. Besides **acting on the microcirculation and enhancing a deep cleanse**, this tool **promotes cutaneous relaxation**, stimulating the reflex points connected to the lymphatic areas that are responsible for the elimination of toxins.



## Scalp Tips micro-video

Discover all the **tips and services** that we have created in our **Education Smart system**. Available on the Yellow website.



## Q&As

### 1. At what time of year is a hair loss treatment recommended?

In general, physiological hair loss occurs mainly in spring and autumn, however, internal or external factors, such as stress, incorrect nutrition and use of aggressive products can cause hair loss at any time of the year.

### 2. Does Yellow Scalp Energy stimulate the hair from the bulb or slow down hair loss during its normal life cycle?

The active ingredients in the Yellow Scalp Energy line modify the life cycle of the hair, thereby supporting the vitality of the follicle and the scalp.

### 3. Is the Yellow Scalp Energy line also recommended for androgenetic alopecia?

Androgenetic alopecia is a pathological condition. Only a dermatologist or trichologist can diagnose it and establish the correct methods to treat it.

### 4. Does Yellow Scalp Energy Lotion also stimulate growth or does it prevent the hair loss phase?

Yellow Scalp Energy Lotion acts on the hair follicle and dermal papilla to counteract undesirable factors related to hair growth. It can also slow premature hair loss.

### 5. Must the hair always be washed before applying Yellow Scalp Energy Lotion?

No. It is not necessary, although it is recommended.

### 6. Can Yellow Scalp Energy Lotion weigh down the hair?

Not if used correctly.

### 7. Can I use Yellow Scalp Energy Lotion together with a color service?

No. The vial's hydroalcoholic formulation could affect the result of a freshly applied color, as well as possibly cause skin discomfort.

### 8. Is Yellow Scalp Purity Shampoo suitable for both dry and greasy dandruff?

Yes, the active ingredients of its formula can counteract the formation of both dry and greasy dandruff.

### 9. How often can I apply Yellow Scalp Balance Shampoo?

Yellow Scalp Balance Shampoo is suitable for frequent use, even daily.

### 10. Can I apply Yellow Scalp Comfort Shampoo and Comfort Tonic after a bleaching service?

Yes, there are no contraindications.

### 11. How long should Yellow Scalp Comfort Tonic be used for?

Regular use of Comfort Tonic is recommended for at least three weeks.

### 12. Is a heat source necessary when applying Yellow Detox Cream?

No, Yellow Detox Cream works at room temperature.

### 13. Can Yellow Detox Cream be applied after a color service?

Yes, especially if you want to rebalance the pH of the hair and achieve a greater cosmetic effect on the day of the color service. After washing with Color Care Shampoo, mix 25 g of Detox Cream with 1 g of Tone-on-Tone Creator and apply to the lengths.

### 14. Does the Yellow Detox Cream and Tone-on-Tone Creator mixture increase color longevity?

Yes, the longevity is improved by applying the mixture of 25g of Detox Cream with 1g of Tone-on-Tone Creator after a color service.



YELLOW



WE  ITALIAN STYLE

ALFAPARF  
GROUP

