

YELLOW

— PROFESSIONAL —

NUTRITIVE & REPAIR



An explosion
for dry hair!



The perfect energy
boost
for your hair!



ALFAPARF
MILANO

A problem for many!

Dry and brittle hair is a major problem for today's consumers. In fact, **care treatments to repair and nourish** damaged and lifeless hair **are increasingly in demand in salons**.

And you know it!

Most women are not able to accurately determine the needs of their hair. They just describe their hair as **dull, dry, thin or rough to the touch**.

No more "stringy" hair

There are **several causes** of **dull, stringy hair**.

Environmental factors such as **pollution, sunlight, wind** and **low humidity** make hair dry and brittle.

Furthermore, frequent use of **heated tools and inappropriate chemical treatments** can weaken the keratin **bonds**, damaging the fibre.

Other possible causes include **hormonal and nutritional factors**. Such as an overly strict diet or **deficiencies in vitamins and fatty acids**.

Low sebum production also contributes to **drier and duller hair**.

... but for you this won't be a problem,
because you already know the solutions!



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NUTRITIVE

The Nutritive line is designed to **restore vitality** to dry and **very dry hair**.

Its formula helps to deeply **nourish dehydrated hair**, for daily **softness and shine**.

This **high-performance line** offers **visible results** and treatments that provide moments of pleasure and well-being.

And now there are several **new** features: the new **packaging** is more **sustainable**, made of **recycled plastic** and there are **new in-salon services**.

An explosion
for dry hair!



Nutrition
bomb

Argan Oil

Ingredients
of Natural
Origin

Coconut Oil

Anti dry
hair



Pure nutrition



Argan Oil

Renowned the world over for its **revitalizing properties**, this oil, rich in **omega 3**, **omega 6** and **vitamin E**, restores the **hair's vitality** and **silkeness**.



Coconut Oil

This oil is highly valued in beauty treatments for its **nourishing** and **regenerating powers**. The presence of **emollients** and **vitamin E** make it perfect for deeply **nourishing the hair fiber**.



... directly on your hair!

+51%
hydration
after one
treatment*

+78%
combability
on dry hair**

Shine
multiplied

x3



* Instrumental test conducted on damaged hair, comparing full Yellow Nutritive service with a generic shampoo.

** + 43% combability on wet hair. Instrumental test conducted on damaged hair treated with Yellow Nutritive (Shampoo+Mask+Leave-in Conditioner) compared with damaged, untreated hair.

*** Compared to hair not treated with Yellow Nutritive.

For "explosive" hair

SHAMPOO

The perfect ally for dry hair!
Its formula **gently cleanses** while nourishing
the hair day after day.

Salon and at home use.

500 ml - 1500 ml bottle

CODE. PF025392 - PF025391

MASK

An explosion of moisture for even the driest hair!
In just a few minutes, its rich texture provides intense
nourishment, softness and shine.

Salon and at home use.

500 ml - 1000 ml jar

CODE. PF025393 - PF025394



LEAVE-IN CONDITIONER

Lightweight leave-in conditioner, ideal for detangling even the
driest hair, for long-lasting moisture.

Salon and at home use.

250 ml tube

CODE. PF025395

OIL

A precious serum rich in **nourishment and shine** that creates a
barrier on the hair, protecting it from humidity for extraordinarily
nourished and shiny hair.

Salon and at home use.

125 ml bottle

CODE. PF025396

*50% recycled and 100% recyclable plastic packaging, except for the 1500 ml bottle.

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REPAIR

Repair is the line for **damaged and extremely damaged hair**. Designed to **deeply repair** the hair and, when using Bond Hero, to **protect** during technical services and **customise** care treatments.

With each use its formula **restructures the hair fibre** and restores a **healthier appearance**.

A **complete, high-performance line** offering treatments to make **hair stronger and more resistant**.

Discover what's **new**: the new **packaging** is more **sustainable** and made of **recycled plastic** and the line offers **enhanced in-salon services**.

The perfect energy boost for your hair!

Energy boost

no animal ingredients
vegan

Cocoa Butter

Intense repair

Almond Proteins

Ingredients of Natural Origin

A burst of energy



Almond Proteins

Their low molecular weight allows them to penetrate the deepest layers of the fibre, **interacting with** the hair's keratin to protect it and help repair damaged hair.



Cocoa Butter

With fatty acids that work on the lipid structure to provide nutrition and seal the cuticle.



... for your hair!

+15%
stronger hair*

+9%
tensile strength
and resistance
to breakage*

+79%
combability
on damp hair**

-98%
fly-away
effect*



* Instrumental test conducted on damaged hair treated with Yellow Repair (Shampoo+Mask) in comparison with a generic shampoo.
** + 61% combability on dry hair. Instrumental test conducted on damaged hair treated with Yellow Repair (Shampoo+Mask) in comparison with a generic shampoo.

For *intensive repair*

SHAMPOO

The **first step** to having **strong hair****.
While gently cleansing, it gives hair a **healthy appearance**.
Salon and home use.
500 ml - 1500 ml bottle
CODE. PF025551 - PF025550

MASK

Substantial formula to **deeply repair** from the inside out:
repairs the fiber and seals the cuticle. Your hair is easier to
detangle and looks healthy, and luminous.
Salon and at home use.
500 ml - 1000 ml jar
CODE. PF025553 - PF025554



CONDITIONER

Versatile texture, ideal for **dual use**! When rinsed after
application, it is perfect for **fine hair** that needs **repair as well as**
a lightweight texture. As a **leave-in**, it is excellent for **medium**
to coarse hair needing **effective repair**.
Salon and at home use.
500 ml bottle
CODE. PF025552

BOND HERO

An **ultraconcentrated booster** with active ingredients for **deep**
reconstruction of damaged hair.
For salon use only.
100 ml bottle
CODE. PF025555

Adapts to both alkaline and acidic environments
to **protect your hair during technical services**
and for **customized care treatments**.

** Refers to the full treatment.

* 50% recycled and 100% recyclable plastic packaging, except for the 1500 ml and 100 ml bottle.

Bond Hero, to customise in-salon services

Lighten, color and straighten any hair type, even damaged.

YELLOW
BLEACH



BLEACHING

YELLOW
COLOR



COLORING

YELLOW
LISS



STRAIGHTENING



1. Preserves the fibre and its internal bonds
2. Reduces damage and breakage
3. Increases the hair's elasticity and strength

Hair up to 3 times more resistant to breakage*

MIXING ratio 1:6 - e.g.: 10 g Bond HERO + 60 g YELLOW COLOR

Tailor-made services

to meet **more than one need** at the same time.

YELLOW
MASK



**STAR
NUTRITIVE
REPAIR
LISS
COLOR CARE
CURLS**



RECONSTRUCTION
**Stronger hair
by up to 71%****

MIXING ratio 1:6 - e.g.: 5 g Bond HERO + 30 g MASK

*Instrumental test conducted on bleaching services (Yellow Bleach 9 levels + Yellow Peroxide 40 volumes) compared to bleaching services (Yellow Bleach 9 levels + Yellow Peroxide 40 volumes) + Bond Hero.

**Instrumental test conducted on damaged hair treated with a generic mask + Bond Hero compared to treatment with only a generic mask

New in-salon services

The new Yellow Care treatments to amplify the results of **nourishing and repairing** the hair fibre.

Nutritive Services



• **NUTRI RECHARGE**

Treatment for dry, fragile hair

• **NUTRI EXPLOSION**

Treatment for extremely dry hair



• **CURLS EXPLOSION**

Specific treatment for extremely dry and curly hair

Repair Services

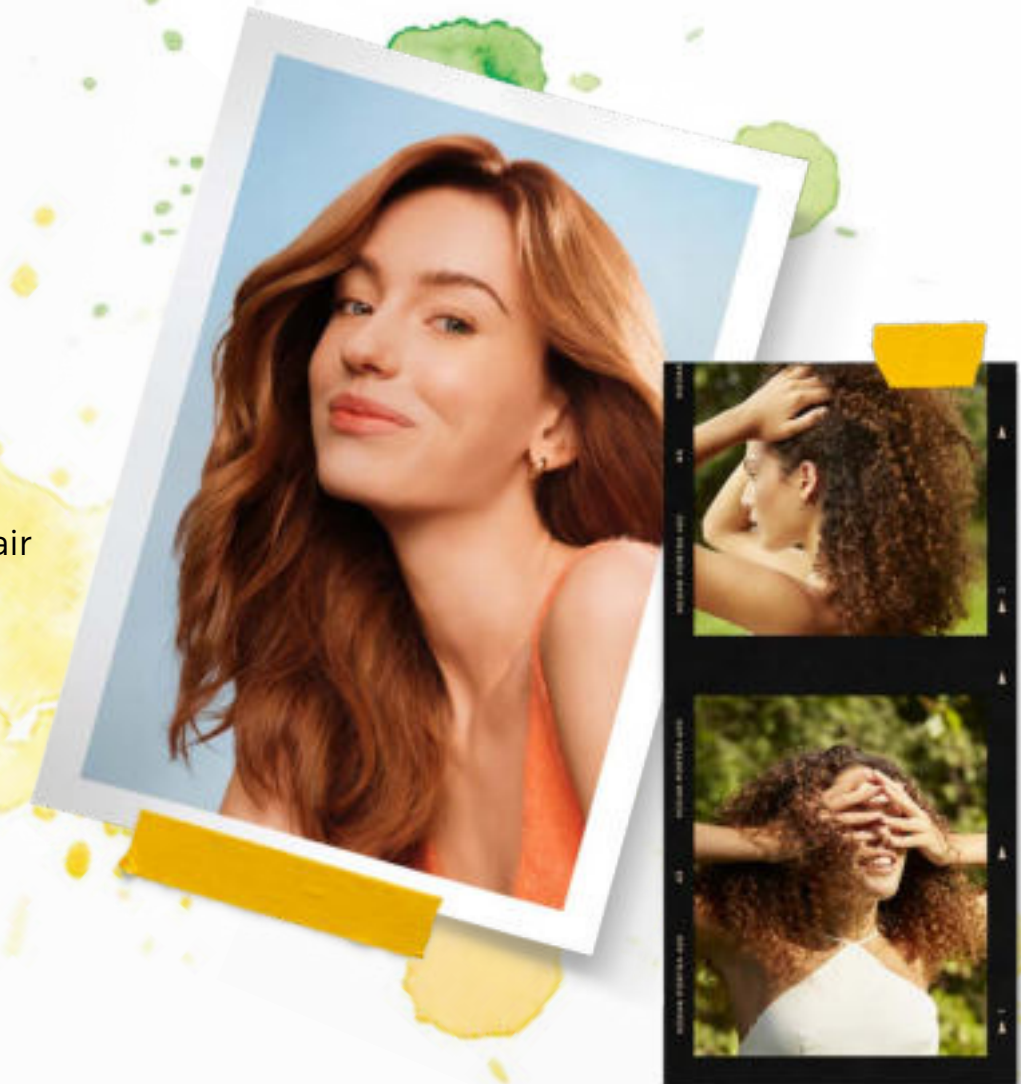


• **SOFT REPARATIVE TREATMENT**

Treatment for ultra-damaged fine hair

• **INTENSIVE REPARATIVE TREATMENT**

Treatment for ultra-damaged and coarse hair



Q&As

1. How often can I use Yellow Nutritive Shampoo?

Yellow Nutritive Shampoo is characterised by its gentle cleansing action and is therefore suitable for frequent use.

2. What characterises the formula of Yellow Nutritive Oil?

The formula of Yellow Nutritive Oil is enriched with Argan Oil, Coconut Oil and Aloetrix; this composition creates a shield around the hair that protects it from humidity and makes it exceptionally nourished and incredibly shiny.

3. Can I use Yellow Nutritive Mask under a heat source?

Yes, if you wish to amplify the results of the dedicated services.

4. Can I use Yellow Nutritive Oil as pre-treatment?

Yes, for particularly dry hair.

5. When should Yellow Repair Mask be used and when should Yellow Repair Conditioner be used?

Yellow Repair Mask is recommended for medium-coarse and very damaged hair. We recommend using Yellow Repair Conditioner as a leave-in, for medium/coarse hair, or as a rinse-out conditioner for fine and damaged hair.

6. Can Bond Hero be used in a mixture with Shampoo and/or Conditioner?

Yes, it can, however we recommend mixing it with the mask, as this formula is richer in active ingredients. We recommend mixing it with the conditioner only if the customer has very fine hair and wants a more lightweight result.

7. Since Bond Hero is a product for professional use only, how can the results of the customised treatment received in the salon be prolonged at home?

Irrespective of the hair type (damaged, coloured, dry or frizzy), we recommend using Shampoo, Mask and/or Conditioner from the Yellow Repair line at home.

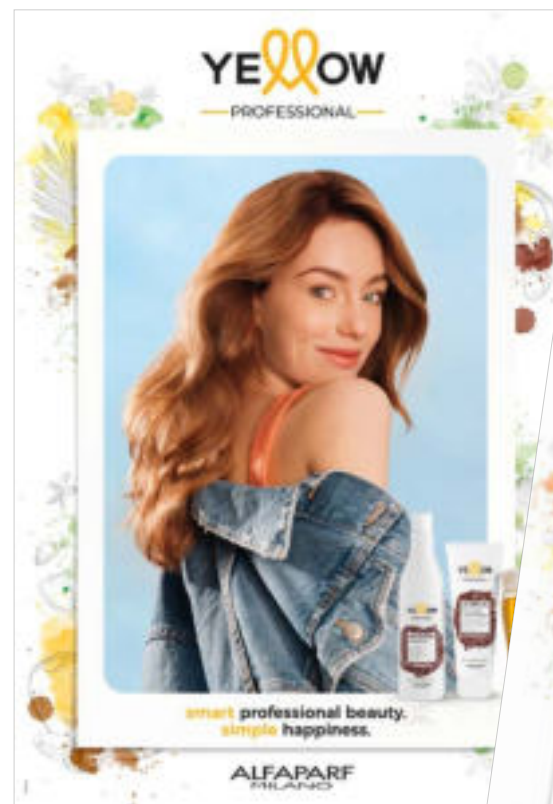
8. What makes the new Nutritive and Repair lines more sustainable than their predecessors?

The lines were made more sustainable by switching to recycled plastic packaging.

9. Are there any differences in the performance of the new Nutritive and Repair lines compared to their predecessors?

No, the performance of the 2 new lines is unchanged.

Our communication materials



NUTRITIVE POSTER

70 x 100 cm

With the new campaign image, to make the result of our explosion of nutrition even more visible.

Available in library
PP028100



REPAIR POSTER

70 x 100 cm

With the line visual, to make the line even more visible, giving the hair the right amount of energy.

Available in library
PP028077



NUTRITIVE / REPAIR SHELF POP-UP

To make the new launch clearly visible, even on a shelf.

Available in library

Nutritive: PP028110

Repair: PP028087

NUTRITIVE/REPAIR TREATMENTS IN THE SALON

Very useful in the salon - the specifically-developed services are on-hand to fully convey the products' potential.

Available in library

Nutritive: PP028106

Repair: PP028083



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smart professional beauty.
simple happiness.

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MILANO

