

YE  OW

BLEACH

ALFAPARF  
GROUP

WHEN IT COMES TO HAIR,  
**46% OF WOMEN** ALL OVER THE WORLD\*  
JUST WANT ONE THING:

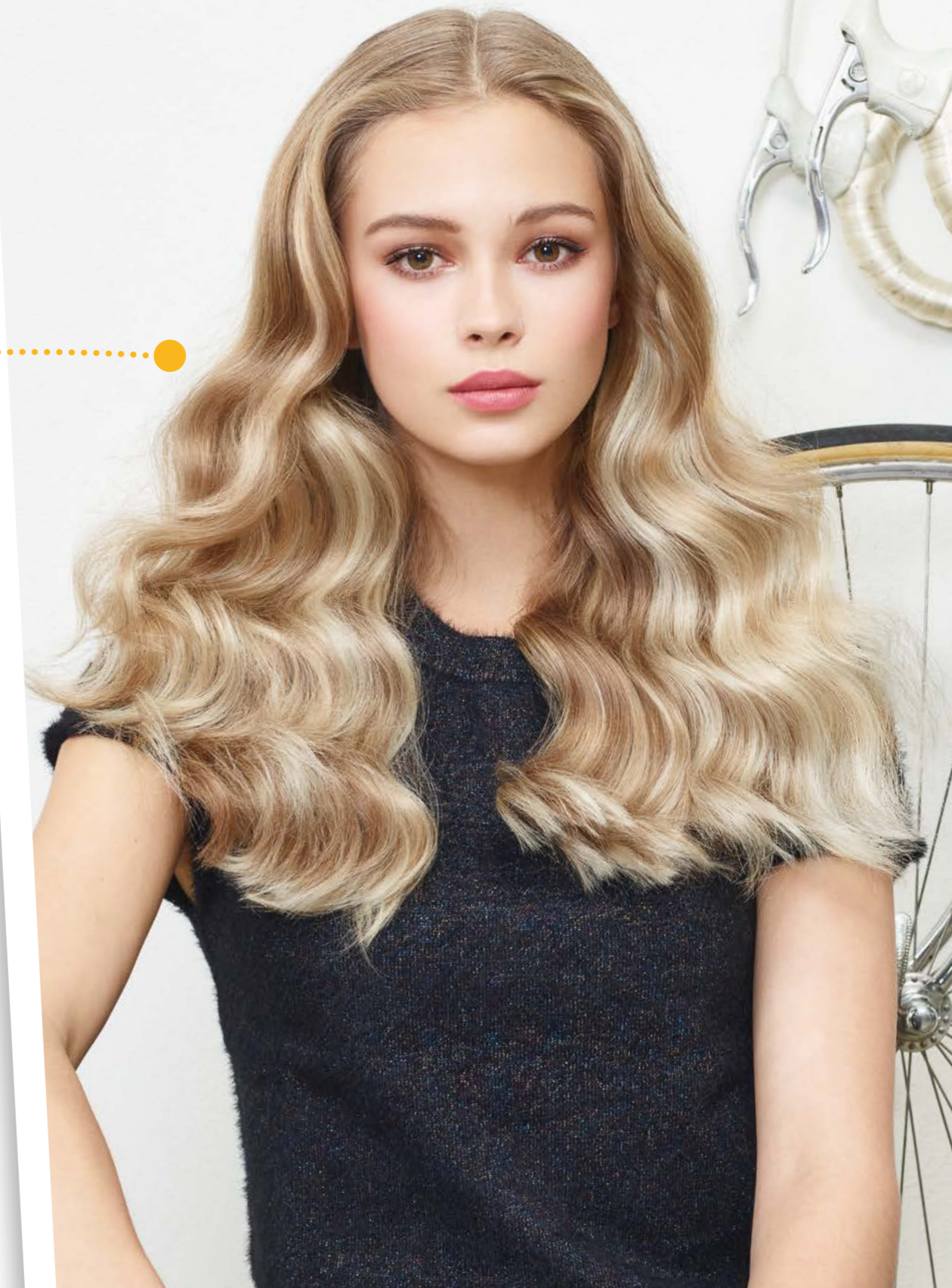
*their hair to shine  
with a  
new light!*

AND OF ALL SALON SERVICES,  
**BLEACHING** IS WITHOUT A DOUBT WHERE  
YOUR CUSTOMERS SEEK THE **GREATEST EXPERTISE,**  
**CARE AND ATTENTION TO DETAIL.**

# YELLOW BLEACH

*When going blonde,  
it changes the ordinary  
to extraordinary!*

OUR **PROFESSIONAL PRODUCTS** AND  
**INNOVATIVE TECHNOLOGY,** DELIVER **QUALITY** RESULTS  
AND **SAFETY** TO YOUR CUSTOMERS' DREAM LOOK!





## OUR *little secret*

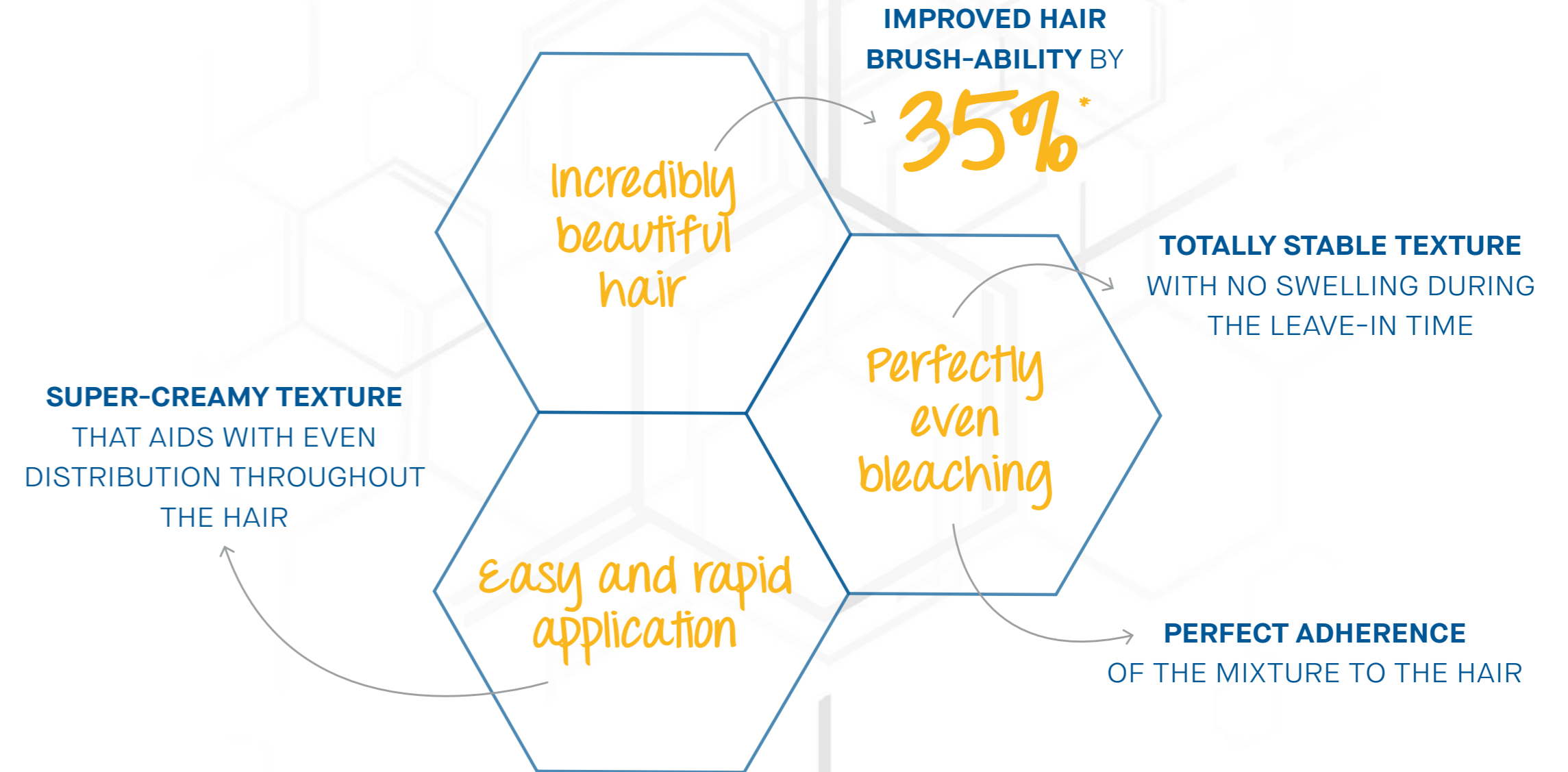
FROM THE **#1 ITALIAN GROUP** FOR PROFESSIONAL BEAUTY,  
THE ALFAPARF GROUP RESEARCH LABORATORIES GIVE YOU  
*their highest performance formula*

*Quinoa*, **SUPERFOOD** RICH IN ESSENTIAL AMINO ACIDS  
AND CATIONIC AMINO ACIDS, WHICH HAVE AFFINITY TO THE STRUCTURE OF THE HAIR,  
HELPS TO **PRESERVE THE KERATIN CHAINS** TO **PROTECT THE HAIR FIBER**.



*Aloetrix*, HELPS COSMETICALLY TREATED HAIR  
GAIN **SMOOTHNESS** AND **SILKINESS!**

## OUR *best performance*



\*AVERAGE VALUE IS CALCULATED CONSIDERING THE BEST PRODUCTS OF THE CATEGORY, IN THE REFERENCE TARGET GROUP





## OUR SOLUTIONS FOR ALL

### 7 LEVEL BLEACHING POWDER

**BLUE, NON-VOLATILE POWDER**  
ENRICHED WITH SPECIAL PIGMENTS  
IDEAL FOR **COUNTERACTING UNWANTED  
YELLOW/ORANGE TONES.**

- SUITABLE FOR LIGHT BROWN OR BLONDE BASES.
- IDEAL FOR ALL BLEACHING TECHNIQUES.
- RECOMMENDED ALSO FOR APPLICATION ON SCALP.
- PERFECT FOR USE AS A COLOR-REMOVAL WASH AND FOR TOTAL DECOLORING.

OUR RECOMMENDATION: *In & out*

**PRODUCTS USED FOR THE TECHNIQUE:**

- YELLOW BLEACH 7 LEVELS
- YELLOW PEROXIDE 20 VOL.
- YELLOW COLOR 7.32, 10.1, 9.4

TO FIND OUT MORE, SEE OUR STEP-BY-STEP BROCHURE

## types of bleaching

### 9 LEVEL BLEACHING POWDER

**EXTREME BLEACHING FOR THE MOST  
DETERMINED BLONDES!**  
**WHITE, NON-VOLATILE POWDER** FOR BETTER  
**VISIBILITY OF THE BLEACHING BASE.**

- SUITABLE FOR DARKER BASES, WHERE BLEACHING MAKES FOR AN INTERESTING CHALLENGE.
- PERFECT FOR ALL BLEACHING TECHNIQUES.

OUR RECOMMENDATION: *spark of Light*

**PRODUCTS USED FOR THE TECHNIQUE:**

- YELLOW BLEACH 9 LEVELS
- YELLOW PEROXIDE 30 VOL. AND 10 VOL.
- YELLOW COLOR 10.21

TO FIND OUT MORE, SEE OUR STEP-BY-STEP BROCHURE





# THE product range

# our training, ALWAYS ACCESSIBLE



12 X 20 g\* SACHET BOX  
\*IDEAL QUANTITY FOR PARTIAL BLEACHING JOBS

BLEACHING POWDER 7 LEVELS  
500 g CANISTER

BLEACHING POWDER 9 LEVELS  
500 g CANISTER

12 X 50 g\*\* SACHET BOX  
\*\*IDEAL QUANTITY FOR BLEACHING TREATMENTS ON MEDIUM-LENGTH HAIR

## step-by-step brochure

TWO NEW TECHNIQUES DESIGNED BY OUR HAIRSTYLISTS TO INSPIRE AND CREATE NEW LOOKS IN YOUR SALON



## technical book

ALL THE SECRETS OF OUR YELLOW TECHNICAL PRODUCTS ARE NOW IN A SINGLE MANUAL



PERFECT YOUR WORK IN THE **salon...**

## YELLOW **color**

**PROTECTIVE OIL**  
YOUR BEST FRIEND IN THE CASE OF DAMAGED HAIR AND SENSITIVE SCALP!  
APPLIED **IN COMBINATION** WITH THE BLEACHING POWDER OR COLOR,  
IT HELPS TO **PROTECT** AND **STRENGTHEN** THE **HAIR FIBER**.  
WHEN APPLIED DIRECTLY TO SCALP,  
IT **PROTECTS** AND SOOTHES,  
GIVING YOU A FEELING OF COMFORT.  
6 X 13 ML GLASS VIALS



**PERMANENT COLOR**  
NOW AVAILABLE IN **70 FANTASTIC SHADES!**  
ALSO IDEAL AS A TONER. AMAZINGLY GENTLE COLORING,  
THANKS TO ITS **LOW ALKALINE AGENT CONTENT**.  
FORMULA ENRICHED WITH ARGAN OIL AND ALOETRIX.

100 ML TUBE

AND **at home!**

## YELLOW **color care**

**SHAMPOO**  
500 ML/1500 ML BOTTLE



**THE PERFECT PARTNER FOR COLOR TREATED HAIR!**

WITH **GOJI BERRY** EXTRACT TO PROLONG COLOUR INTENSITY AND BRIGHTNESS.  
USE IT IMMEDIATELY AFTER THE TECHNICAL TREATMENT AND TO MAINTAIN COLOUR, **IN THE SALON AND AT HOME.**

YE  OW

WE  ITALIAN STYLE

ALFAPARF  
GROUP

