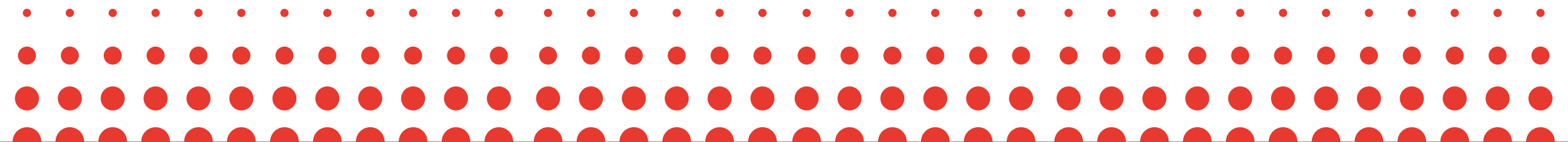


YELLOW



DIRECTLY FROM THE **COUNTRY** OF *beauty, sunshine,*
cheerfulness AND *enthusiasm...*



YELOW

AN **ENERGETIC, POSITIVE** AND **LIVELY** BRAND WITH A BEATING
Italian heart



Italian DNA

YELLOW IS **ITALIAN**.
FULL OF ITALIAN ENERGY AND PASSION, YELLOW
**INTERNALLY CREATES, FORMULATES
AND TESTS** ITS PRODUCTS, TO ACHIEVE
EXCELLENT RESULTS.

strong know-how

YELLOW OFFERS ALL THE GUARANTEES OF
ALFAPARF GROUP: THE N°.1 ITALIAN GROUP
IN PROFESSIONAL COSMETICS, EXPORTING THE
PASSION AND ART OF **BEAUTY** TO MORE THAN
80 COUNTRIES **FOR OVER 35 YEARS**.

excellence

EACH YELLOW PRODUCT IS THE KEY OR NEST
OF **ADVANCED TECHNOLOGY** THAT
USES THE **MOST PRECIOUS NATURAL
INGREDIENTS** FROM ALL OVER THE WORLD,
PROVIDING THE MAIN ACTIVE INGREDIENTS
FOR EVERY NEED.



YELLOW



authenticity and effectiveness

THE BEST OF PRODUCTS IN A **STREAMLINED,
EASY** AND **IMMEDIATE RANGE** TO OFFER
EVERYTHING HAIR STYLISTS AND CLIENTS NEED.

excellent price-quality ratio

YELLOW PRODUCTS MEET ALL CLIENTS' NEEDS,
GUARANTEEING MAXIMUM QUALITY AT EXTREMELY
COMPETITIVE PRICES.



an Italian heart with a passion for color

WITH GREAT PASSION WE HAVE CREATED **YELLOW COLOR**,
THE PERMANENT COLORING CREAM WITH A **rich** AND **high performing formula**.

WE OFFER ONLY THE MOST BEAUTIFUL COLORS,
IN **70 shades**.

WE WORK TO **bring color, cheerfulness**
AND **Italian passion to your salon**,
THROUGH THE TASTE AND AESTHETICS OF OUR IMAGES:
SPARKLING, POSITIVE, RICH IN ENERGY AND ENTHUSIASM.

Our **color formula:** YOU JUST NEED TO TRY IT!



Aloetrix

AN EXTRAORDINARY COMBINATION
BASED ON ALOE VERA, WHEAT PROTEIN
AND UV FILTER FOR **HAIR** THAT IS
SOFT AND SILKY TO THE TOUCH.

Argan oil

AN EXTRAORDINARY ELIXIR OF BEAUTY, USED AS A
BASIC COMPONENT FOR COSMETIC TREATMENTS
BY WOMEN THROUGHOUT THE WORLD.
FOR INCREDIBLY **LUMINOUS** AND **SHINY HAIR**.

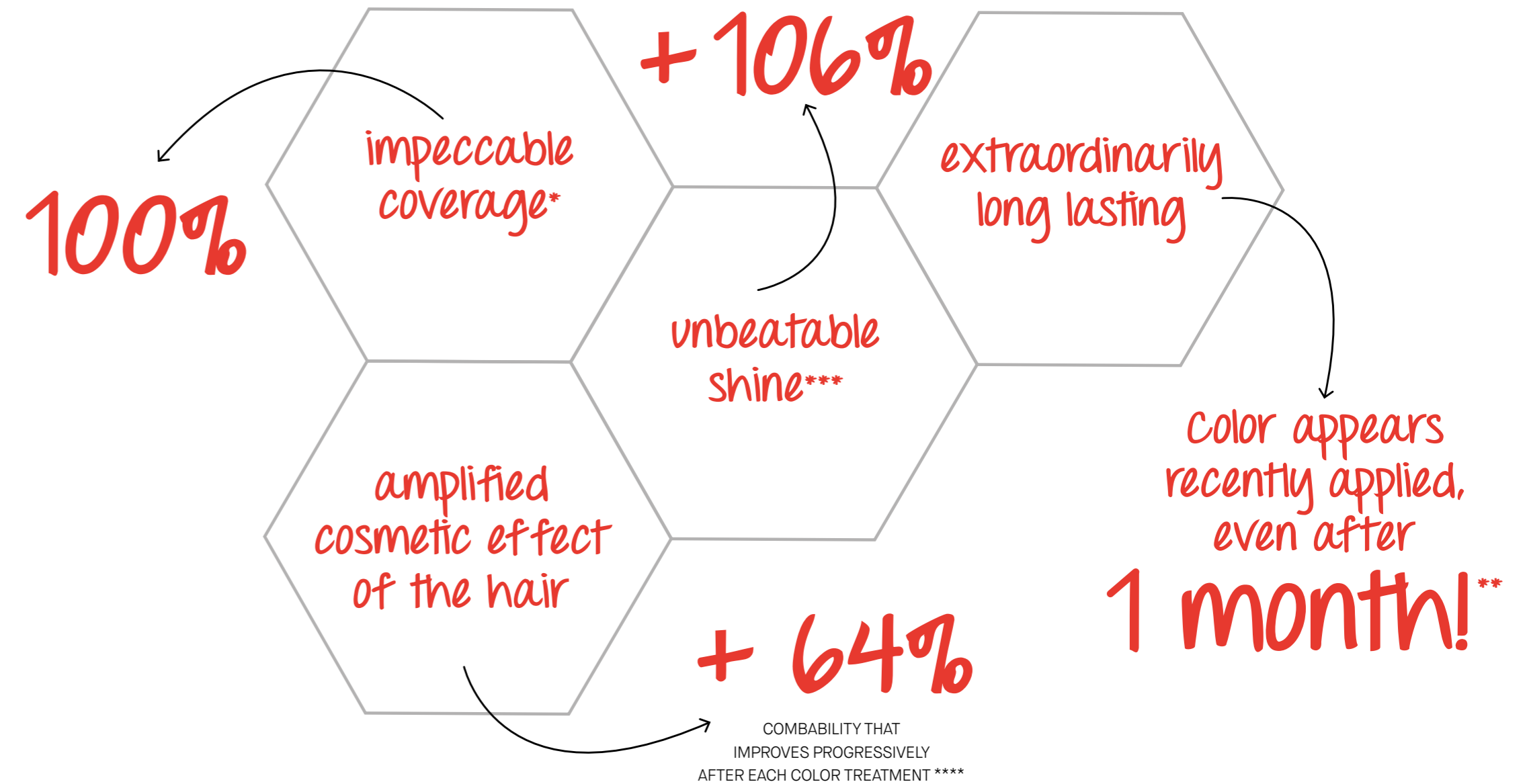
IN OUR COLOR WE ADD **ONLY THE MOST PRECIOUS NATURAL INGREDIENTS**
TO **care for the cosmetic effect in the hair.**

WE BALANCE THE QUANTITY OF OUR COLOURANTS PRECISELY, SHADE BY SHADE,
TO GUARANTEE AN **impeccable coverage of white/grey hair.**

We respect the hair fiber USING
ONLY A **SMALL ALKALINE AGENT CONTENT** IN OUR COLORS.



OUR **performance:** YOU JUST NEED TO SEE IT!



*APPLICATION TESTS ON MODELS. /**AFTER 12 SHAMPOOS, YELLOW COLOR KEEPS UP TO 80% OF COLOR INTENSITY, MORE THAN THE MAIN COMPETITOR. INSTRUMENTAL TEST ON OUR RED SHADE 5.66

*** HAIR TREATED WITH YELLOW COLOR GAINS UP TO +106% MORE SHINE THAN THE MAIN COMPETITOR. INSTRUMENTAL TEST ON RED SHADE 5.66.

**** IMPROVED COMBABILITY MEASURED ON DAMAGED HAIR, AFTER 3 TREATMENTS WITH YELLOW 5.66



OUR **shades:** YOU JUST NEED TO DISCOVER THEM!

naturals

ABSOLUTELY PERFECT FOR COVERING WHITE/GREY HAIR,
INCREDIBLY RICH AND VIBRANT WHEN USED ALONE.

DISCOVER THE VERSATILITY
OF OUR **NEW RICH NATURALS SERIES**.

browns

WHAT IS MORE CHIC THAN A BEAUTIFUL BRUNETTE?
DISCOVER ALL OUR SHADES, **FROM THE WARMEST
AND VELVETY HIGHLIGHTS, TO THE
COOLEST AND ASHY ONES.**

YOUR CLIENTS WILL BE EXCITED!

SERIES: SAND • BROWNS • ICED BROWNS • CHOCOLATE
COMPLETELY NEW: 8.32/6.37/7.37

blondes

SOME WANT IT GOLDEN, SOME WANT IT
ABSOLUTELY COOL: THE WORLD OF BLONDES
IS DEFINITELY THE MOST CONTROVERSIAL.
TO PLEASE ALL YOUR CLIENTS, WE HAVE SELECTED
OUR MOST BEAUTIFUL SHADE, **FROM WARM HONEY,
TO GOLDEN AND BEIGE.**

TO FALL IN LOVE, YOU JUST HAVE TO FIND OUT!

SERIES: GOLD • BEIGE
COMPLETELY NEW: 8.13

energy series

A REALLY SPECIAL SERIES THAT COMBINES
ALL THE **ENERGY OF THE LIGHTENING**
POWER WITH A **NEUTRALISING EFFECT**,
IDEAL TO RESOLVE THE MOST DIFFICULT SITUATIONS.

GIVE IT A GO, YOU'LL NO LONGER BE ABLE TO DO WITHOUT!
COMPLETELY NEW: 11.21

cools

NO MORE COPPER AND YELLOW HIGHLIGHTS IN THE HAIR!
OUR COOL SHADES - WITH DIFFERENT INTENSITY - MEAN
YOU CAN SAY GOODBYE TO UNWANTED RESIDUES
AND CAN VERY SIMPLY GET **EXTRA NATURAL RESULTS.**

SERIES: ASH • INTENSE ASH • PEARL • BLUE BLACK
COMPLETELY NEW: 9.1/10.1/6.11/7.11





reds

WHETHER IT'S A LIFE CHOICE OR AN IMPULSIVE DESIRE,
THE IMPORTANCE IS, THERE ARE NO LIMITS!

DISCOVER **OUR INCREDIBLE REDS,**
TODAY EVEN HOTTER AND MORE ORIGINAL.

SERIES: REDS • SUPER REDS
PURPLE REDS
COPPER • MAHOGANY

COMPLETELY NEW: 4.66S/5.66S/6.66S/5.26/6.26

THE *product range* YELLOW COLOR

PEROXIDE
ALSO IN THE ACTIVATOR,
WE ADDED **ARGAN OIL** AND **ALOETRIX**,
WITH SOOTHING AND PROTECTIVE
PROPERTIES!

PROTECTIVE OIL
YOUR ALLY IN CASE
OF **DAMAGED HAIR**
AND **SENSITIVE SCALP!**

PEROXIDE 30 VOL - 9%
ARGAN OIL & ALOETRIX
Stabilized peroxide cream
Aqua oxygenata stabilizzata in crema
Aqua oxygenada estabilizada en crema
Aqua oxygenada estabilizada cremosa
كريم بيروكسيد مستقر

PEROXIDE 30 VOL - 9%
ARGAN OIL & ALOETRIX
Stabilized peroxide cream
Aqua oxygenata stabilizzata in crema
Aqua oxygenada estabilizada en crema
Aqua oxygenada estabilizada cremosa
كريم بيروكسيد مستقر

COLOR
TUBE 100 ML

PROTECTIVE OIL
Pro-complex & Aloetrix
Scalp & Hair protector
Protector de cuero cabelludo y fibra capilar
Protector de cuir cabellure et fibre
وفي فروة و الياف الشعر

AN EXTRAORDINARY DOUBLE ACTION SERUM
FOR COLORING AND DECOLORING TREATMENTS

DIRECTLY APPLIED TO THE **SKIN, PROTECTING** AND
SOOTHING, GIVING AN IMMEDIATE SENSE OF COMFORT

MIXED WITH CREAM, IT HELPS TO **PROTECT THE HAIR FIBER**
WITH NO IMPACT ON THE COLORING OR DECOLORING
PERFORMANCE

6 X 13 ML GLASS VIALS
(WITH HANDY VIAL OPENER AND NOZZLE)

BOTTLE 1000 ML / 150 ML
VOLUMES: 10-3% / 20-6% / 30-9% / 40-12%

MIXING RATIO
YELLOW COLOR 1:1,5
YELLOW COLOR-ENERGY SERIES 1:2

Technical TOOLS AND communication MATERIALS

color chart

COMPLETELY RENEWED!
CAN BE DISPLAYED IN THE SALON
USING THE HOOKS PROVIDED



pocket color chart

ALL OUR SHADES IN A MORE
HANDY AND AMUSING FORM!



color bowl and color brush



disposable cape

30 PIECE KIT



poster

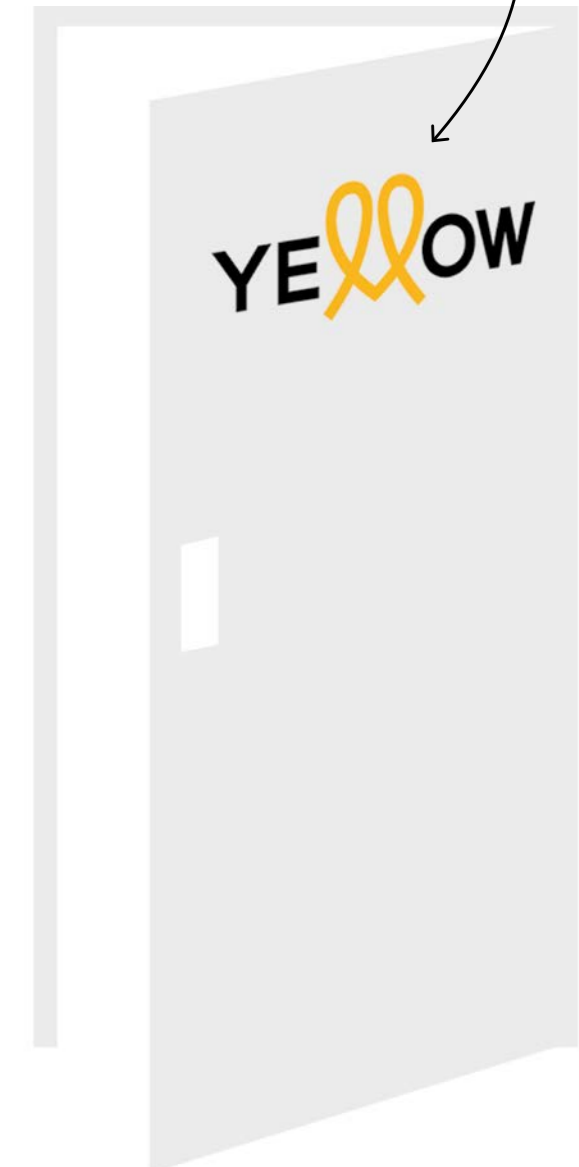
70X100



NEW EYE-CATCHING IMAGE,
PERFECT TO PROPOSE THE NEW YELLOW COLOR
TO ALL OF YOUR CUSTOMERS

sticker

PROUDLY SHOW YOU
BELONG TO THE
YELLOW FAMILY!



YELLOW *training*, COMFORTABLY IN YOUR *salon*

short videos

VIDEO CLIPS FOR **EASY, QUICK AND ACCESSIBLE LEARNING**: FIND OUT HOW TO BEST USE OUR COLOR.



Contents

- **WHY YELLOW COLOR?** COSMETIC TECHNOLOGY AND PERFORMANCE
- **YELLOW COLOR SECRETS:** ; ALKALINE AGENT, PROCESSING TIME AND OXIDISER CHOICE, LIGHTENING INTENSIFIER, WHITE/GREY HAIR COVERAGE
- **YELLOW COLOR CHART:** BROWNS, BLONDES, ENERGY SERIES, COOLS AND REDS

technical poster

TO HANG UP IN THE SALON FOR **TECHNICAL INFORMATION** AT YOUR HANDS



COMING SOON: *color care*



THE *perfect support for colored hair*, IN THE SALON AND AT HOME!
WITH *Goji berry* EXTRACT, TO PROLONG THE *color's intensity and shine*.

YE  OW

WE  ITALIAN STYLE

ALFAPARF
GROUP

