

YELLOW

— PROFESSIONAL —

PURE TONERS



Happiness is colorful



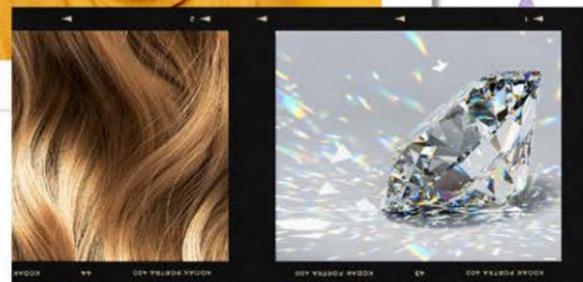
ALFAPARF
MILANO

Happiness is made of several shades of color,

emanating light and joy. It's like a roadtrip with your best friend.

So much to **talk about, lots of laughs and shared secrets,** moments when you want **your hair** to look its **best.**

Happiness is colorful



Perfect lightening - The ultimate desire

Think of all the clients who come to the salon wanting to give **their hair that special touch of light?**

Whether **blonde or brunette, straight or curly,** the thing that unites them is the desire to show off **fresh new colors pretty and delicate,** that allow them to still **maintain their own "hair identity"***

As you well know, the **secret to the most sophisticated results** is **toning.**

A step as quick as it is important, **to hydrate the hair and guarantee its dazzling radiance!**



PANTONE 2655C

*Beautystreams, 2021

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PURE TONERS

The new *toning* experience

PURE TONERS is the **ammonia-free range of demi-permanent colors** with an **intensive care effect**, to achieve your desired result, even in the most challenging situations.

Colors that offer pure tone and ultra-cosmetic results combined in a patented formula, that is gentle on the hair fiber, allowing you to:

- **tone** bleached hair and **neutralize** unwanted tones
- **create** original new tones
- **maintain** the color between highlight services

Create a “wow” effect **with radiant colors that last.**



Natural Origin

no animal ingredients
vegan

Shine

Patented formula

Long-lasting

Exclusivity and gentleness at the heart of the formula



*Instrumental tests on bleached hair, compared to non-treated hair.
 **Instrumental test on bleached hair, compared to the main competitor.
 ***Instrumental tests on bleached curly hair, compared to the same hair analysed prior to treatment with Pure Toners.

+51%
brightness**

Combability
+54%*

More hydrated
hair after
application*

Flawless
curls
with no
damage***

Engage their **senses** while assuring perfect **performance**... for **an unparalleled user experience!**
 Not one, not two, but **3 reasons that will make you fall in love with our Pure Toners!**

1) The **patented gel texture**, adding **sensory pleasure** to color services.

PATENTED FORMULA

What are the pros of this exclusive texture?
 ◦ **Quick and easy to mix** with the oxidant;
 ◦ **Improved adherence to the hair** during application and processing;
 ◦ **More even color** result.

2) The **extraordinary gentleness of the formula**, even when **tested on the curliest hair!**

What makes this formula so gentle?
 ◦ **MIPA**: an **alkaliser that is more respectful of the hair fiber**, compared to those commonly used in hair color. Instrumental tests show that after repeated applications the **fiber is subjected to less damage and cuticular erosion***.
 ◦ **FREE FROM**: ammonia, MEA, alcohol, resorcinol and silicones.

3) The **precious active ingredients of natural origin**, specifically selected to give an **intensive care effect**.



Quinoa



This "superfood" helps to **protect** and **intensively repair the hair**. It is also able to **improve color absorption** and **increase its longevity**.



Camellia Oil



This precious oil - in synergy with castor and green tea oils - **ensures the hair fiber remains hydrated, even after styling with hot tools**. For soft and shiny hair.

*Instrumental test on bleached hair.

Blonde or brunette, the most suitable shade for everyone



A combination of pure and delicate tones able to customize both natural-looking and more extreme blondes.

The shades:

- CREAMY SAND .31
- SWEET VIOLET .2
- PEARL DREAM .21
- METALLIC ASH .1

Use them to neutralize unwanted yellow-orange tones or enrich a color with new tones, increasing the brightness of your hair.

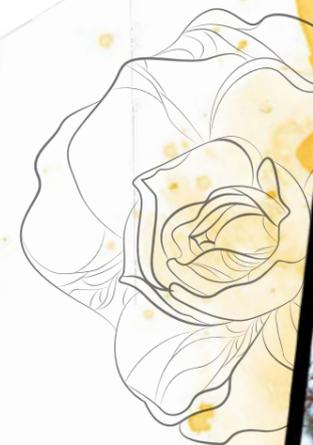


Intense pigments combine with natural shades to create depth and multidimensionality even on the darkest colors.

The shades:

- DUSTY GREY .17
- DEEP MATTE .7

Perfect to correct unwanted red tones and to maintain the color between highlight services.



Versatile and easy to use



Thanks to Pure Toners you can offer **new salon services** to your customers!

◦ **COLOR FILTER.**

It **neutralizes unwanted tones** after full head **bleaching** or highlighting services, also **renewing the hair's shine and softness**. For instantly Instagrammable hair!

◦ **COLOR GUARD.**

To keep the **color free from unwanted tones between highlights services** and providing the hair with **extra care. Perfect for curly and coily hair!**

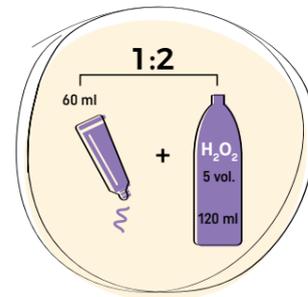
◦ **COLOR GAME.**

Creates **original new tones after bleaching** to bring your creativity to life.

◦ **COLOR STRAIGHT.**

Evens out or **neutralizes** a cosmetic color that has been altered by a **shape service**.

Step 1 mix



Step 2 color



Apply to damp or dry hair with a brush or bottle.

Processing time: 10 minutes. The processing time can be increased to 20 minutes for more intense results. Adjust the mixing ratio to 1:3 for a less intense result.

Step 3 shampoo time



Q&As

1. What are the characteristics of the Pure Toners alkalizer MIPA?

The special alkalizer in the formula is MIPA. It is an alkanolamine, easily biodegradable and gentler on the hair than traditional alkalizers. Less damage translates into greater shine and improved detangling.

2. Do Pure Toners cover grey hair?

No. Pure Toners do not cover grey hair. To do so, use permanent Color, which can also be combined with Tone-on-Tone Creator.

3. Does the Pure Toners formula have lightening power?

No. Pure Toners have no lightening power. To lighten the hair we recommend Color mixed with the appropriate Peroxide, according to the number of levels of lightening desired.

4. What happens if I leave Pure Toners on for more than 10 minutes?

Pure Toners create the result on the color chart in 10 minutes. Leaving them on for a longer time, up to 20 minutes, results in a more intense effect.

5. Can I use them with other peroxide strengths?

To achieve a result that is true to the color chart, we recommend using 5 volume Peroxide, in a 1:2 ratio. The mixing ratio can be changed to 1:3 to obtain a softer result.

6. Can Pure Toners shades be used after shape services?

Yes, they can be used after shape services, if you wish to neutralize the residual melanin. However, Color with Tone-on-Tone Creator should be used if you wish to deposit more than one level. The mixing ratio and processing time will depend on the desired result.

7. Can I mix a Pure Toners shade with Yellow Professional Permanent Color?

Pure Toners are demi-permanent colors, and can only be mixed with 5 volume Peroxide in a 1:2 ratio. They cannot be mixed with permanent color.

8. Can I mix Pure Toners with Tone-on-Tone Creator?

The Pure Toners formula is demi-permanent, therefore there is no need to mix them with Tone-on-Tone Creator.

9. When should I choose Tone-on-Tone Creator and when should I choose Pure Toners?

Pure Toners were created to neutralize unwanted tones, however they can also be used to create innovative new colors, by taking advantage of the different melanin residues in the hair. Consult the color chart!

Use Color + Tone-on-Tone Creator to refresh color and maintain tonal fidelity between the roots and the lengths. It can even be used after a straightening treatment, or as a first introduction to color.

Tone-on-Tone Creator changes the pH of the permanent color, without affecting the coverage and intensity of tone. Therefore, it can be used both to blend and/or cover up to 100% grey and to even out the color.



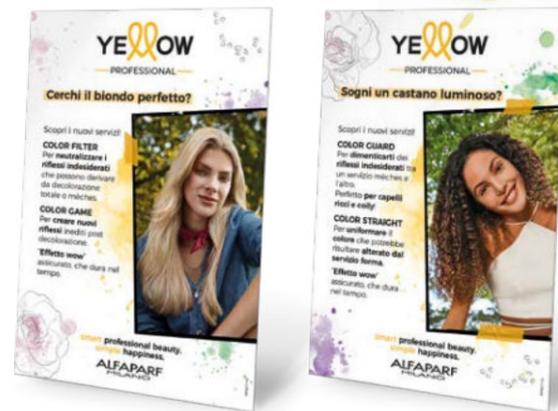
Our support materials



POSTER

70 x 100 cm

With the new line images, spontaneous and joyful, just like Yellow's style.
PP027103



DESK DISPLAY

(2PCs KIT)

Very useful to display new services and line claims.
PP027113



PURE TONERS COLOR CHART

Including the color results on the various melanin residues.
PP027098

SHELF POP UP

To make the new launch clearly visible on the shelf.
PP027109



PURE TONERS TECHNICAL CHART

To be displayed in the salon so that the technical information is always easily available.
PP027105

TECHNICAL BOOK

All the secrets of Yellow technical products, contained in a single manual.
PP027125



BOTTLE

A practical tool that makes it easier to apply Pure Toners at the basin.
PP027132



VIDEOCLIPS

Minivideo to quickly and easily learn how to best use Pure Toners.
Find it in the education section of the Yellow website and on YouTube!



New technical materials, now more sustainable!

CUT CAPE
PP027097



COLOR APRON
PP027096



BRUSH*
PP027094



BOWL*
PP027093



DISPOSABLE COLOR GOWNS
(kit 30 pcs) PP027095



A sustainable choice
made with recycled material to reduce plastic consumption, without sacrificing the quality and durability of the items.



And for perfect lightening,
Bleach is a must for your salon!

Discover it in its **new sustainable pack**, with the **same winning performance** you trust.



BLEACH 9 LEVELS OF LIFT
also available in box sachet 12 pcs x 50 g

The advantages over the previous pack:

- Fewer components
- -50% CO₂ eq emissions in packaging production by switching from a jar to a bag
- Instruction sheet replaced by QR code, to reduce paper consumption

The new pouch, practical and easy to use, ensures protection from light and humidity.

*Non-definitive images

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smart professional beauty.
simple happiness.

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