

YELLOW STYLE

Hair that always looks good,
with style and energy!



All our skills in the new styling range
that offers you a **long-lasting hold**,
taking care of your hair 24/7.

YELLOW STYLE

WE  ITALIAN STYLE

ALFAPARF
GROUP

PR021004
8 12723 012135

ALFAPARF
GROUP

YELLOW STYLE

Today everything is about style!

Flawless, whimsical or tousled,
**every look is aspired to tell the world
who we want to be.**

But **54%**
of women*
and **22%**
of men**

think that styling products
can **damage their hair**,
**causing hair loss
or thinning.**

With **YELLOW**, you won't need to worry about
damaging your hair!

*STEPHENSONPERSONALCARE.COM, 2017 / **MINTEL, 2017

An incredibly complete formula...

...that lasts all day

PERFECT LOOK FOR

8 hours*

even in **extreme humidity** (70-80%), thanks to our **special and ultra-strong resin**.

...with an energy source, directly from nature!

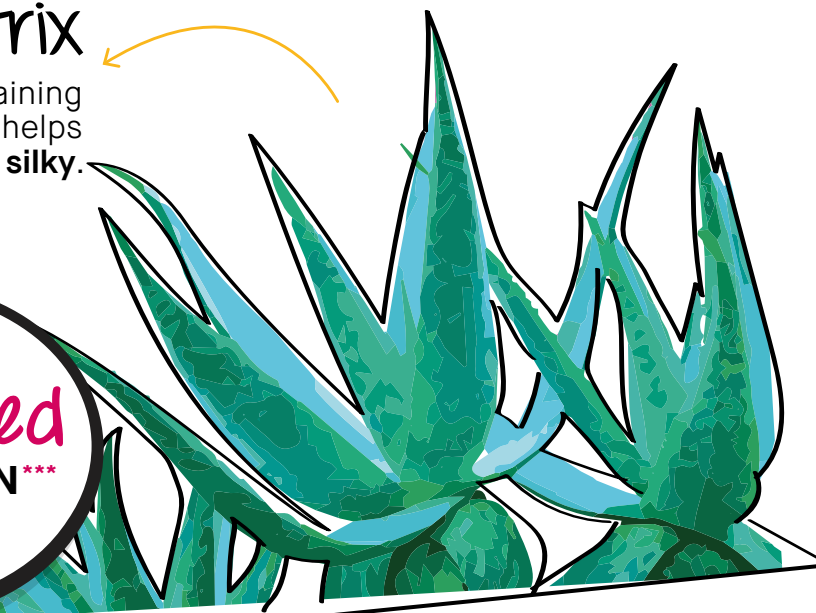


Green Coffee

It's a fantastic natural ally for our hair's vitality, thanks to its energizing and protective properties. Its oil, rich in **Omega 6** fatty acids and **Vitamin E**, helps to **protect the hair from dehydration, preventing its impoverishment**.

Albetrix

An extraordinary complex containing Aloe Vera and Wheat Proteins that helps make the **hair soft and silky**.



BETTER STYLING

+135%**

Enhanced
HYDRATION***

Average value measured after five treatments with Yellow Style products. After rinsing, hair combability is improved. *Instrumental test conducted on Yellow Style Curl & Mold Activator.

A range that doesn't go unnoticed, just like your look!

THAT'S
MATTE!



MATTE PASTE

●●●● STRONG HOLD
Perfect paste for creating a matte finish; **easily moldable**, it is **suitable for sculpting or create tousled looks**.
How to use: rub between your hands, to warm and soften the product. Apply to dry or towel-dried hair. **100 ml jar**

INDESTRUCTIBLE
LOOK!



EXTRA STRONG HAIRSPRAY

●●●● EXTRA STRONG HOLD
Hairspray for extreme, long-lasting hold; **sculpts every look, boosting volume and shine**. Leaves no residue.
How to use: spray on dry or slightly damp hair. Apply to the roots to maximize volume. **500 ml spray**

WOW,
BRILLIANT!



SHINE WAX

●●●● STRONG HOLD

Extra shiny wax; **holds hair in place**, without drying or leaving residue. **Easily restyled**.
How to use: rub between your hands. Apply to dry or towel-dried hair. **100 ml jar**

CURL
LOVER!



CURL & MOLD ACTIVATOR

○○○○ NO HOLD

Cream curl activator; **defines curls naturally without weighing them down**, leaving them soft and voluminous. It **fights frizz**, even in the presence of high humidity*.
How to use: apply to damp hair, refining each curl. Do not rinse. Let it dry naturally. **250 ml bottle**

SO STRONG!



STRONG HAIRSPRAY

●●●● STRONG HOLD

Hairspray for long-lasting results; **naturally holds without sculpting, creating shine** and allowing hair to move freely. Leaves no residue.
How to use: spray on dry or slightly damp hair. Apply to the roots to maximize volume. **500 ml spray**

NATURALLY
STRONG!



There is never a wrong time
to talk about style

A practical **desk display**
featuring our range; easily positioned anywhere in your salon.



WHILE CUSTOMERS WAIT, WHY
NOT MAKE THEM CURIOUS
ABOUT STYLING PRODUCTS?



BEFORE LEAVING THE SALON,
RECOMMEND THE RIGHT
PRODUCT FOR THEM!



WHEN CREATING YOUR
LOOKS, INVITE THEM TO TRY
THE PRODUCT!

*Instrumental tests conducted at 23°C, with 70-80% relative humidity.