

YE  OW

SILVER

ALFAPARF
GROUP

Blonde OR gray? WHAT'S IMPORTANT IS THAT YOUR HAIR IS super cool!

HAIR IS THE TRUE STAR OF NEXT SEASON*...

...BUT yellow tones ARE ALWAYS LURKING!

what are the causes?

Blonde
with cool tones

➤ A MUST-HAVE FOR
38% OF **YOUNG WOMEN**
FROM ALL AROUND THE WORLD**.

Gray
with ultra natural
shades

➤ A TREND WHICH IS A HIT
ON INSTAGRAM AMONG **MILLENNIALS**,
AND THAT IS ALSO CONQUERING
57% OF THE WOMEN
OF THE **"AGELESS GENERATION"*****.

RESULT OF A
BLEACH SERVICE



TEMPERATURE OF
BLOW DRIER AND FLAT IRON



INTERNAL AND EXTERNAL
POLLUTION



*WGSN.COM, 2018 / **ALLURE.COM, 2018 / ***COSMOPOLITAN.COM, 2019

* LAB TEST CARRIED OUT ON BLEACHED HAIR, HAIR THAT UNDERWENT EXPOSURE CYCLES TO ENVIRONMENTAL POLLUTANTS.

YELLOW SILVER,
*ready for
a cool party!*



YELLOW SILVER

ALLOWS YOU
TO EXPAND
SALON SERVICES!

THE NEW YELLOW LINE IS PERFECT TO **GET RID OF
BRASSY AND YELLOW UNDERTONES.**

IDEAL FOR COOL BLONDES,
BLEACHED, WHITE OR GRAY HAIR!

*...Provide the cool tones
that your clients are looking for!*

Nature IS OUR SECRET “double weapon” AGAINST BRASSY UNDERTONES



Açaí Berries

THIS **SUPERFOOD** WITH AN **INTENSE PURPLE COLOR**, A COMPLEMENTARY COLOR OF YELLOW TONES, **ACTS MORE INTERNALLY ON THE CAUSES** LEADING TO **HAIR YELLOWING**.



Rose of Jericho

USED IN HOUSES TO FIGHT UNPLEASANT ODORS AND SMOKE, **FOR HAIR IT CREATES AN EXTERNAL SHIELD TO PROTECT FROM YELLOWING CAUSED BY DAILY POLLUTION.**



External protection

3 products FOR ICY RESULTS

SHAMPOO

WHILE IT **CLEANSSES**, ITS VIOLET PIGMENT **REMOVES THE YELLOW/ORANGE TONES**, RESTORING THE DESIRED COLOR TO THE HAIR. USE ONCE OR TWICE A WEEK.

FOR SALON AND HOME USE.
500 ML BOTTLE



CONDITIONER

IT **GIVES EXTREME SOFTNESS** TO THE HAIR WHILE ITS VIOLET PIGMENT **REMOVES THE YELLOW/ORANGE TONES**, RESTORING THE DESIRED COLOR. USE ONCE OR TWICE A WEEK.

FOR SALON AND HOME USE.
500 ML BOTTLE



PURE SILVER

SUPER NEUTRALIZER

ULTRA CONCENTRATED VIOLET/ASH PIGMENT, THAT PERFECTLY NEUTRALIZES THE MOST RESISTANT BRASSY TONES. USE DURING SALON SERVICES FOR CUSTOMIZED RESULTS.

LET'S DISCOVER...
FOR SALON USE ONLY.
100 ML BOTTLE

...WHEN FACED WITH *difficult challenge,* *Super Neutralizer* COMES TO YOUR RESCUE!

Pure Silver:
*the ally you can't
live without!*
THIS IS WHAT IT CAN DO...

ENHANCE THE NEUTRALIZING EFFECT
OF **SILVER SHAMPOO** AND **CONDITIONER**

CUSTOMIZED CARE SERVICES,
TO MEET THE MULTIPLE NEEDS
OF YOUR CLIENTS

MAKE TECHNICAL SERVICES RICHER
WHILE MAINTAINING AN EXCELLENT
LEVEL OF PERFORMANCE



IMPROVE AND CUSTOMIZE **CARE SERVICES**

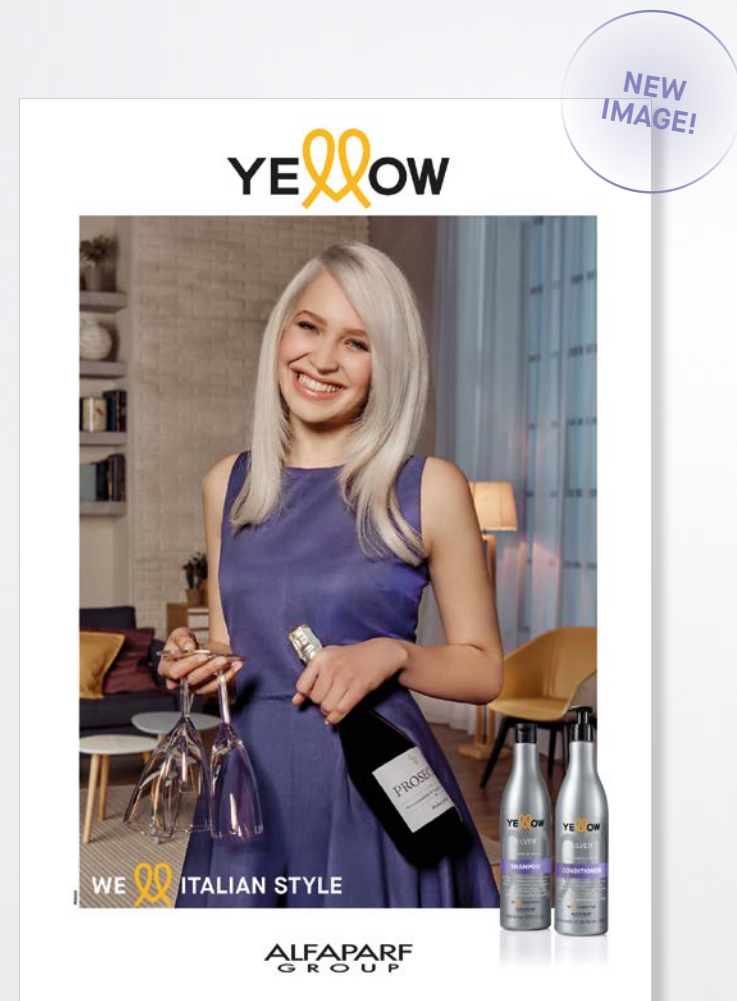


ENRICHED **TECHNICAL SERVICES**

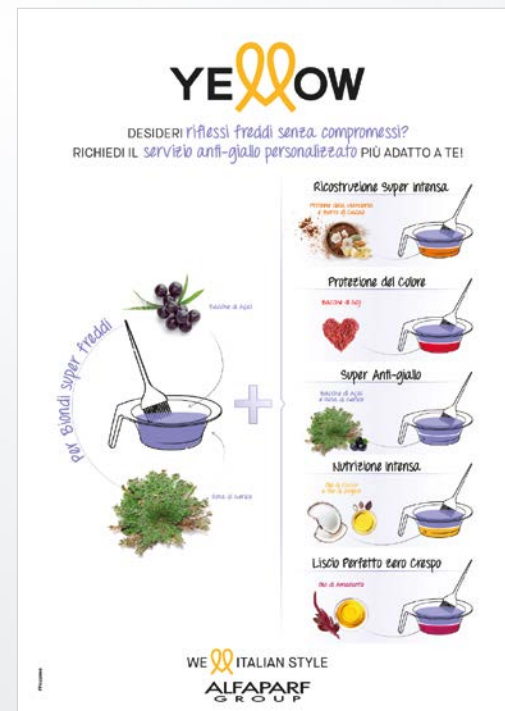


IN SALON *support*

DISCOVER THE *range* OF *yellow super heroes*...



Poster
70 X 100 CM



Desk Display
PROMOTE YELLOW SILVER AS A CUSTOMIZABLE
IN-SALON AND AT-HOME SERVICE

Education Material



PURE SILVER

CONCENTRATED VIOLET ASH BOOSTER



TONE-ON-TONE CREATOR

FROM A PERMANENT COLOR TO TONE-ON-TONE COLOR



BOND HERO

PROTECTIVE AND RESTRUCTURING BOOSTER



Life just go easier!

IN ONLY ONE STEP YOU CAN BROADEN THE RANGE OF SALON SERVICES AND CUSTOMIZE ALL TREATMENTS.

YELLOW

YELLOWALFAPARFGROUP.COM



WE  ITALIAN STYLE

ALFAPARF
GROUP

