

YE  OW

COLOR CARE

ALFAPARF  
GROUP

## Color fading: what to do?

The **75%** of women  
around the world  
*have colored  
hair\**.

Having **long-lasting  
bright, vibrant and intense  
hair color** is one of the main  
*beauty goals* that  
satisfy every customer.

But **without** the appropriate  
**care products**, even the  
most beautiful and vibrant  
**color** quickly **fades** and  
loses its intensity after the  
first washings\*\*.

\*Statisticbrain.com, 2016

\*\*Instrumental test conducted on a generic market hair color and a basic treatment, consisting of shampoo and conditioner.

# YELLOW

## COLOR CARE

In the salon or at home,  
the **complete** color care line which  
will finally make  
your customers happy!

Yellow Color Care originates  
from our **extraordinary formulas**,  
specially designed to

*enhance* and *preserve*  
*intensity* and *vibrancy*  
*of each cosmetic color*  
*over time.*

Discover and get to know the full range of  
Color Care!





## An elixir of life at the heart of the formula

### Goji Berries

Original from Tibet, these berries are considered to be an elixir of life.

Rich in vitamins, sugars, minerals and proteins, they help slow down oxidation to prolong color intensity



Color still fresh after **1 month!**\*

Enhanced shine: **+ 41%** after just one treatment\*\*

\*After 12 washes, colour maintains over 85% of its intensity. Average value calculated on results of instrumental test conducted on Yellow Color Permanent shades 5 and 8, with Yellow Color Care full treatment.

\*\*Instrumental test conducted on Yellow Color Permanent shade 7.66 with Yellow Color Care full treatment compared to basic shampoo and conditioner treatment.

## Maximum performance with only 3 products



1

### SHAMPOO

Gently cleanses maintaining highlight intensity and shine day after day. Eliminates alkaline residue from color treatment and seals the cuticles.

500ml bottle and **new size 1500 ml**

2

### MASK

Regenerates and intensely nourishes colored hair. Helps to prolong highlight intensity and keep hair shiny and soft.

500ml jar and **new size 1000 ml**

3

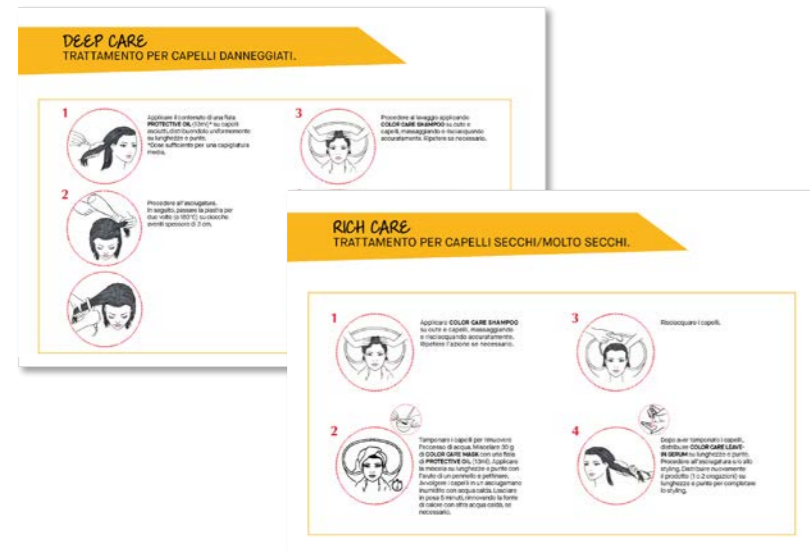
### LEAVE-IN SERUM

Extraordinary, ultra-light serum that seals cuticles and helps to prolong color intensity and shine. Protects hair from aggressive external agents, such as heat sources and sunlight. Contains UV filter.

Perfect for pre-styling on wet hair or as finishing on dry hair!  
150 ml bottle

# How we support your work

## New salon services



Two new services to **pamper your customers** and create more business\*

1. **Rich Care:** dry/very dry hair treatment
2. **Deep Care:** damaged hair treatment.

\*Color Care services require the use of Protective Oil (in glass vials)

## New image



### Poster (70x100)

The typical Italian sunshine and spirit captured in an image that will help you **promote color care** in your salon.

# YELOW

Cosmetic color care starts by choosing a **high-performance color.**



Exclusive formula with **Aloetrix** and **Crystallized Micropigments** enriched with precious **Argan Oil**. Thanks to its low alkaline agent content, it lightens and colors very gently, ensuring **maximum protection for your hair's natural balance.**

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