

YE  OW

 CURLS 

ALFAPARF
GROUP

Keyword: authenticity



WOMEN ARE INCREASINGLY
LOOKING FOR AN **AUTHENTIC
APPROACH TO BEAUTY:**
THEY WANT TO FEEL SPONTANEOUS
AND NATURAL; IN A FEW WORDS,
BE THEMSELVES*.

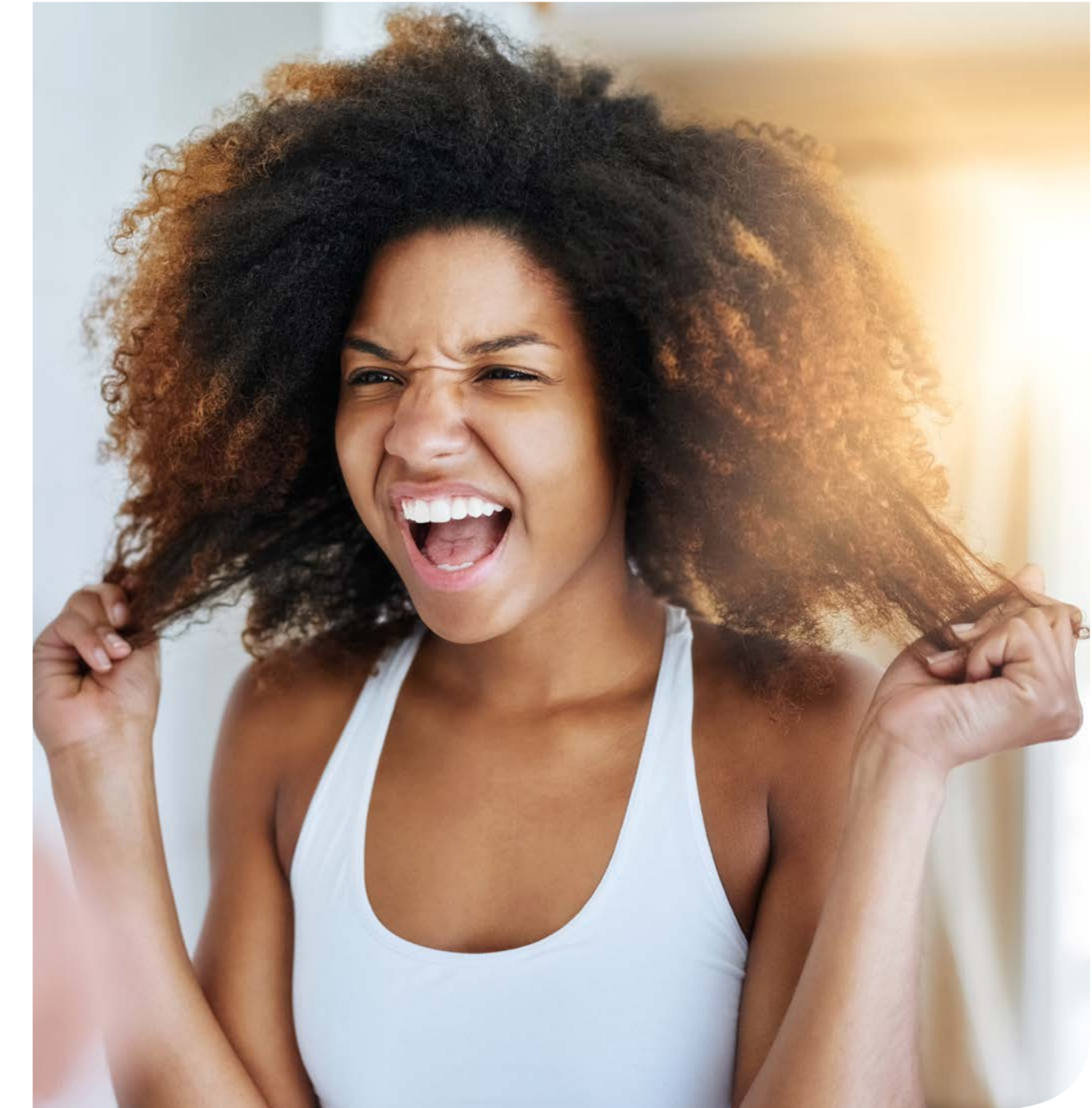
**... EVEN WHEN IT COMES TO THEIR
HAIR!**

THIS IS WHY, RECENTLY,
NATURALLY WAVY AND CURLY HAIR
IS CELEBRATED; YOU JUST NEED
TO KNOW HOW TO FLAUNT IT.

CURLS OUT OF *control?*

EVERYBODY KNOWS THAT **TAMING
CURLY AND WAVY HAIR IS NOT
ALWAYS EASY...**
OFTEN IT APPEARS DRY
AND DEHYDRATED,
FRIZZY AND UNRULY.

*But Yellow
has the solution!*



YELLOW CURLS,
curls are
our specialty!



YELLOW

FOR OVER 20 YEARS WE HAVE BEEN TAKING CARE
OF WOMEN'S HAIR ALL OVER THE WORLD.

CURLS, IN PARTICULAR, **EMBODY OUR EXPERTISE**;
A PASSION THAT WE HAVE ALSO TRANSMITTED TO
HAIRDRESSERS, THANKS TO **EXTENSIVE TRAINING**.

DISCOVER OUR **NEW SERVICES DEDICATED
TO ALL KINDS OF CURLS**, FROM CUT TO COLOR,
INCLUDING THE RULES TO TAME THEM IN THE BEST WAY POSSIBLE,
USING THE **NEW YELLOW CURLS PRODUCTS**.

For curls always in tip-top condition!

THE RULES FOR *perfect curls...*



**WAVY, CURLY, VERY CURLY,
COILY, FINE OR THICK HAIR...**
EVERY CURL IS DIFFERENT
AND SO ARE ITS NEEDS..

OUR SPECIALTY IS PRECISELY
TO HELP YOU OFFER YOUR
CUSTOMERS AN **EXCELLENT
SERVICE, AT THE SALON
AND AT HOME!**

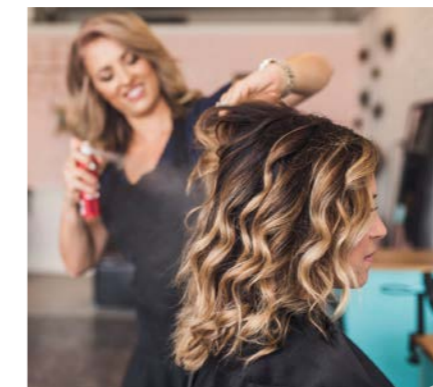
THANKS TO OUR *education*

NEW!

"Curls Specialist" workshop cut, colour and styling

A COURSE TO GAIN EXPERTISE ON THE WORLD OF CURLS
AND TO DEEPEN ALL-ROUND KNOWLEDGE.

BASIC LEVEL – 1 DAY



Curls services

STEP-BY-STEP BROCHURE DEDICATED TO
ALL TYPES OF CURLY HAIR, TO MEET THE
NEEDS OF ALL YOUR CUSTOMERS.



"Curls Tips" Micro video

CONTAINS **EVERYTHING YOU NEED TO KNOW ABOUT
CURLS**, WITH PRECIOUS KNOWLEDGE FOR YOUR
CUSTOMERS.

Find out more in our education
on the Yellow website!



**SMART AND
ACCESSIBLE
FOR FREE**

THE *Yellow Curls* RANGE

THE REAL *secret to beautiful* CURLY HAIR

LOW SHAMPOO

SULFATE FREE

CLEANSES WHILE PROVIDING HYDRATION* AND DEFINITION. USE AT THE SALON AND AT HOME.

500 ML BOTTLE.

LEAVE-IN CREAM

LEAVE-IN CREAM FOR DEFINED HAIR WITH A NATURAL EFFECT. HYDRATES* AND TAMES WITHOUT WEIGHING THE HAIR DOWN, WHILE PROTECTING FROM THE HEAT OF THE HAIRDRYER. USE AT THE SALON AND AT HOME.

WAVY AND CURLY (FINE/MEDIUM HAIR)

250 ML TUBE.

OIL

MY BEAUTY SECRET

ANTI-FRIZZ BOOSTER TO BE APPLIED BEFORE DRYING OR EVERY DAY ON DRY HAIR. PROVIDES INTENSE HYDRATION*, DEFINITION AND SHINE. USE AT THE SALON AND AT HOME.

125 ML BOTTLE.

MASK

PARTICULARLY RICH IN ACTIVE INGREDIENTS, IT IS PERFECT FOR PROVIDING INTENSE HYDRATION* AND DEFINITION. USE AT THE SALON AND AT HOME.

500 ML JAR.

CONDITIONER

DELICATE TEXTURE THAT HYDRATES* AND DEFINES THE NATURAL MOVEMENT OF HAIR, TAMING IT WITHOUT WEIGHING IT DOWN. USE AT THE SALON AND AT HOME.

500 ML BOTTLE.

LEAVE-IN PUDDING

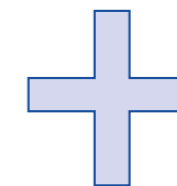
LEAVE-IN CREAM WITH ULTRA SILKY TEXTURE THAT PROVIDES DEFINITION, INTENSE HYDRATION* AND PROTECTION FROM THE HEAT OF THE HAIRDRYER. USE AT THE SALON AND AT HOME.

CURLY AND VERY CURLY (MEDIUM/THICK HAIR)

500 ML JAR.

DEFINITION, HYDRATION AND ANTI-FRIZZ

A PRECIOUS OIL TO BE USED IN COMBINATION WITH ALL YELLOW MASKS, FOR A CUSTOMISED SERVICE THAT WILL MEET EVERY NEED.



INTENSE HYDRATION AND ANTI-FRIZZ ACTION



INTENSE RECONSTRUCTION



COLOUR PROTECTION



NOURISHMENT



ANTI-YELLOW EFFECT

MIXING RATIO 1:2:

1 PART OF YELLOW CURLS OIL + 2 PARTS OF MASK

*INSTRUMENTAL TEST ON THE YELLOW CURLS TREATMENT.

FORMULAS WITH **100% natural** INGREDIENTS...



MANGO BUTTER AND BAOBAB OIL ARE COMBINED IN A **PRECIOUS MIXTURE** PARTICULARLY SUITABLE FOR CURLY HAIR, OFTEN DRY AND FRIZZY, TO PROVIDE **INTENSE HYDRATION AND SHINE** WHILE TAMING IT.

... and sustainable!



THE MANGO BUTTER EXTRACTION PROCESS ONLY USES **RENEWABLE RESOURCES** AND **MINIMISES THE GENERATION OF WASTE.**



THE FRUITS OF THE BAOBAB ARE **HARVESTED BY HAND** AND THE PROCEEDS ARE USED TO **FUND THE WORKS AND THE EDUCATION OF THE PEOPLES** TAKING CARE OF THE HARVEST.

...FOR **curls always** IN PERFECT **condition!**

GOODBYE FRIZZ
-75%*
UP TO 4 DAYS,
EVEN IN CONDITIONS OF
EXTREME HUMIDITY (80%)*

ULTRA-HYDRATED HAIR
+86%**

VOLUME REDUCTION
-48%**

YOUR CUSTOMERS' **curls** HAVE NEVER BEEN SO **bouncy**!**

*AVERAGE VALUE OF INSTRUMENTAL TEST ON YELLOW CURLS TREATMENT COMPARED TO GENERIC SHAMPOO.
**INSTRUMENTAL TEST ON YELLOW CURLS TREATMENT COMPARED TO GENERIC SHAMPOO.



ABOUT the yellow curls world!



NEW IMAGE!



Poster
70 X 100 CM

Consumer Leaflet
OUR SECRETS FOR ALWAYS PERFECT CURLS!

Desk Display
TO INTRIGUE YOUR CUSTOMERS
AND PUSH SALES.

Shelf Pop up
TO MAKE THE RANGE CLEARLY VISIBLE ON THE SHELF.

Q&As

1. What type of curls is the Yellow Curls range suitable for?

The Yellow Curls range is specifically designed to take care of **wavy to very curly** hair. It is also suitable for those with a perm and who therefore need to **control their hair in the best way possible**, to maintain the cosmetic effects created with the salon treatment.

2. How is the type of curls classified?

Wavy hair

Wavy hair features S-shaped waves

Wavy hair

Curly hair has defined, bouncy spiral curls or ringlets

Wavy hair

Coily hair features the typical tight spiral coils

3. What are the features of Yellow Curls Low Shampoo?

Yellow Curls Low Shampoo features the LOW formula which is specifically designed for **wavy or curly hair**: it contains gentle surfactants, and therefore it is less stressful for this type of hair, which is often frizzy and dry.

4. When do I use Yellow Curls Leave-in Cream and when do I use Yellow Curls Leave-in Pudding?

Yellow Curls Leave-in Pudding is used to define and tame **thicker** hair; while **Yellow Curls Leave-in Cream** is ideal for hydrating and defining **fine** hair.

5. What is the best method to apply Yellow Curls Leave-in Cream and Leave-in Pudding to get perfect curls?

To **encourage the natural movement of the curls**, it is recommended to distribute a generous amount of **Yellow Curls Leave-in Cream** or **Leave-in Pudding** evenly over lengths and ends on very wet hair, smoothing it down with your fingers.

6. Is it advisable to mix Yellow Curls Oil with Yellow Curls treatment products?

The use of **Yellow Curls Oil** is particularly recommended to give **greater definition** to curls with **Yellow Curls Conditioner or Mask** (3g of Oil and 30g of Mask or Conditioner); also, on hair that needs **volume reduction** it is recommended to mix 3g of Yellow Curls Oil with 30g of **Yellow Curls Leave-in Cream**.

7. Is it possible to mix Yellow Curls with Curl & Mold Activator of the Style range?

Yes, it is recommended to **apply Curl & Mold Activator** with **Yellow Curls Leave-in Cream** in equal amounts to **control the volume** of **very curly hair**.

8. What type of drying method is most suitable for curly hair?

Ideally, to maintain the natural shape of the curls one should use diffused heat **sources at low temperatures**.

9. How is the definition of the curls reactivated the day after the Yellow Curls treatment?

The day after washing, to revive the curls, **moisten the hair** using a spray bottle then spread **Yellow Curls Oil** on lengths and ends, from 4 to 6 pumps on **thick** hair, from 2 to 4 pumps on **fine** hair.

10. Can Yellow Curls services be customised?

We recommend using **Yellow Curls Oil** in combination with **all Yellow masks** for a multitasking and customised service. **Recommended mixing ratio 1:2** (10ml of Yellow Curls Oil and 20ml of Mask).

FOR EVERY NEED, DISCOVER *the Yellow family!*



COLOR CARE

SHAMPOO - BOTTLE 500 ML / 1500 ML
MASK - JAR 500 ML / 1000 ML
LEAVE-IN SERUM - BOTTLE 150 ML



STAR

INTENSIVE SHINE SERUM - 6 VIALS X 13 ML
LEAVE-IN SHINE INFUSION - 6 VIALS X 13 ML



SILVER

SHAMPOO - BOTTLE 500 ML
CONDITIONER - BOTTLE 500 ML
PURE SILVER - BOTTLE 100 ML



EASY LONG

SHAMPOO - BOTTLE 500 ML
CONDITIONER - BOTTLE 500 ML
TONIC - BOTTLE 125 ML



NUTRITIVE

SHAMPOO - BOTTLE 500 ML / 1500 ML
MASK - JAR 500 ML / 1000 ML
LEAVE-IN CONDITIONER - TUBE 250 ML
OIL - BOTTLE 125 ML



REPAIR

SHAMPOO - BOTTLE 500 ML / 1500 ML
CONDITIONER - BOTTLE 500 ML
MASK - JAR 500 ML / 1000 ML
BOND HERO - BOTTLE 100 ML



LISS

SHAMPOO - BOTTLE 500 ML
CONDITIONER - BOTTLE 500 ML
MASK - JAR 500 ML
MULTI-BENEFIT - BOTTLE 150 ML

YELLOW

YELLOWALFAPARFGROUP.COM



WE  ITALIAN STYLE

ALFAPARF
GROUP

