

YE  OW



LISS
KERATIN SMOOTHING TREATMENT

ALFAPARF
GROUP

Perfectly smooth hair... for months

EVERY DAY A WOMAN SPENDS ABOUT 55 MINUTES* IN FRONT OF THE MIRROR CRAFTING HER LOOK.

WOMEN WHO WANT PERFECTLY SMOOTH HAIR KNOW... THAT HAVING *sleek, frizz-free hair* REQUIRES TIME AND EFFORT EVERY MORNING.

DISCOVER OUR *quick, easy and safe straightening system...* TO SIMPLIFY YOUR CUSTOMERS' LIFE EVERY MORNING... *for months.*



YELLOW
LISS

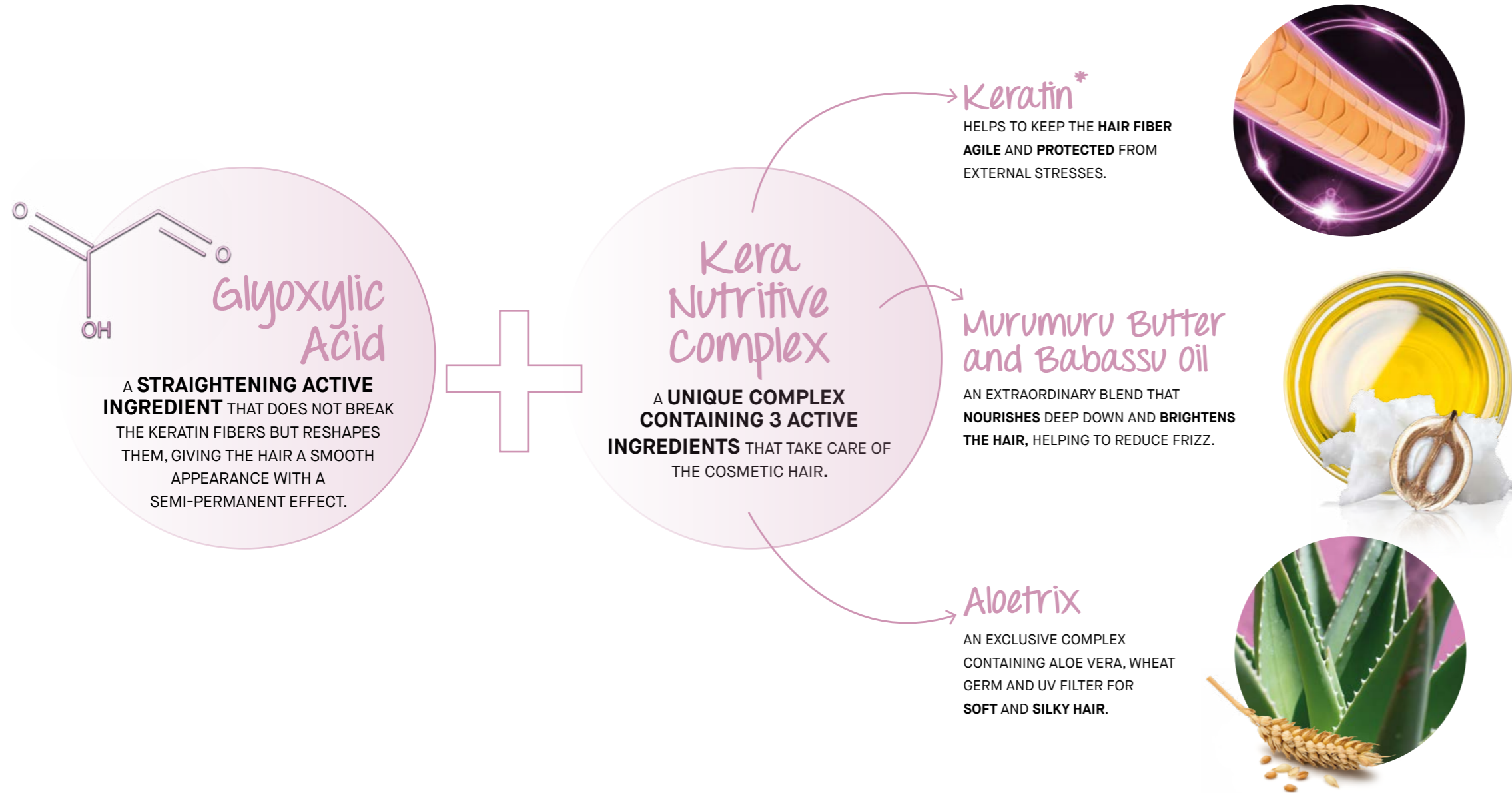
Keratin Smoothing
Treatment

PROGRESSIVE SMOOTHING TREATMENT
MOUSSE:

- 1 SMOOTH AND TAMED HAIR WITH **NO FRIZZY EFFECT UP TO 2-3 MONTHS***;
- 2 FOR **ALL HAIR TYPES**;
- 3 **COMPLETELY SAFE** FOR THE PROFESSIONAL AND THE CLIENT;
- 4 HANDY DISPENSER FOR **QUICK AND EASY APPLICATION**.

THE **ingredients** OF PERFECT, LONG-LASTING SMOOTHNESS

WITH OVER 35 YEARS EXPERIENCE, FROM THE ALFAPARF GROUP RESEARCH AND DEVELOPMENT LABORATORIES, A SAFE FORMULA FOR BOTH THE PROFESSIONAL AND THE CUSTOMER.



* PROTEIN THAT REPRESENTS ABOUT 90% OF THE HAIR STRUCTURE.

MAXIMUM PERFORMANCE IN A CONVENIENT **kit**



*FROM 2 TO 3 APPLICATIONS DEPENDING ON THE HAIR TYPE

STEP 1 SHAMPOO

CLEANSES AND DETANGLES THE HAIR PERFECTLY. HELPS OPEN UP THE CUTICLES TO BETTER **PREPARE** THE HAIR FOR THE **STRAIGHTENING TREATMENT**.
60 ML BOTTLE.

STEP 2 SMOOTHING MOUSSE

TEMPORARILY RESHAPES THE ARRANGEMENT OF THE **KERATIN CHAINS WITHOUT BREAKING THE DISULFIDE BONDS**, ALLOWING THE HAIR TO GRADUALLY TAKE ON THE SMOOTH SHAPE.
150 ML BOTTLE.

STEP 3 MASK

NOURISHES THE HAIR **INTENSELY**, LEAVING IT NATURALLY SOFT AND SILKY.
75 ML TUBE.

1 KIT, 2 methods OF APPLICATION

PERFECTIONIST method

STEPS

1. SHAMPOO
2. SMOOTHING MOUSSE
3. FLAT IRON
4. RINSING
5. MASK
6. BRUSHING

PROS

- 20% TO 40% LESS PRODUCT**
THANKS TO A MORE PRECISE METHOD OF APPLICATION
- COLOUR REFRESHING ON THE SAME DAY**
YOU CAN USE THE TIME BETWEEN RINSING AND THE MASK TO DO A COLOUR TREATMENT

NEW

SMART method

STEPS

1. SHAMPOO
2. SMOOTHING MOUSSE
3. MASK + RINSING
4. BRUSHING
5. FLAT IRON

PROS

- 25% TO 30% LESS TIME**
1 LESS STEP
- LESS SMOKE**
STRAIGHTENING AFTER RINSING

OUR support FOR YOU

step-by-step brochure

A PRACTICAL TOOL TO GUIDE YOU DURING THE SERVICES.



step-by-step video tutorial

SIMPLE AND CLEAR, TO INTRODUCE THE TWO TREATMENT METHODS. AVAILABLE ON OUR YOUTUBE CHANNEL.

...AND TO MAINTAIN impeccably smooth hair

YELLOW LISS IS THE PERFECT CARE LINE BOTH IN THE SALON AND AT HOME.

With Keratin-HT and Amaranth oil

SHAMPOO
ITS FORMULA GENTLY CLEANSES, AND TAMES EVEN THE MOST UNRULY HAIR.
500 ml Bottle

CONDITIONER
A VALUABLE TOOL TO TAME FRIZZY AND REBELLIOUS HAIR. ITS DELICATE TEXTURE SOFTENS AND SMOOTHENS THE SURFACE OF THE HAIR WITHOUT WEIGHING IT DOWN. SUITABLE FOR DAILY USE.
500 ml Bottle

MASK
A CONCENTRATE OF ACTIVE INGREDIENTS WITH SMOOTHING AND TAMING PROPERTIES WHICH VERY FRIZZY AND REBELLIOUS HAIR WILL NOT BE ABLE TO RESIST TO! ITS DENSE TEXTURE EMBRACES AND DEEPLY NOURISHES THE HAIR FIBER.
500 ml Jar

MULTI-BENEFIT
THE PRODUCT YOUR HAIR CAN NO LONGER DO WITHOUT! A LIGHTWEIGHT LEAVE-IN SERUM WHICH GIVES THE HAIR 10 BENEFITS IN A SINGLE PRODUCT: THERMAL PROTECTION; ANTI-FRIZZ; ANTI-HUMIDITY; DETANGLING ACTION; UV PROTECTION; TAMING EFFECT; ANTI-STATIC EFFECT; PREVENTS SPLIT ENDS; HELPS TO SEAL THE CUTICLE; AND GIVES SHINE.
150 ml Bottle

MY BEST FRIEND

Say goodbye to frizzy hair
UP TO 4 days!*

Drastic reduction in volume
-42%**

WHEN USED REGULARLY, it creates longer lasting smoothness and silkiness***

*FROM VERY FIRST USE, THE YELLOW LISS TREATMENT (SHAMPOO+MASK+MULTI-BENEFIT) REDUCES FRIZZ BY 75%, AS COMPARED TO USING AN ORDINARY SHAMPOO. AFTER 4 DAYS, THERE IS STILL 42% LESS FRIZZ.
**THE USE OF YELLOW LISS (SHAMPOO+MASK+MULTI-BENEFIT), AS COMPARED TO AN ORDINARY SHAMPOO, VISIBLY REDUCES UNWANTED VOLUME.
***TREATMENT AFTER TREATMENT, THE USE OF YELLOW LISS (SHAMPOO+MASK+MULTI-BENEFIT) MAKES THE HAIR SMOOTHER AND EASIER TO MANAGE OVER TIME.

YELLOW

WE  ITALIAN STYLE

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PP022010