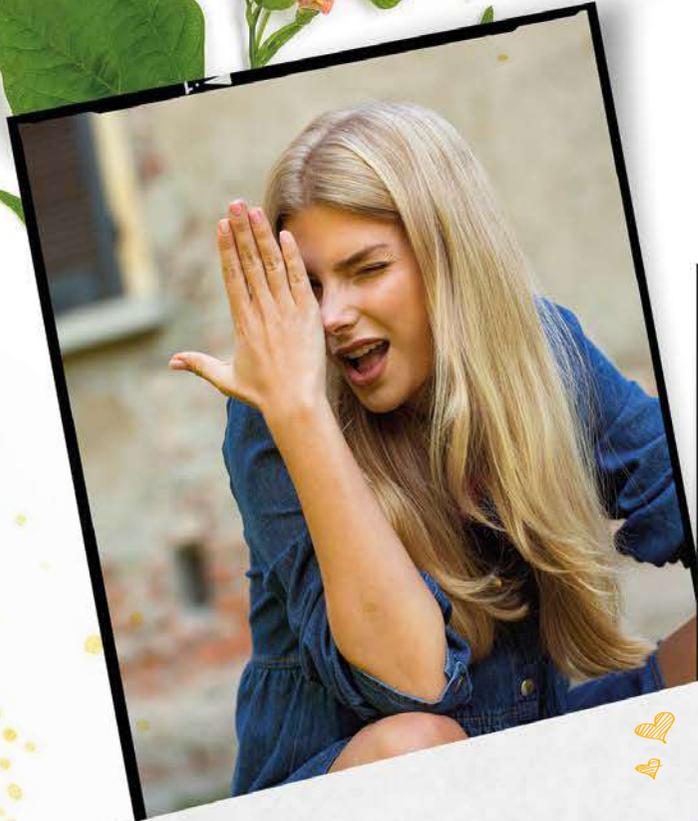


# YELLOW

— PROFESSIONAL —

LISS



Your hair smoother for longer

ALFAPARF  
MILANO

## Bad weather, *good hair*

How often do your clients complain about their **unruly, frizzy hair**?

**So many people are frustrated by** their **frizzy** hair, especially if it is also **dry, curly or wavy!**

**Humidity** is often to blame, making **hair look dull and feel like straw**. Tiny droplets of water build up on the hair, lifting the cuticle, **making the hair even more frizzy**.

## An *achievable dream*

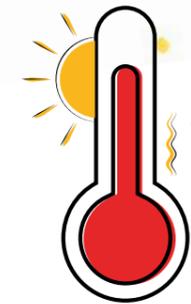
Did you know that **frizz is made worse** by **climate change**?

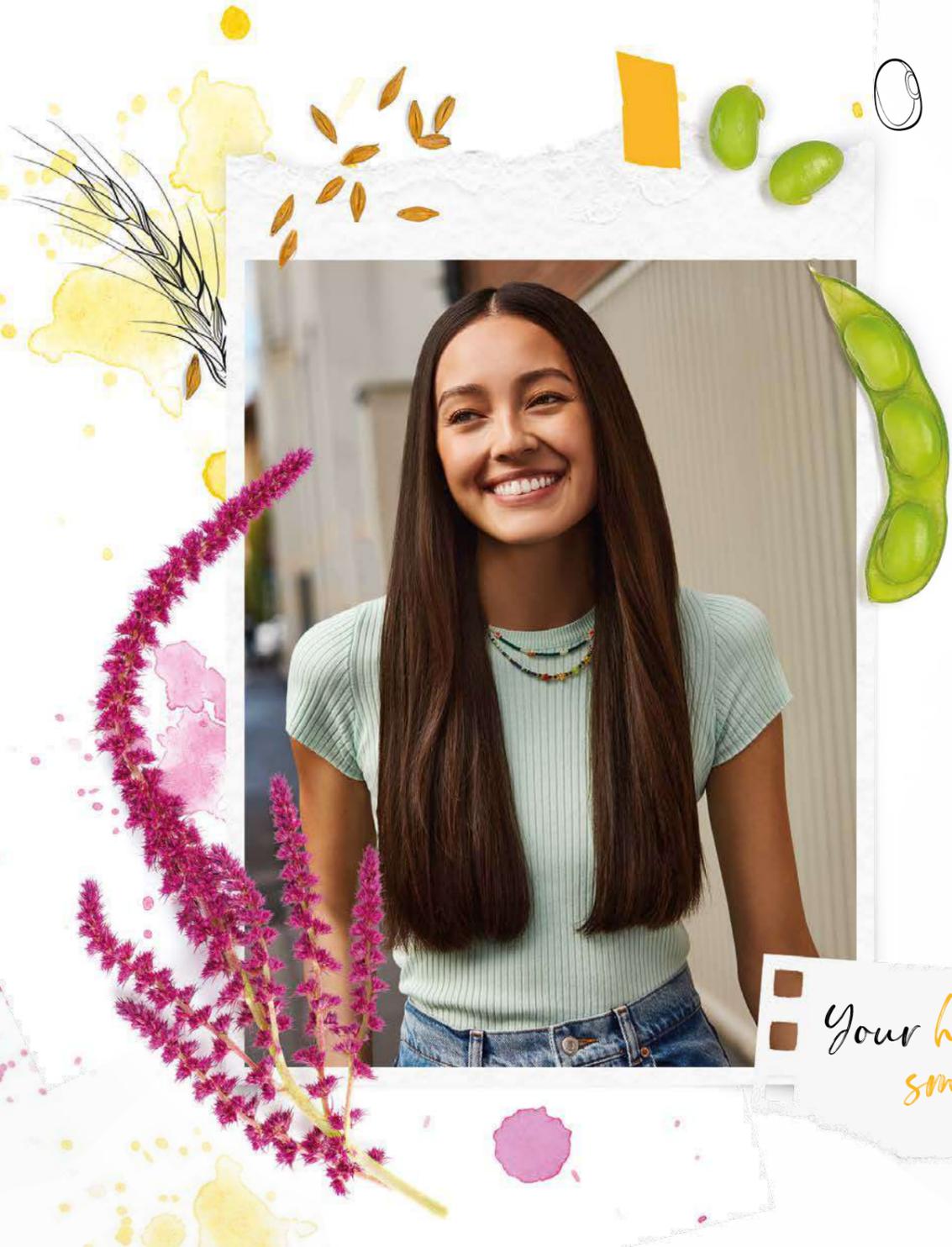
It not only causes average temperatures to rise, but also causes a general **increase** in **humidity levels**.

*And yet, perfectly smooth hair can be achieved!*

Our special formula, now vegan, will ensure **smooth and shiny hair for longer** making your client fall in in love with their hair every day.

*No more bad hair days!*





# YELLOW

— PROFESSIONAL —

## LISS

**Liss is our idea of perfection - hair that is smooth, shiny, and frizz-free all day long.**

The **new Vegan\*** formula, is designed to make wavy or frizzy hair silky smooth and easier to comb.

It is also ideal to **maintain chemically straightened hair.**

A **comprehensive, high-performance product line**, designed to meet the needs of "difficult" hair, even the most rebellious.

Your hair, smoother for longer

\*free from animal-origin or animal-derived ingredients.

Long-lasting

Anti Frizz

Natural Origin Ingredients



Amaranth Oil

no animal ingredients  
vegan

KeraVeg

Sustainable

Plant-based alternative

# The new Vegan hair taming recipe



## KeraVeg



This **innovative plant-based ingredient** is an excellent alternative to animal keratin while **maintaining performance**. It is rich in **soy and wheat amino acids** with an antioxidant action, **protecting against damage** to hair and **helping to repair the fibres**.

## Amaranth Oil



This oil is particularly rich in **emollients, proteins, minerals, and vitamin E**. It **deeply nourishes hair** and wraps it in a **thin but strong barrier** that **prevents humidity from penetrating** into the hair shaft, **ensuring long-lasting protection**.

# ... for a long-lasting smooth effect

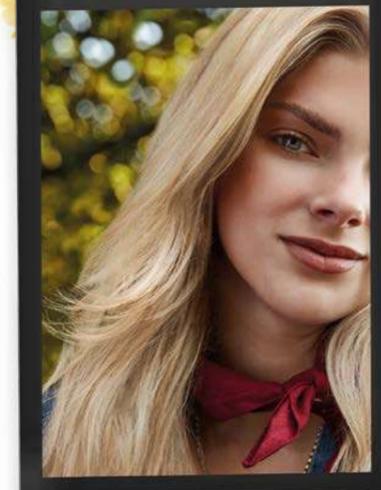
**-42%**  
less volume\*\*  
from the very  
first treatment

Long lasting  
smoothness  
and silkiness\*\*\*

Say goodbye  
to frizz  
for up to  
4 days!

2 new in - salon services  
are now available

- Smooth & Shiny soft treatment  
treatment for fine, frizzy hair
- Smooth & Shiny intensive treatment  
treatment for coarse, frizzy hair



\*From the very first use, the Liss treatment (Shampoo+Mask+Multi-benefit) reduces frizz by 75% compared to regular shampoo. After four days, the frizz effect continues to be reduced by 42%. Instrumental tests conducted at 22-25 °C, with 70-80% relative humidity (RH).  
\*\*Compared to regular shampoo, using Yellow Liss (Shampoo+Mask+Multi-benefit) visibly reduces unwanted volume.  
\*\*\*With each treatment, the use of Yellow Liss (Shampoo+Mask+Multi-benefit) leaves hair smoother and easier to manage over time.

For perfectly smooth hair...

## SHAMPOO

Anti-frizz shampoo for perfectly smooth hair

The first step to achieve perfect smoothness. Its formula gently cleanses, taming even the unruliest hair. It leaves hair soft and silky smooth.

Salon and home use.

500 ml bottle · 1500 ml bottle  
CODE PF025111 - PF025110

## CONDITIONER

Anti-frizz conditioner for perfectly smooth hair

A precious ally to tame frizzy, unmanageable hair. Its rich yet light texture softens and smooths the surface of the hair without weighing it down. Ideal for daily use.

Salon and home use.

500 ml bottle  
CODE PF025112

New design



\* 50% recycled and 100% recyclable plastic packaging, except for the 1500 ml bottle.  
\*\* Depending on the hair type.

## MASK

Anti-frizz mask for perfectly smooth hair

A concentrate of active ingredients with smoothing and taming properties that very frizzy and rebellious hair will not be able to resist! Its rich texture envelops and deeply nourishes the hair fibre.

Salon and home use.

500 ml jar  
CODE PF025113

## MULTI-BENEFIT

MY BEST FRIEND

10-in-1 serum for perfectly smooth hair

An incredible multi-action leave-in serum with 10 benefits in 1. Its light texture helps maintain and prolong the smooth effect while protecting the hair from external thermal aggressions, such as the heat from the hairdryer and straighteners, and from humidity. It also has a detangling action and a taming, anti-frizz, and anti-static effect. It protects the hair against UV rays, prevents split ends, and helps to seal the cuticle. Perfect to add extra shine to hair.

Salon and home use.

150 ml bottle  
CODE PF025114

For an even longer-lasting effect, don't forget to use the

*LISS Keratin Smoothing Treatment.*

the progressive treatment that keeps hair smooth for up to 2-3 months\*\*



## Q&As

### 1. Is Yellow Liss suitable for maintaining the results achieved with the Yellow Liss Keratin Smoothing treatment?

Yes. The special formulation of Yellow Liss helps to maintain the results achieved with the Keratin Smoothing Treatment for longer.

### 2. Does Yellow Liss shampoo contain Sodium Lauryl Ether Sulfate (SLES)?

Yellow Liss shampoo contains several ingredients, including SLES; its balanced formula ensures gentle cleansing and a taming effect.

### 3. How often can I use the products from the Yellow Liss line?

The formulas of Yellow Liss are suitable for frequent use.

### 4. If I use the Yellow Liss product line every day, will the shape of my hair change permanently?

No. The products in the Liss line do not permanently change the shape of hair.

### 5. What is the maximum temperature reached by the heat protection effect of the Multi-Benefit Serum?

When using hot tools, the heat protection effect of Liss Multi-Benefit serum protects hair from heat up to 230 °C.

### 6. What features make Yellow Liss more sustainable?

The formulas are vegan (which means they do not contain any animal origin or animal-derived ingredients). Active ingredients of natural origin are produced in accordance with social and employment responsibility policies and in a way that helps to improve the environment and the economy of the local area. We have also reduced the amount of virgin plastic we use for the pack and replaced it with recycled plastic.

### 7. Can Yellow Liss help with dry hair?

Yes, its formulas are especially rich in emollients, which are able to deeply nourish the hair.

### 8. What results can I expect to achieve on wavy and curly hair?

Yellow Liss works on the cuticle layers, taming the hair, so even wavy and curly hair will look incredibly smooth.

### 9. On frizzy hair that is dehydrated or damaged, can Yellow Liss be combined with the other product lines, e.g. Yellow Repair or Nutritive?

For damaged hair, we recommend mixing 30 g of Liss Mask with 5 g of Repair Bond Hero; for dehydrated and very dry hair, mix 30 g of Liss Mask with 10 g of Nutritive Oil.

### 10. How does Yellow Liss protect hair from the effects of humidity?

The Yellow Liss formulas protect the hair from the effects of humidity and aggressive external factors.

## Our materials for "perfect" communication



### POSTER

70 x 100 cm

With the new campaign image, to further enhance the new Vegan line that gives your hair a longer-lasting smooth effect!

PP027831



### SHELF POP UP

To make the new launch clearly visible on the shelf.

Available in the Library

PP027844



### TREATMENTS CHART

With full details on the 2 new treatments, which have been developed to allow you to pamper your customers

Available in the Library

PP027838

# YELLOW

— PROFESSIONAL —



**smart** professional beauty.  
**simple** happiness.

**ALFAPARF**  
MILANO

