

YELLOW

PROFESSIONAL

STAR



Your shiny moments



ALFAPARF MILANO





Dear hairstylist,

We have news for you!

From today, **Yellow is renewed...**
professionally, without losing its
verve and energy!

Our new image lets us **share with the world an**
ideal concept of beauty that can be enjoyed with
a smile :-)

Because, **we are Smart People** and we
recognise beauty every day - spontaneous,
authentic and accessible beauty.

YELLOW
— PROFESSIONAL —

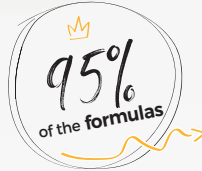
smart professional beauty.
simple happiness.



Our values

SMART & AFFORDABLE

Beauty within everyone's reach, at the salon or at home, thanks to a range of high-performance, quality and affordable products that respond to the most up-to-date requirements of professionals and their clients.



ECO-FRIENDLY

Respecting the well-being of people and the environment: our creations are born of thorough research and are a perfect blend of technology and precious natural and sustainable ingredients.

ITALIAN HEART, INTERNATIONAL SOUL

We were born in Italy, we have a curious spirit, we like to discover new worlds and immerse ourselves in new experiences that we are excited to share with all our customers.



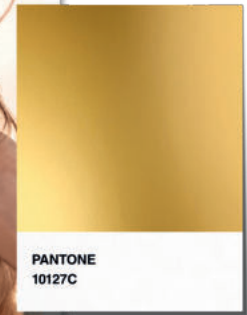
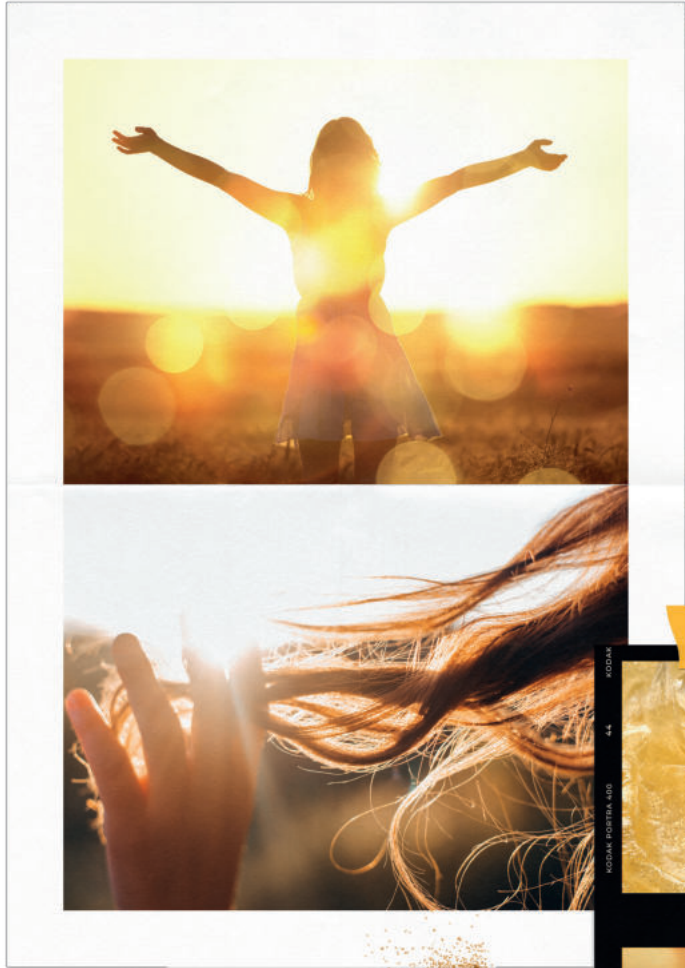
Turn the page and join Yellow's new professional experience!

Time to Shine

We all have bad days but luckily our **hair can create a burst of good humor and positivity.**

The secret to shiny and vibrant hair?

Your professionalism, combined with our "stellar" news!



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It really takes very little to find **true happiness!**

Whether it's a party with friends, an Instagram story or a moment to ourselves, we love to fill our lives with **shiny moments** every day... **happy moments** to be shared, where our **hair** is always the **centre of attention.**

Your *shiny* moments

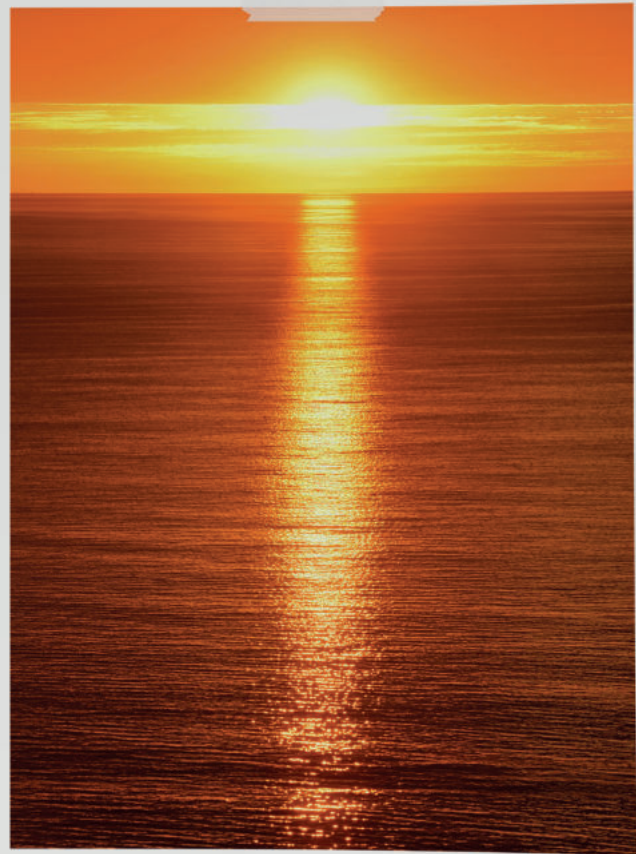


"Sun-day Fun Day"

Star is our dazzling idea, perfect for restoring the **natural sheen** of your customers' hair.

Its formula – suitable for all hair types – gives **immediate shine** to dull hair.

The blend of its **fresh and fruity fragrance** with a sparkling **texture** adds an extra touch of positivity and joy!



Shine

Natural Origin

Sustainable

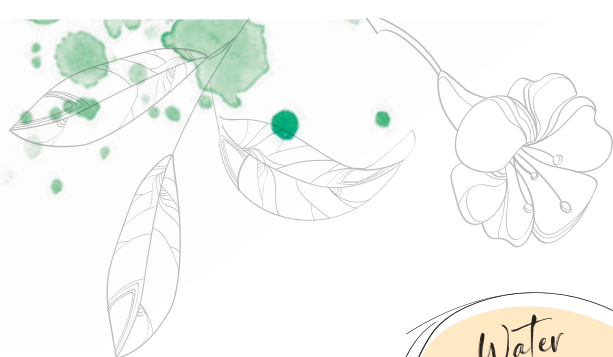


Pomegranate Oil

Verbascum Flower



A star is born



Water saving formula
-45%
of water is used during the rinsing process*

SHAMPOO

A formula that will make your hair instantly shinier, lightweight and more combable. Salon and home use. 500ml bottle · 2lt pouch

CONDITIONER

Its texture provides softness without weighing the hair down, for tangle-free hair that shines like never before. Salon and home use. 500ml bottle

LEAVE-IN CREAM

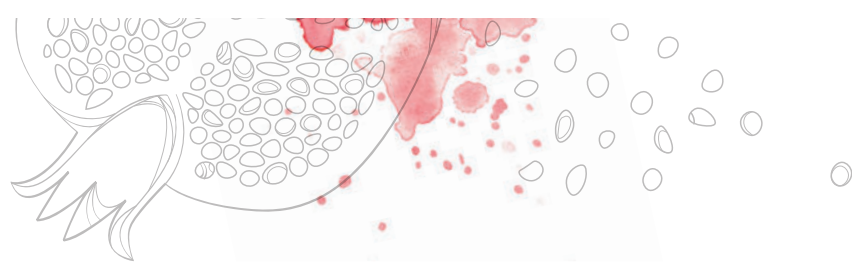
Its lightweight texture is suitable for detangling and brightening all hair types. Used before drying, it makes combing easier, controlling frizz and protecting from the heat of the hair dryer. Salon and home use. 250ml tube

OIL HAIR & BODY

Precious drops of shine that, in addition to controlling frizz and protecting from heat, illuminate the hair and body without leaving it oily. Salon and home use. 125ml bottle



*average value when using star shampoo compared to shampoos with and without sulfates



Shake it to release the sparkle!

Enhanced formula +32% shine*



INTENSIVE SHINE SERUM MY SUPERSTAR

A treatment with a rich texture that works on dull hair like a superstar, immediately restoring shine. Salon and home use. 6 x 13ml vials

A new **Super hero** not only at home, but also in your salon. Try it mixed with Yellow products, for amazing results!

COLOUR SERVICES
Mix a vial with 30 ml of color cream + 60 ml of peroxide and then apply to the lengths and ends.

CARE TREATMENTS
Mix the contents of a vial with 20-30 g of the appropriate Yellow mask, depending on the needs of the hair.



*Instrumental test on bleached hair, new Intensive Shine Serum formula compared to the previous formula

The shine-power of nature



Verbascum Flower



The **photoluminescent** properties of the extract of this Mediterranean flower **protect** the hair, transforming **UV rays** into a **source of light** that convey **brightness and shine**.

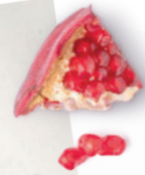
Pomegranate Oil



Rich in vitamins and anti-oxidants. As well as having an **illuminating effect**, this oil helps **protect the hair** from **oxidative stress** caused by free radicals.

Sustainability

This ingredient is obtained through "upcycling", i.e. from waste, thereby minimising the environmental impact of the process.



... directly on your hair

+35%
more shine
from the first
application*

72h
of illuminating
power*

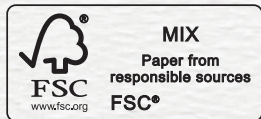
Combability**
+40%



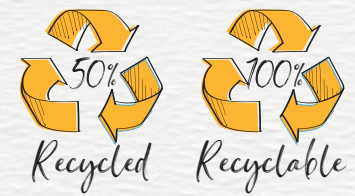
*Instrumental test on the Star treatment (Shampoo + Conditioner + Oil) compared to basic shampoo
**Instrumental test on the Star treatment (Shampoo + Conditioner + Leave-in Cream) on bleached hair compared to basic shampoo

Not just brightness... but also sustainability

Being sustainable also means being conscious of the **impact** that our **choices** have **on the environment**. This is why, since the launch of Star, we have chosen **more sustainable packaging** and **communication materials**.



- Bottles and tubes in **50% recycled** and **100% recyclable** material.
- **Boxes and promotional materials** in FSC certified paper.
- Salon-sized shampoo in smaller-sized **refill pouches** and therefore, **less plastic consumption**.



-70%
plastic*



Together for environment

*By choosing this format instead of the traditional bottle, you save 70% of plastic for every litre of product.

Q&As

1. What allows the Star Shampoo formula to be “water saving”?

Star shampoo was developed in our laboratories with an awareness that water is a precious commodity. The formula's innovative foaming agent, which is 100% of natural origin, is part of a new group of raw materials produced in a sustainable way, and allows for faster rinsing, thus allowing less water consumption.

2. Up to what temperature do Star Oil and Leave-in Cream protect against heat?

Star products protect from damage caused by hot tools up to 200°C.

3. Can I use the Intensive Shine Serum vial under a heat source?

No, its formula has been designed to be applied without using heat sources.

4. Can I use Star Intensive Shine Serum at the same time as using Tone on Tone creator?

Yes, there are no contraindications.

5. And how do I use it with other superheroes?

We do not recommend mixing Intensive Shine Serum with other Superheroes. It would risk losing its shine effect.

It may also interfere with the result of the other services. If necessary, we recommend using Intensive Shine Serum following these services.

6. What is the right mixing ratio of the Intensive Shine Serum vial with the Yellow care masks?

It is recommended to mix 20-30 g of Yellow mask - according to the hair type - with 13 ml of Star Intensive Shine Serum.

7. Can I use the Intensive Shine Serum vial on the same day as the color?

No, it could interfere with the result if used immediately after a color service.

8. Does vigorously shaking the Intensive Shine Serum vial turn the texture into foam?

No, but by adding a few drops of water during the application, a light mousse is formed, which facilitates application.

9. Is it recommended to apply Detox Cream before a Star service?

Yes, applying Detox Cream before a Star service optimises the condition of the hair, preparing it in the best possible way to benefit from the brightening treatment.

10. How can I rejuvenate my hair's shine the day after a Star treatment?

You can apply a little Star Oil on the days following the service, to maintain and revive the shine obtained in the salon.



Our materials for *stellar communication*



POSTER

70 x 100 cm

With the new campaign image, ready to light up your salon



COUNTER DISPLAY UNIT

To communicate the new "Star" product and the dedicated promo



CLIPS

Your customers will receive the fantastic Clips for free when purchasing Star Oil

Make your salon more and more *Yellow*

SHELF POP-UP

To make the new launch clearly visible on the shelf



TECHNICAL POSTER

2 new treatments designed to pamper your client and brighten their day



T-SHIRT

- T-SHIRT WOMAN S/M (PP026802)
- T-SHIRT WOMAN M/L (PP026803)
- T-SHIRT MAN M (PP026804)
- T-SHIRT MAN L (PP026805)



STICKER

PP026800



SHOPPER

PP026801



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smart professional beauty.
simple happiness.

ALFAPARF
MILANO

