

NEW PURPLE LEAVE-IN MOUSSE

**INCREASE
IN HYDRATION***

**+127%
SHINE***



An **anti-yellow neutralizing and moisturizing leave-in mousse** powered by Bond Complex, Açai and Aloetrix, that leaves hair shiny, hydrated and easy to comb. Designed to be used after the Purple Shampoo and Purple Conditioner, to maximize neutralization of the unwanted tones, or to be used as a maintenance step after Yellow Professional Shampoos and Conditioners targeting other needs.

**-17%
YELLOW TONES***

*Instrumental test conducted on Purple Leave-in Mousse compared to untreated hair.

PURE PURPLE

SALON EXCLUSIVE PRODUCT.

Ultra-concentrated violet/ash pigment for neutralizing orange/yellow tones. When added to the Purple Shampoo and Purple Conditioner, it enhances the effects of the anti-yellow routine for ultra-natural cool blonde, white or grey hair. It can also be used to enrich the Yellow Professional technical or care services.

IMPROVE AND CUSTOMIZE CARE SERVICES



**INTENSE
NEUTRALIZATION**



**COLOR
PROTECTION**



**INTENSE
RECONSTRUCTION**



NOURISHMENT



**ANTI-YELLOW
TREATMENT**



How to use: mix 1 ml of Yellow Professional Pure Purple per each 10 ml Yellow Professional Shampoo/Mask/Conditioner (according to the hair needs). Apply and leave on hair 3 to 5 minutes for shampoo and 5 to 8 minutes for Mask and Conditioner, then rinse.

ENRICHED TECHNICAL SERVICES



COLORING

Mixing ratio 1:10

How to use: add 5 ml of Yellow Professional Pure Purple per each 50 ml of Yellow Professional Color mixed with the correct amount of activator*. Mix together until you obtain an even-looking mixture, then apply.



**ANTI-YELLOW
TREATMENT**



SMOOTHING TREATMENT

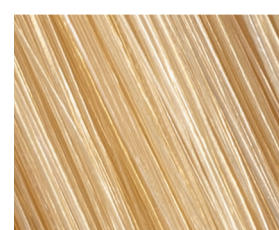
Mixing ratio 1:10

How to use: mix 6ml of Yellow Professional Pure Purple per each 60ml of Yellow Professional Smoothing Mousse, then apply.

*For hair on levels 8 to 10 including Yellow Professional Color High Lift. For levels 5 to 7 we recommend 50ml of Yellow Professional Color mixed with the correct amount of activator and 10ml of Yellow Professional Pure Purple. IDEAL FOR MAKING .1 AND .21 COOLER OR TO CREATE NEW SHADES WITH THE REST OF THE COLORS.

BEFORE & AFTER

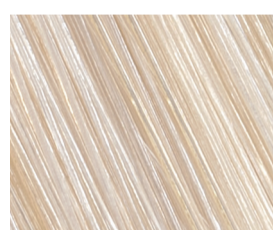
**STARTING
LEVEL**



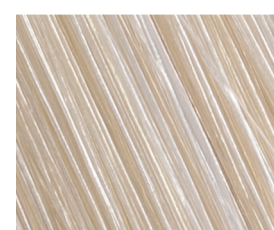
**PURPLE
SHAMPOO**



**PURPLE
CONDITIONER**



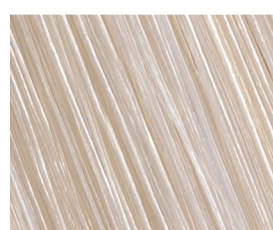
**PURPLE
LEAVE-IN
MOUSSE**



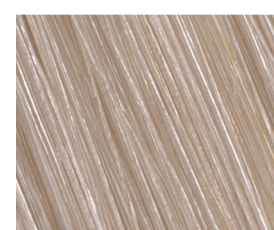
**PURPLE
SHAMPOO +
CONDITIONER**



**PURPLE
SHAMPOO +
LEAVE-IN
MOUSSE**



**PURPLE
SHAMPOO +
CONDITIONER +
LEAVE-IN
MOUSSE**



SILVER IN-SALON TREATMENTS

SUPER NEUTRALIZING TREATMENT

Anti-yellow treatment for blonde, bleached, grey or white hair.



1. Apply **Purple Shampoo** on the scalp and hair. Massage and process for 3 to 5 minutes. Rinse the hair thoroughly and repeat the process if necessary.



2. Mix 20 g of **Purple Conditioner** with 2 g of **Pure Purple** and distribute over lengths and ends.



3. Process for 5 to 8 minutes. Rinse the hair and follow by drying. **For an even cooler effect, we suggest also mixing PURE PURPLE into the PURPLE SHAMPOO (MIXING RATIO 1:10).**

Q&A's

1. How often can I use the products in the Silver line (Shampoo, Conditioner and Leave-in Mousse) at home for color maintenance?

The products in the Silver line features technology that ensures a neutralisation of tones, from the very first use. We recommend applying them until you achieve the desired neutralisation level. To retain your hair color with cool highlights, you can alternate Yellow Professional Silver with the products in the other Yellow Professional care lines (Shampoo, Conditioner or Mask) and maintain the tone using Purple Leave-in Mousse.

2. Can I use Purple Shampoo and Purple Conditioner after a bleaching service?

Yes, it is highly recommended! While cleansing, Purple Shampoo removes yellow/orange tones due to its violet pigment, giving cool tones to the hair. Purple Conditioner is particularly suitable to provide softness to the hair, stressed by a bleaching service, as well as neutralizing yellow/orange tones.

3. Can Purple Conditioner replace the toning service after bleaching/highlights?

It depends on the result you want to achieve. Despite Purple Conditioner must be left on for 5 to 8 minutes, the result achieved in terms of neutralizing yellow/orange tones is different from those achieved with cosmetic colouring. In fact, with colouring, new nuances and shades can be created, instead of just neutralizing the tones.

4. Can I also mix Pure Purple with bleaching products?

No, when mixed with bleaching powder it may interfere with the bleaching result, thus affecting the performance of Yellow Professional Bleach and it may not provide the desired neutralizing effect.

Anti-yellow neutralizing shampoo. White cleansing, or twice a week.

PURPLE SHAMPOO
Size: 500 ml

Anti-yellow nourishing conditioner. It gives extreme softness to the hair while its violet pigment neutralizes yellow/orange tones, restoring the desired color. Use once or twice a week.

PURPLE CONDITIONER
Size: 500 ml

Anti-yellow silkifying leave-in mousse. Formulated to be used after the Purple Shampoo and Purple Conditioner, to maximize neutralization of unwanted tones, or to be used as maintenance after other Yellow Professional Shampoos and Conditioners.

NEW PURPLE LEAVE-IN MOUSSE
Size: 160 ml

PRODUCT RANGE



YELOW
PROFESSIONAL
SILVER

ALFAPARF MILANO



EVERY MOOD.
EVERY DAY.
WE AMPLIFY.

Salon solutions, ready to be recreated.



DISCOVER MORE ON
[yellowpro.it](https://www.yellowpro.it)

FOLLOW US
f i g y t

ALFAPARF MILANO

*Instrumental test on hair that has been treated with Silver (Shampoo+Conditioner+Purple Leave-in Mousse), compared to hair treated with only a basic shampoo.
**Instrumental test on hair that has been treated with Silver (Shampoo+Conditioner+Purple Leave-in Mousse), compared to hair treated with only a basic shampoo.

A complex of aloe vera, wheat protein and UV filter that **improves hydration and combability and protects** the outer hair fibre.

ALOE TRIX

BOND COMPLEX
Repairs and restores hair that has been damaged by chemical services and other external factors. Helps to hydrate the hair and creates a film around the cuticle giving them strength.

ACAI

"Superfood" with an intense purple color, with antioxidant properties.

DECREASE OF YELLOW TONES

+71% SHINE*

-42% HAIR BREAKAGE**

INCREASE IN HYDRATION***

+61% COMBABILITY ON WET HAIR*

