

PRODUCT RANGE

MAINTENANCE SHAMPOO

Size: 500 ml - 1000 ml

The ideal shampoo for colored hair. Helps to preserve color from oxidation and fading caused by washing and UV rays, prolonging the intensity of the tones*.



MAINTENANCE CONDITIONER

Size: 500 ml

A conditioner that nourishes and detangles fine and colored hair without weighing it down. Helps to preserve the color from oxidation and fading caused by washing and UV rays, prolonging the intensity of the tones*.



MAINTENANCE MASK

Size: 300 ml - 500 ml

A mask that nourishes colored hair deep down and helps to preserve the color from oxidation and fading caused by washing and UV rays, prolonging the intensity of the tones*.



MAINTENANCE SERUM

Size: 150 ml

An ultra-lightweight serum that seals the cuticles and protects the cosmetic color from oxidation and fading caused by washing and UV rays, prolonging the intensity of the tones*.



*Instrumental test on the complete Color Care treatment compared to untreated hair.

COLOR CARE IN-SALON TREATMENTS

COLOR CARE TREATMENT

For colored hair.



1. Apply **Maintenance Shampoo** to scalp and hair, massage, then rinse thoroughly. Repeat as required.



2. Gently towel dry the hair to remove excess water. On **fine** medium hair apply **Maintenance Conditioner** and leave on for 2-3 minutes. On medium – **coarse** hair apply **Maintenance Mask** and leave on for 3-5 minutes.



3. After towel-drying the hair, distribute **Maintenance Serum** through the lengths and ends. Blow dry. Apply the product again on the lengths and ends as a finishing product.

RICH COLOR CARE TREATMENT

Dry and colored hair.



1. Apply **Maintenance Shampoo** to scalp and hair, massage, then rinse thoroughly. Repeat as required.



2. Gently towel dry the hair to remove excess water. Mix 30g of **Maintenance Mask** with one vial of **Protective Oil** (13 ml). Use a brush to apply the mixture on the lengths and ends and comb it through.



3. Wrap the hair in a towel moistened with warm water. Leave on for 5 minutes, keeping the towel warm with more hot water. Rinse thoroughly.



4. After towel-drying the hair, distribute **Maintenance Serum** through the lengths and ends. Blow dry. Apply the product again on the lengths and ends as a finishing product.

Q&A's

1. Can I use Yellow Professional Color Care immediately after color services?

Yes, it is highly recommended.

2. What are COLOR-LOCK and PRO-SHINE and what benefits do they have?

They are two phytocomplexes. COLOR-LOCK, obtained from White Radish extract, Magnolia and Rosemary, protects and prevents fading of the color over time; PRO-SHINE, obtained from extract of Grape, Lemon and Apple, in synergy with the Wheat Bran, protects colored hair from washing and improves the brightness of the color.

3. What is the difference between Maintenance Mask and Maintenance Conditioner?

Maintenance Conditioner is the ideal treatment for nourishing and detangling fine and colored hair without weighing it down, while Maintenance Mask is perfect for deeply nourishing medium to coarse colored hair.

4. Does Maintenance Serum provide thermal protection?

Yes, Maintenance Serum protects when using heated tools, up to 230°C.

COLOR MASK

The **Color Care** line is completed with **COLOR MASK**, nourishing pigmented masks. Quick and easy to use even at home, they revive color in a few minutes by enhancing the intensity and radiance of the color, extending its longevity between salon visits.





COLOR CARE



EVERY MOOD.
EVERY DAY.
WE AMPLIFY.

Salon solutions, ready to be recreated.



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ALFAPARF MILANO

***Instrumental test conducted on the Color Care treatment (Shampoo + Mask + Serum) compared to basic treatment.
**Instrumental test conducted on the Color Care treatment (Shampoo + Conditioner + Serum) compared to basic treatment.
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A complex of aloe vera, wheat protein and UV filter that **improves hydration and combability and protects** the outer hair fiber.

ALOETRIX

PRO-SHINE
Phytocomplex obtained from Grape, Lemon and Apple extract, which, in synergy with Wheat Bran, **protects** colored hair from washing and **improves the brightness of the color.**



COLOR-LOCK
A complex of ingredients obtained from White Radish extract, in synergy with Magnolia and Rosemary. It offers **comprehensive protection against heat damage and fading caused by UV rays.**

+18%
COLOR PROTECTION AGAINST UV RAYS*

+15%
COLOR MAINTENANCE AFTER 18 WASHES**

+83%
PROTECTION AGAINST DAMAGE FROM THERMAL SOURCES***