

# NEW GOODBYE YELLOW

## WHAT IT IS:

A highly pigmented neutralizing wash free of SLS/ SLES sulfates\* for a gentle cleansing action and instant tonal deposit to counteract and neutralize underlying warm tones.

## WHAT IT DOES:

- Neutralizes yellow undertones
- Helps to prolong cool tone luminosity in between salon visits
- Use on base 9 and lighter to balance anti-yellow corrective technique
- Instantly adds cool tone after foiling technique or free hand lightening

\* SLS/SLES Sulfates: Sodium Lauryl Sulfate & Sodium Laureth Sulfate

## HOW IT WORKS:

The calibrated pigment combination of purple and blue direct dyes is formulated to neutralize unwanted yellow undertones whilst gently cleansing the hair. The formulation is adjusted to a pH level of 4.5 for effective and long lasting results.

## HOW TO USE?

### IN – SALON SERVICE

- Apply as a shampoo on wet hair and leave for up to 5 minutes\*\* depending on technique
- Rinse hair thoroughly after application
- Colour result and longevity vary depending on hair condition and processing time
- Use professional gloves, protect clothes, surfaces and skin from staining and discoloration
- Development time may be slightly increased on non-porous hair to intensify the result.

### HOME MAINTENANCE:

- Use daily for maximum tonal deposit
- Use 1-2 times per week for tonal maintenance

\*\*If necessary extend processing time for even stronger pigment depositing

## COMPARISON TABLE

	GOODBYE YELLOW SHAMPOO	BC BONACURE COLOR FREEZE SILVER SHAMPOO	BLONDME TONE ENFORCING BONDING SHAMPOO	BC BONACURE EXCELLIUM BEAUTIFYING SHAMPOO
<b>UNIQUE BENEFIT</b>	Highly pigmented neutralizing wash free of SLS/SLES sulfates.	Colour locking hairtherapy for zero fade.	Creates new bonds within the hair fibres Helps to reinforce weakened areas in the hair structure.	Restores youthfulness and refines the colour of silver white hair.
<b>YELLOW UNDERTONE</b>	Strong	Medium	Light	No
<b>TECHNICAL USAGE</b>	<ul style="list-style-type: none"> <li>• Leave up to 5 minutes*</li> <li>• Use daily for maximum tonal deposit</li> <li>• Use 1-2 times per week for tonal maintenance</li> </ul> <p>*If necessary extend processing time for even stronger pigment depositing</p>	<ul style="list-style-type: none"> <li>• Leave up to 5 minutes</li> <li>• Use 1-2 times per week</li> </ul>	<ul style="list-style-type: none"> <li>• Leave for up to 1 minute</li> <li>• For daily use</li> </ul>	<ul style="list-style-type: none"> <li>• Leave for up to 2 minutes</li> <li>• For daily use</li> </ul>
<b>TONAL ACTION</b>	Intense	Moderate	Accentuate	Delicate

Together. A passion for hair.

# LOOKS & SERVICES



## #COOLBLONDE

Refresh pre-lightened base or refresh colour placement services

To perfectly balance between root and mid-lengths and ends after a pre-lightening service.



## #NEUTRALBLONDE

Refresh balayage\*

To extend clean blonde tonal quality and to guarantee an even colour progression.

\*Balayage technique applied previously



## #DADDYCOOL

Refresh - Men's service

To refine non-pigmented hair and add cool and metallic reflections.



## #GRANNYGREY

Achieve latest colour trends

To create a perfect slate grey hair colour on lighter hair base.

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