

# 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  |
|------------------|--|---|---|--|
| UNIQUE BENEFIT   | Highly pigmented neutralizing wash free of SLS/SLES sulfates.  | Colour locking hairtherapy for zero fade.   | Creates new bonds within the hair fibres<br>Helps to reinforce weakened areas in the hair structure.  | Restores youthfulness and refines the colour of silver white hair.                                     |
| YELLOW UNDERTONE | Strong   | Medium  | Light   | No   |
| TECHNICAL USAGE  | <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> |
| TONAL ACTION     | 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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