



GOODBYE YELLOW

WHAT IT IS:

A highly pigmented neutralising wash free of SLS/SLES sulfates* for a gentle cleansing action and instant tonal deposit to counteract and neutralise unwanted **yellow undertones**.

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

WHAT IT DOES:

- Neutralises 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

HOW IT WORKS

The calibrated pigment combination of purple and blue direct dyes is formulated to neutralise **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.

GOODBYE ORANGE

WHAT IT IS:

A highly pigmented neutralising wash free of SLS/SLES sulfates* for a gentle cleansing action and instant tonal deposit to counteract and neutralise unwanted **orange** and red undertones.

WHAT IT DOES:

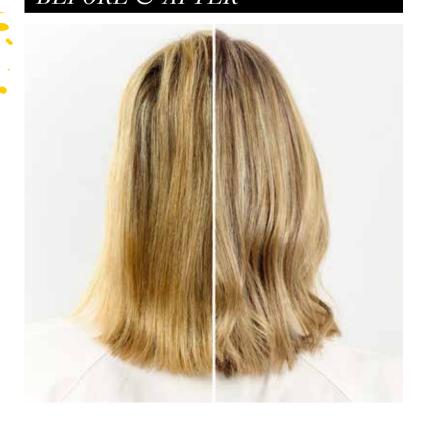
- Neutralises orange/ red undertones
- Helps to prolong cool tone luminosity in between salon visits
- Use on **base 4 up to 6** to balance anti-orange/ red corrective techniques
- Instantly adds cool tone after foiling technique or free hand lightening

HOW IT WORKS

The calibrated pigment combination of blue-greenish direct dyes is formulated to neutralise **unwanted orange/red undertones** whilst gently cleansing the hair.

The formulation is adjusted to a pH level of 4.5 for effective and long lasting results.

BEFORE & AFTER



BEFORE & AFTER



Together. A passion for hair.

DISCOVER GOODBYE ORANGE GOODBYE YELLOW

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 nonporous 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

RECOMMENDATION FOR APPLICATION

HAIR BASE

4-5

8-9-10

UNDERTONE

RED - ORANGE

ORANGE - YELLOW

YELLOW

RECOMMENDED **PRODUCT**



RESULTS



Before



Apply pure and allow eye control, leave in for up to 5 min





IN-SALON: APPLICATION RECOMMENDATION

Neutral colour result

Cool Stone-washed reflex on clear pre-lightened base 7

Apply pure and allow eye control,

Soft neutralisation:

Dilute with water (1:1)

Strong neutralisation:

leave in for up to 5min

Apply maximum 1 time per week,

Apply as a shampoo on wet hair and leave in for up to 5 minutes

EXPECTED END RESULT

Apply 1 or 2 times a week,

leave in for up to 5 min

Clear cool blonde on pre-lightened base 9 and lighter

AT HOME: **APPLICATION** RECOMMENDATION

leave in for up to 3 min

Use of Good Bye Yellow recommended

HINTS & TIPS

Goodbye Yellow & Goodbye Orange are much more intense than regular pigmented shampoos. Therefore, processing time is the key to achieve desired results.

Depending on hair base & hair condition, too long exposure time can turn the colour result into a purple/ blueish or greenish/ blueish undertone.

To remove these unwanted undertones, please wash the hair with BC Deep Cleansing Shampoo at the backwash.