



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.



BEFORE & AFTER



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



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 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

RECOMMENDATION FOR APPLICATION

HAIR BASE	4-5	6-7	8-9-10
UNDERTONE	RED - ORANGE	ORANGE - YELLOW	YELLOW
RECOMMENDED PRODUCT			
RESULTS			
IN-SALON: APPLICATION RECOMMENDATION	Apply pure and allow eye control, leave in for up to 5 min	Soft neutralisation: Dilute with water (1:1) Strong neutralisation: Apply pure and allow eye control, leave in for up to 5min	Apply as a shampoo on wet hair and leave in for up to 5 minutes
EXPECTED END RESULT	Neutral colour result	Cool Stone-washed reflex on clear pre-lightened base 7	Clear cool blonde on pre-lightened base 9 and lighter
AT HOME: APPLICATION RECOMMENDATION	Apply 1 or 2 times a week, leave in for up to 5 min	Apply maximum 1 time per week, 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.