NEW MOLECULAR SERUM



+42%
HAIR STRENGTH**

+74%
COMBABILITY ON WET HAIR*

ADVANCED TECHNOLOGY FOR STRONGER AND HEALTHIER-LOOKING HAIR.

A reparative strengthening leave-in serum formulated with Bond Complex, Cacao Butter and Aloetrix.
Seals the cuticle for stronger, healthier-looking hair.
Repairs and protects the hair making it more resistant.

-31%
HAIR BREAKAGE*

*Instrumental test with 1 application of Molecular Serum, in comparison with use of a basic shampoo.
**Instrumental test on bleached hair subjected to Repair treatment (Shampoo, Mask and Molecular Serum) in comparison with untreated bleached hair.

BOND HERO

The salon exclusive product to customise in-salon treatments.

A **concentrated booster** to be used across a variety of services. It can be **mixed with technical products** for bleaching, coloring, and straightening damaged hair. Additionally, it can be mixed with **Yellow Professional Repair products** for deep reconstruction services and with **other Yellow Professional care products** to customize treatments.

LIGHTEN, COLOR AND STRAIGHTEN any hair type, even damaged.

YELLOW PROFESSIONAL **COLOR**
YELLOW PROFESSIONAL **BLEACH**
YELLOW PROFESSIONAL **KERATIN**
+ **BOND HERO**

Mixing ratio 1:6 - e.g.: 10 g Bond HERO + 60 g YELLOW COLOR

1. Help to preserve the fiber and its internal bonds
2. Reduces damage and breakage
3. Preserves the hair's elasticity and strength

TAILOR-MADE SERVICES to meet more than one need at the same time.

YELLOW PROFESSIONAL **MASK**
(Nutritive, Repair, Color Care, Liss, Curls, Star)
+ **BOND HERO**

Mixing ratio 1:6 - e.g.: 5 g Bond Hero + 30 g mask

1. +71% hair strength***

***Instrumental test conducted on damaged hair treated with a generic mask + Bond Hero compared to treatment with only a generic mask.



+57%
BONDING DENSITY*

+62%
HAIR STRENGTH*

*Instrumental test, Bond Hero added to Bleach mixture (9 levels of lift + Developer 30 Vol.) vs. same bleach mixture alone.

REPAIR IN-SALON TREAMENTS

SOFT REPARATIVE TREATMENT

For very damaged fine hair.



1. Apply **Reparative Shampoo** and gently massage the scalp and hair.
Rinse thoroughly.
Repeat if required.



2. Mix 30g of **Reparative Conditioner** with 5g of **Bond Hero** and apply to the lengths and ends.



3. Process under a heat source for 5 minutes.
Rinse the hair.



4. After towel-drying the hair, apply **Molecular Serum** to the lengths and ends. Comb thoroughly to distribute and blow-dry.

INTENSIVE REPARATIVE TREATMENT

For very damaged coarse hair.



1. Apply **Reparative Shampoo** and gently massage the scalp and hair.
Rinse thoroughly.
Repeat if required.



2. Mix 30g of **Reparative Mask** with 5g of **Bond Hero** and apply to the lengths and ends.



3. Process under a heat source for 5 minutes.
Rinse the hair.



4. After towel-drying the hair, apply **Molecular Serum** to the lengths and ends. Comb thoroughly to distribute and blow-dry.

DEEP REPARATIVE TREATMENT

Deep-restoring treatment* for ultra-damaged and brittle hair.



1. Mix 50g of **Reparative Mask** with 8g of **Bond Hero** and apply to the lengths and ends of dry hair.



2. Process under a heat source for 8-10 minutes.



3. Rinse thoroughly then apply **Reparative Shampoo** and gently massage the scalp and hair.
Rinse thoroughly.



4. Apply **Reparative Conditioner** (on fine hair) or **Reparative Mask** (on coarse hair).
Leave on for 5 minutes, then rinse thoroughly.



5. After towel-drying the hair, apply **Molecular Serum** to the lengths and ends. Comb thoroughly to distribute and blow-dry.

*Most see results after 2-3 treatments. The more damaged the hair, the more dramatic the results so it may vary depending on your hair type and level of damage.

Q&A's

1. Are there any differences in the performance of the new Repair line compared to the previous line?
The Repair formulas have been enriched with Bond Complex technology, a mix of amino acids, hydrolyzed rice proteins and almond proteins, to restore and protect very damaged hair.

2. When should I use Reparative Mask and when should I use Reparative Conditioner?
Reparative Mask is recommended for use on medium-coarse very damaged hair. Reparative Conditioner best suits fine and damaged hair.

3. What is Molecular Serum?
A reparative strengthening leave-in serum formulated with Bond Complex, Cacao Butter and Aloetrix. Seals the cuticle for stronger, healthier-looking hair. Helps to repair and protect the hair making it more resistant.

4. Does Molecular Serum protect hair from heat damage?
Yes, Molecular Serum provides up to -94% breakage when the hair is subjected to high temperature treatments*. Protects hair from heat damage up to 230° C.

5. Can Bond Hero be used in a mixture with Conditioner?
Yes, this is possible for a client who has very fine hair and wishes to maintain its lightness. However, in the majority of cases, we recommend mixing Bond Hero with Reparative Mask.

6. Since Bond Hero is a product for professional use only, how can the result of the in-salon customized treatment be prolonged at home?
For any type of hair (damaged, colored, dry or frizzy), we can recommend the use of Reparative Shampoo, Reparative Mask or Reparative Conditioner from the Yellow Repair line at home. To ensure the benefits of personalized treatment are maintained, use Molecular Serum to finish.

7. How many treatments does it take to see results with the Repair services?
The hair is stronger and easier to comb from the first application. For extremely damaged hair and an extreme repair result, repeat the most suitable service 3 times consecutively.

*Instrumental test with 1 application of Molecular Serum, in comparison with use of a basic shampoo.

+78%
COMBABILITY ON WET HAIR***

+42%
HAIR STRENGTH***

-48%
HAIR BREAKAGE***

+63%
BONDING DENSITY****

ALOETRIX

A complex of aloe vera, wheat protein and UV filter that **improves hydration and combability and protects** the outer hair fiber.



CACAO BUTTER

With fatty acids capable of increasing the **hydration** of the hair. It also gives nutrition and **seals the cuticle**.

BOND COMPLEX

Repairs and restores hair by treatments and external factors. **Helps to hydrate** the hair and creates a film around the cuticle **giving it strength**.

***Instrumental test on hair subjected to Repair treatment (Shampoo, Mask and Molecular Serum), in comparison with use of a basic shampoo.
****Instrumental test on bleached hair subjected to Repair treatment (Shampoo and Mask) in comparison with untreated bleached hair.

ALFAPARF MILANO

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Salon solutions, ready to be recreated.

EVERY MOOD.
EVERY DAY.
WE AMPLIFY.

YELLOW PROFESSIONAL



ALFAPARF MILANO

PRODUCT RANGE

REPARATIVE SHAMPOO
Size: 500 ml - 1000 ml

Shampoo for stronger and more moisturized hair*. It gently cleanses and gives a healthy and vital appearance. Ideal for frequent use.

REPARATIVE CONDITIONER
Size: 500 ml - 1000 ml

Ideal conditioner for damaged hair, it detangles and improves strength** and combability.

REPARATIVE MASK
Size: 300 ml - 500 ml

A rich mask for extremely damaged hair that penetrates the layers of the hair and provides extreme repair*.

NEW

MOLECULAR SERUM
Size: 150 ml

A leave-in serum that seals the cuticle for stronger, healthier-looking hair, repairs damage, and protects the hair, making it more resistant.









*Instrumental test on hair subjected to Repair treatment (Shampoo+Mask+Molecular Serum).
**Instrumental test on hair subjected to Repair treatment (Shampoo+Conditioner+Molecular Serum).