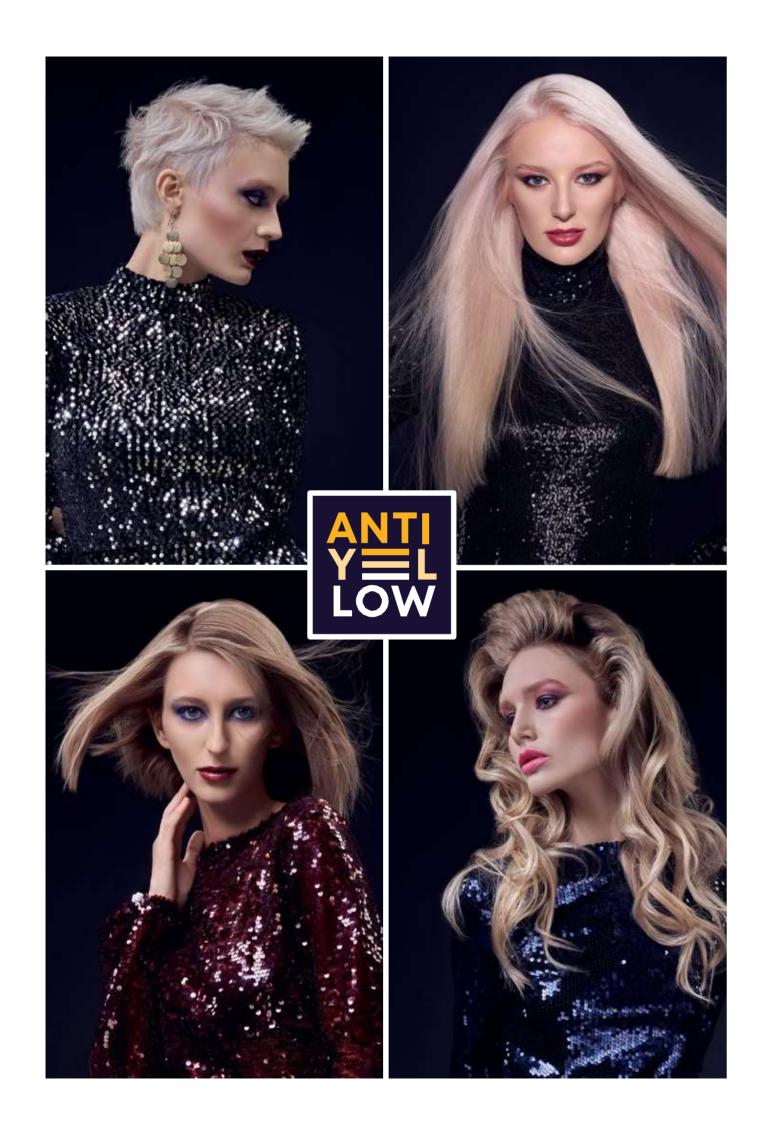


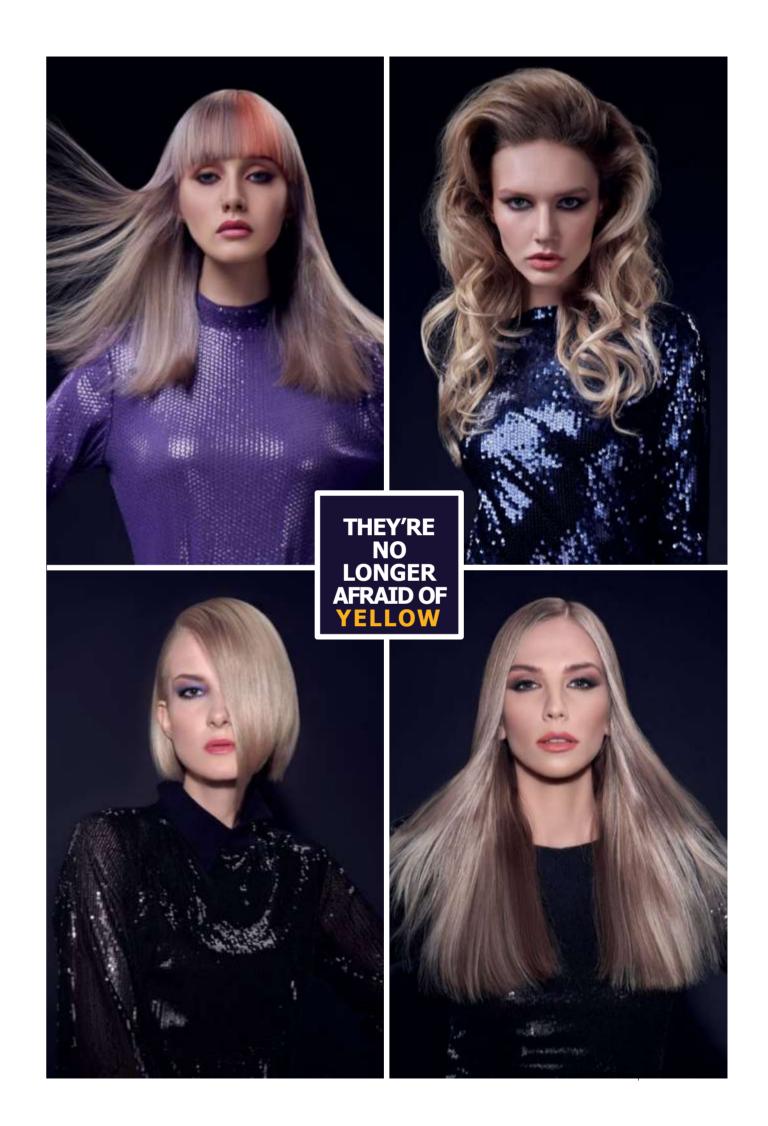
ESTEL ANTI-YELLOW 2022 Apt. (A2054)

















«In the sky there is only talk about the sea».

AT THE SALON, ALL THE **TALKS ARE ABOUT BLONDE**

They talk, argue about it, they wish for it.

It seems willful.

Blond. The most difficult and sought-after color. Especially when it comes to cool shades.

Self-confidence and passion, innocence and romanticism. When the shade is perfect, it can broadcast any bright emotion. Everyone who wants to try blond has the right to a precise and beautiful result.

Blond is about the client's confidence in master. And trust is about the master's responsibility to the client. So that professionals can easily and fearlessly bear their responsibility, we created **ANTI-YELLOW ESTEL.**

May there will be more pleasant conversations about blonde. And better results....





COMPREHENCIVE APPROACH

A progressive, clear and gentle way to create a blonde look.

The ANTI-YELLOW product system allows you to solve the coloristic challenges of perfect blond.

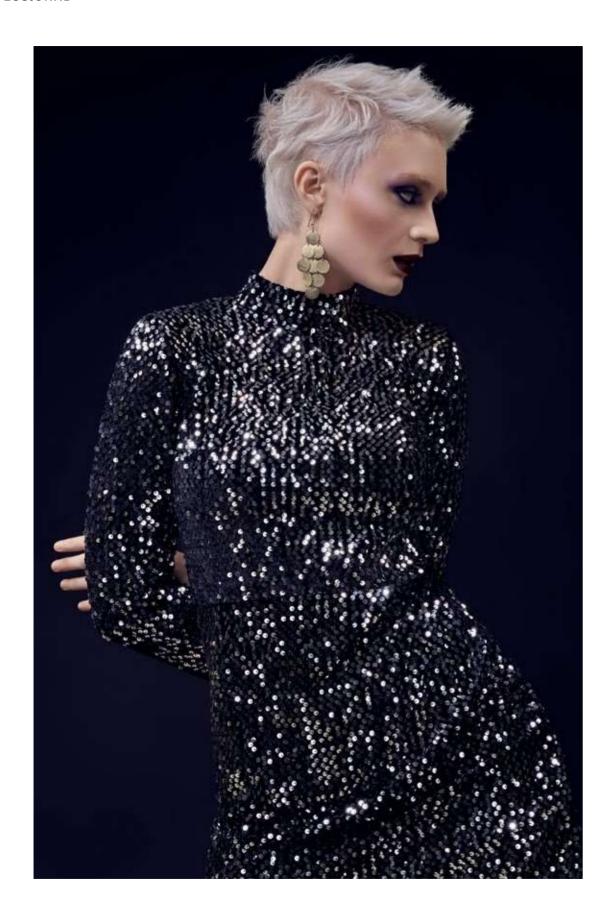
ANTI-YELLOW system is aimed at obtaining flawless shades **without a hint of yellow nuance**, ANTI-YELLOW system makes any horizons in the master's work available.

7 cool shades, a concentrate to neutralize the lightening base, a liquid cream to stabilize the color and a whole range of care products with double protection for hair and scalp.

ANTI-YELLOW provides a comprehensive approach to blonde creation .









ANTI-YELLOW SYSTEM

Cool blonde is accessible to everyone, regardless of the original shade, hair type and other factors.

- Effective neutralization of yellow, orange and red tones
- Precise result
- Possibility of enhancing cool shades
- Correction of lightening base
- High durability of cool tones
- Additional scalp protection and relaxation effect
- High quality of hair after coloring





HAIR LIKE CASHMERE

ANTI-YELLOW products are enriched with cashmere proteins, which gives them excellent caring properties.

Cashmere proteins belong to the family of fibrillar proteins, which are particularly strong and have a high penetrating power. They envelop the hair, deepen into the structure, repair damaged areas and reliably protect it from negative influences.

Cashmere proteins are specially designed to care for blonde hair, which is prone to brittleness, thinning and dryness.

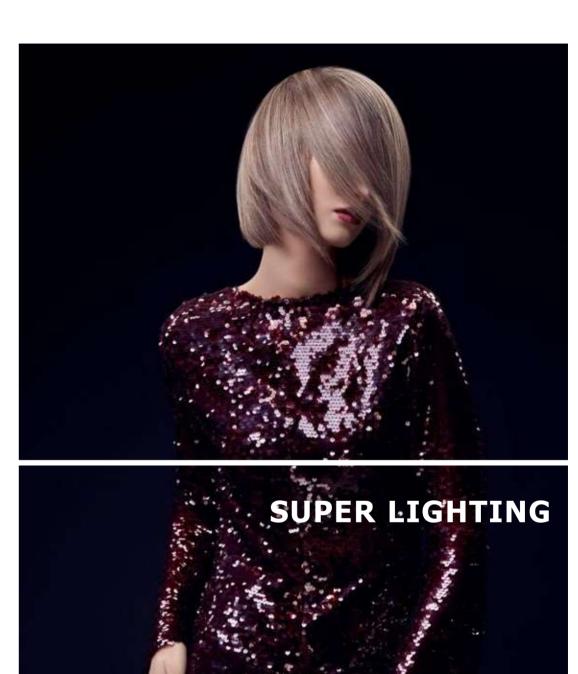
- Strength, elasticity and glossy shine of hair
- Restoration of split ends
- Water balance maintenance
- Gentle on the scalp



















COLOR-GEL FOR HAIR ESTEL ANTI-YELLOW

Cashmere proteins + phytosqualane

- Corrects the lightening base
- Neutralizes unwanted yellow, orange and red tones
- Provides elasticity and pearlescent shine to the hair
- Prepares the hair for qualitative toning

AY | 76 Brown-violet nuance

For toning or neutralizing a purely bleached base of level 11/03

AY 16 Ash-violet nuance

For toning or neutralizing to levels 10/33 and 11/3

AY 65 Violet-red nuance

For toning or neutralizing at levels 10/33 and 11/3

AY 6 Violet nuance

For neutralization to levels 9/33 and 10/33

AY 68 Violet pearly nuance

For neutralization to levels 9/34 and 10/34

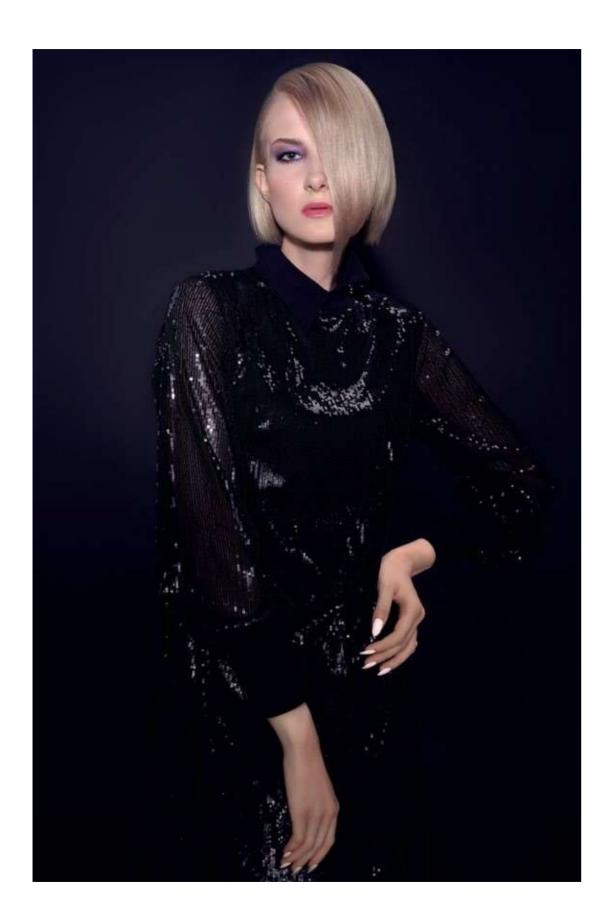
AY 8 Pearly nuance

For neutralization to levels 7/43 and 8/43

AY | 86 Pearly violet nuance

For neutralization to levels 6/45 and 7/43









CONCENTRATE TO NEUTRALIZATION OF THE LIGHTENING BASE ESTEL ANTI-YELLOW

Highly pigmented composition

- Provides rapid color neutralization and hair repigmentationEnhances cool shades

- Suitable for layering color
 Can be used to obtain individual color intensity during intermediate or final correction of lightening base*

^{*} When used with DE LUXE THERAPY Hair Smoothing Balm







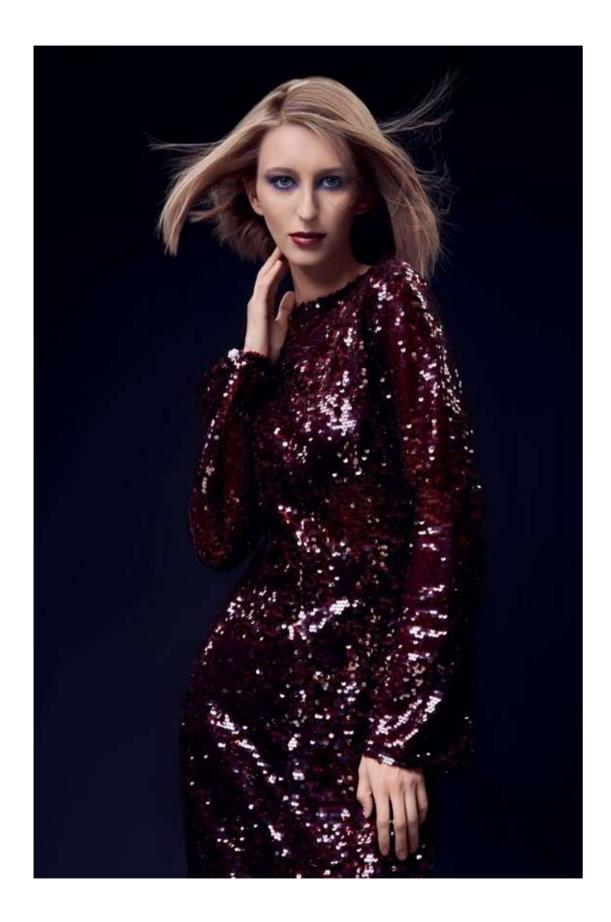


HAIR PROTECTION SPRAY **ESTEL ANTI-YELLOW**

Formula with acidic pH

- Closes the cuticle and seals cool tones
- Provides effective thermal protection to the hair
- Prevents fading of cool blonde color
- Facilitates brushing and styling
- Has an anti-static effect
- Gives the hair a natural shine and vivid elasticity









AQUA-GEL REDUCING SKIN IRRITATION ESTEL ANTI-YELLOW

With Anti-Stress Complex

- Creates a protective layer that prevents the coloring or bleaching mixture from contacting the scalp.
- Quickly and permanently soothes the scalp
- Prevents irritation
- Normalizes natural moisturizing process of the scin
- Provides a feeling of comfort
- Provides application control thanks to the violet shade









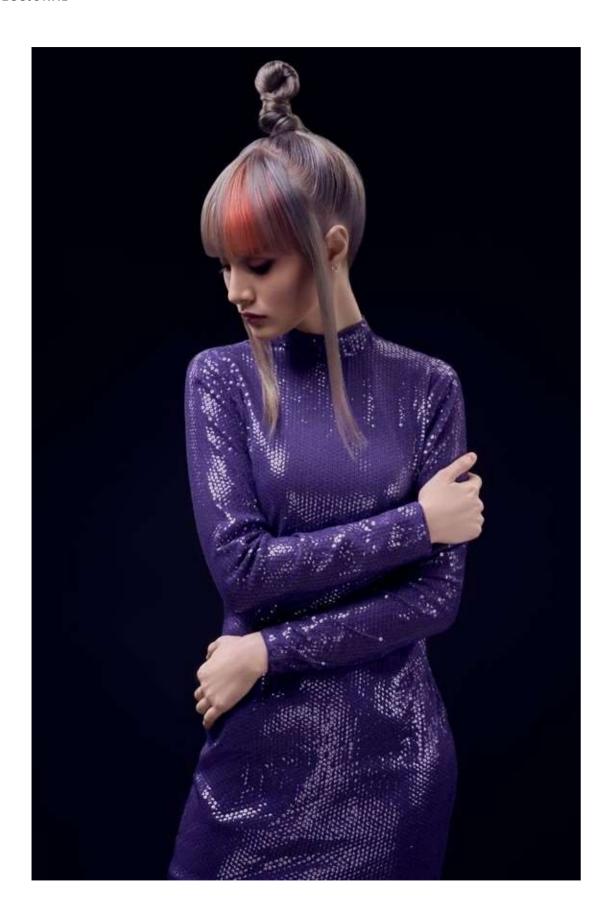
COLOR STABILIZING LIQUID CREAM **ESTEL ANTI-YELLOW**

Triple acting to protect color, condition and shine of hair

- Increases the permanence of ANTI-YELLOW shades by 1.5 times*
- Provides effective color stabilization/fixation for blonde hair
- Deeply conditions hair
- Has an anti-static effect
- Prevents hair structure porosity
- Facilitates brushing and sliding of the brush during styling
- Gives hair extra-glossy shine

^{*} According to the results of testing when using the product after coloring with ESTEL ANTI-YELLOW color-gel in ESTEL Laboratory









HAIR SHAMPOO ESTEL ANTI-YELLOW

Sulfate-free formula

- Gently cleanses hair and scalp
- Instantly neutralizes/tones to a cold shade
- Enhances the coolness of natural shades









HAIR BLEACHING POWDER **ESTEL ANTI-YELLOW**

- Comfortable bleaching of blonde hair (up to 6 shades)
- Gentle pH
- Provides a well-controlled and gentle bleaching process without over-drying the hair
- Recommended for safe and easy decoloration of previously bleached and lightened hair





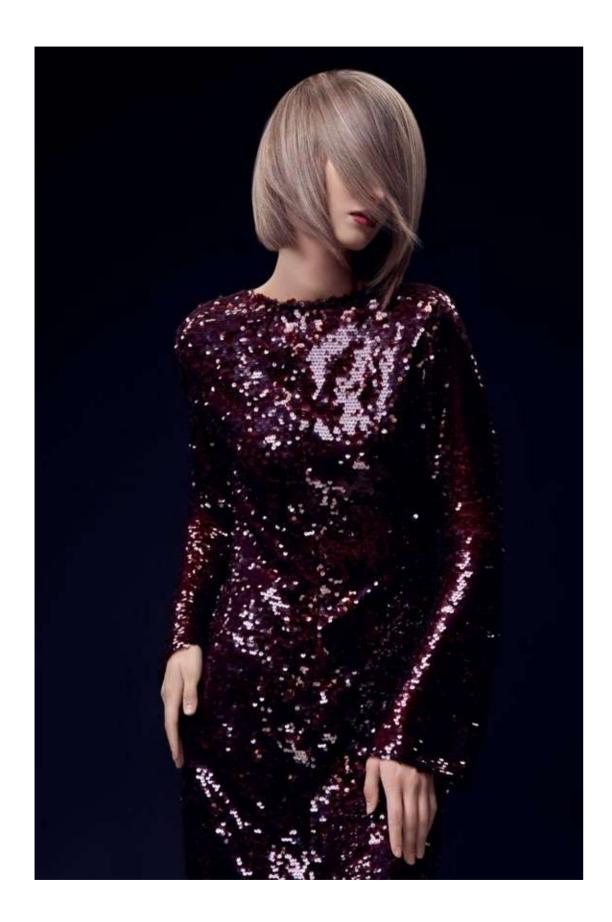




INTENSE HAIR BLEACHING POWDER ESTEL ANTI-YELLOW (up to 8 shades)

- Guarantees a high bleaching result for dark hair or hair with artificial color
- High level of lightening (up to 8 shades) + "Ultramarine" neutralization system
- Recommended for all techniques and types of bleaching, especially for dark hair









POWDER STOPPER SPRAY ESTEL ANTI-YELLOW

- Slow down or stop the action of bleaching powders
- Provides comfort when bleaching techniques are used avoiding the need to wash the product off the hair step by step









INTENSIVE CLEANCING HAIR SHAMPOO INDICATOR ESTEL ANTI-YELLOW

- Thoroughly and efficiently removes bleaching agents from the hair
- A unique formula with an indicator highlights unwashed bleach in pink, signaling the need for re-cleaning
- Prepares hair for flawless, even coloring









HAIR TONER BALM ESTEL ANTI-YELLOW

- Highly pigmented balm neutralizes yellow tones, giving hair a silvery hue
- Ensure hair conditioning, suppleness and gloss
- Thanks to special formula balm ensures even shade distribution, enveloping each strand without spots for a rich, complex result.



COLOR_GEL FOR HAIR ESTEL ANTI-YELLOW

Cashmere proteins + phytosqualane

60 ml | art. AY | 76; AY | 16; AY | 65; AY | 6; AY | 68; AY | 8; AY | 86 CONCENTRATE TO
NEUTRALIZATION OF
THE LIGHTENING BASE ESTEL
ANTI-YELLOW

Highly pigmented formula

500 ml | art. AY | K

HAIR PROTECTION SPRAY ESTEL ANTI-YELLOW

Formula with acidic pH

300 ml | art. AY|TSP



AQUA-GEL REDUCING SKIN IRRITATION ESTEL ANTI-YELLOW

With Anti-Stress complex

80 ml | art. AY|STR

COLOR STABILIZING LIQUID CREAM ESTEL ANTI-YELLOW

Triple acting to protect color, condition and shine of hair

500 ml | art. AY|CRM

HAIR SHAMPOO ESTEL ANTI-YELLOW

Sulfate-free formula

1000 ml | art. AY|S1000

ESTEL

HAIR BLEACHING POWDER ESTEL ANTI-YELLOW

Gentle pH

500 ml | art. AY/P1

INTENCE HAIR BLEACHING POWDER ESTEL ANTI-YELLOW

High level of lightening (up to 8 shades)

500 g | art. AY|P2

POWDER STOPPER SPRAY ESTEL ANTI-YELLOW

Stops or slows down bleaching powder action

400 ml | art. AY|SSP

INTENSIVE CLEANCING HAIR SHAMPOO INDICATOR ESTEL ANTI-YELLOW

Removes bleaching agents from hair quickly and effectively

1000 ml | art. AY|STIN1000

HAIR TONER BALM ESTEL ANTI-YELLOW

Highly pigmented neutralizes yellow tones

1000 ml | art. AY|BC11; AY|BC61; AY|BC65; AY|BC34

ESTEL | ANTI-YELLOW

balm





THE WAY TO BLONDE **WITH ANTI-YELLOW**

We value the trust of hairdressers and are ready to justify it. We embrace innovation and all things new, as long as they are clear and convenient. With ANTI-YELLOW system you are on top of a gorgeous blond.

