

**ESTEL**  
PROFESSIONAL



**ANTI  
Y=EL  
LOW**

ESTEL ANTI-YELLOW

ESTEL ANTI-YELLOW 2022 Apt. (A2054)



**ESTEL**  
PROFESSIONAL

**ANTI  
Y=EL  
LOW**

**FINE SYSTEM  
CLEAR CHOICE  
UNCOMPROMISING RESULT**



**ANTI  
Y<sub>≡</sub>L  
LOW**



**THEY'RE  
NO  
LONGER  
AFRAID OF  
YELLOW**





**ESTEL**  
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«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....



## COMPREHENSIVE APPROACH

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**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.

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**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.**

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*ANTI-YELLOW  
provides a comprehensive approach  
to blonde creation .*

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You decide, ANTI-YELLOW does



## ANTI-YELLOW SYSTEM

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

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- 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
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## HAIR LIKE CASHMERE

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**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.

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

**ANTI  
Y=EL  
LOW**



**SUPER LIGHTING**





## 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 repigmentation
- Enhances 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 skin
- 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.

# ANTI-YELLOW



## 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

# ANTI-YELLOW



## 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

# ANTI YELL LOW



**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

# ANTI YELL LOW



**INTENSIVE CLEANSING  
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 balm  
neutralizes yellow tones*

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



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

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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.

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**ANTI  
YELL  
LOW**



**HERE  
AND NOW:  
IDEAL  
BLOND**

