NO YELLOW System

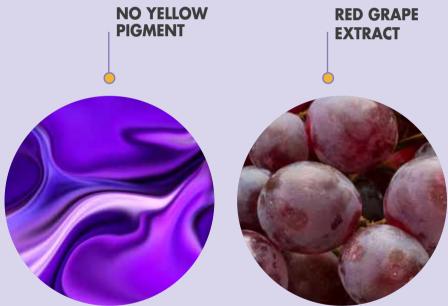


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Every blond customer's desire is not just to have brightness, shine and perfection of the neutral or cold reflect, but to keep it, too.

Our NO YELLOW SYSTEM
is the result from the combination
of technology and nature



The new blend of **no yellow pigments** and **Red Grape extract** ensures neutralising performance of yellow, which balances at the same time any cold/blue-violet excess reflect. Thanks to its antioxidant action, it gives shine and reflect stability to truly perfect blond.





Blond is an extremely challenging tone compared to other colours. To be always shiny and defined it requires more and continuous care.

Since the tones of blonds are very light and range from level 8 up to 10, hair needs a lower amount of dyes to be coloured and toned.

This determines:

- 1) faster fading between colour services
- (2) lower reflect stability over time
- **3)** tendency to turn brassy because of oxidation caused by air, mechanical agents, external and chemical factors

The secret of perfect blond, either neutral or cold, therefore lies in a constant pigment refill through the addition of the right dyes that keep it defined, shiny and long-lasting.

Every step in processing very light blond hair must be aimed at achieving a perfect result without underestimating any stage.



blond is toned thanks to a first light layer of no yellow colours contained in the shampoo



thanks to the high conditioning action, the mask further strengthens its neutralizing effect giving an even and vibrant neutral or cold reflect



the biphasic spray gives maximum sealing protection that stabilizes and seals the cuticle structure, ensuring the longest duration of the anti-brass reflect and extraordinary colour shine





NO YELLOW shampoo

for blond, bleached or grey hair

It tones down undesired yellow reflects giving bright reflects and a neat and scented hair structure.

- > 90% natural origin ingredients*
- > 90% biodegradable ingredients**

FREE FROM: SILICONES - EDTA

BENEFITS



IN THE SALON

Ideal to optimize any lightening service. Immediately after toning blonds by applying No Yellow Shampoo, the shine and neutral or cold reflect of the desired nuance increase.



AT HOME

It gives body to lightened hair keeping a perfect neutral or cold blond reflect at every shampoo. Hair looks as if freshly coloured in salon until the following colour service.





^{**}Sum of biodegradable materials according to OECD 301 or alternative methods



for blond, bleached or grey hair

The blend of **Violet pigment** and **Red Grapes** neutralizes undesired brassy reflects with an effective conditioning action.

- > 95% natural origin ingredients*
- > 90% biodegradable ingredients**

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Echosline



IN THE SALON

Re-stabilizes and restructures lightened hair giving immediate softness and combability. It evens out and increases the anti-brass effect giving additional shine and definition to neutral and cold tones.

BENEFITS



AT HOME

It gives the right softness and structure to blond hair ensuring maximum duration to cold and neutral reflects, improving colour evenness from base to ends at every application.



^{**}Sum of biodegradable materials according to OECD 301 or alternative methods



300ml cod. 1024508

1000ml cod. 1024509





for blond, bleached or grey hair

It stabilizes the anti-yellow effect on hair leaving it silky and shiny. It gives softness to the hair fibre and protects it from external agents without weighing it down.

BENEFITS



IN THE SALON

It defines the salon service and further seals the blond reflect adding very delicate no yellow pigments before drying, giving smoothness and shine to the cuticle.



AT HOME

It protects light colours over time and keeps an excellent shine of neutral and cold tones. Used at every shampoo, it stabilizes the blond reflect protecting it from external influences.



NO YELLOW System

THE COMPLETE PROGRAM FOR PERFECT BLOND IN SALON AND AT HOME WITH 3 PRODUCTS



No Yellow LONG LASTING





No Yellow SILVER TONING





No Yellow HIGH LIGHTENING



NO YELLOW SYSTEM SERVICES



Service 2 **Silver Toning INTENSIFYING - NEUTRALIZING - COOLING**



High Lightening LIGHTENING - PROTECTING - NEUTRALIZING Service 3



























NO YELLOW System

FOLLOW Echosline

www.echosline.it



echosline.official

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Via del Palù, 7/d - 35018 San Martino di Lupari (PD) - Italy Cod. Fisc e P.Iva CEE IT04937500280 - R.E.A. PD 430007 Cap. Soc. € 5.000.000 - Reg. Impr. e CCIAA PD 04937500280