

SHOPPING

In the Salon

Luxury and Beauty with ..

 rolland®
Beauty Inside Out

ALFAPARF
MILANO
BE PROVOCATIVE ... BE COUTURE



Phytologic science and hydrotherapeutic technique combined for specific professional treatments, for both scalp and hair.

A COMPLETE RANGE OF HYDRO-PHYTOTHERAPIC TREATMENTS

- Cleansing
 - Conditioning
 - Treating
 - Modeling
 - Defining



DAILY CARE



DAILY SHAMPOO

It gently purifies all hair types. It rebalances the natural moisture of the scalp. It gives hair elasticity, manageability and shine. It strengthens and restores energy to the hair fibres.



250 ml



1000ml

DAILY HYDRO-ACTIVE CONDITIONER

It gives shine and makes hair easier to comb. It maintains the precious, natural moisture balance. It detangles, softens and increases elasticity and resistance. It gives body and shine to the hair without weighing it down.



250ml



1000ml

OILY SCALP AND HAIR

BALANCING SHAMPOO

It normalises sebum production from the scalp and eliminates any excess. It eliminates the unpleasant greasy appearance of the hair and delays the formation of oil. It strengthens and restores energy to the scalp.



250ml



1000ml



DRY AND FRIZZY HAIR

HYDRATING SHAMPOO



250ml



1000ml

It restores the right moisture balance to dry and damaged hair. Excellent humectant and nourishment for skin and hair . It regenerates the skin's lipid layer. It makes the hair softer ,fluffier and easier to manage. It controls static electricity and offers body and smoothness.

DETANGLER

It instantly conditions the hair without weighing it down . It eliminates knots thus making the hair extremely easy to comb. It controls static electricity and bestows moisture. It leaves the hair soft ,shiny,silky. It gives body and restores the hair's natural vitality.



250ml



DUAL-PHASE TREATMENT

It simultaneously acts on both the internal and the external part of the hair. It nourishes, moisturises and strengthens the hair without weighing down the structure of the hair fibre. It moisturises and detangles ,whilst protecting the hair from external aggressions. The no rinse formula leaves hair shiny and sparkling



250ml

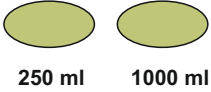


ENERGIZING SYSTEM

ENERGIZING SHAMPOO



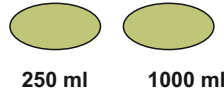
It gently cleanses ,restoring internal strength and shine. It reinvigorates the hair and fortifies its internal structure . It helps to restore and rebalance the acid coating and the right porosity. It leaves the hair extremely soft ,shiny and silky.



REVITALIZING CONDITIONER



It instantly detangles. It restores shine and elasticity to the hair structure. It leaves hair incredibly soft and easy to manage. It protects and strengthens the hair, eliminating frizz. It increases control of the hair and its silkiness.



ANTI FRIZZ

ZERO FRIZZ



To control ,moisurise and protect hair from frizz effect. Anti-Frizz and anti-humiditi spray . It instantly controls dry and hard to manage hair , eliminating frizz and countering humidity. With smoothing and softening actions. Perfectly smooth , soft and shiny hair.



BLONDE HAIR



BRIGHTEN-UP SHAMPOO

Specifically for naturally blonde, coloured or highlighted hair. Gently cleanses, leaving the blonde tones radiant . It counters the tarnishing of blonde and the yellowing of bleached or grey hair.



250 ml



1000 ml



BRIGHTEN-UP TREATMENT

Antioxidant treatment for natural , coloured or highlighted blonde hair. It enhances and revives blonde. It counters the tarnishing of blonde and the yellowing of bleached or grey hair. It gently detangles bestowing extreme softness and shine.



250 ml



1000 m

LIGHTENING BLONDE SPRAY

It gently lightens natural , coloured or highlighted blonde hair . It intensifies and revives blonde shades countering the yellowing of bleached and grey hair. It protects against UV rays , conditions and detangles the hair





COLOUR MAINTENANCE

COLOR SAVER SHAMPOO



Specifically for coloured hair. It helps to prolong the color shine. It leaves the hair soft , shiny and healthy.



250 ml

COLOR SAVER MASK



Intensive antioxidant and detangling treatment for coloured hair. It effectively maintains colour . It leaves the hair soft and shiny.



175 ml



500 ml

VOLUME

VOLUME SHAMPOO



It bestows volume and shine suitable even for fine and fragile hair. It bestows body and strength preventing hair breakage.



250 ml



1000 ml



250 ml

VOLUME LEAVE-IN CONDITIONER



It makes hair easier to comb and prevents flyaway hair. It gives volume and body. It prevents split ends accuring.



175 ml

VOLUME ROOT LIFTER

Hold and volume for even the finest hair. Micro -fine particles increase the diameter of the hair. Soft hold without weighing down the hair.

WAVES AND CURLY HAIR

CURLING-UP SHAMPOO



It gently cleanses curly and permed hair. It eliminates frizz and defines curls. It bestows softness and elasticity.



1000 ml

CURLING-UP CONDITIONER



Nourishing action ideal for curly and permed hair. It softens, detangles curls and controls frizz.



1000 ml



CURL STYLING MOUSSE

It structures and perfectly defines waves and curls. It enhances the elasticity of curls without weighing down the hair. It bestows the hair with shine and softness. It dries rapidly without leaving sticky residues.



SMOOTH

SMOOTHING SHAMPOO

Smoothing anti frizz shampoo for all hair types. Control without weighing down the hair. Nourishment for dry and very dry hair.



250 ml



1000 ml

IRONING GLOSS SERUM

Concentrated smoothing serum for a final super glossy touch. It controls the flyaway effect on the hair and enhances the smoothing action of the other products in the range



150 ml





ANTI LOSS HAIR TREATMENT

COMPENSATING SHAMPOO



It gently cleanses. It stimulates hair bulb oxygenating and activity. It maintains the hydrolipid balance. It eliminates metabolic waste. It increases the exchange of natural nourishing elements. Weak Hair is strengthened with a more healthy and shinier general appearance.



250 ml



1000 ml

OXYGENATING TREATMENT

Specific treatment to prevent hair loss. Procapil is molecule that stimulates the metabolism of the follicle cells. It prevents hair loss by reinforcing the epithelium of the capillary bulb. Oligoelements , vitamins and natural active ingredients boost the micro-circulation and oxygenation of tissues, prolonging the growth phase.



90 ml



6 vials

ANTI - DANDRUFF



DANDRUFF SHAMPOO

It effectively counters both dry and oily dandruff. It eliminates any kind of impurity. It controls excessive sebaceous secretion without hardening the skin. It counters irritation giving the skin and hair the ideal moisture needed.



250 ml



1000 ml

DEFINE

MODIFYING WAX



Versatile styling wax for fashionable, lived in looks. It creates defined and flexible results for any kind of styling



100 ml

CREAM SHAPER



It models and controls the hair and gives it texture. Medium-strong hold with a shiny effect.



100 ml

HI-DEFINITION MUD



Flexible, high-definition modelling mud for all types of hair. Extra-strength hold with a shiny effect.



100 ml

EXTREME GRUNGY GLUE



Extreme hold paste for creating trendy looks which require a super strong hold. Sculpt and controls even the most unruly hair.



100 ml

RUFFLED TEXTURE CLAY



Modelling clay was for a natural, ruffled look. Gentle hold with a matt effect.



100 ml



UNA® Hairfood



State of the art formulas enriched with soy protein and vitamins to guarantee shine, balance and protection.

HAIR RESTORE

COCONUT OIL HAIR TREATMENT RESTRUCTURIZING MASK

Revitalizing emollient mask for dry, damaged hair with Coconut Oil, Olive Oil and Vegetable Oils, Intense and long lasting anti-frizz action.



JOJOBA OIL HAIR TREATMENT DETANGLING MASK

Emollient treatment with Jojoba Oil for soft, easy to comb hair, Leaves hair naturally radiant and shiny.



VITAMINS HAIR TREATMENT MOISTURIZING MASK

Moisturizing treatment with Vitamins A, E, H for soft, easy to comb hair Intense action protects hair from breakage and split ends.



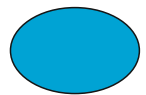
SESAME OIL HAIR TREATMENT ANTI-FRIZZ MASK

Moisturizing treatment with Vitamins A, E, H for soft, easy to comb hair. Intense action protects hair from breakage and split ends.



PROTEINS HAIR TREATMENT NOURISHING MASK

Nourishing treatment for dry hair and scalp with Soya Proteins and Vitamins. It relieves reddened skin and makes hair easier to comb.



1000 ml



YELLOW is a brand of professional hair care products, inspired by young women seeking a good quality and easily accessible products.

YELLOW organised in Brazil as part of the Alfaparf Group, with a strong recognition in the field of relaxation/straightening processes. Yellow currently offers a full range of products ranging from chemicals processing, smoothing and coloring, to products for hair care, shine, hydration and repair, and a complete range of styling products.

All products are developed in our chemical laboratory in Italy , where experts from the Department of Research and Development elaborate the formula of **YELLOW** products and necessary tests to ensure excellent results.

The active ingredient of **YELLOW** is **ALOETRIX** which is a formula based on **Aloe Vera and Wheat Germ** that hydrates the hair and leaves it silkier and shinier. This ingredient has been registered for the exclusive use of **YELLOW** and it is found all Yellow products.

YE SHINE

YE SHINE is formula enriched with natural active somponents from Olive Oil, acts as a powerful treatment to increase hair's brightness and free flow, without weighing it down.

The Olive Oil, acting simultaneously with the active components of the Shea Butter, Panthenol (Vitamin B5) and Vitamin F extend the effect, maintains hair brightness for a longer period

DAILI SHAMPOO



The Daily Shampoo cleans and nourishes the hair, providing intense brightness. Its formula enriched with Aloe Vera makes the hair smooth and easy to comb.



250 ml



1000 ml

LEAVE IN CONDITIONER



The leave In Cream without rinsing acts by regulating the cuticles, providing intense brightness while controlling the volume.



250 ml

FINISHING SPRAY



Finishing spray increases and intensifies hair luminosity while simultaneously keeping it weightless. Its formula creates a thin protective barrier which protects the hair from external agents such as dust, humidity, etc



100 ml



500 ml

DAILY SERUM



Beauty serum provides instant increase in hair luminosity. Makes the hair smoother, softer and weightless.



50 ml

The formula contains natural active components of the Olive Oil and Shea Butter, they provide a natural and cosmetic brightness effect without making weighing the hair down



YE HYDRATE care for dry hair

YE HYDRATE its new formula, enriched with Fig Oil, Aloe Vera, Wheat Protein, Milk Protein, Bamboo Extract and Nut Oil, acts to restore hair's hydration levels. It takes the water molecules to the inner structure of the hair strand and fixes it, providing a long -duration cosmetic effect.

Particularly suitable for dry hair.

DAILY SHAMPOO

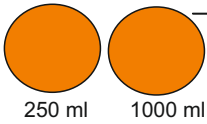


The daily use shampoo is the first stage of the hydration process. It cleans smoothly and deeply, while hydrating the strands.

LEAVE IN CONDITIONER



The leave in cream is ideal for rapid hydration of dry hair, making it softer and healthier looking.



250 ml 1000 ml

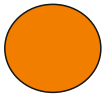


250 ml

INTENSIVE MASK



The moisturising mask for very dry hair is a deep hydration treatment.

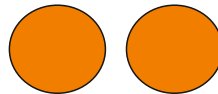


500 ml

MASK



The moisturising mask for dry hair has an efficient conditioning action, untangling the strands and making them softer and full of vitality.



250 ml 500 ml

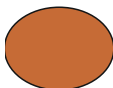




YE BLOOM ARGAN OIL

Exceptional beauty treatment for dull, dry and weakened hair. Strong action and easily absorbed into hair. For all types of hair. Oil for cosmetic treatments. The moisturising and restorative properties of Argan Oil provides smoothness and shine to the hair. With high quality and instant absorption into the hair , YE BLOOM ensures the natural shine and smoothness of the hair without leaving any residue.

ARGAN OIL



120 ml



The STYLE finishing line was created to enhance hair styles, fixing curly hair or molding straightened hair.

FIXING SPRAY

Fixative hair spray. Texture and volume on all types of hair. Extra strong sustaining over a long period, to create the most outrageous styles.



300 ml 500 ml

FIXING GEL

Reactivatable gel fixation. Strong textures and fixation over a long period. It gives volume to the hair, length and ends, and may be reactivated with water.



150 ml 500 ml

MATT PASTE

Opaque effect cream. Separate and define. Shapes and leaves hair with the look of unbrushed hair.



75 gr.

HAIRDRESS WAX

It creates a thermal protection coat. The nourishing and moisturising properties of Aloe Vera make the hair look shiny.



200 ml

CURL & MOLD ACTIVATOR

Shapes and defines the curls without weighing them down. The anti-frizz action of the Orange Hair Wax provides hair with a seductive softness.



250 ml

SLEEK CREAM

Thermal protection cream which is the choice for creating smooth style. The formula conditions the hair, which helps refreshing and ensures the anti-frizz effect over a long period.



150 ml

MOLDING MOUSSE

Shaping Hair Mousse. Textures for straight hair and sexy volume also can be used for curly hair. Improves the spontaneous movement.



300 ml

