

• BLOND HAIR •

NOYELLOW

COOL UP THE BLOND!

VIOLET, IRIS,
LAVENDER INFUSED

SELECTIVE[®]
PROFESSIONAL 

Light hair tones are some of the most difficult to treat.

During technical services, they can give rise to undesirable yellow-orange highlights. Furthermore, they are subject to many factors that can cause hair to turn yellow, such as atmospheric agents, sunlight and pollution.

Selective Professional research laboratories have created

• BLOND HAIR •

NOYELLOW

this exclusive treatment range that best exalts all shades of blond,
from technical services to maintenance at home.

CONTRAST AND NEUTRALIZE THE UNDESIRE
YELLOW-ORANGE SHADES.

IMPROVES AND EXALTS THE BEAUTY OF BLOND HAIR,
WITH MULTIFACETED AND THREE-DIMENSIONAL SHADES.





Visible results immediately

- **SHINE:**
gloss effect
- **STRENGTH:**
hydration and resistance to brushing
- **BODY:**
fullness and volume
- **COLOR:**
perfection in the lightest shades

Formulated with carefully selected, specific actives, to make blond, bleached and gray hair shine again and enhance cold tones!



1 IRIS, VIOLET AND LAVENDER EXTRACT
conditions hair and gives it great body



3 PROTEIN COMPLEX
revitalizes and protects hair fiber and improves its strength, elasticity and shine



2 NEUTRALIZING PIGMENTS
exalt cold reflexes and improve the texture of blond hair



4 VITAMIN E
protects hair and scalp from excessive heat and dryness, strengthens the hair shaft and facilitates brushing



NOYELLOW Shampoo 275 ml / 1000 ml

Anti-yellow shampoo for blond, bleached and gray hair.

*Delicately cleanses and strengthens even very damaged hair.
Illuminates and improves the texture of blond hair.*



NOYELLOW
Conditioner 275 ml / 1000 ml

Anti-yellow conditioning treatment
 for blond, bleached and gray hair.

*Creates a protective film on hair to facilitate brushing.
 Hydrates, illuminates and improves the texture of blond hair.*



NOYELLOW
Spray 150 ml

No-rinse anti-yellow spray for blond,
 bleached and gray hair.

*Keeps hair hydrated and elastic and improves
 the texture of blond hair.*



Ideal
 developing time
 for each blond

BLEACHED
 or GRAY HAIR



1-3
 minutes

BLENDS



LIGHTENING
 or HIGHLIGHTS



5
 minutes

• BLOND HAIR •

NOYELLOW

0% unwanted brassy reflexes
+ elasticity and body
100% shine and brilliant gloss finish

the perfect blond.

BEFORE

AFTER

BEFORE

AFTER

BEFORE

AFTER





#cooluptheblond !

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PROFESSIONAL 

selectiveprofessional.com

