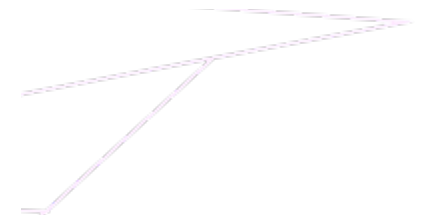


BLONDE
ELEVATION
Yellow Out



KARAL
FASHION IS AT THE HEART OF BEAUTY

KAARAL PRESENTS ITS NEW LINE, BLONDE ELEVATION - YELLOW OUT.
A RANGE OF ANTI-YELLOW PRODUCTS FOR PERFECT BLONDE HAIR

BLONDE ELEVATION *Yellow Out*



BLONDE ELEVATION *Yellow Out*

A professional line that has been created to brighten and revitalize blond, white/grey and highlighted hair for pure, absolute and perfect results.



Before

After

- brightens blond
- tones unwanted yellow tones
- enhances the natural appearance of grey and white hair, adding body to bleached or natural grey/white hair.

Enriched with the latest generation of active ingredients, grape extract and purple pigments will intensely moisturize the hair and neutralize unwanted yellow tones.

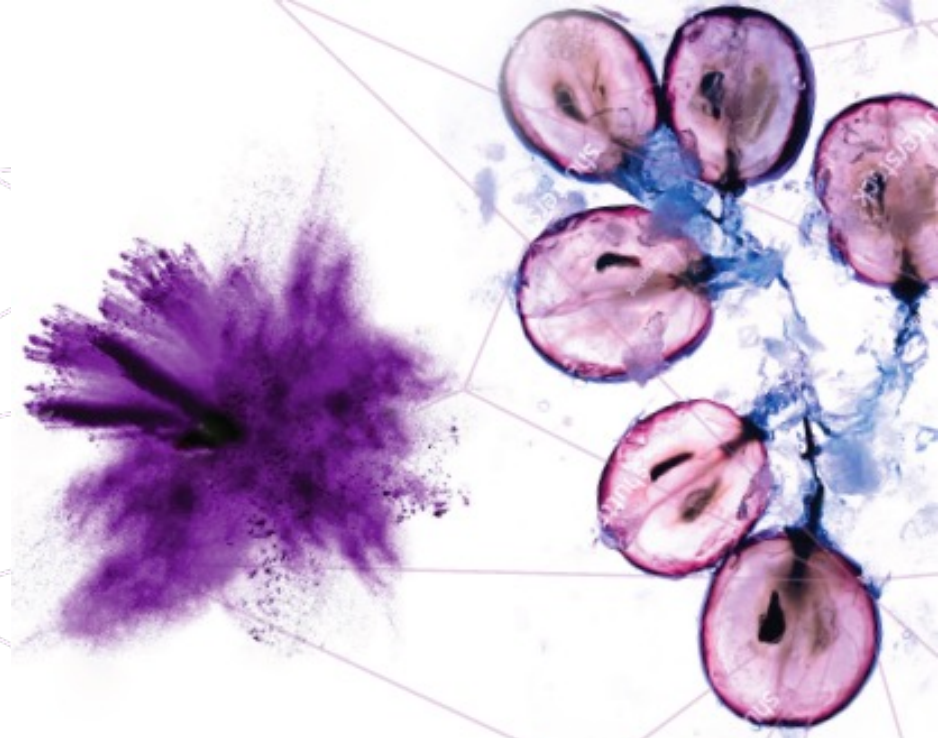
PURPLE POWDER

contains special three-dimensional anti-reflective and extremely advanced purple pigments. Delicately neutralizing the yellow tones in bleached or grey/white hair, making hair look naturally brighter.

GRAPE EXTRACT

Grapes have valuable properties to reinvigorate hair. Full of antioxidants, vitamins and mineral salts – giving the hair an immediate energy boost.

Black grapes contain high quantities of potassium, vitamin C and vitamin A which, together with polyphenols, give them excellent antioxidant properties. Rich in *Resveratrol*, (the anti-ageing antioxidant par excellence), this strengthens skin, stimulates the skin's microcirculation and acts as an anti-inflammatory, fighting against skin ageing.



BLONDE ELEVATION YELLOW OUT SHAMPOO



VIOLET PIGMENT – GRAPE EXTRACT

Formulated with grape extract and purple pigment, it enhances cool blonde tones and eliminates unwanted yellow from bleached, blonde, grey/white hair.

HOW TO USE:

Emulsify product and apply to wet hair. Leave in for 1 to 5 minutes and rinse. Apply again if necessary.

BLONDE ELEVATION YELLOW OUT MASK



SHEA BUTTER – VIOLET PIGMENT – GRAPE EXTRACT

Enriched with grape extract, shea butter and purple pigment. It intensely moisturises and neutralizes unwanted yellow tones.

HOW TO USE:

Apply to washed and towel-dried hair. Comb through and leave in for 1 to 5 minutes. Rinse.

BLONDE ELEVATION YELLOW OUT BI-PHASE CONDITIONER



VIOLET PIGMENT – GRAPE EXTRACT

Leave-in conditioner with advanced detangling and protective action.

Thanks to the concentration of purple pigment and grape extract, it tones unwanted yellow tones and brightens bleached, blond, grey /white hair.

HOW TO USE:

Shake well. After washing hair, spray evenly over lengths and ends. Do not rinse. Proceed to dry hair.

BLONDE ELEVATION YELLOW OUT CONDITIONING MOUSSE



LAVENDER – MILK PROTEIN – VIOLET PIGMENTS

Leave-in mousse with lavender extract, milk proteins and purple pigments to tone, moisturize and add body.

HOW TO USE:

Shake well and apply to washed and towel-dried hair. Spread evenly over lengths and ends and proceed with desired styling.



BLONDE ELEVATION YELLOW OUT EXTREME LIFT POWDER



ALMOND OIL – BISABOLOL – VIOLET PIGMENT

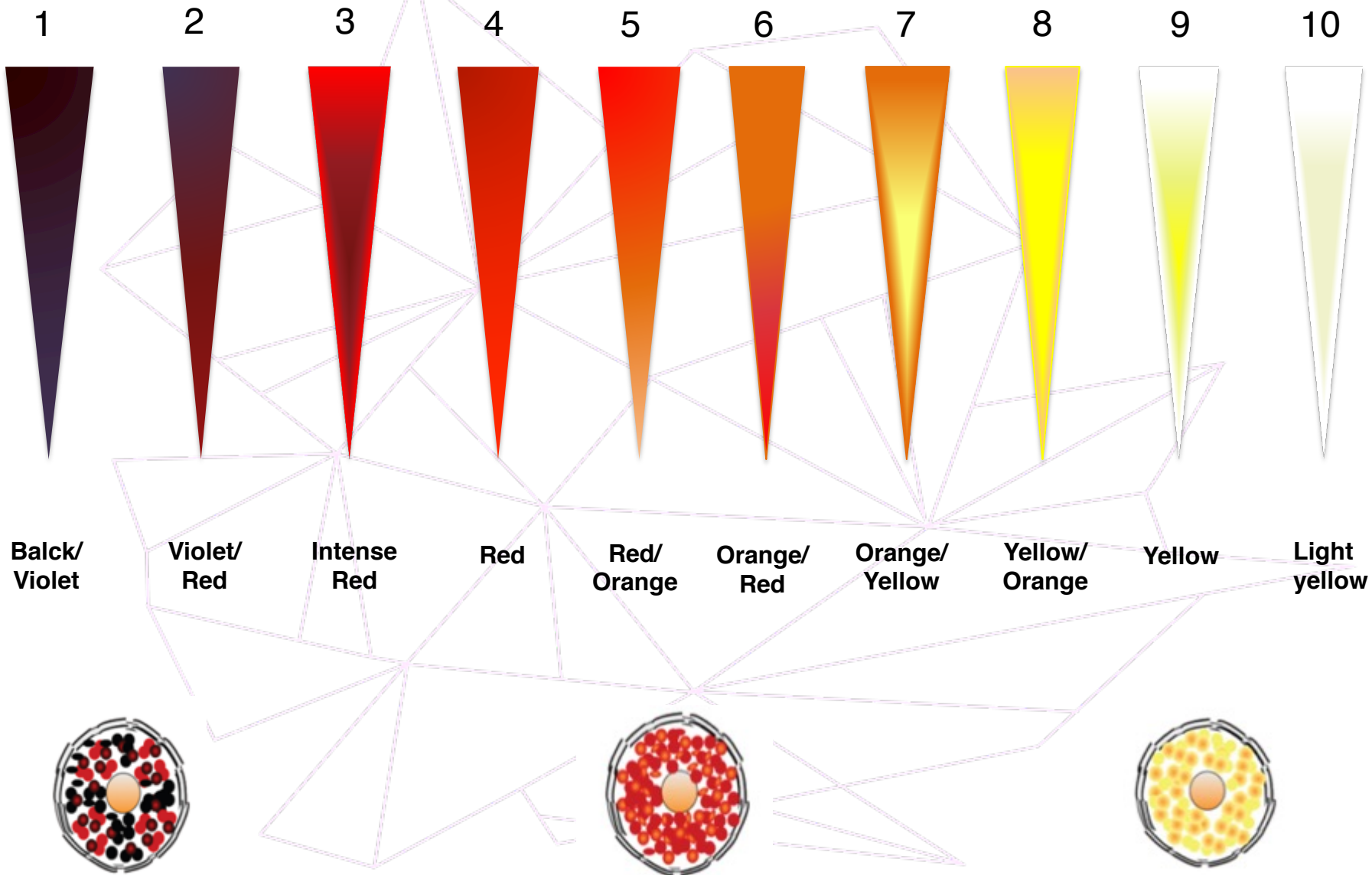
Lightens hair by up to 9 tones. Almond Oil and Bisabolol have a protective, moisturizing and soothing action. Purple pigments help neutralize unwanted yellow tones.

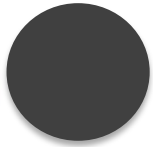
HOW TO USE:

Mix Extreme Lift Powder at a ratio of 1:2 with the desired Dev Plus (10, 20, 30 or 40 volume), depending on desired result.

Example: 30g of Extreme Lift Powder + 60g of Dev Plus.
Processing time: Up to 45 minutes depending on desired tone and, the hairs porosity level.

Lightening Process

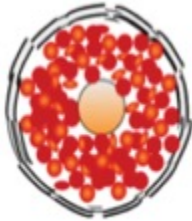




Black pigment:

Neutralize eumelanin and tricosiderine

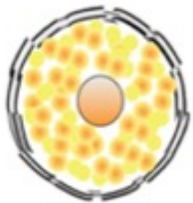
Removes red/copper artificial pigments



Blue pigment:

Neutralize tricosiderine and feomelanin.

Removes copper/yellow artificial pigments



Violet pigment:

Neutralize feomelanin

Removes yellow artificial pigments



BLONDE
ELEVATION
yellow Out

Applications

BEFORE AND AFTER YELLOW OUT TREATMENT: POWDER – SHAMPOO – MASK - BIPHASE



BEFORE

BLONDE
ELEVATION
Yellow Out



BEFORE



EXTREME LIFT POWDER 20VOL



AFTER ROOT COLOR: BACO 7.12



AFTER YELLOW OUT TREATMENT

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