

NO YELLOW System



Echoline
the *vegan* way

GB



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



NO YELLOW PIGMENT



RED GRAPE EXTRACT



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.

NO YELLOW System



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





300ml cod. 1024506
1000ml cod. 1024507

NO YELLOW shampoo 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

*Natural origin ingredients according to ISO 16128

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

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.



300ml cod. 1024508
1000ml cod. 1024509

NO YELLOW mask NO YELLOW MASK

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**

*Natural origin ingredients according to ISO 16128

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

BENEFITS



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.



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.

150ml cod. 1024510



NO YELLOW bi-phase lotion
NO RINSE BI-PHASE NO YELLOW
CONDITIONER

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 1 Long Lasting KEEPING - CONDITIONING - BRIGHTENING

No Yellow Shampoo
 x2 / 3/5 min

No Yellow Mask
 5 min

No Yellow Bi-phase Lotion

E-Styling Gloss Crystal

Service 2 Silver Toning INTENSIFYING - NEUTRALIZING - COOLING

No Yellow Shampoo
 x2 / 3/5 min

Color Up Silver Blond
 5/15 min

No Yellow Bi-phase Lotion

E-Styling Gloss Crystal

Service 3 High Lightening LIGHTENING - PROTECTING - NEUTRALIZING

Karbon 9 Charcoal Bleaching & Neutralizing Cream

No Yellow Shampoo
 x2 / 3/5 min

Color Up Silver Blond / **No Yellow Mask**
 5/15 min

No Yellow Bi-phase Lotion

E-Styling Gloss Crystal



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www.echosline.it



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