

# ALFAPARF MILANO



Italy's largest independently-owned, professional color manufacturer. Creating accessible services and effective products for the last 40 years that make your life easier, and hopefully even pleasurable. Alfaparf strives to make people feel more confident and give them the courage to express themselves as they want. Alfaparf's desire is to be your partner in beauty.

- Focused on providing the latest techniques through a “best in beauty” education approach.
- Diversified solutions for every need: full range permanent, demi, and semi-permanent colors, plus an extensive line of hair lightening tools.
- Free of sulfate, parabens, silicone, formaldehyde, PPD, resorcinol, ammonia, ethanolamine, and paraffins.
- Education through Intuitive Philosophy allows you to take a unified technique and customize it for each client
- A worldwide beauty leader for professionals.

