



new! 優美
yūbi blonde

anti-brass heat protecting
purple serum

shu uemura
art of hair

the yūbi blonde collection

the purest, most intense anti-brass neutralization range for every shade of blonde looking to neutralize unwanted yellow tones for long-lasting cool results, intense nourishment & an untouched glow. now with a finishing leave-in serum to neutralize while protecting hair from heat.



new

anti-brass
neutralizing
purple shampoo

glow revealing
shampoo

full replenishing
conditioner

anti-brass neutralizing
purple balm

anti-brass
heat protecting
purple serum

meet the
new addition
to the
yūbi blonde
collection

yūbi blonde
anti-brass heat
protecting purple
serum

blonde hair
is instantly
more radiant

brassiness &
yellow tones
are neutralized

hair is protected
from heat





anti-brass heat protecting purple serum

what it is:

an anti-brass purple hair serum that works as a heat protectant and hydrating leave-in treatment to neutralize unwanted brassiness.

benefits:

- neutralizes brassy & yellow tones
- protects hair from heat tools
- replenishes hair
- hair is instantly more radiant
- blonde hair is instantly shinier

how to use:

distribute evenly through towel-dried hair or use on a specific area as a targeted treatment. for best results, use together with the yubi blonde collection when you notice brassiness or want to brighten your blonde color.

who is it for:

ideal for all shades of blonde hair. great for those who want to maintain their blonde color without sacrificing style.

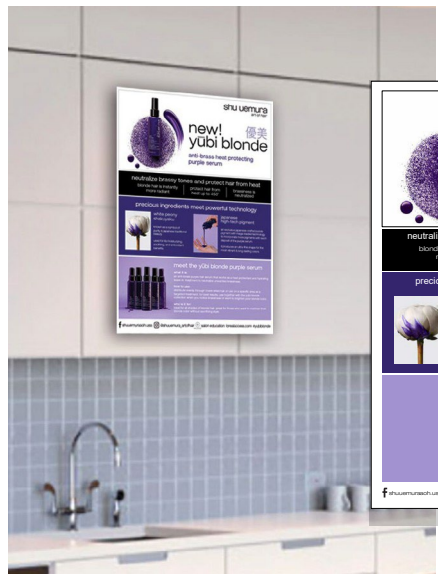
a versatile blonde care routine

tailored to all types of blonde hair

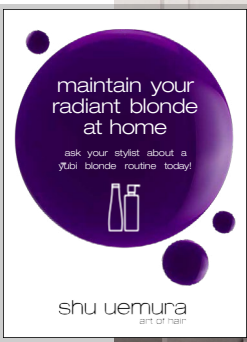
	daily routine	weekly routine
 for warm to golden blondes		
 for neutral to cool blondes		
 for platinum to icy blondes		

A close-up photograph of a purple iris flower. The image captures the delicate, layered petals of the flower, which are a vibrant purple color. The center of the flower is dark and features intricate, veined patterns. The background is a light, textured surface, possibly a wall or a large leaf, which provides a soft contrast to the flower's colors. The lighting is soft, highlighting the texture of the petals and the depth of the purple hue.

educate, excite & drive awareness to clients



new launch glorifier update



mirror cling



backroom poster



intro offer

price	value	savings	%
\$291	\$339.50	\$49	14%

material code	quantity	offer	salon cost	
retail			unit	total
E3914200	12	yubi blonde purple serum	\$24.25	\$ 291.00
			\$291.00	
receive complimentary: ssp, backbar, samples			unit	total
P2610700	2	yubi blonde serum SSP	\$24.25	\$ 48.50
receive complimentary: merchandising material				
P2636000	1	flipchart pages		
P2636100	1	glorifier insert		
P2636200	1	price list insert		
P2636300	1	mirror cling		
			total complimentary:	\$49
			total savings:	14%