The background of the entire image is a leopard print pattern. It features irregular, dark brown and black spots of varying sizes on a light tan or beige background. The pattern is dense and covers the entire area.

**Salerm**  
COSMETICS

# Salerm

---

C O S M E T I C S

Welcome to the exciting world of **Salerm Cosmetics**, a leading Spanish multinational **hairdressing and cosmetics company, founded over 70 years ago**. A company with a history that has left its mark on the industry and a company that looks to the future by reinforcing its commitment to the hairdressing professional.

While the company's HQ and manufacturing plant is located in Spain, this family-owned company has expanded its influence to encompass more than 50 countries, with more than 1600 dedicated and enthusiastic employees.

Salerm Cosmetics is distinguished by its commitment to excellence in the research and manufacture of premium cosmetic products. From hair color, care, and styling to skin care and makeup, our wide product range offers complete solutions for hairdressing professionals and beauty enthusiasts.

With a successful track record and global reach, Salerm Cosmetics has become a benchmark in the world of professional hairdressing.

Our constant pursuit of excellence and dedication to professional satisfaction have forged a solid reputation in the industry. Whether in salons or at home, Salerm Cosmetics' products inspire confidence and offer the care needed for healthy, beautiful, and stylish hair.

**Salerm Cosmetics: A passion for hairdressing.**

## Our vision

Our commitment to hairdressing is uncompromising and we strive to be your closest ally in the salon, to make your day-to-day life even better..

## Our mission

We share a passion for hairdressing, universalizing beauty with quality products adapted to suit each individual.

## What values do we stand by?

**Service:** we are committed to providing exceptional service, always being available to answer questions, provide assistance, and ensure customer satisfaction.

**Dedication:** we are fully dedicated to the professional's well-being; we seek to exceed expectations and provide a positive experience at all times.

**Passion:** a passion for hairdressing drives our daily work. We value and share a passion for creativity, fashion, and beauty, reflected in our dedication and commitment to delivering high-quality products that inspire professionals to express their creativity and achieve exceptional results.

**Responsibility:** we take responsibility for all our actions and decisions, acting ethically and transparently at all times. We comply with all applicable regulations and standards, promoting social and environmental responsibility through sustainable production practices.

**Education:** we recognize the importance of continuous education in the hairdressing industry. We provide training and professional development opportunities to clients and collaborators, organizing programs, workshops, and educational events to share knowledge, techniques, and up-to-date trends. Our goal is to drive growth and continuous improvement in the industry.

These values reflect our dedication and commitment to providing exceptional service, fostering customer service, nurturing a passion for hairdressing, acting responsibly, and promoting continuous education in the sector. These are the fundamental principles that have been key to the success and trajectory of Salerm Cosmetics throughout its 70-year history.

# INDEX

HAIR COLOR	08
LIGHTENING & MORE COLOR	22
SHAPE	30
HAIRLAB	42
SALERM 21 & KIDS & CARE	58
BIOKERA	66
HI-REPAIR	84
STYLING	90
HOMME	102
BELLEZA	112
MERCHANDISING	122
SALÓN SELECCIÓN	130

# HAIR COLOR

Leaders in hair color. Incredible shades & tones.



## salermvison

PARABEN FREE / 100% VEGAN

Permanent hair color with excellent results in shiny and long-lasting shades with perfect gray coverage. An exclusive selection of color pigments create made-to-measure shades with a formula based on natural oils for added shine and reduced scalp irritation.

**USE:** mix in a ratio of one part color to one and a half parts Salerm Cosmetics developer Salerm Cosmetics · Blond Magic shades should be mixed in a ratio of one part color to two parts Salerm Cosmetics developer.



- 2.3 OZ. (art. SV)
- salermvison color chart USA / SP / FR / P (art. 301)
- salermvison color chart USA / SP / IT / RU (art. 302)
- salermvison color chart USA / SP / D / CZ (art. 303)

## salermix

PARABEN FREE / 100% VEGAN

**4 high -lift shades with amazing lightening power,** color intensity and reflects much superior to any other hair color.

Thanks to an exclusive selection of color pigments, maximum color effectiveness is obtained. The formula also contains natural plant oils to protect and condition hair during the application process.

**USE:** mix one part color with two parts Salerm Cosmetics developer. Apply to dry hair · If greater lift is required to create highlights, cover with highlighting foil · For the whole head, use heat without covering.

- 2.3 OZ. (art. TMC)

## perhoxyl

PARABEN FREE / SULFATE FREE

A fast acting and highly effective emulsion developer, designed to achieve extra-light tones, highlights and lightening in a shorter developing time.

**USE:** mix in the appropriate ratio with the oxidation dye or lightener in a non-metallic bowl. Mix until even and apply to the hair according to the chosen technique.



- 35.3 OZ. (art. 161LP)

- 18 OZ. (art. 161L) \*

## developers

PARABEN FREE / SULFATE FREE

A cream developer that can be used for both hair color and lightening application. **In 4 different strengths** to cover all professional technique requirements Provides extraordinary shine, thanks to the excellent condition of the hair fiber following technical processing.

**USE:** mix in a ratio of one-part color to one and a half parts Salerm Cosmetics developer · Blond Magic tones should be mixed in a ratio of one part color to two parts Salerm Cosmetics developer.

- 167.9 OZ. 20 vol. (art. 172GLP)
- 8.1 OZ. 20 vol. (art. 352LP)
- 36 OZ. 10 vol. (art. 191LP)
- 30 vol. (art. 353LP)
- 20 vol. (art. 172LP)
- 40 vol. (art. 354LP)
- 30 vol. (art. 173LP)
- 3.8 FL.OZ. 20 vol. (art. 312LP)
- 40 vol. (art. 174LP)
- 30 vol. (art. 313LP)

- ACTIVATOR
- 36 OZ. (art. 170LP)

- 8.1 OZ. (art. 310LP)

M

MERCHANDISING

- SALES PAMPHLET (art. 1127) / SP (art. 1128) / USA (art. 1129) / RO (art. 1132) / FR (art. 1133) / PT (art. 1134) / RU
- TECHNICAL FILE (art. 1098) / SP (art. 1099) / USA (art. 1100) / PT (art. 1101) / FR (art. 1102) / IT (art. 1103) / RU (art. 1104) / CZ
- CHROMATIC CIRCLE POSTER (art. 1105) - SP / USA (art. 1106) - SP / PT (art. 1107) - SP / FR (art. 1108) - SP / ITA (art. 1109) - SP / RU (art. 1112) - SP / CZ



## biokera natura color

PARABEN FREE / 100% VEGAN

Intense, sharp, shiny and long-lasting color. Its formula **with organic plant oils** helps to protect the hair fiber and keep color vibrant for longer · Generous coloring power and effective gray coverage · **Hair color free from PPD and resorcinol, silicones, paraffin, mineral oils parabens, ethylic alcohol and formaldehyde derivatives.** Formulated with volatile ammonia which rapidly disappears from the hair after color application, improving the hair 's post-color condition.

**USE:** mix in ratio of one part color to one part Biokera developer. For Be Blonde shades mix one part color to two parts Extra Platinum activator.



- 2.3 OZ. (art. BKC)
- color chart (art. 3100)
- Horizon card 6,17 / 7,71 / 8,21 / 12,31 (art. 1596)
- Mimetic card 9,12 / 7,12 / 7,70 / 9,31 (art. 1255)
- Revive card 9,11 / 8,13 / 7,27 (art. 1470)
- 3 new shades card 5,66 / 5,735 / 6,4 (art. 3104)

## biokera deco eco hair lightening powder

PARABEN FREE / SULFATE FREE / 100% VEGAN

High lift · Ammonia-free · Organic oils offering excellent hair care · Special molecules to neutralize brassiness · No need for post-application toning · Easy-to-use · Dust-free. Maximum hair care (**Plex Protect Technology**) thanks to minerals from oatmeal and certified organic plant oils.



- 17.6 OZ (art. 3047)

## biokera natura color developer

PARABEN FREE / SULFATE FREE

The source of active oxygen necessary to develop the color from within the hair. Easy to mix with the color pigments, for incredible and long-lasting color results.

- 36 OZ. 20 vol. (art. 1742)
- 30 vol. (art. 1743)
- 40 vol. (art. 1744)
- 2.7 OZ. 20 vol. (art. 1752)
- 30 vol. (art. 1753)

## bk extra platinum activator

PARABEN FREE

Special Biokera Natura Color activator for mixing with lightening products or high-lift hair color, with blue and violet pigments. Acts as a source of active oxygen to offer balanced lift and hair care. Easy to use and achieve spectacular and long-lasting color results.

- 36 OZ (art. 1167)



# M

MERCHANDISING



- bowl (art. 5672)
- tint brush (art. 5673)

### VINYL STICKER

- window sticker sp. (art. VOBIOEXE)
- styling station sp. (art. VOBIOEOE)

### POSTER

- biokera color poster 28 x 40 in. (art. 3553)
- biokera be blonde poster 28 x 40 in. (art. 1175)
- img.37 poster 28 x 40 in. (art. 1234)
- mimetic poster 40 x 28 in. (art. 1281)

### BROCHURE

- mimetic brochure (art. 1299)



## biokera vegan

PARABEN FREE / SULFATE FREE / 100% VEGAN

**100 % plant-based hair color and care system.** Biokera Vegan offers different combinations of plants originating in ayurvedic botany, which together with current knowledge offer a natural and effective vegan color that's full of benefits for the hair and scalp.

**USE:** in a bowl mix the plant hair color with hot water in a 1+3 ratio and mix to a smooth paste with a suitable consistency. Let the mixture rest then apply to hair and *leave to work for between 30 and 60 minutes*. Rinse off with water.

- 10.6 OZ. thermally sealed aluminum bag
  - vcare / abedul (art. BKVC)
  - vdark / ébano (art. BKVD)
  - vlight / haya (art. BKVL)
  - v44 / peroba (art. BKV44)
  - v64 / cerezo (art. BKV64)
  - v74 / palisandro (art. BKV74)
  - v75 / caoba (art. BKV75)
- biokera vegan neutralizer  
10.2 OZ (art. 3550)
- vegan color chart
  - SP (art. 309)
  - SP / USA (art. 4776)
  - SP / IT (art. 4786)
  - SP / PT (art. 4788)
- biokera color + vegan color chart  
(art. 3100)
- A5 table top poster with stand:  
(art. 3549)
  - SP / USA (art. 4789)
  - SP / IT (art. 4790)
  - SP / PT (art. 4791)



# M

MERCHANDISING

- kettle (art. 3539) - 220v  
(art. 3526) - 110v
- ceramic bowl (art. 3541)
- spoons (art. 3543)
- mixer (art. 3545)
- storage pot (art. 3547)

- VINYL STICKER
- vinyl sticker (art. VOBIOVEGAN)

- POSTER
- vegan PRODUCT poster 20 x 28 in. (art. 3548)
  - vegan FASHION poster 28 x 40 in. (art. 3552)

- CATALOGUE
- SP / USA (art. 4771)
  - SP / IT (art. 4772)
  - SP / PT (art. 4773)



0% ammonia • paraben • dimethicone • drying alcohols • mineral oils • resorcina • PPD



### zero

PARABEN FREE/ 100% VEGAN

A fusion of technology and nature to create an exclusive Salerm Cosmetics hair color.

The latest revolution in alkalizing systems combined with strengthening and protective active ingredients and an intelligent selection of plant oils for unbelievably radiant color.

THE HAIR COLOR OF TOMORROW.



- 3.3 OZ. (art. CZ...)
- zero color chart (art. 1223)



### activator

PARABEN FREE / SULFATE FREE

A new Activator has been developed as part of the range and is especially suitable for **demi-permanent (tone-on-tone) hair color applications and toning and color correction.**

Its color-activating strength has been designed to develop the color pigments, setting them firmly within the hair cortex, without causing deterioration of the hair's natural melanin, therefore avoiding lift of the hair's natural base color. The result is long-lasting color and maximum care for the hair fiber.

Its formula contains **Aloe Vera** and **low-molecular-weight keratin** for maximum care of the hair structure and improved post-color strength.

- 36 OZ. (art. 170LP)
- 8.1 OZ. (art. 310LP)

# M

MERCHANDISING

CUBE DISPLAY Toners (art. 1274)





### hd flash mask

PARABEN FREE / SULFATE FREE / 100% VEGAN

Color mask that strengthens hair and boosts shine. Long-lasting, professional results in just 10 minutes. **USE:** first shampoo hair then, wearing gloves, apply generously section by section before leaving for 2 to 3 minutes to refresh color or, up to 10 minutes to intensify. Rinse off with plenty of water.

• 9.8 OZ.	• 2.0 OZ. sachet
platinum (art. 1264)	platinum (art. 1264S)
pearl blond (art. 1265)	pearl blond (art. 1265S)
deep brown (art. 1266)	deep brown (art. 1266S)
red (art. 1267)	red (art. 1267S)
copper (art. 1268)	copper (art. 1268S)
violet (art. 1269)	violet (art. 1269S)
black (art. 1272)	black (art. 1272S)

### neutral mask

PARABEN FREE / SULFATE FREE / 100% VEGAN

Hair mask base ready for mixing with HD Colors to refresh color vibrancy between services as well as leaving hair healthy, shiny, and nourished. **With argan and raspberry organic oils.**

- 5.7 OZ. (art. 1273)
- 19.7 OZ. (art. 1640)



# M

MERCHANDISING

- whisk (art. EN6364)

POSTER  
 • FLASH MASK combinations  
 11,7 x 16,5 in. (art. 1600)

HD FLASH CATALOGUE  
 SP / USA (art. 1588)  
 SP / PT (art. 1589)  
 SP / IT (art. 1590)  
 SP / FR (art. 1591)  
 SP / RU (art. 1592)

HD FLASH + HD-COLORS CATALOGUE  
 SP / PT (art. 1644)

GLORIFIER (art. 1584)





# INTENSE AND UNTAMED PIGMENTS THAT BREAK ESTABLISHED MOLDS

## hd colors

PARABEN FREE / SULFATE FREE / 100% VEGAN

Direct, on-trend color with **High Definition Color System technology** that sets it apart from the rest · Intense, bold and untamed pigments that break established molds and offer unimagined color definition.

A long-lasting semi-permanent color system free from hydrogen peroxide and ammonia. Ideal for light bases or lightened hair · Passionate tones and 1 neutral (CLEAR) \*, to create pastel shades; **hair color that opens the door to hundreds of combinations.**



- fantasy shades 5.4 OZ.
  - pink (art. 1060)
  - fuchsia (art. 1061)
  - red (art. 1062)
  - orange (art. 1063)
  - yellow (art. 1064)
  - green (art. 1065)
  - blue (art. 1066)
  - purple (art. 1067)
  - violet (art. 1068)
- fluor shades 5.4 OZ.
  - candy pink (art. 1071)
  - green kryptonite (art. 1072)
  - jazzy yellow (art. 1073)
  - mystic blue (art. 1074)
  - orange pumpkin (art. 1075)
  - \* CLEAR (art. 1069)
- HD color chart (art. 1070)

## hd colors reset

PARABEN FREE / 100% VEGAN

Removes semi-permanent color with the maximum respect for hair.

**USE:** apply the product to dry hair using a gentle massaging motion then use a comb to distribute evenly. *Exposure time up to 20 min.*, then rinse of.

- 9.0 OZ. (art. 1076)

# M

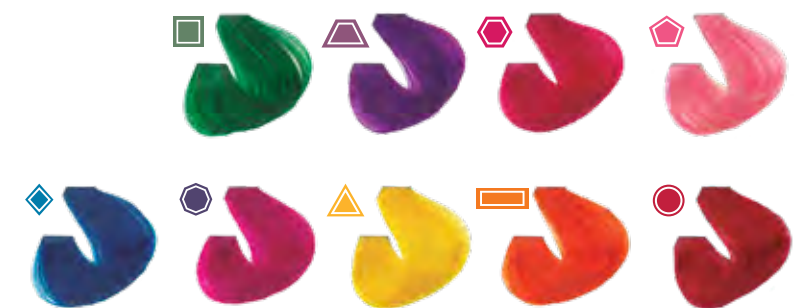
MERCHANDISING

- highlighter paddle (art. 3041)

### POSTER

- FLUOR 13.4 x 19.3 in. (art. 1090)
- FANTASY 13.4 x 19.3 in. (art. 1091)

### fantasy



### fluor



# LIGHTENING & MORE COLOR

Lightening and color care. Lasting radiance.





## blond supreme

PARABEN FREE / SULFATE FREE / 100% VEGAN

Lightening powder with active neutralization and supreme lift. **Intense lightening plus protection and care for hair, thanks to a base of plant keratin, hyaluronic acid, and Plex Fiber Protect.**

The recommended mixing ratio is 1:2 50 g (1.76 OZ.) of Salerm Cosmetics Cream Developer, (up to a maximum of 75 g [2.46 OZ.], 1:3).

**For greater hair protection** and more precise application **combine with** 20 ml (0.68 FL.OZ.) of **NUTRI-OIL**, for each measure of lightener, until an even paste is formed, and add 50 g (1.76 OZ.) of Salerm Cosmetics Cream Developer, 1:2 (up to a maximum of 75 g [2.46 oz.], 1:3).

· *Exposure time from 30 to 60 minutes.*

**Preparation:** mix in a non-metallic bowl with Salerm Cosmetics Cream Developer 5 vol. (1,5%), 10 vol. (3%), 20 vol. (6%), 30 vol. (9%), Extra Platinum 35 vol. (10,5%) or 40 vol. (12%).

**Application:** immediately after mixing on dry, unwashed hair. Once the exposure time is up, rinse off with plenty of water, shampoo and condition.

- 17.6 OZ. contains measuring spoon (art. 1433)
- 12 x 1.41 OZ. sachets (art. 1498) \*
- 24 x 1.41 OZ. sachets (art. 1545)



## nutri oil

PARABEN FREE / SULFATE FREE / 100% VEGAN

**Botanical elixir with ceramides, vitamins, and essential fatty acids that transform the texture of the lightening powder into a smooth paste and offer care and protection for the hair.** Highly recommended for greater control and precision during application.

For greater hair protection and more precise application combine with 15 ml (0.50 FL. OZ.) of NUTRI-OIL for each measure of lightener, until an even paste is formed, and add 50 g (1.76 OZ.) of Salerm Cosmetics Cream Developer, 1:2 (up to a maximum of 75 g [2.64 OZ.], 1:3).

- 10.1 FL.OZ. (art. 1434)



## magic bleach

PARABEN FREE / SULFATE FREE / 100% VEGAN

**Progressive lightening** for a more even and precise finish, suitable for all techniques. With optical enhancer and neutralizing fragrance.

The recommended mixture is one measure of lightener to 1.76 OZ. of Salerm Cosmetics Cream Developer 1:2 (up to a maximum of 2.46 OZ., 1:3). For extra care and nutrition, the powder **can be combined with NUTRI OIL** and mixed to an even paste or pote, before mixing in the developer, in a proportion of 15 ml (0.51 FL.OZ) to each measure of lightening powder.

· *Exposure time from 30 to 60 minutes.*

**USE:** mix in a non-metallic bowl with Salerm Cosmetics Cream Developer 5 vol. (1,5%), 10 vol. (3%), 20 vol. (6%), 30 vol. (9%), Extra Platinum 35 vol. (10,5%) or 40 vol. (12%).

**Application:** immediately after mixing on dry, unwashed hair. Once the exposure time is up, rinse off with plenty of water, shampoo and condition.

- 17.6 OZ. contains measuring spoon (art. 504)
- 12 x 1.48 OZ. sachets (art. 491)



## decoblue

PARABEN FREE / SULFATE FREE / 100% VEGAN

A powerful lightening tool **capable of 4-6 levels of lift or more** in a very short leave on time.

**USE:** in a clean, non-metallic bowl place one sachet of Decoblue (1.48 OZ.).

Add a vial of lightening Shade Correcting oil.

With the aid of a spatula mix until an even, pote consistency is reached.

Add up to 3.6 OZ. of 10, 20, 30, 40 Cream Developer or Peroxyl.

· *Leave on time will vary from 20 to 60 minutes* depending on the hair's condition and the desired effect.

- 12 x 1.48 OZ sachets (art. 492)

M  
MERCHANDISING

- BROCHURE**
- SP / USA (art. 1502)
  - SP / PT (art. 1503)
  - SP / IT (art. 1504)
  - SP / FR (art. 1505)



## decopaté

PARABEN FREE / SULFATE FREE / 100% VEGAN

A **kit** made up of two products: a **solid, powder**, lightening phase to be mixed with a **liquid phase which comes in vial form**.

**USE:** place one sachet of Decopate solid phase in a clean, non-metallic bowl.

Now add one vial of the Decopate liquid phase.

With the aid of a spatula mix until an even, *pâte* consistency is reached.

Add up to 3.6 OZ. of 10, 20, 30, 40 Cream developer or Peroxyl.

· *Leave on time will vary from 20 to 60 minutes* depending on the hair's condition and the desired effect.

• 12 x 1.06 OZ. sachets - 3 packs of 4 x 0.44 FL.OZ vials (art. 495)



## shade correcting oil

PARABEN FREE / SULFATE FREE / 100% VEGAN

Lightening shade correcting oil which brings a new cosmetic, treatment dimension to the technical process of lightening.

**USE:** in a clean, non-metallic bowl place a sachet of Decoblue (1.48 OZ.) or 1.06 OZ. of Decoblue. Add a vial of Shade Correcting Oil.

With the aid of a spatula mix until an even, *pâte* consistency is reached.

Add up to 3.6 OZ. of 10, 20, 30, 40 Cream developer or Peroxyl

· *Leave on time will vary from 20 to 60 minutes* depending on the hair's condition and the desired effect.

• 3 packs of 4 x 0.44 FL.OZ vials (art. 496)

<b>NAME</b>	<b>Blond Supreme</b>	<b>Magic Bleach</b>	<b>Deco Eco Biokera</b>	<b>Decoblue</b>	<b>Decopaté</b>
<b>TOP FEATURE...</b>	Speed, hair care and correction	Versatility	Efficiency and protection without ammonia	Speed	Hair treatment effect
<b>DOSE</b>	1 measure + 1.76 - 2.46 OZ. developer*	1 measure + 1.76 - 2.46 OZ. dev.*	1 measure + 1.76 - 2.46 OZ. dev.*	1 measure + 2.46 - 2.95 OZ. dev.*	1 sachet + 1 vial + 2.46 - 2.95 OZ. dev.*
<b>MIXING RATIO</b>	1+2/1+3	1+2	1+2/1+3	1+25/1+3	1+25/1+3
<b>LEVELS OF LIFT (UP TO)</b>	10+1	8	9	10	9
<b>COMPATIBLE WITH NUTRI OIL</b>	●●●●●	●●●●○	●●●●○	●●●●○	NO
<b>EXPOSURE TIME</b>	30 to 60 min.	30 to 60 min.	20 to 45 min.	20 to 60 min.	20 to 60 min.
<b>AMMONIA LEVEL</b>	Low	Very low	NO ammonia	Moderate	Low
<b>CAN ADDITIONAL HEAT BE USED?</b>	NO	YES	NO	NO	YES
<b>LIGHTENING POWDER SHADE</b>	Blue - Violet	Violet	Violet	Blue	White
<b>RECOMMENDED FOR USE ON VIRGIN HAIR?</b>	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
<b>RECOMMENDED FOR USE ON COLORED HAIR?</b>	●●●●●	●●●●○	●●●●○	●●●●●	●●●●●
<b>RECOMMENDED FOR USE ON BLEACHED / DAMAGED HAIR?</b>	●●●●○	●●●●○	●●●●○	●●●●○	●●●●○
<b>FORMAT / CODE</b>	17.6 OZ. / art. 1433 24 x 1.41 OZ. / art. 1545	17.6 OZ. / art. 504 12 x 1.48 OZ. / art. 491	17.6 OZ. / art. 3047	12 x 1.48 OZ. / art. 492	12 x 1.06 OZ. + 3 packs x 4 vials / art. 495



## color reverse kit

PARABEN FREE / 100% VEGAN

A formula capable of **reducing or removing artificial pigments from hair**, without altering natural pigments.

**USE:** mix 1 part Color Reverse 1 to 1 part Color Reverse 2 in a clean bowl.

Blend with the help of a brush until an even mixture is obtained.

Apply directly to dry, unwashed hair.

· *Leave on to work for 20 minutes* (the use of a cap is recommended to improve results).

Once leave on time is up, rinse the hair with plenty of water and wash with

**Purifying Primer Shampoo.**

(Hairlab / page 55).

• 7.2 OZ. - 1 & 2 (art. 843)



## skin protector

SULFATE FREE / 100% VEGAN

Cream designed to **protect the skin from hair color stains**.

**USE:** apply before beginning the color process.

Distribute sufficient product around the hairline to create a barrier against hair color stains.

• 2 OZ. (art. 1001)



## dermoclean

PARABEN FREE / SULFATE FREE / 100% VEGAN

Individual wipes capable of **removing hair color stains** from skin.

**USE:** rub the hair color stained areas gently with the wipe.

• 24 sachets x 0.1 FL.OZ. (art. 701EX)



-  Metallic Detoxifier
-  Skin-soothing Effect
-  Glycine
-  Additional Ingredient

## silk plus metal lock

PARABEN FREE / SULFATE FREE / 100% VEGAN

Concentrated treatment that **removes the metallic particles** that can interfere with hair color results. Special formula with active ingredients that soothe and protect.

**USE:** after mixing the hair color with the developer add one vial of Silk Plus and mix well to an even consistency.

• 12 x 0.17 FL. OZ. (art. 1385)



-  Transfer technology
-  Additional Ingredient

## color fix

PARABEN FREE / SULFATE FREE / 100% VEGAN

Concentrated treatment that **helps the color pigments penetrate the hair fiber more effectively**. Locks color inside the hair for a longer-lasting result. **With UV filter.**

**USE:** after mixing the hair color and developer, add one vial of Color Fix and mix well to an even consistency.

• 12 x 0.17 FL. OZ. (art. 1383)



-  Vegetable protein technology
-  Quinoa
-  Additional Ingredient

## gray cover

PARABEN FREE

Concentrated treatment that **boosts the action of the color pigments** for more intense results. Specifically for stubborn gray.

**USE:** after mixing the hair color and developer, add one vial of Gray Cover and mix well to an even consistency.

• 12 x 0.17 FL. OZ. (art. 1384)

(see also page 55)



# SHAPE

We transform your beauty, enhance it.  
Cosmetics to give your hair any shape you want.

biokera  
natura

# BIO PLAS TIA



THE BOTANICAL SOLUTION  
FOR ALL TYPES OF FRIZZ



## molecular shampoo

PARABEN FREE / SULFATE FREE / 100% VEGAN  
Shampoo formulated with a powerful combination of acid and glycerin molecules of natural origin that **revitalize the hair fiber and balance pH**.

Contains **vegan keratin** that boosts hair fiber resistance before and after the process, to leave hair soft and frizz-free from the very first wash.

**USE:** apply to wet hair. Massage then rinse off.

- 35.3 OZ. (art. 1474)
- 10.6 OZ. (art. 1473)



## alignment mousse

PARABEN FREE / SULFATE FREE / 100% VEGAN

Straightening mousse with low molecular weight acidic molecules for botanical smoothing. Restructures the hair's bonds for aW sleek and frizz-free finish. FOR PROFESSIONAL USE.

**USE:** shampoo hair and dry completely. Shake well before applying the mousse.

Use hands (wear gloves), to distribute the product evenly, massaging until the mousse is absorbed into each strand. *Leave on for between 50 and 60 minutes* depending on the hair type.

Rinse lightly using an applicator bottle: fill with 100 to 200 ml (3.38 to 6.76 fl.oz) of water depending on hair length and rinse the hair only with that amount. Dry hair with a hair dryer and brush.

- 8.1 FL.OZ. (art. 1472)



## reconstructing vial

PARABEN FREE / SULFATE FREE / 100% VEGAN  
Intensive treatment with **glycolic acid and Manketti oil** that repairs, strengthens, and controls hair frizz. Thanks to advanced BioCure technology, it acts as a filler on the hair's internal fissures and also strengthens damaged ends. FOR PROFESSIONAL USE.

**USE:** Before opening, warm with a hairdryer or place in warm water to melt the contents until they appear clear. Apply to clean wet hair. Pay attention to mid-length and ends. Massage, *leave for a few minutes* then rinse off.

- 6 x 0.44 FL.OZ. vials pack (art. 1476)



## nourishing mask

PARABEN FREE / SULFATE FREE / 100% VEGAN

Mask that restores and protects hair from within thanks to its vegan keratin and **Manketti seed oil that promotes nutrient recovery**. Its formula based on **glycerin and shea butter** reduces frizz and keeps hair soft and smooth. **USE:** apply to clean, wet hair. Pay special attention to mid-lengths and ends, massage, leave on for a few minutes then rinse off.

- 6.6 OZ. (art. 1475)



## intensive hydrating cream

PARABEN FREE / SULFATE FREE / 100% VEGAN

Concentrated treatment with **thermoactive plant proteins**, designed to revitalize hair.

The formula promotes **intensive hydration**, improving hair resistance and manageability.

**USE:** apply to clean damp hair. Pay attention to mid-lengths and ends, massage, leave for a few minutes then rinse off.

- 16.4 OZ. (art. 1477)



## cuticle seal

PARABEN FREE / SULFATE FREE / 100% VEGAN

Cuticular protector **with flexible polymers that seal and strengthen the cuticle** for intense shine. Resistant to humidity and heat defense up to 200°C (392°F).

**USE:** apply preferably to damp hair. Comb through and dry.

- 6.8 FL.OZ. (art. 1478)



# M

MERCHANDISING

- professional kit (art. 1523)
- maintenance (art. 1521)
- salon vinyl sticker SP (art. VOSRBIOP)  
PT (art. VOSRBIOPP)

### CATALOGUE

- SP / USA (art. 1558)
- SP / FR (art. 1559)
- SP / IT (art. 1560)
- SP / PT (art. 1561)
- SP / CZ (art. 1562)
- SP / RU (art. 1563)





# KAP<sup>S</sup> FILLER

## SMOOTHING THERAPY

PROFESSIONAL LINE

Two simultaneous actions:  
produces a **straight finish** and **treats hair damaged**  
by external aggressions.



**THE RESULT:**  
SHINY, FLOWING AND FRIZZ-FREE HAIR



### step 1. treatment shampoo

PARABEN FREE / SULFATE FREE

A treatment shampoo developed to **make straightening easier and longer-lasting**.  
Paraben and sulfate free.

**USE:** follow the Salerm Cosmetics method.\*

• 18.3 OZ. (art. 831) \*



### step 2. duactive liss serum

PARABEN FREE / SULFATE FREE

Dual action straightening serum **with KAPs, Ceramides and Keratin**.

Guarantees effective straightening and hair shaft repair. Formaldehyde free.

**USE:** follow the Salerm Cosmetics method.\*

• 16.9 FL.OZ. (art. 832)



### step 3. treatment mask

PARABEN FREE / SULFATE FREE

A treatment mask that finalizes the process. Essential to **guarantee deep down nourishment and long-lasting straightening**.

**USE:** follow the Salerm Cosmetics method.\*

• 33.0 OZ. (art. 833) \*



### + liss maintenance mask

PARABEN FREE / SULFATE FREE

A specific treatment mask for straightened hair. Conditions and nourishes hair from the inside thanks to its high KAPs content. **Eliminates frizz and keeps hair straight for longer.**

Paraben and sulfate free.

**USE:** wash and towel -dry hair. Apply and *leave to work for 3 minutes*. Rinse.

• 6.6 OZ. (art. 830)

### \* salerm cosmetics method



- Wash hair with the **treatment shampoo**, step 1.
- **Dry** the hair using a hairdryer but no brush.
- Divide the hair into 4 sections and apply **duactive liss serum**, step 2 as follows:  
shake before use, place in the **applicator bottle**, and spray evenly onto smaller sections starting from the neck and so on over the rest of the hair. *Leave to work for 15 to 30 minutes*.
- **Rinse** lightly with a little warm water just enough to remove any excess product then blow dry.
- Use a **flat iron** on small separations from root to tip 5 to 10 times (maximum 356°F on color treated hair and 410°F on natural hair).
- Apply the **treatment mask**, step 3 to dry hair and *leave to work for 10 to 15 min.* (heat optional), then rinse.
- Finish off by **blow drying** as usual.



Washing hair is not recommended for 24 hours following treatment.



- **kaps filler professional kit** (art. 834)  
treatment shampoo 18.3 OZ.  
duactive liss serum 16.9 FL.OZ.  
treatment mask 33.0 OZ.  
application bottle  
kaps filler comb (art. EN2045)

- **kaps filler maintenance kit** (art. 835)  
treatment shampoo 18.3 OZ.  
liss maintenance mask 6.6 OZ.



#### VINYL STICKER

- maintenance vinyl sticker (A3)(art. VOKAPE-MANT)
- certified salon vinyl sticker (7.87 in.) (art. VOKAPE-SALON)
- kaps filler SPANISH vinyl sticker (art. VOKAPE)

# Salerm COSMETICS keratin shot



## REHYDRATING TREATMENT WITH STRAIGHTENING EFFECT



### maintenance shampoo

PARABEN FREE / SULFATE FREE

A shampoo especially formulated **to get hair ready for the keratin straightening system as well as post treatment care**. Contains specific components which ensure the correct duration of the Keratin Shot effect.

**USE:** wet hair with warm water · Apply approximately 0.18 OZ. of Keratin Shot Shampoo.

Lather gently into the hair and scalp · *Leave on for 5 minutes*. Rinse and repeat.

Rinse well with plenty of warm water and follow up with Salerm Cosmetics Deep Impact Plus mask.

- 18 OZ. (art. 182)
- 0.38 OZ. maintenance shampoo + deep impact sachet (art. 182S-816S)



### straightening cream

Keratin Shot Straightening Cream is a revolutionary treatment to aid the straightening process. It works by adding keratin and modifying the shape of the hair. This system has several benefits including the amazing recovery of natural moisture, shine and silkiness, extra volume control and longer lasting straight hair.

**USE:** wash hair twice with **Keratin Shot Maintenance Shampoo**. Towel dry and leave the hair slightly damp.

Separate the hair into four sections and apply **Keratin Shot Straightening Cream** to each section using a spray · *Leave to work for 10 / 15 minutes* with applied heat · Use a hairdryer to straighten the hair thoroughly, until totally dry.

Divide once again into four sections and go over using a ceramic or porcelain, (never aluminium), iron, until the hair is perfectly straight and all remains of the Cream have vanished.

To finish apply a small amount of **Keratin Shot Serum**.

**After treatment do not wash for 72 hours.**

- 17.3 OZ. (art. 181)



### deep impact plus mask

SULFATE FREE

A deep action, rich, and extremely hydrating treatment mask to instantly normalize treated hair.

**USE:** wash and towel dry hair. Apply Deep Impact Plus and *leave to work for at least 3 minutes*.

Rinse thoroughly.

**If you prefer not to rinse, or for application on dry hair no more than a hazelnut sized amount should be used.**

- 34.5 OZ. (art. 795)
- 6.9 OZ. (art. 816)
- 0.38 OZ. maintenance shampoo + deep impact sachet (art. 182S-816S)



### serum

PARABEN FREE / SULFATE FREE

**Third step in the Keratin Shot treatment** for before and after styling.

**USE:** spray onto damp hair · Straighten hair dry with a hairdryer or (ceramic or porcelain) iron.

Spray a small amount onto dry hair.

- 3.38 FL. OZ. (art. 195)



### keramix

PARABEN FREE / SULFATE FREE / 100% VEGAN

A two phase formula with an **argan oil base**, essential **for use with Keratin Shot Straightening Cream**. Perfectly smooth and frizz-free hair for up to three months.

**USE:** mix one vial of Keramix with 1.41 OZ. of Keratin Shot Straightening Cream then apply.

- 12 x 0.44 FL. OZ. vials pack (art. 163)



- keratin shot comb (art. 199)

POSTER

- keratin shot keramix (A3) (art. 5579)

BROCHURES

- KERATIN SHOT SP / USA / FR pamphlet (art. 6680)



- professional kit (art. 196)

- maintenance kit  
KERATIN SHOT / ABSOLUT EVOLUTION (art. 192)

# absolut evolution 3.0



A FAST-ACTING AND COMPLETE  
STRAIGHTENING TREATMENT

## evolution liss cream

PARABEN FREE

Permanent straightening cream enriched with hydrolyzed keratin. Plex Fiber Protect Technology strengthens and cares for the hair fibers, resulting in straight, soft and shiny hair.

**USE:** use gloves and a bowl or other non-metallic receptacle to apply EVOLUTION LISS CREAM (soft or strong). Make partitions as necessary and apply with the help of a comb strand by strand. Apply at least 0.2 inches away from the scalp.

Comb once to align the fibers. **Important:** do not cover hair or use additional heat during the exposure time. Check one strand when minimum exposure time has been reached then check again regularly to prevent overexposure. Leave on for the appropriate exposure time (5-30 minutes on color-treated hair and 5-40 minutes on virgin or resistant hair) then rinse with lukewarm water until the product has been completely removed. Blow dry with your fingers then use a flat iron to go over each strand once or twice (the temperature will depend on the hair's condition, but we recommend 300° F for sensitive hair and 356° F for virgin or resistant hair).

**Tip:** this step can be skipped if hair doesn't have a pronounced curl or is very short and the treatment continued without using an iron. The results may not be so straight. In this case, the exposure time may be increased by a few minutes to compensate as necessary.

- 7.9 OZ. soft (art. 867)
- 7.9 OZ. strong (art. 868)



## evolution neutral mask

SULFATE FREE

Neutralizing cream for technical processing, enriched with hydrolyzed keratin.

Plex Fiber Protect Technology strengthens and cares for the hair fibers, resulting in straight, soft and shiny hair.

**USE:** use gloves and a bowl or other non-metallic receptacle to apply evolution NEUTRAL MASK. Apply to strands and comb straight, leaving the product to work for 10 minutes. Rinse off with plenty of water.

- 32.1 OZ. (art. 869)



## evolution care & protect cream

PARABEN FREE / SULFATE FREE / 100% VEGAN

Strengthening cream that protects and provides nourishing essential amino-acids, as well as sealing the hair structure to guarantee longer-lasting straightness. Formulated with Plex Fiber Protect which protects, improves and strengthens hair with each use.

**USE:** spray onto hair and comb through. Leave-in. Proceed as usual.

We recommend complementing the treatment with the Keratin Shot maintenance kit for optimum results.

- 6.4 OZ. (art. 850)

- maintenance kit (art. 192)



see application  
method



M  
MERCHANDISING

POSTER  
• 28 x 40 in. poster (art. 6327)

FLYER  
• flyer PT (art. 6326)



					
<b>PRODUCT FAMILY</b>	<b>BIOPLASTIA</b>	<b>KAPS FILLER</b>	<b>KERATIN SHOT</b>	<b>KERATIN + KERAMIX</b>	<b>ABSOLUT EV. 3.0</b>
<b>RESULT</b>	a global solution to all types of frizz	hydration, reconstruction, volume control, curl reduction	repair and hydration	hydration, volume control, reduced curl	curl elimination, softness and volume control
<b>LASTS?</b>	3 / 6 months	3 / 4 months	1 1/2 to 2 months	3 / 4 months	PERMANENT
<b>MODIFIES HAIR'S INTERNAL STRUCTURES?</b>	TEMPORARILY	TEMPORARILY	NO	TEMPORARILY	YES
<b>ACTIVE STRAIGHTENING AGENT</b>	essential acid molecules of natural origin (AHAs)	KAPS	hydrolyzed keratin	hydrolyzed keratin	hydrolyzed keratin
<b>TIME NEEDED TO COMPLETE THE PROCESS</b>	100 min.	80 / 120 min.	80 / 100 min.	80 / 120 min.	80 / 110 min.
<b>CAN HAIR BE WASHED AFTER TREATMENT</b>	NO	24 hrs.	72 hrs.	NO	24 to 48 hrs.
<b>CAN OTHER TECHNICAL PRODUCTS BE USED AFTER TREATMENT?</b>	YES	yes, but they can affect the duration of the results	yes, but they can affect the duration of the results	yes, but they can affect the duration of the results	YES
<b>SUITABLE FOR...</b>	all hair types	all hair types	dehydrated and damaged	all hair types	all except lightened or highly porous
<b>CONTAINS FORMALDEHYDE OR DERIVATES?</b>	NO	NO	NO	NO	NO
<b>RECOMMENDED MAINTENANCE</b>	bioplastia maintenance kit	kaps filler maintenance kit	keratin shot maintenance kit	keratin shot maintenance kit	evolution care & protect cream
<b>STRENGTH / MIX</b>	direct	direct	direct	1.4l OZ. + 1 vial	direct: soft - soft hair / strong - strong hair

## active form 1+1 neutralizer

PARABEN FREE / SULFATE FREE / 100% VEGAN

A neutralizing liquid especially created for use with **Active Form curl system**.

**USE:** mix 1.7 FLOZ. of Neutralizer with 1.7 FLOZ. of warm water.

Begin by rinsing off all traces of active form curl system with water.

Without removing the curlers remove excess water with a towel.

Follow up with the neutralizer, starting on the lower areas and finishing on the crown.

· *Leave on for 5 minutes.* Remove the curlers in the same order as the neutralizer application and follow up with a second application of Neutralizer paying special attention to the tips.

· *Leave on for 5 minutes* and then continue to the final rinse.



• 35.8 FL.OZ. (art. 707)



## active form curl system

PARABEN FREE / SULFATE FREE

A stabilizing, gentle, wave creating system which combines great curl forming strength and excellent hair care.

**USE:** wash the hair. Towel dry · Wet the hair with the chosen liquid and position curlers. Cover with a plastic cap.

· *Leave on time will vary* depending on the condition of the hair and will generally be *from 5 minutes* for partially lightened hair, *to 20 / 25* for stubborn hair.

Once the process is completed, rinse with plenty of warm water and follow up by applying Active Form 1+1 neutralizer.

- box of 6 x 2.5 FL.OZ. units
- 0.- Difficult (art. 250)
- 1.- Natural (art 251)
- 2.- Colored (art. 252)
- 3.- Damaged hair (art. 253)

# HAIRLAB

Experts in science and innovation advancing your salon





INGREDIENTS  
CAREFULLY SELECTED  
TO ENSURE HEALTHY,  
STRONG  
AND RADIANT HAIR.



Dry hair



Provitamin B5



Encapsulated Vitamin E

## nutritive shampoo with wheat germ

PARABEN FREE / SULFATE FREE / 100% VEGAN

Moisturising and repairing shampoo that cleanses, softens, and nourishes the hair, while controlling frizz. **Ideal for dry and brittle hair.**

**USE:** apply to damp hair. Massage and rinse.

- 42.3 OZ. (art. 1619)
- 21.2 OZ. (art. 1618)
- 10.6 OZ. (art. 1617)



Dry hair



Provitamin B5

10 times more potent

## wheat germ nutritive mask

PARABEN FREE / SULFATE FREE / 100% VEGAN

Salerm Cosmetics WHEAT GERM HAIR MASK: Nourishes, softens and revitalizes dry, damaged hair. Shine is restored by **provitamin B5**.

**USE:** apply after washing and towel drying.

Apply from mid-lengths to ends, *leave on for a few minutes* and rinse.

- 32.8 OZ. (art. 798)
- 8.2 OZ. (art. 800)
- 0.33 OZ. (art. 800S)



With germ wheat oil



Provitamin B5



Encapsulated Vitamin E

## wheat germ balsam nutritive

SULFATE FREE / 100% VEGAN

Nourishing and hydrating conditioner that detangles, strengthens, and repairs hair. **Controls frizz while enhancing shine and softness.** Especially suitable for dry and brittle hair.

**USE:** apply to damp hair, from mid-lengths to ends. Leave on for a few minutes, then rinse thoroughly.

- 39.4 OZ. (art. 1622)
- 19.7 OZ. (art. 1621)
- 9.8 OZ. (art. 1620)



Daily use  
Hair FoodVitamin  
A-B-C

## pomegranate hydration shampoo

PARABEN FREE / 100 % VEGAN

Hydrating shampoo for everyday use with **vitamins A, B and C** for gentle cleansing that respects the natural condition of the hair and scalp.

**USE:** apply to wet hair. Massage then rinse.

- 352.7 OZ. (art. 1310G)
- 42.3 OZ. (art.1310)

Daily use  
Hair FoodVitamin  
A-B-C

## pomegranate hydration balsam

PARABEN FREE / 100 % VEGAN

Hydrating balsam with **vitamins A, B and C** designed to leave hair softer, healthier, nourished and radiant..

**USE:** apply after shampooing to damp hair.

Smooth from mid-lengths to ends then massage and rinse.

- 344.4 OZ. (art. 1313G)
- 39.4 OZ. (art.1313)

Daily use  
Hair Food

Omega 3 and 6

## avocado refreshing shampoo

100 % VEGAN

Refreshing shampoo for everyday use formulated with **Ylang Ylang flower and avocado oil**, rich in **omega 3, omega 6** and fatty acids, for gentle cleansing and soft hair free from impurities.

**USE:** apply to wet hair. Massage then rinse.

- 370.4 OZ. (art. 1500G)

Daily use  
Hair Food

Omega 3 and 6

## avocado refreshing balsam

100 % VEGAN

Refreshing balsam for frequent use with **Ylang Ylang flower and avocado oil**, rich in **omega 3, omega 6** and fatty acids. Instantly detangles, hydrates and softens.

**USE:** apply after shampooing to damp hair.

Smooth from mid-lengths to ends then massage and rinse.

- 344.4 OZ. (art. 1501G)



Neutral pH

Oats and  
Green Tea

## neutral balancing shampoo

100 % VEGAN

Derma-protective, neutral shampoo with vitamins B and C sourced from green tea and oats, which help hydrate and care for the hair and scalp.

**USE:** apply to wet hair.

Massage then rinse.

- 179.9 OZ. (art. 1316G)
- 141.1 OZ. (art. 1316G4)
- 42.3 OZ. (art. 1316)
- 10.6 OZ. (art. 1317)



Shake - 3 Steps

Hyaluronic acid  
and MicroalgaeUV  
PROTECTION  
UV filter

No rinsing

## biomarine instant conditioner

PARABEN FREE / SULFATE FREE / 100% VEGAN

**Triple-action hydrating conditioner:** seals the hair cuticle, detangles and softens. With **seaweed extract and hyaluronic acid**. No stickiness

**USE:** shake well and spray onto clean damp hair. Style as usual. **Leave-in.**

- 6.8 FL. OZ. (art. 1376)



## straightening shampoo

PARABEN FREE / SULFATE FREE

Shampoo based on **hydrolyzed keratin** that tames unruly hair and controls frizz for a soft and smooth finish.

**USE:** apply to wet hair. Massage then rinse.

- 142.3 OZ. (art. 1318)
- 10.6 OZ. (art. 1320)
- DUO 2 x 0.33-0.36 OZ. Shampoo + Mask sachet (art. 1318S-1354S)



## straightening mask

PARABEN FREE / SULFATE FREE

Based on **hydrolyzed keratin and coconut oil**, this hair mask tames unruly hair and controls frizz for a soft and smooth finish.

**Heat defense effect**, to protect hair from dryers and styling irons.

**USE:** apply after shampooing to damp hair. Smooth from mid-lengths to ends, massage, leave for a few minutes then rinse.

- 32.8 OZ. (art. 1354)
- 8.2 OZ. (art. 1359)



## straightening spray

PARABEN FREE / SULFATE FREE

Spray that **makes straightening easier and ensures longer-lasting results**. Eliminates frizz and protects the hair fiber from the damaging effects of heat-based styling tools.

**USE:** spray onto clean, damp hair before drying. **Leave-in.**

- 8.4 FL.OZ. (art. 1382)



## color longer conditioner

PARABEN FREE / SULFATE FREE / 100% VEGAN

Conditioner based on fruit acids, ideal for locking in color for a longer-lasting result.

**Enriched with liposomal provitamin B5** for vibrant, shiny, and long-lasting color.

**USE:** apply after shampooing to damp hair. Smooth from mid-lengths to ends, massage and rinse.

- 39.4 OZ. (art. 1324)
- 30.1 OZ (art. 1325)
- 9.8 OZ. (art. 1326)



## color longer mask

PARABEN FREE / SULFATE FREE / 100% VEGAN

Restructuring mask that locks in color for a longer-lasting result.

Its active ingredients, including **fruit acids and jojoba esters**, ensure color stays vibrant for longer.

**USE:** apply to clean, damp hair. Smooth from mid-lengths to ends, massage, leave for a few minutes then rinse.

- 32.8 OZ. (art. 1355)
- 8.2 OZ. (art. 1361)



## white hair shampoo

PARABEN FREE / 100% VEGAN

**Shampoo for gray, lightened or blond hair.**

Progressively eliminates brassy tones and provides vitamins (A, B, E and H) to boost the brightness of gray and blond hair.

**USE:** apply to wet hair. Massage to a lather, leave for a few minutes then rinse.

- 42.3 OZ. (art. 1346)
- 10.6 OZ. (art. 1347)



## color longer shampoo

PARABEN FREE / SULFATE FREE / 100% VEGAN

**Shampoo based on fruit acids, ideal for locking in color for a longer-lasting result.** Enriched with **provitamin B5 and vitamins A and E** for vibrant, shiny and long-lasting color.

**USE:** apply to wet hair. Massage and rinse.

- 42.3 OZ. (art. 1321)
- 21.2 OZ. (art. 1322)
- 10.6 OZ. (art. 1323)





-  Keratin Reinforcer
-  Filler action
-  Collagen booster

## multi-protein shampoo

PARABEN FREE

Strengthening shampoo that replenishes the loss of natural keratin to boost hair body.

Formulated with **low molecular weight hydrolyzed keratin rich in cystines.**

**USE:** apply to wet hair. Massage and rinse..

- 179.9 OZ. (art. 1331G) \*
- 141.1 OZ.(art. 1331G4)
- 42.3 OZ. (art. 1331)
- DUO 2 x 0.33-0.36 OZ. Shampoo + Mask sachet (art. 1331S-1365S)
- 21.2 OZ. (art. 1332)
- 10.6 OZ. (art. 1333)
- 3.5 OZ. (art. 1630)

-  Keratin Reinforcer
-  Filler action
-  Collagen booster

## multi-protein balsam

PARABEN FREE

Strengthening balsam that replenishes keratin where the hair's natural keratin has been lost, giving the hair a volumizing boost. Formulated with **low molecular weight hydrolyzed keratin rich in cystines.**

**USE:** apply to clean, damp hair. Smooth from mid-lengths to ends, massage and rinse.

- 167.3 OZ. (art. 1334G) \*
- 131.2 OZ. (art. 1334G4)
- 39.4 OZ. (art. 1334)
- 19.7 OZ. (art. 1335)
- 9.8 OZ. (art. 1336)
- 3.3 OZ. (art. 1631)

-  Keratin Reinforcer
-  Filler action
-  Collagen booster

## multi-protein mask

PARABEN FREE

Strengthening mask that replenishes keratin where the hair's natural keratin has been lost, giving the hair a volumizing boost. Formulated with low molecular weight hydrolyzed keratin rich in cystines.

**USE:** apply to clean, damp hair. Smooth from mid-lengths to ends, massage, *leave for a few minutes* then rinse.

- 32.8 OZ. (art. 1365)
- 8.2 OZ. (art. 1362)

-  Keratin Reinforcer
-  UV Protection
-  UV Filter
-  No rinsing
-  Accelerated shine

## protein silk touch

PARABEN FREE

**Keratin** based repairing and strengthening treatment that protects hair from heat and **leaves hair exceptionally shiny and soft. With UV filter.**

**USE:** apply from mid-lengths to ends. **Leave in.**

- 4.0 FL.OZ. (art. 1547)



-  Push Up Effect
-  Cocktail of amino acids
-  For fine hair

## volumizing shampoo

PARABEN FREE / 100% VEGAN

Shampoo enriched with energizing caffeine, for fine hair that lacks volume.

Gently clears hair follicle blockages and coats the hair fiber for voluminous, light, and healthy hair.

**USE:** apply to wet hair. Massage and rinse.

- 42.3 OZ. (art. 1327)
- 10.6 OZ. (art. 1387)
- DUO 2 x 0.33-0.36 OZ. Shampoo + Balsam sachet (art. 1327S-1329S)

-  Push Up Effect
-  Cocktail of amino acids
-  For fine hair

## volumizing balsam

PARABEN FREE / 100% VEGAN

Balsam enriched with energizing caffeine and amino acids, for fine hair that lacks volume.

Formulated for voluminous, light, and healthy hair.

**USE:** apply to clean, damp hair.

Smooth from mid-lengths to ends, massage and rinse.

- 39.4 OZ. (art. 1329)
- 9.8 OZ. (art. 1330)

-  Push Up Effect
-  Cocktail of amino acids
-  For fine hair

## volumizing lotion

PARABEN FREE / 100% VEGAN

Lotion enriched with energizing caffeine and essential amino acids, for fine hair that lacks volume.

**USE:** spray onto damp hair, from roots to ends before blow-drying. **Leave in.**

- 4.2 FL. OZ. (art. 1381)

-  No rinsing



## dermocalm shampoo

PARABEN FREE / 100% VEGAN

Shampoo formulated with **Hammamelis, Rosemary, Mint and Thyme** for their balancing, toning, soothing and refreshing properties.

For all hair types and especially sensitive scalps.

**USE:** apply to wet hair and lightly massage into the hair and scalp.

*Leave for a few minutes before rinsing.*

- 42.3 OZ. (art. 1348)
- 10.6 OZ. (art.1391)



## dermocalm mask

PARABEN FREE / 100% VEGAN

Mask designed to treat the hair and scalp, based on **Witch hazel, Rosemary, Mint, Thyme, and Indian Frankincense extract**, with soothing and balancing Ayurvedic properties.

**USE:** apply after shampooing and lightly massage into the hair and scalp, *leave for a few minutes* then rinse.

- 32.8 OZ. (art. 1366)
- 8.2 OZ. (art.1363)



## dandruff control shampoo

PARABEN FREE / 100% VEGAN

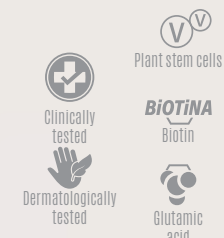
Shampoo that progressively reduces dandruff and soothes the associated itchiness.

Formulated with **natural astringent peptides, zinc complex and white nettle**.

**USE:** apply to wet hair and lightly massage into the scalp. *Leave for a few minutes* before rinsing.

- 42.3 OZ. (art. 1339) / EUA (art. 1339EX)
- 10.6 OZ. (art.1343)
- DUO 2 x 0.36 OZ. Dandruff shampoo + Greasy shampoo sachet (art. 1337S-1339S)

S E



## hair loss control shampoo

PARABEN FREE / 100% VEGAN

Shampoo that strengthens fine and weak hair. Formulated with **ginseng, biotin, vitamins, and vegan stem cells** for effective action.

**USE:** apply to wet hair and lightly massage into the scalp. *Leave for a few minutes* before rinsing.

- 42.3 OZ. (art. 1344)
- 42.3 OZ. EUA (art. 1344EX)
- 10.6 OZ. (art. 1345)
- 10.6 OZ. EUA (art. 1345EX)



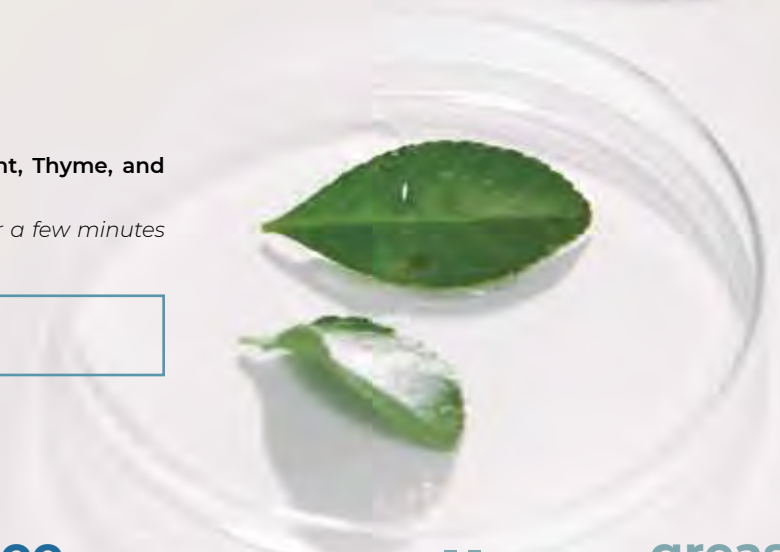
## energizing lotion

PARABEN FREE / 100% VEGAN

Ideal treatment for fine and thinning hair. Formulated with **ginseng, biotin, vitamins, and amino acids** that provide the energy needed for normal hair growth.

**USE:** intensive treatment. Apply to the scalp with a gentle massage. **Leave in.**

- 4.0 FL.OZ. (art. 1375)



## greasy control shampoo

PARABEN FREE / 100% VEGAN

**Shampoo that controls excess oils**, removing natural fatty acids and environmental residues from the hair and scalp, helping to restore the natural balance.

**USE:** apply to wet hair and lightly massage into the scalp. *Leave for a few minutes* before rinsing.

- 42.3 OZ. (art. 1337)
- 10.6 OZ. (art. 1338)
- DUO 2 x 0.36 OZ. Dandruff shampoo + Greasy shampoo sachet (art. 1337S-1339S)



D G



## protector shampoo

PARABEN FREE / SULFATE FREE / 100% VEGAN

Hair care shampoo that gently cleanses, eliminating chlorine and salt residues, and revitalizes sun-damaged hair. Prevents frizz and keeps hair soft and shiny. Formula based on **anti-green technology that prevents the appearance of green tones.**  
**USE:** apply to wet hair. Massage and rinse.

• 10.6 OZ. (art. 1482)

## skin and hair protector mist

PARABEN FREE / SULFATE FREE / 100% VEGAN

Protective mist for hair and face. Prevents burns, hair color alterations and keratin damage. No oily buildup. **With UVA and UVB filters.**

**USE:** shake. Apply to dry skin and/or hair **30 minutes before sun exposure. Reapply every 2 hours**, or following perspiration, swimming or towel drying. Do not spray into or near eyes, or onto irritated or damaged skin. Dermatologically tested.

• 4.3 OZ. (art. 1481)



## glow waterproof spray

PARABEN FREE / SULFATE FREE / 100% VEGAN

Waterproof hair repair spray. Softens and strengthens the hair fiber, provides heat defense up to 234° C / 453 F, reduces frizz and protects against humidity. Ideal for dry or damaged hair. Effective for up to 10 washes. Its anti-green technology prevents the appearance of green tones.

**USE:** shake well before use. Apply in sections to damp hair and distribute evenly. Activate with heat when drying, applying tension to each strand. **Leave in.**

• 6.8 FL.OZ. (art. 1501)

## uv detangler bi-phase

PARABEN FREE / SULFATE FREE / 100% VEGAN

**Bi-phase leave-in spray** that moisturises and protects hair from the sun, chlorine and pollution. Enriched with **aloe vera and UVA/UVB filters**, it deeply nourishes without weighing hair down or leaving any residue.

**USE:** shake well before use. Spray onto damp or dry hair and distribute evenly. **Do not rinse.** Reapply as needed, especially during sun exposure.

• 6.8 FL. OZ. (art. 1643)



(see also page.28)



## silk plus metal lock

PARABEN FREE / SULFATE FREE / 100% VEGAN

• 12 x 0.17 FL. OZ. (art. 1385)



## color fix

PARABEN FREE / SULFATE FREE / 100% VEGAN

• 12 x 0.17 FL. OZ. (art. 1383)



## gray cover

PARABEN FREE

• 12 x 0.17 FL. OZ. (art. 1384)

## • PRE •



## purifying primer shampoo

PARABEN FREE / 100 % VEGAN

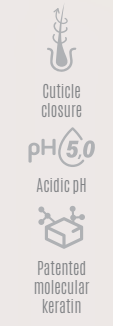
Purifying, anti-residue micellar shampoo.

**Helps capture impurities and remove residues that may clog the hair fibre,** getting the hair ready for processing.

**USE:** apply to wet hair. Massage and rinse.

• 42.3 OZ. (art. 1352)  
 • 10.6 OZ. (art. 1353)

## • POST •



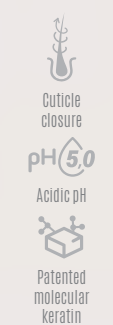
## sealing shampoo

PARABEN FREE

Professional shampoo that **seals and nourishes hair following technical treatments.** Special formula enriched with **fruit acids and keratin** to strengthen and restore the hair's naturally soft feel.

**USE:** apply to wet hair. Massage and rinse..

• 42.3 OZ. (art. 1350)



## sealing mask

PARABEN FREE

Professional mask that **seals and nourishes the hair after technical treatments.** Formula enriched with fruit acids and keratin to strengthen hair and restore its silky-soft feel.

**USE:** apply to clean, damp hair. Smooth from mid-lengths to ends, massage, leave for a few minutes then rinse.

• 32.8 OZ. (art. 1358)



HAIRLAB SUN CATALOGUE

• SP / USA (art. 1532) • SP / FR (art. 1535) • SP / CZ (art. 1538)



-  Hydrolysed Keratin
-  Aloe Vera X10
-  With rinsing

## intensive mega conditioner

PARABEN FREE / SULFATE FREE

Fast-acting, **concentrated nourishing treatment with hydrolyzed keratin and aloe vera** that restructures the hair fiber. Especially suitable for damaged and devitalized hair.

**USE:** mix one vial with 1.01 FL. OZ of water. Apply to damp, clean hair.  
• Leave on for 5 minutes then rinse.

• 12 x 0.17 FL. OZ. (art. 1386)



-  Keratin filler
-  Essential for Professional straightening
-  No rinsing
-  Thermal protector

## thermal kera plus pro-keratin

PARABEN FREE / SULFATE FREE

Concentrated **keratin-based treatment that replenishes the hair fiber for a smoother finish.** Strengthening and protective formula.

**USE:** apply one vial to clean, damp hair, smoothing carefully from mid-lengths to ends. Comb through while blow drying or using a styling iron.

• 8 packs x 4 vials x 0.44 FL.OZ. (art. 1392)



-  100% Natural Vitamin E
-  Shine accelerator
-  No rinsing

## vitaminized salermvital

PARABEN FREE / SULFATE FREE

Concentrated hair revitalizing treatment. Formula based on **wheat germ oil and vitamin E** that protects the hair and leaves it instantly soft and radiant.

**USE:** apply one vial to clean, damp hair, smoothing carefully from mid-lengths to ends. Style as usual.

• 8 packs x 4 vials x 0.44 FL.OZ. (art. 1393)



-  Oils of Madagamia
-  Anti-frizz protection
-  With rinsing
-  Moisturising Glycerine

## moisturizing essential oil

PARABEN FREE / SULFATE FREE

Concentrated treatment with **silk proteins and glycerin** that boosts hair hydration and shine. **Creates a protective layer to prevent frizz.**

**USE:** massage into clean, damp hair and leave on for 5 minutes before rinsing.

• 8 packs x 4 vials x 0.44 FL.OZ. (art. 1394)



-  Hair revitaliser
-  Natural plant extract
-  No rinsing

## hair regenerator

PARABEN FREE / SULFATE FREE

Concentrated, fast-acting treatment for fine and / or weak hair. Special formula with **natural extracts, liquid keratin, and ceramides** for a fast-acting regenerating effect.

**USE:** with hair clean and damp, apply one vial directly onto the scalp. Style as usual.

• 8 packs x 4 vials x 0.44 FL.OZ (art. 1395)



-  Hair energizer
-  Rosemary extract
-  No rinsing

## vegetable placenta

PARABEN FREE / SULFATE FREE

Concentrated treatment based on plant placenta that energizes and restores balance to the scalp and hair follicles.

**USE:** apply to the scalp after shampooing with a gentle massage. Style as usual. **Leave in.**

• 8 packs x 4 vials x 0.44 FL.OZ. (art. 1396)

# M

MERCHANDISING

- scalp massager brush (art. 1442)
- hairlab bag 15.75 x 20 in. (art. 1444)

### DISPLAYS

- Stand (17.72 x 59 x 11 in.) (art. 1438)
- Desk (9.84 x 16.7 x 9 in.) (art. 1439)

### GLORIFIERS

- Biomarine instant conditioner (art. 1447)
- Multi-protein shampoo (art. 1448)
- Straightening spray (art. 1449)
- Volumizing lotion (art. 1450)
- Color longer shampoo (art. 1451)
- Energizing lotion (art. 1452)
- Glow waterproof spray (art. 1529)

### POSTER

- Hairlab poster 20 x 28 in. (art. 1445)
- Wheat germ mask poster SP / USA 28 x 40 in. (art. 1663)

### HAIRLAB CATALOGUE

- Sp / USA (art. 1652)
- SP / PT (art. 1653)
- SP / FR (art. 1654)
- SP / IT (art. 1655)
- SP / RU (art. 1656)



art. 1447 art. 1448 art. 1449 art. 1450 art. 1451 art. 1452 art. 1529

# SALERM 21

21 benefits for your hair.



## salerm 21 original salerm 21 jasmine & amber

SULFATE FREE

**Instant leave-in or rinse out conditioner** which adds shine and vitality to damaged, processed, porous or dehydrated hair.

**USE Hydrating:** after washing apply a hazelnut sized amount of Salerm 21 and distribute evenly over the hair. Pay special attention to damaged zones and tips. **Do not rinse.** Comb.

**USE Mask:** for very badly damaged hair, apply from 0.17 OZ. to 0.34 OZ. *Leave on for 5 minutes.* Rinse and comb.

**USE Protector:** to avoid breakages caused by tangling. Apply a hazelnut sized amount to dry hair and comb.

- **ORIGINAL**
- 34.5 OZ. (art. 5738)
- 8.6 OZ. (art. 5737)
- 6.9 OZ. (art. 5736)
- 3.46 OZ. (art. 5739)
- 1.73 OZ. (art. 2052)
- 0.35 OZ. sachet (art. 57355)
- **JAZMINE & AMBER**
- 6.9 OZ. (art. 5726)



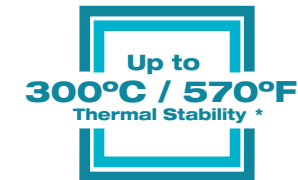
## salerm 21 thermal protector

PARABEN FREE / SULFATE FREE

**Leave-in heat-defense spray** that combines the nourishing action of Salerm 21 with protection against the heat of styling tools and blow dryers. Locks out humidity for a smooth finish.

**USE:** spray onto mid-lengths and ends, comb through and blow-dry. Complete styling with heat-based tools to finish.

• 6.9 OZ. (art. 1602)



# M

MERCHANDISING

### PACKS

- salerm 21 3 product pack (art. 5731)
- 2 product pack (shampoo + salerm 21) (art. 1377)

### DISPLAYS

- 3 product display PT (art. 5742)
- resale display (art. 5753)

### BROCHURES

- pamphlet SYNERGIES SP / USA (art. 1284) \*
- pamphlet SYNERGIES SP / FR (art. 1287) \*



art. 5731

art. 1377



art. 5753

## Intensive REPAIR treatment

### salerm 21 boost

PARABEN FREE

**Repairing, active ingredients concentrated X5 which hydrate and nourish hair** to boost shine and silkiness.

They also repair and prevent split ends to control frizz.

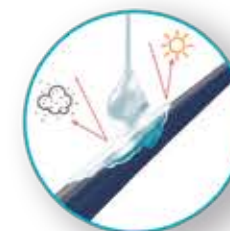
**USE:** for intensive action apply the contents of one vial onto clean, damp hair (after washing), massage, *leave for 5 minutes* then rinse off.

• 8 vials x 0.44 FL.OZ. pack (art. 5569)



# 21

# 21



Anti-pollution shield and thermal protector



Botulinum effect that strengthens the hair fiber



### salerm 21 shampoo

PARABEN FREE

**Repairs hair deep down as well as cleansing and hydrating.** Hair is much silkier, stronger and healthier.

With **silk proteins, vitamin E and Panthenol.** Paraben free.

**USE:** apply a small amount of shampoo to wet hair. Gently massage into hair. Rinse and repeat.

Rinse well with plenty of warm water and style as usual.

- 36 OZ (art. 5701)
- 10.8 OZ (art. 5734)
- 1.8 OZ. (art. 5730)
- 0.36 OZ. sachet (art. 5701S)



### salerm 21 finish

PARABEN FREE / SULFATE FREE

Get spectacularly lustrous hair with **Salerm 21 instant hair gloss.**

Immediate results for any hair type. Doesn't leave sticky or oily residues.

With **hydrolyzed silk and Panthenol.**

**USE:** on wet hair: apply a small amount and style.

On dry hair: spray from about 12 inches away and comb through to distribute evenly and boost shine.



- 3.4 FL.OZ (art. 5711)

### salerm 21 express spray

PARABEN FREE / SULFATE FREE

**An instant beauty boost** for exceptionally radiant and soft hair, and a noticeable reduction of split-ends.

With **keratin and silk proteins** and added sun protection for extra hair care.

**USE:** spray onto hair and comb through.

**Do not rinse.** Proceed as usual.



- 5.04 OZ (art. 5733)
- 0.5 OZ. (art. 5728)



#### UV HAIR PROTECTION

### salerm 21 bi-phase

PARABEN FREE / SULFATE FREE

A double effect, bi-phase spray with long- lasting sun filter.

**1. Protects the hair fibers and color** from sun exposure, chlorine and salt water.

**2. Conditions, repairs and instantly untangles** to leave hair soft, shiny and frizz-free.

**USE:** shake and spray onto damp hair. Leave in.

- 6.4 FL. OZ. (art. 5745)

21 21



### kids & care shampoo

PARABEN FREE / 100% VEGAN

Shampoo with **100% natural essential tea tree oil**, renowned for its protective and soothing properties. Ideal for preventing nasty surprises on young heads and keeping hair in generally good health. **Suitable for frequent use.**

**USE:** wet hair with lukewarm water and apply the shampoo evenly all over. Rinse and repeat, *leaving the shampoo to work for a few minutes* before rinsing off.

Do not use on children under 2 years of age. Avoid contact with eyes. If accidental eye contact occurs, flush well with plenty of water.

- 36.3 OZ. (art. 3923)
- 9.1 OZ. (art. 3922)

Superpowers  
against unwanted visitors!



### kids & care biphasic spray

PARABEN FREE / SULFATE FREE / 100% VEGAN

Triple-action bi-phase spray.

With **100% natural tea tree oil and dimethicones** which protect children's hair from unwanted visitors. Also protects from heat, (hair dryers and irons) and sun. Softness, hydration and shine without build-up.

**USE:** spray onto hair and massage for even coverage. **Leave-In.** Proceed as usual.

- 6.6 OZ. (art. 3993)

# kids & CARE



art. 3896

art. 3992

## M MERCHANDISING

#### PACKS

- Kids & Care shampoo + lotion pack (art. 3896)
- Kids & Care shampoo + bi-phase pack (art. 3992)

- Shampoo + lotion desktop poster (art. 2459)
- Shampoo + bi-phase desktop poster (art. 2460)

#### POSTER (11,7 x 16,5 in.)

- shampoo - lotion poster (art. 2461)
- shampoo - biphasic (art. 2462)
- Lucrecia poster (art. 1177)

#### FLYER

- shampoo - lotion flyer (art. 2463)



# BIOKERA

The natural way to care for hair.



## GUMMIES

THE DELICIOUS WAY TO TAKE CARE OF YOURSELF



- SELENIUM
- IODINE
- BIOTIN
- FOLIC ACID
- VITAMINS A, D, E, C, B6, B12, B9, B7, B5

ZINC

### hair & nails gummies

PARABEN FREE / SULFATE FREE / 100% VEGAN  
 Food supplement based on vitamins and minerals with sweeteners to boost the health of hair and nails.  
**USE:** take 3 gummies at any time during the day. Treatment recommended for a period of 3 months, with optimal results typically observed at 6 months. Results can vary from one person to another.

• 60 gummies (art. 1400)

**strong hair and nails**  
 with 9 vitamins and 3 minerals  
 banana flavour



UNDER-NOURISHED HAIR



NOURISHED HAIR

- Recyclable bottle
- No lactose
- No sugar
- No gluten
- Made in Spain

**M** MERCHANDISING

- DISPLAY**  
 • Gummies display 3 x 3 (art. empty 1423)
- VINYL STICKER**  
 • opaque sticker x 3 (7.87 in.) (cód. VOBIOGUM)
- BROCHURES**  
 • pamphlet SP (art. 1435)

# YELLOW SHOT



**YELLOW FORMULA**  
 THAT REPAIRS AND PROTECTS HAIR



## yellow shot shampoo

PARABEN FREE / SULFATE FREE / 100% VEGAN

Repairing shampoo with a Yellow Cocktail formula based on the vegan philosophy which repairs the hair's most damaged areas and protects from further harm.

For nourished, shiny and frizz-free locks. With the vitamin and mineral recharge... #HitRecovery.

**USE:** apply to clean wet hair then massage, rinse and proceed as usual.

- 36.0 OZ. (art. 1155)
- 10.8 OZ. (art. 1154)
- 0.36 OZ. shampoo + mask sachet (art. 1158S-1154S)



## yellow shot mask

PARABEN FREE / SULFATE FREE / 100% VEGAN

An intensive repairing mask with a Yellow Cocktail formula based on the vegan philosophy which repairs the hair's most damaged areas and protects from further harm.

For nourished, shiny and frizz-free locks. With the vitamin and mineral recharge... #HitRecovery.

**USE:** after washing, apply the product to the hair.

Comb to distribute evenly and *leave in to act for a few minutes.*

Rinse with warm water and proceed to styling.

- 33.5 OZ. (art. 1157)
- 8.3 OZ. (art. 1158)
- 0.36 OZ. shampoo + mask sachet (art. 1158S-1154S)

## yellow shot oil

PARABEN FREE / SULFATE FREE / 100% VEGAN

Sublime nutritive and repairing oil with a formula based on the vegan philosophy and enhanced with Abyssinian and Almond oils.

Increases the resistance of damaged hair, restoring shine and natural glow.

For frizz-free hair that's bursting with vitamins and minerals... #HitRecovery.

**USE:** pump a couple of times onto your palms before smoothing evenly onto damp hair, concentrating on mid-lengths and ends, then dry and style as usual.

- 2.5 FL. OZ. (art. 1159)



## yellow shot curly cream

PARABEN FREE / SULFATE FREE / 100% VEGAN

Vegan curl cream designed to act as a treatment that "cares for" the internal and external curl structures, eradicating frizz and offering gentle styling definition.

**For healthy, bouncy, and shapely curls.** Free from sulfates, parabens, and silicones.

- 32.8 OZ. (art. 1633)
- 10.4 OZ. (art. 1213)

## yellow shot curly booster

PARABEN FREE / SULFATE FREE / 100% VEGAN

Curl boosting, deeply hydrating gel.

Natural hold for shapely, elastic curls with body and volume. Free from sulfates, parabens, and silicones.

- 35.3 OZ. (art. 1632)
- 10.4 OZ. (art. 1214)



art. 1181



art. 1250



M

MERCHANDISING

- curly comb (art. 1226)
- micro fiber towel 20 x 35,5 in. (art. 1970)

### YELLOW PACK

contains: shampoo + mask + comb (art. 1250)

### DISPLAY

- 3 products display (art. 1181)

### POSTER

- yellow shot poster (20 x 28 in.) (art. 1196)

### VINYL STICKER

- vinyl curly (7.87 in.) (art. VOBIOFRESHCU)

### CURLY BROCHURE

- SP / FR (art. 1227)
- SP / USA (art. 1228) \*
- SP / IT (art. 1229)
- SP / PT (art. 1230)
- SP / RU (art. 1231)

# VIOLET SHOT

With violet and blue pigments to eliminate brassy orange and yellow hues.



DESIGNED TO PREVENT HAIR AGING AND OXIDATION.

fresh



fresh	EXPRESS	INTENSIVE
TONE 8-10	1-3 min.	3-6 min.
TONE 5-7	3-6 min.	4-8 min.

The indicated times are approximate and should always be adjusted in accordance with professional evaluation

## violet shot ultra-violet shampoo

PARABEN FREE / SULFATE FREE / 100% VEGAN

**Toning shampoo** based on a vegan philosophy with violet and blue pigments. A Violet Cocktail formula that strengthens and brightens hair. Especially suitable for highlighted, blonde or bleached hair. **With a natural scent of lavender and fruits of the forest. #ForeverBlonde**

**USE:** wearing suitable gloves, apply to wet hair. Massage then *leave to work for the necessary minutes*. This will depend on the hair's initial level and the required degree of toning (see table) then rinse off.

- 36.0 OZ. (art. 1162)
- 10.8 OZ. (art. 1161)
- 0.36 OZ. sachet (art. 1161S)



## violet shot shampoo

PARABEN FREE / SULFATE FREE / 100% VEGAN

Hair color care shampoo based on a vegan philosophy that **enhances the hair's natural color tone.**

A Violet Cocktail formula that nourishes and brightens hair and prevents unwanted hues. The perfect care for blondes, gray, highlights and bleached hair. **#ForeverBlonde.**

**USE:** apply to wet hair and massage gently.

*Leave to work for 1 to 5 minutes* depending on the desired degree of toning.

Rinse and repeat as necessary..

- 10.8 OZ. (art. 1163)



## violet shot mask

PARABEN FREE / SULFATE FREE / 100% VEGAN

Conditioning mask based on a vegan philosophy **with violet and blue pigments that neutralize unwanted hues.**

A Violet Cocktail formula that nourishes and brightens hair.

A repairing therapy with toning pigments **especially suitable for highlighted, blonde or bleached hair. #ForeverBlonde.**

**USE:** use gloves to apply to clean, wet hair. Massage then *leave to work for the necessary minutes*. This will depend on hair's initial level and the required degree of toning (see table) then rinse off.

- 6.9 OZ. (art. 1164)



# GREEN SHOT



HYDRATES, NOURISHES AND DETOXIFIES.  
PURIFYING AND DETOXIFYING RANGE  
THAT COMBATS OUR DAY-TO-DAY STRESS.

fresh



## green shot shampoo

PARABEN FREE / SULFATE FREE / 100% VEGAN

Shampoo based on a vegan philosophy that thoroughly conditions, cleans and detoxifies hair.

Formulated with a **Green Cocktail** of aloe vera, mint, apple and green tea for hair that's more hydrated, fresher and full of vitality. Sulfate-free. With an **apple fragrance** that's just... Yummy!

**USE:** apply a small amount of shampoo to wet hair. Gently massage to a lather then rinse off. Repeat as necessary.

- 143.9 OZ. (art. 3049)
- 10.8 OZ. (art. 3048)
- 3.6 OZ. (art. 3551)

## green shot balsam

PARABEN FREE / SULFATE FREE / 100% VEGAN

Balsam based on a vegan philosophy with conditioning and detoxifying effect. Formulated with a **Green Cocktail** of aloe vera, mint, apple and green tea for hair that's softer, more hydrated and full of vitality. With an **apple fragrance** that's just... Yummy!

**USE:** apply to clean wet hair then massage, rinse and proceed as usual.

- 136.9 OZ. (art. 3051)
- 10.3 OZ. (art. 3050)



M  
MERCHANDISING

- jute bag (art. 1008) \*

### DISPLAY

- 2 products display (art. 1007)

SUSTAINABLE SALON STICKER (art. VOBIOFRESH)

### POSTER

- green shot poster (20 x 28 in.) (art. 1041)

### FLYER

- SP / USA (art. 1042)

### FRESH CATALOGUE

- SP / USA (art. 1187)
- SP / PT (art. 1188)
- SP / IT (art. 1189)
- SP / FR (art. 1190)



# ARGAN



**DISPLAY**

- display glorifier 1 unit (art. 5666)
- display 6 units (art. 5669)

## argan shampoo

PARABEN FREE / SULFATE FREE

Shampoo with **argan, glycerin, keratin and a guar derivative** with a protective anti-oxidant effect that results in spectacular shine and natural hydration.

**USE:** wet the hair with warm water and apply the shampoo evenly throughout for the first wash. Rinse and apply again.

• *Leave in for a few minutes* and then rinse.

- 36 OZ. (art. 3002)
- 10.8 OZ. (art. 3001)
- 1.8 OZ. (art. 3026)
- 0.3 - 0.4 OZ. shampoo + mask sachet (art. 3001S-3003S)

## arganology

PARABEN FREE / SULFATE FREE / 100% VEGAN

**Arganology** rediscovers an original formula with an argan and cotton oil base, created by alchemists from the historic Al-Andalus.

An exclusive natural beauty secret that leaves hair extraordinarily soft, shiny and smooth, rescued for you by Salerm Cosmetics. Strengthens and revitalizes damaged hair · Velvet to the touch · **Quickly absorbed. Non-oily.**

**USE:** place a few drops of Arganology oil in the palm of your hand and smooth over freshly washed hair. **Do not rinse.** Style as usual.

- 4.25 OZ. (art. 1719)
- 2 OZ. (art. 1720)
- 12 uds. x 0.33 OZ. pack (art. 1710)

## argan mask

PARABEN FREE / SULFATE FREE

Conditioning mask with **argan oil, glycerin and keratin** to revitalize hair and restore natural moisture and body lost over time through exposure to the elements.

**USE:** after washing, apply the product to the hair without touching the scalp.

Comb to distribute evenly and *leave in to act for a few minutes.*

Rinse with warm water and proceed to styling.

- 6.9 OZ. (art. 3003)
- 1.7 OZ. (art. 3027)
- 0.3 - 0.4 OZ. shampoo + mask sachet (art. 3001S-3003S)

# M MERCHANDISING

**GRAPEOLOGY PACK**  
contains: shampoo + grapeology (art. 1373)

**DISPLAY**

- 3 product display (art. 4350) \*

**CATALOGUE**

- spanish (art. 4336)



## grapeology shampoo

PARABEN FREE / 100% VEGAN

Gently cleanses hair while simultaneously nourishing and hydrating. Its **micro-nutrients and antioxidants originating from grape seed** repair and protect the hair fiber, helping to prevent oxidation and hair aging.

**USE:** wet the hair with warm water and apply the shampoo evenly throughout for the first wash. Rinse and apply again.

*Leave in for a few minutes* and then rinse..

- 36.7 OZ. (art. 1734)
- 10.8 OZ. (art. 1729)
- 3.7 OZ. (art. 1731)

## grapeology mask

PARABEN FREE / SULFATE FREE / 100% VEGAN

Conditions hair deep down while simultaneously nourishing and hydrating.

**Its formula with grape seed oil is rich in antioxidants**, with properties that protect against oxidation and hair aging. Enhances body, strength and softness.

**USE:** after washing, apply the product to the hair without touching the scalp.

Comb to distribute evenly and *leave in to act for a few minutes.*

Rinse with warm water and proceed to styling.

- 7.1 OZ. (art. 1730)
- 1.7 OZ. (art. 1732)

# GRAPEOLOGY

## grapeology

PARABEN FREE / SULFATE FREE / 100% VEGAN

**This oil based on grape seed hydrates and nourishes deep down.** It's rich in antioxidants which improve shine and prevent damage caused by external agents. It also protects and repairs the hair's keratin to prevent the signs of aging. Quickly absorbed. No build-up. With sun filter.

**USE:** after washing the hair place a small quantity of grapeology on the palm of the hand and then apply and style as usual.

- 1.9 OZ. (art. 1723)
- packs of 12 units x 0.32 OZ. (art. 1725)

# SCALP CARE



## honey shampoo scalp care

PARABEN FREE / SULFATE FREE

A restorative detox recipe with the **ancestral benefits of honey from the honey bee**, harvested from organic beekeeping, **ideal for sensitive or problematic scalps**.

A sulfate-free formula which eliminates contamination, sebum and dandruff obstructing the hair follicle, protecting it and restoring the scalp's natural balance.

**USE:** wet the hair with warm water and apply the shampoo evenly throughout for the first wash. Rinse and apply again.

· *Leave in for a few minutes* and then rinse.

• 36.7 OZ. (art. 3045)  
• 11.0 OZ. (art. 3042)

## honey mask scalp care

PARABEN FREE / SULFATE FREE

A restorative detox recipe with the **ancestral benefits of honey from the honey bee**, harvested from organic beekeeping, ideal for sensitive or problematic scalps. Properties which nourish and re-establish the balance of the hair and scalp to restore natural well-being.

Formulated with **chia oil (Salvia Hispánica)** which offers added nourishment and care.

**USE:** after washing, apply the product to the hair. Comb to distribute evenly and *leave in to act for a few minutes*. Rinse with warm water and proceed to styling.

• 6.8 OZ. (art. 3043)

## scalp care serum sos remedy

PARABEN FREE / SULFATE FREE

A specific serum for sensitive scalps that **combats itching, redness, irritation** and any other related issues.

Formulated with the active components of **royal jelly and willow extract**, renowned for their nourishing, soothing and relaxing properties.

**USE:** after washing hair, apply two pipettes of the product and spread evenly all over the scalp. Massage gently avoiding rough movements. **Leave-in.** Proceed as usual.

• 1.5 FL. OZ. in individual box (art. 3044)

# DANDRUFF



## specific dandruff shampoo

PARABEN FREE / 100% VEGAN

A shampoo containing **zinc pyrithione and linseed oil** to regulate the appearance of dandruff. Helps to return the scalp to normal and prevent the recurrence of dandruff.

**USE:** wet the hair with warm water and apply the shampoo evenly throughout for the first wash. Rinse and apply again · *Leave in for a few minutes* and then rinse.

• 36 OZ. (art. 3009)  
• 10.8 OZ. (art. 3008)

## specific dandruff mask

PARABEN FREE / SULFATE FREE / 100% VEGAN

A mask for anti-dandruff hair care.

As well as conditioners, it contains **zinc pyrithione and linseed oil** which act together to keep the scalp and hair dandruff-free for longer.

**USE:** after washing, apply the product to the hair and scalp.

Comb to distribute evenly and *leave in to act for a few minutes*.

Rinse with warm water and proceed to styling.

• 6.9 OZ. (art. 3011)

## specific dandruff treatment

PARABEN FREE / SULFATE FREE / 100% VEGAN

**A lotion which acts immediately to prevent flaking of the scalp.**

Formulated with **zinc pyrithione and linseed oil** to ensure dandruff-free scalp and hair between washes.

**USE:** firstly, wash the hair with anti-dandruff shampoo. Shake the vial well before use and then evenly apply the contents to the scalp. *Gently massage in with the fingertips using an outward and inward motion* or allow to absorb and, **without rinsing**, style the hair in the usual manner.

• 6 vials x 0.34 OZ. (art. 3010)

# OILY HAIR



## specific oily hair shampoo

PARABEN FREE / 100% VEGAN

A shampoo with a mild surfactant base ideal for delicate washing of greasy hair.

Formulated with **brewer's yeast extract which contains sebo-regulating properties.**

**USE:** wet the hair with warm water and apply the shampoo evenly throughout for the first wash. Rinse and apply again.

· *Leave in for a few minutes* and then rinse.

- 36 OZ. (art. 3013)
- 10.8 OZ. (art. 3012)

## specific oily hair mask

PARABEN FREE / SULFATE FREE / 100% VEGAN

A conditioning mask that helps to keep the hair cleaner for longer. A very light formula enriched with **brewer's yeast which provides conditioning and strength**, and regulates the sebaceous glands in the scalp.

**USE:** after washing, apply the product to the hair and scalp.

Comb to distribute evenly and *leave in to act for a few minutes.*

Rinse with warm water and proceed to styling.

- 6.9 OZ. (art. 3017)

## specific intensive oily hair treatment

PARABEN FREE / SULFATE FREE / 100% VEGAN

An intensive lotion formulated with **proteins and amino acids** originating from active ingredients that help to prevent excess grease and keep the hair cleaner for longer. No rebound effect.

**USE:** firstly, wash the hair with specific oily hair shampoo.

Then, evenly apply the contents of the vial to the scalp and *gently massage in with the fingertips using an outward and inward motion or allow to absorb.* Avoid sudden movements. **Without rinsing**, style the hair in the usual manner.

- 6 vials x 0.34 OZ. + 2 application tips (art. 3015)

# M

MERCHANDISING

- FALLING HAIR 2 PRODUCT PACK contains: shampoo + lotion (art. 1374)
- FALLING HAIR 3 PRODUCT PACK contains: shampoo + lotion + spray (art. 1202)



# THICKENING

## thickening shampoo

PARABEN FREE / 100% VEGAN

A mild refreshing shampoo formulated with **ginkgo biloba extract.** Stimulates the regeneration and revitalization of the hair.

**USE:** wet the hair with warm water and apply the shampoo evenly throughout for the first wash. Rinse and apply again · *Leave in for a few minutes and then rinse.*

- 36 OZ. (art. 3005)
- 36 OZ. special USA (art. 3005EX)

- 10.8 OZ. (art. 3004)
- 10.8 OZ. special USA (art. 3004EX)

## volumizing spray

PARABEN FREE / SULFATE FREE / 100% VEGAN

A daily-use spray **containing a combination of vitamins, active revitalizing ingredients and ginseng extract** that increases the strength of the hair bulb and stimulates the regeneration of the hair.

**USE:** spray evenly over the scalp. *Massage in* with gentle circular movements from the back of the head towards the front. Then, apply more to the rest of the hair. Comb normally. **Apply daily.**

- 10.1 FL.OZ. (art. 3007)

## scalp therapy intensive serum

PARABEN FREE / SULFATE FREE / 100% VEGAN

An intensive lotion formulated with **natural extract of ginseng, vitamins and ginkgo biloba** that revitalizes the hair and provides nutrients to stimulate regeneration. Produces a thermoactive effect to increase absorption of its active ingredients.

**USE:** apply to the scalp and hair. *Massage in with circular movements* from the back of the head towards the front. **Do not rinse.** Style the hair in the usual manner.

- 6 vials x 0.34 OZ. + 2 application tips (art. 3006) special USA (art. 3006EX)

# TREATED



## shampoo for treated hair

PARABEN FREE / 100% VEGAN

A shampoo containing **macadamia and raspberry oil** which provides the hair with nutrients and antioxidants.

Formulated with an active ingredient that protects color and helps to restore the hair fiber.

**USE:** wet the hair with warm water and apply the shampoo evenly throughout for the first wash. Rinse and apply again.

· *Leave in for a few minutes* and then rinse.

- 36 OZ. (art. 3023)
- 10.8 OZ. (art. 3022)

## mask for treated hair

PARABEN FREE / SULFATE FREE / 100% VEGAN

A mask formulated with an active ingredient that protects color and repairs the hair fiber of treated hair.

Its high concentration of **antioxidant and nutrient-rich oils** helps to improve the appearance of the hair.

**USE:** after washing, apply the product to the hair **without touching the scalp**.

Comb to distribute evenly and *leave in to act for a few minutes*. Rinse with warm water and proceed to styling.

- 6.9 OZ. (art. 3024)

# MOISTURIZING



• case containing microcamera, accessories and diagnostic software (art. 768)

- bowl (art. 5672)
- tint brush (art. 5673)
- biokera bag 9.84 x 13.78 in. (art. 5524)

CATALOGUE  
• FR (art 6190)

## moisturizing shampoo

PARABEN FREE / SULFATE FREE / 100% VEGAN

A shampoo that is ideal for hair that needs hydration. **Contains a long-lasting active hydrating ingredient and wheat germ oil** which produces manageable, soft and shiny hair.

**USE:** wet the hair with warm water and apply the shampoo evenly throughout for the first wash. Rinse and apply again.

· *Leave in for a few minutes* and then rinse..

- 36 OZ. (art. 3020)
- 10.8 OZ. (art. 3019)
- 0.4 - 0.3 OZ. shampoo + mask sachet (art. 3019S-3021S)

## moisturizing mask

PARABEN FREE / 100% VEGAN

A mask with long-lasting hydrating properties. Restores dehydrated hair and enhances shine. Formulated with **wheat germ oil and active hair protection ingredients**.

**USE:** after washing, apply the product to the hair without touching the scalp. Comb to distribute evenly and *leave in to act for a few minutes*. Rinse with warm water and proceed to styling.

- 35.4 OZ. (art. 3025)
- 7.1 OZ. (art. 3021)
- 0.4 - 0.3 OZ. shampoo + mask sachet (art. 3019S-3021S)

# HI REPAIR

Renew your hair thanks to our unique formulas:  
deep hair repair and hydration with each application.



## hi-repair shampoo

PARABEN FREE

Shampoo based on technology developed by Salerm Cosmetics: **SEQUENTIAL HAIR CARE SYSTEM** which corrects the hair's vital signs, restoring dehydrated, malnourished, moisture deficient hair as well as repairing the cortex's internal structural defects.

**USE:** after wetting hair apply a small amount of the product. Lather and rinse. Apply a second time and *massage for 3 minutes*. Rinse and proceed as usual.

- 36 OZ. (art. 197)
- 9.0 OZ. (art. 186)
- 1.8 OZ. (art. 164)



## hi-repair mask

SULFATE FREE

Instant action reconstructing mask based on technology developed by Salerm Cosmetics: **SEQUENTIAL HAIR CARE SYSTEM** which corrects the hair's vital signs, restoring dehydrated, malnourished, moisture deficient hair as well as repairing the cortex's internal structural defects.

**USE:** after washing, towel dry hair. Apply, leave to work for 3 minutes. Rinse.

- 34.4 OZ. (art. 162)
- 8.6 OZ. (art. 193)
- 1.73 OZ. (art. 167)



# M

MERCHANDISING



• hi-repair deluxe pack (art. 170)

## hi-repair finish

SIN PARABENOS / SIN SULFATOS / 100% VEGANO

Styling lotion which enhances the restructuring Hi-Repair effect. Based on technology developed by Salerm Cosmetics: **SEQUENTIAL HAIR CARE SYSTEM** which corrects the hair's vital signs, restoring dehydrated, malnourished, moisture deficient hair as well as repairing the cortex's internal structural defects.

**USE:** spray on dry or damp hair according to the desired effect.

- 3.36 FL. OZ. (art. 194)



## vials



- SILK PLUS METAL LOCK
- GRAY COVER
- COLOR FIX
- BIOKERA OILY
- BIOKERA DANDRUFF
- BIOKERA REGENERATING
- HAIR REGENERATOR
- VEGETABLE PLACENTA
- SALERMVITAL
- MOISTURIZING ESSENTIAL OIL
- THERMAL KERA PLUS PRO-KERATIN
- INTENSIVE MEGA CONDITIONER
- S21 BOOST
- BIOPLASTIA REC. VIAL

WHEN TO APPLY	with color, lighteners or relaxer	with color	with color	after washing	after washing	after washing	after washing	after washing	before drying	after washing	after washing	after washing	after washing	mix with Bioplastia after washing
WHERE TO APPLY	depends on the technic. product	depends on the technic. product	depends on the technic. product	scalp	scalp	scalp	scalp	scalp	hair	hair	hair	hair	hair	hair
MESSAGE? TIME?	NO	NO	NO	NO	YES 5 min.	YES 5 min.	YES 3 min.	YES 3 min.	YES (the hair)	YES (the hair)	YES (the hair)	YES (the hair) 5 min.	YES (the hair) 5 minutes	YES (the hair) 30 min. with Bioplastia 10 min. after washing
LEAVE-ON TIME	depends on color, lighteners or relaxer	depends on color	depends on color	-	-	-	-	-	-	5 minutes	-	5 minutes	5 minutes	30 min. with Bioplastia 10 min. after washing
RINSE	YES*	YES*	YES*	NO	NO	NO	NO	NO	NO	YES	NO	YES	YES	YES
DOSE	depends on color, lighteners	depends on color	depends on color	1 x week	1 x week	1 x week	1/2 x week	1/2 x week	often as desired	1/2 x week	1 x wash	1 x wash	1 x week	depends on treatment
TREAT. LENGTH				2 months	2 months	2 months								
PERFECT FOR	color, lighteners, relaxer	color	color	intensive oily hair treatment	intensive dandruff treatment	intensive hair loss treatment	hair growth booster	hair growth booster	styling long hair	intensive elasticity booster	tool heat protection	deep repair	deep repair	reconstruc. + Bioplastia straightening
NEEDS/CAN WORK WITH	color, lighteners, relaxer	color	color	biokera oily	biokera dandruff	biokera regenerat.	all shampoos	all shampoos	all shampoos	wheat germ mask	all shampoos	needs mixing with water	salerm 21	Bioplastia mousse & mask

\*AFTER MIXING WITH THE TECHNICAL PRODUCT

# shampoos

ALL HAIR TYPES

TREATED STRAIGHTENED HAIR

TREATED HAIR

COLOR TREATED / PERMED  
COLOR TREATED

PERFECT FOR	hydration	regular cleansing	regular cleansing	regular cleansing	hair shaft hydration	hydration fine hair	deep down cleansing	hydration reconstr.	bioplastia mainten.	kapsfiller mainten.	keratin absolut mainten.	treated hair care	treat. + color hair protect.	color and lightening
NOURISHING	EXCELLENT	GOOD	NOT RECOMMENDED	NOT RECOMMENDED	EXCELLENT	EXCELLENT	GOOD	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	GOOD	EXCELLENT
HYDRATING	EXCELLENT	GOOD	NOT RECOMMENDED	NOT RECOMMENDED	EXCELLENT	EXCELLENT	GOOD	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	GOOD	EXCELLENT
VOLUME	EXCELLENT	GOOD	GOOD	GOOD	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	GOOD	GOOD	GOOD	EXCELLENT	EXCELLENT
EASY RINSE	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
EASY COMB	EXCELLENT	GOOD	GOOD	EXCELLENT	EXCELLENT	EXCELLENT	GOOD	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
FEEL	EXCELLENT	GOOD	GOOD	GOOD	EXCELLENT	EXCELLENT	GOOD	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
SHINE	EXCELLENT	GOOD	GOOD	GOOD	EXCELLENT	EXCELLENT	GOOD	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
CLEANING POWER	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
PARABEN	FREE	-	FREE	-	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE
SULFATE					FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE

TECHNICAL TREATMENT

GRAY / LIGHTENED  
DRY

WITH DANDRUFF

SCALP CARE

OILY

THINNING

SENSITIVE SKIN

STRAIGHT

VOLUME

SOLAR PROTECTION  
WHEAT NUTRITION

PERFECT FOR	color treat. deep treat.	neutralize yellow	restore hydrate follicle	dandruff treatment	deep dandruff treat.	sebum reg.	oily hair treatment	deep oily hair treat.	hair loss treatment	deep hair loss treat.	relax effect gentle cleanse	straightened hair	volume boost	nourishing	deep nourishing	
NOURISHING	EXCELLENT	NOT RECOMMENDED	EXCELLENT	GOOD	EXCELLENT	EXCELLENT	GOOD	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	
HYDRATING	EXCELLENT	NOT RECOMMENDED	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	
VOLUME	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	
EASY RINSE	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	
EASY COMB	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	
FEEL	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	
SHINE	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	
CLEANING POWER	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	
PARABEN	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	
SULFATE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	

# conditioners

ALL HAIR TYPES

FINE HAIR

OILY HAIR

WITH DANDRUFF  
DRY HAIR

NOURISHING	EXCELLENT	GOOD	EXCELLENT	EXCELLENT	EXCELLENT	GOOD	GOOD	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
HYDRATING	GOOD	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
SOFTNESS	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
SHINE	GOOD	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
VOLUME	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
HAIR POLISH EFFECT	-	-	EXCELLENT	EXCELLENT	EXCELLENT	-	-	-	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
REPAIR	-	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
LONG-LASTING	GOOD	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
WET COMBING	GOOD	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
DRY COMBING	GOOD	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT

DEHYDRATED HAIR

BADLY DAMAGED HAIR

COLOR / TREATED

DELICATE SKIN

SCALP CARE

CURLY

NOURISHING	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
HYDRATING	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
SOFTNESS	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
SHINE	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
VOLUME	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
HAIR POLISH EFFECT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
REPAIR	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
LONG-LASTING	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
WET COMBING	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
DRY COMBING	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT

- PRODUCT KEY FEATURE
- EXCELLENT
- VERY GOOD
- GOOD
- NOT RECOMMENDED



# STYLING

We give you the styling products,  
you set the limits...

# HOLD



## pro lac 03

PARABEN FREE / SULFATE FREE / 100% VEGAN

### STRONG HOLD NO GAS HAIRSPRAY.

A progressive action, humidity resistant, non-aerosol hairspray with active color-preserving properties.

Cotton stem cell extract creates an anti-oxidant effect. Contains a sun-protection filter.

**USE:** spray onto dry hair from 12 inches away.

• 10.1 FL.OZ. (art. 2105)

## strong lac 03

PARABEN FREE / SULFATE FREE / 100% VEGAN

### STRONG HOLD HAIRSPRAY.

A fast-drying, 360° hairspray that can be applied from any angle. Humidity resistant with active color-preserving properties.

Cotton stem cell extract creates an anti-oxidant effect. Contains sun-protection filter.

**USE:** hold the can 10-12 inches from the hair and spray on evenly.

• 8.1 OZ. (art. 2103)  
• 8.1 OZ. special USA (art. 2103U)

## extreme lac 04

PARABEN FREE / SULFATE FREE / 100% VEGAN

### EXTRA-STRONG HOLD HAIRSPRAY.

A 360° hairspray to work from any angle.

Designed for styles that require maximum hold and a finishing touch. With anti-humidity and color preserving effect. Cotton stem cell extract creates an anti-oxidant effect. Contains sun-protection filter.

**USE:** hold the can 10-12 inches from the hair and spray on evenly.

• 8.4 OZ. (art. 2100)

(MDS): Micro Droplet System.



## express lac 03

PARABEN FREE / SULFATE FREE / 100% VEGAN

### STRONG HOLD HAIRSPRAY.

Ultra-fast drying hairspray with an exclusive (MDS) ultra-fine spray system.

This system guarantees ultra-fast drying and efficient and even application, without build-up.

**USE:** hold the can 10-12 inches from the hair and spray on evenly.

• 12 OZ. (art. 3409F)

## nature lac 03

PARABEN FREE / SULFATE FREE / 100% VEGAN

### STRONG HOLD HAIRSPRAY.

A strong finishing touch for shine without residue build-up. Quick drying. Leaves hair feeling soft and natural.

**USE:** after styling, spray evenly onto hair from a distance of between 10-12 inches.

• 12 OZ. (art. 3400F)



# HOLD

# TEXTURE



## ice gel 03

SULFATE FREE / 100% VEGAN

### STRONG HOLD STYLING GEL.

A gel capable of creating any style.

Born from a fusion of cutting-edge gels and radical styling waxes, to create the perfect balance between hold and hydration.

**USE:** apply to damp hair and let your creativity flow.

- 17.6 OZ. (art. 2110)
- 7.0 OZ. (art. 2109)
- 0.25 OZ. sachet (art. 2109S)

## brushing spray

PARABEN FREE / SULFATE FREE

### HEAT-STYLING SPRAY.

Heat resistant technical styling lotion that guarantees longer lasting styling hold.

Strengthens the hair's protein structure, helping to restructure the cortex and cuticle simultaneously.

**USE:** apply a small amount to damp hair before styling.

- 8.5 FL.OZ. (art. 1480)

## wet gel + 02

PARABEN FREE / SULFATE FREE / 100% VEGAN

### MEDIUM-HOLD WET LOOK STYLING GEL.

Flexible, resistant styling gel with memory effect.

With the energizing and anti-oxidant properties of caffeine. Fast drying with wet look finish. No build-up.

**USE:** apply to damp hair using static styling techniques.

- 7.2 OZ. (art. 2112)

## wet gel rock 04

PARABEN FREE / SULFATE FREE / 100% VEGAN

### EXTRA-STRONG WET LOOK STYLING GEL.

Flexible, resistant styling gel with memory effect.

With the energizing and anti-oxidant properties of caffeine. Fast drying with wet look finish. No build-up.

**USE:** apply to damp hair using static styling techniques.

- 17.8 OZ. (art. 2111)
- 7.1 OZ. (art. 2113)

## wax stick

PARABEN FREE / SULFATE FREE / 100% VEGAN

### MEDIUM HOLD WAX STICK.

Precise, long-lasting hold for polished styles. Natural finish with no buildup.

**USE:** apply directly to hair to define and refine the look.

- 1.8 OZ. (art. 1629)

## matt clay 02

PARABEN FREE / SULFATE FREE

### MEDIUM HOLD MATTE CLAY.

Styling clay designed to create matte look effects.

Perfect for medium to long hair.

Long-lasting flexible hold. Conditions and hydrates for maximum care.

**USE:** apply directly onto dry hair with your hands.

- 4.5 OZ. (art. 2114)

## matt wax 03

PARABEN FREE / SULFATE FREE

### STRONG HOLD MATTE WAX.

Wax designed to shape, create and texturize.

Conditions and hydrates. Long-lasting results.

**USE:** apply onto dry hair with your hands.

- 1.8 OZ. (art. 2106)



## volume mousse 02

PARABEN FREE / SULFATE FREE / 100% VEGAN

### MEDIUM HOLD VOLUME MOUSSE.

Mousse formulated with hyaluronic acid and color protecting active ingredients.

Flexible, resistant and moisture-repelling hold.

An extra boost of hydration and volume for fine hair. Quickly absorbed with no build-up.

Contains sun protection filter. Free from alcohol.

**USE:** shake before use. Apply to damp hair. Do not rinse.

• 10.4 OZ. (art. 2101)

## volume spray 02

PARABEN FREE / SULFATE FREE / 100% VEGAN

### MEDIUM HOLD ROOT VOLUMIZING SPRAY.

A spray that lifts the root to add volume without matting.

Heat activated technology with a thermo-protective action. Long-lasting, build-up free results. Humidity resistant.

**USE:** shake before use. Apply to damp hair at the roots. With a brush and hairdryer lift the roots for maximum volume boosting results.

• 8.4 FL.OZ. (art. 2104)

• 8.4 FL.OZ. special white / gray / bleached hair (art. 2117)

## volume dust 01

PARABEN FREE / SULFATE FREE / 100% VEGAN

### MATTIFYING POWDER.

Volumizing and thickening styling powder.

**USE:** apply to the roots and create the desired shape.

• 0.3 OZ. (art. 2115)

# CURLS



## curl mousse 04

PARABEN FREE / SULFATE FREE / 100% VEGAN

### EXTRA-STRONG HOLD CURL MOUSSE.

Quickly absorbed, maximum hold mousse. Long-lasting hold without build-up. Enriched with hyaluronic acid for hydrated and well defined curls. With anti-humidity and active color-protecting ingredients. Free from alcohol.

**USE:** shake before use. Apply to damp hair. Do not rinse.

• 10.5 OZ. (art. 2102)

## curl foam 02

PARABEN FREE / SULFATE FREE

### MEDIUM HOLD CURL FOAM.

A light mousse to create defined, flexible, natural and hydrated curls. The Kera-3 System keratin complex repairs and replenishes hair. Heat activated technology with a thermo-protective action. Long-lasting, build-up free results.

**USE:** apply to clean damp hair or dry hair. Activate with a hairdryer or styling iron for amazing results.

• 6.8 FL. OZ. (art. 2108)

# STRAIGHT

## liss foam 01

PARABEN FREE / SULFATE FREE

### LIGHT HOLD STRAIGHTENING MOUSSE.

Eliminates frizz, making straightening with heat styling tools easier and more effective, at the same time as repairing and replenishing the hair deep down with the keratin complex Kera-3 System. Heat activated technology with a thermo-protective action.

Long-lasting, build-up free results. **USE:** shake before use. Apply to clean damp hair or dry hair.

Activate with a hairdryer or styling iron for amazing results.

• 6.8 FL. OZ. (art. 2107)



# M

MERCHANDISING

### POSTER

• SP / USA (art. 1701)

### CATALOGUE

- SP / USA 26 (art. 1693)
- SP / PT 26 (art. 1694)
- SP / IT 26 (art. 1695)
- SP / FR 26 (art. 1696) • SP / FR (art. 4246)
- SP / RU (art. 1697)
- SP / D (art. 4249)



# OTHER HAIRSPRAYS

## hi-repair

PARABEN FREE / SULFATE FREE

The first hairspray to repair the hair and protect it from the sun as well as providing styling hold. With its extra-strong hold, Hi-Repair can be used to create hundreds of looks and keep them in place for longer.

**USE:** once styling has been completed spray the product onto the hair in short bursts.

- 21.5 OZ.  
strength 3 (art. 481A)  
strength 5 (art. 483A)  
strength 5 special USA (art. 483U)
- 14.5 OZ.  
strength 5 (art. 482U)
- 1.8 OZ.  
strength 3 (art. 351A)

## salerm cosmetics hairspray


















PARABEN FREE / SULFATE FREE / 100% VEGAN

Anti-humidity effect hairspray. Available in regular and strong hold.

**USE:** apply in brief bursts for effective styling hold.

- 18.3 OZ.  
normal (art. 476)  
strong (art. 481)
- 12.2 OZ.  
normal (art. 479)  
strong (art. 480)



	 apply to damp hair	 apply to dry hair						
								
FAMILY	MOUSSE	HAIRSPRAY	BRUSHING	GEL / HOLD	REPAIR / SHINE	EASY COMBING	THERMAL PROTEC.	
DOSE	a quantity the size of a ping-pong ball.	progressive setting, more product, greater strength.	10 to 12 short sprays	1.- progressive setting. 2.- adjust to suit. 3.- 4.- 5.- 6.- 7.- an amount the size of a hazelnut 8.- depends on hair	3 or 4 drops	10 to 12 short sprays	4 to 6 short sprays	
APPLY TO...HAIR					 			
HOLD	1.- light (01) 2.- medium (02) 3.- medium (02) 4.- extra strong (04)	1- 2- 3- 4.- strong (03) 5.- extra strong (04) 6.- strong (03) / extra strong (04) 7.- medium (02) / strong (03)	medium	1.- medium (02) 2.- light (01) 3.- medium (02) 4.- strong (03) 5.- extra strong (04) 6.- medium (02) 7.- strong (03) 8.- depends on hair (02)	no styling, only repair and shine.	light	no hold	

**Salerm**  
COSMETICS  
HOMME

# HOMME

More than beards.

WE LIKE TAKING CARE OF  
BEARDS AND MUSTACHES,  
BUT ALSO OF  
HAIR AND SKIN.





## gray hair shampoo

PARABEN FREE / 100% VEGAN

Shampoo that **eliminates yellow tones from white, blond and/or lightened hair.**

**Arginine and essential amino-acids** hydrate and nourish the hair fibers.

**USE:** apply a small amount of the product to wet hair and work into a lather.

Rinse well. Repeat as necessary to achieve the desired hue.

• 9.0 OZ. (art. 4730)

Gs



## energy shampoo

100% VEGAN

A treatment shampoo containing **compounds which nourish the hair** and help prevent hair loss.

**USE:** use daily. Apply a small quantity of shampoo, massage in and leave for several minutes to let the active ingredients take effect. Rinse.

• 9 OZ. (art. 726)

1e



## energy lotion

PARABEN FREE / SULFATE FREE / 100% VEGAN

**A lotion in the form of a spray** specifically for treating hair loss which helps to normalize the hair's natural growth cycle.

**USE:** after rinsing off the shampoo towel dry to remove excess water. Spray around 10 times, *gently massage in then leave to dry.*

Compatible with the HOMME styling range.

• 6.76 FL. OZ. (art. 729)

2e

## exfoliating shampoo

100% VEGAN

**A shampoo + peel designed to work as a shock treatment against dandruff.**

Its specific active ingredients help to combat dandruff.

**USE:** use daily when beginning treatment. Then combine with STOP TO RELAX.

*Massage for several minutes* with fingertips in order for the exfoliating effect to remove stuck on dandruff.

• *Leave on for several minutes* to give the active ingredients time to work and then rinse.

• 9 OZ. (art. 727)

Es



## oily hair shampoo

100% VEGAN

A shampoo designed to work as a shock treatment against excess grease. Contains specific active ingredients which help leave hair clean and control scalp oil.

**USE:** wet hair. Apply a quantity of shampoo and wash without massaging. Rinse thoroughly and then repeat the process *leaving on to work for 3 to 5 minutes.* Rinse with warm water as normal. **Combine with STOP TO RELAX.**

• 9 OZ. (art. 728)

Gr



## stop to relax shampoo-gel

100% VEGAN

**Can be used as a shampoo or shower gel for more dynamic showering.**

A cleansing base designed to remove dirt, as well as remnants of other products from the hair and skin.

A gentle combination of refreshing active ingredients which promote relaxation. Perfect for all skin and hair types.

**USE:** apply to hair and body. Leave to work and enjoy the scent and the relaxing fresh sensation. Rinse.

• 36 OZ. (art. 705)

• 9.0 OZ. (art. 725)

• 3.6 OZ. (art. 715)

Sr



## power gel

SULFATE FREE / 100% VEGAN

Powerful gel created from a **base of sweet syrup of plant origin**, which acts as an excellent conditioning and texturizing agent, allowing you to create any hairstyle you want, and dominate even the unruliest hair.

**Hydro-soluble for easy elimination and can be reactivated with water.**

**USE:** apply to damp or dry hair and create your desired style. Blow-dry hair for best results.

- 17.6 OZ. (art. 4731)
- 0.35 OZ. sachet (art. 4731S)

## power gel plus

- 17.6 OZ. (art. 4734)



## matt control cream

PARABEN FREE / SULFATE FREE

Finishing cream which provides flexible hold as well as extra body.

**Hold has a dry appearance.**

Especially designed for fine or medium hair where enhanced volume and control are required. Perfect for use on dry hair.

**USE:** place a small quantity on the hands. Spread and distribute over dry hair. Style to create the desired look.

- 1.76 OZ (art. 708)
- 0.35 OZ. sachet (art. 731S)

## hair & beard wax

SULFATE FREE / 100% VEGAN

Soluble wax for hold, control and style. **Suitable for beard, mustache and hair.**

**USE:** rub a small amount between palms then apply evenly to beard and/or mustache and hair. Apply to dry hair for longer hold that can be reactivated with water throughout the day.

- 3.6 OZ. (art. 4727)



## strong hair spray

PARABEN FREE / SULFATE FREE / 100% VEGAN

Ultra fast-drying hairspray with flexible and long-lasting hold and no visible post-application build-up. Protective and antioxidant formula, with anti-humidity effect and sun filter.

**USE:** 360° application system.

Spray evenly from a distance of between 10-12 inches from any angle.

- 9.2 OZ. (art. 4732)
- 3.1 OZ. (art. 4724)



## fusion gel

SULFATE FREE / 100% VEGAN

**Innovative styling gel for a wet look with a styling system similar to a wax.**

**USE:** take a quantity of the product. Spread over the hands to fuse the active ingredients. Apply to the areas to be shaped.

Its special texture allows for reshaping before its hold sets in.

Preferably apply to damp hair.

On fine hair apply a smaller quantity and preferably when hair is dry.

- 5.3 OZ. (art. 732)
- 1.76 OZ. (art. 756)

## styling dust

PARABEN FREE / SULFATE FREE / 100% VEGAN

Styling dust that takes hairstyles to new heights without stickiness.

**Matt finish with volume:** beach effect.

**USE:** apply styling dust to the roots and create the desired shape.

- 0.3 OZ. (art. 4729)



Mc

Wx

Fg

Sd

Sh



## Ps perfect shave system

SULFATE FREE / 100% VEGAN

Clear, high precision shaving gel for precision results in difficult areas. With hair growth delaying effect.

**USE:** wet the face. Place a small quantity in your hand. Massage onto the area to be shaved. After shaving rinse off. Follow up with our Homme aftershave.

- 7 OZ. (art. 723)
- 3.5 OZ. (art. 714)

# Ps



## As aftershave gel

PARABEN FREE / SULFATE FREE / 100% VEGAN

Clear moisturizing gel for use after shaving.

With hair growth delaying effect.

**USE:** after shaving rinse and dry the face. Place a small amount of gel in the hand and then apply to the shaved area using a gently toning massage. **Do not rinse.**

- 3.5 OZ. (art. 711)

# As



## Wx hair & beard wax

SULFATE FREE / 100% VEGAN

Soluble wax for hold, control and style. Suitable for beard, mustache and hair.

**USE:** rub a small amount between palms then apply evenly to beard and/or mustache and hair. Apply to dry hair for longer hold that can be reactivated with water throughout the day.

- 3.6 OZ. (art. 4727)

# Wx



## Bo beard oil

PARABEN FREE / SULFATE FREE / 100% VEGAN

Beard oil with organic raspberry and rosehip oil. Suitable for any kind of beard or mustache.

**USE:** rub a few drops between palms then apply evenly to beard and/or mustache.

- 1.0 OZ. (art. 4726)

# Bo

## Rf rejuvenating facial peel

100% VEGAN

Exfoliating gel formulated to clean the skin.

**USE:** wet the face and with the fingertips massage a small quantity of the product into the skin in a circular motion and then rinse off.

Use once or twice a week.

- 6.6 OZ. (art. 724)

# Rf



# M

MERCHANDISING



- homme boar brush (art. 1097)
- spray (art. 5846)
- desktop poster SP (A5) (art. 5847)
- DOOR STICKER
  - SP (art. VPTHE5)
  - USA (art. VPTH1)
  - IT (art. VPTHIT)
  - PT (art. VPTHP)
- POSTER
  - 3 boys poster (34 x 23 in.) (art. 5843)
  - coolhunter poster (23 x 34 in.) (art. 1680)
- BROCHURE
  - small pamphlet SP (art. 5486)

# BEAUTY

Feel, love, BEAUTY LINE.





## velvet hydra primer

PARABEN FREE / SULFATE FREE

### MATTE FINISH PRIMER

Primer that readies the skin for makeup application and extends and enhances results. Evens the complexion and blurs fine lines and wrinkles. 24 hour moisturizers · Reduces unwanted shine · With Vitamin E.

• 0.9 OZ. (art. PR01)

## full concealer

PARABEN FREE / SULFATE FREE / 100% VEGAN

### CONCEALER

Concealer with buildable coverage and velvety texture that reduces the appearance of dark circles and imperfections.

• 0.25 OZ. Medium (art. C01) \* • 0.25 OZ. Light (art. C02) \*

• 0.25 OZ. Ivory (art. BC01) • 0.25 OZ. Honey (art. BC02)  
• 0.25 OZ. Caramel (art. BC03) • 0.25 OZ. Chocolate (art. BC04)



Chocolate

Sweet Rose

Scarlet

Passion Rouge



## natural blush

PARABEN FREE / SULFATE FREE / 100% VEGAN

### BLUSH

Pressed blush for flattering cheek color. Excellent staying power and natural glow.

• 0.25 OZ. Scarlet (art. NB01)  
• 0.25 OZ. Sweet Rose (art. NB02)  
• 0.25 OZ. Chocolate (art. NB03)  
• 0.25 OZ. Passion Rouge (art. NB04)

## wow blush

PARABEN FREE / SULFATE FREE / 100% VEGAN

### GLOW BLUSH

Pressed powder with iridescent pigment for a pop of color and shimmering cheek effect.

• 0.28 OZ. Rose Gold (art. WB01)



F10

F20

F30

F40



F10

F20

F30

F40

## natural foundation

PARABEN FREE / SULFATE FREE

### MEDIUM COVERAGE FOUNDATION 10 / 20 / 30 / 40

Moderate coverage foundation for a natural, no-shine finish. With Blue Light Shield to protect from blue light damage, active ingredients to reduce skin spots and long-lasting deep-action moisturizers.

• 1.0 OZ. 10 (art. F10) • 1.0 OZ. 20 (art. F20) • 1.0 OZ. 30 (art. F30) • 1.0 OZ. 40 (art. F40)

## velvet matte powder

PARABEN FREE / SULFATE FREE

### MATTIFYING POWDER

Pressed mattifying translucent powder that sets and extends makeup wear. With coconut milk for moisturizing effect.

0.39 OZ. Translucent (art. MAT01)



# M

MERCHANDISING

• Face Makeup DISPLAY (art. 2023)

• POSTER "Boost your inner beauty" poster (28 x 20 in.) (art. 1092)



## comfort pure color

PARABEN FREE / SULFATE FREE / 100% VEGAN

### COLOR EYESHADOW

Brighten up your eyes with long-lasting and easy to wear color.

- 0.058 OZ. in individual box
  - 30 Matte Black (art. SHA30)
  - 31 Lead Gray (art. SHA31)
  - 32 Silver Blue (art. SHA32)
  - 33 Pearl White (art. SHA33)
  - 34 Pearl Blue (art. SHA34)
  - 35 Lilac Brown (art. SHA35)
  - 36 Pink (art. SHA36)
  - 37 Green (art. SHA37)
  - 38 Gold (art. SHA38)
  - 39 Brown (art. SHA39)



## matic precision

PARABEN FREE / SULFATE FREE

### EYELINER

Definition, precision and comfort in one simple step.

- 0.022 OZ. twist in individual box
  - 20 Black (art. BEYE20)
  - 21 Turquoise (art. BEYE21)
  - 22 Brown (art. BEYE22)



## +lashes multiplier growth effect mascara

PARABEN FREE / SULFATE FREE

Lash lengthening and volume multiplying mascara. With a specific active ingredient for thicker, denser and longer lashes in just 4 weeks.

- 0.3 FL. OZ. (art. BMASK02) • 0.3 FL. OZ. (art. MASK02) \*

## lashes multiplier

PARABEN FREE / SULFATE FREE

Volume multiplying mascara.

- 0.3 FL. OZ. (art. MASK01)

## all in one lashes wtp waterproof mascara

PARABEN FREE / SULFATE FREE

Waterproof volume and definition mascara. With organic argan oil and vitamin E.

- 0.3 FL. OZ. (art. MASK03)



art. BRCLC

art. BRCUP

art. MKBLEN

M  
MERCHANDISING

- makeup chair (art. 1085)
- makeup blender (art. MKBLEN)
- brush cleaner (art. BRCLC)
- brush cup (art. BRCUP)
- BRUSHES
  - foundation brush (art. BR01)
  - concealer brush (art. BR03)
  - blusher brush (art. BR05)
  - powder brush (art. BR08)
  - highlighter brush (art. BR10)
  - dual brush (art. BR13)
  - eyeliner brush (art. BR20)
  - precision eyeshadow brush (art. BR24)
  - eyeshadow blender brush (art. BR26)
  - lip brush (art. BR30)
- DISPLAYS
  - eyes / mascara (art. 2458)
  - eyes / eye makeup (art. 5440 / 5444) \*
- POSTER
  - "Dazzling eyes" poster (28 x 20 in.) (art. 1088)



art. 5440

art. 2458



## hidracolors

PARABEN FREE / SULFATE FREE / 100% VEGAN

Striking lips with intense, long-lasting colors. Moisturizing and creamy softness for maximum comfort · 4 gloss and 4 velvet effect colors · In Jumbo Twist format for easy application in just one quick turn.

- 0.05 OZ. jumbo twist in individual box
- HIDRACOLORS LONG LASTING**
- 01 Glossy Coral (art. LIP01)
- 03 Sweet Strawberry (art. LIP03) \*
- 04 True Red (art. LIP04)
- 05 Natural Skin (art. LIP05)
- 11 Classic Red (art. LIP11)
- 12 Peachy Sun (art. LIP12)

- VELVET HIDRACOLORS LONG LASTING**
- 07 Soft Strawberry (art. LIP07) \*
- 08 Velvet Skin (art. LIP08)
- 09 Pink Flamingo (art. LIP09)
- 10 Burgundy (art. LIP10)
- 13 Passion Red (art. LIP13)



Twist-up



## volulip gloss

**MORE VOLUME. MORE FIRMNESS. MORE HYDRATION**

PARABEN FREE / SULFATE FREE / 100% VEGAN

Highly moisturizing volumizing lip gloss. With 3D Volume Complex, Vitamin E and Natural Nutrient Oils.

- 0.16 OZ. in individual box
- Strawberry Passion (art. LG01)
- Caramel Kiss (art. LG02)
- Crystal Clear (art. LG03)

## perfect matte

PARABEN FREE / SULFATE FREE / 100% VEGAN

**LONG LASTING MATTE LIQUID LIPSTICK**

Long-lasting matte fluid lipstick with intense color pigments and vitamin E. Won't rub off. Fast-drying.

- 0.16 OZ. in individual box
- Imperial Purple (art. PM01)
- Living Coral (art. PM02)
- Rose Beige (art. PM03)
- Camellia Pink (art. PM04)
- Burnt Amber (art. PM05)
- Flame Red (art. PM06)
- Cherry Wine (art. PM07)



art. PM01 art. PM02 art. PM03 art. PM04 art. PM05 art. PM06 art. PM07



### • DISPLAYS

- perfect matte (art. 2457)
- hidracolors (art. 5441)
- volulip (art. 1579)

### • POSTER

- "Radiant lips" poster  
(28 x 20 in.) (art. 1089)



## makeup remover gel

PARABEN FREE / SULFATE FREE / 100% VEGAN

**Clear lip and eye makeup remover gel** with highly effective cleansing and softening power and pleasant texture.

**USE:** moisten two cotton pads with an ample amount of product then swipe gently over eyelids to clean. Repeat with a clean cotton pad to remove makeup from lips. Avoid direct contact with eyes.

• 1.7 OZ. (art. B1546)

• 0.4 OZ. (art. 532) \*



## hydra calm

PARABEN FREE / SULFATE FREE

Powerful skin cleansing, care and balance thanks to a **combination of micelles and natural ingredients** which offer a moisturizing, antioxidant and soothing effect on the skin.

Helps to maintain the skin's hydric balance as well as removing makeup and impurities.

Its professional formula is ideal for preserving skin's elasticity. Perfect for sensitive skins as it removes impurities without damaging skin or causing irritation. **Daily use.**

**USE:** use hands to gently massage a small amount of the product onto face and/or décolletage, then rinse off with lukewarm water.

• 6.8 OZ. (art. 1004)



## lip balm

PARABEN FREE / SULFATE FREE

Lip balm formulated with moisturizing and emollient properties that hydrate, nourish, and stimulate the natural process of lip repair. **With SPF30 protection factor** to protect from UVB and UVA rays, making it ideal for use throughout the year, even in extreme conditions.

• 12 units display (art. LB02)



## nail polish remover

PARABEN FREE / SULFATE FREE / 100% VEGAN

Double action nail polish remover.

Cleans and moisturizes at the same time to keep the nails looking natural.

**USE:** apply with cotton wool.

• 7.6 FL. OZ. WITH ACETONE (art. 1093)

• 7.6 FL. OZ. WITHOUT ACETONE (art. 1094)



## hand cream

PARABEN FREE / SULFATE FREE

Nourishing moisturizer for hands.

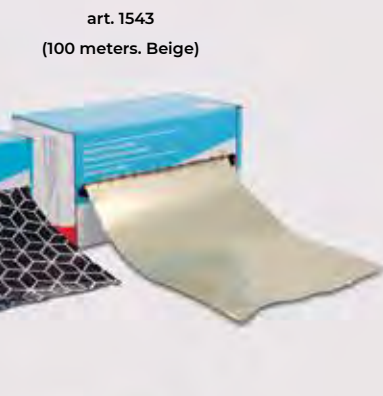
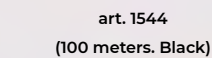
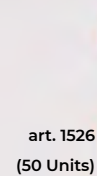
**USE:** apply a small dose and distribute evenly paying special attention to the more damaged areas.

• 2.6 OZ. (art. 540)

• 1.0 OZ. (art. 541)



# MERCHANDISING





art. 1595  
Thomas



art. 1642  
Lea



art. 1993 (35 cm)  
40 % synthetic  
+ 60 % natural



art. 1587  
Sarah



art. 1524  
Maureen



art. 1650  
Charlie



art. 1651  
Leslie



art. 1597  
Zoe



art. 1564



art. 766  
Head support



art. V6031 \*  
Black tray



art. 1594  
Head stand  
(WITHOUT tray)



art. VOVISE



art. 5325  
Text book

art. 5326  
Didactic videos



art. 4427



art. 232



art. PEINADORIS



art. 225



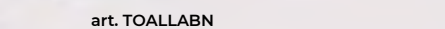
art. 1086



art. TOALLANN



art. SAN



art. TOALLABN



art. 5782



art. 1008



Salerm'25 T-shirt  
art. 1625 - S \* / art. 1626 - M \* / art. 1627 - L / art. 1628 - XL  
70 Anniversary T-shirt  
art. 1683 - S \* / art. 1684 - M / art. 1685 - L / art. 1686 - XL \*  
Salerm Pink T-shirt  
art. 1688 - S \* / art. 1689 - M / art. 1690 - L / art. 1691 - XL  
Black T-Shirt T1 Silver Salerm / art. 2931  
T-Shirt White Straps T.2 / art. 5008 - M

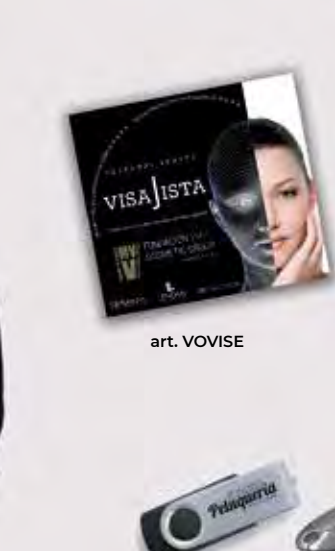


art. 1624

art. 1623



art. 3386



art. 95



art. 5324



art. 1444



art. 5848



art. 5524



art. 1572 (28 x 40 in.)



art. 1090 (13.4 x 19.3 in.)



art. 1091 (13.4 x 19.3 in.)



art. 1600 (13.4 x 19.3 in.)



art. 3548 (20 x 28 in.)



art. 3552 (28 x 40 in.)



art. 1281 (40 x 28 in.)



art. 1445 / SP (20 x 28 in.)



art. 1232 (28 x 40 in.)



art. 1233 (28 x 40 in.)



art. 1235 (28 x 40 in.)



art. 1224 (40 x 22.4 in.)



art. 3553 (28 x 40 in.)



art. 1234 (28 x 40 in.)



art. 1175 (28 x 40 in.)



art. VOSRBIOP / SP art. VOSRBIOP / PT (7.5 in.)



art. 1041 (20 x 28 in.)



art. 1196 (20 x 28 in.)



art. VOSRE / SP-USA art. VOSRF / FR (7.5 in.)



art. VOSCLE / SP art. VOSCLI / USA art. VOSCLF / FR art. VOSCLIT / IT art. VOSCLP / PT art. VOSCLR / RU (5.12 x 8.66 in.)



art. V4450 (9.84 x 5.91 in.) \*



Poster sucker art. 6061



Card holder art. Tarjetero



art. 6327 (28 x 40 in.)



art. 5579 (11.7 x 16.5 in.)



art. 4477 (20 x 28 in.)



art. 1088 (28 x 20 in.)



art. 1089 (28 x 20 in.)



art. 1092 (28 x 20 in.)



art. 2461 (11.7 x 16.5 in.)



art. 2462 (11.7 x 16.5 in.)



art. 1177 (11.7 x 16.5 in.)

print on both sides



art. 5843 (40 x 28 in.)



art. 1680 (28 x 40 in.)

## Displays



PREMIUM art. 5677+5679 (methacrylate cube) / 110V / 220V (30.71 x 13.39 x 70.87 in.)



WHITE 19 art. 5678 (20 x 14.57 x 64.96 in.)



HAIRLAB stand art. 1438 (17.72 x 11.02 x 68.31 in.)



art. Bola Expositora ● V7400 \* ● V7401 ● V7402 \* ● V7403



HAIRLAB desk art. 1439 (9.84 x 9.06 x 16.73 in.)

Measures: LENGTH x WIDTH x HEIGHT

# SALÓN SELECCIÓN

**We bring your salon TO LIFE.**





art. STUD2S-A art. STUD2S-B

**Styling station STUDIO 2S glass** 33.46 x 15.75 x 78.74 in.  
**Styling station STUDIO 2S wood** 33.46 x 15.75 x 78.74 in.



art. STUD-A art. STUD-B  
**Styling st. STUDIO 1S glass with storage** 33.46 x 68.9 in.  
**Styling station STUDIO 1S wood with storage** 33.46 x 68.9 in.



art. STUD-C art. STUD-D  
**Styling station STUDIO 1S glass** 33.46 x 68.9 in.  
**Styling station STUDIO 1S wood** 33.46 x 68.9 in.  
 art. STUD-E  
**Styling station STUDIO 1S methacrylate** 29.53 x 78.74 in.

**UPHOLSTERY STYLING ST. IBIZA**



art. MAYA220V  
**Styling st. MAYA 2S 220v**  
 art. MAYA110V  
**Styling st. MAYA 2S 110v** 37,36 x 26,34 x 77,52 in.  
 art. 1MBTOC IBIZ  
**Styling st. IBIZA 1S** 31,5 x 78,74 in.



art. PERKIN  
**PERKIN technical furniture** 39.37 x 20.87 x 73.23 in.



art. V3001  
 ● **STUDIO black Reception desk** art. V3001-TRUF  
 ● **STUDIO truffle Reception desk** 47.17 x 19.61 x 47.22 in.



art. 1LVMAUI  
**MAUI**  
 art. V4358  
**Wash unit link**  
 art. V4340  
**White basin**  
 art. V4370  
**Black basin**



art. 1LVTOKIO  
**TOKIO**  
 art. V4348  
**Wash unit link**  
 art. V4340  
**White basin**  
 art. V4370  
**Black basin**  
 art. V4349  
**Right shelf**  
 art. V4350  
**Left shelf**



art. 1VMALDIVAS  
**MALDIVAS**  
 art. V4340  
**White basin**  
 art. V4370  
**Black basin**

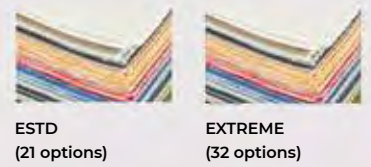


art. 1LVAMAZONAS  
**AMAZONAS**  
 art. V4357  
**Wash unit link**  
 art. V4172  
**White basin**  
 art. V4173  
**Black basin**

**WASH UNITS AND CHAIRS UPHOLSTERY**



**SPECIALS**



art. L222  
**NASAU**  
 art. V4358  
**Wash unit link**  
 art. V4340  
**White basin**  
 art. V4370  
**Black basin**

Measures: LENGTH x WIDTH x HEIGHT

Measures: LENGTH x WIDTH x HEIGHT





art. 1SLBALI  
**BALI**



art. 1SLBARCELONA  
**BARCELONA**



art. 1SLBOLONIA  
**BOLONIA**



art. 1SLCARDIFF  
**CARDIFF**



art. 2SLNEWYORK  
**NEW YORK**



art. LONDON  
**LONDON**



art. S56  
**CUBIC**



art. COWBOY  
**COWBOY Stool**



art. 1SLCHESTER  
**CHESTER**



art. 1SLIBIZA  
**IBIZA**



art. 1SLLYON  
**LYON**



art. 1SLMARBELLA  
**MARBELLA**



art. 1SLMONTANA  
**MONTANA**



art. S45  
**STUDIO**



art. BACCARA  
**BACCARA SOFA**  
48,03 x 19,69 x 16,14 in.



art. 1SLSOFA ROMA  
**ROMA SOFA**  
48,03 x 25,2 x 30,71 in.



art. 1SLMLUNA  
**MEDIA LUNA**



art. 1SLMIAMI  
**MIAMI**



art. S47039-NG  
**ONDA**

**BASES**



art. VO0003  
**5 STAR BASE**



art. VO0004  
**ST. STEEL SQUARE BASE**



art. VO0013  
**ST. STEEL ROUND BASE**



art. VO0015  
**BLACK SQUARE BASE**



art. VO0016  
**BLACK ROUND BASE**



art. VII186  
**CHAIR FOOTREST**

**FOOTREST**



art. 1SLTABN MANL  
**MANILA Stool**



art. 1SLTABN WILM  
**WILMA Stool**



art. POLINESIA  
**POLINESIA Stool**



art. 1SLTABN VMV  
**VMV Stool with and without back**

**FOOTREST**



art. V5271  
**Footrest 3000**



art. V6000  
**Footrest TOKIO**

**WASH UNITS AND CHAIRS UPHOLSTERY**



E100 E109 E126 E129

**SPECIALS**



EXTREME (32 options) ESTD (21 options)

**NEW YORK CHAIR**



E81 E79

Measures: LENGTH x WIDTH x HEIGHT



art. V2204PBL-C

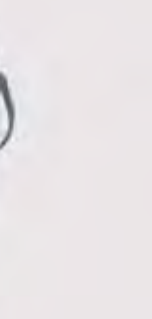
**White FURIA with stand 125V**

art. V4111

**with stand**

art. V2204ABL-C

**White FURIA wall arm 125V**



art. V2204PBL-C

**White FURIA with stand 220V**

art. V4111

**with stand**

art. V2204ABL-C

**White FURIA wall arm 220V**



art. V2000

**TEIDE Processor with stand**



art. V4114-BL (220V)

art. V4114-BL (110V)

**WALL ARM2 - WHITE**



art. V4113-PL / V4114-PL (220V)

art. V4113-PL / V4114-PL (110V)

**WALL ARM2 - SILVER**

### STAND



art. V4111

**STAND FURIA**



### AQUILON

art. V6224 - 220V-240V

art. V6225 - 125V

art. V6226 - 125V (USA)



### SKYLAB IONIC

● art. V2116NGI - 220V

### SKYLAB

● art. V2116NG - 220V

art. V5999 - 125V

art. V5853 - 125V (USA)



### TWISTER

● art. V2117PNG - 220V

art. V5854 - 125V (USA)

● art. V5840 - 220V

art. V5841 - 125V

art. V5841-S - 125V (USA)



### HAIR GLAM BLACK GOLD

art. V7147 - 220V

art. V7148 - 110V



### HAIR GLAM SLIM

art. V8108 - 220V

art. V8109 - 110V



### PRO. STYLER

art. V7135 - 220V



### REDLINE

art. RL-220V - 220V



### THERAPY

art. V7337 - 220V

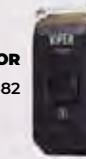
art. V7336 - 110V



### CURLY STYLER 4 IN 1

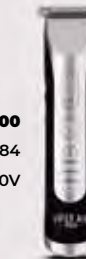
art. V7978 - 220V

art. V7977 - 110V



### VIPER RAZOR

art. V4382



### VIPER AIR 6000

art. V4384

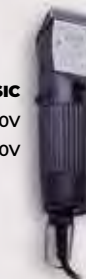
dual 220/110V



### VIPER AIR 7000

art. V4385

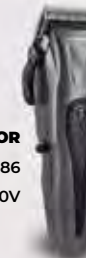
dual 220/110V



### VIPER CLASSIC

art. V4376 - 220V

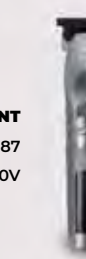
art. V4377 - 110V



### SCULPTOR

art. V4386

dual 220/110V



### TRIM TALENT

art. V4387

dual 220/110V



art. PICO

**PICO dryer holder**



art. V2701EP

**PIRAGUA dryer holder\***



art. V2106S

**SKYLAB black diffuser**

art. AROLUZ  
art. AROLUZ-110V  
**RING LIGHT**





art. 1SLCARDIFF  
**CARDIFF chair**



art. V4472      art. 77021  
**MOD. 15 Beauty bed Roll beauty bed paper**



art. V4383 / V2717  
**SPA Beauty cart 3 shelves**



art. COLORTECH  
**COLORTECH trolley**



art. ORION-SLRM  
**ORION trolley**  
(Salerm logo)



art. V2702NG      art. V2702PL  
**ESTRELLA black trolley**      **ESTRELLA silver trolley**  
art. V2702NG-SLRM      art. V2702PL-SLRM  
**ESTRELLA black trolley**      **ESTRELLA silver trolley**  
(Salerm logo)      (Salerm logo)



art. V6260-NG  
**HERA display unit+lock BLK**  
13,78 x 12,6 x 59,45 in.

art. GERMIX  
**GERMICIDA 220 V**  
art. GERMIX-T10  
**GERMICIDA 110 V**



art. FUNDI  
**FUNDI 220 V Wax heater**



The background of the entire image is a leopard print pattern, featuring irregular dark brown spots on a light tan background.

COSMETIC GROUP  
**MV**  
**V**  
*Victor Martínez Vicario*