



Salerm
COSMETICS

The logo for Salerm Cosmetics is centered on the page. It features the brand name "Salerm" in a large, bold, dark red serif font. A solid dark red horizontal line is positioned directly beneath the "Salerm" text. Below this line, the word "COSMETICS" is written in a smaller, dark red, all-caps sans-serif font, with wide letter spacing.

Salerm

C O S M E T I C S

2024 ENGLISH CATALOGUE (art. 1510)

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.

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Hair color



Leaders
in hair color.
Incredible
shades
& tones.

Hair color





salermvision

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)
- salermvision color chart USA / SP / FR / P (art. 301)
- salermvision color chart USA / SP / IT / RU (art. 302)
- salermvision color chart USA / SP / D / CZ (art. 303)



salermmix

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.

- 18 OZ. (art. 161L)

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

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

ACTIVATOR

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





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)
- *Mimetic* card 9,12 / 7,12 / 7,70 / 9,31 (art. 1255)
- *Revive* card 9,11 / 8,13 / 7,27 (art. 1470)
- 4 new shades card Fc12 / 6,6 / 10,1 / 5,96 (art. 3103)
- 3 new shades card 5,66 / 5,735 / 6,4 (art. 3104)

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

biokera 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)



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 Techonology**) thanks to minerals from oatmeal and certified organic plant oils.

- 17.6 OZ (art. 3047)

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 / ebony (art. BKVD)
 vlight / beech (art. BKVL)
 v44 / peroba (art. BKV44)
 v64 / cherry (art. BKV64)
 v74 / rosewood (art. BKV74)
 v75 / mahogany (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)
- CATALOGUE
SP (art. 3546)
SP / USA (art. 4771)
SP / IT (art. 4772)
SP / PT (art. 4773)



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 (art. 3548)
- vegan FASHION poster (art. 3552)
- A5 flyer (art. 3540)



#0.0% ZERO

0%

AMONIACO
PARABENOS
DIMETICONA
ALCOHOLES SECANTES
ACEITES MINERALES
RESORCINA*
PPD*

AMMONIA
PARABENS
DIMETHICONE
DRYING ALCOHOLS
MINERAL OILS
RESORCINOL*
PPD*





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.

ACTIVATOR

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



MERCHANDISING

VINYL SALON (art. 1249)

POSTER

- 28 x 40 in. poster (art. 1241)

CATALOGUE

- SP / USA (art. 1242)
- SP / PT (art. 1243)
- SP / CZ (art. 1244)
- SP / RU (art. 1245)
- SP / IT (art. 1246)
- SP / FR (art. 1247)

VANITY COLLECTION (art. 1309)

CUBE DISPLAY Toners (art. 1274)

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)

0%
 ammonia
 paraben
 dimethicone
 drying alcohols
 mineral oils
 resorcinol · PPD



0,11
 0,112
 0,21
 0,27



VIOLET

HD-COLORS

Salerm
COSMETICS



150 ml e-CONT. 153 g NET WT. 5.4 OZ.

BLUE

HD-COLORS

Salerm
COSMETICS

Salerm
COSMETICS

150 ml e-CONT. 153 g NET WT. 5.4 OZ.

RED

HD-COLORS

Avviso: questo colore viene applicato su capelli scuri. Per capelli chiari, si consiglia di utilizzare un colorante più scuro. Salerm Cosmetici S.p.A. - Via S. Maria, 10 - 00187 Roma - Tel. 06/47811111 - www.salerm.it

Intense and untamed

pigments

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)



that break established molds



hd colors reset

PARABEN FREE / 100% VEGAN

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

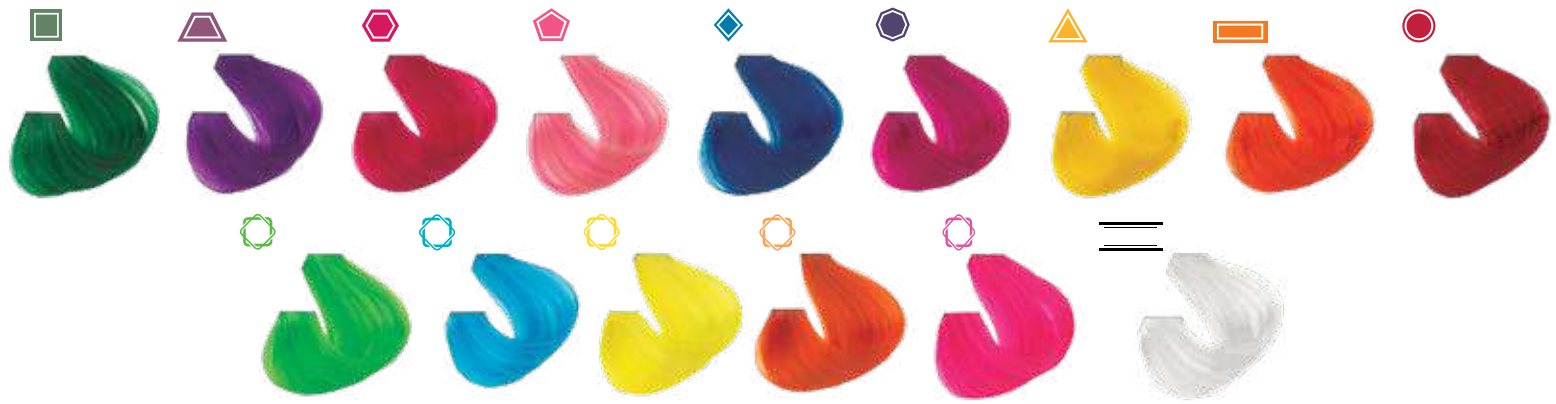
USE: apply the product to dry hair using a gentle massaging motion then use a comb to distribute evenly.

Exposure time up to 20 min., then rinse off.

- 9.0 OZ. (art. 1076)

MERCHANDISING

- highlighter paddle (art. 3041)
- POSTER
 - FLUOR 13.4 x 19.3 in. (art. 1090)
 - FANTASY 13.4 x 19.3 in. (art. 1091)



Light
te.
ning
& more
color





Lightening
and color care.
Lasting
radiance.

Lightening
& more color



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)



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)

MERCHANDISING

BROCHURE

SP / USA (art. 1502)

SP / PT (art. 1503)

SP / IT (art. 1504)

SP / FR (art. 1505)

SP / RU (art. 1506)



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 pâté, 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.) or a measuring spoon of Decoblue (0.81 OZ.).

Add a vial of *lightening Shade Correcting oil*.

With the aid of a spatula mix until an even, pâté 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.*

• 17.6 OZ contains measuring spoon (art. 497)

• 12 x 1.48 OZ sachets (art. 492)





decopate

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)



i

					
NAME	Blond Supreme	Magic Bleach	Deco Eco Biokera	Decoblue	Decopate
TOP FEATURE...	Speed, hair care and correction	Versatility	Efficiency and protection without ammonia	Speed	Hair treatment effect
DOSE	1 measure + 1.76 - 2.46 OZ. developer*	1 measure + 1.76 - 2.46 OZ. developer*	1 measure + 1.76 - 2.46 OZ. dev.*	1 measure + 2.46 - 2.95 OZ. developer*	1 sachet + 1 vial + 2.46 - 2.95 OZ developer*
MIXING RATIO	1+2 / 1+3	1+2	1+2 / 1+3	1+2'S / 1+3	1+2'S / 1+3
LEVELS OF LIFT (UP TO)	10+1	8	9	10	9
← COMPATIBLE WITH NUTRI OIL	●●●●●●●●	●●●●●○	●●●●○	●●●●○	NO
EXPOSURE TIME	30 to 60 min.	30 to 60 min.	20 to 45 min.	20 to 60 min.	20 to 60 min.
AMMONIA LEVEL	Low	Very low	NO ammonia	Moderate	Low
CAN ADDITIONAL HEAT BE USED?	NO	YES	NO	NO	YES
LIGHTENING POWDER SHADE	Blue - Violet	Violet	Violet	Blue	White
RECOMMENDED FOR USE ON VIRGIN HAIR?	●●●●●●●●	●●●●●●●●	●●●●●●●●	●●●●●●●●	●●●●●●●●
RECOMMENDED FOR USE ON COLORED HAIR?	●●●●●●●●	●●●●●○	●●●●●○	●●●●●●●●	●●●●●●●●
RECOMMENDED FOR USE ON BLEACHED / DAMAGED HAIR?	●●●●●○	●●●●●○	●●●●●●●●	●●●●○	●●●●●●●●
FORMAT / CODE	17.6 OZ. / art. 1433 12 x 1.41 OZ. / art. 1498	17.6 OZ. / art. 504 12 x 1.48 OZ. / art. 491	17.6 OZ. / art. 3047	17.6 OZ. / art. 497 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 50).

• 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)

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)



Metallic
Detoxifier



Skin-soothing
Effect



Glycine



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)



Transfer
technology



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)



Vegetable protein
technology



Quinoa



Additional
Ingredient



Color care

shampoo color

100% VEGAN

Range of shampoos which add color.

USE: apply to wet hair, leave to work for 2 minutes and then rinse.

• 9.0 OZ.

- black (art. 908)
- platinum (art. 909)
- brown (art. 910)
- mahogany (art. 913)

mask color

PARABEN FREE / SULFATE FREE / 100% VEGAN

Range of hydrating masks which add color.

USE: apply to wet hair, leave to work for 5 minutes and then rinse.

• 6.9 OZ.

- mahogany (art. 902)
- brown (art. 903)
- black (art. 904)
- platinum (art. 905)
- light blond (art. 906)
- golden blond (art. 907)



Sha
pe





We transform
your beauty,
enhance it.

Cosmetics to give
your hair
any shape
you want.



PLEX FIBER PROTECT

absolut evolution 3.0

evolution LISS CREAM

soft - suave

NIGHT & SMOOTH WITH KERATIN

SEEKED KERATIN



SaLerm COSMETICS

absolut evolution 3.0

PLEX FIBER PROTECT

evolution LISS CREAM

strong - fuerte

STRAIGHT & SMOOTH WITH KERATIN

SaLerm COSMETICS

evolution LISS CREAM

soft - suave

STRAIGHT & SMOOTH WITH KERATIN

evolution LISS CREAM

strong - fuerte

STRAIGHT & SMOOTH WITH KERATIN

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.

• 8.4 OZ. soft (art. 867)

• 8.4 OZ. strong (art. 868)

see application method



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) (PAGE 34)

MERCHANDISING

POSTER

• 28 x 40 in. poster (art. 6327)

FLYER

• flyer (art. 6325)

• flyer PT (art. 6326)

BROCHURE

• A5 brochure (art. 6634)





KAP^S FILLER
SMOOTHING THERAPY
PROFESSIONAL LINE

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

PARABEN & SULFATE
Free
PARABEN & SULFATE



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.

MERCHANDISING

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



- 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 brochure (art. 4347)



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

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)

MERCHANDISING

• keratin shot comb (art. 199)

POSTER

• keratin shot (A3) (art. 3597)

• 20 x 28 in. keratin shot co-wash

SP (art. 5144)

USA (art. 5143)

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

BROCHURES

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

• KERAMIX pamphlet (art. 4125)



• professional kit
(art. 196)
(art. 196U) SPECIAL USA



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



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)



relaxer creme

PARABEN FREE / SULFATE FREE

Straightening system **exclusively for afro hair** that guarantees optimum results and silky, conditioned and cared for hair.

Its new formula is creamier making it easier to use and to spread evenly all over the hair.

With **silk proteins of natural origin** for a silkier feel.

Relaxer Creme Strong is fast-acting, which reduces exposure time, and it has a delicate new fragrance that transmits an air of sophistication and hair care.

• 33.2 OZ. (art. 395 Strong)

• 7.5 OZ. (art. 369 Strong)

brushing

PARABEN FREE / SULFATE FREE

Lotion to **help create styles** using a hairdryer and other heat systems.

USE: apply to towel dried, damp hair.

Follow up with the desired drying technique. Can be reapplied during the drying process to add extra hold to specific areas as necessary.

When drying involves the use of curlers or other similar shaping tools it can be used to avoid misshaping of the roots by applying a little spray and blow drying.

• 8.5 FL.OZ. (art. 5627)



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 FL.OZ. of Neutralizer with 1.7 FL.OZ. 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.

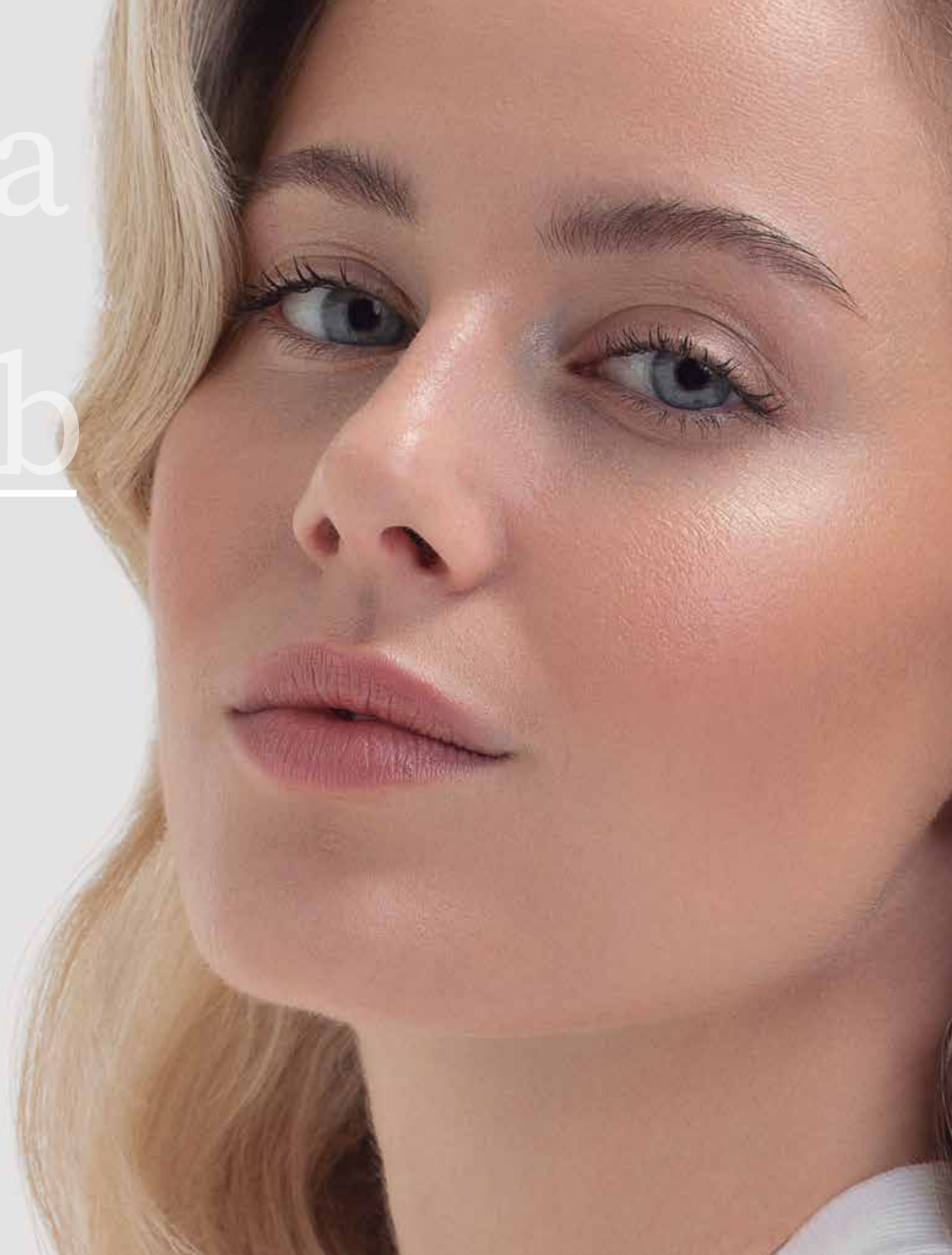
• box of 6 x 2.5 FL.OZ. units

• 0.- Difficult (art. 250) • 1.- Natural (art. 251) • 2.- Colored (art. 252) • 3.- Damaged hair (art. 253)

i

					
PRODUCT FAMILY	KERATIN SHOT	KERATIN + KERAMIX	KAPS FILLER	ABSOLUT EV. 3.0	RELAXER
RESULT	repair and hydration	hydration, volume control, reduced curl	hydration, reconstruction, volume control, curl reduction	curl elimination, softness and volume control	elimination tight curl and volume control
LASTS?	1 1/2 to 2 months	3 / 4 months	3 / 4 months	PERMANENT	PERMANENT
MODIFIES HAIR'S INTERNAL STRUCTURES?	NO	TEMPORARILY	TEMPORARILY	YES	YES
ACTIVE STRAIGHTENING AGENT	hydrolyzed keratin	hydrolyzed keratin	KAPS	hydrolyzed keratin	silk protein
TIME NEEDED TO COMPLETE THE PROCESS	80 / 100 min.	80 / 120 min.	80 / 120 min.	80 / 110 min.	60 / 100 min.
CAN HAIR BE WASHED AFTER TREATMENT	72 hrs.	NO	24 hrs.	24 to 48 hrs.	NO
CAN OTHER TECHNICAL PRODUCTS BE USED AFTER TREATMENT?	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	YES, with restrictions
SUITABLE FOR...	dehydrated and damaged	all hair types	all hair types	all except lightened or highly porous	hair that has not been lightened or color treated with oxidation color
CONTAINS FORMALDEHYDE OR DERIVATES?	NO	NO	NO	NO	NO
RECOMMENDED MAINTENANCE	keratin shot maintenance kit	keratin shot maintenance kit	kaps filler maintenance kit	evolution care & protect cream	li-repair biokera
STRENGTH / MIX	direct	1.41 OZ. + 1 vial	direct	direct: soft - soft hair / strong - strong hair	strong

Ha
ir
lab



A close-up photograph of a person's hair, showing a mix of light brown and blonde tones. The hair is styled in a way that frames the side of the face, with some strands falling over the ear. The background is a soft, out-of-focus light gray.

HAIRLAB
SaLerm
COSMETICS

Experts
in science
and innovation
advancing your salon.

Discover our wide range
of professional, practical and
highly effective treatments, designed to cover
your salon's every need.

Hairlab



Our professional formulas contain...



...ingredients carefully selected to ensure healthy, strong and radiant hair.

24/7
Daily use
Hair Food

VITAMIN A+B+C
Vitamin
A+B+C

24/7
Daily use
Hair Food

VITAMIN A+B+C
Vitamin
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.

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

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)

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)

24/7
Daily use
Hair Food

36
Omega 3 and 6



24/7
Daily use
Hair Food

36
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

Dermo-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)

• 42.3 OZ. (art. 1316)

• 10.6 OZ. (art. 1317)



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)



Shake - 3 Steps



Hyaluronic acid and Microalgae



UV filter



No rinsing

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)



Hydrolysed
Keratin
Heat-defense
effect



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)



Hydrolysed
Keratin
Heat-defense
effect



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)



Hydrolysed
Keratin
Heat-defense
effect
No rinsing



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)

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)

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)
- 42.3 OZ. (art. 1331)
- 21.2 OZ. (art.1332)
- 10.6 OZ. (art.1333)
- DUO 2 x 0.33-0.36 OZ. Shampoo + Mask sachet (art. 1331S-1365S)



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)
- 39.4 OZ. (art. 1334)
- 19.7 OZ. (art.1335)
- 9.8 OZ. (art.1336)

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)

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*.



Keratin reinforcer



Filler action



Accelerated shine



UV filter



No rinsing

- 2.4 FL.OZ. (art. 1379)





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



Sin enjuagado

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)



dermocalm shampoo

PARABEN FREE / 100% VEGAN

Shampoo formulated with **Hamamelis, 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)



Piroctone Olamine



No rebound effect



Clinically tested



Dermatologically tested



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. 1339S-1337S)

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)





Dermal balance



Biosoluble sulphur



No rebound effect



Clinically tested



Dermatologically tested

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. 1339S-1337S)



Plant stem cells

BIOTINA

Biotin



Glutamic acid



Clinically tested



Dermatologically tested



Plant stem cells

BIOTINA

Biotin



Glutamic acid



Clinically tested



Dermatologically tested



No rinsing

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)



-  Cuticle opening
-  Micellar technology
-  Glycerine
-  Silicone-free



• 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)

-  Cuticle closure
-  pH 5.0
- Acidic pH
-  Patented molecular keratin






• POST •

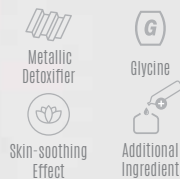
sealing mask

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)

-  Cuticle closure
-  pH 5.0
- Acidic pH
-  Patented molecular keratin



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)



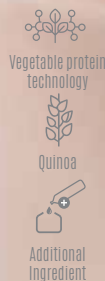
color fix

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)



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 dye with the oxidant, add one vial and stir until you obtain a homogeneous mixture.

• 12 x 0.17 FL. OZ. (art. 1384)

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)

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)



Essential for
Professional straightening



Thermal protector



Keratin
filler



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)



100% Natural
Vitamin E



Shine
accelerator



No rinsing

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)



Anti-frizz
protection



Moisturising
Glycerine



Oils of
Macadamia



With 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: 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. 1395)



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)



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

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)

POSTER

- Hairlab poster (20 x 28 in.) (art. 1445)

CATALOGUE

- SP (art. 1446)
- USA (art. 1462)
- FR (art. 1463)
- IT (art. 1465)
- PT (art. 1466)



TECHNICAL TREATMENT

GRAY / LIGHTENED
DRY

WITH DANDRUFF
SCALP CARE

OILY

THINNING

SENSITIVE
SKIN

STRAIGHT

VOLUME

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
● ● ● ● ● ● ●	- - ● ● ● ● ●	● ● ● ● ● ● ●	○ ● ● ● ● ● ●	● ● ● ● ● ● ●	○ ● ● ● ● ● ●	- - ● ○ ○ ● ●	- - ● ● ● ● ●	● ● ● ● ● ● ●	● ● ● ● ● ● ●	● ● ● ● ● ● ●	● ● ● ● ● ● ●	● ● ● ● ● ● ●
FREE	FREE	FREE FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE

○
●
●
●
○
-
NOT RECOMMENDED

PRODUCT KEY FEATURE
EXCELLENT
VERY GOOD
GOOD

vials

i

SILK PLUS

GRAY COVER

COLOR FIX

SHADE CORRECTING OIL

BIOKERA OILY

BIOKERA DANDRUFF

BIOKERA REGENERATING

HAIR REGENERATOR

VEGETABLE PLACENTA

SALERMVITAL

MOISTURIZING ESSENTIAL OIL

KERA-PLUS

INTENSIVE MEGA CONDITIONER

S21 BOOST

FOLLICULAR INHIBITOR

WHEN TO APPLY	with color, lighteners or relaxer	with color	with color	mix with lightening	after washing	after washing	after washing	after washing	after washing	before drying	after washing	after washing	after washing	after washing	after hair remov.
WHERE TO APPLY	depends on the technic. product	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	areas of skin treated
MESSAGE? TIME?	NO	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)	YES
LEAVE-ON TIME	depends on color, lighteners or relaxer	depends on color	depends on color	depends on lightener	-	-	-	-	-	-	5 minutes	-	5 minutes	5 minutes	
RINSE	YES*	YES*	YES*	YES*	NO	NO	NO	NO	NO	NO	YES	NO	YES	YES	NO
DOSE	depends on color, lighteners	depends on color	depends on color	depends on lightener	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 wash	1 x week
TREAT. LENGTH					2 months	2 months	2 months	2 months	2 months						
PERFECT FOR	color, lighteners, relaxer	color	color	lightener	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	hair removal
NEEDS/CANE WORK WITH	color, lighteners, relaxer	color	color	lightener	biokera oily	biokera dandruff	biokera regenerat.	all shampoos	all shampoos	all shampoos	wheat germ mask	all shampoos	needs mixing with water	salerm 21	hair removal wax

*AFTER MIXING WITH THE TECHNICAL PRODUCT





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

wheat germ mask

PARABEN FREE / 100 % VEGAN

A highly nourishing mask specifically for damaged hair.

USE: after washing and towel drying hair apply the necessary amount of the product and distribute evenly along the hair's length with a gentle massage.

- *Leave on for 10 minutes (if additional heat is used)*
and then rinse with plenty of warm water.

- 33.7 OZ. (art. 798)
- 6.74 OZ. (art. 800)
- 0.33 OZ. sachet (art. 800S)





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)



hi-repair finish

PARABEN FREE / SULFATE FREE / 100% VEGAN

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)



- hi-repair deluxe pack
3 products
(art. 170)





Sa
lerm
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. 5735S)

- JASMINE & AMBER
- 6.9 OZ. (art. 5726)



- salerm 21 3 product pack (art. 5731)
- 2 product pack (shampoo + salerm 21) (art. 1377)
- salerm 21 bi-phase + gummies pack (art. 1432)

MERCHANDISING

DISPLAYS

- 3 product display (art. 5744)
- 3 product display PT (art. 5742)
- resale display (art. 5753)

VINYL STICKER

- vinyl (A4) (art. VS21AMBAR)

POSTER

- salerm 21 poster (A3) (art. 5724)
- salerm 21 BOOST poster (20x 28 in.) (art. 1283)

BROCHURES

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

art. 5744



art. 5753

boost

by SALERM21

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.

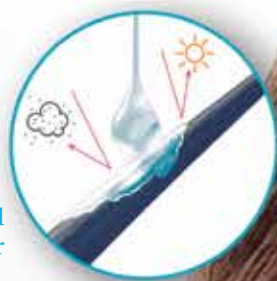
• 8 vials x 0.44 FL.OZ. pack (art. 5569)



intensive
REPAIR
treatment



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)

ALL-IN-ONE



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)



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)

kids & care bi-phase 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)

Superpowers
against unwanted visitors!

kids & CARE



• Kids & Care shampoo + lotion pack
(art. 3896)

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



kids & care lotion

PARABEN FREE / SULFATE FREE / 100% VEGAN

Salerm Head Lice Lotion is a pediculicide which attacks live lice and helps to loosen the nits (eggs). Its composition guarantees effective results without causing damage or oiliness.

USE: apply Salerm Cosmetics Head Lice lotion to dry hair, saturating the roots and scalp until they are thoroughly wet, paying special attention to the nape and behind ears.

Massage gently with fingertips then *leave to work for 30 minutes*. Wash hair with a regular shampoo. Rinse off with plenty of water.

If the infestation persists, repeat the same treatment 7 days later. Do not use on anyone sensitive to any of the ingredients. Treatment is recommended only once live lice have been detected. If before using this product other pediculicide products have been used, wash the hair well with a regular shampoo • A strong, fine-toothed lice comb should be used to remove the nits (eggs) • An affected individual should not share shower caps, combs, towels etc.

• 3.4 OZ. (art. 3921)



MERCHANDISING

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

POSTER

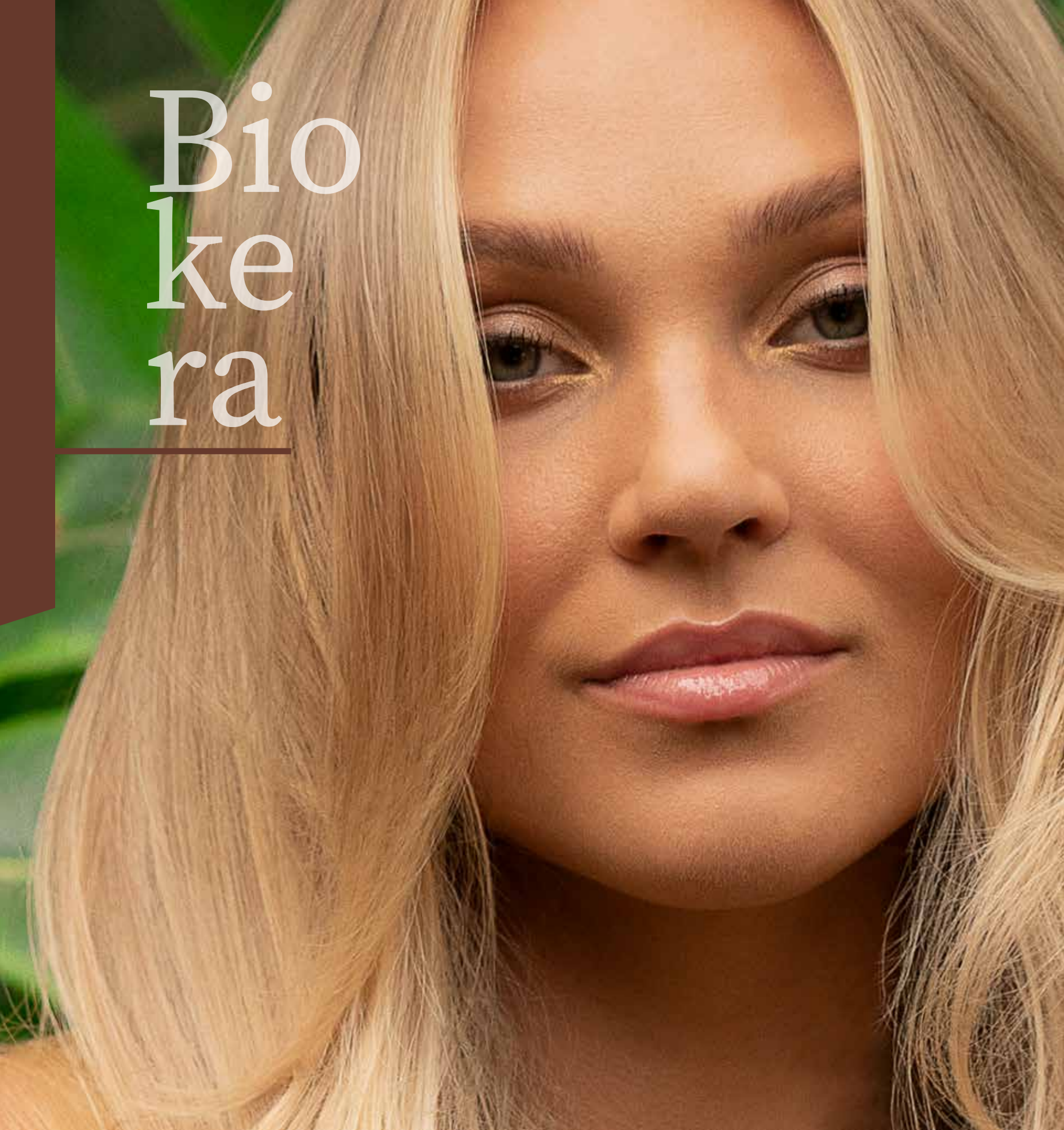
- shampoo - lotion poster (art. 2461)
- shampoo-bi-phase poster (art. 2462)
- Lucrecia poster (art. 1177)

FLYER

- shampoo - lotion flyer (art. 2463)
- shampoo - bi-phase flyer (art. 2464)



Bio
ke
ra



The natural way
to care for hair.

biokera
natura vitamins

GUMMIES

the delicious way to take care of yourself



Recyclable
bottle



No lactose



No sugar



No gluten



Made in Spain

MERCHANDISING

DISPLAY

- Gummies display 3 x 3 (art. *empty* 1423)

VINYL STICKER

- opaque sticker x 3 (7.87 in.)
(art. VOBIOGUX3)

BROCHURES

- gummies flyer SP (art. 1280)
- pamphlet SP (art. 1435)

M



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.

• 150 g / 60 gummies (art. 1400)

strong hair and nails

with 9 vitamins and 3 minerals

banana flavour



beauty gummies

PARABEN FREE / SULFATE FREE

Food supplement based on vitamins, collagen, and hyaluronic acid with sweeteners to reinforce skin health and the formation of collagen.

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.

• 150 g / 60 gummies (art. 1399)

healthy skin

with vitamin c, collagen and hyaluronic acid

blackberry flavour



solar gummies

PARABEN FREE / SULFATE FREE

Food supplement based on vitamins, carotenes and copper with sweeteners to help the skin maintain its pigmentation, and its cells to protect themselves from stress and oxidative damage caused by the sun.

USE: take 2 to 3 gummies at any time during the day.

Treatment should begin at least 15 days before sun exposure and continue throughout exposure periods.

Results can vary from one person to another.

• 150 g / 60 gummies (art. 1398)

* • salerm 21 bi-phase + gummies pack (art. 1432)

pre-tan skin care
with betacarotene and vitamin A

orange flavour

YELLOW SHOT

fresh



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. 1154S-1158S)



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. 1154S-1158S)



• YELLOW PACK

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

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)



MERCHANDISING

DISPLAY

- 3 products display (art. 1181)

POSTER

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

YELLOW SHOT

fresh SPECIAL CURLY



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.

• 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.**

• 10.4 OZ. (art. 1214)



MERCHANDISING

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

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)



The most natural way
to care for your curls
based on the
curly method.



VIOLET SHOT
fresh

Designed to
prevent
hair aging and
oxidation.



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



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 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)



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



MERCHANDISING

DISPLAY

- violet shot display (art. 1180)

POSTER

- violet shot poster (20 x 28 in.) (art. 1197)

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)



GREEN SHOT

fresh

Hydrates, nourishes
and detoxifies.
Purifying and detoxifying range
that
combats our day-to-day
stress.



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)



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)
 - SP / RU (art. 1191)

ar gar



MERCHANDISING

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 0.34 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)

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)
- 1.9 OZ. in gift box (art. 1728)
- packs of 12 units x 0.32 OZ. (art. 1725)



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 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 PACK
contains: shampoo + grapeology
(art. 1373)

grapeology



MERCHANDISING

DISPLAY

- 3 product display
(art. 4350)

CATALOGUE

- spanish (art. 4336)



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. (art. 3044)

dandruff



specific dandruff shampoo

PARABEN FREE / 100% VEGAN

A shampoo containing 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 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 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)

thickening



• FALLING HAIR 2 PRODUCT PACK
contains: shampoo + lotion
(art. 1374)

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



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)



trea
ted

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)

mois tu ri zing



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



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)

MERCHANDISING

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

DISPLAY

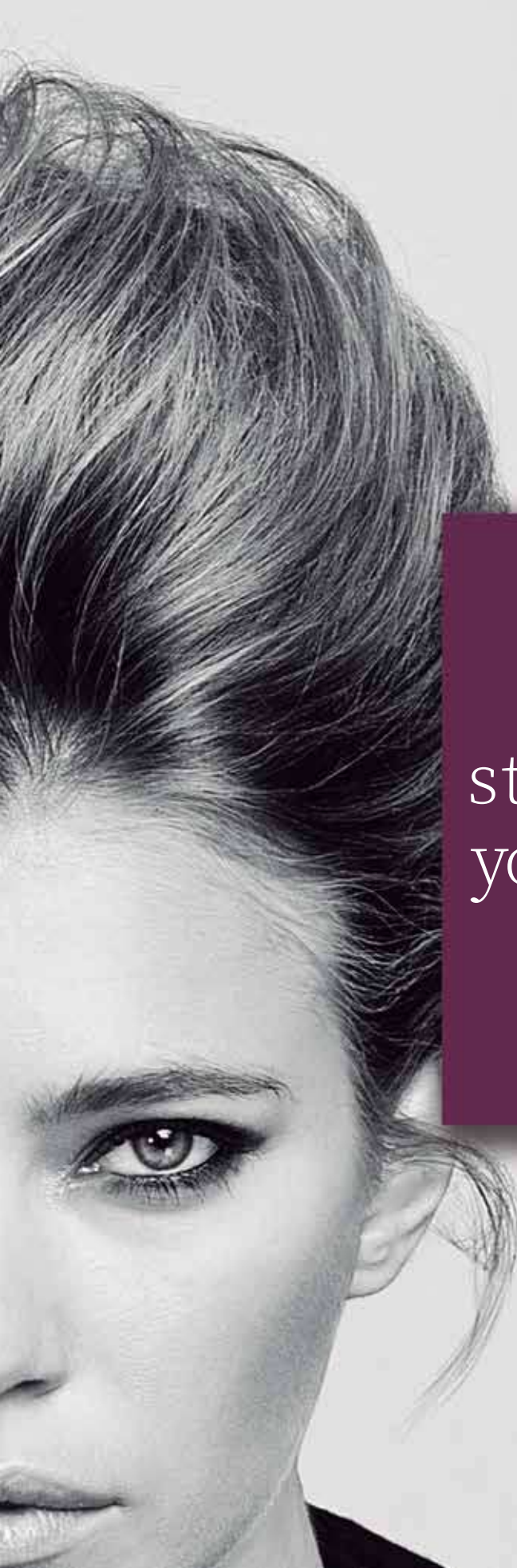
- Eco-Friendly display 20 x 14.57 x 65 in. (art. 5675)

CATALOGUE

- SP (art. 4324)
- FR (art. 6190)

Sty ling





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



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)



(MDS): Micro Droplet System.

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)



extreme lac 04

PARABEN FREE / SULFATE FREE / 100% VEGAN

EXTRA-STRONG HOLD HAIRSPRAY.

A 360°C 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)

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)

strong lac 03

PARABEN FREE / SULFATE FREE /

100% VEGAN

STRONG HOLD HAIRSPRAY.

A fast-drying, 360°C 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)



gels



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)



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)



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)

waxes

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



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



MERCHANDISING

CATALOGUE

- SP / FR (art. 4246)
- SP / D (art. 4249)

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)

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)



other hairstyles





hair spray

PARABEN FREE / SULFATE FREE / 100% VEGAN

Hairspray for a moisture repellent finishing touch.

USE: after shaping spray evenly onto the style from a distance of 10-12 inches away.

• 18 OZ. (art. 348)

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)

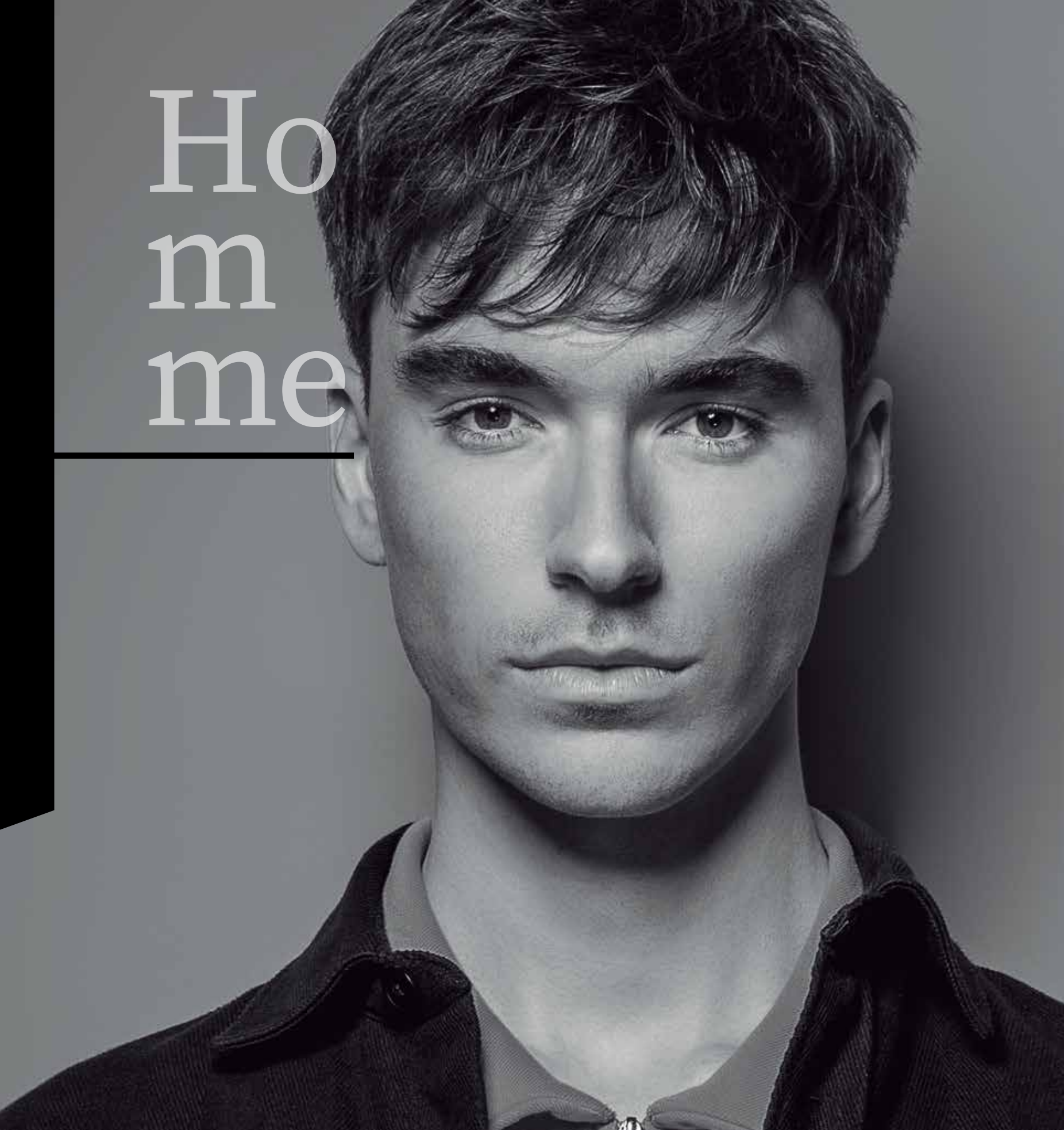
• 12.2 OZ.

normal (art. 479)
strong (art. 480)

i

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

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Salerm
COSMETICS
HOMME

More
than
beards.



Barber line
since 1950

We like taking care of
beards and mustaches,
but also of
hair and skin.



Homme

Salón Selección



Homme



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)

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)

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)



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)

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)

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)

• 3 PRODUCT HAIR LOSS PACK
contains:
shampoo + lotion + styling dust FREE
(art. 1981)





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 Pg⁺

• 17.6 OZ. (art. 4734)

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)



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)



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)

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)

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)



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)

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)



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)

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)

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)



MERCHANDISING

- homme boar brush (art. 1097)
- spray (art. 5846)
- kraft bag + sticker (art. 5845) (art. 5844)
- desktop poster SP (A5) (art. 5847)
- drum (23 x 34 in.) (art. 5830)

• DOOR STICKER

- SP (art. VPTHE5)
- USA (art. VPTHI)
- IT (art. VPTHT)
- PT (art. VPTHP)

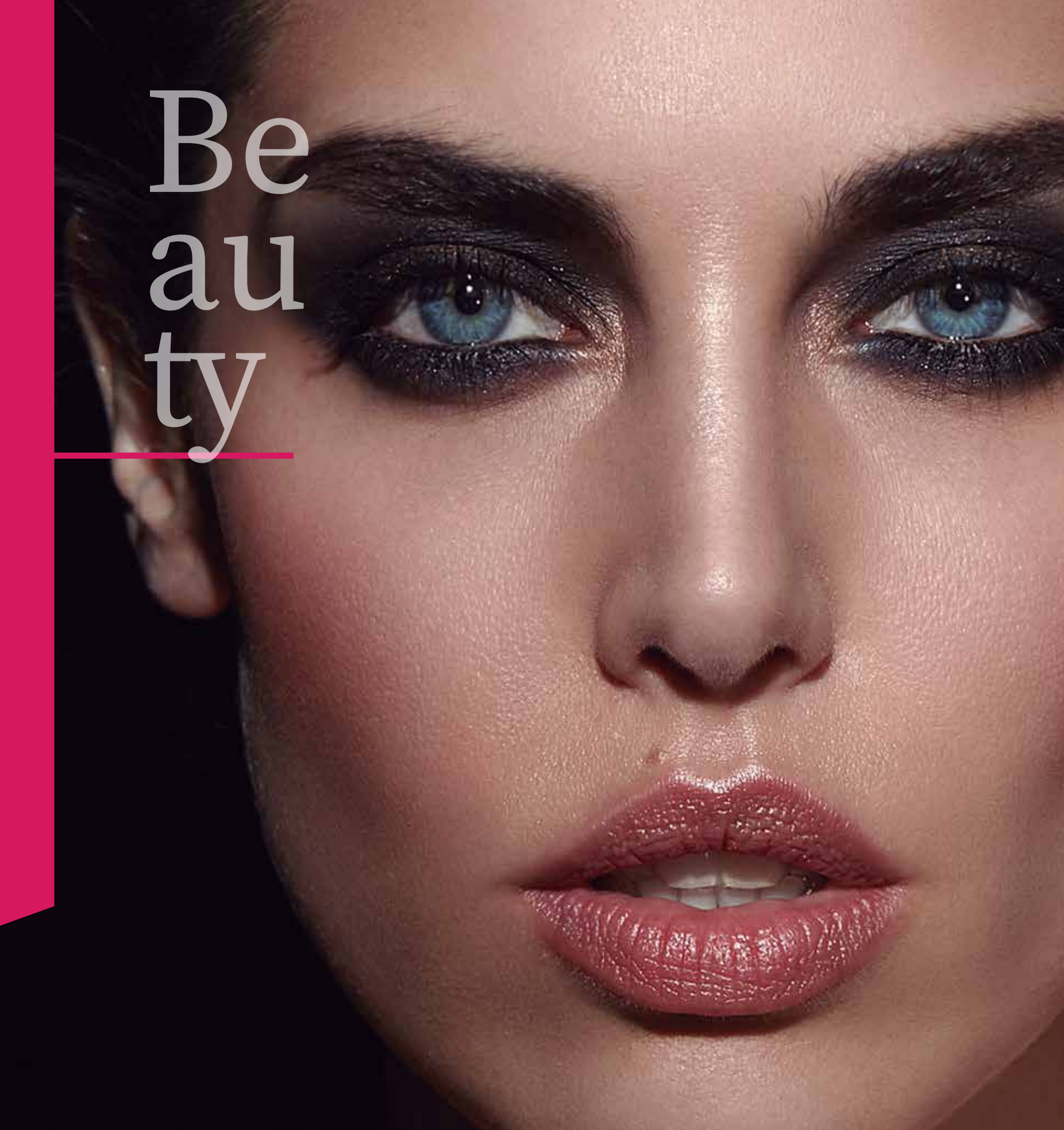
• POSTER

- 3 boys poster (34 x 23 in.) (art. 5843)
- coolhunter poster (23 x 34 in.) (art. 1680)

• BROCHURE

- small pamphlet SP (art. 5486)

Be
au
ty





Feel
love
BEAUTY LINE.



velvet hydra primer

MATTE FINISH PRIMER

PARABEN FREE / SULFATE FREE

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

CONCEALER LIGHT / MEDIUM

PARABEN FREE / SULFATE FREE / 100% VEGAN

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)



Medium



Light



natural foundation

MEDIUM COVERAGE FOUNDATION 10 / 20 / 30 / 40

PARABEN FREE / SULFATE FREE

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)

natural blush

BLUSH

PARABEN FREE / SULFATE FREE / 100% VEGAN

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

GLOW BLUSH

PARABEN FREE / SULFATE FREE / 100% VEGAN

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

- 0.28 OZ. *Rose Gold* (art. WB01)



Chocolate

Sweet Rose

Scarlet

Passion Rouge



velvet matte powder

MATTIFYING POWDER

PARABEN FREE / SULFATE FREE

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

- 0.39 OZ. *Translucent* (art. MAT01)



MERCHANDISING

- Face Makeup DISPLAY (art. 2023)
- POSTER
"Boost your inner beauty" poster
(28 x 20 in.) (art. 1092)



comfort pure color

COLOR EYESHADOW

PARABEN FREE / SULFATE FREE / 100% VEGAN

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

EYELINER

PARABEN FREE / SULFATE FREE

Definition, precision and comfort in one simple step.

• 0.022 OZ. twist in individual box

- 20 *Black* (art. EYE20)
- 21 *Turquoise* (art. EYE21)
- 22 *Brown* (art. EYE22)





Brush cup



Brush cleaner

Make up blender

MERCHANDISING

- makeup chair (art. 1085)
- makeup blender (art. MKBLEN)
- brush cleaner (art. BRCLE)
- 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)
- Makeup CATALOGUE (art. 1095)

lashes multiplier

PARABEN FREE / SULFATE FREE

Volume multiplying mascara.

- 0.3 FL. OZ. (art. MASK01)

+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. MASK02)

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. 5440

art. 2458



Twist-up



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)

VELVET HIDRACOLORS LONG LASTING

- 07 *Soft Strawberry* (art. LIP07)
- 08 *Velvet Skin* (art. LIP08)
- 09 *Pink Flamingo* (art. LIP09)
- 10 *Burgundy* (art. LIP10)

MERCHANDISING

- DISPLAYS
 - perfect matte (art. 2457)
 - hidracolors (art. 5441)
- POSTER
 - "Radiant lips" poster
(28 x 20 in.) (art. 1089)



perfect matte

LONG LASTING MATTE LIQUID LIPSTICK

PARABEN FREE / SULFATE FREE / 100% VEGAN

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

- 0.28 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



art. 2457



art. 5441

cleansing



sc makeup remover gel

PARABEN FREE / SULFATE FREE / 100% VEGAN

Clear and fragrance-free eye and lip makeup remover with a gel texture.

Eliminates makeup from eyes and lips quickly, gently and effortlessly. Even works on long-lasting makeup.

• 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)

filler

PARABEN FREE / SULFATE FREE / 100% VEGAN

Improves the nail's surface to leave it smoother. Conceals surface irregularities by transforming the effect of light on the nail thanks to its soft-focus effect. Apply as a base.

• 0.5 FL. OZ. in individual box (art. ET01)

hardener

PARABEN FREE / SULFATE FREE

Treatment polish to strengthen weak nails that are easily broken. Apply before color polish. For intensive treatment, apply daily for 3 weeks. Remove polish completely every 3 days and repeat the process.

• 0.5 FL. OZ. in individual box (art. ET04)

repair

PARABEN FREE / SULFATE FREE

Treatment with nylon microfibers, which create a fine film that protects the nail. Ideal for nails with a tendency to look yellow or are often exposed to sun and water. Apply as a base.

• 0.5 FL. OZ. in individual box (art. ET05)

nail polish

PARABEN FREE / SULFATE FREE / 100% VEGAN

The new long-lasting nail polish formula from Salerm Cosmetics includes high quality pigments that create sharp and defined colors. Vibrant and bright colors which are fast-drying and chip resistant.

USE: apply in thin coats to avoid overloading the nail.

• 0.5 FL. OZ. in individual box (art. EP...)

top coat

GEL EFFECT

PARABEN FREE / SULFATE FREE / 100% VEGAN

Gel-effect texture. Creates a film which boosts shine and the nail polish color, producing a 3D effect when used with any shade of nail polish.

• 0.5 OZ. in individual box (art. ET03)

quick dry

PARABEN FREE / SULFATE FREE / 100% VEGAN

Formulated to give a fresh look to nail polish, speed up drying and improve duration.

Contains UV filter which reduce the effects of sun damage on both nails and nail polish.

Apply after the color polish.

• 0.5 OZ. in individual box (art. ET02)



dry drops

PARABEN FREE / SULFATE FREE / 100% VEGAN

Ultra-fast nail polish dryer. Enriched with organic raspberry oil that cares for your nails and nourishes the cuticle.

USE: after applying two layers of your favorite polish, seal with our TOP COAT treatment polish then apply one to two drops on each nail. In less than 1 minute your nails will be dry to the touch.

• 0.34 FL.OZ. in individual box (art. 1003)

nails

MERCHANDISING

- nail polish color chart 38 shades (art. 2355)
- FASHION polish desktop poster (art. 2356)
- nail polish DISPLAY (empty)(art. 3301) *
- nail polish CATALOGUE (art. 6341)





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)



roll-on waxing kit

Cold wax hair removal system.

Case with:

- Applicator holder • Roll-on warmer • Roll-on wall support • Wax cartridge 5.06 OZ. (art. EN661)
- 1 Large head (body) • 1 Small head (facial) • 5 Spare rollers
- Waxing paper 8.7 x 2.8 in. (art. 75)
- Waxing paper 9.1 x 1.8 in. (art. 77)

USE: connect the appliance to the mains. Place a roll-on cartridge in the applicator gun and this, in turn, in the Clean Wax base. In a few moments the wax will be ready to use.

- roll on case 220v (art. 222)
- roll beauty bed paper (art. 77021)
- wax cartridge 5.06 OZ. (art. EN661)

low melting point wax

PARABEN FREE / SULFATE FREE

Hair removal wax.

USE: melt the wax until the desired temperature is reached . Apply evenly over the skin to be waxed.

- 35.28 OZ. (art. 533)



follicular inhibitor

PARABEN FREE / SULFATE FREE

Treatment to delay the reappearance of hair.

USE: distribute the contents of one vial over the area of skin to be treated and massage gently to spread evenly and enhance the absorption of the formula's active ingredients. **Do not rinse.**

- 8 packs x 4 vials x 0.44 FL.OZ. (art. 2264)

hair removal

Mer
chan
di
sing





art. 50

art. 31



art. 581

art. 1389



art. 215-N



art. 231 (50 Units)



art. V6033

art. 1436
(50 Units)



art. 187



art. 650N (Black)



art. 97

art. 4121
(25 Units)



art. 3343
Eyeglass protective sleeve



art. 1418
Silicone neck rest for shampoo stations



art. EN2038 (Valve)
art. EN2039 (Bottle)

art. 38



art. 224



art. 36

art. 37

art. 56



art. 45

art. 199



art. 42P

art. 45P

art. 41P

art. 1443



art. 294-BN (1 in.) art. 293-BN (1.3 in.) art. 292-BN (1.7 in.) art. 291-BN (2.1 in.) art. 290-BN (2.6 in.) art. 296SS (Square)



art. 765S / 765SN- 5" Scissors
 art. 759S / 759SN- 5,5" Scissors
 art. 764S / 764SN- 6" Scissors
 art. 766S / 766SN- 7" Scissors
 art. 763S / 763SN- 5,5" Thinning scissors



art. CKUT

art. KUT



art. V4171



art. 1437
 Grip & cut (hair gripper)



art. 39

art. 1097



art. ESPEJO-NG



art. 667



art. 1993 (14 in.)
40 % synthetic + 60 % natural

art. 1238 (21.7 in.)
100 % natural hair



art. 766
Head support

art. V6031
Black tray



art. 578-R
Head stand
(WITHOUT tray)



art. 1153



art. 3383



art. 3384



art. 3385



art. 5325
Text book



art. 5326
Didactic videos



art. VOVISE



art. 4427



art. 3386



art. 5546



art. 95



art. 5782

art. SAN



art. 232



art. PEINADOR15



art. 225



art. 1086



Salerm 21 25 Anniversary Black T-shirt
art. 1207 - size M / art. 1208 - size L

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 Pink Sequins
art. 2645- M

Black T-shirt Silver Sequins
art. 2741 - M / art. 2742 - L / art. 2743 - XL

Black T-Shirt T1 Silver Salerm / art. 2931

"Growing with you" Woman T-shirt
art. 3349 - S / art. 3350 - M / art. 3351 - L

"Growing with you" Man T-shirt / art. 3355 - L

T-Shirt White Straps T.2 / art. 5008 - M

art. TOALLANN



art. TOALLABN

art. 1008

art. 5526



art. 5324

art. 5848



art. 1444



art. 5524



art. 1126

art. 1152



art. 1241 (28 x 40 in.)



art. 1090
(13.4 x 19.3 in.)

art. 1091
(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. 3553 (28 x 40 in.)



art. 1234 (28 x 40 in.)



art. 1175 (28 x 40 in.)



art. 1041
(20 x 28 in.)



art. 1197
(20 x 28 in.)



art. 1196
(20 x 28 in.)



art. 3597
(11.7 x 16.5 in.)



art. 6327 (28 x 40 in.)



art. 5143 / SP
art. 5144 / USA
(20 x 28 in.)



art. 5579
(11,7 x 16,5 in.)



art. 4477
(20 x 28 in.)



art. 5724
(11.7 x 16.5 in.)



art. 1283
(20 x 28 in.)



art. 1088 (28 x 20 in.)



art. 1089 (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.)



art. 1092 (28 x 20 in.)



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



art. 5583 (28 x 40 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.)



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



OPAQUE STICKER
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



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



Card holder
art. Tarjetero



Displays



PREMIUM
art. 5676+5679 (methacrylate cube) / 220V
art. 5677+5679 (methacrylate cube) / 110V
(30.71 x 13.39 x 70.87 in.)



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



BIOKERA
art. 5675 - (Eco-Friendly)
(20 x 14.57 x 64.96 in.)



HAIRLAB stand
art. 1438
(17.72 x 11.02 x 59.06 in.)



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

Measures: LENGTH x WIDTH x HEIGHT

Salón Selección



A dark grey, textured fabric sofa is shown from a side profile, partially cut off on the left. A bright blue square is overlaid on the sofa's seat area, containing white text. The background is plain white.

We bring
your salon
TO LIFE.



art. STUD2S-A Styling station STUDIO 2S glass
33.46 x 15.75 x 78.74 in.

art. STUD2S-B Styling station STUDIO 2S wood
33.46 x 15.75 x 78.74 in.



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

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



art. STUD-C Styling station STUDIO 1S glass
33.46 x 68.9 in.

art. STUD-B 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.



art. CANCEL230V Styling station CANCEL 2S 230v

art. CANCEL110V Styling station CANCEL 2s 110v
27.56 x 27.17 x 75.98 in.

UPHOLSTERY STYLING ST. IBIZA



art. 1MBTOC IBIZ Styling station IBIZA 1S
31.5 x 78.74 in.



art. V3001

- STUDIO black Reception desk
- art. V3001-TRUF
- STUDIO truffle Reception desk

47.17 x 19.61 x 47.22 in.



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



art. V6260-NG HERA display unit+lock BLK
13.78 x 12.6 x 59.45 in.

art. V6258-B WHITE display unit
16.93 x 14.57 x 64.17 in.

Measures: LENGTH x WIDTH x HEIGHT



art. 1LVMAUI
MAUI

art. V4358
Wash unit link

art. V4340
White basin

art. V4370
Black basin



art. 1LVTOKIO
TOKIO

art. V4340
White basin

art. V4370
Black basin



art. 1LVAMAZONAS
AMAZONAS

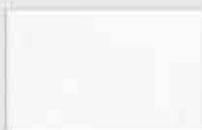
art. V4357
Wash unit link

art. V4172
White basin

art. V4173
Black basin



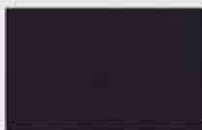
WASH UNITS AND CHAIRS UPHOLSTERY



E100



E109



E126



E129

SPECIALS



SF02



EXTREME
(32 options)



ESTD
(21 options)



art. L222
NASAU

art. V4358
Wash unit link

art. V4340
White basin

art. V4370
Black basin

Measures: LENGTH x WIDTH x HEIGHT



art. 1SLLYON
LYON



art. 1SLCHESTER
CHESTER



art. 1SLBALI
BALI



art. 1SLBARCELONA
BARCELONA



art. 1SLCARDIFF
CARDIFF



art. 1SLMLUNA
MEDIA LUNA



art. 1SLMIAMI
MIAMI



art. S4228-E126
TEXAS



art. S47039-NG
ONDA

BASES



art. V00003
5 STAR BASE



art. V00004
ST. STEEL SQUARE BASE



art. V00002
ST. STEEL ROUND BASE

FOOTREST



art. VII1186
CHAIR FOOTREST

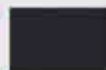
WASH UNITS AND CHAIRS UPHOLSTERY



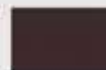
E100



E109



E126



E129



SF02



EXTREME
(32 options)



ESTD
(21 options)

NEW YORK CHAIR



E81



E79



art. 2SLNEWYORK
NEW YORK



art. 1LSOFA BACC
BACCARA SOFA
48.03 x 19.69 x 16.14 in.



art. 1LSOFA ROMA
ROMA SOFA
122 x 64 x 78 cm.



art. 1SLMONTANA
MONTANA



art. 1SLTABN MANL
MANILA Stool



art. 1SLTABN WILM
WILMA Stool



art. POLINESIA
POLINESIA Stool



art. S56
CUBIC



art. 1SLTABN POTR
COWBOY Stool



art. 1SLTABN VMV
VMV Stool
with and without back



FOOTREST



art. V5271
Footrest 3000



art. V3000
Footrest STUDIO



art. V6000
Footrest TOKIO

Measures: LENGTH x WIDTH x HEIGHT

art. V2000
TEIDE Processor with stand
 art. V2001+V2002
Processor wall arm



art. 1SCVULCANO + 1SC BAEREO
VULCANO Lamp wall arm
 art. 1SCVULCANO
Stand included



art. 1SCFURC
FURIA
 art. SCFURC + 1SCBAEREO
FURIA wall arm
 art. SCFURC + V4111
FURIA with stand



art. V2202ABL-C
ESTRELLA white 220V
 art. V2202ABL-C + V4114-BL
ESTRELLA wall arm



art. V4114-BL (220V)
 art. V4114BL (110V)
WALL ARM2 - WHITE

art. V2206PB-C
ION VAP Streamer - 220V
 art. V2206PB-C + V4112
**ION VAP Streamer - 220V
 with stand**



art. V5113
MEDUSA Streamer - 220V
 art. V5113 + V6476
MEDUSA Streamer 220V with stand



art. V4113-PL / V4114-PL (220V)
 art. V4113PL / V4114PL (110V)
WALL ARM2 - SILVER

STANDS



art. V4111
STAND FURIA



art. V4112
STAND VULCANO / ION VAP



art. V6476
STAND MEDUSA





SKYLAB IONIC

- art. V2116NGI - 220V
- art. V5266 - 125V
- art. V5855 - 125V (USA)

SKYLAB

- art. V2116NG - 220V
- art. V5999 - 125V
- art. V5853 - 125V (USA)

- * art. V2116ARR - 220V
- art. V5851 - 125V
- art. V5852 - 125V (USA)

* Made with rice husk



TWISTER

- art. V2117PNG - 220V
- art. V6650 - 125V
- art. V5854 - 125V (USA)

- * art. V5848 - 220V
- art. V5849 - 125V
- art. V5850 - 125V (USA)

- art. V5840 - 220V
- art. V5841 - 125V
- art. V5841-S - 125V (USA)



ZEUS

- art. V6220 - 220V
- art. V6221 - 125V
- art. V6222 - 125V (USA)

art. V6223
ZEUS dryer holder



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 6000

- art. V4384
- dual 220/110V



VIPER 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



PICO dryer holder

- art. PICO



PIRAGÜA dryer holder

- art. V2701EP



SKYLAB black diffuser

- art. V2106S



RING LIGHT

- art. AROLUZ-220V
- art. AROLUZ-110V

art. 1SLCARDIFF
CARDIFF chair



art. V4472
MOD. 15 Beauty bed



art. V4474
MICONOS 220 V Beauty bed
art. V4476
MICONOS 110 V Beauty bed



art. V4383
SPA Beauty cart 3 shelves



art. V2717
BELLEZA Beauty cart 3 shelves



art. FUNDI
FUNDI 220 V Wax heater



art. V2714
Cold Wax heater 220 V



art. V1921
MINI Wax heater 220 V

art. V2900
HORUS Tanning unit



art. GERMIX
STERILIZATION UNIT 220 V
art. GERMIX-110V
STERILIZATION UNIT 110 V

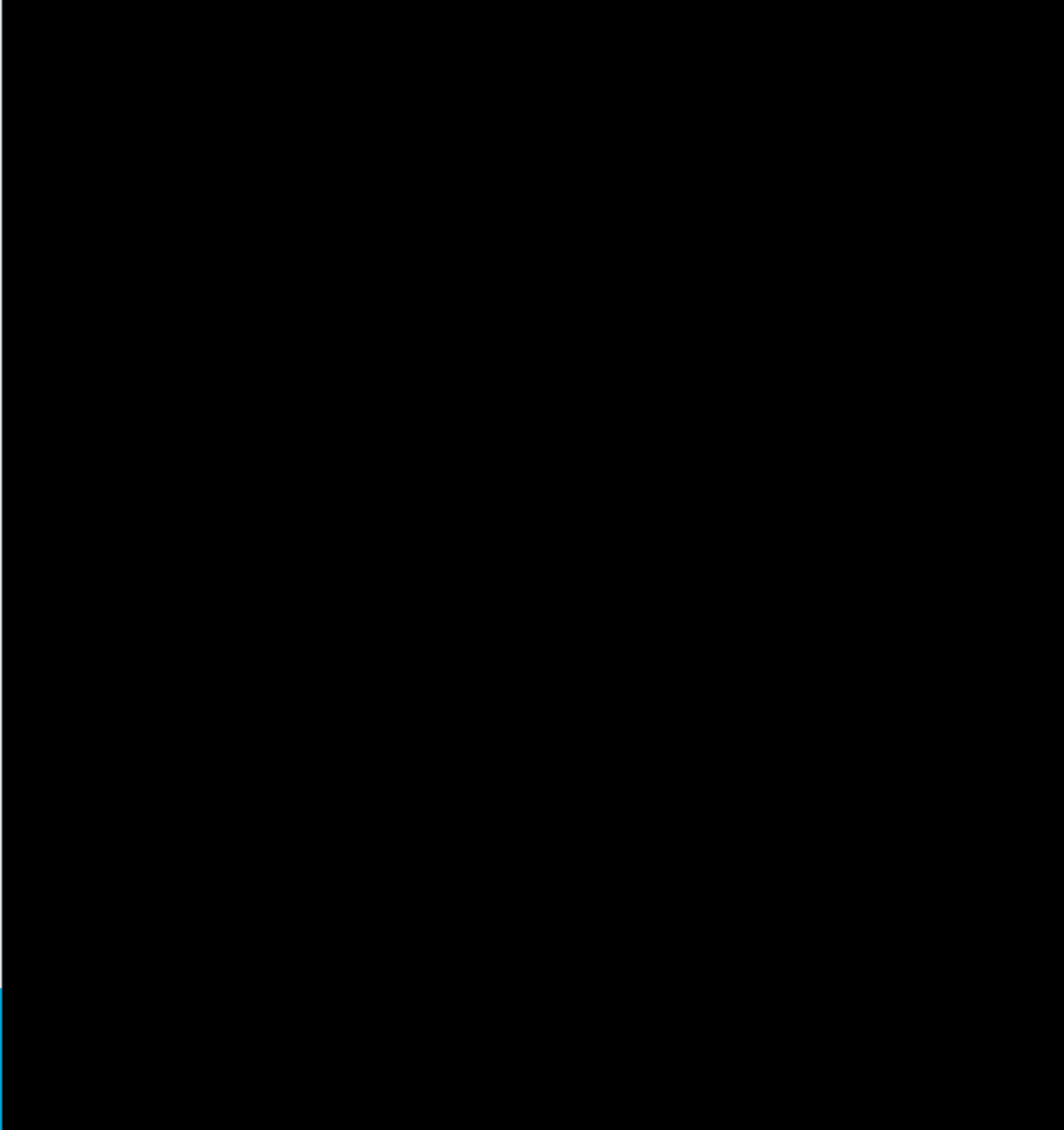


art. V2702NG
ESTRELLA black trolley
art. V2702NG-SLRM
ESTRELLA black trolley
(Salerm logo)



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







COSMETIC GROUP
MV
Victor Martínez Vicario