

Salerm
COSMETICS

Salerm

C O S M E T I C S



Salern *Cosme*

with more than 65 years' experience, is today one of the most important and renowned Spanish brands in the international hairdressing sector.

We boast a wide range of both hair care and styling products to satisfy not only the needs of the professional stylist, but also those of the end customer.

Our far-reaching international presence allows us to keep our finger on the pulse of current trends and professional market needs at all times on a global scale. We are the professional brand for demanding customers. We are present in more than 50 countries with our own delegations in locations including New York, Los Angeles, Miami, Mexico, Colombia, Costa Rica, Dominican Republic, among others. We have production plants in Barcelona (Spain) and Valencia (Venezuela). The first exports to markets on 5 continents and the Venezuelan plant, sells its production on the domestic market.

We put a great deal of our efforts into investigation and the creation of new products. More than 220.00 square feet are dedicated to our own R&D center where our products are created and 5 % of our profit is invested here.

COMMITTED TO YOU AND THE ENVIRONMENT

Salerm Cosmetics has adhered to the **Sustainable Development Goals 2030 initiative launched by the United Nations** for a more sustainable planet. Some of these goals are related to education, which we are implementing through our program ADELANTE which offers grants for hairdressing studies, for those who wish to study, but don't have the necessary resources.

When it comes to the environment, we are working towards generating zero residues. We purify all the water used during production before returning it to the system to be reused.

We are installing solar panels in the whole production area with the aim of being self-sufficient within 5 years. What we produce in solar energy is the equivalent of reducing our CO₂ output by over 200.000 lb a year. All our residues are managed in an efficient manner so that they may be reused.

At Salerm Cosmetics we are also committed to helping the most vulnerable through the actions of the **VMV Cosmetic Group Foundation** such as monetary donations to the fight against breast cancer (in recent years more than 100.000 euros), donations of shampoo to local charities and the donation of hand sanitizer to care homes for the elderly, police stations and hospitals during the worst moments of the Covid-19 pandemic.

Salerm Cosmetics

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PARABEN FREE
SIN PARABENOS



SULFATE FREE
SIN SULFATOS



100% VEGAN
100% VEGANO







HAIR COLOR

Leaders in hair
color.
Incredible
shades & tones.



SALERMVISION

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 • Blonde Magic shades should be mixed in a ratio of one part color to two parts Salerm Cosmetics developer.

- 2.3 OZ. (REF. SV)
- COLOR CHART USA / SP / FR / P (REF. 301)
- COLOR CHART USA / SP / IT / RU (REF. 302)
- COLOR CHART USA / SP / D / CZ (REF. 303)

SALERMIX

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. (REF. TMC)





PERHOXYL ● ●

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. (REF. 161L)

SALES PAMPHLET	BAG
1127 / SP	5513
1128 / USA	SV RED SHADES DISPLAY CARD
1129 / RO	1005
1132 / FR	
1133 / PT	SV 3 SHADES DISPLAY CARD
1134 / RU	314
TECHNICAL FILE	SV 4 SHADES DISPLAY CARD
1098 / SP	313
1099 / USA	SV 4 SHADES TOTEM
1100 / PT	317
1101 / FR	CHROMATIC CIRCLE POSTER
1102 / IT	
1103 / RU	1105 - SP / USA
1104 / CZ	1106 - SP / PT
	1107 - SP / FR
	1108 - SP / ITA
	1109 - SP / RU
	1112 - SP / CZ

DEVELOPERS ● ●

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 • Magic Blond tones should be mixed in a ratio of one part color to two parts Salerm Cosmetics developer.

- 167.9 OZ. 20 VOL. (REF. 172GLP)
- 36 OZ. 10 VOL. (REF. 191LP)
- 20 VOL. (REF. 172LP)
- 30 VOL. (REF. 173LP)
- 40 VOL. (REF. 174LP)
- 8.1 OZ. 20 VOL. (REF. 352LP)
- 30 VOL. (REF. 353LP)
- 40 VOL. (REF. 354LP)
- 6.5 OZ. 20 VOL. (REF. 952LP)
- 30 VOL. (REF. 953LP)
- 40 VOL. (REF. 954LP)
- 3.8 FL.OZ. 20 VOL. (REF. 312LP)
- 30 VOL. (REF. 313LP)

BIOKERA NATURA COLOR



OXIDATION HAIR COLOR WITH ORGANIC OILS ● ●

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 BeBlonde shades mix one part color to two parts Extra Platinum activator.

- 2.3 OZ. (REF: BKC)
- COLOR CHART (REF: 3100)
- 3 NEW SHADES CARD (REF: 3104)
- 4 NEW SHADES CARD (REF: 3103)
- BE BLONDE SHADES CARD (REF: 1168)
- BIOKERA NATURA CATALOGUE (REF: 4324)

DECO ECO HAIR LIGHTENING POWDER

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 (PlexProtect Technology) thanks to minerals from oatmeal and certified organic plant oils.

- 17.6 OZ - (REF. 3047)

MERCHANDISING

- PALETINA - (CÓD. 5673)

VINYL STICKER

- WINDOW STICKER SP. - (REF. VOBIOEXE)
- STYLING STATION SP. - (REF. VOBIOEOE)

POSTER

- BIOKERA COLOR POSTER 100 X 70 (REF: 3553)
- BIOKERA COLOR POSTER 100 X 70 (REF: 435)
- BIOKERA COLOR POSTER BE BLONDE 50 X 70 (REF: 1175)
- POSTER IMG.37 (CÓD. 1234)
- POSTER MIMETIC (CÓD. 1281)
- BROCHURE MIMETIC (CÓD. 1299)





BIOKERA NATURA COLOR DEVELOPER

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. (REF. 1742)
30 VOL. (REF. 1743)
40 VOL. (REF. 1744)
- 2.7 OZ 20 VOL. (REF. 1752)
30 VOL. (REF. 1753)

BIOKERA EXTRA ACTIVATOR

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 – (REF.1167)



Salerm
COSMETICS

Vegan
—biokera—



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 (REF. BKVC)
- VDARK / EBONY (REF. BKVD)
- VLIGHT / BEECH (REF. BKVL)
- V44 / PEROBA (REF. BKV44)
- V64 / CHERRY (REF. BKV64)
- V74 / ROSEWOOD (REF. BKV74)
- V75 / MAHOGANY (REF. BKV75)

BIOKERA VEGAN NEUTRALIZER

- 10.2 OZ (REF. 3550)

COLOR CHART

- (REF. 4776 (SP-USA)
- (REF. 4786 (SP-IT)
- (REF. 4788 (SP-PT)

A5 TABLE TOP POSTER WITH STAND

- (REF. 3549)
- (REF. 4789 (SP-USA)
- (REF. 4790 (SP-IT)
- (REF. 4791 (SP-PT)

CATALOGUE

- (REF. 3546 SP-USA)
- (REF.4772 SP-IT)
- (REF.4773 SP-PT)

FLYER A5 (REF. 3540)

- PAMPHLET SPANISH (REF. 4324)
- VINYL STICKER (REF. VOBIOVEGAN)
- CERAMIC BOWL (REF. 3541)
- APRON (REF. 3542)
- SPOONS (REF. 3543)
- COMB (REF. 3544)
- MIXER (REF. 3545)
- STORAGE POT (REF. 3547)
- VEGAN PRODUCT POSTER (REF. 3548)
- VEGAN FASHION POSTER (REF. 3552)
- KETTLE (REF. 3539) - 220V / (REF. 3526) - 110V
- INVITATION (REF. 3574)



Salerm
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Zero

Ø%

AMONIACO / AMMONIA
PARABENOS / PARABENS
DIMETICONA / DIMETHICONE
ALCOHOLES SECANTES / DRYING ALCOHOLS
ACEITES MINERALES / MINERAL OILS
RESORCINA* / RESORCINOL*
PPD*



#

THE HAIR COLOR OF TOMORROW

Discover the latest generation of hair color with an ammonia-free formula that respects and protects hair. 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.

COD: CZ...



ACTIVATOR

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

200 ML 7.67 OZ - COD: 310LP

1000 ML 33.81 OZ - COD: 170LP

zero#



MERCHANDISING COLOR CHART

- COD: 1223

POSTER

- COD: 1241

VINYL SALON

- COD: 1249

CATALOGUE

- COD: ES/EN 1242
- COD: ES/PT 1243
- COD: ES/CZ 1244
- COD: ES/RU 1245
- COD: ES/IT 1246
- COD: ES/FR 1247



HD COLORS

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 *, to create pastel shades; hair color that opens the door to hundreds of combinations.

• FLUOR SHADES 5.4 OZ.

- CANDY PINK (REF. 1071)
- GREEN KRYPTONITE (REF. 1072)
- JAZZY YELLOW (REF. 1073)
- MYSTIC BLUE (REF. 1074)
- ORANGE PUMPKIN (REF. 1075)

• FANTASY SHADES

- PINK (REF. 1060)
- FUCHSIA (REF. 1061)
- RED (REF. 1062)
- ORANGE (REF. 1063)
- YELLOW (REF. 1064)
- GREEN (REF. 1065)
- BLUE (REF. 1066)
- PURPLE (REF. 1067)
- VIOLET (REF. 1068)
- * CLEAR (REF. 1069)



HD COLOR RESET

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.

- HD COLOR RESET 9.0 OZ. (REF. 1076)
- HD COLOR CHART (REF. 1070)
- HIGHLIGHTER PADDLE (REF. 3041)

- HD PHAMPHLET (REF. 1080)
- FLUOR POSTER 49 X 34 (REF. 1090)
- FANTASY POSTER 49 X 34 (REF. 1091)

INTENSE, BOLD AND UNTAMED PIGMENTS THAT BREAK ESTABLISHED MOLDS

FLUOR TONES



FANTASY TONES





DECOPATE ● ● ●

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, pate 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 0.44FL.OZ VIALS (REF. 495)



DECOBLUE ● ● ●

A powerful lightening tool capable of lightening from 4-6 tones or more in a very short leave on time / USE: in a clean, non-metallic bowl place one sachet of Decoblue (1.48 OZ.) / 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, pate consistency is reached. Add up to 3.6 OZ. of 10, 20, 30, 40 Cream developer or Peroxyl • Leave on time will vary from 20 to 60 minutes depending on the hair's condition and the desired effect.

- 12 X 1.48 OZ SACHETS (REF. 492)
- 17.6 OZ - CONTAINS MEASURING SPOON (REF. 497))



MAGIC BLEACH

Highly effective lightening powder with progressive lightening action / USE: mix a sachet of lightening product (1.48 OZ.) and between 3.6 OZ. and 7.2 OZ. of Salerm Cosmetics Cream developer, depending on the technique being used and the desired end result • Leave on time: from 30 to 60 minutes. Allows for the use of external heat. After lightening, rinse well with plenty of warm water and proceed as usual.

- 17.6 OZ - CONTAINS MEASURING SPOON (REF. 504)
- 12 X 1.48 OZ SACHETS (REF. 491)



SHADE CORRECTING OIL

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 lightening Shade Correcting Oil. With the aid of a spatula mix until an even, pate consistency is reached. Add up to 3.6 OZ. of 10, 20, 30, 40 Cream developer or Perhoxyl • 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 0.44FL.OZ VIALS (REF. 496)

LIGHTENING PRODUCTS COMPARATIVE



NAME	BIOKERA DECO ECO	DECOBLUE	DECOPATE KIT	MAGIC BLEACH
Distinguishing feature...	Its ammonia - free efficiency	Its speed	Its hair care effect	For any technique
DOSAGE	1 measure + 2.1 OZ. developer	1 measure + 2.6 - 3.2 OZ. developer	1 sachet + 1 vial + 2.6 - 3.2 OZ. devel.	1 measure + 1.76 OZ. developer
MIXING OPTIONS	1 + 3	1 + 2'5 // 1 + 3	1 + 2'5 // 1 + 3	1 + 2'5
LIFT LEVELS (UP TO)	9	10	9	8
WORKS WITHOUT VIAL	YES	YES	NO *	YES
WORKS WITH VIAL	OPTIONAL * *	OPTIONAL * *	REQUIRED *	OPTIONAL * *
RECOMMENDED EXPOSURE TIME	20-45 min.	20-45 min.	30-50 min.	30-50 min.
IDEAL FOR...TECHNIQUES	FREEHAND	FREEHAND	ALL TYPES & SENSITIVE SKIN	ALL TYPES
SUITABLE FOR LIGHTENING NATURAL COLOR HAIR	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●
SUITABLE FOR TREATING COLOR-TREATED HAIR	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●
SUITABLE FOR TREATING LIGHTENED / DAMAGED HAIR	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●
HAIR CARE LEVEL	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●
AMMONIA LEVEL	AMMONIA-FREE	MODERATE	LOW	LOW
OPTIONAL HEAT	NO	NO	YES	YES
LIGHTENING POWDER SHADE	BLUE	BLUE	WHITE	PURPLE

* * All lightening powders can be mixed with the SHADE-CORRECTING OIL

* Use the vial from the DECOPATE KIT



COLOR REVERSE KIT ● ●

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 Salerm Cosmetics Purifying Shampoo.

• 7.2 OZ. - 1 & 2 (REF. 843)



DERMOCLEAN ● ● ●

Individual wipes capable of removing hair color stains from skin / USE: rub the hair color stained areas gently with the wipe.

• 24 SACHETS - (REF. 701EX)



SILK PLUS ● ●

Vial which inhibits metallic components. Can be mixed with any technical product. Reduces irritation / USE: mix the contents of one vial with the color and developer or the lightener and developer in the bowl before application • For texturizers and straighteners mix the Silk Plus vial with the curling liquid or the straightening cream before carrying out the process.

• 12 X 0.17 FL.OZ VIALS (REF. 72)



RED FIX ● ● ●

Cosmetic liquid solution that sets red color pigments to improve color results and make any color on the market last longer. Especially designed for shades of red / USE: once the dye has been mixed with the developer, add the contents of one vial to the bowl and blend until the texture is even. Proceed with application as normal.

• 12 X 0.17 FL.OZ (REF. 69)



GRAY COVER ●

Vial to enhance the action of any color on the market on stubborn gray / USE: once the dye has been mixed with the developer, add the contents of one vial to the bowl and blend until the texture is even. Proceed with application as normal.

• 12 X 0.17 FL.OZ (REF. 70)



SKIN PROTECTOR ● ●

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. (REF. 1001)







HA IR CO LO R

Color care

Color



r Range



SHAMPOO COLOR ●

Range of shampoos which add color /
USE: apply to wet hair, leave to work for 2
minutes and then rinse.

- 9.0 OZ
- BLACK (REF. 908)
- PLATINUM (REF. 909)
- BROWN (REF. 910)
- MAHOGANY (REF. 913)

MASK COLOR ● ● ●

Range of hydrating masks which add
color / USE: apply to wet hair, leave to work
for 5 minutes and then rinse.

- 6.9 OZ
- BLACK (REF. 904)
- PLATINUM (REF. 905)
- BROWN (REF. 903)
- GOLDEN BLOND (REF. 907)
- LIGHT BLOND (REF. 906)
- MAHOGANY (REF. 902)

Citric Balance

COLOR
CARE





CITRIC BALANCE

CITRIC BALANCE SHAMPOO ● ●

Shampoo capable of restoring the hair's natural pH balance. A formula designed according to the Salerm Cosmetics SEQUENTIAL HAIR CARE SYSTEM to restore the hair's structure after technical treatments, ensuring a better chromatic effect and making treatments longer lasting / USE: wet hair and apply a small amount of the product. Lather and rinse • Apply a second time, work into the hair for 3 mins. Rinse and then proceed as usual.

- 36 OZ (REF. 198)
- 9.0 OZ (REF. 183)



CITRIC BALANCE MASK ● ●

Acidic, restructuring mask capable of restoring the hair's natural moisture and pH balance. A formula designed according to the Salerm Cosmetics SEQUENTIAL HAIR CARE SYSTEM to restore the hair's structure after technical treatments, ensuring a better chromatic effect and making treatments longer lasting / USE: after washing, towel dry. Apply and leave to work for 3 mins. Rinse.

- 34.4 OZ. (REF. 787)
- 8.6 OZ. (REF. 177)



CITRIC BALANCE BITRAT ● ●

Acidic, restructuring lotion which greatly reduces pH to make brushing easier and hair shinier. A formula designed according to the Salerm Cosmetics SEQUENTIAL HAIR CARE SYSTEM to restore the hair's structure after technical treatments, ensuring a better chromatic effect and making treatments longer lasting / USE: shake and spray on to damp hair. Do not rinse.

- 8.5 FL.OZ (REF. 176)



DELUXE 3 PRODUCT PACK

- CITRIC BALANCE (REF. 171)





SHA

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

PE



EVOLUTION LISS CREAM

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 (REF. 867)
- 8.4 OZ. STRONG (REF. 868)

KERATIN SHOT / ABSOLUT EVOLUTION 3.0*

- MAINTENANCE KIT (REF. 192)

MERCHANDISING

FLYER

- FLYER (REF. 6325)
- FLYER PT (REF. 6326)

POSTER

- POSTER 40 X 27 IN. (REF. 6327)

PAMPHLET

- A5 (REF. 6634)



SEE APPLICATION
METHOD
SOFT



STRONG

ABSOLUT EVOLUTION 3.0



EVOLUTION NEUTRAL MASK ●

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. (REF. 869)



EVOLUTION CARE & PROTECT CREAM ● ● ●

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. (REF. 850)

KAPS FILLER SMOOTHING THERAPY

STEP 1. TREATMENT SHAMPOO



A treatment shampoo developed to make straightening easier and longer-lasting. Paraben and sulfate free / USE: follow the Salerm Cosmetics method.

- 18.3 OZ. (REF. 831)



STEP 2. DUACTIVE LISS SERUM



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. (REF. 832)



STEP 3. TREATMENT MASK



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. (REF. 833)



LISS MAINTENANCE MASK



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. (REF. 830)



KAPS FILLER SMOOTHING THERAPY

USE: • 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 mins (heat optional), then rinse. Finish off by blow drying as usual.

Washing hair is not recommended for 24 hours following treatment.

KAPS FILLER PROFESSIONAL KIT

(REF. 834)

- TREATMENT SHAMPOO 18.3 OZ.
- DUACTIVE LISS SERUM 16.9 FL.OZ.
- TREATMENT MASK 33.0 OZ.
- KAPS FILLER COMB (REF. EN2045)
- KAPS FILLER PAMPHLET (REF. 4347)

KAPS FILLER MAINTENANCE KIT

(REF. 835)

- TREATMENT SHAMPOO 18.3 OZ.
- LISS MAINTENANCE MASK 6.6 OZ.

MAINTENANCE VINYL STICKER (A3)

(REF. VOKAPE-MANT)

CERTIFIED SALON VINYL STICKER (0,66 FT.)

(REF. VOKAPE-SALON)

KAPS FILLER SPANISH VINYL STICKER

(REF. VOKAPE)



* SEE SALERM COSMETICS METHOD



PARABEN & SULFATE
Free
PARABEN & SULFATE

KAPS FILLER

Two simultaneous actions: produces a straight finish and treats hair damaged by external aggressions. The result: shiny, flowing and frizz-free hair.



CO-WASH ● ●

Co-Wash professional formula with keratin for long-lasting progressive straightening in 1 simple step. Also protects the hair fibers and reduces volume and frizz. Faster and more efficient application / USE: wash hair and towel dry. Section the hair and apply the product to fine strands (comb and gloves) and massage • Leave to process for 20 to 40 minutes. Rinse with a little water (without shampoo) • Blow dry with a hair dryer and brush. Flat iron fine strands 6 to 10 times depending on the hair's condition (410°F virgin hair and 374°F damaged hair) • Use the Keratin Shot range for finish and maintenance..

- 18.3 OZ. (REF. 217))



- CO_WASH FORTE DE 18.3 OZ. (REF. 217F)

KERATIN SHOT CO-WASH POSTER 50X70

- SPANISH (REF: 5144)
- ENGLISH (REF: 5143)

KERATIN SHOT CO-WASH PAMPHLET

- SPANISH / • ENGLISH (REF: 5539)
- ENGLISH / PORTUGUESE (REF: 5540)



FREE FROM SULFATES
& PARABENS

MAINTENANCE SHAMPOO ● ●

A shampoo especially formulated to get hair ready for the keratin straightening system as well as after treatment maintenance. 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. (REF. 182)

MAINTEN. SH. + DEEP SACHET (REF. 182S-816S)



SEE VIDEO



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. (REF. 181)

MERCHANDISING

- PROFESSIONAL KIT L (REF: 196) (REF: 196U) SPECIAL USA
- MAINTENANCE KIT (REF: 192)
- KERATIN SHOT COMB (REF. 199)
- KERATIN SHOT POSTER (REF. 3597)
- KERATIN SHOT PAMPHLET SPANISH / ENGLISH / FRENCH (REF. 6680)

Keratin Shot



DEEP IMPACT PLUS MASK

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. (REF. 795)
- 6.9 OZ. (REF. 816)

MAINTEN. SH. + DEEP SACHET (REF. 182S-816S)



SERUM

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. (REF. 195)



KERATIN SHOT / ABSOLUT EV.

- MAINTENANCE KIT (REF: 192)



KERAMIX

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 (REF. 163)
- KERAMIX PAMPHLET (REF. 4125)
- KERAMIX POSTER (REF. 5579)

ACTIVE FORM CURL SYSTEM ● ●

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.

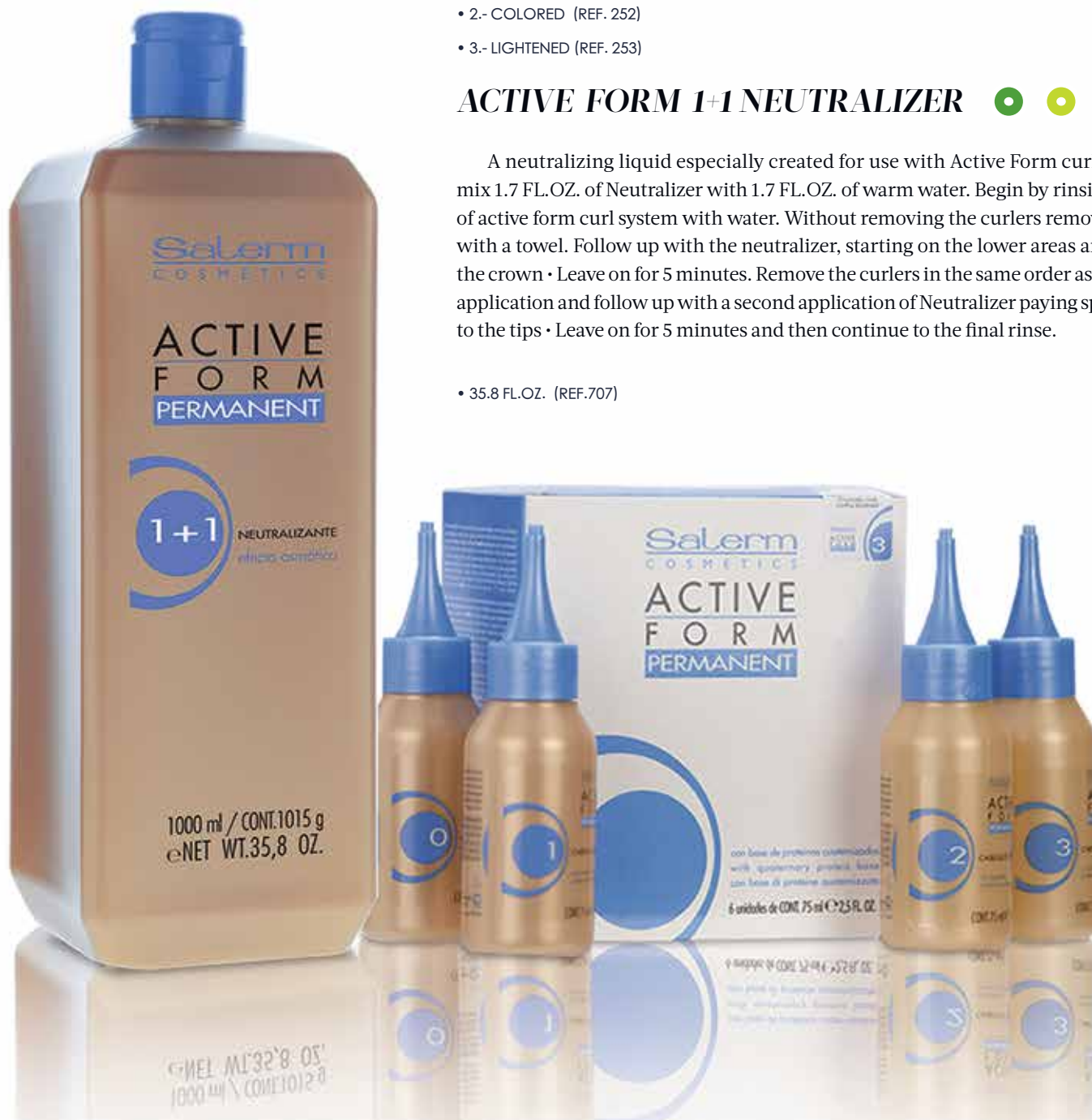
BOX OF 6 X 2.5 FL.OZ. UNITS

- 0.- DIFFICULT (REF. 250)
- 1.- NATURAL (REF. 251)
- 2.- COLORED (REF. 252)
- 3.- LIGHTENED (REF. 253)

ACTIVE FORM 1+1 NEUTRALIZER ● ● ●

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. (REF.707)



RELAXER

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.

STRAIGHTENING CREAM:

- 33.2 OZ. (REF. 395 STRONG*)
- 7.5 OZ. (REF. 369 STRONG*)



STRAIGHTENING PRODUCTS COMPARATIVE

						
PRODUCT FAMILY	KERATIN SHOT	KERATIN SHOT + KERAMIX	KERATIN SHOT CO-WASH	KAPS FILLER	ABSOLUT EVOLUTION 3.0	RELAXER
RESULT	repair and hydration	hydration, volume control reduced curl	hydration, softness and hair repair	hydration, reconstruction, volume control, reduced curl	curl removal, softness and volume control	tight curl elimination and volume control
LASTS?	1 1/2 to 2 months	3 / 4 months	3 / 4 months	3 / 4 months	PERMANENT	PERMANENT
MODIFIES HAIR'S INTERNAL STRUCTURES?	NO	TEMPORARILY	TEMPORARILY	TEMPORARILY	YES	YES
ACTIVE STRAIGHTENING AGENT	hydrolyzed keratin	hydrolyzed keratin	hydrolyzed keratin	KAPS	hydrolyzed keratin	silk protein
TIME NEEDED TO COMPLETE THE PROCESS	80 / 100 min.	80 / 120 min.	20 / 60 min.	80 / 120 min.	60 / 110 min.	60 / 100 min.
CAN HAIR BE WASHED AND/OR STYLED AFTER TREATMENT?	72 h.	NO	24 h.	24 h.	24 a 48 h.	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. BUT THEY CAN AFFECT THE DURATION OF THE RESULTS	YES	YES, WITH RESTRICTIONS
SUITABLE FOR...	REPAIRING BADLY DAMAGED HAIR	ALL HAIR TYPES	ALL HAIR TYPES	ALL HAIR TYPES	ALL, EXCEPT LIGHTENED OR VERY POROUS HAIR	HAIR THAT HAS NOT BEEN LIGHTENED OR COLOR TREATED WITH OXIDATION COLOR
CONTAINS FORMALDEHYDE OR DERIVATES?	NO	NO	NO	NO	NO	NO
RECOMMENDED MAINTENANCE	keratin shot maintenance kit 	keratin shot maintenance kit 	keratin shot maintenance kit 	kit de mantenimiento kaps filler 	evolution care & protect cream 	hi-repair biokera 
STRENGTH / MIX	DIRECT	1,41 OZ. + 1 vial	DIRECT	DIRECT	DIRECT: SOFT: SOFT HAIR STRONG: STRONG HAIR	STRONG

STRAIGHT

SHAPE



BRUSHING ● ●

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. - (REF. 5627)



BIOMARINE ● ●

A three phase conditioner which seals and conditions the hair cuticle making untangling easier / USE: shake until well mixed and apply to damp hair. Do not rinse.

- 8.5 FL. OZ. - (REF: 7745)
 - 400 ML - (REF: 697)
- NOT AVAILABLE IN EUROPE

STRAIGHTENING



STRAIGHTENING SHAMPOO

A shampoo especially designed for hair dried using a blow dryer or iron, to protect hair from the heat / USE: wet hair with warm water. Apply 0.17 OZ. of shampoo. Gently lather all over the hair and scalp. Rinse and repeat. Rinse well with plenty of warm water and proceed as usual.

• 7.1 OZ. (REF. 776)



STRAIGHTENING GEL

A gel that helps to create and construct instantly straight styles, with styling irons, wands and hair dryers. / USE: apply on damp hair or in smaller quantities on dry hair. Place a small amount in your hand before applying to hair. Then brush or style as normal.

• 6.9 OZ (REF. 778)
• 0.35 OZ (REF. 778S)



STRAIGHTENING SPRAY

A spray with hydrolyzed wheat proteins designed to make straightening with a hair iron easier and the effects longer-lasting. Leaves hair shiny. Perfect for all hair types. Eliminates frizz / USE: apply to damp hair before using a hair iron and as a finishing touch to eliminate static electricity and increase natural looking shine.

• 8.5 FL. OZ (REF. 777)





STYLING

WE GIVE YOU THE STYLING PRODUCTS, YOU SET THE LIMITS...

PRO·LINE, DEFINITION, HAIRSPRAYS, REPAIR, SHINE...

PRO. LINE



EXPRESS LAC 03

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.



(MDS): MICRO DROPLET SYSTEM.

• 12 OZ. (REF. 3409F)



NATURE LAC 03

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. (REF. 3400F)



EXTREME LAC 04 ● ● ●

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. (REF. 2100)



STRONG LAC 03 ● ● ●

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.

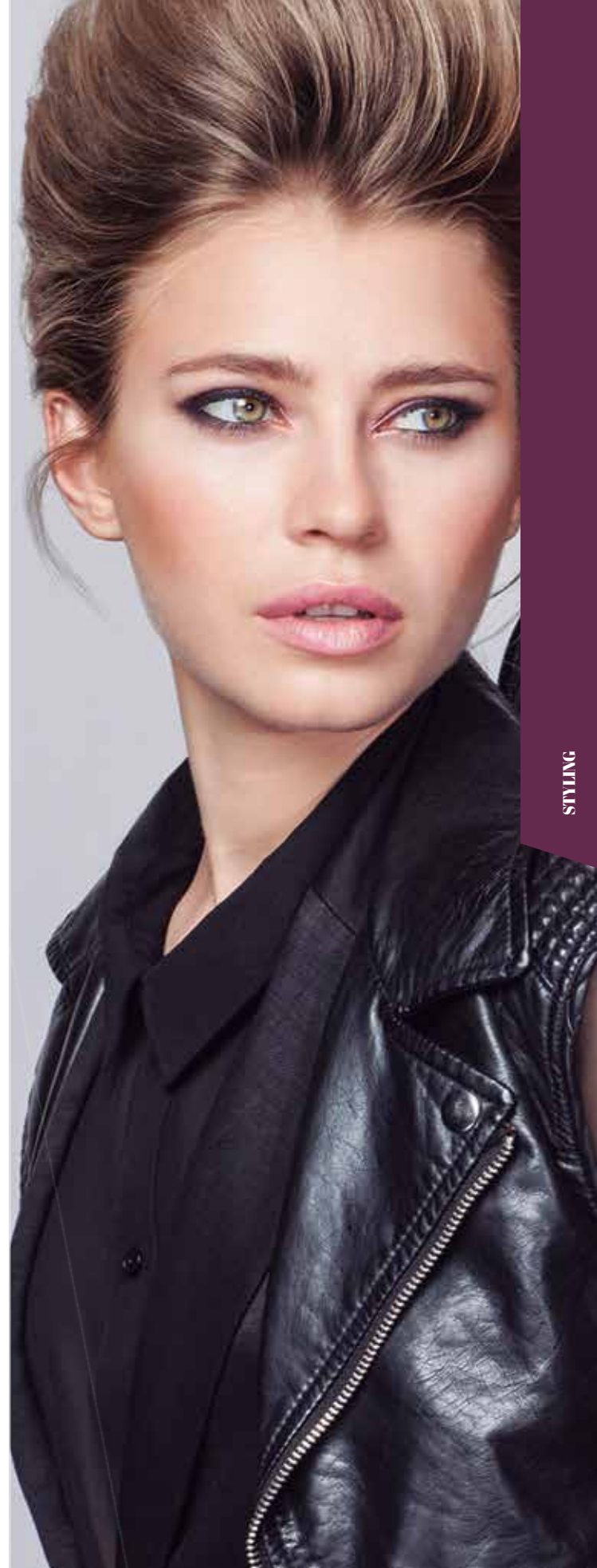
- 8.1 OZ. (REF: 2103)
- 8.1 OZ. (REF: 2103U) - (USA)



PRO LAC 03 ● ● ●

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. (REF. 2105)



GELS

ICE GEL 03 ● ●

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.(REF. 2110)
- 7.0 OZ. (REF. 2047) / (REF. 2109)
- 0.25 OZ. SACHET (REF. 2109S)



WET GEL + 02 ● ● ●

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. (REF. 2112)



WET GEL ROCK 04 ● ● ●

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.(REF. 2111)
- 7.1 OZ. (REF. 2113)







VOLUME

VOLUME MOUSSE 02 ● ● ●

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. (REF. 2101)



DUST



VOLUME SPRAY 02 ● ● ●

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. (REF. 2104)
- (WHITE/GRAY/BLEACHED HAIR)
- 8.4 FL.OZ. (REF. 2117)



VOLUME DUST 01 ● ● ●

MATTIFYING POWDER / Volumizing and thickening styling powder / USE: apply to the roots and create the desired shape.

- 0.3 OZ. (REF. 2115)



CURLS

CURL FOAM 02



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. (REF. 2108)



CURL MOUSSE 04



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. (REF. 2102)



CLAY

MATT CLAY 02 ● ●

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. (REF: 2114)



WAX

MATT WAX 03 ● ●

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. (REF: 2106)



STRAIGHT

LISS FOAM 01 ● ●

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. (REF. 2107)

PRO-LINE CATALOGUE

- SPANISH-ENGLISH - (REF. 4243)
- SPANISH-PORTUGUESE - (REF. 4244)
- SPANISH-ITALIAN - (REF. 4245)
- SPANISH-FRENCH - (REF. 4246)
- SPANISH-GERMAN - (REF. 4249)





DEFINITION

FINAL TOUCH DEFINITION MIST

For a finishing touch of natural hold and extraordinary shine. Eco-friendly. No gas / USE: apply to the area you wish to style. Make the finishing style touches before hold sets in.

- 10.1 OZ. (REF. 826)



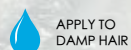
VOLUME MOUSSE

A mousse which adds vigor to the hair, increasing volume and natural shine / USE: apply to washed, towel dried hair. Shake the can and turn upside down. Spray a small amount of the product into your hand. Distribute evenly along the hair's length and then style as usual.

- 9.7 OZ. (REF. 1012)
- (NOT AVAILABLE IN EUROPE)

STYLING PRODUCTS COMPARATIVE

	MOUSSE	HAIRSPRAY	GEL / HOLD	REPAIR / SHINE	BLOW DRYING
	 1 2 3 4 5 6	 1 2 3 4 5 6 7 8 9	 1 2 3 4 5 6 7	 1 2 3 4	 1 2
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.	1.- 1 VIAL. 2.- AN AMOUNT THE SIZE OF A HAZELNUT. 3.- 3 OR 4 DROPS. 4.- 3 OR 4 DROPS.	1.- 10 TO 12 SHORT SPRAYS 2.- 1 VIAL.
APPLY TO...HAIR					
HOLD	1.- LIGHT (01) 2.- MEDIUM (02) 3.- MEDIUM (02) 4.- EXTRA STRONG (04) 5.- STRONG 6.- MEDIUM	1, 2, 3 AND 4.- STRONG (03) 5.- EXTRA STRONG (04) 6.- STRONG / EXTRA STRONG 7.- STRONG (03) / EXTRA STRONG (04) 8.- MEDIUM (02) 9.- 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.	1.- MEDIUM 2.- STRONG





HAIR SPRAY ● ● ●

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 (REF. 348)



HI-REPAIR ● ●

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.

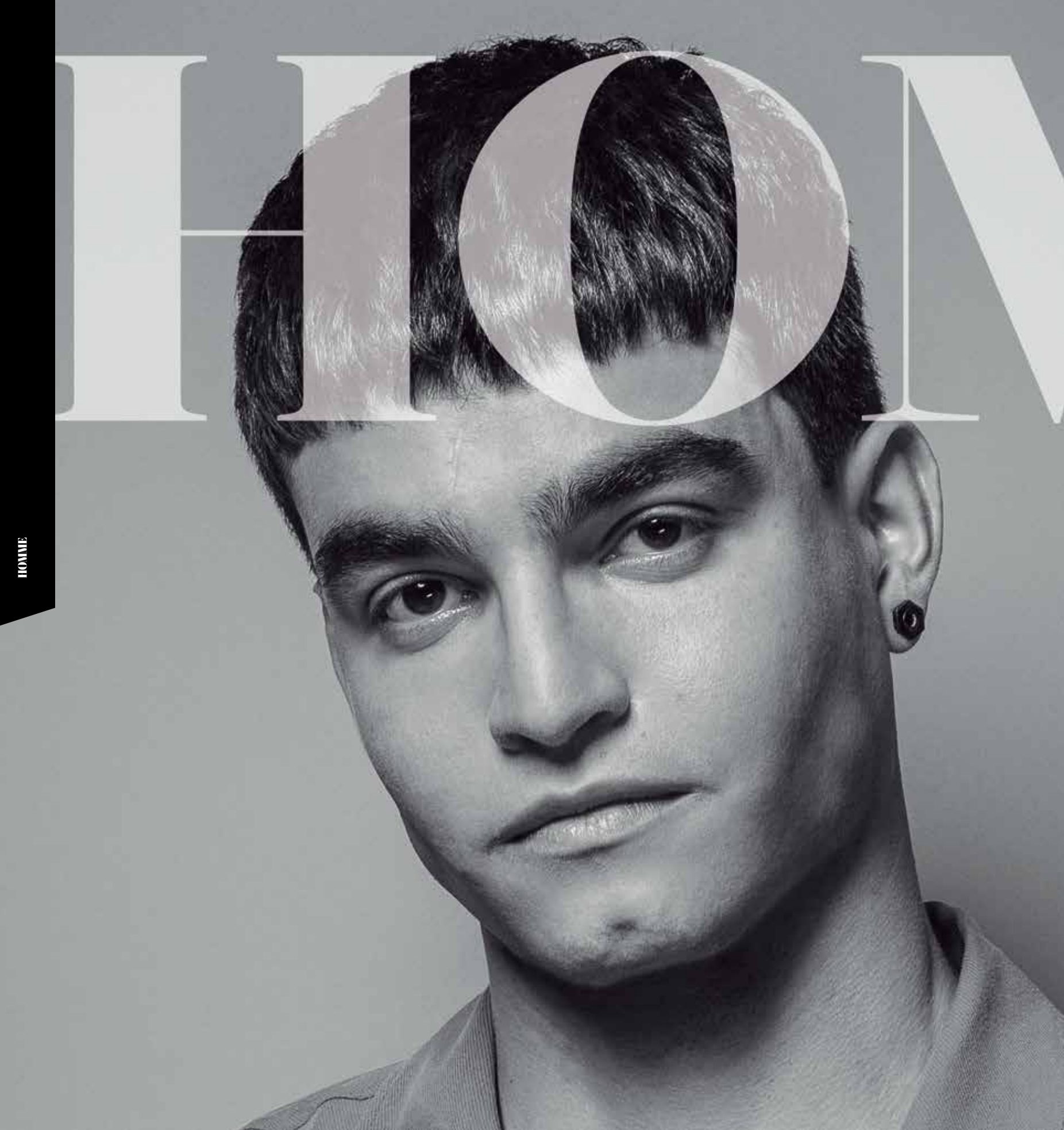
- 21.5 OZ.
(STRENGTH 3 REF. 481A)
(STRENGTH5 REF. 483A)
(STRENGTH 5 REF. 483U) SPECIAL USA
- 14.5 OZ.
(STRENGTH 5 REF. 482U)
- 1.8 OZ.
(STRENGTH 3 REF. 351A)

SALERM COSMETICS HAIRSPRAY ● ● ●

Anti -humidity effect hairspray .Available in regular and strong hold ./ USE : apply in brief bursts for effective styling hold.

- 18.3 OZ
(NORMAL REF. 476)
(STRONG REF. 481)
- 12.2 OZ.
(NORMAL REF. 479)
(STRONG REF. 480)





HONNE

MMME

Salerm
COSMETICS
HOMME



Barber line
since 1950



SHAMPOOS

GRAY HAIR SHAMPOO ● ●

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. - (REF. 4730)



STOP TO RELAX SHAMPOO-GEL ● ●

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. (REF. 705)
- 9.0 OZ. (REF. 725)
- 3.6 OZ. (REF. 715)



EXFOLIANT SHAMPOO ● ●

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. (REF. 727)



ENERGY SHAMPOO ●

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. (REF. 726)

ENERGY LOTION ● ● ●

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. (REF. 729)



OILY HAIR SHAMPOO ●

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. - (REF. 728)



Salerm
COSMETICS
HOMME

Barber line
since 1950



BEARD AND MOUSTACHE STYLING

HAIR & BEARD WAX ● ●

Soluble wax for hold, control and style. Suitable for beard, moustache and hair / USE: rub a small amount between palms then apply evenly to beard and/or moustache and hair • Apply to dry hair for longer hold that can be reactivated with water throughout the day.

• 3.6 OZ. - (REF. 4727)



BEARD OIL ● ● ●

Beard oil with organic raspberry and rosehip oil. Suitable for any kind of beard or moustache / USE: rub a few drops between palms then apply evenly to beard and/or moustache.

• 1.0 OZ. (REF. 4726)



SHAVING

PERFECT SHAVE SYSTEM

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 or either of our two SC Homme moisturizing creams with aftershave properties.

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



AFTERSHAVE GEL

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. (REF. 711)



STYLING POWER GEL / ● ●

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. (REF. 4731)
- 0.35 OZ. SACHETS (REF. 4731S)



STYLING DUST ● ● ●

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. - (REF. 4729)



EXTREME HOLD ● ● ●

Extreme hold styling gel / USE: take a quantity of the product and spread over the palms of the hands then apply to the areas to be shaped. Apply preferably to damp hair.

- 3.5 OZ. (REF. 712)



STRONG HAIR SPRAY ● ● ●

Strong hair spray / 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. - (REF. 4732)
- 3.1 OZ. - (REF. 4724)



MATT CONTROL CREAM ● ●

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. (REF. 708)
- SACHETS 0.35 OZ. (REF. 731S)



FUSION GEL ● ●

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. (REF. 732)
- 1.76 OZ. (REF. 756)





SKIN CARE

REJUVENATING FACIAL PEEL

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. Apply any
of our moisturizing creams: Fatigue Control 24
or Age Protection • Use once or twice a week.

• 6.6 OZ. (REF. 724)



EYE CONTOUR CREAM

A clear gel specifically designed for the eye
contour area / USE: place a small amount on
a fingertip and apply to the eye contour zone
as well as below the eye and on the eyelid. Tap
gently with a finger. Leave to work. Do not rinse.

• 0.5 OZ.(REF. 717)

FATIGUE CONTRÔL 24

A moisturizing cream which improves
the skin's texture, adding energy and vitality.
Has aftershave properties / USE: apply to
previously cleansed face and neck area.
Perfect for use after shaving.

- 4.2 OZ. (REF. 733)
- 2.6 OZ. (REF. 716)
- 0.10 OZ SACHET (REF. 733S)



AGE PROTECTION ANTIPOLLUTION

A moisturizing cream which protects against
external skin aggressions and the effects of
aging. Has aftershave properties / USE: apply to
the previously cleansed face and neck area, for
example, after shaving or before retiring to bed.

• 4.2 OZ. (REF. 734)

MERCHANDISING

- SMALL PAMPHLET SPANISH (REF. 5486)
- SMALL PAMPHLET ENGLISH (REF. 5487)
- DOOR STICKER
 - SPANISH (REF. VPTHES)
 - ENGLISH (REF. VPTHI)
 - ITALIAN (REF. VPTHIT)
 - PORTUGUESE (REF. VPTHP)
- DESKTOP POSTER - SPANISH (A5) (REF. 5847)
- POSTER (40 X 30 IN) (REF. 5843)
- POSTER (HOMME NORDIC) (REF. 5570)
- POSTER (HOMME LATIN) (REF. 5586)
- DRUM (34 X 23 IN) (REF. 5830)
- SPRAY(REF. 5846)
- KRAFT BAG + STICKER
(REF. 5845) (REF. 5844)
- HOMME PACK (REF. 4723) -
CONTAINS:
 - ENERGY SHAMPOO (REF. 726)
 - ENERGY LOTION (REF. 729)
 - STYLING DUST (REF.. 4729)
- HOMME BOAR BRUSH (REF: 1097)







VITAMIN GUMMIES

B
BIOTINE

x3
3 MINERALS

9
9 VITAMINES



VITAMIN GUMMIES



Food supplement to boost hair and nail health based on vitamins and minerals with sweeteners. * #Hit Recovery How to use and recommended dosage: **Gluten-free** product. **Sugar-free** product. Take 2 to 3 gummies at any time during the day.

• 150 GR. - 60 GUMMIES - (CÓD. 1258)





YELLOW SHOT

YELLOW FORMULA THAT REPAIRS
AND PROTECTS HAIR.

COMPOSED OF CANARY ISLANDS BANANA,
MANGO, GINSENG, YLANG YLANG FLOWER,
ABYSSINIA AND ALMOND OILS.

#HitRecovery



YELLOW SHOT SHAMPOO



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... #Hit Recovery. USE: Apply to clean wet hair then massage, rinse and proceed as usual.

- 0.36 OZ. (REF: 1158S- 1154S)
- 10.8 OZ. (REF: 1154)
- 36.0 OZ. (REF: 1155)

YELLOW SHOT MASK



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... #Hit Recovery. 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.

- 0.33 OZ. (REF: 1158S- 1154S)
- 8.3 OZ. (REF: 1158)
- 33.5 OZ. (REF: 1157)

YELLOW SHOT OIL



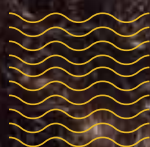
Sublime nutritive and repairing oil with a formula based on the vegan philosophy and enhanced with Abyssinian and Almond oils. Increases the resistance of damaged hair, restoring shine and natural glow. For frizz-free hair that's bursting with vitamins and minerals... #HitRecovery. USE: Pump a couple 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. (REF: 1159)

MERCHANDISING

- DISPLAY (REF: 1181)
- POSTER (REF: 1196)

fresh



SPECIAL CURLY



COMB CURLY

• (REF. 1226)

MERCHANDISING

- VINYL CURLY (REF: VOBIOFRESHCU)
- MICRO FIBER TOWEL (CÓD: 1970)
- BROCHURE CURLY
 - ES / FR (REF: 1227)
 - ES / ING (REF: 1228)
 - ES / IT (REF: 1229)
 - ES / PT (REF: 1230)
 - ES / RU (REF: 1231))

The Biokera Fresh range has been extended to include a complete hair care routine for curly hair.

Formulated especially for damaged to very damaged hair, all the products are free from sulfates and parabens, 100% vegan and up to 98% of natural origin.

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



CURLY CREAM YELLOW SHOT

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. (REF. 1214)

CURLY BOOSTER YELLOW SHOT

Curl boosting, deeply hydrating gel. Natural hold for shapely, elastic curls with body and volume. Free from sulfates, parabens, and silicones.

• 10.4 OZ. (REF. 1214)

VIOLET SHOT

Range designed to prevent hair aging and oxidation. With violet and blue pigments to eliminate brassy orange and yellow hues.

#ForeverBlonde



<i>fresh</i>	⌚ 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.
Los tiempos indicados son aproximados y deben adecuarse siempre al diagnóstico previo del profesional.

VIOLET SHOT ULTRA-VIOLET SHAMPOO

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.

- 10.2 OZ. (REF: 1161S)
- 10.8 OZ. (REF: 1161)
- 36.0 OZ. (REF: 1162)

VIOLET SHOT MASK

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. (REF: 1164)

VIOLET SHOT SHAMPOO

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. (REF: 1163)

MERCHANDISING

- POSTER (REF: 1197)
- DISPLAY (REF: 1180)

fresh





GREEN SHOT SHAMPOO



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. (REF. 3049)
- 10.8 OZ. (REF. 3048)
- 3.6 OZ. (REF. 3551)

Yummy!

GREEN SHOT BALSAM



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. (REF. 3051)
- 10.3 OZ. (REF. 3050)

MERCHANDISING

- DISPLAY (REF. 1007)
- JUTE BAG (REF. 1008)
- POSTER - 20 X 27 IN (REF. 1041)
- FLYER - SPAN - ENG (REF. 1042)
- FLYER - FR - PORT (REF. 1046)
- CATALOGUE FRESH
- SUSTAINABLE SALON STICKER (REF. VOBIOFRESH)



GREEN SHOT



Argan

Biokera

ARGAN SHAMPOO ●●

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. (REF. 3002)
- 10.8 OZ. (REF. 3001)
- 1.8 OZ. (REF. 3026)
- SHAMPOO + MASK SACHETS - (REF. 3001S - 3003S)

ARGAN MASK ●●

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. (REF. 3003)
- 1.7 OZ. (REF. 3027)
- SHAMPOO + MASK SACHETS - (REF. 3001S - 3003S)



ARGANOLOGY ●●●

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. - (REF. 1719)
- 2 OZ. - (REF. 1720)
- 12 UDS. X 0.34 OZ. (REF. 1710)
- DISPLAY 6 PCS - (REF. 5669)
- DISPLAY GLORIFIER 1 PCS - (REF. 5666)



Biokera Grapeology

GRAPEOLOGY SHAMPOO



Gently cleanses hair while simultaneously nourishing and hydrating. Its micro-nutrients and antioxidants originating from the 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.

- 3.7 OZ. (REF. 1734)
- 10.8 OZ. (REF. 1729)
- 3.7 OZ. (REF. 1731)

GRAPEOLOGY MASK



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. (REF. 1730)
- 1.7 OZ. (REF. 1732)

GRAPEOLOGY



The 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. (REF. 1723)
- 1.9 OZ. IN GFT BOX (REF. 1728)
- PACKS OF 12 PCS X 0.32 OZ. (REF. 1725)
- DISPLAY (REF. 4350)
- CATALOGUE SPA (REF. 4336)



Biokera Scalp Care

HONEY SHAMPOO – SCALP CARE ● ●

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. (REF. 3045)
- 11.0 OZ. (REF. 3042)

HONEY MASK – SCALP CARE ● ●

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. (REF. 3043)

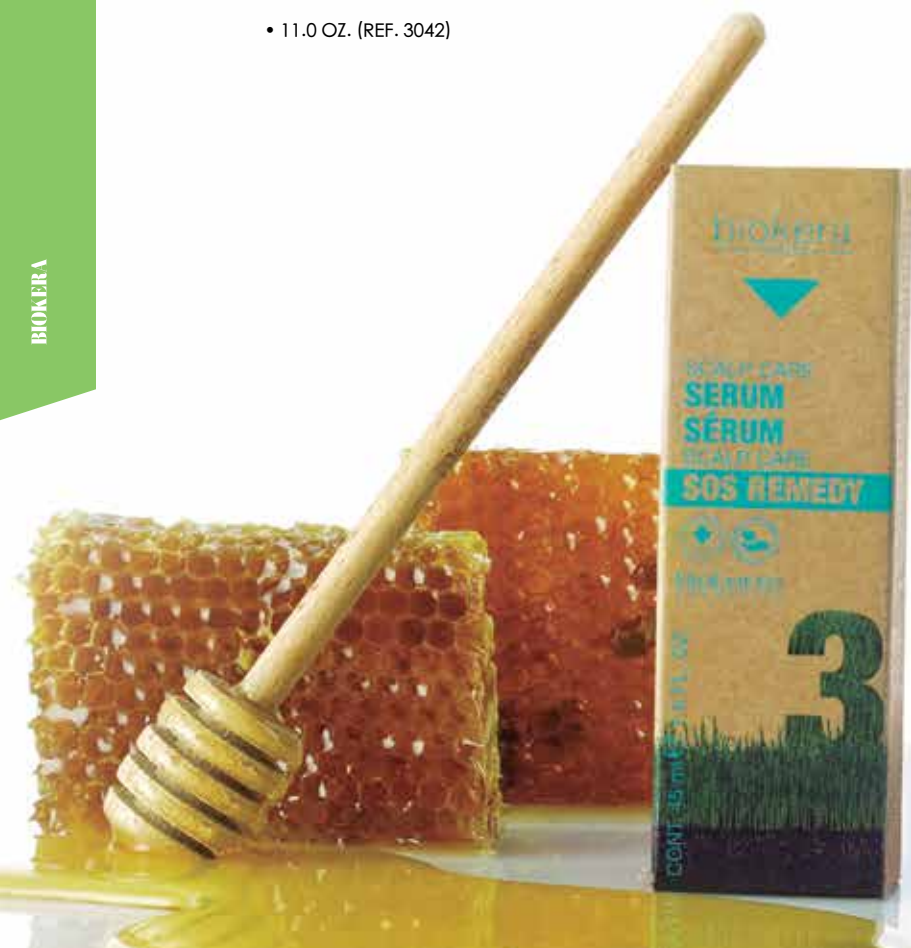
SCALP CARE SERUM – SOS REMEDY ● ●

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. (REF. 3044)

MERCHANDISING

- CATALOGUE SP - ENG - (REF. 4402)
- CATALOGUE SP - PT - (REF. 4401)
- CATALOGUE SP - ITA - (REF. 4403)
- CATALOGUE SP - RU - (REF. 4405)





Bioker

SPECIFIC DANDRUFF SHAMPOO

A shampoo containing zinc pyrithione and linseed oil to regulate the appearance of dandruff. Helps to return the scalp to normal and prevent the recurrence of dandruff / USE: wet the hair with warm water and apply the shampoo evenly throughout for the first wash. Rinse and apply again • Leave in for a few minutes and then rinse.

- 36 OZ. (REF. 3009)
- 10.8 OZ. (REF. 3008)

SPECIFIC DANDRUFF MASK

A mask for anti-dandruff hair care. As well as conditioners, it contains zinc pyrithione and linseed oil which act together to keep the scalp and hair dandruff-free for longer / USE: after washing, apply the product to the hair and scalp. Comb to distribute evenly and leave in to act for a few minutes. Rinse with warm water and proceed to styling.

- 6.9 OZ. (REF. 3011)

SPECIFIC DANDRUFF TREATMENT

A lotion which acts immediately to prevent flaking of the scalp. Formulated with zinc pyrithione and linseed oil to ensure dandruff-free scalp and hair between washes / USE: firstly, wash the hair with anti-dandruff shampoo. Shake the vial well before use and then evenly apply the contents to the scalp. Gently massage in with the fingertips using an outward and inward motion or allow to absorb and, without rinsing, style the hair in the usual manner.

- 6 UNITS - 0.34 OZ. (REF. 3010)

ra





SHAMPOO FOR TREATED HAIR



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. (REF. 3023)
- 10.8 OZ. (REF. 3022)

MASK FOR TREATED HAIR



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.

- 36 OZ. (REF. 3024)

THICKENING SHAMPOO



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. (REF. 3005)
- 36 OZ. (REF. 3005EX) SPECIAL USA
- 10.8 OZ. (REF. 3004)
- 10.8 OZ. (REF. 3004EX) SPECIAL USA

SCALP THERAPY INTENSIVE SERUM



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 UNITS X 0.34 OZ. + 2 APPLICATION TIPS (REF. 3006)
- (REF. 3006EX) SPECIAL USA

VOLUMIZING SPRAY



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. (REF. 3007)





SPECIFIC OILY HAIR SHAMPOO



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. (REF. 3013)
- 10.8 OZ. (REF. 3012)

SPECIFIC OILY HAIR MASK



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. (REF. 3017)

SPECIFIC INTENSIVE OILY HAIR TREATMENT



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 UNITS X 0.34 OZ. + 2 APPLICATION TIPS
(REF. 3015)



Bioke

MOISTURIZING SHAMPOO

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. (REF. 3020)
- 10.8 OZ. (REF. 3019)
- SACHETS SHAMPOO + MASK (REF. 3019S - 3021S)



MOISTURIZING MASK

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. (REF. 3025)
- 7.1 OZ. (REF. 3021)
- SACHETS SHAMPOO + MASK (REF. 3019S - 3021S)



- CASE CONTAINING MICROCAMERA, ACCESSORIES AND DIAGNOSTIC SOFTWARE (REF. 768)



- CATALOGUE SPANISH - (REF: 4324)
- CATALOGUE FRENCH - (REF: 6190)
- BIOKERA BAG 10 X 14 IN - (REF: 5524)
- BOWL - (REF: 5672)
- TINT BRUSH - (REF: 5673)
- ECO FRIENDLY DISPLAY - (REF: 5675)
- VEGAN COMB - (REF: 3544)

ra



Salerm

C O S M E T I C S

21

boost
by SALERM21

intensive
REPAIR
treatment
concentrated

x5



SALERM 21 ● **BOOST**

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

- (CÓD. 5569)
- SALERM 21 BOOST POSTER (CÓD. 1283)

The greatest
REVOLUTION
of Salerm 21



SALERM 21 SHAMPOO ●●

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.

- 10.8 OZ. (REF. 5734)
- 1.8 OZ. (REF. 5730)



SALERM 21 FINISH ●●

Get spectacularly lustrous hair with Salerm 21 instant hair gloss. Immediate results for any hair type. Doesn't matt or leave 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. - (REF: 5711)
- 4.22 FL.OZ. - (REF. 5732)



SALERM 21 EXPRESS SPRAY ●●

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 - (REF. 5733)
- 0.5 OZ. (REF. 5728)



SALERM 21 BI-PHASE ●●

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. (REF. 5745)



SALERM 21 ORIGINAL / SALERM 21 JASMINE & AMBER

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.

- 34.5 OZ. (REF. 5738)
- 8.6 OZ. (REF. 5737)
- 6.9 OZ. (REF. 5736)
- 3.46 OZ. (REF. 5739)
- 1.73 OZ. (REF. 2052)
- 0.35 OZ. SACHET (REF. 5735S)
- 6.9 OZ. (REF. 5726)
JASMINE & AMBER

MERCHANDISING SALERM 21

- 3 PRODUCT DISPLAY SP (REF: 5744)
- 3 PRODUCT DISPLAY PT (REF: 5742)
- RESALE DISPLAY - (REF: 5753)
- CELL BATTERY CHARGER (REF: 220V) - (REF: 110V)
- AMBER STICKER (REF: VS21AMBAR)
- S21 PROMOTIONAL STICKER (REF: VOS21C)
- TRIPTYCH SINERGY ESP - ING (CÓD. 1284)
- SINERGY ESP - FR (CÓD. 1287)
- SALERM 21 POSTER A3 (REF: 5724)
- S21 JASMINE & AMBER FLYER SPANISH (REF. 5747)

PACKS - S21

- SUMMER PACK (REF: 5700)
- SALERM 21 PACK 3 PRODUCTS (REF. 5731)



SALERM





Salerm

C O S M E T I C S

WHEAT GERM MASK ●●

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. (REF. 798)
- 6.74 OZ. (REF. 800)
- 0.33 OZ. SACHET (REF. 800S)





HI-REPAIR SHAMPOO

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. (REF. 197)
- 9.0 OZ. (REF. 186)
- 1.8 OZ. (REF. 164)



HI-REPAIR MASK ●

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. (REF. 162)
- 8.6 OZ. (REF. 193)
- 1.73 OZ. (REF. 167)



HI-REPAIR FINISH ● ● ●

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. (REF. 194)



R



HI-REPAIR DELUXE PACK

- HI-REPAIR (REF. 170)



Hi Repair

Salerm
COSMETICS
shampoo

Hi Repair
PROFESSIONAL LINE

250 ml / 8.5 oz.

Salerm
COSMETICS
mask
02
Hi Repair
PROFESSIONAL LINE

250 ml / 8.5 oz.

Golden Range

SALERM COSMETICS

EXFOLIANT SHAMPOO



(SPECIFIC DANDRUFF SHAMPOO)

A specific treatment shampoo with compounds designed to help combat dandruff.

- 18 OZ. (REF. 413)
- 9.0 OZ.(REF. 423)

GREASY HAIR SHAMPOO



(SPECIFIC OILY HAIR SHAMPOO)

A specific treatment shampoo with compounds designed to help combat oiliness. *

- 18 OZ. (REF. 412)
- 9.0 OZ.(REF. 424)

PROTEIN SHAMPOO

Perfect for providing hair and scalp with an extra dose of protein, especially suitable after technical treatments / USE: apply to wet hair and massage gently to form a lather. Rinse with warm water. Apply a second time. Rinse thoroughly. Follow up by styling as usual.

- 187.7 OZ. (REF. 513G)
- 36 OZ. (REF. 513)
- 18 OZ. (REF. 572)
- 9.0 OZ. (REF. 574)

SACHET PROTEIN + BALSAM 0.36 OZ.
(REF. 522S - 5135)

BALSAM WITH PROTEIN



(PROTEIN BALSAM CONDITIONER)

Instant protein conditioner for all hair types / USE: wash hair, towel dry and then apply the product. Gently massage into the hair concentrating on the tips. Rinse and style as usual.

- 176.5 OZ. (REF. 522G)
- 36 OZ. (REF. 522)
- 16.8 OZ. (REF. 404)
- 8.6 OZ. (REF. 401)

SACHET PROTEIN + BALSAM 0.36 OZ.
(REF. 522S - 5135)





EQUILIBRIUM SHAMPOO (BALANCING SHAMPOO)

Shampoo with pH neutral for the skin, ideal for all hair types. Effectively removes build-up of all kinds as well as technical treatment remains / USE: wet hair. Apply and massage gently to form a lather. Rinse thoroughly. Follow up by styling as usual.

- 187.7 OZ. (REF. 515G)
- 36.1 OZ. (REF. 515)
- 18 OZ. (REF. 416)
- 9.0 OZ. (REF. 420)

NUTRIENT SHAMPOO (SPECIFIC THINNING SHAMPOO)

A specific treatment shampoo with compounds designed to help combat hair loss. / USE: wet hair. Apply the shampoo and massage gently to form a lather. Rinse thoroughly and repeat the process, leaving to work for 5 minutes. Rinse with warm water then style as usual.

- 18 OZ. (REF. 414)
- 9.0 OZ. (REF. 422)

WHITE HAIR SHAMPOO (SHAMPOO FOR WHITE HAIR)

A specific treatment shampoo containing violet color to add color as well as washing. Removes yellowish tones from lightened or gray hair / USE: wet hair. Apply the amount of shampoo required to achieve the necessary cover and massage gently • Leave to work for 5 minutes. Rinse then style as usual.

- 16.8 OZ (REF. 7741)
- 8.4 OZ. (REF. 7742)



AVOCADO SHAMPOO ●●●

A daily use shampoo with an avocado oil base suitable for all hair types / USE: wet the hair. Apply and massage gently to form a lather. Rinse with warm water. Repeat. After massaging rinse off with plenty of warm water.

• 360 OZ. (REF. 567G)

AVOCADO BALSAM ●●●

A daily use conditioner with an avocado oil base suitable for all hair types / USE: wash and towel dry hair. Apply 0.34 OZ. of the conditioner evenly all over the hair. Gently massage or comb then rinse off.

• 345 OZ. (REF. 568G)

POMEGRANATE SHAMPOO ●●●

Shampoo for daily use. Suitable for all hair types / USE: wet the hair. Apply and lather gently into the hair. Rinse with warm water • Repeat. After massaging in, rinse with plenty of water. Proceed with styling as usual.

• 377.8 OZ. (REF. 571G)

• 36 OZ. (REF. 569)

• 7.2 OZ. (REF. 571)

POMEGRANATE BALSAM ●●●

A conditioner for frequent use after every wash. Suitable for all hair types / USE: wash hair and dry with a towel. Apply 0.34 OZ. of balsam and distribute evenly all over the hair. Massage or gently comb the hair. Rinse and proceed with styling as normal.

• 360 OZ. (REF. 570G)

• 7.2 OZ (REF. 570)

PURIFYING SHAMPOO

Deep down hair cleansing. Frees the hair from excessive build-up of both environmental and cosmetic origin. Restores purity, fluidity and volume / USE: apply 0.18 OZ. of shampoo and massage in gently with fingertips. Rinse • Repeat and leave on to work for 3 to 5 minutes and then rinse with warm water • For washing before chemical treatments apply once or twice, taking care to massage the hair but not the scalp. Rinse, and dry if necessary, then begin the desired technical procedure.

• 36.1 OZ. (REF. 829)

• 9.04 OZ. (REF. 820)

PURIFYING MASK

Mask which provides intensive care to dry and damaged hair, pulling it back in line and restoring it / USE: apply down hair's length and to tips after washing. Lather and then rinse with plenty of warm water.

• 6.92 OZ. (REF. 822)

DERMOCALM SHAMPOO

A shampoo which combines effective, gentle washing with relaxing agents to work on built-up scalp tension / USE: apply 0.18 OZ. of shampoo and massage in gently with fingertips. Rinse • Repeat and leave on to work for 3 to 5 minutes and then rinse with warm water.

• 36.1 OZ. (REF. 823)

• 9.04 OZ. (REF. 819)

DERMOCALM MASK

A mask perfect for hair and skin in need of profound nourishment and toning. Capable of correcting dehydration with a relaxing effect. / USE: apply after washing when hair is still damp and leave on to work for 3 to 5 minutes. Emulsify gently then rinse with plenty of warm water. It's possible to apply small amount without rinsing to especially sensitive hair and skin which need the dermocalm action and long-lasting protection.

• 6.92 OZ. (REF. 821)

PURIFYING BAGS

(REF. 6625)

EXPOSITOR

(REF. 5452)

CONDITIONERS

COMPARATIVE TABLE

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



SILK TOUCH



Repairs the hair on the inside and out. With regular use hair recovers its silky feel, elasticity and natural shine / USE: apply a small amount of the product and rub it between the palms of your hands. Massage into the hair and scalp.

- 5.07 OZ. (REF. 828)
- 2.36 OZ. (REF. 827)

SALERMVITAL



Hair vitalizing vial perfect for long and medium length hair care / USE: wash and towel dry hair. Apply the contents of one vial along the length of the hair, paying special attention to the tips. Do not rinse. Dry and style.

- 8 PACKS - OF 4 X 0.34 FL. OZ. VIALS (REF. 165EST)





VIALS





MEGA-CONDITIONER

A deep acting, hydrating, hair restructuring treatment for dry or damaged hair. With thermo-active action / USE: in a bowl mix the contents of one vial with 1 FL.OZ. of water. Stir with a tint brush to form a cream. Apply to clean, damp hair • Leave to work for five minutes then rinse off.

12 X 0.17 FL.OZ. VIAL PACK
(REF. 67)

MERCHANDISING

SYNERGY FLYER (REF: 1047) - SP
SYNERGY FLYER (REF: 1048) - USA



VEGETABLE PLACENTA RESTRUCTURER

Perfect for all hair types in need of an extra dose of nutrients to strengthen growth and help to prevent a cycle of hair loss / USE: apply the contents of one vial to clean, dry, or slightly damp hair and massage into the scalp to increase blood flow and so enhance the penetration of the product and its active ingredients. Do not rinse • The product should initially be applied once or twice a week and the period between applications increased once hair loss is reduced.

8 PACKS OF 4 X 0.44 FL. OZ. VIALS
(REF. 71EST)

CONDITIONERS COMPARATIVE TABLE

	BLOCKERA INTENS OILY HAIR	BLOCKERA SP DANDRUFF	BLOCKERA SCALP THERAPY INT. SERUM	HAIR REVITALIZER	VEGETABLE PLACENTA RESTIT.	SALERMVITAL	PLUS BIO ROSA	ESSENTIAL CONDITIONER OIL	BLOCKERA	KERA LSS	KERA PLUS	CONDITIONING LOTION	MEGA CONDITIONER	SILK PLUS	GRAY COVER	RED FIX	FOLLICULAR INHIBITOR
																	
WHEN TO APPLY	after washing	after washing	after washing	after washing	after washing	before drying	before drying	after washing	before, during or after processing	after washing	after washing	after washing	after washing	with color, lighteners or relaxer	with color	with color	after hair removal
WHERE TO APPLY	scalp	scalp	scalp	scalp	scalp	hair	hair	hair	hair	hair	hair	hair	hair	depends on the technical product	depends on the technical product	depends on the technical product	areas of skin treated
MASSAGE? MASSAGE TIME	NO	YES 5 minutes	YES 5 minutes	YES 3 minutes	YES 3 minutes	YES (the hair)	YES (the hair)	YES (the hair)	NO	YES (the hair)	YES (the hair)	YES (the hair)	YES (the hair) 5 minutes	NO	NO	NO	YES
LEAVE-ON TIME	-	-	-	-	-	-	-	5 minutes	depends on technical process	-	-	-	5 minutes	depends on color, lighteners or relaxer	depends on color	depends on color	-
RINSE	NO	NO	NO	NO	NO	NO	NO	YES	NO	NO	NO	NO	YES	YES*	YES*	YES*	NO
DOSE TREAT. LENGTH	1 x week 2 months	1 x week 2 months	1 x week 2 months	1/2 x week	1/2 x week	often as desired	often as desired	1/2 x week	depends on technical process	1 x wash	1 x wash	1 x wash	1 x wash	depends on color, lightener	depends on color	depends on color	1 x week
PERFECT FOR	intensive oily hair treatment	intensive dandruff treatment	intensive hair loss treatment	hair growth booster	hair growth booster	styling long hair	hairstyling	intensive elasticity booster	regulate hair porosity	straight styling	tool heat protection	repair weak & damaged hair	deep repair	color lighteners relaxers	color	color	hair removal
NEEDS/CAN WORK WITH OTHER PRODUCTS	blockera oily hair	blockera dandruff	blockera thickening	all shampoos	all shampoos	all shampoos	all shampoos	wheat germ mask	technical products	all shampoos	all shampoos	all shampoos	needs mixing with water	color lighteners relaxers	color	color	hair removal wax

* Mixed first with technical product



BIOKERA



Ceramide treatment which regenerates the hair before and after technical processes / USE: apply the contents of one vial to damp hair either before or after technical processes. Do not rinse.

8 PACKS OF 4 X 0.44 FL. OZ. VIALS
(REF. 73EST)



ESSENTIAL CONDITIONER OIL



A specific, intensive treatment for treated, porous, naturally dry, dull or brittle hair / USE: apply the contents of one vial to clean, damp hair and massage to ensure an even distribution • Leave to work for 3-5 minutes with additional heat • Rinse thoroughly.

8 PACKS OF 4 X 0.44 FL. OZ. VIALS
(REF. 90EST)



CONDITIONING LOTION



Restorative treatment for weak and treated hair. The combination of active nutrients gives hair vitality, shine and makes it easy to style. The internal repairing action of the silk proteins makes this treatment an effective way to recover the structure of sensitized hair. Without final rinse / USE: apply the contents of one vial to damp, shampooed hair. Massage in to evenly spread into hair. Detangle hair. Style as usual.

8 PACKS OF 4 X 0.44 FL. OZ. VIALS
(REF. 66)



PLIS BIO ROSA

A lotion in vial format designed to help with styling, making looks last longer. For static dos / USE: wash and towel dry hair. Apply to damp hair. Do not rinse. Follow up by styling as usual.

8 PACKS OF 4 X 0.44 FL. OZ. VIALS
(REF. 52EST)



KERA-LISS

A frequent use keratin vial for relaxed, sensitized or difficult to manage hair. Controls frizz and static electricity / USE: after washing the hair with Salerm Cosmetics protein shampoo, and with the hair still damp, apply the vial's contents to the mid-lengths and ends. Without rinsing blow dry or iron as normal.

8 PACKS OF 4 X 0.44 FL. OZ. VIALS
(REF. 62)



KERA-PLUS

For frequent use with heat-based straightening tools. Its high keratin content leaves hair more manageable and shinier. / USE: after washing with Salerm Cosmetics Hi-Repair shampoo, and with the hair still damp, apply the contents of the vial to the mid-lengths and ends. Then blow dry or iron as normal.

8 PACKS OF 4 X 0.44 FL. OZ. VIALS
(REF. 65)



HAIR REVITALIZER

Shock treatment for scalps suffering from hair loss problems / USE: apply to the scalp after washing and towel drying hair. Massage gently to stimulate blood flow. Do not rinse • In the case of severe hair loss the product may be applied daily.

8 PACKS OF 4 X 0.44 FL. OZ. VIALS
(REF. 282EST)

KIDS & CARE SHAMPOO ● ●

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. (REF. 3923)
- 9.1 OZ. ML (REF. 3922)



KIDS & CARE BI-PHASE SPRAY ● ● ●

Triple-action bi-phase spray. With 100% natural tea tree oil and dimethicones which protect children's hair from unwanted visitors. Heat, (hair dryers and Irons) and sun protection. Softness, hydration and shine without build-up. USE: spray onto hair and massage for even coverage. Leave-In. Proceed as usual.

- 6.6 OZ. - (REF. 3993)

KIDS & CARE LOTION ● ● ●

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. (REF. 3921)



• **KIDS & CARE
SHAMPOO – BI PHASE PACK**

• (REF: 3992)

• **KIDS & CARE SHAMPOO –
LOTION PACK**

• (REF: 3896)

MERCHANDISING

- SHAMPOO-LOTION DESKTOP POSTER (REF. 2459)
- SHAMPOO-BI-PHASE DESKTOP POSTER (REF. 2460)
- SHAMPOO-LOTION POSTER (REF. 2461)
- SHAMPOO-BI-PHASE POSTER (REF. 2462)
- SHAMPOO-LOTION FLYER (REF. 2463)
- SHAMPOO-BI-PHASE FLYER (REF. 2464)
- LUCRECIA POSTER (REF: 1177)







BE AU TY



VELVET HYDRA PRIMER

MATTE FINISH PRIMER

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

- 0.9 OZ. - (REF. PR01)

FULL CONCEALER

CONCEALER LIGHT / MEDIUM

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

- 0.25 OZ.- MEDIUM (REF. C01)
- 0.25 OZ. - LIGHT (REF. C02)

NATURAL FOUNDATION

MEDIUM COVERAGE FOUNDATION

10 / 20 / 30 / 40

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

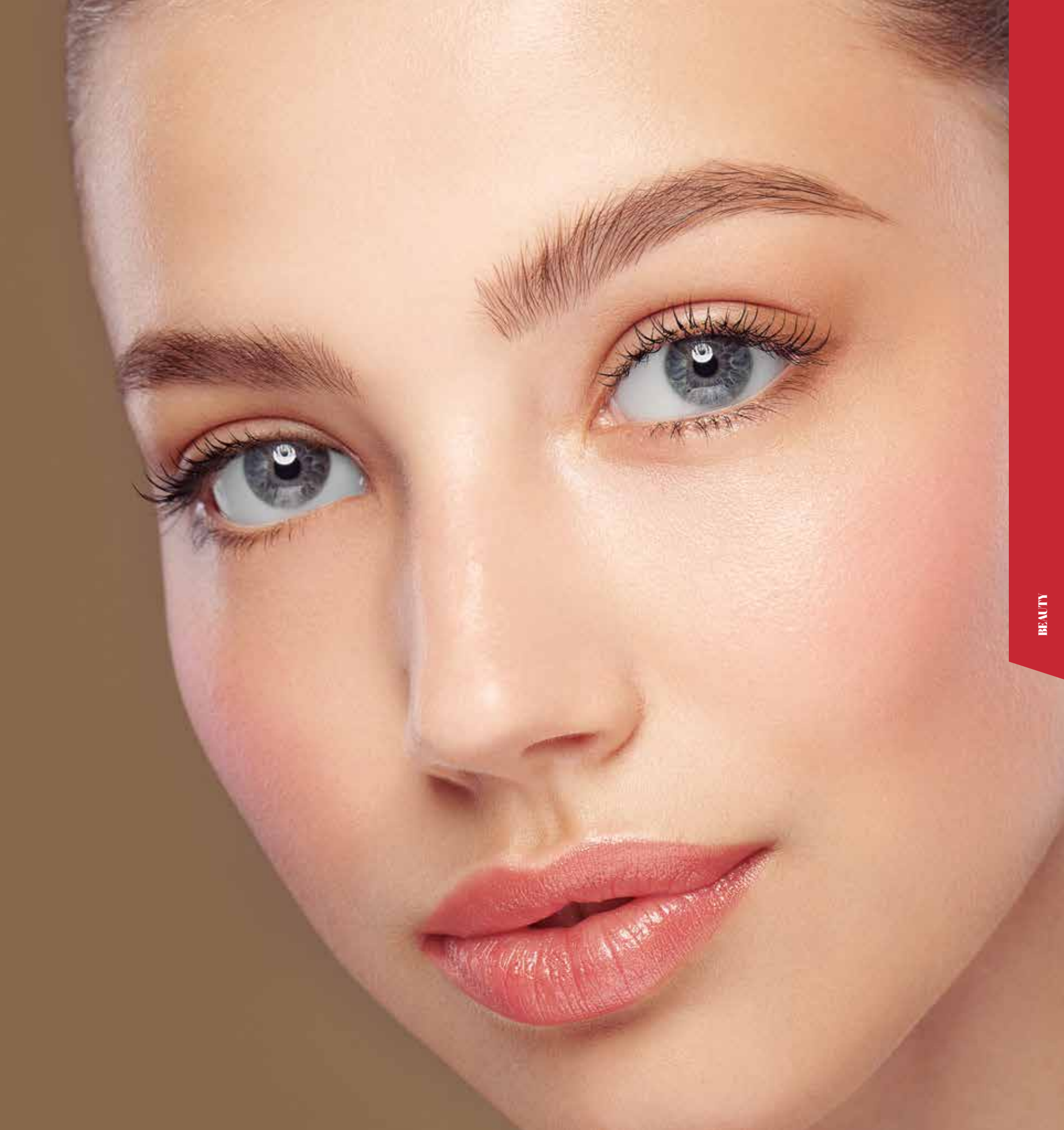
- 1.0 OZ. - 10 (REF. F10)
- 1.0 OZ. - 20 (REF. F20)
- 1.0 OZ. - 30 (REF. F30)
- 1.0 OZ. - 40 (REF. F40)



MERCHANDISING

* BEAUTY POSTER. (REF. 1092)

* DISPLAY. (REF. 2023)





NATURAL BLUSH

BLUSH



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

- 0.25 OZ SCARLET (REF. NB01)
- 0.25 OZ SWEET ROSE (REF. NB02)
- 0.25 OZ CHOCOLATE (REF. NB03)
- 0.25 OZ PASSION ROUGE (REF. NB04)

WOW BLUSH

GLOW BLUSH



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

- 0.28 OZ ROSE GOLD (REF. WB01)



VELVET MATTE POWDER

MATTIFYING POWDER



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

- 0.39 OZ. - TRANSLUCENT (REF. MAT01)







PERFECT MATTE

LONG LASTING MATTE LIQUID LIPSTICK:

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

PERFECT MATE

- 0.28 OZ. IMPERIAL PURPLE (REF. PM01)
- 0.28 OZ. LIVING CORAL ((REF. PM02)
- 0.28 OZ. ROSE BEIGE (REF. PM03)
- 0.28 OZ. CAMELLIA PINK (REF. PM04)
- 0.28 OZ. BURNT AMBER (REF. PM05)
- 0.28 OZ. FLAME RED (REF. PM06)
- 0.28 OZ. CHERRY WINE (REF. PM07)



MERCHANDISING

- LIPSTICK POSTER. (REF: 1089)



HIDRACOLORS

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.

HIDRACOLORS LONG LASTING

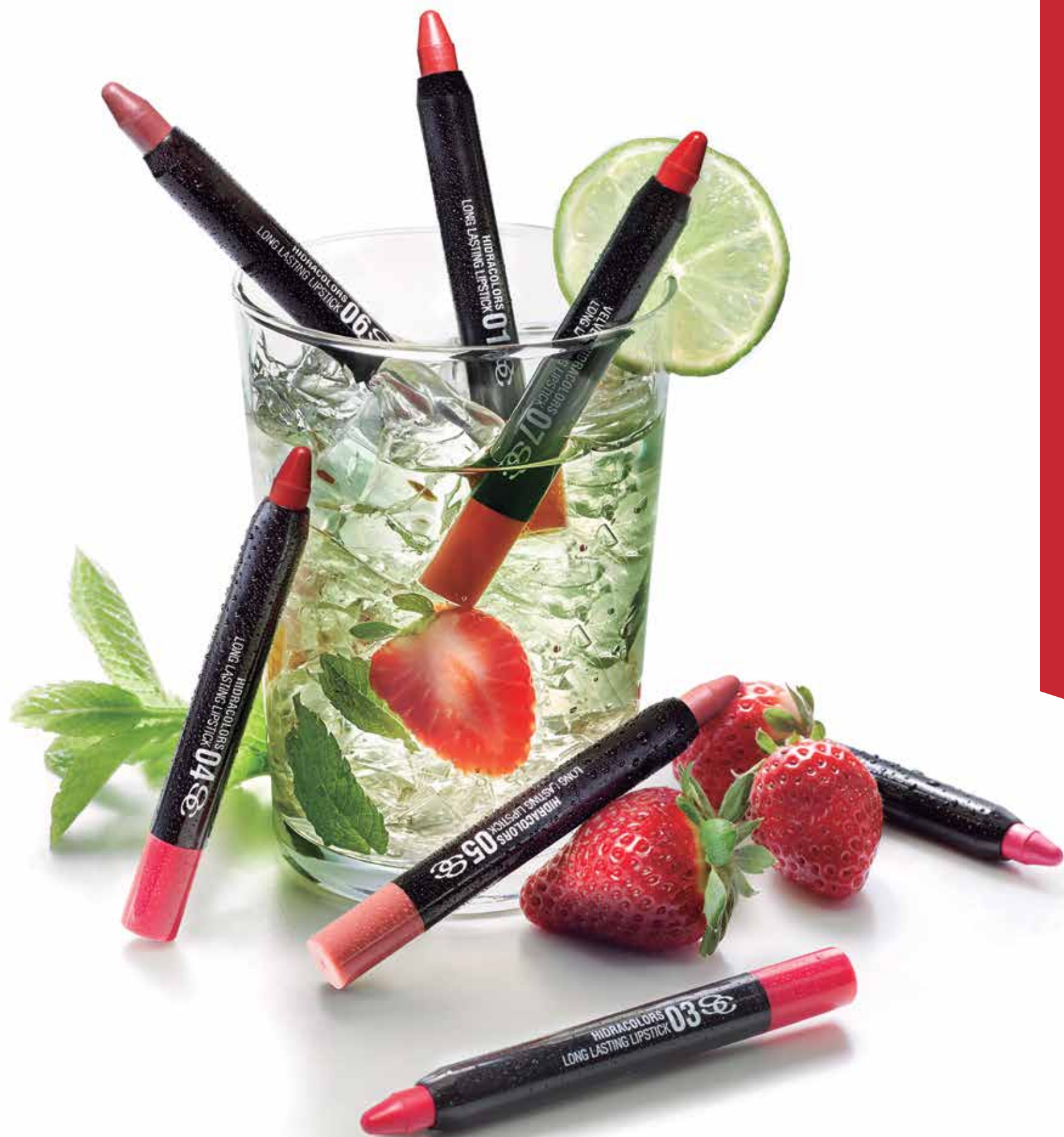
0.05 OZ. JUMBO TWIST IN INDIVID. BOX

- 01 GLOSSY CORAL (REF. LIP01)
- 03 SWEET STRAWBERRY (REF. LIP03)
- 04 TRUE RED (REF. LIP04)
- 05 NATURAL SKIN (REF. LIP05)

VELVET HIDRACOLORS LONG LASTING

0.05 OZ. JUMBO TWIST IN INDIVID. BOX

- 07 SOFT STRAWBERRY (REF. LIP07)
- 08 VELVET SKIN (REF. LIP08)
- 09 PINK FLAMINGO (REF. LIP09)
- 10 BURGUNDY (REF. LIP10)





MATIC PRECISION EYELINER

Definition, precision and comfort in one simple step.

0.022 OZ. TWIST IN INDIVIDUAL BOX

- 20 BLACK (REF: EYE20)
- 21 TURQUOISE (REF: EYE21)
- 22 BROWN (REF: EYE22)



COMFORT PURE COLOR

COLOR EYESHADOW

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

COMFORT PURE COLOR EYESHADOW

0.058 OZ. IN INDIVIDUAL BOX

- 30 MATTE BLACK (REF: SHA30)
- 31 LEAD GRAY (REF: SHA31)
- 32 SILVER BLUE (REF: SHA32)
- 33 PEARL WHITE (REF: SHA33)
- 34 PEARL BLUE (REF: SHA34)
- 35 LILAC BROWN (REF: SHA35)
- 36 PINK (REF: SHA36)
- 37 GREEN (REF: SHA37)
- 38 GOLD (REF: SHA38)
- 39 BROWN (REF: SHA39)



• EYE MAKEUP DISPLAY. (REF. 5444)



+ LASHES MULTIPLIER GROWTH EFFECT MASCARA ● ●

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

• (REF. MASK02)

MERCHANDISING

- EYES POSTER. (REF: 1088)
- CATALOGUE (REF: 1095)

ACCESSORIES

- MAKE UP BLENDER. (REF: MKBLEN)
- BRUSH CLEANER. (REF: BRCLE)
- BRUSH CUP (REF: BRCUP)
- MAKEUP CHAIR. (REF: 1085)
- FOUNDATION BRUSH. (REF: BR01)

ALL IN ONE LASHES WTP WATERPROOF MASCARA ● ●

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

• (REF. MASK03)

LASHES MULTIPLIER ● ●

Volume multiplying mascara.

• (REF. MASK01)



- CONCEALER BRUSH (REF: BR03)
- BLUSHER BRUSH (REF: BR05)
- POWDER BRUSH (REF: BR08)
- HIGHLIGHTER BRUSH (REF: BR10)
- DUAL BRUSH (REF: BR013)

- EYELINER BRUSH (REF: BR20)
- PRECISION EYESHADOW BRUSH (REF: BR24)
- EYESHADOW BLENDER BRUSH (REF: BR26)
- LIP BRUSH (REF: BR30)



PERFECT MATTE DISPLAY (REF. 2457)



MASCARA DISPLAY (REF. 2458)



FACE MAKEUP DISPLAY (REF. 2023)



HIDRACOLORS DISPLAY (REF. 5441)

NAIL POLISH

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 OZ. (REF. EP...)

FILLER

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 OZ. (REF. ET01)

HARDENER

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 OZ. (REF. ET04)

TOP COAT GEL EFFECT

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. (REF. ET03)

REPAIR

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 OZ. (REF. ET05)

QUICK DRY

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. (REF. ET02)

DRY DROPS

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.

- 0.5 OZ. (REF. 1003)

NAIL POLISH DISPLAY

- EMPTY (REF. 3301)

NAIL POLISH COLOR CHART

- 38 SHADES (REF. 2355)

NAIL POLISH CATALOGUE

- (REF. 6341)

FASHION POLISH DESKTOP POSTER

- (REF. 2356)

POLISH PACK

- 3 PIECES (REF. 1006)





MATTE TOP COAT ● ● ●

Protects polish to make it last longer. Matte finish. Transforms any shiny color into a matte one. Use: apply once polish is completely dry for impeccable results. Can be easily removed with nail polish remover.

• 0.5 FL. OZ. (REF: ET06)





HYDRA CALM ● ●

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. (REF. 1004)



SC MAKEUP REMOVER GEL ● ● ●

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 - (REF. 532)



NAIL POLISH REMOVER ● ● ●

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 (REF. 1093)
- 7.6 FL. OZ. WITHOUT ACETONE (REF. 1094)



HAND CREAM



Nourishing moisturizer for hands /
USE: apply a small dose and distribute
evenly paying special attention to the
more damaged areas.

- 2.6 OZ. (REF. 540)
- 1.0 OZ. (REF. 541)



LIP BALM



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.

- EXPOSITOR 24 UNID.
(REF: LB01)-





FOLLICULAR INHIBITOR

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 • 4 X 0.44 FL. OZ.
(REF. 2264)



ROLL-ON WAXING KIT

Cold wax hair removal system. Case with: • Applicator holder • Roll-on warmer • Roll-on wall support • Wax cartridge 4.05 and 5.06 ozs) (ref. EN 660) (ref. EN 661) • 1 large head (body) • 1 small head (facial) • 5 Spare rollers • Waxing paper 8.7 x 2.8 in. (ref. 757) • Waxing paper 9.1 x 1.8 in. (ref. 771) / 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.

CLEAN WAX KIT

- ROLL ON PACK 220V (REF. 222)
- ROLL ON PACK 110V (REF. 222-110V)
- ROLL BEAUTY BED PAPER (REF. 77021)
- WAX CARTRIDGE (REF. EN661)

WAXING PAPER

- 22 X 7 (REF. 757)



AFTERWAX MOUSSE

Relaxing, calming mousse for use after hair removal by laser or wax. Delays hair regrowth / USE: apply the mousse to the waxed area. Pay special attention to areas which appear to have suffered most due to the waxing process. Do not rinse.. No enjuagar.

- 9.8 OZ. (REF. 2245)

BLUE AND LOW MELTING POINT WAX

Hair removal wax / USE : Melt the wax until the desired temperature is reached . Apply evenly over the skin to be waxed.

- BLUE WAX 35.28 OZ. (REF. 534)
- LOW MELTING POINT WAX 35.28 OZ. (REF. 533)



MERCHAN



DISING



REF: 650N (BLACK)



REF: 231 (50 UNID.)



REF: VOSRE (SP/ENG)
REF: VOSRF (FR)



REF: 581



REF: VOSCLE (SP)
REF: VOSCLF (FR)
REF: VOSCLI (ENG)
REF: VOSCLIT (IT)
REF: VOSCLP (PT)
REF: VOSCLR (RU)

REF: TOALLANN



REF: TOALLABN

REF: 50



REF: 31



REF: V6033



REF: 4427



25mm REF: 294-BN 32mm REF: 293-BN 42mm REF: 292-BN 53mm REF: 291-BN 65mm REF: 290-BN REF: 296SS



REF: 187



REF: SAN



REF: 5324



REF: 5526

REF: 5848

REF: 5524



REF: 39



REF: 765S / 765SN Scissors 5"
REF: 765S / 759SN Scissors 5,5"
REF: 764S Scissors 6"
REF: 766S / 766SN Scissors 7"
REF: 763S Scissors thinning 5,5"
REF: 737 Aluminium Scissors 6" Thinning
REF: 738 Aluminium Scissors 6" Standard



REF: CARD
HOLDER



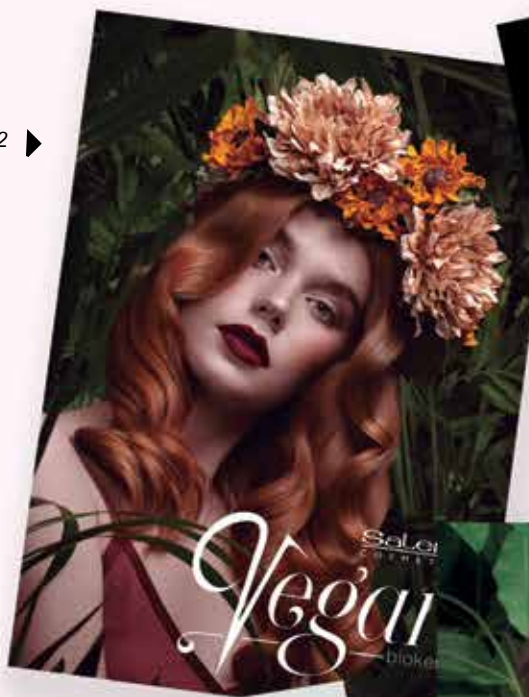
REF: 36



REF: 4121 (25 PCS.)

▲ COD: 5583

COD: 3552 ►



▲ COD: 3553

▲ COD: 1281



COD: 1300 ▲

COD: 1283 ►



▲ COD: 4477



REF: 1152



REF: 665PS - 55 CM
100% natural

REF: 1993 - 35 CM
40% SYNTHETIC
60% natural

REF: 1126



REF: V6031
red tray

REF: 578-R
HEAD
STAND

REF: 9S



REF: CKUT
REF: KUT



REF: 766
HEAD SUPPORT

REF: V4450



REF: 1097



REF 1008



REF: 232



REF: PEINADOR15



REF: 225



REF: 1086



REF: EN2039 bottle
EN2038 valve



REF: 97
REF: 98



REF: 224



REF: 199



REF: 38



REF: 1047



REF: 5782



REF: 37

REF: 1153



REF: 3384



REF: 3385



REF: 3383



REF: 5325
USB BOOK



REF: 5326
EDUCATIONAL VIDEOS



REF: 56



REF: VOIVE



REF: 3386 (CASE)



REF: 215-N



REF: 6061
(Poster sucker)



REF: 45



REF: DISPLAY
(COLORS)

- REF: V7400
- REF: V7401
- REF: V7402
- REF: V7403



REF: 3343
Glass Protector



REF: 41P

REF: 45P

REF: 42P



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ST. STEEL SQUARE BASE

V00002
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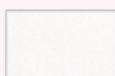
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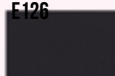
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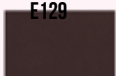
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E126



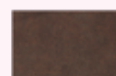
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SF01



SF02



E79



E81



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WOOD / GLASS
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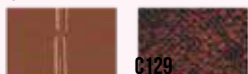
C100

CH NG



C126

CH ME



C129

CH CO



1MBTOC IBIZ
STYLING IBIZA 1S
WOOD / GLASS
80 X 200



V6258-B
WHITE DISPLAY
V6258
BLACK DISPLAY
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V3001-TRUF
TRUFA
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V2833
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V4370
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ESTRELLA BLANCO 220V

V2202ABL-C + V4114-BL

ESTRELLA CON BRAZO AEREO



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VAPORAL MEDUSA - 220V

V5113 + V6476

VAPORAL ION VAP - 220V
WITH STAND



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V4114BL (110V)

WALL ARM 2 - WHITE



V4113-PL (220V)

V4113PL (110V)

WALL ARM 2 - SILVER

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STAND

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V4112

STAND

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V6476

STAND

MEDUSA



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V1921 - 220V
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HOLDER ZEUS

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