

ESTĒREL®

Beauté Avancée

**Your hair is
on the stage!**



COMPANY PROFILE & MISSION

Mario Zunino & C. was established in 1961 with the mission of introducing a new skin & hair friendly concept for personal care. Blending Nature and Effectiveness, our Labs have been developing over so many decades a wide range of cosmetic treatments making the daily personal care to become a pledge of Beauty & Re-compense. Nowadays the brands **ESTEREL Beauté Avancée, Melos & Melodie** represent the ultimate update of a so long cosmetic engagement, especially minded for the most demanding customers worldwide. Effectiveness, Emotion, Pleasure are the main skills of each by our Labs released product for Face, Body, Hair & Scalp.



Our Facts:

- * Headquarter based in Torino (ITALY)
- * Plants based in Volpiano (Torino - ITALY): 2000 sqm
- * 3 own brands: ESTEREL Beauté Avancée – Melos – Melodie
- * Strategic partner for the development of full-service O.E.M./P.L. cosmetic projects
- * Retail & Professional cosmetic lines for Haircare, Skincare, Body, Sports
- * Own R&D Labs
- * More than 600 formulas in range
- * 21 actually covered countries worldwide
- * Efficiency & Safety Standards: UNI EN ISO 9001 (Quality), I4001 (Environment), 22716 (GMP)

Our 100% Italian Story (since 1961) is nowadays continued by the dedication of today's Management, descendant of the founder Mr. Mario Zunino and inspired by his innovative vision. Thanks to such ethical approach ESTEREL Beauté Avancée, Melos & Melodie are among the most exclusive and reliable Italian cosmetic lines (member of Cosmetica Italia Association); formulas are developed investigating in partnership with several Italian Universities. Natural ingredients and innovative concepts are wisely blended for creating new successful cosmetic stories every day.

TECH-ILLUMINA by Estérel

And the Oscar goes to your Hair!

SHAMPOO RIFLESSI DI LUCE bottles 200 ml – 6.7 fl oz / 500 ml – 16.9 fl oz

Delicate like a Cleansing Milk, this shampoo is dedicated for those women who know how important a strong and brilliant hair is.

Where the others offer aggressive foam, this shampoo gives a delicate cream, where the others play with chemicals, this shampoo amazes through its natural fragrance.

For a soothing cleansing with brilliance and silk effect, it is recommended for all kinds of hair, and definitely excellent on coloured and stressed hair.

We have blended the Brilliance of Silk, the Strengthness of Argan Oil and the Purity of Citric Acid for prizing your hair with the Oscar for Beauty.

HAIR MASK LUMINOSA VITALITÀ bottles 200 ml – 6.7 fl oz / 500 ml – 16.9 fl oz

The mask that renews the shaft structure bringing immediate softness and brilliance. It protects colour improving tone and intensity. It reinforces and restructures the hair with incredible results, also in case of fragile and stressed hair.

Pure Energy for your hair thanks to the Strengthness of Argan oil, Wasabi extract, Silk proteins that are effective in just only 3 minutes: the three minutes that change the story. Your hair will thank you for it!

HAIR SERUM SPLENDIDO VOLUME bottle 50 ml – 1.6 fl oz

Fortifying and brightening hair Serum for protecting and volumizing hair with immediate brilliance and silky softness. Power, Structure and Brilliance in concentrate drops.

A lovely Booster, that is specially recommended in case of thin, fragile, stressed hair.

The best End for your movie!



REPAIRE COMPLEX by Estérel [REC1 + REC2] – bottles 500 ml – 16.9 fl oz

The ultimate PLEX front, in two phases for completing dyeing, bleaching, perming, straightening restructuring treatments.

Repare Complex [REC 1 + REC2], specifically developed for restructuring the sulfure bounds with a prolonged action, protecting against heat aggressions (dyeing and perming mixture, hair dryer, iron). Nature created the answer, we have applied it to thricology:

- *Flax Extracts
- *Silk Proteins
- *Melanine
- *Wasabi
- *Mineral Salts

- *Pantenol, Alanine, Glycine
- *Aminoacids
- *Argán Oil
- *Ceramide A2
- *Hydrolized Keratin

Results are evident and surprising also for those professionals who believed they had seen everything already.

Fast and easy:



TABLE 1 Dye [base or strands]	
Dye/ Bleach	Repare-Complex [•REC]1
up to 50 g	2 ml [1 push]
50 g - 100 g	4 ml [2 pushes]
over 100 g	8 ml [4 pushes]

Table 2 Bleach [for highlights or equivalent]		
Bleach	dilution ratio	Repare-Complex [•REC]1
up to 50 g	1:2	2 ml
	1:1,5	[1 push]
50 g - 100 g	1:2	4 ml
	1:1,5	[2 pushes]
over 100 g	1:2	8 ml
	1:1,5	[4 pushes]

OTHER SERVICES

Tabella 3 Perming	
Perm Liquid	Repare-Complex [•rec]1
30-50 ml	4 ml [2 pushes]
50-90 ml	8 ml [4 pushes]
1. ADD TO THE PERMING LIQUID THE CORRECT AMOUNT OF Repare-Complex [•Rec]1 AS LISTED ABOVE AND PROCEED AS USUAL. 2. AFTER RINSING THE PERMING LIQUID, APPLY THE NEUTRALIZER; OVERLAY Repare-Complex [•Rec]1 MIXED WITH WATER AS REPORTED IN TABLE 4 AND LEAVE ON. 3. AFTER THE POSE, REMOVE THE CURLERS AND RINSE THOROUGHLY. IT IS NOT STRICTLY NECESSARY TO USE repare-complex [•rec]2 .	
Straightening Execute the Straightening service as usual. When the neutralizer phase is completed, execute REPAIRE-COMPLEX TREATMENT as listed in the Table 4 until the line #2; then, proceed with drying.	

Table 4 repare-complex [for fragiles and damaged hair]	
Water	Repare-Complex [•rec]1
25 ml	4 ml [2 pushes]
50 ml	8 ml [4 pushes]
1. DISTRIBUTE THE BLEND ON DRY HAIR WITH OUR SPECIAL 120 ml DISPENSER. LEAVE ON FOR 10 MINUTES. 2. Overlay Repare-Complex [•Rec]2 and leave on for ten minutes; then, rinse with care. 3. Execute riflessi di luce tech-illumina shampoo. 4. Apply luminosa vitalità tech-illumina Mask; leave on, then rinse and proceed with drying.	





LOTION PHYTO MINERALISANTE [10 ampoules x 10 ml – 0.3 fl oz each]

The special drink for your hair

To use it or not to use it? Your decision makes the difference!

The application of Lotion Phyto Mineralisante after washing your hair has an immediate and amazing effect.

It restores the correct hydration levels, making hair strong and brilliant and.... it looks terrific!

Lotion Phyto Mineralisante is the best partner for a perfect hairdressing and for preparing hair before chemical treatments, just like dying, bleaching or perming.

The elegant box contains 10 glass ampoules and confirms the top quality standards of the Salon.



HAIR FRAGRANCE FLOWER STYLING [bottle 50 ml – 1.6 fl oz]

Pure charme on hair.

The emotional blend enriched with mineral salts, it prevents static electricity on hair with a lovely conditioning power.

Deep and light for your hair like a song for your soul.



ARGÁN ELIXIR [bottle 100 ml – 3.3 fl. oz.]

Absolute Beauty!

Highly performing oil, for a special care of your hair. Its special formula bases on a very light and silky molecule. The first Argan based Oil that can be used both on wet and dry hair, always with perfect beauty results.

A really silky and brilliant look with a fascinating and seducing fragrance.



MELOS

Curls into the foreground

The Biological Perming Liquid in elegant monodose bottles, not containing Thioglycolates and Thyolactates at all, for an absolutely natural curling in perfect harmony with the hair structure.

Melos is the first and most exclusive biological perm for professional use without Thioglycolic Acid. Melos is based on cysteamine, curling agent of natural origin, derived from cystine, the most relevant component of hair keratin.

It allows to modify the keratinic hair structure preventing any damage on its natural elements.

Moreover, the biological active principle makes possible the optimal reconstruction of sulfure bounds with the result of an excellent hair structure.

Three different versions are available:

MELOS N for all natural latin hair;

MELOS S for all coloured and thin hair

MELOS US for all stressed and very thin hair

Melos fully respects the natural hair balance. Thanks to its peculiar properties hair becomes naturally curly preserving the needed levels of mineral salts and oil elements, essential for beauty and wellness of hair. The wonderful curl and its natural elasticity last during a long time along with brilliance and power.

Sales Unit:

12 bottles x 90 ml/ 3 fl. oz. - perm liquid + 12 bottles x 110 ml/ 3.7 fl. oz. - neutralizer.

A special mention is due to the Melos Neutralizer too, because it is able to perform a complete restoring of sulfure bounds. Sodium Bromate, used instead of peroxyde water, it ensures an excellent technical result, as it does neither bleach nor alter the base colour of hair.



MELODIE RED STYLE CONDITIONING WATER [bottle 100 ml – 3.3 fl. oz.]

Simply perfect.

The mineralizing water that immediately improves the health and beauty of hair.

Very skilled for helping haircut and hairdressing, it doesn't need to be rinsed off.

Elastic and sooth hair thanks to the special oil elements synergy.



HAIR STRAIGHTENING KIT with CEREALS

Play it again...

The first cold-active straightening treatment that is highly effective and does not produce any smoke, with lower costs and timing.

The Kit includes two jars:

ACTION 1: Straightening & Restructuring Cream

It contains:

- * Cysteamine hydrochloride: biological active principle obtained from Cysteine that modifies the hair keratin structure acting on the sulfure bounds.
- * Cereals Proteins with properties similar to the ones of Keratin reinforcing and re-structuring hair shafts.

ACTION 2: Neutralizing & Restructuring Mask

It contains:

- *Sodium Bromate: the biological active principle that allows to perform a complete neutralizing phase with a double quantity of reconstructed sulfure bounds. used instead of peroxyde water, it ensures an excellent technical result, as it does neither bleach nor alter the base colour of hair.
- * Cereals Proteins with properties similar to the ones of Keratin reinforcing and re-structuring hair shafts.

Sales Unit:

1 Jar 1000 ml/ 35 oz. ACTION 1 + 1 Jar 1000 ml/ 35 oz. ACTION 2



VIGUEUR PHYTO 5-ALFA

May the Force be with you!

HAIRLOSS

Mario Zunino & C. Labs have researched and developed the correct answer. The solution is available in the best Estérel Haircare Salons and Centres.

WHAT'S HAPPENING TO MY HAIR?

5-Alpha-Reductase is the name of the enzyme which transforms testosterone into dihydrotestosterone. Dihydrotestosterone is the biologically active metabolite stimulating the cell reproduction, inducing an acceleration of the life-phase (Anagen) of the hair bulb, causing at the same time its premature ageing. As visible consequence we notice an hair-volume reduction and the premature loss of hair. Due to such unnatural situation, the androgenic alopecia can affect men and women. Moreover, the dihydrotestosterone excess can cause dandruff and sebum-excess asphyxiating the hair bulb.

WHAT CAN HELP ME?

VIGUEUR PHYTO 5-ALFA is the name of the Estérel range using a patented vegetal synergy that effectively treats the action of enzyme 5-Alpha Reductase, mixing powerful components as Apigenin (Lemon Flavonoid) and Oleanoic Acid (from olive leaf).

[Clinical investigations testify that the active synergy strongly increases the vital phase of the follicle which can be compared with the one obtained by an oral Finasteride treatment]

Facts:

- it prevents hair-loss, while it treats the typical evolution of androgenic alopecia;
- it stops the hair volume decrease;
- it increases the hair diameter;
- it normalizes the activity of sebaceous glands.

MASQUE DETOX PRO-CAPILLAIRE [Tube 220 ml / 7.4 fl. oz.]

You are the music in my head

The Detoxing Mask for scalp with a deep energizing and tonifying action. Thanks to its blend of natural oils (Lavandula Angustifolia, Eucalyptus, Cinnamon, Lemon, Ylang Ylang, Salvia Officinalis natural extract, Oleanoic Acid, Apigenine, Sericine and Wheat Proteins), it prevents and stops the unaesthetic effects of hairloss with an effective re-balancing and purifying action on scalp in case of seborrhea (oily hair and scalp). Its regular use contributes to obtain a stronger hair.



Shampoo **ÉNERGISANT PRO-CAPILLAIRE** [bottles 1000 ml / 35 fl. oz. – 260 ml / 9 fl. oz.]
The champion among the shampoos!

It is the specific shampoo for preventing hair-loss and treating seborrhea.
Thanks to its special surfactant containing lipoproteins it normalizes the sebaceous secretion and combats effectively the action of enzyme 5 Alpha Reductase, the most important cause for the excessive hair-loss. It makes hair-structure stronger ensuring silkiness and shine to the hair.

A winning formula containing:

- * LIPOAMINOACIDS of COCONUT OIL and WHEAT BRAN: highly tender and effective substances that ensure a perfect cleansing of scalp and hair without modifying the hydrolipidic film.
- * FAGUS SILVATICA (Beech) EXTRACT: stimulates the metabolic activity and cellular reproduction of hair bulb making hair-growth stronger.
- * SERENOA SERULATA-EXTRACT (dwarf palm of South America): a very useful active principle developing an effective action to inhibit the 5-Alpha-Reductase, the enzyme which transforms Testosterone into Dihydrotestosterone.

It is an effective local filter against the connection between Dihydrotestosterone and the androgen receptor, developing also a positive soothing action.

LOTION ACTION PRO-CAPILLAIRE [10 ampoules x 10 ml / 0.3 fl. oz. each]

When the going gets tough...

Action Pro-Capillaire is the most advanced Lotion for preventing and treating hair loss. Hair-bulb receives normalizing and reinforcing substances. With its high concentrated natural ingredients and including a special patented vegetal synergy it treats effectively the action of enzyme 5 Alpha Reductase, whose abnormal activity causes the excessive hair loss.

A powerful mix of nourishing substances stimulating hair growth and improving stability. The regular use of LOTION ACTION PROCAPILLAIRE makes hair stronger and resistant improving its volume.



Lotion **VITAL + ANTI-AGE** [5 ampoules x 10 ml / 0.3 fl. oz. each]

Pure Energy for Scalp!

Is the hair Lotion stimulating hair re-growth improving the longevity and vitality of hair follicle. It is a real anti-oxidative cocktail for hair and scalp that reduces and controls ageing and oxidative stress due to pollution. After completing the first treatment cycle (1 box = 10 applications), hair will appear younger, stronger and more resistant. The use of Lotion Vital + Anti-Age also helps in delaying the onset of white hair.



PURIFIANTE PELLICULES

Dandruff Good-bye!

Estérel ranges include the right products for delicately and definitively overcoming the “dandruff issue” too. Simple steps and easy approach bring the ultimate solution.

Shampoo **PHYTO ACTION PURIFIANTE +** bottles 260 ml (9 fl oz) and 1000 ml (33.8 fl oz)
The innovative dandruff shampoo with a revolutionary formula based on selected active principles normalizing the cellular turnover and the scalp health, effectively treating dandruff for long lasting benefits. Formulated to reduce the scalp peeling, it is perfect in case of dry or oily dandruff, leaving hair soft, bright and easy to comb hair.

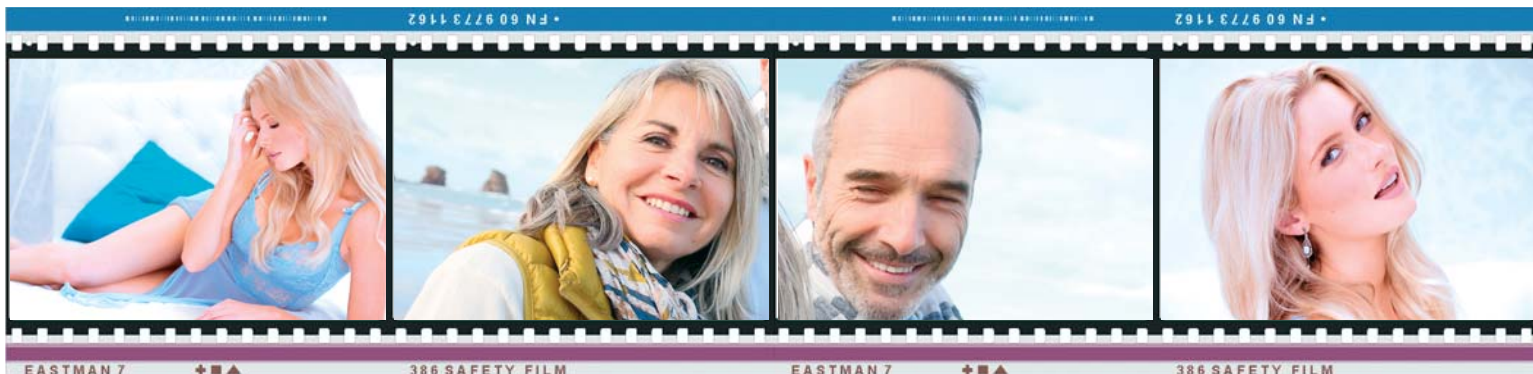
Hair Mask AP HYDRA PURE bottle 200 ml (6.8 fl oz)

Purifying professional mask for the effective treatment of dry scalp in presence of itches, dandruff and flakes. It is active against dandruff with visible results since the first application. Hair gets brilliant and strong thanks to the osmotic-moisturizing action with a pleasant freshness sensation.



I ♥ ESTĒREL®

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