

Amazon Series[®]



*No
parabens,
sulfates,
or
formaldehydes.*



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ABOUT US

The Kabani family first made its foray in the hair & beauty industry in 2007. Beauty Essentials is a brain child of Ayaz Kabani. Our Success Mantra has always been “Teach & Sell” and we have always been a solution-driven company.

VISION

We stand for Prime Professional Beauty Essentials that help people Experience, Express & Emerge.

MISSION

We want to become the biggest house of premium, exclusive beauty care branded experiences for professionals.

MILESTONES

2008 Launched the world’s first hair retexturizing system in India.

2009 Footlogix – the world’s first and only pediceutical foot care line

2010 Kerafusion – India’s first FDA approved Keratin treatment

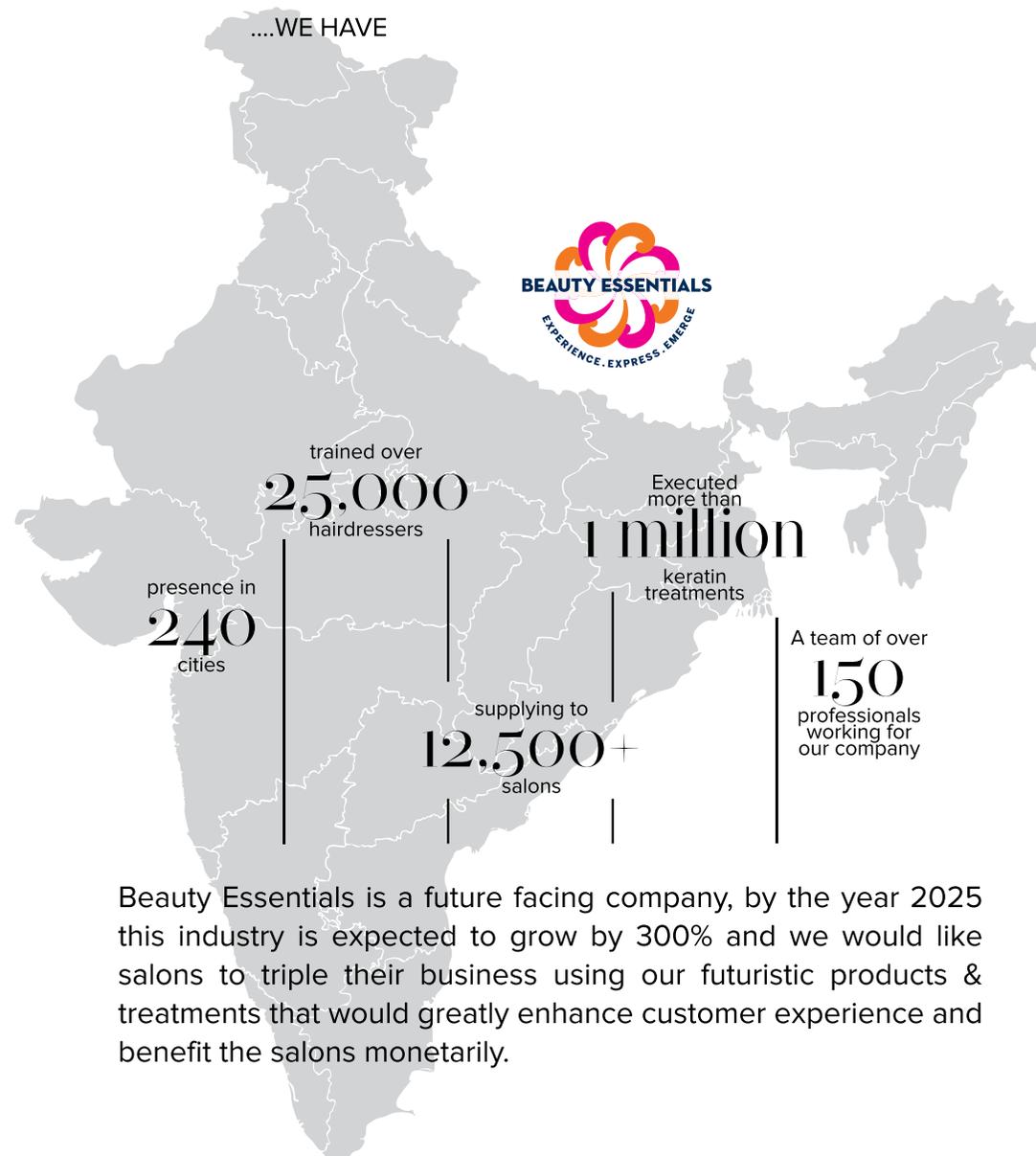
2011 Cysteine – India’s first formaldehyde free curl softening treatment

2015 Indian School of Hairdressing – a school dedicated to the craft of hairdressing.

2017 QOD Max Prime S Fiber Treatment - which mimics the result of a conventional keratin treatment.

2019 - ZAP, All Time Keratin Treatment & D'ORO, 24K Gold Luxury Moisturizing System

CURRENTLY



Beauty Essentials is a future facing company, by the year 2025 this industry is expected to grow by 300% and we would like salons to triple their business using our futuristic products & treatments that would greatly enhance customer experience and benefit the salons monetarily.



Açaí Styling & Finishing Series

Açaí berries are extremely rich in antioxidants that are essential to the health and beauty of hair. This little purple berry has the best combination of minerals and amino acids that helps strengthen the hair. Rich in Protein, Vitamins A, B1, E and C, omega-6 and omega-9 fatty acids, fibers and enzymes. This world's most exotic berry heals and softens the most damaged and unruly hair.

The health benefits of natural vegetation are widely unknown, and the Amazon Series is challenging the world to learn more about them. These amazing fruits and plants that contain antioxidants, vitamins and intense moisturizing capabilities have the capacity to eliminate free radicals and restore balance all while maintaining the integrity of being completely natural.

RECOMMENDED FOR
ALL HAIR TYPES

AÇAÍ OIL HAIR TREATMENT

This revolutionary formula of powerful Açai extracts and rich antioxidants has the ability to restore and renew even the most porous hair. Split ends are a thing of the past, and damaged hair is given a healthy, elegant texture. This lightweight oil is a must for luxurious results. Experience the unmatched value of Açai Oil, the Amazon Rain Forest's golden oil.

Usage

Apply to wet or dry hair to tame frizz and repair ends.



KERAÇAÍ RESTORATIVE LEAVE-IN TREATMENT

KerAçaí combines a high percentage of pure Keratin and Açai berry extracts with antioxidants that infuse deeply into the cuticle of your hair. With the amazing benefits of Keratin and Açai berries paired with the convenience of a leave-in treatment, KerAçaí instantly improves the health and life of your hair! KerAçaí restores the lipids in your hair, protecting it from humidity and free radicals.

Usage

Add KerAçaí treatment to your daily hair styling routine, and gain smoother, shinier, healthier, and more manageable hair instantly or apply to damp hair and style with heat





AÇAÍ MIST KERATIN STRENGTHENING SPRAY

Açaí Mist is a heat activated styling spray packed with benefits. It is infused with a UV protectant and shine enhancing Siliqua Seed for beautiful shine and luster. Açai Mist also contains powerful Açai berry extracts packed with antioxidants, pure Keratin proteins that add to this spray's amazing restructuring capabilities, and Silk protein fibers that increase strength and shine impact. When misted onto dry hair before adding heat, it strengthens and protects hair.

Usage

For everyday use, spray on dry hair or before heat styling.

Jojoba Moisturizing Series

Jojoba is a light and non-greasy emollient- it fills in cracks that are on the surface of the hair cuticle, therefore helping to repair hair damaged by heat styling. The antibacterial properties in jojoba soothe the scalp and can be used to treat dry scalp conditions such as dandruff. Jojoba penetrates the hair follicle strengthening and hydrating hair from the inside producing shine, elasticity and softness.



RECOMMENDED FOR
NORMAL, VIRGIN HAIR, DAILY USE



JOJOBA MOISTURIZING KERATIN SHAMPOO

This moisturizing shampoo gently cleanses hair and scalp while depositing essential vitamins, minerals and omega 3 acids that strengthen the hair from the inside out. Essential oils and vitamins provide intense moisture and shine giving you frizz free, luster, sheen and elasticity making hair beautiful to look at and soft to the touch.

Usage

Work into a rich luxurious lather and massage through hair. Rinse and apply Jojoba Daily Moisturizing Keratin Masque

JOJOBA DAILY MOISTURIZING KERATIN MASQUE

This moisturizing daily masque repairs dry, dull, brittle, frizzy hair instantly providing manageability, softness and miraculous shine. Packed with concentrated essential oils, vitamins, minerals and omega 3 & 6 acids.

Usage

Apply after shampooing the hair with the Jojoba Moisturizing Keratin Shampoo and let the masque soak for 3-5 minutes, then rinse thoroughly. Finally a treatment that delivers miraculous results!



Murumuru Anti-Frizz Series

MuruMuru butter plant contains valuable lipids that help to restore hair's natural lipid barriers and protect from damage. Oleic and Linoleic acids in the MuruMuru plant allow for a rich lather, while emollients deliver a natural vibrant glossiness that quickly eliminates frizz and repairs split ends with ease.

RECOMMENDED FOR
FINE TO NORMAL HAIR



MURUMURU ANTI-FRIZZ KERATIN SHAMPOO

This shampoo combines pure Keratin with MuruMuru Butter for an extremely rich and luxurious spa shampoo. A dose of healthy antioxidants from the Acai Berry combined with intense moisturizing capabilities in the MuruMuru plant provide a complete healthy overhaul of hair's texture.

Usage

Work into a rich luxurious lather and massage through hair. Rinse and apply MuruMuru Anti-Frizz Keratin Conditioner.

MURUMURU ANTI-FRIZZ KERATIN CONDITIONER

This conditioner restores moisture and health to skin and hair with MuruMuru Butter, an extremely effective and all natural ingredient. Combined with the Acai Berry, it delivers luxurious results.

Usage

Apply to hair after shampooing the hair with the MuruMuru Anti-Frizz Keratin Shampoo and comb through. Rinse and towel dry.



MURUMURU ANTI-FRIZZ KERATIN CONDITIONER

This conditioner restores moisture and health to skin and hair with MuruMuru Butter, an extremely effective and all natural ingredient. Combined with the Acai Berry, it delivers luxurious results.

Usage

Apply to hair after shampooing the hair with the MuruMuru Anti-Frizz Keratin Shampoo and comb through. Rinse and towel dry.



MURUMURU HAIR & HAND OIL

MuruMuru Hair & Hand Oil transforms hair and hands with each rich, ultra-nourishing drop. For Hair: Smoothens and defines curls & waves while adding dazzling shine and control to split ends. For Hands: Delivers instant nourishment to tired hands. Softens dry cuticles on fingers.

Usage

For Hair: Use on wet or dry hair for moisture & a sleek style. Use sparingly.

For Hands: Dispense a small amount into hands, emulsify & massage into the cuticles.



MURUMURU ANTI-FRIZZ SMOOTHING MASQUE

This utilizes the amazing moisturizing and healing capabilities of the MuruMuru plant in order to restore hair's lipid barrier and protect against heat and styling damage. The masque's lightweight formula leaves hair irresistibly soft without weighing it down. Pamper your hair with this enriching, intense-moisturizing masque. Packed with vitamins and minerals, it restores hair to a healthier more luxurious state.

Usage

After shampooing, towel-dry the hair. Saturate hair completely and let sit on hair for 10 to 12 minutes. Rinse thoroughly, style as desired. For best results, start with MuruMuru Anti-Frizz Shampoo.



Tucuma Color Preservation Series

Tucuma Fruit Butter is rich in lauric, myristic, oleic and amino acids, and has excellent emollient and hair softening properties. High in vitamin A,B & C the antioxidant properties in this exotic Amazonian butter formula hydrates dry, over stressed, thirsty hair while shielding the suns damaging UV rays and bringing the hair back to its natural state.



RECOMMENDED FOR
CHEMICALLY TREATED HAIR



TUCUMA COLOR PRESERVATION SHAMPOO

The Tucuma Color Preservation Shampoo combines all the benefits of Tucuma butter along with our advanced color preservation technology to infuse moisture and protection to dry, chemically stressed hair. Our anti-fade technology provides intense protection against the suns damaging UV rays while keeping hair vibrant and soft. High in vitamin A, the antioxidant properties in this exotic Amazonian butter formula helps to keep the hair soft, smooth and nourished.

Usage

Apply shampoo to wet hair and massage into a thick luxurious lather. Rinse and follow with Tucuma Color Preservation Conditioner.

TUCUMA COLOR PRESERVATION CONDITIONER

The Tucuma Color Preservation Conditioner combines all the benefits of Tucuma butter along with our advanced color preservation technology to infuse moisture and protection to dry, chemically stressed hair. The natural acids and vitamins found in the Tucuma butter along with our anti fade technology infuse our conditioner with protection and intense hydration. High in vitamin A, the antioxidant properties in this exotic Amazonian butter formula helps to keep the hair soft, smooth and nourished.

Usage

After rinsing Tucuma Color preservation Shampoo, squeeze excess water from hair. Apply a generous amount of conditioner to damp hair and comb through. Rinse and towel dry.



TUCUMA COLOR PRESERVATION TREATMENT

The Tucuma Color Preservation Treatment naturally protects hair color from the sun's damaging UV rays. Our advanced anti-fade technology leaves color treated hair soft and vibrant. High in vitamin A, the antioxidant properties in this exotic Amazonian butter formula helps to keep the hair soft, smooth and nourished. Tucuma Butter is ideal as an intense treatment to pamper dry, overstressed, chemically treated hair.

Usage

After shampooing, towel-dry hair. Saturate hair completely and let sit on hair for 10 to 12 minutes. Rinse thoroughly, style as desired. For best result, start with Tucuma Color Preservation Shampoo.



Amazon Series Cocktails

Calming Color Shot

Açaí Oil + Any Color Formulation

Add a shot of Açaí Oil to any color formulation to soothe the scalp and prevent irritation.

Double Up Repairing Therapy Combo

MuruMuru Oil + MuruMuru Anti-Frizz Smoothing Masque

Add a bit of MuruMuru Oil to the Masque and emulsify together in hands before applying to double the smoothing power and maximize healthy results.

Cutting Spray

KerAçaí + Water

KerAçaí can be mixed with water in a spray bottle and incorporated into a cutting service as a restoring and restructuring cutting spray.

Shine Boosting Protein Shot

Açaí Oil + KerAçaí Restorative Leave-In Treatment

Add a few drops of Açaí Oil to a bit of KerAçaí in order to boost the shine impact while providing an intense repairing protein treatment.

Extreme Therapy Duo

Açaí Oil + Tucuma Color Preservation Treatment

This extreme therapy duo is most effective on dry, coarse hair textures. Emulsify together and apply heat for maximum moisture deposit. After 15 minutes rinse with cold water to lock in moisture.

OUR SUPPORT

TECHNICAL

On purchase of Amazon Series, an in salon training will be lined up with our expert trainers for your salon & stylists. All our trainers are professionals trained by our education arm INDIAN SCHOOL OF HAIRDRESSING and have a minimum 5 years of experience.



SALES SUPPORT

Our sales executives will visit you regularly to service your salon and take valuable feedback from you. They would also offer you innovative purchase schemes that will help maximise your business and profits.



BRANDING*

We believe that without the right branding, a customer service and experience is incomplete. Brochures & Accessories, which will help your stylist perform the service, will be provided to you. You can choose from our international portfolio of branding, which will aide you in not only uplifting the salons' image but also impress your consumers.

MARKETING*

Our marketing expert team will help you create and celebrate special keratin days.

* Purchase value driven