



D'Oro

24K Gold



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Key Features

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- Anti-aging
- Prolongs the life of your color
- UV protection
- Eliminates toxins
- Anti-microbial



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

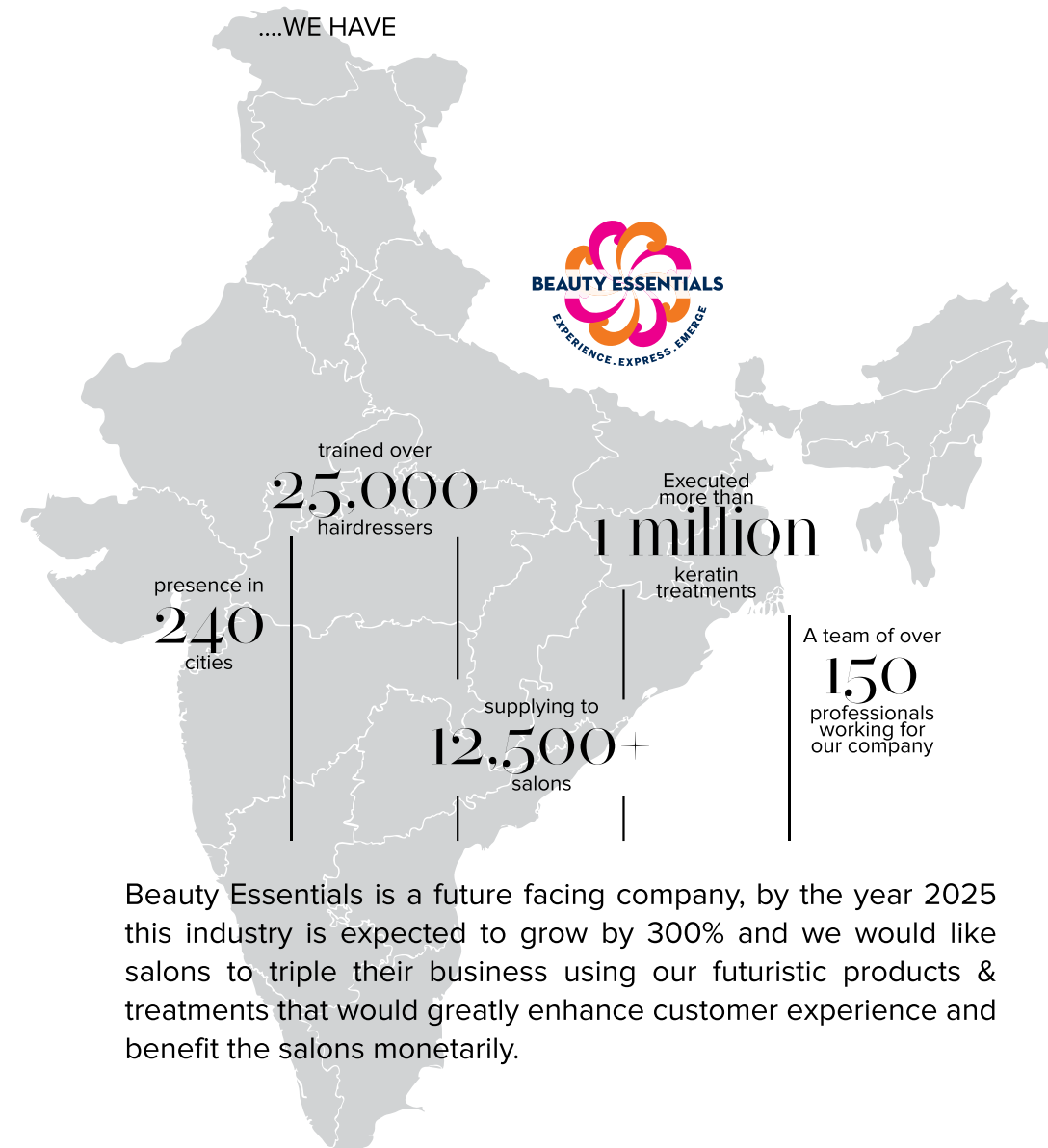
2015 Indian School of Hairdressing – a school dedicated to the craft of hairdressing.

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

....WE HAVE



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.



Key ingredients

24 KARAT GOLD BHASMA

24Karat Pure Gold penetrates the scalp, speeds up cellular processes and activates regeneration.

HYDROLYZED WHEAT PROTEIN

This excellent form on non-animal protein thickens, adds volume, shine and manageability while repairing damaged hair.

ASCORBIC ACID

Ascorbic Acid is an essential antioxidant required for collagen production & tissue repair.

WHY D'Oro 24k gold Age Defying

In the ancient world gold dust was used by the pharaohs in beauty regiments to defy time. Naturally gold protects hair and skin from aging by slowing down the depletion of collagen and increasing elasticity. The use of gold is also essential in the renewal of cells and increasing blood circulation on the scalp. D'Oro is infused with Gold

Bhasma. Gold Bhasma is a purification process where gold is crushed into a fine powder. This powder brings about powerful benefits while providing that liquid gold appearance in our products. Because our products are gold infused, none of the D'Oro products will ever alter your blondes, highlights and bleached clients.



D'Oro Shampoo

Experience the secrets of the pharaohs with D'Oro 24k Age defying keratin shampoo.

Gently cleanse while restoring lost proteins to strengthen damaged hair. Our special blend of holistic oils nourishes hair and restores shine. Gold dust regenerates the scalp, protects color and instantly gives you the hair you've always dreamed of.

D'ORO CONDITIONER

By using D'Oro 24k daily moisture infusing keratin conditioner dry/ damaged hair is a thing of the past.

Oils and minerals bring the hair back to a soft and luminous state. Gold dust keeps hair from aging by slowing down the depletion of collagen and increasing elasticity. Our secret blend of ingredients reverses damage and keeps hair young, strong and beautiful.



D'ORO MASQUE

D'Oro 24K Age Defying Masque is the elixir of the Gods.

This hair ritual uses essential oils derived from healing plants to return life and vitality to limp lifeless hair. A precious cocktail of comprehensive protein deeply nourish, renew and restore hair instantly. Dare to experience the ultimate in luxury hair care.

D'ORO HOLISTIC HAIR OIL

This amazing oil is composed of incredible holistic oils and vitamins.

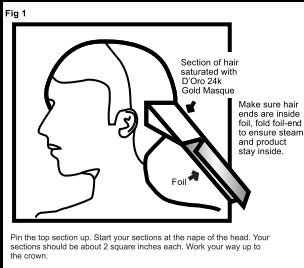
Not only will this oil provide incredible shine and hair repair benefits but it also helps to fight fungal infections, repairs and prevents split end, promote hair growth, strengthens the scalp, prevents hair loss all while improving the texture of the hair and the overall health of the scalp.





24K GOLD KINTSUGI HAIR THERAPY

1. Do a thorough client consultation to check the scalp for any cuts, sores or abrasions before continuing the treatment.
2. Begin by washing the hair with **D'ORO 24 K GOLD SHAMPOO** upto 2 times.



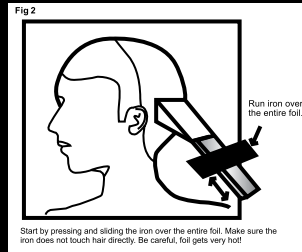
3. Towel dry the scalp & hair to remove the excess water.

4. Divide the hair into 4 sections and begin application of **D'ORO 24 K GOLD MASQUE** mixed with **QOD FIBER COMPLEX #1** (for extra strengthening) in the ratio of 1:10. i.e. in 30 ML of **D'ORO 24 K GOLD MASQUE** mix 3 ML of **QOD FIBER COMPLEX #1**; from the nape area working your way up using brush to apply the product using 1" sections. Emulsify the product ensuring each

strand of the hair is saturated with the treatment.

5. Keep foils cut and ready, folded in three vertical parts. Take sections and wrap the foil around them, as if creating packages. Take about 2 inch square sections, starting at the nape of the head and work your way up. Do not place the foil too close to scalp or steam emitted during thermal activation could later burn it. See Fig 1.

6. **PRESS & SLIDE TECHNIQUE:** Take each folded foil and run the JRL iron over it for thermal activation from mid shaft to ends. Make sure the JRL iron does not touch the hair directly. Press the entire foil and then slide the iron back and forth. See Fig 2. Be careful. The foils heat up so you may want to use a plastic clip to hold them.



7. Once you have finished pressing each folded foil, wait for approx 20 minutes to cool the hair to room temperature.

8. Rinse the product well with lukewarm running water to ensure all the product residue has been removed thoroughly.

9. Finish the treatment using **ACAI OIL**. Dry and style as desired.

10. Recommend the **D'ORO 24 K GOLD SHAMPOO** and **D'ORO 24 K GOLD MASQUE** as home care.

OUR SUPPORT

TECHNICAL

On purchase of D'oro, an in Salon training will be lined up with our expert trainers for your salon & stylists. All our trainers are professional hairdressers and have min 5 years of experience of the same.



SALES SUPPORT

Our sales executives will visit you continuously 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 expert team will help you create and celebrate special D'Oro 24K days

* Purchase value driven