

ESTEL  
PROFESSIONAL

PRIMA  
BLONDE



*Source of light, pleasure, and inspiration*

*Her specialty is always being  
at the center of life, of events, of attention.  
To always strike straight at the heart...  
She is prima. Prima Blonde.*

*She dreams... she strives... she achieves!  
She strides towards her goal with grace  
and self-assurance. If anyone dares stand  
in her way, she simply draws them to her side.  
**She is a source of light that radiates  
confidence...***

*Her footfalls are like enchanting  
music. Her fluttering eyelashes whisper  
well-kept secrets. She fixes her hair  
and awakens sheer ecstasy.  
**She is a source of delight  
for those who gaze upon her...***

*She guards a treasure  
trove of beauty, steeped in profound meaning,  
a message of femininity, wisdom, elegance,  
sophistication, and a sprinkle of mischief. She may  
generously share her bounty... but only with the  
worthy. **She is a source of inspiration!***

*Prima Blonde*

SHE INSPIRES... SHE SEDUCES





*ESTEL PRIMA BLONDE is a collection for women it's hard to look away from. Jewelry, clothing, interior design, even perfume flasks — everything and anything that women surround themselves with tells a tale of their inner world.*

*The ESTEL PRIMA BLONDE Collection is designed with flowing lines, gentle floral shades, and patterns that resemble glimmering starlight. Among all these stars, one is in the centre, immediately catching the eye. It symbolizes the prima. The woman of exception beauty. The PRIMA BLONDE design is meant to remind its wearer that she is special.*

*Being a prima means drawing stunned gazes, showers of attention, and crowds of admirers. This power to command attention will be even more evident with ESTEL PRIMA BLONDE! These precious shades and hair care products will help your hair become truly magnificent, bathing it in amazing color and natural softness.*

*ESTEL PRIMA BLONDE is a Collection of professional hair cosmetics tailored especially for women who prefer blond shades. Whether these shades are warm or cool is up to you! ESTEL supports your choice, and the new ESTEL PRIMA BLONDE Collection assures that it is incontestable.*



# COLOR AS BASIC INSTINCT

**ESTEL PRIMA BLONDE**  
Hair Color



*Hair color has never been so lightweight! ESTEL PRIMA BLONDE is a true innovation in hair coloring\*. The featherweight foam is quick and easy to apply, adding a mesmerizing color and shine to your hair in a matter of moments.*

*ESTEL PRIMA BLONDE transforms your hair with astounding ease, giving results that surpass all expectations!*

*The product palette includes five exquisite shades. PRIMA BLONDE: your key to unlocking the alluring and inspiring magic of blond shades!*

\*Among ESTEL hair colors

# LET EVERY DAY BE SUNNY

## ESTEL PRIMA BLONDE Gloss Shampoo for Light Hair

*Perfect for daily use*



*The gloss shampoo gently cleanses the hair, bringing out the true beauty of light hair shades. Is your hair natural or dyed? The gloss shampoo makes the difference between the two almost non-existent: regardless of whether your hair is dyed blond or not, it will now radiate a healthy, sunny glow!*

*The panthenol- and keratin-based Natural Pearl system perfectly pampers your hair, repairing its structure instantly and creating a beautiful soft texture.*

*Keratin makes hair look healthy and well-groomed, adding a saturated gloss. Panthenol repairs and moisturizes.*

## ESTEL PRIMA BLONDE Gloss Balm for Light Hair

*Perfect for daily use*



*The product formula contains active components that repair and strengthen light hair's structure.*

*The hair is left smooth, manageable, and silky.*

*After the Gloss Balm, combing is so much fun. And gloss and softness increase many times over!*

*Sodium PCA stabilizes the color and moisturizes the hair. Niacinamide helps strengthen the hair.*





# THE ULTIMATE COMFORT FOR YOUR ULTIMATE BEAUTY

## **ESTEL PRIMA BLONDE Comforting Mask for Light Hair**

*Use 1-2 times a week*



*Instant nourishment, intense moisturizing effect, and the most important thing of all: protection from the environment! This mask will keep your hair comfortable for a long time.*

*The formulation contains the Pearl Comfort complex, which will help repair the hair structure and ensure a radiant gloss, softness, and a flawless look.*

*The amino functional siloxane polymer provides hair repair. Sodium PCA stabilizes the color and moisturizes the hair.*

**ESTEL PRIMA BLONDE**  
**Two-Phase Spray**  
**for Light Hair**



*The spray actively nourishes and moisturizes dry and fragile light hair. The formulation is based on the Pearl Comfort complex with wheat proteins.*

*Without making the hair heavy, the spray efficiently rebuilds its structure, boosts it with natural strength, and adds volume and shine over the entire length.*

*Provides additional heat protection during styling.*

*Wheat proteins provide hair repair. Phenyl Trimethicone ensures gloss. Polyquaternium creates volume.*

**ESTEL PRIMA BLONDE**  
**Care Oil**  
**for Light Hair**

*Perfect for daily use*



*A harmony of precious oils in the formula ensures inimitable hair repair. Healthy natural components nourish and moisturize like no other, leaving the hair smooth, silky, and enchantingly glossy.*

*The care oil does not make the hair heavy, provides heat protection during styling, and pampers your hair for a long time.*

*Inca nut and camellia oils repair and moisturize the hair. Vitamin E protects and strengthens the hair.*





# WHEN SILVER IS BETTER THAN GOLD

**ESTEL PRIMA BLONDE**  
**Silvery Shampoo**  
**for Cool Blond Shades**



*The Silvery Shampoo is made for gently cleansing the hair and adding a noble silver shade.*

*Forget about yellow undertones! Enjoy the vibrant and enticing cool color! The formulation is based on the Natural Pearl system, which contains panthenol and keratin; these components help repair hair structure and ensure softness and gloss.*

*Violet pigments neutralize yellow shades. Keratin makes hair look healthy and well-groomed, adding a saturated gloss. Panthenol repairs and moisturizes.*

**ESTEL PRIMA BLONDE**  
**Silvery Balm**  
**for Cool Blond Shades**



*The Silvery Balm provides delicate hair care and adds the coveted cool shade.*

*The balm will help you forget about the unwanted yellow shade once and for all, as it highlights the gloss of your favorite color, in addition to making your hair soft and manageable.*

*Thanks to the Silvery Balm, your hair will flow like a stream, mesmerizing with its shine!*

*Violet pigments neutralize yellow shades. Pantolactone moisturizes the hair.*



**ESTEL PRIMA BLONDE**  
**Silvery Mask**  
**for Cool Blond Shades**

*Use 1-2 times a week*



*The ESTEL Silvery Mask provides the ultimate care and hair conditioning for a flawless Arctic blond.*

*High concentrations of healthy components repair damaged hair structure, and nourish, moisturize, and strengthen hair along the full length.*

*Hair is left silky, resilient, and bathed in a silver glow!*

*Violet pigments neutralize yellow shades. The amino functional siloxane polymer provides hair repair. Lanolin softens and strengthens hair.*



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