

ESTEL
PROFESSIONAL


Your favorite secret

Move to the rhythm of the city

With the best partner



DeLuxe

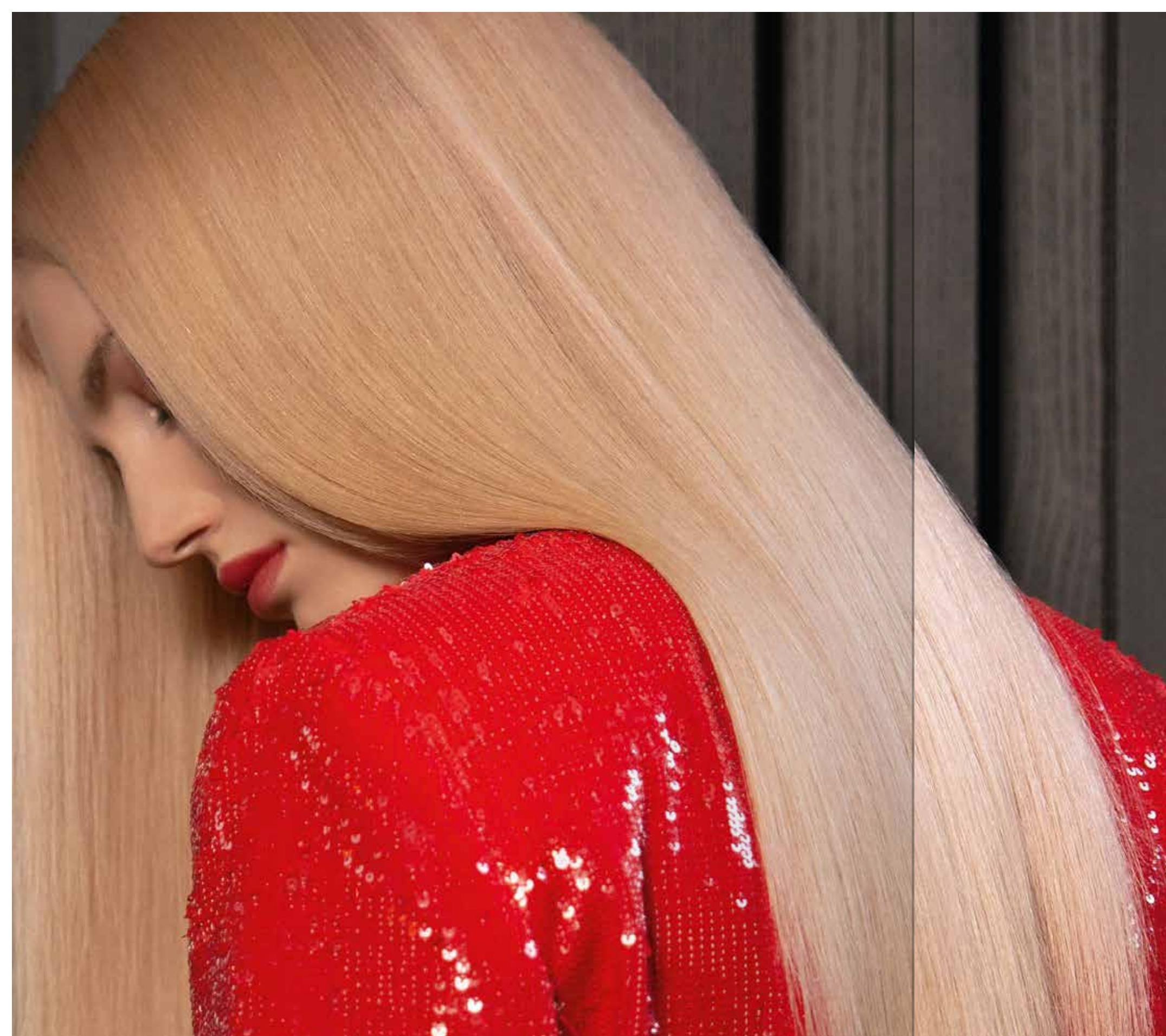


Building a career,
mesmerizing, always getting her way.
A modern woman gets what she wants in life.
Nothing is impossible for her. Healthy egoism and sweet
hedonism fill her blood, helping her live a rich life.

A life full of color.

Egoism. Hedonism. Color.

ESTEL
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Evokes ambitions. Immerses in emotions. Excites non-stop.

DeLuxe





The success formula:

Always go beyond limits

The new DE LUXE is “dressed” in the latest fashion and is ready to indulge your desires. Even the secret ones. Remarkable and reliable. Functional and fascinating. High-performance and high-impact. Everything is possible, and every road leads to the top.

ESTEL DE LUXE is color care with an unchallenged reputation.

Because it is new, modern, based on the principle that perfection knows no limits.



DeLuxe

Manifest DeLuxe

Self-confidence. Passion. Beauty.



DeLuxe



Yes it can...

Charge your hair with a powerful dose of color. Use any of 320 offered shades. While you can create EVEN MORE impact by mixing signature cocktails using various shades.

Become your legal doping, helping you meet new challenges.

Deeply revitalize your hair with avocado and macadamia oils, olive extract and panthenol.

Put you in the spotlight even when the public isn't ready. The important thing is that you are.

Give your hair a blinding, brilliant gloss. Let the others be dazzled.

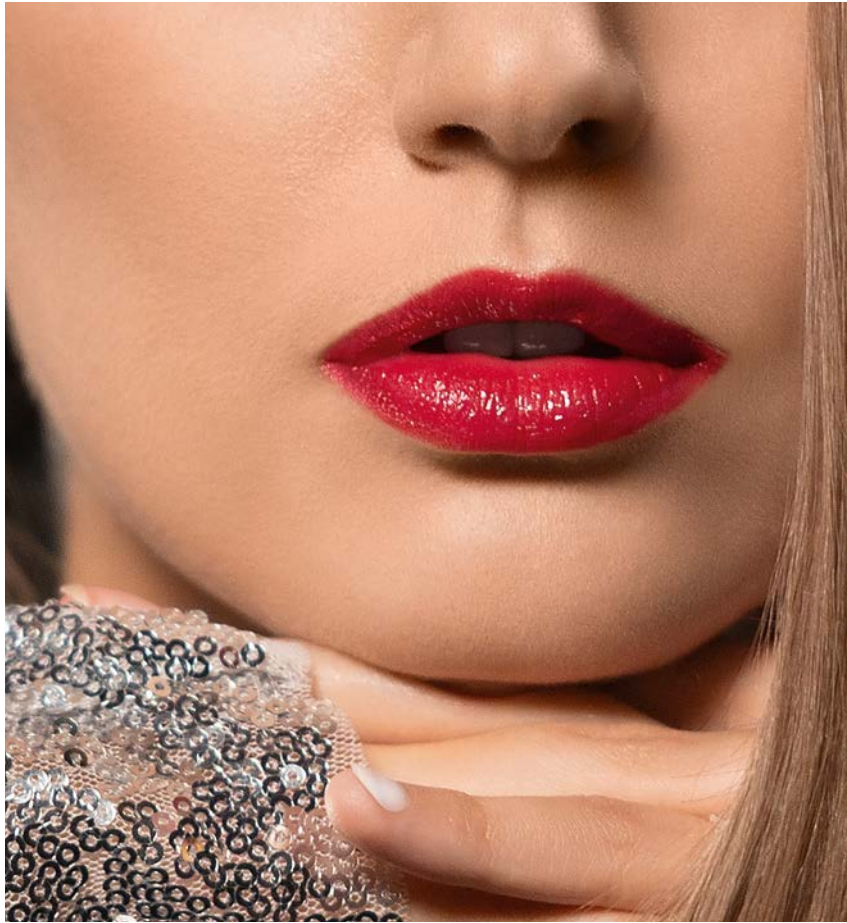
Give yourself the sense of superiority.

Diamonds are not
precious stones.

Your hair becomes diamonds,
as soon as you apply DE LUXE.

You have to see this!
During coloring, DE LUXE covers your hair with
shimmering pigment, as if dusting it with diamonds.





Your life rules are to shine
and overshadow.



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You know your value.
It is at its highest.



ESTEL
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For those who aim high



DeLuxe

Anything you can think of.
And much more.



One-of-a-kind personality

Discover the functional beauty of DE LUXE
basic palette.

166 shades for creating
modern looks.

The synergy of panthenol
and avocado and macadamia
oils ensures fast penetration
of pigments into the hair and
powerful conditioning.

Depth and resistance
of color.

Soft hair texture.

Elegant, dramatic gloss along
the entire length.

DE LUXE

КРАСКА-УХОД ДЛЯ ВОЛОС



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The opposite of ordinary

Additional opportunities provided by the main DE LUXE product line. Unique brightness molecule, color flashes and so much more.

DE LUXE EXTRA RED

6 shades for intense coloring in red and copper hues.

The Red5 molecule deeply penetrates into the hair structure, increasing resistance and intensity of color.

+30% to the shade brightness.

DE LUXE HIGH FLASH

6 shades for color highlighting.

Create unique looks without pre-lightening.

Bright color flashes.

DE LUXE HIGH BLOND

12 shades to lighten hair without pre-bleaching.

Lightening by 4 shades + adding a color nuance.

Gentle lightening for improved softness and shine.

DE LUXE PASTEL

7 unique shades for gentle pastel coloring.

Perfect for shading, coloring strands and creating soft color nuances.





DeLuxe
SILVER



DE LUXE SILVER

Anti-Age Color system for those who want to get rid of grey hair.

DeLuxe
Silver



Say goodbye to grey hair.
Long live the color!

Converting silver
to gold.



DeLuxe
Silver

DE LUXE SILVER Color Cream

gives your hair a new,
happy life.
Grey-free.

71 shades for fashionable coloring
with 100% coverage for grey hair.

Easy to apply, reliable, and stable.

The Anti-Age Color system
provides ideal grey coverage and
deep color that stays true.

Macadamia oil, avocado oil and
panthenol nourish and strengthen
hair, providing it with softness,
suppleness and gloss.

Admirable hair shine.





There are people who fill the room with light

And there is a color that helps them shine

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The essence of perfection

For those used to paying attention
to details, being second-to-none
and going beyond expectations.

DeLuxe

Ensures flawless, deep, long-lasting color.
Synergy of natural oils and panthenol helps
effectively condition hair during coloring.

Gives hair silky feel and shine.

Includes product lines for bright red coloring,
lightening, color highlighting, pastel coloring
and creating unique color looks.

Easily applies to the hair due to its soft,
supple and airy texture.

DeLuxe Silver

Provides 100% grey hair coverage.

Colors any type of grey hair.

Provides long-lasting color and a lively gloss.

Synergy of natural oils and panthenol helps
effectively condition hair during coloring.

Light and supple texture for faster application
and perfect product distribution.



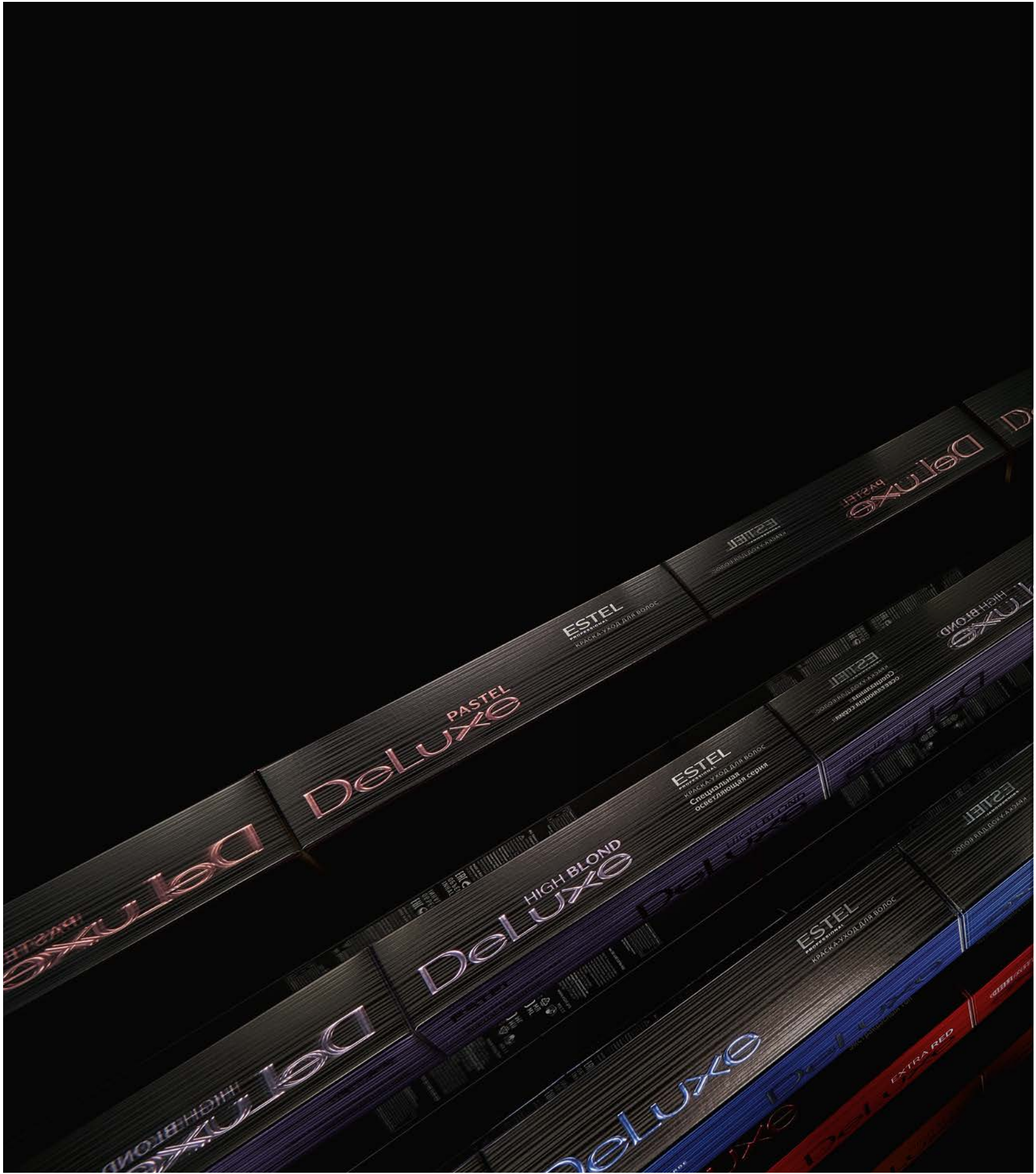
ESTEL
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Wishing. Aspiring. Achieving.



Your desires are the set
of rules the world lives by.
Your color shapes a new reality.



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Deluxe
PASTEL
КРАСКА-УХОД ДЛЯ ВОЛОС

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Deluxe
КРАСКА-УХОД ДЛЯ ВОЛОС
Специальная осветляющая серия

ESTEL
PROFESSIONAL
Deluxe
HIGH BLOND
КРАСКА-УХОД ДЛЯ ВОЛОС

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Deluxe
КРАСКА-УХОД ДЛЯ ВОЛОС

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Deluxe
EXTRA RED
КРАСКА-УХОД ДЛЯ ВОЛОС