

ESTEL
PROFESSIONAL

OBLAKA

oxygen hair
repair



BREATHING
OF
HAIR



IMAGINATION BOOST



INSPIRED BY THE SKY,
INFUSED WITH OXYGEN,
DESIGNED TO DEEPLY
TRANSFORM HAIR

ESTEL OBLAKA

In our childhood, when we look at the clouds, we imagine different shapes. The sky is inspiring, carrying the idea of constant change: golden dawn, scarlet sunset, life-giving rain, shimmering rainbow, extreme clarity and clouds changing their shapes....

Sometimes, all you have to do to get a boost of imagination is to pause and look up. To see the sky change. To breathe in. To feel that we can do more than we previously thought: we can invent our own clouds with the power of transformation.

AND SO WE DID.



YOUR PERSONAL OXYGEN SUPPLY

FROM
GENERATION TO
GENERATION

The procedure "Oxygen Reconstruction" became possible thanks to the developments of Soviet scientists-chemists in the 1970s. They discovered perfluorinated carbons capable of delivering oxygen to the deep layers of the skin and hair.

NATURE AND
SCIENCE HAVE
COME TOGETHER
TO PROVIDE THE
BEST POSSIBLE
RESULTS
AND GIVE YOUR
HAIR ITS LIFE-
GIVING POWER.
WE CALL IT
"OXYGEN
RECONSTRUCTION"

A source of energy for all internal processes. An invaluable resource for cells. What allows us to think, feel and act. Oxygen.

You've probably noticed what happens to your body after spending a few hours outdoors. Your strength returns, your complexion improves, your eyes sparkle, and harmony in the soul. Our hair feels the same way when it's saturated with O₂ molecules.

Once inside the hair structure, oxygen restores disulfide bonds which are responsible for the strength, density, elasticity, smoothness, shine and other characteristics of healthy hair.

OBLAKA





SIMPLE
MIRACLES
ARE THE
MOST
IMPORTANT

CLEAN AIR.
SHINING EYES.
WARM TOUCHES.
FLYING CLOUDS.
FRIENDLY
ENCOUNTERS.
BEAUTIFUL HAIR.

What will you continue this sequence with?
What simple miracles are happening in your life? What
is important for you personally?



Navigation
on oxygen hair
reconstruction

CLOUDY ATLAS



A BREATH OF FRESH AIR FOR YOUR HAIR

- "ESTEL OBLAKA" SALON SERVICE
- Oxygen shampoo for hair and scalp
 - Treatment activator
 - Treatment balm

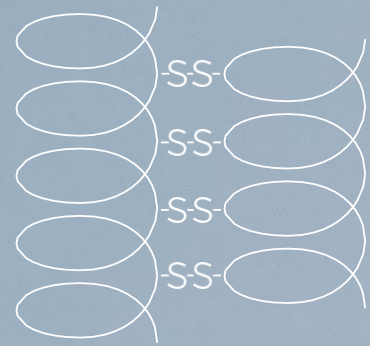


TOTAL IMMERSION INTO CLOUDS



- "ESTEL OBLAKA" LINE FOR HOME USE
- Oxygen shampoo for hair
 - Oxygen balm for hair
 - Oxygen hair foam
 - Shower gel "Oxygen cocktail"

Everything you need to know about disulfide bonds



IMPORTANT TO REMEMBER:

- Disulfide bonds are one of the most important bonds in the hair structure. They are the strongest, but they are also exposed to negative influences and breakage.
- Breaking disulfide bonds causes dryness, brittleness, dullness and sectioning. Color treated hair loses color faster.
- Disulfide bonds do not self-repair.

AND IT'S ALSO IMPORTANT TO REMEMBER THAT A PROBLEM IS NO LONGER A PROBLEM WHEN IT HAS A SOLUTION..

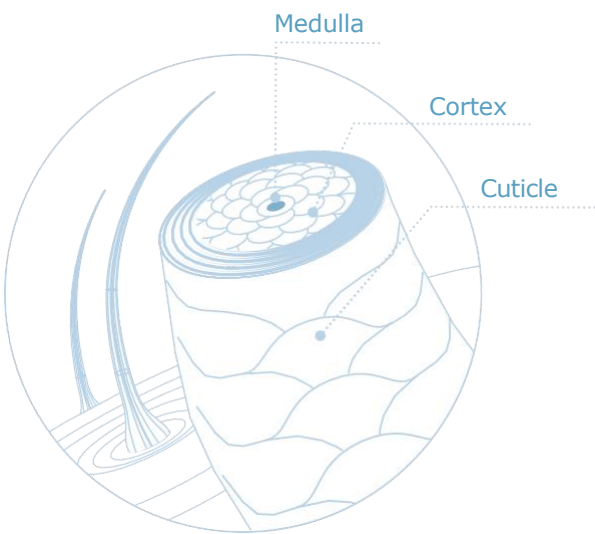
By delivering oxygen to the hair structure, ESTEL OBLAKA products restore disulfide bonds within the cortex.

Oxygen hair reconstruction "ESTEL OBLAKA" returns the strength, density, smoothness and power that nature originally intended.

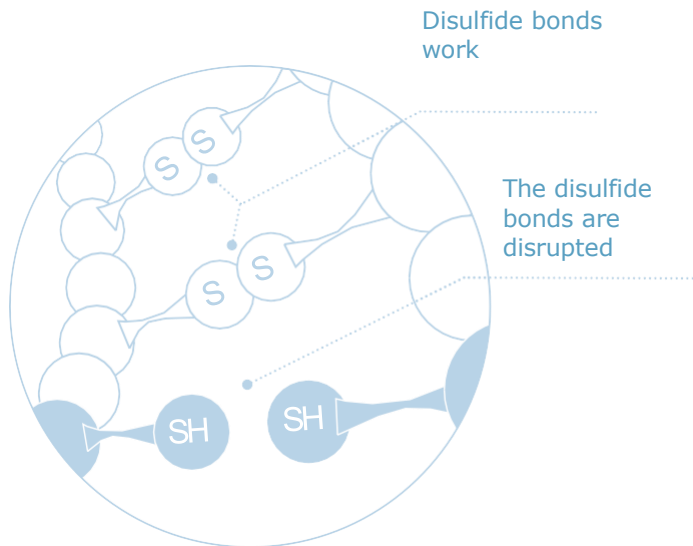
The result is hair you want to admire, that you want to touch, that you want to be proud of.

CRYSTAL CLARITY

CLOUDS UNDER THE MICROSCOPE

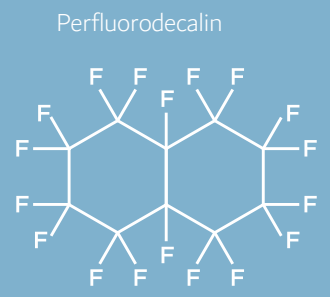


Cuticle - the outer layer.
 Medulla - the central part of the shaft.
 Cortex - the main substance of the hair.

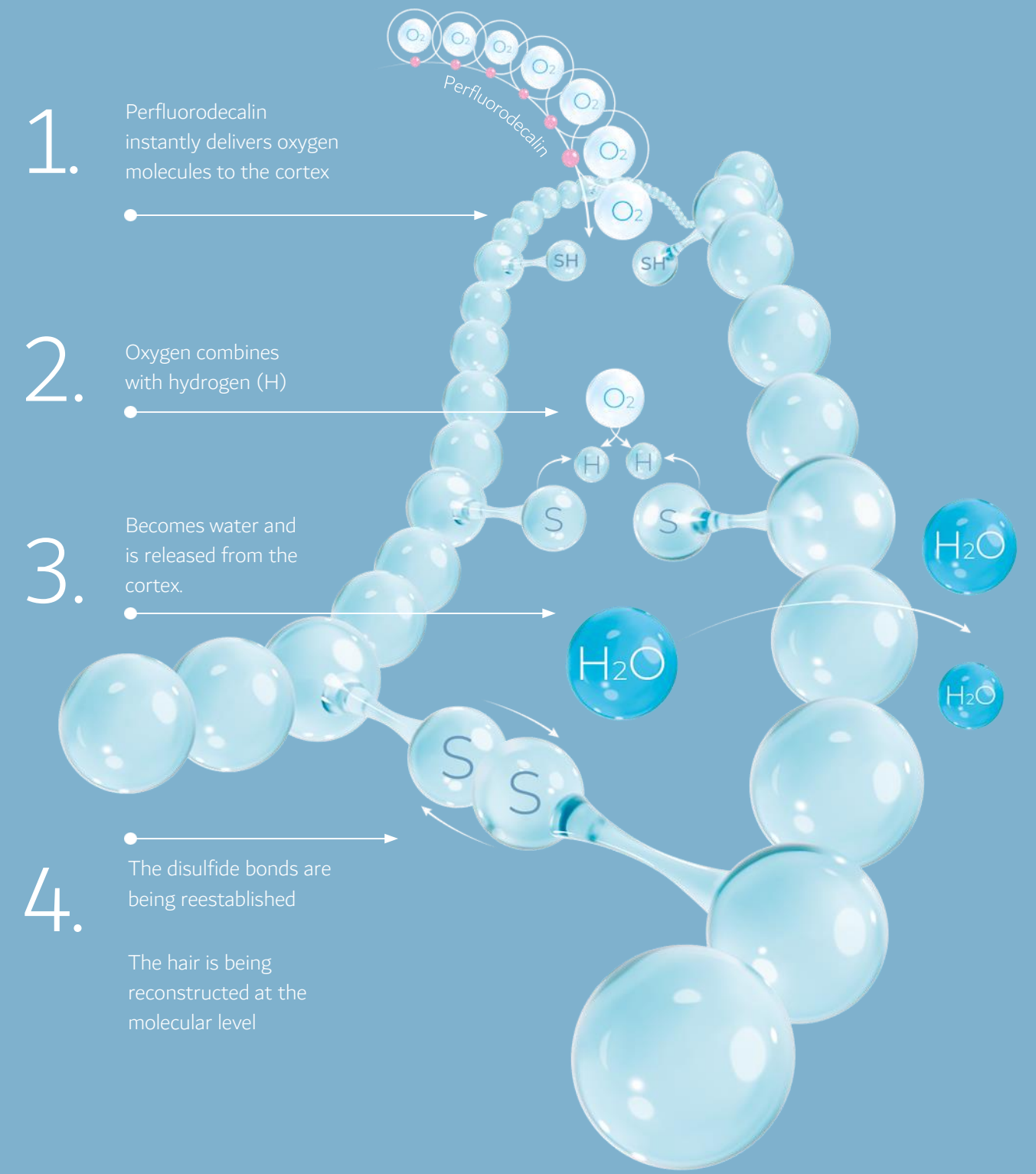


There are millions of polypeptide chains in the cortex. They are held together by cross-links, the strongest of which are disulfide bonds. But when the disulfide bonds break down, the hair itself breaks down.

WHAT THE OXYGEN RECONSTRUCTION PROCESS LOOKS LIKE



- FEATURES OF PERFLUORODECALIN
- attachment of oxygen molecules that cannot penetrate the hair on their own
 - rapid transportation of oxygen to the site of damage



OBLAKA



ON THE ROAD WITH CLOUDS

This is what the result looks like after oxygen reconstruction

BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER



ESTEL

IF DARK CLOUDS
ARE GATHERING
OVERHEAD,
IT'S TIME
TO CALL
ON THE
CLOUDS
FOR HELP



ESTEL service OBLAKA

**STRUCTURE
RESET**

Restores disulfide
bonds

ANTIFRAGILITY

Increases hair strength
significantly

**FLYING SILK
EFFECT**

Gives smoothness,
vibrancy and a
natural glow

**PERCEPTIBLE
AIRINESS**

Notably increases
volume and density

CARE 360°

It reconstructs hair ends and maintains
the scalp's hydrolipidic balance

HEAD IN THE CLOUDS

2 STEPS TO REPAIR DISULFIDE BONDS

1. CLEANSING THAT REVITALIZES

Oxygen shampoo for hair and scalp

Airy foam gently cleanses hair and scalp, vitaminizes, saturates with valuable microelements and prepares for the active phase of oxygen reconstruction.

RESULT

Freshness and comfort of the scalp, strength and elasticity of the hair, hydrolipidic balance.



Apply shampoo to damp hair. Massage. Rinse. Repeat if necessary.



In a bowl, mix 5 ml of treatment activator and 5 ml of cold water.

Stir the mixture, the color will change to pink.

Add 10 ml of balm for the treatment.

Stir, the color in the bowl will change to white.

Apply to hair, backing away from the roots, leave on for 5 minutes.

Rinse thoroughly.

2. 5 MINUTES FOR MAXIMUM TRANSFORMATION

Activator + balm for hair

At first, the activator is mixed with water, turning into a pink essence. When the balm is added, the color turns cloudy white again, which means that all components are activated. The resulting composition restores disulfide bonds in 5 minutes and fills the hair with the life-giving power of oxygen.

RESULT

Dense, strong, shiny and manageable hair with natural volume and with a flowing effect.



PROCEDURE PROTOCOL:

- ▶ **VOLUMES OF THE PRODUCT FOR MEDIUM LENGTH AND THICK HAIR:**

5 ml of activator + 5 ml of cold water + 10 ml of conditioner

For longer or thicker hair, increase the mixed quantities by the total proportion.

- ▶ **TOTAL PROPORTION FOR MIXING**

1 part Activator + **1 part** cold water + **2 parts** Balsam

- ▶ **MIXING TECHNOLOGY:** to measure the activator and water, use a transparent activator measuring cap (labeled 5 ml) or a scale (5 ml = 5 grams). Thoroughly mix the measured activator and water - the composition in the bowl will become creamy and pink.

To measure the balm - use a scale (10 ml = 10 grams) or add to the bowl where the activator and water are already mixed, visually equal amount of balm (the same volume that is already in the bowl). Mix thoroughly - the color will change to white.

- ▶ **SET FOR 40 PROCEDURES** (for medium length and thick hair)

- ▶ **HOW OFTEN TO USE:** no more than once a week

- ▶ **WE RECOMMEND:** use an indelible treatment - "**ESTEL Oxygen Hair Foam**" - apply a small amount to damp or blow-dried hair

ITS OWN
ATMOSPHERE

HOME USE PRODUCTS

OXIGEN SHAMPOO FOR HAIR

Prolongs the effect of the ESTEL Oblaka treatment. Forms an airy, oxygen-rich foam, which intensively and gently cleanses hair. It contains a complex of vitamins, microelements and active component perfluoro decalin with oxygen molecules.

The result: freshness and comfort of the scalp, strength and elasticity of the hair, hydrolipidic balance.

Application: apply to damp hair, massage, rinse. Repeat if necessary.

OXIGEN BALM FOR HAIR

Prolongs the effect of the ESTEL Oblaka treatment. It contains the active ingredient perfluorodecalin with oxygen molecules that help to preserve disulfide bonds within the hair cortex and maintain water balance. The balm has a conditioning effect - smooths the surface of the hair, making it shiny and manageable.

The result: elasticity, moisturization, smoothness, shine and easy combing.

Application: apply to clean hair, leave on for 2-3 minutes, rinse thoroughly.

OXIGEN FOAM FOR HAIR

An airy, oxygen-rich foam that conditions the hair and makes it easy to style and comb. It disciplines hair, moisturizes and protects against moisture loss, smooths and adds shine.

The result: strand discipline, easy brushing and styling, silky smoothness and natural radiance.

Application: apply a small amount to clean hair, gently distribute. Do not rinse.

SHOWER GEL "OXYGEN COCKTAIL"

Forms a dense, oxygen-rich foam that gently cleanses and preserves the skin's hydrolipidic balance.

The result: fresh, velvety and soft skin.

Application: apply to damp skin, massage, rinse.



WHEN PLANTS BREATHE IN
CARBON DIOXIDE, THERE'S
MORE OXYGEN IN THE
WORLD.

WHEN HAIR BREATHES
IN OXYGEN, THERE'S
MORE BEAUTY IN THE
WORLD



INHALE, EXHALE

Everything you need for
a beautiful hair life

“ESTEL OBLAKA” SALON SERVICE

- Oxygen shampoo for hair and scalp
- Treatment activator
- Treatment balm

Salon
service



Oxygen Shampoo
ESTEL OBLAKA

Art. CD/S1200
1200 ml



Set “Oxygen Hair Reconstruction” ESTEL OBLAKA
• Activator for the procedure, 100 ml * 2 pcs
• Balm for treatment, 400 ml

We recommend: use an leave-in treatment -
the ESTEL OBLAKA Oxygen Foam

Art. CD/NP

Home
care



Oxygen
shampoo
ESTEL OBLAKA

Art. CD/S300
300 ml



Oxygen
balm
ESTEL OBLAKA

Art. CD/B250
250 ml



Oxygen
hair foam
ESTEL OBLAKA

Art. CD/FP150
150 ml



Shower gel
“Oxygen
cocktail”
ESTEL OBLAKA

Art. CD/SG200
200 ml



Set
“Oxygen
Saturation”
ESTEL OBLAKA

Art. CD/N4
Shampoo, balm,
foam, gel



Set
“Oxygen
Cocktail”
ESTEL OBLAKA

Art. CD/N2
Shampoo, balm

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