

**ESTEL**  
PROFESSIONAL

DE  
LUXE

**ESTEL**  
PROFESSIONAL

COLOR YOUTH

DE  
LUXE



EVERY SINGLE

# SHADE

THAT YOU CHOOSE  
CARRIES  
long-lasting,  
precise and clear  
color performance

EVERY SINGLE

# EYE

IS CAUGHT  
AND ENCHANTED BECAUSE  
the hair radiates a precious  
iridescent shine

EVERY SINGLE

# TOUCH

IS ON REPEAT  
BECAUSE  
the hair has become  
incredibly soft  
and smooth

DEFINITION  
LUXE



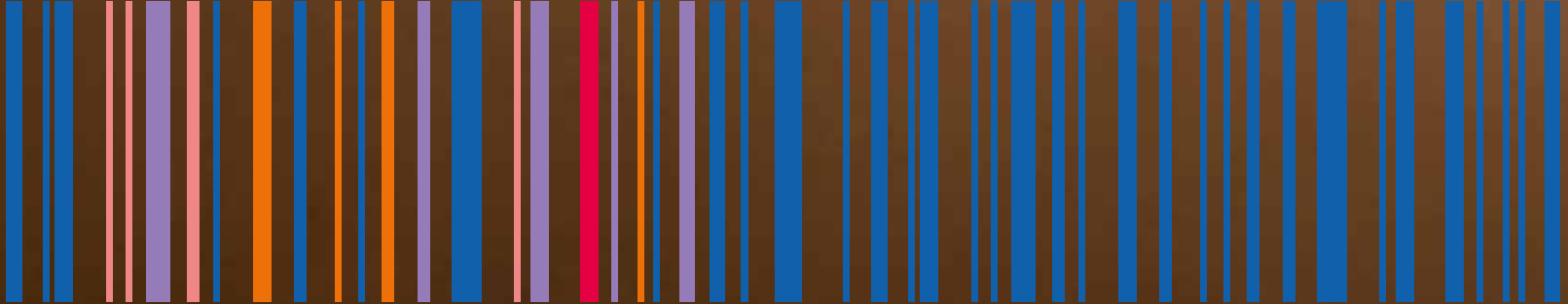
DE LUXE ESTEL is our classic.

A color cream that has become iconic for many successful professionals. Its formula is built on precision, durability, and radiance.

Today, we present to you the updated DE LUXE ESTEL. Having preserved all its advantages, we expanded the color cream's capabilities. It's just as the professionals loved it, yet even more modern and multifaceted.

WHEN A COLOR CREAM  
OPENS FROM A WHOLE  
NEW PERSPECTIVE

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# OUR TREND: COLOR THEORY

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**FOR THOSE WHOSE PASSION IS COLOR:  
WHO EXPLORE, CREATE, AND PRESERVE**

For those who value precision, stability,  
durability, high variability, depth,  
individuality and radiance of color.

For those who make the world more beautiful and brighter.

DE LUXE ESTEL has always been and remains  
the perfect choice for colorists. Today — more than ever.

\* Color theory is a science of color, including knowledge of its nature, features,  
interaction between shades, and their impact on perception. It is applied  
in different areas such as fine art, hairdressing, design, fashion and psychology.

# WIND OF CHANGE

We're on the same wavelength.

You move forward, and we move with you.  
You inspire us, and we develop products  
for your creativity.

We're reaching new heights to ensure  
your color creations are truly captivating.

What is the new DE LUXE like?

The color cream's reliability  
is complemented by its uniqueness.  
Practicality is balanced by its allure.  
Efficiency goes hand in hand with glam.



A MILLION POSSIBILITIES TO CREATE  
THE PERFECT COLOR:

The color cream formula,  
enhanced with ChronoComplex  
antioxidant technology, transcends time —  
now the color has even greater durability,  
and the hair structure is renewed.

Previously: DE LUXE ESTEL  
is a care hair color cream  
with an impeccable reputation.

Today: DE LUXE ESTEL  
is a care hair color cream  
with an impeccable reputation  
and cutting-edge resources.

Why stand still when you can fly  
and feel the wind of change  
in your hair?

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KEEPING UP  
WITH THE TIMES  
AND GETTING  
AHEAD:

**Antioxidants  
for hair**

**Slows down**  
the fading  
of pigment

**Stimulates**  
cell renewal  
and collagen  
fiber production

**Improves** the hair  
structure, smoothes  
the cuticles and  
enhances shine

**Strengthens**  
the protective barrier  
of the scalp

**Stops**  
the damaging effect  
of free radicals

**Relieves**  
oxidative stress,  
keeping the scalp,  
hair and color  
youthful

The absolute innovation of 2025:  
ChronoComplex—the technology  
that forms the basis of the updated  
DE LUXE ESTEL formula.

The synergy of the “longevity vitamin” (**ergothioneine**)  
and the “beauty vitamin” (**biotin**) in a carefully crafted  
complex created by ESTEL Laboratory has taken  
DE LUXE care hair color cream to a whole new level.  
Now it ensures the ultimate prolongation of hair youth  
and color thanks to its antioxidant properties.

Ergothioneine  
+ biotin



**chrono  
complex**



# A NEW INGREDIENT FOR AN EVERY-MOMENT COLOR YOUTH

We've added antioxidant active ingredients to our formula, inspired by nature's key characteristic: its endless renewal. After autumn and winter, spring and summer always follow. However, remember that time is relative. Your youth, your perception of the world, and your hair color are in your hands.



FEEL THE EFFECT OF THE  
**CHRONOCOMPLEX**  
THROUGH THE METAPHOR

**The scalp breathes and lives.**

The new component gently strengthens the protective barrier, ensuring optimal comfort during coloring.

**The hair feels the energy of youth**

ChronoComplex stimulates cell renewal, activates collagen production, and protects against the damaging effect of free radicals, making the hair thicker, softer, more elastic, and stronger.

**The color radiates from within.**

Hair texture becomes more even and light-reflective, enhancing natural shine.

**Time slows down.**

ChronoComplex maintains the richness of the color and ensures long-lasting youthfulness of hair and color.

EXCELLENT  
NUMBER

175

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This many shades await you in the improved  
DE LUXE ESTEL palette — to create hundreds of thousands  
of new flawless looks.



PROFESSIONAL  
NEW GENERATION  
HAIR COLOR CREAM

While the color comes to life and sets in your hair, its structure is renewed. A treatment that's gentle, deep, and effective awaits you. You'll experience color that is defined by precision, richness, and longevity.

What does DE LUXE ESTEL include besides ChronoComplex?

**Avocado oil**

Envelops each hair along its entire length, quickly penetrating deep, restoring damaged areas, adding elasticity and vibrancy without weighing hair down.

**Almond oil**

Gently protects hair from moisture loss, softens, improves elasticity, and enhances color.

**Shimmering pigment**

During the coloring process, it resembles a diamond coating and remains on the hair like a starshine.

**Panthenol**

Instantly soothes and moisturizes the scalp, providing comfort during coloring, protecting against dryness, and retaining moisture within the hair.

**Macadamia oil**

Smooths the cuticles, eliminates static effect, imparts a luxurious shine, and helps maintain the freshness of color and vibrant texture of hair strands.

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RESULT

Softness, smoothness,  
radiance and vibrant color.

YOUR  
DE LUXE:  
MULTI-FACETED  
AND UNIQUE

# DE LUXE



## MAIN PALETTE

The perfect color. The perfect choice. Nothing extra. Precise color, caring results, maximum color retention, and hair structure preservation throughout the coloring process.

## EXTRA RED

6 shades for intense coloring with red and copper tones. The Red5 molecule penetrates deep into the hair structure, increasing color durability and saturation. It provides a 30% boost in color vibrancy. Provides a caring effect and color retention.

## HIGH FLASH

6 shades for colored highlights. Create unique looks without pre-lightening. Vibrant flashes of color. Provides a caring effect and color retention.

## HIGH BLOND

12 shades for hair lightening without pre-bleaching. Lightening up to 4 shades + color nuancing. Gentle lightening function leaves hair soft and shiny. Provides a caring effect and color retention.

## PASTEL

7 unique shades for a gentle pastel coloring. A perfect product for hair toning, creating colorful strands and soft nuances. Provides a caring effect and color retention.

## CORRECTOR

8 color correctors to enhance the brightness and intensity of shades within the main palette and neutralize unwanted color nuances. And 2 colorless correctors to brighten and expand the palette along the light range.

# DE LUXE

# TECHNICAL GROUP

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## SHAMPOO Intensive cleansing

1000ml

This professional shampoo intensively cleanses the hair. It effectively removes styling products, optimally preparing hair for further procedures. Helps even out the hair structure and improves elasticity. Contains conditioning ingredients.

## BALM For hair structure smoothing

1000ml

Optimally prepares and protects the hair before coloring or perming. Evens out the hair structure. Ensures a flawless, even result along the entire length. Intensively conditions the hair after coloring/perming.

## SHAMPOO Color stabilizer

1000ml

Use after coloring. Fixes and protects the resulting color, stopping oxidation processes within the hair. Maintains color intensity and prolongs the durability of coloring. Restores smoothness and elasticity to hair, adding silkiness and shine.

## BALM Color stabilizer

1000ml

Use after coloring. Prolongs color life, nourishes and restores color-treated hair, strengthening its structure. Leaves hair bouncy, fresh, and silky. Adds shine.

## ULTRA BLOND Bleaching powder

750g, 30g

Used for bleaching hair (up to 7 levels), decapping, and highlighting. Suitable for all hair types and all bleaching techniques. Guarantees reliable results. Contains peppermint essential oil and conditioning ingredients. No dust.

## Oxigents

1000ml, 60ml

A specially developed stabilized oxigent in the form of a milky emulsion.

Helps achieve the best results with DE LUXE care hair color cream and DE LUXE ULTRA BLOND hair bleaching powder.

Available in 3%, 6%, 9%, and 12% concentrations.

## Activator

1000ml, 60ml

The 1.5% activator is used with DE LUXE care hair color cream for intensive toning.

It creates a creamy consistency that's easy to apply and is gentle on hair.

Efficient in use.

The activator's gentle, stable formula combines excellent coloring with effective hair care.



175 shades in the palette to create individual looks

Easy application thanks to the elastic, creamy texture

Perfect hair coverage

Maximum long-lasting color

Long-lasting color youth: richness, brightness, depth

Long-lasting hair youth: smoothness, softness, shine

Antioxidant nourishment and damage protection

100% grey coverage

Prevention of premature greying

Gentle to scalp

Delightful hair shine

The famous "DE LUXE shimmer effect" on hair during coloring

**ESTEL**  
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**DE LUXE**

COLORIST'S  
SKILL:  
PRECISE,  
CONFIDENT,  
BEAUTIFUL

DE LUXE ESTEL care hair color cream is designed to best embody the visions of both the hairstylist and client, providing the perfect tool to easily achieve results and exceed expectations.





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