

Hair Couture Nordics

PRODUCT CATALOG

Your trusted Nordic partner for professional haircare distribution.

Welcome to our universe – where aesthetics, quality, and innovation meet.





ABOUT

Hair Couture Nordics is a leading distributor of exclusive niche brands within professional haircare, color and tools.

Our carefully curated assortment is designed to meet the needs of hairdressers in a busy and quality-conscious salon environment – from trendsetting fashion brands that reflect the spirit of the times, to specialized ranges focusing on scalp care and intense treatment.

We are proud to offer a strong portfolio of professional products from renowned brands such as Balmain Hair, Oliere Paris, Reborn, and JOICO, including both retail products and professional hair color.

At Hair Couture Nordics, we believe professional hairdressers should only be offered the very best. With us, you gain a partner who truly understands both your needs and those of your clients. As a customer of Hair Couture Nordics, you will also have exclusive access to our B2B webshop, reserved for professional salons.

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OLIÈRE

PARIS

NEW
LAUNCH!
2025

Luxurious & Advanced Haircare

Olière Paris is an innovative brand that merges luxury and nature in a uncompromising line of professional haircare and styling products.

Developed with a unique technology by Olière Paris Laboratories, the brand offers formulas enriched with highly concentrated natural oils and active ingredients that are scientifically and clinically proven to support hair treatment.

The products are designed with a focus on healthy, beautiful, and strong hair—without compromising on quality, sustainability, or sensorial experience. Olière Paris formulations penetrate deep into the hair fiber, rebuilding the hair from within while leaving it soft, supple, and never greasy.



CE0010

COLOR E'CLAT - HAIR SHAMPOO

500ml

SLES & SLS FREE | PARABEN FREE
Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Grape Seed Oil / Babassu oil / Jojoba Seed Oil / Wheat Germ Oil / Linseed Oil / Sesame Oil / Kukui oil / Safflower seed Oil / sunflower seed oil



CE0020

COLOR E'CLAT - HAIR MASK

500ml

SLES & SLS FREE | PARABEN FREE / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Grape Seed Oil / Babassu oil / Jojoba Seed Oil / Wheat Germ Oil / Linseed Oil / Sesame Oil / Kukui oil / Safflower seed Oil / sunflower seed oil



CE0040

COLOR E'CLAT - HAIR MOISTURIZER

500ml

SLES & SLS FREE | PARABEN FREE/ Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Grape Seed Oil / Babassu oil / Jojoba Seed Oil / Wheat Germ Oil / Linseed Oil / Sesame Oil / Kukui oil / Safflower seed Oil / sunflower seed oil



CE0050

COLOR E'CLAT LEAVE-IN HAIR MASK

300ml

SLES & SLS FREE | PARABEN FREE/ Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Grape Seed Oil / Babassu oil / Jojoba Seed Oil / Wheat Germ Oil / Linseed Oil / Sesame Oil / Kukui oil



CEAD10

COLOR E'CLAT ANTI-DANDRUFF SHAMPOO

500ml

SLES & SLS FREE | PARABEN FREE/ Tea Tree Oil / Rosmary Oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Grape Seed Oil / Babassu oil / Jojoba Seed Oil / Wheat Germ Oil / Linseed Oil / Sesame Oil / Kukui oil



CE0039

COLOR E'CLAT - HAIR SERUM

150ml

SLES & SLS FREE | PARABEN FREE/ Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Grape Seed Oil / Babassu oil / Jojoba Seed Oil / Wheat Germ Oil / Linseed Oil / Sesame Oil / Kukui oil



CEA010

COLOR E'CLAT - ACAI SHAMPOO (PURPLE)

500ml

SLES & SLS FREE | PARABEN FREE/ Euterpe Oleracea Fruit Oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Grape Seed Oil / Babassu oil / Jojoba Seed Oil / Wheat Germ Oil / Linseed Oil / Sesame Oil / Kukui oil / Safflower seed Oil / sunflower seed oil



CEA020

COLOR E'CLAT - ACAI MASK (PURPLE)

500ml

SLES & SLS FREE | PARABEN FREE/ Euterpe Oleracea Fruit Oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Grape Seed Oil / Babassu oil / Jojoba Seed Oil / Wheat Germ Oil / Linseed Oil / Sesame Oil / Kukui oil / Safflower seed Oil / sunflower seed oil



HW0010

HYDRA WAVE - HAIR SHAMPOO

500ml

SLES & SLS FREE | PARABEN FREE
Sesame Oil / Wheat Germ Oil / Grape Seed Oil / Babassu oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Jojoba Seed Oil / Linseed Oil / Kukui oil / Safflower seed Oil / sunflower seed oil



HW0020

HYDRA WAVE - HAIR MASK

500ml

SLES & SLS FREE | PARABEN FREE/ Sesame Oil / Wheat Germ Oil /Grape Seed Oil / Babassu oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Jojoba Seed Oil / Linseed Oil / Kukui oil / Safflower seed Oil / sunflower seed oil



HW0100

HYDRA WAVE - GLAZE CREAM

500ml

60% MOISTURE / 40% GLAZE
SLES & SLS FREE | PARABEN FREE/ Sesame Oil / Wheat Germ Oil /Grape Seed Oil / Babassu oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Jojoba Seed Oil / Linseed Oil / Kukui oil



HW0120

HYDRA WAVE - GLAZE

500 ml

SLES & SLS FREE | PARABEN FREE/Sesame Oil / Wheat Germ Oil /Grape Seed Oil / Babassu oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Jojoba Seed Oil / Linseed Oil / Kukui oil / Safflower seed Oil / sunflower seed oil



HW0050

HYDRA WAVE LEAVE-IN HAIR MASK

300 ml

SLES & SLS FREE | PARABEN FREE / Sesame Oil / Meadowfoam Seed Oil / Wheat Germ Oil / Argan oil / Castor Oil / Avocado Oil / Grape Seed Oil / Babassu oil / Jojoba Seed Oil / Linseed Oil / Kukui oil



HW0030

HYDRA WAVE - HAIR SERUM

150ml

SLES & SLS FREE | PARABEN FREE | Sesame Oil / Wheat Germ Oil /Grape Seed Oil / Babassu oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Jojoba Seed Oil / Linseed Oil / Kukui oil



ST0060

STUDIO - MINERAL WAX EXTRA STRONG

250ml

SLES & SLS FREE | PARABEN FREE | Sesame Oil / Wheat Germ Oil /Grape Seed Oil / Babassu oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Jojoba Seed Oil / Linseed Oil / Kukui oil



ST0062

STUDIO - MOISTURIZING WAX

250ml

SLES & SLS FREE | PARABEN FREE/ Sesame Oil / Wheat Germ Oil /Grape Seed Oil / Babassu oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Jojoba Seed Oil / Linseed Oil / Kukui oil



ST0061

STUDIO KREIMER - CLAY WAX

250ml

SLES & SLS FREE | PARABEN FREE/ Sesame Oil / Wheat Germ Oil /Grape Seed Oil / Babassu oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Jojoba Seed Oil / Linseed Oil / Kukui oil



ST2027

STUDIO - HAIR SPRAY STRONG

400ml

SLES & SLS FREE | PARABEN FREE | Sesame Oil / Wheat Germ Oil /Grape Seed Oil / Babassu oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Jojoba Seed Oil / Linseed Oil / Kukui oil



ST2026

STUDIO - HAIR MOUSSE

400ml

SLES & SLS FREE | PARABEN FREE | Sesame Oil / Wheat Germ Oil / Grape Seed Oil / Babassu oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Jojoba Seed Oil / Linseed Oil / Kukui oil



VA0010

VALOUR - HAIR SHAMPOO

500ml

SLES & SLS FREE | PARABEN FREE / Grape Seed Oil / Babassu oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Jojoba Seed Oil / Wheat Germ Oil / Linseed Oil / Sesame Oil / Kukui oil / Safflower seed Oil / sunflower seed oil



VA0030

VALOUR - HAIR CONDITIONER

500ml

SLES & SLS FREE | PARABEN FREE / Grape Seed Oil / Babassu oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Jojoba Seed Oil / Wheat Germ Oil / Linseed Oil / Sesame Oil / Kukui oil / Safflower seed Oil / sunflower seed oil



VA0020

VALOUR - HAIR MASK

500ml

SLES & SLS FREE | PARABEN FREE / Grape Seed Oil / Babassu oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Jojoba Seed Oil / Wheat Germ Oil / Linseed Oil / Sesame Oil / Kukui oil / Safflower seed Oil / sunflower seed oil



VA0050

VALOUR LEAVE-IN HAIR MASK

300ml

SLES & SLS FREE | PARABEN FREE / Babassu oil / Grape Seed Oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Jojoba Seed Oil / Wheat Germ Oil / Linseed Oil / Sesame Oil / Kukui oil



VA0031

VALOUR - HAIR SERUM

150ml

SLES & SLS FREE | PARABEN FREE / Grape Seed Oil / Babassu oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Jojoba Seed Oil / Wheat Germ Oil / Linseed Oil / Sesame Oil / Kukui oil



OR0010

ORDINAIRE - HAIR SHAMPOO

500ml

SLES & SLS FREE | PARABEN FREE / Grape Seed Oil / Babassu oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Jojoba Seed Oil / Wheat Germ Oil / Linseed Oil / Sesame Oil / Kukui oil / Safflower seed Oil / sunflower seed oil



OR0011

ORDINAIRE - HAIR MASK

300ml

SLES & SLS FREE | PARABEN FREE / Babassu oil / Grape Seed Oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Jojoba Seed Oil / Wheat Germ Oil / Linseed Oil / Sesame Oil / Kukui oil



OR0013

ORDINAIRE - LEAVE-IN HAIR MASK

150ml

SLES & SLS FREE | PARABEN FREE / Grape Seed Oil / Babassu oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Jojoba Seed Oil / Wheat Germ Oil / Linseed Oil / Sesame Oil / Kukui oil



OR0012

ORDINAIRE - HAIR SERUM

150ml

SLES & SLS FREE | PARABEN FREE | Sesame Oil /
Wheat Germ Oil / Grape Seed Oil / Babassu oil /
Meadowfoam Seed Oil / Argan oil / Castor Oil /
Avocado Oil / Jojoba Seed Oil / Linseed Oil / Kukui
oil

BEST SELLERS



1..



2.



3.



4.

1. VA0010

VALOUR HAIR SHAMPOO

500 ml

2. ST2026

STUDIO - HAIR MOUSSE

400 ml

3. CE0050

COLOR E'CLAT LEAVE IN HAIR MASK

300 ml

4. OR0012

ORDINAIRE- HAIR SERUM

150 ml



OLIÈRE

VALOUR

Hair Shampoo

Grape Seed Oil / Babassu oil / Meadowfoam Seed Oil / Argan oil / Castor Oil / Avocado Oil / Jojoba Seed Oil / Wheat Germ Oil / Linseed Oil / Sesame Oil / Kukui oil / Sunflower seed Oil / sunflower seed oil

333 ml

33.3 fl. oz.



SKINIFICATION OF HAIR AND GOODNESS OF HYLOREN



Who and what is Reborn?

All Reborn products are manufactured by one of the pioneers in hair technology. The company originates from a collaboration between leading experts in grooming and aesthetics and advanced international research laboratories specializing in biochemical and cosmetic dermatology. With 40 years of knowledge, expertise, and groundbreaking technology, Reborn brings a new era to haircare. A unique combination of two registered patents makes Reborn the next big name in professional haircare – the only products on the market proven to rejuvenate hair from the very first use.

Keratin Protein, Hyaluronic Acid Complex: Reconstruction from Within

The keratin segment of Reborn Hair Solutions is developed to restore the hair's natural strength and structure. Through advanced keratin proteins, weakened areas of the hair fiber are replenished, smoothing the cuticle and increasing resilience. The result is stronger, healthier, and shinier hair that can better withstand daily stress and chemical treatments.

Aminosilk Professional Repair Treatment: Bonding for All Hair Types

Aminosilk is an innovative protein complex based on silk amino acids, penetrating deep into the hair shaft and binding moisture from within. This technology significantly improves elasticity and resilience, while leaving hair silky soft, manageable, and naturally shiny. Aminosilk adds a luxurious finish that combines care, strength, and sensory well-being. It can be used as an effective bonder during coloring services or as an intensive treatment that rebuilds the hair's structure, leaving it strong and silky smooth.

Complete Retail Haircare System

Together, the products form a complete care system designed to repair, hydrate, and protect the hair in depth. The shampoos cleanse gently while providing strength and moisture, the conditioner delivers daily nourishment and shine, and the mask offers an intensive treatment that restores balance and elasticity. Combined, they create a holistic care routine that revitalizes the hair and supports professional salon results.



P762

REPAIR SHAMPOO

300ml / 500ml

Reborn Repair Shampoo gently cleanses and restores damaged or chemically treated hair with keratin and hyaluronic acid for strength, moisture, and shine.



P738

REPAIR CONDITIONER

300 ml / 500 ml

Reborn Repair Conditioner delivers intensive nourishment and hydration, smooths the hair, and leaves it soft, strong, and shiny. Ideal for daily use.



P755

REPAIR MASK

250 ml

An intensive treatment that delivers deep moisture and nourishment, restores the hair's balance and elasticity, and leaves it revitalized and radiant.



P755

REPAIR SERUM

50 ml

An effective leave-in product that protects the hair from daily damage, reduces frizz, and provides a silky-smooth texture with natural shine.



P748

COLOR SAVE SHAMPOO

300ml / 500 ml

A gentle cleansing shampoo that preserves color intensity while adding moisture and shine.



P763

COLOR SAVE CONDITIONER

300 ml / 500 ml

A nourishing conditioner that strengthens color-treated hair, leaving it soft and easy to detangle.



P699

COLOR SAVE MASK

250 ml

An intensive treatment that prolongs color durability, restores moisture balance, and adds extra shine.



P698

COLOR SAVE SERUM

50 ml

A lightweight leave-in serum that protects color from fading, tames frizz, and gives the hair a radiant finish.



P759

BLONDE HIGHLIGHT SHAMPOO

300 ml / 500 ml

The shampoo neutralizes yellow tones and enhances the brightness of blonde and lightened hair, while cleansing gently.



P760

**BLONDE HIGHLIGHT
CONDITIONER**

300ml / 500ml

Provides moisture and nourishment, leaving the hair soft and manageable while maintaining cool tones. Ideally used in combination with Blonde Highlight Shampoo.



P746

**BLONDE HIGHLIGHT
MASK**

300 ml / 500 ml

An intensive treatment that restores moisture and strength in lightened hair, while enhancing the blonde color.



P747

**BLONDE HIGHLIGHT
SERUM**

50 ml

A lightweight leave-in serum that protects the hair from heat and environmental stress, reduces frizz, and provides a radiant blonde finish.



P757

SMOOTHING SHAMPOO

300 ml / 500 ml

An effective leave-in product that protects the hair from daily wear, reduces frizz, and leaves it silky smooth with natural shine.



P758

SMOOTHING CONDITIONER

300ml / 500 ml

A gentle cleansing shampoo that preserves color intensity while providing moisture and shine.



P742

SMOOTHING MASK

300 ml / 500 ml

A nourishing conditioner that strengthens color-treated hair, leaving it soft and easy to detangle.



P743

SMOOTHING SERUM

50 ml

An intensive treatment that prolongs color durability, restores the moisture balance, and adds extra shine.



P766

**HEALING/BLACK MUD
SHAMPOO**

300 ml / 500 ml

Gently cleanses while delivering minerals from black mud that restore scalp balance and strengthen the hair from within.



P765

**HEALING/BLACK MUD
MASK**

250 ml

A mineral-rich treatment that soothes and nourishes the scalp while rebuilding, hydrating, and leaving the hair full of vitality and shine.



P735

BLACK CAVIAR TOTAL REPAIR SHAMPOO

300ml

A luxurious shampoo with real black caviar, rich in proteins and antioxidants, that strengthens and nourishes dry hair and a sensitive scalp.



P736

BLACK CAVIAR TOTAL REPAIR CONDITIONER

300 ml

A moisturizing conditioner with caviar extract that provides intensive nourishment, restores softness, and leaves the hair with a silky shine.



P737

TEXTURIZING HAIR MOUSSE

150 ml

A lightweight mousse that provides flexible hold, volume, and texture while allowing the hair to maintain its natural movement.



B003

AMINO SILK REPAIR SHAMPOO

400 ml

A gentle cleanser enriched with silk amino acids and moisture, strengthening the hair while leaving it more elastic and shiny. Ideal for home use after treatment.



B005

AMINOSILK LEAVE IN

150 ml

A lightweight leave-in cream that reduces frizz, protects against daily damage, and gives the hair a smooth and flexible structure. Ideal for home use after treatment.



B004

AMINOSILK REPAIR MASK

300 ml

An intensive treatment that rebuilds, delivers deep care, and leaves the hair silky smooth and resistant to external stressors. Ideal for home use after treatment.



B002

AMINOSILK PRE-TREATMENT SHAMPOO

400 ml

A pre-treatment that prepares the hair for washing and care by opening the hair fibers, allowing active ingredients to penetrate deeply.



B001

AMINOSILK PROFESSIONAL REPAIR TREATMENT

400 ml

A professional in-salon treatment that works as a bonding service during coloring. It strengthens the hair's bonds, protects throughout the process, and improves the longevity of the result.



P717

KERATIN - FOR EUROPEAN HAIR (NORMAL)

500 ml / 1000 ml

A keratin treatment that gently smooths the hair without damaging the fibers, leaving it shiny and manageable.



B717

KERATIN PROTEIN - FOR EUROPEAN HAIR (DYED)

500 ml / 1000 ml

A keratin treatment that gently smooths the hair without damaging the fibers, leaving it shiny and manageable.



B721

KERATIN PROTEIN - DYED HAIR (EXTRA STRONG)

500 ml / 1000 ml

A keratin treatment that gently smooths the hair without damaging the fibers, leaving it shiny and manageable.



B722

KERATIN FOR NORMAL HAIR (EXTRA STRONG)

500 ml / 1000 ml

A keratin treatment that gently smooths the hair without damaging the fibers, leaving it shiny and manageable.



B723

KERATIN GEL - FOR TEXTURIZED HAIR

1000 ml

A keratin treatment that gently smooths the hair without damaging the fibers, leaving the hair shiny and manageable.



P712

REBORN PRE-TREATMENT SHAMPOO (KERATIN)

500 ml

Shampoo effectively removes grease and coatings from the hair and opens up the hair shaft to make the keratin treatment as effective as possible. The shampoo moisturizes the hair and gives it a shine.



P713

REPAIR SHAMPOO (KERATIN)

500 ml

Repair Shampoo for home use preserves and prolongs the effect of the keratin treatment while cleansing the hair gently.



P710

REPAIR MASK (KERATIN)

250 ml

Keratin Mask for home use provides intensive moisture and nourishment, keeping the hair smooth, strong, and elastic after the treatment.



B006

LEAVE-IN HAIR MASK (KERATIN)

250 ml

Keratin Leave-In for home use protects the hair against frizz and daily damage, ensuring a shiny and manageable finish.



P711

REBORN HEAT PROTECTION SPRAY (KERATIN)

250 ml

Hair Smoothing (Heat Protection) is a spray for finer and keratin-treated hair.



NÖBERU
STOCKHOLM

NÖBERU

STOCKHOLM

Nöberu Stockholm is a Swedish grooming brand created by entrepreneur Iman Khalaf with the ambition to deliver a thoughtful, complete range of beauty products with effective ingredients that appeal to all people and all senses.

Rooted in Iman's long career within hairdressing and barbering, the brand is built on real professional know-how and everyday performance.

Nöberu's philosophy is simple: easy-to-use products that help customers feel confident, turning daily routines into a lifestyle —“A Nöberian Lifestyle.”





457019

DAILY MOISTURIZING SHAMPOO - SANDALWOOD

250 ml / 1000 ml

is a mild yet effective everyday shampoo, enriched with argan oil, shea butter, and green tea extract to moisturize and nourish both hair and scalp



457017

DAILY MOISTURIZING CONDITIONER - SANDALWOOD

250 ml / 1000 ml

Nöberu Daily Moisturizing Conditioner – Sandalwood is a nourishing daily conditioner with argan oil and shea butter that softens and moisturizes the hair, finished with the brand's warm Sandalwood scent.



42240

SCALP & RELAX SHAMPOO - EUCALYPTUS

250 ml / 1000 ml

A soothing shampoo with eucalyptus and a menthol-based care system designed to give instant relief and comfort to the scalp.

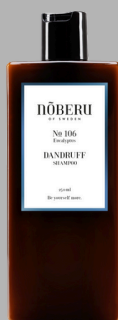


42237

SCALP & RELAX CONDITIONER - EUCALYPTUS

250 ml / 1000 ml

A calming conditioner with eucalyptus and a menthol-based care system to help immediately soothe and comfort the scalp while conditioning the hair.



42233

HAIR SHAMPOO ANTI DANDRUFF

250 ml / 1000 ml

An anti-dandruff shampoo that gently cleanses the scalp while helping to reduce dandruff, with allantoin to soothe and soften the scalp. It also leaves the hair with extra shine and a more comfortable scalp feel.



2278PS

THICKENING VOLUME SHAMPOO - TOBACCO VANILLA

50 ml / 250 ml / 1000 ml

A gentle volumizing shampoo that builds fullness and lightness, leaving hair more elastic with a natural shine from roots through lengths and ends – finished with Nöberu's warm Tobacco Vanilla scent.



2279PS

THICKENING VOLUME CONDITIONER - TOBACCO VANILLA

50 ml / 250 ml / 1000 ml

Keratin Mask for home use provides intensive moisture and nourishment, keeping the hair smooth, strong, and elastic after the treatment.



2414PS

SILVER SHAMPOO 250ML - ORANGE CEDAR

50 ml / 250 ml / 1000 ml

a highly pigmented silver shampoo that instantly neutralizes yellow and warm tones for a fresh, cool finish, while glycerin and hydrolyzed pea protein help hydrate as it gently cleanses

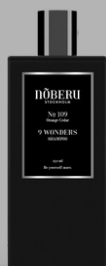


2415PS

SILVER CONDITIONER - ORANGE CEDAR

50 ml / 250 ml / 1000ml

a rich, pigmented conditioner that nourishes, detangles, and boosts shine while helping keep blonde, grey, or lightened hair looking cooler.



2430PS

9 WONDERS ANTI-FRIZZ SHAMPOO - ORANGE CEDAR

50 ml / 250 ml / 1000 ml

A sulfate-free, color-preserving shampoo that fights frizz and boosts long-lasting smoothness, enriched with quinoa protein for shine and color protection plus a hydrating complex to keep hair soft, clean, and easy to style.



2431PS

9 WONDERS ANTI-FRIZZ CONDITIONER - ORANGE CEDAR

50 ml / 250 ml / 1000 ml

A color-preserving conditioner that controls frizz and enhances shine, with quinoa protein and marula oil to smooth and protect, plus thistle extract for softness and manageability—leaving hair silky and sleek.



2250PS

MATTE CREAM PASTE - SANDALWOOD

100 ml

a creamy styling paste that gives light hold and a matte finish, making it very easy to work through the hair. It's ideal for short to medium-length hair and is applied to dry or towel-dried hair for best results, finished with Nöberu's Sandalwood scent.



49293

CLASSIC PASTE

80 ml / 250 ml

a styling paste that gives the hair a natural shine with a flexible, all-day hold that still feels natural and easy to restyle. Work a small amount through damp or dry hair and style as desired.



41556

SHINE POMADE

80 ml / 250 ml

formulated to define the hair and add shine, delivering optimal shine and firmness for a polished style. Work a small amount between your palms, apply to damp or dry hair, and style as desired.



41638

MATT POMADE

80 ml / 250 ml

Gives the hair a matte, natural look with good hold that keeps the hairstyle in place all day. Use by rubbing a small amount between your palms, then work it into damp or dry hair and style as desired



41639

STRONG HOLD WAX

80 ml

Nöberu Strong Hold Wax is a styling wax that provides strong hold with a natural finish, helping your hairstyle stay in place all day. Warm a small amount between your palms, apply to damp or dry hair, and style as desired.



41551

CREAM POMADE

80 ml

Nöberu Cream Pomade is a lightweight, creamy pomade that adds natural shine and flexible hold, making it easy to style and restyle without stiffness. Apply a small amount to damp or dry hair, work through evenly, and style as desired.



51881

FIBER POMADE

80 ml

Nöberu Fiber Pomade is a fibrous styling pomade that delivers strong hold and a matte finish, adding texture and definition for a fuller-looking style. Work a small amount between your palms, apply to damp or dry hair, and style as desired.



400308

POWDER WAX - TOBACCO VANILLA

20 g

Nöberu Powder Wax is a lightweight styling powder that adds instant texture and volume with a matte finish and flexible hold. Sprinkle a small amount at the roots or through the hair, work it in with your fingers, and style as desired.



54402

CURL CREAM - ORANGE CEDAR

150 ml

a true styling essential for textured hair that defines, shapes, and controls curls while keeping frizz in check. The formula hydrates and boosts elasticity, leaving curls soft, bouncy, and full of natural movement and texture.



51815

OCEAN POWDER - TOBACCO VANILLA

50 ml / 150 ml

Nöberu Ocean Powder – Tobacco Vanilla is a lightweight styling powder that creates a matte, gritty texture and extra volume, giving the hair a “just-left-the-beach” feel with an easy, flexible finish.



457057

BOOST SPRAY - BLOND - AMALFI

200 ml

Boost Spray – Blond – Amalfi is a lightweight leave-in spray for blonde hair that adds moisture and softness while enhancing a fresh, bright finish with a clean Amalfi-inspired scent.



457058

NOBERU BOOST SPRAY - DARK - AMBER-LIME

200 ml

Boost Spray – Blond – Amalfi is a lightweight leave-in spray for dark hair that adds moisture and softness while enhancing a fresh, bright finish with a clean Amalfi-inspired scent.



55101

HAIRSPRAY - STRONG HOLD AMALFI

250 ml

A fast-drying finishing spray that delivers long-lasting, strong hold and control, keeping your style in place with a clean, fresh Amalfi scent.



42714

HAIRSPRAY - STRONG HOLD - SANDALWOOD 250ML

100 ml / 250 ml

A fast-drying finishing hairspray with strong, long-lasting hold that keeps your style in place all day. It delivers a fresh, semi-matte finish with natural movement and is finished with the brand’s warm Sandalwood scent.



41461

SALT WATER SPRAY - AMALFI

100 ml / 200 ml

a lightweight sea-salt spray that creates natural, beachy texture and volume with a matte finish, finished with a fresh Amalfi scent.



51881

HEAT PROTECTION - AMALFI

200 ml

Heat-protecting spray that helps shield the hair during blow-drying and heat styling, leaving it smoother and easier to style with a fresh Amalfi scent.



2409PS

9 WONDERS ALL-IN-ONE - ORANGE CEDAR

50 ml / 200 ml

9 Wonders All-in-One is a multi-benefit leave-in spray that moisturizes, detangles, smooths frizz, adds shine, and helps protect the hair—leaving it soft, manageable, and easy to style.



457073

GROOMING TONIC - SANDALWOOD

200 ml

Helps build a long-lasting hairstyle and can be used both for styling and as a finishing product. For best results, use it with blow-drying to achieve maximum volume, added texture, and a natural feel—while helping prevent frizz



457075

BEARD TONIC -SANDALWOOD

100 ml

A pre-blow-dry beard spray with heat protection and argan oil that adds moisture, texture, and a fuller feel—while helping counteract dryness and leaving the beard with a healthy shine, finished with Nöberu’s warm Sandalwood scent.



457081TV

BEARD OIL HEAVY - TOBACCO VANILLA

30 ml

Beard Oil Heavy – Tobacco Vanilla is a rich, heavier beard oil made for thicker, fuller beards, helping moisturize and protect both the beard and the skin underneath to reduce dryness, tightness, itching, and irritation—finished with Nöberu’s warm Tobacco Vanilla scent.



457058

BEARD OIL FEATHER - SANDALWOOD

30 ml

is a lightweight beard oil that moisturizes and softens the beard while helping care for the skin underneath, leaving a healthy, natural shine with Nöberu’s warm Sandalwood scent.



457089

BEARD BALM -TOBACCO-VANILLA

50ml

A nourishing beard balm that helps protect the beard from everyday wear and tear and is ideal if you want a fuller, thicker-looking beard, as it helps the beard appear instantly thicker after application. If your beard is easy to manage, it can also be used as a light styling product, finished with the warm Tobacco Vanilla scent.



457094

BEARD WAX -TOBACCO-VANILLA

50 ml

a creamy, easy-to-work beard wax made to keep the beard in place all day with a matte finish. Its soft consistency makes styling effortless, and it includes nourishing ingredients like shea butter, jojoba oil, and argan oil to help moisturize the skin underneath the beard.



457083

BEARD & FACE WASH -TOBACCO-VANILLA

130 ml

An effective, gentle beard shampoo that cleanses and moisturises both the beard and the skin underneath. For best results, pair with Nöberu Beard Conditioner.



457023

NOBERU MOUSTACHE WAX - LIGHT HOLD - SANDALWOOD

25 ml

An easy-to-use moustache wax designed to keep your moustache in place without fuss. Pleasantly scented with sandalwood, and softer than the Strong Hold version for a more natural, lighter hold.



457021

MOUSTACHE WAX -STRONG HOLD - SANDALWOOD

25 ml

A classic beeswax-based moustache wax for those who like to style their moustache. Scented with sandalwood and designed to keep the moustache in place all day with a strong hold.



457096

FACE & AFTER SHAVE BALM - TOBACCO VANILLA

50 ml

A soothing, moisturising balm developed to reduce post-shave discomfort such as irritation. Absorbs quickly without leaving a greasy feel, for a comfortable finish after shaving.



130186

SHAVING CREAM - SANDALWOOD

75 ml

A luxurious, gently fragranced shaving cream that creates a rich, creamy lather to protect the skin and improve razor glide for a smoother shave, helping prevent irritation.



457095

SHAVING GEL - TOBACCO VANILLA

150 ml

A transparent, non-foaming shaving gel—perfect for a precise, detailed shave. Easy to apply and provides excellent razor glide, working well on all beard types



457097

HAIR & BODY SHOWER CREAM - TOBACCO VANILLA

250 ml / 500 ml

An oil-enriched shower cream that cleans effectively while helping to moisturise the skin. Creates a luxurious, rich lather and leaves the skin feeling soft, cared for, and lightly scented with Tobacco Vanilla.



401105

EAU DE PARFUM TOBACCO VANILLA

50ml

Nöberu Eau de Parfum – Tobacco Vanilla
A sophisticated unisex fragrance where the elegant sweetness of vanilla and creamy tonka bean balances with rich musk, creating a confident scent with sweet yet spicy character and modern complexity.



400626

EAU DE PARFUM OUD STHLM

50 ml

A minimalistic yet captivating fragrance where spicy bazaar-inspired notes meet refreshing Scandinavian accents. The opening spice softens into delicate florals before settling into an opulent sweet, smoky richness—bold and soothing, timeless yet modern.



400427

EAU DE PARFUM ORANGE CEDER

50 ml

A modern unisex fragrance built on contrasts—bright florals meeting earthy warmth. It opens with an airy blend of rose and white florals, then develops into iris with a soft caramel nuance and a crisp touch of orange blossom, settling into a clean yet characterful base.



2277PS

DEODORANT TOBACCO VANILLA

75 ml

To complement the Tobacco Vanilla perfume, this gentle antiperspirant provides up to 48 hours of protection and a long-lasting feeling of freshness.



2423PS

DEODORANT OUD STHLM

75 ml

To complement the perfume's distinctive scent, this gentle antiperspirant provides up to 48 hours of protection and a long-lasting feeling of freshness.



400625

SCENTED CANDLE TOBACCO VANILLA

210 g

A luxurious scented candle with a distinctive wooden wick and black wax in matte black glass. Made with a vegan-friendly mix of mineral and soy wax, delivering up to 38 hours of burn time and filling the room with the warm Tobacco Vanilla signature scent.



SK-1001

BEARD COMB



SB-1002

BEARD BRUSH



RB-4789

SYNTHETIC SHAVING BRUSH



SHSB-1223

SHAVING SOAP BOWL



SHSB-1224

SHAVING STAND



R77

SAFETY RAZOR



B43

BUTTERFLY SAFTEY RAZOR



SH-4001

PLASTIC RAZOR KNIFE



SH-3579

RAZOR KNIFE



C-1500BK

7 ROW CERAMIC HAIR BRUSH



C-1501

CURVED VENTED HAIR BRUSH



C-1502

HAIR STYLING COMB



C-1503

CONTINUOUS MIST SPRAYER



4080

SHAVING TOWEL



4578

FACE TOWEL



1249

BARBER CAPE



1253

BARBER CAPE STRIPES



1234

DISPLAY BOX - WAXES



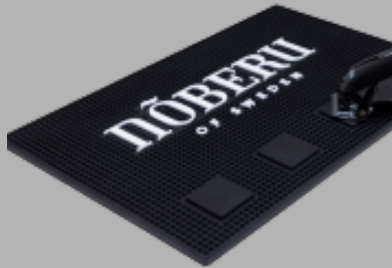
1235

DISPLAY STAND



1243

NOBERU MIRROR



1254

MAGNETIC BARBER MAT



1255

HAIR GRIPS



1258

COUNTER STAND



1257

NOBERU BLOCK



1242

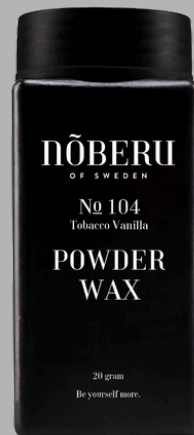
DOOR SIGN (OPEN/CLOSE)
ACRYLIC

nÖBERU
STOCKHOLM

Best Sellers



1.



2.



3.



4.

1. 41638 / 41638

MATT POMADE

80 ml
250 ml

2. 400308

POWDER WAX

20g

3. 51815 / 52759

OCEAN POWDER

150 ml
50 ml

4. 2409PS / 2418PS

**9-WONDERS ALL
IN ONE**

200 ml



EAU^{DE}1974

SENSORIAL LIFESTYLE

Haircare & Beauty

EAUde1974 is far more than a haircare brand, it's a lifestyle. Born from a vision to infuse daily beauty rituals with joy, scent, vibrant color, and elegant design, EAUde1974 transforms the ordinary into an extraordinary sensory experience. From haircare and body products to hair perfumes and lifestyle items, every formula is thoughtfully crafted to bring luxurious sensorial delight to your everyday routine.

At the heart of the brand lies a triad of captivating scents; EAU de Capri, EAU de Hamptons, and EAU de Santorini, each inspired by sun-soaked coastal escapes, capturing the essence of Mediterranean elegance and modern leisure.

More than just products, EAUde1974 invites users into a sensorial lifestyle, where every detail - from texture and design to fragrance and color awakens the senses and elevates self-care into a moment of pure indulgence.

Vegan, cruelty-free, and designed with environmental responsibility in mind, EAUde1974 stands for beauty without compromise - an immersive brand experience that celebrates sensory luxury and ethical excellence.





2001009000

HAIR PERFUME GIFT SET - CAPRI

50ml + 15ml

EAU de 1974 Gift Set includes a 50ml and 15ml hair perfume -perfect for both everyday luxury and on-the-go refreshment.



2001010000

HAIR PERFUME GIFT SET - SANTORINI

50ml + 15ml

EAU de 1974 Gift Set includes a 50ml and 15ml hair perfume -perfect for both everyday luxury and on-the-go refreshment.



2001011000

HAIR PERFUME GIFT SET - HAMPTONS

50ml + 15ml

EAU de 1974 Gift Set includes a 50ml and 15ml hair perfume -perfect for both everyday luxury and on-the-go refreshment.



2001006000

PAIR FOR HAIR GIFT SET - CAPRI

Hair Perfume: 50ml
Hydrate & Shape: 100ml

The EAU de 1974 Pair for Hair Gift Set includes a 50ml Hair Perfume and Hydrate & Shape—an elegant duo for beautifully scented, hydrated, and styled hair.



2001007000

PAIR FOR HAIR GIFT SET - SANTORINI

Hair Perfume: 50ml
Hydrate & Shape: 100ml

The EAU de 1974 Pair for Hair Gift Set includes a 50ml Hair Perfume and Hydrate & Shape—an elegant duo for beautifully scented, hydrated, and styled hair.



2001008000

PAIR FOR HAIR GIFT SET - HAMPTONS

Hair Perfume: 50ml
Hydrate & Shape: 100ml

The EAU de 1974 Pair for Hair Gift Set includes a 50ml Hair Perfume and Hydrate & Shape—an elegant duo for beautifully scented, hydrated, and styled hair.



2000000030

EAU DE CAPRI - HAIR PERFUME

50 ml

EAU de 1974 Hair Perfume is a lightweight, luxurious mist that refreshes the hair with a sophisticated scent while adding subtle shine and softness.



2000001030

EAU DE SANTORINI - HAIR PERFUME

50 ml

EAU de 1974 Hair Perfume is a lightweight, luxurious mist that refreshes the hair with a sophisticated scent while adding subtle shine and softness.



2000002030

EAU DE HAMPTONS - HAIR PERFUME

50 ml

EAU de 1974 Hair Perfume is a lightweight, luxurious mist that refreshes the hair with a sophisticated scent while adding subtle shine and softness.



2000000020

EAU DE CAPRI - HAIR PERFUME

15 ml

EAU de 1974 Hair Perfume is a lightweight, luxurious mist that refreshes the hair with a sophisticated scent while adding subtle shine and softness.



2000001020

EAU DE SANTORINI- HAIR PERFUME

15 ml

EAU de 1974 Hair Perfume is a lightweight, luxurious mist that refreshes the hair with a sophisticated scent while adding subtle shine and softness.



2000002020

EAU DE HAMPTONS- HAIR PERFUME

15 ml

EAU de 1974 Hair Perfume is a lightweight, luxurious mist that refreshes the hair with a sophisticated scent while adding subtle shine and softness.



2000003040

HYDRATE & SHAPE - EAU DE CAPRI

100ml

EAU de 1974 Hydrate & Shape is a lightweight styling cream that hydrates, tames frizz, and enhances natural shape—leaving hair soft, smooth, and delicately scented.



2000004040

HYDRATE & SHAPE - EAU DE SANTORINI

100 ml

EAU de 1974 Hydrate & Shape is a lightweight styling cream that hydrates, tames frizz, and enhances natural shape—leaving hair soft, smooth, and delicately scented.



2000005040

HYDRATE & SHAPE - EAU DE HAMPTONS

100 ml

EAU de 1974 Hydrate & Shape is a lightweight styling cream that hydrates, tames frizz, and enhances natural shape—leaving hair soft, smooth, and delicately scented.



2000014090

HYALURONIC PLUMP HYDRATING SHAMPOO EAU DE CAPRI

250 / 750 ml

EAU de 1974 Hyaluronic Plump Hydrating Shampoo gently cleanses while delivering deep hydration and volume, leaving the hair soft, plump, and lightly fragranced.



2000016090

HYALURONIC RENEW HYDRATING MASK EAU DE CAPRI

250 ml / 750 ml

EAU de 1974 Hyaluronic Renew Hydrating Mask deeply nourishes and restores dry or damaged hair, boosting moisture, softness, and elasticity with every use.



2000017050

HYDRATE & SHIELD LEAVE IN CONDITIONER EAU DE CAPRI

125 ml

Hydrate & Shield Leave-In Conditioner Eau de Capri detangles, hydrates, and protects the hair while leaving it delicately scented with the fresh, sun-kissed notes of Capri.



2000020110

SALT & GRIP - VOLUMIZING SPRAY

200 ml

A lightweight salt spray that adds natural texture, volume, and a matte finish for effortless, beachy hair.



2000021100

FIBER & STYLE FLEXIBLE MOLDING CREAM

100 ml

A flexible styling cream that provides definition and control without weighing the hair down – perfect for shaping and restyling.



2030001010

HYDRATE & PROTECT HAND CREAM EAU DE CAPRI

50 ml

Hydrate & Protect Hand Cream Eau de Capri nourishes and softens the hands while enveloping the skin in the fresh, uplifting scent of Capri.



2030000030

HYLARONIC GLOW BODY LOTION EAU DE CAPRI

200 ml

A silky-smooth body lotion that deeply hydrates and nourishes the skin. Enriched with moisturizing ingredients and antioxidants, it absorbs quickly without leaving a greasy residue, leaving the skin soft, supple, and radiant throughout the day.



2030002030

HYLARONIC GLOW BODY LOTION HAMPTONS

200 ml

A silky-smooth body lotion that deeply hydrates and nourishes the skin. Enriched with moisturizing ingredients and antioxidants, it absorbs quickly without leaving a greasy residue, leaving the skin soft, supple, and radiant throughout the day.



2030001030

HYLARONIC GLOW BODY LOTION SANTORINI

200 ml

A silky-smooth body lotion that deeply hydrates and nourishes the skin. Enriched with moisturizing ingredients and antioxidants, it absorbs quickly without leaving a greasy residue, leaving the skin soft, supple, and radiant throughout the day.



2001004000

HYDRATE & RENEW GIFT SET - EAU DE CAPRI

Gift Set

(Shampoo, Mask & Leave-In Conditioner)



2001000000

SCENT & SMOOTH GIFT SET - EAU DE CAPRI

Gift Set

(Hair Perfume & Hand Lotion)



2031001000 / 2031002000 / 2031003000

GET YOUR GLOW GIFT SET - (CAPRI, SANTORINI, HAMPTONS)

Gift Set

(Body Glow & 15 ML Hair Perfume)



2000025080

**DEFINE & BOUNCE
SHAMPOO - SANTORINI**

250 ml

Made for textured and curly hair (from soft waves to tight coils). It's a creamy, lightweight cleanser that deeply hydrates, reduces frizz, and enhances curl definition and retention.



2000030090

**DEFINE & BOUNCE
SHAMPOO - SANTORINI**

750 ml

Made for textured and curly hair (from soft waves to tight coils). It's a creamy, lightweight cleanser that deeply hydrates, reduces frizz, and enhances curl definition and retention.



2000027070

**DEFINE & RENEW MASK -
SANTORINI**

200 ml

A rich, creamy treatment for textured and curly hair that delivers deep hydration and helps restore softness, elasticity, and curl definition—leaving curls smooth, shiny, and naturally bouncy.



2000031090

**DEFINE & RENEW MASK -
SANTORINI**

750 ml

a rich, creamy treatment for textured and curly hair that delivers deep hydration and helps restore softness, elasticity, and curl definition—leaving curls smooth, shiny, and naturally bouncy.



2000026080

**DEFINE & RE-ACTIVATE
LEAVE-IN - SANTORINI**

250 ml

A lightweight leave-in conditioner for textured and curly hair that hydrates, refreshes, and redefines curls—helping reduce frizz and boost softness and shine while leaving the hair naturally bouncy.



2000024070

**DEFINE & ACTIVATE GEL-
SANTORINI**

200 ml

! curl-defining styling gel that enhances shape and hold while helping control frizz—leaving curls more defined, bouncy, and glossy without a heavy feel.

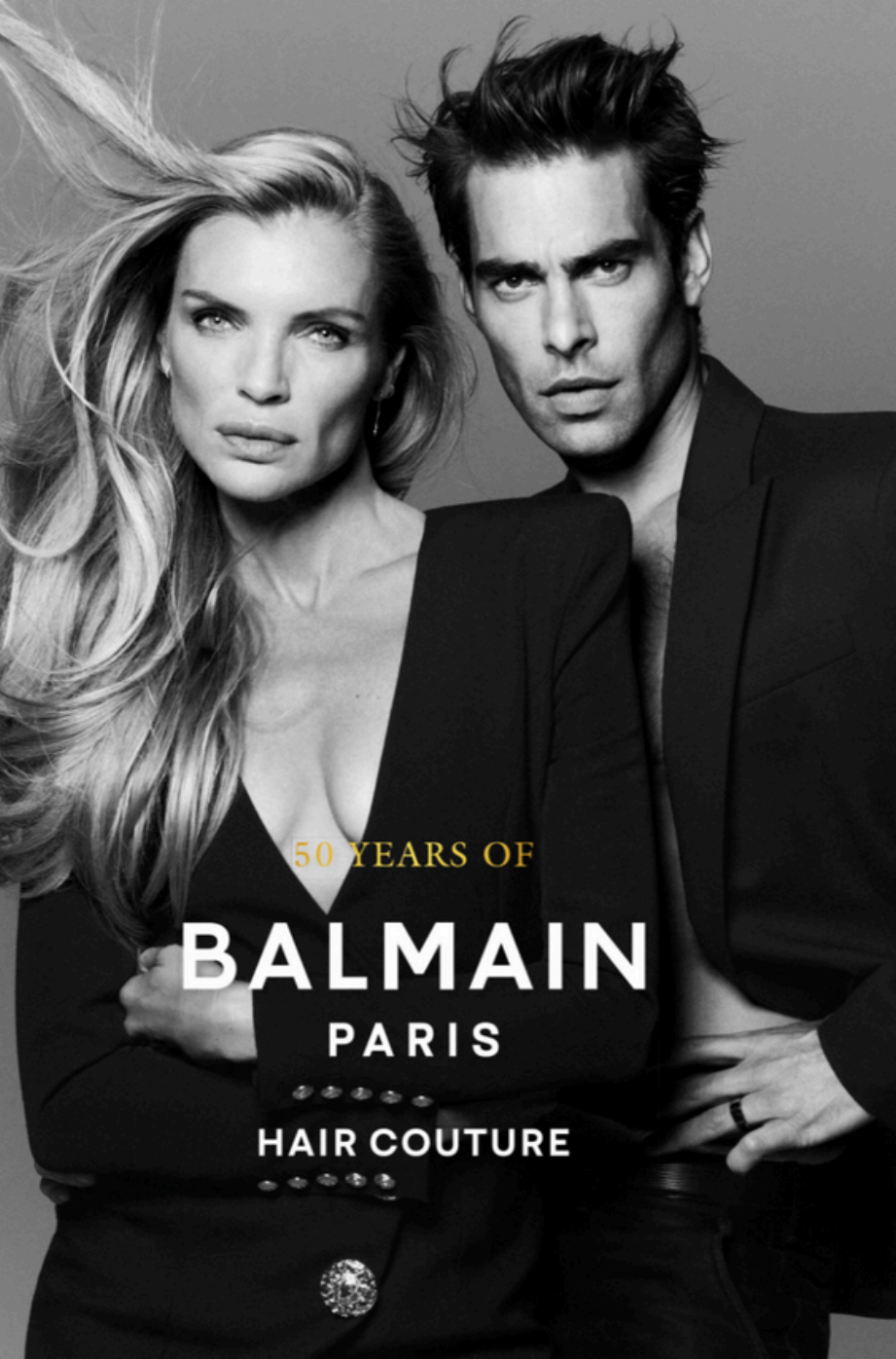


2000023120

**DEFINE & RADIATE OIL
EXTRACT- SANTORINI**

30 ml

A lightweight finishing oil that adds shine and softness while helping smooth frizz and enhance curl definition for a polished, radiant look.



Balmain

In 2024, Balmain Hair celebrated 50 years in the hairdressing industry. It all began in 1974, when fashion designer Pierre Balmain entered into an exciting collaboration with young wigmaker Dick Guliker. Together, they created Balmain Hair Couture with a shared vision to complete personal style—through wigs and unique hair products.

Since then, Balmain Hair has developed professional solutions for both stylists and consumers worldwide. The mission has always remained the same: to highlight and support individual style and identity.

Today, Balmain Hair has grown from being a pioneer in wigs to becoming a global leader in exclusive haircare and styling.



BALMAIN

PARIS

HAIR COUTURE

KEY INGREDIENTS

Silk & Cashmere

Silk and cashmere proteins contain 17–18 of the 19 amino acids naturally found in hair. These amino acids help reconstruct damaged hair strands by smoothing the surface, increasing strength, and preventing further damage from heat styling tools. Hair is left revitalized, soft, and flexible with a radiant shine.

Silk and cashmere proteins are active ingredients that support optimal moisture retention within the hair cells. When combined with powerful antioxidants, they create the perfect synergy of deep hydration and protection. Intensely regenerated and deeply revitalized, the hair glows with an enchanting shine.

Quinoa Seed Oil

Among all polypeptide chains, those containing peptides that begin and/or end with cysteine or arginine are responsible for strength and moisture retention. In damaged hair, these specific peptides are often the most depleted, leading to weakened strands. Quinoa seed oil naturally contains these two essential amino acids—cysteine and arginine—which deeply reconstruct the hair from within, providing targeted repair.

Quinoa seed oil is a natural anti-aging ingredient that delivers radiant shine and protects dry, fragile hair from harsh environmental stressors. With the inclusion of quinoa seed oil, the ideal care cycle containing all 19 essential amino acids is complete.

Argan Boost

Argan Elixir naturally moisturizes the hair by restoring its hydro-lipid layer, preventing moisture loss through evaporation. It rebalances hydration levels, improves elasticity, tames frizz, and extends the longevity of color-treated hair.

Extracted from the kernels of the argan tree, Argan Elixir is a natural anti-aging ingredient that adds shine, repairs, and protects dry, damaged, and fragile hair from environmental factors.

Rich in vitamins – especially vitamin E – Argan Elixir is truly unique. Thanks to its exceptional blend of natural oils, minerals, and fatty acids, it cannot be replicated by any synthetic or natural alternative. Combined with silk protein, cashmere protein, and quinoa seed oil, argan is key to delivering superior product performance and results.



1103113

VOLUME SHAMPOO

300 ml | 1000 ml

Care
Sulfate free Paraben free Colour Safe



1103114

VOLUME CONDITIONER

300 ml | 1000 ml

Care
Sulfate free Paraben free Colour Safe



CS S CO LEAVE 50 / 1101006

LEAVE-IN CONDITIONING SPRAY

50 ml | 200 ml

Care
Sulfate free Paraben free Colour Safe



1101053 / 1101016

MOISTURIZING SHAMPOO

50 ml | 300 ml | 1000 ml

Care
Paraben free Colour Safe



1101052 / 1101014

MOISTURIZING CONDITIONER

50 ml | 300 ml | 1000 ml

Care
Sulfate free Paraben free Colour Safe



1103067

MOISTURIZING REPAIR MASK

50 ml | 200 ml | 1000 ml

Care
Sulfate free Paraben free Colour Safe



1101023

REVITALIZING SHAMPOO

300 ml | 1000 ml

Care
Paraben free Colour Safe



1101021

REVITALIZING CONDITIONER

300 ml | 1000 ml

Care
Sulfate free Paraben free Colour Safe



1101022

REVITALIZING MASK

200 ml | 1000 ml

Care
Sulfate free Paraben free Colour Safe



CS S SH CC 50 / 1102784

COULEURS COUTURE SHAMPOO

50ml | 300 ml | 1000ml

Care
Sulfate free Paraben free Colour Safe



CS S CO CC 50 / 1102783

COULEURS COUTURE CONDITIONER

50ml | 300 ml | 1000ml

Care
Sulfate free Paraben free Colour Safe



CS S M CC 50 / 1103116

COULEURS COUTURE MASK

50ml | 200 ml | 1000ml

Care
Sulfate free Paraben free Colour Safe



1102000

ILLUMINATING SILVER PEARL SHAMPOO

300 ml | 1000 ml

Care
Paraben free Colour Safe



1103168

ILLUMINATING SILVER PEARL MASK

200ml | 1000ml

Care
Paraben free Colour Safe



1102001

ILLUMINATING WHITE PEARL SHAMPOO

300 ml | 1000 ml

Care
Paraben free Colour Safe



CS S M CC IL WB 150

ILLUMINATING WARM BROWN MASK

150 ml

Balmain Hair Illuminating Color Mask refreshes color, adds intense shine, and deeply nourishes the hair.



CS S M CC IL V 150

ILLUMINATING VIOLET MASK

150 ml

Balmain Hair Illuminating Color Mask refreshes color, adds intense shine, and deeply nourishes the hair.



CS S M CC IL R 150

ILLUMINATING RED MASK

150 ml

Balmain Hair Illuminating Color Mask refreshes color, adds intense shine, and deeply nourishes the hair.



CS S M CC IL AB 150

ILLUMINATING ASH BROWN MASK

150 ml

Balmain Hair Illuminating Color Mask refreshes color, adds intense shine, and deeply nourishes the hair.



CS S M CC IL C 150

ILLUMINATING COPPER MASK

150 ml

Balmain Hair Illuminating Color Mask refreshes color, adds intense shine, and deeply nourishes the hair.



CS S M CC IL GB 150

ILLUMINATING GOLDEN BLONDE MASK

150 ml

Balmain Hair Illuminating Color Mask refreshes color, adds intense shine, and deeply nourishes the hair.



1101007

ASH TONER

200 ml

Styling
Sulfate free Paraben free Colour Safe Vegetarian



1102097

OVERNIGHT REPAIR SERUM

30 ml

Care / Treatment
Sulfate free Paraben free Colour Safe Vegetarian



1102500

5 WEEK ENRICHING HAIR TREATMENT

5x 20 ml

Care / Treatment
Sulfate free Paraben free Colour Safe Vegetarian



CS S S CRM MS 150

MOISTURIZING STYLING CREAM

150 ml

Styling
Sulfate free Paraben free Colour Safe Vegetarian



CS S S MOU VOL S 300

VOLUME MOUSSE STRONG

300 ml

Styling
Sulfate free Paraben free Colour Safe Vegetarian



1101008

CURL CREAM

150 ml

Styling
Sulfate free Paraben free Colour Safe Vegetarian



1103065

STYLING GEL MAXIMUM HOLD

100 ml

Styling

Sulfate free Paraben free Colour Safe Vegetarian



1101011

MATT PASTE

100 ml

Styling

Sulfate free Paraben free Colour Safe Vegetarian



1101045

SUN PROTECTION SPRAY

200 ml

Care / Styling

Sulfate free Paraben free Colour Safe Vegetarian



1101055 / 1101027

SILK PERFUME

50 ml | 200 ml

Styling / Care

Sulfate free Paraben free Colour Safe Vegetarian



1101047 / 1102105

TEXTURIZING VOLUME SPRAY

75 ml | 200 ml

Styling

Sulfate free Paraben free Colour Safe Vegetarian



1101050 / 1101005

DRY SHAMPOO

75 ml | 300 ml

Styling

Sulfate free Paraben free Colour Safe Vegetarian



1101048

THERMAL PROTECTION SPRAY

200 ml

Styling

Sulfate free Paraben free Colour Safe Vegetarian



1101049 / ST ARGAN ELIXIR

ARGAN MOISTURIZING ELIXIR

20 ml | 100 ml

Styling

Sulfate free Paraben free Colour Safe Vegetarian



1101057 / 1101046

TEXTURIZING SALT SPRAY

50 ml | 200 ml

Styling

Sulfate free Paraben free Colour Safe Vegetarian



1101024 / 1101025 / 1101054

SESSION SPRAY MEDIUM & STRONG

300 ml | 75 ml

Styling

Sulfate free Paraben free Colour Safe Vegetarian



CS S S CLAY MS 100

MATT CLAY STRONG

100 ml

Styling

Sulfate free Paraben free Colour Safe Vegetarian



1101026

SHINE WAX

100 ml

Styling

Sulfate free Paraben free Colour Safe Vegetarian



BODYFYING SHAMPOO

50 ml | 250ml | 1000ml

Sulfate free. Paraben free. Vegetarian



1103207 / CS M C CO B 50

BODYFYING CONDITIONER

50 ml | 250ml | 1000ml

Sulfate free. Paraben free. Vegetarian



1102751

HAIR & BODY WASH

50 ml | 200ml

Sulfate free. Paraben free. Vegetarian



CS M S GEL MED 100 / CS M S GEL MED 50

STYLING GEL MEDIUM HOLD

50 ml | 100ml

Sulfate free Paraben free Colour Safe Vegetarian



CS M S WAX SC 100

SCULPTING WAX

100 ml

Sulfate free Paraben free Colour Safe Vegetarian



1103210

ACTIVATING SCALP TREATMENT

50 ml

Daglig behandling til fint hår



1103258

**CARDAMOM 1974
HAIR PERFUME**

3.4 oz

Care / Styling

A unique blend of luxury, care, and an enchanting sophisticated scent – to be used as a body perfume or a nourishing hair fragrance.



1103264

**VETIVER 1974
HAIR PERFUME**

3.4 oz

Care / Styling

A unique blend of luxury, care, and an enchanting sophisticated scent – to be used as a body perfume or a nourishing hair fragrance.



1103261

**GINGER 1974
HAIR PERFUME**

3.4 oz

Care / Styling

A unique blend of luxury, care, and an enchanting sophisticated scent – to be used as a body perfume or a nourishing hair fragrance.



1103063

**TESTER HAIR PERFUME
CARDAMOM 1974**

100 ml

Care / Styling

Tester without cap for salon use.



1103266

**TESTER HAIR PERFUME
VETIVER 1974**

100ml

Care / Styling

Tester without cap for salon use.



1103263

**TESTER HAIR PERFUME
GINGER 1974**

100ml

Care / Styling

Tester without cap for salon use.



1103121

BALMAIN HOMME HAIR PERFUME

100ml

A refined masculine fragrance that refreshes and subtly scents the hair.



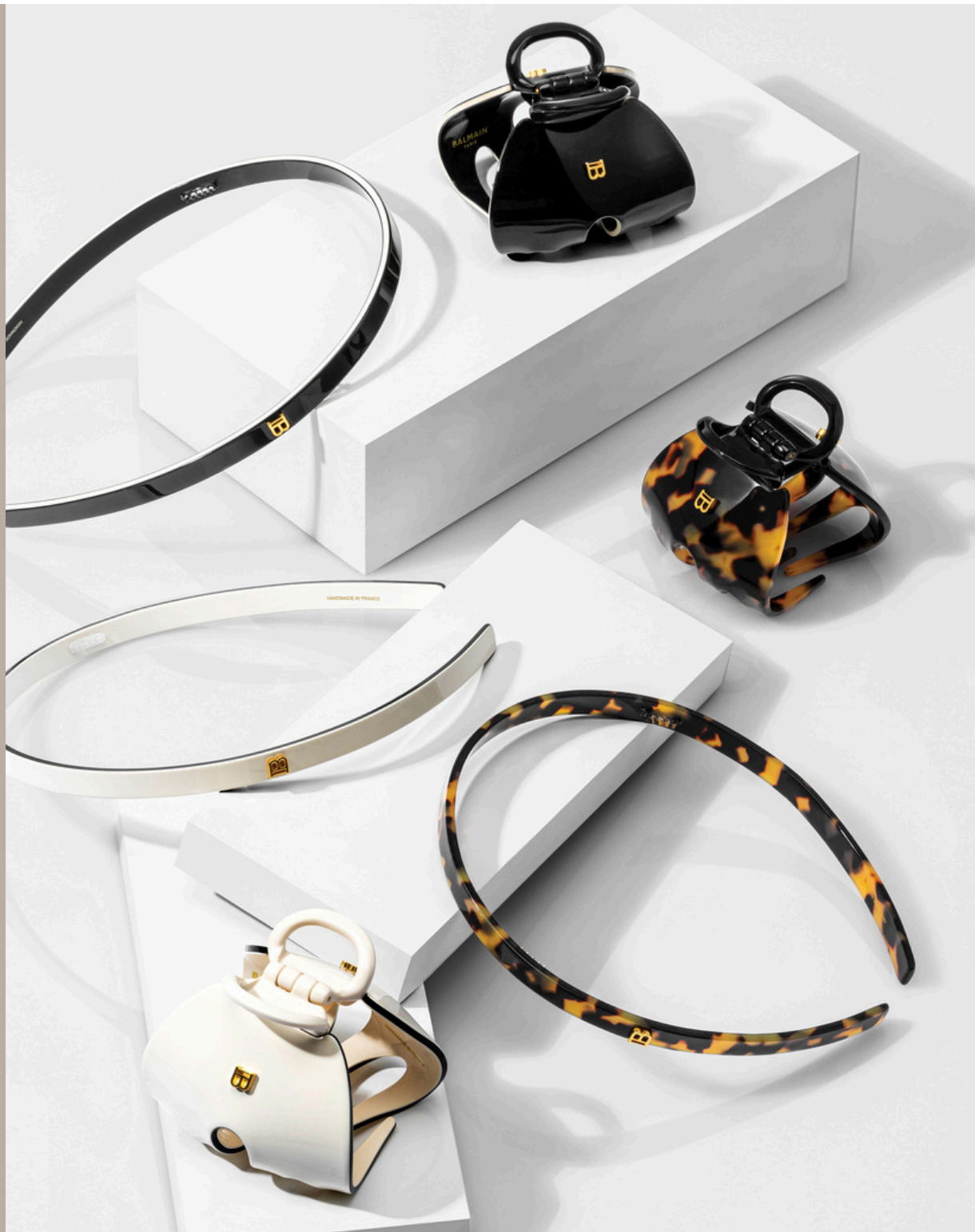
CS S S HP SIG

BALMAIN HAIR SIGNATURE PERFUME

100 ml

A refined feminine signatur fragrance that refreshes and subtly scents the hair.

BALMAIN HAIR ACCESSORIES, TOOLS & GIFTSET





HJ CA PIN XS WB

**PINCE À CHEVEUX EXTRA SMALL
BLACK-WHITE/ WHITE-BLACK /
TORTOISE / BURGUNDY**

18K gold-plated B.
Hypoallergenic hair accessory in Acetate material.



HJ CA PIN M BL

**PINCE À CHEVEUX SMALL
WHITE/BLACK/TORTOISE/SAND**

18K gold-plated B.
Hypoallergenic hair accessory in Acetate material.



HJ CA PIN L BW

**PINCE À CHEVEUX MEDIUM
(WHITE/BLACK/TORTOISE/BW/WB)**

18K gold-plated B.
Hypoallergenic hair accessory in Acetate material.



HJ CA PIN L WH

**PINCE À CHEVEUX LARGE
(WHITE/BLACK/TORTOISE/BW/WB)**

18K gold-plated B.
Hypoallergenic hair accessory in Acetate material.



HJ CA PIN IM M BW

**PINCE À CHEVEUX IMPERIALE BW/
TORTOISE/ WB /BURGUNDY**

18K gold-plated B.
Hypoallergenic hair accessory in Acetate material.



HJ CA BAR L WH

**BARRETTE CHEVEUX LARGE
WHITE/ BLACK/ TORTOISE**

18K gold-plated B.
Hypoallergenic hair accessory in Acetate material.



HJ CA BAR M WH

**BARRETTE CHEVEUX MEDIUM
WHITE/ BLACK/ TORTOISE**

18K gold-plated B.
Hypoallergenic hair accessory in Acetate material.



HJ CA ELAS WH

**ELASTIQUE POUR CHEVEUX
WHITE/ BLACK/ TORTOISE**

18K gold-plated B.
Hypoallergenic hair accessory in Acetate material.



HJ CA HB WB S

**CELLULOSE ACETATE HEADBAND
WHITE/BLACK/TORTOISE/SAND**

18K gold-plated B.
Hypoallergenic hair accessory in Acetate material.



HJ RC BAR C M / HJ RC BAR C L

RIVIERA BARRETTE COGNAC MEDIUM/LARGE

18K gold-plated BALMAIN B
Crafted from Nappa leather with nubuck lining for a better grip on the hair.



HJ RC HB C L

BALMAIN HEADBAND (COGNAC/BLACK)

18K gold-plated BALMAIN B
Crafted from Nappa leather with nubuck lining for a better grip on the hair.



HJ RC HB C S

RIVIERA HEADBAND COGNAC SMALL

18K gold-plated BALMAIN B
Crafted from Nappa leather with nubuck lining for a better grip on the hair.



1101448

HAIR BARRETTE BLACK/GOLD/WHITE/ SILVER

18K gold-plated BALMAIN B
Crafted from Nappa leather with nubuck lining for a better grip on the hair.



LE HJ BAR L CS C4 25

LIMITED EDITION LEATHER BARRETTE COSMIC SAPPHIRE C4 25

18k gold-plated barrette featuring the iconic Balmain logo.



LE HJ GP B CLIP C425

LIMITED EDITION BACKSTAGE CLIP GOLD C4 25

Elegant gold-plated clip with signature Balmain chain detail – a timeless statement piece.



1103248

LIMITED EDITION BACKSTAGE CLIP SMALL SILVER/GOLD

Elegant gold-plated Clip with signature Balmain chain detail – a timeless statement piece.



1103240

BARRETTE POUR CHEVEUX MEDIUM SILVER/GOLD

Elegant gold-plated barrette with signature Balmain chain detail – a timeless statement piece.



LE HJ HB CHAIN FW22

LIMITED EDITION HEADBAND CHAIN FW22

Nubuck indvendigt for at sikre et bedre greb om håret



1103242

**ECLAT HEADBAND SMALL
SILVER/GOLD**

Swarovski with 18K gold-plated B



1103247

**LEATHER HEADBAND
LARGE SILVER**

18K gold-plated BALMAIN B
Crafted from Nappa leather with nubuck lining for a better grip on the hair.



1103241

**PONT DES ARTS HEADBAND
SMALL GOLD CHAIN**

18K gold-plated BALMAIN B
Crafted from Nappa leather with nubuck lining for a better grip on the hair.



LE HJ LC CLIP L FW24

**LIMITED EDITION LEGACY CLIP
LARGE PEARL FW24**

One size

Limited Edition Anniversary Clip with 18K B & adorned with pearls.



LE HJ LC BAR FW24

**LIMITED EDITION LEGACY
BARRETTE WHITE FW24**

One Size

8K gold-plated BALMAIN B
Crafted from Nappa leather with nubuck lining for a better grip on the hair.



LE HJ LC CA HB FW24

**LIMITED EDITION LEGACY
CELLULOSE ACETATE HEADBAND
WHITE LOGO FW24**

One Size



LE HJ LC ELAS FW24

**LIMITED EDITION LEGACY
ELASTIQUE B FW24**

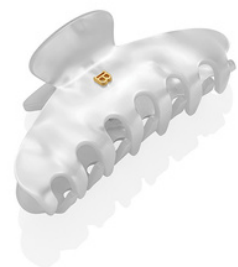
A refined hair elastic featuring the iconic 18K gold-plated Balmain B



LE HJ LC HB P FW24

**LIMITED EDITION LEGACY LEATHER
PUFFED HEADBAND FW24**

8K gold-plated BALMAIN B
Crafted from Nappa leather with nubuck lining for a better grip on the hair.



LE HJ CA PIN M PL

**LIMITED EDITION PINCE À
CHEVEUX MEDIUM PEARL**

18K Gold-plated emblem
Hypoallergenic hair accessory



LE HJ CA PIN XS PL

LIMITED EDITION PINCE À CHEVEUX XS PEARL

18K Gold-plated emblem
Hypoallergenic hair accessory



1101985

STYLING COMB GOLD

Professional Styling Comb



1101984/ 1102461

CUTTING COMB GOLD/ BLACK/ SILVER

Professional cutting comb
Straight teeth for precision work



1102462

CONTOUR COMB BLACK/ WHITE

Wide-tooth ultra-fine to trim and contour
The comb is designed to glide effortlessly through locks



1102466 / 1101986

TAIL COMB BLACK/ GOLD/ SILVER/ WHITE

Professional Tail Comb
Pointed handle for creating partings



TL SCALP M

LIMITED EDITION SCALP MASSAGE TOOL

Designed to stimulate the scalp, boost circulation, and enhance overall hair and scalp health.



1102463

ACETATE TEXTURE COMB BLACK/ WHITE

Easily detangle tight curls or fine, knotty hair
Can be used on wet and dry hair alike



1102460

COLOR COMB

Hand carved and polished
Prevent damage and split ends



TL BC B DET / TL BC B DET BW

DETANGLING BRUSH BLACK/WHITE & BLACK

Suitable for both dry and wet hair
Prevents hair breakage and hair damage



1102075

BOAR HAIR BACKCOMB BRUSH

100% Boar Hair bristle brush



1102012

GOLDEN BOAR HAIR SPA BRUSH

100% natural boar hair and nylon bristles
Detangles the hair without pulling or snagging the hair



1102092

ALL PURPOSE SPA BRUSH

One Size & Travel Size
50% Boar hair & 50% Nylon bristles



1102094

DETANGLING SPA BRUSH

100 % Nylon Bristles



1102093

LUXURY SPA BRUSH

100% Boar hair



1102004

PROFESSIONAL CERAMIC ROUND BRUSH

Sizes: 25, 33, 43& 53mm
Provides volume, body and healthy looking hair
Negative ion technology



1102007

PROFESSIONAL CERAMIC ROUND BRUSH 43MM XL

Unique design with an extended handle, making it easier to work with long hair.



TL BD DIF UNI

UNIVERSAL FOLDABLE DIFFUSER

Universal diffuser that fits all hairdryers thanks to its flexible rubber grip.



1103119

PROFESSIONAL BLOWDRYER BLACK-GOLD

2 speed settings & 3 heat controls.
3-meter long cord.



1103120

**PROFESSIONAL STRAIGHTENER
EU PLUG**

Heats up in 30 seconds. Touch screen for easy temperature control.



1102016

**CORDLESS TITANIUM
STRAIGHTENER**

Rechargeable styling iron. Heats up to 200°C.



LE TL ST C UNI C3 24

**LE ANNIVERSARY CORDLESS
TITANIUM STRAIGHTENER**

Limited Edition Anniversary Cordless Straightener. Set includes 1 Thermal Protection Spray.



1101029

SIGNATURE FOUNDATION

Ultimativ styling for enhver base. Reducerer frizz og tilfører protein og fugt til håret.



CS S CARE SET R

REVITALIZING CARE SET

The Care Set includes Revitalizing Shampoo, Revitalizing Conditioner & Revitalizing Mask. A scalp brush is included in the gift box.



CS S CARE SET CC

COULEURS COUTURE CARE SET

The Couleurs Couture Care Set includes CC Shampoo, CC Conditioner & CC Mask. A scalp brush is included in the gift box.



CS S CARE SET M

MOISTURIZING CARE SET

Care Set includes Moisturizing Shampoo, Moisturizing Conditioner & Moisturizing Repair Mask. A scalp brush is included in the gift box.



CS S CARE SET V

VOLUME CARE SET

Care Set includes Volume Shampoo, Volume Conditioner & Leave In conditioning Spray. A scalp brush is included in the gift box.



LE TL BAG T C3 24

**LIMITED EDITION TRAVEL BAG
(ONLY BAG)**

Shopperbag, perfect for carrying your hair essentials on the go with elegance.



CSS G POUCH BG 1

SIGNATURE BAG

Leave in Conditioning Spray, Argan Elixir, Barrette
Medium Black.
Made with vegan leather



LE CS CANDLE GIN FW2

**LIMITED EDITION GINGER 1974
SCENTED CANDLE 160G FW24**

160g



1102632 | 1102633

**PREMIUM CREAM DEVELOPER 10
VOL/ 20 VOL/ 30VOL / 40VOL**

1000 ml



1102719

**PREMIUM POWDER
LIGHTENER**

500 gr

LysningeLifts up to 9+ levels.
Dust-free lightening powder.



1102720

**FREEHAND CLAY
LIGHTENER**

400 gr

Lifts up to 7 levels.
Ideal for freehand techniques or balayage.



1102788

**MOISTURIZING CREME
LIGHTENER**

500 gr

Lifts up to 7 levels. Suitable for on-scalp application.
Cream-based lightener.



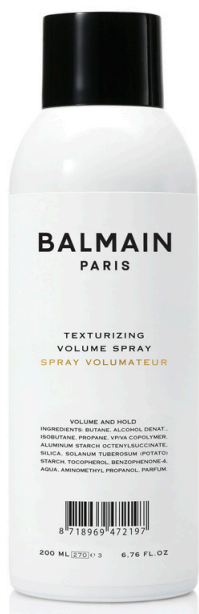
VARIOUS SHADES

**PERMANENT HAIR COLOURING
CREAM**

60 ml

100% grey hair coverage

BEST SELLERS



1..



2.



3.



4.

1. 1101047
**TEXTURIZING
VOLUME SPRAY**

75 ml
200 ml

2. TL BC B DET BW
**DETANGLING
BRUSH**

Black/ White

3. 1101046
**TEXTURIZING
SALT SPRAY**

50 ml
200 ml

4. 1101011
**MATT
PASTE**

100 ml

JOICO

the **joi** of healthy hair



JOICO is a professional and renowned salon brand offering complete ranges of haircare and styling products created for salon use.

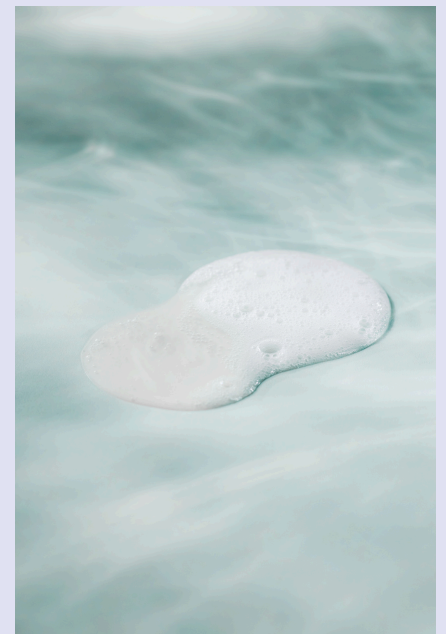
With advanced technology such as SmartRelease™, JOICO delivers targeted care that rebuilds, strengthens, and protects the hair from within.

The brand is recognized for its proven results, always placing healthy, shiny hair at the center. JOICO holds a strong position in the global beauty industry and is a preferred choice among hairdressers seeking reliable products with professional performance.

By choosing JOICO for your salon, you choose high quality, innovation – and, most importantly, hair your clients will love.

JOICO: The Joi of Healthy Hair!

JOICO
the **joi** of healthy hair



Series



K-PAK

FOR RECONSTRUCTION.

FUNCTION: REPAIRS & STRENGTHENS



K-PAK Color Therapy

FOR RECONSTRUCTION AND COLOR PROTECTION

ADDS SHINE & RESTORES HAIR STRENGTH



DefyDamage

FOR BOND STRENGTHENING & COLOR PROTECTION

FUNCTION: PROTECTS & STRENGTHENS



ColorFul

FOR NORMAL & COLOR-TREATED HAIR

FUNCTION: ANTI-FADE PROTECTION



JoiFull

FOR VOLUME AND TEXTURE

FUNCTION: FULLER, THICKER & BOUNCY HAIR



BlondeLife

TO MAINTAIN BRIGHT AND COOL BLONDE TONES

KEEPS BLONDE HAIR BLONDE



MoistureRecovery

FOR MEDIUM/THICK & DRY HAIR

FUNCTION: SOFTENING & MOISTURIZING



YouthLock

FOR MATURE HAIR

FUNCTION: BOOSTS SHINE & ELASTICITY



HydraSplash

FOR FINE/MEDIUM & DRY HAIR

FUNCTION: SOFTENING & HYDRATING



2938339 / 2938338

DEFY DAMAGE DETOX SHAMPOO

300 ml | 1000 ml

A gentle, deep-cleansing shampoo that removes buildup and protects the hair from daily damage.



2643585 / 2643580

DEFY DAMAGE SHAMPOO

300 ml | 50 ml | 1000ml

Recommended for all hair types
Strengthening and preventive



2453711 / 2453712

DEFY DAMAGE CONDITIONER

250 ml | 50 ml | 1000ml

Increases hair resilience
Protects against damage and restores the hair within



2453713 / 2453715

DEFY DAMAGE PROTECTIVE MASQUE

150 ml | 50 ml

Recommended for all hair types
Restores hair strength and moisture balance



2453721

DEFY DAMAGE PROTECTIVE SHIELD

50 ml | 100ml

Moisturizes the hair from within. Protects hair color from fading.



2640021

DEFY DAMAGE SLEEPOVER

100 ml

Leave-in treatment that reduces split ends. Do not rinse.



2939869

DEFY DAMAGE KBOND20 POWER MASQUE

10ml | 50ml | 150 ml | 250ml | 500ml

Power bond-building mask for dry and over-processed hair.



2939535

DEFY DAMAGE IN-A-FLASH 7 SECOND BOND BUILDER

150 ml

Rebuilds hair bonds in just 7 seconds.



2643578 / 2643579

BLONDE LIFE BRIGHTENING SHAMPOO

300 ml | 50 ml | 1000 ml

Free of SLS/SLES Sulfates*
Added softness and smoothness



2643594 / 2643593

**BLONDE LIFE BRIGHTENING
CONDITIONER**

250 ml | 50 ml | 1000 ml

Deeply nourishes bleached, double-processed, or high-lifted blonde hair without weight Instantly detangles



2644384 / 2644383

**BLONDE LIFE
BRIGHTENING MASQUE**

50 ml | 150 ml

Prevents breakage
Makes the hair easier to comb through



2904213

**BLONDELIFE BLONDE
STRONG DETANGLER 200ML**

200 ml

Makes blonde hair appear brighter than ever
Smoothing ingredients fight frizz



2644386

**BLONDE LIFE BRILLIANT
GLOW OIL**

100 ml | 3.38 FL. OZ

Makes blonde hair appear brighter than ever
Smoothing ingredients fight frizz



2988075

**SCALP VITALITY
EXFOLIATING FOAMING SCRUB**

177 ml

An exfoliating scrub that removes excess oil, product build-up, and dandruff for a healthy, refreshed scalp.



2988074

**SCALP VITALITY
REPLENISHING ESSENCE**

100 ml

A lightweight leave-in essence that hydrates and soothes a dry or irritated scalp while helping to restore the balance of the microbiome.



2988073

**SCALP VITALITY
REFRESHING SHAMPOO**

300 ml

A refreshing, sulfate-free shampoo that gently cleanses while leaving the scalp clean, soothed, and balanced.



2643046 / 2643036

**MOISTURE RECOVERY
SHAMPOO**

300 ml | 50 ml | 1000 ml

Gently cleanses hair without stripping vital moisture
Helps replenish loss moisture



2564535 / 2564534

**MOISTURE RECOVERY
CONDITIONER**

250 ml | 50 ml | 1000 ml

Easily detangles dry hair
Reduces breakage by up to 55%



2564537

MOISTURE RECOVERY TREATMENT BALM

250 ml

Reduces frizz
Adds softness, shine, and movement



MOISTURE RECOVERY 24H MOISTURE RECHARGE

200 ml

Reduces frizz
Adds softness, shine, and movement. Leave-in moisture.



2764127

HYDRA SPLASH SHAMPOO

300 ml | 1000 ml

Luxurious lather thoroughly cleanses hair without stripping natural moisture
Leaves hair feeling soft and hydrated



2564535

HYDRA SPLASH CONDITIONER

250 ml | 1000 ml

Detangles even super-fine strands
Won't weigh fine hair down



2561388

HYDRA SPLASH GELÉE MASQUE

150 ml

24-hour hydration
Hair looks replenished, shiny, and healthy after just one use



2561389

HYDRA SPLASH REPLENISHING LEAVE-IN

100 ml

Boosts softness and shine
Reduces frizz



2571123 / 2571122

K-PAK COLOR THERAPY COLOR-PROTECTING SHAMPOO

300 ml | 50 ml | 1000 ml

Renser nænsomt farvebehandlet hår. Hjælper farvebehandlet hår. Tilføjer glans og gør håret elastisk.



2811173 / 2811175

K-PAK COLOR THERAPY COLOR PROTECTING CONDITIONER

250 ml | 50 ml | 1000 ml

Genopbygger og beskytter håret, så det indfarvet hår holder dets glans og nuance. Øger risikoen for knækket hår.



2571126 / 2571125

K-PAK COLOR THERAPY LUSTER LOCK

150 ml | 50 ml

Booster glansen i håret. Op til 85% færre knækket hår med Luster Lock.



2571121 / 2571120

**K-PAK COLOR THERAPY
LUSTER LOCK MULTI-
PERFECTOR**

200 ml | 50 ml

Let og plejende spray, der hjælper med at holde hårfarven livlig og glansfuld. Varmebeskyttende mod føntørring.



2571547

**K-PAK COLOR THERAPY
LUSTER LOCK GLOSSING
OIL**

63 ml

Fordobler farveglossen i et farvebehandlet hår, med 85%



2574269 / 2574270

**K-PAK RECONSTRUCTING
SHAMPOO**

300 ml | 1000ml

Gently cleanses damaged hair
Rich lather



2574887

**K-PAK RECONSTRUCTING
CONDITIONER**

250 ml | 1000 ml

Boosts shine
Improves elasticity & manageability



2762566

**K-PAK CLARIFYING
SHAMPOO**

300 ml | 1000 ml

Replenishes lost proteins in the hair
Provides a stronger and healthier appearance



2574894 / 2574893

**K-PAK HYDRATOR INTENSE
TREATMENT**

250 ml | 50 ml | 1000 ml

Replenishes lost moisture to dry, damaged hair
Improves hair manageability and elasticity



2747246 / 2747245

**K-PAK RECONSTRUCTOR
TREATMENT**

150 ml | 50 ml | 1000 ml

Rebuilds and re-fortifies damaged hair
Instantly healthier-looking hair



2729146

**JOIFULL VOLUMIZING
SHAMPOO**

300 ml | 1000 ml

Provides long-lasting humidity protection
Instantly adds shine



2493548

**JOIFULL VOLUMIZING
CONDITIONER**

250 ml | 1000 ml

Helps strengthen and nourish hair
Leaves strands tangle-free



2493549

JOIFULL VOLUMIZING STYLER

100 ml | 3.38 FL. OZ

Fuller, thicker, bouncier hair
24-hour style retention



2631704

COLORFUL ANTI-FADE SHAMPOO

300 ml | 10.14 FL. OZ

JOICO Colorful is a vibrant care line designed to protect and prolong the life of color-treated hair, leaving it shiny, strong, and radiant.



2792068

COLORFUL ANTI-FADE CONDITIONER

250 ml | 8.45 FL. OZ

JOICO Colorful is a vibrant care line designed to protect and prolong the life of color-treated hair, leaving it shiny, strong, and radiant.



2631708

COLORFUL GLOW BEYOND ANTI-FADE SERUM

63 ml

JOICO Colorful is a vibrant care line designed to protect and prolong the life of color-treated hair, leaving it shiny, strong, and radiant.



2694210 / 2785307

YOUTHLICK SHAMPOO

300 ml | 50 ml | 1000 ml

JOICO YouthLock is an advanced care line infused with collagen, designed to revitalize, smooth, and strengthen aging hair for a youthful look and feel.



2694235 / 2785309

YOUTHLICK CONDITIONER

250 ml | 50 ml | 1000 ml

JOICO YouthLock is an advanced care line infused with collagen, designed to revitalize, smooth, and strengthen aging hair for a youthful look and feel.



2694227 / 2785308

YOUTHLICK TREATMENT MASQUE

150 ml | 50 ml

JOICO YouthLock is an advanced care line infused with collagen, designed to revitalize, smooth, and strengthen aging hair for a youthful look and feel.



2729167 / 2786452

BLOWOUT CREME

177 ml | 50 ml

JOICO YouthLock is an advanced care line infused with collagen, designed to revitalize, smooth, and strengthen aging hair for a youthful look and feel.



2644391

BLONDELIFE VIOLET SHAMPOO

300 ml | 1000 ml

Instantly cool brassy tones and brighten cool blonde hair
Help maintain healthy-looking hair with brilliant shin



2701810

**BLONDELIFE VIOLET
CONDITIONER**

250 ml | 1000 ml

Nourish and protect fragile blonde hair
Provides incredible slip and detangling



2620779

**JOIGEL FIRM
STYLING GEL**

250 ml

Provides maximum hold and shine for all hair types.



2561864

**JOICO ZERO HEAT FOR
FINE-MEDIUM HAIR**

150 ml

Leave-in styling cream for fine/medium hair.



2620785

**JOIMIST FIRM PROTECTIVE
FINISHING SPRAY**

300 ml | 258g

Helps control frizz and unruly hair.



2548915

**FLIP TURN VOLUMIZING
FINISHING SPRAY**

325 ml | 225g

A volume spray that provides hold and protection
for up to 72 hours.



2548914

**POWER SPRAY FAST-
DRY FINISHING SPRAY**

345 ml | 254g

VarmHeat protection up to 232°C
UVA/UVB protection



2899979

**HAIR SHAKE
TEXTURIZING FINISH**

150 ml

Instant texture and fullness for the hair.



2548911

**BODY SHAKE
TEXTURIZING FINISH**

250 ml | 200g

Lifts, adds volume and texture to all hair types.
Dries quickly into the hair and lasts all day.



2493553

**WEEKEND HAIR
DRY SHAMPOO**

255 ml | 155g

Instantly absorbs excess oil from the scalp.



2620773

**JOIWHIP
MOUSSE**

300 ml | 290g

Provides maximum hold and bounce for all hair types.



2752469

**RISE UP POWDER
SPRAY**

9g

A pump powder that provides maximum structure and fullness for all hair types.



2752469

**DREAM BLOW OUT
BLOW-DRY CRÈME**

200 ml

Provides heat protection up to 232°C and reduces hair breakage by 75%.



2858588

**HEAT HERO GLOSSING
THERMAL PROTECTOR**

180 ml | 155g

A heat-protective aerosol spray that delivers maximum shine while providing protection.



2691106

**HUMIDITY BLOCKER
FINISH SPRAY**

180 ml | 180g

A 24-hour protective spray against humidity.



2943584

**CURLS LIKE US SMOOTH
& BOUNCE**

200ml

Joico Curls Like Us Smooth & Bounce Curl Hydrating Foam is a lightweight, airy mousse designed to enhance natural curls while providing moisture and flexible hold.



2943583

**CURLS LIKE US DEFINE
& SEAL**

250ml

It creates a moisturizing cast around the curls, helping to retain and lock in hydration while blocking out external humidity and reducing frizz for up to 72 hours.



2942680

**CURLS LIKE US
HYDRATE & DEFINE**

200ml

A styling cream designed to enhance and define natural curls.



2904213

BLONDELIFE ENHANCING MASQUE ROSE CHAMPAGNE

200 ml

Blonde Life Enhancing Masque is a luxurious treatment that deeply nourishes and restores blonde hair, leaving it soft, radiant, and brilliantly healthy.



2904213

BLONDELIFE ENHANCING MASQUE VIOLET

200 ml

Blonde Life Enhancing Masque is a luxurious treatment that deeply nourishes and restores blonde hair, leaving it soft, radiant, and brilliantly healthy.



2904213

BLONDELIFE ENHANCING MASQUE SILVER

200 ml

Blonde Life Enhancing Masque is a luxurious treatment that deeply nourishes and restores blonde hair, leaving it soft, radiant, and brilliantly healthy.

JOICO

Professional





2822643

JOICO BLONDLIFE LIGHTENING POWDER 9+

454g



2822641

BLONDE LIFE BALAYAGE LIGHTENER

227 ml



2907477

SILVERLIGHT LIGHTENING POWDER

454 g



2832660

BLONDE LIFE CRÈME LIGHTENER

300g



PROFESSIONAL COLOR

BLONDE LIFE QUICK TONE LIQUID-CRÈME TONER

74 ml | Multiple shades



PROFESSIONAL COLOR

BLONDE LIFE QUICK TONE LIQUI-CRÈME TONER

1000ml



2365320

VERO STAINLESS COLOR STAIN REMOVER

118 ml



2365311

VERO K-PAK CRÈME LIGHTENER

300g



2602336

VEROGLAZE NO-LIFT CREME DEVELOPER

1000 ml



PROFESSIONAL COLOR

VERO K-PAK PERMANENT CREME COLOR

74 ml | Multiple shades

Permanent Crème Color



2474026

VEROLIGHT LIGHTENING POWDER

454gr



PROFESSIONAL COLOR

LUMISHINE CRÈME DEVELOPER

946ml | 1000ml

Available in 5VOL, 10VOL, 20VOL, 30VOL, 40VOL



PROFESSIONAL COLOR

LUMISHINE PERMANENT CRÈME COLOR

74 ml | Multiple shades

Permanent Crème Color



PROFESSIONAL COLOR

LUMISHINE YOUTHLOCK PERMANENT CRÈME COLOR

74 ml | Multiple shades

YOUTHLOCK Permanent Crème Color



PROFESSIONAL COLOR

LUMISHINE DEMI LIQUID

60 ml | Multiple shades

Demi-Permanent Liquid Color



PROFESSIONAL COLOR

LUMISHINE DIMENSIONAL DEPOSIT CRÈME

74 ml | Multiple shades

Demi-Permanent Crème Color



PROFESSIONAL COLOR

LUMISHINE LUMI10 PERMANENT CREME COLOR

74 ml | Multiple shades

10-min Permanent Crème Color



2621271

LUMISHINE LUMI10 22 VOLUME DEVELOPER

473ml | 946 ml | 1000ml

HERO PRODUCTS

Discover our JOICO bestsellers!



1.



2.



3.



4.

1. 2939869

**DEFY DAMAGE
KBOND20 150ML**

150 ml

2. 2988075

**JOICO SCALP
VITALITY
EXFOLIATING
FOAMING SCRUB**

177 ml

3. 2899979

**MOISTURE
RECOVERY
SERIES**

300 ml & 250 ml

4. 2574269 & 2574887

**K-PAK
RECONSTRUCTING
SHAMPOO &
CONDITIONER**

300 ml & 250 ml

HAIR COUTURE NORDICS

TOOLS





2369

**CERA TRIPLE BARREL
WAVER**

Benefits: ION technology, 2-in-1 function, Cool tip, Automatic shut-off after approx. 60 min
Temperature: Adjustable, 130–230 °C



2372

**CERA DEEP
WAVER**

Benefits: ION technology, 2-in-1 function, Cool tip, Automatic shut-off after approx. 60 min
Temperature: Adjustable, 130–230 °C



VARIOUS ITEM NO.

**CERA IR HOT STYLING BRUSH
32, 38 & 45MM**

Benefits: ION technology, 2-in-1 function, Cool tip, Automatic shut-off after approx. 60 min
Temperature: Adjustable, 130–230 °C



2341

**CERA ORIGINAL
STRAIGHTENER**

Ionic technology and adjustable heat up to 230 °C. With its 2-in-1 function and automatic shut-off, it ensures both efficient styling and a secure grip in one.



2343

**CERA WIDE
STRAIGHTENER**

Ionic technology and adjustable heat up to 230 °C. With its 2-in-1 function and automatic shut-off, it ensures both efficient styling and a secure grip in one.



2352

**CERA CURLING
WANDBAR**

Ionic technology and adjustable heat up to 230 °C. With its 2-in-1 function and automatic shut-off, it ensures both efficient styling and a secure grip in one.



2464

**CERA HOT AIR
BRUSH**

Benefits: Cool air button, 3 speeds, 700 watts, Weight 331 g, Cord length 2.5 m



2540

**CERA BLACK
JET 1800**

1800 watts, 3 speed settings, 3 heat settings, instant cool shot button. Weight: 320 g. Cord: 2.5 m.



2545

**CERA DIGITAL
CARE**

1600 watts, Digital display, 5 operating modes, 3 speed settings, 7 heat settings, Automatic cleaning function, Cool air setting.



3930

ANDIS CLIPPER COMB

The Andis Clipper Comb is a lightweight and flexible cutting comb, ideal for fading and blending with clippers.



VARIOUS ITEM NO.

HAIRPEARL LASH / BROW TINT

- No 1 Black
- No 2 Blue Black
- No 3.2 Medium Brown
- No 5.1 Light Brown
- No 1.1 Graphite Grey
- No 4.4 Graphite Brown



6046 / 6047

HAIRPEARL CREAM OXIDANT 3% & 6%



6060

HAIRPEARL PROTECTING PAPERS, WAXED 50PAIRS

Hairpearl Protecting Papers are waxed protective papers for lashes and brows that prevent color from staining the skin.



Product Catalogue

PRODUCT CATALOGUE



KONTACT INFO:

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[@haircouture_nordics](https://www.instagram.com/haircouture_nordics)

Hair Couture Nordics
C