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JRL[®]
PROFESSIONAL

Just the Right Look!





ABOUT US

The Kabani family first made its foray in the hair & beauty industry in 2007. Beauty Essentials is a brain child of Ayaz Kabani. Our Success Mantra has always been “Teach & Sell” and we have always been a solution-driven company.

VISION

We stand for Prime Professional Beauty Essentials that help people Experience, Express & Emerge.

MISSION

We want to become the biggest house of premium, exclusive beauty care branded experiences for professionals.

MILESTONES

2008 Launched the world’s first hair retexturizing system in India.

2009 Footlogix – the world’s first and only pediceutical foot care line

2010 Kerafusion – India’s first FDA approved Keratin treatment

2011 Cysteine – India’s first formaldehyde free curl softening treatment

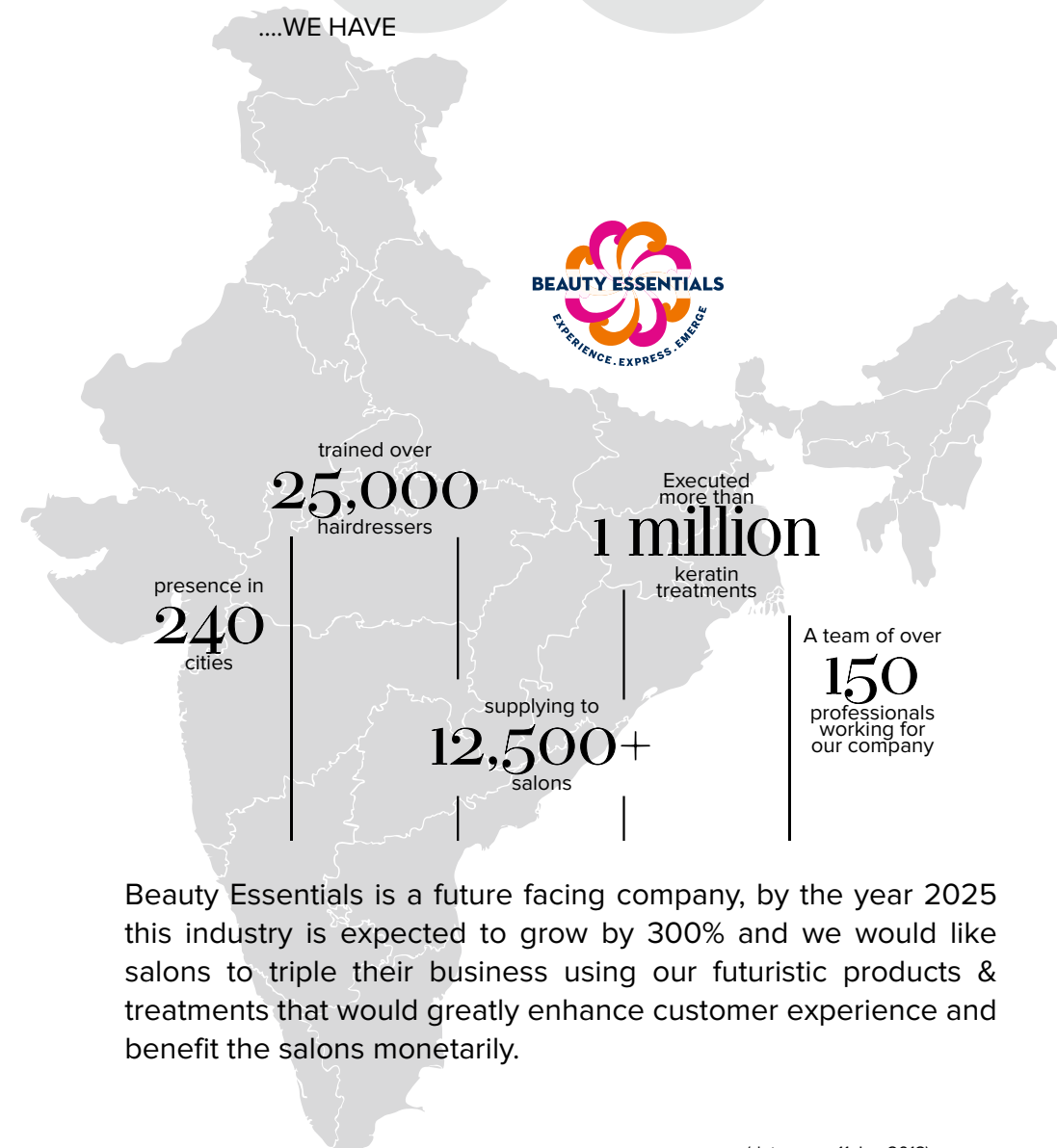
2015 Indian School of Hairdressing – a school dedicated to the craft of hairdressing.

2017 QOD Max Prime S Fiber Treatment - which mimics the result of a conventional keratin treatment.

2019 - ZAP, All Time Keratin Treatment & D'ORO, 24K Gold Luxury Moisturizing System

CURRENTLY

...WE HAVE



Beauty Essentials is a future facing company, by the year 2025 this industry is expected to grow by 300% and we would like salons to triple their business using our futuristic products & treatments that would greatly enhance customer experience and benefit the salons monetarily.

(data as on 11 Jun 2018)

DIFFERENCE BETWEEN JRL PHANTOM 3700 AND TRADITIONAL HAIR DRYERS

JRL PHANTOM 3700 DRYER



The Phantom 3700 has the ability to dry hair quietly, yet extremely quickly and powerfully. The Phantom 3700 has the spirit of a large industrial-sized dryer in a compact powerhouse. It is so lightweight and manoeuvrable, making swift effective movements happen with ease. Intense concentrated heat encircles hair, leaving it smooth, beautiful and lustrous.

Key Features:

- Seamlessly changes between 2 speed settings and 3 temperature settings
- Cool shot button for easy temperature adjustments
- Exceptionally quiet than any of the competing grade professional AC dryers on the market
- Extremely powerful; reduces the drying time by 60%
- Ergonomic shaped handle for stylist's comfort
- Energy efficient and compatible with low EMF output
- 3.5 meters of durable cable
- 2300 watts

Features	JRL PHANTOM 3700	Traditional Hair Dryers
Weight	500g	900g
Sound	81.5dB	100dB*
Working Temperature	150°C	60°C
Mega Horsepower	85m3/h	65m3/h
Lifetime	1500 Hours	800 Hours

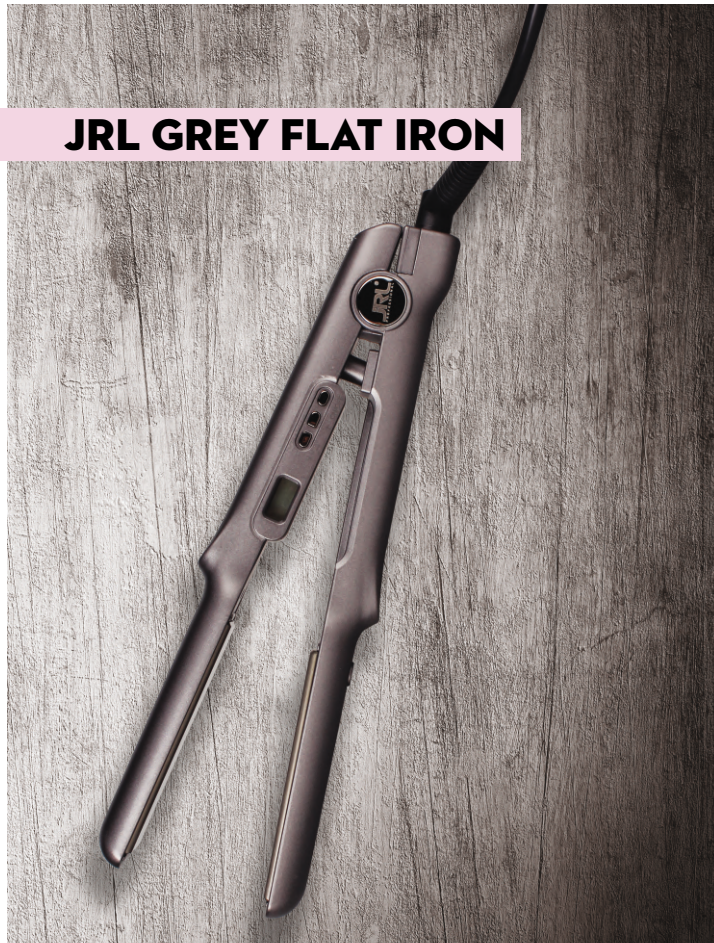
*Sound Levels of more than 85dB could cause permanent hearing loss

The JRL hair straightener uses double ceramic heaters for super fast heating up to 230°C in less than 30 seconds. It helps to straighten your hair in half time and provides intense and quick heat-up along with a digital LCD temperature control screen. It uses ceramic-ionic technology that emits negative ions for smoother and silkier hair instantly.

Key Features:

- Ceramic-ionic technology
- Adjustable digital temperature up to 230° c
- Instant heat-up in less than 30 seconds
- Ceramic plates for quick and even heat distribution
- 3m of non-tangle swivel cord, that rotates 360 degrees

JRL GREY FLAT IRON



JRL GREY CURLING IRON



The JRL curling iron uses a revolutionary technology that creates curls and waves in half the time. Double ceramic heaters deliver maximum even heat, while a digital LCD temperature control screen allows temperatures to be tailored for each specific hair type. Ceramic-ionic technology eliminates frizz as it curls and leaves hair silky smooth.

Key Features:

- Cool-Tip for safe use
- Rotating curling arm handle
- Adjustable digital temperature up to 230°c
- Ceramic-ionic technology
- 3m of non-tangle swivel cord, that rotates 360 degrees



**JRL FRESHFADE 1050
PROFESSIONAL
DIGITAL TRIMMER**

Key Features:

- Hpc ion phosphate-lithium battery - lasts 4 times longer than common batteries
- Powerful motor with long user life - motor lasts 4 times longer than common motors
- Designed with precision to work on tough areas
- Lcd display - know your current power setting and remaining battery life
- Rust-free, long lasting, self-sharpening stainless steel blades - stay sharp for every cut
- 3 speed settings
- Adjustable trimmer blade zero to 1mm

Key Features:

- Patented stay-cool technology - keeps blades cool to the touch
- Rust-free, long lasting, self-sharpening titanium blades - stay sharp for every cut
- Lcd display - know your current power setting and remaining battery life
- Patented smart-clip technology senses blade resistance and revs up the motor speed
- Turbo boost engine automatically kicks into gear when working with coarse, dense hair textures
- Fast charging lithium ion battery - last 3 times longer than traditional batteries
- Hard working, 5-speed motor will not snag or pull hair
- Recovery charge technology a new way of charging that expands the battery life



**JRL FRESHFADE 1040 PRO
CORDLESS CLIPPER**

JRL CARBON TAIL COMB

The JRL carbon tail comb is ideal for back combing, teasing hair, parting hair, hair colouring and post styling.

Key Features:

- Designed to give you superb control
- Make it easy to create a uniform tension when lifting hair
- It is made of heat-resistant carbon with a long tail
- Specially designed teeth are smooth on scalp and prevents fearing of hair
- The handle makes you feel comfortable and not easy to slip

JRL SALON NECK BRUSH

Perfect for those moments when you need a touch-up with a handle fits comfortably in the palm of your hand.

Key Features:

- For dusting away loose hair after a haircut, trim or shave
- Fan design is great for dusting around the ears, neck line and shoulders
- Easy to hold with comfortable ergonomic design
- It is a perfect and must-have accessory for barbers and hairdressers
- It is light weight and convenient to use
- Triangle tip bristles

JRL HEAT PROOF MAT

Key Features:

- Silicone mat prevents work surfaces from heat damage of flat irons and other styling tools
- Protects against temperatures up to 600F
- Allows irons to be laid safely on any station or countertop
- Convenient design also helps prevent tools from falling or slipping

JRL CERAMIC THERMAL ROUND BRUSHES



Key Features:

- Ionic bristles emit IONS that help in reducing frizz and makes the hair smooth and shiny
- Tourmaline technology: tourmaline crystal emit negative ions that aide in creating ultimate smoothness and shine
- Ceramic coating combined with aluminium barrel: distributes heat faster & evenly
- Ergonomic handle: for the perfect grip while styling
- Helps reduce static
- Great for creating curls

JRL CARBON TAIL COMB, NECK BRUSH & HEAT PROOF MAT