

Kerafusion™
KERATIN TREATMENT
Keratin
treatment



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de fabulous

Kerafusion™

Keratin Treatment

+

AÇAÍ OIL

24 Hours

Contains Vitamin A and Vitamin E

MADE IN USA

33.8 fl oz. / 1000ml

professional use only



Beauty Essentials Marketing Pvt. Ltd.
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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

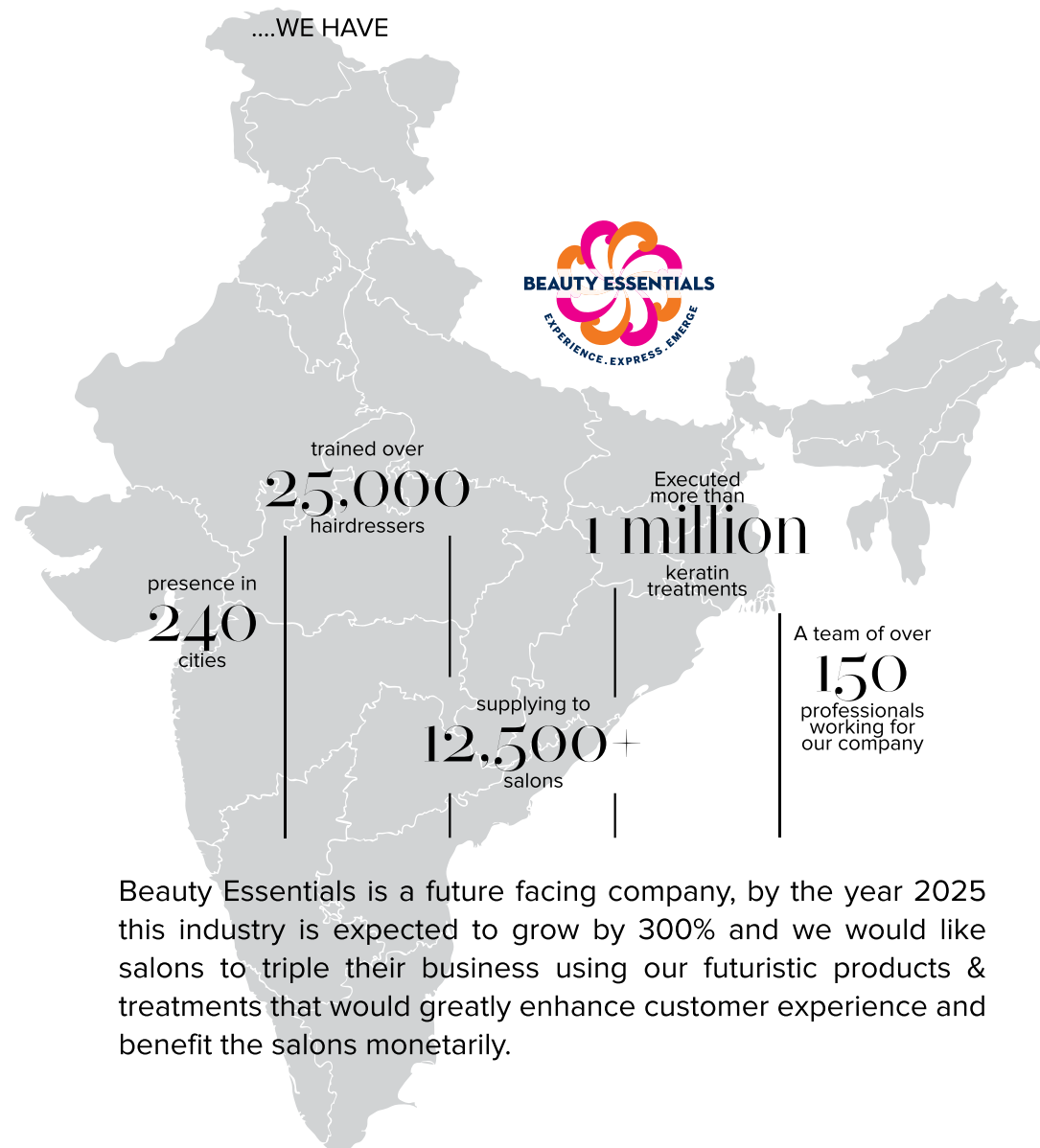
2011 Cysteine – India’s first formaldehyde free curl softening treatment

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



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.

WHAT IS KERAFUSION

Kerafusion is the latest and one of the most innovative Keratin Treatments available globally.

It is a specially formulated protein complex that eliminates frizz & curls & leaves the hair silky, shiny & healthy.



WHY KERAFUSION

Kerafusion is made in the United States and is one of the very few keratin treatments that is approved by the FDA AND OSHA standards and requirements. Kerafusion has proven time and again to be extremely safe and effective when used by professional stylists.

The Kerafusion treatment is made with the next generation technology which is cream based compared to

most water-based keratin treatments.

As keratin is infused into the hair, it penetrates deep into the damaged cuticle, giving the hair a naturally straight and smooth look and leaving even the most porous hair silky, shiny and healthy.

Kerafusion delivers fabulous results at affordable prices.

BENEFITS TO THE SALON

- Kerafusion offers the best return on investment.
- Has been a market leader in its category for the last 8 years.
- Kerafusion has been very well accepted by the Indian market and its consumers in the past 8 years.
- Kerafusion is present in nationalised, popular salon chains.
- The treatment is a quick and convenient one.
- Salons can offer new multiple specialized treatments using Kerafusion.

BENEFITS TO THE STYLIST

- Kerafusion is very easy to perform, with minimal steps.
- This treatment can be performed on almost all hair types.
- One of the key benefits of Kerafusion is that, one can perform colour & the treatment on the same day.

BENEFITS TO CUSTOMER

- Kerafusion delivers affordable luxury at affordable prices with fabulous results
- Kerafusion lasts up to 12-15 weeks, depending on the hair type and post care
- Kerafusion reduces your styling time by 50%

ON WHAT TYPE OF HAIR CAN YOU PERFORM KERAFUSION?

Kerafusion can be performed on almost all hair types, but we recommend rendering the service on chemically treated and porous hair.



EXPECTED RESULTS

Kerafusion improves the texture of the hair and eliminates frizz from it; while adding strength and shine to the hair; and giving the hair a smoothed look.

OUR SUPPORT

TECHNICAL

On purchase of Kerafusion, an in salon training will be lined up with our expert trainers for your salon & stylists. All our trainers are professional Kerationologists trained by our education arm **INDIAN SCHOOL OF HAIRDRESSING** and have a minimum 5 years of experience.



SALES SUPPORT

Our sales executives will visit you regularly to service your salon and take valuable feedback from you. Innovative purchase schemes would be offered regularly to help maximise your business and profits.

BRANDING*

We believe that without the right branding, a customer service and experience is incomplete. Brochures & accessories, which will help your stylist perform the service; will be provided to you. You can choose from our international portfolio of branding, which will aide you in not only uplifting the salons' image but also impress your consumers.



MARKETING*

Our marketing expert team will help you create and celebrate special keratin days.

* Purchase value driven