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**AN EXCLUSIVE
SELECTION
OF THE BEST
HAIR PRODUCTS
MADE IN ITALY
FOR LEADING
DISTRIBUTORS**

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PARLUX



40 YEARS AT THE SIDE OF HAIRDRESSERS

With the objective of being the ideal partner for hairdressers, Parlux offers a vast range of professional tools capable of meeting the specific performance demands with high reliability. A modern and dynamic company that unites innovative technologies for the design, assembly, auditing, and assistance of professional products for the discriminating client whose needs are always evolving.

The design of the hairdryer and other professional Parlux products has always been characterised by a minimalist profile with clean lines and inspired by the simplest of geometric forms to guarantee the utmost comfort and ease when in use.

PARLUX VISION

“Our aim is to improve the everyday task of hairdressers by offering them high-quality and long-lasting professional hairdryers which contribute to perfect hairstyling results much appreciated by them and their customers” reveals Paolo Parodi, General Manager Parlux Spa.

THE COMPANY HISTORY

Forty years ago, in 1977, Paolo Parodi (current Executive Director of Parlux) undertook an entrepreneurial venture with a group of young collaborators. This venture grew over time to become world famous. Since then the growth of the company has taken some important steps: investments in research and development, certifications, and even the introduction of eco-friendly improvements on all models. Parlux is the company that revolutionised the world of professional hairdryers by introducing the first totally plastic hairdryers. And last year Parlux celebrated its first 40 years with a limited edition of the Parlux ADVANCE® in an elegant and trendy “matt blue” shade.



ABOUT US

Company Name:
Parlux

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www.parlux.it

Founded in:
1977

President:
Paolo Parodi

Export Manager:
Leonardo Lella

Parlux
International
presence.



PARLUX VALUES

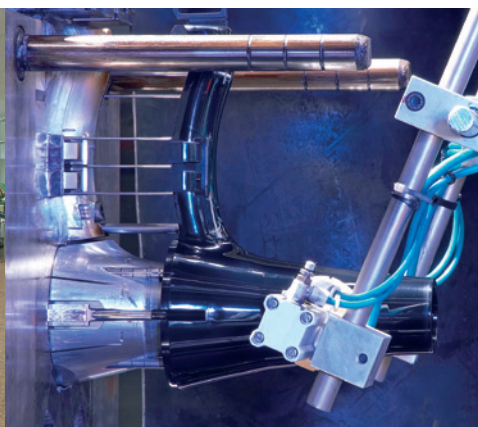
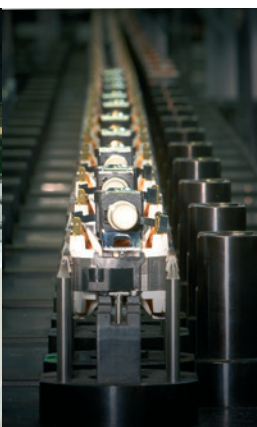
“Respect for values is what distinguishes us – explains Paolo Parodi, President of the company. “Above all, the respect for our hairdressing clients, because we invest continually in the product quality improvement process. And then, respect for our national and international partners: we love building long-term relationships and not touch-and-go contacts. Last but not least, respect for the environment: a long time ago we introduced our eco-friendly philosophy in creating our hairdryers and all our products with low environmental impact. For the Parlux Advance for example, we use recyclable raw materials, and attain low noise pollution with a built-in silencer and a super-fast drying power for energy savings.”

QUALITY: THE JEWEL IN OUR CROWN

But what are the essential qualities of the Parlux hairdryer? Leonardo Lella, Export Manager explains: “Above all, the life span: each Parlux motor guarantees at least 2000 working hours. And then, efficiency, as our hairdryers optimise the air power expressed in cubic metres/hour, the different output speeds and the calibrated balance of the temperature. The motors guarantee low noise levels, for quiet and stress-free work, so the lack of distur-

REASONS WHY

- **100% Made in Italy**
- **Very high quality in terms of performance & durability**
- **Prestigious International Brand**
- **Focus on service**
- **Commitment to “Customer-first” satisfaction**



STAR PRODUCTS

bance and noise produced by the motor. Balance, so our devices don't produce vibrations, and this aspect is a great help for manageability, that we also guarantee with an anatomic grip to allow the operator the utmost freedom of movement. Parlux hairdryers are also lightweight but sturdy at the same time. Moreover, let's not forget that all our tools guarantee the same level of quality."

EXPORT: WHERE AND WHY

The Parlux brand is already present in many countries. But the attention paid to exports and the success already gained around the world are pushing the company to go even further. In particular, Parlux is interested in finding distributors in Kazakhstan, Kirghizistan, India, and Japan.

Parlux ALYON®

Parlux ALYON® is the result of more than 40 years of Parlux experience in the professional hairdryer sector. Parlux ALYON® was engineered with a view to offering professionals the best in terms of performance, lightweight, durability, and ease of use, without limiting the hairdresser's creativity in any way. As always, in fact, Parlux believes that hairdryers must help the salon professional to express all their talent and not limit their work with invasive or restrictive characteristics. The new Parlux ALYON®, the name recalls the

meaning of power, is a concentrate of technology and innovation in every detail. These are its main characteristics: new professional K-Advance Plus® motor (with a longer life span of 3,000 hours and air flow capacity of 84 cubic metres/hour, designed to guarantee top professional performance), new variable geometry resistance and ideal variable geometry power of 2250 watt with optimization of the heating areas for a more uniformly distributed temperature, Air Ionizer Tech (to optimize the emission of negative



ions, eliminating static electricity), innovative integrated device on the hairdryer intake (that, by catching the hair makes cleaning the device easier, guaranteeing greater efficiency over time), anti-heating frontal body, ergonomic, balanced and very lightweight, with a new and improved cable wrap and eco-friendly philosophy.

#WEAREPARLUX

PARLUX.IT

THE **NEW**
PROFESSIONAL
EXPERIENCE

parlux
ALYON[®]
AIR IONIZER TECH

Professional K-ADVANCE PLUS[®] motor
Duration: 3000 hours - Air flow rate: 84 m³/h
Ideal power 2.250 Watt
"Air Ionizer Tech" technology
"HFS - Hair Free System" device
"Anti-warming" front body
Very light and ergonomic
Available in eight trendy colors

parlux[®]
THE HAIR **CHOICE**