

# EXPORT MAGAZINE

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Award-Winning  
Skincare Breakthrough  
in *Phyto-Biology!*



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## PARLUX AT THE BEAUTY FAIR SHOW 2018 IN BRAZIL

The 14<sup>th</sup> edition of the event that in Brazil, every year, fully celebrates the beauty world, took place on Sept. 8<sup>th</sup>-11<sup>th</sup> at the Expo Center Norte in Sao Paolo. With 500 exhibitor booths, more than 1000 represented internationally known trademarks in different industry branches - from aesthetics to cosmetics and hairdressing) about 180 thousands visitors, Beauty Fair is doubtless, a very important showcase for producers, distributors interested to develop their businesses in the South American markets. As usual by now, Parlux exhibited their wide range of products in a big booth organized by Messrs. Cemel, distributor for Brasil, and took advantage of this unmissable opportunity to officially present their new 2018 hair dryer Parlux ALYON®. An extraordinary, modern, ultra technological working tool for hairdressers and not only, having an innovative motor, powerful and very light

## GREAT SUCCESS FOR PARLUX ALYON® AT PARIS MCB 2018

Mondiale Coiffure Beauté 2018 has once again obtained a great success thanks to an extensive offer of new high-end products and accessories along with the most international prestigious brands in the hair and beauty sector. Parlux booth organized by Jacques Seban, distributor for Parlux in France, was one of the most crowded booths where Parlux officially introduced their latest novelty Parlux ALYON. Professionals and operators of the hair sector could appreciate the great qualities and high performances of this tool during the numerous workshops, live stages and some afro, barber and women's artistic fashion shows. The innovative dryer has a pioneering look with improved technical features. PARLUX ALYON® is an extremely powerful tool endowed with the new K-Advance Plus® motor designed for an intensive use of 3000 hours.



(K Advance Plus®) which assures very quick and efficacious dryings; in addition it presents two new special systems to obtain even more reliable performances. HFS, or Hair Free system, (patent pending) catches the hair, leaving the hair dryer clean, while the essential Air Ionizer Tech, a device emitting negative ions, assures soft and bright hair on any hairstyle. At the Parlux booth, some Brazilian hair stylists also showed, through practical demonstrations and tests, how to use this modern hair dryer while a Parlux corner was crowded with Parlux fans, customers and visitors took nice selfies holding the new tool in their preferred coloured version (this model is available in 8 different coloured versions).



*The Parlux booth at MCB 2018 featuring Mrs. Elisa Parodi, Deputy General Manager for Parlux and Mr. Gerard Charbert (Jacques Seban)*

It delivers uniform and constant temperature airflows. It is also equipped with the "Air Ionizer Tech" device able to eliminate static electricity and obtain perfect and quick blow-drying for shiny and soft hair. HFS, the Hair Free System (patent pending) is an exceptional integrated Parlux ALYON® device that holds hair, keeping the tool cleaner and more efficient throughout the time. Parlux ALYON® confirmed as an indispensable, trend setting hair tool for the most advanced hair salons.

## PARLUX ALYON® AT THE HAIRWORLD CHAMPIONSHIP 2018 IN PARIS

Hairworld 2018, the World Hair Championship organized by OMC, took place in Paris last 8-9-10<sup>th</sup> September and once more, registered some Italian hairdressers as protagonists. This year, the proverbial Latin creativity was best expressed by a team composed by ANAM professionals coming from the Sicily Academy in Catania. They obtained prestigious prizes competing at different competitions in many categories: (Ladies, Gents Creative, Junior Classic, Junior Technical, Barber) both individual and teams. All the competing athletes used predominantly Parlux hairdryers. Hair cuts and colours as well as unusual hairstyles, for which the teachers-trainers and students have long prepared themselves in the past months, have impressed the International jury that rewarded their talent. In fact, the Team World Cup was won by Italy and its members, Messrs. Gianluca Di Bitonto, Alberto Abate and Alessio Savino beside receiving the prestigious Award, also got a new Parlux ALYON® hairdryer as a gift from the Parlux sponsor. This modern "made in Italy" professional hair dryer, a "must-have" device for the most demanding hairdressers, is a concentrate of power, lightweight and technology (innovative K-ADVANCE® Plus motor and new HFS and Air Ionizer Tech systems) never disappoints the professional while carrying out his activities; both in hair salon and in competition.





THE **NEW**  
PROFESSIONAL  
EXPERIENCE

parlux  
**ALYON<sup>®</sup>**  
AIR IONIZER TECH

Professional K-ADVANCE PLUS<sup>®</sup> motor  
Duration: 3000 hours - Air flow rate: 84 m<sup>3</sup>/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

## SUPERIOR PERFORMANCES BY PARLUX ADVANCE® AT REVLON STYLE MASTERS SHOW AND AWARDS 2018

The Style Masters International Awards organized every year in a different European capital city, are a platform created by Revlon Professional Style Masters that gives hairdressers the chance to express themselves as artists and showcase their most creative work. The contest allows hairstylists to express their talent with the creation of a collection based on the 1 cut, 3 looks concept. During this year's event, over 4,000 renowned hairstylists participated to the contest including the Italian Fulvio Furcas who created live his hairstyle during the show with the help of Parlux hairdryer ADVANCE®. Undeniably, Italian hairstylists can boast superb artistic ability in their creations, nonetheless it is indispensable to rely



on extremely efficient and unfailing professional tools on every occasion, at salons as well as at competitions. Parlux have been providing superior and powerful hairdryers for over 40 years and Parlux ADVANCE® offers innovative technological features that allow for super fast blow-drying and excellent professional performances thanks to its powerful yet lightweight motor.

## NEW COSMOS ORGANIC CERTIFIED FORMULATION FOR LEPO CC CREAM COLOR CONTROL

Beauty, protection and care are LEPO's main goal. The company has been developing skin-friendly cosmetic products for over 30 years using original and innovative Made In Italy formulations based on natural ingredients. This year, at SANA in Bologna, LEPO presented their best selling CC Cream Color Control carrying a prestigious certification by Cosmos Organic.

The cream features 100% natural active ingredients and 50% certified organic ingredients. It is also Vegan OK and paraben, silicon and EDTA free. LEPO CC Cream Color Control is an innovative, multi-tasking cream able to cover and correct redness, stains and imperfections. It is enriched with Aloe with moisturizing and regenerating properties, Babassu oil known for its soothing and softening effects, Vitamin E with anti-oxidizing properties and Magnolia oil providing anti-microbial and purifying properties which make it ideal for acne-prone skin. LEPO CC Cream Color Control also features clays such as Zeolite able to fight free radicals, hydrate and renew skin with its remineralizing and soothing properties. Complexion will be perfectly even and healthy looking. Suitable for any skin type, this product is available in 3 different shades and with SPF 10 protection.



## THE HEALING NUTRIENTS FOR HAIR HEALTH WITH ORO ESSENZA MINERALE

Marchina Hair Styling is a very famous hair salon in the centre of Milan. Four generations have followed on one another. Today, Pino Marchina and his sons Andrea and Fabio are looking to the future. They have renovated the hair salon in Corso Venezia, 3; elegant and functional spaces host hair and aesthetic services for ladies and gentlemen. Thanks to their expertise in hair treatment, Marchina Hair Styling has launched a highly professional hair treatment: Essenza Minerale. Essenza Minerale is an all-inclusive, 4.5 pH treatment ideal for any skin and hair type. It eliminates the fly-away effect and reconstructs the hair shaft, removing that annoying itchiness caused by environmental agents and pollutants like dyes and bleaching. This detoxifying treatment comes in ampoules formulated with magnesium and zinc, two healing ingredients which can purify skin and hair in depth. The treatment also provides the following benefits: it imparts shine to hair; eliminates itchiness while improving softness; deeply cleanses the scalp reducing dandruff and controlling the production of oil in the skin. It balances the scalp's pH while Magnesium and Zinc reduce sebum secretion leaving hair lighter and cleaner. Enriched with quaternary ammonium salts, the treatment rebuilds the hair shaft while providing more energy to the hair. It is simple to use: add it to water to create a gel mask that in only 5 minutes will give your hair new life.

