



# ESTETICA

## BEST IN ITALY



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

**FOR LEADING  
DISTRIBUTORS**



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## 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.



Above, President  
Paolo Parodi.

### ABOUT US

**Company Name:**  
**Parlux**

**Company Address:**  
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Trezzano Sul Naviglio  
Milan - Italy  
Tel. +39 02 48402600  
Email:  
customer-care@parlux.it

**Website:**  
[www.parlux.it](http://www.parlux.it)

**Founded in:**  
1977

**President:**  
Paolo Parodi

**Export Manager:**  
Leonardo Lella



### 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



Parlux  
International  
presence.

all models. Parlux is the company that revolutionised the world of professional hairdryers by introducing the first totally plastic hairdryers. And this year Parlux is celebrating its first 40 years with a limited edition of the Parlux Advance in an elegant and trendy “blue opaque” shade.

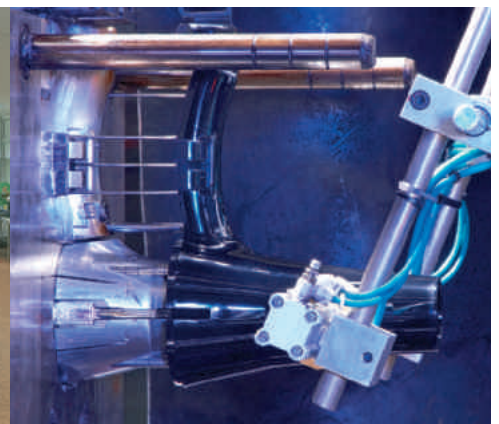
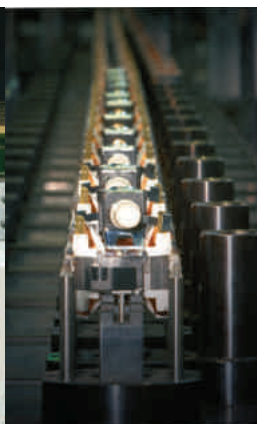
### PARLUX VALUES

“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.”



### 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**



## 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 disturbance and noise produced by the motor. Balance, so our devices don't produce vibrations, and this aspect is a great help for the 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."

## STAR PRODUCTS

### Parlux Advance Limited Edition

2,500 hours of work for 2,200 Watts of power. The new K-Advance® motor guarantees exceptional performance. Other pros: new anti-heat body, ergonomic switches, extreme silence and anti-static electricity technology.

### Melody Silencer

Even though the latest Parlux hairdryers are very quiet, it is possible to further reduce its noise level 45% by applying the patented Melody Silencer®. The silencer is compatible with all Parlux hairdryers. Moreover, it noticeably reduces the dirt accumulated in the hairdryer, increasing its lifespan.



## EXPORT: WHERE AND WHY

The Parlux brand is already present in many countries. But the attention we pay 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.







40 years  
1977 2017 **Parlux**  
*limited edition*



**Parlux**  
THE HAIR CHOICE

**PARLUX ADVANCE**

PROBABLY THE MOST PROFESSIONAL HAIR DRYERS IN THE WORLD