

EXPORT MAGAZINE

BEAUTY DISTRIBUTOR

COSMETICS - PERFUMES - TOILETRIES - PHYTOPRODUCTS - GIFT ARTICLES - COSTUME JEWELLERY - FANCY GOODS - FURNITURE, EQUIPMENT & ACCESSORIES FOR HAIRDRESSERS & AESTHETICIANS - PACKAGING

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LUMIA PERFECT COLOR

An extraordinarily brilliant cosmetic color
expressing the energy of light.

With shine-enhancing "Luminescine Technology".

BE SHINY, BE LUMIA.

Hair: Helen Seward Creative - Team Photo: Matteo Macchiavello

Helen Seward
MILANO

MEET US at
COSMOPROF ASIA
Hall 5G - Booth D3D

WHICHEVER COUNTRY YOU MAY VISIT, YOU'LL ALWAYS FIND PARLUX DRYERS

The "made in Italy" Parlux products are distributed in more than 60 countries all over the world. A great success for a company which, on the market since 1977, have been creating (this year they are celebrating their first 40 years of activity) and is continuously proposing, high quality tool and accessories for the hair world. That's why they are distributed and used in many countries!



Several travel occasions abroad to some European countries as well as to other continents, from North to South are confirming this matter. The wonderful hair salon Cay Cay, situated in the town centre of the Indonesian capital Jakarta, is equipping their co-operators with Parlux hairdryers. Due to the extremely professional, technical features and state-of-the-art improvements, this dryer allows for very quick and efficient dryings, is very powerful and super lightweight, easy to handle and very colourful; in a word it fully satisfies all professionals and customers needs.



EX POCOSMETICA 2017, PORTO (PORTUGAL). THE PARLUX ADVANCE® MATT BLUE IS THE MOST USED DRYER DURING LIVE SHOWS

This event which takes place every year at the Exponor Exhibition centre in Porto (Portugal) during the years, became a fixed and unmissable appointment for Parlux. On 22nd-23rd-24th April 2017, at the Parlux booth organized by Messers. Ricki Parodi, distributor for Portugal, there was great excitement. Their prestigious, very colourful "Made in Italy" dryers, the model Parlux ADVANCE® in particular, were the preferred tools to be used at once on stage or to be tested for a future bought by many professionals visiting the exhibition. The "Matt Blue" 40th anniversary samples, which feature this important company anniversary



and will be available only up to end December 2017 gave a colourful but commemorative note to the exhibition area. In Portugal, Parlux tools have been present in hair salons for years and as it happens in many other countries, they are the perfect choice of many demanding hairstylists just for their professional features (lightweight, power, ideal measures, ergonomic design, good balance, long life of the tool, less noise, ect. ect.)

PARLUX AND THE ITALIAN ANAM ACADEMY

The Parlux ADVANCE® "Matt Blue 40 years" have been using by the students of the famous ANAM Academy during the present school year... And Parlux, the trademark synonymous of high quality dryers, was present at their school closure party. Last May 29th in Padova, in the beautiful park and house area called Villa Italia took place a special school closing day attended by almost 150 teacher and students of ANAM (Accademia Nazionale Acconciatori Misti). A nice full day event spent examining aims and results of the work done during the year, as well as having fun together! A particular fashion and hair style show in fact, was presented and involved the students, both as hairstylists and as fashion models. During the day, Parlux, technical sponsor and tool suppliers for the ANAM practical activities, offered samples of their most modern dryers, the Parlux ADVANCE® 2017 version (40th year anniversary) to the best students.

The technical features of this hair dryer are mostly appreciated by teachers and students because it is a really technologically advanced tool: it presents a modern, ergonomic design, it is extremely powerful and lightweight, silent, good balanced and is produced with Eco- Friendly materials. The perfect, indispensable work companion of many, future, potential hairstylists.



#WEAREPARLUX

PARLUX.IT



40 years
1977 2017
Parlux
limited edition



MIGLIORE ASCIUGACAPELLI
BEST HAIRDRYER
2016/2017



THE HAIR CHOICE

PARLUX ADVANCE®

PROBABLY THE MOST PROFESSIONAL HAIR DRYERS IN THE WORLD

PARLUX CELEBRATES THEIR FIRST 40 YEARS ACTIVITY ALSO IN POZNAN (POLAND)

LOOK 2017, the most important trade fair in the hair & beauty industry in Poland, every year gets together in Poznan, the professionals of the beauty and aesthetics worlds of the country and the nearby countries. A great event which registers the attendance of the most internationally known and prestigious companies in the industry and which is for professionals, the occasion to assist to many fashion live shows and participate to a national hairstyling competition. PARLUX, prestigious well-known Italian brand producing high quality professional hair dryers, presented their wide range of very colourful dryers by the booth organized by Messrs. Sed Fryz, distributor for Poland. On this occasion, their exhibition area was devoted to their 40th anniversary. Parlux in fact, is a trademark founded in 1977 whose products totally "made in Italy" are now distributed by more than 60 countries all over the world. The special edition "Matt Blue 40 years" of their Parlux ADVANCE® dryer presented in Poznan is the commemorative product for this important goal and is going to be sold up to December 2017. Beside being an exceptional professional tool offering very good performances (power, lightweight, ergonomical design, good balance, less noise) this model could also be collected and be a witness of the quality of a brand which during the last years has made the history of professional dryers.



THE PARLUX ITALIAN DISTRIBUTORS RECENTLY ATTENDED TO A VERY SPECIAL TRIP TO LISBON

The capital town of Portugal, Lisbon, its monuments and main important places of interest, were the destination of the Parlux 2017 incentive travel; a journey which generally takes place every other year and meets together the best Italian Parlux distributors for a nice meeting and entertainment week-end. A unique occasion for all Parlux Italian dealers to meet again, maybe get to know and exchange opinions on their own businesses according to the region where they operate, on Parlux products distribution and successes obtained during the last years. In addition, this journey gained this year a special meaning due to the 40th year anniversary of Parlux; much gratitude for a trademark which has become during the years a icon, a quality symbol among the accessories in the hair world. A praise to the staff



and above all to the founder, Mr. Paolo Parodi, successfully leading the company which is now a top worldwide brand in the category together with his daughter, Miss Elisa Parodi, who is now helping him leading the company. The mild climate, the special Lisbon architecture and its districts - among them, the old Parque das Nações, - its castle and the famous Oceanario, situated in a floating ship, some excursions to the city of Sintra and its Medieval Royal Palace, as well as a break at Cabo de Roca, - a steep cliff overlooking the Ocean, the westernmost point in Europe -, the visit to the picturesque villages of Cascai and Estoril, positively impressed the attendees who will always pleasantly remember this Parlux journey.

HAIR BRASIL 2017: THE PARLUX ADVANCE® IS THE MOST SOUGHT-AFTER DRYER!

During the 16th edition of this well-known beauty fair, one of the most important in Brazil, that was held at the Expo Beauty Centre in Sao Paulo on April 21st-24th, the official presentation of the new Parlux ADVANCE® hair dryer made register a great success. This new Italian dryer soon received much appreciation from the professionals visiting the Parlux booth organized by Messrs. Beauty TOP, distributors for Brazil, who, on this occasion, celebrated their 30th activity anniversary. A good occasion to remember also another important anniversary: that of Parlux celebrating their 40th activity year, being founded in 1977. Which best way to remind these important goals? Presenting a brand new professional dryer, technologically advanced, created to improve the daily hairstylist's job. The Parlux ADVANCE® deeply satisfy all professional needs offering very good performances; thanks to its brand new K-Advance® motor,



very light and extremely powerful, it allows for very quick and efficacious dryings, it presents a Ionic & Ceramic device, a modern, an ergonomic design, a very good balance, Eco-Friendly production materials and low noise while operating. The Parlux booth represented a compulsory stop for many Hair Brazil visitors; there, they could test this dryer directly and share experiences on Parlux products with some of the most known Brazilian stylists. Some of them were the protagonists of a big poster on show at the exhibition area; snapshots taken by their own salons reproduced their portrait with their favourite Parlux hairdryer model; preferred accessory Italian brand, often being used during the last 30 years.