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Zap  
cosméticos

ALL TIME KERATIN  
TREATMENT



## 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

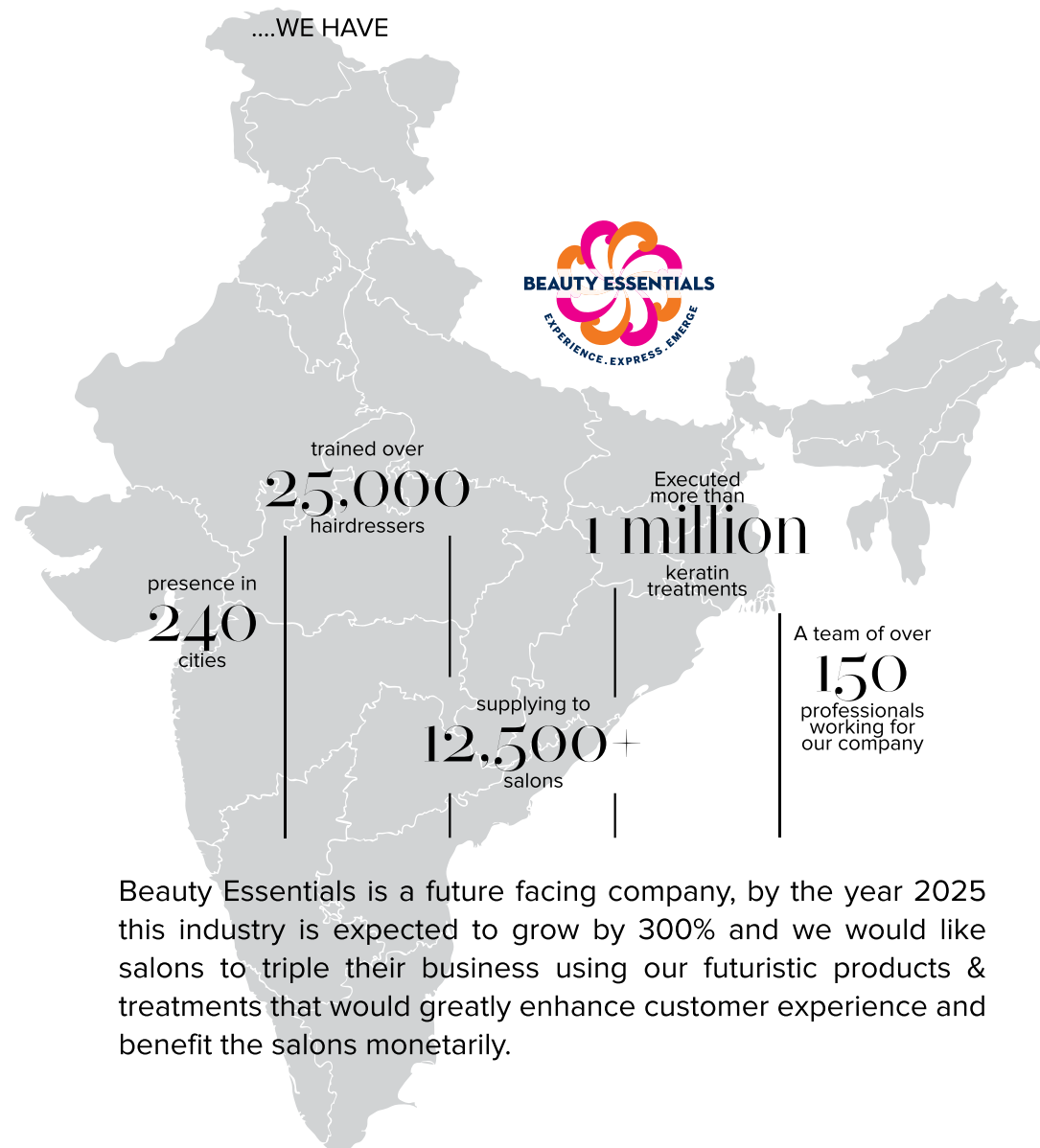
**2011** Cysteine – India’s first formaldehyde free curl softening treatment

**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 ZAP ALL TIME KERATIN TREATMENT

ZAP, ALL TIME KERATIN  
TREATMENT is a Brazilian  
smoothing rebuilder.



## WHY ZAP, ALL TIME KERATIN TREATMENT

- Brazilian smoothing rebuilder **ZAP** deeply reinforces the structure of the hair and intensively refinishes the outer layer with protection.
- Contains silk protein, shea butter and coconut oil.
- Promotes reconstruction & softness

## BENEFITS TO THE SALON

- ZAP, ALL TIME KERATIN TREATMENT offers premium long lasting results.
- The treatment is a quick and convenient one.
- The salon can safely promise maximum straightness.



## BENEFITS TO THE STYLIST

- ZAP, ALL TIME KERATIN TREATMENT is a very easy to perform, with most minimal steps.
- This treatment can be performed on all hair types.
- One of the key benefits of ZAP, ALL TIME KERATIN TREATMENT is that, one can perform colour & the treatment on the same day.

## BENEFITS TO CUSTOMER

- ZAP, ALL TIME KERATIN TREATMENT fortifies hair by adding strength and improving elasticity, delivers maximum straightness with intense shine.
- ZAP, ALL TIME KERATIN TREATMENT totally eliminates the styling time.

## ON WHAT **TYPE OF HAIR** CAN YOU PERFORM ZAP, ALL TIME KERATIN TREATMENT?

**ZAP, ALL TIME KERATIN TREATMENT** can be performed on almost all hair types.



Before

After

## EXPECTED RESULTS

**ZAP, ALL TIME KERATIN TREATMENT** delivers dazzling results. Provides intense nutrition, smoothing effect for porous and dry hair unmatched in the Brazilian smoothing market. The treatment lasts for 50-55 washes.

## OUR SUPPORT

### TECHNICAL

On purchase of **ZAP**, 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 min 5 years of experience of the same.



### SALES SUPPORT

Our sales executives will regularly visit you to service your salon and take valuable feedback from you. They would also offer you innovative purchase schemes that will 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