



Beauty Essentials Marketing Pvt. Ltd.  
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## 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

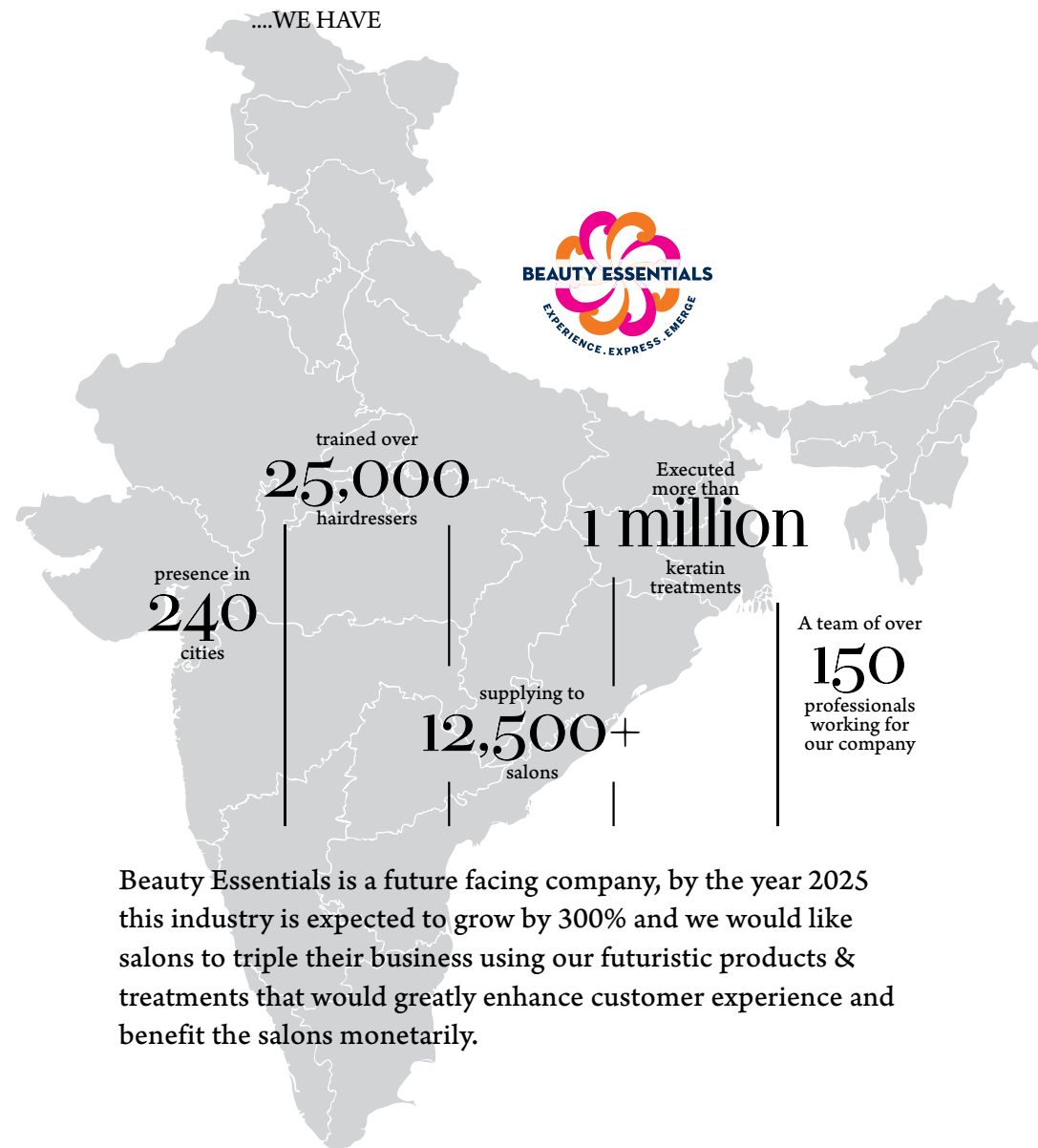
We want to become the biggest house of premium, exclusive beauty care branded experiences for professionals.

## MILESTONES

- 2008** Launched the world’s first hair retexturizing system in India.
- 2009** Footlogix – the world’s first and only pedicuteal 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, 24KGold Luxury Moisturizing System

## CURRENTLY

....WE HAVE



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.

# Hunter 1114™

Hunter 1114 is a modern men's line composed of all the bare necessities a man needs.

Our list of unique, premium ingredients never before seen in the hair care industry, quickly make HUNTER 1114 stand out amongst the rest.

Today's man is a man on the go so we designed our line compact and versatile with a Mixology menu that provides endless cocktailing possibilities to be the man you want to be day in and day out.

Hunter 1114 is for international males everywhere, at any stage in their lives and with creative style on their minds.

You have your whole life to figure out who you are but make a statement with your style every day.

Welcome to the club!

## BLACK DIAMOND

2 -In - 1 Shampoo & Body Wash

Black Diamond 2-in-1 Shampoo and Body Wash is perfect for the man on the go. Whether it is at the gym, in your travel bag or your go-to product in the shower. Black Diamond provides all the luxury benefits a man needs.

**Benefits:**

Black Diamond uses the power of charcoal and diamonds to cleanse and revitalize hair and scalp. Gently removes product build up and adds shine to hair. Hydrates and softens the skin.

**Features:**

Diamond dust, charcoal, wheat protein, vitamins and minerals

**Application:**

Apply generous amount over wet hair and body. Massage onto body and scalp for 1 minute then rinse well.



SIZES:  
8.5 FL OZ / 250 ML  
32.4 FL OZ / 960 ML

## BOURBON SPICE

Invigorating Hair & Beard Conditioner

Infused with conditioning properties, our Bourbon Spice stimulates the scalp and skin with ginger root & peppermint extracts. This conditioner is cocktailled with natural herbs and spices that promote healthy hair and beard growth.

**Benefits:**

Allows for optimal conditioning without the worries of product build up. Regenerates and stimulates the scalp promoting healthy hair growth. Hydrates facial hair for shaving and leaves skin feeling smooth. Perfect product for a tingling back bar experience.

**Features:**

Wheat protein, ginger root, peppermint, sacha inchi, vitamin E and coconut oil

**Application:**

**Hair:** After shampooing, massage a small amount onto scalp in circular motion until distributed evenly. Let product sit for 2 minutes and rinse well.

**Beard:** Using warm water, lather up a small amount of Bourbon Spice and massage, rinse well.



SIZES:  
8.5 FL OZ / 250 ML  
32.4 FL OZ / 960 ML

GSP

## Glass Sheen Pomade

Smooth control with optimal shine. Our versatile water-based formula rinses clean and works great on all hair textures. The modern alternative to styling gels.

## Features:

Marigolds Extract, Water Based, Lanolin Complex, Medium Hold.



SIZES:  
3.0 OZ / 86ML  
8.5 FL OZ / 250 ML

## Benefits:

Water Based, Lanolin Complex with medium hold. Provides high shine and washes out leaving no product residue.

## Application:

Using a small amount, work evenly through damp or dry hair. Style as desired.

RAW MATTE CLAY

## Strong Hold Natural Finish

Our matte clay is perfect for the man seeking a natural appearance, or sleek matte finish with a strong hold.

## Features:

Beeswax, Kaolin, Bentonite, Argan Oil.



SIZES:  
3.0 OZ / 86ML  
8.5 FL OZ / 250 ML

## Benefits:

Natural style with holding power. Non-greasy, mouldable formulation provides freedom to sculpt and texturize any style.

## Application:

Emulsify a small amount evenly to palms and work into dry or damp hair. Sculpt and style as desired.

FIBER GUM

## Medium Hold With Redefined Texture

Fiber-like particles thicken, define texture and increase fullness to hair.

## Features:

Lanolin, Beeswax, Cetyl Palmitate, Cetearth-20



SIZES:  
3.0 OZ / 86ML  
8.5 FL OZ / 250 ML

## Benefits:

Ultimate texture with a exible hold. Smooth classic shine with a satin finish. Protects, conditions and enhances fullness.

## Application:

Distribute evenly and style as desired. Use on dry or damp hair.

WHIPPED MOUSSE

## Medium Hold With Shine

Create straight, sleek modern styles or use to soften naturally wavy or curly hair with hydrating elements such as coconut oil & aloe vera. Anti humidity factor controls frizz & keep styles intact. Medium pliable finish.

## Features:

Aloe Vera Gel, Coconut Oil & Bees wax.



SIZES:  
3.0 OZ / 86ML  
8.5 FL OZ / 250 ML

## Benefits:

Provides moisture and protection. Washes out leaving no product residue. Infused with rich reparative benefits such as coconut oil, aloe vera, vitamins and minerals that create a barrier protecting the hair from drying out or frizzing. Rich in antioxidant properties.

## Application:

Emulsify a small amount evenly to palms and work into dry or damp hair.

## TEXTURE TONIC

Sea Salt Spray

Achieve natural volume & hold with this sea salt Texture Tonic.

Adds perfect texture & waves with a light matte finish to all hair types.

### Benefits:

- Natural, lightweight style
- Soft volume
- Enhanced beach waves
- Matte finish



SIZES:  
8.5 FL OZ / 250 ML

### Features:

Infused with Natural Dead Sea Salt.

### Application:

Mist onto damp or dry hair. Comb through evenly and style with fingers to create a wavy texture for a naturally separated look. For added volume, apply T-Tonic to damp hair and blow dry hair with brush or an air diffuser.

## Bold Hold

Firm Hold Styling Gel

Firm Hold Styling Gel enriched with Biotin and natural extracts to help maximize thickness and shine. Added minerals keep scalp nourished and hair healthy.

Provides ultimate hold for bold style.

### Benefits:

Provides Bold Hold with high shine, infused with ginseng and biotin for healthy scalp and hair growth.



SIZES:  
8.5 FL OZ / 250 ML

### Features:

Alcohol Free, Low pH, Ginseng.

### Application:

Spray on towel-dried hair. Comb through and style as desired.

## Gold Reserve

### Luxury Shaving Cream & Beard Wash

A smooth, clean shave is the mark of a stylish man. Indulge your senses and treat your skin with our 24k gold luxury shave cream. Gold Reserve delivers anti aging benefits to help you look better longer.

## Benefits:

- Smooth application
- Moisturizes skin
- Does not clog pores
- Prevents irritation
- Leaves skin feeling cool and refreshed

## Features:

24K Gold, Ginger Root, Sacha Inchi, and Vitamin E.

## Application:

Moisten skin, apply desired amount onto designated area, shave and wipe clean.

For optimal results, pre soften the hair with a hot towel. For Beard; lather with warm water, then rinse.



SIZES:  
8.5 FL OZ / 250 ML  
32.4 FL OZ / 960 ML

## OUR SUPPORT

### TECHNICAL

On purchase of Hunter products, an in salon training will be lined up with our expert trainers for your salon & stylists. All our trainers are professional hairdressers and have min 5 years of experience of the same.



### SALES SUPPORT

Our sales executives will visit you continuously 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 expert team will help you create and celebrate special Hunter days

\* Purchase value driven



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Bring out the

*Stylist*  
in you!






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