



WHO
WHAT
WHY
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SELECTIVE[®]
PROFESSIONAL





WHO

WE ARE?

AN
ITALIAN
BRAND,

with over 30 years of experience in the professional industry, distributed internationally in 70 countries, able to offer the best of beauty solutions in terms of **quality, efficiency and safety** to the hair professional market.

Selective Professional represents stylistic orientations and fashion trends all over the world and it is recognized by international Hairstylists as Ambassador of the Italian style and excellence.

WHO



WHAT

WE DO?

FROM COLOR TO CARE AND STYLING,

Selective Professional offers a full range of exclusive professional products designed to successfully meet global and local needs and desires.

MAIN TECHNICAL LINES:

COLOREVO, the main permanent color line with a patented trademark technology CerafluxPlus; **REVERSO**, the new “ammonia and PPD FREE” permanent and demi-permanent color enriched with a blend of superfood extract; **DECOLORVIT**, a full range of bleaching system that lift up to 9 tones; **KERATIN**, the “veg-keratin” straightening system, **POWEPLEX**, the innovative technical treatment for a deeper protection.

MAIN HAIR CARE LINES:

ONcare therapy, for hair and scalp anomalies; **SUBLIME**, the luxurious and trendy line for a “sublime” care.

MAIN STYLING LINES:

NOW, for a cool & trendy look; **CEMANI**, for the man care and styling.

WHY

CHOOSING US?

SELECTIVE PROFESSIONAL HAS A LONG TRADITION AND EXPERTISE

in the professional sector, with a very strong focus on colour and technical services. It supports and promotes important VALUES such as **professionalism, safety & reliability** to all its partners & customers, while identifying and customizing TRENDS & FASHION STYLES for the salon business.

PLUS of Selective Professional product lines:

- **OWN FORMULAS**
(all products are developed, designed and manufactured in-house)
- **TECHNOLOGY & TOP QUALITY INGREDIENTS**
(accurate selection of prime raw materials)
- **PRODUCT QUALITY & CONSISTENCY**
- **EASY TO USE & FLEXIBLE APPLICATIONS**
- **INSTANT & TANGIBLE RESULTS**
- **PROFITABLE IN-SALON SERVICES**
- **IN-SALON RETAIL SOLUTIONS**
- **INTENSIVE EDUCATION PROGRAMS**
with international educators and stylists



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Tricobiotos S.p.A. Italy

  selectiveprofessional.com