



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

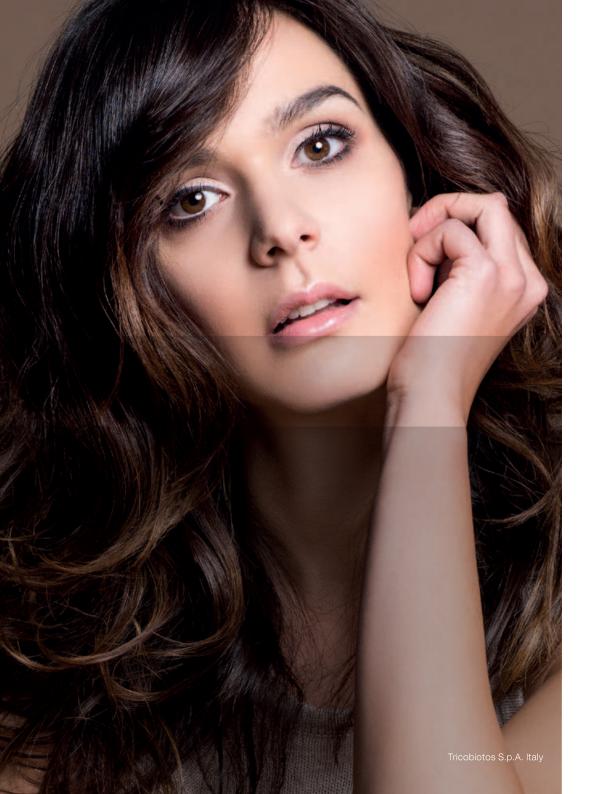
CHOOSING US?

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 & FLEXIBILE APPLICATIONS
- INSTANT & TANGIBLE RESULTS
- PROFITABLE IN-SALON SERVICES
- IN-SALON RETAIL SOLUTIONS
- INTENSIVE EDUCATION PROGRAMS
 with international educators and stylists



V/LI AT WHY