



Are  
You

are  
any

Creativity Kim  
Evolution HairStudio

We Are Kaara  
We Are Kaara

We Are Kaara

World  
Wide  
Company

Family  
HairShow  
ColorTwist Kim  
BeautyRitual

Exclusively Professional

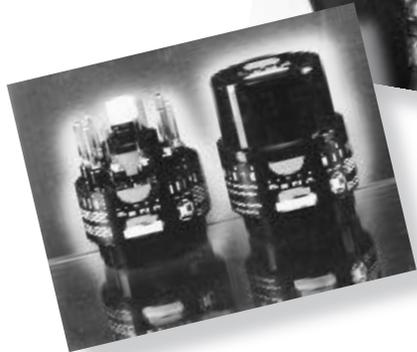
**KaARAL**  
PASSION IS AT THE HEART OF BEAUTY

*Ka*ARAL  
PASSION IS AT THE HEART OF BEAUTY



## CONTENTS

- 1 We Are Kaaral
- 5 Kaaral Family
- 6 Kaaral Academy
  
- 7 Brand Portfolio
- 9 Maraes
- 13 Bacò
- 15 Bacò Soft Color
- 19 Bacò Blonde Elevation
- 21 Bacò ColorSplash
- 23 Bacò Colorefresh
- 25 Purify
- 29 Manniskan
- 33 Style Perfetto
- 39 K05
- 45 K05 Revitae
- 49 Online
  
- 51 Visual Merchandising
- 57 Ki'm
- 59 Talk about Us



1981

Behind every successful company there is someone who made a brave decision. It was back in 1981 when Antonino Vitulli, together with his children Silvano and Teresa, decided to follow a dream. He turned it into a reality. Recognizing the importance of hair care, he knew that shampoo is not a passing fad for the market and will never be that to people. Kaaral was born.



*"We have demonstrated that even in business you can be global yet stay small: all you need is a suitcase and the world is yours."*

*Silvano Vitulli - Co-founder and Honorary President*

2000

Almost twenty years later, that dream came true, the company is a concrete reality. During this time new offices are opening, production and the laboratory are expanding. There is a need for a new, modern structure to be built with cutting-edge systems in terms of energy and safety. Kaaral is ready to take on the entire world.



## Certified Excellence

Kaaral is the first company in the sector to have been given the Award for Excellence, with the certification for Management Systems for Quality, Environment and Safety. Today the company can produce more energy than it uses. We are in Abruzzo, the green heart of Europe.



# 2010

The company grows its brand to over 35 countries around the world: from Europe to Russia, from America to the Middle East, from Canada to Australia. With the new Vitulli generation comes a new energy: Francesco, Nicola and Romolo take over a small gem, which has now become an international family company.



## Made in Italy

Passion, love, a love of beauty, family. These are the founding values of the Italian manufacturer around the world. But what does 'Made in Italy' mean for Kaaral? It is synonymous with a guarantee of high quality and performance, cutting-edge formulas and attention to detail. In one word: refinement.

# 2018

Kaaraal shines in the sector thanks to its sophisticated equipment and loyalty towards its clients which makes it stand out. Highly competitive on the global market, today it is a reference point for hairstylists internationally. Continually expanding and with three times the clout, its growth has only just begun: the constant search for perfection ensures quality is of an increasingly high standard day after day. Ambitious projects, innovative ideas and new challenges await.



ARMENIA	DANEMARK	LEBANON	SINGAPORE
AUSTRALIA	FRANCE	LUXEMBOURG	SLOVAKIA
AZERBAIJAN	GREECE	LITHUANIA	SLOVENIA
BELGIUM	GUATEMALA	NORWAY	SPAIN
BELARUS	HONG KONG	NETHERLANDS	USA
BOSNIA	KAZAKISTAN	POLAND	SOUTH KOREA
BULGARIA	INDONESIA	PORTUGAL	SWITZERLAND
CANADA	IRAN	CZECH REPUBLIC	TAIWAN
CHINA	IRELAND	ROMANIA	TURKEY
CROATIA	ITALY	RUSSIA	UKRAINE



## Kaaral Family

Driven by the desire to evoke emotion and share their own knowledge, Kaaral's mission is to support and guide hairstylists in their daily craft through research, development and knowledge. Innovative, high-quality products allow them to create countless combinations of looks and colors to satisfy every desire and need. A community where professionals from the sector and consumers always feel they are fully part of a brand very careful to detail: that's the Kaaral Family.

*"Our aim is to transform the sector into a community, the Kaaral family, and close the gap between company and client"*

*Nicola Vitulli - Owner and Marketing Manager*



*Starting*  
MODULE

.....  
COLORING  
*Course*

.....  
CUTTING  
*Course*

.....  
FOUNDATION  
BLOW-DRYING  
& BRUSHING  
*Course*  
.....



*Coloring*  
MODULE

.....  
COLOR  
*Excellence*

.....  
BLONDE  
*Excellence*

.....  
ADVANCED  
COLOR  
*Correction*

.....  
MULTICOLOR  
*Techniques*



*Fashion*  
MODULE

.....  
SPRING-SUMMER  
*Collection*

.....  
FALL-WINTER  
*Collection*

.....  
ADVANCED  
CUTTING  
*Course*

.....  
INSPIRATIONAL  
*Updo*



*Styling*  
MODULE

.....  
WAVE  
& *Straight*

.....  
ADVANCED  
BLOW-DRYING  
& BRUSHING  
*Course*  
.....



*Business*  
MODULE

.....  
COMMUNICATION  
& *Retail*

.....  
SALON  
BUSINESS  
*Course*  
.....



*Maraes*  
MODULE

.....  
MARAES  
THE MONOI  
*Ritual*  
.....

## Kaaral Academy

At the heart of training and professional development, Kaaral Academy offers a universal learning method capable of breaking down cultural barriers. A cutting-edge team anticipates and captures trends in the world of hair. Different backgrounds merge, creating professional and artistic perspectives which can meet the needs of hairstylists around the world.

The constant search for perfection has led to the creation of a complete and all-encompassing international training program.

A team of professionals will work alongside hairstylists on a journey of complete growth. Glamour and technique merge with formats, to make learning easy, regardless of where they are from. The Education modules start with Technical Training and end with the Business and Retail world through Fashion and Styling along the way.

Nothing is left to chance.

# BRAND PORTFOLIO

**MARAES**  
THE MONOI RITUAL



Maraes The Monoi Ritual, dedicated to the beauty and color of hair. Formulated with Certified Organic Monoi de Tahiti®, for nourishing, restructuring and brightening properties.

**bacò**  
COLOR COLLECTION



Bacò is the Permanent Color and Professional Haircare range. It deeply nourishes the hair and protects it throughout the coloring process, leaving it healthy, soft and full of body. It consists of the Bacò Color Collection, the heart of the brand; Colorsplash, direct semi-permanent coloring and Colorefresh, to refresh and renew color even at home.

**PURIFY**



Purify is a complete hair care line to hydrate, nourish and protect. Revitalizing and restructuring all hair types. Ingredient formulations inspired by nature.

**MÄNNISKAN**



The professional line dedicated to the charismatic man, characterized by distinctive designer pack, professional formulas and absolute performance. An exclusive product range for every aspect of the daily body, beard and hair care rituals, studied on the experience of men and their grooming needs.

# STYLE PERFETTO



# K05 TEA TREE OIL SYSTEM



# K05 REVITAE™



# ONLINE



Style Perfetto is a range of styling and finishing products designed to unleash the stylist's inspiration, creativity and evolution.

K05 with Tea Tree Oil System is the treatment designed specifically to prevent and treat scalp conditions such as hair loss, dandruff or the over-production of sebum.

Revitae is a specific regimen to prepare and invigorate the scalp, stimulate follicle stem cells, reactivate cells from the dormant phase and promote hair density, strength and body.

Online is the straightening and permanent wave system designed to make hair smooth and silky, tame frizz or unruly hair. Create elastic curls and soft voluminous waves while protecting the hair and maintaining its hydration and shine.



# MARAES

THE MONOI RITUAL

UNSURPASSABLE **NOURISHMENT**  
INTENSE **PROTECTION**  
BRILLIANT **COLOR**

**KARAL**  
PASSION IS AT THE HEART OF BEAUTY

# MARAES THE MONOI RITUAL:

**Monoi de Tahiti® Certified Organic**, combined with natural antioxidants, making coloring the hair a pleasant experience and creates a special formulation which contains no harsh substances



## COLOR NOURISHING PERMANENT HAIR COLOR

Monoi de Tahiti® Certified Organic  
and Beeswax

- ✓ It repairs and protects hair during coloring, preventing excessive dehydration

Extra shine and hydration

100% coverage of grey/white hair

Lightening up to 5 levels

Over 50 stunning shades

3 highlift shades of super-lighteners

5 intensifiers

Dermatologically tested

• **No Ammonia** • **No PPD/SLES** • **No Paraben** • **No Gluten**



## COLOR NOURISHING LIGHTENER OIL

Monoi de Tahiti® Certified Organic,  
Flax Seed Oil, Sunflower Oil and Olive Leaf Extract

- ✓ It lightens natural hair by up to 2 shades
- It nourishes, protects, hydrates and softens hair
- It gives quick, controlled lightening
- Processing halts after 20 minutes on the hair
- It brightens and/or lightens the color
- It conceals regrowth

• **No Mineral Oil** • **No Paraben** • **No Gluten**



## DEVELOPER

• 10 • 20 • 30 • 40 VOL.

Monoi de Tahiti® Certified Organic,  
Coconut Oil and Keratin

- ✓ It works in synergy with Maraes Color
- It gives color extra brilliance

• **No Mineral Oil** • **No Paraben**  
• **No Gluten**

## ANCIENT WISDOM AND MODERN RITUALS

Three philosophies of treatment, developed with great care based on the different combinations of Maraes products. Ancient Polynesian traditions of using Monoi Oil have been handed down over the centuries. The Restorative and calming art of massage is used with these treatments.

• **No Dea** • **No Sulfate** • **No Paraben** • **No Gluten** • **No Mineral Oil** • **No Added Salt**



### SLEEK EMPOWERING SHAMPOO & SPRAY TREATMENT

Monoï de Tahiti® Certified Organic,  
Avena Strigosa and Moringa Oil

- ✔ Smooth, brittle, lifeless hair
- ✔ Adds body, gloss and softness
- ✔ Protects and strengthens the hair
- ✔ Increases elasticity
- ✔ Reduces the signs of premature ageing



### COLOR NOURISHING SHAMPOO & MASK

Monoï de Tahiti® Certified Organic,  
Keratin and Shea Butter

- ✔ Weak, dry, colored hair
- ✔ Nourishes and hydrates deeply
- ✔ Intense color protection
- ✔ Eliminates the harmful effects of free radicals and harsh environmental factors



### CURL REVITALIZING SHAMPOO & TREATMENT

Monoï de Tahiti® Certified Organic,  
Yoghurt and Marula Oil

- ✔ Curly, wavy or frizzy hair
- ✔ Gives definition and elasticity
- ✔ Gives curly hair defined natural waves
- ✔ Protects the hair shaft from the harmful effects of harsh environmental agents
- ✔ Eliminates frizz

## THE POWER OF INGREDIENTS INSPIRED BY NATURE



Monoi de Tahiti



Marula Oil



Moringa Oil



Keratin



Shea Butter



Avena Strigosa  
Complex



Yoghurt



### COLOR NOURISHING OLIUM

Monoi de Tahiti® Certified Organic,  
Flax Seeds, Vitamin E and UVA/UVB filters



### COLOR NOURISHING SHIELD

Monoi de Tahiti® Certified Organic,  
Limnanthes Oil



### COLOR NOURISHING DOPPIO ELIXIR

Monoi de Tahiti® Certified Organic,  
Keratin and Silk Proteins

- ✓ Repairs and strengthens damaged hair or split ends

Protects color brilliance

Combats free radicals for longer-lasting hair color

- ✓ Protects hair from free radicals and harsh environmental agents

Heat-protective action against the damage caused by hairdryers and straighteners

Prevents color fade

Leaves hair nourished, soft and easy to untangle

- ✓ Repairs and restructures the hair fibre from within

Adds softness, strength and body to weak, chemically-treated or colored hair

## MARAES PURE PARFUM





baco  
COLOR COLLECTION

THE SILKIEST CHOICE  
IN HAIRCOLOR

KARAL  
PASSION IS AT THE HEART OF BEAUTY

# BACO': THE PLEASURE OF REDISCOVERING THE EMOTION OF COLOR

After years of scientific research, Kaaral laboratories have achieved the perfect combination of quality, quantity and dimension of **color pigments**, to give unbeatable performance



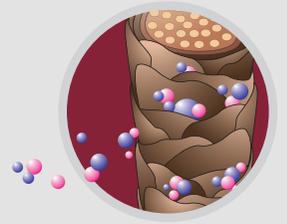
PERMANENT HAIRCOLOR  
Hydrolized Silk, Rice Proteins  
and Micro Pigments

- ✓ 100% coverage of white/grey hair
- Over 70 amazing shades
- 11 high lift colors
- 7 intensifiers
- Mixing ratio 1:1.5
- Mixing ratio of HL and SL series 1:2
- Dermatologically tested

***Intense tones, shine and long-lasting color***



micro pigment technology



SILKERA  
PERMANENT HAIRCOLOR  
Hydrolized Silk, Keratin  
and Micro Pigments

- ✓ 100% coverage of white/grey hair
- 7 anti aging shades
- Mixing ratio 1:1.5.
- Dermatologically tested

***Intense tones, shine and long-lasting color***

Soft **COLOR**  
by **bacò**  
CELEO COLLECTION

## THE GENTLENESS OF AMMONIA-FREE COLORING



DEMI PERMANENT HAIRCOLOR  
Hydrolized Silk, Panthenol, Aloe Vera and  
Coconut Oil

- ✔ Ammonia-free tone-on-tone coloring
  - Allows you to color and/or tone hair time after time
  - Nourishes hair, leaving it soft and hydrated
  - Prevents hair ageing and promotes lasting color
  - 37 amazing shades
  - Mixing ratio 1:2
  - 5 toners
  - Dermatologically tested



### LIGHTENING CREAM

Moisturizing Oils and  
Beeswax



### POWDER LIGHTENER

Hydrolized Silk and  
Rice Proteins



### COLOR REMOVE

Hydrolized Silk and  
Rice Proteins



### DEV PLUS

Coconut Oil

- ✔ Lightens up to 7 levels and keeps hair conditioned

Protects the hair during lightening

Maintains elasticity and softness

**Mix 1:2 with Dev Plus**

- ✔ Lightens up to 8 levels  
Ensures even lightening

**Mix 1:2 with Dev Plus**

- ✔ Reducer of cosmetic pigments  
Removes or corrects cosmetic color

Reverts oxidized pigments to their original dimension before removing them through washing

Dermatologically tested

• **No Paraben** • **No Silicon**  
• **No Gluten** • **No Mineral Oil**

- ✔ Complete range of developer in creamy emulsion

• **6vol (1,8%)** • **10vol (3%)**  
• **20vol (6%)** • **30vol (9%)**  
• **40vol (12%)**

## BACO' POST-COLORING TREATMENT FOR SOFT, HEALTHY AND VITAL HAIR

**Baco' Color Care** gives healthy, vibrant, long-lasting results both in the salon and at home. Shampoo and Conditioner are formulated specifically for colored and bleached hair:

- Keep color longer without fading
- Improve the health, strength and shine of hair
- Prevent loss of condition, nourish, soften and preserve the elasticity of the hair



### COLORPRO SHAMPOO & CONDITIONER

Hydrolized Silk, Keratin and Rice  
Proteins, Intense Color

- ✓ The perfect combination with acid pH
- Gently cleanses
- Removes color residues
- Gives strength and elasticity to the hair shaft
- Conditions and hydrates the hair
- Closes the cuticles and locks the color in
- Protects and keeps color looking good for longer
- **Color Safe** • **No Sulfate** • **No Paraben**
- **No Salt** • **No Silicon** • **No DEA**



### CLARIFYING SHAMPOO

Aloe Vera and Panthenol

- ✓ Deep-cleanses
- Removes mineral deposits, hard water, chlorine, environmental impurities and build-up of styling products
- Prepares the hair for a chemical or cosmetic treatment
- **No SIs/Sles** • **No Silicon**
- **No Paraben** • **No Added Salt**
- **No Gluten** • **No Dea**



### BARRIER CREAM

Hydrolized Silk and  
Rice Proteins

- ✓ Prevents staining and protects the skin from accidental contact with color
- **No Salt** • **No Paraben**
- **No Silicon**

# SILK GLAZE

## ULTIMATE HEALTHY TREATMENT

**Hydrolyzed Silk, Rice Proteins, Pro Vitamin B5, Vitamin C** and **Aloe Vera**, combined with **Hydrolyzed Keratin** and **Moringa Oil** to work in synergy on the hair shaft.

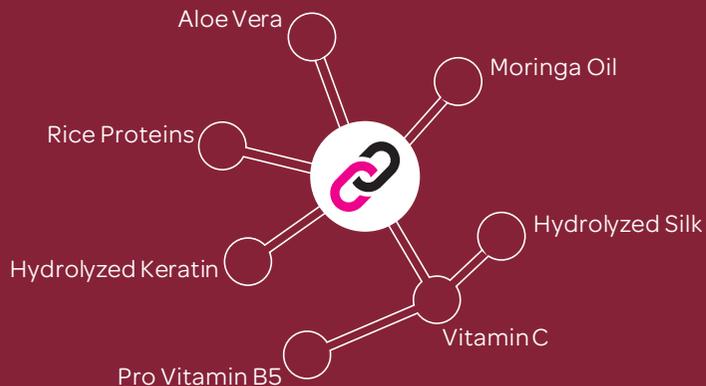
**Silk Glaze Shine Treatment** special ingredients protect and add moisture to the hair during the technical service in the salon while preparing the hair shaft to receive and absorb the benefits of **Silk Glaze Filler Infusion** ingredients which works deeply on the stressed hair, penetrates, plumps, moisturizes and strengthens hair to shiny, full-bodied result.



BACO' SILK GLAZE  
ULTIMATE SHINE TREATMENT  
Hydrolyzed Silk, Rice Proteins, Pro  
Vitamin B5, Vitamin C and Aloe Vera



BACO' SILK GLAZE  
FILLER INFUSION  
Hydrolyzed Keratin and Moringa Oil



- ✔ Boosts shine, softness and protection for natural or colored hair
- Protects hair during technical treatments from the aggression of atmospheric agents and heat damage from dryers and straighteners
- Prevents moisture loss
- Adds intense shine to hair
- Makes the hair more resistant to splitting
- **No Mineral Oil** • **No Paraben** • **No Silicon**

- ✔ Hair fibre filling and reconstituting fluid that completes the Silk Glaze treatment
- Fills the hair and close the cuticles
- Conditions damaged, weakened hair, giving it body and visible softness
- Combats free radicals, providing Vitamins and Mineral Salts thanks to its anti-ageing action
- Regenerates the hair fibre
- **No Mineral Oil** • **No Paraben** • **No Silicon**



baco  
COLOR COLLECTION

# BLONDE ELEVATION

THE PERFECT BLONDE

# BLONDE ELEVATION

Keeping the Perfect Blonde.



## BLONDE ELEVATION SHAMPOO

Silk Proteins,  
Violet Pigments



## BLONDE ELEVATION CONDITIONER

Silk Proteins, Violet Pigments  
and Pro Vitamin B5



## BLONDE ELEVATION LEAVE IN SPRAY

Silk Proteins, Violet Pigments  
and Pro Vitamin B5



## BLONDE ELEVATION SILVER MOUSSE

Lavender Extract, Milk Protein  
and Violet Pigments



## BLONDE ELEVATION BLEACH EXTREME

Almond Oil, Bisabolol  
and Violet Pigments

- ✓ Brightens the blonde and unwanted yellow tones of bleached, white or gray hair.

Its formula gently cleanses the hair, leaving it soft and moisturized

• **Color Safe** • **No Paraben**  
• **No Gluten**

- ✓ Moisturizing and nourishing conditioner for blonde, bleached, white or gray hair

Adds nourishment, softness and elasticity

Controls and neutralizes unwanted tones, creating a cooler blonde result

• **Color Safe** • **No Paraben**  
• **No Gluten** • **No Mineral Oil**

- ✓ Enhances, strengthens, restructures and brightens bleached, blonde, gray or white natural hair.

Revitalizing colored or highlighted hair, adding nourishment and softness.

• **Color Safe** • **No Paraben**  
• **No Gluten**

- ✓ No-rinse conditioning mousse detangles, brightens and neutralizes unwanted tone in blonde, bleached, gray or white hair.

Keeps the color brilliant and rejuvenates fragile or dry hair.

• **Color Safe** • **No Paraben**  
• **No Gluten** • **No Silicon**

- ✓ New bleaching powder with lightening of more than 8 levels

The combination of Almond Oil and Bisabolol gives protection, moisture and a healing action for the hair

Violet Pigments neutralize and counter unwanted yellow during the lightening process

• **No Gluten** • **No Silicon**



baco

COLORSPLASH  
Creativity Unleashed!

KARAL  
PASSION IS AT THE HEART OF BEAUTY

# SEMI PERMANENT TONING

## Direct Coloring

Easy to use

Extraordinary results



COLORSPASH  
DEMI PERMANENT HAIRCOLOR  
Hydrolized Silk and Keratin



COLORSPASH 3.5  
PH STABILIZING SPRAY  
Hydrolized Silk and Keratin

- ✓ **Adds** shine and livens up faded color to natural and colored hair
- ✓ **Neutralizes** unwanted tones of grey/white hair
- ✓ **Tones** and colors highlights
- ✓ **Adds** pastel looks mixed with **'Neutral' 000**

- ✓ Creates pastel and vibrant shades  
Vibrant results on pre-lightened hair  
Creates infinite shades of color:  
9 amazing shades + 1 neutral  
to be used on their own or blended

• **No Ammonia**

- ✓ Closes the cuticles for longer-lasting color retention  
Promotes the intensity of the shade  
Protects from UV rays

• **No Paraben** • **No Silicon**



COLORE FRESH  
by  
baco

*Be Special Every Day!*

KARAL  
PASSION IS AT THE HEART OF BEAUTY

# 6 AMAZING COLORED CONDITIONERS

To **refresh**, **recharge**, **recondition** and **retone** your colour and keep your hair constantly regenerated



*Ice Blonde*

Shea Butter



*Blackberry Violet*

Blackberry Vinegar



*Sunflower Blonde*

Sunflower Extract



*Orange Copper*

Orange Extract



*Pomegranate Red*

Pomegranate Extract



*Walnut Brown*

Walnut Extract

- ✓ Provides nourishment to damaged, treated and fine hair  
Neutralize unwanted orange/yellow tones, preserving cool **shades of blond**

- ✓ Protects hair and keeps **the violet** always vibrant and shiny

- ✓ Illuminates **golden blonde**  
Protects hair from free radicals  
Restructures the hair fibre

- ✓ Thanks to its vitamin properties:  
Restores elasticity and gives hair strength and body  
Preserving **copper tones**

- ✓ Soothing, antioxidant, regenerative action:  
Helps to close the cuticle  
Boosts the **brightness** and **definition** of **red tones**

- ✓ Antioxidant, anti-ageing action on the hair:  
Preserves the glossiness of **brown** and **chocolate tones**



PURIFY

*# Be pure. Be you.*

**KARAL**  
PASSION IS AT THE HEART OF BEAUTY



## Restructure

Intense Repair Treatment  
#all hair types



## Complementary



### RESTRUCTURE

Provitamin B5



### ULTRA

Mafura Butter and Shea Butter



### LEAVE-IN

Goji Berries and Milk Protein



### SOFFICE

Cotton Extract and Milk Protein

- ✔ Intense Restructure Treatment in vials:  
Repairs tired hair which has been damaged by over-use of chemicals  
Restores the natural elasticity of treated, stressed hair which has been damaged by the frequent use of hairdryers and straighteners  
Hair appears visibly healthier, stronger and shinier  
**• No Paraben • No Mineral Oil • No Gluten**

- ✔ Intensive restructuring mask  
For especially dry, damaged and lifeless hair.  
Intensely hydrates the hair fibre  
Repairs, nourishes and protects and brightens the hair  
Promotes extraordinary softness and body  
**• No Paraben • No Mineral Oil • No Gluten**

- ✔ Detangling, extra body, norinse spray  
For normal and fine hair  
Protects against the use of heat styling tools  
Provides strength, hydration and body  
Fights free radicals  
Provides elasticity and softness  
**• No Silicon • No Paraben • No Mineral Oil • No Alcohol**

- ✔ Leave-In Conditioning Mousse  
For all hair types  
Adds body  
Nourishes hair and makes it manageable  
Detangles and rejuvenates the hair  
Protects against the use of heat styling tools  
Makes the hair extremely soft and silky  
**• No Paraben • No Gluten**



## Colore

Color Protection  
#color treated hair



### COLORE SHAMPOO & CONDITIONER

Passion Fruit, Açai Oil,  
Rice Bran Oil

- ✔ Gives hair softness and elasticity
- Has an antioxidant action
- Keeps color looking intense for longer
- Hair will look extremely shiny
- **No Paraben** • **No Mineral Oil** • **No Gluten**
- **Color Safe**



## Hydra

Moisturizing  
#dry hair



### HYDRA SHAMPOO & CONDITIONER

Sweet Almond Oil, Rice Extract,  
Camomile Extract, Olive Oil

- ✔ Adds softness and hydration without heaviness
- Hair appears incredibly soft and easy to detangle
- **No Paraben** • **No Silicon** • **No Mineral Oil**
- **No Gluten**



### HYDRA MASK

Aloe Vera, Cumin Oil, Sesame Oil,  
Sunflower Oil

- ✔ Gives specific deep hydration to dry, coarse hair
- Its highly-hydrating formula has an anti-frizz action on unruly hair
- **No Paraben** • **No Mineral Oil** • **No Gluten**



## Reale

Intense Nutrition  
#damaged hair



## Energy

Daily Use  
#all hair type



## Volume

Volumizing  
#fine hair



### REALE SHAMPOO & CONDITIONER

Royal Jelly, Limnanthes Oil,  
Olive Oil



### REALE VIALS

Royal Jelly, Aloe Vera, Panthenol



### ENERGY SHAMPOO & CONDITIONER

Menthol



### VOLUME SHAMPOO & CONDITIONER

Bamboo Extract, Ginseng,  
Sweet Almond Oil

- ✓ Extreme hair nutrition  
Acts deeply regenerating the hair and giving it body, strength, softness and shine
- No DEA • No Sulfate • No Paraben
- No Mineral Oil • No Added Salt
- No Gluten

- ✓ Damaged hair which requires a deep nourishing and regenerating treatment
- No Paraben • No Mineral Oil • No Gluten

- ✓ Its gentle cleansing action helps maintain a balanced pH on scalp and hair
- Energy Conditioner helps tone, condition and revitalize the roots
- No Paraben • No Silicon • No Mineral Oil
- No Gluten

- ✓ Fine, flat, lifeless hair
- Gives softness to hair without heaviness and ensures the right level of hydration even on the finest hair, making it strong and voluminous
- No Paraben • No Mineral Oil • No Gluten



# MÄNNISKAN

*Ka*ARAL  
PASSION IS AT THE HEART OF BEAUTY

# A DESIRE FOR SOMETHING ELEGANT AND UNIQUE

The exclusive allure of the MÄNNISKAN man is all about exploring a new sense of freedom that changes the approach to traditional style and recovers the bond with authentic elegance.



**3 IN 1 TONIFYING SHAMPOO & SHOWER GEL**  
Zeolite, Red Sandalwood

- ✔ Cleanses the hair, beard and body  
Brings tone and gives invigorating sensation  
It has a regenerating, soothing and conditioning properties



**STRENGTHENING CONDITIONER**  
Zeolite, Red Sandalwood, Olive Oil

- ✔ Hydrates and strengthens the hair without weighing it down  
Brings suppleness and vigor to dull, lifeless hair



**BLACK TONING SHAMPOO**  
Zeolite, Black Carbon, Blackberry Vinegar

- ✔ Revives and regenerates the hair and scalp  
It has a revitalizing effect on grey and white hair  
Combats undesired yellow reflections  
Leaves the hair exceptionally shiny and strong



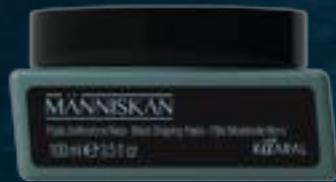
**HAIR & BEARD COLOR KIT**

- ✔ Gel formula for easy application  
Covers grey hair  
Neutralizes undesired reflections  
Gives a natural look  
Restores vigor and shine to beards and hair

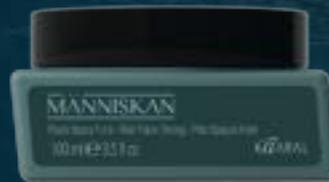
COSMO TRENDS

# TRENDS ARE TEMPORARY CLASS IS TIMELESS

Creativity, dedication to care products, maximum attention to detail and Italian-made elegance make this an exclusive product range, studied and devised based on the experience of men and their grooming needs.



BLACK SHAPING PASTE  
Zeolite, Black Carbon



MATT PASTE STRONG  
Zeolite, Beeswax



MODELLING PASTE  
Zeolite

- ✔ Adds shine and masks white hair
- Gives a natural effect
- Protects the hair from UV rays
- Leaves no residue and does not stain
- Washes out with shampoo

- ✔ Guarantees definition and control
- Gives an incredible matt effect
- Shapes the hair as desired for a strong, lasting look

- ✔ Ideal for dynamic styles
- Can be shaped several times
- Natural glossy effect
- Lasting hold

# TAKING CARE OF YOURSELF IS NOW A PLEASURE

All Manniskan products come in a distinctive designer pack,  
featuring professional formulas and guarantee absolute  
performance.



SMOOTH  
SHAVE GEL

Zeolite, Aloe Vera



LENITIVE  
AFTER SHAVE CREAM

Zeolite, Special mix of plant extracts



BEARD OIL  
Zeolite, plant oils



MOUSTACHE WAX  
Zeolite

- ✔ A special texture for contours and precision shaving
- It has a refreshing, soothing action
- Nourishes the skin and prevents irritation and redness
- Stimulates the production of collagen

- ✔ Moisturizes and soothes the skin after shaving
- Relieves redness, irritation and itching
- Helps to calm the skin
- Accelerates the healing of small cuts

- ✔ Restructuring with anti-aging effects
- Eliminates frizz
- Softens and protects the skin and beard
- Naturally fragrant

- ✔ Defines and supports the shape of the moustache
- Keeps it soft and supple
- With nourishing, moisturizing and tonifying properties



# STYLE PERFETTO

*Feed the obsession for*  
PERFECT STYLING

Italia's  
GOT Style



HYPER

**Root Boost Spray**  
Panthenol, Blueberry Extract  
and UV Filter

- ✓ Gives lift and support to the roots
- Gives volume and body to fine, flat hair
- Protects hair from heat damage during curling
- **No Paraben** • **No Gluten**

# INSPIRATION



## PRIMER

Natural Hold Control  
Taming Polymer



## INSTA CURLS

Curly Wavy Hair Cream  
Vitamin E, Kakadu Plum,  
Olive and Sunflower Oil



## VOLOOK

Medium Hold Volumizing Mousse  
Calendula Officinalis  
and Urtica Dionica



## DAZZLING

Straightening Cream  
Vitamin E



## CRYSTAL

Water Wax  
UV-B Filters

TO CAPTURE  
inspiration  
DON'T WAIT FOR  
THE PERFECT  
MOMENT. GRAB IT, and TURN IT  
INTO SOMETHING  
*Unique*  
with  
**STYLE**  
PERFETTO

- ✓ Gives control and shine with natural look
- Prepares the hair to be styled in the desired shape before drying
- Keeping the frizz away
- **No Silicon** • **No Mineral Oil**
- **No Paraben**

- ✓ More defined curly or wavy hair
- Keeping the frizz away
- Gives curls back their bounce
- **No Paraben** • **No Alcohol**

- ✓ Adds texture and extra volume
- Protects hair from humidity and from the heat of hairdryers and straighteners
- **No Paraben** • **No Mineral Oil**

- ✓ Tames hair from root to ends and keeps it smoother longer
- Resists humidity avoiding frizz
- Protects hair from the heat of hairdryers and straighteners
- **No Mineral Oil**

- ✓ Water-based formula
- Structures and defines the style
- Gives a glossy, defined look
- Leaves no residue and is non-greasy
- **No Silicon** • **No Mineral Oil**
- **No Paraben**

Top  
Rated



# STYLE PERFETTO

*Feed the obsession for*  
PERFECT STYLING

SCULPTING

**Extreme Hold Finishing Spray**  
Pomegranate Extract  
and UV Filters

Italia's  
GOT Style

- ✓ Controls and sculpts the desired look
- Fixes the movements achieved with drying and styling, preserving hair colour and shine
- Protects from harsh atmospheric agents with its anti-humidity action
- Leaves no residue
- **No Paraben** • **No Gluten**
- **No Silicon**

# CREATIVITY



EXPRESS  
Refreshing Dry Shampoo  
Rice Starch

- ✓ Absorbs excess sebum
- Refreshes the look
- Adds texture and body to hair
- Makes styling last longer without washing
- **No Paraben**



HYDROGLOSS  
Texturizing Liquid Gel  
Kakadu Plum, Green Walnut Extract,  
Sunflower and Olive Oil

- ✓ Adds body, volume, shine and texture
- Strong hold, moldable, with a wet look
- Protects hair and adds shine
- **No Paraben** • **No Mineral Oil**
- **No Silicon**



MINDGEL  
Shape Memory Gel  
Panthenol

- ✓ Fixes the shape and defines the look
- Gives a wet look and medium-strong hold
- Protects from excess heat of drying with a memory effect
- **No Paraben** • **No Mineral Oil**
- **No Silicon** • **No Alcohol**



DEFINER  
Extra Strong Hold Working  
No Aerosol Spray  
Pro Vitamin B5

- ✓ Shapes the look with extra-strong hold for a long-lasting result
- Adds shine to hair by acting as a shield against external agents
- **No Paraben** • **No Mineral Oil**
- **No Silicon**



UNFINISHED  
Texturizing Fiber Cream  
Vitamin E, Rice Extract, Jojoba Oil  
and Sweet Almond Oil

- ✓ Separates and defines hair and controls the ends for a glossy look
- Nourishes, adds body, texture and shine
- **No Paraben** • **No Silicon**

Seeing  
IS A  
— CREATIVE —  
ACT IN ITSELF  
TAKE  
THE BEST OF  
*what there is*  
AND  
IMPROVE IT  
IF IT DOESN'T EXIST  
CREATE IT  
with  
STYLÉ  
PERFETTO



# STYLE

PERFETTO

*Feed the obsession for*  
PERFECT STYLING

Italia's  
GOT Style



PUSH UP

**Volumizing Powder**  
Special Volumizing  
Micro Particles

- ✓ Adds lift and body to fine, lifeless hair
- For maximum volume
- Suitable for any type of style
- Silky touch, matt look
- **No Paraben** • **No Silicon**
- **No Gluten** • **No Alcohol**

# EVOLUTION



BEACHY HAIR  
Sea Salt Spray  
Argan Oil

- ✓ Soft waves  
Adds volume and texture to all types of hair  
Creates sensual, messy, natural-looking hair  
• No Silicon • No Alcohol



BLING  
Glossing Spray  
Emollient, Shine and Texturizing Agents

- ✓ Adds intense shine to hair without making it heavy, with an anti-static effect  
Gives a gloss effect to dry or treated hair  
• No Paraben • No Mineral Oil



FIXER  
Strong Hold Protective Finishing Spray  
Panthenol

- ✓ Defines styling without heaviness  
Keeps the curl for longer and is not afraid of humidity  
Protects from the heat of drying and adds shine  
• No Paraben  
• No Mineral Oil



SPIKEY  
Extra Strong Creative Glue  
Special Emollient Oils and UV Filters

- ✓ Defines and sculpts short, bold cuts, with an extrastrong hold  
Dries quickly and leaves no residue  
Water resistant  
• No Silicon • No Mineral Oil  
• No Paraben • No Alcohol



TRI ACTION  
Hair Protection Serum  
Flax Seed Oil

- ✓ Nourishes and hydrates dry and damaged hair  
Protects from heat of hair dryers and straighteners to give shiny hair  
Non-greasy  
• No Paraben • No Mineral Oil



MOLDING  
Matte Paste  
Vitamin E, Beeswax, White Amazonian Clay

- ✓ Shapes and defines the layers of a cut letting you create the desired look  
Adds texture and a matt look  
• No Paraben  
• No Mineral Oil

Evolution  
PASSES  
TROUGHT  
*narrow doors*  
For anyone continually  
SEARCHING  
for Novelty  
who KNOWS THEY HAVE  
TALENTS THEY ARE NOT USING  
**Pull them out**  
with  
**STYLE**  
PERFETTO

**K05**  
TEA TREE OIL SYSTEM



PREVENTION AND HEALTH  
OF SCALP AND HAIR

**KARAL**  
PASSION IS AT THE HEART OF BEAUTY

# ANTI HAIR LOSS INTENSE TREATMENT

Thinning of the hair shaft and hair loss problems due to stress, drastic weight loss diets and hormonal imbalances which affect normal hair bulb function

K05  
TEA TREE OIL  
SYSTEM



## ANTI HAIR LOSS SHAMPOO

Tea Tree Oil, Nettle, Arnica, Capsicum



## ANTI HAIR LOSS INTENSE TREATMENT

Tea Tree Oil, Nettle, Arnica, Capsicum



## TARGETED ACTION DROPS

Tea Tree Oil, Nettle, Arnica, Capsicum

- ✔ A highly invigorating, stimulating formulation to:
  - Gently cleanse scalp and hair
  - Promote blood circulation
  - Enhance bulb activity by strengthening the hair from the root

- ✔ Treatment in vials to:
  - Prevent and combat hair loss
  - Promote blood flow
  - Enhance hair bulb activity
  - Strengthen hair from the root

- ✔ An innovative, intensive formula for home use to:
  - Combat hair loss
  - Prevent hair loss with its anti-bacterial and anti-inflammatory properties
  - Give hair strength and body
  - Act directly on the most critical areas

# ANTI DANDRUFF INTENSE TREATMENT

Scalp conditions or itchy scalp due to a change in hydrolipidic balance leading to flakiness and dandruff



## DANDRUFF REMOVING SHAMPOO

Tea Tree Oil, Piroctone Olamine



## DANDRUFF REMOVING INTENSE TREATMENT

Tea Tree Oil, Piroctone Olamine, Nettle,  
Arnica, Capsicum

- ✓ Purifying, rebalancing dandruff shampoo to:
  - Gently cleanse scalp and hair
  - Normalise scalp flakiness
  - Enhance the condition of scalp and hair
  - Prevent dandruff with its antimycotic, antibacterial and antiseptic properties

- ✓ Treatment in vials to:
  - Normalise the scalp
  - Combat scalp flakiness
  - Prevent the occurrence of dandruff
  - Normalise the scalp and nourish the hair
  - Tackle greasy and dry dandruff

# SEBUM BALANCING INTENSE TREATMENT

The over-production of sebum resulting in greasy,  
oily scalp



## SEBUM BALANCING SHAMPOO

Tea Tree Oil

- ✔ Sebum Balancing Shampoo to:
  - Gently cleanse scalp and hair
  - Prevent the over-production of sebum
  - Combat sebaceous secretion with a combined anti-inflammatory and normalising action
  - Promote cell oxygenation and enhance scalp microcirculation



## SEBUM BALANCING INTENSE TREATMENT

Tea Tree Oil, Panthenol, Orange,  
Lavender, Rose

- ✔ Treatment in vials to:
  - Restore a healthy, natural balance of the scalp
  - Normalise sebaceous gland activity
  - Reduce hyperactivity of glands
  - Banish excess sebum

# COMPLEMENTARY TREATMENTS

To increase the performance of K05 and for even greater results



## PRE TREATMENT PEELING

Tea Tree Oil, Panthenol



## EXFOLIATING SCRUB

Micro Granules of Almonds and Hazelnuts.



## SULPHUR CREAM SHAMPOO

Tea Tree Oil, Sulphur

### ✓ Pre Treatment Peeling to:

Promote the elimination of dandruff and excess sebum

Prevent dandruff and excess sebum with its antibacterial and anti-inflammatory properties

Prepare the scalp for improved absorption of the Anti Dandruff and Sebum Balancing Treatment

### ✓ Exfoliating Scrub to:

Gently exfoliate

Renew the outer layer of the scalp

Remove scalp impurities caused by excess sebum, dandruff, flakiness or build-up of styling products

Prepare scalp and hair to receive treatments

### ✓ Sulphur pH cleansing formula to:

Combat flakiness of the scalp

Reduce excess sebum

Get rid of itching and irritation

Act as an intensive treatment together with anti-dandruff programme

# TRUST KAARAL FOR A PROVEN, EFFICIENT TRICOLOGICAL TREATMENT

## VISIBLE RESULTS IN JUST 8 WEEKS

**71%** of users reported a  
reduction in hair loss

**24%** of users reported thicker hair shaft

**10%** of users reported an increase in  
hair density

*Products tested dermatologically by the University of Pavia  
on men and women aged between 24 and 65*



**K05**  
REVITAE™

ENERGIZING & THICKENING  
TREATMENT



**REVITAE™**

**KARAL**  
PASSION IS AT THE HEART OF BEAUTY



# K05

REVITAE™

NEW LIFE FOR YOUR HAIR



# REVITAE™ COMPLEX



## LARIX EUROPAEA

Stimulates the **stem cells** of the hair bulb and follicle. This fosters a new life phase of the hair's "*dormant*" follicles.



## MELILOTUS OFFICINALIS

The concentration of flavonoids, with an **antioxidant** action, fights free radicals, preventing natural hair ageing.



## CAMELLIA SINENSIS

The **anti-inflammatory** action restores the scalp to its optimum condition.



## ROSMARINUS OFFICINALIS

Tones, stimulates and has an **antibacterial** effect. It fosters the blood micro circulation of the scalp.



## MEDICAGO SATIVA

This complex of vitamins A, B, C, D, E and K strengthens the hair stem and restores **natural elasticity**.



## HUMULUS LUPULUS

The valuable complex of amino acids, minerals and vitamins B2, B1 and C generates **protection** and gives fragile, thin hair fuller body and vitality.



# ONLINE

ONLINE HAIR STRAIGHTENING &  
ONLINE PERMANENT WAVE SYSTEM

**KARAL**  
PASSION IS AT THE HEART OF BEAUTY

# STRAIGHT DOWN YOUR LOOK CURL UP YOUR HAIR



HAIR STRAIGHTENING SYSTEM  
Keratin and Coconut Oil

- ✓ Transforms curly and wavy hair into smooth hair
- Tames frizzy, unruly hair
- Protects hair during straightening
- Makes hair smooth and shiny
- Adds softness



PERMANENT WAVE  
Collagen

- ✓ Transforms smooth hair or hair that's lacking definition into sensual curls, soft waves and gives it exceptional volume
- Protects and shapes the hair shaft during wave treatment
- Adds shine to hair
- Keeps the hair healthy, elastic and soft

• **No Ammonia**

# VISUAL MERCHANDISING

Kaaral provides close sales assistance via merchandising and marketing ideas to increase business and services offered by salons, increase customer loyalty and encourage retail sales. The company follows its own clients every step of the way right from the launch phase of a new product, acting as an indispensable reference point for its clients.

*BACO' BIG COLOR CHART*



*BACO' SMALL COLOR CHART*



*MARAES BIG COLOR CHART*



*MARAES SMALL COLOR CHART*



*COLORSPASH COLOR CHART*



*SOFT COLOR BACO' COLOR CHART*



*WALL CHART BACO'*



*WALL CHART MARAES*



MARAES PRODUCT SAMPLE



PURIFY PRODUCT SAMPLE



BACÒ PRODUCT SAMPLE



BACÒ  
BLONDE ELEVATION  
SAMPLE



BACÒ  
CLARIFYING  
SAMPLE



MANNISKAN  
PRODUCT  
SAMPLE



SHOPPER  
KAARAL



SHOPPER  
KAARAL  
ELEGANT



SHOPPER MARAES



KAARAL SHOPPING BAG



SHOPPER PURIFY



STYLE PERFETTO PRODUCT BAG



PURIFY STAND DISPLAY



POSTER PURIFY



POSTER KAARAL



POSTER COLOREFRESH



BANNER KAARAL



BANNER KAARAL



K05 REVITAE STAND DISPLAY



BOOKING DIARY



MARAES STAND DISPLAY



KAARAL FLOOR STAND LED DISPLAY



MARAES FLOOR STAND DISPLAY



K05 FLOOR STAND DISPLAY



PURIFY FLOOR STAND DISPLAY



MARAES SHELF DISPLAY



KAARAL SHELF DISPLAY



KAARAL WINDOW STICKER



MARAES WINDOW STICKER



COTTON TOWEL



SCISSORS



SCISSORS 6"



SCISSORS 7"



THINNING SCISSORS

ALUMINIUM SPRAY DISPENSER



THERMAL BRUSHES



JOLLY COLOR TROLLEY



RIALTO TOOL TROLLEY



KAARAL TINT BOWL



KAARAL BRUSH



SESSION CLIPS



MARAE'S COCONUT BOWL



MARAE'S WOOD BRUSH



SWIFT MECHES



DISPOSABLE CAPES



PROTECTIVE GLOVES S-M-L



PLASTIC MIXER



TUBE KEY



KAARAL HAIR CLIPPER



ULTRASONIC-INFRARED IRON



TOOL BAG HAIRSTYLIST



TOUCH SCREEN DIGITAL SCALE



TIMER



COLOR MIXER



COLOR APRON



CUTTING CAPE



T-SHIRT KAARAL



WINDOW STICKER



MANNISKAN SHELF DISPLAY



MANNISKAN TOTEM



MANNISKAN STAND DISPLAY



MANNISKAN COLOR CHART



FOLDABLE TRAVEL BAG



T-SHIRT MANNISKAN GREY



T-SHIRT MANNISKAN BLUE



PASHMINA



# KAARAL INTERNATIONAL MEETING

SHOW  
ENTERTAINMENT  
EDUCATION

Learn more about the hair trends!

# K-I'M

[www.kim.kaaral.com](http://www.kim.kaaral.com)





TALK ABOUT US



FOLLOW US 



@kaaral



@kaaral\_official



@kaaral Italy



@kaaral Italia



@kaaral-srl

*Ka*ARAL  
PASSION IS AT THE HEART OF BEAUTY





# We Are Kaaral

---



COD. LBCEP/EN01



8 032779 757788

[www.kaaral.com](http://www.kaaral.com)

