



QOO

FIBER.COMPLEX



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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 pediceutical foot care line

2010 Kerafusion – India’s first FDA approved Keratin treatment

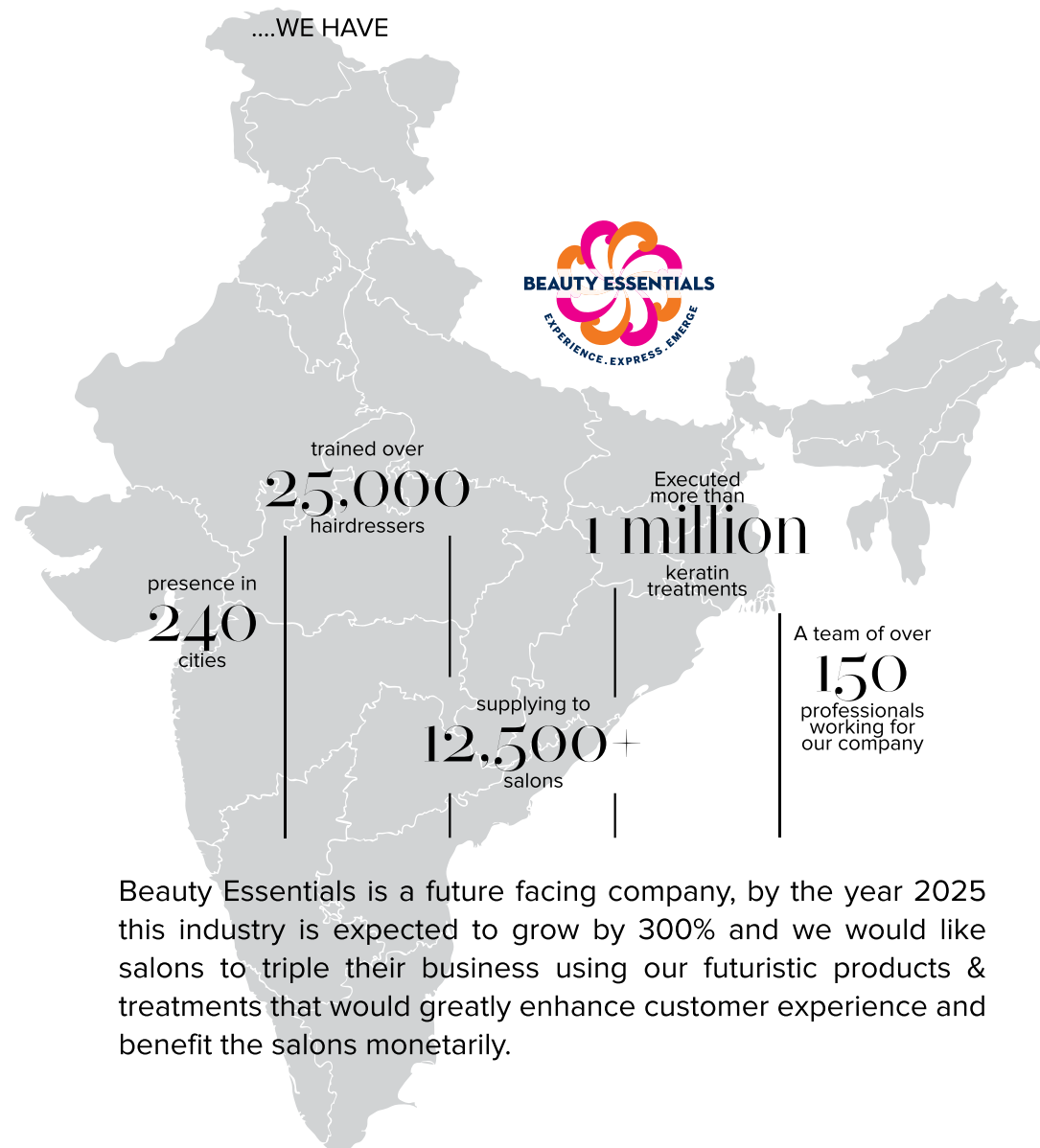
2011 Cysteine – India’s first formaldehyde free curl softening treatment

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 QOD FIBER.COMPLEX

QOD FIBER COMPLEX is a blend of bio amino acids. It presents a molecular structure that is smaller than the capillary fiber, penetrating into the hair cortex to regenerate stable and covalent bonds, which contribute to reinforce the internal structure of the hair. QOD FIBER COMPLEX repairs a series of damages that occur on the surface of the hair, such as hair aging and micro ruptures (Damaged / Brittle / Weak Cortex Layer).

WHY QOD FIBER.COMPLEX

The internal structure of the hair is composed of disulfide bonds, responsible for the strength, elasticity and format of the hair fiber. When there's a separation of the keratin structure (breakage / soften of the hair fiber, because of chemical treatments), it exposes amino-terminal groups. QOD

FIBER COMPLEX prepares organic sulphur, which re-stabilizes the sulphur and covalent bonds, which instantly makes the hair stronger 7 times than what it was previously. It also contains glycol ether that provides fast penetration into the hair fibers, which enhances the product stability, provides shine, health and durability of the product.

BENEFITS TO THE SALON

- QOD FIBER COMPLEX offers the best return on investment.
- While most plexes would repair the hair, QOD FIBER COMPLEX increases hair strength and flexibility by 7x.
- Gives fabulous shine to the hair.
- While using other plexes, you need to perform two services, which increases the duration of the service whereas with QOD FIBER COMPLEX you can mix it with the treatment hence reducing service time and cost.

BENEFITS TO THE STYLIST

- QOD FIBER COMPLEX saves considerable amount of service time.
- QOD FIBER COMPLEX assists the stylists to achieve desired colour results without compromising on the clients hair health.
- One of the key benefits of the QOD FIBER COMPLEX is that, it can be mixed with colors, prelightners or protein treatments; to achieve the best results without any damage.
- It doesn't need any extra development time.

BENEFITS TO CUSTOMER

- While most plexes only repair; the QOD FIBER COMPLEX gives triple benefits - repair shine & strength.
- It is more cost effective than most plexes.
- QOD FIBER COMPLEX can be performed as a standalone service, and it can also be mixed in any of the other hair treatments.

ON WHAT **TYPE OF HAIR** CAN YOU PERFORM THE QOD FIBER COMPLEX TREATMENT?

The QOD FIBER COMPLEX TREATMENT can be performed on chemically treated, extremely damaged & fragile hair; except henna coated hair.



▲
After
◀ Before

EXPECTED RESULTS

QOD FIBER COMPLEX TREATMENT repairs, shines and strengthens hair. For best results, multiple standalone sittings are recommended.

OUR SUPPORT

TECHNICAL

On purchase of QOD FIBER COMPLEX TREATMENT; an in salon training will be lined up with our expert trainers for your salon & stylists. All our trainers are professional hairdressers and have a minimum 5 years of experience.



SALES SUPPORT

Our sales executives will visit you regularly 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 QOD FIBER COMPLEX days.

* Purchase value driven