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df[®]
de fabulous



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

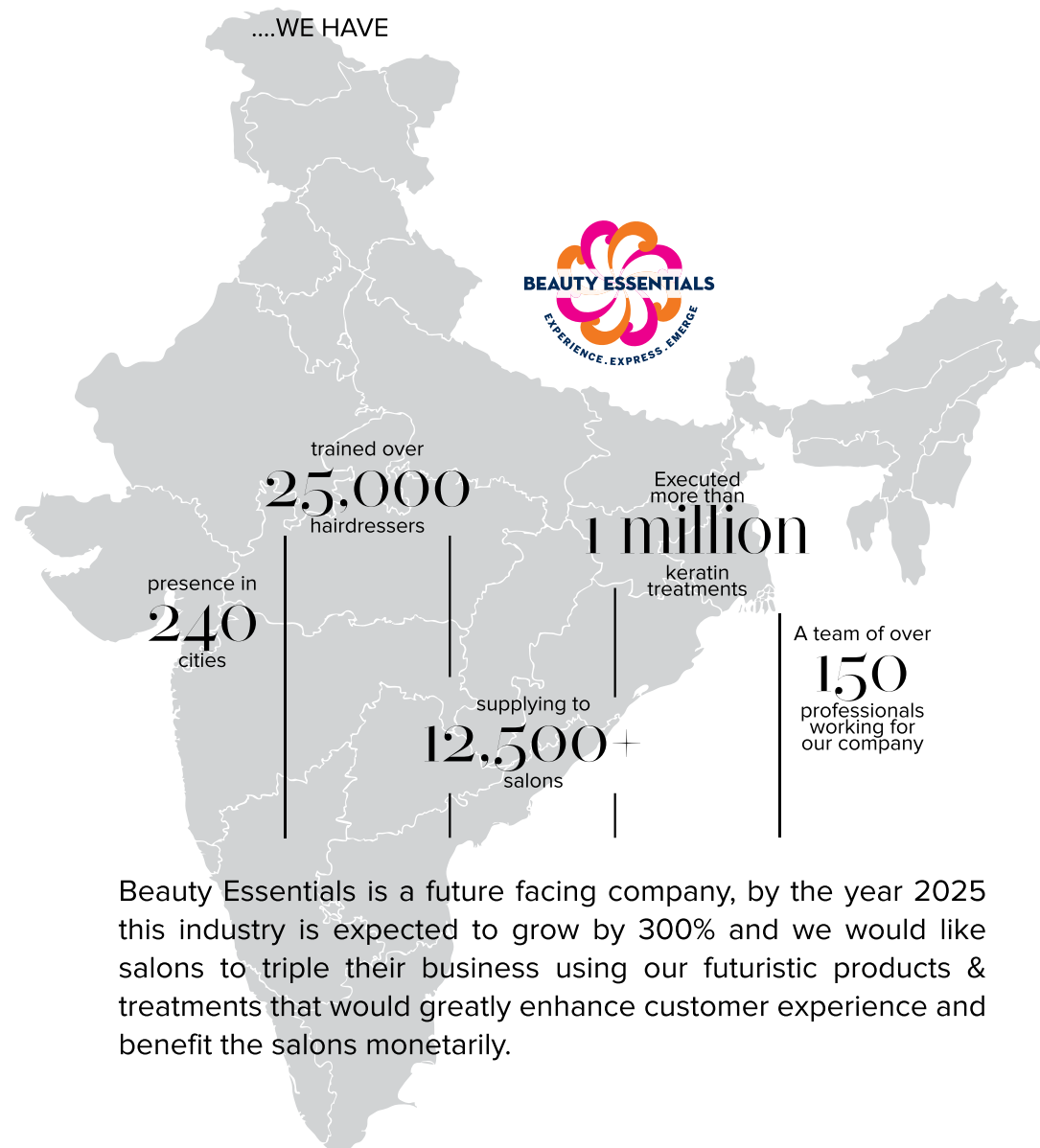
2011 Cysteine – India’s first formaldehyde free curl softening treatment

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.



De Fabulous products contain only the best natural botanicals and extracts that deliver lavish results for a reasonable price. Affordable luxury has become something more than customary. It has become our culture.

With an all-inclusive collection of shampoos, conditioners and treatments for every hair type, De Fabulous has the sulfate-free and pH balanced solution for everyone.



REVIVER HAIR REPAIR COLLECTION

Reviver's rejuvenating formula works with our unique wheat-amino acid protein complex, soy and oat proteins to revitalize and restructure even the most fragile, chemically treated hair.

Reviver Hair Repair Shampoo: Designed to restructure and protect chemically treated, porous hair. A specially formulated protein complex works with the hair to restore natural health and strength

Reviver Hair Repair Conditioner: Rescues and revitalizes chemically enhanced, porous hair. Detangles and leaves hair manageable. Reviving protein complex brings weak hair back to life

Reviver Hair Repair Treatment: Enriched with Vitamin E rejuvenating beads, Reviver reconstructs and strengthens extremely damaged and fragile hair. Delivers deep and intensive nourishment to coarse and dry hair without drying it down. Adds softness, shine and incredible body



GINGER ENERGIZING COLLECTION

Ginger's unique formula of natural ginger root, panax-ginseng root extract and mint combines to create a hair system unlike any other. Natural ginger promotes health and strength while stimulating faster hair growth. The Ginger hair system restores shine and restructures fragile hair to its strong and radiant original state

Ginger Energizing Shampoo: This everyday shampoo leaves the hair and scalp clean, moisturized, shiny, bouncy, and manageable. It stimulates and dilates blood vessels creating an increase in blood flow to the scalp for faster healthier hair growth. Anti-static technology prevents fly-aways and frizz

Ginger Energizing Conditioner: This invigorating conditioner leaves the hair smooth, clean, soft, moisturized, and healthy. Natural ginger root stimulates the scalp and eliminates dryness while providing glossy shine. Anti-static technology eliminates frizz and withstands humidity

Ginger Energizing Therapy Treatment: Helps to reduce hair loss and invigorate the scalp with the powers of natural ginger root, panax-ginseng root and peppermint. It promotes health and strength to the hair while stimulating faster hair growth. It also increases blood circulation and soothes the scalp while restoring natural shine to the hair



GET CLOSER SCALP AID COLLECTION

Sensitivity relief like no one else. Get Closer provides extraordinary relief to sensitive scalps by combining sunflower seed extracts with a unique blend of peppermint for an enticing tingling sensation that rids the hair of dandruff while cooling, moisturizing and eliminating dryness.

Get Closer scalp aid shampoo: Contains no laurel or laureth sulfates. Nourishing proteins and cooling peppermint wake up the scalp and controls flaking and itching. Incorporates peppermint and sunflower seed extract to rejuvenate and stimulate blood vessels for healthy hair growth.

Get Closer scalp aid conditioner: Helps repair and hydrate dry stressed scalp. Smooths, softens and leaves hair silky. Contains peppermint and comprehensive healing ingredients to reduce itching, flaking, and excess oil on scalp. Cooling sensation provides a relaxing experience.

Get Closer scalp aid treatment: Rejuvenates the scalp and restores it to its healthiest state. Controls the outbreak of dandruff and decreases itching and scalp soreness. Incorporates peppermint, extracts of sweet almond and meadow foam seed, protein complex to add moisture and cool sensitive scalps.



SAFE GUARD COLOR ENDURE COLLECTION

Everyday solution for vivid color maintenance.

Safe-Guard uses silk proteins for continuous strength and shine with advanced UV protectants for unrivaled protection from the sun and the elements. Vibrance-enhancing nutrient beads preserve and protect hair color brilliance and integrity.

Safe Guard Color Endure shampoo: Designed to prevent hair color from stripping away. Incorporates amino acids and silk protein to help lock in color, while advanced UV protectants prevent color fading. Leaves hair smooth, soft, radiant and shiny.

Safe Guard Color Endure conditioner: Designed to protect and detangle color-treated hair. Seals the cuticle to preserve color and creates shine. Amino acids and UV protectants shield hair from harmful elements.

Safe Guard Color Endure treatment: Enriched with Vitamin E to help seal in hair's color and vibrance. Maintains and helps preserve hair color with advanced UV protection. Contains meadow foam seed extract and olive fruit extract to provide intensive conditioning, and restoration.



KEY INGREDIENTS

OLIVE OIL A natural conditioning agent and an antioxidant which helps to soothe chemically stressed hair and helps in optimum hair growth.

MEADOWFOAM SEED EXTRACT An oil rich in Vitamin C containing salicylic and citric acid which help to moisturize and rejuvenate hair while providing a protective barrier for hair.

SWEET ALMOND EXTRACT A nourishing oil, which softens and strengthens hair while moisturizing it. Gives an elegant, silky soft feel to the hair.

WHEAT AMINO ACIDS A protein complex which increase the hair's ability to retain moisture and impart shine and gloss to damaged and dull hair. It penetrates into the hair shaft and binds itself to hair's inner fibers.

SOY PROTEIN A protein complex made up of amino acids, which moisturizes the hair while providing a smoothing effect. Also helps to minimize the roughness of hair.

SILK PROTEIN A protein complex which is excellent in moisture retention and helps in optimum conditioning of the hair while increasing its strength. It also provides elasticity, flexibility and restores the moisture balance of hair.

QUILLAJA SAPONARIA (SOAP BARK TREE) Improves hydration of the cuticle and helps to repair hair by bonding itself to the damaged hair. It contains anti-inflammatory and antioxidant properties.

ROSEMARY EXTRACT Helps to stimulate blood circulation on the scalp and promotes healthy hair growth.

THYME EXTRACT Very useful in promoting hair growth. Gives luster, shine and bounce to dull lifeless hair.

PEPPERMINT Gives a cooling effect to the scalp while fighting dandruff and head lice. Adds shine and gloss to the hair and increases blood circulation in the scalp.

GINGER EXTRACT A miracle herb! Effective remedy for hair loss. Adds shine and strength to dull and brittle hair. Cleans the scalp of any impurities and effectively gets rid of dandruff. Repairs environmentally damaged hair follicles.

SUNFLOWER SEED EXTRACT A natural emollient, that helps to retain moisture in the hair. Has mild cleansing properties which leaves the hair feeling smooth and soft while adding shine. Soothes and cleanses dry and flaky scalp.

PANAX GINSENG ROOT EXTRACT An effective ingredient to stop hair loss. Invigorates the scalp and hair follicle for optimum hair growth.

OUR SUPPORT

TECHNICAL

On purchase of De Fabulous Range; 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 aid 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 De Fabulous days.

* Purchase value driven



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