

Echoline  
the *vegan* way

**BRAND & PRODUCT**

BROCHURE 2023





**Echosline**  
the *vegan* way

### Follow "The Vegan Way" of Echosline

Created in Italy in 1998, Echosline is the professional hair care brand that pursues the «Clean Beauty» philosophy.

Evolved over the years, Echosline has embarked on the «The Vegan Way» journey by formulating products based on natural origin ingredients, researching of eco-sustainable packaging and materials in respect of the professional, the consumer and the planet.





## The «clean» hair beauty

It is the philosophy that drives Echosline towards a «less is more» journey.

« LESS » is the direction towards a vegan, green and sustainable beauty deleting all that is not essential and necessary.

« MORE » is what we get from nature when we learn to respect her.





## Smart beauty for a reduced impact

Smart beauty for a reduced impact: making beauty ethical and sustainable through 100% green & vegan haircare products that respect consumers and the environment.

To offer salons worldwide professional treatments that protect an essential beauty where simplicity is the highest expression of authenticity.





## Values of Echosline



**ETHICS**  
Smart beauty with reduced environmental impact innovating with vegan products.



**ESSENTIAL**  
Formulas with highly natural origin ingredients and high percentages of biodegradability.



**PROFESSIONALISM**  
Professional quality guarantee in all products.



**RESPECT**  
Safeguarding the professional, the person and the planet.



**SUSTAINABILITY**  
Innovation research in terms of formulas and packaging sustainability.





## Echosline within the AGF88 Holding group

### An Italian heritage with an international approach

Echosline belongs to the AGF88 Holding group, which was created in 2016 from the thirty-year business experience of the Pegorin brothers, Gianni (the Chairman) and Federico (the CEO), who carry on the legacy of their late father Arturo, a pioneer in this sector since 1946. AGF88 Holding is active on the market with three specialized production sites: in San Martino di Lupari (PD), in Sansepolcro (AR) and in Cartigliano (VI).

The AGF88 Group is one of the most important players in the professional haircare market with global distribution coverage and consolidated experience in main foreign markets, a reference point in the cosmetic sector at the international level.





# Enter the world of Echoline

## THE CLASSIC LINES

Technical Range



CLASSICI

Classic & Special Treatments



CLASSICI

Styling & Finishing



## THE NEW ECHOSLINE COLOR SYSTEM



HAI RETOUCH

color.up



## THE TREATMENT VEGAN WAY

COLOUR CARE

ENERGY

KI-POWER VEG

NO YELLOW

VOLUME

FREQUENT USE

BALANCE

DISCIPLINE







# Echos COLOR

Echos Color is the new Echosline hair coloring cream, **without PPD and without resorcinol**, enriched **with Green Tea extract, Tsubaki oil and Date oil**.

Completely vegan, the new color system fully reflects the “Less is more” philosophy that the brand has been pursuing since 2018.

Not only the formula, but also the **packaging is sustainable and environmentally friendly**, thanks to a biodegradable and compostable case, an infinitely recyclable aluminum tube and a cap that is made up of 50% less plastic than the previous one. More than **80 nuances** to try and mix together to give space to creativity.



100 ml - Assorted cod.



## Discover all the Color Series



## Oxidizing Emulsions

7 Vol.  
(2,1%)



1000 ml - cod. 1001423

CREAMY ACTIVATOR 7%

Specific for "tone on tone" effects. Formulated to enhance the application of the colour in cream while maintaining unchanged the initial volume in time. It contains hydrogen peroxide.

10 Vol.  
(3%)



150 ml - cod. 1001030  
1000 ml - cod. 1001332

20 Vol.  
(6%)



150 ml - cod. 1001393  
1000 ml - cod. 1001323

30 Vol.  
(9%)



150 ml - cod. 1001394  
1000 ml - cod. 1001324

40 Vol.  
(12%)



150 ml - cod. 1001395  
1000 ml - cod. 1001325

OXIDIZING EMULSION 10-20-30-40%

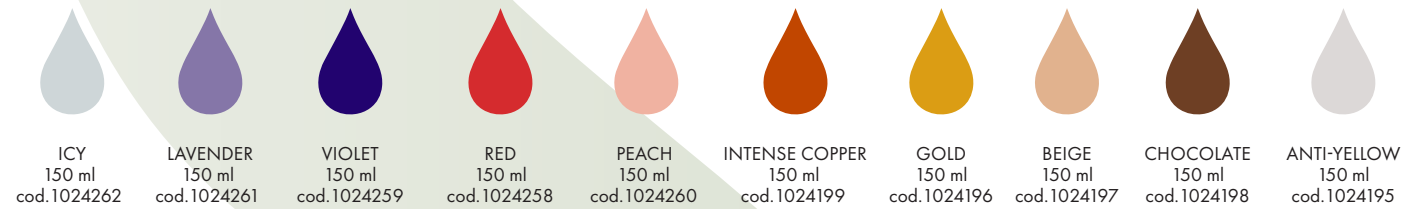
Formulated to enhance the application of the colour in cream while maintaining unchanged the initial volume in time. It contains hydrogen peroxide.





# color.up

Color Up is the range of Echosline color masks that in just a few minutes restores intensity to both natural and cosmetic colours leaving hair full of shine and hydrated.



Sulfate Surfactants

>90% OF NATURAL ORIGIN\* AND BIODEGRADABLE\*\* INGREDIENTS

\*Natural origin ingredients based on ISO 16128

\*\*Biodegradable ingredients based on OECD 301 or alternative



Shea Butter from ethical cultivation.

# HAI RETOUCH

Perfect color in one single step! HaiRetouch is the instant and temporary regrowth corrector in a practical and elegant pack to take with you for a flawless color in any occasion.



75 ml - cod. 1024115  
DARK CHESTNUT



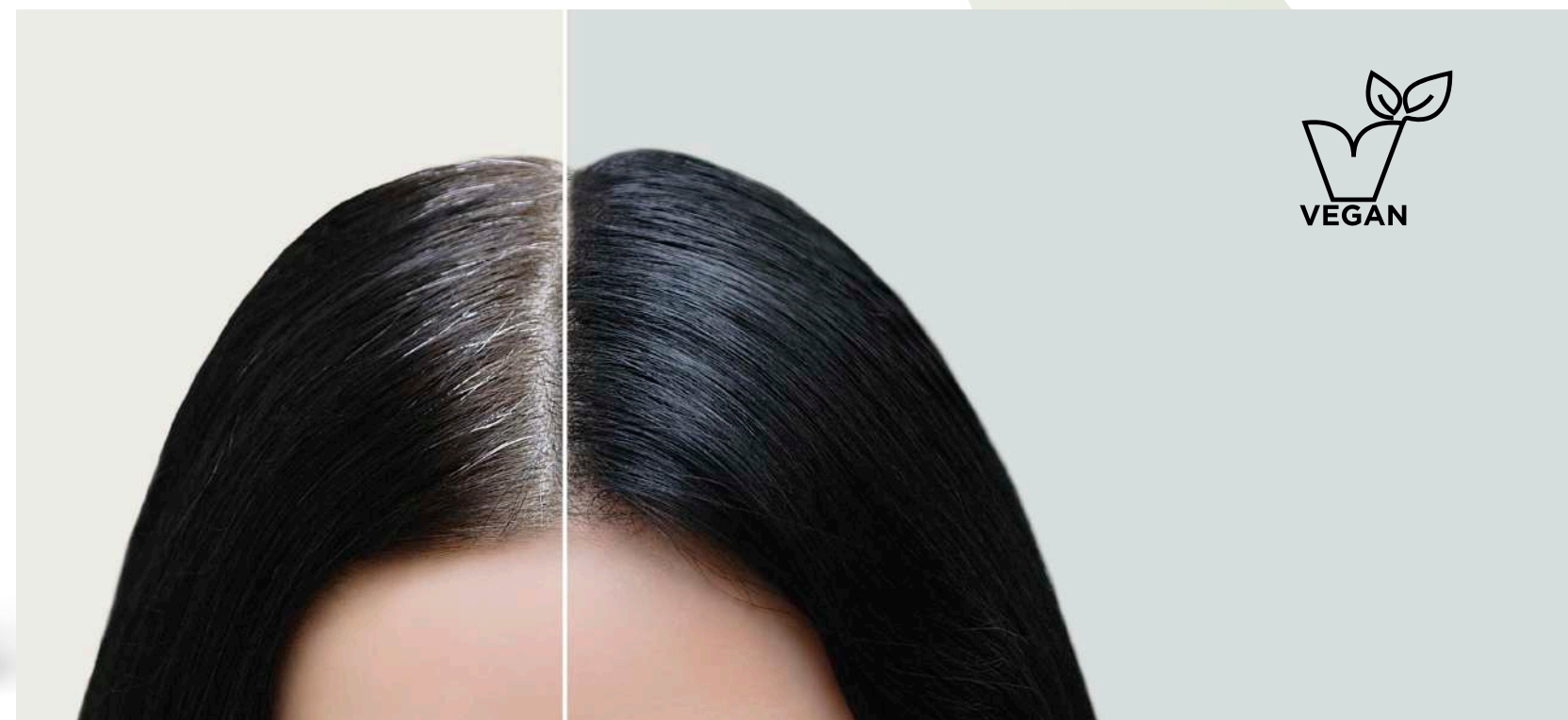
75 ml - cod. 1024114  
LIGHT CHESTNUT



75 ml - cod. 1024116  
DARK BLONDE



75 ml - cod. 1024113  
BLACK







# Echos LIGHT

To be extraordinary, blonde must express brightness and calibrated shades, a luminosity that is reflected in every shade, like the play of light and shadow that the sun's rays create as they fall on a white canvas.



# Echos LIGHT

The **ECHOS LIGHT** system has been developed to infuse maximum splendour into every type of extra light reflect. Featuring the innovative NO LIFT and AMMONIA FREE formula, the Express Toning Gloss removes any yellow residue, giving a perfect definition of the desired blonde shade: cool, natural or warm, without altering the natural hair, delivering maximum softness and compactness to the structure of lightened and bleached hair. **ECHOS LIGHT** also offers the right bleaching depending on the type of hair and the blond result to be obtained, protecting the hair during the lightening action.



100 ml - cod. assortiti

EXPRESS TONING GLOSS - 6 COLOURS

**Demi-Permanent Colouring Cream.**

Formula designed for blonde and lightened hair NO LIFT and NO AMMONIA, specific for toning and reflecting hair, reviving and illuminating all shades of blond.



500gr - cod. 1024590

BLU BLEACH 8 LEVELS

**Compact dust free Blue bleaching powder.**

Compact powder designed for a high level of anti-yellow/copper bleaching, with lightening capacity up to 8 levels, non-drying and non-swelling. Ideal for very light results on dark bases 4-5. Easy to apply thanks to the creaminess of the cream, for powerful and fast lightening on natural and coloured hair.



500gr - cod. 1024591

VIOLET BLEACH 7 LEVELS

**Compact dust free Violet bleaching powder.**

Formula designed for high and protected bleaching with anti-yellowing action, it lightens in a controlled way up to 7 levels. Ideal for very clear results on medium 6-7 bases. Compact powder that offers maximum stability and lightening control in foil, ideal for retouching highlights, does not dry out and does not swell.





## CHARCOAL - TECHNICALS

100% vegan

The innovative formula of **Karbon 9** includes cutting edge technical products to perform quick and effective:

### BLEACHING

thus enhancing the hair's pure beauty in a completely safe way.



500 g - cod. 1023494

35 g x 24 pcs - cod. 1023830

#### CHARCOAL EXTRA BLEACH 9T

##### **Dust-free Bleaching Powder with Charcoal.**

Ideal for extreme, quick lift up to 9 levels. Speeds up lifting times (maximum lifting speed in the first 30 minutes). If used in combination with Charcoal Ash Toner, it allows to achieve blonde pure-grey results. Enriched with a special protective and strengthening factor for a better conditioning effect on the hair.

500 g - cod. 1024094

#### CHARCOAL BLEACHING & NEUTRALIZING CREAM

**Charcoal Bleaching Cream.** It allows lightening up to 7/8 levels, enriched with Gray Micro-pigments, it neutralizes at the same time the unwanted yellow / orange effects. The high percentage of oils present inside promotes hydration and protection of the hair throughout the lightening process, keeping the structure in a healthy and soft condition. Designed for all lightening techniques, it achieves high cosmetic performance of the blond color in a short time.







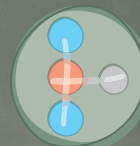
# COLOUR CARE

New luminosity to coloured hair, more durability with each wash.

## ACTIVE INGREDIENTS



GREEN WALNUT EXTRACT



SODIUM GLUCONATE



# COLOUR CARE

## How can you make this result last longer in a simple and smart way?

Thanks to the innovative **Colour Protection Complex System** containing Sodium Gluconate and Green Walnut, the new Colour Care by Echosline **protects colour** from fading and changing tone with time, improving the hair structure at every application. It prevents colour decay caused by external atmospheric agents, mechanical actions and chemical treatments that are neutralised by the **synergistic effect** of gentle cleansing, moisturising treatment and protective seal. The **colour shimmers** shiny and well-groomed until the following service!



300 ml - cod. 1024296  
1000 ml - cod. 1024297

### COLOUR CARE SHAMPOO

#### Colored Treated Hair.

Its balanced formula, SLES and SLS free, adds shine and softness to the hair. Green Walnut in synergy with Sodium Gluconate helps to reduce fading of the cosmetic colour with an effective antioxidant action.



300 ml - cod. 1024299  
1000 ml - cod. 1024502

### COLOUR CARE MASK

#### Colored Treated Hair.

Its conditioning formula combined with Sodium Gluconate and Green Walnut protects the cosmetic colour, untangling and nourishing coloured hair and making it soft and easy to comb.

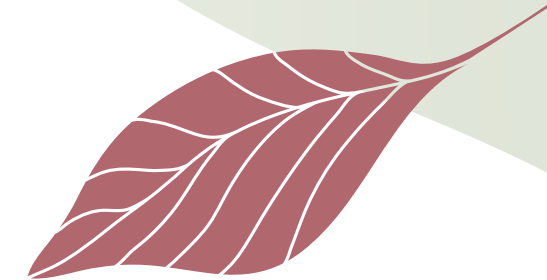


200 ml - cod. 1024503

### COLOUR CARE SEALING SPRAY

#### Colored Treated Hair.

The combined action of Sodium Gluconate and Green Walnut helps make the cosmetic colour last longer while protecting its shine. Its silicone free formula is enriched with a special antiodor molecule that leaves the hair pleasantly scented.







# KI-POWER VEG

New structure and strength for regenerated and protected hair.

## ACTIVE INGREDIENTS



WHEAT



SOY



PEAS



# KI-POWER VEG

Coloring treatments, lightening, mechanical drying processes or thermal stress due to straighteners, frequent washing, sun exposure... hair structure is subjected to ever more intense daily stresses.

**Ki-Power Veg Complex** with its concentration of organic plant Amino Acids repairs and regenerates, giving the hair new structure, strength and shine.



300ml - cod. 1024524  
1000ml - cod. 1024525

## KI-POWER VEG SHAMPOO

### Preparer Reconstruction Shampo.

It gently cleanses destructured and damaged hair, leaving it full-bodied and vibrant.



300ml - cod. 1024526  
1000ml - cod. 1024527

## KI-POWER VEG MASK

### Sealing Reconstruction Mask.

It nourishes and replumps the hair, leaving it soft, elastic and easy to comb. Its dense and creamy formula, which works in synergy with Ki-Power Veg Complex 18 Amino Acids, strengthens the hair fiber, leaving the hair healthy, full-bodied and restructured without weighing it down.



200ml - cod. 1024528

## KI-POWER VEG SPRAY

### Concentrated Reconstruction Lotion.

LEAVE-IN

It guarantees an effective compacting action, strengthening the hair and leaving it visibly restructured, healthy and resistant thanks to KI-POWER VEG COMPLEX 18 Amino Acids.



125 ml - cod. 1024529

## KI-POWER VEG PROTECTOR

### Restructuring Protector.

It strengthens the structure thanks to protein and hydrating active ingredients working in synergy with KI-POWER VEG COMPLEX 22 Amino Acids to protect the hair during coloring, bleaching and perming services, improve its appearance and optimize cosmetic performance.





# ENERGY

Well-being and balance for toned and energized scalp.

## ACTIVE INGREDIENTS



NETTLE



TRACE ELEMENTS



ROSEMARY



Echosline

ENERGY  
shampoo



SHAMPOO ENERGIZZANTE  
Capelli Deboli e Fini

SHAMPOING ÉNERGISANT  
Cheveux Fins et Fragiles

ENERGIZING SHAMPOO  
Weak and Fine Hair

300ml e 10.1fl.oz

# ENERGY

The beauty, vitality and resistance of the hair are an important part of the feeling of well-being. Deeply interconnected with the scalp and human biorhythms, hair grows respecting the physiology of the 3 life cycles of the hair bulb.

**ENERGY** with Nettle extract and Rosemary extract stimulates the microcirculation of the skin and reactivates the hair bulb, while the Trace elements help natural cell turnover by toning the scalp.

**ENERGY** restores the strength and beauty of healthy and constant growth to the hair, contributing to the overall well-being and balance of the scalp.



300ml - cod. 1024511  
1000ml - cod. 1024512

## ENERGY SHAMPOO

### Energizing Shampoo.

Particularly suitable for weak and fine hair, it purifies and revitalizes the scalp with an energizing and toning action thanks to its formula rich in Trace Elements, Herb Extracts and Plant Proteins.



125ml - cod. 1024513  
12x10ml - cod. 1024514

## ENERGY LOTION

### Energizing Treatment For Weak And Fine Hair.

The synergy between Soy Proteins, Rosemary extract, Nettle extract and Trace Elements helps carry out an effective fortifying action on the hair, a purifying and stimulating action on the scalp that favours its natural physiological balance.







# NO YELLOW

Maximum protection of the blonde thanks to the neutralization of unwanted warm reflections.

### ACTIVE INGREDIENTS



NO YELLOW PIGMENT



RED GRAPE EXTRACT



# NO YELLOW

**No Yellow System** is the result from the combination of technology and nature.

Blond is an extremely challenging tone compared to other colours. To be always shiny and defined it requires more and continuous care.

The secret of perfect blond, either neutral or cold, therefore lies in a constant pigment refill through the addition of the right dyes that keep it defined, shiny and long-lasting.



300ml - cod. 1024506  
1000ml - cod. 1024507

### NO YELLOW SHAMPOO

**No yellow shampoo.**  
It tones down undesired yellow reflects giving bright reflects and a neat and scented hair structure.



300 ml - cod. 1024299  
1000 ml - cod. 1024502

### NO YELLOW MASK

**No yellow mask.**  
The blend of Violet pigment and Red Grapes neutralizes undesired brassy reflects with an effective conditioning action.



150 ml - cod.1024510

### NO YELLOW BI-PHASE LOTION

#### **No rinse bi-phase no yellow conditioner.**

It stabilizes the anti-yellow effect on hair leaving it silky and shiny. It gives softness to the hair fibre and protects it from external agents without weighing it down.



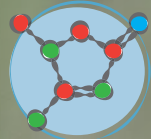




# VOLUME

Body, tone and structure for voluminous and at the same time light hair.

## ACTIVE INGREDIENTS



CREATINE



# VOLUME

Body, structure, and volume are essential for any type of styling, especially for those who tend to have fine hair.

Fine and delicate hair can acquire volume and structure without having to change washing and treatment habits, but simply by using products developed specifically for this hair type, such as the new **Volume** line by Echosline, designed to give body and structure, from shampoo to treatment.



300ml - cod. 1024567  
1000ml - cod. 1024568

## VOLUME SHAMPOO

**Volume shampoo.**  
Light formula with no SLS/SLES and enriched with Creatine that boosts root volume leaving hair soft and light, without weighing it down.



300ml - cod. 1024569  
1000ml - cod. 1024570

## VOLUME CONDITIONER

**Volume conditioner.**  
Thanks to the presence of Creatine, this special formula helps detangle and condition the hair while giving it volume without weighing it down.



200ml - cod. 1024554

## VOLUME FOAM CONDITIONER

**Leave-in foam conditioner.**  
Its light formula helps detangle hair effectively, conditioning and giving body and volume from roots to ends.



100 ml - cod. 1024552

## VOLUME DRY SHAMPOO

**Volume dry shampoo.**  
Its light formula cleanses hair without need for water, absorbing excess sebum and impurities. The hair is left clean, scented and full-bodied without being weighed down.

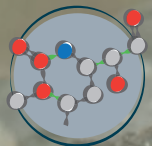




# FREQUENT USE

Freshness, lightness and hydration for daily care gestures, on body and hair.

## ACTIVE INGREDIENTS



PANTHENOL



LINSEED OIL



# FREQUENT USE

The sensation of freedom comes from feeling dynamic and regenerated through the pleasure of indulging in a moment of freshness.

When everyday life commitments leave little space for ourselves, it is important to have at our disposal a simple, quick cleansing and treatment kit that we can use at any time of the day.

Specific allies such as Panthenol, with emollient and soothing properties, and Linseed Oil, which helps nourish the hair and prevent split ends, are the main active ingredients used in the new **Frequent Use** line.



300ml - cod. 1024560  
1000ml - cod. 1024561  
10lt - cod. 1024562

## FREQUENT USE SHAMPOO

### **Frequent use shampoo.**

Its light formula without SLS/SLES cleanses hair. Ideal for daily use thanks to its controlled pH and the presence of Panthenol, it leaves hair hydrated and light.



300 ml - cod. 1024563  
1000 ml - cod. 1024564  
10lt - cod. 1024565

## FREQUENT USE CONDITIONER

### **Frequent use conditioner.**

It carries out a detangling and conditioning action, giving the hair softness and elasticity thanks to the presence of Panthenol and Linseed oil. Ideal for all hair types and suitable for frequent use.

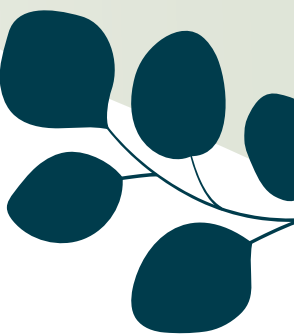


300 ml - cod. 1024566

## FREQUENT USE HAIR & BODY

### **Frequent use hair & body.**

Formula without SLS/SLES, ideal for frequent use, even several times a day, it cleanses hair and body, leaving hair hydrated and skin silky.







# BALANCE

Deep cleansing, freshness and purification for a balanced well-being of the skin.

## ACTIVE INGREDIENTS



MIX OF MEDICINAL PLANTS



MIX OF GINGER -  
INCENSE - GRAPE



PIROCTONE OLAMINE



# BALANCE

Feeling balanced is a fundamental part of human pleasure.

A sensitive scalp with dandruff or excess sebum gives an unpleasant feeling of discomfort. Detoxifying the scalp is much more than just washing the scalp and hair: it restores and enhances a feeling of wellbeing and balance, which are essential for the normalization of the physiological functions of the scalp.

This is how **Balance** was born, a line of 4 products for managing every specific scalp problem with a gentle cosmetic approach.



300ml - cod. 1024579  
1000ml - cod. 1024580

## BALANCE SHAMPOO

### Purifying shampoo.

For impure scalp and/or hair with dandruff. This formula with Sage, Thyme and Rosemary extracts gently cleanses scalp and hair giving a pleasant refreshing sensation and reducing itching and irritation, while leaving the scalp nice and clean.



300ml - cod. 1024581  
1000ml - cod. 1024582

## BALANCE+ SHAMPOO

### Sebum controlling shampoo.

For scalp with excess sebum. This formula containing White Willow and Nettle extracts gently cleanses scalp and hair, helping to remove excess sebum for soft and shiny hair.



150ml - cod. 1024578

## BALANCE DETOX TREATMENT

### Detoxifying treatment.

This formula with Ginger, Grape and Incense provides a purifying, conditioning and soothing action on the scalp. In addition, the blend of Menthol, Nettle, Burdock and Piroctone Olamine helps to remove scalp impurities, leaving a sensation of wellbeing, cleanliness and balance, while preparing the scalp for the specific shampoo.



75 ml - cod. 1024583

## BALANCE MULTI-ACTIVE LOTION

### Normalizing maintenance lotion.

Thanks to a formula enriched with a special synergy of Bisabolol, Chamomile, Piroctone Olamine and Menthol, this lotion extends the results of specific treatments by purifying scalp and hair with dandruff and by controlling sebum production of oily hair and scalp.





# DISCIPLINE

Softness and anti-frizz control with a luminous effect for shiny and revived hair.

## ACTIVE INGREDIENTS



LINSEED OIL



COCOA BUTTER



SHEA BUTTER



ARGAN OIL



# DISCIPLINE

Eliminating frizz from thick, unruly hair and achieving a tamed, smooth and luminous look that lasts is the ultimate desire of those with an "exuberant" mane of hair.

Through the synergistic action of the new **Discipline** system, which combines rinse-off products, for immediate softness, and no-rinse treatments that in a single step leave the hair tamed and soft in the time it takes to dry it, you can dedicate less time, but more quality, to the care of thick and frizzy hair.

Smooth and shiny hair in the time it takes to wash it!



300ml - cod. 1024571  
1000ml - cod. 1024572

## DISCIPLINE SHAMPOO

### Anti-frizz shampoo.

Its formula without SLS/SLES cleanses gently, helps to eliminate frizz and gives softness and shine to the hair, thanks to the presence of Linseed Oil, Argan Oil and Cocoa Butter.



300ml - cod. 1024573  
1000ml - cod. 1024574

## DISCIPLINE MASK

### Anti-frizz mask.

With a silky and pleasing texture, it carries out a detangling action giving the hair a soft and light feel. Ideal for unruly, frizzy and unmanageable hair.



300ml - cod. 1024575

## DISCIPLINE LEAVE-IN CONDITIONER

### Leave-In controlling anti-frizz conditioner.

LEAVE-IN  
Nourishes and controls very dry and chemically treated hair, helping eliminate frizz and give silkiness for easy combability.



200 ml - cod. 1024577

## DISCIPLINE SPRAY

### Smoothing anti-frizz spray.

Ideal for unruly, frizzy and unmanageable hair, it makes the hair smooth and silky, eliminating frizz. HEAT SHIELDING technology with Linseed Oil and Argan Oil facilitates the use of the brush and hair dryer, giving softness and elasticity for smooth, shiny and manageable hair.



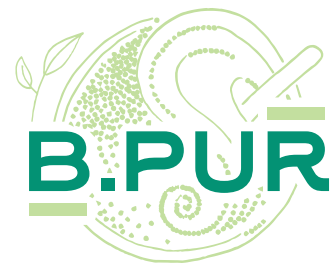
100 ml - cod.1024576

## DISCIPLINE SERUM

### Controlling anti-frizz serum.

Formulated with Linseed Oil and Argan Oil, it eliminates frizz making hair soft, manageable and easy to comb. Its filming action closes and seals the cuticle for a longer lasting smooth effect.





## CLAY

100% vegan - Sulphates free - Silicones free

Clay has always been appreciated since ancient times for its mineral salts that carry out a purifying action on scalp. It removes residues, impurities and toxins from the hair that regains vitality. Excellent ally for women who want to moisturise and strengthen their hair. Weak and damaged hair is no longer a problem!



150 ml - cod. 1024100

### PRE-TREATMENT MUD

#### Scalp Purifying Remineralising Mud.

It purifies the scalp eliminating external substances and impurities in depth. It is ideal to use on greasy or impure scalps leading to a healthier and more vital look.



385 ml - cod. 1024101  
975 ml - cod. 1024102

### PRE-TREATMENT SHAMPOO

#### Pre-treatment Purifying

**Remineralising Shampoo.** It cleanses the hair in depth leaving it soft and fragranced, preparing it for the application of Active Shaping Mask.



250 ml - cod. 1024103  
1000 ml - cod. 1024104

### ACTIVE SHAPING MASK

#### Remineralising shaping mask.

It nourishes in depth without weighing the hair down through an effective anti frizz and volume control action. The hair will look healthy, controlled and shiny. It reduces drying times and favours styling with a progressive memory effect.

\*Patent Pending EP 20709341.0



150 + 385 + 250 ml - cod. 1024105

### THE PURIFYING KIT

#### Purifying Treatment Kit.

Contains: 1 Mud - 1 Shampoo - 1 Mask - 1 Scalp massage glove in organic cotton.



## HYGIENE

100% vegan



385 ml - cod. 1023894

### CLEANING SHAMPOO HAIR & BODY

#### Cleaning Hydrating Shampoo. Hair & Body.

It removes impurities in depth, hair and body results soft, hydrated and hygienized. Light and soft texture that it is suitable for all types of skin and hair, for a frequent use.



200 ml - cod. 1024089

### DETANGLING CONDITIONER

#### Detangling Action Conditioner.

Rinse & leave in. It nourishes and detangles hair leaving it soft and protected thanks to its filming action. The conditioner completes the sanitising action of the shampoo.



100 ml - cod. 1023892  
250 ml - cod. 1023893

### CLEANING HAND GEL

#### No-rinse Hygienizing Hand Gel.

It cleanses and hygienizes the hands, eliminating impurities.

Thanks to the glycerin contained, skin remains soft and moisturized. Quick drying.



100 ml - cod. 1024093

### NO WATER DRY SHAMPOO

#### Refreshing Dry Shampoo.

Leave in. It cleanses hair without water by absorbing the excess sebum and impurities. It gives the scalp a pleasing fresh sensation. The hair is clean, scented and voluminous. Light formula, does not weigh down the hair.



75 ml - cod. 1023895

### INTENSIVE HAND CREAM

#### Intensive Moisturizing Hand Cream.

It nourishes and moisturizes the skin in depth, leaving it soft, velvety smooth and supple. Rapidly absorbed and pleasant fragrance.



100 ml - cod. 1023896

### SURFACE & TOOLS CLEANER

#### Cleaner for Surfaces and Work Tools.

Liquid spray for cleaning and hygienizing surfaces, ideal also to use it on combs, scissors, etc. It cleanses easily and removes impurities. No rinse.





# MAQUI 3

Be Smart. Be Vegan. Be Maqui

Maqui 3 is a **smart, compact line** of treatments by Echosline: with a small number of products, it is able to respond to the main hair needs with specific services.

The active ingredient that guides the entire range is the **Maqui berry**, which comes directly from the distant and magical lands of Patagonia, which with its wide and wild spaces gives the idea of being on the very edge of the world.

## Be Smart, Be Vegan, Be Maqui

100% vegan - Sulphates free - Silicones free

3 product combinations for 3 different needs:

- Hydration for dry hair
- Regeneration for damaged hair
- Shine for coloured / bleached hair

100% vegan: no ingredients of animal origin. The active ingredients used are all of natural origin and have bio-certifications: fewer ingredients, but more functional and safer.



385 ml - cod. 1023868  
975 ml - cod. 1023869

### ALL-IN SHAMPOO

**Delicate Hydrating Vegan Shampoo.**  
It leaves hair light and nourished, without weighing it down and creating static.



385 ml - cod. 1023873  
1000 ml - cod. 1023874

### COLOR SAVING BALM

**Protective Vegan Conditioner.**  
The special technology protects, seals and adds shine to cosmetic color. Thanks to the Shea Butter contained, it leaves hair hydrated, shiny and full of life.



100 ml - cod. 1023875

### ALL-IN OIL

**Brightening Bi-Phase Vegan Oil.**  
The Coconut Water gives the formula a particularly hydrating, brightening effect. Eliminates frizz, leaving the lengths and ends silky, without weighing the hair down. The perfect finishing touch for bright, soft to-the-touch hair.



250 ml - cod. 1023871  
1000 ml - cod. 1023872

### HYDRA-BUTTER

**Nourishing Buttery Vegan Mask.**  
Compact, buttery formula, enriched with Shea Butter, it conditions and nourishes hair in depth, leaving it glossy and full of life. Hair is hydrated, silky and easy to comb.



250 ml - cod. 1023870

### RESTORING LOTION

**Restructuring Vegan Lotion.**  
Non-greasy formula with Chestnut Extract repairs and regenerates the internal structure of the hair, leaving it extraordinarily hydrated and healthy. Hair appears nourished, shiny and easy to comb. Does not weight the hair down.



# KARBON 9

ACTIVATED CHARCOAL TECHNOLOGY

**KARBON 9** is the range of detox and purifying treatments formulated with 100% Organic botanical **activated charcoal**, enhanced by a super-mix of 9 revitalizing **natural botanical active ingredients**.

## CHARCOAL - TREATMENTS

100% vegan



350 ml - cod. 1023497  
1000 ml - cod. 1023498

### CHARCOAL SHAMPOO

**Charcoal Shampoo - 100% Vegan, Sulphates free.**  
It eliminates residue and impurities, leaving hair healthy, soft and shiny with a detoxifying action and anti-pollution protection.



300 ml - cod. 1023810  
1000 ml - cod. 1023811

### CHARCOAL MASK

**Charcoal Mask - 100% Vegan, Sulphates free.** Ideal for regenerating the fibre, it detangles, conditions and nourishes hair, leaving it incredibly soft, healthy and revitalised.



240 ml - cod. 1023832

### CHARCOAL COLOR MASK BLACK

**Black Color Mask - 100% Vegan, Sulphates free.**  
It nourishes the hair in depth, reviving and intensifying reflections on natural or colored dark hair.



350 + 200 ml - cod. 1023876

### THE CHARCOAL BOX

The ideal kit to "cool" the blond!  
Contains: - 1 Shampoo - 1 Mousse - 1 Antistatic Charcoal Comb - 1 Leaflet



## Technical Line

Classic technical line that includes bleaches, perms and straighteners.



35 g. x 24 pz. - cod. 1023407 - Blue Display  
500 g x 6 pz - cod. 1020794 - Blue Refill

500 g - cod. 1020793 - White

### DUST FREE BLUE E WHITE

#### Dust-free Bleaching powder - White & Blue.

Its non-volatile formulation reduces risks of irritation and sensitivity. It lifts up to 6 tones.



500 g - cod. 1019761

### AMMONIA FREE - DUST FREE BLUE

**Ammonia-free Dust-free Blue Bleaching Powder.** Enriched with Aloe Vera and a delicate forest fruit fragrance, it respects the hair structure and is perfect for creating all lifting techniques. Its blue dustfree formulation counters unwanted yellow tones and eliminates risks of inhalation. Uniform and even results are guaranteed with its gradual and progressive lifting action (up to 5/6 levels).



100 + 120 ml - cod. 1001351 - P1  
100 + 120 ml - cod. 1001352 - P2

P1 - PERM FOR NATURAL NORMAL HAIR  
P2 - PERM FOR COLOURED AND TREATED HAIR

**Permanent waving liquid that guarantees curls strength** and exceptional hold while promoting maximum protection. Product contains Almond Proteins.



150 ml - cod. 1019946

### BARRIER CREAM

#### Special cream to use with colour treatments.

It is essential to protect the skin against irritations and blemishes due to colour oxidation.



15 + 100 + 15 ml - cod. 1023839

### EASY LISS KIT

#### Smoothing and Disciplining Anti-frizz System formaldehyde-free\*\* and ammonia-free.

1) Special technology with Glyoxylic Acid: - smooths hair, with an excellent anti-frizz action, for a controlled yet natural look; - hydrates the hair, leaving it soft and shiny; - restructures and strengthens the hair, effectively combating split ends. 2) Safe, delicate formula: - formaldehyde-free and ammonia-free; - no impact on the internal structure of the hair; - suitable for natural, colored and treated hair. 3) Results that last up to 10 weeks\* 4) Easy to apply 5) Progressive effect: increasingly smooth hair with each application \* with two weekly washes. instrumental test \*\* the safety of the emissions has been tested throughout the process. Tests conducted by a certified laboratory.

## Technical Line

### SYNERGY COLOR



100 ml - Assorted cod.

**The Ammonia-free Professional Permanent Hair Color in Cream without Paraphenylenediamine,** boosted with a special Natural Synergy of Keratin, Argan and Linseed Oils and Silk Proteins. Its special synergic formula encourages the effective transference of the micro-coloring molecules for perfect and uniform grey cover.

10<sup>Vol.</sup>  
(3%)

20<sup>Vol.</sup>  
(6%)

30<sup>Vol.</sup>  
(9%)

40<sup>Vol.</sup>  
(12%)



150 ml - cod. 1020224  
1000 ml - cod. 1020215

150 ml - cod. 1020225  
1000 ml - cod. 1020216

150 ml - cod. 1020226  
1000 ml - cod. 1020217

150 ml - cod. 1020227  
1000 ml - cod. 1020218

### ACTIVATORS 10-20-30-40%

To guarantee maximum results of the ammonia-free coloring service, Synergy Color must be mixed with the special Seliär Synergy Cream Activator. The special molecular composition of the Synergy Activator Cream carries out a treating action and mixes perfectly with Synergy Color, to boost its grey covering, restructuring and glossing properties. The rich creamy and soft mix makes application easier, more uniform and enhances the brilliance of the colors, for reliable and longer lasting tones.

### SYNERGY PERM

Synergy Perm is the innovative unique waving system with restructuring action, suitable for all types of hair.



500 ml - cod. 1020768

### SYNERGY PERM

**Multi-functional Ammonia-free Unique Permanent.** The formula free from ammonium thyoglycolate and ammonia guarantees maximum precision for supple, flexible and perfectly defined waves, adding movement, support and volume.



1000 ml - cod. 1020769

### SYNERGY NEUTRALIZER

**Stabilizing Neutralizer.** It fixes and stabilizes the new shape of the hair, restoring its natural ph.





## ARGAN

Seliar Argan is the harmonious beauty ritual with Argan Oil to protect, illuminate, nourish, strengthen and revitalize all hair types without leaving hair feeling heavy.



350 ml - cod. 1019955  
1000 ml - cod. 1019956

### ARGAN SHAMPOO

**Nourishing Shampoo.**  
It performs an effective protecting action.



500 ml - cod. 1019958  
1000 ml - cod. 1019959

### ARGAN MASK

**Nourishing Mask.**  
Its intense hydrating, restoring and detangling action nourishes and restores elasticity to leave hair full of life, easy to comb and silky soft.



150 ml - cod. 1019832

### ARGAN FLUID

**Precious Fluid.** It strengthens, revitalizes and protects hair to counter ageing and attacks from free radical scavengers, pollution, smoke and smog.



300 ml - cod. 1020239

### BI-PHASE CONDITIONER

**Re-mineralizing and invigorating Bi-phase Conditioner.** The sun filter contained creates a protective film around the hair, restoring softness and vitality without leaving hair feeling heavy.



200 ml - cod. 1019516

### TOTAL ONE 15 ACTIONS

**Multi-action Leave-in Mask Spray.**  
15 actions in a single product: from the contribution of hydration, the enhancement of the cosmetic color to the protection from heat, humidity and UV rays.



13 ml x 12 pcs - cod.

### ARGAN LOTION

**Rinse off-nourishing Restructuring Lotion.** Excellent after colouring treatment or highlights with a conditioning and illuminating action.



## KERATIN

Seliär Keratin is the line with Keratin and Argan Oil for coloured and chemically treated hair, developed to complete and provide daily maintenance care on hair that has undergone a technical service, colouring, straightening and perming, with its effective and delicate restructuring action.



350 ml - cod. 1020275  
1000 ml - cod. 1020276

### KERATIN SHAMPOO

**Post-treatment Shampoo,** sulphates and added sodium chloride free, strengthens the hair fibre fixing the colour and protects hair making it soft, luminous and vital.



500 ml - cod. 1020277  
1000 ml - cod. 1020278

### KERATIN MASK

**Post-treatment Shampoo,** sulphates and added sodium chloride free, strengthens the hair fibre fixing the colour and protects hair making it soft, luminous and vital.



100 ml - cod. 1020232

### KERATIN TREATMENT

**Split Ends Restructuring Cream**  
**Anti-frizz action.**Repairs split ends and protects the cuticle, ensuring extraordinary softness, elasticity and sheen.



100 ml - cod. 1020471

### KERATIN FLUID

**Keratin Fluid.**  
It protects the hair from oxidizing agents, making it instantly shiny, soft and silky. Eliminates frizz and split ends, non-greasy and non-heavy.

## CURL

Seliär Curl, enriched with Honey and Argan Oil, offers 3 exclusive professional products for curly hair designed to deliver moisture and guarantee weightless control, definition, and discipline, leaving hair incredibly soft and supple.



350 ml - cod. 1020481  
1000 ml - cod. 1020482

### CURL SHAMPOO

**Curl Control Shampoo.**  
It eliminates frizz and gives elasticity and hydration. It has a disciplining action, wrapping each hair shaft in a protective and glossing film.



500 ml - cod. 1020483  
1000 ml - cod. 1020484

### CURL MASK

**Curl Control Mask.**  
It detangles and hydrates curly and wavy hair without weighing it down.



200 ml - cod. 1020485

### CURL ACTIVATOR

**Curl Creating Restructuring Spray.**  
It hydrates and shapes curls eliminating the frizz.







## Classic Line

Classic but at the same time innovative, the Classic Line consists of treatments for every need. A wide range of professional solutions of high quality, developed to meet the most varied needs, suitable for all hair types.

### Hydrating Care



350 ml - cod. 1001369  
1000 ml - cod. 1001386

#### S2 HYDRATING SHAMPOO

##### **Hydrating Shampoo.**

It performs a nourishing and hydrating action, leaving hair silky soft and easy to comb.



60 ml - cod. 1001358

#### F1-2 FLUID CRYSTAL

##### **Fluid Crystal.**

Its specific sealing action helps seals split ends and leaves hair silky soft and full of shine.



500 ml - cod. 1001375  
1000 ml - cod. 1019619

#### M2 HYDRATING MASK

##### **Hydrating Mask.**

It leaves hair soft, shine and easy to manage.



## LUXURY

Seliar Luxury, based on a concentrated complex of 5 Vitamins combined with the power of Plant Oils, is able to totally regenerate dry, dull and dehydrated hair, leaving it shiny, silky and full of life.



350 ml - cod. 1022761  
1000 ml - cod. 1022762

#### LUXURY SHAMPOO

##### **Intense Moisturizing Shampoo.**

The Extra-gloss Technology brings an extraordinary laminated-look shine to the hair, leaving it full of life, soft to the touch and with splendid shimmering reflections.



300 ml - cod. 1022763  
1000 ml - cod. 1022764

#### LUXURY MASK

##### **Instant Moisturizing Mask.**

It performs 15 extraordinary actions in just a minute: it leaves hair full of life, soft to the touch and with splendid shimmering reflections.



100 ml - cod. 1022765

#### LUXURY OIL

##### **Shine Booster.**

It gives shine and nourishes the hair in depth without weighing it down, leaving it silky and soft to the touch.



E-Styling is the Echosline for professional Styling and maximum creative freedom. All the products have been devised to invent different details and shapes on all kinds of hair, thanks to their versatile, practical, original qualities.

TRENDY - Fixing and Defining



500 ml - cod. 1020494  
**FIXMASTER**

**Extra Strong Hair Spray.**  
It gives a controlled hold creating a light and elastic look while protecting hair from humidity.



400 ml - cod. 1020475  
**EXTRAFORCE MOUSSE**

**Extra Strong Mousse.**  
Fixes styles by wrapping a protective film around the hair shaft, nourishes and hydrates the hair. It doesn't leave build-up and can be easily brushed or shampooed out.



320 ml - cod. 1020476  
**ECOPOWER**

**Ecological Extra Strong Lacquer.**  
Ideal for loose hairstyles. Quick to dry, it will set your hair and leave it shiny, alive and bouncy. Does not leave any residue. Spray will not only set your hair but give it vitality, shine and strength.

TRENDY - Fixing and Defining



100 ml - cod. 1020496

**MATT LOOK**

**Matt Shaping Paste.** Soft paste with a super matt effect for a natural, long lasting look. Gives definition, texture and body.

CLASSIC - Volume and Straight



200 ml - cod. 1020478

**PROTECTOR**

**Thermal Protective Spray.**  
Specific for use with hairdryer and straightening irons. Its high filming power helps protect hair from drying out due to excessive heat when straightening.

CLASSIC - Volume and Straight



200 ml - cod. 1020492  
**VOLUMIZER**

**Volumizing Root Spray.**  
Gives weightless hold, body and extra-volume without leaving build-up. It is ideal for fine and lifeless hair.



225 ml - cod. 1020493  
**LISS STYLER**

**Smoothing Fluid.**  
Tames unruly hair leaving it soft and frizz-free and easy to style. It carries out an effective anti-humidity and heat protecting action.



100 ml - cod. 1020490  
500 ml - cod. 1020489  
**VOLUMASTER**

**Volumizing Hair Spray Strong Hold.**  
Gives weightless controlled hold creating a light and elastic look, protects hair and resists humidity.

Elegance - Curls and Light



225 ml - cod. 1020700  
**TWISTER CREAM**

**Curl Defining Cream.** Shapes, defines and restores vitality, elasticity, shine and texture to curls. Perfect for wavy, naturally curly or permed hair. Its effective anti-frizz action gives maximum control.



100 ml - cod. 1020703  
**GLOSS CRYSTAL**

**Crystal Brilliance.**  
Fluid formulated to protect stressed, dull and lifeless hair and leave it brilliant, soft, and easy to manage. It carries out an effective anti-frizz action and restores weightless natural silky shine.



250 ml - cod. 1020477  
**CURL MOUSSE**

**Curl Styling Mousse.**  
It leaves curls soft, elastic, hydrated and brilliant.

Wild Edition - Texture and Bod



100 ml - cod. 1023848  
**FIXING MATT PASTE**

**Extra-Strong Matt Paste**  
with a lasting hold. Adds definition, texture and body, giving the hair a matt look.



2,5 g - cod. 1023849  
**VOLUMIZING POWDER**

**Fixing, Volumizing Powder.**  
With a matt texture, adds body and volume to the roots.



# VISUAL MERCHANDISING\*



ONLY DIGITAL



ECHOS COLOR DOUBLE-SIDED POSTER WITH NEW SHADES MIX CHART B 48 X H60 CM

ONLY DIGITAL



WOBBLER ECHOS COLOR 5PCS KIT

ONLY DIGITAL



DESK DISPLAY ECHOS COLOR 4PCS KIT

\*The display is not for sale. The image represented is made for the sole purpose of illustrating the material in the point of sale and is purely indicative. The material is available on the reserved area only.



# COMMUNICATION MATERIALS

## COLOR CHART / EXPO



cod. 8024592  
ECHOSLINE LIGHT COLOR CHART  
6 SWATCHES



cod. 8024531  
CHOSCOLOR SMART  
COLOR CHART - 89  
SWATCHES



cod. 8024263  
ECHOSCOLOR COLOR CHART  
75 SWATCHES + TECHNICAL  
BOOK



cod. 8024283  
SYNERGY COLOR CHART  
48 SWATCHES



cod. 8024267  
COLOR UP EXPO COLOR  
CHART 20 SWATCHES

## COLLECTION LOOKBOOK



cod. 8024551  
COLLECTION LOOKBOOK  
SOMEWHERE GOOD



cod. 8024270  
SOMEWHERE GOOD  
COLLECTION LOOKBOOK

# COMMUNICATION MATERIALS

## BROCHURE / TECHNICAL BOOK



cod. 8024595  
BRAND & PRODUCT  
BROCHURE



SCALP AND HAIR TREATMENTS  
BROCHURE 36 PG

The general brochure and single line brochures are available only digitally



NO YELLOW  
BROCHURE 12 PG



cod. 8024535  
KI-POWER VEG  
BROCHURE 20 PG



cod. 8024505  
COLOUR CARE  
BROCHURE 20 PG



ENERGY  
BROCHURE 4 PG



THE VEGAN  
COLOR WAY:  
TECHNICAL GUIDE



KARBON 9 TECHNICAL  
BOOK 12 PG 2019



# COMMUNICATION MATERIALS

## BROCHURE / TECHNICAL BOOK



cod. 8024111  
B.PUR BROCHURE 20 PG GB  
2021



B.PUR LEAFLET 16 PG  
GB 2020

## LEAFLET



COLOUR CARE  
LEAFLET



KI-POWER VEG  
LEAFLET



ENERGY  
LEAFLET



NO YELLOW  
LEAFLET



HAIR & SCALP TREATMENTS  
LEAFLET



cod. 8023866  
KARBON 9 LEAFLET FOAM  
CONDITIONER 2020

# COMMUNICATION MATERIALS

## LEAFLET



cod. 8024099  
KARBON 9 BLEACHING  
CREAM LEAFLET GB



cod. 8024268  
COLOR UP MINI LEAFLET GB

## EXPO / SHOWCARD



cod. 8024265  
ECHOSCOLOR DOUBLE SIDED  
PANCARD 3 FACES



cod. 8024119  
HAIRETOUCH SHOWCARD



cod. 8023867  
KARBON 9 DESK PANCARD  
FOAM CONDITIONER

## POSTER



cod. 8024530  
ECHOSCOLOR DOUBLE SIDED POSTER  
70X100 CM - 6 EXTRA INTENSE NATURALS



cod. 8024293  
ECHOSCOLOR DOUBLE SIDED POSTER  
70X100 CM - 8 NEW SHADES



cod. 8024264  
ECHOSCOLOR DOUBLE SIDED  
70X100 CM



# COMMUNICATION MATERIALS

## POSTER



cod. 8024558  
NO YELLOW DOUBLE-SIDED  
70X100 CM



ECHOSLIGHT DOUBLE-SIDED  
70X100 CM



POSTER KI-POWER  
50X60 CM



POSTER ENERGY  
50X60 CM



POSTER NO YELLOW  
50X60 CM



POSTER ECHOSLIGHT  
50X60 CM



NO YELLOW BANNER  
100X70 CM



ECHOSLIGHT BANNER  
100X70 CM

# MERCHANDISING

## GADGETS



cod. 8024269  
STRAW PAPER SHOPPER  
22+10x28 CM



cod. 8023878  
SEEDS PENCIL



cod. 8023864  
KARBON 9 COMB

## TOOLS



cod. 8024108  
RECYCLED PLASTIC COLOR  
BRUSH



cod. 8024533  
LIGHTENING COMB



cod. 8024109  
BRUSH TREATMENT



cod. 8024107  
RECYCLED PLASTIC BOWL



cod. 8001308  
DISPOSABLE GOWNS



cod. 8001382  
CUTTING GOWNS



cod. 8019787  
ELECTRONIC TIMER



# MERCHANDISING

## TOOLS



cod. 8019675  
SHAKER



cod. 8024545  
SCALING BALANCE  
IN ALUMINUM



cod. 8019768  
TUBE SQUEEZER

## SACHETS



Assorted cod.  
SAMPLES



cod. 1023877  
SMART VEGAN CASE  
(2 sachets of SHAMPOO,  
1 sachet of MASK,  
1 sachet of CONDITIONER)

# MERCHANDISING

## TOOLS



cod. 8019674  
VAPORIZER



cod. 8001392  
COLOUR TROLLEY



cod. 8019887  
FLOOR DISPLAY (WOOD)



cod. 8024536  
ECHOSLINE TROLLEY FOR  
AGENTS





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**Echosline**  
the *vegan way*

[www.echosline.it](http://www.echosline.it)



[echosline.official](https://www.instagram.com/echosline.official)

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