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Remydy™
MIRACLE SMOOTHING ELIXIR



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

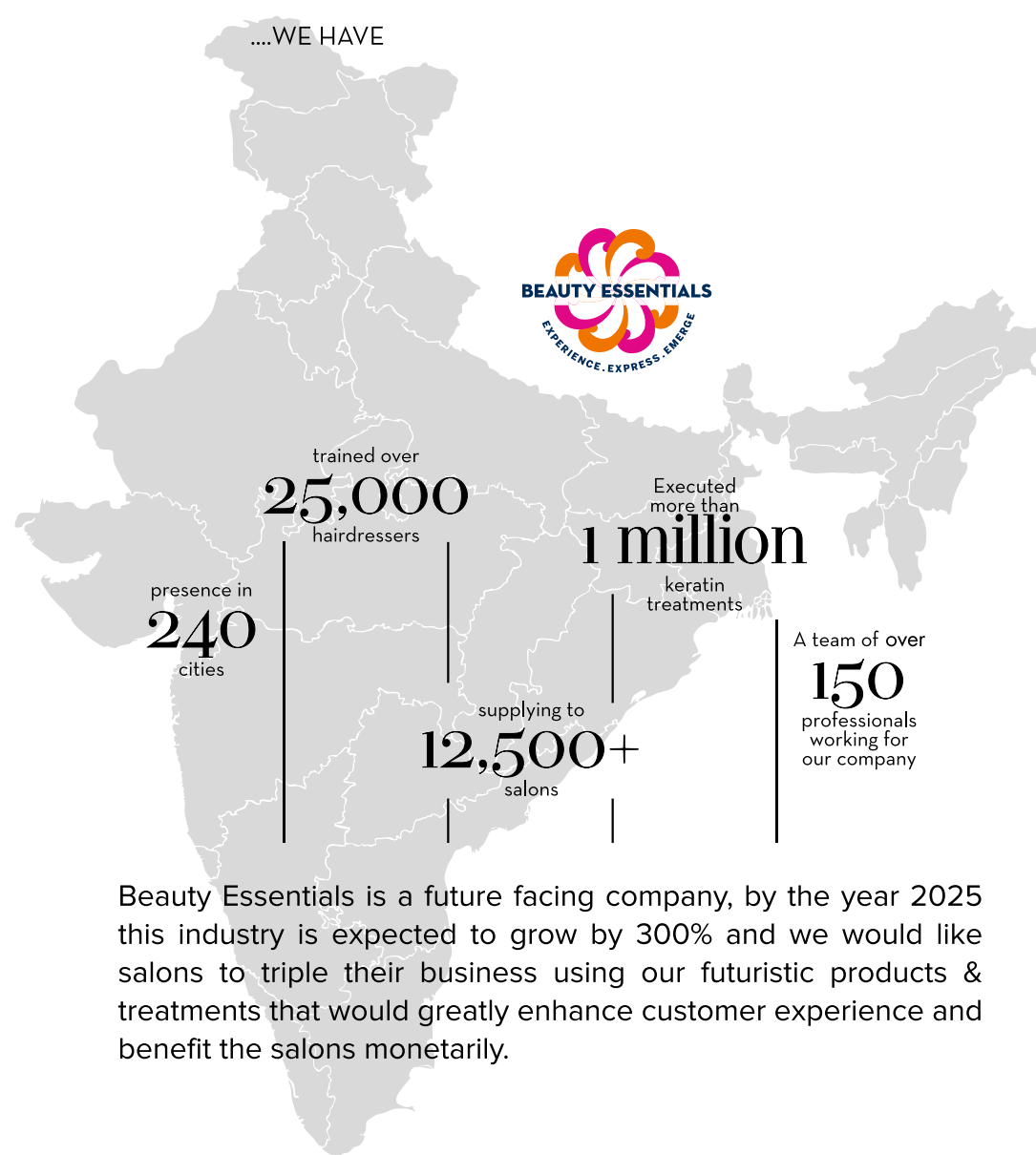
2015 Indian School of Hairdressing – a school dedicated to the craft of hairdressing.

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

...WE HAVE



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 Remedy Miracle Smoothing Elixir

Remedy Miracle Smoothing Elixir uses revolutionary NEW technology to reverse years of damage. Infused with Cysteine proteins and sugar cane acids (AHA) our system fortifies, hydrates and helps minimize damage on a strand by strand level. This versatile smoothing elixir can be used to remove frizz from your hair, while leaving the curls in-tact or as a maximum curl release formula, all depending on its application and use.



Why Remedy

Finally, a natural, botanical, formaldehyde free way to have all the benefits of a keratin without the harmful fumes. Remedy Miracle Smoothing Elixir is your natural **REMEDY** to luxurious, frizz free hair.

Benefits to the Salon

- Remedy Miracle Smoothing Elixir is the latest offering from the house of Amazon Series (Cysteine Complex)
- Remedy Miracle Smoothing Elixir offers the best return on investment.
- Service can be performed without causing any discomfort to the other clients.

Benefits to the Stylist

- Remedy Miracle Smoothing Elixir has minimal smoke emitted while rendering the service.
- The only salon treatment that works for either anti-frizz hair or maximum curl release.
- The stylist can promise increased shine and strength to their clients.
- The mild fragrance is an added benefit.

Benefits to the Customer

- Remedy Miracle Smoothing Elixir delivers affordable luxury with reasonable prices and fabulous results that last up to 36-40 Washes depending on the hair type and post care.
- Contains the finest botanical ingredients and pure proteins.

ON WHAT TYPE OF HAIR CAN YOU PERFORM REMEDY MIRACLE SMOOTHING ELIXIR?

Remedy Miracle Smoothing Elixir can be performed on almost all hair types, but we recommend not to perform the service on coated hair.



▲
Before
◀ After

Expected Results

Remedy Miracle Smoothing Elixir improves the texture of the hair and eliminates frizz from it, while adding GREATER strength and shine to the hair and giving the hair a manageable and relaxed look.

Our Support

TECHNICAL

On purchase of Remedy Miracle Smoothing Elixir, an in salon training will be lined up with our expert trainers for your salon & stylists. All our trainers are professional **Kerationologists** trained by our education arm **INDIAN SCHOOL OF HAIRDRESSING** and have a minimum 5 years of experience.



SALES SUPPORT

Our sales executives will visit you continuously 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 Remedy days.

* Purchase value driven