



Beauty Essentials Marketing Pvt. Ltd.  
Unit #5, 2<sup>nd</sup> floor, 26 Candelar building, St. John Baptist Road,  
Bandra (West), Mumbai 400050, India

PHONE: 08080516655

WWW.BEAUTYESSENTIALSINDIA.COM

QOD



**MAX PRIME**  
S - FIBER TREATMENT



## 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

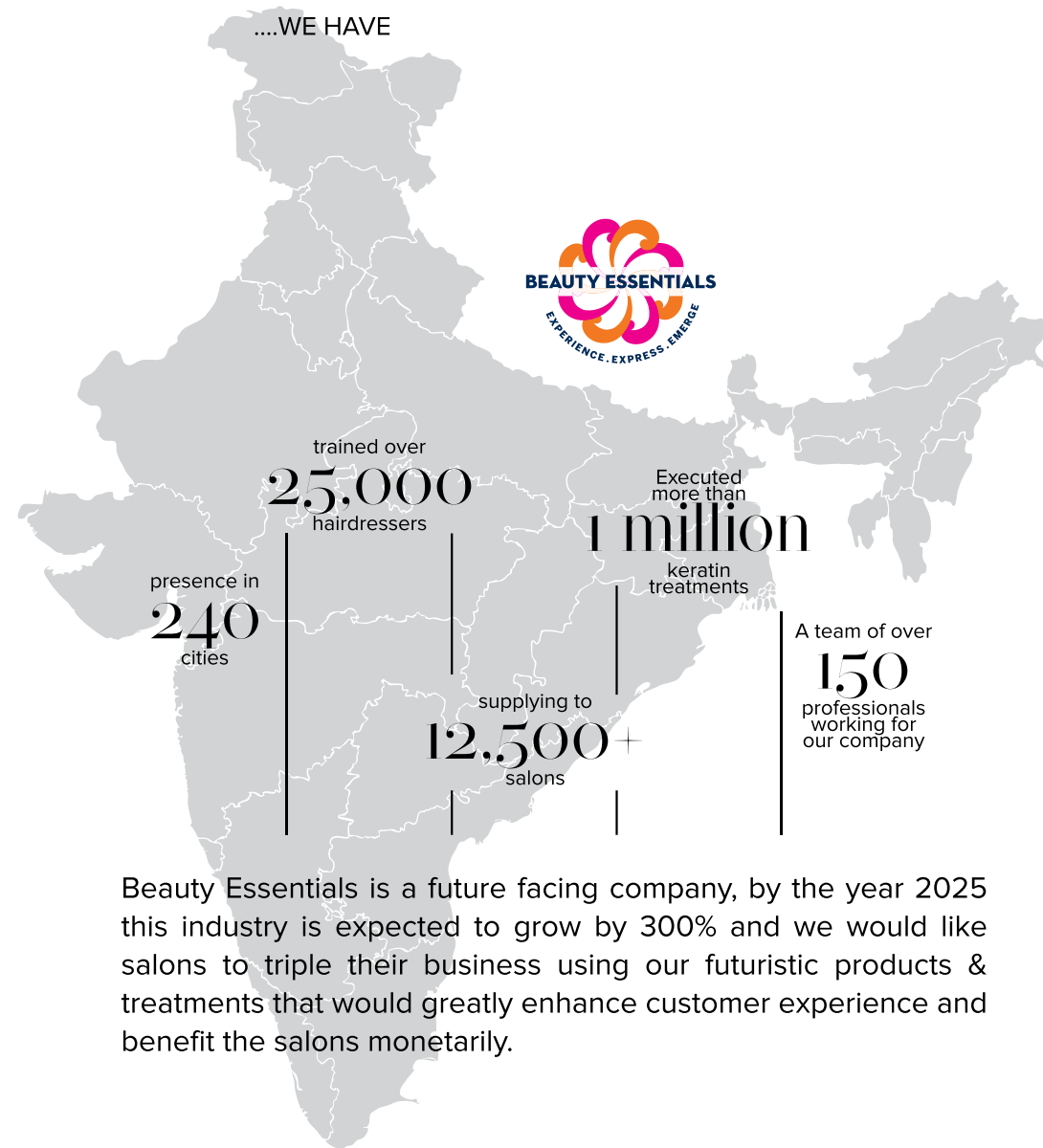
**2015** Indian School of Hairdressing – a school dedicated to the craft of hairdressing.

**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 QOD MAX PRIME S FIBER TREATMENT

QOD Max Prime S Fiber Treatment is a formaldehyde free keratin Treatment which offers a more natural and long-lasting straightening effect than conventional keratin treatments. It does so, by working in the innermost part of the hair without altering the hair structure and rejuvenating hair more effectively.



## WHY QOD MAX PRIME S FIBER TREATMENT

**The QOD Max Prime S Fiber Treatment uses the latest next-gen technology to mimic the result of a conventional Keratin Treatment without the use of toxic ingredients and offering great results in a safe environment.**

QOD Max Prime S Fiber Treatment has proven time and again to be extremely safe and effective when used by professional stylists.

## BENEFITS TO THE SALON

- One of the key benefits of QOD Max Prime S Fiber Treatment is that it guarantees straighter hair than most conventional keratin treatments, making it one of the most sought-after professional services offered globally.
- The service can be performed without causing discomfort to the other clients.
- Compared to other keratin treatments which last on an average 2-3 months, QOD Max Prime S Fiber Treatment promises longer lasting results from 4-6 months, depending on the hair type.

## BENEFITS TO THE STYLIST

- With the use of QOD Max Prime S Fiber Treatment, hairdressers now can offer a straighter option to their clients; compared to the other conventional treatments.
- The only salon treatment that works for either anti-frizz hair or maximum curl release.

## BENEFITS TO CUSTOMER

- QOD Max Prime S Fiber Treatment gives the hair more straightness, shine and longevity compared to other keratin treatments available in the market.
- Well accepted and known amongst customers as it contains no harmful chemicals like formaldehyde, hence completely safe for the client as well as hairdresser.
- Lasts upto 50-55 washes.
- Uses latest next-gen technology



## ON WHAT TYPE OF HAIR CAN YOU PERFORM Max Prime?

QOD Max Prime S Fiber Treatment can be performed on almost all hair types.



▲  
Before  
◀ After

## EXPECTED RESULTS

QOD Max Prime S Fiber Treatment improves the texture of the hair and eliminates frizz from it, while adding strength and shine, giving the hair a straighter look.

## OUR SUPPORT

### TECHNICAL

On purchase of QOD Max Prime S Fiber Treatment, 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 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 keratin days.

\* Purchase value driven