

# ESLA

ITALY

## Consciously designed

### ESLA ITALY BY H.S.A.

H.S.A. is among the most prominent Italian hair care companies with more than 40 years of experience creating and producing exceptional products for international markets, both as a private label business, as well as producing 5 own brands, supplying professional and retail products to more than 90 countries

## ESLA ITALY THE FUTURE OF HAIR CARE

### THE ITALIAN FACTOR

Made entirely in Italy, ESLA embodies its founding values: creativity, quality and attention to detail, with a rigorous and contemporary design that communicates its unique and distinctive style.

### CONSCIOUSLY DESIGNED

We choose a conscious formulation approach;

this means that the selected active ingredients are always in high functional percentages and tested rigorously, as well as being selected through an attentive study of trends whilst maintaining the highest sustainability standards.

The basic ingredients are selected by evaluating their sustainability features: environmental and social impact (e.g. RSPO for palm derivatives), naturality (according to ISO guidelines) and biodegradability.

All packaging solutions are made from recycled plastic and 100% recyclable



FREE | SILICONE, PARABENS, SLES/SLS,  
MEA, TEA, EDTA, PEG, PARAFFIN



WITH | NATURALITY INDEX FROM 85 TO 98%  
BIODEGRADABILITY INDEX FROM 51 TO 99%

# DAMAGED HAIR

Over 54% of people worldwide believe their hair has some form of damage\*. Hair damaged is mainly caused by chemical treatments, harsh cleansing & routines, heated styling tools, brushing, stress, UV exposure and pollution. But there's good news: by using the right products, this damage can be treated, and even avoided.

## ESLA ITALY REPAIR PRESTIGE

ESLA ITALY has developed the ultimate repairing treatment system, with both professional and retail product systems that not only repair hair deeply, but protect hair and prevent damage.

An exclusive blend of technology and active ingredients – **Repair-Care Tech** – containing fermented mushroom GAG's, vegan proteins and an exclusive Bond Multiplier work together to protect and repair the hair visibly and deeply.



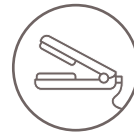
\*Source: euromonitor international

## UNPARALLELED RESULTS SHOWN THROUGH RIGOROUS CLINICAL TESTING

100% of stylists report the REPAIR PRESTIGE treatment routines deliver clinically proven results\*, giving weightless shine, body, softness and resistance to all hair types\*\*



With just a single application of the repair prestige routine products on particularly damaged hair, +48% of the hair's integrity was recovered instantly.\*\*\*



REPAIR PRESTIGE HEAT PROTECTOR gives 100% breakage resistance after straightening with heated styling tools at 230°C maintaining and recovering this result in 93.7% of the hair treated\*.

\* test carried out separately, based on the results of in vitro tests on natural hair strands carried out by accredited laboratories

\*\*Based on a stylist & client perception study of 5 stylists and 15 participants

\*\*\*based on the results of in vitro tests on natural hair strands carried out by accredited laboratories, compared to the levels of healthy, untreated hair

## THE PRODUCTS

Aside from the professional treatment, a two phase in-salon treatment that deeply repairs hair, there are 6 products to maintain the incredible repairing results, which can be mixed and matched according to the degree of damage and hair type: a shampoo, treatment spray (our star product!), conditioner, mask, heat protector and oil serum.



### REPAIR PRESTIGE SHAMPOO

REPAIRING  
FOR DAMAGED HAIR

#### Protecting and repairing shampoo.

The gentle formula cleanses the hair with a repairing action, protecting hair from external stressors. Formulated with Repair-Care Tech, a blend of mushroom derived biotechnologies and vegan proteins with deep repairing and protective properties.

**HOW TO USE:** apply to damp hair, massage into a lather, then rinse.

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RRP: €24.40



### REPAIR PRESTIGE TREATMENT SPRAY

REPAIRING  
FOR DAMAGED HAIR

#### Protecting and repairing treatment.

Its innovative formula conditions and nourishes the hair with a deep repairing action, protecting hair from external stressors. Formulated with Repair-Care Tech, a blend of mushroom derived biotechnologies and vegan proteins with deep repairing and protective properties.

**HOW TO USE:** after shampooing, spray over hair, focusing on damaged areas. Leave on for 5 minutes. Without rinsing and depending on hair type, follow with the REPAIR PRESTIGE conditioner or mask.

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RRP: €35.60



### REPAIR PRESTIGE CONDITIONER

REPAIRING  
FOR DAMAGED HAIR

#### Protecting and repairing conditioner.

It conditions the hair without weighing it down. With a repairing action, it protects hair from external stressors. Formulated with Repair-Care Tech, a blend of mushroom derived biotechnologies and vegan proteins with deep repairing and protective properties.

**HOW TO USE:** apply to clean, damp hair after shampooing, leave on for 2-3 minutes, then rinse.

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RRP: €25.40



### REPAIR PRESTIGE MASK

REPAIRING  
FOR DAMAGED HAIR

#### Protecting and repairing mask.

It conditions and nourishes the hair with a deep repairing action, protecting hair from external stressors. Formulated with Repair-Care Tech, a blend of mushroom derived biotechnologies and vegan proteins with deep repairing and protective properties.

**HOW TO USE:** apply to clean, damp hair after shampooing, leave on for 10 minutes, then rinse.

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RRP: €27.45



### REPAIR PRESTIGE HEAT PROTECTOR

REPAIRING  
FOR DAMAGED HAIR

**Repairing heat protector.** With a repairing action, this innovative formula protects hair from heated styling tools. Formulated with Repair-Care Tech, a blend of mushroom derived biotechnologies and vegan proteins with deep repairing and protective properties.

**HOW TO USE:** apply evenly to clean, damp hair before styling with heated styling tools.

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RRP: €27.50



### REPAIR PRESTIGE OIL SERUM

REPAIRING  
FOR DAMAGED HAIR

#### Perfecting and repairing oil serum.

An innovative formula that gives shine and nourishment to hair, with a protective and repairing action. Formulated with Phyto Repair-Care Tech, a blend of plant-based ingredients – magnolia bark, rosemary leaf and radish seed – with deep repairing and protective properties.

**HOW TO USE:** apply to dry hair as a final touch after styling.

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RRP: €35.50