

Product Press Release
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Neu Cosmetics Presents Evo

Saving Ordinary Humans from Themselves, One Good Hair Day at a Time

Dubai, UAE – September 2025 – Neu Cosmetics proudly highlights its partnership with Evo, the Australian-born, family-owned professional haircare brand that has been disrupting the industry since 2005. Known for its bold personality and no-nonsense formulas, Evo delivers high-performance salon care without the gimmicks, miracle claims, or over-marketed ingredients.

From humble beginnings in Adelaide to a global salon network, Evo has built a loyal community by challenging beauty standards and creating honest products that respect people and the planet. Evo is a movement: a call to free-thinking stylists and consumers who value honesty, creativity, and sustainability. With vegan-friendly, cruelty-free formulas, eco-conscious packaging, and a commitment to doing the right thing, Evo aligns with the Middle East's growing demand for clean and conscious beauty.

Evo's portfolio includes:

Care & Style – salon-quality shampoos, conditioners, and styling products free from sulfates, parabens, and unnecessary fillers.

Colour – professional ammonia-free permanent and demi-permanent systems, developers and bleach plus creative solutions like Staino direct dyes and Fab Pro customised maintenance.

Fabuloso – colour-boosting and toning treatments that keep salon colour vibrant between visits.

Top Drop – professional-grade in-salon treatments for hydration, repair, and blonde care.

With its sharp wit, rebellious edge, and professional performance, Evo continues to inspire salons and style lovers across the GCC, proving that haircare doesn't have to be boring to be brilliant.