

Dubai, October 27th-29th, 2025 – Kaaral confirms its presence at Beautyworld Middle East 2025 with a clear message: innovation and sustainability are the future of professional haircare. With over 43 years of experience, the Italian company continues to be a benchmark for industry professionals, offering cutting-edge solutions that combine performance, well-being, and environmental respect.

Commitment to a Sustainable Future

Kaaral is firmly committed to its sustainability journey. Every year, the company invests in reducing its ecological footprint by adopting renewable energy, recyclable packaging, and cruelty-free formulations. With a constant focus on ingredient selection and environmental responsibility, Kaaral redefines professional beauty standards with respect for the planet.

Maraes: The 100% Vegan Excellence

Maraes, Kaaral's premium line, stands out as a true vegan paradise certified by ICEA. Created for those seeking ethical products without compromising on performance, Maraes blends science and nature to deliver high-performance treatments with formulations enriched with natural ingredients and eco-friendly packaging.

Kaaral's New Launches for 2025

Among the most anticipated innovations, three cutting-edge products are designed to meet the needs of hair professionals:

- **Maraes Volume Care Volumizing Foam:** a gas-free volumizing mousse, ideal for fine and weakened hair. Thanks to the innovative dispenser, the liquid formula transforms itself into a rich and lightweight foam, ensuring an eco-friendly and high-performance styling experience. Enriched with hyaluronic acid, lecithin, and oat, it deeply hydrates, strengthens the hair fiber, and adds volume without weighing it down. 100% vegan and ICEA-certified.

- **Extra K Pro:** a professional pre-treatment spray that protects the hair before chemical services such as coloring, bleaching, toning, perming, and straightening. Its advanced formula with Bio-Peptides strengthens disulfide bonds and balances hair porosity, ensuring even and predictable results. With an ultra-fast processing time of just 4 minutes, Extra K Pro optimizes protection and efficiency in salons.

- **Bacò Color Collection, 9 New Shades:** the Bacò color line, an essential ally for professionals, expands with nine new shades. Thanks to its low-ammonia formula infused with silk hydrolysates and rice proteins, it ensures vibrant, brilliant, and long-lasting colors. Silk hydrolysates form a protective layer, enhancing hair strength and shine while improving manageability, while rice proteins nourish and restore the hair's natural hydration, leaving it soft and healthy.

Kaaral arrives at Beautyworld Middle East 2025 with a clear vision: innovation and sustainability are the keys to a more conscious and responsible future. Discover all the new products at our stand S2-G27.