

ESTELLÉR

ESTELLÉR

COLORPARFUME



ALLOW YOURSELF MORE

A TEMPLATE FOR A NEW AGE

What do you call something that is imbued
with the spirit of a new age? That which symbolizes
the rejection of the conventional and proven?
That which suits only those who choose
their own path?

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WE CALL IT ESTELLER

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TOTAL IMMERSION IN THE DEPTHS OF SENSATION



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* In English "immersive": an immersion effect with enhanced depth of perception



ESTELLER — is the first immersive* color by ESTEL, allowing activation of the maximum number of senses. It is a powerful visual impulse. It is a dialogue between stylist and client. It is a tactile delight in the quality of hair. And finally, it is an aroma that awakens the mind.



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R



THE FUTURE
IS BECOMING HISTORY

The future will one day be history.
ESTELLER color will one day be a classic.
And today it's breaking forth to change
the rules of the game. The best we can
offer today — ESTELLER.

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R

E
8
R



BETTER IS ALWAYS POSSIBLE

The more we work on creating new things, the broader our perspectives open up. When a goal is achieved, the next appears. That is a law of evolution. We've got to leave room for a step forward. For a leap upward. For revolutionary transformation.

If all the peaks on Earth have been conquered, remember how many mountains hide in the depths of the ocean.

Yesterday the world learned about the cationic principle of hair dye. Today it is learning about the synergy of color and scent. About the first immersive hair color. What will tomorrow bring? We don't know yet, but we'll surely think of something.

TODAY WE INTRODUCE ESTELLER TO THE WORLD

MOTIVE FOR DEVELOPMENT

For us, it is passion for creations which lead to incredible results.

But the ESTEL life is not a race for innovation. The main thing is the level of emotion in each innovation.

FOR US IT'S CLEAR

- The palette should include more than 100 shades.
- The color must cover grey hair 100%.
- The dye should serve a lightening function.
- The dye must be safe for hair and positively affect its health.

IT'S UNBELIEVABLE,
BUT NOW WE CAN REPORT THAT
DYE MIGHT HAVE THE SCENT
OF PERFUME...

5 YEARS

1826 DAYS OF DEVELOPMENT

THOUSANDS OF TESTS...

1 ESTELLER

15





MORE THAN COLOR

Immersive ESTELLER color turns every coloring into a “sensotherapy” session acting on the senses.

- Sight – the unique color with three-dimensional gloss.
- Sound – the warm conversation between client and stylist.
- Touch – the silky texture of hair after coloring.
- Smell – the exciting aroma of the perfume that can now be added directly to the color.

The way that ESTELLER acts on the senses resembles virtual or augmented reality. Only with one difference: it's all actually happening. A new escape plan? No, it's not a flight from the world, but the creation of our own, new, world.



ESTELLÉR

VR

VR – virtual reality – a world modelled on a computer, imitating reality, often with the addition of fantastical elements. Allows us to leave existing reality.

AR – augmented reality – a hybrid world arising from the introduction of artificial elements to the surrounding environment. Allows us to transcend the boundaries of existing reality.

AR

ER – ESTELLÉR – SCIENTIFICALLY SUPERIOR DYE BY ESTEL. ALLOWS US TO CHANGE EXISTING REALITY.

ER

NEW
GLAM
OUR
IS



BORN



THE BIRTH OF A NEW GLAMOUR

In the 19th century, the word signified the quintessence of aristocratic values: elitism, luxury, freedom, and elegance.

In the 20th century, the word was a symbol of magnificent beauty.
The word: glamour.

In the 21st century, ESTELLER is returning the understanding of “glam” to its primordial, true meaning. The new glamour is a new aristocracy. It is a symbol of the icons of style. It is transformative magic at the stylist’s fingertips.

TRUE ARISTOCRACY MANIFESTS ITSELF IN RESTRAINT



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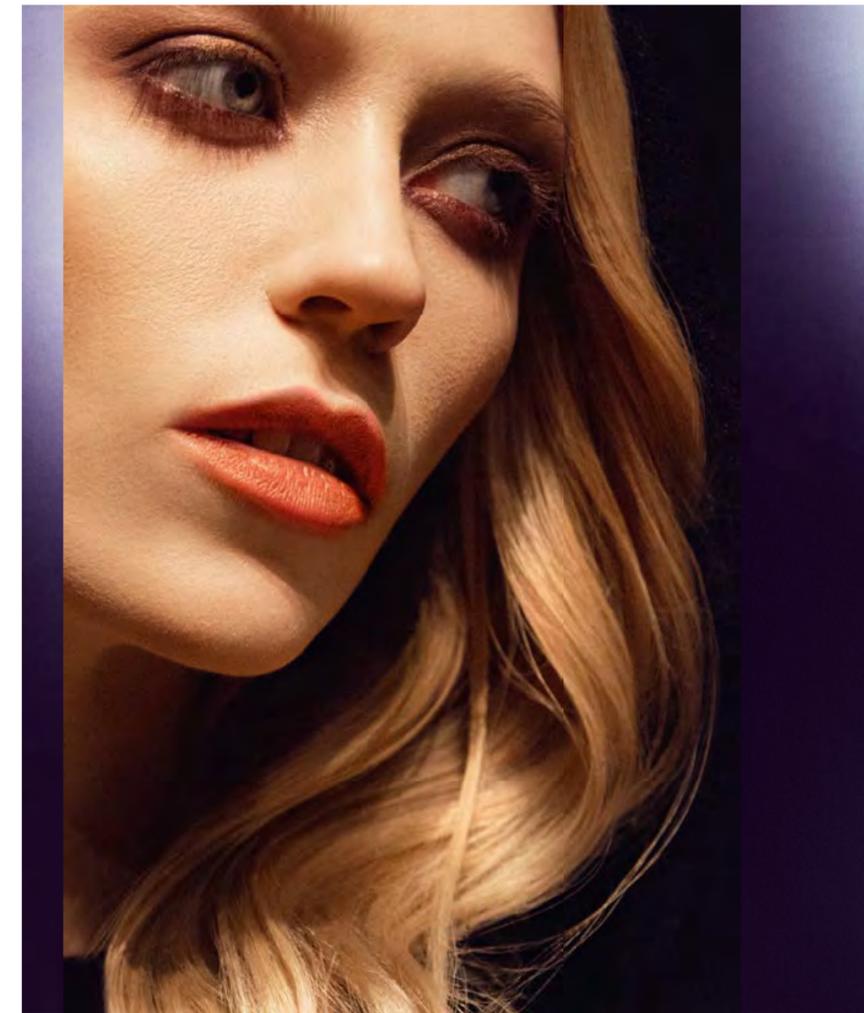


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SECRET

Does everyone want to know your secret?
Let your image hint at it...
become an obsession...
and...
never reveal it.





A NEW STANDARD

Life opens new opportunities for us every day. Just open your hand and choose the best of them.

ESTELLER immersive dye is a new standard and a new opportunity. The opportunity to create a “new glamour” look and bring the most effective vision of color to life. The opportunity to cross the boundary between the obvious and the unbelievable.

Only you can decide whether to use these opportunities or not. You can always choose another path. There are no losers here. There are only winners.

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UNION

Whenever people share values, priorities, and goals, unions appear. Because they know: they are stronger together. Many unions of the like-minded have entered history, gained legendary status, and influenced the development of our civilization. Perhaps it's your turn?

The Knights of the Round Table

The legendary union of knights led by King Arthur – myth or reality? It's not so important whether Lancelot, Galahad, Percival, and the others existed or not. The story of the knights long ago became a symbol, like the round table itself, which was not chosen accidentally – all members could see one another and feel like equals. Yes, it was equality, but an equality of the best. The union took only the elite. Stories of the honor, courage, and heroism of the Knights of the Round Table has had a great influence on culture: from Walter Scott to Guy Ritchie. And where there's an influence on culture, there's an influence on worldview.

Masons' Lodges

The mysterious organization of the masons has excited minds for many centuries. Diametrically opposed attitudes are taken toward the Freemasons: admiration for the “builders of the new world,” on the one hand, and hatred of the “evil secret government” on the other. But it is impossible to deny the power of the masons. The list of members of masons' lodges is impressive: Johann Wolfgang Goethe, Winston Churchill, George Washington, Pyotr Chaadayev, Henry Ford, Arthur Conan Doyle... One of the most famous brotherhoods in the world.

The World of Art

Sergei Diaghilev, Alexandre Benois, Léon Bakst, Kuzma Petrov-Vodkin, Nicholas Roerich... What connected these great leaders in art, other than undoubted talent? Mir Iskusstva (World of Art). That was the name given to the artistic union that brought together a great many creators of the Silver Age. They all considered the aesthetic principle the priority and expressed their personalities through their art, which greatly irritated another cohort of unbelievably talented painters who called themselves the “Peredvizhniki” (Wanderers)... With the “Guild of Poets,” the “Jack of Diamonds,” and “Hilea,” the beginning of the 20th century was rich in artistic unions which created a truly “cultural revolution” and influenced the perception of Russian art in the world.

ESTELLER was created to unite. Every stylist is a part of the community that molds fashion, and consequently, people's way of life. How do you be someone who is used to being first? Does “leader” mean “alone”? You can be first among equals. Right now is the time to be together.

A NEW
CENTER
OF

GRAVITY





A NEW CENTER OF GRAVITY

Love not for something, but in spite of it.
The truth is born in controversy. The light
is brightest where the shadows are thickest.
The best things come out of confrontation.

ESTELLER was created in defiance.



A COLOR
HAS
NEVER
BEEN

SO ALIVE





COLOR HAS NEVER BEEN SO VIVID

The ESTELLER formula is based on a cationic complex and a spherical liposomal complex. What does that mean?

The cationic complex allows for hair care directly during coloring. The ESTEL lab has shown: the ingredients which go in hair masks also work splendidly in color formulae. The cationic ingredients repair damaged sections of hair and protect the length from repeated damage. Coloring technology based on the cationic complex is a unique scientific development by ESTEL which is protected by international patents

The spherical liposomal complex is composed of 8 valuable natural oils: almond, avocado, cottonseed, soy, mango, olive, cacao, and crambe. The liposomal spheres, which contain the dye molecules, penetrate the structure

of the hair and open there, like flower buds, releasing pigment and additionally nourishing the hair from the inside out.

The stylist takes just one step: coloring. The client gets two results: vibrant color and lively hair. The synergy of the cation complex and the spherical liposomal complex revitalizes the hair, and the color imbues a lively magnetism. And the two or three drops of perfume added to the dye give the gift of feeling the beating heart of the color.

ESTELLER GIVES COLOR, COLOR GIVES INDIVIDUALITY

Which color will be your emblem?
There are 119 shades in the ESTELLER palette,
for endless color combinations..

The ESTELLER collection includes:

- The basic palette
- The SOFT BLOND Lightening series
- The vibrant shades of DEEP RED
- COLOR DROPS to brighten your chosen shade, add additional nuance, and take you to a new world of color

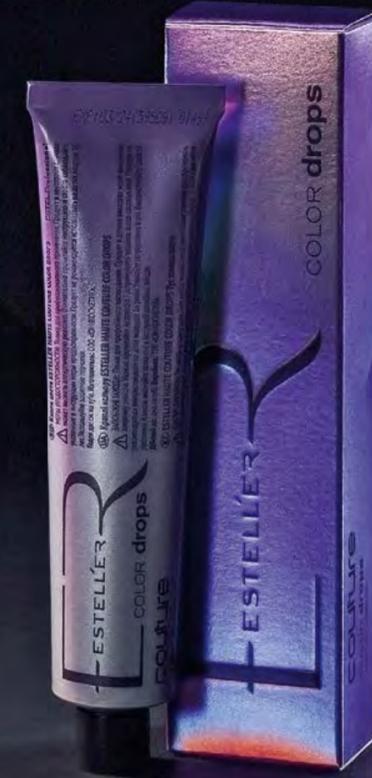
+C-ION color



SOFT blond



DEEP red



COLOR drops



EVOLUTION

CREATE

REVOLUTION



HEAR THE SOUND
OF SCENT, SEE THE SCENT
OF COLOR, FEEL...

Opposites attract. It's a law of physics.
And one of the laws of ESTELLER. We can now rightfully
talk about the synergy of color and perfume.
Every color has a scent, and every scent, a color.
With ESTELLER, at least.

ESTELLER

AN IMMERSIVE SYMPHONY
IN TWO MOVEMENTS

REVOLUTION EVOLUTION

“Revolution is the harmony of form
and color and everything exists and
moves under only one law: life.”

Frida Kahlo

“Evolution is a creation
unceasingly renewed.”

Henri Bergson

TOP NOTES:

Fig, mandarin | Passion fruit, water with notes of fruit

MIDDLE NOTES:

Jasmine, orange flower, frangipani, | Açai berry, pitanga berry
green leaves

BASE SCENT:

Ambergris, cedar | Vanilla, sandalwood, muscat

CONDUCTOR:

You... or someone else



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ER





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ESTELLER

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Vintage Fashion Hunter

Shoes: **Massimo Renne**

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ESTELLÉR

PUSHING THE BOUNDARIES OF PERCEPTION

ESTELLÉR

haute
couture
estel