

Echoline
the *vegan* way



BRAND & PRODUCT

BROCHURE 2021/2022



Echosline
the *vegan* way

Follow "The Vegan Way" of Echosline

Created in Italy in 1998, Echosline is the professional hair care brand that pursues the «Clean Beauty» philosophy.

Evolved over the years, Echosline has embarked on the «The Vegan Way» journey by formulating products based on natural origin ingredients, researching of eco-sustainable packaging and materials in respect of the professional, the consumer and the planet.



The «clean» hair beauty

It is the philosophy that drives Echosline towards a «less is more» journey.

« LESS » is the direction towards a vegan, green and sustainable beauty deleting all that is not essential and necessary.

« MORE » is what we get from nature when we learn to respect her.



Smart beauty for a reduced impact

Smart beauty for a reduced impact: making beauty ethical and sustainable through 100% green & vegan haircare products that respect consumers and the environment.

To offer salons worldwide professional treatments that protect an essential beauty where simplicity is the highest expression of authenticity.



Values of Echosline



ETHICS

Smart beauty with reduced environmental impact innovating with vegan products.



ESSENTIAL

Formulas with highly natural origin ingredients and high percentages of biodegradability.



PROFESSIONALISM

Professional quality guarantee in all products.



RESPECT

Safeguarding the professional, the person and the planet.



SUSTAINABILITY

Innovation research in terms of formulas and packaging sustainability.



Echosline within the AGF88 Holding group

An Italian heritage with an international approach

Echosline belongs to the AGF88 Holding group, which was created in 2016 from the thirty-year business experience of the Pegorin brothers, Gianni (the Chairman) and Federico (the CEO), who carry on the legacy of their late father Arturo, a pioneer in this sector since 1946. AGF88 Holding is active on the market with three specialized production sites: in San Martino di Lupari (PD), in Sansepolcro (AR) and in Cartigliano (VI).

The AGF88 Group is one of the most important players in the professional haircare market with global distribution coverage and consolidated experience in main foreign markets, a reference point in the cosmetic sector at the international level.

Discover the latest news of Echosline.



Enter the world

The new Vegan lines

The new Echosline Color System

Echos
COLOR

color.up

HAIRETOUCH

KARBON
ACTIVATED CHARCOAL TECHNOLOGY
9

The Treatment Vegan Way

MAQUI3
Be Smart. Be Vegan. Be Maqui

B.PUR

KARBON
ACTIVATED CHARCOAL TECHNOLOGY
9

of Echosline

The Classic lines

Technical Range

seliár CLASSICI
argan hair secrets

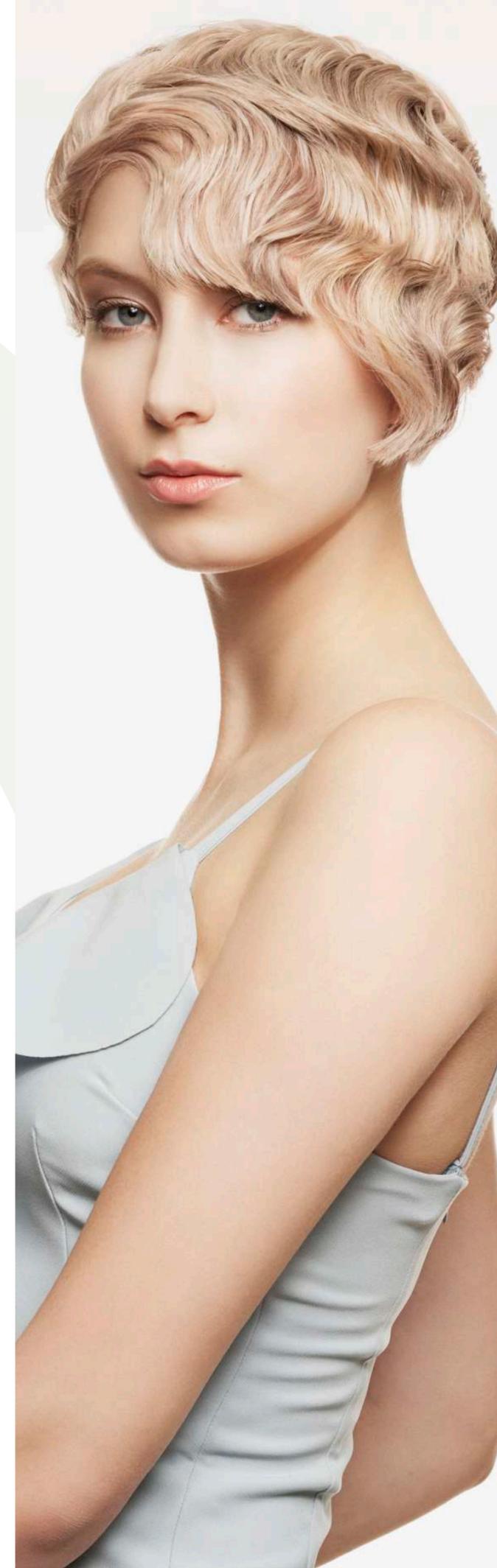
Classic & Special Treatments

seliár CLASSICI
argan hair secrets

Ki Power
hair reconstruction

Styling & Finishing

ES
EStyling





Echos COLOR

Echos Color is the new Echosline hair coloring cream, **without PPD and without resorcinol**, enriched **with Green Tea extract, Tsubaki oil and Date oil**.

Completely vegan, the new color system fully reflects the "Less is more" philosophy that the brand has been pursuing since 2018.

Not only the formula, but also the **packaging is sustainable and environmentally friendly**, thanks to a biodegradable and compostable case, an infinitely recyclable aluminum tube and a cap that is made up of 50% less plastic than the previous one. **75 nuances** to try and mix together to give space to creativity.



100 ml - Assorted cod.



Echos COLOR

CREMA COLORANTE
senza PPD e Resorcinol.
Con Tè Verde Biologico
e Olii di Dattero e Tsubaki

CRÈME COLORANTE
sans PPD et Résorcinol.
Avec du Thé Vert Biologique
et des Huiles de Dattes
et de Tsubaki

COLOURING CREAM
without PPD and Resorcinol.
With Organic Green Tea and
Desert Date and Tsubaki Oils

CREMA COLORANTE
sin PPD y Resorcinol.
Con Té Verde Orgánico
y Aceites de Dátil y Tsubaki

HAARFÄRBECREME
ohne PPD und Resorcinol.
Mit Bio-Grüntee
und Dattel- und Tsubaki-Ölen

100ml e 3.38fl.oz.

Echosline

Discover all the Color Series!



PURE NATURALS



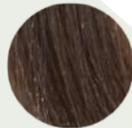
ICE NATURALS



EXTRA COLD



COLD BROWN



PURE BROWN



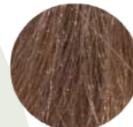
NUDE BEIGE



WARM BROWN



PURE GOLD



COPPER GOLD



PURE COPPER



EXTRA COPPER



PURE RED



PURE MAHOGANY



PURE VIOLET



PURE COLORS

- Red
- Orange
- Gold
- Turquoise
- Indigo
- Violet
- Ash
- Clear

Oxidizing Emulsions

7 Vol.
(2,1%)



1000 ml - cod. 1001423

CREAMY ACTIVATOR 7%

Specific for "tone on tone" effects. Formulated to enhance the application of the colour in cream while maintaining unchanged the initial volume in time. It contains hydrogen peroxide.

10 Vol.
(3%)



150 ml - cod. 1001030
1000 ml - cod. 1001332

20 Vol.
(6%)



150 ml - cod. 1001393
1000 ml - cod. 1001323

30 Vol.
(9%)



150 ml - cod. 1001394
1000 ml - cod. 1001324

40 Vol.
(12%)



150 ml - cod. 1001395
1000 ml - cod. 1001325

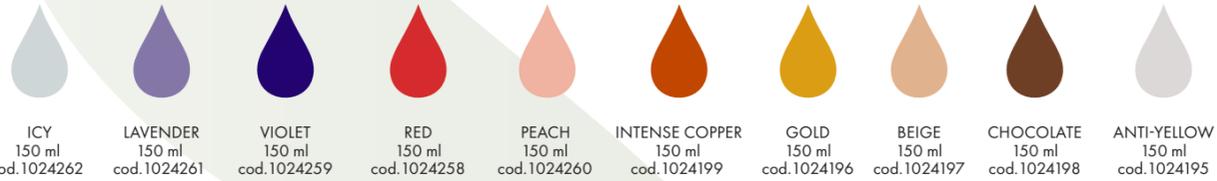
OXIDIZING EMULSION 10-20-30-40%

Formulated to enhance the application of the colour in cream while maintaining unchanged the initial volume in time. It contains hydrogen peroxide.



color.up

Color Up is the range of Echosline color masks that in just a few minutes restores intensity to both natural and cosmetic colours leaving hair full of shine and hydrated.



ICY 150 ml cod.1024262
 LAVENDER 150 ml cod.1024261
 VIOLET 150 ml cod.1024259
 RED 150 ml cod.1024258
 PEACH 150 ml cod.1024260
 INTENSE COPPER 150 ml cod.1024199
 GOLD 150 ml cod.1024196
 BEIGE 150 ml cod.1024197
 CHOCOLATE 150 ml cod.1024198
 ANTI-YELLOW 150 ml cod.1024195



>90% OF NATURAL ORIGIN* AND BIODEGRADABLE** INGREDIENTS

*Natural origin ingredients based on ISO 16128
 **Biodegradable ingredients based on OECD 301 or alternative

Sulfate Surfactants



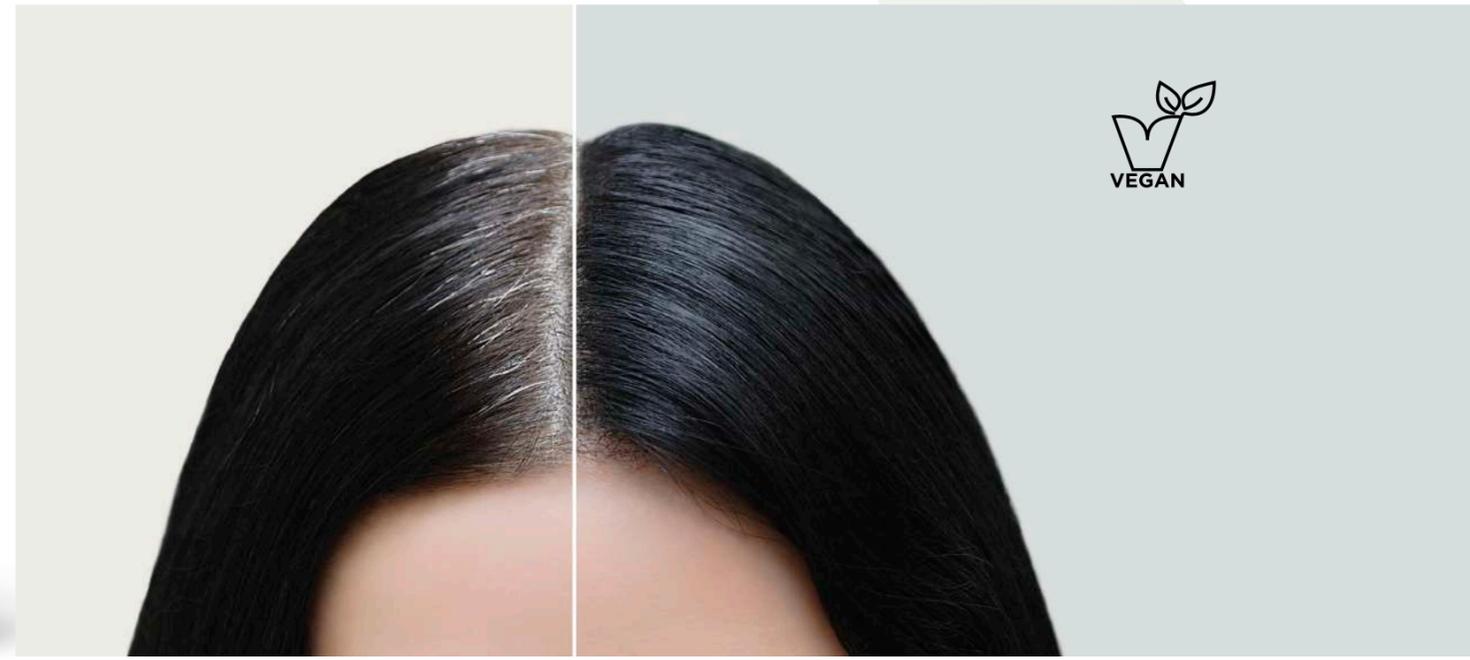
Shea Butter from ethical cultivation.

HAI RETOUCH

Perfect color in one single step! HaiRetouch is the instant and temporary regrowth corrector in a practical and elegant pack to take with you for a flawless color in any occasion.



75 ml - cod. 1024115 DARK CHESTNUT
 75 ml - cod. 1024114 LIGHT CHESTNUT
 75 ml - cod. 1024116 DARK BLONDE
 75 ml - cod. 1024113 BLACK



KARBON

ACTIVATED CHARCOAL TECHNOLOGY



100% ORGANIC CHARCOAL

9



KARBON

ACTIVATED CHARCOAL TECHNOLOGY

9

CHARCOAL - TECHNICALS

100% vegan

The innovative formula of **Karbon 9** includes cutting edge technical products to perform quick and effective color, bleaching and blonde tonalization services, thus enhancing the hair's pure beauty in a completely safe way.



100 ml - Assorted cod.

CHARCOAL COLOR - 6 COLORS

Charcoal Hair Coloring Cream for pure blonde effects. The special PPD free formula, with a creamy gray texture is ideal for obtaining a variety of shades of blonde and for neutralizing undesired yellow reflections.



500 g - cod. 1023494

CHARCOAL EXTRA BLEACH 9T

Dust-free Bleaching Powder with Charcoal. Ideal for extreme, quick lift up to 9 levels. Speeds up lifting times (maximum lifting speed in the first 30 minutes). If used in combination with Charcoal Ash Toner, it allows to achieve blonde pure-grey results. Enriched with a special protective and strengthening factor for a better conditioning effect on the hair.



35 g x 24 pcs - cod. 1023830



150 ml - cod. 1023496

CHARCOAL MAGIC CLEAN

Stain Remover with Charcoal. It removes colour stains left after colouring services without irritating the skin.



500 g - cod. 1024094

CHARCOAL BLEACHING & NEUTRALIZING CREAM

Charcoal Bleaching Cream. It allows lightening up to 7/8 levels, enriched with Gray Micro-pigments, it neutralizes at the same time the unwanted yellow / orange effects. The high percentage of oils present inside promotes hydration and protection of the hair throughout the lightening process, keeping the structure in a healthy and soft condition. Designed for all lightening techniques, it achieves high cosmetic performance of the blond color in a short time.



Be Smart. Be Vegan. Be Maqui

Maqui 3 is a **smart, compact line** of treatments by Echosline: with a small number of products, it is able to respond to the main hair needs with specific services.

The active ingredient that guides the entire range is **the Maqui berry**, which comes directly from the distant and magical lands of Patagonia, which with its wide and wild spaces gives the idea of being on the very edge of the world.

Maqui is considered the **"berry of eternal youth"** for its antioxidant properties, but the origins of the tree go back a very long way. A symbol of peace and kind intentions, it strengthens the host environment, allowing the soil to reproduce after environmental damage.

Rooted in the Maqui tree is the conviction of the Mapuche population that **human life and nature must be perfectly balanced and in harmony**, to guarantee and safeguard the biodiversity of our planet.



Be Smart. Be Vegan. Be Maqui

Be Smart, Be Vegan, Be Maqui

100% vegan - Sulphates free - Silicones free

3 product combinations for 3 different needs:

- Hydration for dry hair
- Regeneration for damaged hair
- Shine for coloured / bleached hair

100% vegan: no ingredients of animal origin. The active ingredients used are all of natural origin and have bio-certifications: fewer ingredients, but more functional and safer.



385 ml - cod. 1023868
975 ml - cod. 1023869

ALL-IN SHAMPOO

Delicate Hydrating Vegan Shampoo.
It leaves hair light and nourished, without weighing it down and creating static.



250 ml - cod. 1023871
1000 ml - cod. 1023872

HYDRA-BUTTER

Nourishing Buttery Vegan Mask.

Compact, buttery formula, enriched with Shea Butter, it conditions and nourishes hair in depth, leaving it glossy and full of life. Hair is hydrated, silky and easy to comb.



385 ml - cod. 1023873
1000 ml - cod. 1023874

COLOR SAVING BALM

Protective Vegan Conditioner.

The special technology protects, seals and adds shine to cosmetic color. Thanks to the Shea Butter contained, it leaves hair hydrated, shiny and full of life.



250 ml - cod. 1023870

RESTORING LOTION

Restructuring Vegan Lotion.

Non-greasy formula with Chestnut Extract repairs and regenerates the internal structure of the hair, leaving it extraordinarily hydrated and healthy. Hair appears nourished, shiny and easy to comb. Does not weight the hair down.



100 ml - cod. 1023875

ALL-IN OIL

Brightening Bi-Phase Vegan Oil.

The Coconut Water gives the formula a particularly hydrating, brightening effect. Eliminates frizz, leaving the lengths and ends silky, without weighing the hair down. The perfect finishing touch for bright, soft to-the-touch hair.

B.PUR is the innovative line of products dedicated to the deep hygiene of hair, body and professional tools, enriched by the benefits of natural origin ingredients.

Pure Beauty

It's a **100% VEGAN** choice, sustainable and totally free of animal origin ingredients, that rewrites the very principle of beauty, going to the essence of **green philosophy**.

B.PUR is a new way of taking care of yourself that, as its name says, invites you to "BE PURE", to regenerate yourself and rediscover your own balance

through formulation with a purifying effectiveness, free of everything that is not essential to restore **hygiene, cleanliness and well-being**.

**Aloe Vera
Jojoba Oil
Shea Butter**



CLAY

100% vegan - Sulphates free - Silicones free

Clay has always been appreciated since ancient times for its mineral salts that carry out a purifying action on scalp. It removes residues, impurities and toxins from the hair that regains vitality. Excellent ally for women who want to moisturise and strengthen their hair. Weak and damaged hair is no longer a problem!



150 ml - cod. 1024100

PRE-TREATMENT MUD

Scalp Purifying Remineralising Mud.

It purifies the scalp eliminating external substances and impurities in depth. It is ideal to use on greasy or impure scalps leading to a healthier and more vital look.



385 ml - cod. 1024101
975 ml - cod. 1024102

PRE-TREATMENT SHAMPOO

Pre-treatment Purifying Remineralising Shampoo. It cleanses the hair in depth leaving it soft and fragranced, preparing it for the application of Active Shaping Mask.



250 ml - cod. 1024103
1000 ml - cod. 1024104

ACTIVE SHAPING MASK

Remineralising shaping mask.

It nourishes in depth without weighing the hair down through an effective anti frizz and volume control action. The hair will look healthy, controlled and shiny. It reduces drying times and favours styling with a progressive memory effect.

*Patent Pending EP 20709341.0



150 + 385 + 250 ml - cod. 1024105

THE PURIFYING KIT

Purifying Treatment Kit.

Contains: 1 Mud - 1 Shampoo - 1 Mask - 1 Scalp massage glove in organic cotton.



B.PUR

HYGIENE

100% vegan



385 ml - cod. 1023894

CLEANING SHAMPOO HAIR & BODY

Cleaning Hydrating Shampoo. Hair & Body.

It removes impurities in depth, hair and body results soft, hydrated and hygienized. Light and soft texture that it is suitable for all types of skin and hair, for a frequent use.



100 ml - cod. 1024093

NO WATER DRY SHAMPOO

Refreshing Dry Shampoo.

Leave in. It cleanses hair without water by absorbing the excess sebum and impurities. It gives the scalp a pleasing fresh sensation. The hair is clean, scented and voluminous. Light formula, does not weigh down the hair.



200 ml - cod. 1024089

DETANGLING CONDITIONER

Detangling Action Conditioner.

Rinse & leave in. It nourishes and detangles hair leaving it soft and protected thanks to its filming action. The conditioner completes the sanitizing action of the shampoo.



75 ml - cod. 1023895

INTENSIVE HAND CREAM

Intensive Moisturizing Hand Cream.

It nourishes and moisturizes the skin in depth, leaving it soft, velvety smooth and supple. Rapidly absorbed and pleasant fragrance.



100 ml - cod. 1023892

250 ml - cod. 1023893

CLEANING HAND GEL

No-rinse Hygienizing Hand Gel.

It cleanses and hygienizes the hands, eliminating impurities. Thanks to the glycerin contained, skin remains soft and moisturized. Quick drying.



100 ml - cod. 1023896

SURFACE & TOOLS CLEANER

Cleaner for Surfaces and Work Tools.

Liquid spray for cleaning and hygienizing surfaces, ideal also to use it on combs, scissors, etc. It cleanses easily and removes impurities. No rinse.

Karbon 9 is the first range of detox and purifying treatments formulated with 100% Organic botanical activated Charcoal, enhanced by a super-mix of 9 revitalizing natural botanical active ingredients.

The range is specifically designed to regenerate and protect hair suffering from stress caused by aggressive external factors and weakened by traditional chemical treatments.

A SUPERMIX OF 9 NATURAL AND REVITALIZING ACTIVE BOTANICAL INGREDIENTS.

3 OILS protective moisturisers: Neem, Black Cumin, Baobab.

3 EXOTIC FRUIT EXTRACTS energizing: Mango, Papaya, Pineapple.

3 HERBAL EXTRACTS purifying: Nettle, Sage, Achillea.

Neem
Black Cumin
Baobab



Mango
Papaya
Pineapple



Nettle
Sage
Achillea



Activated vegetable Charcoal technology

Used since the ancient times for its purifying and detoxifying properties for the skin: it removes impurity, oil and build-up caused by polluting and stress factors; stressed and treated hair recovers its originally pure, vital, soft and shiny condition.

CHARCOAL - TREATMENTS

100% vegan



350 ml - cod. 1023497
1000 ml - cod. 1023498

CHARCOAL SHAMPOO

Charcoal Shampoo - 100% Vegan, Sulphates free.

It eliminates residue and impurities, leaving hair healthy, soft and shiny with a detoxifying action and anti-pollution protection.



300 ml - cod. 1023810
1000 ml - cod. 1023811

CHARCOAL MASK

Charcoal Mask - 100% Vegan, Sulphates free.

Ideal for regenerating the fibre, it detangles, conditions and nourishes hair, leaving it incredibly soft, healthy and revitalised.



200 ml - cod. 1023833

CHARCOAL CONDITIONER
2-PHASE LEAVE-IN

Bi-Phase Charcoal Conditioner - 100% Vegan, Sulphates free.

Designed to enhance the lightness of the hair, it detangles and conditions hair without weighing it down with a detoxifying and anti-pollution action. Ideal for fine hair.



100 ml - cod. 1023831

STOP POLLUTION SPRAY

Fragrant Protective Anti-smog Spray. Formulated with a special "SMOG DEFENSE" technology that lasts a long time, protects the hair and the style from external agents, keeping hair healthy, glossy, protected and pleasantly fragrant.



240 ml - cod. 1023832

CHARCOAL COLOR MASK BLACK

Black Color Mask - 100% Vegan, Sulphates free.

It nourishes the hair in depth, reviving and intensifying reflections on natural or colored dark hair.



100 ml - cod. 1023493

CHARCOAL CRYSTAL

Protective Charcoal Serum - 100% Vegan.

It restores pure beauty to hair, creating a protective and sealing film over hair. Its light formula gives hair softness, vitality and shine without weighing it down. Rapidly absorbed.



200 ml - cod. 1023859

CHARCOAL TONALIZING
FOAM CONDITIONER

Charcoal mousse conditioner.

Ideal for cooling yellow reflections on blonde hair, thanks to the "Carbon Black", pigment which performs a toning action. Gives bleached hair an ash reflection. On gray and dark-toned hair, brighten the natural color. It leaves hair soft, shiny and silky, without weighing it down.



115 ml - cod. 1023841

POOL & SUN PROTECTIVE OIL

Protective Hair Oil - For swimming pool/seaside.

It protects hair from chlorine, sea air and weather.



350 + 200 ml - cod. 1023876

THE CHARCOAL BOX

The ideal kit to "cool" the blond!
Contains: - 1 Shampoo - 1 Mousse - 1 Antistatic Charcoal Comb - 1 Leaflet

Technical Line

Classic technical line that includes bleaches, perms and straighteners.



500 g - cod. 1020746

DUST FREE VIOLET

Dust-free Bleaching Powder - Violet. It tones down unwanted yellow tones and can lift up to 7 tones.



500 g - cod. 1020792 - Blue
35 g. x 24 pcs - cod. 1023407 - Blue Display
500 g x 6 pcs - cod. 1020794 - Blue Refill

DUST FREE BLUE AND WHITE

Dust-free Bleaching powder - White & Blue. Its non-volatile formulation reduces risks of irritation and sensitivity. It lifts up to 6 tones.



500 g - cod. 1020793 - White
35 g x 24 pcs - cod. 1001470 - White Display



500 g - cod. 1019761

AMMONIA FREE - DUST FREE BLUE

Ammonia-free Dust-free Blue Bleaching Powder. Enriched with Aloe Vera and a delicate forest fruit fragrance, it respects the hair structure and is perfect for creating all lifting techniques. Its blue dustfree formulation counters unwanted yellow tones and eliminates risks of inhalation. Uniform and even results are guaranteed with its gradual and progressive lifting action (up to 5/6 levels).



100 + 120 ml - cod. 1001064

STRAIGHTENING CREAM

A straightening cream in single-dose kit comprising one pack of cream and one of neutralizer. Ideal for delicately and safely straightening hair with natural waviness. Sodium-free formulation.



1000 ml - cod. 1001317

NEUTRALIZER

Universal Neutralizer. It neutralizes and helps maintain the curl or wave reached stable. Its formula is rich in herbal extracts (Nettles, Sage, Achillea, China Rosemary) that carries out a conditioning and protecting action.



500 ml - cod. 1001336 - P1
500 ml - cod. 1001337 - P2

P1 - PERM FOR NATURAL NORMAL HAIR
P2 - PERM FOR COLOURED AND TREATED HAIR

Its waving and treating system guarantees strength and exceptional hold while promoting maximum protection. Product contains herbal extracts (Nettles, Sage, Achillea, China Rosemary).



100 + 120 ml - cod. 1001351 - P1
100 + 120 ml - cod. 1001352 - P2

P1 - PERM FOR NATURAL NORMAL HAIR
P2 - PERM FOR COLOURED AND TREATED HAIR

Permanent waving liquid that guarantees curls strength and exceptional hold while promoting maximum protection. Product contains Almond Proteins.

Technical Line



150 ml - cod. 1019946

BARRIER CREAM

Special cream to use with colour treatments. It is essential to protect the skin against irritations and blemishes due to colour oxidation.



15 + 100 + 15 ml - cod. 1023839

EASY LISS KIT

Smoothing and Disciplining Anti-frizz System formaldehyde-free and ammonia-free.**

1) Special technology with Glyoxylic Acid: - smooths hair, with an excellent anti-frizz action, for a controlled yet natural look; - hydrates the hair, leaving it soft and shiny; - restructures and strengthens the hair, effectively combating split ends. 2) Safe, delicate formula: - formaldehyde-free and ammonia-free; - no impact on the internal structure of the hair; - suitable for natural, colored and treated hair. 3) Results that last up to 10 weeks* 4) Easy to apply 5) Progressive effect: increasingly smooth hair with each application * with two weekly washes. instrumental test ** the safety of the emissions has been tested throughout the process. Tests conducted by a certified laboratory.

SYNERGY COLOR



100 ml - Assorted cod.

The Ammonia-free Professional Permanent Hair Color in Cream without Paraphenylenediamine, boosted with a special Natural Synergy of Keratin, Argan and Linseed Oils and Silk Proteins. Its special synergic formula encourages the effective transference of the micro-coloring molecules for perfect and uniform grey cover.

10 Vol. (3%)



150 ml - cod. 1020224
1000 ml - cod. 1020215

20 Vol. (6%)



150 ml - cod. 1020225
1000 ml - cod. 1020216

30 Vol. (9%)



150 ml - cod. 1020226
1000 ml - cod. 1020217

40 Vol. (12%)



150 ml - cod. 1020227
1000 ml - cod. 1020218

ACTIVATORS 10-20-30-40%

To guarantee maximum results of the ammonia-free coloring service, Synergy Color must be mixed with the special Seliar Synergy Cream Activator. The special molecular composition of the Synergy Activator Cream carries out a treating action and mixes perfectly with Synergy Color, to boost its grey covering, restructuring and glossing properties. The rich creamy and soft mix makes application easier, more uniform and enhances the brilliance of the colors, for reliable and longer lasting tones.

SYNERGY PERM

Synergy Perm is the innovative unique waving system with restructuring action, suitable for all types of hair.



500 ml - cod. 1020768

SYNERGY PERM

Multi-functional Ammonia-free Unique Permanent. The formula free from ammonium thygolocate and ammonia guarantees maximum precision for supple, flexible and perfectly defined waves, adding movement, support and volume.



1000 ml - cod. 1020769

SYNERGY NEUTRALIZER

Stabilizing Neutralizer. It fixes and stabilizes the new shape of the hair, restoring its natural ph.



ARGAN

Seliär Argan is the harmonious beauty ritual with Argan Oil to protect, illuminate, nourish, strengthen and revitalize all hair types without leaving hair feeling heavy.



350 ml - cod. 1019955
1000 ml - cod. 1019956

ARGAN SHAMPOO

Nourishing Shampoo.
It performs an effective protecting action.



500 ml - cod. 1019958
1000 ml - cod. 1019959

ARGAN MASK

Nourishing Mask.
Its intense hydrating, restoring and detangling action nourishes and restores elasticity to leave hair full of life, easy to comb and silky soft.



150 ml - cod. 1019832
30 ml x 15 pcs - cod. 1019950

ARGAN FLUID

Precious Fluid. It strengthens, revitalizes and protects hair to counter ageing and attacks from free radical scavengers, pollution, smoke and smog.



300 ml - cod. 1020239

BI-PHASE CONDITIONER

Re-mineralizing and invigorating Bi-phase Conditioner. The sun filter contained creates a protective film around the hair, restoring softness and vitality without leaving hair feeling heavy.



200 ml - cod. 1019516

TOTAL ONE 15 ACTIONS

Multi-action Leave-in Mask Spray.
15 actions in a single product: from the contribution of hydration, the enhancement of the cosmetic color to the protection from heat, humidity and UV rays.



13 ml x 12 pcs - cod. 1019977

ARGAN LOTION

Rinse off-nourishing Restructuring Lotion. Excellent after colouring treatment or highlights with a conditioning and illuminating action.

VOLUME

The Seliär Volume range has been specially formulated to give fine, lifeless hair volume and bounce: its gentle formulas, specific active ingredients and light textures are kind to hair without weighing it down, so it keeps its volume for longer.



350 ml - cod. 1023470
1000 ml - cod. 1023469

VOLUME SHAMPOO

Volume & Lightness Shampoo.

It cleanses hair effectively but gently without weighing it down adding volume and revitalizing hair, leaving it soft and exceptionally light. Silicones and sulphates free.



300 ml - cod. 1023465

VOLUME CONDITIONER

Volume & Lightness Conditioner.

It detangles and conditions hair without weighing it down, giving volume to roots and lengths and leaving hair feeling soft, free and exceptionally light.



200 ml - cod. 1023466

VOLUME FOAM CONDITIONER

Leave-in Detangler Foam Conditioner - body & volume.

Effectively detangles and gently conditions hair, giving body and volume from the roots to the lengths for an anti-gravity result and an ultra-light style.

CURL

Seliär Curl, enriched with Honey and Argan Oil, offers 3 exclusive professional products for curly hair designed to deliver moisture and guarantee weightless control, definition, and discipline, leaving hair incredibly soft and supple.



350 ml - cod. 1020481
1000 ml - cod. 1020482

CURL SHAMPOO

Curl Control Shampoo.

It eliminates frizz and gives elasticity and hydration. It has a disciplining action, wrapping each hair shaft in a protective and glossing film.



500 ml - cod. 1020483
1000 ml - cod. 1020484

CURL MASK

Curl Control Mask.

It detangles and hydrates curly and wavy hair without weighing it down.



200 ml - cod. 1020485

CURL ACTIVATOR

Curl Creating Restructuring Spray. It hydrates and shapes curls eliminating the frizz.

KROMATIK

Seliär Kromatik, based on Argan oil and low molecular weight Amino Acids, is formulated to protect and enhance coloured and bleached hair with an effective energising and anti-fade action.



350 ml - cod. 1022703
1000 ml - cod. 1022704

KROMATIK SHAMPOO

Color Protection Shampoo.

It performs an effective protective action, for brighter, more intense, longer-lasting color. Ideal both as a post-coloring or post-bleaching treatment and for maintenance.



21 ml x 21 pcs - cod. 1022798

KROMATIK PROTECTOR DISPLAY

Restructuring Color Protector.

It strengthens the structure of the hair during the coloring, bleaching and perming process, improving the appearance and cosmetic effect.



500 ml - cod. 1022705
1000 ml - cod. 1022706

KROMATIK MASK

Color Protection Mask.

It performs an effective sealing, protective and soothing action, for brighter, more intense, longerlasting color. Neutralizes and eliminates the undesired odors of chemical treatments.



KERATIN

Seliàr Keratin is the line with Keratin and Argan Oil for coloured and chemically treated hair, developed to complete and provide daily maintenance care on hair that has undergone a technical service, colouring, straightening and perming, with its effective and delicate restructuring action.



350 ml - cod. 1020275
1000 ml - cod. 1020276

KERATIN SHAMPOO

Post-treatment Shampoo, sulphates and added sodium chloride free, strengthens the hair fibre fixing the colour and protects hair making it soft, luminous and vital.



500 ml - cod. 1020277
1000 ml - cod. 1020278

KERATIN MASK

Post-treatment Mask, with an extra gentle formula, nourishes and hydrates the hair fibre from inside, fixing the colour and making it soft, luminous and vital.



100 ml - cod. 1020232

KERATIN TREATMENT

Split Ends Restructuring Cream Anti-frizz action.

Repairs split ends and protects the cuticle, ensuring extraordinary softness, elasticity and sheen.



100 ml - cod. 1020471

KERATIN FLUID

Keratin Fluid.

It protects the hair from oxidizing agents, making it instantly shiny, soft and silky. Eliminates frizz and split ends, non-greasy and non-heavy.

DISCIPLINE

Seliàr Discipline is the anti-frizz programme, enriched with Cocoa and Argan Oil, designed to discipline, hydrate and protect frizzy, unruly and rebellious hair and to obtain sublimely smooth.



350 ml - cod. 1020748
1000 ml - cod. 1020749

DISCIPLINE SHAMPOO

Anti-frizz Shampoo.

Instantly eliminates the frizzy effect, leaving hair flowing and manageable. It brings extraordinary strength, softness and shine, without weighing down the hair.



500 ml - cod. 1020750
1000 ml - cod. 1020751

DISCIPLINE MASK

Anti-frizz Mask.

Detangles and moisturizes, performing an effective action to combat frizz, static electricity and humidity, making hair straight, light and shiny, without weighing it down.



300 ml - cod. 1020763

DISCIPLINE CONDITIONER

Anti-frizz Nourishing Conditioner.

It nourishes and disciplines eliminating frizz for flowing, manageable hair. Leaves hair bright, silky and easy to comb.



100 ml - cod. 1020765

DISCIPLINE SERUM

Anti-frizz Smoothing Serum.

Instantly eliminates frizz, leaving hair soft, manageable and easy to comb. The special film formed recompacts and seals the cuticle, preventing the formation of split ends and the drying out of the shaft.



200 ml - cod. 1020752

DISCIPLINE SPRAY

Anti-frizz Smoothing Spray

with thermo-progressive action that facilitates the use of brush and hairdryer, making drying and smoothing time faster. Eliminates frizz and makes the hair smooth and silky.

THERAPY

Seliàr Therapy is the innovative Professional System for the treatment of scalp major anomalies based on Essential Oils that act in a synergic and enhanced way to restore the best state of well-being.



350 ml - cod. 1020778
1000 ml - cod. 1020779

ENERGY SHAMPOO

Energizing Shampoo for weak hair subject to hair loss. Boosted with a synergy of plant essential oils (Sage and Mint) and Caffeine, brings extraordinary nourishment, tone and vitality. It restores energy and wellness for healthy, strong, resistant hair.



10 ml x 10 pcs - cod. 1020780

ENERGY LOTION

2-Phase Energizing Lotion for weak hair subject to hair loss. Boosted with a special synergy of plant essential oils and Ginseng, performs an effective strengthening and toning action, for strong, healthy hair with plenty of body.



350 ml - cod. 1020781
1000 ml - cod. 1020782

PURITY SHAMPOO

Purifying Shampoo for scalp and hair with dandruff. Boosted with a synergy of plant essential oils (Tea Tree oil) and Piroctone Olamine, performs a pleasantly refreshing, calming action that leaves the scalp clean, hydrated and protected.



350 ml - cod. 1020783
1000 ml - cod. 1020784

REBALANCE SHAMPOO

Normalizing Shampoo for oily scalp and hair. Boosted with a special synergy of plant essential oils (Lavender and Cloves), Zinc and Magnesium, removes excess sebum production, restoring balance and purity to the scalp and leaving hair clean, soft and shiny.



75 ml - cod. 1020787

MULTI-ACTIVE LOTION

Triple-action Maintenance Lotion: energizing, purifying, normalizing. Boosted with a special synergy of plant essential oils, Caffeine, Zinc, Magnesium and Piroctone Olamine, ideal for daily maintenance of the results obtained with the energizing treatment for weak hair subject to hair loss, purifying treatment for scalp and hair with dandruff or normalizing treatment for oily scalp and hair.

LUXURY

Seliàr Luxury, based on a concentrated complex of 5 Vitamins combined with the power of Plant Oils, is able to totally regenerate dry, dull and dehydrated hair, leaving it shiny, silky and full of life.



350 ml - cod. 1022761
1000 ml - cod. 1022762

LUXURY SHAMPOO

Intense Moisturizing Shampoo. The Extra-gloss Technology brings an extraordinary laminated-look shine to the hair, leaving it full of life, soft to the touch and with splendid shimmering reflections.



300 ml - cod. 1022763
1000 ml - cod. 1022764

LUXURY MASK

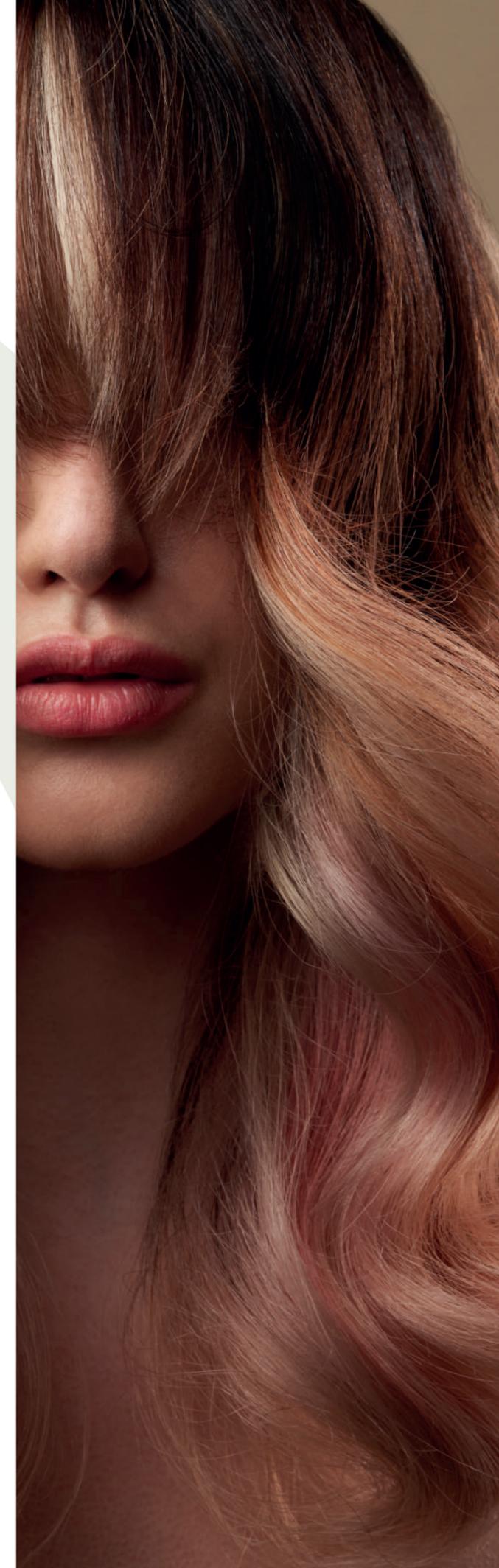
Instant Moisturizing Mask. It performs 15 extraordinary actions in just a minute: it leaves hair full of life, soft to the touch and with splendid shimmering reflections.



100 ml - cod. 1022765

LUXURY OIL

Shine Booster. It gives shine and nourishes the hair in depth without weighing it down, leaving it silky and soft to the touch.



Classic Line

Classic but at the same time innovative, the Classic Line consists of treatments for every need. A wide range of professional solutions of high quality, developed to meet the most varied needs, suitable for all hair types.

Colour Care



350 ml - cod. 1001368
1000 ml - cod. 1001385
5 lt - cod. 1000789

S1 AFTER COLOUR SHAMPOO

After Colour Shampoo.

It cleanses the hair with a moisturizing action.



250 ml - cod. 1001322

C1 AFTER COLOUR CONDITIONER

After Colour Conditioner.

It restores volume and shine to hair. Rinse & leave in.

Colour Care



500 ml - cod. 1001374
1000 ml - cod. 1019618

M1 AFTER COLOUR MASK

After Colour Mask.

It detangles and promotes a deep nourishing action.



60 ml - cod. 1001358

F1-2 FLUID CRYSTAL

Fluid Crystal.

Its specific sealing action helps seals split ends and leaves hair silky soft and full of shine.

Hydrating Care



350 ml - cod. 1001369
1000 ml - cod. 1001386

S2 HYDRATING SHAMPOO

Hydrating Shampoo.

It performs a nourishing and hydrating action, leaving hair silky soft and easy to comb.



500 ml - cod. 1001375
1000 ml - cod. 1019619

M2 HYDRATING MASK

Hydrating Mask.

It leaves hair soft, shine and easy to manage.

Anti Hair Loss



350 ml - cod. 1001370
1000 ml - cod. 1001387

S3 INVIGORATING SHAMPOO

Invigorating Shampoo.

Its formula rich in oligo-elements, herb extracts and vegetal proteins helps preventing hair loss.



10 ml x 12 pcs - cod. 1019823
125 ml - cod. 1001095

T3 ENERGY TREATMENT

Energy Treatment Leave-in.

It performs an effective revitalizing and fortifying action. Purifies the scalp and gives strength to the hair.

Anti Dandruff



350 ml - cod. 1001371
1000 ml - cod. 1001388

S4 ANTI-DANDRUFF SHAMPOO

Anti-dandruff Shampoo.

The purifying and anti-microbial action carried out by its rich extracts of Rosemary, Sage and Thyme help solve the problem of dandruff, rebalancing both greasy hair and scalps.

Sebum Control



350 ml - cod. 1019803
1000 ml - cod. 1019804

S4 PLUS SEBUM CONTROL SHAMPOO

Sebum Control Shampoo.

Enriched with extracts of Birch, Olive oil and Cocoa, its effective cleansing action rebalances the scalp and helps regulate excessive sebum production.

Frequent Use



350 ml - cod. 1001372
1000 ml - cod. 1001389

S5 REGULAR USE SHAMPOO

Regular Use Shampoo.

It cleanses and hydrates hair and scalps, restoring tone and shine.



1000 ml - cod. 1001343

LINSEED BALM

Linseed Balm.

It performs a detangling and volumizing action, leaving hair soft and restores elasticity.

Frequent Use



5 lt - cod. 1001321
10 lt - cod. 1001320

SHAMPOO TROPICAL

Tropical shampoo.

Its gentle cleansing action makes it ideal for frequent use, leaving hair soft and shine.

No Yellow



350 ml - cod. 1001373
1000 ml - cod. 1019711

S6 ANTI-YELLOW SHAMPOO

Anti-yellow Shampoo.

It is rich in extract of fermented grape that tones down unwanted yellow hues on grey, light blonde or streaked hair.



500 ml - cod. 1023440
1000 ml - cod. 1023439

M6 ANTI-YELLOW MASK

Anti-yellow Mask.

It neutralizes undesired yellow reflections with an effective conditioning action.



The new molecular reconstruction program for hair with Keratin and Hyaluronic Acid. Ideal for damaged and weakened hair.



350 ml - cod. 1019867
1000 ml - cod. 1019868

KERATINIC SHAMPOO

Preparer Molecular Reconstruction. It restores essential molecules necessary for the internal reconstructing process within the hair structure. Leaves hair full of elasticity, life and toned.



250 ml - cod. 1019869

KERATINIC LOTION

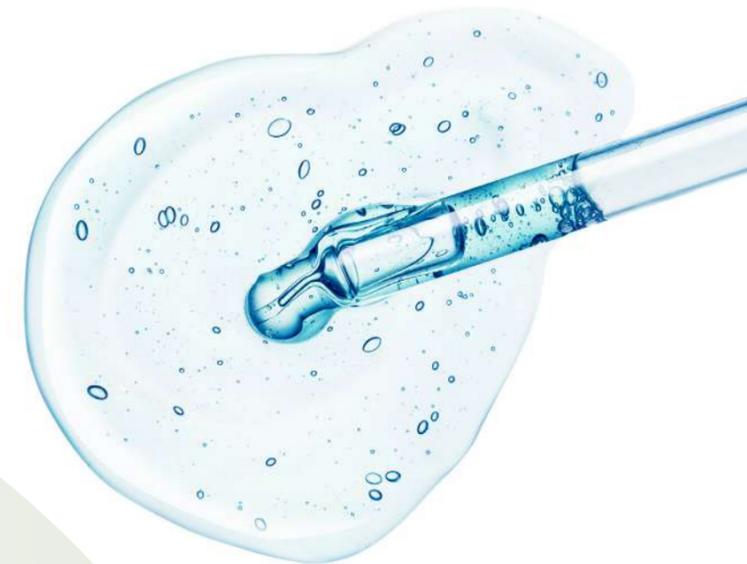
Molecular Reconstruction. Its intensive action reconstructs the hair fibre filling in the damaged areas.



500 ml - cod. 1019870
1000 ml - cod. 1019871

KERATINIC MASK

Sealing Molecular Reconstruction. It nourishes and re-plumps leaving hair silky soft, full of body, elasticity, and shine, reconstructed and easy to comb. Its formula dense and creamy, rich in restoring elements, perfectly closes the cuticle scales.



E-Styling is the Echosline for professional Styling and maximum creative freedom. All the products have been devised to invent different details and shapes on all kinds of hair, thanks to their versatile, practical, original qualities.

TRENDY - Fixing and Defining



500 ml - cod. 1020494

FIXMASTER

Extra Strong Hair Spray.
It gives a controlled hold creating a light and elastic look while protecting hair from humidity.



400 ml - cod. 1020475

EXTRAFORCE MOUSSE

Extra Strong Mousse.
Fixes styles by wrapping a protective film around the hair shaft, nourishes and hydrates the hair. It doesn't leave build-up and can be easily brushed or shampooed out.



320 ml - cod. 1020476

ECOPOWER

Ecological Extra Strong Lacquer. Ideal for loose hairstyles. Quick to dry, it will set your hair and leave it shiny, alive and bouncy. Does not leave any residue. Spray will not only set your hair but give it vitality, shine and strength.

TRENDY - Fixing and Defining



250 ml - cod. 1020495

ULTRA FIX GEL

Extreme Fluid Gel.
Professional fluid gel with extra hold for a definitely sculpted and modern look, with no compromises. Hair Cement effect.



100 ml - cod. 1020496

MATT LOOK

Matt Shaping Paste. Soft paste with a super matt effect for a natural, long lasting look. Gives definition, texture and body.



100 ml - cod. 1020490
500 ml - cod. 1020489

VOLUMASTER

Volumizing Hair Spray Strong Hold.
Gives weightless controlled hold creating a light and elastic look, protects hair and resists humidity.

CLASSIC - Volume and Straight



400 ml - cod. 1020473

BODY VOLUME MOUSSE

Volumizing Natural Hold Mousse.
It restores elasticity and allows maximum creativity. It doesn't leave build-up and can be easily brushed or shampooed out.



320 ml - cod. 1020474

ECOVOLUME

Ecological Volumizing Lacquer.
Ideal for loose hairstyles. Quick to dry, it will set your hair and leave it shiny, alive and bouncy. Spray will not only set your hair but give it vitality, shine and strength.



200 ml - cod. 1020478

PROTECTOR

Thermal Protective Spray.
Specific for use with hairdryer and straightening irons. Its high filming power helps protect hair from drying out due to excessive heat when straightening.

CLASSIC - Volume and Straight



200 ml - cod. 1020492

VOLUMIZER

Volumizing Root Spray.
Gives weightless hold, body and extra-volume without leaving build-up. It is ideal for fine and lifeless hair.



225 ml - cod. 1020493

LISS STYLER

Smoothing Fluid.
Tames unruly hair leaving it soft and frizz-free and easy to style. It carries out an effective anti-humidity and heat protecting action.



250 ml - cod. 1020477

CURL MOUSSE

Curl Styling Mousse.
It leaves curls soft, elastic, hydrated and brilliant.

Elegance - Curls and Light



225 ml - cod. 1020700

TWISTER CREAM

Curl Defining Cream.
Shapes, defines and restores vitality, elasticity, shine and texture to curls. Perfect for wavy, naturally curly or permed hair. Its effective anti-frizz action gives maximum control.



200 ml - cod. 1020701

CURL FLUID

Anti-frizz Curl Fluid.
Anti-frizz Curl Fluid formulated to enhance, define and restore elasticity to the natural shape of curls. Leaves hair brilliant and carries out an effective anti-static action.



100 ml - cod. 1020703

GLOSS CRYSTAL

Crystal Brilliance.
Fluid formulated to protect stressed, dull and lifeless hair and leave it brilliant, soft, and easy to manage. It carries out an effective anti-frizz action and restores weightless natural silky shine.

Wild Edition - Texture and Body



200 ml - cod. 1023847

SEA SALT SPRAY

Sea Salt Texturizing Spray. Enriched with a mix of Polynesian Marine Algae, boosts the body and texture of the hair. Ideal for creating soft, slightly ruffled "beach-effect" waves.



100 ml - cod. 1023848

FIXING MATT PASTE

Extra-Strong Matt Paste with a lasting hold. Adds definition, texture and body, giving the hair a matt look.



2,5 g - cod. 1023849

VOLUMIZING POWDER

Fixing, Volumizing Powder. With a matt texture, adds body and volume to the roots.

COMMUNICATION MATERIALS



cod. 8024267
COLOR UP EXPO COLOR
CHART 20 SWATCHES



cod. 8024263
ECHOSCOLOR COLOR CHART
75 SWATCHES + TECHNICAL
BOOK



cod. 8022780
SYNERGY COLOR CHAR
63 NUANCES



cod. 8024095
KARBON 9 COMPARATIVE
TECHNICAL MAP



cod. 8023840
KARBON 9 CHARCOAL
COLOR CHART/EXPO 6
NUANCES



cod. 8024270
SOMEWHERE GOOD
COLLECTION LOOKBOOK



cod. 8023883
A CLEAN BEAUTY STORY COLLECTION
LOOKBOOK 24 PG

The logo change on the merchandising is in progress. The new productions will carry the new logo.

COMMUNICATION MATERIALS



cod. 8023855
KARBON 9 LINE EXTENSION
BROCHURE 2019 - 8 PG



cod. 8023853
KARBON 9 TECHNICAL BOOK
12 PG



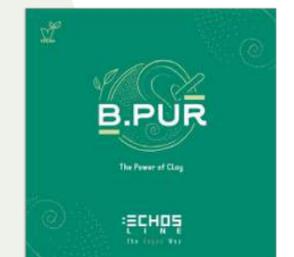
KARBON 9 TECHNICAL BOOK
UPDATED



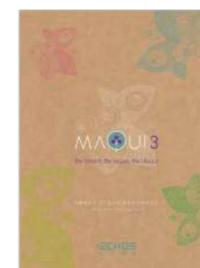
cod. 8023851
KARBON 9 BROCHURE 20 PG



cod. 8023899
B.PUR LEAFLET 16 PG GB 2020



cod. 8024111
B.PUR BROCHURE 20 PG GB 2021



cod. 8023887
MAQUI 3 FOLDER BROCHURE
PANCARD IT-GB



cod. 8023424
SELIÀR LUXURY SALES
BROCHURE 24 PG



cod. 8023422
SELIÀR DISCIPLINE/EASY-LISS
SALES BROCHURE 24 PG

COMMUNICATION MATERIALS



ONLY DIGITAL

cod. 8023474
SELIÄR VOLUME SALES
BROCHURE 16 PG



ONLY DIGITAL

cod. 8020774
SELIÄR THERAPY SALES
BROCHURE 20 PG. 30 x 30



cod. 8023866
KARBON 9 LEAFLET FOAM
CONDITIONER 2020



cod. 8023852
KARBON 9 LEAFLET 20 PG



cod. 8024099
KARBON 9 BLEACHING
CREAM LEAFLET GB



cod. 8024268
COLOR UP MINI LEAFLET GB



ONLY DIGITAL

cod. 8023425
SELIÄR LUXURY LOTION
LEAFLET 6 PG



cod. 8023476
SELIÄR VOLUME LEAFLET
16 PG

COMMUNICATION MATERIALS

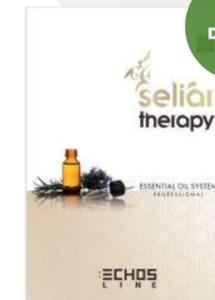


cod. 8023475
SELIÄR VOLUME WINDOW
POSTER



ONLY DIGITAL

cod. 8020716
E-STYLING LEAFLET 12 PG



ONLY DIGITAL

cod. 8020775
SELIÄR THERAPY LEAFLET 20 PG



ONLY DIGITAL

cod. 8020755
SELIÄR DISCIPLINE LEAFLET
12 PG

The logo change on the merchandising is in progress. The new productions will carry the new logo.

COMMUNICATION MATERIALS



cod. 8024265
ECHOSCOLOR DOUBLE SIDED
PANCARD 3 FACES



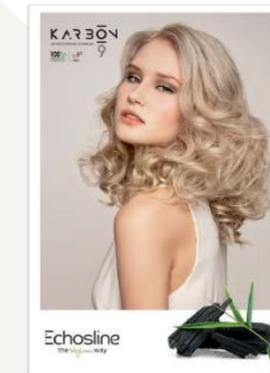
cod. 8024119
HAIRETOUCH SHOWCARD



cod. 8023821
KARBON 9 EXPO DISPLAY
FOR CHARCOAL CRYSTAL



cod. 8024112
B.PUR DOUBLE-SIDED POSTER
70X100 CM



cod. 8024096
KARBON 9 DOUBLE-SIDED
POSTER



cod. 8023844
KARBON 9 TREATMENTS
POSTER 70X100 CM



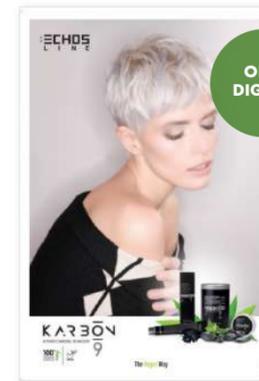
cod. 8023846
KARBON 9 - TREATMENTS
DESK TOTEM



cod. 8023867
KARBON 9 DESK PANCARD
FOAM CONDITIONER



cod. 8023857
E-STYLING DOUBLE-SIDED
EXPO DISPLAY



cod. 8023845
KARBON 9 TECHNICALS
POSTER 70X100 CM



cod. 8023856
KARBON 9 POOL & SUN OIL
DOUBLE SIDED POSTER 50X70 CM



cod. 8023891
MAQUI 3 DOUBLE-SIDED
POSTER 70X100 CM



cod. 8023858
E-STYLING WILD EDITION
FOLDER A3



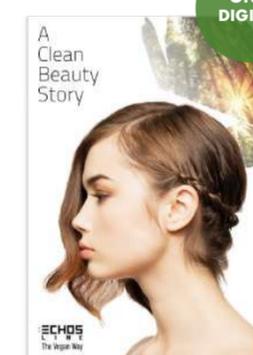
cod. 8019886
KI-POWER STEP BY STEP
8 PG



cod. 8024264
ECHOSCOLOR DOUBLE SIDED
POSTER 70X100 CM



cod. 8023881
POSTER COLLECTION - SANDING
WAVES 70X100 CM



cod. 8023880
POSTER COLLECTION - LIGHTENING
WARM 70X100 CM



cod. 8023882
INSTITUTIONAL POSTER 2020
70X100 CM

The logo change on the merchandising is in progress. The new productions will carry the new logo.

COMMUNICATION MATERIALS

ONLY DIGITAL

MERCHANDISING



cod. 8023879
COTTON SHOPPER 38X42CM



cod. 8022778
SHOPPER ECHOS PREMIUM



cod. 8001364
SHOPPER



cod. 8023816
ORGANZA SILVER CUSTOMIZED BAG
15,5 x 24,5 CM



cod. 8001383
PEN ECHOSLINE
(ASSORTED COLORS)



cod. 8023878
SEEDS PENCIL



cod. 8023884
WHEAT STRAW BRUSH
(BIODEGRADABLE)



cod. 8023864
KARBON 9 CHARCOAL COMB



cod. 8024097
KARBON 9 BAMBOO FIBER
CLEANER (5 PCS)

The logo change on the merchandising is in progress. The new productions will carry the new logo.

MERCHANDISING



cod. 8024108
RECYCLED PLASTIC COLOR
BRUSH



cod. 8024109
BRUSH TREATMENT



cod. 8024107
RECYCLED PLASTIC BOWL



cod. 8001308
DISPOSABLE GOWNS



cod. 8001382
CUTTING GOWNS



cod. 8023865
MIX & MATCH CASE



cod. 8019787
ELECTRONIC TIMER



cod. 8019675
SHAKER



cod. 8023410
COLOUR ELECTRONIC
PRECISION SCALES

MERCHANDISING



cod. 8019768
TUBE SQUEEZER



cod. 8019674
VAPORIZER



cod. 8001392
COLOUR TROLLEY



cod. 1023877
SMART VEGAN CASE
(2 sachets of SHAMPOO,
1 sachet of MASK,
1 sachet of CONDITIONER)

The logo change on the merchandising is in progress. The new productions will carry the new logo.

MERCHANDISING



cod. 8001092
ECHOSLINE TROLLEY FOR
AGENTS



Assorted cod.
SAMPLES SACHETS



cod. 8019887
FLOOR DISPLAY (WOOD)



Echosline reserves the right to change the design and graphics of the articles without prior notice in order to make a continuous improvement of the same. Hair : Echosline Stylistic Team - Photo: Marco Di Filippo.

Echosline
the *vegan* way

www.echosline.it



echosline.official

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Cod. Fisc e P.Iva CEE IT04937500280 - R.E.A. PD 430007
Cap. Soc. € 5.000.000 . - Reg. Impr. e CCIAA PD 04937500280

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cod. 8024281



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