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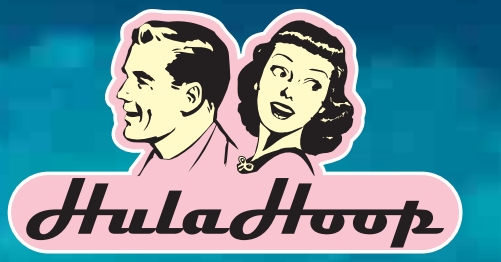
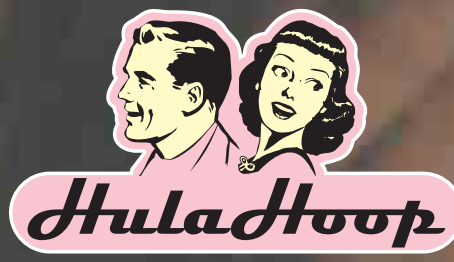


*Emsibeth presents*  
**Hula Hoop**

*Enjoy creating the styles  
of the stars!*

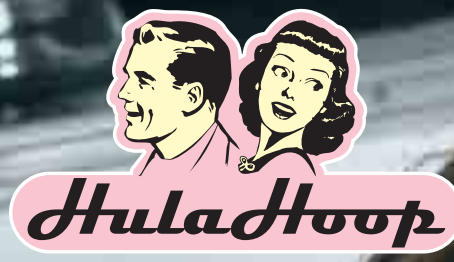
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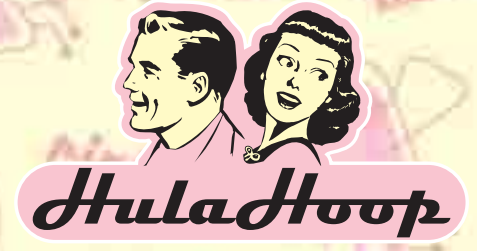
Let yourself get carried away by Hula Hoop and relive the atmosphere of 1950s America. With Hula Hoop - styling products with a totally new look — you can give that extra touch to your salon! Enter this fantastic world, where you will be swept up in a wave of excitement, vitality, fun, music, and laughter '85 Emsibeth has decided to create a range of products that not only combines technology and quality, but which also has something of the energy and desire for renewal that were so characteristic of the 1950s and which we are re-experiencing today. Hula Hoop offers you the chance to make creating the latest in styles even more fun and enjoyable. Hula Hoop '85 style and definition but also fashion and fun!





# Hula Hoop

The new styling product that brings out the brightness and pumps up the volume



Enjoy Hula Hoop as you turn your customers into leading men and ladies.



Sweet like Olivia Newton-John in Grease?



Seductive like Elvis?

Provocative like a Pin up Girl?



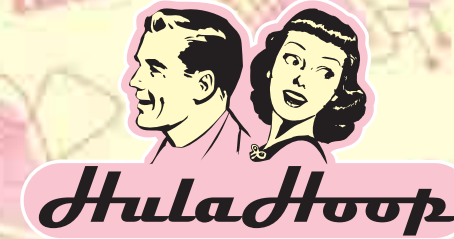
Rebellious like James Dean?



Enticing like Marilyn?

**With Hula Hoop, you can create the styles of the stars.**





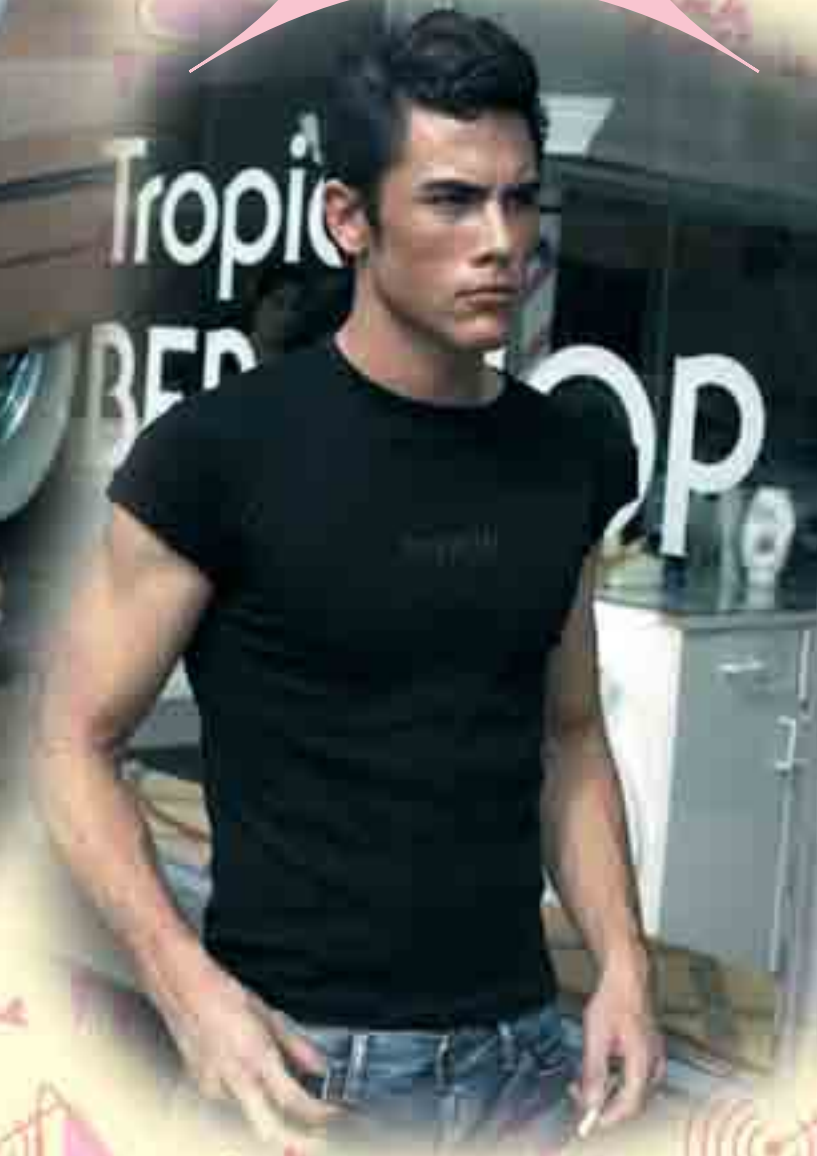
Not just shine and volume but also style, definition and fashion.



Capri pants, stiletto heels and simple styles, but all cared for down to the smallest detail

Enjoy creating the most glamorous styles and recommending fashionable looks:

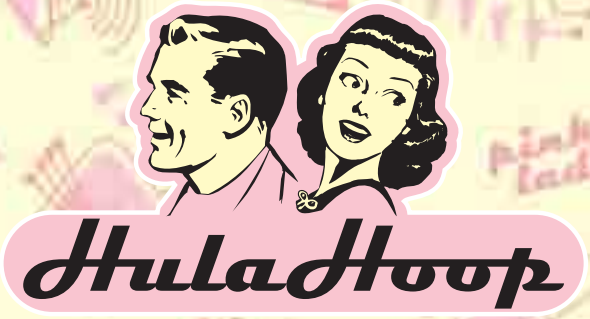
skin-tight T-shirt, jeans and ultra-perfect hair



calf-length skirts or candy-coloured snap dresses, and carefully styled glossy hair

Customers will be amazed at the styles you can recreate, so they will be inspired to come back to your salon more often.

And now, let yourself go and enter the world of



Time to change tune! 10 new products await you







## CURLISS FLUID

**Curliss Fluid** gives body and elasticity without weighing hair down. It has an excellent anti-frizz and antistatic action. It compacts curls and gives lasting hold to wavy or straightened styles. Also ideal for fixing roller curls into place.

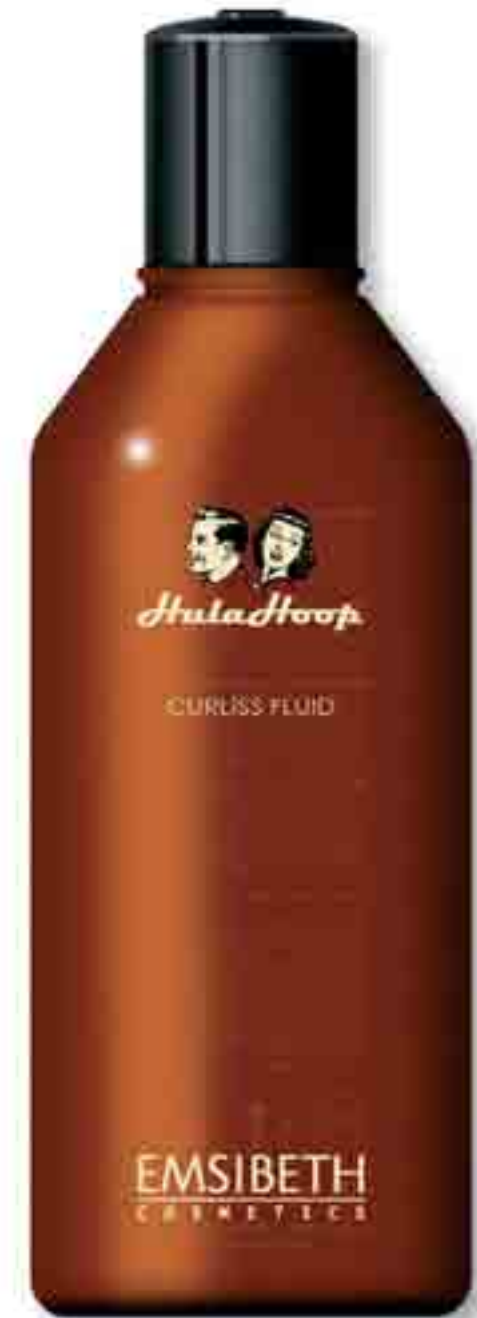
**Use:** Apply small amounts to wet hair, from the roots to the ends, and then blow dry. Also ideal for defining curls on dry hair.

**Hair types:** Ideal for fine hair but also recommended for all hair types.

**Hold:** 0 1 2 3 4

**Format:** 200 ml bottle

**Curliss Fluid** contains a complex of fruit acids, obtained from sugar cane and apple and combined with green tea extract, to smooth down the hair cuticles



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## CRYSTAL SHINE

**Crystal Shine** leaves hair easy to comb and with a polished shine, without weighing it down. Ideal for smoothing ends and giving hair a defined effect.

**Use:** Apply small amounts along the lengths and to the ends of damp hair for a tangle-free, polished shine, or apply a few drops to dry hair to compact the cuticles and leave it with a healthy look. It can also be used, several times over, on dry hair before styling with the blow-dryer.

**Hair types:** Ideal for all hair types, particularly coloured and bleached hair.

**Hold:** 0 1 2 3 4

**Format:** 100 ml bottle

**Crystal Shine**, with its delicate fragrance, dries quickly and leaves hair with a pleasing sheen.



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## ECO HAIRSPRAY

More support and volume. **Eco Hairspray** is an environmentally friendly hairspray with ultra-fine diffusion. It does not stick and also dries rapidly without leaving any residues. Ideal for holding styles as well as being excellent for creating fashion effects. It protects hair against humidity and also contains sunscreens.

**Use:** Spray onto dry hair from a distance of 20 cm. Perfect for use before curling or straightening irons to give increased hold without stickiness.

**Hair types:** ideal for all hair types, in particular short or layered hair.

**Hold:** 0 1 2 3 4

**Format:** 300 ml can

**Eco Hairspray contains:**

- ¥ camellia oil: which principally has a moisturising, softening action
- ¥ lasting hold resin: to protect the hair against high temperatures and humidity
- ¥ benzophenone: a UVB sunscreen that protects and maintains hair colour
- ¥ panthenol: a precursor of vitamin B5 that gives hair elasticity and shine
- ¥ linseed oil: an oil with softening, anti-inflammatory, and soothing properties. It nourishes the root without weighing down the shaft and improves the hair's tone and elasticity.

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## HAIRSPRAY

Ideal for finishing touches, **Hairspray** gives instant hold and shine to hair. It is excellent for maintaining styles and offers great support without stickiness. It contains sun filters and protects hair against humidity as well as leaving no residues and brushing out easily.

**Use:** Spray onto dry hair from a distance of 20 cm

**Hair types:** ideal for all hair types.

**Hold:** 0 1 2 3 4

**Format:** 300 ml can

**Hairspray contains:**

- ¥ lasting hold resin: to protect the hair against high temperatures and humidity
- ¥ silicon derivatives: for a polished gloss effect
- ¥ panthenol: a precursor of vitamin B5 that gives hair elasticity and shine
- ¥ benzophenone: UV sunscreen, especially for UVB as well as UVA rays, in part
- ¥ linseed oil: an oil with softening, anti-inflammatory, and soothing properties. It nourishes the root without weighing down the shaft and improves the hair's tone and elasticity.



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## STRONG GEL

Next-generation modelling gel for an ultra-strong hold. Its exclusive alcohol-free formula protects hair without drying it. Excellent for modelling and holding short hair but also for medium-long hair, without weighing it down. Non-sticky and easily removed.

**Use:** apply a small amount of gel before blow-drying for support, or apply to dry hair to define and hold.

**Hair types:** ideal for all hair types, particularly short.

**Hold:** 0 1 2 3 4

**Format:** 150 ml tube

**As well as containing essential vitamins for the nourishment, growth and maintenance of healthy hair, Strong Gel's innovative formula is comprised of:**

- Y camellia oil: which principally has a moisturising, softening action; it contains sebum-like substances to make hair more manageable
- Y filmogenic polymer: an excellent filmogen with strong properties of support and adhesion to the hair, giving it a good degree of resistance to humidity and a perfect shine
- Y shine agents: these envelop the hair, giving it total polish and shine
- Y panthenol: a precursor of vitamin B5 that as well as conditioning and adding body to the hair, also gives it shine
- Y linen extract: this has softening, anti-inflammatory and soothing properties. It improves the hair's tone and elasticity.

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## WET GEL

**Wet Gel** is the wet-look gel that is ideal for sculpting and polishing curls. It creates a pleasing wet look without weighing down the hair. Easily removed, leaving hair softer.

**Use:** apply a small amount of the product to dry hair or just to the parts that need modelling. Also ideal on damp hair, to give more support to layered, fine and short hair.

**Hair types:** ideal for all hair types.

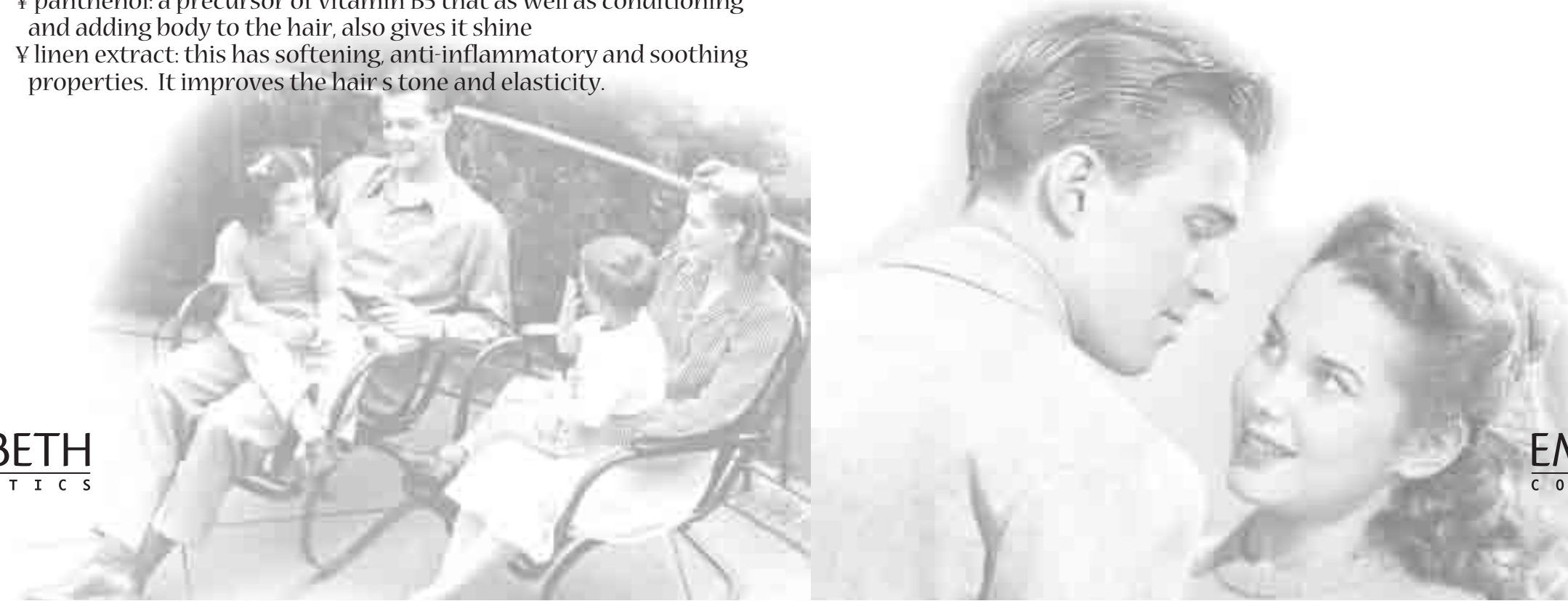
**Hold:** 0 1 2 3 4

**Format:** 150 ml tube

**Wet Gel's particular formula contains:**

- Y camellia oil: which principally has a moisturising, softening action; it contains sebum-like substances to make hair softer and more manageable
- Y filmogenic polymer: an excellent filmogen with strong properties of support and adhesion to the hair, giving it a good degree of resistance to humidity and a perfect shine
- Y shine agents: these envelop the hair, giving it total polish and shine
- Y panthenol: a precursor of vitamin B5 that as well as conditioning and supporting the hair, also gives it shine.

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## NATURAL WAX

**Natural Wax** is a modelling wax that is ideal for separating locks and giving natural emphasis to layered cuts.

**Use:** Soften small quantities of the wax in your hands and apply only to the shafts and ends of dry hair for definition. Apply to wet hair for support and shine. Natural Wax is also ideal for hairpin curls: in this case, apply the product to individual locks and proceed with styling.

**Hair types:** ideal for all hair types

**Hold:** 0 1 2 3 4

**Format:** 75 ml jar

**Natural Wax mainly contains** camellia oil to moisturise, soften and protect the hair.

## WATER WAX

**Water Wax**, a non-greasy, water-based wax that defines and separates locks for a decisive style. Water Wax has a pleasant citrus fragrance and is the ideal finishing product for a strong effect.

**Use:** Soften small quantities of the wax in your hands and apply to dry hair only.

**Hair type:** ideal for all hair types

**Hold:** 0 1 2 3 4

**Format:** 75 ml jar



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## BRILLANTINE

**Brillantine**, with its lovely cherry fragrance, is a moisturising ultra-shine cream: the perfect finishing touch to give hair that Elvis look.

**Use:** Soften small quantities of the brilliantine in your hands and apply to dry hair only.

**Hair types:** ideal for medium-coarse hair.

**Hold:** 0 1 2 3 4

**Format:** 100 ml tube



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## VOLUME MOUSSE

Gives support and bounce to fine hair. **Volume Mousse** protects against humidity as well as adding shine and moisture to leave hair bouncy, soft and manageable.

**Use:** Apply a small amount of mousse to the roots and lengths of the hair. Style as required.

**Hair types:** ideal for all hair types, but especially medium-fine hair.

**Hold:** 0 1 2 3 4

**Format:** 250 ml can

**Volume mousse contains:**

¥ filmogenic polymer: an excellent filmogen with strong properties of support and adhesion to the hair, giving it a good degree of resistance to humidity and a perfect shine

¥ camellia oil: which principally has a moisturising, softening action; it contains sebum-like substances to make hair softer and more manageable

¥ panthenol: a precursor of vitamin B5 that as well as conditioning and supporting the hair, also gives it shine

¥ shine agents: these envelop the hair, giving it total polish and shine.



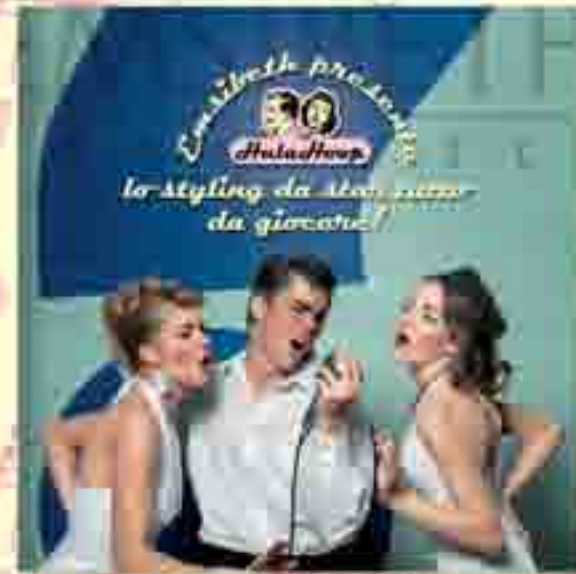
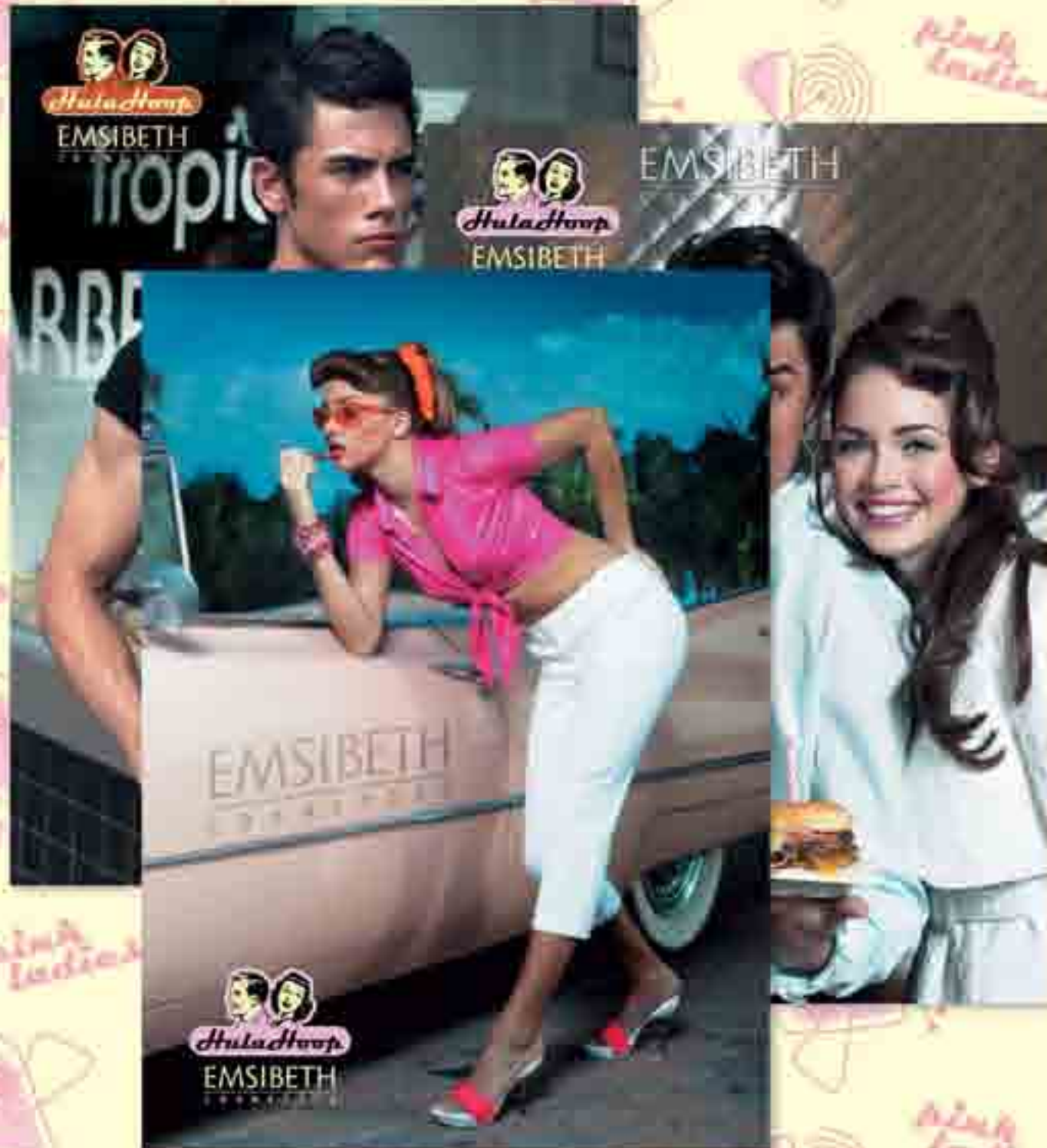
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# For Salons

With Hula Hoop you can recreate the magical atmosphere of mythical 1950s America in your salon. The new Hula Hoop styling range from Emsibeth brings salons and customers into a world of creativity, pictures, and music.



**Folders:**  
These coloured and creative folders are a practical support for learning more about Hula Hoop quality and technology.

**Posters:**  
Posters with great visual impact to decorate your salon, giving it a glamorous image. These real decorative features communicate the brightness, volume and fashion of these styles.  
(Format 70x100 cm)



**Customer leaflet:**  
Simple and practical hints for creating the styles of the stars at home as well as information about the entire Hula Hoop range.



**Counter display stand:**  
The practical form and innovative design of this stand mean that products can be displayed simply, but with an original flair.  
(Size: 31x31x9 cm)



**Music CD:**  
A collection of the most beautiful songs from the 1950s to bring back the joy and enthusiasm of that period and create a lively, cheery atmosphere in your salon.

**Floor stand:**  
This stand with its totally original colours and design is a real furnishing item. Use it to give your salon a new, fun look. Its great visual impact will attract customers, encouraging them to make purchases.  
(Size: 185x42 cm fl'd8)



**Shopping Bags:**  
Elegant and original bags '85the perfect extra touch for retail products.