

DIGITAL CATALOG  
**ESPRO**

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# DIGITAL CATALOG

# ABOUT US

'Parsian Yasane Mah Gisoo' Company has been proud to be present in the Iranian cosmetics and hygiene market with the 'QOD' and 'portier' brand since 2016. This collection is the result of more than 10 years of experience in market making, marketing and producing hair revival and hair straightening products in the Iranian market. After analysing the market and the needs of beauty professionals in this field, as well as the presence of low-quality products in this market, the management of this collection sought to import this brand's products, which has brought beauty professionals good achievements for this field in the market. Since 2017, this company has been serving all of you dear ones academically and has provided great services to all students of this company in addition to its presence in the sales market to elevate their academic level. We hope to be more active than ever by the grace of God, so that we can bring you even more valuable educational services.



# ESPrO PRODUCTS

Espro Company imports excellent products for hair permanent revival, straightening, and unique shine. It is formulated based on the genetics of Iranian hair. It is suitable for all hair types such as dry hair types with excessive dryness, normal hair, and thick hair strands. You can use this amazing product for curly, natural, and healthy and damaged bleached hair with elasticity of 20 to 30 percent.

## Some of the benefits of ESPRO:



It balances hair oil and reduces hair loss.



It is compatible with any type of chemical damage, such as guanidinium ion, henna, hair dye and bleaching, thioglycolate and sodium hydroxide.



It is water-based and formulated with a combination of chemical materials and amino acids, making it the first of its kind.



One important point about this product is its pH, which is below 3. This allows you to use it with or without lightening.



# OXIPLASTIA SYSTEM PLUS

It is a unique product formulated based on the market needs and the genetics of Iranian hair.

It has incredible and exemplary power in terms of hair straightening and hair treatment. Treatment on the medulla and cortex areas, as well as the cuticle area, all in one step without the need for combining or using any techniques is one of the advantages of this unique product.

It is enriched with amino acids, baobab protein, avocado oil, and coconut oil, which results in making the hair soft, supple, and gives it a great and long-lasting shine. It is water-based and formaldehyde-free, therefore it doesn't produce any gas or strong smell.

You can also use this product as an excellent pre-toner for very elastic hair. Using this product requires lightening, so your straightening time will be significantly reduced.

This product is suitable for natural hair and lower levels of bleached hair.

**Usage method:** Apply the product to damp hair, cover the hair, leave it for 60 to 70 minutes, and lighten it from 30% to 90% depending on the hair's damage level. After completing these steps, dry the hair with a blow dryer and use the flat iron with the staircase technique. Finally, wash the hair and apply a fixing mask in the last step. Following this process results in an absolute straightened and revitalized hair with a unique shine that lasts for at least 2 years.



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You can also use this product as an excellent base/foundation for very elastic hair. Using this product requires lightening, so your straightening time will be significantly reduced. This product is suitable for natural hair and lower levels of bleached hair.

**Usage method :** Apply the product to damp hair, cover the hair, leave it for 60 to 70 minutes, and lightening it from 30% to 90% depending on the hair's damage level. After completing these steps, dry the hair with a blow dryer and use the flat iron with the staircase technique. Finally, wash the hair and apply a fixing mask in the last step. Following this process results in an absolute straightened and revitalized hair with a unique shine that lasts for at least 2 years.

# OXIPLASTIA BLOND

Oxy Plastia Blonde is a unique product formulated based on the market needs and the genetics of Iranian hair. It has an incredible power in terms of straightening and treating blonde and damaged hair. treatment on the cuticle and cortex areas, and removing yellow tones and making the hair silver in one step without the need for combining or using any techniques is one of the advantages of this unique product.

it is enriched with amino acids, avocado protein, and coconut oil, which repairs hair elasticity, provides excellent shine and treatment, and has long-lasting results. It is water-based and formaldehyde-free, therefore it doesn't produce any gas or strong smell. You can also use this product as an excellent pre-toner for very elastic hair if oxyplastia system was not available. Using this product requires lightening, so your straightening time will be significantly reduced. This product is suitable for elastic blonde, bleached and damaged hair.

**Usage method:** apply the product on damp hair, cover the hair and let it sit for 30 to 40 minutes and wash to 90%. Now you have resistant hair without yellow reflections ready for the second phase of hydro keratins.



# HYDRO KERATIN ASH BLONDE

Hydro Keratin Ash Blonde contains calamus oil, coco Choco seeds, and German wheat seeds, which brings excellent revitalization and shine to your hair. It is a water-based product formulated with a combination of chemical materials and amino acids. It is the first product of its kind that can lift the bleaching level for blonde and bleached hair. It also balances hair oil and reduces hair loss. This product is compatible with any type of chemical damage, such as guanidinium ion, hair dye and bleaching, thioglycolate and sodium hydroxide. It is the best option for straightening bleached and damaged hair after pre-toning with Oxy-Plastia products. One special feature of this product is its ability to eliminate yellow tones and unwanted tones in blonde and bleached hair, resulting in beautiful and vibrant hair colour.





# HYDRO KERATIN

## COCOLISS

Hydro Keratin Cuculis is an excellent product for permanent revival and straightening, and provides unique shine, suitable for dry hair types with excessive dryness. You can use this amazing product for natural hair to damaged bleached hair with elasticity of 20 to 30 percent. This product contains coconut and baobab oil, which completely treats hair dryness and brings you shiny hair. It is water-based and formulated with a combination of chemical materials and amino acids, making it the first of its kind. Balancing hair oil and reducing hair loss are among the qualities of this product. Hydro Keratin Cuculis is compatible with any type of chemical damage, such as guanidinium ion, hair dye and bleaching, thioglycolate and sodium hydroxide. One important point about this product is its pH, which is below 3. This allows you to use it with or without lightening.



# HYDRO KERATIN EXCELUSIVS

Hydro Keratin Exclusive is a product with amazing power in terms of permanent revival and straightening and unique shine. It is suitable for hair types with normal hair strands to thick hair strands, and you can use this amazing product for natural hair to healthy bleached hair and curly hair. This product contains calamus oil and cinnamon extract, which increase hair hydration and shine, giving you shiny hair. It is water-based and formulated with a combination of chemical materials and amino acids, making it the first of its kind. Balancing hair oil and reducing hair loss are among the qualities of this product. This product is compatible with any type of chemical damage, such as guanidinium ion, henna, hair dye and bleaching, thioglycolate and sodium hydroxide. One important point about this product is its pH, which is below 3. This allows you to use it with or without lightening.



# HYDRO KERATIN COCOCHOCO

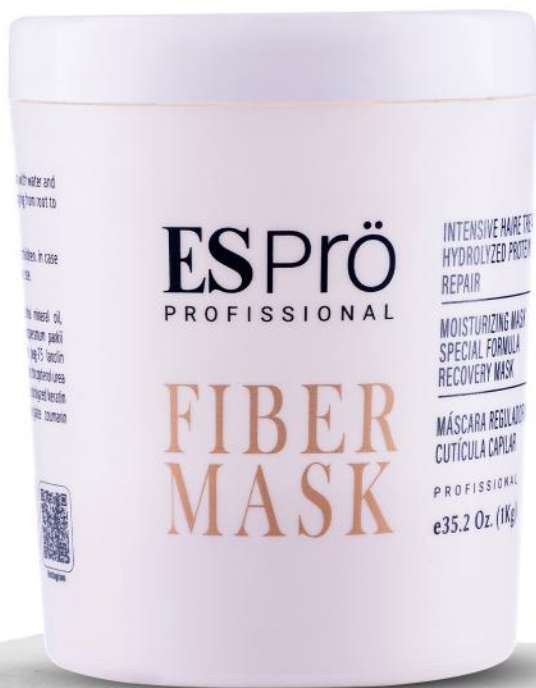
an amazing product in terms of permanent hair revival and straightening and adding a unique shine. It is suitable for hair types with normal hair strands to thick hair strands, and you can use this special product for natural hair to damaged bleached hair with elasticity of 20 to 30 percent. This product contains Macadamia oil and spelt oil, which completely treats hair dryness and brings you shiny hair. It is water-based and formulated with a combination of chemical materials and amino acids, making it the first of its kind. Balancing hair oil and reducing hair loss are among the benefits of this product. Hydro Keratin cocochoco is compatible with any type of chemical damage, such as guanidinium ion, hair dye and bleaching, thioglycolate and sodium hydroxide. One important point about this product is its pH, which is below 3. This allows you to use it with or without lightening.





# FIBER MASK

This mask is moisturizing, strengthening and rich in protein. By penetrating three layers of fiber and hair, it causes temporary treatment of damaged hair and prevents hair breakage. In addition to protection, this product makes your hair soft and smooth and gives an incredible shine to your hair. "ES Pro" hair mask results in temporary treatment of damaged hair and provides longer durability for keratinized hair. One of the features of this product is its 3.5% ph. it used in the second phase, after pre-toning bleached and elastic hair. And because of its balanced acid properties, it has a unique power in closing the hair cuticles at the end of the keratin process.




# CONTACT US


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