

# SACHAJUAN

PROFESSIONAL HAIRCARE

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## HISTORY

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SALON SACHAJUAN OPENED UP IN 1997 IN STOCKHOLM BY SACHA MITIC AND JUAN ROSENLIND, TWO HIGHLY RECOGNIZED HAIRDRESSERS WITH LONG EXPERIENCE OF HAIRSTYLING/FASHION IN SWEDEN AND ABROAD. BESIDE REGULAR, HANDS-ON SALON HAIRSTYLING THEIR WORK HAS BEEN SEEN THROUGH THE YEARS IN SEVERAL INTERNATIONAL FASHION MAGAZINES SUCH AS VOGUE, ELLE, GLAMOUR, ALLURE, AMICA AND GQ.

THE SACHAJUAN SALON SOON BECAME ONE OF SWEDENS HOTTEST HAIRDRESSING SPOTS AND THE CREATION OF THEIR OWN, EXCLUSIVE BRAND OF HAIR CARE PRODUCTS WAS A NATURAL STEP FORWARD IN THEIR SUCCESS STORY. IN 2001 THE FIRST FEW SACHAJUAN HAIR CARE PRODUCTS WERE INTRODUCED ON THE SWEDISH MARKET. WITH IMMEDIATE ACCLAIM.

WHAT MAKES THE SACHAJUAN BRAND UNIQUE AND INTERESTING IS SIMPLICITY AND FUNCTION IN PERFECT HARMONY WITH HIGH QUALITY AND INNOVATION. WHICH ALSO REFLECTS IN VERY HANDY YET ELEGANTLY DESIGNED PACKAGING.

THE BRAND HAS SHOWN UNPARALLELED GROWTH AND IS TODAY A WELL ESTABLISHED PREMIUM BRAND IN THE SCANDINAVIAN MARKET, ONE OF THE MOST COMPETITIVE HAIR CARE MARKETS IN THE WORLD.

DISTRIBUTION STARTED IN NK (NORDISKA KOMPANIET) THAT IS THE MOST PRESTIGIOUS PREMIUM DEPARTMENT STORE IN NORTHERN EUROPE. DISTRIBUTION TODAY IS IN PREMIUM COSMETIC CHAINS AS FOR EXAMPLE KICKS AND ÅHLENS. IN 2009 DISTRIBUTION STARTED IN SWEDENS LARGEST PHARMACY CHAIN APOTEKET. WE ARE CURRENTLY ALSO REPRESENTED IN SINGLE STORES IN UNITED KINGDOM, U.S.A AND DENMARK. AMONG THEM FRED SEGAL IN LOS ANGELES, WOODLEY AND BUNNY, HENRI BENDEL IN NEW YORK, ANOTHER DEPARTMENT HONG KONG AND MAGASIN DU NORD IN COPENHAGEN.

THE ACTIVE INGREDIENTS AND THE TECHNOLOGY BEHIND THE SUCCESS OF SACHAJUAN PROFESSIONAL HAIRCARE IS CALLED OCEAN SILK TECHNOLOGY. THIS IS THE TECHNOLOGY WHERE WE EXTRACT VALUABLE PROTEINS AND MINERALS FROM SEA ALGAE'S AMONG THEM ENTEROMORPHA COMPRESSA AND HIMANTHALIA ELONGATA BUT ALSO RHODOPHYCEA AND CHONDRUS CRISPUS. WE COMBINE THESE ALGAE'S WITH OTHER TAILORMADE ACTIVE INGREDIENTS TO CREATE UNIQUE RESULTS ON DIFFERENT HAIRTYPES.

WITH THIS TECHNOLOGY WE CREATE RECIPES THAT GIVE THE HAIR MAXIMUM SHINE, VOLUME, STABILITY AND CARE WITHOUT MAKING THE HAIR HEAVY - REGARDLESS OF HAIR QUALITY YOU WILL NOTICE IMMEDIATE RESULTS WITH SACHAJUAN PROFESSIONAL HAIRCARE.

## HISTORY

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## TECHNOLOGY

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TECHNOLOGY





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Normal Hair Shampoo

NORMAL HAIR SHAMPOO IS A EVERY-DAY GENTLE CLEANSING SHAMPOO FOR NORMAL HAIR. IT STIMULATES HAIR AND SCALP WITH OCEAN SILK TECHNOLOGY FOR A HEALTHY LOOK. IT INCREASES VOLUME AND SHINE AND LEAVES HAIR WITH BOUNCE AND AN OPTIMAL CONDITION.

HOW TO USE: MASSAGE A SMALL AMOUNT INTO WET HAIR, RINSE THOROUGHLY. FOLLOW WITH SACHAJUAN CONDITIONER.



Dry Hair Shampoo

DRY HAIR SHAMPOO IS A SUPER MOISTURIZING SHAMPOO FOR TREATED AND DRY HAIR. OCEAN SILK TECHNOLOGY PROVIDES OPTIMAL MOISTURE AND BALANCE. IT REPAIRS AND DEFRIZZLES YOUR HAIR AND LEAVES YOUR HAIR SHINY AND HEALTHY.

HOW TO USE: MASSAGE A SMALL AMOUNT INTO WET HAIR, RINSE THOROUGHLY. FOLLOW WITH SACHAJUAN CONDITIONER.



Colour Save Shampoo

COLOUR SAVE SHAMPOO IS A SPECIAL CARE FORMULA WITH OCEAN SILK TECHNOLOGY TO CREATE HEALTHY SHINE AND PROTECT THE COLOUR. THIS GIVES A LONG LASTING CARE FOR COLOURED HAIR. IT LEAVES HAIR WITH BOUNCE AND A SILKY SHINE.

HOW TO USE: MASSAGE A SMALL AMOUNT INTO WET HAIR, RINSE THOROUGHLY. FOLLOW WITH SACHAJUAN CONDITIONER.



Volume Shampoo

SACHAJUAN VOLUME SHAMPOO CREATES STRUCTURE FOR FINE AND SENSITIVE HAIR. THE WELL BALANCED FORMULA WITH OCEAN SILK TECHNOLOGY REBUILDS THE HAIR FIBRE AND PROMOTES SHINE, STABILITY AND VOLUME.

HOW TO USE: MASSAGE A SMALL AMOUNT INTO WET HAIR, RINSE THOROUGHLY. FOLLOW WITH SACHAJUAN CONDITIONER.

## PRODUCTS LINE

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## Scalp Shampoo

SPECIAL SHAMPOO WITH PIROCTONE OLAMINE AND CLIMBAZOLE THAT REMOVES DRY DANDRUFF AND ITCHINESS. ROSEMARY OIL, MENTHOL, SALICYLIC ACID AND GINGER EXTRACT SOOTHES IRRITATED, RUBESCENT SCALP. MAINTAINS HEALTHY MOISTURE BALANCE OF HAIR AND SCALP. LEAVES HAIR CLEAN AND FRESH.

HOW TO USE: MASSAGE INTO WET HAIR. ALLOW 1-2 MINUTES TO WORK IN. RINSE THOROUGHLY. FOLLOW WITH SACHAJUAN CONDITIONER.



## Conditioner

THIS PRODUCT WITH OCEAN SILK TECHNOLOGY PROVIDES SUPERIOR CONDITIONING AND DETANGLING. THE FORMULA MAKES HAIR SUPPLE AND STRONG. IT LEAVES HAIR WITH BOUNCE AND A SILKY SHINE.

HOW TO USE: MASSAGE INTO WASHED HAIR, COMB THRU GENTLY. ALLOW 1-2 MINUTES TO WORK IN. RINSE WELL.



## Dry Hair Conditioner

THIS SUPER MOISTURIZING CONDITIONER FOR TREATED AND DRY HAIR WITH OCEAN SILK TECHNOLOGY PROVIDES EXTREME CONDITIONING AND DETANGLING. THE FORMULA REPAIRS AND DE-FRIZZES YOUR HAIR AND LEAVES YOUR HAIR SHINY AND HEALTHY.

HOW TO USE: MASSAGE INTO WASHED HAIR, COMB THRU GENTLY. ALLOW 1-2 MINUTES TO WORK IN. RINSE WELL.



## Colour Save Conditioner

THIS CONDITIONER WITH OCEAN SILK TECHNOLOGY AND UV-PROTECTION PROTECTS THE COLOR, PROVIDES SUPERIOR CONDITIONING AND DETANGLING. THE FORMULA MAKES HAIR SUPPLE AND STRONG. LEAVES HAIR WITH BOUNCE AND A SILKY SHINE.

HOW TO USE: MASSAGE INTO WASHED HAIR, COMB THRU GENTLY. ALLOW 1-2 MINUTES TO WORK IN. RINSE WELL.

PRODUCTS LINE

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## Volume Conditioner

THIS CONDITIONER WITH OCEAN SILK TECHNOLOGY GIVES STRUCTURE, LIFT AND VOLUME FOR FINE AND SENSITIVE HAIR. THE WELL BALANCED FORMULA LEAVES HAIR WITH A NICE BOUNCE.

HOW TO USE: MASSAGE INTO WASHED HAIR, COMB THRU GENTLY. ALLOW 1-2 MINUTES TO WORK IN. RINSE WELL.



## Leave in Conditioner

LEAVE IN CONDITIONER IS A LIGHT, OIL-FREE LEAVE IN CONDITIONER THAT MAKES STYLING EASY. THE NEW OCEAN SILK TECHNOLOGY GIVES GREAT BODY AND SUPER SHINE, AND HELPS TO KEEP HAIR AND SCALP HEALTHY. SACHAJUAN LEAVE IN CONDITIONER IS CREATED TO BE SPRAYED ON WASHED AND TOWEL-DRIED HAIR AND SHOULD NOT BE RINSED OUT.

HOW TO USE: SPRAY ON WASHED AND TOWEL-DRIED HAIR. STYLE AS USUAL.



## Hair Repair

THIS INTENSIVE HAIR TREATMENT WITH OCEAN SILK TECHNOLOGY FOR DAMAGED AND STRESSED HAIR PROMOTES CELL REGENERATION AND LENDS VITALITY AND STRENGTH. THE REPAIR TREATMENT LEAVES YOUR HAIR MANAGEABLE WITH A SILKY SHINE AND A HEALTHY LOOK. THIS SUPERIOR TREATMENT GIVES A LONG LASTING EFFECT AND ULTRA FRIZZ REDUCTION.

HOW TO USE: MASSAGE INTO WASHED HAIR, ALLOW 5-10 MINUTES TO WORK IN. RINSE WELL.

## PRODUCTS LINE

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## Ocean Mist

SACHAJUAN OCEAN MIST LEAVE IN FORMULA DELIVERS A BEACH FEEL. THE HAIR GETS A NATURAL TWIST LIKE AFTER A DAY AT THE BEACH WITH SUN AND GREAT WAVES.

HOW TO USE: USE IN CLEAN, WET OR DRY HAIR.



## Shine Serum

SACHAJUAN SHINE SERUM IS A PROTECTING AND REPAIRING CARE FOR DAMAGED ENDS. IT GIVES A DEEP SHINE AND A PROTECTIVE FINISH.

HOW TO USE: WORK A FEW DROPS OF SHINE SERUM THROUGH THE ENDS. DO NOT RINSE. STYLE AS USUAL



## Hair Wax

SACHAJUAN HAIR WAX IS A NON-GREASY GROOMING AID THAT MOISTURIZES AND CONDITIONS HAIR WITH OCEAN SILK TECHNOLOGY. THIS IS A SUPERB FINISHING TOOL FOR ALL HAIR TYPES CREATING TEXTURE AND SHAPE.

HOW TO USE: MASSAGE A SMALL AMOUNT IN TOWEL DRY HAIR (FOR A WET LOOK) OR IN DRY HAIR. STYLE, DRY NATURALLY OR BLOW DRY



## Hair Paste

SACHAJUAN HAIR PASTE IS A GROOMING AID WITH STRONG BUT FLEXIBLE HOLD. THIS IS A SUPERB FINISHING TOOL FOR ALL HAIR TYPES CREATING TEXTURE AND SHINE. IT IS EASY TO WASH OUT.

HOW TO USE: USE IN WET OR DRY HAIR.

## PRODUCTS LINE

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## Straight Out Gel

SACHAJUAN STRAIGHT OUT GEL HELPS TO PROTECT THE HAIR FROM HEAT. IT CREATES FABULOUSLY SOFT AND SILKY HAIR WITH SUPERB SHINE. YOU WILL ACHIEVE BEAUTIFUL SLEEK HAIR THAT LASTS.

HOW TO USE: APPLY IN CLEAN DAMP HAIR AND COMB THROUGH EVENLY. BLOW DRY OR STYLE AS DESIRED.



## Styling Gel

SACHAJUAN STYLING GEL ALLOWS OPTIMAL STYLING. IT CREATES VOLUME AND STRONG SUPPORT. THE OCEAN SILK TECHNOLOGY RESTORES THE MOISTURE AND BALANCE IN THE HAIR. GREAT FOR CREATING WET LOOKS WITH SHINE.

HOW TO USE: APPLY TO DAMP OR DRY HAIR AND STYLE AS DESIRED.



## Hair Mousse

SACHAJUAN HAIR MOUSSE IS THE ULTIMATE STYLING AID THAT GIVES HAIR GREAT VOLUME, BODY AND SHINE. IDEAL FOR FINE, FLAT AND DIFFICULT TO STYLE HAIR, AS THIS NEW FORMULA FROM SACHAJUAN PROFESSIONAL HAIRCARE (UNLIKE SIMILAR PRODUCTS) LEAVES HAIR WEIGHTLESS, NONSTICKY AND SHINY.

HOW TO USE: SHAKE WELL BEFORE USE, DISPENSE MOUSSE INTO PALM AND WORK THROUGH TOWEL-DRIED HAIR. STYLE AS USUAL.



## Root Lift

SACHAJUAN ROOT LIFT CREATES VOLUME AND STABILITY IN THE ROOT AREA OF THE HAIR. THE PRODUCT GIVES A GREAT SUPPORT IN STYLING HAIR STYLES WITH VOLUME AND LIFT.

HOW TO USE: SHAKE WELL BEFORE USE. SPRAY ROOT LIFT DIRECTLY IN TO THE ROOT AREA OF THE HAIR OR WHERE MAXIMUM LIFT AND VOLUME IS DESIRED. STYLE AS USUAL.

## PRODUCTS LINE

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## Hair Spray Strong

SACHAJUAN HAIRSPRAY STRONG IS A GREAT TOOL FOR CREATIVE STYLING AND GIVES AN EXCELLENT STRONG HOLD FINISH WITHOUT STICKINESS. THIS HAIRSPRAY CAN BE USED DAILY AND WILL NOT HAVE A DULLING OR FLAKING EFFECT ON THE HAIR.

HOW TO USE: AFTER STYLING, HOLD CAN 30-40 CM AWAY FROM HAIR AND SPRAY EVENLY. CAN EASILY BE BRUSHED OUT.



## Spray Super Strong Hold

SACHAJUAN HAIRSPRAY SUPER STRONG HOLD IS A GREAT TOOL FOR CREATIVE STYLING AND GIVES AN EXCELLENT STRONG HOLD FINISH WITHOUT STICKINESS. THIS HAIRSPRAY CAN BE USED DAILY AND WILL NOT HAVE A DULLING OR FLAKING EFFECT ON THE HAIR.

HOW TO USE: AFTER STYLING, HOLD CAN 30-40 CM AWAY FROM HAIR AND SPRAY EVENLY. CAN EASILY BE BRUSHED OUT.



## Volume Powder

SACHAJUAN VOLUME POWDER IS A POWDER-BASED SPRAY THAT CREATES VOLUME AND PROVIDES STRUCTURE. THE PRODUCT IS DRY AND GIVES A MATT FINISH AND A FRESH FEEL BETWEEN SHAMPOOS. VOLUME POWDER IS SUITABLE FOR BOTH LONG AND SHORT HAIR.

HOW TO USE: SHAKE THE BOTTLE WELL BEFORE APPLYING. SPRAY ON TO THE SCALP FROM A DISTANCE OF ABOUT 10 CM ON DRY HAIR AND ALLOW IT TO DRY. REMOVE ANY SURPLUS AND STYLE WITH YOUR FINGERS. PROTECT CLOTHING FROM THE POWDER WHEN APPLYING.

## PRODUCTS LINE

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## Hair Spray Medium

SACHAJUAN HAIRSPRAY MEDIUM IS A GREAT TOOL FOR CREATIVE STYLING AND GIVES AN EXCELLENT FINISH TO ANY HAIRSTYLE WITHOUT STIFFNESS OR STICKINESS. THIS HAIRSPRAY CAN BE USED DAILY AND WILL NOT HAVE A DULLING OR FLAKING EFFECT ON THE HAIR.

HOW TO USE: AFTER STYLING, HOLD CAN 30-40 CM AWAY FROM HAIR AND SPRAY EVENLY. CAN EASILY BE BRUSHED OUT.



## Spray Wax

SACHAJUAN SPRAY WAX IS A FINE STYLING AND FINISHING PRODUCT CREATING TEXTURE, SEPARATION AND SHINE. THE WAX IS EASY TO APPLY AND TO RINSE OUT

HOW TO USE: SHAKE WELL BEFORE USE. SPRAY ON HAIR.



## Shine Spray

SACHAJUAN SHINE SPRAY IS A LIGHT STYLING AND FINISHING PRODUCT CREATING TEXTURE AND MAXIMUM SHINE. THE SPRAY IS EASY TO APPLY AND TO RINSE OUT.

HOW TO USE: SHAKE WELL BEFORE USE. SPRAY ON HAIR.

## PRODUCTS LINE

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SPF Shampoo

SACHAJUAN SPF SHAMPOO HAS A NEW FORMULA THAT COMBINES THE OCEAN SILK TECHNOLOGY WITH A PROTECTING UV FILTER. THIS FORMULA CREATES SHINE AND PROTECTS THE HAIR FROM THE SUN WITHOUT MAKING IT HEAVY. THE FILTER WILL REMAIN AFTER RINSING AND GIVES A LONG-LASTING EFFECT.

HOW TO USE: MASSAGE A SMALL AMOUNT INTO WET HAIR, RINSE THOROUGHLY. FOLLOW WITH SACHAJUAN SPF CONDITIONER.



SPF Conditioner

OCEAN SILK TECHNOLOGY PROVIDES SUPERIOR CONDITIONING AND DETANGLING. THIS FORMULA MAKES THE HAIR STRONG AND BOUNCY WITH A SILKY SHINE. SACHAJUAN SPF CONDITIONER ALSO HAS A UNIQUE, PROTECTING UV FILTER THAT WILL REMAIN AFTER RINSING.

HOW TO USE: MASSAGE INTO WASHED HAIR, COMB THRU GENTLY. ALLOW 1-2 MINUTES TO WORK IN. RINSE WELL.



SPF Mousse

SACHAJUAN SPF MOUSSE COMBINES THE OCEAN SILK TECHNOLOGY WITH A PROTECTING UV FILTER. IT CREATES SHINE AND PROTECTS THE HAIR FROM THE SUN WITHOUT MAKING IT HEAVY.

HOW TO USE: SHAKE WELL BEFORE USE, DISPENSE MOUSSE INTO PALM AND WORK THROUGH TOWEL-DRIED HAIR. STYLE AS USUAL.

## PRODUCTS LINE

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## MANUFACTURING

ALL SACHAJUAN HAIR CARE PRODUCTS ARE MANUFACTURED IN SWEDEN. QUALITY IS ENSURED BY GMP AND ISO STANDARDS. ALL PRODUCTS ARE DEVELOPED ENTIRELY FOR SACHAJUAN PROFESSIONAL HAIRCARE AND ARE BLENDED BY SACHA MITIC AND JUAN ROSENLIND.