



**BRAND
DISCOVERY**



ELGON COLLECTION

generating uniqueness

romantic **UNIQUE**
AGELESS
elegant

WE BELIEVE IN THE UNIQUENESS OF EACH HUMAN BEING

generating uniqueness

is a salon business development project, offering innovative products, unique techniques and bespoke services, so as to increase customer loyalty.

Our aim is to exalt the **uniqueness** and **beauty** of every individual through a personalised service.

MISSION

We support professionals all over the world to enhance the uniqueness of each individual, with the **passion** and **premium quality** that characterises **Made in Italy production**.

After 50 years, our mission remains that of working alongside salons as they grow professionally, through an **innovative package of services**, able to render the salon offering **unique and easy to implement**.

THE ELGON STORY

Our company story is made up of people, roots and a passion for our work.

Our founder, **Domenico Caimano**, made the move from renowned hairstylist to product expert, before becoming a skilled businessman.

In 1970, he founded a small company in **Milan**, with the desire to create professional products designed for hairstylists seeking quality and fine Italian manufacturing: this is how the Elgon brand was born.

These were the breakthrough years: the brand's identity was defined and new haircare, styling and texturisation lines were launched. In the meantime, Color cemented its role as the company's core business, enjoying worldwide distribution.

Over the years, this has translated into a profound understanding of color and the professional sector, as a guarantee of the quality and service that our company provides its partners.

Today, Elgon products are **distributed in over 90 countries the world over, pursuing its vision of make a unique, personalised and quality professional service available to everyone.**



COLOR EXPERTS SINCE 1970

OUR VALUES

- Transparency and quality.
- Immediacy, clarity and ease of use.
- Customer proximity: continuous professionalism, customer participation and personalisation.
- Planning: a complete, constantly updated plan to support our customers.
- Environmental sustainability and corporate social responsibility.

MADE IN ITALY - A SYNONYM OF QUALITY

Elgon boasts an internal laboratory in which our products are formulated and developed. But that's not all, our production is also 100% Made in Italy, founded on a continuous quality and control system, which has always distinguished the brand. 100% Made in Italy, 100% Quality!



Certification System:

UNI EN ISO 2015
22716:2008 (GMP)
Halal certification



CERTIFIED MANUFACTURES



EXTENSIVE PORTFOLIO OF PROFESSIONAL PRODUCTS



COLOR AREA

In order to encourage the creativity of every colorist, Elgon offers an extensive range of both permanent and direct colors to dye, highlight and prolong color results.

I | BLONDE & DECOLOR AND THE ENTIRE TECHNICAL AREA

The best professional products for all hairstylists who wish to offer personalised services that ensure the uniqueness of the customers, alongside a range of bleaches to achieve Insta-worthy blondes.

CARE AREA

A complete range of 100% paraben-free haircare products to care for and beautify the hair - from scalp to lengths - for complete and personalised in-salon and home services.

INFUSION

The range of concentrates for infinite personalisation possibilities, intensifying and making each and every care treatment truly unique.

STYLING AREA

The perfect styling line to enable hairstylists to express their creativity and meet the needs of all hair types.

MAN

A complete range of products dedicated to him, to meet the needs of every man and for all men's in-salon services.

GREEN AREA-IMAGEA

The biodegradable and dermatologically compatible line boasting vegan formulas, up to 99% ingredients of natural origin, and recyclable packaging.

All for hairdressing



AREA COLORE

Permanent color



**Silker Complex
3 PLUS**

MODA&STYLING

95 nuances | 125 ml
1:1 - 1:2
For super highlighteners

Permanent color cream with ammonia that offers intense color and flawless coverage of even the most stubborn white hair.

Enriched with **Silker Complex 3 PLUS** for a reconstructive effect on the cuticles and a color result that lasts even longer. Our ultra-bleaching series completes the range, lightening by up to 4 levels for radiant, toned blondes.

Ideal for **100% coverage of grey hair**, with a deep and decisive effect.



BRIGHT
COLOR
RESULT

GET THE COLOR

93 nuances | 100 ml
1:1,5 - 1:2
For super highlighteners

Permanent color cream with ammonia.

Enriched with wheat protein and apple extract. Our ultra-bleaching series completes the range, lightening by up to 4 levels for radiant, toned blondes.

Ideal for achieving **glossy, luminous color for those who enjoy soft and velvety hues**, as well as for the flawless coverage of grey hair.



10 MIN

33 nuances | 60 ml
1:1

Rapid permanent color:
10-min setting time.

Formula enriched with **Tsubaki oil** for extreme **shine** and **excellent skin tolerability**. Lightens up to 2 tones. 10-min setting time.

Ideal for the rapid retouching of **re-growth**.



AMMONIA
FREE

GET THE COLOR DOLCE

54 nuances | 100 ml
1:1,5

Permanent **color cream without ammonia**. Enriched with **echinacea**. Lightens up to approx. 2-2.5 tones.

Ideal for offering all the benefits of a traditional permanent colorant, whilst increasing **customer comfort**.



AREA COLORE

Direct color



I | LIGHT

13 nuances + 3 filters
All nuances | 100 ml
Filters | 200 ml



The new ready-to-use direct color with innovative filters, **for creativity that knows no boundaries. Non-oxidative and ammonia-free.**

Quick setting times.

13 shades + 3 filters, which can all be mixed together. Formula with Hydra-Gum 80 to prolong both the color's duration and cosmetic effect on the hair.

Ideal for satisfying the different needs of customers with a unique color treatment.



I | CARE

16 nuances | 25 ml/200 ml

Coloring and nourishing cream for medium intensity toning.

Ideal, also for home use, **for conditioning, accentuating and toning natural or colored hair** while nourishing and revitalizing it.

PLAY WITH
THE NEW
Filter



Discover the services that can be achieved
with I|Light and the rest of the range:

Color Blending
Color Shine
Color Toning



Primary



Natural



Toner



Filter

Use I|Light in the salon and keep your color
looking intense for longer with I|Care at home.





TECHNICAL AREA



OXI-CREAM

1,5% Vol, 3% Vol, 6% Vol, 7,5% Vol, 9% Vol, 10,5% Vol, 12% Vol
From 200 to 1000 ml

Highly stable, cream-based peroxide.

Ensures the correct development of pigments, for longer-lasting color.

Enriched with **Aloe Vera** for perfectly soft hair.



NEW SYSTEM

Perm for all types of curls.

Available in three variants with different intensities from 0-1-2. Fragrance that absorbs odours.

Enriched with plant keratin.



DECOLOR

25g, 50g, 500g for Blueberry Bleach, Blu Bleach, White Bleach, Ammonia Free. Cream Bleach 500g.

A line developed to **achieve all bleaching tones, from blonde to platinum**. Specific formulas that allow for the creation of high-performance in-salon services that respect the hair fibre. In addition to the more traditional **powders**, a number of **anti-orange, anti-yellow and ammonia-free** variants are also available. The **Cream Bleach** formula also allows for the realisation of **freehand techniques and full-head bleaching**.

OUR BLEACHING RANGE IS EXPANDING THANKS TO TWO NEW MUST-HAVE PRODUCTS:

I|Blonde Freehand (400g and 40g): a clay bleaching powder with a highly workable texture, ideal for all freehand techniques. The formula is both rich and creamy: enriched with clay, our AC Oil Complex and golden algae extract, it successfully lightens by up to 7 tones, whilst maintaining the hair's condition.

I|Blonde Super 9 (500g and 50g): an ultra high-performing bleach formulated to lighten by up to 9 tones in the shortest time possible. In addition to the supercharged bleaching actives, the formula also contains our AC Oil Complex and Wakame seaweed extract, for protected hair and the perfect blonde!



KIT VOLUME SYSTEM

Professional volumising treatment, suitable for even the most delicate of hair types.

Provides volume and texture without damaging the hair's keratin structure. Volume for up to 10 weeks.

Enriched with fruit acids and honey.



TANGO

Professional straightening cream.

Ensures straight hair for up to 12 weeks.

1 kit containing our straightening cream (120 ml) + repairing lotion (120 ml).

Enriched with coconut oil to soften and nourish the hair.

CARE AREA

SPECIFIC TREATMENT



COLORCARE

Delicate Shampoo pH 5.5 - 10 ml, 100 ml, 300 ml, 1000 ml
 Delicate Conditioner pH 4.5 - 10 ml, 100 ml, 300 ml, 1000 ml
 Scalp Cleanser pH 5.5 - 240 ml
 Re-Animation Shampoo pH 5.5 - 10 ml, 100 ml, 300 ml, 1000 ml
 Re-Animation Pack pH 3.5 - 10 ml, 100 ml, 300 ml, 1000 ml
 Anti Red Shampoo pH 6 - 10 ml, 100 ml, 300 ml
 Silver Shampoo pH 6 - 10 ml, 300 ml, 1000 ml
 Silver Conditioner pH 4.5 - 10 ml, 300 ml, 1000 ml
 Lenitive Cream pH 5.5 - 10 ml, 200 ml
 Skin Guard pH 6.5 - 100 ml
 Stain Remover pH 6.5 - 5 ml, 125 ml

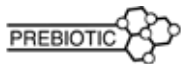
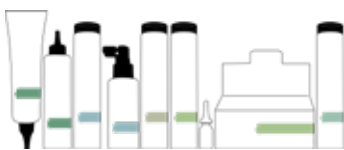
The range that cares for colored hair in three areas: **technical products, cleansing and color toning. Perfect for:**

- meeting the specific needs that may emerge during technical services.
- guaranteeing a post-color service for a perfect longer-lasting color result.
- neutralising any undesirable red or yellow tones.

- All **scalp** and **lengths** treatments contain:



SCALPCARE



PRIMARIA

Dermopeeling Treatment - 150 ml
 Rebalancing Treatment - 200 ml
 Stimulating Shampoo - 1000 ml, 250 ml, 10 ml
 Stimulating anti-hairloss Treatment - 10 * 8 ml
 Purifying Shampoo - 1000 ml, 250 ml, 10 ml
 Purifying Lotion - 200 ml
 Rebalancing Shampoo - 1000 ml, 250 ml, 10 ml
 Biodaily Shampoo - 1000 ml, 250 ml, 10 ml

The haircare line dedicated to preventing and addressing the most common scalp complaints and anomalies (dandruff, sebum and hair loss). Enriched with **prebiotics** that prevent the proliferation of germs and restore balance to the scalp's microbiome.



SINSEA

Scalp-calming Treatment - 750 ml, 250 ml, 10 ml
 Calming Micellar Shampoo - 150 ml, 10 ml
 Calming Lotion - 100 ml

Lenitive line that helps to solve scalp anomalies such as sensitivity, flakiness, reddening and itching.

HAIRCARE



GH-REVERSE

Antigrey Shampoo - 250ml, 10 ml
Antigrey Lotion - 100 ml

Breakthrough technology to reduce and delay the appearance of grey hair.

Stimulates melanin production at the level of the bulb to increase pigment in the hair shaft. Ideal for customers with the first signs of white hair.



REFIBRA

Restoring Shampoo - 750 ml, 250 ml, 10 ml
Restoring Mask - 500 ml, 250 ml, 10 ml
7 Oil Blend- 50 ml, 30 ml, 3 ml
Restoring Lotion - 12*10 ml

Repairs and protects damaged hair.

Enriched with Keratin, fatty acids and plant esters that work together to strengthen the hair. Improves resistance to traction and reduces breakages.



ARGÁN

Supreme Shampoo - 750 ml, 250 ml, 10 ml
Supreme Conditioner - 750 ml, 150 ml, 50 ml, 10 ml
Nutrienergetic Mask - 500 ml, 250 ml, 100 ml, 10 ml
Supreme Oil - 100 ml, 30 ml, 10 ml
Hand Cream - 50 ml

All-season beauty treatment for dehydrated and/or sun-damaged hair.

Enriched with Argan Oil, Panthenol and UV Filters.



DENSITY

Bodifying Shampoo - 750 ml, 250 ml, 10 ml
Bodifying Balm - 750 ml, 150 ml, 10 ml

Density and body for fine, limp hair.

Gives flat, lifeless hair extra body.

Enriched with Acacia collagen and Wheat protein.



LUMINOIL

Clarifying Shampoo pH 7.5 - 750 ml, 250 ml, 10 ml
Instant Synergy - 300 ml, 10 ml
Instant Moisturizing Booster - 200 ml
Instant Dry Shampoo - 200 ml

Instant moisture and shine.

Express treatment for the salon: 4 products for a complete treatment.

Time-control effect.



SUBLIMIA

Hair DD Shampoo - 750 ml, 250 ml, 100 ml, 10 ml
Hair DD Mask - 500 ml, 250 ml, 100 ml, 10 ml
Hair DD Cream - 150 ml, 75 ml
DD Dry Oil - 100 ml
DD Hand Cream - 50 ml

10 benefits in a single product line. Delicate formulas, free from Sulfate, parabens and salt, leave hair looking ageless and healthy.

A **Dynamic Do-All** line that meets the 10 basic needs of all hair types: hair manageability, time-control effect, easy styling, heat protection, shine, moisture, longer lasting style, detangling, antifading and UV protection.



UNIQUE

Haircare Treatment

INFUSION

Supreme Density | 100 ml
Supreme Brilliance | 100 ml
Supreme Nourishment | 100 ml
Universal Cream Base | 10x5 ml

Infinite possibilities for personalisation to intensify and render each and every care treatment unique.

To render each haircare treatment unique and personalisable as per the customer's individual needs, the Elgon Laboratories have created a dedicated line: Infusions.

3 intense concentrates that allow for the creation of unique personalised treatments for every customer. Ideal for an entirely new in-salon ritual.

Depending on the desired result, **each concentrate can be added to any Elgon hair mask or conditioner** to intensify nourishment, body and shine, with a rinse-off treatment.

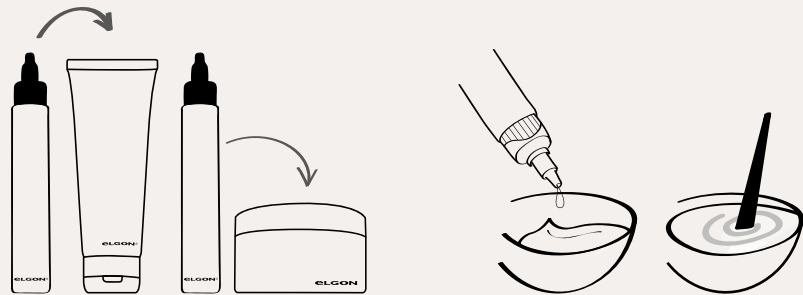
What's more, each Infusion **can even be added to a Universal Base Cream** to be used as a treatment alone or in combination with any haircare ritual.

*inspiring your
uniqueness*



How to use our Infusion Concentrate for a unique treatment

**WITH MASK OR
CONDITIONER**



**WITH
BASE CREAM**



**INFUSION
SUPREME
NOURISHMENT**



**INFUSION
SUPREME
BRILLIANCE**



**INFUSION
SUPREME
DENSITY**



**INFUSION
BASE CREAM**

*unique
treatments*



STYLING AREA

AFFIXX

A **complete range** to create any hairstyle while protecting and hydrating the hair.

Enriched with **Soyactiv®**, a **plant protein complex** trademarked by Elgon, and **UV filters** to moisturise and protect the hair.

Curiosity:

each product has a number that shows its holding factor.

22 products for **volume, texture, shine** and **hold** for stylists to express their creativity.



STYLE & SHAPE



COMING
SOON

TEXTURE



FIX & SHAPE





MAN

Elgon's specific and highly performing division **for man**.

Enriched with **plants extracts** and with **Caoforce Complex**.

Benefits:
meets the cosmetic requirements of today's men, who seek effectiveness, rapidity and safety.



It consists of: ammonia free coloring-line, haircare products for hair and scalp, styling and beard treatments products.

HAIRCOLOR



HAIRCARE



HAIRSTYLE



BEARDCARE





**AS NATURAL
AS POSSIBLE**

ELGON GREEN WORLD



IMAGEA COLOR IN GEL

37 nuance | 60 ml

Innovative permanent **Color in Gel**, **ammonia-free**, with a formula that minimizes scalp sensitization yet offers a superb color result as well as excellent coverage **up to 100% with intense naturals**.

Biodegradable vegan formulas with 86% ingredients of natural origin; enriched with pomegranate extract that has antioxidant properties as well as Quinoa from the Andes that increases color brilliance.

Ideal for offering an alternative to a traditional coloring service, **for all customers who enjoy delicate and natural hues**.

Without Ammonia, PPD, Resorcinol, Parabens and Fragrance.





IMAGEA CARE & STYLING

Imagea offers a line of vegan formulas that contain as much **organic and eco-sustainable ingredients as possible**.

Salon can offer **rituals that are as natural as possible from pre-shampoo treatments to styling**.

For Natural, Fine and/or greasy hair: **Imagea Essential**.

For Colored, coarse and/or dry hair: **Imagea Absolute**.

Specific treatments also include a **pre-shampoo scrub**, an **anti-pollution**, a **fixing gel**, a **leave-in conditioner**, a **shine enhancer** as well as a **blend to oils** to be added as a booster to personalize treatments.

Without sulfates such as SLS, SLES, silicon, paraben, petroleum derivatives, PEG, formaldehyde releasers, or synthetic dyes.

MERCHANDISING & COMMUNICATION

Throughout the year, **Elgon** makes **marketing campaigns** and **multiple tools available to Salons**, to **best communicate the various product lines and Collections** within their own spaces, with new and exclusive looks styled by the Elgon team.



The **Elgon Salon Tools** for both the technical and care areas are ideal for all in-salon services.

Each salon can also choose how to personalise its shop window display thanks to the exclusive **Visual Service**.



ELGON WITH



We have also decided to invest our resources in a number of special projects that mean the world to us: we believe in a better Future for ourselves and our children!

After four years, **A HEART FOR SIERRA LEONE** - the social-economic development project intended to improve the lives of women in **Sierra Leone** - has concluded.

Our new project **WATER FOR LIFE, WATER FOR PEOPLE** is currently under way in **Ethiopia**, once again in collaboration with COOPI: **the aim of the initiative is to restore a non-functional well**, in order to provide a **community of 1,000 people** with safe drinking water.



EDUCATION

We have been supporting hairstylists all over the world for 50 years and we want to continue doing so by working alongside professionals as they grow, considering beauty in terms of its uniqueness.

Training is an integral part of our DNA.

We want to encourage you to dream alongside us and methodically support you in the development of your business, providing a broad and personalisable training offering.



CONNECT BY ELGON

CONNECT by Elgon is an online project born to give the access to e-learning education directly from home, through our dedicated YouTube channel.

Our mission: to create a new way to stay connected and to promote education through media.

CONNECT by Elgon provides new cutting and color techniques, webinars and information related to Elgon Generating Uniqueness Collection and more.



TRAIN THE TRAINER

An **exclusive and bespoke training programme for all Elgon Technicians**, intended to increase knowledge and technical skills.

ELGON WITH



SOME OF OUR SMALL SUCCESSES AS PART OF THE 'A HEART FOR SIERRA LEONE' PROJECT, THANKS TO THE CONTRIBUTION OF EVERYONE INVOLVED:

- **338 hectares of land farmed** and **300,000 cashew plants** grown.
- **868 women now independently** cultivating the cashew plants.
- **56 women now trained in cashew marketing activities.**
- **80% female workforce** employed by the cashew farmers.



EVENTS

- **Cosmoprof Beauty Worldwide** (Bologna e Honk Kong)
- **Masterclass** with the Elgon Education Team
- **Elgon Days:** more than a simple runway show, a moment of inspiration, community spirit and a whole lot of fun!






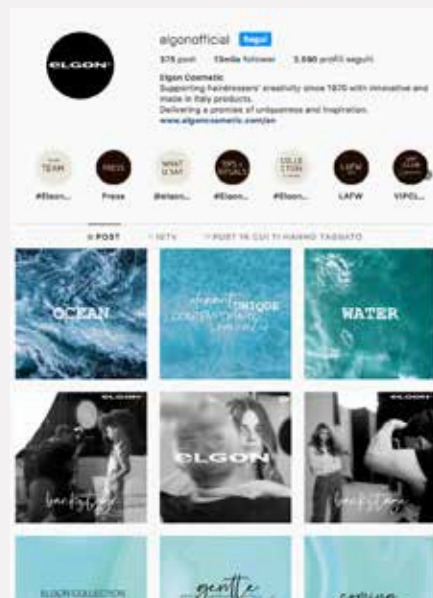
EDUCATION *FUN*
fashion BUSINESS
COMMUNITY *inspiration*

ELGON IS SOCIAL

VISIT
@ELGONOFFICIAL
 AND JOIN THE
#elgonteam

Elgon boasts an internal Digital Communication department that allows us to be present on the main Social platforms and pursue a digital communication strategy not only in step with the times, but to support our Business Partners with **visual, video, live, community and much more.**

-  • 240.000 like pagina Facebook
-  • 13.200 follower Instagram
-  • 650.000 view YouTube (lifetime)



IN THE PRESS

Elgon can be found in the leading fashion and beauty magazines as well as sector-specific periodicals, off and on line.



ELGON[®]
50 YEARS TOGETHER

@elgonofficial   
www.elgoncosmetic.com