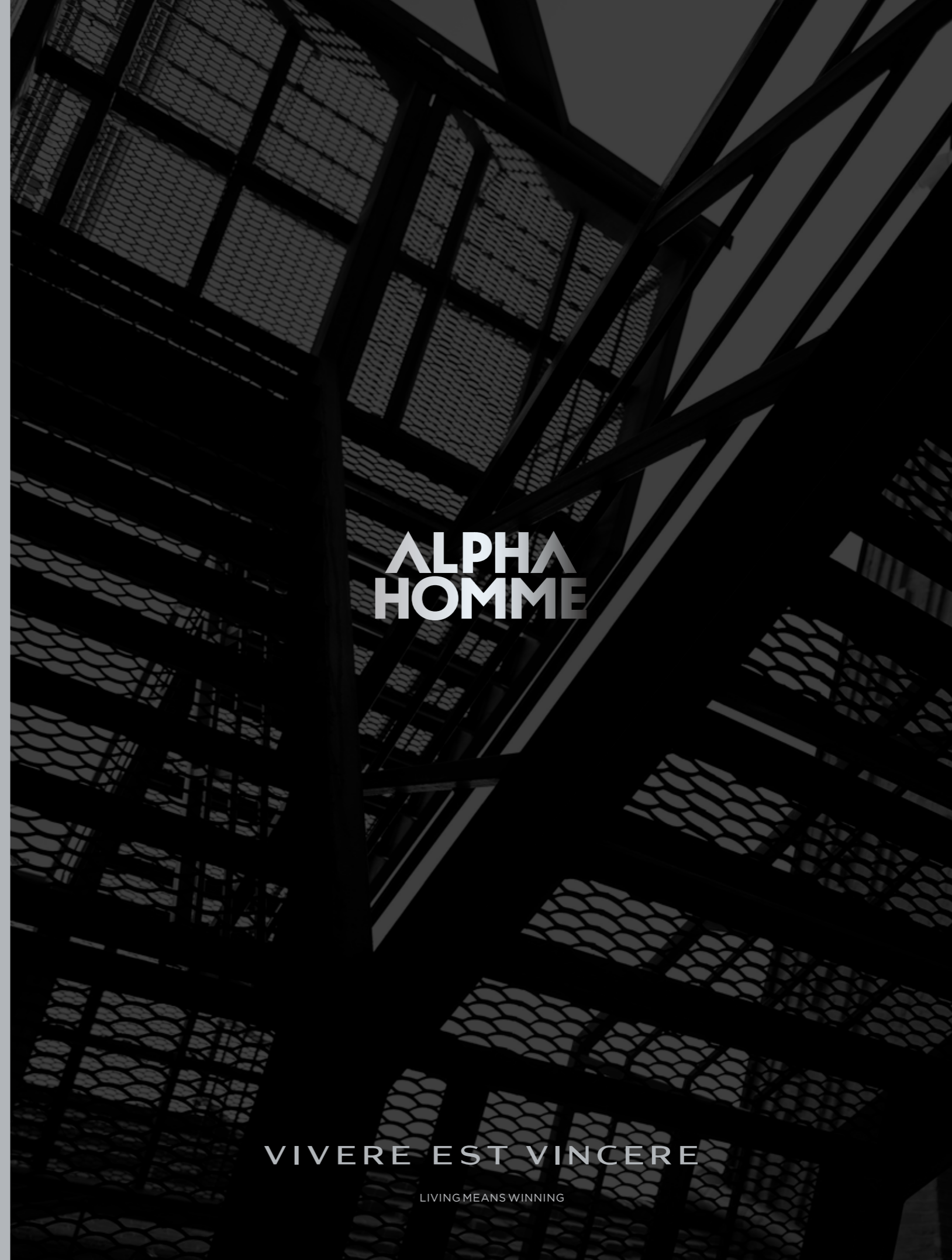




ESTEL
PROFESSIONAL

ESTEL

ESTEL ALPHA HOMME



**ALPHA
HOMME**

VIVERE EST VINCERE

LIVING MEANS WINNING



**ALPHA
HOMME**

VINCERE EST VIVERE

WINNING MEANS LIVING

PEOPLE PLAY

Most of them
play to become
someone else.

You play to win.

The winner
decides what
he wants to be like.



To win, one,
first of all, has to play.
Albert Einstein

HEROES ARE MADE

**It is part of your
nature to conquer
peaks and hearts.**

**Your thoughts and deeds
are the reflection
of your inner strength.**

**ALPHA
HOMME**



TO BECOME A BETTER VERSION OF YOURSELF



You are confident and open to new challenges.
By making mistakes you gain experience.
By overcoming yourself you become a better man.



THE ROAD IS MADE BY WALKING

Your achievements
are the part
of an overall design.
They form
an inseparable chain
of events. Your
journey is made
of the roads you
have conquered.



A long journey starts
with a first step.
Lao-Tzu



ESTEL ALPHA HOMME



The most important thing in this world
is not where we stand, but in what direction
we are moving.

Oliver Holmes

TO LIVE IN ORDER TO WIN

To live honestly.
To play hard.

To persistently follow
your path
and lead the way.





**A word gains
its value, when
an action is done.**

ESTEL ALPHA HOMME



Appearance is a reflection
of one's values and successes.



ALPHA
HOMME

PRO

PRO BEARD
PRO HAIR
PRO FACE

Internal energy requires recharging. It is inspired by the unknown.
External energy requires a right set of products.



PRO: ALPHA HOMME





HAIR SHAMPOO

ESTEL ALPHA HOMME MMXVIII, 1,000 ml AH/S1000

- 1 Apply to damp hair, massage into a lather, then rinse.
- 2 Enjoy the solar fragrance of ALPHA HOMME MMXVIII pour homme.
- 3 Provides antioxidant protection and activates inner resources of the hair and scalp.
- 4 Be ready to new achievements.



HAIR AND BODY GEL SHAMPOO

ESTEL ALPHA HOMME MMXVIII, 200 ml AH/SHG200

- 1 Feel the sun of a new day.
- 2 Enjoy the pleasant feeling of cleanliness and freshness.
- 3 Feel yourself vigorous and confident.
- 4 Be ready to new victories.



SPRAY DEODORANT

ESTEL ALPHA HOMME MMXVIII, 100 ml AH/D100

- 1 Have an intention to spend a dynamic day.
- 2 Apply to clean and dry armpits.
- 3 Feel the energy of a solar woody scent.
- 4 Go through your life showing your distinctive personality.



HAIR TONING SHAMPOO WITH COOLING EFFECT

ESTEL ALPHA HOMME PRO, 1,000 ml AH/SH1000
ESTEL ALPHA HOMME, 250 ml AH.6

- 1 Apply to damp hair, massage into a lather, then rinse.
- 2 Spend the time on your plans, while active components in the shampoo formulation give the hair a boost of strength and energy.
- 3 Feel the freshness of menthol and energy of caffeine.
- 4 Start planning new victories.



ANTI-DANDRUFF HAIR SHAMPOO

ESTEL ALPHA HOMME, 250 ml AH.2

- 1 Apply to damp hair, massage into a lather, then rinse.
- 2 Restore your strength and confidence by forgetting about small nuisances.
- 3 Sink in the shampoo formulation reduce irritation and soothe scalp.
- 4 Regularly use the product to provide sebo control.



ACTIVATOR SHAMPOO FOR HAIR GROWTH

ESTEL ALPHA HOMME, 250 ml AH.3

- 1 Recollect, how persuasively the thick hair looks.
- 2 Apply to damp hair, massage into a lather, then rinse.
- 3 Feel, how caffeine in the activator shampoo formulation stimulates blood circulation and strengthens hair follicles.
- 4 Stimulate hair growth with the power of amino acids and soy proteins.



HAIR CONDITIONING BALM

ESTEL ALPHA HOMME PRO, 1,000 ml AH/BALM1000
ESTEL ALPHA HOMME, 200 ml AH/BALM200

- 1 Apply to clean, damp hair. Leave for 2-3 minutes, then rinse.
- 2 Forget what it means to have dry and tangled hair, thanks to the vitamins and panthenol in the formulation.
- 3 Notice, how dense and smooth your hair has become due to beeswax.
- 4 Feel yourself like a winner.



ENERGIZING HAIR SPRAY

ESTEL ALPHA HOMME, 100 ml AH.4

- 1 Firmly decide not to put up with a premature hair loss.
- 2 Spray onto clean, damp hair. Do not rinse.
- 3 Caffeine and amino acids in the formulation help to maintain and increase vitality of your hair.
- 4 Be ready to new achievements.



SHOWER GEL WITH COOLING EFFECT

ESTEL ALPHA HOMME, 250 ml AH.5

- 1 Feel the joy of a new day.
- 2 Enjoy the pleasant feeling of coolness and freshness.
- 3 Feel energy and self-confidence.
- 4 Be inspired to achieve new heights.



FACE AND SCALP SCRUB

ESTEL ALPHA HOMME PRO, 250 ml AH/SCR250

- 1 Prepare yourself for deep pore cleansing and dead skin cells exfoliation.
- 2 Apply scrub to clean face and scalp, massage into skin and rinse.
- 3 Ultrafine bamboo particles help to remove any leftovers from the skin surface.
- 4 Enjoy the soft skin and comfortable shaving.



SPRAY DEODORANT

ESTEL ALPHA HOMME, 100 ml AH/DS

- 1 Have an intention to spend a dynamic day.
- 2 Apply to clean and dry armpits.
- 3 Feel the energy of a bright aromatic and woody scent.
- 4 Go through your life showing your distinctive personality.

PRO REFRESH AND REPAIR

Give your strengths some time, and you will see how they transfer into new plans.
Give your plans some time, and it would yield bold achievements.





**INTERCOOLER
MASSAGE GEL
FOR SCALP**

ESTEL ALPHA HOMME CARBON
115 ml AHC/C115

- 1 Be prepared for deep cleansing, active detoxication and regeneration of the scalp.
- 2 Massage for 1 minute 40 seconds to wet scalp along the hair parting, then rinse.
- 3 Enjoy the feeling of cool freshness and perfect cleanliness.
- 4 Use the ALPHA HOMME CARBON shampoo.



**TURBO
SHAMPOO**

ESTEL ALPHA HOMME CARBON
435 ml AHC/435
250 ml AHC/250

- 1 Keep moving to new achievements.
- 2 Apply to damp hair, work into a lather, massage and rinse.
- 3 Start the engine, while menthol and activated carbon normalize the lipid balance and improve blood microcirculation.
- 4 Then hit the throttle!

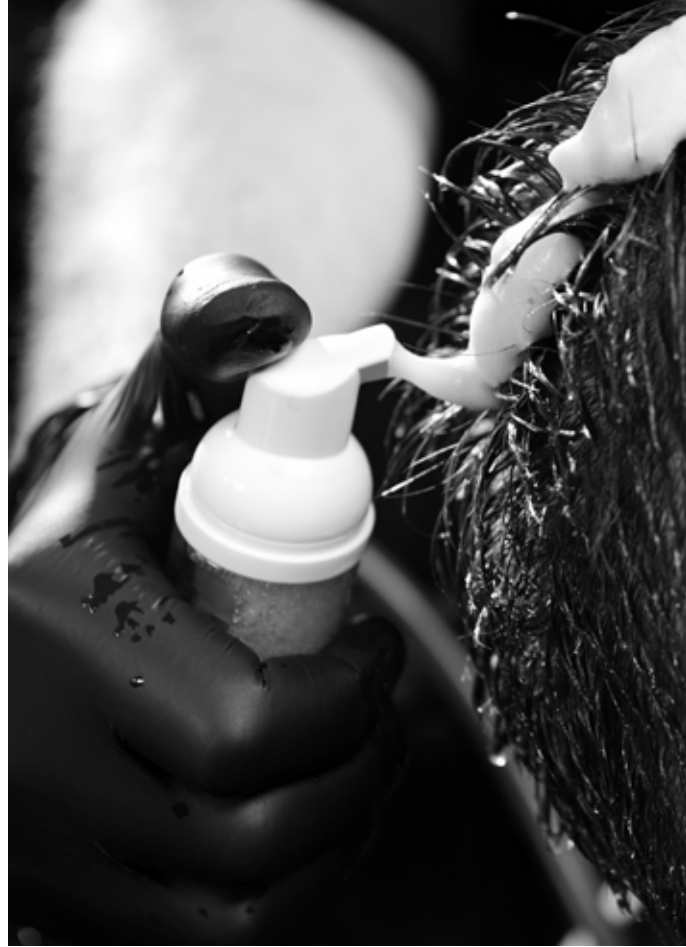
ESTEL ALPHA HOMME

PRO SECRETS

Some things should stay concealed.
You can express yourself, and yet keep your secrets.
Without unwanted attention.



ESTEL ALPHA HOMME



HAIR COLOR

ESTEL ALPHA HOMME 10 ml
AH1/0; AH3/0; AH4/0; AH5/0;
AH6/0; AH7/0; AH8/0

- 1 Feel yourself like a camouflage expert.
- 2 Keep your secrets to yourself.
- 3 Appreciate the miracles of concealment not only by the natural result, but also in the coloring process.
- 4 Draw the admiring eyes, and not the unwanted attention to the intimate.



REVELATOR 6%

ESTEL ALPHA HOMME 200 ml AH6/200



ESTEL ALPHA HOMME

PRO CLEAN IDEAS

An ability to start over is a privilege of a strong personality.
Your journey to perfection starts with paying attention to yourself.





PRO. ALPHA
HOMME
SHAVE





COOLING PRE-SHAVE CREAM

ESTEL ALPHA HOMME PRO, 250 ml AH/PREC250

- 1 Forget about discomfort after shaving.
- 2 Apply to clean skin of the face and neck, massage, and leave until the cream is fully absorbed.
- 3 Feel the pleasant cooling effect on your skin in anticipation of a comfort shaving.
- 4 Act decisively.



PRE-SHAVE CREAM

ESTEL ALPHA HOMME PRO, 250 ml AH/PRE250

- 1 Set yourself up for a smooth shaving.
- 2 Apply to clean skin of the face and neck, massage, and leave until the cream is fully absorbed.
- 3 Feel how your skin is hydrated and energized.
- 4 Focus on making your plans a reality.



SHAVING OIL

ESTEL ALPHA HOMME PRO, 190 ml AH/OIL190
ESTEL ALPHA HOMME 50 ml AH/O50

- 1 Define the outline of the face or shaving area.
- 2 Apply a thin layer of the cream on clean skin and massage over the entire shaving area.
- 3 Appreciate the smooth gliding of the blade and the clean result.
- 4 Keep on moving to your set goal with confidence.



SHAVING GEL

ESTEL ALPHA HOMME PRO 435 ml AH/GEL435
ESTEL ALPHA HOMME 100 ml AH/SG100

- 1 Consider every move of your razor.
- 2 Apply a thin layer of the cream on clean skin and massage over the entire shaving area.
- 3 The transparent texture ensures control over the whole shaving process.
- 4 Strive to new achievements.



FOAMING SHAVING CREAM

ESTEL ALPHA HOMME PRO 250 ml AH/FCRM250

- 1 Plan an efficient shaving.
- 2 Whip the product with a brush into a dense foam in a shaving bowl and apply it to skin in a circular motion.
- 3 Feel the cooling effect of panthenol and vitamin E on your skin.
- 4 Always be your best.



SHAVING CREAM

ESTEL ALPHA HOMME PRO 400 ml AH/CRM400
ESTEL ALPHA HOMME 100 ml AH/SC100

- 1 Define the outline of the face for shaving.
- 2 Apply a thin layer of the cream on clean skin and massage over the entire shaving area.
- 3 Appreciate the smooth gliding of the blade and the clean result.
- 4 Keep on moving to your set goal.



SHAVING GEL OIL

ESTEL ALPHA HOMME PRO 275 ml AH/OG275
ESTEL ALPHA HOMME 100 ml AH/OG100

- 1 Prepare yourself for new sensations.
- 2 Massage over the shaving area.
- 3 Appreciate the benefits of the gel texture that does not smear and the conditioning properties of the oil.
- 4 Strive to new achievements.



AFTERSHAVE CREAM

ESTEL ALPHA HOMME PRO 275 ml AH/ACC275
ESTEL ALPHA HOMME 50 ml AH/C50

- 1 Don't hurry and pay some attention to your face.
- 2 Apply a thin layer of the cream on clean skin and massage over the entire shaving area.
- 3 Feel how your skin is hydrated and restored thanks to allantoin.
- 4 Channel all your energy to new victories.



COOLING AFTERSHAVE CREAM

ESTEL ALPHA HOMME PRO 275 ml AH/CRMC275

- 1 Always follow the trusted algorithm.
- 2 Apply a thin layer of the cream on clean skin and massage over the entire shaving area.
- 3 Feel the nourishing and hydrating effect.
- 4 Always go the extra mile.



AFTERSHAVE LOTION

ESTEL ALPHA HOMME 100 ml AH/L100

- 1 Set yourself up for a consistent conclusion.
- 2 Apply to face after shaving, avoiding contact with eyes.
- 3 Finish the shaving by refreshing your skin.
- 4 Refresh and start acting.



AFTERSHAVE LOTION FOR SENSITIVE SKIN

ESTEL ALPHA HOMME 100 ml AH/LS100

- 1 Acknowledge the fact that even winners need protection.
- 2 Apply a thin layer of the cream on clean skin and massage over the entire shaving area.
- 3 Create something new, while active ingredients in the lotion formulation hydrate and nourish your skin.
- 4 Find new opportunities.



HAIR AND BEARD OIL

ESTEL ALPHA HOMME PRO 190 ml AH/BOIL190
ESTEL ALPHA HOMME 50 ml AH/BOIL50

- 1 Aim for stylish and well-groomed look.
- 2 Apply the oil to your palms and spread along the full length. Do not rinse.
- 3 Deeply inhale the aromas of camellia and argan oils.
- 4 Feel yourself a child of fortune.

ESTEL ALPHA HOMME

PRO IMPORTANT DETAILS

Form reflects the content.
By taming your inner strength, you will be able to rule the whole world.





PRO: **ALPHA HOMME**
STYLE

ESTEL ALPHA HOMME



HAIR STYLING GEL
(light hold)

ESTEL ALPHA HOMME PRO 275 ml AH/FIX275
ESTEL ALPHA HOMME 50 ml AH/GEL50

- 1 Feel yourself at ease and relaxed.
- 2 Evenly apply the gel to dry or damp hair, then give it the desired shape.
- 3 Use the power of invisible hold to make your bold fantasies come true.
- 4 Appreciate the gloss and wet hair look and wink at your own reflection in the mirror.



HAIR STYLING WAX
(strong hold)

ESTEL ALPHA HOMME PRO 200 ml AH/WAX200
ESTEL ALPHA HOMME 65 ml AH/WAX65

- 1 Decide to make the right highlight.
- 2 Rub a small amount of wax between your palms and work through the hair along its full length or through individual strands.
- 3 Let the beeswax and sunflower oil provide a strong hold for the styling and fix the shape for a long time.
- 4 See for yourself how important the details are.



HAIR CREAM PASTE
(normal hold)

ESTEL ALPHA HOMME 100 ml AH/KP

- 1 Unleash your creative potential.
- 2 Rub a small amount of the cream between your hands and apply to hair for subtle highlights.
- 3 Model your hairstyle and life.
- 4 Note the pleasant matt effect.



HAIR POWDER
(strong hold)

ESTEL ALPHA HOMME 8 g AH/P8

- 1 Feel the joy of live in full.
- 2 Apply the product to the roots, then give the hair the desired shape.
- 3 Be confident that the strong hold won't let your down.
- 4 Be surprised by the immediate effect.



BEARD CARE BALM

ESTEL ALPHA HOMME PRO 150 ml AH/BBL150
ESTEL ALPHA HOMME 30 ml AH/BBL30

- 1 Be proud of the thick hair on your face.
- 2 Apply the balm to your palms and spread along the full length. Do not rinse.
- 3 Note how the balm envelops your beard with elastic film giving it groomed and healthy look.
- 4 Keep on moving, proudly holding your head up high.

PRO NECESSARY DETAILS





ALPHA HOMME



**BARBER APRON ESTEL
ALPHA HOMME**

Made by DAPPER DAN (UK) AC01

Professional barber apron is made of heavy waxed cotton. Thanks to a wax cover, small hair cannot pass through the fabric. Adjustable straps on the neck and waist are made of genuine leather. Comfortable pockets: upper ones are designed for scissors and blade razors, lower ones - for clippers and brushes.



**SHAVING BRUSH ESTEL
ALPHA HOMME**

Made by MUEHLE (Germany) 81K3E/RH6

Soft natural badger bristle is durable and long-lasting and provides massaging effect. Handle is made of black resin and is thoroughly polished for better tactile properties what makes the use of the tool extremely comfortable.
Handle diameter: 33 mm.



**SHAVING BOWL ESTEL
ALPHA HOMME**

Made by MUEHLE (Germany) RN46E

Black porcelain shaving bowl is equipped with an ergonomic round handle than comfortable sits in the hand. The internal projections help to whip foam faster. Does not require special maintenance, keeps warm well.
Diameter:100 mm. Height: 77 mm.

ESTEL ALPHA HOMME

PROFOR YOU

Your fragrance is a personal signature to actions and decisions.
It is a symbol of someone who takes matters into his own hands.



EAU DE PARFUM
ESTEL ALPHA HOMME
BLACK EDITION
pour homme

50ml AHB/P

Top: Citrus, Spicy, Bergamot, Lemon, Orange, Grapefruit, Spicy, Cardamom, Cinnamon, Clove

Heart: Woody, Leather, Floral, Sandal, Cedarwood, Vetiver, Leather, Quinoline Floral, Jasmin, Violet

Base: Ambery, Powdery, Musk



EAU DE PARFUM
ESTEL ALPHA HOMME
WHITE EDITION
pour homme

50ml AHW/P

Top: Lemon, Mandarin, Lavender

Heart: Rose, Geranium, Cedarwood

Base: Sandalwood, Musk, Amber



EAU DE PARFUM
ESTEL ALPHA HOMME
CHROME
pour homme

50ml AHC/P

Top: Sicilian Bergamot, Green Apple, Crushed Peppermint, Clary, Sage

Heart: Violet Leaves, French Lavender, Cedarwood, Pine Needles

Base: Vanilla, Patchouli, Musk, Amberwood, Vetiver



**Transform
your doubts
into solutions,
and your plans
into victories.**



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...let everyone make its own way like stars,
continuously striving to a set goal.

Johann Wolfgang von Goethe