

Bio grafia

BIOLINE
BY
ESTEL

a new leaf

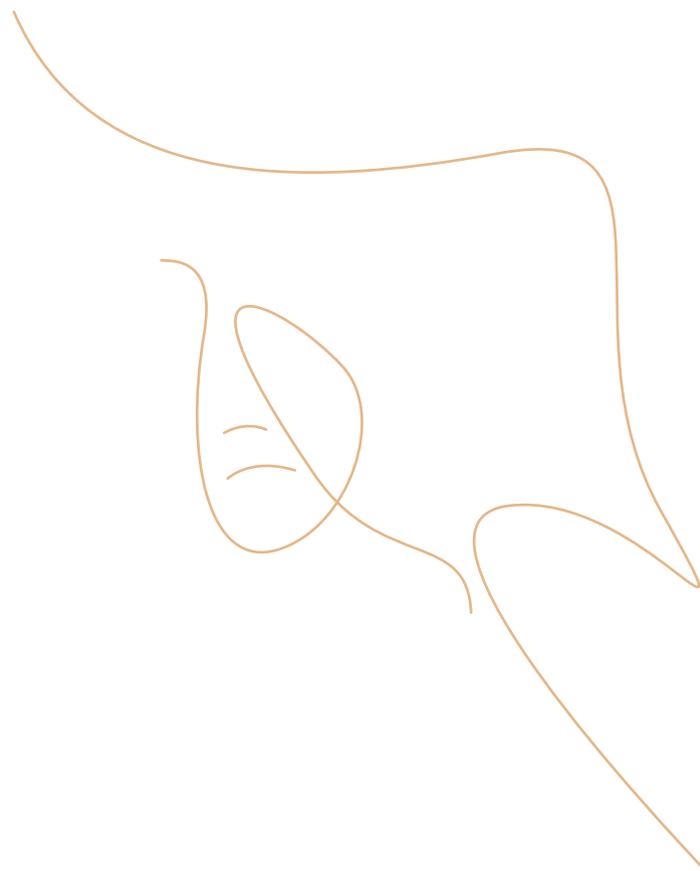
We have a tradition

ESTEL has been creating special hair products for over 20 years. Passion for what we do, long-term experience and constant strive for excellence empower us to produce effective and high-quality cosmetics. Meet our first bioline by ESTEL.



Welcome to... The New Day

Every morning is a fresh start.
Nature washes itself with dew. Plants, birds, animals
and people awaken. A new cycle of life begins.
How will we spend the day? What lines will be written
into our biography? What will we leave on a clean page?



Clean as water and air. Real as life. Simple as happiness.

Mer Bio grafia

BIOLINE
BY
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Pure Facts

91-
98%

NATURAL
INGREDIENTS

100%

HYPOALLERGENIC
FRAGRANCES

0%

PARABENS
AND SULFATES

100%

VEGAN FORMULAS



Possibilities can only grow in fruitful ground.
Thus, BIOGRAFIA bioline is based on three key principles:

- Hair benefits.
- Maximum safety for humans.
- No animal ingredients.

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Bio

Saying means doing. Words are followed with actions.

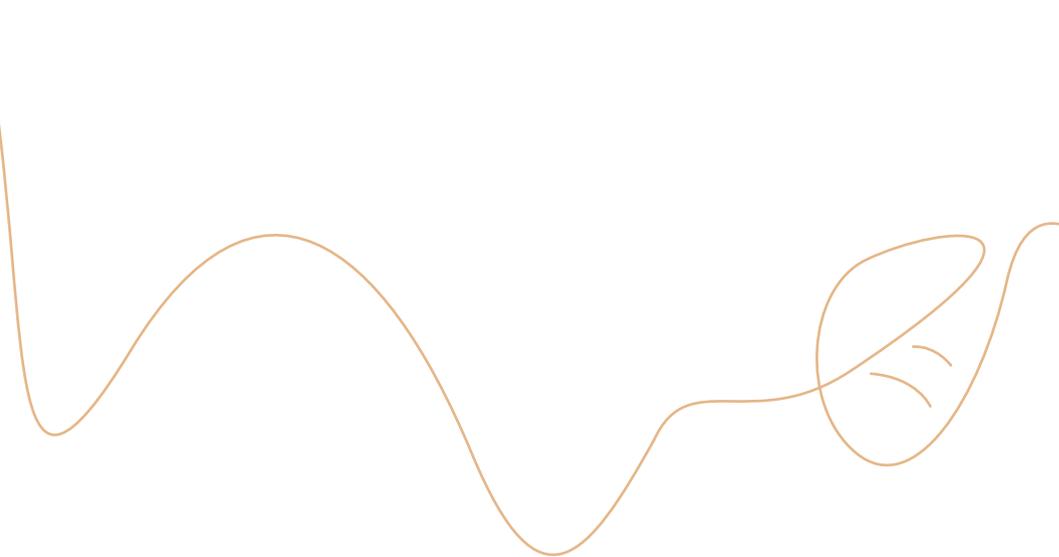
We need to stick to biogenic purity and select the best components.

Just as ESTEL's other products, BIOGRAFIA bioline is produced at the company's own plant where all processes follow international quality and safety standards. ESTEL builds its production practice on commitment to maintain the Earth's ecosystem.

- High quality of our products and raw materials is approved by ISO 9001:2015 Quality Management System certification.
- We preserve water resources of the Earth using a cooling water system for production processes.
- When producing cosmetic products, we use the purest water thanks to the ultramodern water treatment system that makes "tap water" actually distilled.
- We collect our waste separately. The packaging is sorted and taken for recycling, which makes it possible to produce recycled materials and preserve natural resources.
- We reduce our environmental impact by neutralizing production waste.
- We select the best components. Ingredients of BIOGRAFIA bioline are carefully sourced in various parts of the world: Eurasia, Australia, Africa, North and South America. All BIOGRAFIA ingredients correspond to high quality standards of natural cosmetics, which is confirmed by ECOCERT* certification.

* Company that monitors the natural origin of the components and their sustainability at all stages of production, including inspection of land where the raw materials are grown and processing methods.

The logo for Bio grafia, with 'Bio' in a large, bold, white sans-serif font and 'grafia' in a smaller, lowercase, white sans-serif font below it. The text is overlaid on a background of green leaves and a glass flask containing a yellow liquid.The ESTEL logo in a white, bold, sans-serif font, positioned at the bottom right of the page. The background of the entire right side of the page is a photograph of a laboratory flask with a yellow liquid, surrounded by green leaves and small red fruits.



Lines, products, and hair, all full of life

BIOGRAFIA includes three lines. Each line performs a certain function to make your daily care custom-designed and targeted. The products act in synergy, perfectly complementing one another, in order to enhance and preserve the hair's natural beauty.



Gloss

Shimmering of clean ice, shine of a glossy tropical plant leaf, and radiant beauty of natural diamonds. Sunshine covers 150 million kilometers to reach our planet and scatter its glittering rays in the Earth's atmosphere.

Bio grafia

Repair

Strength of tree roots, hardness of rocks, and regeneration of living cells. Ability to avoid destruction is a gift given by the nature itself.



Moisturizing

Whisper of the rain, turbulent flow of a water fall, running of a mountain creek. Water is an eternal source of life. It flies to the sky and always comes back to share its energy.



ESTEL

“We are gentle,
soft and safe.
Our formulas contain
the most precious
natural ingredients.
Our mission is to
bring value, joy
and harmony.”

TAKE CARE,
YOUR BIOGRAFIA PRODUCTS

ESTEL



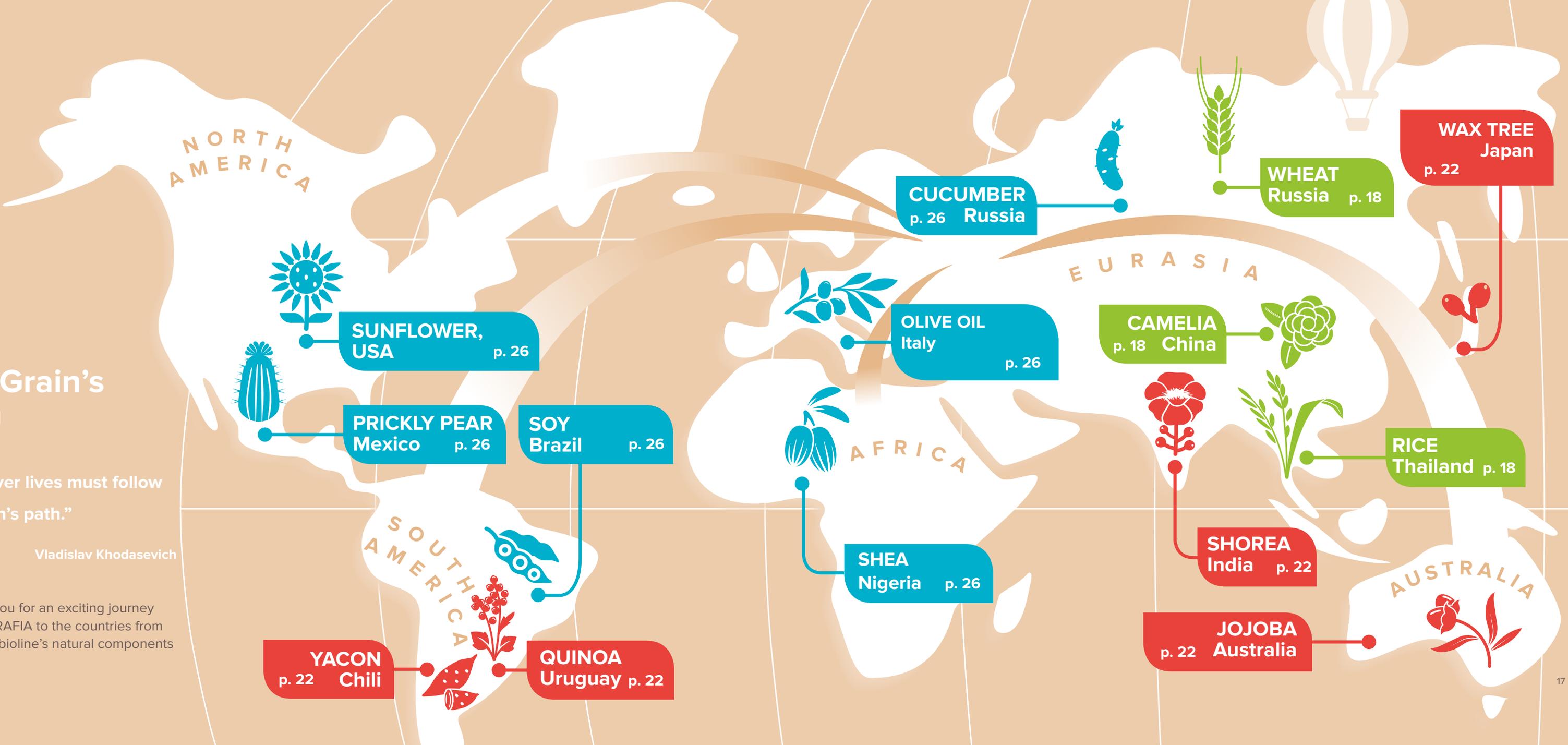
THE PRODUCTS MAY CHANGE COLOR, WHILE PRESERVING THEIR BIOACTIVITY, BECAUSE THEY ARE FULL OF LIFE.

The Grain's Path

“Whatever lives must follow the grain's path.”

Vladislav Khodasevich

We invite you for an exciting journey with BIOGRAFIA to the countries from where the bioline's natural components arrived.



Bio grafia

REPAIR



CAMELIA ♥ China

Petals of this beautiful flower are used in exotic tea blends, and its seeds are the source of beauty extracts. Natural camellia oil, rich in antioxidants, restores the hair shaft, protects it from negative environmental impacts, softens the strands and prevents appearance of split ends.



RICE ♥ Thailand

Snow white grains from Thai plantations are a pure and valuable source of proteins. Rice proteins fill in the gaps in the hair structure, even out its surface, moisturize and help the hair retain moisture, providing deep nourishment and ensuring its integrity.



WHEAT ♥ Russia

Rich in vitamins and minerals, wheat is a wonderful nutritious medium for hair. Bran extract and wheat proteins repair damaged areas of the hair, strengthen it from the inside, smooth its surface, preserve the moisture balance, make combing easier and protect the hair from mechanical damage.



ESTEL

Active Repair
NATURAL HAIR SHAMPOO
400 ml

Active ingredients: rice proteins, wheat proteins

Result:

- ▶ Gentle cleansing
- ▶ Structure repair
- ▶ Natural volume

Complex Repair
NATURAL HAIR MASK
300 ml

Active ingredients:
rice bran wax, camellia oil, wheat bran extract

Result:

- ▶ Natural strength
- ▶ Strong hair structure
- ▶ Natural gloss
- ▶ Manageability and lightness
- ▶ Antistatic effect
- ▶ Protection from split ends and breakage

Prolonged Repair
NATURAL HAIR ELIXIR CREAM
100 ml

Active ingredients: camellia oil, wheat bran extract

Result:

- ▶ Deep repair
- ▶ Smoothness
- ▶ Natural gloss
- ▶ Vibrant flexibility



Bio grafia

GLOSS



QUINOA ♡ Uruguay



South American quinoa, called golden seed by the Incas, contains protein with a high penetrating ability. That is why quinoa instantly smooths the hair, making it look flowing and shiny. Micronutrients the seeds contain give the hair mirror-like smoothness, prevent tangling and intensify the color of dyed hair.

YACON ROOT ♡ Chili



The smell and structure of this amazing root remind of a mixture of apples and water melons. Extremely juicy, it fills the hair and scalp with vital moisture, rich in vitamins and minerals. Thanks to the intensive nourishment, hair strands become strong and look healthy and shiny.

SHOREA ♡ India



In hinduism, shorea is believed to be a favorite tree of Lord Vishnu. Dense oil extracted from its fruits is rich in valuable acids. Thanks to its composition, the oil softens the hair, protects it from dryness and adds deep gloss.

JOJOBA ♡ Australia



This evergreen shrub, growing in the most arid lands, looks modest and discreet, but its fruits hide a real treasure. Dense and nourishing jojoba oil transforms the hair from roots to tips, making it smooth, soft, strong and resistant to damage.

WAX



TREE BERRIES

♡ Japan

Wax from the tree's berries has powerful smoothing, softening and moisturizing properties.



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NATURAL GLOSS NATURAL HAIR SHAMPOO

400 ml

Active ingredients: quinoa proteins, yacon root extract

Result:

- ▶ Healthy gloss
- ▶ Smoothness
- ▶ Long-lasting color of dyed hair

Prolonged Gloss NATURAL HAIR MASK

300 ml

Active ingredients: jojoba oil, sunflower wax, olive oil, berry wax, shorea oil

Result:

- ▶ Intense and long-standing gloss
- ▶ Silky feel over the entire length
- ▶ Protection from hair dullness and thinning

Instant Gloss NATURAL TWO-PHASE HAIR ESSENCE

100 ml

Active ingredients: jojoba oil, quinoa proteins, yacon root extract

Result:

- ▶ Intensified gloss and brightness
- ▶ Smoothness
- ▶ Gentle combing





MOISTURIZING



SOY ♦ Brazil



Known as early as the third millennia B.C., soy contains high level of protein, polysaturated fatty acids, minerals and vitamins. Soy proteins provide vital moisture, make the hair less fragile, more supple and add healthy gloss.

CUCUMBER ♦ Russia



Fresh, juicy, and resilient, cucumbers symbolize strong health. No wonder Russians say “looks as a cucumber” about someone looking fresh and healthy. Cucumber juice has powerful moisturizing properties and is rich in vitamins. It energizes the hair and maintains the moisture balance for a long time.

PRICKLY PEAR ♦ Mexico



Thorny on the outside and precious on the inside, this Mexican cactus is a beauty secret, especially for dry hair. It is rich in minerals and vitamins, including antioxidant vitamin E and nourishing vitamin F. Prickly pear extract moisturizes and energizes the hair, makes it dense and provides an antibacterial effect.

SUNFLOWER

♦ USA



This beautiful and strong flower always turns its head towards the sun, and every seed absorbs solar energy. Sunflower wax nourishes the hair like living light and helps it remain healthy and shiny.

OLIVE ♦ Italy



An olive branch is a symbol of peace and good intentions. It's no wonder, since olive is one of the most ancient and valuable plants on Earth. Extra virgin olive oil produced from ripe Italian olives effectively moisturizes, nourishes, and protects the hair.

SHEA ♦ Nigeria



The shea tree, native to African savannas, is known for its longevity. It starts producing fruits in its 50th year, and its crop yield remains high for more than a century. Oil produced from ripe shea fruits is effective against hair dryness and fragility, and prevents hair damage and split ends.



Natural Moisturizing
NATURAL HAIR SHAMPOO
400 ml

Active ingredients: soy proteins, prickly pear extract, cucumber juice

Result:

- ▶ Balanced moisturizing
- ▶ Protection from moisture loss
- ▶ Suppleness
- ▶ Scalp treatment

Deep Moisturizing
NATURAL HAIR MASK
300 ml

Active ingredients: shorea oil, sunflower wax, olive oil, berry wax, shea butter, prickly pear extract

Result:

- ▶ High moisture levels
- ▶ Suppleness
- ▶ Smoothness
- ▶ Softness
- ▶ Strong hair structure
- ▶ Antistatic effect

Prolonged Moisturizing
NATURAL HYDROLATE SPRAY
100 ml

Active ingredients: soy proteins, prickly pear extract, cucumber juice

Result:

- ▶ Moisture balance
- ▶ Tone
- ▶ Easy combing
- ▶ Antistatic effect





AT A BEAUTY SALON

Natural Master Shampoo
for all hair types
1,200 ml

Active ingredients: rice proteins,
soy proteins, wheat proteins

Result:

- ▶ Volume at the roots
- ▶ Natural gloss
- ▶ Density

Natural Master Balm for all
hair types
1,200 ml

Active ingredients: phytowax,
camelia oil, ceramides

Result:

- ▶ Suppleness
- ▶ Gloss
- ▶ Silky feel
- ▶ Strong hair structure
- ▶ Antistatic effect
- ▶ Protection from breakage and
split ends



“When you’ve finished washing and dressing each morning, you must tend your planet.”

Antoine de Saint-Exupéry

Biography is a detailed description of a person’s life. All events, actions and moments that made their personality, carefully broken down by years. At the same time, together people’s biographies form the biography of the entire planet. The way the Earth lives and what it feels mainly depends on people, on how we live and what we feel. It’s up to us to decide who we are: protagonists who do good and pursue the idea of preservation, or antagonists striving for destruction. Self-care starts from caring for the Earth, while caring for the Earth starts from self-care.

Our biography is being written right now. By all of us. From a fresh start.

ESTEL

Today,

our children

write the story

of our planet

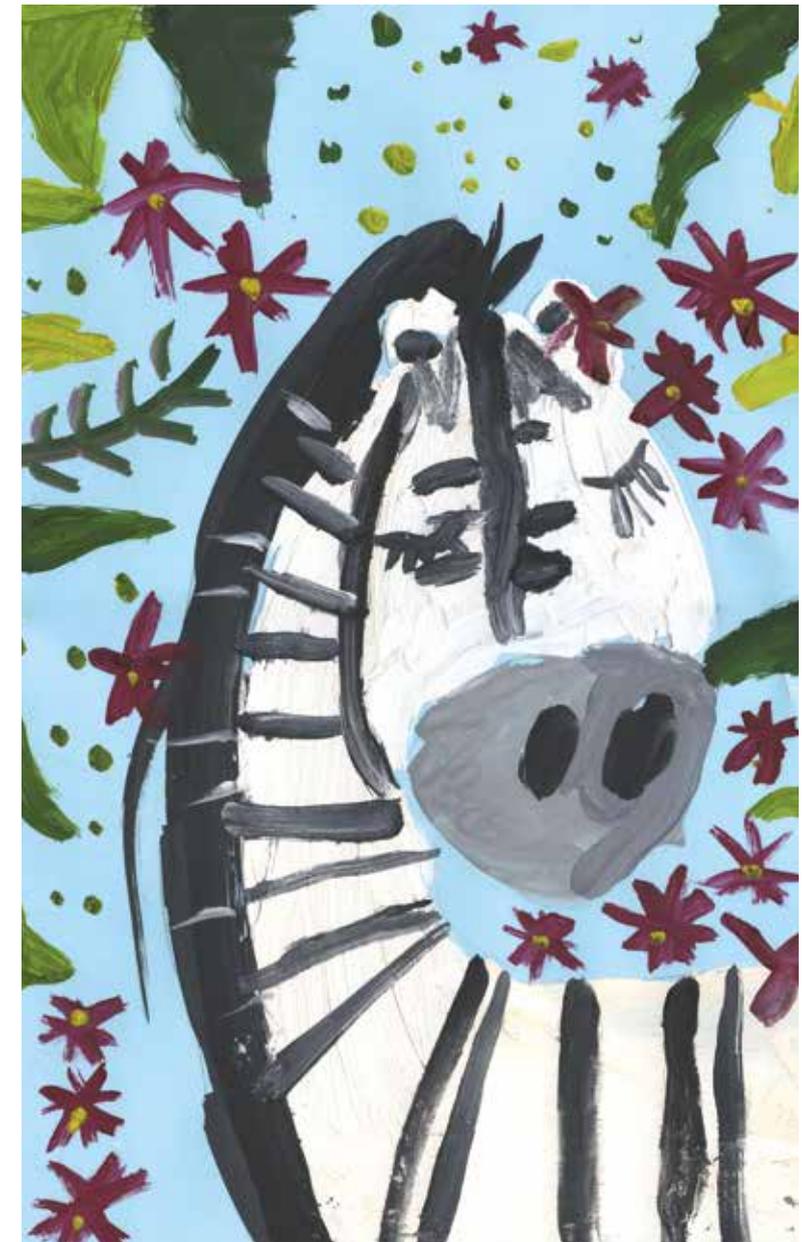
from a fresh start



Vasilisa, 5 years old



Elisey, 5 years old



Mariana, 6 years old



Vasilisa, 5 years old



Alexandra, 9 years old



Andrey, 6 years, and Alina, 9 years old



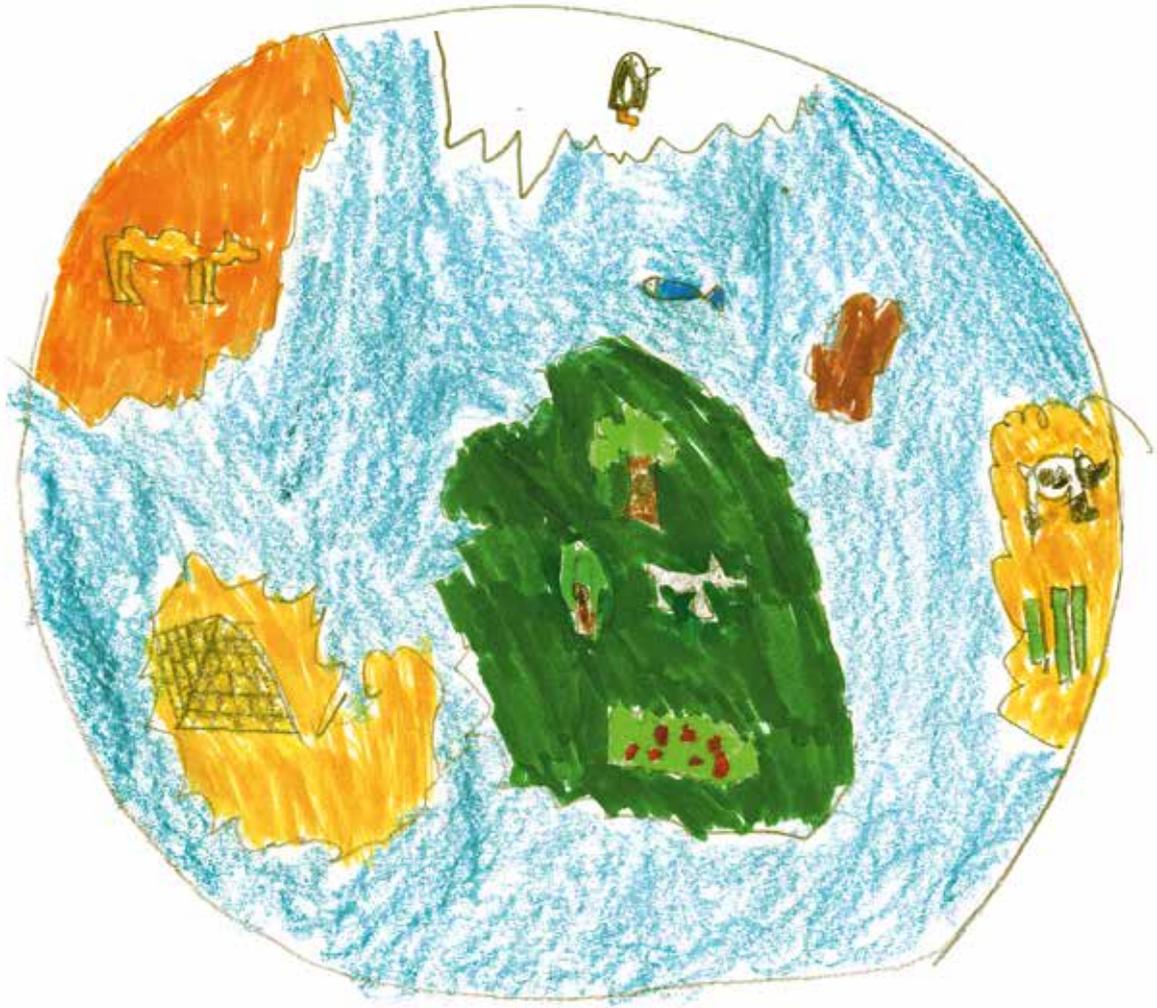
Sophia, 7 years old



Carolina, 4 years old



Maxim, 6 years old



Mirat, 10 years old

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