

ESTEL

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ESTEL MOHITO (art. A1495)

ESTEL



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BY ESTEL





DO YOU KNOW WHAT YOUR HAIR ARE CAPABLE OF AFTER JUST ONE **MOHITO?**

Make a pause.
Get the energy of fruits.
Break into your summer!
Unstoppable.
Captivating.
Stunning...
And delicious!

ESTEL MOHITO IS A PAUSE THAT SETS THE RHYTHM.
A STOP THAT ALLOWS TO GET AN INCREDIBLE SPEED.
A MOMENT THAT YOU REMEMBER FOREVER.
WHAT ESTEL MOHITO IS?

SOME HELPFUL INFORMATION

Flavonoids are organic compounds found in a range of fruits, vegetables, berries and other plants to offer variety of benefits.

- Were first discovered by Nobel Prize-winning Albert Szent-Gyorgyi in 1936.
- Have strong antioxidant properties.
- Significantly boost immunity power of hair, preserves its integrity and nature perfection, strengthen and energize it.



FRUITY COCKTAIL FOR YOUR HAIR!

ESTEL MOHITO IS A NEW PROCEDURE FOR HAIR BASED ON FLAVONOIDS.

You might think: "Hmm... flavonoids? It sounds familiar. Of course, it does. These ingredients are well known for their active use in cosmetology. To have the best for skin only?

We believe that our hair deserves the very best just like our skin. It deserves all the things which can be described with such interjections as "Ah", "Wow", "OMG" and "Oh là là". Now you have a procedure that will give your hair the power of flavonoids.

ENERGY, VITAMINS AND ADDICTIVE SCENTS OF FRUITY COCKTAILS!
THIS IS ESTEL MOHITO.



WE MIXED FOR YOU:

- Mint, lime, coconut, mango and peach oils
- Fruit juices of orange, grapefruit, kiwi and apple

YOU WILL EXPERIENCE:

- Invigorating burst of freshness during the use of shampoo ESTEL MOHITO Mint
- The scent of a ripe strawberry, succulent mango, extra fresh lime or its exotic blend along with ESTEL MOHITO serums
- The power of flavonoids for your scalp and hair

YOUR HAIR WILL GET:

- Instant repair of damaged areas
- Perfect smoothness
- Lightweight volume and flowing effect
- Supple and dynamic strands
- Significant improvement of ends
- Intense healthy shine along the full hair length
- Tone
- Aromatherapy
- A burst of new energy
- Excitement!



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MOHITO-SOPHY: SCIENCE OF WONDERFUL MOOD

TRY SOMETHING NEW. FEEL AN ADRENALINE BUZZ.
IMMERSE YOURSELF IN SUMMER.

Repeat your best day just by touching your hair. Find out that beauty has no boundaries.
Make joke: "Stress? Rush? Is this names for new cocktails?"

Think good thoughts and be happy when your bright, brilliant and positive ideas become reality.

Know that if you want to have an unforgettable summer, you will get it!
Just think about it...
And try ESTEL MOHITO.

OUR INGREDIENTS



MINT BREEZE

Mint leaves a sensation of freshness, re-energizes hair, gently treats scalp, stimulates and strengthens hair follicles... providing pleasant cooling sensation!

YOUR EXCITEMENT

Delivered with the power of nature, ESTEL MOHITO procedure is based on fruits that contain a significant amount of vitamins. Natural ingredients derived from the pulp of the fruits restore natural perfection of hair, gives it vitality, strengthen immunity of the hair and scalp, as well as protect, repair and tone it.

MEET OUR FRUITY TOP!

SECRETS OF APPLE

A fruit that you know well has a lot of hidden potentials that are fully shown in our formulas. Apple extract improves hair condition, infuses it with vitamins, intensely hydrates and protects hair follicles... Newton and Eva proved that if you add an apple in your life, everything will become more interesting.

CITRUS SYNERGY

Orange, grapefruit, lime are the main resources of vitamin C and many other nutrients. Citrus fruits effectively treat breakage and dullness of hair, protect it against harsh effects, give tone to the scalp and hair.





OH, MY KIWI

You should be friends with this fruit as it is a powerful elixir of eternal youth. We're serious! Kiwi is rich in vitamins C, B6, B9, E, folic acid, iron, phosphorus. In addition, kiwi prevents premature aging of hair.



COCONUT BOOGIE-WOOGIE

Coconut oil has the ability to deeply and rapidly penetrate into the hair structure, and instantly infuses it. Strands are looking more manageable, soft and strong.



VELVET PEACH

Thanks to combination of acids, minerals and vitamins, peaches are beneficial for your body in general and for your hair in particular. Peach oil leaves hair silky soft, radiant and easy to comb.

SUPERSTAR: GREEN TEA

Green tea was highly valued since ancient China, and it's no surprise why. It is full of vitamins A, C, P, F, K and B, as well as alkaloids and tannin that have strong antioxidant properties. By adding UV filter to green tea, we have obtained powerful protection against sun exposure, high temperatures and other environmental assaults.

OUR INGREDIENTS YOUR EXCITEMENT

MANGO-MANIA

What is better than a succulent, ripe mango? Even more succulent and ripe mango! This fruit contains magnesium, vitamins A and C, fatty acids. Mango provides superior moisture and nourishment of hair, leaving it looking supple and resilient.



FORMULA FOR AN EVER-LASTING SUMMER



ESTEL MOHITO procedure – light, toning, and providing pleasure.

With fruit, drive and energy!

MOHITO



WHAT THE STYLIST DOES:

- Soak the hair in water at a comfortable temperature. Apply **ESTEL MOHITO Mint shampoo**, massage into a lather, massage the scalp. Rinse. For an extra fresh effect – repeat. Use a towel to remove excess moisture from the hair.
- Apply **ESTEL MOHITO serum** on the hair along the whole length and on the ends, leave for 2–5 minutes, and rinse. **Recommendation:** before applying, suggest that the client chooses serum with the Strawberry, Mango or Lime fragrance. Or mix a cocktail of fragrances for the client.
- Start styling. **Recommendation:** for additional protection against UV rays, use Sun Protection Hair Spray Green tea **ESTEL MOHITO**.

WHAT THE CLIENT DOES:

- Fill yourself with invigorating energy while the stylist applies the cleansing procedure with **ESTEL MOHITO Mint shampoo** and massages the scalp for tone.
- Choose one of the three **ESTEL MOHITO serums: Strawberry, Mango or Lime**. You can also ask the stylist to mix various serums (don't worry, it's legitimate). Then relax and dream while the flavonoids enrich your hair and scalp.
- Prepare to run towards your dreams without abandon while the stylist does your styling. Then – relax with your renewed hair, drive, and an incredible summer!

NEW SYMBOLS OR SUMMER:

ESTEL MOHITO PRODUCTS



HAIR SHAMPOO ESTEL MOHITO MINT

*For both professional and use
Step 1 in the ESTEL MOHITO procedure*

Mint oil, lime oil and hyaluronic acid in the shampoo formulation provide hair intense moisturizing, scalp the tone, and fill the hair with energy. Cleansing with care, the shampoo provides energy, a pleasant cool sensation and freshness. Indeed, the same feeling as a morning sea breeze...



HAIR SERUM ESTEL MOHITO

*For both professional and use
Step 2 in the ESTEL MOHITO procedure*

The complex of fruit juices, rich flavonoids, healthy acids, vitamins and minerals provide the hair and scalp a powerful antioxidant effect. The serum nourishes, moisturizes, provides vitamins and protects against negative environmental influences and premature aging straight away. Hair – from roots to ends – are alive, strong, airy, silky, and have a natural gloss. Forever young, forever... Well, you get the gist!*

SELECT YOUR FRAGRANCE
FOR SUMMER:
STRAWBERRY, MANGO,
LIME OR MIX*!



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SELECT YOUR FRAGRANCE
FOR SUMMER:
STRAWBERRY, LIME,
MANGO OR MIX*!



**HAIR BALM
ESTEL MOHITO**

For home use

The invaluable coconut oil, mango and peach formula of the balm enable repair of damaged hair parts, make it more manageable, soft, smooth, supple and ease styling.

We know our line is called MOHITO, you hair is more SEX ON THE BEACH***. You can decide in what sense ;)

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**SUN PROTECTION SPRAY
FOR HAIR GREEN TEA
ESTEL MOHITO**

For both professional and use

Mint and lime oil, green tea and a UV filter – these are what allow the spray to effectively protect the hair from the aggressive affects of the sun's rays, retain moisture within the hair and provide an antioxidant effect.

The spray protects hair color from burnout and does not add weight. Strands gain additional elasticity, gloss, strength and become more manageable. Let hair enjoy the sunny summer. You're not going to stay in the shade, are you?



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SHOWER MASSAGE GEL ESTEL MOHITO PINEAPPLE

For home use

Exotic loofah fiber and fruit acids in the massage gel formulation give the skin tone and a velvety feel, stimulate circulation, and maintain a natural balance. The massage gel cleans gently, refreshing the skin.

The tropical pineapple aroma refreshes and provides a surge of energy. This massage gel knows exactly what to give your body.

** Products with various fragrances can be mixed to make new aroma formulations.*

*** Of course, we mean the Russian rock group Smyslovye Gallyutsinatsii's song – Vechno Molodoy – Forever Young, Forever Drunk. Oops, spoiler alert! :)*

**** SEX ON THE BEACH – a great cocktail and hit by the Spankers, and a popular Google search :)*

SIMPLICITY ITSELF: READY SOLUTIONS

Home use collections ESTEL MOHITO – all ingredients required for an amazing cocktail for your hair. You just need to choose your flavor! Then – try the next. Then – another one. Just grab from summer all the new experiences it may throw at you.



ESTEL MOHITO COLLECTIONS **STRAWBERRY / MANGO / LIME**

**NEW
ENERGY
FOR HAIR
AND SCALP**

PACKED WITH VITAMINS, MINERALS
AND HEALTHY ACIDS

ANTIOXIDANT PROTECTION

SENSATION OF RENEWAL AND FRESHNESS

**SOFTNESS,
SMOOTHNESS, STRENGTH
AND HAIR GLOSS**

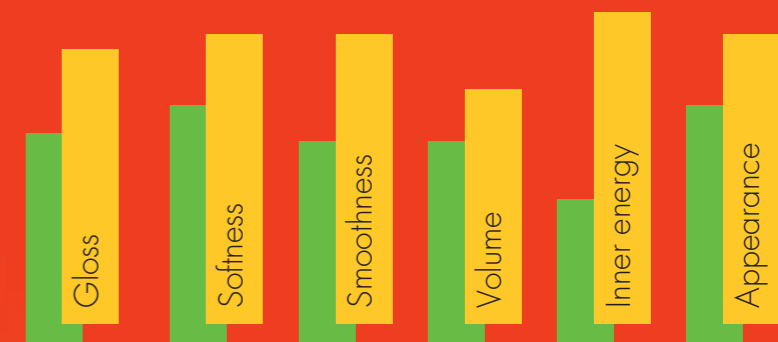
TRANSFORMATION
OF ENDS

**PRESERVATION
OF TIME
FOR YOUR
SUMMER
PLANS**



ESTEL MOHITO Have you tried it?

TIME TO CHOOSE A NEW FLAVOR!



■ Hair condition after using ESTEL MOHITO
■ Hair condition before using ESTEL MOHITO

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