

**NIKA**  
HAIR BEAUTY EXCELLENCE



**GENERAL CATALOGUE**

# The quality and style of hair products made in Italy

The premium professional hair product brand NIKA HAIR BEAUTY EXCELLENCE, was created in 2012 as a brand specialised in the care and treatment of straight hair.

The Brand has developed over the years, expanding and expanding its range of products, and it is now a key player in the professional haircare sector, both in Italy and abroad.

Today the Brand represents the perfect combination of quality and elegance, reliability and technology, with a range of luxury treatments, created to meet the requirements of all hair types and to produce extraordinary results and a unique sensorial experience, even for the most demanding customers.

Nika is an Italian company that offers hypoallergenic, Paraben, SLS, and SLES-free and 100% made in Italy products.

**TODAY THE REAL DEFINITION OF LUXURY IS EFFECTIVENESS, COMBINED WITH THE SENSORIAL EXPERIENCE.**



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# Care

## Taking care of yourself every day

Nika means care, gentleness, delicacy and sensitivity. Professional treatments for revitalising dry, dull, damaged, and lifeless hair to make it soft, healthy, and bouncy.

# Kperfection

**Stronger,  
healthier  
hair**

The answer is KPerfection with the new Ultimate treatment, offering results that are visible from the very first application. Day after day, the hair fibre regains strength, structure and its natural radiance.

The new Kperfection line is based on its powerful conditioning SEAL-X technology with a triple combined action: internal, external and treatment.

## Active ingredients

### SMART KERATINE

The innovation that envisages the inclusion of pure hydrolysed keratin with a strong restructuring power.

### SEAL-X

It is composed of Soluble Keratin, Conditioning Agents and Color Guard. It reaches the core of the hair fibre, for an immediate, deep reconstructing action.

### COLOR GUARD

Thanks to its formula, enhanced with super antioxidants, it is the most innovative active ingredient that helps prolong the duration of the colour.

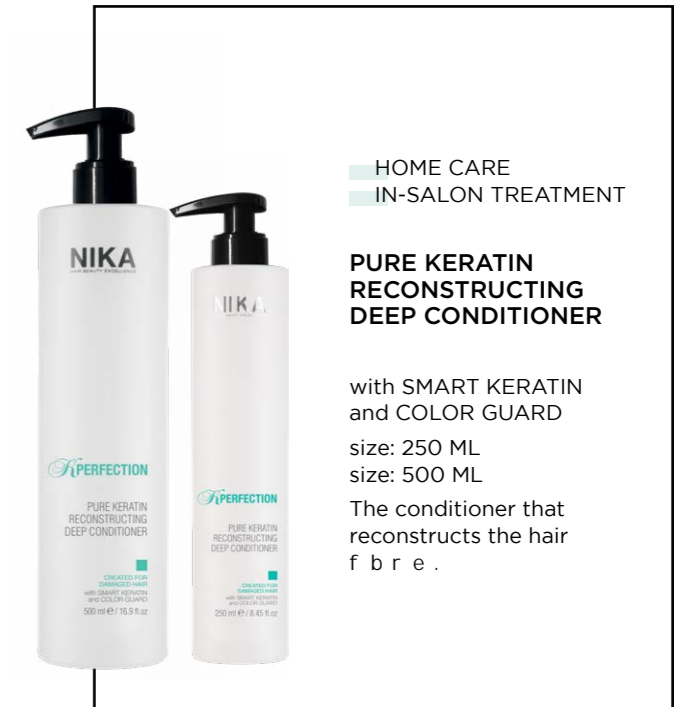


HOME CARE  
IN-SALON TREATMENT

**PURE KERATIN RECONSTRUCTING SHAMPOO**

with SMART KERATIN and COLOR GUARD  
size: 250 ML  
size: 1000 ML

Reconstruction begins during the shampooing phase.




HOME CARE  
IN-SALON TREATMENT

**PURE KERATIN RECONSTRUCTING DEEP CONDITIONER**

with SMART KERATIN and COLOR GUARD  
size: 250 ML  
size: 500 ML

The conditioner that reconstructs the hair fibre.



HOME CARE  
IN-SALON TREATMENT

**HAIR RECONSTRUCTION TREATMENT**

with SEAL-X and COLOR GUARD  
size: 500 ML

It reconstructs the hair fibre from the core.



HOME CARE  
IN-SALON TREATMENT

**MIRACLE RAPID REPAIR HAIR TREATMENT**

with SMART KERATIN and COLOR GUARD  
size: 100 ML

Spray per capelli danneggiati, senza risciacquo.



HOME CARE  
IN-SALON TREATMENT

**BREAKLESS ENDS-REPAIR LEAVE-IN TREATMENT**

with SMART KERATIN and COLOR GUARD  
size: 100 ML

Instantly seals the hair, adding strength and shine.



# Age Restore

## The sublime touch of youth

Hair is healthy as soon as it grows, only drying out as time goes by, due to physiological and hormonal aging, environmental factors, lifestyle and use of the wrong cosmetics.

The anti-aging, moisturising formula of Age Restore, for use in the salon and at home, helps restore the same great condition as young hair: full of vitality, elastic and bright, not to mention easy to treat.



## Active ingredients

### REBORN COMPLEX

A Nika exclusive made with a unique formula, a specific blend of high quality hydrating and conditioning agents.

### HYALURONIC ACID

Ensures a deep moisturising effect that protects hair from aging.

### DIAMOND DUST

To capture the light with a dazzling optical effect.

### COLOR GUARD

To enhance colour and make it last longer.

HOME CARE  
IN-SALON TREATMENT

**TIMELESS BLEND ANTI-AGE SHAMPOO**

with ACIDO IALURONICO and COLOR GUARD

size: 250 ML  
size: 1000 ML

Moisturises and prepares the hair for the anti-aging treatment.

HOME CARE  
IN-SALON TREATMENT

**TIMELESS BLEND ANTI-AGE DEEP CONDITIONER**

with ACIDO IALURONICO and COLOR GUARD

size: 250 ML  
size: 500 ML

For more youthful hair thanks to its deep moisturising action.

HOME CARE

**HYALU HYALURONIC & DIAMONDS LEAVE-IN TREATMENT**

with ACIDO IALURONICO and COLOR GUARD

size: 100 ML

Youthful locks in a can with the leave-in spray that revitalises the hair.

IN-SALON TREATMENT

**RADIANCE HYALURONIC & DIAMONDS DEEP TREATMENT**

with REBORN COMPLEX and COLOR GUARD

size: 6 x 13 ML vials

Each vial is a precious elixir of youth for an exceptionally beautiful result.



# Frozen Blonde

**The passion for blonde hair**

The line of professional products for treating blonde hair with love, transforming the “shampoo and conditioner” ritual into a moment of all-round care and treatment.

The hair is stronger, silkier and brighter; yellow highlights are neutralised to achieve maximum brightness.



## Active ingredients

### PEARLY PIGMENTS

Neutralises yellow highlights and adds shine to the hair, bringing out the lighter, cooler tones.

### COLOR GUARD

To enhance colour and make it last longer.

HOME CARE  
IN-SALON TREATMENT

**ABSOLUTE SHINE BLONDE SHAMPOO**

with PEARLY PIGMENTS and COLOR GUARD  
size: 250 ML  
size: 1000 ML

The shampoo that keeps blonde hair beautiful and healthy.

HOME CARE  
IN-SALON TREATMENT

**ABSOLUTE SHINE BLONDE DEEP CONDITIONER**

with PEARLY PIGMENTS and COLOR GUARD  
size: 250 ML  
size: 500 ML

To nourish, tame and add shine to blonde hair.

HOME CARE  
IN-SALON TREATMENT

**DIAMONDS BRIGHT BLONDE LEAVE IN TREATMENT**

with PEARLY PIGMENTS and COLOR GUARD SHINY  
size: 90 ML

Soft hair in an instant with Diamonds, a powerful leave-in treatment that removes yellow hues. Its extraordinary combination of active ingredients nourishes and moisturises the hair fibre, to bring out the best in perfect blonde hair.



# Healthy Scalp

With Biotec System

Healthy Scalp is the new curative line of Nika dedicated to treatment and wellness of scalp.

A complete system of treatments that allows you to re-establish and maintain the natural balance of the scalp bringing the skin and hair back to their natural beauty.



## Active ingredients

### BIOTECH SYSTEM

The innovative technology created to maintain the natural balance of the scalp, restoring natural beauty to the hair and scalp

### COLOR GUARD

it is the most innovative active ingredient that helps prolong the duration of the colour

#### Hair Loss



HOME CARE  
IN-SALON TREATMENT

#### NEW DENSITY ANTI-LOSS SHAMPOO

with BIOTECH SYSTEM and COLOR GUARD  
size: 250 ML

Gently cleanses, restoring vitality and energy to fragile hair prone to thinning.

#### Hair Loss



HOME CARE  
IN-SALON TREATMENT

#### NEW DENSITY ANTI-LOSS LEAVE-IN TREATMENT

with BIOTECH SYSTEM and COLOR GUARD  
size: 100 ML

Restores energy to weakened hair, strengthening and invigorating the hair fibre. Thickening effect

#### Sensitive Scalp



HOME CARE  
IN-SALON TREATMENT

#### GENTLE RELIEF CALMING SHAMPOO

con BIOTECH SYSTEM e COLOR GUARD  
size: 250 ML

Gently cleanses and counteracts feelings of discomfort. Soothing effect for sensitive scalp. Relieves itchiness and discomfort

#### Sensitive Scalp



HOME CARE  
IN-SALON TREATMENT

#### GENTLE RELIEF CALMING LEAVE-IN TREATMENT

con BIOTECH SYSTEM e COLOR GUARD  
size: 100 ML

Soothing treatment for sensitive scalp, offering relief from itching.

# HEALTHY SCALP



## Dandruff and Oily Scalp



HOME CARE  
IN-SALON TREATMENT

**TOTAL BALANCE  
PURIFYING  
SHAMPOO**

with BIOTECH SYSTEM  
and COLOR GUARD  
size: 250 ML

Gently cleanses and normalises  
the scalp, delaying the  
reappearance of dry or oily  
dandruff. Rebalancing effect  
for scalps with excess sebum

## Dandruff and Oily Scalp



HOME CARE  
IN-SALON TREATMENT

**TOTAL BALANCE  
PURIFYING  
SCRUB TREATMENT**

with BIOTECH SYSTEM  
and COLOR GUARD  
size: 150 ML

Purifying treatment for scalps  
with dandruff and/or oiliness  
problems. Gently purifies the  
scalp, ideal for exfoliating  
scalp with dandruff problems.  
Rebalancing effect for scalps  
with excess sebum

## Scalp Balance



HOME CARE  
IN-SALON TREATMENT

**CLEAR TONIC  
SCALP RENEW  
LEAVE-IN TREATMENT**

con BIOTECH SYSTEM  
e COLOR GUARD  
size: 100 ML

Energising treatment. Helps  
maintain the optimal condition  
of the scalp. Refreshing effect.





# Shape

## Taming the hair with loving care

Straight hair never go out of fashion. And often the starting point is frizzy hair. Nika provides effective straightening and extreme haircare. The Fairy Silk system offers perfectly straight, cared-for hair in the professional treatment and the Home products.



# Fairy Silk

## Pure silk for frizzy hair

Fairy Silk is a safe and reliable straightening formula, for a sublime, silky, straight look that lasts for up to 5 months. It begins in the salon with the professional Maximum treatment and continues with a line of products enriched with Seven Oils for smooth, protected hair.

The complete beauty routine includes shampoo, conditioner, cream and serum. For use in the salon or at home, between treatments.

## Active ingredients

### SMARTECH FORMULA

With Keratin and Elle Enzyme, a heat-activated smoothing agent leaving the hair straight and frizz-free.

### SEVEN OILS

A blend of precious oils with Avocado Oil, Coconut Oil, Sunflower Oil, Argan Oil, Flax Oil, Macadamia Oil, Olive Oil. Smooths the surface of the hair and deeply nourishes.

HOME CARE  
IN-SALON TREATMENT

**MOISTURE LOCK SMOOTHING SHAMPOO**

with SEVEN OILS and COLOR GUARD  
size: 250 ML  
size: 1000 ML  
For a silky straight effect.

HOME CARE  
IN-SALON TREATMENT

**MOISTURE LOCK SMOOTHING DEEP CONDITIONER**

with SEVEN OILS and COLOR GUARD  
size: 250 ML  
size: 500 ML  
The conditioner that nourishes the hair.

IN-SALON TREATMENT

**MAXIMUM SMOOTHING TREATMENT**

with SMARTECH FORMULA and COLOR GUARD  
size: 500 ML  
The ultimate straight hair in 100% safety.

HOME CARE

**SHIMMER SMOOTHING SHINE SERUM**

with SEVEN OILS and COLOR GUARD  
size: 30 ML  
Adds shine to perfect straight hair.

HOME CARE

**EXTENDER FRIZZ FREE LEAVE-IN CREAM**

with SEVEN OILS and COLOR GUARD  
size: 90 ML  
Taming action with frizz-free effect.

# Italian design and style dress the salon.

NIKA develops high impact elegant communication materials designed to bring the latest fashion and design trends into the salon.

Display stands, window dressing accessories and other materials that offer customers the sensation of a space that is always on trend, comfortable and highly professional.

**This way, the salon comes to life and turns into a real means of communication, which supports the hair stylist in proposing their services and products.**

NIKA also keeps you constantly up to date on the latest from the world of beauty using all its digital communication tools: the website, social networks and YouTube.



# NIKA

HAIR BEAUTY EXCELLENCE



INSTAGRAM  
Nika Hair Beauty



FACEBOOK  
Nika Hair Beauty  
Excellence



YOUTUBE  
Nika Hair Beauty

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