

DIKSON<sup>®</sup>  
PROFESSIONAL

I AM #ABS

αβ  
ARGABETA



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PROFESSIONAL



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## ARGABETA STYLING

ALL THE STYLES I WANT

**Style** reflects the **image you want to show**; it gives colour to the days and becomes the protagonist when it communicates who we are and how we feel: every style carries an interesting story.

Stories of ordinary people, stories of all of us who want to breathe in new air.

Let's get ready to go out, let's get excited about the idea of meeting up, sharing, experimenting and making the dreams that we have suppressed for long come true.

And **AB ARGABETA styling** takes care of your hair by reflecting the freshness of your new image with products that give shape to your look, which are to be used alone, mixed or applied one after the other.

From **fixative sprays** to **styling products** to **lighter creams**, **AB ARGABETA styling** is all you need to unleash the professionalism and inspiration once again of those who take care of your hair.



STYLING



# I AM #

ALL THE NUMBERS I NEED

- 14 **INDISPENSABLE PRODUCTS** to unleash your creativity and style originality
- 4 **PRODUCT FAMILIES** divided according to the time of use when creating a style
- 4 **COLOURS** to distinguish them: ■ ■ ■ ■
- 5 **FIXATIVE STRENGTHS** to indicate the holding power of every product
- 1 **LARGE NUMBER** to easily locate the reference you need
- 3 **PICTOGRAMS** that reveal the synthesis of effectiveness of every product in one single glance:  
**SHINE VOLUME** and **FIXATIVE POWER**:

bright – vol – fix .





## ALL THE QUALITY I WISH

### **#fuchsia** PRE-STYLING PRODUCTS

before drying

to facilitate creating the  
desired look

### **#yellow** PRODUCTS TO PROTECT AND ILLUMINATE

during and after drying

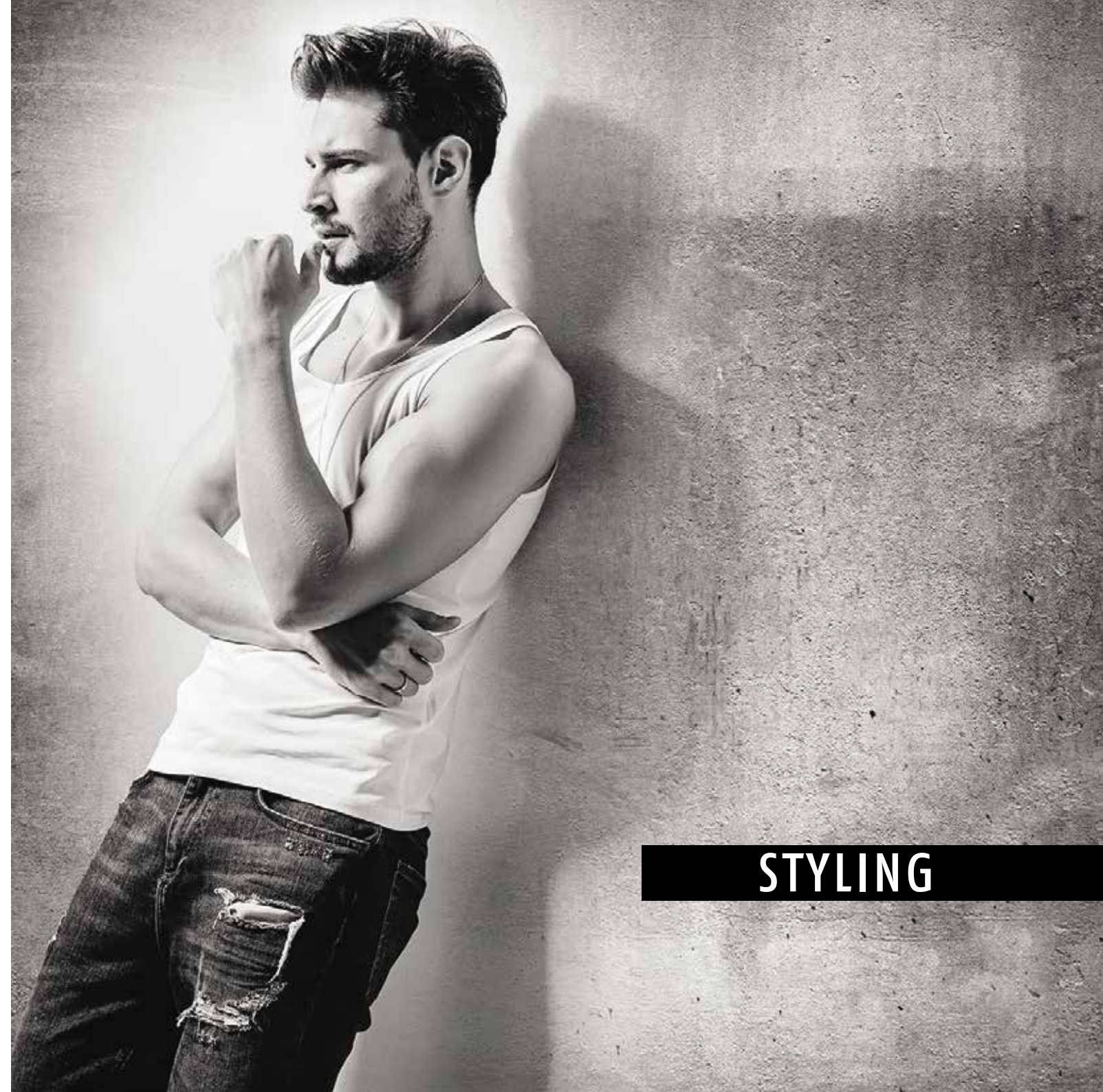
they protect and give light  
to the hair

### **#sea blue** TEXTURISING PRODUCTS

after drying, they enhance  
the style

### **#green** FIXATIVE PRODUCTS

after drying, they define  
and complete, without  
weighing down



**STYLING**



**#fuchsia**  
**PRE-STYLING**  
**PRODUCTS**  
 before drying  
 to facilitate creating the  
 desired look

**6 VOLUME MOUSSE HUMIDITY RESISTANT**  
**SIGNIFICANT BENEFITS:**  
 .increases the volume at the root of the hair  
 .increases the elasticity of the hair  
 .gives body to the structure  
**"CHARACTER" FACTORS:**  
 fixing factor ●●●○○  
 bright ●●●  
 vol ●●●  
 300 ml

**30 CURLY MOUSSE ANTI-FRIZZ HUMIDITY RESISTANT**  
**SIGNIFICANT BENEFITS:**  
 .styles with structure  
 .ideal for drying curly hair naturally  
 .visible anti-frizz action  
**"CHARACTER" FACTORS:**  
 fixing factor ●●●○○  
 bright ●●●  
 vol ●●○  
 300 ml

**16 SMOOTH & DISCIPLINE FLUID HUMIDITY RESISTANT**  
**SIGNIFICANT BENEFITS:**  
 .tames and controls frizz  
 .helps to straighten the hair while drying  
 .resists humidity  
**"CHARACTER" FACTORS:**  
 fixing factor ●○○○○  
 bright ●●●  
 vol ●○○  
 125 ml

**11 CURLY & NATURAL CREAM HUMIDITY RESISTANT**  
**SIGNIFICANT BENEFITS:**  
 .styles and conveys elasticity to the hair  
 .makes curly hair more flexible and natural  
 .does not weigh down hair  
**"CHARACTER" FACTORS:**  
 fixing factor ●●○○○  
 bright ●●●  
 vol ●●●  
 125 ml

**13 SHAPE & WAVE THERMO SPRAY HUMIDITY RESISTANT**  
**SIGNIFICANT BENEFITS:**  
 .pre-blow dry thermo-styling spray  
 .ideal for wavy and soft looks  
 .used directly on well-dried hair  
**"CHARACTER" FACTORS:**  
 fixing factor ●●○○○  
 bright ●●●  
 vol ●●●  
 125 ml

**I AM #**



27



10



## #yellow PRODUCTS TO PROTECT AND ILLUMINATE

during and after drying  
they protect and give light  
to the hair

### 27 THERMO&SHINE SPRAY

#### SIGNIFICANT BENEFITS:

- .on damp hair, to protect while drying
- .on dry hair, to protect from the heat of the straightener
- .on dry hair, for an extreme shine to the hair

#### "CHARACTER" FACTORS:

fixing factor ●○○○○

bright ●●●

vol ●○○

300 ml

### 10 SOFT&SHINE SERUM BEAUTIFUL ENDS

#### SIGNIFICANT BENEFITS:

- .anti-split ends action
- .on dry hair, makes it soft
- .source of brightness

#### "CHARACTER" FACTORS:

fixing factor ○○○○○

bright ●●●

vol ●○○

100 ml

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## 5 FIBER&SHINE PASTE

### SIGNIFICANT BENEFITS:

- .fibrous texture, easy to apply
- .can be styled and restyled
- .strong hold

### "CHARACTER" FACTORS:

fixing factor ●●●●○

bright ●●●

vol ●●○

100 ml



## 9 H2O & SHINE WAX

### SIGNIFICANT BENEFITS:

- .water-based transparent glossy wax
- .defines without hardening
- .to be used on damp or dry hair

### "CHARACTER" FACTORS:

fixing factor ●●●●○

bright ●●●

vol ●●○

100 ml



## 7 STRONG&MAT PASTE

### SIGNIFICANT BENEFITS:

- .styling
- .matte effect
- .very strong hold

### "CHARACTER" FACTORS:

fixing factor ●●●●●

bright ○○○

vol ○○○

100 ml

## #sea blue TEXTURISING PRODUCTS

after drying, they enhance  
the style

## 12 EXTRA STRONG GEL

### SIGNIFICANT BENEFITS:

- .shiny wet look
- .can be restyled
- .leaves no residue

### "CHARACTER" FACTORS:

fixing factor ●●●●○

bright ●●○

vol ●○○

500 ml





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## 14 EXTRA STRONG SPRAY HUMIDITY RESISTANT

### SIGNIFICANT BENEFITS:

- .sets with maximum hold
- .no flaking
- .fast drying

### "CHARACTER" FACTORS:

fixing factor ●●●●○

bright ●●●

vol ●●○

500 ml

## 8 VOLUME SPRAY HUMIDITY RESISTANT

### SIGNIFICANT BENEFITS:

- .volumises soft and natural hairstyles
- .lasting shine
- .easily removed

### "CHARACTER" FACTORS:

fixing factor ●●●●○

bright ●●●

vol ●●●

500 ml

## 15 ECO SPRAY HUMIDITY RESISTANT

### SIGNIFICANT BENEFITS:

- .strong fixative action
- .long hold
- .dries rapidly

### "CHARACTER" FACTORS:

fixing factor ●●●●○

bright ●●●

vol ●●○

350 ml

## #green FIXATIVE PRODUCTS

after drying, they define  
and complete, without  
weighing down

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## ABS RECIPES



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6

6 VOLUME  
MOUSSE  
+  
13 SHAPE&WAVE  
THERMOSPRAY



11

11 CURLY &  
NATURAL CREAM



13



30

30 CURLY MOUSSE  
ANTIFRIZZ  
+  
5 FIBER&SHINE PASTE



5

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16

16 SMOOTH&DISCIPLINE  
FLUID  
+  
27 THERMO&SHINE  
SPRAY



27

ABS RECIPES

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27



27 THERMO&SHINE  
SPRAY  
+  
9 H2O&SHINE  
WAX



9



9



9 H2O&SHINE  
WAX

11 CURLY&NATURAL  
CREAM  
+  
10 SOFT&SHINE  
SERUM



11































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STYLING



PRODUCT CODE	SINGLE PRODUCT BARCODE	PRODUCT DESCRIPTION	CONTENT ML	PCS PER CARTON	OUTER CARTON BARCODE
24006614	 8 000836 310863	EXTRA STRONG SPRAY 14	500 ml	12	 8 000836 310870
24006608	 8 000836 310887	VOLUME SPRAY 8	500 ml	12	 8 000836 310894
24006615	 8 000836 310900	ECO SPRAY 15	350 ml	12	 8 000836 310917
24006630	 8 000836 310924	CURLY MOUSSE 30	300 ml	12	 8 000836 310931
24006606	 8 000836 310948	VOLUME MOUSSE 6	300 ml	12	 8 000836 310955
24006612	 8 000836 310962	EXTRA STONG GEL 12	500 ml	12	 8 000836 310979
24006607	 8 000836 310986	STRONG&MAT PASTE 7	100 ml	12	 8 000836 310993
24006605	 8 000836 311006	FIBER&SHINE PASTE 5	100 ml	12	 8 000836 311013
24006609	 8 000836 311020	H2O&SHINE WAX 9	100 ml	12	 8 000836 311037
24006610	 8 000836 311044	SOFT&SHINE – BEAUTIFUL ENDS 10	100 ml	24	 8 000836 311051
24006627	 8 000836 311068	THERMO&SHINE SPRAY 27	300 ml	12	 8 000836 311075
24006611	 8 000836 311082	CURLY&NATURAL CREAM 11	125 ml	12	 8 000836 311099
24006616	 8 000836 311105	SMOOTH&DISCIPLINE FLUIDE 16	125 ml	12	 8 000836 311112
24006613	 8 000836 311129	SHAPE&WAVE THERMO SPRAY 13	125 ml	12	 8 000836 311136



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