


SELECTIVE[®]
PROFESSIONAL 

sublime

TREATMENT

THE NEW ESSENCE OF BEAUTY




The prestigious and premium hair care line of Selective Professional, offers targeted solutions for extraordinary and sublime results.

CAVIAL, HEMP and PEARL, three precious extracts that enrich and enhance the **SUBLIME** line for outstanding results since the first application.

Behind the simplicity of its design, **SUBLIME** hides a **silky, captivating and comfortable consistency**, ideal for all hair types.

Evoking fragrances that capture the user's senses.

Each packaging, a bouquet of feelings.





sublime

TREATMENT

REPAIRS
HYDRATES
ILLUMINATES

THE ESSENTIAL COMBINATION FOR RESTORED, SHINY AND PROTECTED HAIR.

RECONSTRUCTION

CAVIAR sublime



THE BLACK GOLD, WITH EXTRAORDINARY
ANTIOXIDANT AND REVITALIZING PROPERTIES,
FOR A TOTAL REGENERATION OF BOTH HAIR AND SCALP.



BLACK / WHITE/ RED CAVIAR INFUSED

ULTIMATE LUXURY SHAMPOO

Revitalizing shampoo for weakened hair.

Enriched with black caviar extract, with antioxidant, nourishing and moisturizing properties, it protects the hair from daily stress, giving extreme shine, softness and silky touch.

250 ML / 1000 ML

ULTIMATE LUXURY MASK

Deep nourishing treatment for damaged hair.

Enriched with Black Caviar extract, with antioxidant, nourishing and moisturizing properties, it restores, conditions and repairs the hair fiber. To give additional hydration, restoration or density to the hair, we recommend mixing ULTIMATE LUXURY MASK with the specific BOOSTER based on the hair type.

250 ML

ULTIMATE LUXURY CREAM

Regenerating fluid for all hair types.

Enriched with White Caviar Extract, with antioxidant, nourishing and shining properties, it hydrates, strengthens and smoothens the cuticles. It gives a silky touch and shine to the hair, leaving it healthier, compact, and younger.

150 ML

ULTIMATE LUXURY SERUM DROPS

Instant no-rinse restructuring serum. Silicon FREE.

Enriched with Red caviar extract. It instantly restructures and repairs the hair fiber, coating it with a light film. It gives new life and shine to the hair.

6X10 ML



PROTECTS AGAINST AGEING, REINVIGORATES
WEAK AND DULL HAIR, RECONSTRUCTS IN DEPTH.

DAILY HYDRATION

HEMP sublime



THE HEMP SEED OIL EXTRACT
WITH EXCELLENT BENEFICIAL AND
BEAUTIFYING PROPERTIES, RESTORES THE RIGHT
LEVEL OF HYDRATION AND NOURISHMENT.



HEMP SEED OIL INFUSED

ULTIMATE LUXURY SHAMPOO

Hydrating shampoo for dry and weakened hair.

Enriched with hemp seed oil, with its excellent hydrating, nourishing and fortifying properties, it gently cleanses hair, restoring its hydrolipid balance. For hair that is visibly healthier, silkier, glossier and full of body.

250ML / 1000ML

ULTIMATE LUXURY CONDITIONER

Hydrating conditioner for dry and weakened hair.

Enriched with hemp seed oil, with its excellent hydrating, nourishing and fortifying properties, it intensively conditions and detangles dry and weak hair without weighing it down, maintaining long-lasting optimal levels of hydration. To give additional hydration, restoration or density to the hair, we recommend mixing ULTIMATE LUXURY CONDITIONER with the specific BOOSTER based on the hair type.

250ML / 1000ML

ULTIMATE LUXURY MASK

Intensive hydrating treatment for dry and weakened hair.

Enriched with hemp seed oil, with its excellent hydrating, nourishing and fortifying properties, it penetrates deeply, restoring the right level of hydration to dry-to-extremely-dry hair. To give additional hydration, restoration or density to the hair, we recommend mixing ULTIMATE LUXURY MASK with the specific BOOSTER based on the hair type.

250ML

ULTIMATE LUXURY ELIXIR

Wellness elixir for all hair types.

Enriched with hemp seed oil, with its excellent hydrating, nourishing and fortifying properties, it detangles, fortifies and smoothes the cuticle, providing elasticity, shine and excellent glossiness to the hair shaft. Ideal also for daily use.

100ML



HYDRATES DRY & LIFELESS HAIR STRUCTURES,
NOURISHES IN DEPTH, FORTIFIES THE HAIR SHAFT.

SHININESS

PEARL sublime



THE PEARL EXTRACT
RICH IN BIO-MINERALS AND ESSENTIAL AMINO-ACIDS,
ENHANCES SHININESS AND NATURAL INTENSITY
OF LIGHTER HAIR TYPES.

ULTIMATE LUXURY SHAMPOO

Brightening shampoo for light and treated hair.

Enriched with the precious pearl extract, with extraordinary brightening properties, cleanses and nourishes in depth, leaving the hair glossy and full of body. Gives lighter-toned hair a more youthful and radiant appearance.

250ML / 1000ML

ULTIMATE LUXURY BALM

Deep brightening treatment for light and treated hair.

Enriched with the precious pearl extract, with extraordinary brightening properties, conditions in depth, favouring the closure of the cuticles and ensuring long-lasting glossiness and shine, for a truly full and lively colour. To give additional hydration, restoration or density to the hair, we recommend mixing ULTIMATE LUXURY BALM with the specific BOOSTER based on the hair type.

200ML / 1000ML

ULTIMATE LUXURY LIGHT SENSATION SPRAY


Illuminating spray for all hair types.

Enriched with the with precious pearl extract, with extraordinary brightening properties, instantly illuminates and revives the shine of natural and treated hair, fighting against frizz, for shimmering and sensational results.

100ML



PEARL EXTRACT INFUSED



ILLUMINATES LIGHT
AND TREATED HAIR,
REGENERATES WITHOUT
WEIGHING DOWN,
INTENSIFY THE COLOUR.

SUBLIME TREATMENT

BOOSTER

hydrate b●●ster repair b●●ster anti.age b●●ster



CONCENTRATED HYDRATING BOOSTER

The high concentration of mineral salts and vitamins, develop an intensive hydrating action, giving softness, shininess and vitality to the hair.

3 X 25ML

CONCENTRATED REPAIRING SERUM

The high concentration of proteins and keratin, develop an intensive restoring action, repairing and regenerating damaged hair fibers.

3 X 25ML

CONCENTRATED ANTI-AGE BOOSTER

The high concentration of collagen and hyaluronic acid, develop anti-age actions, generating volume and density to the hair.

3 X 25ML

FOR DEEPER RESULTS,
3 CONCENTRATED SERUMS
ABLE TO ADD FURTHER HYDRATION,
RESTORATION AND VITALITY TO THE HAIR.

3 BOOSTERS to mix with
 ULTIMATE LUXURY MASK AND ULTIMATE LUXURY BALM /CONDITIONER
 to intensify the action and effectiveness of the **SUBLIME** treatments,
 based on the hair type to treat.

HAIR CONDITIONS	SHAMPOO	BALM/ CONDITIONER	MASK	BOOSTER	LEAVE-IN	FINISH
DRY	HEMP	HEMP		H H	CAVIAR	HEMP
DRY AND FRIZZ	HEMP		HEMP	H H H	HEMP	HEMP
THIN AND DRY	HEMP	HEMP		H A A	HEMP	HEMP
TREATED	CAVIAR		CAVIAR	R R	CAVIAR	HEMP
TREATED AND DRY	CAVIAR	HEMP		R H	HEMP	HEMP
DAMAGED AND DRY	CAVIAR		HEMP	R R H	CAVIAR	HEMP
POROUS/HIGHLIGHTED	PEARL	HEMP		R A	PEARL	HEMP
VERY POROUS/ BLEACHED	PEARL	PEARL		R R R	PEARL	HEMP
THIN AND MATT	PEARL	PEARL		R A A	PEARL	HEMP
MATT AND DRY	PEARL	HEMP		R R H	PEARL	HEMP
MATURE	CAVIAR		CAVIAR	A A A	CAVIAR	HEMP

A (1ML) ANTIAGE **H** (1ML) HYDRATE **R** (1ML) REPAIR

SUN PROTECTION

TROPICAL sublime



ULTIMATE LUXURY SHAMPOO

Shampoo and shower cream for hair and skin exposed to sun, sea salt and chlorine.

250 ML

ULTIMATE LUXURY OIL SPRAY

Protective Oil Spray for hair exposed to sun, sea salt and chlorine.

100 ML

LIMITED EDITION

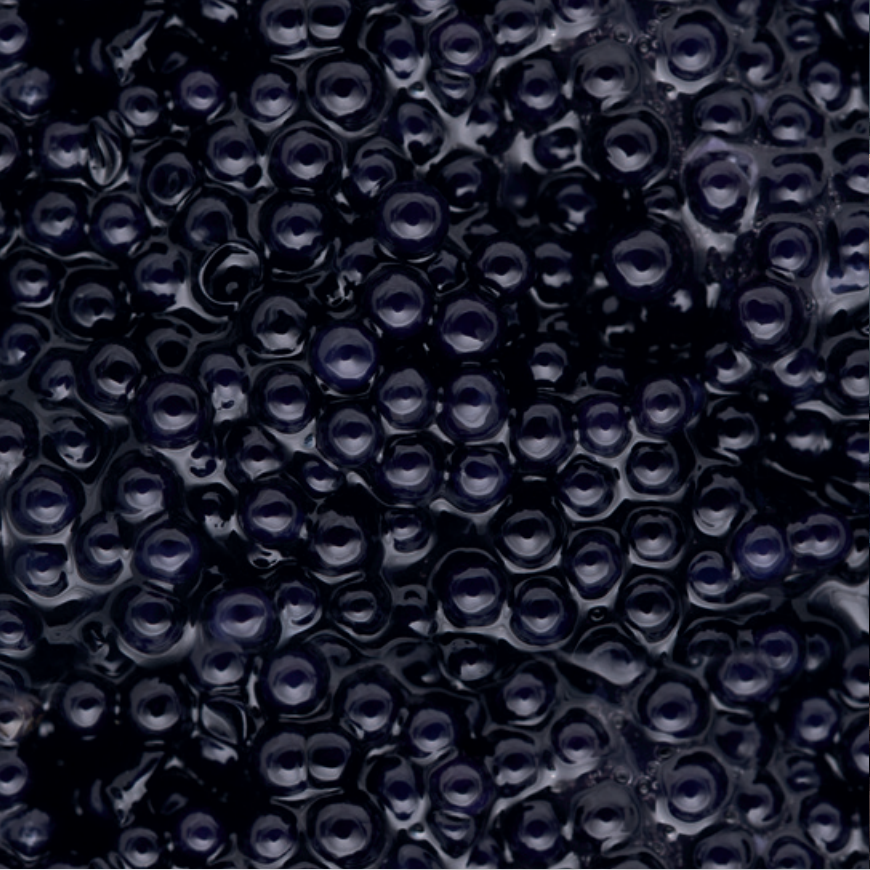
THE COPAIBA AND MACADAMIA OIL EXTRACT
WITH HIGH REGENERATING AND SOOTHING PROPERTIES,
HYDRATES AND PROTECTS THE HAIR DURING THE HOT SEASON.



MACADAMIA AND COPAIBA OIL INFUSED

A serene sunset scene over the ocean. The sky is filled with soft, wispy clouds in shades of orange, pink, and purple. The sun is low on the horizon, casting a warm glow over the water. Gentle waves with white foam are washing onto a sandy beach in the foreground. The image is framed by dark silhouettes of palm leaves at the top and bottom edges.

RESTORES THE RIGHT
LEVEL OF HYDRATION,
NOURISHES THE HAIR,
PROTECTS FROM SUN,
SEA SALT AND CHLORINE.





ULTIMATE LUXURY TREATMENT



ULTIMATE LUXURY
TREATMENT