

eIDEAL

# About us

## **EIDEAL [ee-de-ahl]**

*(noun): a new unreal stage in hair tools innovation, outstanding enough to be Excellently IDEAL.*

Established in 2008, EIDEAL is one of the leading providers of premium hair products and tools across the MENA region.

The EIDEAL range was born after Haysam Eid, a former hair stylist saw first-hand a gap in the market for high-quality hair tools that delivered professional salon-worthy results.

Haysam was determined to create a range of products that would redefine the industry standard and which would achieve a cult-like status for their unrivalled brilliance.

Since its inception, EIDEAL has been growing at a substantial pace and the brand currently boasts offices in both Lebanon & Dubai and counts approximately 1000 salons as partners.

EIDEAL has always followed the same guideline: combining creativity with advanced technology to create beautiful and contemporary tools. Thanks to this ethos, the brand has produced a range that has fast become a whirlwind sensation with both consumers and professionals alike.





## NAME

Haysam Eid, Founder and Managing Director of EIDEAL. Young and passionate, charismatic and talented, but mostly... eager to excel! Haysam Eid, a professional hairstylist and thriving entrepreneur, sits at the helm of his own company, EIDEAL.

Specializing in the manufacture and sale of products to professional hair salons, the EIDEAL range was inspired by Haysam's first-hand experience in the industry. After training at the globally renowned hairstyling academy, TONI&GUY in London, Haysam took advantage of every opportunity to improve his experience before working under the professional eye of his father and mentor, Younes Eid, at his eponymous hair salon. He then completed a Major in Business Management so he could combine his creative talents with his entrepreneurial flair and managerial skill.

Driven by the lack of styling tools that mix excellence with practicality, he started developing a limited range of innovative tools for salon use. Charged with enthusiasm, and backed up with persistence, he turned his vision into reality and established EIDEAL in 2008, a brand combining his name with idealism. In 2010, Haysam moved to Dubai, and worked on further expanding his brand to cover a wider range of products. Under his guidance, EIDEAL achieved a reputation for hair tool brilliance with the region's top beauty editors and acclaimed influencers. Given this significant validation, the brand soon became a reference in the hairdressing market, with its wide range of innovative styling tools.

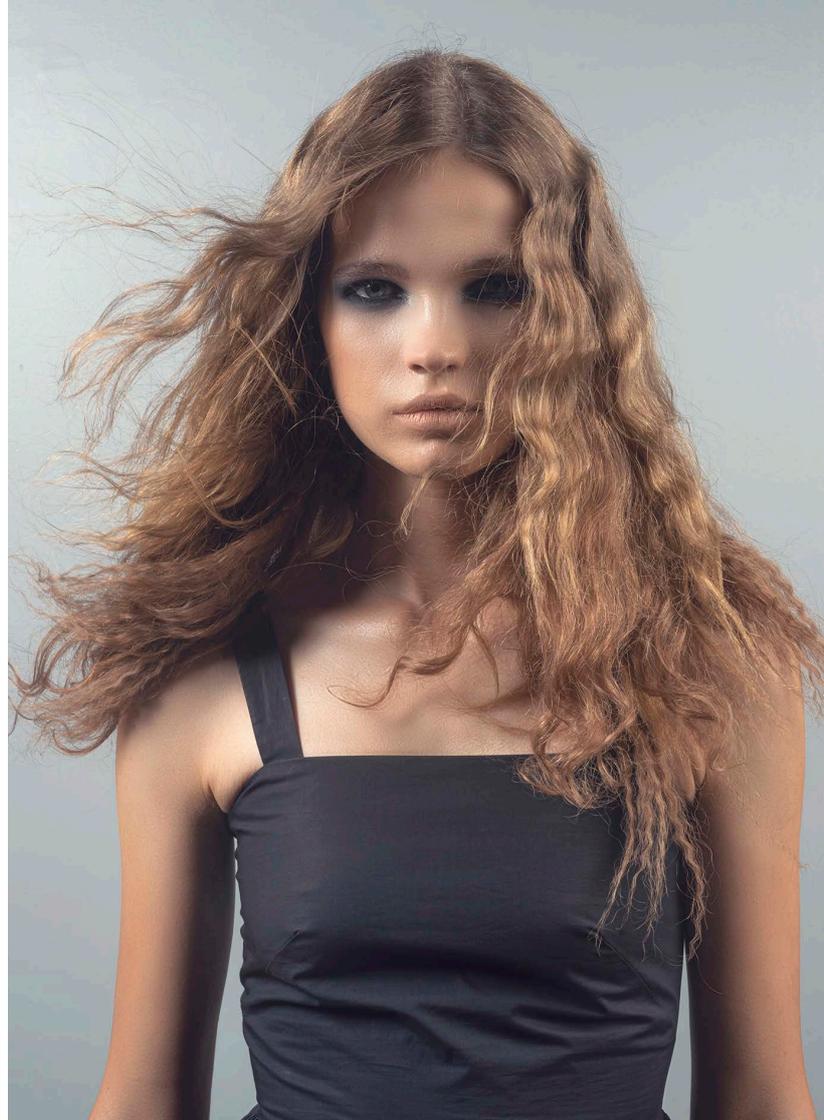
Harnessing the ultimate advances in hair care, EIDEAL aims to revolutionize the concept of hairstyling, whether you are a salon professional or a hair loving consumer.

Following the success of the launch of EIDEAL hair tools, Haysam wanted to be able to provide products that were as high-end and which would work in synergy with his tools to deliver an unmatched salon experience.

To make this dream a reality, Haysam scoured the world for the best possible haircare products, and kickstarted the distribution arm of the EIDEAL company.

To date, EIDEAL is also the Middle East distributor of the high quality Amazon Keratin range of smoothing treatments and products, as well as one of the most eco-friendly international haircare brands, Davines.

Haysam Eid continues to devote his talent and unwavering skill to take the beauty industry to greater heights and is unwavering in his promise - to turn lifeless locks into salon-perfect tresses... anytime, anywhere.



# *Our brands*

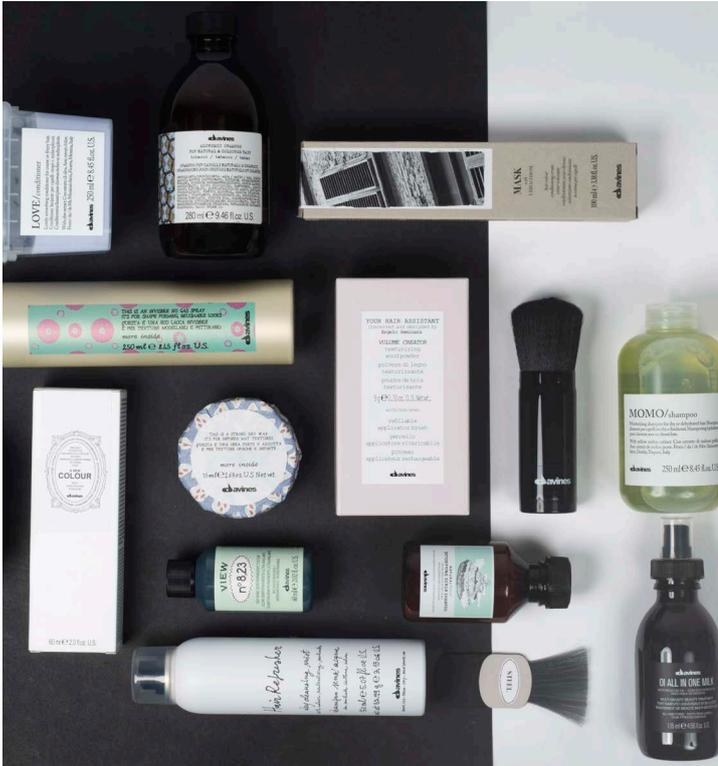
EIDEAL

With the innovation of ground-breaking styling technologies, inspired by nature's most sophisticated minerals and elements; at **EIDEAL**, when it comes to the manufacture of our tools, quality is never compromised.

Currently, EIDEAL offers a vast selection of Hair Dryers, Straightening Irons, Curling Irons, Hair Clippers, Hair Brushes, Scissors, Hair Extensions and many other hair-related accessories that aim to improve the performance of hair professionals and satisfy the needs of every woman who holds the highest aspirations for beauty.

EIDEAL products are crafted from the highest quality materials. Indeed, the Ceramic Brush is infused with Tourmaline gems, whilst the DiamonSilk Flat Iron was the first ever flat iron to feature diamond coated plating.





Founded in Parma in Italy in 1983 by the Bollati Family, the Davines Group started as a research laboratory, producing high-end hair care products for renowned cosmetic companies throughout the world. After a decade of honing their expertise, the brand launched Davines hair care products exclusively for salons, and in 1996 founded [ comfort zone ] skin care for premier spas. Davines is now an international player present in more than 90 countries.

The Davines aim is to inspire and improve the work life quality of worldwide beauty professionals through concepts, products and services that will allow them to offer unique experiences to their clients, whilst having minimal impact on the environment. Davines' ideal of beauty works through practical and "sustainable" efforts that are reflected with the way the brand produce its products as well as throughout its new headquarters, the Davines Village, and the B Corp certification received by the Group in 2016.

Davines offers a wide range of color, haircare and styling products, each one unique and a testament to the sustainable ethos of the brand. Every formulation harnesses the use of ingredients with high level of biodegradability. All Davines' products are produced using 100% electricity from renewable sources and packaged in a way that minimizes environmental impact, drawing inspiration from the ideal of Sustainable Beauty as an inseparable union between the Beautiful and the Good.



Amazon Keratin® is a globally acclaimed brand specializing in hair care therapies. Its highly developed Hair Straightening Systems deliver healthy, frizz-free, and beautiful looking hair.

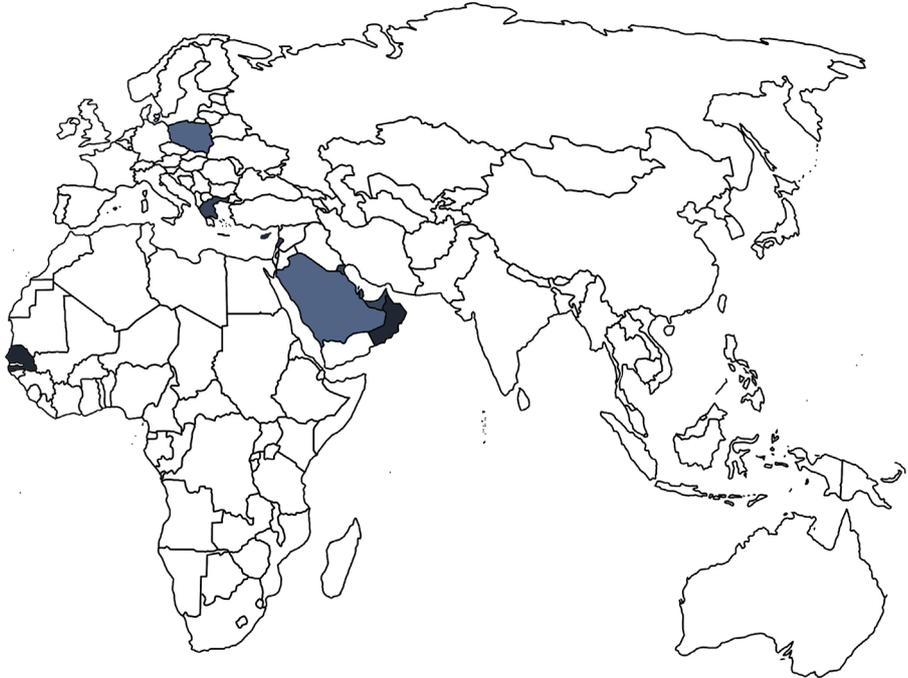
The Amazon Keratin Hair Straightening System is an innovative hair treatment that combines keratin protein and natural ingredients, not only to straighten hair but also to restore its natural health, leaving it with a silky and shiny look.

The special Amazon Keratin® formula is proven to turn unruly curls into shiny and sleek tresses, without losing the hair's natural body. By reducing unwanted volume and eliminating frizz, the Amazon Keratin® Hair Straightening System will ensure your hair easier to style requiring minimal effort. Amazon Keratin® Hair Straightening System has different formulas to treat any type of hair, including damaged or chemically treated hair.

The Amazon Keratin® Hair Straightening System will restore, rebuild and strengthen every single hair by warming the keratin protein into it - leaving your hair stronger, shinier and much softer to the touch. With the Amazon Keratin® Hair Straightening System, you will be able to control your hair easily. Whatever the amount of humidity in the atmosphere, your hairstyle will look perfect and hold much longer.

# *Market*

Kingdom of Saudi Arabia  
United Arab Emirates  
Kingdom of Bahrain  
Lebanon  
Kuwait  
Oman  
Qatar  
Senegal  
Poland  
Cyprus  
Greece



A woman with dark, voluminous, styled hair is shown in profile, looking towards the camera. She is wearing a dark, textured leather vest over a dark top. The background is a soft, light-colored gradient.

# *Education*

With a dedicated local Educator, EIDEAL is on hand to offer in salon training when salons come on board as a partner.

This initial training will ensure the salon partners' team offers an enhanced client journey. For salon partners who have been with EIDEAL a while, we also offer refresh trainings so you can gain confidence with our range of products, learn more about the new launches and train any new team member.

We also have a calendar of classes which has been specifically designed to meet the demands of our salon partners. These classes are also a great opportunity to benefit from the experience and knowledge of other skilled hair dressers working in different salons.

At EIDEAL, we provide our Salon Partners with tailored trainings specially designed to fulfil the salon's needs and requirements, whatever they may be.



IDEAL  
*Hairtools*





# Geenie

- Max temperature 230°C in less than 10 seconds
- Germanium mineral coated plates
- Moving plates for versatile styling
- One minute auto-shut off system
- Automatic power conversion
- Operating mode function
- Instant heat & recovery
- Shiver function mode
- Dual voltage



EID3200SB



EID3200W



EID3200B



## DIAMONDSILK<sup>®</sup> CLASSIC

- Max temperature 230°C in 10 seconds
- Moving plates for versatile styling
- Automatic power conversion
- Operating mode function
- Diamond coated plates
- Shiver function mode
- Quick recovery time
- Auto shut off
- Dual voltage
- Lock button



EID2019



## S2

- Moving plates for versatile styling
- Max temperature 230°C
- Silicone coated plates
- Auto shut off



EID39M



EID39W

## TWINFUSION

- Moving plates for versatile styling
- 2-step safety control system
- Flat & curling iron combo
- Diamond coated plates
- Max temperature 230°C



EID2951

## Teeny Twin

- Moving plates for versatile styling
- 2-step safety control system
- Flat & curling iron combo
- Ceramic coated plates
- Max temperature 200°C
- Mini sized / ultra light



EID2952



# LOOP



LOOP

LOOP BY IDEAL IS THE ULTIMATE  
HAIR TOOL THAT MAKES IT EASY TO  
CREATE GORGEOUS BEACHY CURLS  
AND BEACHY WAVES THAT ROAST  
A SALON-INSPIRED FINISH.

IDEAL

# LOOP

- Maximum temperature 230°C
- Digital temperature control
- Titanium barrel
- Dual Voltage
- Auto shut off



EID609C22



EID609C25



EID609C28



EID609C32



EID60925



EID60932



EID609V25



EID609V32



# CURLGURU

- Heat resistant tip for an easy styling
- Digital temperature control
- Max temperature 220°C
- Infrared heat emission
- Ceramic coated plates
- Ionized brush pins



EIDCGG



EIDCGB



EIDCGP



EIDCGW

swiftblade

- Over 1 hour cordless usage
- Ergonomic grip & design
- Rechargeable battery
- 4-step cutting system
- Adjustable blade



EID800



# eionic

- Variable nozzles for personalized styling
- Variable speeds & temperatures
- Stainless steel removable filter
- High performance: 2500W
- Advanced ionic technology
- Ergonomic grip & design
- Cool lock button
- Lightweight



EID3217

# ViV

- Variable nozzles for personalized styling
- Variable speeds & temperatures
- Stainless steel removable filter
- High performance: 2400W
- Advanced ionic technology
- Ergonomic grip & design
- Cool lock button
- Lightweight



EID3201H



## The Skilled



EID182

## The Twister



EID678





# DeKnot



EID0B



EID7P



EID1B



EID4G



- Scalp massaging shampoo brush
- Designed for use on wet and dry hair
- Deeply cleanses hair follicles and scalp
- 376 round-tipped nylon bristles
- Scalp stimulating brush



# POP

- Integrated bristle technology resulting in zero bristle loss during use
- Flexible and rounded teeth to stimulate blood circulation
- Effortlessly combing on wet and dry hair



EIDPOP-O



EIDPOP-Y



EIDPOP-B



EIDPOP-P



# BOON

- Natural bristles mixed with clear single porcupine
- Natural beech wood handle
- Black natural rubber cushion
- Strong & Hygienic



EIDBSW



EIDBOW



EIDBSB



EIDBOB



# NATURAL WOODEN BRUSH

- Lightweight Carbon Wooden handle
- Effortless drying and styling
- Heat-resistant pins
- Less heat damage



EID437



EID387



EID327



EID227

# *P'tite* BRUSH



EID197



EID177



EID157



EID127



## CERAMIC BRUSH

- Made from semi-precious minerals
- Unique Design for a pain free styling
- Easy grip handle
- Less drying time
- Lightweight



EID1453L



EID1443L



EID1433L



EID1425L

## PLUS-SIZED BRUSH



EID1453XL



EID1443XL



EID1433XL



EID1425XL



## COMBS



THE PARTICULAR  
EID213



THE COMPANION  
EID274



THE FOLLOWER  
EID284



THE DIVIDER  
EID246



**HAIR CLIPS**



EID2205



EID10F



**SPRAYER**  
EID365



**TIE ME**  
EID3208



EID10SB



EID10SW



**STYLIST AND MAKEUP  
ARTIST BAG**  
EID019



**Facepro**  
SIMPLE YET BRILLIANT



FPS200



- Soft, PET transparent film dermatologically tested
- Practical design for cutting, coloring & blow-drying
- 100% protection for face and skin
- Cut the perfect fringe with ease

**KIMONO**



EID025

**APRON**



EID015

**CUT CAPES**

EID09



EID01





# VERN

Vern Intelligent scissors have changed the face of hairstyling. With only 8 basic scissors, thousands of combinations are possible & up to 5 pairs can be used at the same time.

Hundreds of styling cuts can be easily created and mastered using Vern scissors: thinning, horizontal, reverse, bias & speeding cuts.



Clth



DVD



ClscBdg



V.Bag

## PREMIUM SCISSORS



4V



4E



4Ec

## CLASSIC SCISSORS



2Ec



2V



# IDEAL EXTENDED

- × Derived from the highest quality 100% virgin Remy hair
- × Proven to be gentle on hair
- × Designed for easy styling on different settings up to 210°C
- × Suitable for cleansing with shampoo and conditioner
- × May be coloured to your specifications
- × Guaranteed instant length and volume
- × May be re-used several times
- × Available in 35 and 55 cm
- × Pack of 10 or 12 pieces
- × Available in 25 colors
- × Tape in system



EX-01-5



EX-1B-3 | EX-1B-5



EX-02-3 | EX-02-5



EX-2A68-3 | EX-2A68-5



EX-04-3 | EX-04-5



EX-41712-3 | EX-41712-5



EX-478-3 | EX-478-5



EX-06-3 | EX-06-5



EX-61422-3 | EX-61422-5



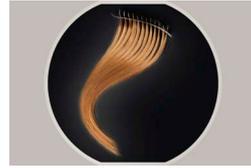
EX-07-3 | EX-07-5



EX-72060-3 | EX-72060-5



EX-08-3 | EX-08-5



EX-8722-3 | EX-8722-5



EX-81860-3 | EX-81860-5



EX-14-5



EX-18228-3 | EX-18228-5



EX-20860-3 | EX-20860-5



EX-201660-3 | EX-201660-5



EX-60W-5



EX-24-3 | EX-24-5



EX-12D-5



EX-17-3 | EX-17-5



EX-1B60W-5



EX-1BS-5



EX-47-5



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