

**Salerm**  
COSMETICS  
HOMME

**MORE THAN BEARDS**



*Barber line*  
*since 1950*

[homme.salerm.com](http://homme.salerm.com)



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*Barber line*  
since 1950



## MORE THAN JUST BEARDS



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since 1950

Taking care of yourself is a question of attitude. A commitment to yourself that's beyond convention.

Products with character and experience designed for men without stereotypes but with plenty of personality because...

we're **MORE THAN JUST BEARDS**



# Discover the whole Salerm Cosmetics range for men

## Hair

Updated design!



**1e**

**shampoo 1 energy**

A treatment shampoo containing specific components that help prevent thinning and give hair a nourishing boost.

250 ml. / 9.0 Oz. Ref. 726

Updated design!



**2e**

**lotion 2 energy**

A lotion in a spray format for the specific treatment of thinning, which helps to maintain the hair's normal lifecycle.

200 ml. / 6.8 Oz. Ref. 729



**Es**

**exfoliating shampoo**

Shock treatment dandruff shampoo with peeling effect. Its specific active ingredients help to eliminate dandruff.

250 ml. / 9.0 Oz. Ref. 727



**Gr**

**oily  
hair shampoo**

Specific shock treatment shampoo with active ingredients selected to control scalp oils and leave hair clean and healthy.

250 ml. / 9.0 Oz. Ref. 728



**Gs**

**gray hair  
shampoo**

Shampoo that eliminates yellow tones from white, blond and/or lightened hair. *Arginine* and *essential amino-acids* hydrate and nourish the hair fibers

250 ml. / 9.0 Oz. Ref. 4730



**Sr**

**2-in-1 shampoo + gel**

Freshen up quickly with this all-in-one shampoo-gel. With a gentle cleansing base designed to efficiently remove and dirt and any other product traces.

1.000 ml. / 36 Oz. Ref. 705  
250 ml. / 9.0Oz. Ref. 725  
100 ml. / 3.6 Oz. Ref. 715

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## Styling



**Mc**



### matte control cream

Styling cream with elastic hold that gives hair added body. With a dry-effect finish.

100 ml. / 3.5 Oz. Ref. 708  
50 ml. / 1.76 Oz. Ref. 731



**Wx**



### beard & hair wax

Soluble wax with styling hold and control. Suitable for beards, mustaches and hair.

100 ml. / 3.6 Oz. Ref. 4727



**Sd**



### styling dust

Wax in a powder format designed to give hair added volume, without stickiness. With a matte finish and added volume. *Beach hair* effect.

10 g. / 0.3 Oz. Ref. 4729

**new**



**Pg**



### power gel

Powerful gel based on a sweet syrup formula of natural plant origin. Hydrates and texturizes. Easy to remove.

500 ml. / 17.6 Oz. Ref. 4731  
10 ml. / 0.34 Oz. Ref. 4731S



**Ef**



### extreme hold

Extreme hold styling & finishing gel.

100 ml. / 3.5 Oz. Ref. 712



**Mg**



### memory effect hold

Styling and finishing product with flexible, memory-effect hold.

200 ml. / 7.0 Oz. Ref. 730



**Fg**



### fusion gel

Innovative styling gel with a wax-like application and a wet-look gel finish.

150 ml. / 7.0 Oz. Ref. 732  
50 ml. / 1.78 Oz. Ref. 756

**new**



**Sh**



### strong hairspray

Flexible hold, long-lasting and ultra-fast drying hairspray that leaves no visible residues on application. With anti-humidity effect and sun filter.

405 ml. / 9.2 Oz. Ref. 4732  
100 ml. / 3.1Oz. / Ref. 4724

# Discover the whole Salerm Cosmetics range for men

Facial



**F24**

**fatigue control 24**

A moisturizing cream that improves the skin's texture and provides a vitalizing and energizing boost. Contains aftershave properties.

120 ml. / 4.2 Oz. Ref. 733  
75 ml. / 2.6 Oz. Ref. 716



**Ap**

**anti-age protection  
anti-pollution**

A moisturizing cream which protects the skin and reduces the signs of stress and fine lines. Can be used after shaving.

120 ml. / 4.2 Oz. Ref. 734



**Ec**

**eye contour**

Clear gel specifically designed for the delicate eye are.

15 ml. / 0.5 Oz. Ref. 717



**Rf**

**Facial renewing  
peel**

Exfoliating gel for facial cleansing.

200 ml. / 6.6 Oz. Ref. 724

# Discover the whole Salerm Cosmetics range for men

## Beard and mustache



**Bo**



### beard oil

Beard oil with organic raspberry and rosehip oil. Suitable for any kind of beard or mustache.

30 ml. / 1.0 Oz. Ref. 4726



**Wx**



### beard & hair wax

Soluble wax for hold, control and style. Suitable for beard, mustache and hair.

100 ml. / 3.6 Oz. Ref. 4727



**Ps**



### perfect shave system

High-precision clear shaving gel for maximum precision especially difficult areas like goatees and sideburns. Its formula delays new regrowth.

200 ml. / 7.0 Oz. Ref. 723  
100 ml. / 3.5 Oz. Ref. 714



**As**



### aftershave gel

Clear moisturizing gel for use after shaving. Its special formula delays beard regrowth.

100 ml. / 3.5 Oz. Ref. 711

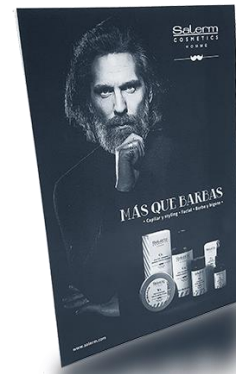
# Promotional material



**SALÓN**  
**SELECCIÓN**  
**SALON CHAIR**  
**2SLNEWYORK**  
CONSULT  
UPHOLSTERY  
OPTIONS



**Poster**  
**(100x70cm)**  
**Ref.: 5843**



**DINA5 desktop**  
**display**  
**(148x210mm)**

Spanish : 5847  
English : 5841  
Italian : 5842  
Portuguese : 5840  
Russian : 5835



**Homme range**  
**pamphlet**

Spanish – English : 5839  
Spanish – Portuguese : 5838  
Spanish – Italian : 5837  
Spanish – Russian : 5834  
Spanish – Czech : 5836



**Water spray**  
**Ref: 5846**



**Display barrel**  
**Ref: 5830**



**Paper bag**  
**(148x210mm)**  
**Ref: 5845**

Spanish / English

**Sticker**  
**Ref: 5844**



**Door/window**  
**sticker**

Spanish (VPTHEs)  
English (VPTHI)  
Italian (VPTHIT)  
Portuguese (VPTHP)



**Father's Day Pack**  
Claim "More than  
beards" Spanish /  
English  
**Ref: 4723**

SaLerm  
COSMETICS  
HOMME



# FABULOUS & GREAT Collection



From the winner of the Best Spanish Barber Award  
2017

Juanjo Ruzafa





**PLAY**

<https://youtu.be/SCxxcDN-liA>



A professional Clipper with high battery autonomy (lasts twice as long as regular batteries).

- Fast charging (user time: 80 minutes of continuous use)
- Long-lasting motor. Lasts 3 times as long as a regular motor.
- 4 guide combs 1/16", 1/8", 11/64" and 1/4" (1,5 / 3 / 4,5 / 6 mm)
- Speed control and 3 user speeds

Ref. 220v V4378  
Ref. 110v V4379

**VIPER AIR**  
.....6000.....

PROFESSIONAL CLIPPER · MÁQUINA DE CORTE





A professional Clipper with high battery autonomy and up to 7000 rpm.

- Battery charge indicator
- Long-lasting motor (up to 3 times as long as a regular motor)
- Fast charging: charged in 3 hours for 4,5 hours use
- 4 guide combs 1/8", 1/4", 3/8" and 1/2" (3 / 6 / 9 / 12 mm)
- 3 speeds (5.000 / 6.000 / 7.000)

Ref. 220v V4380  
Ref. 110v V4381

**VIPER AIR**  
.....7000.....

PROFESSIONAL CLIPPER · MÁQUINA DE CORTE





Professional clipper with power cord, 30W of power and a long-lasting motor.

- Refrigeration mechanism to prevent overheating.
- High precision.
- 1 removable blade 1/16" (1,5 mm)
- 4 guide combs 1/8", 1/4", 3/8" and 1/2" (3 / 6 / 9 / 12 mm)
- Ergonomic design, lightweight with a long power cord.

Ref. 220v V4376  
Ref. 110v V4377

**VIPER**  
*classic.*





A professional shaver ideal for creating fades and close cuts. Especially designed for:

- Giving a clean finish to fade cuts
- Cleaning the neckline to produce a smooth result
- Eliminating unshaven areas
- An irritation-free shave

- + Lithium battery for maximum power.
- + Up to 80 minutes use when fully charged.
- + Two hypoallergenic angled foil cutters for a closer shave.
- + Ergonomic

Viper Razor (USB charger)

Ref. V4382

DELICATE SHAVE / RASURADO DELICADO

**VIPER**  
razor



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