

A photograph of five diverse women of various ethnicities and hair colors (red, blonde, brown, curly) wearing white bathrobes. They are posed together, smiling and interacting, against a plain light grey background. A semi-transparent pink banner is overlaid across the middle of the image, containing the text.

WE MAKE ALL HAIR BEAUTIFUL

BEAUTOPIA HAIR™

BEAUTIFUL HAIR STARTS HERE

BEAUTOPIAHAIR.COM



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BEAUTIFUL HAIR STARTS HERE.

Home to **Brocato** hair care products and the best-selling **Vibrastrait** vibrating flat iron, we offer professional high-quality products for all hair types to make hair stronger and healthier!

Sulfate-free. Paraben-free. Color-safe.

Our motto is: We Make ALL Hair Beautiful. We understand that everyone's hair is unique and we pride ourselves on creating formulas and regimens to fit every hair type and concern. It is our guarantee that our products will preserve the integrity of the hair and bring out that natural luster and shine all hair is capable of achieving.

As an affordable luxury lifestyle brand, we strive not only to make hair look and feel beautiful, but to make it work and fit into your lifestyle. Whether you are headed into your day or transitioning from day to evening and want to look your best, we always have a beauty solution for you. Our products can help you style hair faster and easier all while keeping it beautifully manageable and healthy.



FREEDOM + BEAUTY

Our relationship with our hair is deeply personal. It is a reflection of who we are, our personalities, our needs, our moods and our desires and likes.

It can be the ultimate fashion statement or a personal and playful way for us to experience new and different aspects of ourselves.

Hair can instantly lift our mood. A messy bun with loose tendrils on a casual laundry day can make us feel just as attractive as a high bun at a work or dinner event.

The expression, the circumstance, and the mood changes when our hair changes.

When our hair is wanting color or a cut, it is too thin or dry, too unruly or frizzy, we can often feel less than at the top of our game.

At Beautopia Hair, we understand the abundance of unique hair types and hair needs. We aim to provide beauty solutions to make your hair the most brilliant and beautiful expression of you.

With our unique formulas, we transform hair from the inside out, giving you the ability and adaptability to be all of who you are.

BROCATO

BY BEAUTOPIA HAIR

BROCATO HAIR CARE

SHAMPOOS

CONDITIONERS

LEAVE-IN TREATMENTS



Beautopia Hair prides itself on using the finest botanicals, antioxidants and silk proteins to nourish and enrich hair and restore it to beautiful condition. All of our formulas keep hair soft, moveable and are designed to preserve the integrity of the hair. It is our belief in 'beauty inside and out' that allows us to bring out the natural luster and shine all hair is capable of achieving.

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BROCATO

BY BEAUTOPIA HAIR

BROCATO STYLING

HOLD
CONTROL
VOLUME
TEXTURE
SMOOTH + SHINE



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SOME THINGS
ARE BASIC.
your hair
SHOULDN'T BE.

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VIBRAstrait™

BY BEAUTOPIA HAIR

**HEALTHIER. STRONGER.
SHINIER HAIR.**

Vibrastrait PRO

PLATE SIZES: 1" & 1.75"

Vibrastrait Essential

PLATE SIZES: 1" & 1.5"

AS SEEN ON:





TRAVEL

TSA-APPROVED SIZES



THE GOOD STUFF

To have beautiful hair is to have healthy hair. To that end, we've created formulas you can trust to nourish both hair and body. Just as we all need beautifying foods and a proper diet to create glowing skin, the same is true for hair.

To create shine, bounce, and elasticity, we rely on B vitamins and aloe, and the wondrous benefits of rosehip oil and vitamin E. To create unparalleled resilience, we utilize protein complexes of hydrolyzed keratin and silk. And to create a refreshing multi-sensory experience, we use the mild and beautiful fragrances of cucumber melon and citrus.

It is our commitment and guarantee that all of our products use only the highest quality botanicals, antioxidants, aminos and UV absorbers to protect hair health and create unparalleled beauty from the inside out

Proper hair care is not just an isolated experience, it is a lifestyle. You can trust your BH products and know that whatever you are using on your hair and scalp is good for you. You are only getting the good stuff.





GREAT HAIR
DOESN'T HAPPEN
BY CHANCE.
IT HAPPENS WITH
GREAT HAIR PRODUCTS.

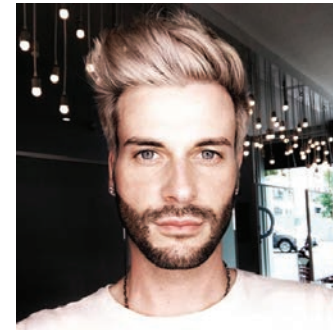
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LIKE A PRO

Long since used by professional hairdressers globally, Brocato has been an in-salon cult favorite for over 25 years. Lauded by stylists both behind the chair and on set, they are enamored with the superior performance and results on hair. From fragrances and textures to ingredient decks and effects, Brocato is a craftsman's paradise, improving the overall condition of the hair while creating styles to make clients' hair look and feel beautiful.

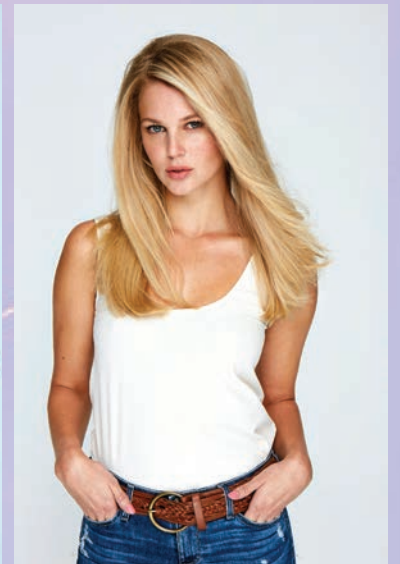
DOM MAGER, MASTER STYLIST



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Brocato is my go-to because of how it makes my clients' hair feel. It leaves the hair in amazing condition after using it.

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THE BH TEAM



MIKE REICHMAN

VP OF MARKETING

mreichman@beautopiahair.com

A 20 year Digital Marketing veteran with a strong background in online digital marketing, site design, information architecture, usability, engagement, social marketing, mobile strategy & content management. Mike was the Co-founder and COO at an Internet Top 500 E-tailer and later started an internet consulting company. Mike has led e-commerce teams at Urban Outfitters Brands and Kroger Super Market Brands. Mike has managed a multi-million dollar online media plans and developed advertising performance tracking systems for several global brands.



CHRISTINE COLE

DIRECTOR OF SALES

ccole@beautopiahair.com

Christine has over 25 years of sales and strategic account planning in the retail industry. She has a 360 view of the retail landscape with executive level management of national key accounts. Driving growth through strategic account planning and tactical go to market implementation, she is responsible for leading the sales division and developing a strategic sales plan that promotes growth & customer satisfaction. She is able to identify and develop strategic business opportunities to drive the top line. Christine is a consistent top performer, collaborative team partner and is results oriented.



DIANA FERRANTE

MARKETING + PR DIRECTOR

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Diana has over 10 years experience in the beauty industry cultivating brand partnerships and developing programs to enhance engagement online. She has garnered media placements for Beautopia Hair on notable outlets like Good Morning America and The Rachel Ray Show. She enjoys managing campaigns, producing photo shoots, and coordinating press events. Her fresh energy, warm personality and passion for the work make her an easy friend and colleague amongst celebrity stylists, agents and influencers alike.



JOANNE GENZONE

CREATIVE DIRECTOR

jgenzone@gmail.com

An award winning designer and art director, based in New York, Joanne has been leading design teams for over 20+ years. Her career has spanned between print & digital in the luxury beauty & fashion market with a strong focus on branding for both new and existing brands. Passionate about everything creative, she strives in a fast-paced environment and loves a creative challenge. Her design work embodies a clean and modern aesthetic with a sophisticated edge.

PRODUCTS

BY BEAUTOPIA HAIR

BROCATO™ HAIR CARE + STYLING

cloud 9™

MIRACLE REPAIR



REPAIR DAMAGE
SF • PB • CS • CF

vibracolor™

FADE PREVENT



PROTECT COLOR
SF • PB • CS • CF

splash™

DAILY CARE



DAILY CARE
SF • PB • CS • CF

saturate™

INTENSIVE MOISTURE



ADD MOISTURE
PB • CS • CF*

*Leave-In Treatment is not PB

supersilk™

PURE INDULGENCE



SMOOTH FRIZZ
SF • PB • CS • CF

peppermint scrub™

DEEP CLEANSING



DEEP CLEANSE
PB • CF

swell volume™

FULL BODY



ADD VOLUME
SF • PB • CS • CF

SF= Sulfate-Free
PB= Paraben-Free
CS= Color Safe
CF= Cruelty Free



HOLD



VOLUME



CONTROL



TEXTURE



SMOOTH + SHINE

VIBRAstrait™

the pro series



VIBRASTRAIT™ PRO
1.75" GREEN



VIBRASTRAIT™ PRO
1" GREEN

the essential series



VIBRASTRAIT™ ESSENTIAL
1.5" PURPLE



VIBRASTRAIT™ ESSENTIAL
1" PURPLE

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