

GOLD

PROFESSIONAL



GOLD PROFESSIONAL

BRAND PRESENTATION



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GOLD PROFESSIONAL

AWARD-WINNING, NATURE-INSPIRED,
CRAFTED FOR EXCELLENCE

Gold Professional is your luxury haircare brand from Denmark, seamlessly merging nature, beauty, fashion, minimalism, and eco-consciousness. Designed by hairstylists, for hairstylists, it brings together revolutionary formulations, Scandinavian elegance, and environmental sustainability for a truly refined haircare experience.

Loved by top salons worldwide, Gold Professional transforms haircare into an art form, from sensory-rich fragrances to high-performance results and responsible innovation. Luxury without compromise, created for those who demand the best.





Marco
MERIE



Víctor
MORENO

A VISION BORN IN 2008

Gold Professional was founded in 2008 by visionary stylists Marco Merie & Víctor Moreno with a clear mission: to create a luxurious, high-performance haircare line that reflects the art of hairdressing. Designed by hairstylists, for hairstylists, every product is crafted with high-quality ingredients, ensuring exceptional performance and multifunctionality for effortless styling.

More than just haircare, Gold Professional is a fashion-forward experience, where minimalist design, signature fragrances, and salon-level results meet. Compact, unisex, and exclusively available in salons, our range brings the essence of professional expertise to your everyday routine. At Gold Professional, we believe in the natural beauty within each individual, eager to be enhanced.

No mass production. No e-commerce.
Just pure, salon-crafted excellence.

OUR COMMITMENT

TO NATURE

At Gold Professional, sustainability is not a trend, it's a responsibility. Every product is designed with eco-conscious innovation, ensuring exceptional results while respecting the planet.

CERTIFIED GREEN

Gold meets the highest environmental standards set by the Danish government, ensuring responsible production at every stage.

NATURAL ORIGINS

Up to 100% of active ingredients in shampoos, conditioners, and masques come from natural sources, including botanical extracts, pure oils, and antioxidants.

VEGAN & CRUELTY-FREE

Gold is proudly PETA-certified, never tested on animals, and was the first brand to register a professional hair color line with PETA.

NO COMPROMISES

Every formula is free from sulfates and parabens, delivering purity without compromise.

Gold Professional is committed to protecting nature beyond haircare. That's why we support PETA, Oceana, and The Nature Conservancy.





THE SCANDINAVIAN SECRET TO EFFORTLESS BEAUTY

Gold Professional is more than haircare: it's an experience. Designed to evoke emotion, every detail, from the refined packaging to the signature fragrances, it embodies Scandinavian minimalism and modern elegance.

This award-winning range brings glamour, sophistication, and unparalleled quality to everyday haircare, merging high-performance formulations with effortless usability. Loved by stylists worldwide, Gold simplifies styling and transforms haircare into a seamless ritual of beauty and self-expression.

A PHILOSOPHY

DRIVEN BY EXCELLENCE

At Gold Professional, haircare means a seamless blend of artistry, innovation, and conscious choices. Every product is crafted with precision to ensure peak-performance results that meet the highest professional standards.

Our collection is designed for versatility and efficiency. Each product is multifunctional and compact, allowing for effortless styling and simplified routines without the need for excessive products. From cleansing to finishing, every formula delivers targeted benefits for all hair types and concerns.

Our dedication to education and craftsmanship fuels everything we do, ensuring stylists worldwide have the tools they need to create exceptional hair. With a strong fashion influence, our products not only perform but also complement a modern, style-conscious lifestyle.

At Gold Professional, timeless quality meets innovation, bringing together advanced formulations, eco-friendly ingredients, and cutting-edge technology to deliver a truly luxurious haircare experience.

WHERE VALUES

DEFINE BEAUTY

Gold Professional is more than haircare—it's a philosophy of beauty, innovation, and responsibility. Rooted in Scandinavian minimalism, our high-performance, multifunctional, and salon-exclusive products bring luxury and expertise straight from professional hands to yours.

Beyond performance, we are committed to eco-consciousness, ethical sourcing, and sustainability, ensuring beauty that respects both you and the planet.

Step into a world where innovation meets elegance—because your hair deserves the best.





ROOTED IN CULTURE,

DEFINED BY VISION

Gold Professional is built on a foundation of Nordic heritage, passion, and a clear vision—where haircare meets innovation and artistry. Every formula reflects our dedication to quality, performance, and exclusivity, ensuring a salon-grade experience with every use.

Driven by determination and respect for both hairstylists and clients, Gold Professional creates products that don't just perform, but inspire. Our commitment to sophisticated design and total salon partnership means every product is crafted with care, empowering professionals and elevating everyday routines.

THE GOLD STANDARD IN

SALON-EXCLUSIVE HAIRCARE

Rooted in strong values and a passion for craftsmanship, we create salon-focused, multifunctional products that simplify haircare while ensuring professional-level results. Our compact retail line makes premium haircare accessible, while our exclusive Metamorphyc Salon System, True Pigments Color Conditioners, and high-performance hair colors empower hairstylists with limitless creative possibilities.

With timeless design, easy-to-use formulations, and salon-exclusive expertise, Gold Professional is where beauty and fashion merge seamlessly.



GOLD HAIRCARE

WHERE LUXURY MEETS PERFORMANCE

Indulge in a salon experience at home with high-performance formulas designed to bring out the best in your hair. Gold Haircare is crafted with precision, passion, and the latest innovations—all in a curated, easy-to-use range.



- **Effortless beauty for all** – Unisex formulas designed for every hair type, bringing salon perfection to everyone.
- **A scent you’ll fall in love with** – Infused with essential oils, our signature fragrance turns every wash into a sensory ritual.
- **Powerful, concentrated formulas** – Less product, maximum performance: luxury that lasts.
- **Smartly curated selection** – A compact range of must-have essentials, making haircare simple yet effective.
- **Always evolving, never outdated** – Core products are continuously upgraded with cutting-edge innovations.
- **Trend-led, fashion-forward styling** – Limited-edition and seasonal exclusives ensure your look is always ahead of the curve.
- **100% vegan & cruelty-free** – Formulated with premium, eco-friendly ingredients. Never tested on animals.

GOLD PROFESSIONAL

PRODUCT LINES

Gold Haircare offers a complete system designed for both professional salon treatments and effortless at-home maintenance. Our three essential categories ensure exceptional performance at every stage of your haircare journey.

Designed for versatility, multifunctional innovation allows you to streamline your routine—each product serves multiple purposes, reducing clutter without compromising performance. With seamless mix & match technology, Gold Haircare lets you create a fully customized look, from effortless volume to sleek smoothness.

Tailor your style with adjustable hold factors ranging from 1 to 5, giving you total control over your hair's flexibility and structure. Whether you need a soft, natural finish or a defined, long-lasting hold, Gold adapts to your needs—because great hair should be as unique as you are.





WASH & NOURISH

The Wash & Nourish Line brings out the best in your hair with high-performance shampoos and conditioners designed for all hair types. Whether you need deep hydration, strength, or protection, every formula is crafted to enhance your hair’s natural beauty while keeping it healthy and resilient.

Infused with antioxidant-rich complexes, these products shield your hair from daily stressors, including heat styling and environmental damage. Concentrated plant extracts work to strengthen and restore, while precious natural oils deeply nourish for a silky, healthy finish. With built-in UV and heat protection, your hair stays radiant, smooth, and effortlessly manageable, every day.

- 01 LUXURY HAIR MASQUE 200 ml/6.80 fl oz
- 02 HYDRATION SHAMPOO 250 ml/8.45 fl oz
- 03 HYDRATION CONDITIONER 250 ml/8.45 fl oz
- 04 REPAIR SHAMPOO 250 ml/8.45 fl oz
- 05 REPAIR CONDITIONER 250 ml/8.45 fl oz
- 06 SCALP RELIEVE SHAMPOO 250 ml/8.45 fl oz
- 07 DAILY DETOXING SHAMPOO 250 ml/8.45 fl oz
- 08 BLOND SHAMPOO 250 ml/8.45 fl oz



STYLE & PROTECT

The Style & Protect Line is your key to effortless, long-lasting hairstyles. Whether you’re aiming for touchable softness, glamorous volume, or sleek definition, these styling essentials give you the creative freedom to achieve any look—from timeless classics to bold, modern trends.

More than just styling, these formulas are packed with essential nutrients to keep your hair healthy while you style. Advanced heat protection ensures your strands stay smooth and strong, even when using hot tools. With versatile textures and buildable hold, you can create, shape, and refine your perfect style—all while keeping your hair beautifully nourished and protected.

- 09 ARGAN OIL 50 ml/1.70 fl oz
- 10 SEA WATER CREAM 150 ml/5.10 fl oz
- 11 CURL CREAM 150 ml/5.10 fl oz
- 12 SMOOTHING CREAM 150 ml/5.10 fl oz
- 13 BLOW OUT CREAM 150 ml/5.10 fl oz
- 14 SILKY DROPS 50 ml/1.70 fl oz
- 15 TEN IN ONE 150 ml/5.10 fl oz
- 16 VOLUME SPRAY 150 ml/5.10 fl oz
- 17 THERMAL PROTECTION 150 ml/5.10 fl oz
- 18 DELICIOUS FOUNDATION 200 ml/6.80 fl oz
- 19 ROOT LIFT 200 ml/6.80 fl oz





FINISH

The Finish Line is where your style meets long-lasting hold and effortless elegance. Whether you prefer matte waves, sleek shine, or a natural, touchable finish, Gold Haircare ensures your look stays flawless all day.

Beyond hold, these formulas nourish and protect your hair with rich, organic plant extracts, keeping strands healthy and radiant. Lightweight yet powerful, each product locks in your style while enhancing your hair’s natural beauty.

- 20 FAIRY DUST 10 g/0.35 fl oz
- 21 FIBER WAX 80 ml/2.70 fl oz
- 22 CLAY WAX 80 ml/2.70 fl oz
- 23 STYLING WAX 80 ml/2.70 fl oz
- 24 DRY SHAMPOO 200 ml/6.80 fl oz
- 25 TEXTURIZING SPRAY WAX 200 ml/6.80 fl oz
- 26 DRY HAIRSPRAY 400 ml/13.50 fl oz
- 27 FLEXIBLE SPRAY 400 ml/13.50 fl oz
- 28 SESSION HAIRSPRAY 400 ml/13.50 fl oz



METAMORPHYC SALON SYSTEM

Experience the next level of hair transformation with Gold’s Metamorphyc Salon System: a two-step regenerative treatment designed for both in-salon expertise and at-home care.

The Healing Bond & Vitamin Miracle duo works deep within the hair’s structure to protect, rebuild, and strengthen strands during color treatments. Healing Bond shields hair integrity during lightening and coloring, while Vitamin Miracle locks in pigments, enhances longevity, and restores vitality after rinsing.

The result? Stronger, healthier, and beautifully vibrant hair. Because hair color should last longer, shine brighter, and feel better than ever.

- 29 DREAM SHAMPOO 250 ml/8.45 fl oz
- 30 COME TRUE CONDITIONER 250 ml/8.45 fl oz
- 31 VITAMIN MIRACLE 250 ml/8.45 fl oz
- 32 HEALING BOND 250 ml/8.45 fl oz
- 33 BACKBAR DREAM SHAMPOO 1000 ml/33.80 fl oz
- 34 BACKBAR COME TRUE CONDITIONER 1000 ml/33.80 fl oz



REWARD PROGRAM

GOLD PROFESSIONAL

Welcome to the Gold Professional Reward Program: our way of celebrating and supporting Gold Salons with an unmatched 20% reward, no matter your salon's size or purchase volume. With no minimum purchase requirement, this program is our way of showing appreciation to our Gold Family, providing ongoing rewards to help enhance your salon's success.



ENDLESS REWARDS

ENDLESS POSSIBILITIES

The Gold Professional Reward Program is more than just a rewards system—it's a partnership designed to empower your salon with the tools, knowledge, and materials needed to thrive.

Join us on this journey and experience the benefits of being part of the Gold Family.

Product Support (6%)

Enjoy a 6% reward on every order, giving you access to the entire Gold Professional range. Choose from backbar essentials, station products, or Premium Hair Color, including developers and bleach. This ensures your salon remains fully stocked with top-quality products to serve your clients.

Accessories & Branding Materials Support (6%)

With every order, receive a 6% reward that can be used toward essential accessories and branding materials. Enhance your salon's image and functionality with these valuable resources.

Educational Support (8%)

Invest in your team's growth with an 8% reward dedicated to educational classes. This support accumulates with each order and is saved in a fund, ready to be used when needed. Please note: All educational funds must be used within the same calendar year and cannot be carried forward.



EDUCATIONAL SUPPORT OPTIONS

KNOW THE BRAND – BASIC EDUCATION

Gain essential knowledge about Gold Professional’s history, values, and products, ensuring every team member represents the brand with confidence and consistency.

Included with the Intro Kit.

ADVANCED STYLING & COLOR CLASSES

Enhance your team’s expertise with in-depth training on product cocktails, ingredient knowledge, and advanced Premium Hair Color education.

Price: \$150 per ticket

Class size: 10-20 students

Maximum: 10 students per educator

LOOK & LEARN

Give your team the opportunity to observe and learn from top industry professionals, gaining valuable insights into advanced techniques and innovative approaches.

Price: \$100 per ticket

Class size: 20-100 students

WORKSHOPS / HANDS-ON

Engage your team in interactive workshops focused on specialized skills and techniques, providing practical, hands-on experience for immediate application.

Price: \$250 per ticket

Class size: 5-20 students

Maximum: 10 students per educator

MASTER CLASSES

Stay ahead of the latest trends with cutting-edge Cut & Color Collection training. Led by industry experts, these sessions cover the newest cutting and coloring techniques, designed for easy replication and customization with step-by-step guides.

Format Options: Look & Learn or Hands-On

Class size: 10-20 students

Look & Learn price: \$350 per ticket

Hands-On price: \$450 per ticket (lunch included)