

GO FROM SILVER TO GOLD

Gold Professional is a Scandinavian lifestyle hair brand created by hairstylists, for hairstylists. It embodies minimalistic design paired with powerful performance, designed to elevate your salon, enhance your craft, and grow your business. Since 2016, Gold Professional has thrived as one of Europe's leading professional hair brands, and now, its journey continues in the USA.



GOLD
PROFESSIONAL

The logo consists of a circular emblem containing a stylized, intertwined "G" and "P".



CONCEPT & PHILOSPHY

Simplified, high performance, essentials only
multi-functional, purposeful
All styling products can be combined, allowing you
to create any look your client desires
Fewer products, stronger results, cleaner shelves

YOUR GUARANTEE

Gold Professional protects your exclusivity, your
pricing and your position as a professional
No online sales, no Amazon since 2016
No dilution of your professional value



NUMBER 1 SUPPORT IN THE USA

20% kickback – regardless of order size
Exclusive partner & distributor support
Fast delivery
Strong education & brand support

DESIGN & IDENTITY

Minimalist Scandinavian design
Timeless clean professional
A line that elevates your salon visually and
commercially



GOLD PROFESSIONAL PRODUCTS

Gold Professional was created from passion and love for the art of hairdressing. Accomplished Scandinavian biotechnologists and experienced hairdressers established common ground: their vision to make hair care different for the future. Our environmentally friendly products promote beauty from within and are designed for those who love to transform their look often through coloring or continuous styling. Repairing the hair, making it strong and supple with the ability to resist damage, is the ultimate goal.

WASH & NOURISH

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



STYLING & PROTECTION

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



FINISH

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



GOLD PROFESSIONAL

GO FROM SILVER TO GOLD

| FEATURES



Raise The Root
Thicken + Lift
Spray



ROOT
LIFT

- Hair Type: fine or thin hair wanting lift at the roots
- Creates amazing volume from the root
- Not sticky or heavy
- Works perfectly with other Gold products
- Hold factor between 4-5 out of 5



Dream Coat
Supernatural
Spray



THERMAL
SPRAY

- Hair Type: All hair types seeking heat protection and shine
- Provides a soft, luminous shine
- Anti-frizz and humidity resistance
- Can be applied to wet or dry hair
- Works seamlessly with other Gold products
- Suitable for all hair types and lengths
- Effectively protects hair from thermal damage up to 210°C / 410°F



Xtra Large
Bombshell
Volumizer



DELICIOUS
FOUNDATION

- Hair Type: Suitable for all hair types and lengths
- The perfect blow out mousse
- Provides a great foundation for all styles
- Perfectly adds volume
- Noticeably nourishes hair
- Layers and mixes well with other Gold products
- Hold factor between 2-3 out of 5



Style On
Steroids Texture
Spray



TEXTURIZING
SPRAY WAX

- Hair Type: all hair types and textures
- Complete styling in 10 seconds
- 50% spray - 50% wax, defines and adds shine
- Light formula, does not weigh down hair
- Ideal for re-styling during the day
- Great for all hair lengths
- Enhances the natural texture
- Hold factor between 4 - 5 out of 5

GOLD PROFESSIONAL

GO FROM SILVER TO GOLD

| FEATURES



One Minute
Transformation



SMOOTHING
CREAM

- Hair Type: any hair type or texture
- Provides straight hair effortlessly
- Guarantees super shiny hair
- Gives a smooth, wet look when used as a styling product without heat
- Can be used with and without heat
- Key Ingredients: Plant-Based Protein, Olive Oil
- Works perfectly with other Gold products
- Hold factor between 0.2 - 0.5 out of 5



Cult Favorite
Firm + Flexible
Hairspray



FLEXIBLE
HAIRSPRAY

- Fixation level: 3/5
- Light formula
- Ultra-fine mist
- Weightless
- Ultra-dry
- Easy to brush
- Perfect for updos
- Adds slight shine
- No product build-up
- Hold factor between 2-3 out of 5



Insta Wow
Advanced Dry
Shampoo



DRY
SHAMPOO

- Hair Type: all types and textures that have get oily roots or need refreshing
- Amazing feeling of freshness
- Antibacterial properties
- Transparent formula is ideal for all hair colors
- Noticeable increase in volume
- Hold factor between 0.5-1 out of 5



Texas Hold'Em
Big Hold
Hairspray



DRY HAIR
SPRAY

- Fixation level: 5/5
- Adds shine
- Light formula
- Ultra-dry finish
- Easy to brush
- Provides maximum control
- Weightless
- Hold factor between 4-5 out of 5

GOLD PROFESSIONAL

GO FROM SILVER TO GOLD | FEATURES



Flow Entry Vital
Natural Curly
Hair



ARGAN
OIL

- Hair Type: recommended for medium to thick hair
- Excellent for curly hair and safe for hair extensions
- Leaves a velvety finish
- Perfect for sensitive and color-treated hair
- Can be used with and without heat
- UV protection
- Regenerates damaged ends
- Key Ingredients: Argan Oil
- Works perfectly with other Gold products
- Hold factor between 0.1–0.2 out of 5



Speed Dry
Spray



BLOW OUT
CREAM

- Hair Type: all types and textures needing smoothing and fullness
- A luxurious styling cream that reduces blow dry time
- Leaves the hair feeling light and non-greasy.
- Provides a smooth, silky, sleek look to your style
- Restores softness and shine
- Helps your blow-out last all day
- Gives manageable volume to the hair
- Anti-static
- No build-up
- Hold factor between 0.5-1 out of 5



Money Mist
Luxe, Leave-in
Treatment



TEN
IN ONE

- Hair Type: all types and textures in need of nourishment
- Regenerates and moisturizes dry hair
- Gives healthy shine with a velvety finish
- Controls frizz and fights static
- Protects color
- Nourishes dry, split ends
- Detangles
- For dry and wet combability
- Does not weigh hair down
- Helps to maintain long-lasting styles
- Perfectly complements haircare



Money
Masque



LUXURY
MASQUE

- Potency: deep
- Hair Type: any type or texture that is dry, damaged or color-treated
- Regeneration in all hair layers
- Detangles, softens, reduces porosity
- Leaves hair smooth and shiny
- pH Level: 5.5
- Seductive and elegant fragrance
- Key Ingredients: cold-pressed Shea Butter, Marula Oil, Broccoli Extract, Vegetable Proteins
- NOI 100% active ingredients

DREAM TEAM FOR EXTENSIONS



1. Dream Shampoo
2. Come True Conditioner
3. Vitamin Miracle
4. Argan Oil
5. Ten In One
6. Smoothing Cream

EXCELLENT FOR FINE HAIR



1. Repair Shampoo
2. Repair Conditioner
3. Delicious Foundation
4. Root Lift
5. Volume Spray
6. Silky Drops

LUXURY SMOOTH AND STRAIGHT HAIR



1. Thermal Protection
2. Ten In One
3. Smoothing Cream
4. Argan Oil

CURLY PERFECTION



1. Thermal Protection
2. Ten In One
3. Curl Cream
4. Argan Oil

BIG TEXTURE AND VOLUME



1. Thermal Protection
2. Root Lift
3. Delicious Foundation
4. Volume Spray (more volume)

LIGHT TEXTURE AND VOLUME



1. Thermal Protection
2. Blow Out Cream
3. Silky Drops (lengths and ends)



GOLD
PROFESSIONAL



Product Manual