

# GO FROM SILVER TO GOLD

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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



## CONCEPT & PHILOSOPHY

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

## 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 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



Flow Entry Vital  
Natural Curly  
Hair

## FEATURES

- 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

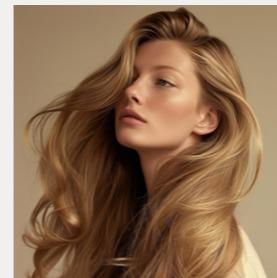


Money  
Masque

LUXURY  
MASQUE

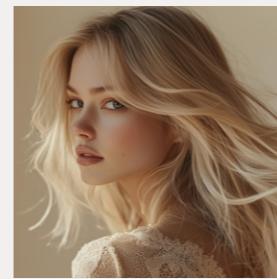
- Potency: deep
- Hair Type: any type or texture that is dry, damaged or color-treated
- Regeneration in all hair layers
- Detangles, softens, reduces porosity
- Leaves hair smooth and shiny
- pH Level: 5.5
- Seductive and elegant fragrance
- Key Ingredients: cold-pressed Shea Butter, Marula Oil, Broccoli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

## DREAM TEAM FOR EXTENSIONS



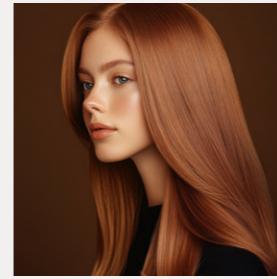
1. Dream Shampoo
2. Come True Conditioner
3. Vitamin Miracle
4. Argan Oil
5. Ten In One
6. Smoothing Cream

## 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



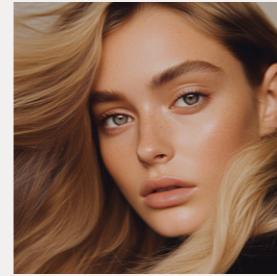
1. Thermal Protection
2. Ten In One
3. Curl Cream
4. Argan Oil

## 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)



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PROFESSIONAL  




Product Manual