

BEAUTY DESIGN

AUTUMN | WINTER

2026/27



your salon, your signature



The evolution of wellness



*Beyond the salon:
a new concept
of beauty*

 beauty
star

valid until 28/02/2027

FROM IDEA TO REALITY

We put our expertise at the service of your vision, creating a space that becomes an authentic expression of your identity. Because designing a salon is not just about furnishing it—it's about shaping an experience that leaves a lasting impression.



A TAILOR-MADE SALON

FREE CONSULTATION

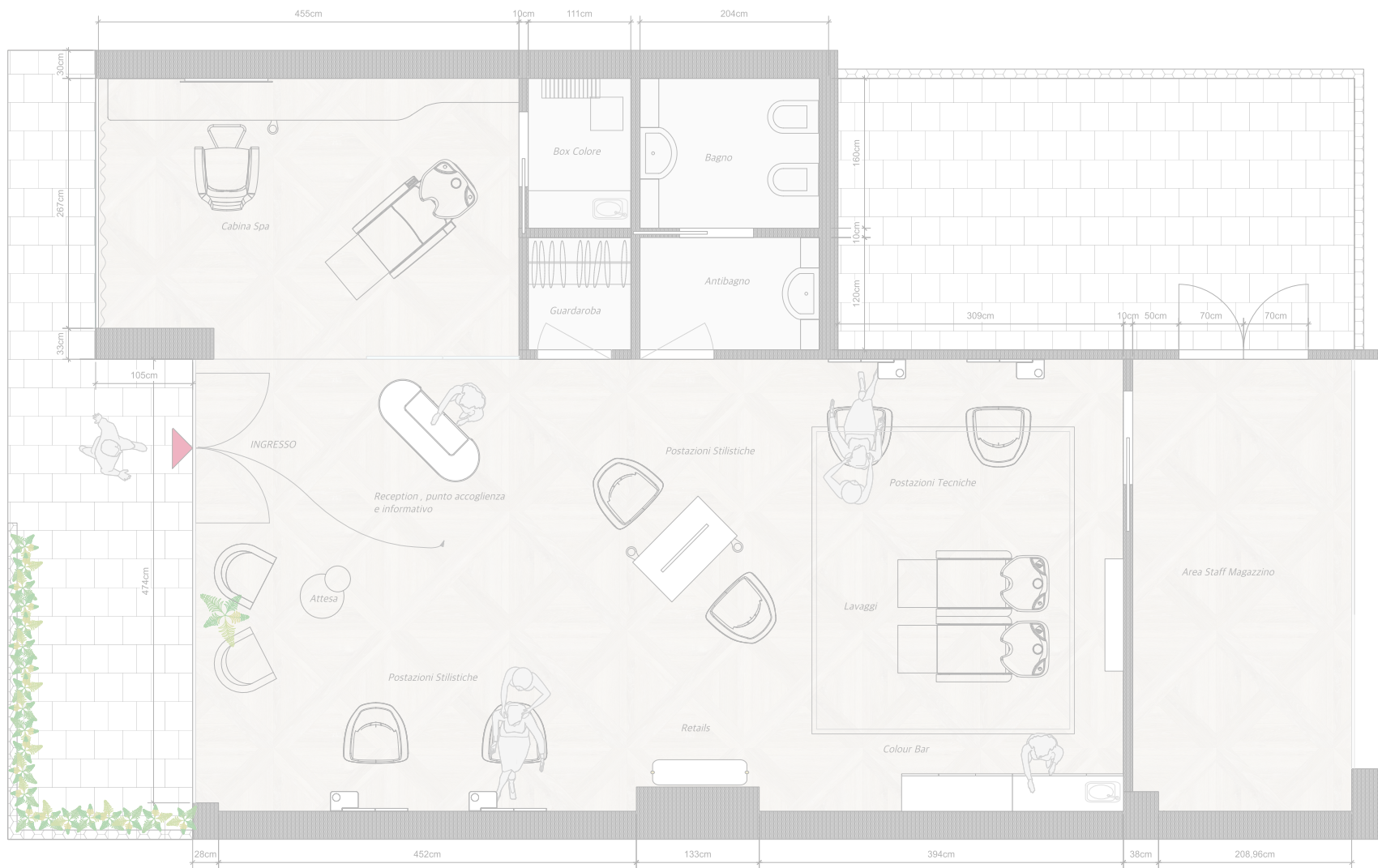
We analyze your salon, your needs, and your goals.

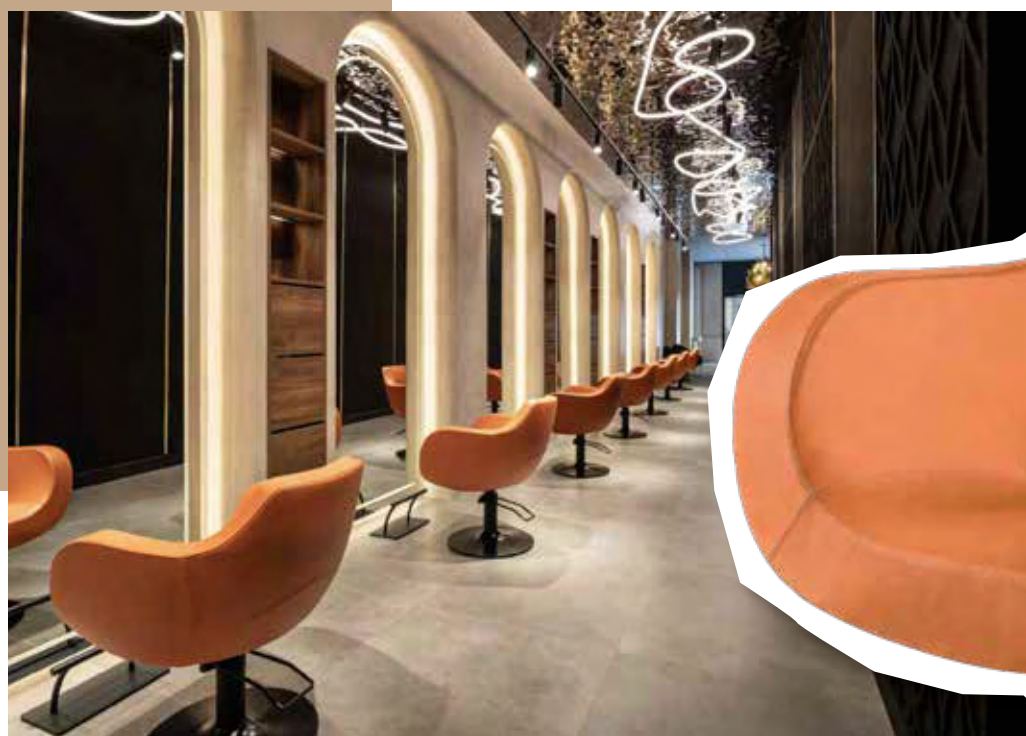
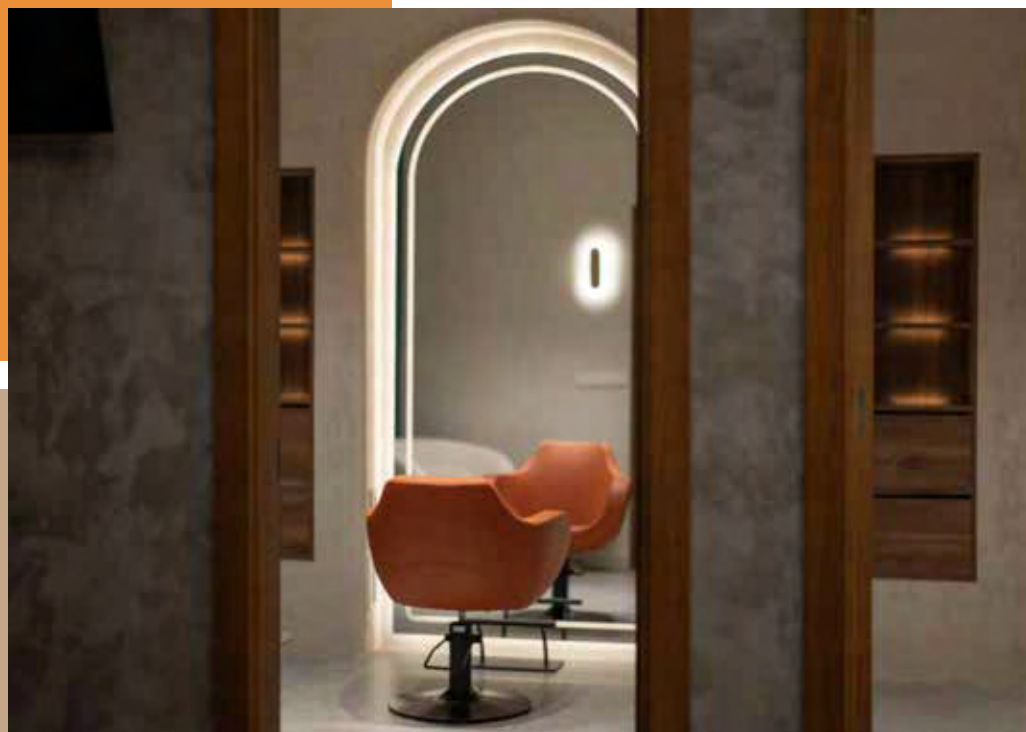
TAILORED PROJECT

We create a customized concept for your brand, making your salon unique and exclusive. We visualize your space before the realization with our innovative tools.

FINAL IMPLEMENTATION

We take care of every detail to turn your dream into reality.



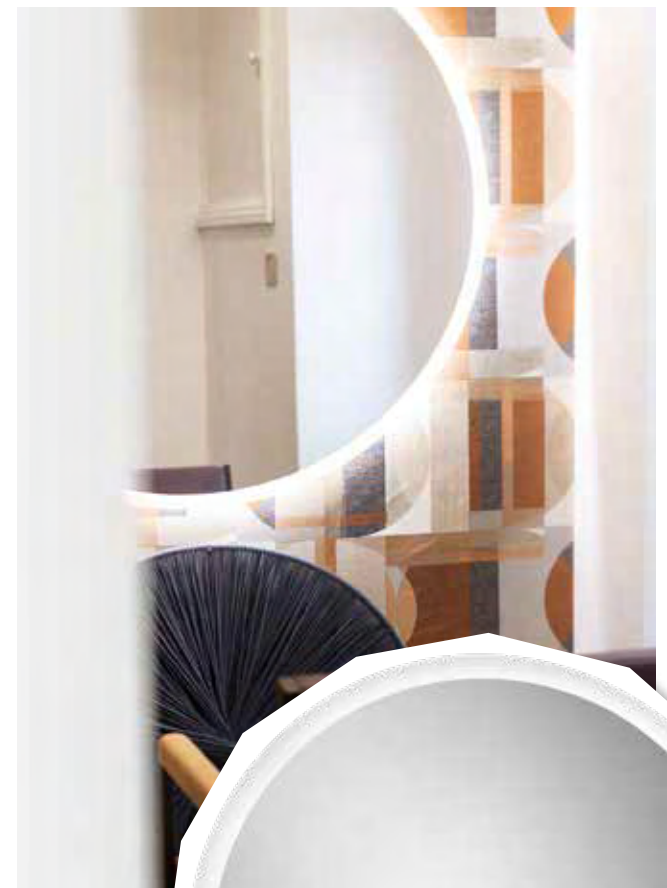


*Styling chair
Artemisia*





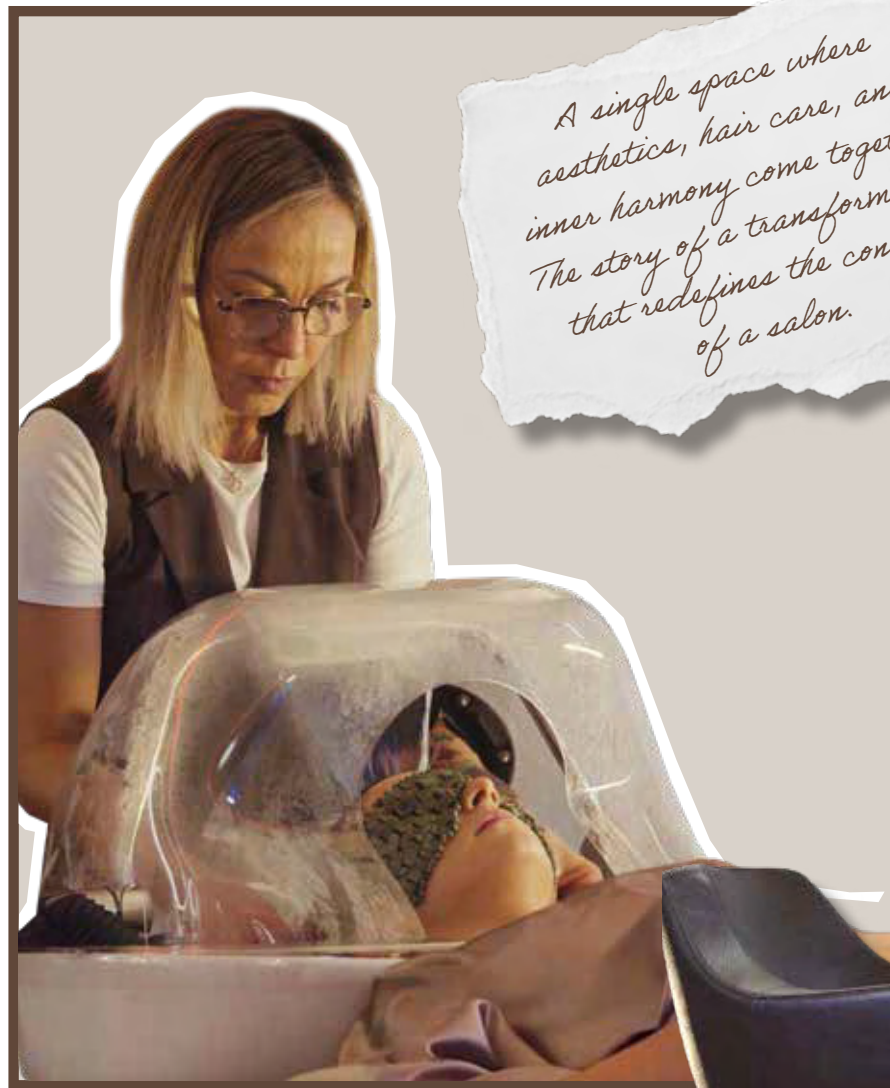
Styling chair
Harlem



Styling Unit
Stargate



BEYOND THE SALON: A NEW CONCEPT OF BEAUTY



*A single space where
aesthetics, hair care, and
inner harmony come together.
The story of a transformation
that redefines the concept
of a salon.*

Change is not just a choice: it is the courage to imagine what is yet to exist. Lilla, owner of **BY LILLA**, a hair salon and beauty center in Switzerland, knows this well. She chose the path of renewal to bring to life a dream she's had for a long time: transforming the traditional concept of a hair salon into a true oasis of complete regeneration.

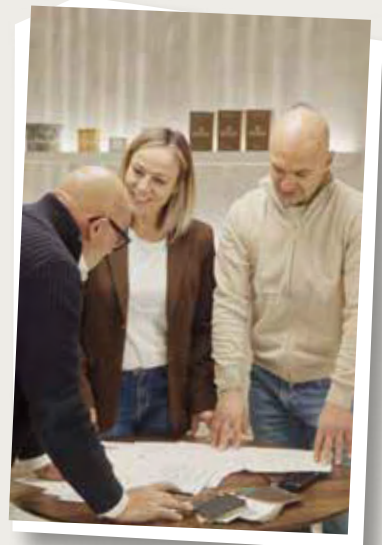
BEYOND THE SALON: A NEW CONCEPT OF BEAUTY

"For me, a salon has never been just a place where people get their hair done," says Lilla, with the look of someone who has seen her vision become reality. "It is a place where people come to feel better. I wanted a unique space, capable of embracing beauty in every sense".

The turning point came with the need to evolve. The previous salon, already furnished with the excellence of Maletti Group, represented a fundamental and unforgettable milestone in this journey. But to take the next step, a bigger canvas was needed.

"We needed more space to bring everything Lilla had in mind to life," adds Danilo, Lilla's husband and a key part of this adventure.

A practical need that evolved into an ambitious project, capable of bringing together different worlds in perfect harmony.

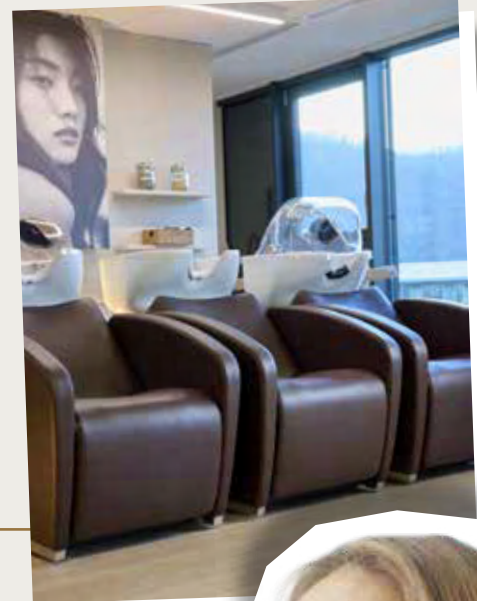


WHERE WORLDS COME TOGETHER

Stepping into the new salon, it is immediately clear that wellness here is not an additional service, but the guiding thread behind every detail. In this space, different identities coexist.

Hair Styling & Barber Area: where hair care for both men and women becomes a tailored ritual.

Beauty Treatments & Wellness: dedicated treatment rooms and exclusive journeys designed to regenerate body and mind.



DESIGN THAT MAKES YOU FEEL GOOD

To bring this revolution to life, choosing the right partner was essential. Thanks to the collaboration with BeautyStar, the abstract idea was transformed into a tangible reality, made of clean lines, absolute comfort, and ergonomic solutions.

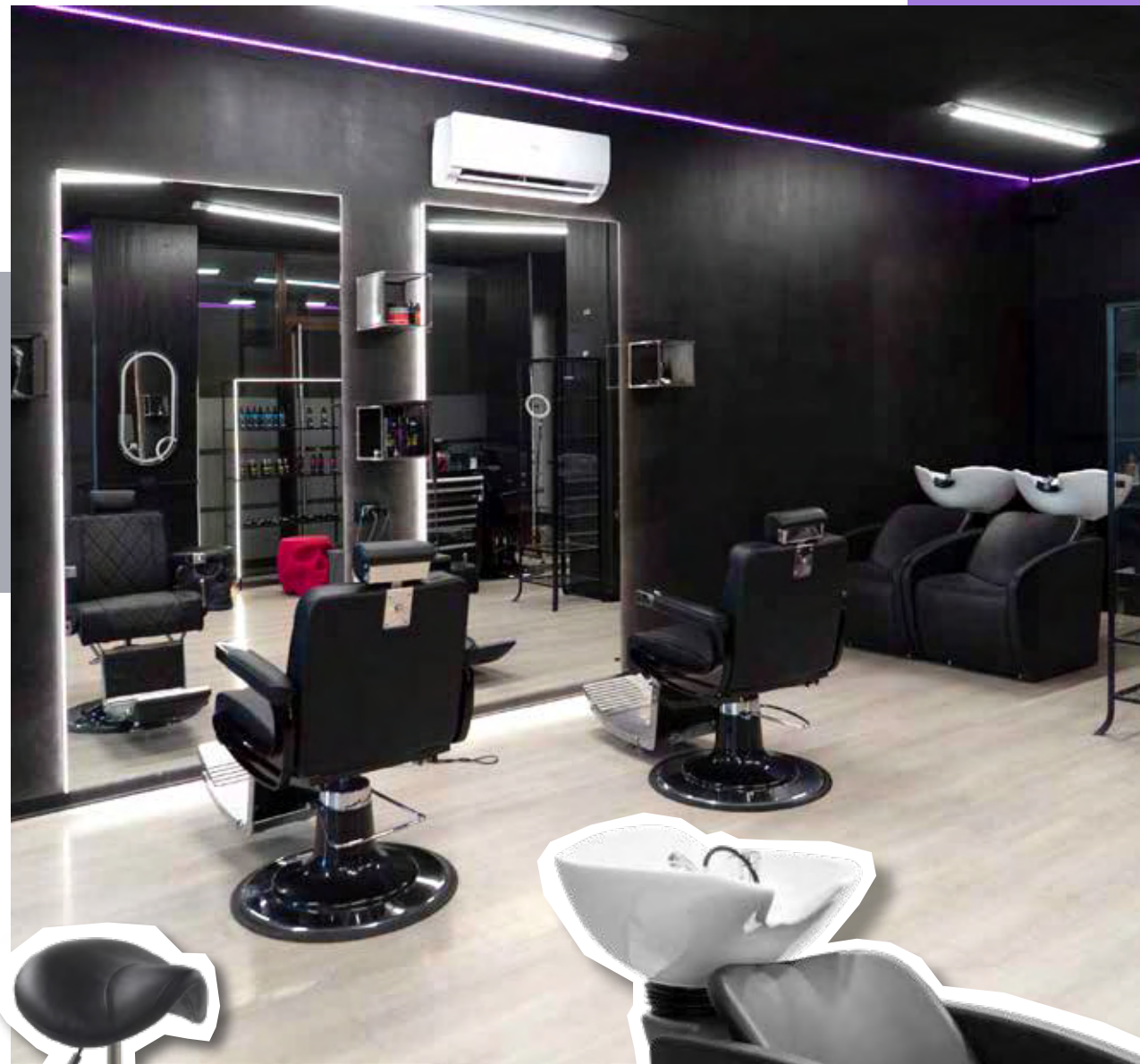
The result is a cutting-edge layout: a salon that is not only extraordinarily beautiful to look at, but also designed down to the smallest detail to allow professionals to work at their best and guests to fully embrace a state of complete relaxation.



Watch the video



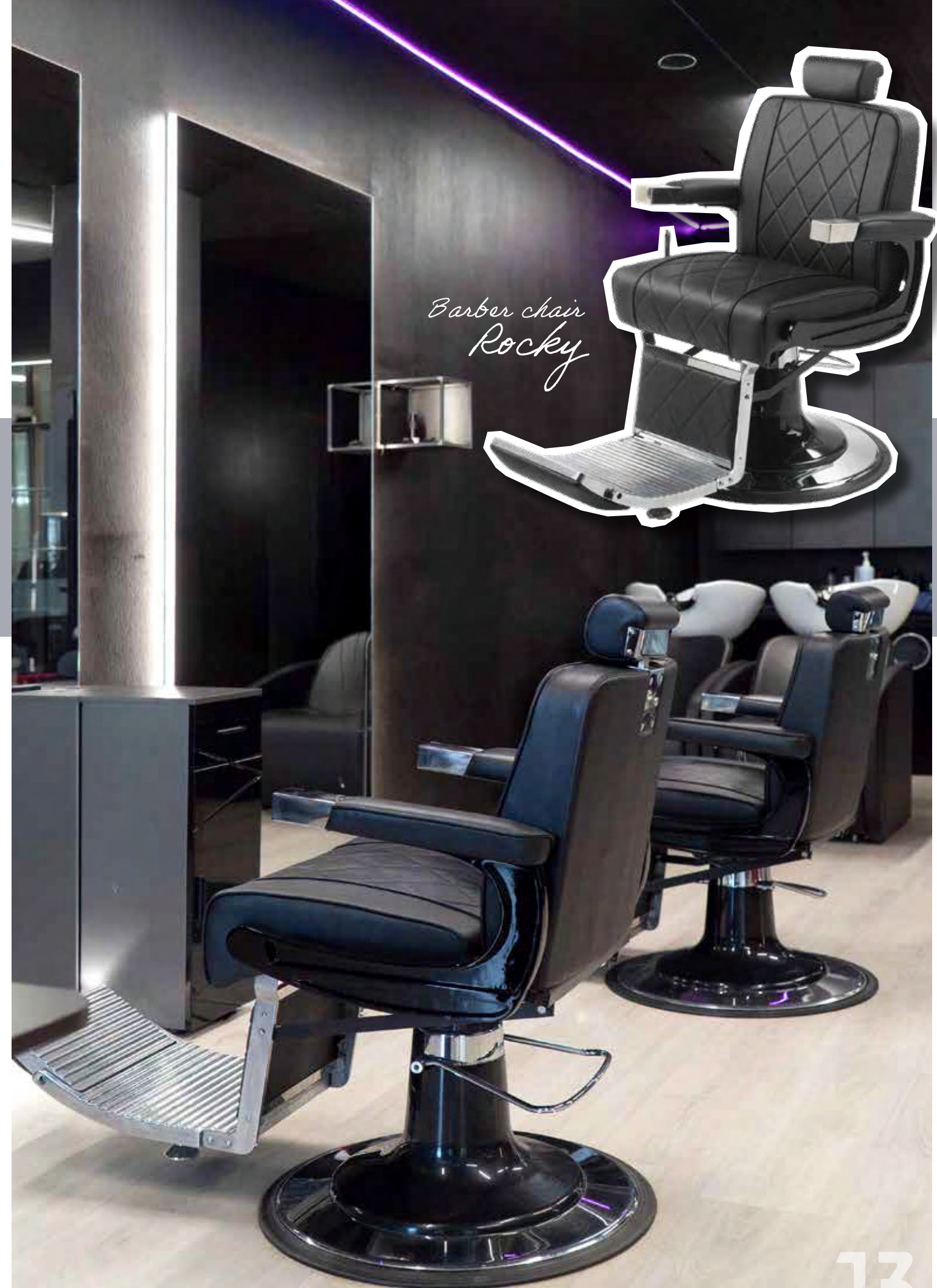
STAGE 24 BARBER LAB - ITALY



*Stool
Elvis*



*Wash unit
Lapo B*



*Barber chair
Rocky*

MIMEJ - SWEDEN



*Wash unit
New Almond*

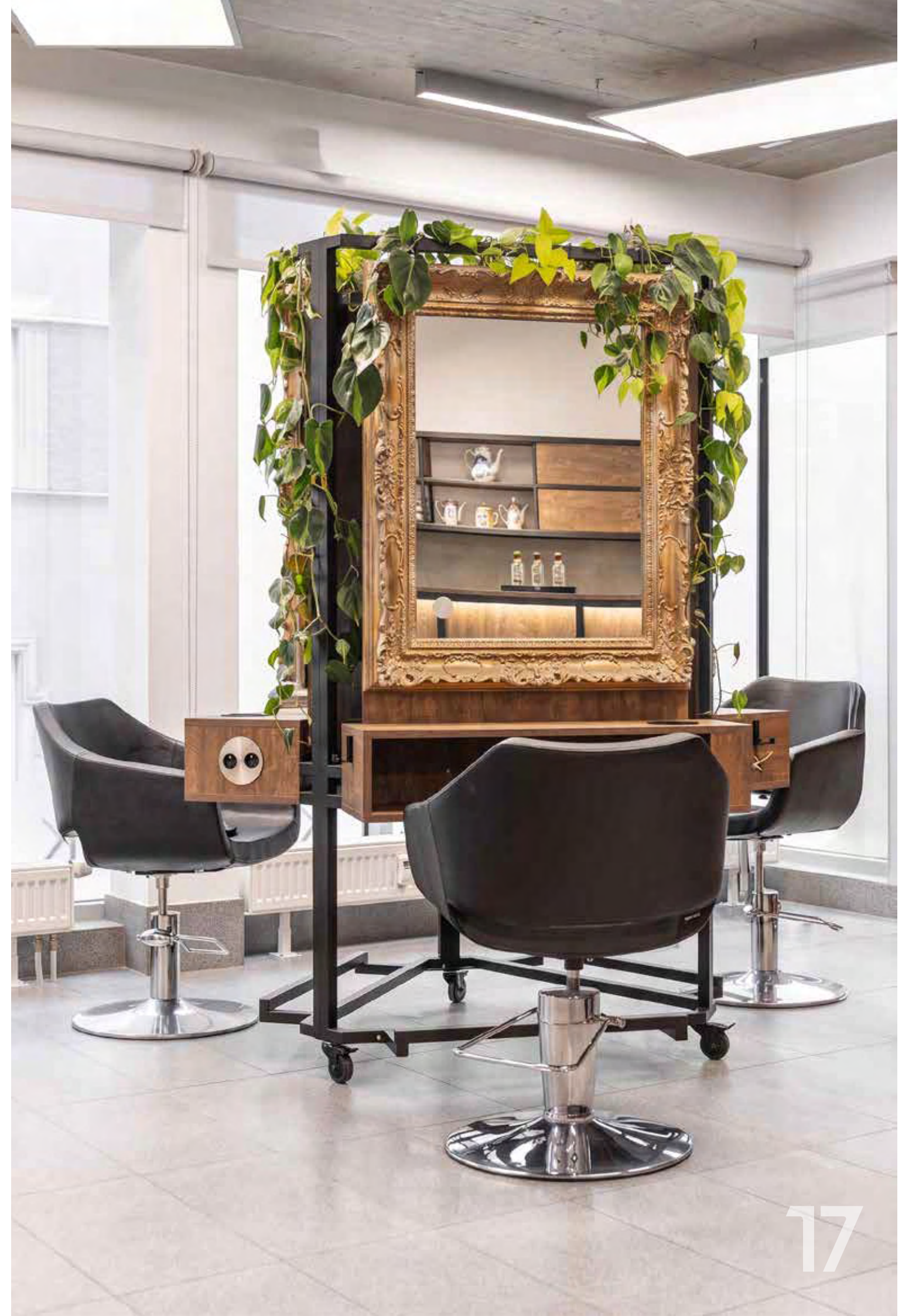


*Styling chair
Artemisia*

SALON NA STEJNĚ VLNĚ CZECH REPUBLIC



16



17

LA ESTÁN PEINANDO - SPAIN

*Styling unit
Hunt*

*Wash unit
Artemisia 65*

*Styling Chair
Artemisia*



THE EVOLUTION OF WELLNESS

How Idea3 has redefined the Hair Spa experience.

A journey of continuous growth, the pursuit of excellence, and technological innovation. The story of Idea3, a salon passionately led by **Barbara** and **Lorenzo**, is the perfect example of how vision and cutting-edge design can come together to transform a simple salon into a true center of excellence.

A PARTNER FOR GROWTH AND CONTINUOUS IMPROVEMENT

Behind every great leap forward lies a shared vision. From the very beginning of this journey, we at BeautyStar have supported Idea3 as a partner in salon furnishing and space design. Our shared goal was not simply to renovate their salon, but to create an environment capable of conveying value, style, and efficiency. This collaboration has accompanied Barbara and Lorenzo on an extraordinary path of growth and recognition, leading them not only to earn the trust of an increasingly demanding clientele, but also to become a true point of reference as educators for the entire industry. This journey continues through Head Spa training courses held at our headquarters and live demonstrations at trade fairs and industry events.

THE ATMOSPHERE: SPACES, HARMONY AND DETAILS

Entering Idea3 means experiencing a fully immersive journey. Every element has been designed with meticulous attention to detail: the reflections of light in the mirrors, the perception of spaciousness, and the harmony of the lines welcome guests, reducing stress and preparing the mind for the treatment.

The beating heart of this salon is the exclusive Hair Spa area, a space designed to transform hair care into a true wellness experience. In this setting, the technologies developed by BeautyStar become the key element that makes the difference between an ordinary treatment and a truly memorable experience. **Steam and Igloo**: the igloo encloses a warm, dense vapor that opens the hair cuticles and promotes the deep absorption of active ingredients, providing an enveloping sense of relaxation.

The **Shirodara waterfall**: a continuous flow of water gently distributed over the scalp, stimulating microcirculation and providing an immediate sensation of relief.

Spa Garçon Natif: a new cutting-edge device for hair and scalp health that combines advanced

technologies. Combined together, these technologies work to deeply purify, stimulate, and regenerate the scalp. Thanks to exclusive protocols, Spa Garçon Natif transforms every treatment into an authentic wellness ritual.

FURNISHING AS A MEMORABLE ADDED VALUE

It is precisely this fusion between Barbara and Lorenzo's professional expertise and the technological value of BeautyStar solutions that drives the salon's growth. Every detail, from the smooth workflow of the professionals to the quality perceived by the client, demonstrates how furnishings and technology are the true driving forces behind innovation in the modern salon. Idea3 thus confirms itself not only as a cutting-edge salon, but also as an example and source of inspiration for the professionals of tomorrow.



Watch the video



ROUND PLUME

skay black 008

FIX

~~69 540 Kč~~ **42 250 Kč / 1 741 €**

COMFORT

~~99 980 Kč~~ **51 750 Kč / 2 132 €**

AIR MASSAGE

~~124 480 Kč~~ **70 000 Kč / 2 884 €**

skay color + ~~6 050 Kč~~ **3 750 Kč / 154 €**



ARTEMISIA 65

skay black 008

FIX

~~78 620 Kč~~ **47 000 Kč / 1 936 €**

COMFORT

~~99 980 Kč~~ **57 250 Kč / 2 359 €**

SLATTED MASSAGE

~~119 790 Kč~~ **70 750 Kč / 2 915 €**

skay color + ~~6 050 Kč~~ **3 750 Kč / 154 €**



LAPO B

skay black 008

FIX

~~58 960 Kč~~ **34 980 Kč / 1 441 €**

skay color + ~~6 050 Kč~~ **3 750 Kč / 154 €**

WASH UNITS



SPECIAL COMBO

VAPOMIST 1 NEW + SHIRODARA IGLOO + NEW ALMOND Air Massage

182 250 Kč
€ 7.509

If you already have a BeautyStar wash unit

HAIR SPA KIT COMBO

VAPOMIST 1 NEW + SHIRODARA IGLOO + BLUETOOTH SPEAKER + EASY NECKREST

74 980 Kč
€ 3.089



NEW ALMOND

RELAX
173 760 Kč 99 750 Kč / 4 110 €
AIR MASSAGE
204 010 Kč 112 250 Kč / 4 625 €

OPTIONAL



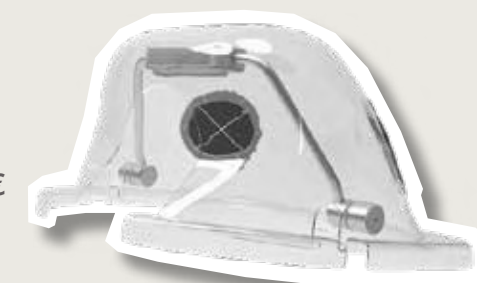
IGLOO

12 100 Kč 7 480 Kč / 308 €

SHIRODARA IGLOO

54 150 Kč 32 480 Kč / 1 338 €

Available for all wash unit
(Mrs. Kim - not included)



VAPOMIST 1 NEW

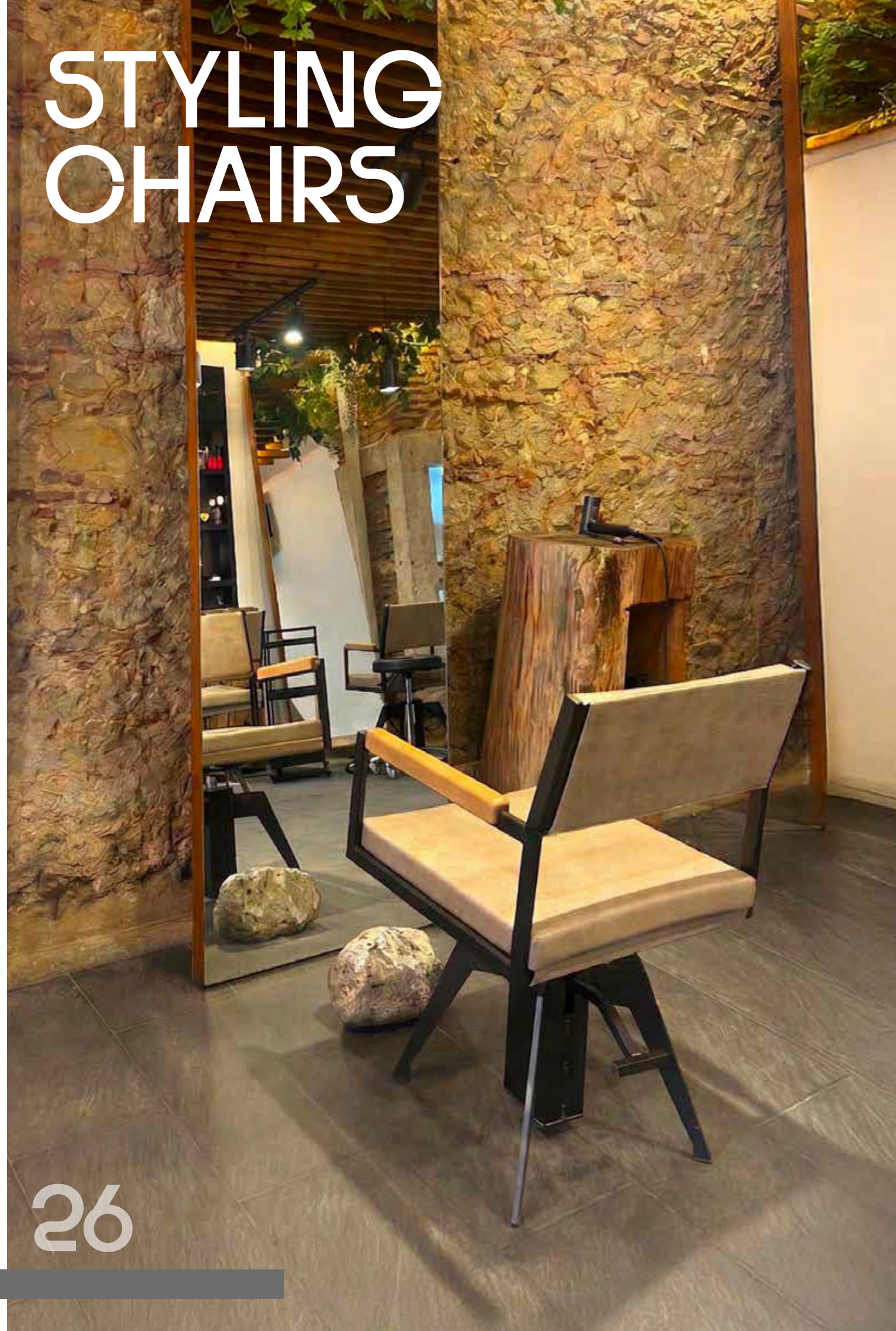
75 320 Kč 45 000 Kč / 1 854 €

TILTING NECKREST

7 560 Kč 4 750 Kč / 196 €



STYLING CHAIRS



26

NEW YORK COLLECTION



HARLEM

top
26 260 Kč
16 000 Kč / 659 €



LIBERTY

top
piping INCLUDED
33 280 Kč
19 750 Kč / 814 €



DISCO BLOCK BLACK
17 510 Kč
9 750 Kč / 402 €



PASSE PARTOUT
17 510 Kč
9 750 Kč / 402 €



BASE SPOKE
20 930 Kč
12 930 Kč / 533 €

Styling chairs available only in skay black 008



ALBA

skay black 008
base Disco Block
19 090 Kč
10 630 Kč / 438 €



ALBA

skay black 008
base Cro Block
17 610 Kč
9 750 Kč / 402 €



DOMINGO

skay black 008
base Disco Block
20 360 Kč
11 880 Kč / 489 €



DOMINGO

skay black 008
base Cro Block
18 970 Kč
10 630 Kč / 438 €



ARTEMISIA

top
23 260 Kč
14 380 Kč / 592 €



MUSA

top
17 850 Kč
10 500 Kč / 433 €



ANITA

top
32 970 Kč
17 250 Kč / 711 €
piping
36 300 Kč
19 250 Kč / 793 €



ANITA REC.

top
piping + footrest
INCLUDED
54 630 Kč
32 250 Kč / 1 329 €



ORO BLOK
8 140 Kč
4 250 Kč / 175 €



DISCO BLOK
9 040 Kč
5 000 Kč / 206 €



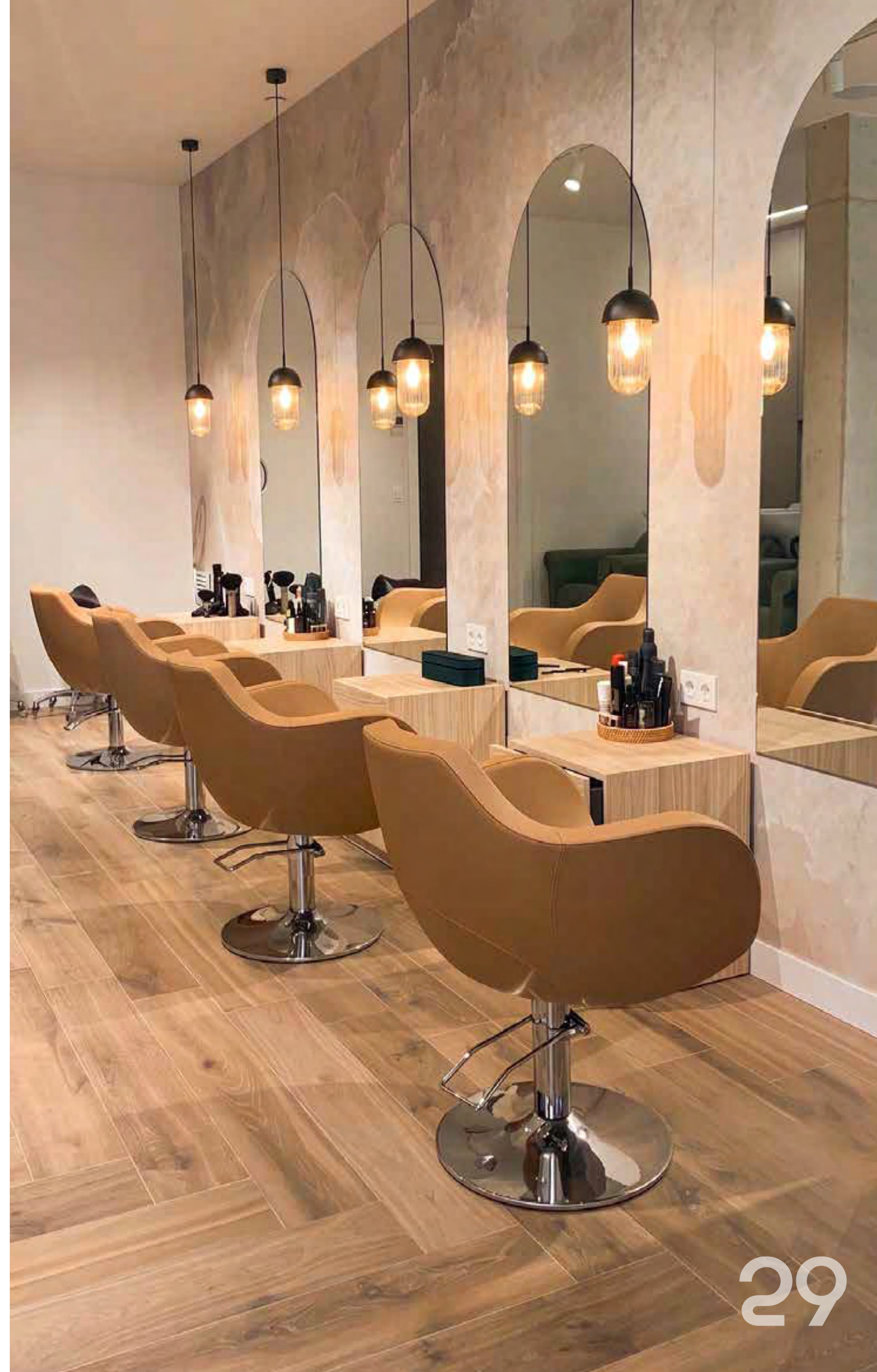
DISCO BLOK GOLD
17 510 Kč
9 750 Kč / 402 €



DISCO BLOK BLACK
17 510 Kč
9 750 Kč / 402 €



PASSE PARTOUT
17 510 Kč
9 750 Kč / 402 €



Scan the QR Code and find out
our **SKAY** and **FINISHES**

STYLING UNITS



COCO CENTRAL UNIT

111 930 Kč
65 000 Kč / 2 678 €
optional led
141 570 Kč 83 380 Kč / 3 435 €



OVAL CENTRAL UNIT

chrome - whole mirror
117 670 Kč
72 500 Kč / 2 987 €
optional led
141 630 Kč
87 250 Kč / 3 595 €



GRACE

142 180 Kč
86 250 Kč
3 554 €



GREENWICH

33 240 Kč
18 750 Kč / 773 €



STARGATE

Ø 100 cm
17 550 Kč
10 430 Kč / 430 €



HUNT

31 940 Kč
16 450 Kč / 678 €
Metal shelf
34 030 Kč
17 750 Kč / 731 €



CONSOLLE CHELSEA TP

25 mm
33 880 Kč 19 980 Kč / 823 €



ROCKY

Black structure skay 008/ White structure skay 727

49 610 Kč 28 000 Kč / 1 154 €

ELVIS

Skay color

102 550 Kč

59 180 Kč

2 438 €



BARBER STATION

Engadine finish

126 780 Kč 58 980 Kč / 2 430 €

ELVIS STOOL

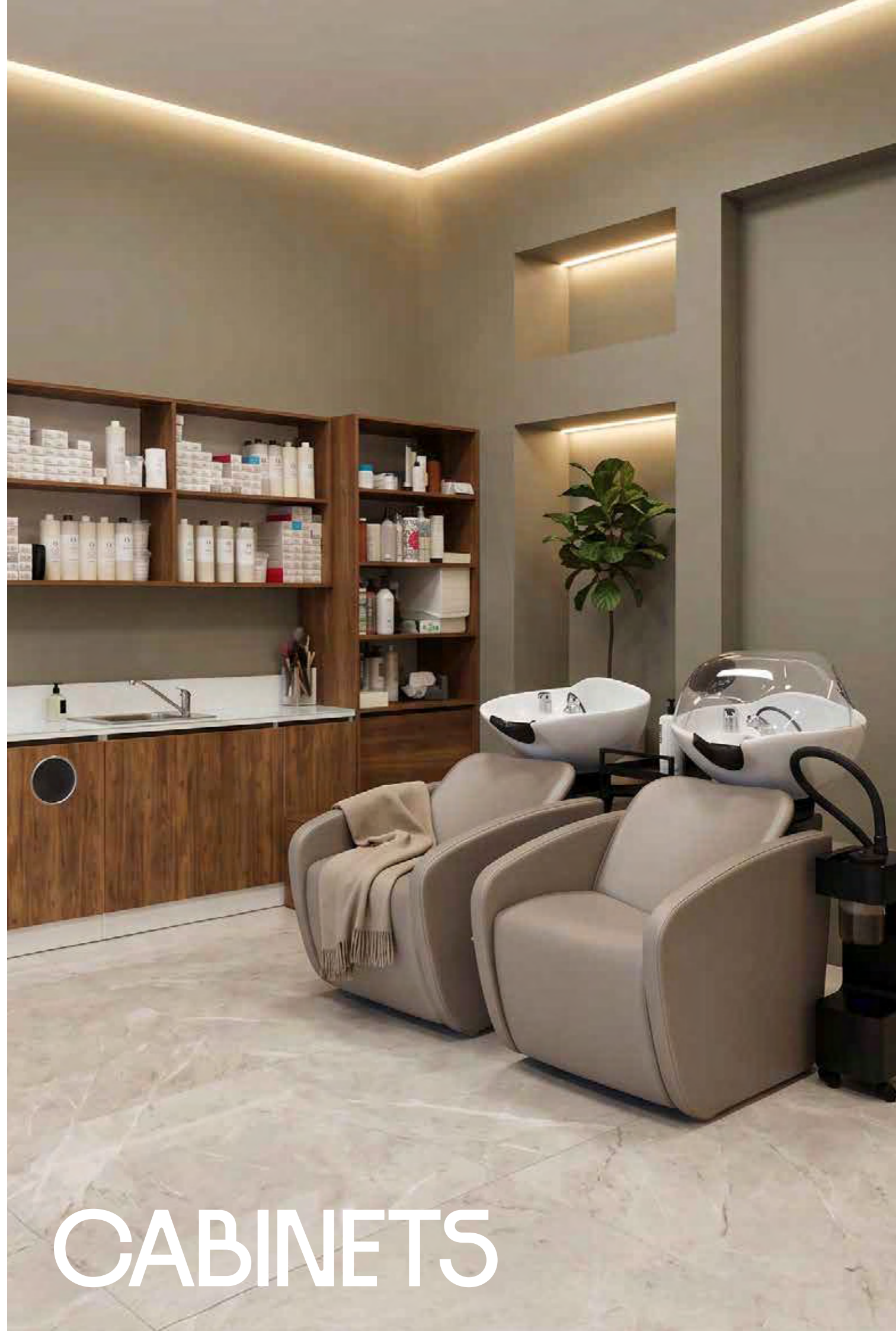
6 350 Kč

3 750 Kč / 155 €



BARBER





CABINETS

BASIN PLUS 80

(For white/black matt door finishes)

~~40 840 Kč~~ **24 980 Kč / 1 029 €**

other finishes

~~48 400 Kč~~ **27 480 Kč / 1 132 €**



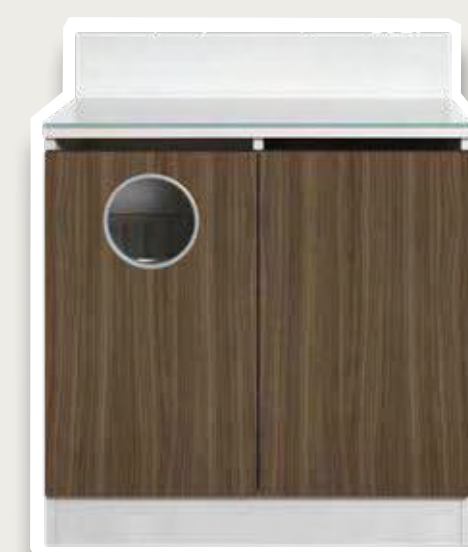
REOYOLE PLUS 80

(For white/black matt door finishes)

~~24 110 Kč~~ **14 980 Kč / 617 €**

other finishes

~~31 670 Kč~~ **17 480 Kč / 720 €**



CABINET PLUS 80

(For white/black matt door finishes)

~~23 230 Kč~~ **14 380 Kč / 592 €**

other finishes

~~30 790 Kč~~ **16 880 Kč / 695 €**

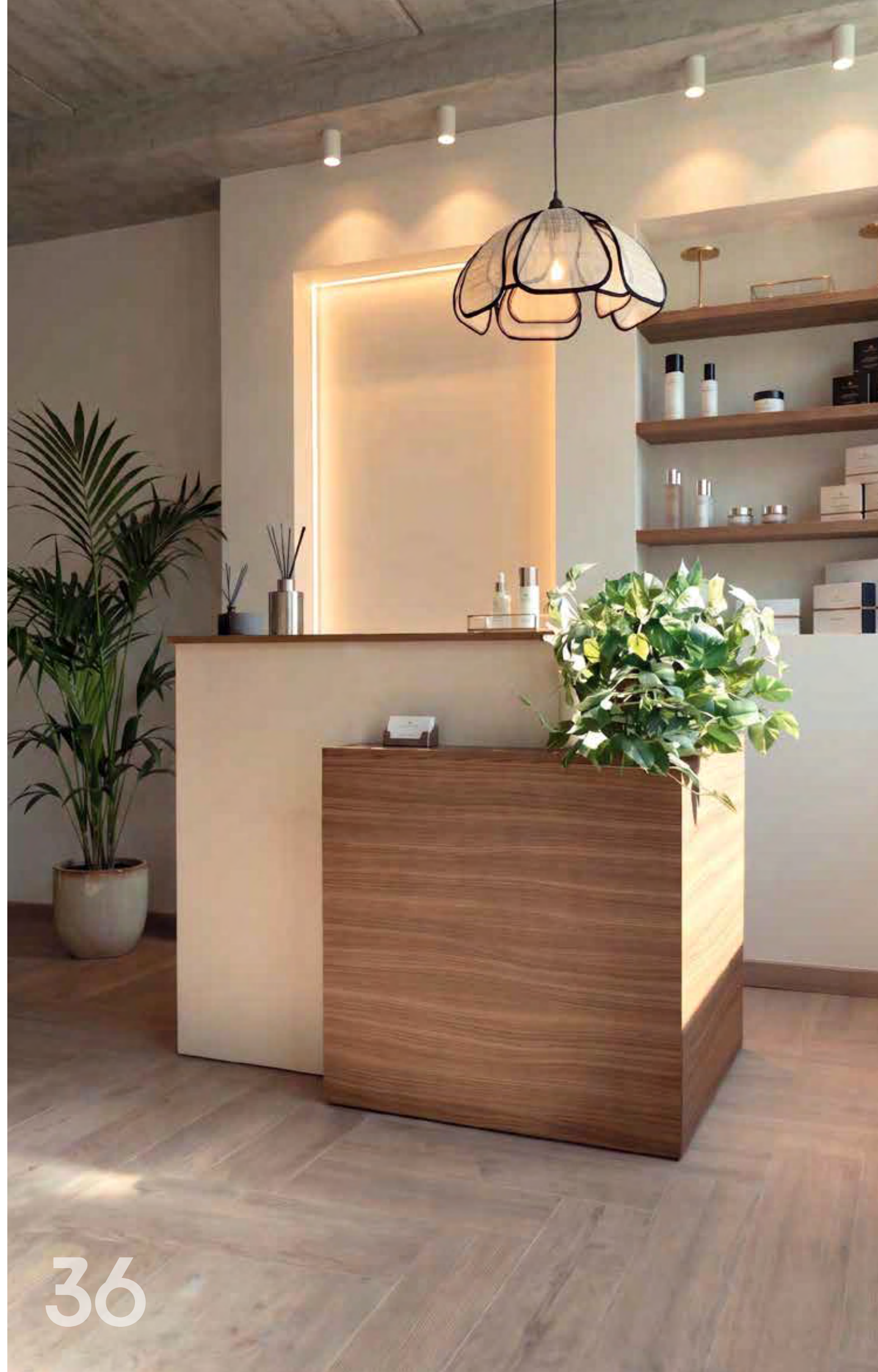


OPEN WALL CABINET 80

(white/black matt)

~~13 130 Kč~~ **8 000 Kč / 330 €**





36



RECEPTION



EASY M3 120

(white/black matt)

29 010 Kč 16 250 Kč / 670 €

optional TOP

39 260 Kč 22 630 Kč / 932 €

optional FRONTAL PANEL

42 890 Kč 23 750 Kč / 979 €

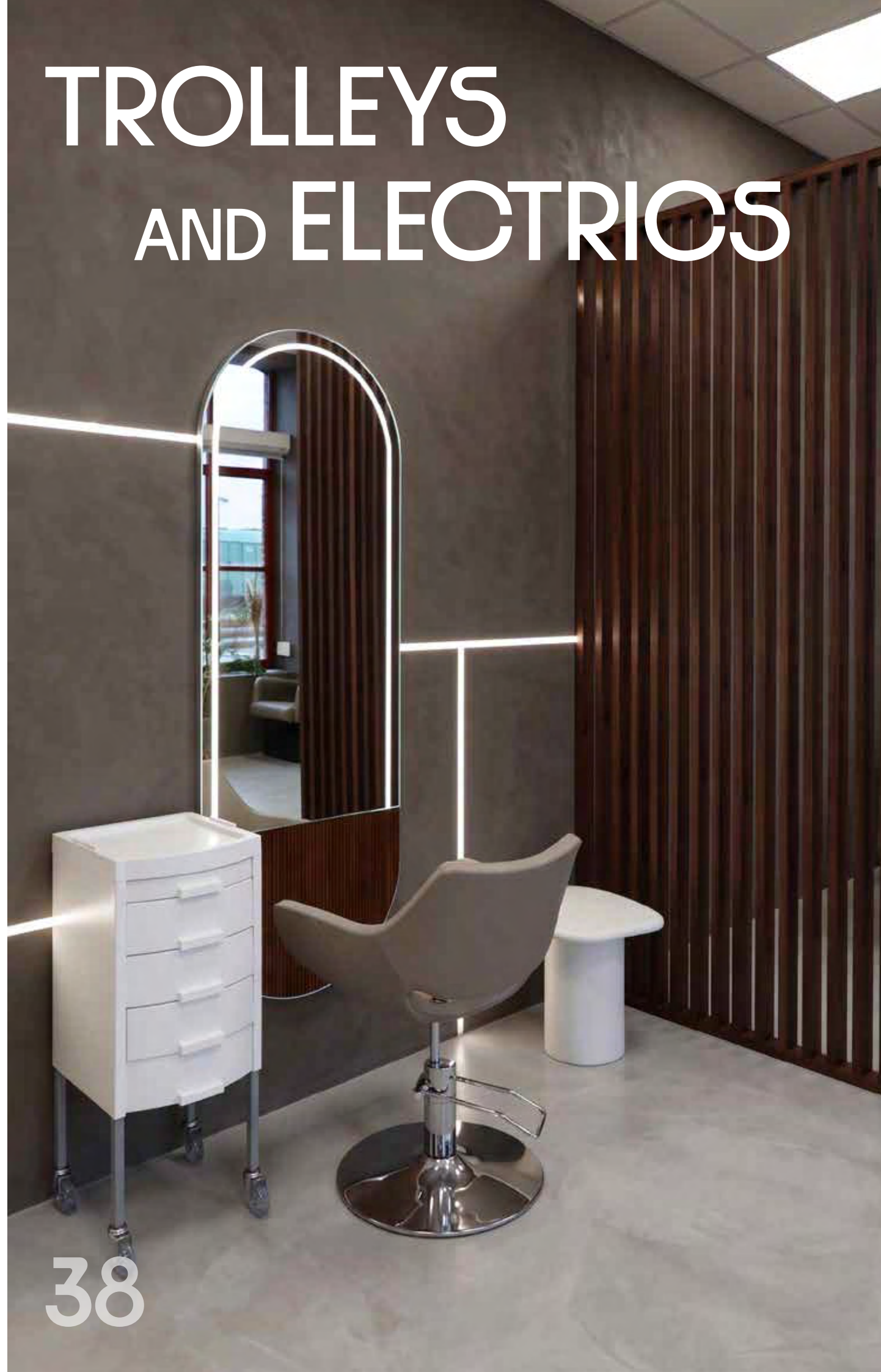
optional BAG SHELF

38 050 Kč 22 250 Kč / 917 €



37

TROLLEYS AND ELECTRICS



38



CLASSIO

available only
in black

5 230 Kč 3 130 Kč / 129 €



MANHATTAN

7 650 Kč 4 480 Kč / 185 €



JELLY

7 020 Kč 3 750 Kč / 155 €



HAIR STATION

69 210 Kč
42 930 Kč / 1 769 €

YOUR SALON, YOUR SIGNATURE

Every client who walks through the salon doors brings a need: some are looking for a moment of pure relaxation to disconnect from their daily routine, others seek a scalp treatment, while some have only a few minutes but do not want to give up the experience of an exclusive sensory journey.

The BeautyStar Head Spa universe was created around this principle: not a single predefined journey, but a collection of technologies and items that can be combined to create your own unique rituals. From the technological innovation of the **Spa Garçon Natif** to the versatility of the **Shirobody** multifunctional bed, and through to washing area solutions such as the **Mrs Kim** and **New Almond** wash units. Every element is designed to integrate with our accessories: the universal shirodara **Beautyfall**, the **Shirodara Igloo**, the **Dream Flow arch**, the standard **Igloo**, and the purifying steam generated by the **Vapomist**.

Whether you are offering a complete two-hour holistic ritual or an express service, the range of possibilities allows you to create tailor-made protocols based on treatment duration, intensity, and objectives.

THE TREATMENT

The “Essence” Experience: a ritual designed to restore the hair’s natural vitality through the harmony of steam and water elements.

The journey always begins with a warm welcome, followed by a dedicated consultation and analysis. Using a scalp analyzer, the hairdresser assesses the condition of the scalp and hair fiber, identifying the client’s specific needs before selecting the most suitable combination of products.



The client is then guided to the wash unit for a gentle first cleanse. A targeted shampoo is delicately massaged into the scalp to stimulate microcirculation and remove surface impurities, preparing the scalp and hair for the next stages of the ritual.

Once a nourishing or repairing mask has been applied, the treatment enters its most emotional phase with the Vapomist. Warm steam, enriched with essential oils, envelops the client in a sense of well-being while promoting the deep penetration of active ingredients into the hair fiber.

After the treatment is rinsed away, the ritual reaches its best with the enchanting Shirodara waterfall. A continuous flow of warm water gently streams over the forehead, releasing mental tension and transforming the rinse into an experience that regenerates both body and mind.

The journey concludes at the styling station with the client’s desired finish, revealing hair that is visibly healthier, lighter, and more radiant.



NOW IT'S YOUR TURN

Transform your salon into a successful Head Spa destination. The combinations we have shown you are only the starting point for your creativity: now it's time to add your own signature. Based on your salon's spaces and BeautyStar technologies, you can create a unique, tailor-made treatment package designed around your clients' needs. Whether you choose a single accessory or a complete wellness area, you will immediately increase the perceived value of your services and take your business to the next level.

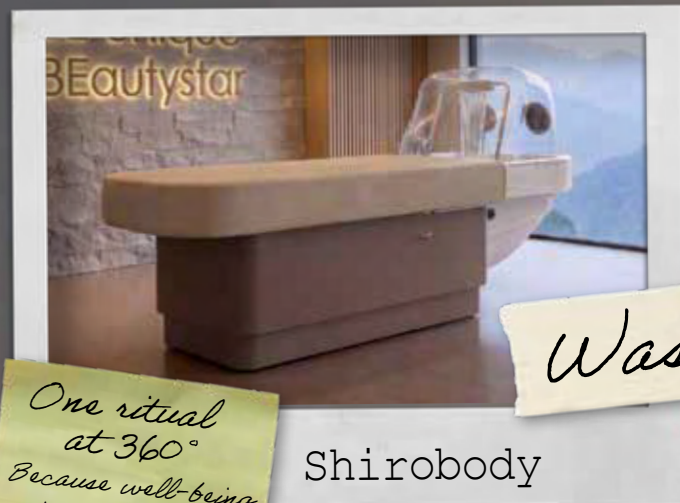
DISCOVER MORE

Follow our social media channels to stay up to date and discover how to take part in our Head Spa classes.

Together with our trainers and industry experts, we will explore the practical application of protocols and discuss concrete business strategies to support the growth of your salon. **The future is waiting for you!**



Create your own ritual, one element at a time.



Wash unit

One ritual
at 360°
Because well-being
isn't just about
the head!

Shirobody



Mrs. Kim
Design, elegance
and minimal shape.
Experience the sensation
of being suspended in
mid-air whilst enjoying
a Head Spa treatment



New Almond
Compact and versatile.
Perfect for completing your
Head Spa treatment room



Accessories

It creates a cloud of warm steam that
envelops you. It's not just for show -
it's also good for your scalp and hair.

Vapomist 1 New

Bluetooth speaker

Lie back and let yourself be
carried away by your favourite song.



Spa Garçon Natif



Technology for wellbeing.

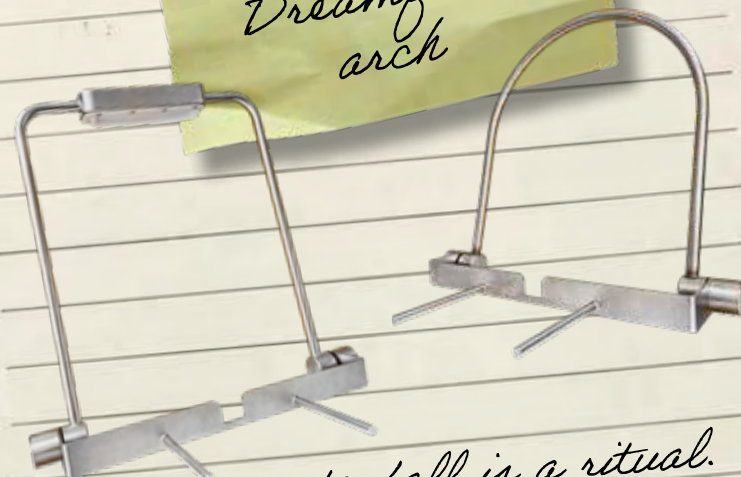
More features, one goal:
to care for the scalp in a
professional, effective
and impressive way.



Igloo

Shut out the
world and
rejuvenate yourself
with a steam bath.

Shirodara
Igloo



Shirodara and
Dreamflow
arch

Every waterfall is a ritual.

A stream of warm water
takes you by surprise and turns
a simple wash into a ritual.

Beautyfall
the universal
shirodara



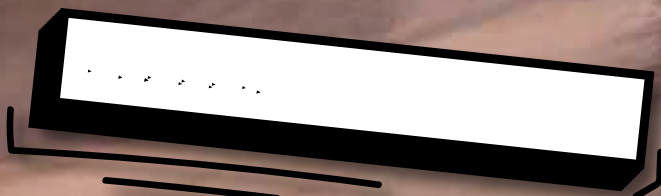
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Wow



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