

BEAUTY DESIGN

SPRING | SUMMER

2026

RENEW your SALON

The story of those who trusted us to transform their salon.

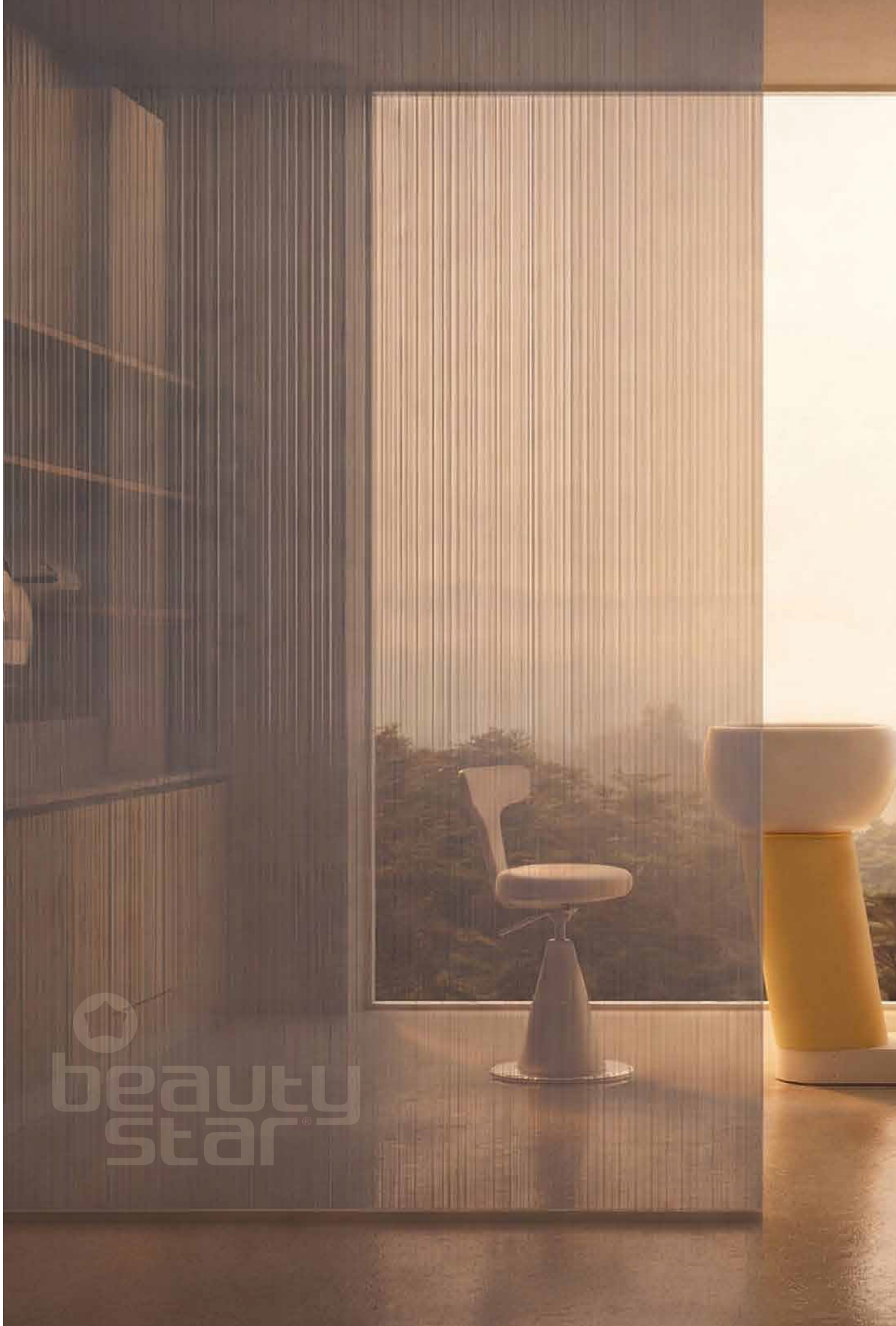
HEAD SPA

The new business opportunity.

ADVANCED TRAINING

Your vision, our experience. Together.






beauty
star®

Not just furniture...
a way of feeling.



A TAILOR-MADE SALON



3

3. Lapo B wash unit



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.

LE SALON HAIR SPA

Portugal

26

16

4. New Almond wash unit | 7. Vapomist 1 New | 6. Shirodara Igloo
16. Anita chair | 26. Greenwich styling unit





From design to business mindset.

A FLUID SALON

Renewal doesn't always mean starting again from scratch. It means **understanding what to preserve** of a salon's identity and **what to evolve** to meet a changing market.

"Every haircut here tells a story", the owners explain. "We designed this salon 15 years ago with Maletti Group, and today it has found a new shape.

The salon now needs to be more fluid, more experiential: it's not just a place to cut hair, it's a space where you can take a break".



BEAUTYSTAR

THE NEW WAY TO EXPERIENCE THE SALON

Some bonds last over time and evolve with us.

This is the case of the Enrico Molinari Salon, a family of hairdressers who – 15 years after the first design – chose to trust BeautyStar's designers to give a new shape to their professional vision.

The difference in the experience.

THE PRIVATE SPACE

If 15 years ago the focus was on design and aesthetic quality, today attention has shifted to the depth of the **client experience**.

The collaboration with BeautyStar's designers allowed this new mindset to be translated into functional spaces.

The most significant change?

The introduction of cabins dedicated exclusively to wellness.

Creating a treatment area that ensures privacy and total relaxation.

The heart of wellness.

COMPLETE RITUALS

This transformation takes place through the integration of services that engage all the senses. We are no longer talking about simple technical steps, but complete rituals.

The use of **steam** is not just an aesthetic plus; it prepares the scalp, opens the pores, and allows active ingredients to penetrate deeply.

Integrating **massage techniques** during the washing turns waiting time into a moment of total surrender.

Furthermore, the **Shirodara waterfall**, with its continuous flow of water on

the forehead, calms the nervous system, providing the client with a relaxation experience that goes far beyond a mere aesthetic result.

Today, clients entering the salon are looking not just for technical services, but for a complete wellness experience.

This renewal represents the ultimate shift from "style executors" to "experience creators."

"15 years ago, I was looking for a salon with design and quality.

Today, we want everyone who walks in to experience wellness".

BeautyStar, the new way to experience the salon!





WHY RENEW YOUR SALON TODAY?

Design is not just aesthetics; it's a business strategy.

Choosing a renewal path with BeautyStar means preparing your business for the challenges of today's market. Here are the three main advantages:

- **Increased profitability**

Integrating a Head Spa area allows high-value services, significantly increasing the average spend per client.

- **Higher market positioning**

A well-designed and functional environment attracts a clientele willing to invest in "experiences", not just technical services.

- **Optimized Workflow**

A fluidly designed salon reduces downtime and improves the team's work-life quality, boosting productivity and staff enthusiasm.

YOUR TOMORROW
STARTS TODAY



Watch the video





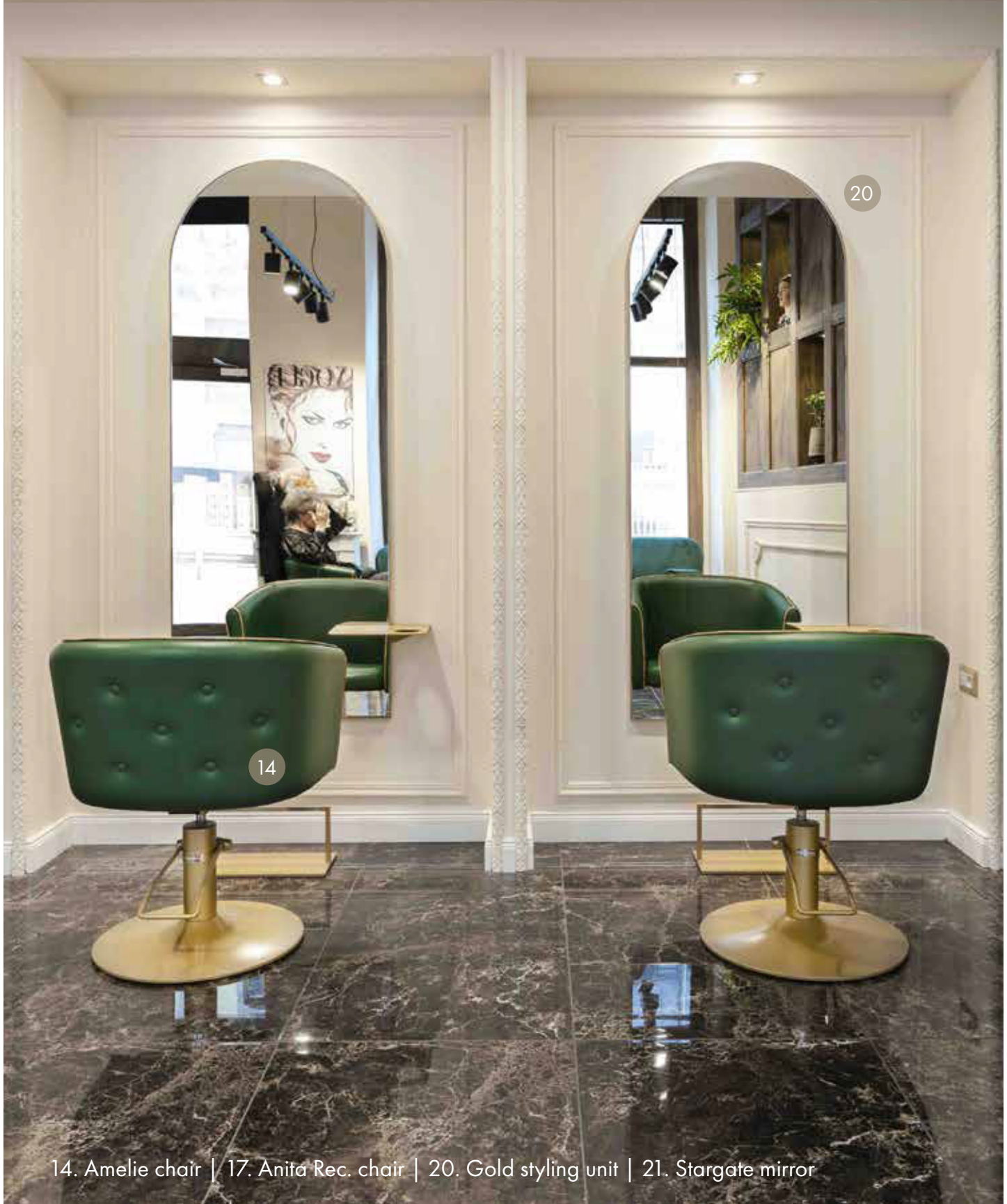
2

2. Artemisia 65 wash unit | 8. Alba chair with Cro Block base | 22. Hunt styling unit



ATELIER BRERA 13

Italy



14

20

14. Amelie chair | 17. Anita Rec. chair | 20. Gold styling unit | 21. Stargate mirror



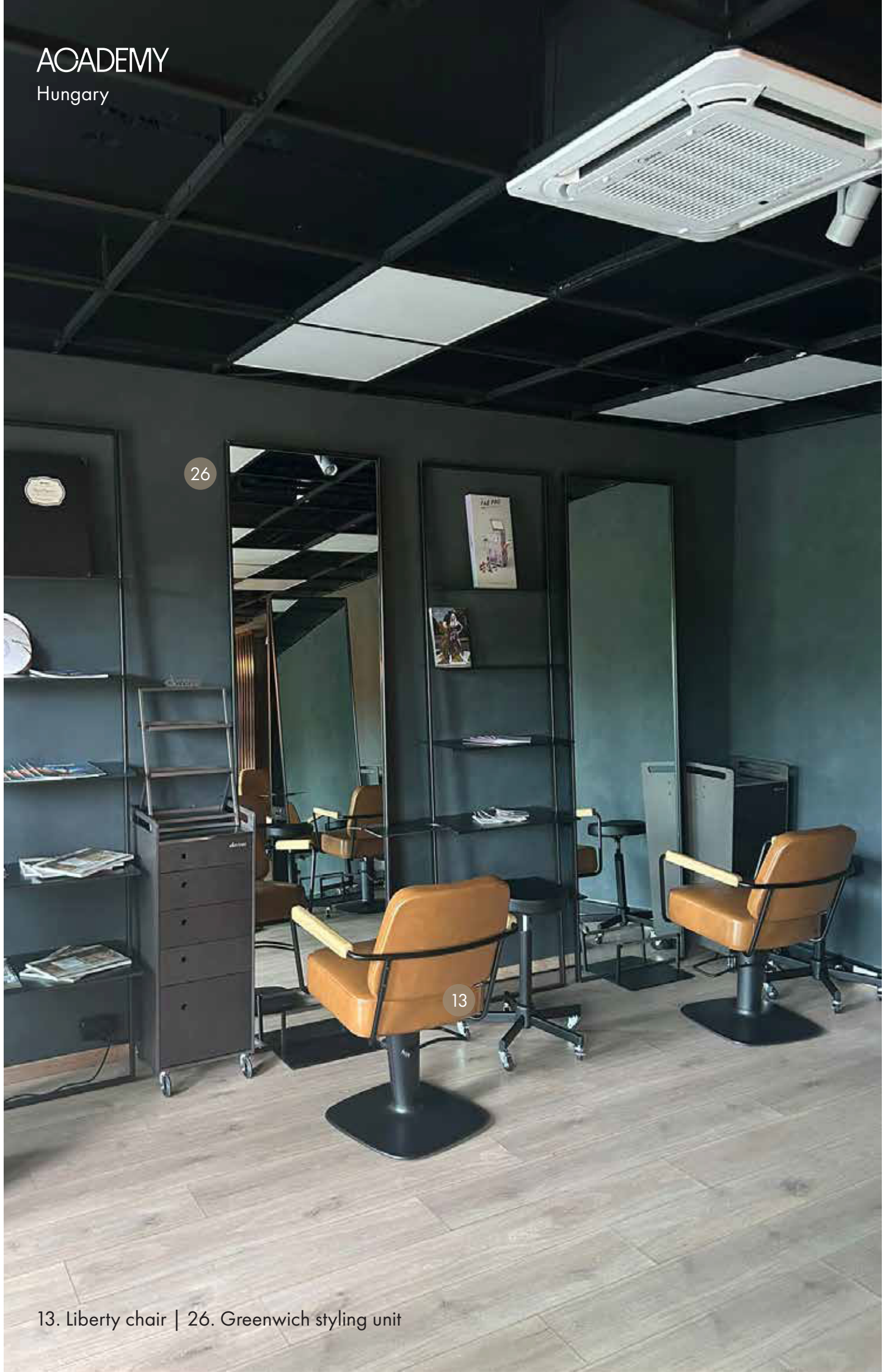
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17

OUTEGORY
Czech Republic



12. Harlem chair | 23. Chelsea consolle



13. Liberty chair | 26. Greenwich styling unit

BY LILLA

Switzerland

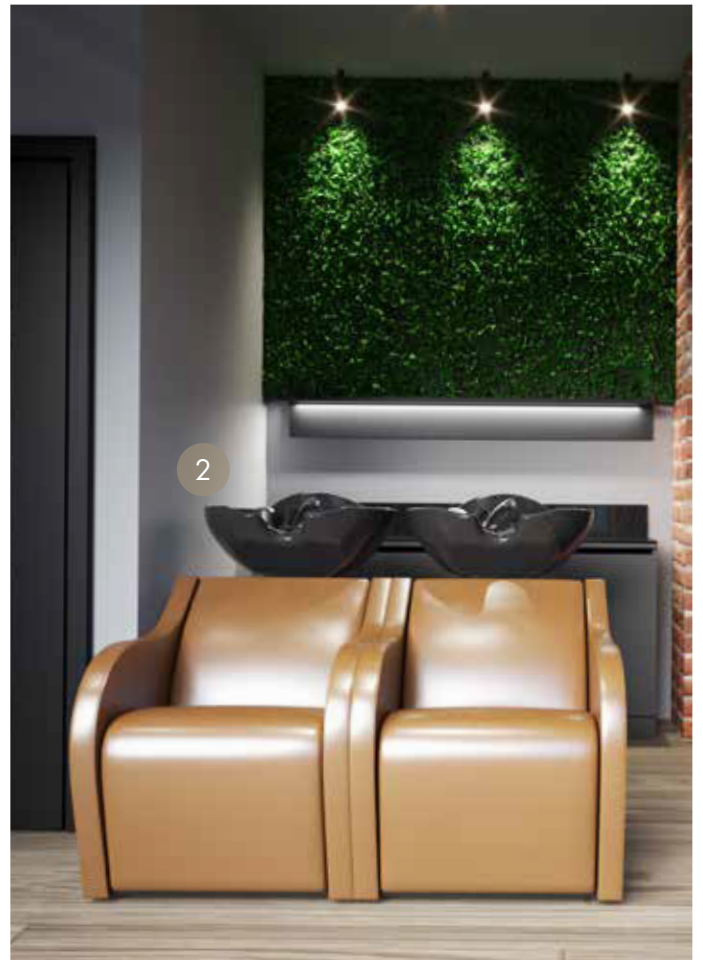


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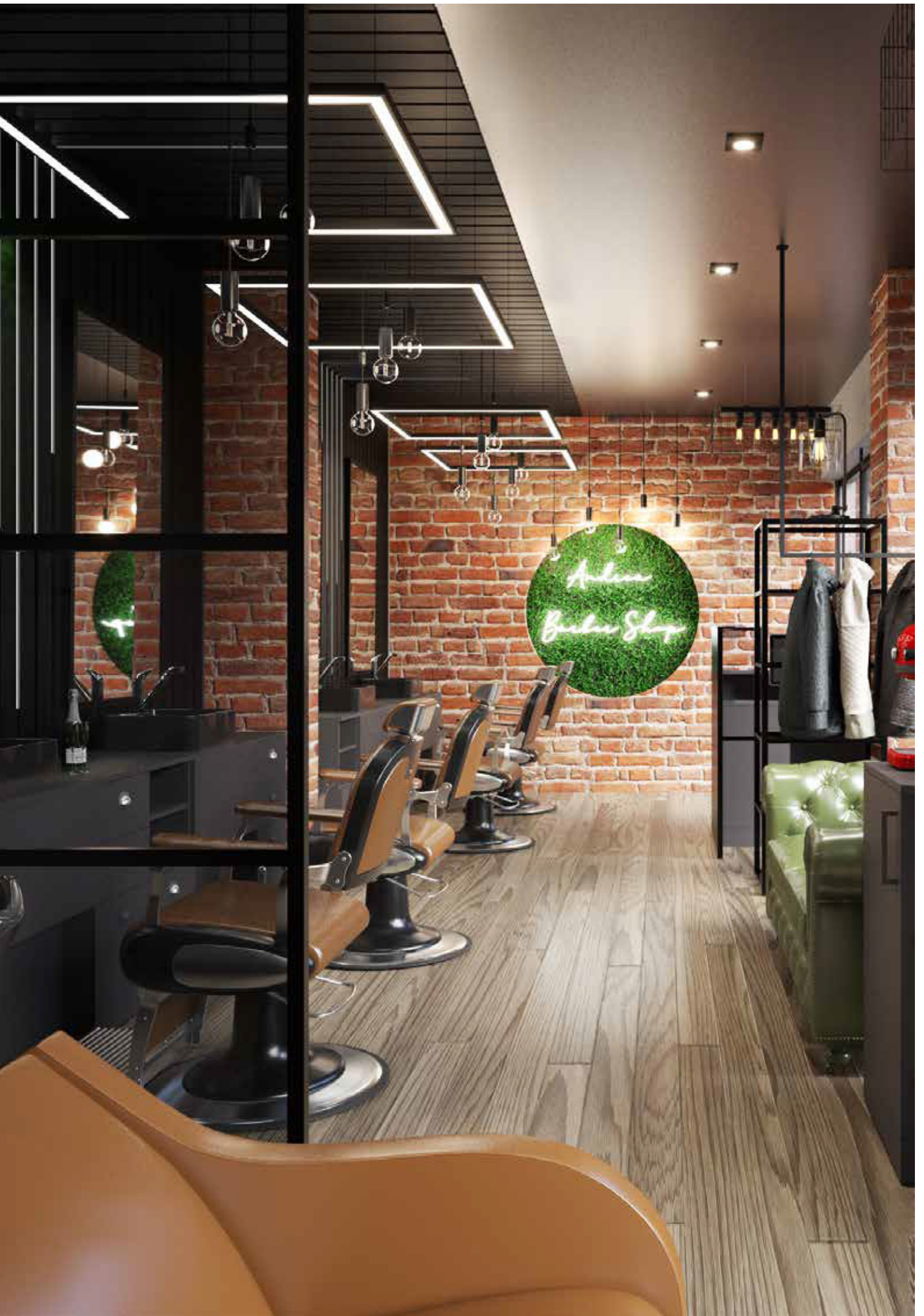
24

4. New Almond wash unit | 5. Igloo | 6. Igloo Shirodara
15. Artemisia chair | 24. Coco Central styling unit





2. Artemisia 65 wash unit | 28. Elvis barber chair



The Head Spa concept according to

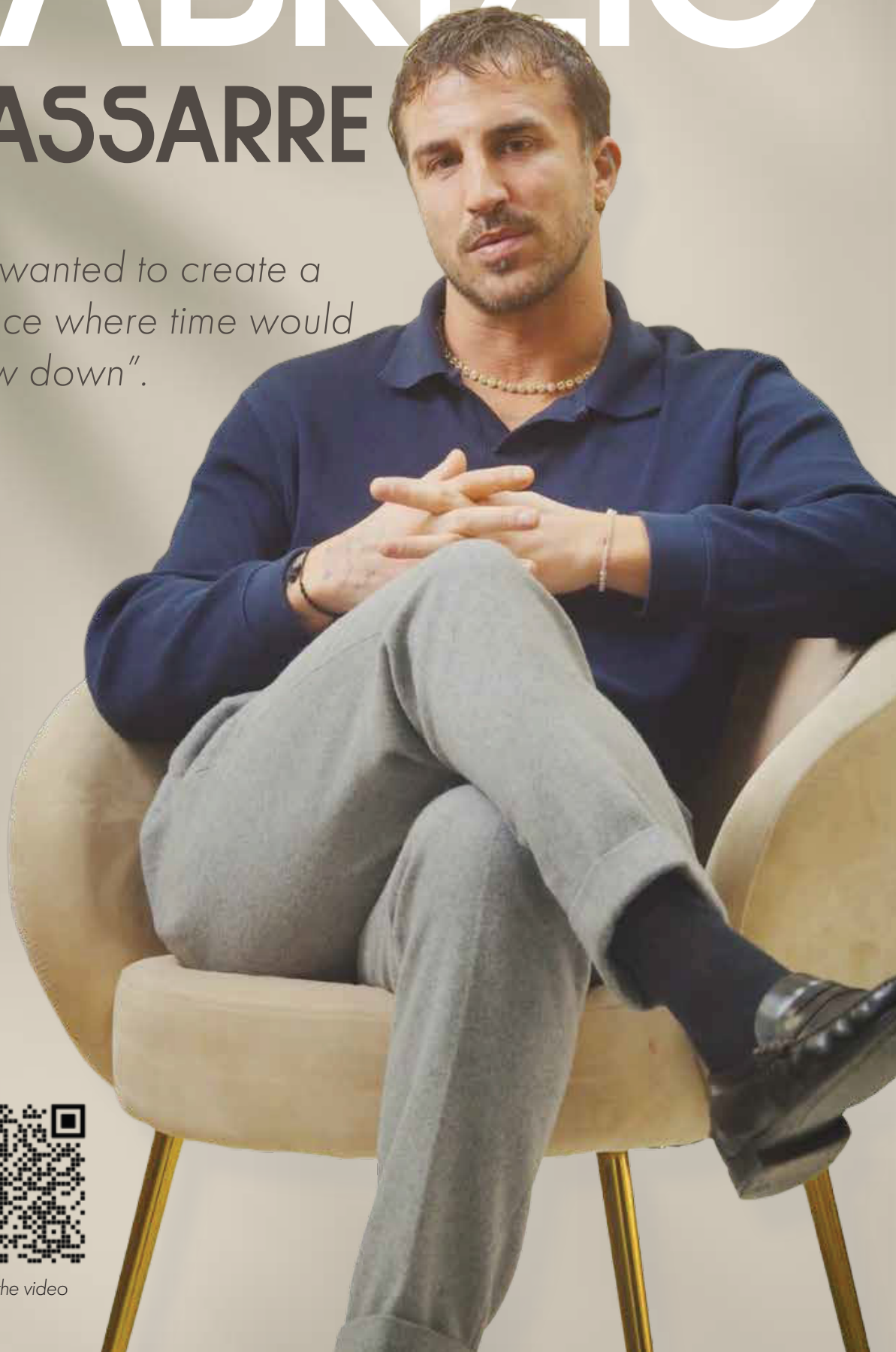
FABRIZIO

BALDASSARRE

"I wanted to create a space where time would slow down".



Watch the video



Silence is the new luxury.

The Evolution of Head Spa

In the hairstyling chaotic world, where the rhythm is often dictated by the noise of scissors and hairdryers, there are those who choose to slow down.

We met Fabrizio Baldassarre, owner of the salon Aria and BeautyStar ambassador, to hear his perspective on how the vision of the salon is evolving transforming from a place dedicated purely to beauty into a temple of psychophysical wellbeing, where clients can take time for themselves and disconnect from everyday life.

Beyond the wash unit: the ritual.

"It's not just a wash, it's a ritual"

For years, hair washing was considered merely a transitional step, almost a technical phase.

Today, thanks to the Head Spa philosophy, it becomes the core of the salon experience.

The goal is ambitious yet necessary: to create a space where time slows down. In an age where we are constantly connected, offering clients a moment entirely for themselves is no longer an extra service — it is a mission.

"Aria has always been a salon with a very strong energy, but I felt the need for a more intimate space where I could truly listen to the person in front of me".

Technology at the service of relaxation.

The Shirobody bed

The secret of this transformation lies in the perfect balance between artisan touch and technological innovation.

The undisputed main character of this new space is the Shirobody bed which, unlike traditional wash units, allows the client to experience the treatment in a fully and deeply relaxed position.

This position also releases cervical tension, encouraging complete relaxation.

The perfect complement to the Shirobody bed is the steam system, which acts not

only on an aesthetic level but deeply purifies the scalp and regenerates the hair fiber, creating a multisensory atmosphere that truly "frees the mind".

Head Spa does not only regenerate the client, it also elevates the role of the hairdresser.

A new model of personalized consultation

"Once the treatment is finished, the person is naturally more open to listening, and that is when I can dedicate the right amount of time to them", the owner explains.



Towards the Salon of the Future

This evolution is not just a trend, but a necessary shift for the entire industry.

The awareness that hair care inevitably passes through the balance of the mind is now firmly established.

"It is a complete journey, not just an aesthetic one. I believe the salons of the future will be like this, and every hairdresser will have Head Spa in their salon".



The message is clear:

the hairdresser is no longer simply a stylist, but a consultant for wellbeing.

In this new scenario, with the integration of Head Spa, the salon stops being merely a place people pass through and becomes a destination.

It is not simply about purchasing new equipment, but about investing in the quality of the time we offer our clients and ourselves.

Because in the salon of the future, Head Spa will no longer be an exception, but the beating heart of every salon.





WASH UNITS



ROUND PLUME

skay black 008

FIX

~~69 540 Kč~~ 40 630 Kč / 1 674 €

COMFORT

~~99 980 Kč~~ 50 430 Kč / 2 078 €

AIR MASSAGE

~~124 480 Kč~~ 68 130 Kč / 2 807 €

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 €

DOGHE MASSAGE

~~119 790 Kč~~ 70 750 Kč / 2 915 €

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



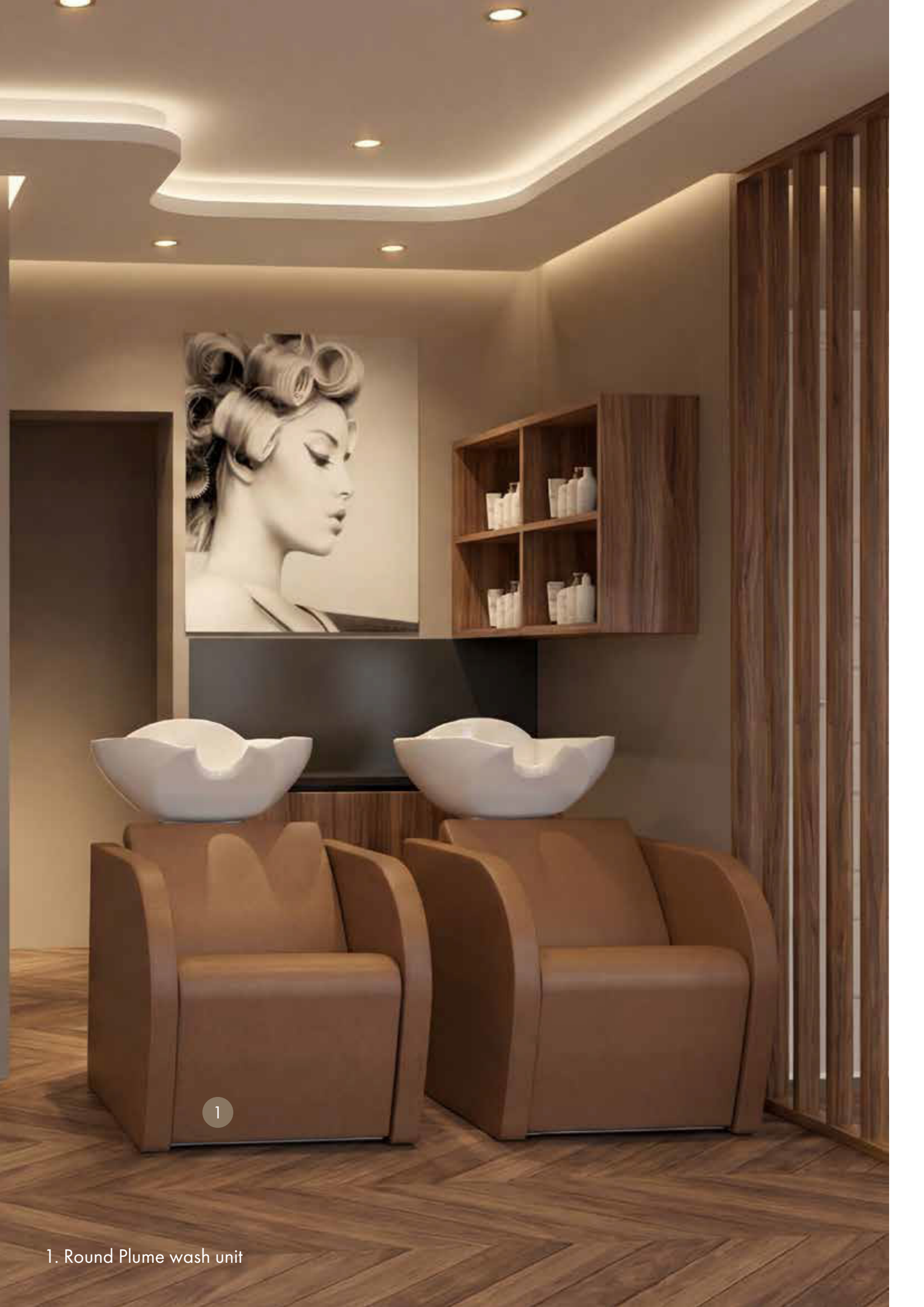
LAPOB

skay black 008

FIX

~~58 960 Kč~~ 35 000 Kč / 1 442 €

skay color + 4 840 Kč 3 750 Kč / 155 €



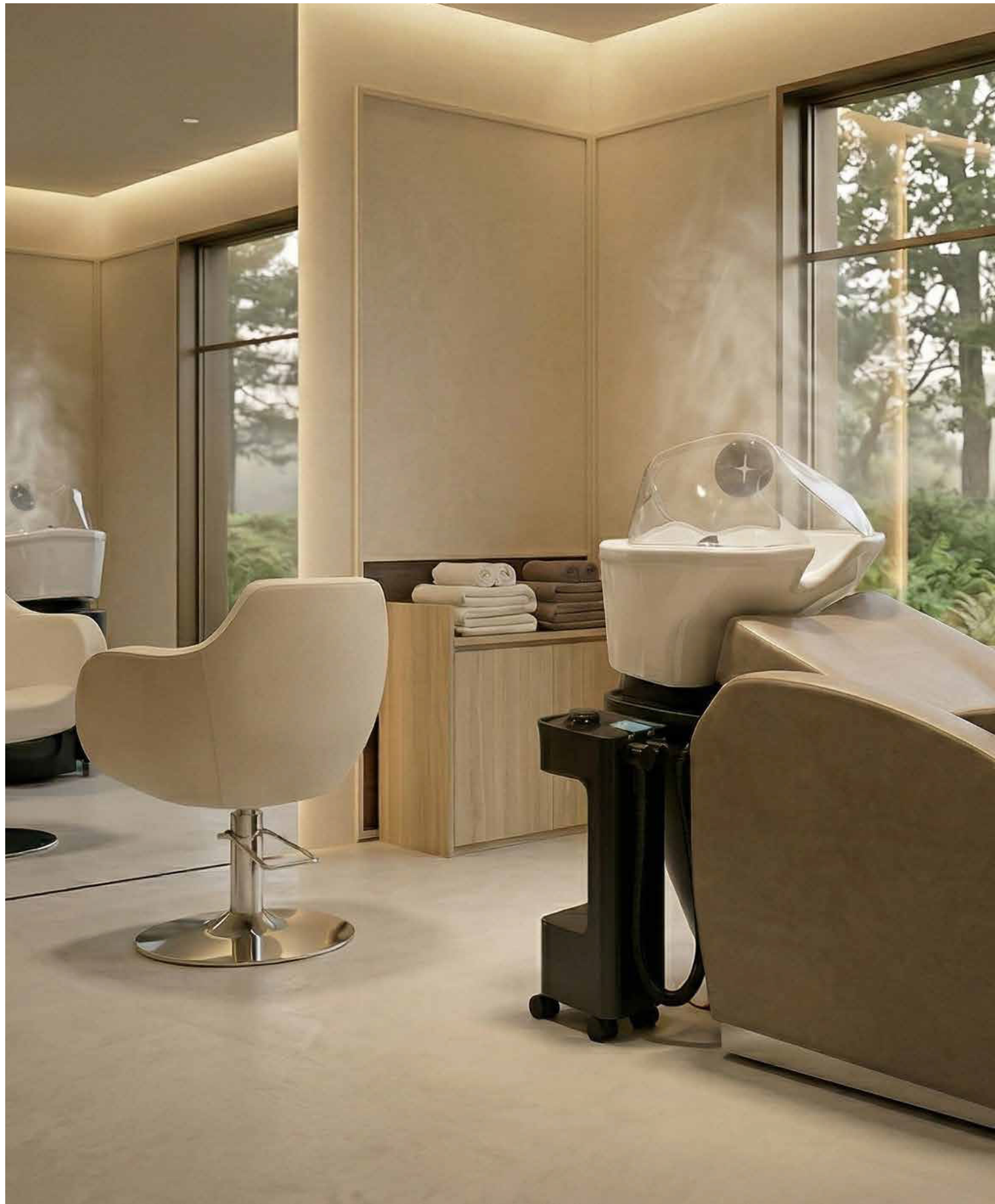
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1. Round Plume wash unit

SPECIAL COMBO

VAPOMIST 1 NEW + CALOTTA SHIRODARA + NEW ALMOND Air Massage

182 250 Kč / 7 509 €





4

NEW ALMOND

RELAX

173 760 Kč 99 750 Kč / 4 110 €

AIR MASSAGE

204 010 Kč 112 250 Kč / 4 625 €



5

IGLOO

12 100 Kč 7 480 Kč / 308 €



6

IGLOO SHIRODARA

54 150 Kč 32 480 Kč / 1 338 €



Compatible with
all wash units



TILTING NECKREST

7 560 Kč 4 750 Kč / 196 €



7

VAPOMIST 1 NEW

75 320 Kč 45 000 Kč / 1 854 €

STYLING CHAIRS



ALBA

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



ALBA

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



DOMINGO

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



DOMINGO

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



DISCO BLOK BLACK

15 090 Kč 9 380 Kč / 386 €



PASSE_PARTOUT

16 760 Kč 9 800 Kč / 404 €



RAZZE

20 930 Kč 12 930 Kč / 533 €



12

HARLEM

top

26 260 Kč 15 630 Kč / 644 €



13

LIBERTY

top

33 280 Kč 20 000 Kč / 824 €
piping INCLUDED



ORO BLOK

8 140 Kč 4 250 Kč / 175 €



DISCO BLOK

9 040 Kč 5 000 Kč / 206 €



DISCO BLOK GOLD

15 090 Kč 9 380 Kč / 386 €



DISCO BLOK BLACK

15 090 Kč 9 380 Kč / 386 €



PASSE_PARTOUT

16 760 Kč 9 800 Kč / 404 €



14

AMELIE

top

24 560 Kč 15 200 Kč / 626 €
piping INCLUDED



15

ARTEMISIA

top

23 260 Kč 14 250 Kč / 587 €



16

ANITA

top

32 970 Kč 16 880 Kč / 695 €
piping + 3 330 Kč 2000 Kč / 83 €



17

ANITA REC.

top

54 630 Kč 31 880 Kč / 1 313 €
piping + footrest INCLUDED

STYLING UNITS

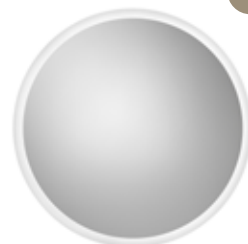


20

GOLD

with gold profile

31-400 Kč 17 930 Kč / 739 €



21

STARGATE

Ø 100 cm

17-550 Kč 10 430 Kč / 430 €



22

HUNT

31-940 Kč 16 450 Kč / 678 €

metal shelf

+ 2-090 Kč 1 300 Kč / 53 €



23

CONSOLLE CHELSEA

25 mm

33-880 Kč 19 980 Kč / 823 €





24

COCO CENTRAL UNIT

111 930 Kč 64 630 Kč / 2 663 €

optional led
+ 29 640 Kč 18 370 Kč / 757 €



25

GRACE

142 180 Kč 85 000 Kč / 3 502 €



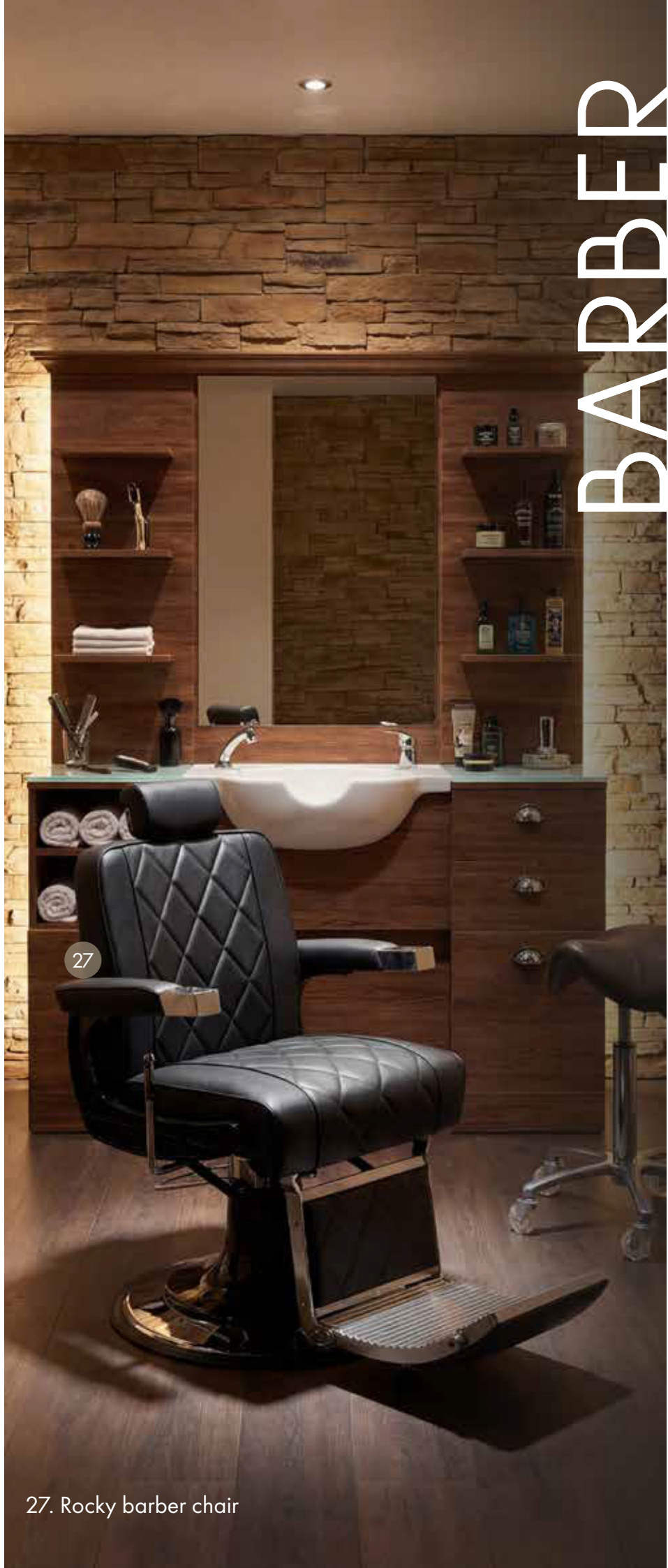
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GREENWICH

33 240 Kč 19 000 Kč / 783 €



BARBER



27

27. Rocky barber chair



27

ROOKY

Black structure skay 008 / White structure skay 727
49 610 Kč 28 000 Kč / 1 154 €



28

ELVIS

skay color
102 550 Kč 59 180 Kč / 2 438 €



STOOL ELVIS

6 350 Kč 2 250 Kč / 93 €



BARBER STATION

Engadine finish
126 780 Kč 58 300 Kč / 2 402 €

CABINETS



BASIN PLUS 80

(For white/black matt door finishes)
40-840 Kč 24 930 Kč / 1 027 €
other finishes
+ 7-560 Kč 3 750 Kč / 155 €



RECYCLE PLUS 80

(For white/black matt door finishes)
24-110 Kč 14 930 Kč / 615 €
other finishes
+ 7-560 Kč 3 750 Kč / 155 €



CABINET PLUS

(For white/black matt door finishes)
23-230 Kč 14 380 Kč / 592 €
other finishes
+ 7-560 Kč 3 750 Kč / 155 €



OPEN WALL CABINET

(white/black matt)
13-130 Kč 7 430 Kč / 306 €



ELETTRICOS RECEPTION



EASY M3 120

(white/black matt)

29 010 Kč / 16 250 Kč / 670 €



optional TOP

+ 10 250 Kč / 6 380 Kč / 262 €

optional FRONTAL

+ 13 880 Kč / 7 500 Kč / 309 €

optional BAG SHELF

+ 9 040 Kč / 6 000 Kč / 247 €



HAIR STATION

69 210 Kč / 42 930 Kč / 1 769 €



TROLLEYS



MANHATTAN

7 650 Kč 4 380 Kč / 180 €



JELLY

7 020 Kč 3 680 Kč / 152 €



CLASSIO

available only in black

5 230 Kč 3 130 Kč / 129 €



UPGRADE STYLING

12 400 Kč 7 050 Kč / 290 €

HEAD SPA CONCEPT

Your vision,
our experience
Together.





HEAD SPA. For a salon that takes care of customer needs.

- A. **Shirobody** multifunctional bed | B. **Dream Flow** waterfall | C. **Shirodara** waterfall | D. **Shirobody Igloo**
 E. **Mrs. Kim** wash unit | F. **New Almond** wash unit | G. **Igloo**
 H. **Shirodara Igloo** with integrated waterfall | I. **Vapomist 1 New** | L. **Beautyfall** universal waterfall

We can build together the salon of the future.
BE INSPIRED BY EVOLUTION.



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