BEAUTY VISION

Autumn | Winter 2026/27



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.



Styling chair
Musa

Styling unit
Coco Wall

central table
with plant

Trolley
Upgrade

beauty star®

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.







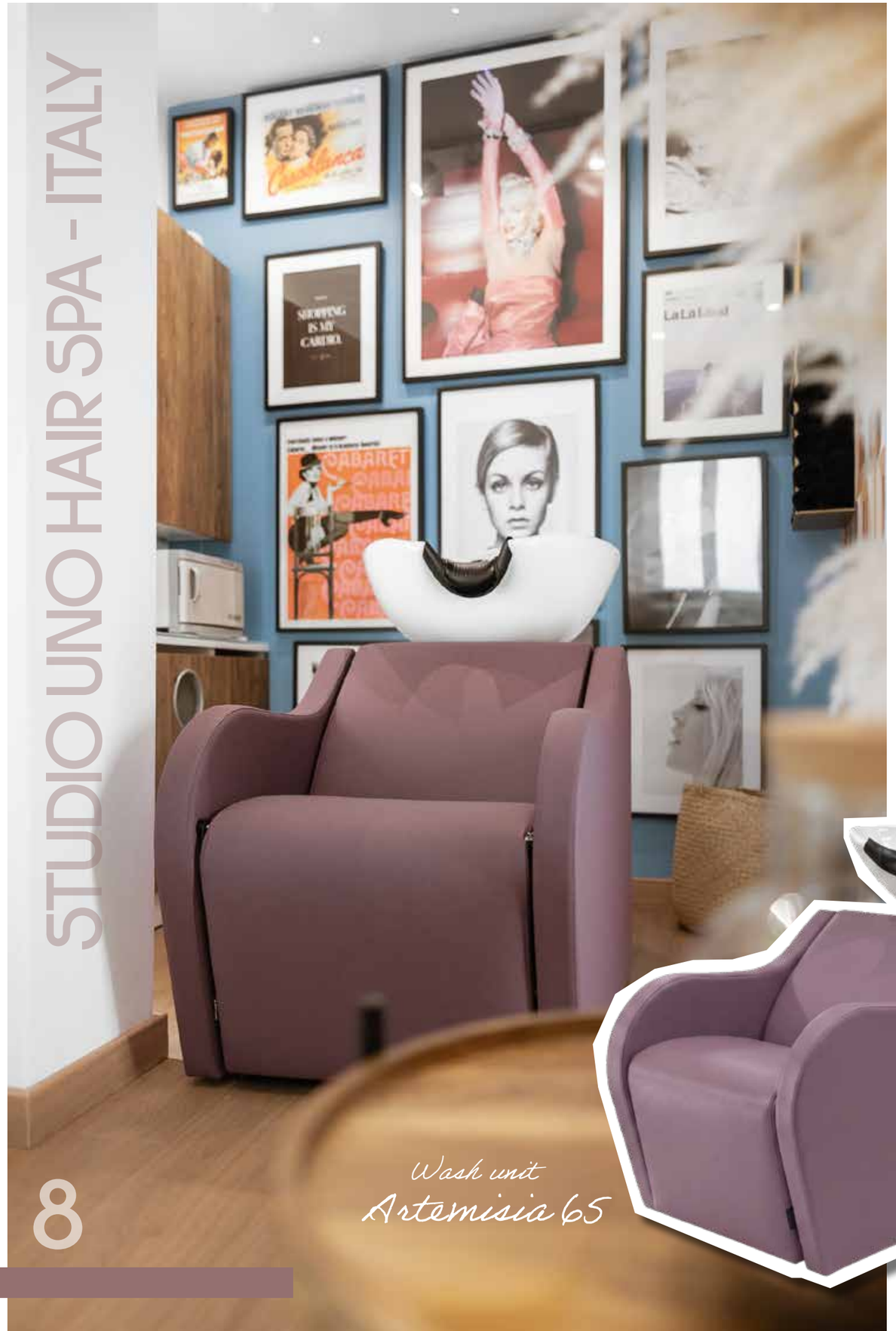






Styling chair
Artemisia

STUDIO UNO HAIR SPA - ITALY





Wash unit
Artemisia 65



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.



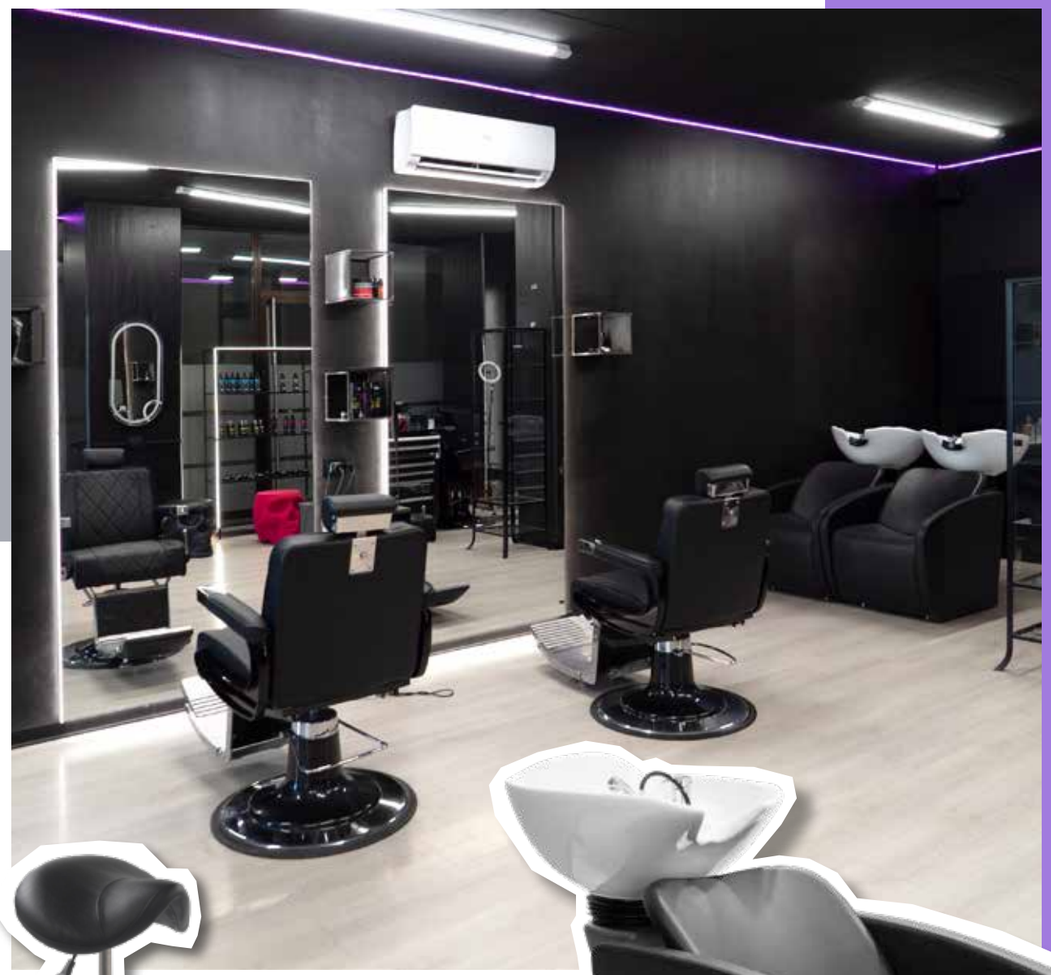
DESIGN THAT MAKES YOU FEEL GOOD

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

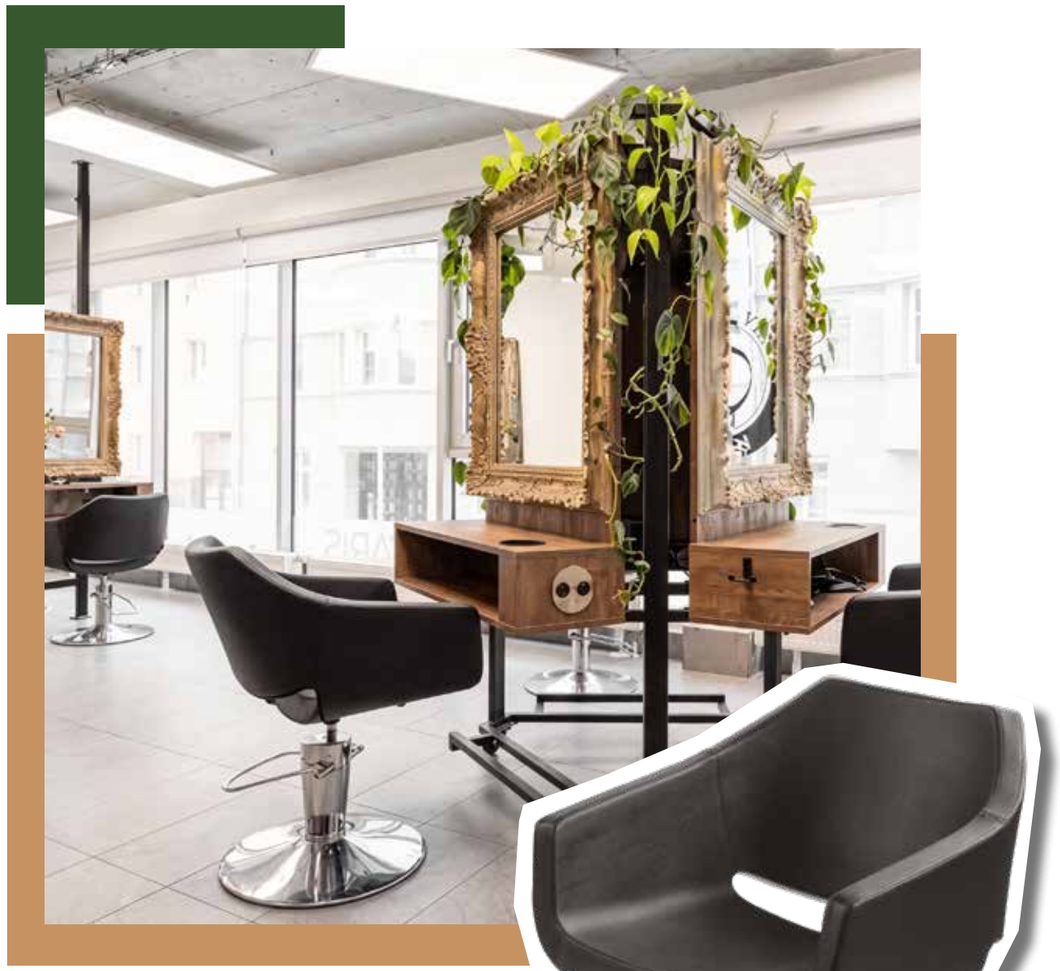
Wash unit
New Almond





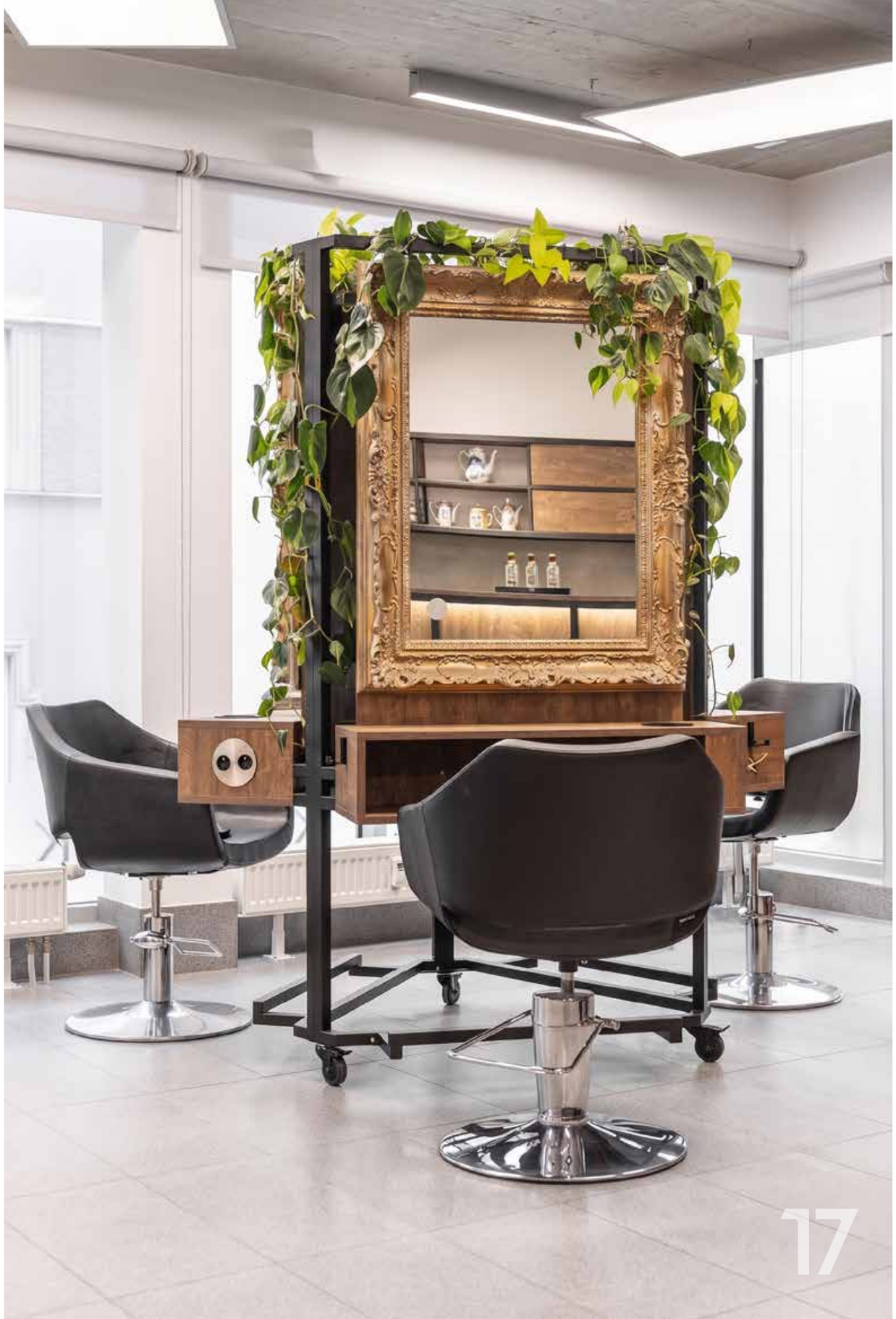
Styling chair
Artemisia

SALON NA STEJNÈ VLNÈ
CZECH REPUBLIC





Styling chair
Domingo



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 ~~€ 2.299~~ € 1.690
COMFORT ~~€ 3.305~~ € 2.070
AIR MASSAGE ~~€ 4.115~~ € 2.800
skay color ~~+ € 200~~ + € 150



ARTEMISIA 65

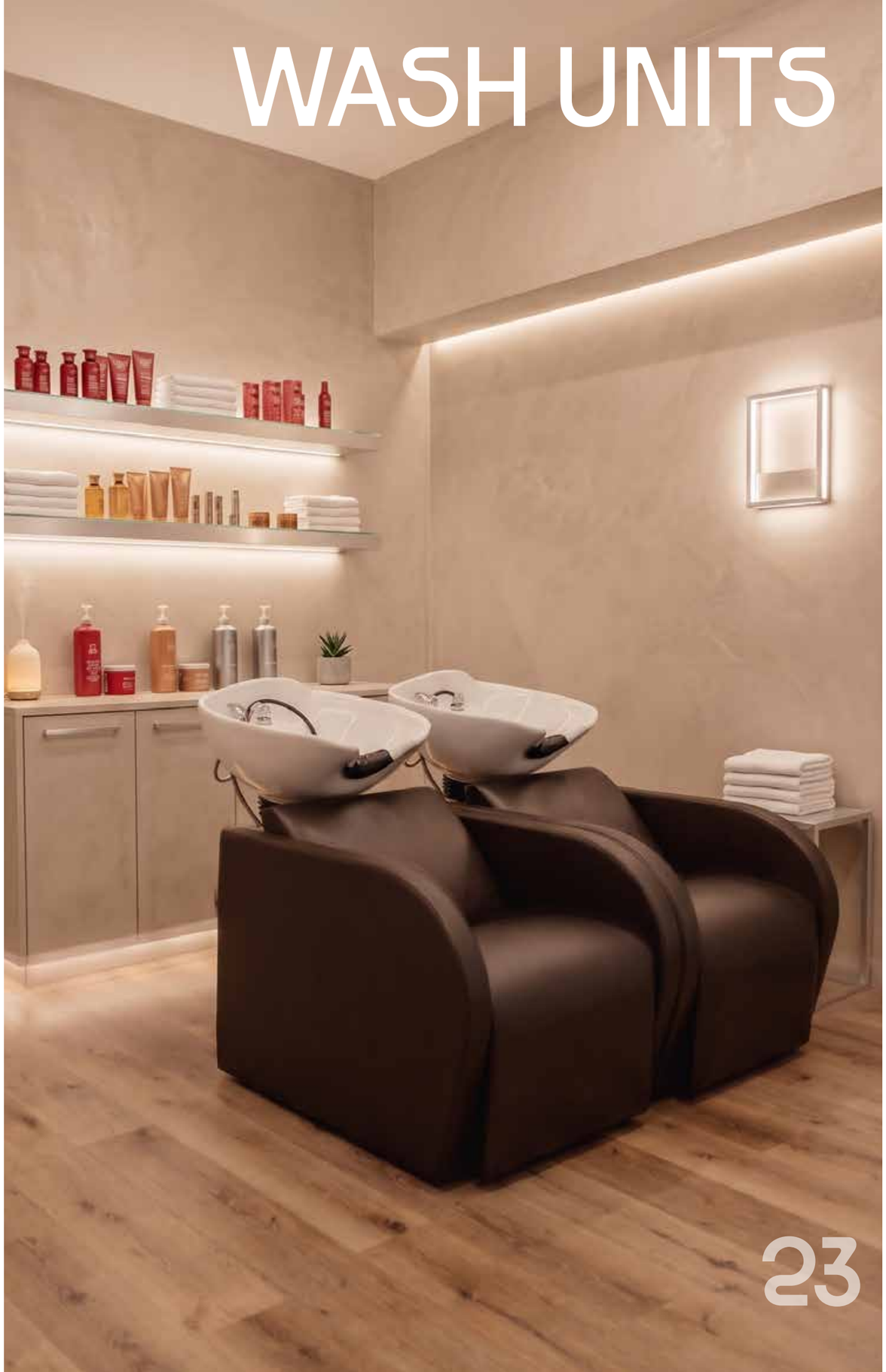
skay black 008
FIX ~~€ 2.599~~ € 1.880
COMFORT ~~€ 3.305~~ € 2.290
SLATTED MASSAGE ~~€ 3.960~~ € 2.830
skay color ~~+ € 200~~ + € 150



LAPO B

skay black 008
FIX ~~€ 1.949~~ €1.399
skay color ~~+ € 160~~ + € 150

WASH UNITS



SPECIAL COMBO

VAPOMIST 1 NEW + SHIRODARA IGLOO + NEW ALMOND Air Massage

~~€ 11.024~~
~~€ 7.589~~
€ 7.290

If you already have a BeautyStar wash unit

HAIR SPA KIT COMBO

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

~~€ 3.217~~
€ 2.999





NEW ALMOND

RELAX ~~€ 5.744~~ € 3.990
AIR MASSAGE ~~€ 6.744~~ € 4.490

OPTIONAL

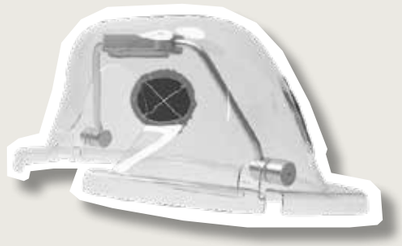


IGLOO

~~€ 400~~ €299

SHIRODARA IGLOO

~~€ 1.790~~ € 1.299
Available for all wash unit
(Mrs. Kim - not included)





VAPOMIST 1 NEW

~~€ 2.490~~ € 1.800

TILTING NECKREST

~~€ 250~~ € 190



STYLING CHAIRS

NEW YORK COLLECTION



HARLEM
top ~~€ 868~~ € 640



DISOO BLOOK BLAOK
~~€579~~ €390



PASSE_PARTOUT
~~€579~~ €390



BASE SPOKE
~~€692~~ €517



LIBERTY
top ~~€ 1.100~~ € 790
piping INCLUDED

Styling chairs available only in skay black 008



ALBA
skay black 008
base Disco Block
~~€ 631~~ € 425



ALBA
skay black 008
base Cro Block
~~€ 582~~ € 390



DOMINGO
skay black 008
base Disco Block
~~€ 673~~ € 475



DOMINGO
skay black 008
base Cro Block
~~€ 627~~ € 425



ARTEMISIA

top ~~€ 769~~ € 575



MUSA

top ~~€ 590~~ € 420



ANITA

top ~~€ 1.090~~ €690
piping ~~+€110~~ +€80



ANITA REC.

top ~~€ 1.806~~ € 1.290
piping + footrest
INCLUDED



ORO BLOOK
~~€269~~ €170



DISOO BLOOK
~~€299~~ €200



DISOO BLOOK GOLD
~~€579~~ €390



DISOO BLOOK BLAOK
~~€579~~ €390



PASSE_PARTOUT
~~€579~~ €390

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





STYLING UNITS



COCO CENTRAL UNIT

~~€ 3.700~~ € 2.600
optional led ~~+€980~~ +€735



OVAL CENTRAL UNIT

chrome - whole mirror
~~€ 3.890~~ € 2.900
optional led ~~+€792~~ +€590



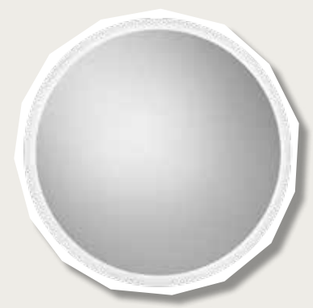
GRACE

~~€ 4.700~~ € 3.450



GREENWICH

~~€ 1.099~~ € 750



STARGATE

Ø 100 cm ~~€ 580~~ € 417



HUNT

~~€ 1.056~~ € 658
Metal shelf ~~+€69~~ +€52



CONSOLLE CHELSEA 1P

25 mm ~~€ 1.120~~ € 799

BARBER



ROCKY

Black structure skay 008/ White structure skay 727

~~€ 1.640~~ € 1.120



ELVIS

Skay color

~~€ 3.390~~ € 2.367



BARBER STATION

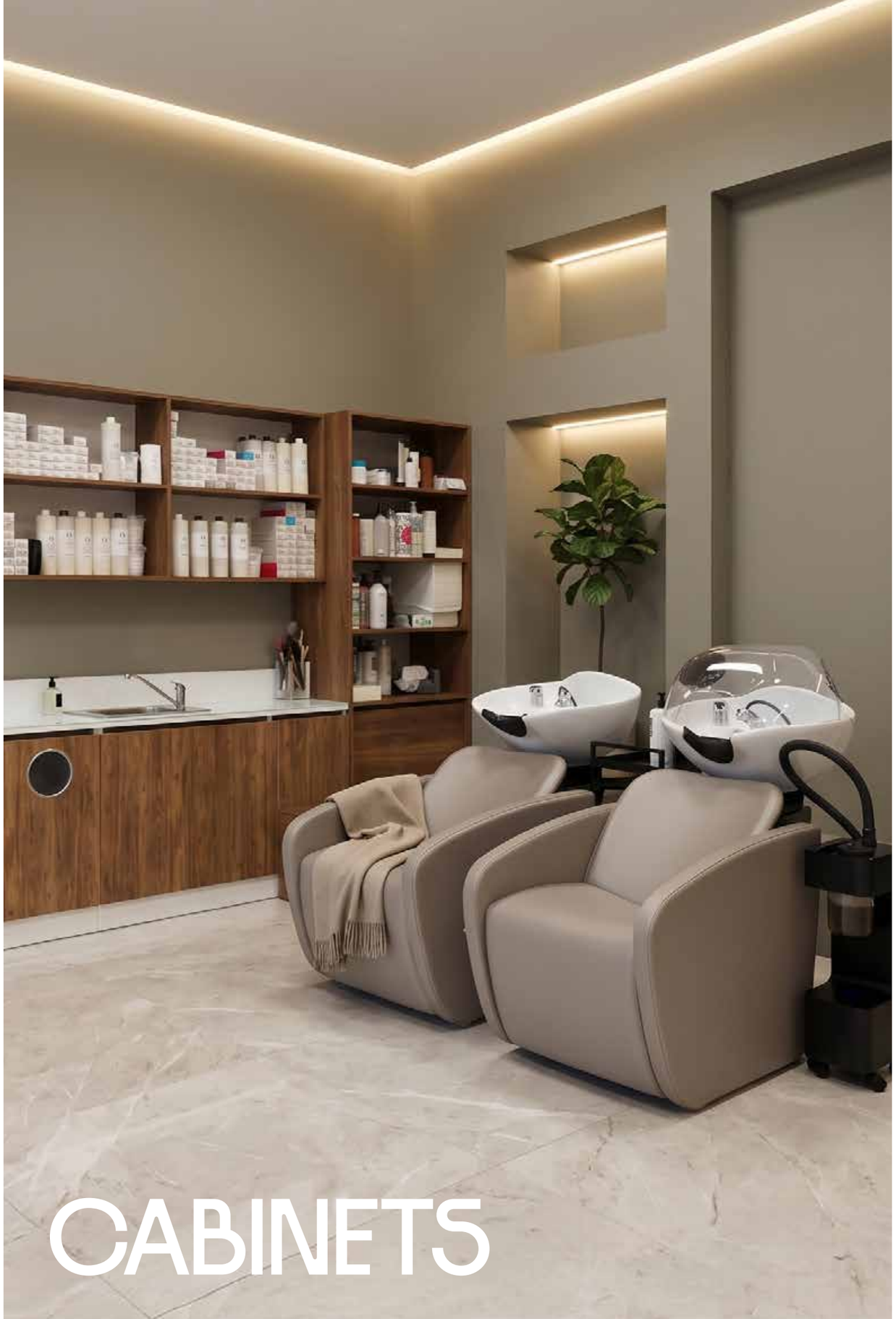
Engadine finish

~~€ 4.191~~ € 2.359



ELVIS STOOL

~~€ 210~~ € 150



CABINETS

BASIN PLUS 80

(For white/black matt door finishes)

~~€ 1.350~~ € 999

other finishes ~~+ €250~~ + €100



RECYCLE PLUS 80

(For white/black matt door finishes)

~~€ 797~~ € 599

other finishes ~~+ €250~~ + €100



CABINET PLUS 80

(For white/black matt door finishes)

~~€ 768~~ € 575

other finishes ~~+ €250~~ + €100



OPEN WALL CABINET 80

(white/black matt)

~~€ 434~~ € 320



RECEPTION



EASY M3 120

(white/black matt)

~~€ 959~~ € 650

optional TOP ~~+ €339~~ + €255
optional FRONTAL PANEL ~~+ €459~~ + €300
optional BAG SHELF ~~+ €299~~ + €240



TROLLEYS AND ELECTRICS





CLASSIC
available only in black

~~€ 173~~ € 125



MANHATTAN
~~€ 253~~ € 179



JELLY
~~€ 232~~ € 150



HAIR STATION
~~€ 2.288~~ € 1.717

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.



Shirobody

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

Wash unit



New Almond

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



Spa Garçon Natif

Technology for wellbeing.

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



Mrs. Kim

Design, elegance and minimal shape.

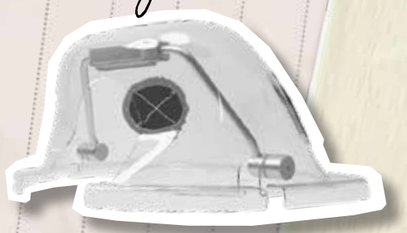
Experience the sensation of being suspended in mid-air whilst enjoying a Head Spa treatment



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.

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 New

Bluetooth speaker

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



Beautyfall

the universal shirodara



valid until 28/02/2027

beauty star®

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NEW TECHNOLOGIES



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