

# 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.



Not just furniture...  
a way of feeling.



beauty  
star

# 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.



26

16

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



4

7

6



# 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

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.*

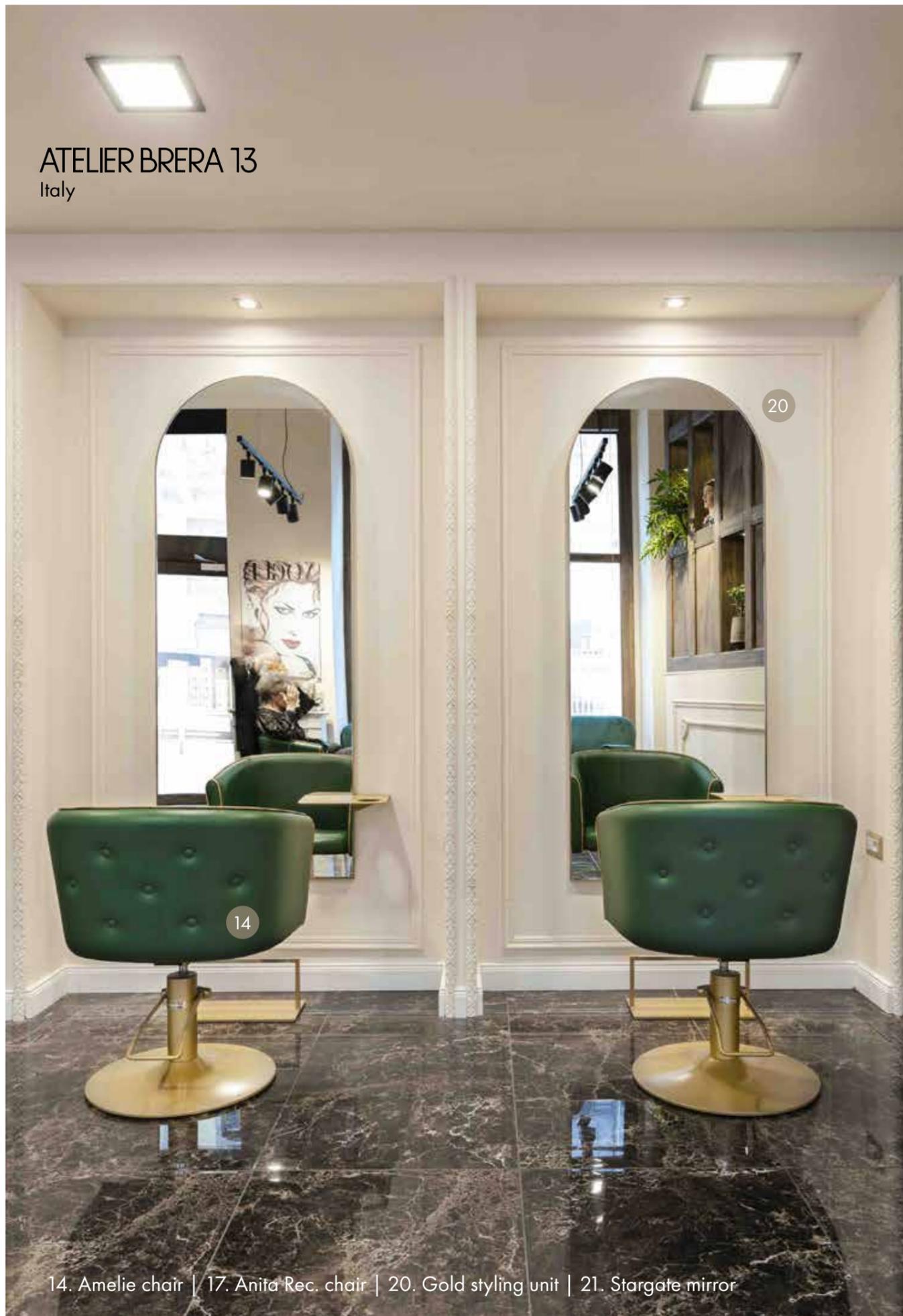
*The salon now needs to be more fluid, more experiential: it’s not just a place to cut hair, it’s a space where you can take a break”.*





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

ATELIER BRERA 13  
Italy



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



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

OUTEGORY  
Czech Republic

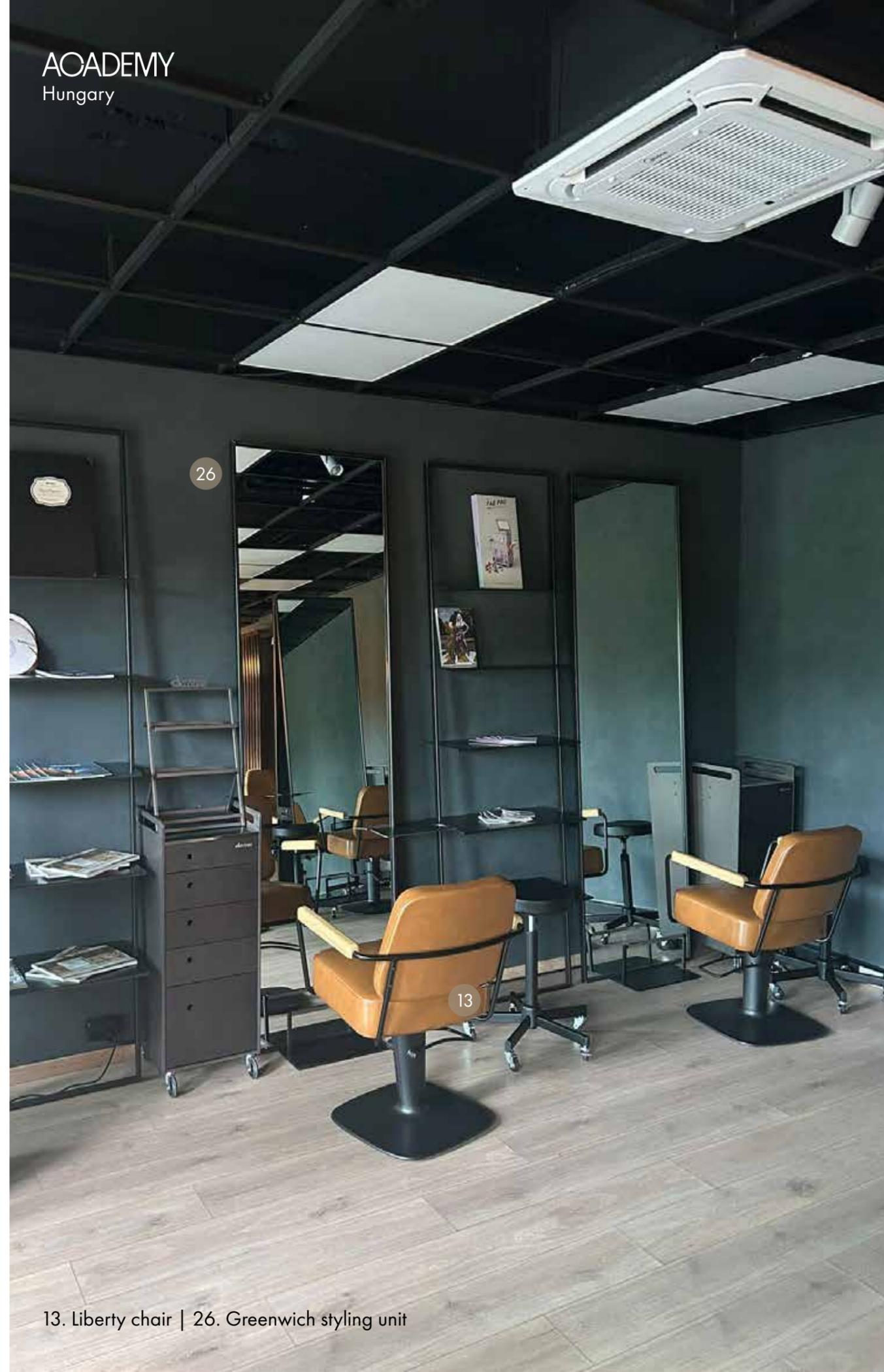


23

12

12. Harlem chair | 23. Chelsea console

ACADEMY  
Hungary



26

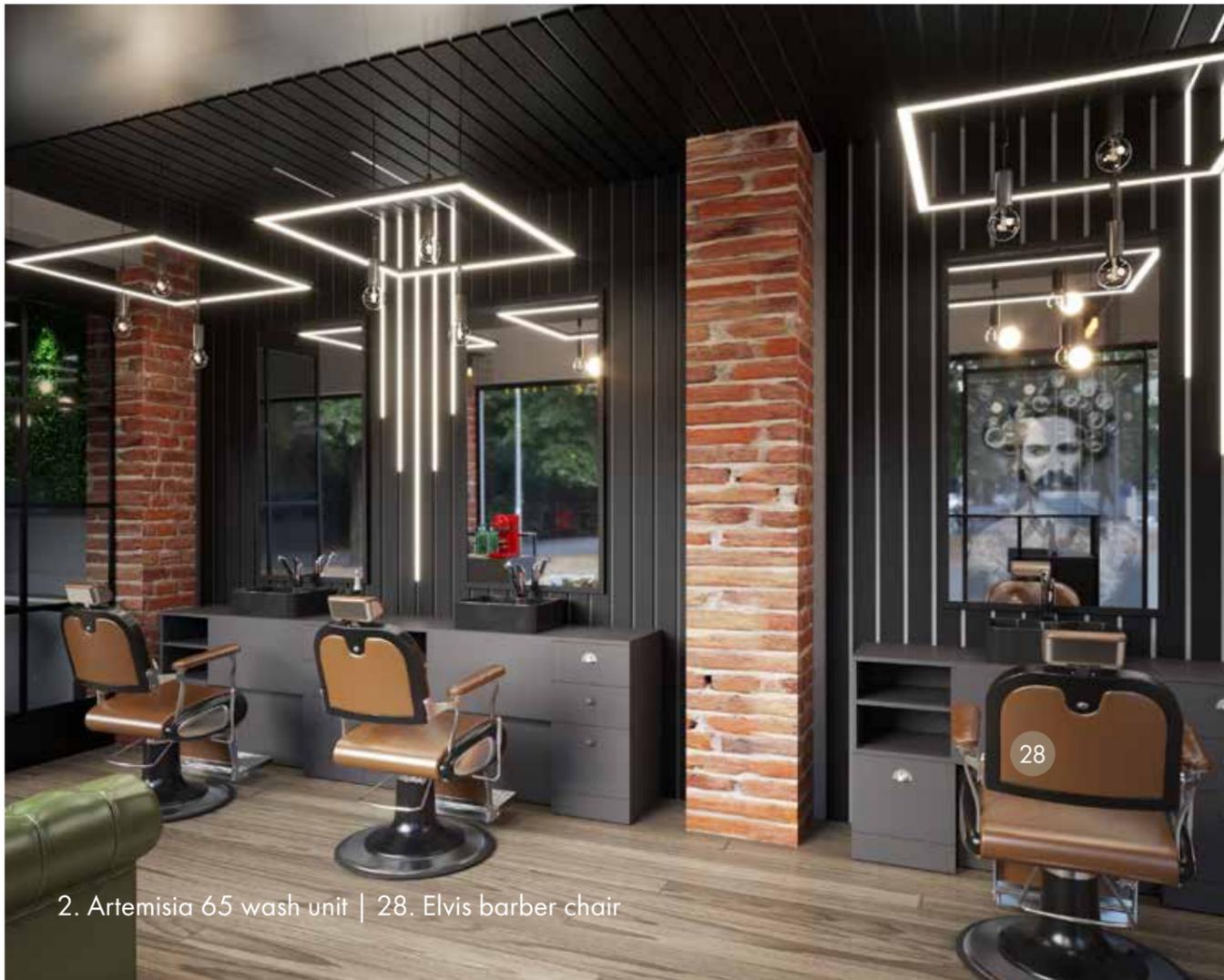
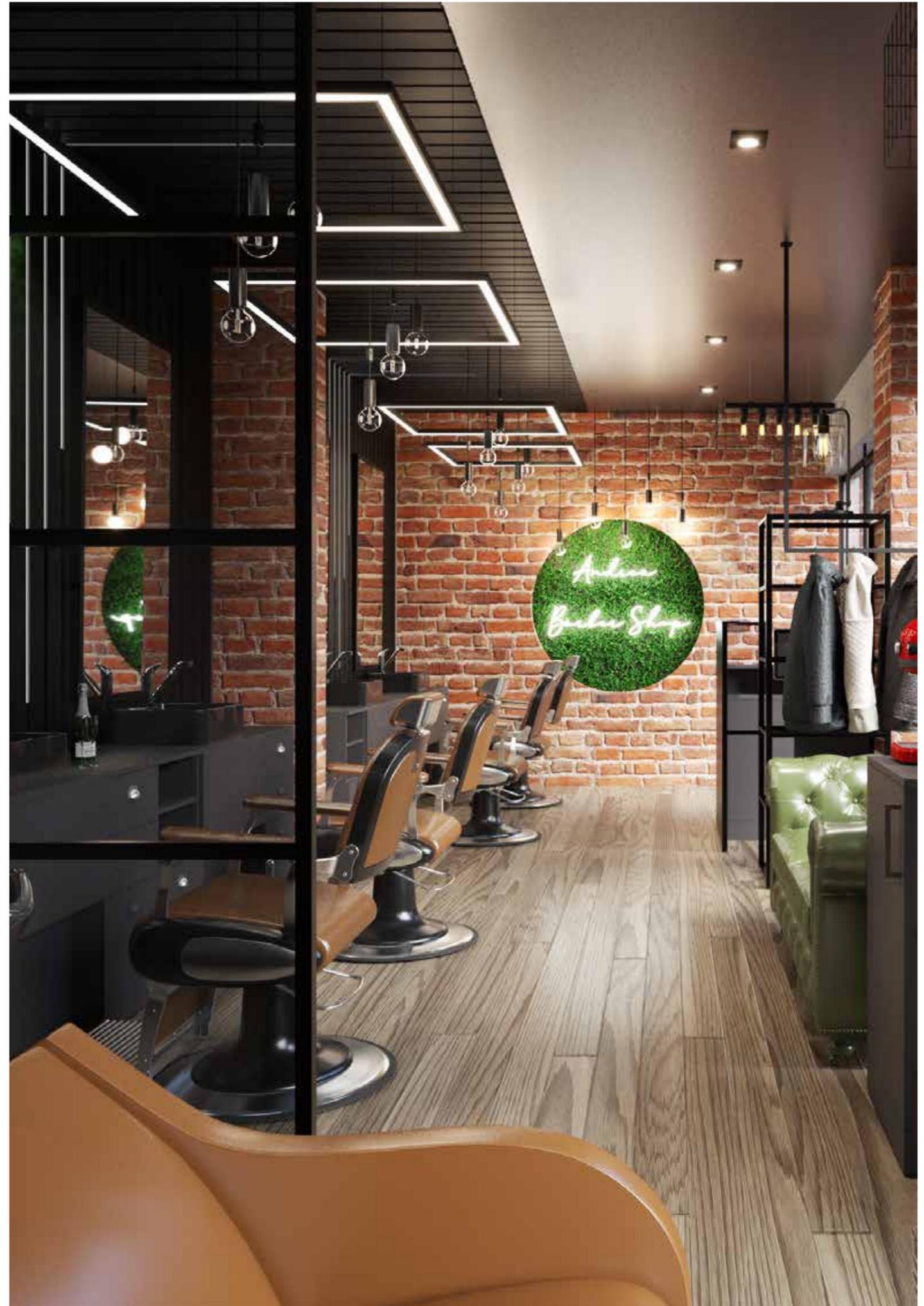
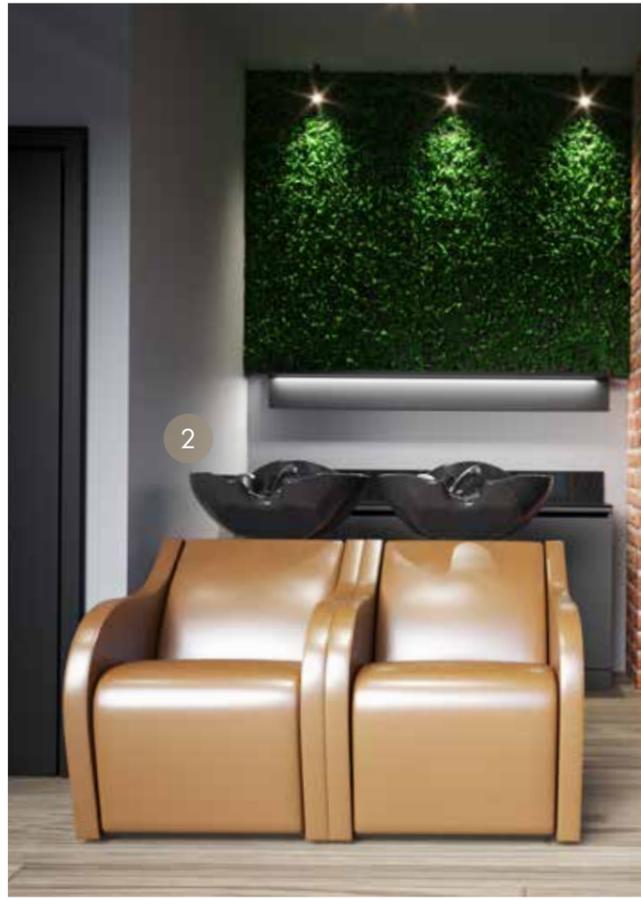
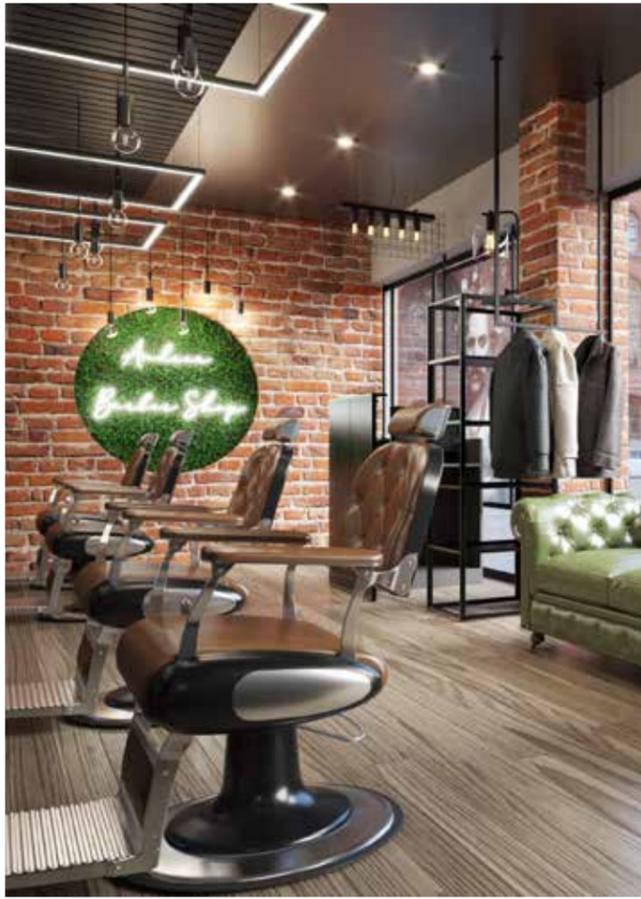
13

13. Liberty chair | 26. Greenwich styling unit

BY LILLA  
Switzerland



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 Shiobody 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 Shiobody 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 Shiobody 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



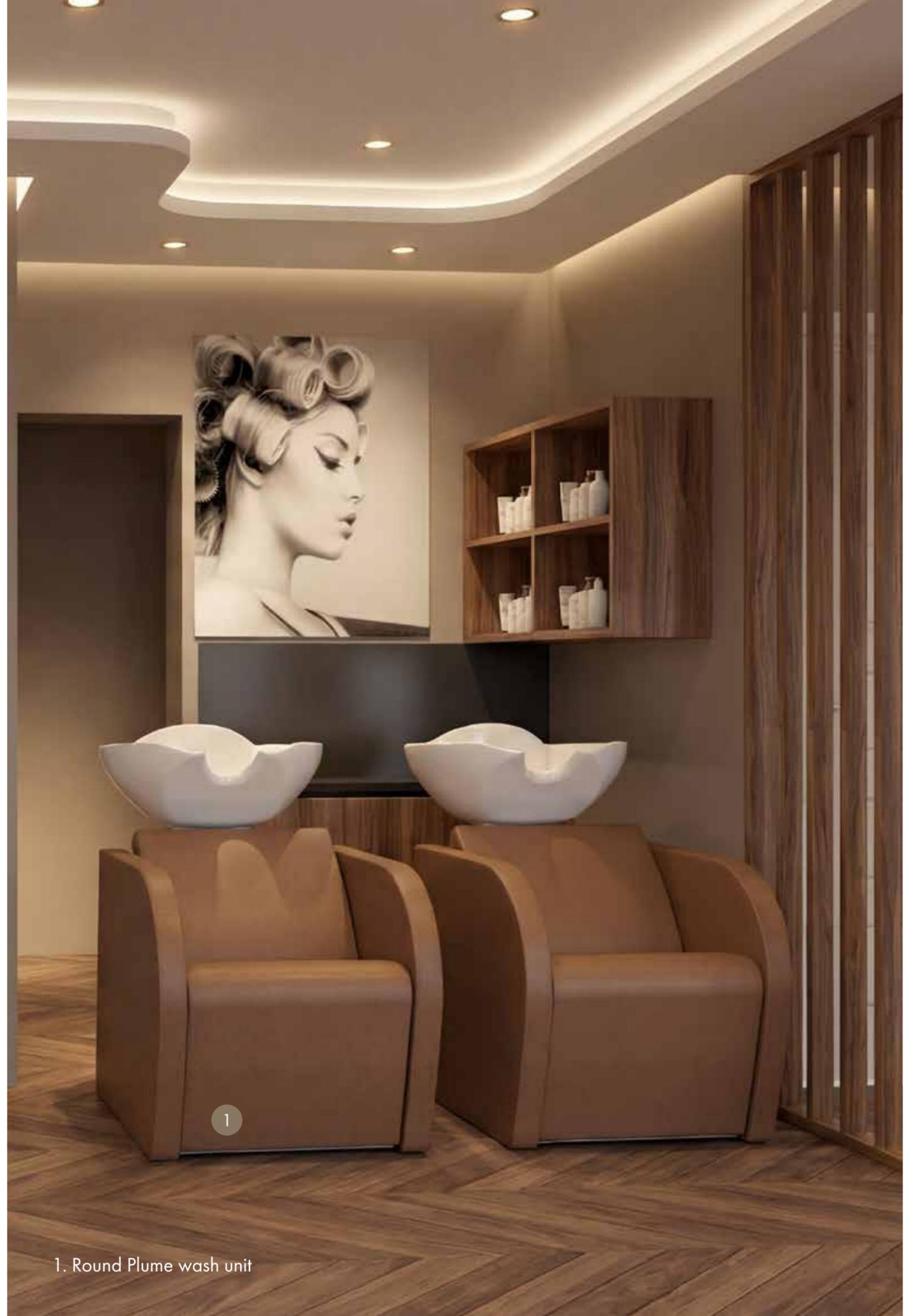
**ROUND PLUME**  
 skay black 008  
 FIX € 1.625  
 COMFORT € 2.017  
 AIR MASSAGE € 2.725  
 skay color + € 150



**ARTEMISIA 65**  
 skay black 008  
 FIX € 1.880  
 COMFORT € 2.290  
 DOGHE MASSAGE € 2.830  
 skay color + € 150



**LAPOB**  
 skay black 008  
 FIX € 1.400  
 skay color + € 150



1. Round Plume wash unit

# SPECIAL COMBO

VAPOMIST 1 NEW + CALOTTA SHIRODARA + NEW ALMOND Air Massage

€ 7.290



**NEW ALMOND**  
RELAX € 3.990  
AIR MASSAGE € 4.490



**IGLOO**  
€ 299



**IGLOO SHIRODARA**  
€ 1.299

 Compatible with  
all wash units



**TILTING  
NEOKREST**  
€ 190



**VAPOMIST 1 NEW**  
€ 1.800

# STYLING CHAIRS



8

**ALBA**  
skay black 008  
with Cro Block base € 390



9

**ALBA**  
skay black 008  
with Disco Block base € 425



10

**DOMINGO**  
skay black 008  
with Cro Block base € 425



11

**DOMINGO**  
skay black 008  
with Disco Block base € 475



DISCO BLOK BLACK  
375 €



PASSE PARTOUT  
392 €



RAZZE  
517 €



DISCO BLOK  
170 €



DISCO BLOK  
200 €



DISCO BLOK GOLD  
375 €



DISCO BLOK BLACK  
375 €



PASSE PARTOUT  
392 €



12

**HARLEM**  
top € 625



13

**LIBERTY**  
top € 800  
piping INCLUDED



14

**AMELIE**  
top € 608  
piping INCLUDED



15

**ARTEMISIA**  
top € 570



16

**ANITA**  
top € 675  
piping + € 80



17

**ANITA REC.**  
top € 1.275  
piping + footrest INCLUDED

# STYLING UNITS



**GOLD**  
with gold profile € 717



**STARGATE**  
Ø 100 cm  
€ 417



**HUNT**  
€ 658  
metal shelf + €52



**CONSOLE OHELSEA**  
25 mm  
€ 799



**COCO CENTRAL UNIT**  
€ 2.585  
optional led + €735



**GRAOE**  
€ 3.400



**GREENWICH**  
€ 760



# BARBER



27

27. Rocky barber chair



### ROOKY

Black structure skay 008/ White structure skay 727  
€ 1.120



### ELVIS

skay color  
€ 2.367



### STOOL ELVIS € 90



### BARBER STATION

Engadine finish  
€ 2.332

# OABINETS



### BASIN PLUS 80

(For white/black matt door finishes) € 997  
other finishes + € 150



### RECOYLE PLUS 80

(For white/black matt door finishes) € 597  
other finishes + € 150



### CABINET PLUS

(For white/black matt door finishes) € 575  
other finishes + € 150



### OPEN WALL OABINET

(white/black matt) € 297

ELETRIOS RECEPTION TROLLEYS



EASY M3 120  
(white/black matt) € 650



optional TOP + € 255  
optional FRONTAL + € 300  
optional BAG SHELF + € 240



HAIR STATION  
€ 1.717



MANHATTAN  
€ 175



JELLY  
€ 147



CLASSIO  
available only in black  
€ 125



UPGRADE STYLING  
€ 282

# 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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