



CARING OF YOUR HAIR
BEAUTY
FOR MORE 26 YEARS!

Our mission and the scope of our activity is to help women to keep their natural beauty.
We are constantly developing and opening up new markets and new areas. Our strategic goal is to be a large multinational company.

*General Manager
Dyachuk Dmitriy*



ACME Ltd. is one of the biggest company on the Ukrainian Hair Care Market

- Company founded in 1993
- Above 400 employees
- Average growth rate: 15%
- Market Positioning: Acme Color - Institute of Healthy Hair
- Markets: Consumer and Professional
- Sales structure:
 - 40 % - domestic market (Ukraine)
 - 60 % - export (CIS, EU and Eastern Europe)
- 2005 – ACME Ltd. certified with ISO 9001:2008 | Quality Management Systems
- Raw materials: high quality and safe raw materials from the world's leading chemical industry (Henkel, Germany | Huwell, Italy | Lowenstein, USA | others)
- 2015 - The beginning of the implementation of European standards GMP in production



CONSUMER
PRODUCTS DIVISION



PROFESSIONAL
PRODUCTS DIVISION



HAIR
COLORING

LIGHTENING
HAIR

HAIR CARE

BODY CARE

BOBY CARE

HAIRDRESSING

COSMETOLOGY

NAILS



HAIR COLORING



Рябина
Intense



Рябина
Avena



MALVA
Hair Color



Тонализер
#TIN COLOR



Рябина
Ton Oil



Acme Color
Бьюти

LIGHTENING HAIR



Energy
Blond
Classic



Energy
Blond
Arctic



Super
Blond

STYLING HAIR



Acme Color
Styling Gel



Fortesse
Style



Acme Home
Expert

HAIR CARE



Ola Verde



Эколиния



Fortesse Pro
/ Therapy



Acme Home
Expert



O'BERIG

PROFESSIONAL SERIES



Acme Home
Expert



BODY AND CHILD CARE



Eco Baby



Edelico
Intimate Care



Ola Verde

PERM



Energy Lock

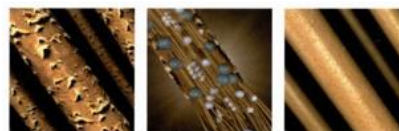
COLOR CREAM «РЯБИНА AVENA/INTENSE»

Intensive permanent cream hair-dye 24 bright shades

Intensive permanent cream hair-dye 11 bright shades.



- Hair recovery after coloring with professional hair mask
- Active ingredient: Fitocomplex with ashberry extract
- Opportunity of 2 applications (in case of short hair or root coloring)
- Intensive lightening up to 5 levels per 1 procedure
- No yellow-effect
- Does not require the use of lightening powder
- Fitocomplex with ashberry extract
- Fluid with flax oil provides intensive care during the lightening, neutralizes the negative effects of ammonia, provides a smooth and silky hair over the entire length
- Opportunity of 2 applications (In case of short hair or root coloring)



PACKAGE CONTENTS:

Cream-color
(2 packages on 25 ml)



Cream-oxidizer
(2 packages on 25 ml)



Mask for
hair, 15ml



Lotion for removing
color from the skin
of head, 5 ml
(in a complete set
AVENA)



Fluid with
oil flax
(in a
complete set
INTENSE)



Instruction



Gloves





COLOR CREAM MALVA

permanent cream hair-dye
18 shades

Permanent cream hair-dye

MALVA HAIR COLOR allows you to:

- securely hide the unwanted gray hair
- strengthen natural hair color
- to be in your own unique style
- be variable depending on the mood and seasons
- 100 % grey coverage
- Luxurious, stable color
- Brilliant shine
- Deep **THERMAL** renovation and care



PACKAGE CONTENTS:

Cream-color
(1 package on 40 ml)



cream-oxidizer
(1 package on 40 ml)



Mask for hair
(1 package on 15 ml)



Instruction



1 pair of gloves





TONING MASK «РЯБИНА TON OIL MASK»

toning hair mask with the lamination effect

14 shades

TONING

- Creating a personal image and keeping the bright color of hair between the hair coloring



INTENSIVE CARE

- Natural oils nourish and add shine and vitality to hair
- Asberry extract moisturizes hair and scalp



LAMINATE

- Prevents dry and damaged hair from brittle
- It protects hair from the negative environmental factors

PACKAGE CONTENTS:

Toning hair mask
(30 ml)

1 pair of gloves



TONING PAINT «БЬЮТИ»

14 shades

- The unique formula contains **MEDICINAL HERBS** and protective components. Due to this, it has a double effect: coloring the hair, at the same time nourishes and gives them shine
- Ammonia and peroxides **FREE**
- Color fastness
- Dye doesn't flow and easily distributed on the hair

PACKAGE CONTENTS:



Cream hair-dye
(50 ml)



the application
instruction



1 pair of
gloves





HAIR TONALIZER #TIN COLOR

8 shades of toning shampoo

- Toning shampoo
- Caring for hair while giving it a rich shade **AND DAZZLING SHINE**
- Contains **ONLY** caring and nourishing properties
- **HAIR BIONIZATION COMPLEX** fixes the dye on the surface of the hair, smoothes its structure, protects against aggressive environmental influences
- Hair restoration after first use
- Uniform hair dyeing **TONE to TONE or TONE DARKER**
- **DOES NOT CONTAIN** oxidizing agents and ammonia
- **TREND** colors palette

Recommended to use between dyeing procedures

GIVE YOURSELF A NEW IMAGE!

← perhaps this is exactly what will help to realize
YOUR IMPULSE FOR NEW CHANGES.



HAIR BIONIZATION

VISIBLE HAIR
REGENERATION EFFECT
AFTER FIRST APPLICATION

WITH THE ELIXIR OF COLLAGEN
FIBER AND OIL FLOWER TIARE

HAIR BIONIZATION:

The procedure of regenerating the hair structure in combination with the active ingredients, **COLLAGEN FIBER ELIXIR AND TIARE FLOWER OIL**, seal the dye molecule on the hair, fill and smooth the structure, intensively moisturize and nourish, add dazzling shine and smoothness.



ENERGY BLOND CLASSIC

with fluid, unique oil complex

- 4-6 levels professional hair lightening
- Efficient gray hair lightening
- Suitable for all existing bleaching technologies
- Ampoule with fluid, Oil complex penetrates hair structure. Recovers, nourishes and strengthens hair. Adds gloss & smoothness
- Special correcting balm - removes "yellow hair effect"

FLAXSEED OIL



PACKAGE CONTENTS:

Lightening powder
(1 package 30 g)



cream-oxidizer
(1 package 60 ml)



Balsam conditioner
(1 package 20 ml)



Fluid with oils
(1 ampoule)



Instruction



1 pair of gloves





ENERGY BLOND ARCTIC

lightening-care with fluid, unique oil complex

- Innovative formula of bleaching powder with conditioner & milk proteins
- Arctic gloss & hair whiteness after bleaching
- Additional hair care during bleaching
- Suitable for all existing bleaching technologies
- Ampoule with fluid, Oil complex penetrates hair structure
- Recovers, nourishes and strengthens hair. Adds gloss & smoothness
- Special correcting balm - removes “yellow hair effect”
- Milk proteins

FLAXSEED OIL



MILK PROTEINS



Milk proteins soften, moisturize and restore hair structure

PACKAGE CONTENTS:

Lightening powder
(1 package 30 g)



cream-oxidizer
(1 package 60 ml)



Balsam conditioner
(1 package 20 ml)



Shampoo
(1 package 15 ml)



Fluid with oils
(1 ampoule)



Instruction



1 pair of gloves





LIGHTENER SUPER BLOND

recommended for lightening stiff gray hair

- The maximum lightening of hair for 5-6 tones
- Nutrition for lightened hair
- Suitable for lightening and highlighting all types of hair
- Easy and convenient to use.



PACKAGE CONTENTS:

Lightening
Powder (20 g)

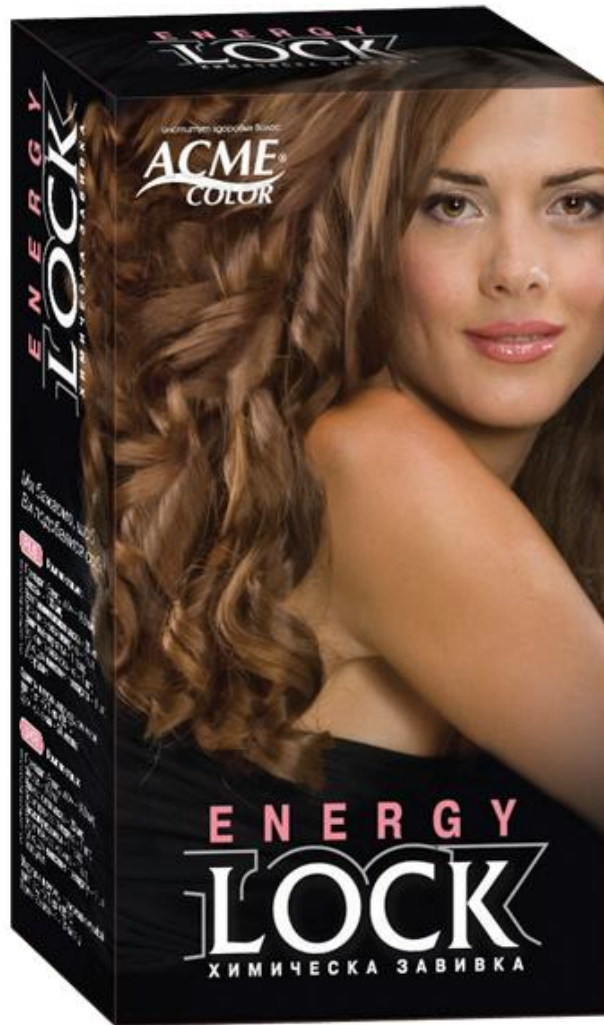
Oxidizing cream (2
packets of 25 ml)



Mask for colored
hair (15 ml)

Gloves
(1 pair)





ENERGY LOCK

suitable for curling all hair types

- Handy kit for home use
- Repairing mask makes hair soft & silky after perm
- Suitable for all existing curling technologies
- Classic locks
- Fashionable locks of different shapes
- Curvy wavy hair



PACKAGE CONTENTS:

- Energy LOCK (1 package)
- fixer (1 package)
- mask for hair (1 package)
- polyethylene kerchief (1 pcs)
- plastic cape (1 pcs)
- 1 pair of gloves
- sponge for application (1 pcs)
- the application instruction



250 ml

«STYLING GEL»
Wet hair effect



250 ml

«STYLING GEL»
Hair modeling effect



250 ml

«STYLING GEL»
Form Control Effect

NATURAL
FIXATION

- Protects hair during “hot styling”
- Do not weigh down your hair
- Provitamin B5
- Easy to remove from hair when washing and combing
- Economy format

STRONG
FIXATION

- Perfectly models and fixes hairstyles of any complexity
- Protects hair during “hot styling”
- Provitamin B5
- Do not weigh down your hair
- Easy to remove from hair when washing and combing
- Economy format

ULTRA STRONG
FIXATION

- Perfectly models and fixes hairstyles of any complexity
- Provitamin B5
- Protects hair during “hot styling”
- Do not weigh down your hair
- Easy to remove from hair when washing and combing
- Economy format



Provitamin B5

Provitamin B5

(D-panthenol) nourishes and strengthens the hair along the entire length, eliminates brittleness and dryness of the hair, prevents the cross-section of the ends of the hair

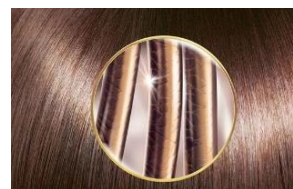
ACME
HOME EXPERT



ACME HOME EXPERT

PROFESSIONAL EXPERT line developed by the best **COLORIST MASTERS**.

The balanced formula of the **EXPERT** line will help to achieve a salon effect in **HOME**.



The complex of active ingredients, which promotes intensive hydration and nutrition of the hair, returns vitality to them, makes them shiny and supple, restores damaged curls and facilitates combing.

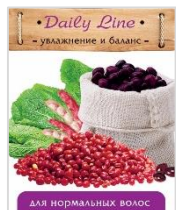


VEGETABLE HAIR LINE OLA VERDE



- ✓ Natural extracts
- ✓ Bright, attractive design
- ✓ Contains Organic Ingredients
- ✓ Silicone free
- ✓ **ALL PRODUCTS OF THIS SERIES ARE PRODUCED WITHOUT USING SLS, SLES (except for the Sebo Line* series), PARABENES AND SILICONS**
- ✓ Unique vegetable formula

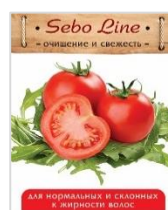
Natural juices and extracts of vegetables in the composition of the products directionally solve the **INDIVIDUAL TASKS OF THE CONSUMER:**



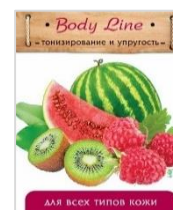
Deep moisturizing
and balance



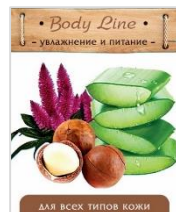
Nutrition and
Recovery



Cleansing and
Freshness



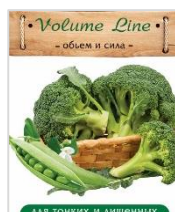
Toning and firmness



Moisturizing and
nutrition



Energy and
freshness



Volume and
strength



Cleansing and
Nutrition



Cleansing and
protect



O'BERIG

ETHNO BEAUTY RECIPES
FOR YOUR HAIR



Natural extracts and oils in the composition of the means specifically solve the individual tasks of the consumer: MOISTURE AND CLEANSING, NUTRITION AND RESTORATION, CLEANSING AND FRESH.

ALMOND-MILK WITH HONEY

MOISTURIZING SERIES

The line is designed for daily care, moisturizing and gentle cleansing of hair. For all hair types.

Cream-shampoo – 500 ml
Cream-balsam – 500 ml



EGG-PANTHENOL WITH 5 OILS

RESTORING SERIES

The line is designed for the restoration, reconstruction and nutrition of hair.

Oil shampoo – 500 ml
Oil mask – 500 ml



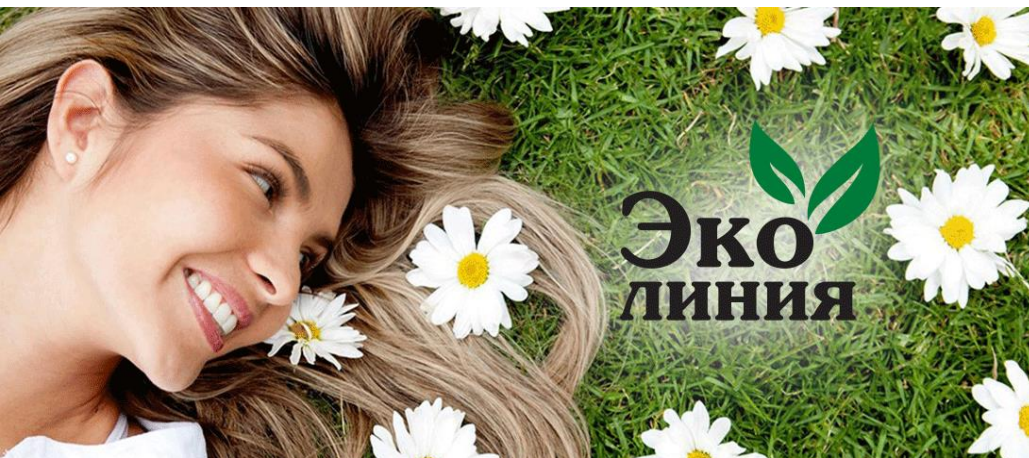
WINE-HOP WITH WHITE CLAY

STRENGTHENING SERIES

The line is designed to eliminate excess oil from the scalp, cleansing and toning. Obstacle to the appearance of dry skin, nutrition.

Clay shampoo – 500 ml
Clay balsam – 500 ml





ECOLINE

the Line of Hair Care Products with natural oils and flower extracts.

- Natural oils and flower extracts
- Silicone free
- Quality tested for years

	<p>MOISTENING For All Hair Types</p> <ul style="list-style-type: none"> • Careful care and moisturizing of hair • Makes hair soft, gives it shine and silkiness 		<p>RENOVATION For Dry & Damage Hair</p> <ul style="list-style-type: none"> • Intensive nutrition and hair restoration • Hair becomes supple, shiny, soft and silky 		<p>UNIVERSAL For The Whole Family</p> <ul style="list-style-type: none"> • For daily hair care • Gently cleanses and cares for any type of hair 		<p>COLOR RETENTION For Colored Hair</p> <ul style="list-style-type: none"> • For delicate care of dyed hair • Enhances color fastness, provides shine, softness, nourishes and protects hair 		<p>CLEANING For Oily Hair</p> <ul style="list-style-type: none"> • It cares for hair that is prone to rapid contamination • Cleans hair from greasy shine and prevents dandruff
<p>Shampoo (250 / 400 ml) Balsam (400 ml) Mask (500 ml)</p>		<p>Shampoo (250/ 400 ml) Balsam (400 ml) Mask (500 ml) Spray (150 ml)</p>		<p>Shampoo (400 ml)</p>	<p>Shampoo (400 ml) Balsam (400 ml) Mask (500 ml)</p>		<p>Shampoo (400 ml)</p>		

fortesse
PRO



PROFESSIONAL HAIR CARE

FORTESS PRO

Fortesse PRO is a professional hair care line at home. All products contain a balanced complex of components, which maximally effectively, gently cleanses and cares for hair, without overloading them.



BALANCE With seaweed Extract For all hair Types

- Normalizes the pH balance of the scalp
- Regulates the sebaceous glands (prevents the appearance of fatty glow)
- Maintains optimal moisture level in hair

Shampoo (400 ml)
Balsam (400 ml)
Mask (300 ml)



COLOR UP With D-Panthenol For Colored Hair

- It slows down the process of washing out color pigments
- Maintains the original brightness of the color
- Restores hair structure after chemical action

Shampoo (400 ml)
Balsam (400 ml)
Mask (300 ml)



VOLUME With avocado oil For Fine Hair

- Adds extra volume
- Strengthens and nourishes weakened hair
- Adds softness and silkiness to the hair
- Does not weigh or overload the hair

Shampoo (400 ml)
Mask (300 ml)
Spray (150 ml)



ANTI-DANDRUFF With Octopirox & Zinc Pyrithione

- Eliminates dandruff
- Prevents the occurrence of dandruff
- copes with fungal infection
- Restores the microflora of the epidermis
- Relieves irritation and redness of scalp

Shampoo (400 ml)
Shampoo (400 ml)



ANTI-LOSS against hair loss \ prevention

- Strengthening hair bulbs and the structure of weakened hair
- Increase the life span of the hair bulb
- Reduction of daily hair loss
- Activation of growth of new hair
- Positively affects the density of hair

Shampoo (400 ml)
Balsam (400 ml)
Spray (150 ml)

FORTESSE PRO

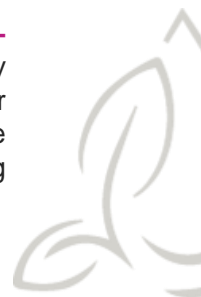
Professional Hair Care at Home. A more quick effect, due to the balanced formula of professional products



FORTESSE PRO GLOSS - a two-phase spray conditioner with wheat proteins. Moisturizes and nourishes hair instantly. The wheat proteins included in the composition have a restoring effect.



FORTESSE PRO THERMAL - heat-protective hair spray with panthenol. Protects hair from overheating during the use of a hair dryer, curling iron or ironing.



FORTESSE PRO REPAIR NUTRI OILS3 - intensively restores damaged and dry hair. The formula with three oils provides comprehensive hair care, shine and elasticity.



GLOSS
with wheat proteins
for damaged hair

- Restores damaged hair structure
- Intensively nourishes and moisturizes the hair along the entire length
- Provides unrivaled brilliance
- Restores split ends

Volume: 250 ml



THERMAL
with D-Panthenol

- Protects hair when «hot» styling
- Moisturizes hair
- Facilitates combing
- Gives shine to hair

Volume: 150 ml



REPAIR NUTRI OILS3
with D-Panthenol

- Formula with 3 oils provides comprehensive hair care, gives shine, elasticity and smoothness
- Reduces electrification
- Facilitates combing

Volume: 150 ml



FORTESSE PRO STYLE

Hair Styling Products

Normal

Gel Wax «Style» (75 ml)

- Not greasy and does not weigh down the hair
- It has a thermal protection properties
- It gives hair shine
- Ideal emphasizes the individual strands



Strong

Stretch Gum «Style» (75 ml)

- It allows you to easily change the shape of hair after styling
- Ideal for creative types of styling
- The original way of styling - "thread web"
- It gives hair shine



Ultra Strong

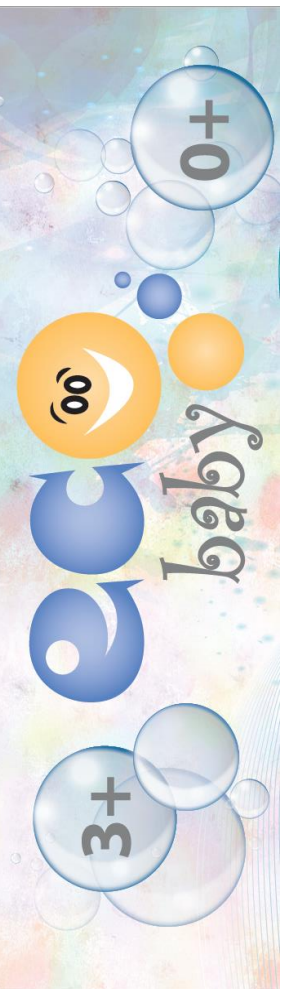
Styling Spray «Style» (150 ml)

- It contains Provitamin B5
- It gives extra shine to hair
- Perfect styling without hair weighting
- Fixing even the most complicated hairstyles
- Easy to remove from the hair



GENTLE CARE «ECOBABY» BABY CARE SERIES

with vegetable oils and extracts



500/250 ml

GEL-SHAMPOO FOR CHILDREN "EcoBaby 0+" with chamomile extract and wheat oil

Delicate daily shampoo gel for babies up to 3 years

- Universal bathing tool for very young children
- Gently and effectively washes the baby's head and body from the top of the head to the heels
- Specially selected components carefully care for the delicate skin of the child
- Foams and rinses off easily, leaving your baby's skin soft and moisturized



500/250 ml

SHAMPOO FOR CHILDREN

"EcoBaby 3+" with cotton extract and flax oil

Individual hair and scalp care product from 3 years

- Mild shampoo for gentle cleansing of baby hair. It does not irritate and protects the scalp from dryness. The mild washing formula gently removes dirt from soft baby hair without injuring it
- Hair becomes silky and easy to comb



500 ml

GEL FOAM FOR CHILDREN "EcoBaby 3+" with lavender extract and almond oil

Caring for the skin of a child while swimming from 3 years

- A special gel-foam gently cleanses delicate baby skin from impurities, moisturizes and protects it from moisture loss
- Bathing in soft foam with air bubbles will bring joy and pleasure to the baby.
- It can be used as a gel for washing the skin and as a foam for the bathroom



150 ml

EASY CLEANING SPRAY "EcoBaby 3+" with aloe extract and flax oil

Special delicate spray for soft hair of a child from 3 years

- Facilitates combing of naughty, curly baby hair
- Combing is easy and enjoyable.
- At the same time, the spray does not contain silicones and dyes that can accumulate on the baby's soft hair

EDELICO INTIMATE CARE

A DELICATE SOLUTION FOR INTIMATE CARE
with vegetable oils and extracts



INTIMATE HYGIENE GEL
NORMALIZING

TO SUPPORT NORMAL
MICROFLORA

Gentle care gel for intimate hygiene with a soft formula
WITHOUT LAURET AND LAURIL SULFATE

ProBioBalance TM (Lysates) - (bifido, lacto and probio)
bacteria

Helps to restore and maintain the natural microflora of the
skin, reducing the risk of bacterial growth

+ D-panthenol (Provitamin B5) moisturizes the skin,
eliminates irritation, has a regenerative effect
+ Lactic Acid (Lactic Acid) gently cares for the skin of the
intimate area, maintains the required pH level, reduces the
risk of infections



INTIMATE HYGIENE GEL
PROTECTION

ANTIBACTERIAL EFFECT

Gentle care gel for intimate hygiene with a soft
formula WITHOUT LAURET AND LAURIL SULFATE

Tea Tree Oil

It has a powerful anti-inflammatory and bactericidal
effect, nourishes and softens the skin.

+ D-panthenol (Provitamin B5) - moisturizes the skin,
eliminates irritation, has a regenerative effect.
+ Lactic Acid (Lactic Acid) - gently cares for the skin
of the intimate zone, maintains the necessary pH
level, reduces the risk of infections



INTIMATE HYGIENE GEL
SOOTHING

FOR SENSITIVE AND DRY SKIN

Gentle care gel for intimate hygiene with a soft formula
WITHOUT LAURET AND LAURIL SULFATE

Triple Complex Extract (chamomile, calendula and oak bark
extract)

It has antiseptic properties, inhibits the development of
bacteria and the formation of dryness, nourishes and
soothes the skin

+ D-panthenol (Provitamin B5) moisturizes the skin,
eliminates irritation, has a regenerative effect
+ Lactic Acid (Lactic Acid) gently cares for the skin of the
intimate area, maintains the required pH level, reduces the
risk of infections

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