

Valera[®]



SALON
EXCLUSIVE



BY PROFESSIONALS, FOR PROFESSIONALS ONLY

COLOUR IS LIGHT.

Colour is light.
But light is born from balance.

Every colourist knows it: behind every nuance there is expertise and sensitivity. Shine is not a surface effect, but the result of a hydrated, compact fibre protected from heat. It is technique transformed into results.

When airflow, temperature and ionic intensity work in harmony, light reflects more evenly. Volume becomes softer, surfaces more uniform, colour more vibrant and longer-lasting.

Valera Salon Exclusive supports those who create beauty every day with tools designed to enhance professional precision and elevate performance.

For those who love colour.

For those who see success in the light that remains.



Dear Friends of Valera,

Collaboration with hair professionals has always been at the heart of our identity. Every technological development begins by listening to colourists and stylists who, day after day, transform expertise and sensitivity into visible results.

Today, more than ever, colour is at the centre of our research. That is why we continue to invest in the study of fibre balance, molecular hydration and the three-dimensional control of airflow, temperature and ionic intensity — key elements in preserving shine, vibrancy and long-lasting results.

In this edition of Valera Salon Exclusive, we present the evolution of our colour-dedicated technology:
HYDRA 3D SmartSelect
and **HYDRA 3D MultiCare**.

Two hairdryers from the **ColorPro** line, developed through continuous research and innovation, designed to provide professionals with even greater precision, enhanced protection of the hair structure and increasingly consistent, luminous results.

Our range is thus strengthened along two essential directions: high-precision styling tools and technologies specifically engineered to enhance colour-treated hair.

We wish you and your salon clients great satisfaction and success with our latest innovations.

Thank you for the trust you continue to place in Valera Salon Exclusive and for the passion with which you bring light to colour every day.



Claudio Soresina, Flavio Soresina

CEOs Valera

70 YEARS OF EXPERTISE



The story of Valera's success and its reputation as a leader in hairstyling appliances began with the vision of its founder, Gustavo Soresina. He decided in 1955 to pursue a dream, starting his own company of electrical appliances in a basement in Milan. In 1978, the company moved to Switzerland, where the entrepreneurial spirit of the Soresina family combined its passion for quality with traditional Swiss precision. Over time, the company built a strong reputation in OEM production, working with the most prestigious European brands. By 1990, Valera was launched as its own brand, combining decades of experience with a deep understanding of professional hairstylists' needs.

This strategic move allowed the company to innovate further and offer cutting-edge solutions under its own name.

Today, Valera stands as a trusted name in hairstyling innovation, continuing to draw inspiration from the professionals who rely on its tools every day.

70 YEARS OF INNOVATION

Continuous research into quality, design and usability, driving Valera's mission forward.

In hairstyling tools, small details make a big difference. At Valera, we invest time and research to enhance performance, usability, comfort and sustainability, always addressing the real-world challenges faced by hairstylists. Valera's ongoing research delivers products of the highest quality, reliability and ergonomic design, supporting both daily salon work and exceptional creativity backstage.

We focus on transforming challenges into solutions. This began with innovations like aerodynamically optimised **Smart Airflow** for increased power with reduced noise, ergonomically shaped handles and heavy-duty switches. Milestones in safety and comfort include market-first **TOUCH-ME cool nozzle** and the exclusive **Rotocord** swivel device, designed to prevent cable tangling. To ensure lasting product quality and performance, **eQ-Air** intelligent airflow diagnostic system keeps the smooth operation of

the hairdryer under control. We continually refine hairdryer **accessories** to support stylists with greater precision in their artistry. With the latest hairdryer launches featuring advanced **Display Setups**, Valera offers professionals a new level of creativity and control for outstanding hair colouring and styling results.

For Valera, every improvement lays the foundation for further innovation.

Valera's mission is to continuously develop advanced tools that empower professionals to achieve their best work.



Table of contents



COLOR PRO
COLLECTION

Hairdryers dedicated to colourists,
enhancing hair colour's brilliance.

HYDRA 3D SMARTSELECT
COLOR PRO
2000 W page 11

HYDRA 3D MULTICARE
COLOR PRO
2000 W page 13

NEXT PRO COLOR PRO
2400 W page 16

NEXT SMART COLOR PRO
2400 W page 17

NEXT PRO COLOR PRO LIGHT
2100 W page 17

NEW

NEW



STYLING
COLLECTION

Hairdryers designed for stylists,
empowering limitless creativity.

SELEXA AI PULSE
2400 W page 23

ULTIMATE AI PULSE
2400 W page 27

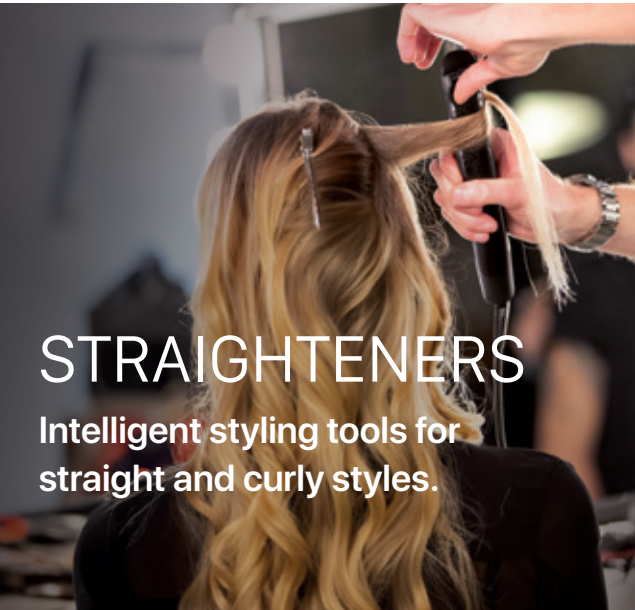
ULTIMATE AI
2000 W page 33

ULTIMATE AI FOLDAWAY
2000 W page 35

NEXT PLUS DIGITAL
2400 W page 38

NEXT PRO DIGITAL
2400 W page 39

NEW



STRAIGHTENERS

Intelligent styling tools for
straight and curly styles.

SQ PULSA 200 page 41

SQ APTA 100 page 43

SQ VOLUME 100 page 44

SQ SLIM 100 page 45



CLIPPERS

Swiss precision for
the perfect cut.

CREATOR PLUS page 49

CREATOR page 49



CLASSIC 1955

The charm of vintage for modern
barber salons.

CLASSIC 1955
2100 W page 51

CLASSIC 1955 CLIPPER page 51

HYDRA 3D COLOR PRO

Three-dimensional technology
at the service of colour

**Deep hydration.
Brighter colour.
More defined reflections.**



150 MILLION IONS

HYDRA 3D is Valera's technological evolution, designed to protect and enhance colour-treated hair.

A professional hairdryer that transforms drying and styling into an active treatment: it restores deep fibre hydration, improves surface compactness and amplifies colour brilliance, visibly extending its longevity over time.

HYDRA 3D TECHNOLOGY



At the core of the system lies the HYDRA 3D technology, integrating three perfectly synchronised levels of control:

- **Ultra-powerful ionisation**
- **Intelligent thermal stabilisation**
- **Advanced airflow management**

Three dimensions working in dynamic balance to protect the fibre and maximise colour performance.



HYDRA ION

150 million ions $(-)/\text{cm}^3$ - Ionic infusion for deep, uniform molecular hydration.

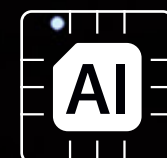
The high-performance generator enriches the airflow with an exceptionally high ionic concentration. The high-density ion flow promotes a more even distribution of moisture and helps preserve it throughout the fibre, precisely where the structure needs it most.



THERMO BALANCE SENSOR

Constant heat stabilisation – 200 adjustments per second

Airflow temperature is electronically monitored and adjusted 200 times per second, ensuring continuity and thermal stability throughout every stage of drying. The result is controlled, consistent drying that protects colour and respects the fibre's natural balance.



AEROLOGIC AI

Algorithm for dynamic and intelligent aerothermal control

AeroLogic AI coordinates airflow, temperature and ionic intensity in real time, synchronising them within an advanced aerothermal balance. Customisation becomes three-dimensional: each parameter interacts with the others to optimise fibre protection, colour stability and the overall quality of the final result.

HYDRA 3D SMARTSELECT



The first professional hairdryer with a display dedicated to colour settings.

PRESET CONFIGURATION

5 pre-set colour modes, each further customisable.

MANUAL CONFIGURATION

9 airflow and temperature combinations.

HYDRA ION BUTTON

In MANUAL mode, allows selection of three ionisation levels:

- INTENSE
- MEDIUM
- OFF

DIGITAL PRECISION FOR COLOURISTS

Thanks to SmartSelect digital presets, displayed on the screen, and multiple manual adjustment options, colourists have access to a tool of absolute precision, adaptable to every hair type and every colour service.

Precise control of aerothermal and ionic parameters results in a more compact, uniform fibre - an essential condition for more intense and evenly reflected light.

In PRESET mode, the ionisation level is automatically adjusted according to the colour mode selected on the display.

**Deep hydration.
Brighter colour.**



HYDRA 3D SMARTSELECT. COLOR PRO 2000 W

- Digital high-speed brushless motor 120K-PAX, 7.000 hours
- Impressive airflow (80 m³/h), elevated air pressure
- Pleasant sound, ultra-quiet (67 dB(A))⁽¹⁾
- Ultra lightweight

- DISPLAY setup: 5 preset colour modes with unlimited customisations
- MANUAL setup: 9 airflow/temperature combinations

- Cold air button
- Multi memory function
- HYDRA ION, 150 million ions (-)/cm³
- 4 accessories: 2 precision nozzles (6.2 and 7.5 cm wide), TOUCH ME cool nozzle (8.2 cm wide), curl diffuser (ø 14 cm)
- Removable metal filter
- 3 m SuperFlex cable
- Integrated ROTOCORD

**150 MILLION
HYDRA IONS**

**5 PRESET
COLOR
MODES**
UNLIMITED
CUSTOMIZATIONS
**9 MANUAL
AIR/HEAT
SETTINGS**

Colour:
■ Deep Aubergine
Mod:
501.50 H3D SS

1. L_{pmc} (sound pressure level)

HYDRA 3D MULTICARE



The 18 airflow and temperature combinations, integrated with personalised ionic intensity adjustment, allow drying to be calibrated according to the fibre's level of sensitivity. The result is a more compact surface, better-preserved hydration and more uniform, intense light reflection.

CARE CONFIGURATION

9 airflow/temperature combinations dedicated to fine and delicate hair.

MAX CONFIGURATION

9 airflow/temperature combinations for strong and thick hair.

HYDRA ION BUTTON

Allows selection of three ionisation levels:

- INTENSE
- MEDIUM
- OFF

ADVANCED CONTROL FOR EVERY HAIR STRUCTURE

Thanks to the dual CARE and MANUAL configurations, HYDRA 3D MultiCare provides professionals with complete and adjustable control, precisely adaptable to every hair structure - from fine and delicate hair to thick and resistant hair.

Independent adjustment of ionic intensity enables the aerothermal treatment to be tailored according to hair structure and colour service.

**Maximum adaptability.
Deep hydration.
Brighter colour.**



HYDRA 3D MULTICARE COLOR PRO 2000 W

- Digital high-speed brushless motor 120K-PAX, 7.000 hours
- Impressive airflow (80 m³/h), elevated air pressure
- Pleasant sound, ultra-quiet (67 dB(A))⁽¹⁾
- Ultra lightweight

- 4 accessories: 2 precision nozzles (6.2 and 7.5 cm wide), TOUCH ME cool nozzle (8.2 cm wide), curl diffuser (Ø 14 cm)
- Removable metal filter
- 3 m SuperFlex cable
- Integrated ROTOCORD

Colour:
■ Night Black
Mod:
501.50 H3D MC

- 2 setups COLOR/STYLING with 18 temperature/airflow combinations
- Cold air button
- Dual Memory function
- HYDRA ION, 150 million ions (-)/cm³

1. L_{pmc} (sound pressure level)



NeXT COLOR PRO

Professional hairdryers, ideal for coloured hair

EFFICIENT DRYING, RADIANT COLOURS

Gently yet powerfully, Next Color Pro hairdryers deliver the perfect finishing touch for coloured hair.



Fast drying with ionic power is essential for the gentle care of coloured hair. With their compact or medium-sized, perfectly balanced design, Next Color Pro classic hairdryers fit comfortably in the stylist's hand.



NEXT PRO
COLOR PRO
2400 W

- AC Performance Light Motor Select
- Smart Airflow Technology
- Sanify System
- Touch Me Cool Nozzle
- Integrated Rotocord

- Drying faster: 35%⁽¹⁾
- Ultra-silent: 65 dB(A)⁽²⁾
- Super light: 495 g⁽³⁾
- Ion generator
- Ideal for coloured hair
- 2 ultra-slim nozzles (6-7.5 cm)
- Removable metallic filter
- 6 air flow/temperature settings
- Cold air button Instant Cold
- 3 m SuperFlex cable

Colour:
■ Black / Purple
Mod:
NXT 586.12 RC

PRO
Medium
Size

1. Compared with hairdryers with DC motor, 20% faster than hairdryers with AC motor.
2. Lp_{mc} (sound pressure level)
3. Weight without cable



NEXT SMART
COLOR PRO
2400 W

- AC Performance Light Motor Select
- Smart Airflow Technology
- Sanify System
- Touch Me Cool Nozzle
- Integrated Rotocord

- Drying faster: 35%⁽¹⁾
- Ultra-silent: 65 dB(A)⁽²⁾
- Super light: 470 g⁽³⁾
- Ion generator
- Ideal for coloured hair
- 2 ultra-slim nozzles (6-7.5 cm)
- Removable metallic filter
- 6 air flow/temperature settings
- Cold air button Instant Cold
- 3 m SuperFlex cable

Colour: Mod:
■ Black / Purple NXT 587.12 RC

SMART
Compact
Size

NEXT PRO
COLOR PRO LIGHT
2100 W

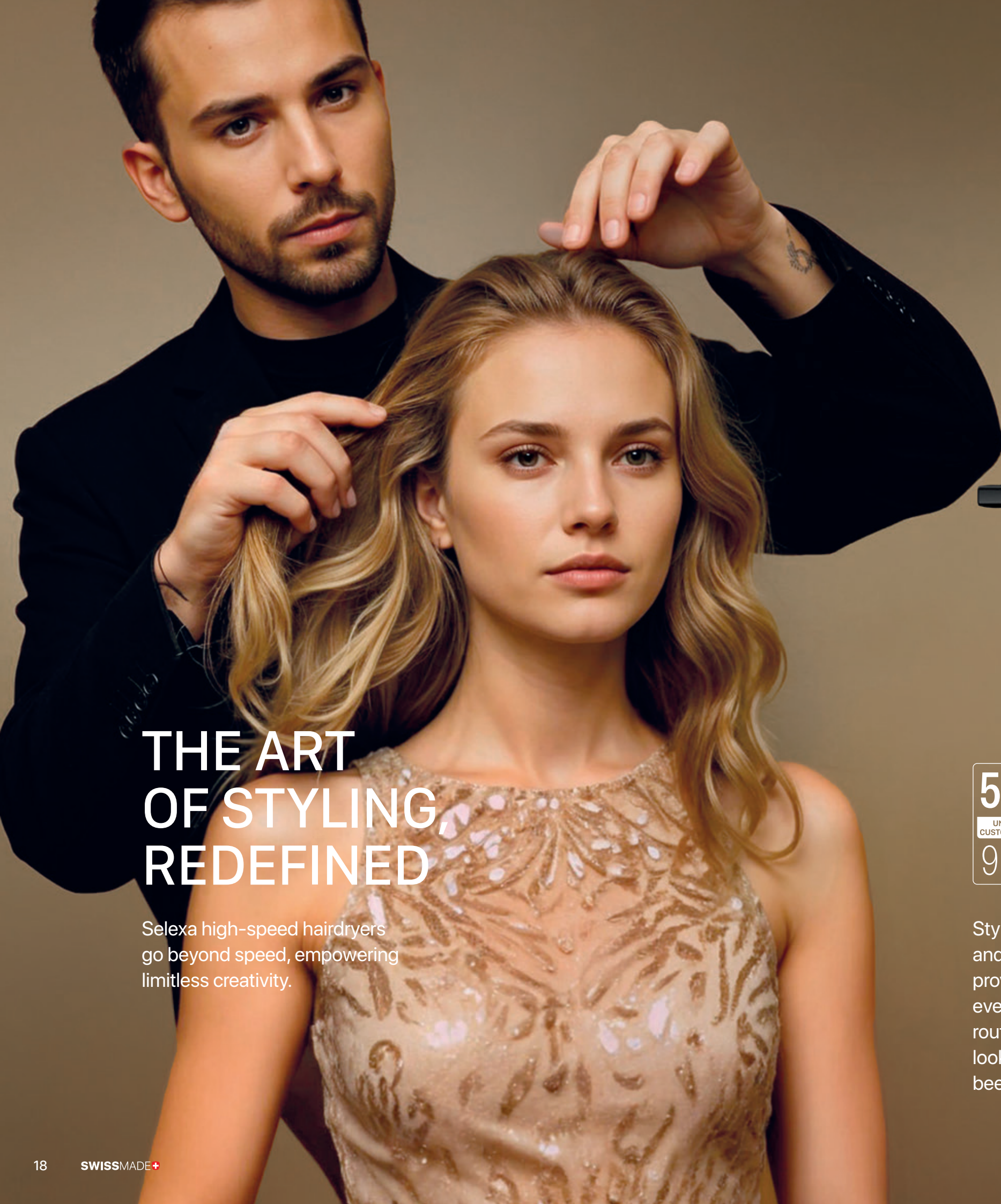
- Delta Drive Motor Select
- Smart Airflow Technology
- Backstop System
- Sanify System
- Touch Me Cool Nozzle
- Integrated Rotocord

- Drying faster: 35%⁽¹⁾
- Ultra-silent: 65 dB(A)⁽²⁾
- Super light: 470 g⁽³⁾
- Ion generator
- Ideal for coloured hair
- 2 ultra-slim nozzles (6-7.5 cm)
- Removable metallic filter
- 6 air flow/temperature settings
- Cool air button
- 3 m SuperFlex cable

Colour: Mod:
■ Black / Purple NXT 586.16 RC

PRO
Medium
Size

1. Compared with hairdryers with DC motor, 20% faster than hairdryers with AC motor.
2. Lp_{mc} (sound pressure level)
3. Weight without cable



SELEXA AI

High-speed digital professional hairdryer dedicated to stylists



THE ART OF STYLING, REDEFINED

Selexa high-speed hairdryers go beyond speed, empowering limitless creativity.

5 PRESET STYLING MODES
UNLIMITED CUSTOMIZATIONS
9 MANUAL AIR/HEAT SETTINGS

Styling made easy: predefined and customisable modes provide the best support for every styling technique and routine. Creating breathtaking looks with precision has never been so comfortable.

READY, SELECT, GO!

The revolutionary Selexa AI high-speed hairdryer delivers flawless styling results with advanced display-controlled modes.

With the DISPLAY setup, 5 tailored presets of styling modes synchronise temperature and airflow perfectly with each styling technique. Each preset mode allows individual fine customisation of temperature and airflow within an optimal range. As an alternative, the MANUAL setup allows full customisation for individual combinations. The Thermo Balance sensor detects and adjusts the air temperature 5 times per second, ensuring constant heat control and preventing overheating in any selected mode.

5

PRESET
STYLING
MODES

UNLIMITED
CUSTOMIZATIONS

9

MANUAL
AIR/HEAT
SETTINGS

5 PRESET styling modes
with unlimited customisations
+ 9 MANUAL air/heat settings



MULTI MEMORY FUNCTION
Upon resuming operation after a break, the hairdryer automatically reverts to the last utilised combination of temperature and air speed settings, ensuring a hassle-free experience.



DIFFUSER

Curly hair → soft air, low heat, strong ions

ION



NATURAL

Natural finish → soft air, mild heat, mild ions

ION



STRAIGHT

Sleek, shiny hair → soft air, high heat, full ions

ION



WAVES

Curls & waves → strong air, high heat, full ions

ION



VOLUME

Voluminous hair → very strong air, high heat, no ions

ION

SAFE STYLING, HEALTHY HAIR

Professional styling involves constantly changing the distance between hair and nozzle depending on the technique. To counter the risk of temperature shifts and overheating, Valera's engineers have developed a solution that ensures hair is gently protected even during the most intensive styling sessions.

The innovative Thermo Balance Sensor™ on the heating element detects and stabilises the temperature 5 times per second, instantly detecting any changes. If the airflow is partially obstructed, for example when the concentrator blows hot air very close to the hair, the system automatically stabilises the selected temperature.

This ultra-fast response prevents harmful heat spikes, ensures even drying and protects the hair's health.



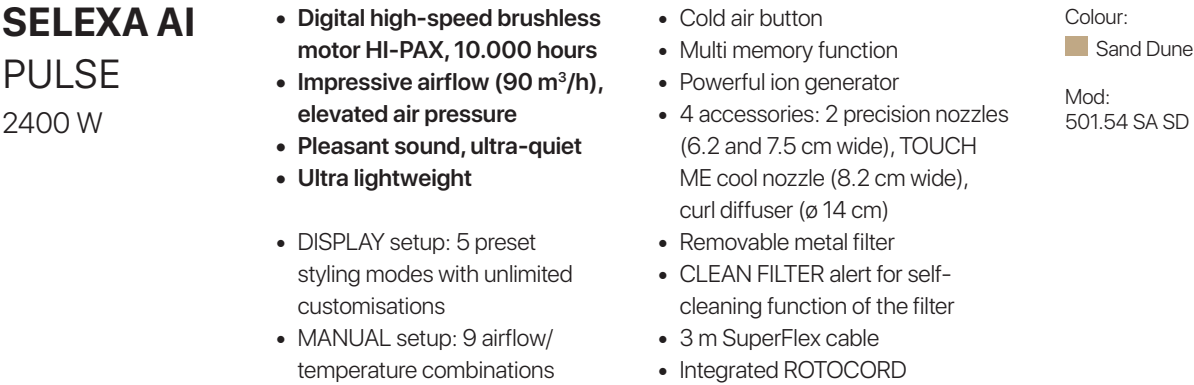
With intelligent heat protection, stylists gain clear benefits:

- **TRUST**
A healthy, shiny appearance is guaranteed, even on fine or chemically treated hair. Gentle styling, happy clients.
- **PERFORMANCE**
The hairdryer won't block, delivering a fast and even airflow. Reliable performance, perfect results.
- **DURABILITY**
Protecting the motor and heating element from overheating extends the hairdryer's lifespan. Good for the salon, good for the planet.

SELEXA AI PULSE 2400 W

- Digital high-speed brushless motor HI-PAX, 10.000 hours
- Impressive airflow (90 m³/h), elevated air pressure
- Pleasant sound, ultra-quiet
- Ultra lightweight
- Cold air button
- Multi memory function
- Powerful ion generator
- 4 accessories: 2 precision nozzles (6.2 and 7.5 cm wide), TOUCH ME cool nozzle (8.2 cm wide), curl diffuser (ø 14 cm)
- Removable metal filter
- CLEAN FILTER alert for self-cleaning function of the filter
- 3 m SuperFlex cable
- Integrated ROTOCORD

Colour:
Sand Dune
Mod:
501.54 SA SD



5 PRESET
STYLING
MODES
UNLIMITED
CUSTOMIZATIONS
9 MANUAL
AIR/HEAT
SETTINGS

1. Lp_{mc} (sound pressure level)

ULTIMATE AI PULSE

Super-powerful high-speed digital professional hairdryer

UNLEASHED POWER

Ultimate AI Pulse is the turbocharged version of Valera's Ultimate AI high-speed hairdryer. More power, the same trusted control.



2400
WATT



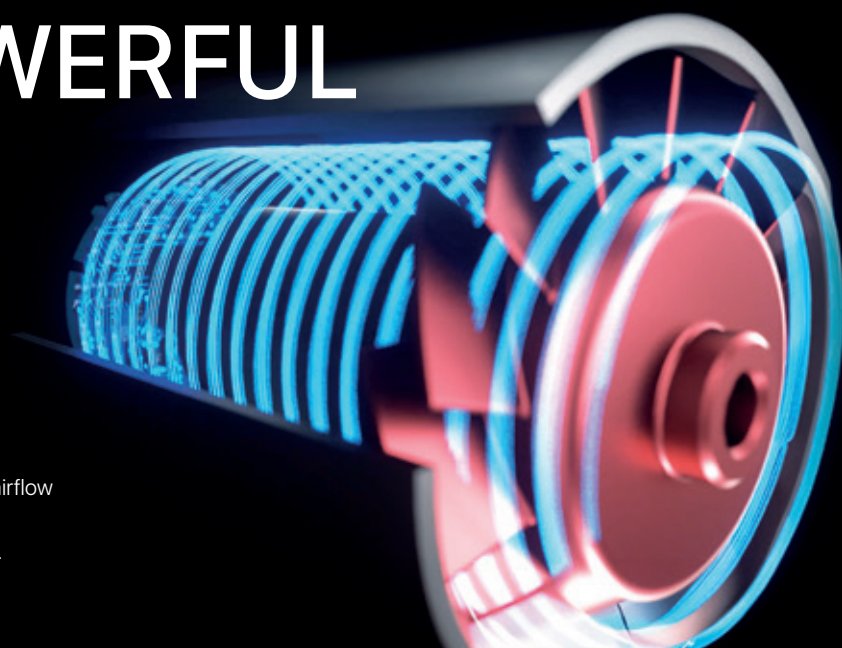
Ultimate performance for tailored styling with stunning results. Powered by 2400 watts, even thick, unruly hair is effortlessly tamed.

THE POWERFUL DRIVE

**2400
WATT**



Valera's latest high-speed motor, Hi-Pax, with a 40 mm diameter, delivers greater airflow and increased air pressure. The result: an impressive peak power of 2400 watts.



2 SETUPS CARE & MAX

18x
COMBINATION

THE RIGHT CHOICE

Ultimate AI Pulse provides two drying and styling setups to suit every hair type.

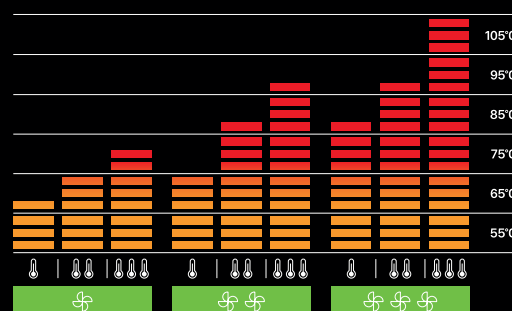


9 
COMBINATIONS

CARE SETUP

FINE & DELICATE HAIR

The CARE setup is particularly recommended for fine, delicate or coloured hair thanks to a variety of 9 balanced combinations of temperature and airflow, increasing in gradual progression.

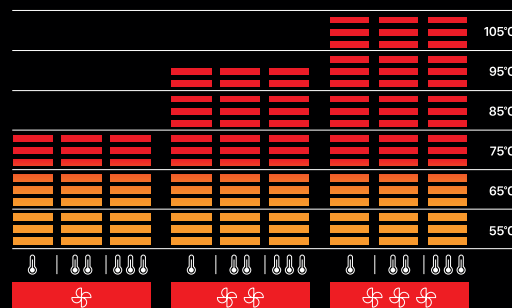


9  **COMBINATIONS**

MAX SETUP

STRONG & THICK HAIR

The MAX setup is suitable for strong, thick hair. The 3 temperature positions are set at a higher level. Temperature and airflow are independently adjustable: changing one does not change the other. 9 combinations are possible.



DUAL MEMORY FUNCTION

Upon resuming operation after a break, the hairdryer automatically reverts to the last utilised combination of temperature and air speed settings, ensuring a hassle-free experience.



ULTIMATE AI
PULSE
2400 W

- **Digital high-speed brushless motor HI-PAX, 10.000 hours**
 - **Impressive airflow (90 m³/h), elevated air pressure**
 - **Turbo-Booster 95 m³/h**
 - **Pleasant sound, ultra-quiet**
 - **Ultra lightweight**
-
- 2 setups CARE/MAX with 18 temperature/airflow combinations
 - Cold air button
 - Dual Memory function

- Powerful ion generator
- 4 accessories: 2 precision nozzles (6.2 and 7.5 cm wide), TOUCH ME cool nozzle (8.2 cm wide), curl diffuser (ø 14 cm)
- Removable metal filter
- CLEAN FILTER alert for self-cleaning function of the filter
- 3 m SuperFlex cable
- Integrated ROTOCORD

Colour:
 Satin Mocha

Mod:
 501.54 UA SM



ULTIMATE AI

High-speed digital professional hairdryer



BEYOND LIMITS

The new standard in professional hair styling: performance, precision, control and comfort.

2 SETUPS
CARE
& MAX
18x
COMBINATIONS

More than just a design object and beyond speed: ultra-light and ergonomic, reliable and versatile. The perfect tool for the modern salon.

AERODYNAMICS MASTERS THE GAME



AIR BOOST
TECHNOLOGY

80 m³/h

Ultra-strong airflow
thanks to multiplier effect

ABT - Air Boost Technology

How to give maximum power to a super-compact sized hairdryer? Let's not compromise, Valera aims for excellence. Valera's designers have equipped **Ultimate AI** with the unique **ABT - Air Boost Technology** system, which, through air intakes above the handle, allows a powerful multiplier effect of blown air. With up to 80 m³/h, **Ultimate AI** achieves impressive drying performance and never disappoints in styling moments. In addition, our engineers have achieved a balance in the particularly even distribution of the air outlet temperature for gentle hair treatment. Millions of negative ions, emitted into the air stream by an integrated ion generator, complete the total care package for shiny, gorgeous, frizz-free hair.



**TURBO
BOOSTER**

90 m³/h

When styling requires an extra burst of power, the turbo function can be activated. This function increases the airflow to an impressive 90 m³/h and can be activated for up to 2 minutes by holding down the "TURBO BOOSTER" button.

Self-cleaning at the touch of a button

The dryer's Auto-Clean cleaning function ensures regular cleaning at the touch of a button, avoiding the risk of clogging at the air inlet filter. The process is effortlessly simple for users: when the LED light button begins to flash in orange, they just need to press and hold the button for approximately two seconds.

This activates the cleaning function, which reverses the airflow, allowing for uninterrupted performance and an extended service life of the hairdryer.



Manual cleaning

In addition, we recommend an occasional manual cleaning of the air intake grid. A convenient cleaning brush is included for this purpose. The easily removable filter allows a simple rinse under water.

67 dB(A)

Ultra-quiet

Sound that creates the symphony

The Valera developers have paid meticulous attention when crafting the design of the new hairdryer. Hairdressers and their clients alike crave a delightful acoustic experience in the salon – measured in low decibels and perceived through a pleasing sound. The Ultimate AI guarantees the pinnacle of sonic excellence.

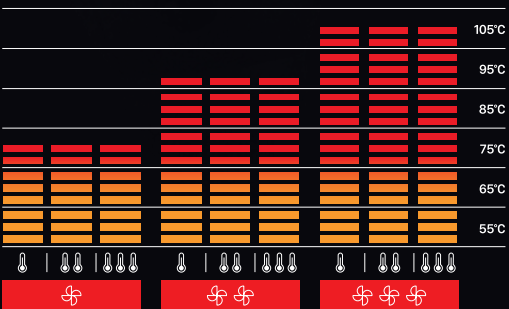
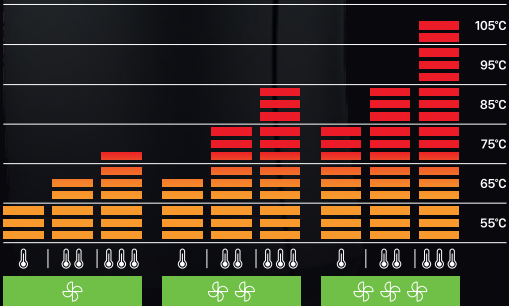


ADAPTING TO EVERY HAIR TYPE

2 SETUPS
CARE & MAX
18 COMBINATIONS

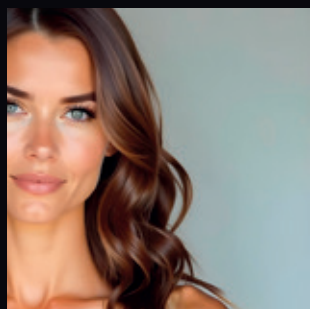
With two tailored setups, Ultimate AI ensures the perfect balance for both delicate and strong hair.

Within the selected setups for delicate or strong hair, the stylist can fine-tune temperature and airflow to meet specific needs. A total of 18 combinations are available.



9 COMBINATIONS
CARE SETUP
FINE & DELICATE HAIR

The CARE setup is particularly recommended for fine, delicate or coloured hair thanks to a variety of 9 balanced combinations of temperature and airflow, increasing in gradual progression.



9 COMBINATIONS
MAX SETUP
STRONG & THICK HAIR

The MAX setup is suitable for strong, thick hair. The 3 temperature positions are set at a higher level. Temperature and airflow are independently adjustable: changing one does not change the other. 9 combinations are possible.



DUAL MEMORY FUNCTION

Upon resuming operation after a break, the hairdryer automatically reverts to the last utilised combination of temperature and air speed settings, ensuring a hassle-free experience.



2 SETUPS
CARE & MAX
18 COMBINATIONS

ULTIMATE AI 2000 W

- Digital high-speed brushless motor 120K-PAX, 7.000 hours
- Impressive airflow (80 m³/h), elevated air pressure
- Turbo-Booster 90 m³/h
- Pleasant sound, ultra-quiet (67 dB(A))⁽¹⁾
- Ultra lightweight

- 2 setups CARE/MAX with 18 temperature/airflow combinations
- Cold air button

- Dual Memory function
- Powerful ion generator
- 4 accessories: 2 precision nozzles (6.2 and 7.5 cm wide), TOUCH ME cool nozzle (8.2 cm wide), curl diffuser (Ø 14 cm)
- Removable metal filter
- CLEAN FILTER alert for self-cleaning function of the filter
- 3 m SuperFlex cable
- Integrated ROTOCORD

Colour:
■ Black Chrome
Mod:
501.00 UA BC

Colour:
■ Night Black
Mod:
501.00 UA NB

1. Lp_{mc} (sound pressure level)

PROFESSIONAL. ANYWHERE.

Compact in size, professional in performance. The ultra-light Valera digital hairdryer, featuring a practical foldable handle, is designed for hairdressers and make-up artists who move from one location to another. It folds easily and fits even into the smallest suitcase, without sacrificing the power and reliability of a true salon tool.

The ideal companion for professionals who work wherever beauty calls.



ULTIMATE AI FOLDAWAY 2000 W

- Digital high-speed brushless motor 120K-PAX, 7.000 hours
- Impressive airflow (80 m³/h), elevated air pressure
- Pleasant sound, ultra-quiet (67 dB(A))¹
- Ultra lightweight
- 9 airflow/temperature combinations
- Cold air button
- Memory function

- Powerful ion generator
- 4 accessories: 2 precision nozzles (6.2 and 7.5 cm wide), TOUCH ME cool nozzle (8.2 cm wide), curl diffuser (Ø 14 cm)
- Removable metal filter
- 3 m SuperFlex cable
- Integrated ROTOCORD

Colour:
■ Night Black
Mod:
503.00 UA

1. Lp_{mc} (sound pressure level)



IN FULL CONTROL

Digital performance meets iconic design: hairdryers for dynamic styling.

NeXT DIGITAL

Digital professional hairdryers, super light and versatile



With Valera Next, Valera's iconic hairdryers stand out thanks to next-generation technology. The ergonomic design and cool-touch housing ensure a comfortable, customised handling experience.



NEXT PLUS
DIGITAL
2400 W

- BLDC Enduro Motor select
- 10.000 h Ultra-long life
- Zero Carbon Dust Emission
- Smart Airflow Technology
- Backstop System
- Sanify System
- Touch Me Cool Nozzle
- Integrated Rotocord

- Drying faster: 50%⁽¹⁾
- Ultra-silent: 70 dB(A)⁽²⁾
- Super light: 425 g⁽³⁾
- Ion generator
- 2 ultra-slim nozzles (6-7.5 cm)
- Removable metallic filter
- 6 air flow/temperature settings
- Cold air button Instant Cold
- 3 m SuperFlex cable

Colour:
■ Black/Blue
Mod:
NXT 585.05 RC

1. Compared with hairdryers with DC motor, 25% faster than hairdryers with AC motor.
2. Lp_{mc} (sound pressure level)
3. Weight without cable



NEXT PRO
DIGITAL
2400 W

- BLDC Enduro Motor select
- 10.000 h Ultra-long life
- Zero Carbon Dust Emission
- Smart Airflow Technology
- Backstop System
- Sanify System
- Touch Me Cool Nozzle
- Integrated Rotocord

- Drying faster: 50%⁽¹⁾
- Ultra-silent: 69 dB(A)⁽²⁾
- Super light: 425 g⁽³⁾
- Ion generator
- 2 ultra-slim nozzles (6-7.5 cm)
- Removable metallic filter
- 6 air flow/temperature settings
- Cold air button Instant Cold
- 3 m SuperFlex cable

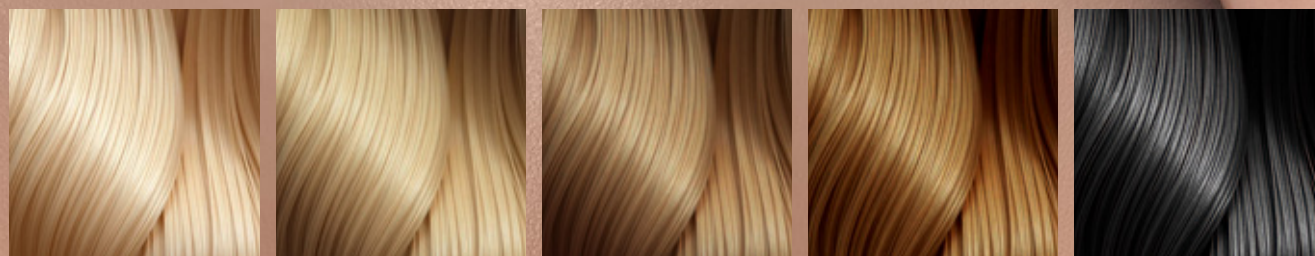
Colour:
■ Black/Blue
Mod:
NXT 586.05 RC

SQ PULSA 200

HEALTHY SHINE, VIBRANT COLOUR

Healthy hair is the foundation of radiant colour. Achieving flawless styling, whether sleek or wavy, requires the right temperature, perfectly adapted to the type of colouring and type of hair.

The SQ Palsa 200 straightener delivers precise heat control with five adjustable levels. Its innovative Thermo Balance Sensor™ continuously monitors the plate temperature, preventing heat spikes that could compromise colour vibrancy. Equipped with the supercharged ION-Boost ion generator and a ceramic tourmaline coating, it ensures fast, gentle and professional results.


120° C

Ideal for fine hair
and light colours

150° C

Ideal for medium-thick
hair and light colours

180° C

Ideal for vibrant
and intense colours

210° C

Ideal for medium-thick
hair and dark colours

230° C

Ideal for thick hair
and dark colours



200/s Heat
Control Pulses

**A smart sensor control measures
the temperature of the plates
200 times per second.**



Design

Slim, rounded and compact design
with hot hair-coiling area on the outer
casing for fascinating curls and waves



Ceramic Tourmaline

5 x ceramic coating with
tourmaline for superior
and healthier straightening

Floating plates system

Floating plates assure
a perfect and uniform
contact with the hair

5 Settings

Wide range of
electronical
temperature
regulation for
specific hair type
treatment.
120°C to 230°C

On/Off with acoustic signal



SQ PULSA 200

- **5 Settings (120°C to 230°C)**
- **5x Ceramic Coating**
- **Universal Voltage 100-240 V**

- Ultra-fast heat up, HOT advisor, auto shut-off after 60 min.
- Plates size 24 x 90 mm, diameter 36 mm
- Powerful ion generator for delicate styling, ideal for coloured hair
- Heat-insulated cool-touch tips

- Memory function
- ThermoCap: thermo-insulating silicone protection cap
- Swivel cord 3 m
- Thermo-insulating soft pouch

Colour:

■ Rose Gold

Mod:

SQP 200 RG



SQ STYLING INTELLIGENCE

Championing the artistry of hairstylists, our SQ line presents intelligent styling tools that empower them to unleash their full creative potential. We have meticulously optimised every technical detail, allowing hairdressers to immerse themselves in their passion – crafting true works of art!



**ADAPTIVE
HEAT
CONTROL** 100% Heat
Adjustment

The auto-regulative Adaptive Heat Control system assures a constant heat adjustment



Design

Slim, rounded and compact design with hot hair-coiling area on the outer casing for fascinating curls and waves



ON/OFF
Temperature 230°C

Ceramic Tourmaline

5 x ceramic coating with tourmaline for superior and healthier straightening

Floating plates system

Floating plates assure a perfect and uniform contact with the hair

SQ APTA 100

- ON/OFF (Temperature 230°C)
- 5x Ceramic Coating
- Universal Voltage 100-240 V

- Ultra-fast heat up
- Plates size 24 x 90 mm, diameter 36 mm
- Heat-insulated cool-touch tips
- ThermoCap: thermo-insulating silicone protection cap
- Swivel cord 3 m

Colour:
■ Satin Black

Mod:
SQA 100

**ADAPTIVE
HEAT
CONTROL****100% Heat
Adjustment**

The auto-regulative Adaptive Heat Control system assures a constant heat adjustment



Frisé
Slim and shallow 2-wave plates with a distinctive profile for very well-marked wave patterns.
Plates size 11 x 100 mm, slats 2 mm high.



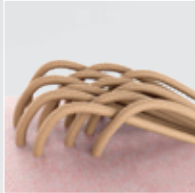
ON/OFF
Temperature 230°C



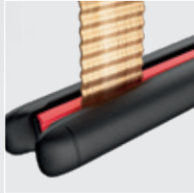
Before



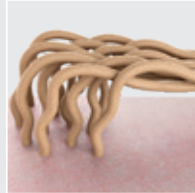
After
Volume effect



1. Normal hair
Straight hair tends to fall flat



2. Crimping
Treat strand by strand close to the hairline



3. More volume
The crimping effect adds body from the roots

**SQ VOLUME
100**

- ON/OFF (Temperature 230°C)
- 5x Ceramic Coating
- Universal Voltage 100-240 V
- Plates size 11 x 100 mm
- Heat-insulated cool-touch tips for comfortable and safe handling
- Swivel cord 3 m
- Thermocap: thermo-insulating protection cap

Colour:
■ Satin Black

Mod:
SQV 100

**ADAPTIVE
HEAT
CONTROL****100% Heat
Adjustment**

The auto-regulative Adaptive Heat Control system assures a constant heat adjustment



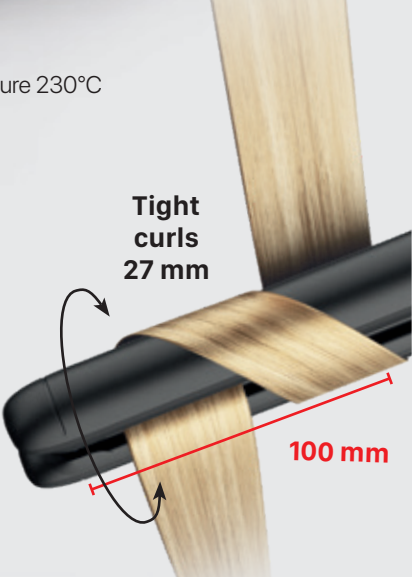
Design
Slim, rounded and compact design with hot hair-coiling case zone for perfectly shaped tight curls



ON/OFF
Temperature 230°C

Ceramic Tourmaline
5 x ceramic coating with tourmaline for superior and healthier straightening

Floating plates system
Floating plates assure a perfect and uniform contact with the hair



Tight curls
27 mm

100 mm

**SQ SLIM
100**

- ON/OFF (Temperature 230°C)
- 5x Ceramic Coating
- Universal Voltage 100-240 V
- Ultra-fast heat up
- Plates size 11 x 100 mm
- Heat-insulated cool-touch tips for comfortable and safe handling
- Swivel cord 3 m
- Thermocap: thermo-insulating protection cap

Colour:
■ Satin Black

Mod:
SQS 100



SWISS-MADE HAIR CLIPPERS

Swiss quality and reliability at the service of hairdressing artists:

Valera hair clippers are quality tools designed to last.

As per Swiss tradition, environmentally friendly and for a sustainable future.

CREATOR

Professional hair clippers with diamond ground Japanese blades



JAPANESE
STEEL



DIAMOND
GROUND
FINISH

RPM
5500

High-Torque
Professional
DC Motor

120
Minutes

Cordless
Operation

LI-ION

LITHIUM-ION
BATTERY



Swiss design meets Japanese blade precision, delivering a versatile and ergonomic tool that empowers stylists with effortless creativity.

PRECISION TAKEN TO THE EXTREME

The diamond-ground blades are made of Japanese high carbon steel. It is characterised by particular hardness and great abrasion resistance. The special shape of the long, angled teeth guarantees smooth and clean cuts without tearing. The super-smooth blades glide quickly and they do not overheat. Thanks to the "Quick Change" function, the shaving head can be detached and easily cleaned.

POWERFUL PERFORMANCE

The high-torque professional DC motor with a constant RPM of 5.500 allows for an effortless work even in thick and dense hair. A clean cut is guaranteed!

AT THE SERVICE OF CREATIVITY

The Li-Ion LFP battery of latest generation offers maximum creative freedom in cordless mode with a runtime of up to 120 minutes. The 3 metre power cord allows carefree continuation of work while charging. A special electronic control to safeguard the battery maximises the number of charge and discharge cycles and reduces the standby consumption towards zero.

CLIPPERS FOR ARTISTS

With the CREATOR hair clipper, hairstylists get an all-round tool at hand to realise the most creative cuts and styles with highest precision. Its Durablade blades, made of diamond-ground Japanese steel guarantee sharpness, the Li-Ion LFP battery a long service life.

THE HAIR CLIPPERS COLLECTION



CREATOR PLUS

- Durablade: Diamond-ground razor blades
- Japanese Steel
- Blade 46 mm
- 5 cutting length settings (0.8, 1.3, 1.8, 2.4, 3.0 mm)
- 6 attachment combs (3, 6, 9, 12, 16 & 20 mm)
- High-torque professional DC motor
- Cordless rechargeable or cord
- Long-life Li-Ion LFP battery
- Cordless operation: 120 min.
- Quick charging time
- Universal voltage 100V-240V
- Charging base
- Storage case



Colour: Mod:
■ Satin Black CRP 300



CREATOR

- Durablade: Diamond-ground razor blades
- Japanese Steel
- Blade 46 mm
- 5 cutting length settings (0.8, 1.3, 1.8, 2.4, 3.0 mm)
- 6 attachment combs (3, 6, 9, 12, 16 & 20 mm)
- High-torque professional DC motor
- Cordless rechargeable or cord
- Long-life Li-Ion LFP battery
- Cordless operation: 120 min.
- Quick charging time
- Universal voltage 100V-240V

Colour: Mod:
■ Satin Black CR 300



BACK TO THE PRESENT

Retro Swiss design enters modern barber salons with the Valera metal hairdryer. Radiating with iconic flair, it combines timeless aesthetics with cutting-edge technology for professional drying and styling. The matching clipper completes the range, giving the ultimate experience of precision and creativity in barbering.

THE CLASSIC 1955 COLLECTION



CLASSIC 1955

2100 W

- AC Performance Light Motor
- Smart Airflow Technology
- Backstop System
- Sanify System
- Touch Me Cool Nozzle

- Cool-touch metal body
- Chrome-plated premium steel
- Ion generator
- 2 ultra-slim nozzles (6-7.5 cm)
- Removable metallic filter
- 6 air flow/temperature settings
- Cold air button
- 3 m SuperFlex cable
- Pouch

Colour:  Burgundy/Chrome Mod: CL 588.02 CR



CLASSIC 1955

CLIPPER

- Durablade: Diamond-ground razor blades
- Japanese Steel
- Blade 46 mm
- 5 cutting length settings (0.8, 1.3, 1.8, 2.4, 3.0 mm)
- 6 attachment combs (3, 6, 9, 12, 16 & 20 mm)
- High-torque professional DC motor

- Cordless rechargeable or cord
- Long-life Li-Ion LFP battery
- Cordless operation: 120 min.
- Quick charging time
- Universal voltage 100V-240V

Colour:  Burgundy/Chrome Mod: CL 300

ACCESSORIES HAIRDRYERS



NATURAL TWIRL DIFFUSER

Mod. NTD

For Mod. 585..., 586..., 587...



NEW

NATURAL TWIRL DIFFUSER 500

Mod. NTD500

For Mod. 501..., 503..., 504...



COMB NOZZLE

Mod. 501CN

For Mod. 501..., 503..., 504...



FILTER + CLEANING KIT

Mod. 501CKB

for Mod. 501.00-53

Mod. 501CKM

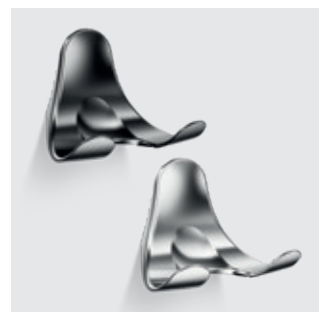
for Mod. 501.54-99



POUCH

Mod. B01

100% cotton 300x400 mm



UNIVERSAL WALL HOLDER

Mod. 040 Black

Mod. 040/C Chrome

For Mod. 501..., 585...,
586..., 587..., 588...

ACCESSORIES STRAIGHTENERS



BLACK DELUXE CASE

Mod. B02

for Mod. 501..., 585..., 586...,
587...



SQ BEAUTY CASE

Mod. 51010000

Thermo-insulating soft pouch



THERMOCAP

Mod. TC101

for Mod. SQP 200, SQA 100

Mod. TC102

for Mod. SQV 100, SQS 100,
SQP CP

ACCESSORIES CLIPPERS



BLADE 10 MM

Mod. 06520310

For Mod. CRP 300, CR 300,
CL 300



BLADE 30 MM

Mod. 06520330

For Mod. CRP 300, CR 300,
CL 300



BLADE 46 MM

Mod. 06520348

For Mod. CRP 300, CR 300,
CL 300



COMBS SET 3, 6, 9, 12, 16, 20 MM

Mod. 13002000

For Mod. CRP 300, CR 300,
CL 300



CHARGING BASE

Mod. 53001600

For Mod. CRP 300, CR 300,
CL 300



TRANSFORMER/ PLUG

Mod. 03002100 (EU)

For Mod. CRP 300, CR 300,
CL 300



TRANSFORMER/ PLUG

Mod. 03002101 (UK)

For Mod. CRP 300, CR 300,
CL 300



OIL BOTTLE + CLEANING BRUSH

Mod. 13002200

HAIRDRYERS AT A GLANCE

	MODEL	WATT	MOTOR SELECT	ION GENERATOR	ROTOCORD	DIFFUSER
HYDRA 3D SMARTSELECT COLOR PRO	501.50 H3D SS	2000 W	120K PAXX	 150 MILLION HYDRA IONS	●	INCLUDED
HYDRA 3D MULTICARE COLOR PRO	501.50 H3D MC	2000 W	120K PAXX	 150 MILLION HYDRA IONS	●	INCLUDED
NEXT PRO COLOR PRO	NXT 586.12 RC	2400 W	AC Performance Light	●	●	OPTIONAL
NEXT SMART COLOR PRO	NXT 587.12 RC	2400 W	AC Performance Light	●	●	OPTIONAL
NEXT PRO COLOR PRO LIGHT	NXT 586.16 RC	2100 W	Delta Drive	●	●	OPTIONAL
SELEXA AI PULSE	501.54 SA SD	2400 W	Hi PAXX	●	●	INCLUDED
ULTIMATE AI PULSE	501.54 UA SM	2400 W	Hi PAXX	●	●	INCLUDED
ULTIMATE AI	501.00 UA BC 501.00 UA NB	2000 W	120K PAXX	●	●	INCLUDED
NEXT PLUS DIGITAL	585.05 RC	2400 W	BLDC Enduro Digital	●	●	OPTIONAL
NEXT PRO DIGITAL	586.05 RC	2400 W	BLDC Enduro Digital	●	●	OPTIONAL
CLASSIC 1955	CL 588.02 CR	2100 W	AC Performance Light	●		OPTIONAL

VALERA'S KEY CONCEPTS FOR A SUSTAINABLE FUTURE

For Valera, sustainability is not about compromising, but optimising. We work towards sustainability daily by paying attention to the environmental, ethical and social impact of everything we do.

SOCIAL COMPLIANCE

Valera assures its employees high standards in health and safety, environment and business ethics. Working conditions have been certified by SMETA (Sedex Members Ethical Trade Audit), the most widely used social audit in the world.

TEAMWORK

The vision of sustainability orients and inspires every action of those who work with us, because only together we can build quality that is relevant to the market but also environmentally and people-friendly.

SENSE OF COMMUNITY

We have partnerships with local authorities to stimulate the labour inclusion of people with difficulties and support local associations that care for people and families in need.



ECO-DESIGN

When designing a new tool, Valera's product developers seek for a high professional and at the same time long-life thus sustainable product. Moreover, the aim is to reduce environmental impact throughout all phases of the product's life cycle.



LONG-LIFE PRODUCTS

Valera develops products that are designed to last, with best quality components for heavy duty use.



ENERGY-SAVING PERFORMANCE

Valera's latest generation hairdryers deliver full power with less energy consumption, thanks to their digital motor and an optimised airflow.



RECYCLABLE MATERIALS

By choosing the best and most resistant materials, we have significantly reduced the replacement of our products over time. When it finally comes to the end of a product's lifetime, the recyclability of the components is Valera's key concern.



CLEAN ENERGY

Our factory operates with electricity from renewable sources. Our photovoltaic system produces electricity equivalent to 230% of the energy consumed.

Valera®



SALON
EXCLUSIVE

LIGO ELECTRIC S.A.

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