

EIDEAL

about us

STORY



Established in 2008, EIDEAL has become one of the leading providers of premium hair products and tools across the MENA region.

EIDEAL was born after Haysam Eid, a former hair stylist, that saw first-hand a gap in the market for high-quality hair tools that delivered professional salon-worthy results. Haysam was determined to create a range of products that would redefine the industry standard and which would achieve a cult-like status for their unrivalled brilliance. Armed with this mission, Haysam devised and manufactured a range of stellar hair tools, all brandishing the EIDEAL name.

EIDEAL has always followed its initial ethos: combining creativity with advanced technology to create beautiful and contemporary tools. Thanks to this ethos, the brand has produced a range that has fast become a whirlwind sensation with both consumers and professionals alike.



NAME

Haysam Eid, Founder and Managing Director of EIDEAL.

Young and passionate, charismatic and talented, Haysam Eid, a thriving entrepreneur, sits at the helm of his own company, EIDEAL.

After training at the globally renowned hairstyling academy, TONI&GUY in London, Haysam took advantage of every opportunity to enhance his skill, before working under the professional eye of his father and mentor, Younes Eid, at his renowned eponymous hair salon. He then completed a Major in Business Management so he could combine his creative talents with his entrepreneurial flair and managerial skill.

Driven by the lack of styling tools that mix excellence with practicality, he started developing a limited range of innovative tools for salon use. Charged with enthusiasm, and backed up with persistence, he turned his vision into reality and established EIDEAL in 2008, a brand combining his name with idealism. In 2010, Haysam moved to Dubai, and worked on further expanding his brand to create a wider range of products. Under his guidance, EIDEAL achieved a reputation for hair tool brilliance with the region's top beauty editors and acclaimed influencers. Given this significant validation, the brand soon became a reference in the hairdressing market, with its wide range of innovative styling tools.

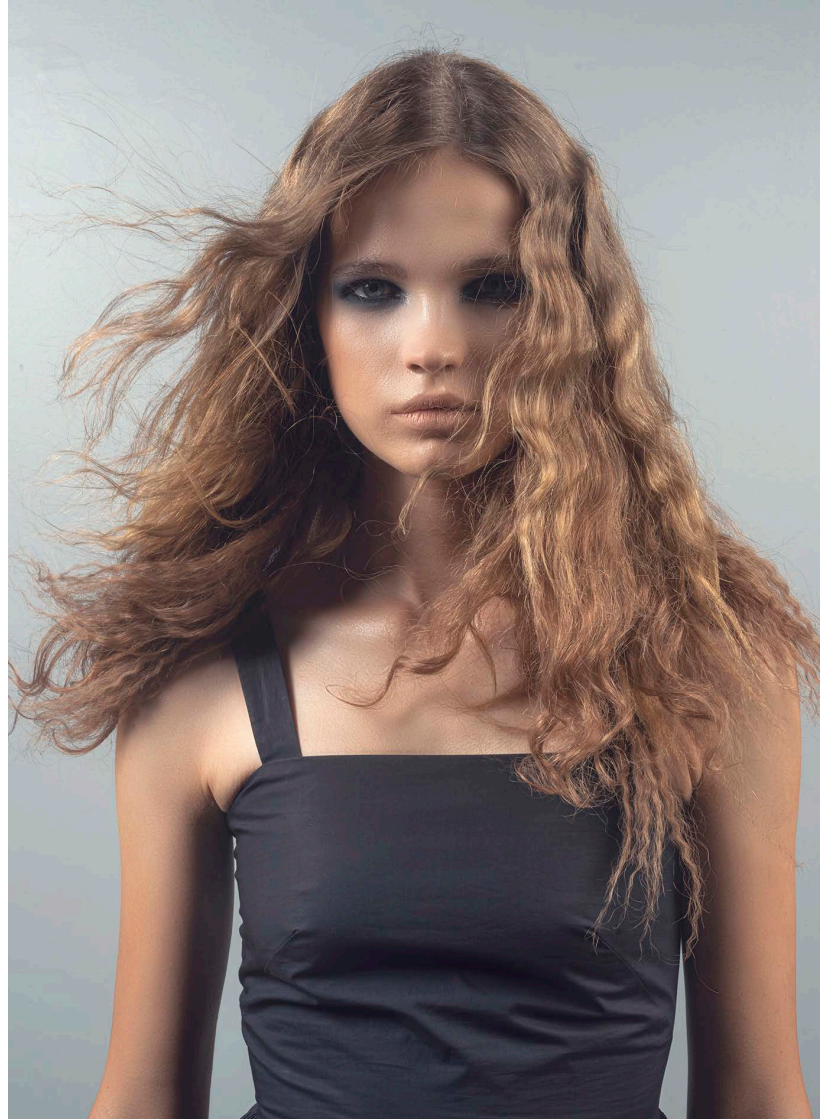
Harnessing the ultimate advances in hair care, EIDEAL aims to revolutionize the concept of hairstyling, whether you are a salon professional or a hair loving consumer. Since its inception, EIDEAL has evolved at an exponential pace and the brand currently boasts offices in both Lebanon & Dubai and counts approximately 1000 salons as partners.

Following the success of the launch of EIDEAL hair tools, Haysam wanted to be able to provide products that were high-end and which would work in synergy with his tools to deliver an unmatched salon experience.

To make this dream a reality, Haysam scoured the world for the best possible haircare products, and kickstarted the distribution arm of the EIDEAL company which has proved to be successful.

For several years, it has been the Middle East distributor of the high quality Amazon Keratin range of smoothing treatments and products, as well as one of the most eco-friendly international hair care brand, Davines. In 2022, it added Paper Not Foil, a sustainable alternative to aluminium hair foils, to its portfolio. Aside from offering truly game-changing hair care brands to the market, EIDEAL has made its first foray into beauty distributorship, with the addition of Comfort Zone, a results-oriented range of products and professional treatments for both face and body for the world's premier spas.

Haysam Eid continues to devote his talent and unwavering skill to take the beauty industry to greater heights and is steadfast in his promise - to turn lifeless locks into salon-perfect tresses... anytime, anywhere.



our brands

EIDEAL

With the innovation of ground-breaking styling technologies, inspired by nature's most sophisticated minerals and elements; at EIDEAL, when it comes to the manufacture of our tools, quality is never compromised.

Currently, EIDEAL offers a vast selection of Hair Dryers, Straightening Irons, Curling Irons, Hair Clippers, Hair Brushes, Scissors, Hair Extensions and many other hair-related accessories that aim to improve the performance of hair professionals and satisfy the needs of every woman who holds the highest aspirations for beauty.

EIDEAL products are crafted from the highest quality materials. Indeed, the Ceramic Brush is infused with Tourmaline gems, whilst the DiamonSilk Flat Iron was the first ever flat iron to feature diamond coated plating.





Founded in Parma in Italy in 1983 by the Bollati Family, the Davines Group started as a research laboratory, producing high-end hair care products for renowned cosmetic companies throughout the world. After a decade of honing their expertise, the brand launched Davines hair care products exclusively for salons. Davines is now an international player present in more than 90 countries.

The Davines aim is to inspire and improve the work life quality of worldwide beauty professionals through concepts, products and services that will allow them to offer unique experiences to their clients, whilst having minimal impact on the environment. Davines' ideal of beauty works through practical and "sustainable" efforts that are reflected with the way the brand produce its products as well as throughout its new headquarters, the Davines Village, and the B Corp certification received by the Group in 2016.

Davines offers a wide range of color, haircare and styling products, each one unique and a testament to the sustainable ethos of the brand. Every formulation harnesses the use of ingredients with high level of biodegradability. All Davines' products are produced using 100% electricity from renewable sources and packaged in a way that minimizes environmental impact, drawing inspiration from the ideal of Sustainable Beauty as an inseparable union between the Beautiful and the Good.

[comfort zone]
conscious skin science



Launched in 1996 by Davide Bollati, [comfort zone] is part of the Davines Group and combines a 20-year heritage in the spa industry with constant innovation to provide result-oriented, clean formulas and professional treatments for both face and body.

Inspired by the Scientific Garden in the carbon-neutral Davines Village in Parma, Italy, where each [comfort zone] product is designed and manufactured, a research team of over 40 chemists, biologists and dermatologists harness the best of science and nature with the support of an international Scientific Committee.

The result-driven, vegan formulas are highly concentrated in natural-origin and high-tech ingredients, and free from silicones, animal derivatives, mineral oil, artificial colorants and SLS.

The brand's eco-designed packaging is 100% recyclable, CO2 offset through reforestation projects and 100% plastic-neutral certified by Plastic Bank like Davines' packaging.



Amazon Keratin® is a globally acclaimed brand specializing in hair care therapies. Its highly developed Hair Straightening Systems deliver healthy, frizz-free, and beautiful looking hair.

The Amazon Keratin Hair Straightening System is an innovative hair treatment that combines keratin protein and natural ingredients, not only to straighten hair but also to restore its natural health, leaving it with a silky and shiny look.

The special Amazon Keratin® formula is proven to turn unruly curls into shiny and sleek tresses, without losing the hair's natural body. By reducing unwanted volume and eliminating frizz, the Amazon Keratin® Hair Straightening System will ensure your hair easier to style requiring minimal effort. Amazon Keratin® Hair Straightening System has different formulas to treat any type of hair, including damaged or chemically treated hair.

The Amazon Keratin® Hair Straightening System will restore, rebuild and strengthen every single hair by warming the keratin protein into it - leaving your hair stronger, shinier and much softer to the touch. With the Amazon Keratin® Hair Straightening System, you will be able to control your hair easily. Whatever the amount of humidity in the atmosphere, your hairstyle will look perfect and hold much longer.

OLAPLEX.



Olaplex is a prestige and professional beauty company and one of the largest independent hair care brands in the world. The company was founded in 2014 by beauty industry veterans Dean and Darcy Christal, who commercialized a revolutionary, patented technology that protects and repairs hair from damage. Word of the product spread among hair stylists, and the brand quickly became a global sensation, paving the way for a completely new category of hair care called “bond-building”.

OLAPLEX’S patented technology consists of a single molecule, free of silicones and oils, that dramatically improves the hair strength, protects from within, and provides immediate results. OLAPLEX works to relink broken bonds that are damaged on a daily basis as part of the general aging process or from the environment.

Ranked as one of the highest engagement hair care brands on social media platforms, Olaplex is a go-to brand for both stylists and consumers. It offers a combination of products exclusive to salons and products available through both the professional and retail channels. Olaplex products are sold in 101 countries and through professional salons, retail and e-commerce channels.

All of the products in the OLAPLEX line are Sulfate Free, Paraben Free, Phthalate Free, Color-Safe, Vegan and never tested on animals!

PAPER
NOT FOIL



Paper Not Foil is a truly sustainable alternative to wasteful and non-biodegradable aluminium hair foils.

Manufactured from recycled industrial scraps that degrades with zero toxic waste, this mineral paper is made with very low carbon emissions, and uses zero water in the manufacturing process.

A perfect solution for salons who wish to be eco-conscious without compromising on results, Paper Not Foil can be cut to any required size and is able to be reused up to 3 times, after which it can be recycled easily, yielding no carbon footprint and having no detrimental impact on the planet, thanks to its degradability.

The chalk-like texture provides good grip to the hair, without any need to fold the edges into parcels, saving time on colour services. As an added bonus, it is incredibly comfortable for the client as upon removal Paper Not Foil simply glides out of the hair with no pulling or snagging.



The Kasho brand hails from Japan, a country historically renowned for perfecting the art of blade smithing, with its bladesmiths forming blades from alternating layers of steel.

Within Japanese scissor categories, Kasho scissors are unmatched. The brand honours Japanese blacksmithing while meeting modern demands and are the absolute premium when it comes to cutting scissors.

Incorporating two different stainless-steel alloys, each of the scissors in the Kasho range can meet the very high Japanese quality demands for sharpness and material and with the highest degree of precision.

By combining different hardness grades, these hairdressing scissors are perfectly balanced, and the cutting edge is exceptionally durable. From the design to completion of each individual Kasho scissor, ensuring the blades are both a pleasure to use and provide a very accurate cut.

Aside from being well-designed and ergonomic, the range, which includes scissors for left-handed and right-handed usage, boasts superb build quality, precise balance, and long-lasting sharpness, while maintaining the technical aspects required to create the best possible cuts.

Market

Kingdom of Saudi Arabia
United Arab Emirates
Kingdom of Bahrain
Lebanon
Kuwait
Oman
Qatar





Education

With a dedicated local Education team, EIDEAL is on hand to offer in salon training when salons come on board as a partner.

This initial training will ensure the salon partners' team offers an enhanced client journey. For salon partners who have been with EIDEAL a while, we also offer refresh trainings so you can gain confidence with our range of products, learn more about the new launches and train any new team member.

We also have a calendar of classes which has been specifically designed to meet the demands of our salon partners. These classes are also a great opportunity to benefit from the experience and knowledge of other skilled hair dressers working in different salons.

At EIDEAL, we provide our Salon Partners with tailored trainings specially designed to fulfil the salon's needs and requirements, whatever they may be.



EIDEAL
hairtools



eIDEAL

0 1 II

eionic

eIDEAL
MADE IN ITALY

eIDEAL

DIAMONSTEP



Geenie

- Max temperature 230°C in less than 10 seconds
- Germanium mineral coated plates
- Moving plates for versatile styling
- One minute auto-shut off system
- Automatic power conversion
- Operating mode function
- Instant heat & recovery
- Shiver function mode
- Dual voltage



EID3200SB



EID3200W



EID3200B



DIAMONDSILK[®] CLASSIC

- Max temperature 230°C in 10 seconds
- Moving plates for versatile styling
- Automatic power conversion
- Operating mode function
- Diamond coated plates
- Shiver function mode
- Quick recovery time
- Auto shut off
- Dual voltage
- Lock button



EID2019

LOOP



LOOP

LOOP BY eIDEAL IS THE ULTIMATE HAIR TOOL THAT MAKES IT EASY TO CREATE GORGEOUS DEFINED CURLS AND BEACHY WAVES THE EXACT A SALON-INSPIRED FINISH.

eIDEAL

LOOP

- Maximum temperature 230°C
- Digital temperature control
- Titanium barrel
- Dual Voltage
- Auto shut off



EID609C22



EID609C25



EID609C28



EID609C32



EID60925



EID60932



EID609V25



EID609V32



CURLGURU

- Heat resistant tip for an easy styling
- Digital temperature control
- Max temperature 220°C
- Infrared heat emission
- Ceramic coated plates
- Ionized brush pins



EIDCGG



EIDCGB



EIDCGP



EIDCGW



eionic

- Variable nozzles for personalized styling
- Variable speeds & temperatures
- Stainless steel removable filter
- High performance: 2500W
- Advanced ionic technology
- Ergonomic grip & design
- Cool lock button
- Lightweight

EID3217

swiftblade

- Over 1 hour cordless usage
- Ergonomic grip & design
- Rechargeable battery
- 4-step cutting system
- Adjustable blade







CERAMIC BRUSH

- Made from semi-precious minerals
- Unique Design for a pain free styling
- Easy grip handle
- Less drying time
- Lightweight



EID1453L



EID1443L



EID1433L



EID1425L

PLUS-SIZED BRUSH



EID1453XL



EID1443XL



EID1433XL



EID1425XL



CERA

- Super long Cera Graphene barrel
- Eco friendly coating
- Highly heat resistant / high thermal stability
- Excellent thermal conductivity
- Good chemical resistance
- High abrasion resistance
- Soft touch handle
- Effortless drying and styling



EID1825GR



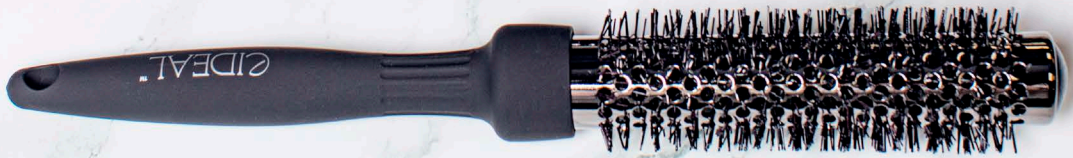
EID1833GR



EID1843GR



EID1853GR



CLAY

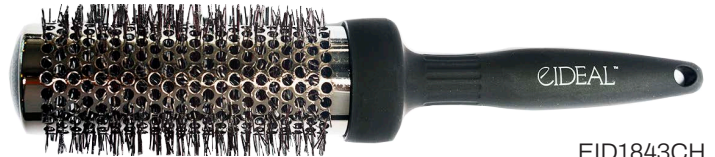
- Super long, titanium coated barrel
- Attractive colour change technology, which also ensures safety
- Soft touch handle
- Heat resistant bristles
- Strong metal for least amount of damage
- Ensures a good scalp condition



EID1825CH



EID1833CH



EID1843CH



EID1853CH



COPPA

- Antibacterial coating affects 99.99% against bacteria
- Made from semi-precious material with unique copper color
- Quick and easy drying time
- Hollow, vented ceramic barrel
- Easy grip handle
- Durable
- Lightweight



EID1825CP



EID1833CP



EID1843CP



EID1853CP



CRUSH

- Stunning finish
- Triangular shape for styling ease
- Easy grip handle
- Durable
- Lightweight



EID1433TS



EID1443TS



EID1453TS



NATURAL WOODEN BRUSH

- Lightweight Carbon Wooden handle
- Effortless drying and styling
- Heat-resistant pins
- Less heat damage



EID437



EID387



EID327



EID227

P'tite BRUSH



EID197



EID177



EID157



EID127

The Skilled



EID182





DeKnot



EID0B



EID7P



EID1B



EID4G



- Scalp massaging shampoo brush
- Designed for use on wet and dry hair
- Deeply cleanses hair follicles and scalp
- 376 round-tipped nylon bristles
- Scalp stimulating brush



POP

- Integrated bristle technology resulting in zero bristle loss during use
- Flexible and rounded teeth to stimulate blood circulation
- Effortlessly combing on wet and dry hair



EIDPOP-O



EIDPOP-Y



EIDPOP-B



EIDPOP-P



BOON

- Natural bristles mixed with clear single porcupine
- Natural beech wood handle
- Black natural rubber cushion
- Strong & Hygienic



EIDBSW



EIDBOW



EIDBSB



EIDBOB



PLUSH

- Pull free technology
- Ball tip finish for scalp massage
- Smooth, comfortable handle
- Strong and hygienic



COMBS



THE PARTICULAR
EID213



THE COMPANION
EID274



THE FOLLOWER
EID284



THE DIVIDER
EID246



HAIR CLIPS



EID2205



EID10F



SPRAYER
EID365



TIE ME
EID3208



EID10SB



EID10SW



**STYLIST AND MAKEUP
ARTIST BAG**

EID019



Facepro
SIMPLE YET BRILLIANT



FPS200



- Soft, PET transparent film dermatologically tested
- Practical design for cutting, coloring & blow-drying
- 100% protection for face and skin
- Cut the perfect fringe with ease

KIMONO



EID025

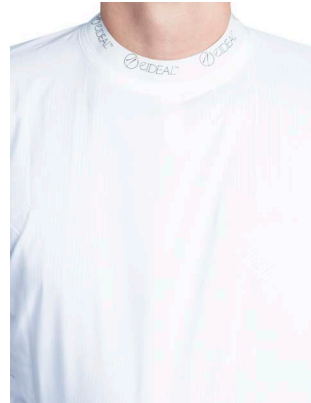
APRON



EID015

CUT CAPES

EID09



EID01





EXTENDED

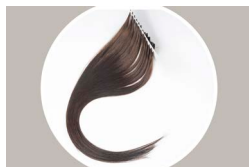
- × Derived from the highest quality 100% virgin Remy hair
- × Proven to be gentle on hair
- × Designed for easy styling on different settings up to 210°C
- × Suitable for cleansing with shampoo and conditioner
- × May be coloured to your specifications
- × Guaranteed instant length and volume
- × May be re-used several times
- × Available in 35 and 55 cm
- × Pack of 10 or 12 pieces
- × Available in 30 colors
- × Tape in system



EX-01-5



EX-1B-3 | EX-1B-5



EX-02-3 | EX-02-5



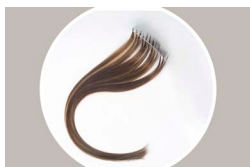
EX-2A68-3 | EX-2A68-5



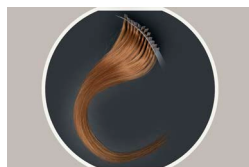
EX-04-3 | EX-04-5



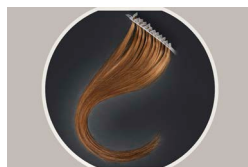
EX-41712-3 | EX-41712-5



EX-478-3 | EX-478-5



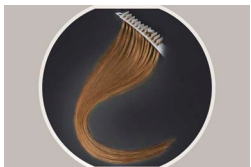
EX-06-3 | EX-06-5



EX-61422-3 | EX-61422-5



EX-07-3 | EX-07-5



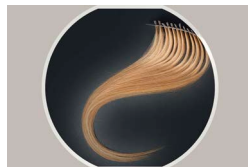
EX-72060-3 | EX-72060-5



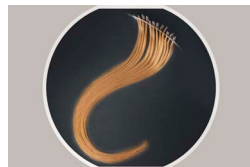
EX-08-3 | EX-08-5



EX-8722-3 | EX-8722-5



EX-81860-3 | EX-81860-5



EX-14-5



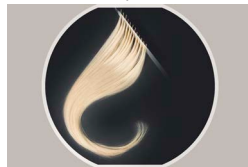
EX-18228-3 | EX-18228-5



EX-20860-3 | EX-20860-5



EX-201660-3 | EX-201660-5



EX-60W-5



EX-24-3 | EX-24-5



EX-12D-5



EX-17-3 | EX-17-5



EX-1B60W-5



EX-1BS-5



EX-47-5

SCISSORS

EIDEAL

A high quality and durable range of cutting and texturizing scissors, ergonomically designed for comfort whilst cutting.



EID55S

Size: 5.5"
Narrow blade for precise cutting



EID60S

Size: 6"
Narrow blade for precise cutting



EID560S

Size: 6"
Wide blade for slicing



EID630S

Size: 6"
26 teeth for texturizing



Silver Series

The Silver series has a very offset design for optimum ergonomics. This is a scissor for those who want their creativity to flow.

The fully hollow convex mirror-polished blades are forged from ATS314 carbon steel, making them extra hard-wearing due to the added cobalt and the matrix structure of the steel. The flat centre screw system comes with an adjustable key for that optimum tension control.



Offset. Available sizes: 5.5", 6", 6.5", 7".

Silver Black Series

The Silver Black series has all the same properties of a normal Silver, but is coated using special Diamond Like Carbon (DLC). This is a nano composite coating that has the unique properties of natural diamond; high hardness, high corrosion resistance and low friction, creating an even smoother cutting experience.

Furthermore is the DLC coating well known, to provide a reliable protection against allergies and resistance to other chemical compounds



Offset. Available sizes: 5.5", 6", 6.5".



Blue Series

The Blue series is the longest serving range, defining a traditional Japanese scissor, and for a very good reason. This classic cutting tool is forged from the highest grade steel VG-10W with hollow mirror-polished fully convex, honed edged blades. Creating a razor like edge ideal for slicing.

The simple adjustable flat-head screw system allows for easy tension adjustment, making it a classic favourite. Available in both straight and offset.



Offset. Available sizes: 5", 5.5".



Straight. Available sizes: 5.5", 6".



Design Master Series

This comprehensive and popular high value series is forged from the high grade and high wearing VG10-W carbon steel.

The easy to use raised ratchet screw system has a unique spring mechanism for perfect tension and precision cutting.

With a satin finish the hollow semiconvex blades create a razor like edge giving an incredibly smooth cutting action.



Offset. Available sizes: 5.5",6".



Straight. Available sizes: 5.5",6".



Design Master Texturizers Series

The high-value mirror polished texturizer models of the Kasho Design Master Series are forged from the high grade 440C steel.

The new adjustable flat screw system allows a perfect tension.

The teeth are accurate serrated.



Offset,30 teeth. Available size: 6".



Offset,30 teeth, B-type. Available size: 6".



Offset, 38 teeth. Available size: 6".



Offset,38 teeth, B-type. Available size: 6".



Impression Series

The Kasho Impression series is a first step into the world of Kasho. This is a scissor for a stylist that wants to experience affordable quality. Forged from VG10-W steel the hardness and foundation of the Impression scissor is similar with that of the more expensive Green or XP series. The basic screw system allows for easy tension control and the beautifully balanced hollow semi-convex blades come with a matt finish.



Offset, Available sizes: 5.5",6".

Wasabi Series

The Wasabi series is an ideal introduction to the high end Japanese scissors and meet all requirements of ambitious hair dressers.

The Wasabi series are genuine Japan made scissors and finished by experienced masters in accordance with the old Japanese tradition of craftsmanship.

The scissors made of high carbon stainless steel are characterised with semi-convex blades, hollow ground inside. The ergonomically contoured finger rests are detachable.



30 and 38 teeth, B-type. Available size: 5.5.



The ergonomically designed Excelia scissors meet any requirements of hair stylists who need the right tools for comfortable and creative works.

These scissors made of high carbon stainless steel (Hitachi Japan 440C) are characterised with semi-convex blades, hollow ground inside.

They have a new flatscrew system and a new ergonomically offset design.

The ergonomically contoured finger rests and rings are detachable.



Offset. Available sizes: 5.5", 6".



Offset, 38 teeth, B-type. Available size: 6".



BE SEEN

To be seen. To be known.
And to be loved into wholeness.

That is the ideal.

EIDEAL

EIDEAL TRADING L.L.C

Dubai, UAE

Tel: +971 4 2594665 | Mob: +971 55 6292853

EIDEAL S.A.L

Beirut, Lebanon

Tel: +961 1 36 6081 | Mob: +961 70 366007

info@eideal.com | www.eideal.com

[@eideal.official](#)