

dismay  
hair & beauty

ALL THE  
BEAUTY  
AT YOUR FINGERTIPS

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At Dismay everything revolves around the needs of our clients.

We provide personalised advice and collaborate strategically with our customers to identify their needs and offer them global solutions that can help them during the development of their hairdressing and beauty business.

Reaching your goals will be our greatest achievement.

dismay  
hair & beauty  
Toda la belleza a tu alcance

# WHO WE ARE

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Dismay Hair and Beauty is a company located in Badalona with more than 25 years of experience in the distribution of professional hairdressing and beauty products, equipment, accessories and furniture to wholesalers, specialised shops and e-commerce platforms.

In order not to compete with our customers, at Dismay Hair and Beauty we do not sell either to hairdressing and beauty professionals or to end consumers, having previously checked that all our customers are dedicated to the distribution of hairdressing and beauty products.

At Dismay all our energy and experience is focused on becoming the perfect partner of our customers in the distribution business, making available to them:

- A wide selection of professional hairdressing and beauty brands.
- Official distributor of the best brands, some of them exclusively.
- Continuous incorporation of new brands and references.
- Competitive commercial conditions from the first unit.
- Personalised service and marketing support.
- Training in products and hairdressing trends
- Intranet and orders at [www.dismay.es](http://www.dismay.es)
- Warehouse and Cash and Carry of more than 5,000 square metres.
- Delivery in Peninsula in 24/48 hours.
- Logistics and financing solutions tailored to our customers' needs.
- Possibility of connection to the catalogue and stock in real time.





# 360° MANAGEMENT

We provide personalised advice and collaborate strategically with our clients to identify their needs and offer them global solutions that can help them in the development of their hairdressing and beauty product distribution business.











## Wide brand selection

Catalogue of more than 25,000 references and selection of more than 200 brands of products, electrical appliances, accessories and professional hairdressing and beauty furniture.

Official distributor of the best hairdressing and beauty brands (L'oreal, Olaplex, Wella, Schwarzkopf, ....), some of them exclusively at national level (Macadamia, Joico, Alterna, Lola Cosmetics...) or territorial level (Fanola, Perfect Beauty, Bifull, Echosline...).

### Hairdressing

ALFAPARF MILANO	ALTERLOOK PROFESSIONAL	ALTERNA	ARTISTIC	Batiste	BRASIL CACAU	COLOUR BOMB by Maverick	cover line	CRAZY COLOR	DESIGN LOOK PROFESSIONAL HAIR CARE	Directions	ECHOS LINE
EISER Laboratorios	ELEVEN AUSTRALIA	ELGON PROFESSIONAL	éprouvage	Erayba Professional Line/	essentiel	EUGÈNE PERMA 1019 • PARIS	eva PROFESSIONAL	Exclusive PROFESSIONAL	Exitenn PROFESSIONAL	Fanola made in Italy	fave4 HAIR
Gaia the hair experience	GIRLZ ONLY HAIRCARE	GOLDWELL	HHC HAIRCONCEPT professional solutions	HERMAN'S PROFESSIONAL	HI HIPERTIN	JOICO	KATIVA	LENDAN	LIGHT IRRIDIANCE	L'ORÉAL PROFESSIONNEL PARIS	LOWELL
MACADAMIA PROFESSIONAL	MAGHRABIAN OIL	Mamado AROMATHERAPY	MANIC PANIC PROFESSIONAL	MONTIBELLO EXPERIENCE BEAUTY	MOROCCANOIL	NANOPLEX	Nelly	NIOXIN	nirvel PROFESSIONAL	OLAPLEX	I ♥ PET HEAD
Racioppi	REDKEN 11th AVENUE NYC	REVLON PROFESSIONAL	RISFORT	SACHAJUAN	PROFESSIONAL SEBASTIAN	Salem COSMETICS	Schwarzkopf PROFESSIONAL	SENA COSMETICS	SERICAL	shu uemura art of hair	Silicon Mix
Sugarbearhair	TIGI	TRENDY HAIR® KERATIN WITH GINSENG + ACTICENT	VALQUER LABORATOIRES	WELLA PROFESSIONALS	SYSTEM PROFESSIONAL	ZEROZERO39					

- Exclusively at national level
- Exclusively at territorial level

## Afro & Curly



## Barber Shop



## Accessories



## Electrical Equipment



## Beauty & Nails



## Hair fibres & Extensions



Exclusively at national level

Exclusively at territorial level



## Competitive prices without minimum purchase commitment

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Dismay Hair and Beauty was born with the aim of being able to distribute a wide catalogue of the best hairdressing and beauty brands quickly, efficiently and at very competitive prices, making easier for our customers to work with a wide variety of brands and references.

Thanks to our high volume of purchases, we offer our clients the best prices and discounts from the first unit of purchase, with no purchase commitment, no minimum order per brand or per reference and no need for storage by our customers.

**Free shipping in Spanish Peninsula** on orders from 275 € taxable base (excluding VAT).

**Permanent special offers and prices** on top-selling products.

**Annual calendar of periodic promotions** on some brands and seasonal products.

**Possibility of special commercial conditions** according to purchase volume.









## Personalised Service and Marketing support

Our **more than 2000 clients**, the constant communication with brands and the experience in the sector, allow us to **offer the best advice** on the novelties and trends of the market.

Sales team of 15 professionals specialised in hairdressing and beauty products, available to our customers through:

- **E-mail:** [dismay@dismay.es](mailto:dismay@dismay.es), [info@dismay.es](mailto:info@dismay.es) or [clientes@dismay.es](mailto:clientes@dismay.es)
- **Telephone Number:** (+34 )93 278 89 43
- **Whatsapp:** (+34) 661 264 210
- **Cash and Carry** located in Badalona, calle de la Mora nº 22 - 32
- **Web:** [www.dismay.es](http://www.dismay.es)
- **f:** [dismayhairbeauty](https://www.facebook.com/dismayhairbeauty)
- **@:** [@dismayhair](https://www.instagram.com/dismayhair)

Our in-house marketing team and the collaboration with the brands we distribute enable us to provide our customers with marketing support:

- **Catalogues, samples, merchandising...**
- Weekly **newsletters** with videos, promotions, offers ...
- **Dismay bimonthly magazine with sector trends, catalogues, special offers...**
- **Support to our clients online business and social media** providing them with brand material (images, descriptions, ingredients, how to use, video tutorials...)







# Product training and hairdressing trends

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Our close collaboration with brands and prestigious hairdressing and beauty professionals allows us to keep up to date with the latest trends and innovations in hairdressing and beauty products and services.

We regularly hold training sessions, both on-line and on site, making them available to our clients:

- **Stylists and technicians specialised** in the latest hairdressing trends and the use of products, especially for **the brands we have in exclusive and afro and curly method products.**
- **Our own training room and equipment** for special training sessions.
- **Management of brand training** for our clients' sales team.

## CURLY CONSULTANCY

Request an appointment with our Curly Method Specialist

Email: [amartin@dismay.es](mailto:amartin@dismay.es)



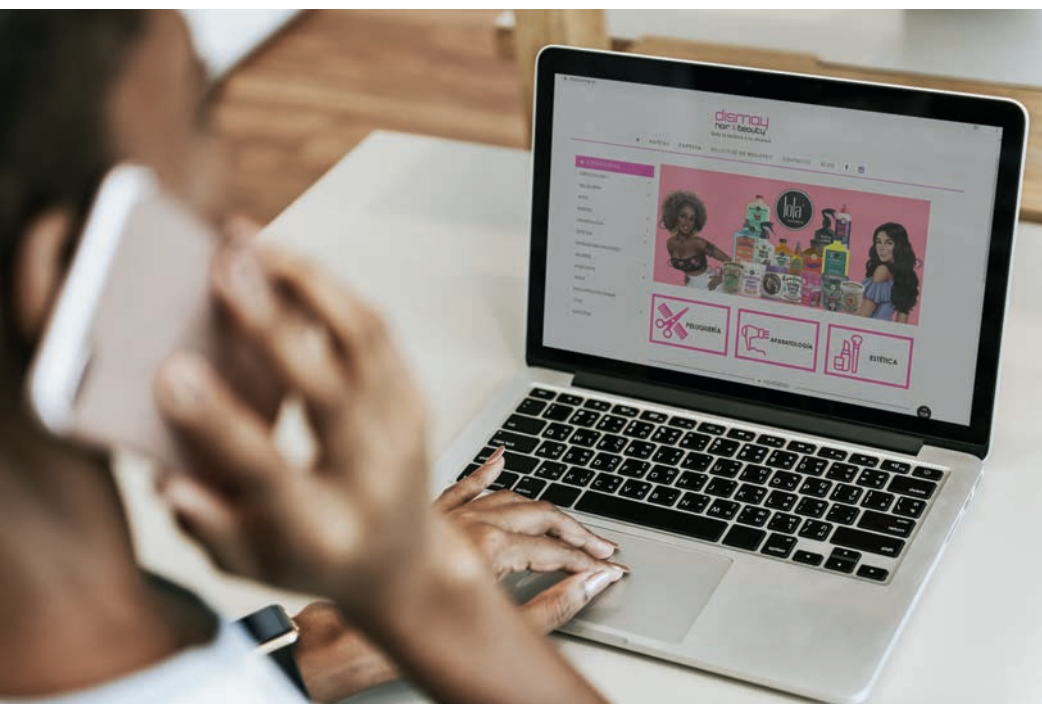


## Intranet and orders [www.dismay.es](http://www.dismay.es)

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Discover our intranet [www.dismay.es](http://www.dismay.es), the space where our registered clients can:

- Check our catalogue , prices and discounts.
- Manage and place orders.
- Download brand prices and catalogues.
- Acceso to news, promotions and sector trends.



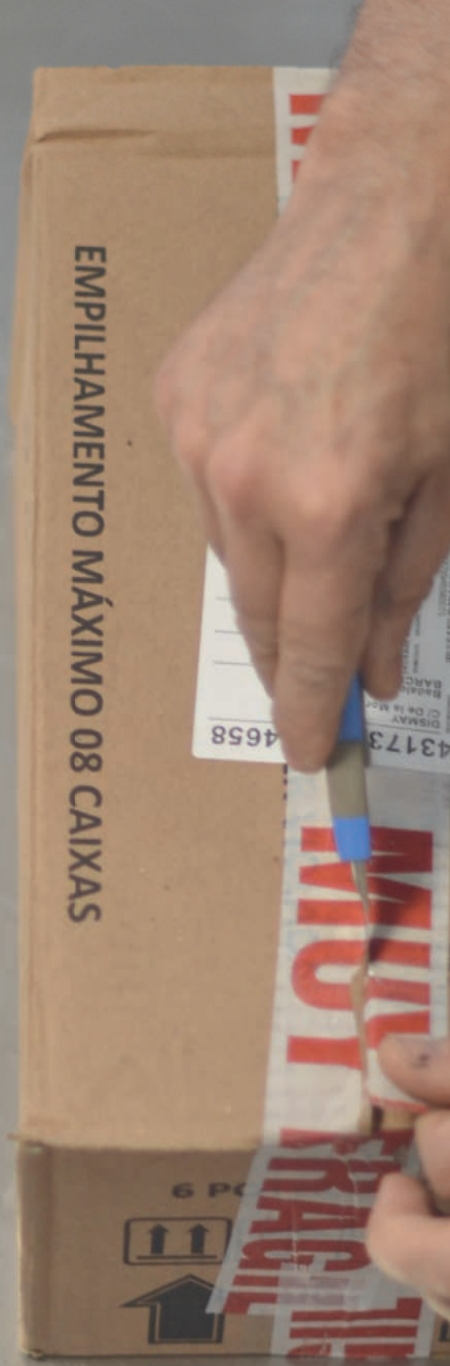
Possibility of connection to our ERP to  
consult in real time  
the catalogue and available stock,  
before placing an order

Request your user name and password to log-in at  
[info@dismay.es](mailto:info@dismay.es)



Handwritten inventory table with columns for product details and quantities.

PRODUTO	QUANTIDADE	VALOR UNITÁRIO	TOTAL
Secador de cabelo	10	R\$ 15,00	R\$ 150,00
Secador de cabelo	20	R\$ 15,00	R\$ 300,00
Secador de cabelo	30	R\$ 15,00	R\$ 450,00
Secador de cabelo	40	R\$ 15,00	R\$ 600,00
Secador de cabelo	50	R\$ 15,00	R\$ 750,00
Secador de cabelo	60	R\$ 15,00	R\$ 900,00
Secador de cabelo	70	R\$ 15,00	R\$ 1050,00
Secador de cabelo	80	R\$ 15,00	R\$ 1200,00
Secador de cabelo	90	R\$ 15,00	R\$ 1350,00
Secador de cabelo	100	R\$ 15,00	R\$ 1500,00





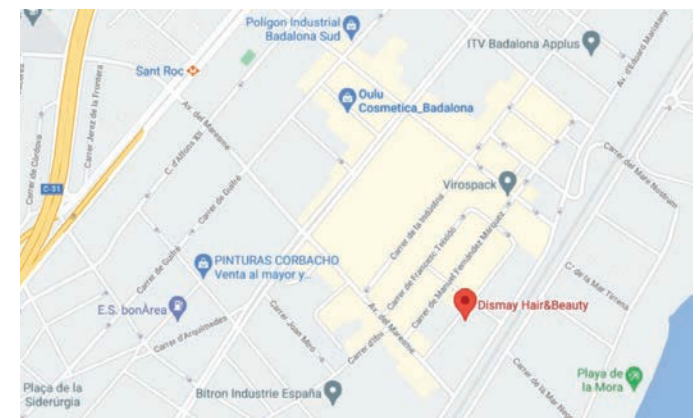


## WAREHOUSE AND CASH & CARRY OVER 5,000 square metres

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Logistics area of more than 5,000 square metres in Badalona.

We provide a close service and face-to-face advice in our modern and functional cash and carry, which features a product showroom and training room.



**We are in:**  
C/ de la Mora 22, 08918 Badalona

**Opening Times:**  
Monday to Thursday: 9h - 18h  
Friday: 8h - 15h





## 24/48h Delivery

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Our large storage capacity, direct purchasing from the brands and the wide range and stock we have at our disposal allow us to ensure a continuous and fast delivery of all the products that our customers need for the development of their business.

Commitment to deliver orders in Spain within 24-48 hours.

Export to more than 20 countries in Europe, America and Africa.

We adapt to the logistical needs of our customers.



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