

Valera[®] ***PROFESSIONAL***

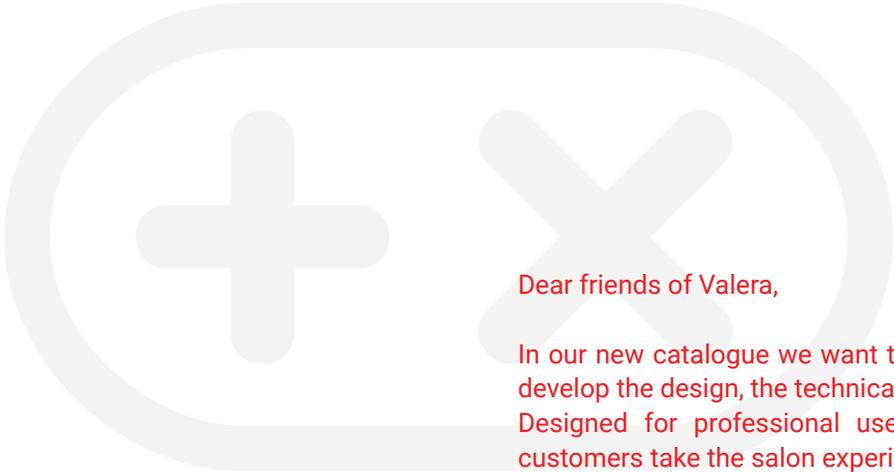


PROFESSIONAL HAIRSTYLING APPLIANCES

2019/2020

Valera 
PROFESSIONAL





Dear friends of Valera,

In our new catalogue we want to show you the world of hairdressing where we develop the design, the technical features and the ergonomics of our appliances. Designed for professional use, they let even the most demanding private customers take the salon experience to his or her home.



Award-winning: VALERA

The jury of the Plus-X Award has awarded VALERA "Best Brand of the Year 2019" in the hairdryer category and ePower 2020 "Best Product of the Year 2019".

Saving electricity costs and protecting the environment: ePower

More and more customers associate the desire for perfect styling and beautiful hair with the demand for environmentally friendly and economical appliances.

Suggesting new handling positions: multi-grip hairdryers

New entries to the Swiss 4ever and Swiss Silent Jet lines: the new longer and slim-designed hairdryers can be held in different ways and allow more individuality in styling.

Protecting the motor: Backstop System

The innovative, patent pending Backstop System prevents hair from getting caught in the ventilation group and blocking the motor.

Providing more speed: Delta-Drive motor

VALERA's new Delta-Drive motor combines the advantage of low weight with excellent performance.

We are proud to present our new professional haircare appliances with proven Swiss quality. Thank you for your continuous trust in VALERA.

Claudio Soresina & Flavio Soresina
CEOs

FROM SWITZERLAND

Those of us from Switzerland love peace and quiet; we find strength in the natural environment. We love our traditions and find ways to bring them in our modern world. We take our time and treat things very seriously. We create good things that last.

VALERA, Swiss Hair Specialists since 1955.
Quality from tradition.

1955

Since 1955 VALERA has been producing haircare equipment. Our constant focus is on the health and appearance of hair, which is closely connected to a person's image and well-being.

HAIR SPECIALISTS

VALERA exclusively deals with haircare appliances and has therefore developed an expertise that other non-specialized brands do not have. Only a deep knowledge of hair enables to create appliances that guarantee a healthy and careful hair treatment.

PROFESSIONAL

VALERA's know-how has always been based on close collaboration with the professional world of hairdressers, who are the specialists in styling and haircare. VALERA cooperates with famous stylists for the development of its appliances and participates at the most important shows of the professional hair industry, where VALERA is recognized as one of the best established brands.

A SWISS BRAND

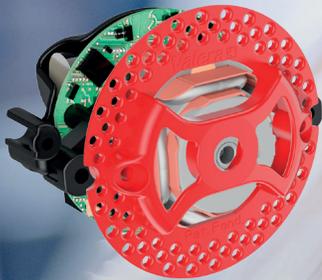
VALERA benefits from the solid reputation of the "Made in Switzerland" claim. The Swiss cross, which is an internationally recognized logo, guarantees a positive appreciation of the VALERA brand. The Swiss image communicates values like quality, precision, reliability, competence, respect for health and environment, exclusivity. The Swiss cross therefore offers a unique positioning and brand credibility and positively influences the consumer's opinion and choice.

IN-HOUSE PRODUCTION

VALERA manufactures all hairdryers, the Swiss Ionic Comfort hood dryer and the Swiss'X hair straighteners in its own factory in Ticino, Switzerland. VALERA's strategy is not only to maintain, but also to extend the production in Switzerland.

SWISS TECHNOLOGY

Developed with hairstylists



BACKSTOP SYSTEM

VALERA's patent-pending Backstop System inside the hairdryer prevents hair from getting caught into the ventilation components and blocking the motor.



BACK
STOP
SYSTEM



EVOLUTION

The power of digital

The latest generation of brushless digital motors: small, lightweight, though extremely powerful and durable. The EVOLUTION brushless digital BLDC motor is the heart of VALERA's professional hairdryer concept for a sustainable future: digital technology at its best.



BLDC-ENDURO-X

Extremely durable, highly efficient and now more lightweight

In BLDC motors, four powerful Neodymium Iron Boron (NdFeB) magnets replace the graphite carbon brushes used in conventional motors, which rub against the rotor and wear out. This guarantees a service life of up to 10,000 hours (5 times longer than AC motors), a lighter weight and the prevention of environmental pollution through carbon dust emission. Our new enhanced version, the BLDC-ENDURO-X motor, is even lighter than its predecessor.



AC-PERFORMANCE

Powerful and reliable

AC (Alternated Current) motors are collector motors which are typically used in real professional hairdryers. They produce a high air flow and pressure and have a very long life. The expected average life of this motor is approx. 2000 hours.



DELTA-DRIVE

Extra power, really lightweight

The new DELTA-DRIVE motor combines the advantage of its low weight with excellent performance and is the result of continuous research and development at VALERA.

Delta - Δ - stands for significantly more power which DELTA-DRIVE motors achieve in comparison with traditional permanent magnet motors. This leap forward in performance is possible thanks to special, extra-powerful neodymium magnets.



PM-PRO

Ultralight and professional

PM-PRO motors are a new generation of power magnetic motors. Thanks to VALERA's exclusive ventilation technology PM-PRO motors produce a very high air flow and pressure. They are much lighter than AC motors and offer an excellent performance, allowing the use of thin professional styling nozzles.





PROFESSIONAL FEATURES

Performance, comfort, safety

SECURITY heating element

VALERA uses exclusively SECURITY ripple wire heating elements. The shape of the electric filament is directly formed on the mica card bearing. The assembling process is fully automatic in order to ensure an excellent stability. This superior type of heating element allows higher quality and safety, more constant distribution of the temperature of the air flow and ensures a longer life if compared with common spiral wire heating elements.



SMART AIRFLOW TECHNOLOGY

Maximum performance with minimal noise levels: Based on modern fluid dynamics simulation software, CFD (Computational Fluid Dynamics), VALERA's Smart Airflow Technology optimizes the airflow, reducing friction and dispersion and increasing the compression effect.



ERGONOMIC handle

VALERA gives great importance to ergonomic studies. The handle of each professional hairdryer is characterized by a very special anatomical design, slightly curved to fit perfectly in the hand for a safe, fatigue-free use and a better movement control. Furthermore our hairdryers have been designed for balance and vibration-free performance to protect joints and reduce muscular tension.



ROTOCORD swivel device

The innovative swivel device is integrated in the power cords of our professional hairdryers. It prevents the cord from twisting and forming knots when using the hairdryer. ROTOCORD is a safe, super light, NEMKO tested and patented device.

**ROTOCORD gives maximum
freedom of movement.**



TOUCH ME cool nozzle

An exclusive invention on the hairdryer market: the patented TOUCH ME styling nozzle. Thanks to its innovative Self-Cooling Double-Layer System it does not overheat. The nozzle can be touched and rotated in any direction during the use of the hairdryer. This allows the hair stylist more creativity.

**TOUCH ME:
Creativity, Comfort, Safety.**

ePower

DRY SMART, SAVE ENERGY

Thanks to EVOLUTION, the new digital motor, VALERA's **ePower2030** and **ePower2020** are taking the concept of power to a new level: optimum styling performance paired with environmental sustainability.

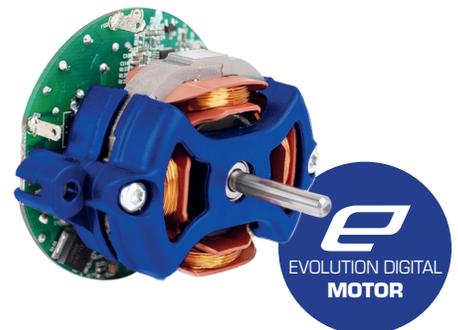
Unrivalled excellence in

- air production
 - hair drying power
 - energy efficiency
- combined with
- lowest energy consumption

allow **ePower** hairdryers to provide highest performance with low environmental impact, zero carbon emission and almost endless duration.

Evolution
THE POWER OF DIGITAL

The latest generation of brushless digital motors: small, lightweight, though extremely powerful and durable. The EVOLUTION brushless digital BLDC motor is the heart of VALERA's professional hairdryer concept for a sustainable future: digital technology at its best.





AIR PRODUCTION

The EVOLUTION Digital Motor in combination with Smart Airflow Technology produce a powerful airflow.

HAIR DRYING POWER

The powerful airflow generates an excellent drying rate. Better results in less time.

ENERGY EFFICIENCY

The excellent drying rate is achieved with low energy consumption. Saving time and money.



**LOW IMPACT.
HIGH SAVINGS.**

ePower hairdryers contribute to sustainability with a low energy consumption factor and the excellent quality of the digital brushless motor, which does not emit any carbon dust and has an extremely long life (up to 10,000 hours). Save money using **ePower** instead of a common 2000 Watt hairdryer.

DYNAMIC HAIR STYLING



The extra-long form allows a variety of handling. Further than on the ergonomic handle, this dryer can be held just as comfortably on the cool blowing barrel or on the motor body.

ENERGY

+22*
AIR
PRODUCTION
(m³/h)

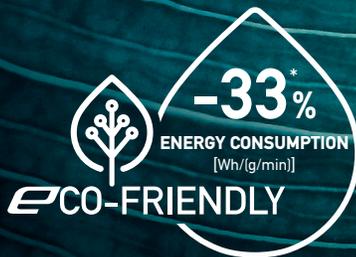
EFFICIENCY

+35*
HAIR DRYING
POWER
(g/min)



+42*
ENERGY
EFFICIENCY
[[g/min]/Wh]

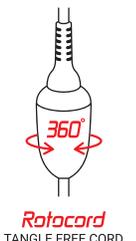
EXCELLENCE

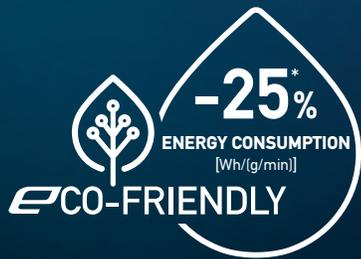


E POWER 2030

Mod. EP 2030 RC PW Pure White
Mod. EP 2030 RC CB Crystal Black

- Adaptive air pressure stabilizer
- Air flow: 82 m³/h
- Ultra-silent: 70 dB(A) ⁽²⁾
- Super light: 475 g ⁽¹⁾
- 1600 W
- Ions generator
- 6 air flow/temperature settings
- Cold air button
- Removable metallic filter
- 2 ultra-slim nozzles (6 cm - 7.5 cm)
- SuperFlex cable 3 m with ROTOCORD
- Diffuser and pouch included

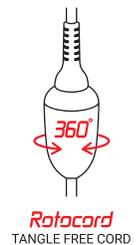




E POWER 2020

Mod. EP 2020 RC PW Pure White
Mod. EP 2020 RC CB Crystal Black

- Adaptive air pressure stabilizer
- Air flow: 85 m³/h
- Ultra-silent: 69 dB(A) ⁽²⁾
- Super light: 475 g ⁽¹⁾
- 1600 W
- Ions generator
- SuperFlex cable 3 m with ROTOCORD
- 6 air flow/temperature settings
- Cold air button
- Removable metallic filter
- 2 ultra-slim nozzles (6 cm - 7.5 cm)
- Diffuser and pouch included



1. Weight without cable.
2. Lpmc (sound pressure level).

(*) Compared with standard 2000 W hairdryers.

SWISS 4EVER

NEXT GENERATION PERFORMANCE

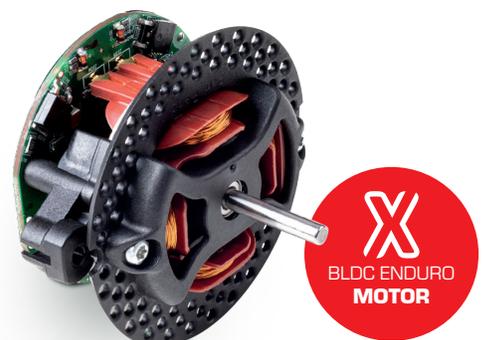
VALERA **Swiss Air4ever** and **Swiss Power4ever** with a digital brushless BLDC motor guarantee unprecedented drying performance (drying **up to 50% faster!**¹⁾) and extreme durability.

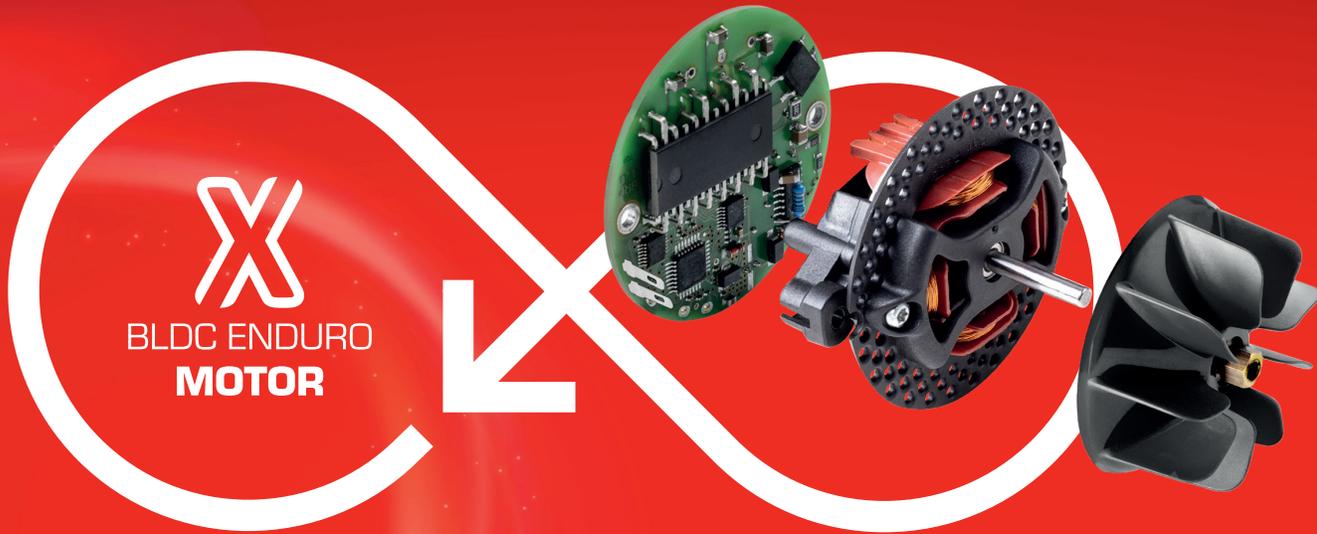
Swiss 4ever:

Extremely powerful, extremely durable. The lifelong hairdryers.

The **VALERA BLDC-ENDURO-X** motor outclasses other BLDC motors thanks to:

- integrated electronic control,
- super strong power [120 W (230 V)] and
- an extra-large diameter (rotor 25 mm / stator 45 mm) and weighs only 178 g, i.e. 30% lighter than AC motors.





X
BLDC ENDURO
MOTOR

10,000 h EXTREME DURABILITY

In BLDC motors four powerful Neodymium Iron Boron magnets² replace the graphite carbon brushes used in conventional motors, which rub against the rotor and wear out. This guarantees a service life of up to 10,000 hours (5 times longer than AC motors), a lighter weight and the prevention of environmental pollution through carbon dust emission.

SWISS POWER 4EVER

SWISS AIR 4EVER



SMART
AIRFLOW
TECHNOLOGY

AERODYNAMICALLY OPTIMIZED.

In combination with **Smart Airflow Technology**, which optimises the internal airflow and guarantees maximum performance with minimum noise levels, Swiss 4ever hairdryers achieve outstanding performance characteristics – energy conversion (W), air flow (m³/h), air pressure (Pa), air speed (km/h) and low noise levels (dB(A)) – a unique combination on the market.

2. The lanthanide magnet NdFeB is a new kind of material with excellent magnetic properties.



10,000 h EXTREME DURABILITY



DYNAMIC HAIR STYLING



The extra-long form allows a variety of handling. Further than on the ergonomic handle, this dryer can be held just as comfortably on the cool blowing barrel or on the motor body.



SWISS AIR4EVER

2400 W Mod. SR4 RC

- Drying 50 % faster ⁽³⁾
- Adaptive air pressure stabilizer
- Air flow: 82 m³/h
- Ultra-silent: 70 dB(A)⁽²⁾
- Super light: 475 g⁽¹⁾
- Ions generator
- 6 air flow/temperature settings
- Cold air button
- Removable metallic filter
- 2 ultra-slim nozzles (6 cm - 7.5 cm)
- SuperFlex cable 3 m with ROTOCORD
- Diffuser and pouch included



10.000 H
EXTREME LIFE



BACK
STOP
SYSTEM

ZERO
CARBON
EMISSION

DIFFUSER
INCLUDED

SWISS
MADE



TOUCHME
COOL NOZZLE

360°
Rotocord
TANGLE FREE CORD



10,000 h EXTREME DURABILITY



SWISS POWER4EVER

2400 W Mod. SP4 RC

- Drying 50 % faster ⁽³⁾
- Adaptive air pressure stabilizer
- Air flow: 85 m³/h
- Ultra-silent: 69 dB(A)⁽²⁾
- Super light: 475 g⁽¹⁾
- Ions generator
- 6 air flow/temperature settings
- Cold air button
- Removable metallic filter
- 2 ultra-slim nozzles (6 cm - 7.5 cm)
- SuperFlex cable 3 m with ROTOCORD
- Diffuser and pouch included



1. Weight without cable.
2. Lpmc (sound pressure level).

3. Compared with hairdryers with DC motor, 25% faster than hairdryers with AC motor.



POWER & SILENCE

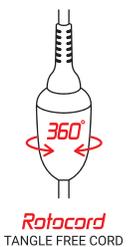
VALERA's Smart Airflow Technology makes it possible to combine maximum power with minimum noise, driven by the strong, long-life AC-Performance motor.



8700 SWISS SILENT JET

2400 W Mod. SXJ 8700 RC

- Drying faster: 35% ⁽¹⁾
- Air pressure: 3200 Pa
- Air flow: 81 m³/h
- Ultra-silent: 66 dB(A) ⁽²⁾
- Light: 580g ⁽³⁾
- Ions generator
- 6 air flow/temperature settings
- Cold air button
- Removable metallic filter
- 2 ultra-slim nozzles (6 cm - 7.5 cm)
- SuperFlex cable 3 m with ROTOCORD
- Diffuser included





8600 SWISS SILENT JET

2400 W Mod. SXJ 8600 RC

- Drying faster: 35% ⁽¹⁾
- Air pressure: 3150 Pa
- Air flow: 80 m³/h
- Ultra-silent: 65 dB(A) ⁽²⁾
- Light: 560g ⁽³⁾
- Ions generator
- 6 air flow/temperature settings
- Cold air button
- Removable metallic filter
- 2 ultra-slim nozzles (6 cm - 7.5 cm)
- SuperFlex cable 3 m with ROTOCORD
- Diffuser included



8500 SWISS SILENT JET

2000 W Mod. SXJ 8500 RC

- Drying faster: 35% ⁽¹⁾
- Air pressure: 2850 Pa
- Air flow: 75 m³/h
- Ultra-silent: 64 dB(A) ⁽²⁾
- Light: 555g ⁽³⁾
- Ions generator
- 6 air flow/temperature settings
- Cold air button
- Removable metallic filter
- 2 ultra-slim nozzles (6 cm - 7.5 cm)
- SuperFlex cable 3 m with ROTOCORD
- Diffuser included



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

Valera 
PROFESSIONAL



THE LIGHT WAY

Power and silence are a winning duo, getting even better when combined with a low weight. Feel good when styling hair.



SMART
AIRFLOW
TECHNOLOGY



7700 SWISS SILENT JET LIGHT

2000 W Mod. SXJ 7700 RC

- Drying faster: 35% ⁽¹⁾
- Air pressure: 3340 Pa
- Air flow: 65 m³/h
- Ultra-silent: 64 dB(A) ⁽²⁾
- Super light: 470 g ⁽³⁾
- Ions generator
- 6 air flow/temperature settings
- Cool air button
- Removable metallic filter
- 2 ultra-slim nozzles (6 cm - 7.5 cm)
- SuperFlex cable 3 m with ROTOCORD
- Diffuser included



DELTA DRIVE MOTOR



LONG LIFE MOTOR



SMART AIRFLOW TECHNOLOGY



BACK STOP SYSTEM



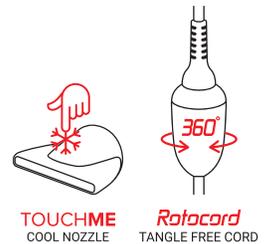
COLOUR CARE



DIFFUSER INCLUDED



SWISS MADE



TOUCHME COOL NOZZLE

Rotacord TANGLE FREE CORD



7500 SWISS SILENT JET LIGHT

2000 W Mod. SXJ 7500 RC

- Drying faster: 20% ⁽⁴⁾
- Air pressure: 2750 Pa
- Air flow: 66 m³/h
- Ultra-silent: 59 dB(A) ⁽²⁾
- Super light: 450 g ⁽³⁾
- Ions generator
- 6 air flow/temperature settings
- Cool air button
- Removable metallic filter
- 2 ultra-slim nozzles (6 cm - 7.5 cm)
- SuperFlex cable 3 m with ROTOCORD
- Diffuser included



PM PM PRO MOTOR



LONG LIFE MOTOR



SMART AIRFLOW TECHNOLOGY



BACK STOP SYSTEM



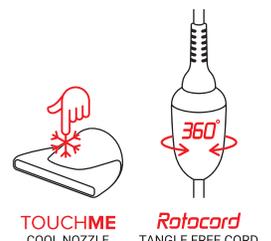
COLOUR CARE



DIFFUSER INCLUDED



SWISS MADE



TOUCHME COOL NOZZLE

Rotacord TANGLE FREE CORD

1. Compared with hairdryers with DC motor, 20% faster than hairdryers with AC motor.
 2. Lpmc (sound pressure level).
 3. Weight without cable.
 4. Compared with other DC motor hairdryers.

SWISS METAL MASTER

Style & Class: professional steel hairdryers in a retro design



SWISS METAL MASTER LIGHT EMOTION

2000 W Mod. 584.01/I EM RC

- Air flow: 62 m³/h
- Light: 560g ⁽¹⁾
- Metal body in chrome-plated premium steel
- Ions generator
- 6 air flow/temperature settings
- Cool air button
- Ultra-narrow concentrator nozzle
- Removable metallic filter
- SuperFlex cable 3 m with ROTOCORD
- Diffuser and pouch included



Rotocord
TANGLE FREE CORD



SWISS METAL MASTER

2000 W Mod. 584.02/1

- Air flow: 77 m³/h
- Metal body in chrome-plated premium steel
- Ions generator
- 6 air flow/temperature settings
- Cold air button
- Ultra-narrow concentrator nozzle
- Removable metallic filter
- SuperFlex cable 3 m
- Diffuser and pouch included



SWISS METAL MASTER LIGHT

2000 W Mod. 584.01/1

2000 W Mod. 584.01/1 GOLD

- Air flow: 62 m³/h
- Light: 560g ⁽¹⁾
- Metal body in chrome-plated / gold-plated premium steel
- Ions generator
- 6 air flow/temperature settings
- Cool air button
- Ultra-narrow concentrator nozzle
- Removable metallic filter
- SuperFlex cable 3 m
- Diffuser and pouch included



1. Weight without cable.

SWISS SILENT

Quiet powerhouses:
professionalism with sound absorption

UP TO
**50% NOISE
REDUCTION**



The SILENT SYSTEM, an innovative sound absorbing construction of the air inlet filter, makes the Swiss Silent one of the most silent professional hairdryers.

1. Labyrinth structure and deflectors
2. Sound absorbing foam insert

Sound waves are redirected (1) and absorbed (2). Result: approx. 3 decibels less, corresponding to a 50% reduction in noise level.

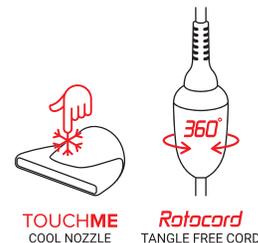
35% NOISE REDUCTION⁽³⁾



9500 SWISS SILENT

2000 W Mod. SX 9500Y RC

- Air pressure: 3500 Pa
- Air flow: 72 m³/h
- Ultra-silent: 69 dB(A)⁽²⁾
- Light: 555g⁽¹⁾
- Ions generator
- SILENT SYSTEM filter
- 6 air flow/temperature settings
- Cold air button
- Removable metallic filter
- 2 ultra-slim nozzles (6 cm - 7.5 cm)
- SuperFlex cable 3 m with ROTOCORD
- Optional: diffuser (p. 33)



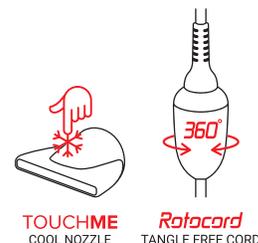
50% NOISE REDUCTION⁽⁴⁾



6500 SWISS SILENT LIGHT

1800 W Mod. SX 6500Y RC

- Air pressure: 2800 Pa
- Air flow: 60 m³/h
- Ultra-silent: 64 dB(A)⁽²⁾
- Super light: 425g⁽¹⁾
- Ions generator
- SILENT SYSTEM filter
- 6 air flow/temperature settings
- Cool air button
- Removable metallic filter
- 2 ultra-slim nozzles (6 cm - 7.5 cm)
- SuperFlex cable 3 m with ROTOCORD
- Optional: diffuser (p. 33)



1. Weight without cable.
2. Lpmc (sound pressure level).

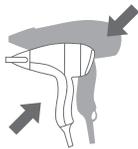
3. Approx. value compared to mod. SN 9200Y RC.
4. Approx. value compared to mod. SN 6200Y RC.



SWISS NANO

Top performance, very easy to handle,
the super compact hairdryers

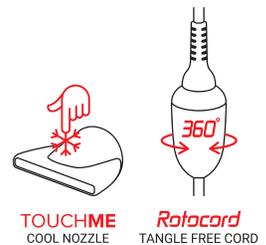
COMPACT
POWER



9400 SWISS NANO

2400 W Mod. SN 9400Y RC

- Air pressure: 3500 Pa
- Air flow: 72 m³/h
- Light: 540g ⁽¹⁾
- Ions generator
- 6 air flow/temperature settings
- Cold air button
- Removable metallic filter
- 2 ultra-slim nozzles (6 cm - 7.5 cm)
- SuperFlex cable 3 m with ROTOCORD
- Optional: diffuser (p. 33)



9200 SWISS NANO

2000 W Mod. SN 9200Y RC

- Air pressure: 3500 Pa
- Air flow: 72 m³/h
- Light: 540g ⁽¹⁾
- Ions generator
- 6 air flow/temperature settings
- Cold air button
- Removable metallic filter
- 2 ultra-slim nozzles (6 cm - 7.5 cm)
- SuperFlex cable 3 m with ROTOCORD
- Optional: diffuser (p. 33)



9001 SWISS NANO

2000 W Mod. SN 9001

- Air pressure: 3500 Pa
- Air flow: 72 m³/h
- Light: 525g ⁽¹⁾
- 6 air flow/temperature settings
- Removable metallic filter
- Ultra-slim concentrator nozzle
- SuperFlex cable 2 m
- Optional: diffuser (p. 33)



6200 SWISS NANO LIGHT

1800 W Mod. SN 6200Y RC BLACK

- Air pressure: 2800 Pa
- Air flow: 60 m³/h
- Super light: 410g ⁽¹⁾
- Ions generator
- 6 air flow/temperature settings
- Cool air button
- Removable metallic filter
- 2 ultra-slim nozzles (6 cm - 7.5 cm)
- SuperFlex cable 3 m with ROTOCORD
- Optional: diffuser (p. 33)



1. Weight without cable.

SWISS TURBO

A proven combination: state of the art technology and timeless design



8200 SWISS TURBO 2000 W Mod. ST 8200T RC

- Air pressure: 2980 Pa
- Air flow: 72 m³/h
- Light: 580g ⁽¹⁾
- Ions generator
- 6 air flow/temperature settings
- Cold air button
- Removable metallic filter
- 2 ultra-slim nozzles (6 cm - 8 cm)
- SuperFlex cable 3 m with ROTOCORD
- Optional: diffuser (p. 33)



Rotocord
TANGLE-FREE CORD



SWISS LIGHT

Masters in featherweight:
ultra-light professional hairdryers

ULTRA
LIGHTWEIGHT 



3300 SWISS LIGHT

1800 W Mod. SL 3300

- Air flow: 75 m³/h
- Ultra-light: 380g ⁽¹⁾
- Long-life DC Motor
- Ions generator
- 6 air flow/temperature settings
- Cool air button
- Removable filter
- Ultra-slim nozzle
- SuperFlex cable 3 m
- Optional: diffuser (p. 33)


800 H
LONG LIFE


COLOUR
CARE


IONIC
CARE


DIFFUSER
OPTIONAL


SWISS
MADE

1. Weight without cable.

ULTRA
LIGHTWEIGHT 



3200 SWISS LIGHT
1600 W Mod. SL 3

- Air flow: 72 m³/h
- Ultra-light: 370g ⁽¹⁾
- Long-life DC Motor
- 6 air flow/temperature settings
- Cool air button
- Removable filter
- Ultra-slim nozzle
- SuperFlex cable 3 m
- Optional: diffuser (p. 33)



ULTRA
LIGHTWEIGHT 

5400 SWISS LIGHT
FOLD-AWAY
2000 W Mod. SL 5400T RED
2000 W Mod. SL 5400T

- Air flow: 72 m³/h
- Ultra-light: 390g ⁽¹⁾
- Long-life DC Motor
- Foldable handle
- Ions generator
- 6 air flow/temperature settings
- Cool air button
- Hinged air inlet grille
- Narrow concentrator nozzle
- SuperFlex cable 3 m
- Front switches
- Optional: diffuser (p. 33)





2000 EXCEL IONIC

2000 W Mod. 561.08/1

- Ultra-light: 360g ⁽¹⁾
- Ions generator
- 6 air flow/temperature settings incl. COOL
- Removable filter
- Optional: diffuser (p. 33)



COLOUR
CARE



IONIC
CARE



ECO
SETTING



DIFFUSER
OPTIONAL



SWISS
MADE



1800 EXCEL

1800 W Mod. 561.19

- Ultra-light: 354g ⁽¹⁾
- 6 air flow/temperature settings
- Cool air button
- Removable filter
- Wall holder included
- Optional: diffuser (p. 33)



WALL
HOLDER



ECO
SETTING



DIFFUSER
OPTIONAL



SWISS
MADE

1. Weight without cable.



2400 SILENT POWER IONIC

2400 W Mod. 545.14

- Air flow: 110 m³/h
- Super silent: 72 dB(A) re. 1 pW
- Ions generator
- Button on/off ION with pilot lamp
- 6 air flow/temperature settings incl. COOL
- Removable filter
- Volume diffuser included



2000 IONIC WELLNESS

2000 W Mod. 545.08DV

- Air flow: 100 m³/h
- Super silent: 72 dB(A) re. 1 pW
- Ions generator
- 6 air flow/temperature settings
- Cool air button
- Removable filter
- Volume diffuser included



POCKET
SIZE
POWER



1800 ACTION

1800 W Mod. 542.08 BLACK

- Powerful air flow
- 3 air flow/temperature settings incl. COOL
- Hanging loop
- Concentrator nozzle



ACCESSORIES



Mod. DSN
Diffuser for Mod. EP, SR4, SP4,
SXJ, SX., SN., 584..



Mod. DST
Diffuser for Mod. ST..



Mod. DSL
Diffuser for Mod. SL., 561..



Mod. VOL
Volume Diffuser for Mod. 545..



Mod. B01
Flannel pouch 300x400 mm



Mod. 040 Universal
Universal wall holder for
hairdryers



Mod. 040/C Universal Chrome
Same as Mod. 040,
chromium-plated



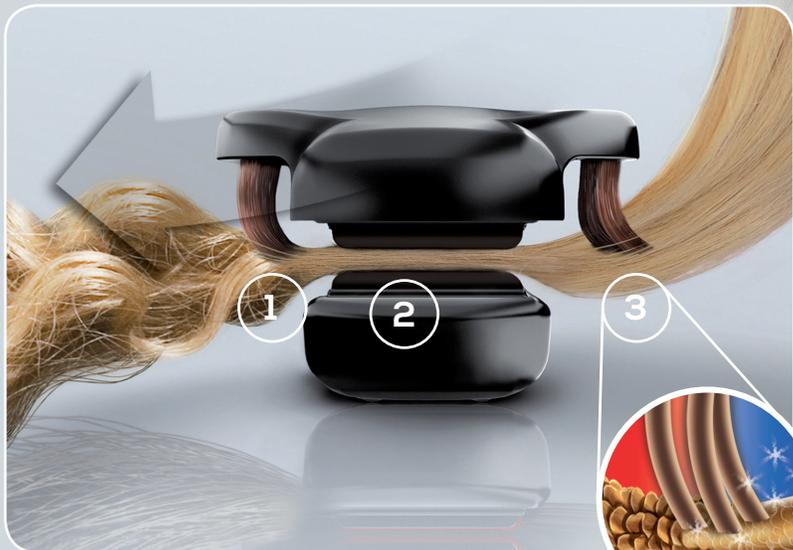
Mod. 034 - Jolly
Ring-shaped wall holder
with cable locking device for
hairdryers Mod. ST., 561., 542..



Mod. 034/C - Jolly Chrome
Same as Mod. 034,
chromium-plated

SWISS'X HAIR STRAIGHTENERS

Swiss made: professional tools for straight or curly hairstyles



SWISS'X SUPER BRUSH & SHINE
Mod. 100.20/IS

1 ACTION, 3 RESULTS

- 1** **UNTANGLE:** the bristles untangle the hair and guide it through the plates for gentler, quicker straightening
- 2** **STRAIGHTEN HAIR PERFECTLY** thanks to 5 layers of ceramic tourmaline coating of the plates
- 3** **MAXIMUM SHINE:** the bristles caress hair while it is still hot, closing the cuticles and dispersing excess heat to set the style in place



100% MORE SHINE
100% EASIER STYLING
50% LESS TIME

Combined System for Hair Straightening
+ Instant Brushing

SWISS'X SUPER BRUSH & SHINE

Mod. 100.20/IS

- X-Brush with natural bristles for gentler, faster straightening and enhanced hair shine
- Digital display
- Ions generator
- 5x ceramic coating with tourmaline
- Floating Plates System for a perfect and uniform contact on hair

- Cool tips
- SecurFAST Heat System: max temperature 230°C, ultra-fast heat up, temperature stability
- Memory function
- Safety Temperature Tutor: HOT advisor during cool down, auto shut-off after 60 min

- Swivel cord 3 m
- ThermoCap
- Thermal pouch



Digital Professional Hair Straightener
with Ions Generator

SWISS'X AGILITY IONIC

Mod. 100.20/I

- Digital display
- Ions generator
- 5x ceramic coating with tourmaline
- Floating Plates System

- Cool tips
- SecurFAST Heat System: max temperature 230°C, ultra-fast heat up, temperature stability
- Memory function

- Safety Temperature Tutor: HOT advisor during cool down, auto shut-off after 60 min
- Swivel cord 3 m
- ThermoCap



Digital Professional Hair Straightener

SWISS'X AGILITY

Mod. 100.20

- Digital display
- 5x ceramic coating with tourmaline
- Floating Plates System
- Cool tips
- SecurFAST Heat System: max temperature 230°C, ultra-fast heat up, temperature stability

- Memory function
- Safety Temperature Tutor: HOT advisor during cool down, auto shut-off after 60 min
- Swivel cord 3 m
- ThermoCap

THERMOCAP

Mod. TC100

Thermo-insulating silicone protection cap for safe and immediate storage after use for Mod. 100.

'X-BRUSH

Mod. XB100

'X-Brush with natural bristles for gentler, faster straightening and enhanced hair shine for Mod. 100.



Professional Hair Crimper

SILHOUETTE

Mod. 647.02

- Large professional 6-waves-plates
- Ceramic/Tourmaline-coated plates
- Floating Plates System for an uniform contact on hair
- Max temperature 210°C
- Cool tips
- Swivel cord 3 m



FLOATING PLATES SYSTEM



Hair Volume Tool

VOLUMISSIMA

Mod. 647.01

- Creates extra volume by lifting hair from the roots
- Extra slim wave-plates for a specific treatment at the base of hair
- Ceramic coated plates for an even heat distribution
- Max temperature 230°C
- Swivel cord 3 m



100% EXTRA VOLUME



Professional Digital Triple Barrel Waver with Ions Generator

WAVE MASTER IONIC

Mod. 647.03

- Ions generator
- Ceramic coated plates
- PTC Heat System: fast heat up, constant temperature, auto shut-off 60 min
- 8 temperature steps from 140°C to 210°C
- Temperature lock function
- Soft-Touch surface with cool tips
- Lockable handle and Swivel cord 3 m



Conical Curling Iron

CONIX

Mod. 641.02

- From 25 mm to 13 mm diameter
- Ceramic/Tourmaline-coating
- Tourmaline: natural source of negative ions for an antistatic effect
- Max temperature 200°C
- Fast heat up
- Cool tip
- Soft-Touch handgrip
- Swivel cord 3 m
- Heat resistant mat/pouch
- Finger protection glove


**CERAMIC
TOURMALINE**


**FAST
HEAT-UP
TIME**


**UNIVERSAL
VOLTAGE
100-240 V**



Hot Air Styler

TURBO STYLE 1000 TOURMALINE

1000 W Mod. 603.01B

- Tourmaline Technology
- 3 air flow/temperature settings incl. COOL
- Turbo air button
- Attachments: Retractable combs thermal brush for tangle free waves & curls (Ø 22 mm), thermal brush with massaging bristles for volume & shine (Ø 25 mm), styling nozzle
- Travel pouch


**TURBO
POWER**


**SOFT
MASSAGE**


**2 BRUSHES
22-25 MM**


**RETRACTABLE
COMBS**



Heated Roller Set

QUICK 24 PLUS

Mod. 605.02

- 24 flocked rollers
- 3 different sizes of rollers:
8 Big - 8 Medium - 8 Small
- 24 butterfly clips
- 24 metallic clips
- On/off switch with pilot lamp
- Cable storage
- Ultra-fast heat up


**ULTRA-FAST
HEAT-UP
TIME**





SWISS BÉBÉ

Lovingly cared for: ultra-delicate dryer for the little ones



SAFER WITH UP TO 30% ELECTROSMOG REDUCTION⁽¹⁾



Infant Hair & Body Dryer

SWISS BÉBÉ

500 W Mod. 554.13

Drying hair and body with Swiss Bébé is:

- Safe - Tepid temperature: only 45° C (ca. 70° C standard hairdryer)
- Gentle - Weak air flow: only 10 l/s (ca. 17 l/s standard hairdryer)
- Silent - Low noise level: only 68 dB(A) (ca. 78 dB(A) standard hairdryer)
- 2 air flow/temperature settings
- On/Off push button
- Concentrator nozzle



SAFE
45°



GENTLE
10L/S



SILENT
68 dB(A)



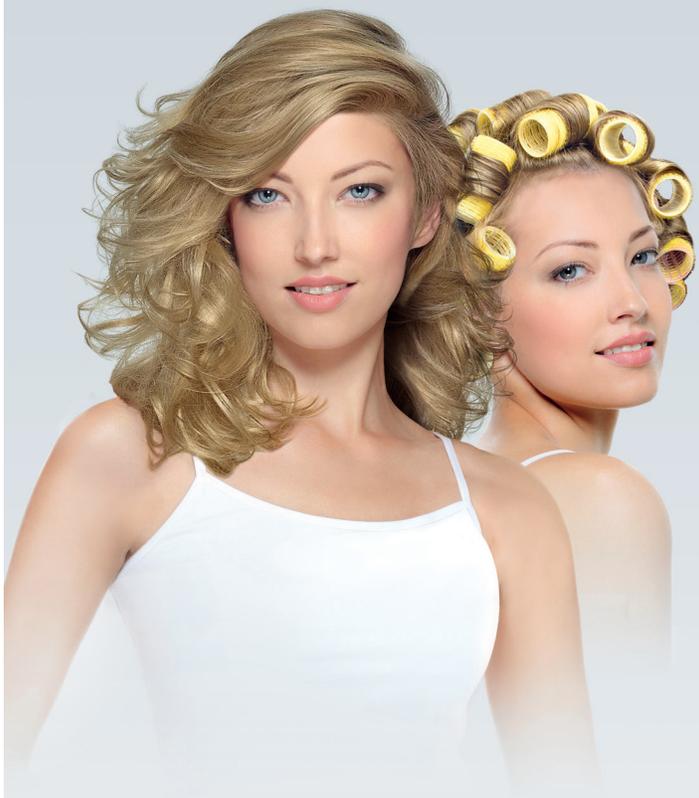
SECURITY
ON/OFF



ECO
FRIENDLY



SWISS
MADE



SWISS IONIC COMFORT

It's all in the name: comfortable, gentle drying with ionic care effect

UP TO **+65%** MORE AIR FLOW⁽²⁾ 

UP TO **+15%** HIGHER DRYING RATE⁽²⁾ 

UP TO **15%** LIGHTER⁽²⁾ 

Hood Dryer for Volume and Hold

SWISS IONIC COMFORT

600 W Mod. 513.01

- Ergonomic and comfortable hood dryer for a gentle styling
- 3 air flow/temperature settings incl. COOL
- Ions generator
- Ultra-light, quiet and soft floating hood
- Extra-long cable 3 m for greater mobility
- Practical travel pouch



2. Compared to competing products.



CLIPPERS & TRIMMERS

Precise instruments: for him, for her,
for professional and personal use

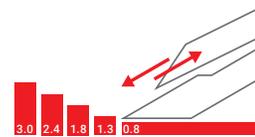


Professional Hair Clipper Set

X-MASTER

Mod. 652.03

- Durablade: diamond-ground razor blades in Japan Steel for absolute cut precision and sharpness duration
- 46 mm blades set
- VARIO-CUT SYSTEM: 5 cutting length settings (0.8, 1.3, 1.8, 2.4, 3.0 mm)
- Powerful professional motor
- Cordless rechargeable/cord
- Quick charging time
- 100 min. cordless operation
- 5 attachment combs (4, 8, 12, 16 & 20 mm)
- Swiss Design



VARIO-CUT SYSTEM
5 CUTTING LENGTH SETTINGS



ACCESSORIES

- | | |
|------------------|------------------------------|
| A. Mod. 06520305 | Comb Set 4, 8, 12, 16, 20 mm |
| B. Mod. 06520301 | Charging base |
| <hr/> | |
| C. Mod. 06520310 | Blade 10 mm (Optional) |
| D. Mod. 06520330 | Blade 30 mm (Optional) |
| E. Mod. 06520347 | Blade 46 mm |
| F. Mod. 06520302 | Transformer/plug |
| G. Mod. 06520399 | Oil bottle |
| H. Mod. 06520398 | Cleaning brush |




DURABLADE
JAPAN STEEL

CORDLESS
RECHARGEABLE
CORD


UNIVERSAL
VOLTAGE
100-240 V


SWISS
DESIGN

Professional Compact Hair Clipper

ABSOLUT

Mod. 648.01

- Durablade: diamond-ground razor blades in Japan Steel for absolute cut precision and sharpness duration
- Cordless rechargeable/cord
- 30 mm blades set
- Cutting length from 0.5 to 9 mm
- Variable attachment-comb: 3, 6, 9 mm
- Powerful professional motor
- LED charging indicator
- 10 mm Designer Blade and 40 mm T-Blade are sold separately
- Super light: 135 g



ACCESSORIES

- | | |
|---------------|----------|
| 1. Mod. ABS30 | Included |
| 2. Mod. ABS10 | Optional |
| 3. Mod. ABS40 | Optional |
| 4. Comb | Included |



Beard & Stubble Trimmer

X-CUT

Mod. 642.02

- Ideal for a very short stubble look (0.5 mm)
- 30 super precise cutting length settings (from 0.5 to 15 mm)
- 32 mm stainless steel blade
- Powerful motor
- Cordless rechargeable/cord
- Quick charging time
- 90 min. cordless operation
- With USB cord for easy charging when travelling
- Incl. cleaning brush, moustache comb, lubrication oil
- Swiss Design



Beard & Nose Hair Trimmer

TRIMMY SUPER SET

Mod. 624.12

- Hair suction and collection system
- Courtesy light
- Precision stainless steel blades
- 9 cutting lengths from 0.5 to 16 mm
- Washable blade set
- Battery operated "AA" 1,5Vdc (not included)

 **BATTERY**
OPERATED

 **WASHABLE**

 **VACUUM**
CLEAN HAIR
REMOVAL



ACCESSORIES

Two interchangeable cutting heads:

A. SIDEBURN & BEARD

B. NOSE & EAR

Two adjustable cutting guides:

C. 2, 4, 6 and 8 mm

D. 10, 12, 14 and 16 mm



Courtesy light

Nose & Ear Hair Trimmer

TRIMMY

Mod. 624.01

- Stainless steel blade
- Safe and effective curved blade
- Washable blade set
- Battery operated "AA" 1,5Vdc (not included)

 **BATTERY**
OPERATED

 **WASHABLE**





NO. 1 IN HOSPITALITY

VALERA, the Swiss Hair Specialists since 1955, has become a synonym for quality and reliability also in the hotel industry. VALERA knows and meets the special requirements hotel operators have for safety, durability, environmental compatibility, aesthetics and comfort.

The finest hotels in the world are equipped with VALERA hotel hairdryers.

VALERA: the name for quality, well-being and comfort of the guests.

HOTELLO

1200 W Mod. 832.01/T

- 8 mins automatic safety timer
- "Cool touch" swivel handgrip
- Easy wall-mounting without opening the appliance

HOTELLO SUPER AC

1400 W Mod. 832.02/T

Same as mod. 832.01/T, but 1400 W

- EXTRA LONG-LIFE AC Universal Motor



SUPER SAFETY



AUTOMATIC TIMER



SPLASH PROOF



SWISS MADE



ECO FRIENDLY
1200 W



1.500 H EXTRA LIFE
1400 W

HOTELLO SHAVER

1200 W Mod. 832.01/RT

Same as mod. 832.01/T with:

- Shaver socket 110-120V and 220-240V
- Safety isolating transformer

HOTELLO SUPER AC SHAVER

1400 W Mod. 832.02/RT

Same as mod. 832.01/RT, but 1400 W

- EXTRA LONG-LIFE AC Universal Motor



SUPER SAFETY



AUTOMATIC TIMER



110-120 V
220-240 V



SPLASH PROOF



SECURITY SHAVER SOCKET



SWISS MADE



ECO FRIENDLY
1200 W



1.500 H EXTRA LIFE
1400 W

SILENT JET PROTECT 2000 SHAVER

2000 W Mod. 586.10/044.06

- **Ultra-silent: 64 dB(A)** ⁽¹⁾
- 6 air flow/temperature settings
- Removable metallic filter
- Concentrator nozzle
- On/Off push button

Wall holder:

- ELECTROSTOP - Residual current device 10mA
- Shaver socket 110-120V and 220-240V
- Safety isolating transformer
- Automatic On/Off safety switch



ElectroStop

VALERA PROTECT: HIGHEST SAFETY

The ElectroStop residual current device (RCD) in the wall holder minimizes the risk of electrocution from electric shocks caused by any potential leakage current (e.g. the hairdryer accidentally coming into contact with water). ElectroStop is essential in rooms with no residual current device and much more sensitive than the commonly installed devices rated 30 mA.



SILENT JET PROTECT 2000

2000 W Mod. 586.10/044.04

- **Ultra-silent: 64 dB(A)** ⁽¹⁾
- 6 air flow/temperature settings
- Removable metallic filter
- Concentrator nozzle
- On/Off push button

Wall holder:

- ELECTROSTOP - Residual current device 10mA
- Automatic On/Off safety switch



ElectroStop

VALERA PROTECT: HIGHEST SAFETY

The ElectroStop residual current device (RCD) in the wall holder minimizes the risk of electrocution from electric shocks caused by any potential leakage current (e.g. the hairdryer accidentally coming into contact with water). ElectroStop is essential in rooms with no residual current device and much more sensitive than the commonly installed devices rated 30 mA.



1. Lp(m) (sound pressure level).

ACTION SUPER PLUS 1600

1600 W Mod. 542.06/038A

- 2 air flow settings
- 3 air temperature settings incl. COOL
- On/Off push button

Wall holder:

- On/Off safety switch

ACTION SUPER PLUS 1200

1200 W Mod. 542.05/038A

- Same as mod. 542.06/038A, but 1200 W

Colours:

- White/chrome
- Black/chrome



PREMIUM SMART 1600 SHAVER

1600 W Mod. 533.05/032.05

- 2 air flow settings
- 3 air temperature settings incl. COOL
- On/Off push button

Wall holder:

- On/Off safety switch
- Shaver socket 110-120V and 220-240V
- Safety isolating transformer

PREMIUM SMART 1200 SHAVER

1200 W Mod. 533.03/032.05

- Same as mod. 533.05/032.05, but 1200 W





PREMIUM 1600 SUPER

1600 W Mod. 533.05/038A

- 2 air flow settings, 3 air temperature settings incl. COOL
- On/Off push button

Wall holder:

- On/Off safety switch

PREMIUM 1200 SUPER

1200 W Mod. 533.03/038A

- Same as mod. 533.05/038A, but 1200 W



SECURITY
ON/OFF



SWISS
MADE



ECO
FRIENDLY
1200 W

EXECUTIVE 1200 SUPER

1200 W Mod. 554.02/038A

- 2 air flow/temperature settings
- On/Off push button

Wall holder:

- On/Off safety switch

EXECUTIVE 1200

1200 W Mod. 554.01/038B

- 1 temperature/air flow setting
- On/Off push button

Wall holder:

- Connection to electrical mains without switch



SECURITY
ON/OFF



SWISS
MADE



ECO
FRIENDLY



Powerful and compact
automatic hand dryer

HANDY

1500 W Mod. 831.01

- LONG-LIFE AC Universal Motor
- Automatic on/off switching through infrared sensor
- Safety timer
- Easy wall-mounting without opening the appliance



Elegant and contemporary
wall mounted magnifying mirror

ESSENCE SQUARE

Mod. 207.08

- 5x magnifying mirror 200 x 200 mm
- Safety glass avoids injury in case of crash
- Twin arm: folded length 139 mm, extended length 430 mm
- Adjustable joints for durable smooth and precise movements
- Material: brass
- Finishing: chrome plating with superior durability
- Frame Tritan™ by Eastman: extra shock resistant, grey metallized with transparent outer edge



Wall-mounted magnifying mirror
with automatic LED lighting

OPTIMA LIGHT SMART

Mod. 207.09

- Automatic light activation through proximity sensor
- LED lighting 100-240 V, 50-60 Hz
- 3x magnifying mirror
- Arm length 180 mm
- Full pivotal adjustment
- Material: brass
- Finishing: chrome
- Mirror: Ø 216 mm
- Hard wire application



Wall mounted, LED lighted
magnifying mirror

OPTIMA LIGHT ONE

Mod. 207.05

- LED lighting 100-240 V, 50-60 Hz
- On/Off switch
- 3x magnifying mirror
- Arm length 180 mm
- Full pivotal adjustment
- Material: brass
- Finishing: chrome plated
- Mirror: Ø 216 mm
- Hard wire application



Wall-mounted double sided
twin arm magnifying mirror

OPTIMA CLASSIC

Mod. 207.01

- Plain mirror + 4x magnifying mirror
- Twin arm: extended length 330 mm
- Full pivotal adjustment
- Material: Brass
- Finishing: chrome
- Mirror: Ø 200 mm



Bar-mounted double sided
magnifying mirror

OPTIMA BAR

Mod. 207.00

- Plain mirror + 3x magnifying mirror
- Arm length 220 mm
- Bar length 155 mm
- Bar and full pivotal adjustment
- Material: steel
- Finishing: chrome
- Mirror: Ø 229 mm



Wall-mounted soap dispenser

RIO 350

Mod. 208.01

- Patented inner pump (Made in Sweden) for long time smooth performance with precise 2 ml dosage, comfortable and eco-friendly
- Vandal-proof structure
- Diameter 70 mm, capacity 350 ml
- Tube length 206 mm, total length 239 mm
- Depth from the wall: 86 mm
- Material: zinc alloy (die casting)
- Material inner basin: Tritan™ by Eastman
- Finishing: chrome plating with superior durability



Wall-mounted soap dispenser

RIO 190

Mod. 208.02

- Patented inner pump (Made in Sweden) for long time smooth performance with precise 2 ml dosage, comfortable and eco-friendly
- Vandal-proof structure
- Diameter 55 mm, capacity 190 ml
- Tube length 182 mm, total length 216 mm
- Depth from the wall: 72 mm
- Material: zinc alloy (die casting)
- Material inner basin: Tritan™ by Eastman
- Finishing: chrome plating with superior durability



Valera®



Valera[®]
PROFESSIONAL



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