

Valera®



SALON EXCLUSIVE



BY PROFESSIONALS, FOR PROFESSIONALS ONLY

2019/2020



Valera



**SALON
EXCLUSIVE**

Dear Friends of VALERA,

Hairdressers and stylists have a place right at the top of the list of the “happiest professions”. Their creative work, styling hair and making people happy with a new look brings them recognition and fulfilment. We at VALERA contribute to the happiness of creative people by providing the most performing and functional tools.

The aim of our developers is to continually improve our professional devices: more ergonomic, lighter, more powerful and precise, longer lasting.

The new VALERA Salon Exclusive catalogue offers new attractive products:

- *The **DYNAMIC Pro** hairdryer model – with three motor variations – thanks to its slim, long shape, offers unimagined individuality and control when styling. (p. 12-17)*
- *The **COLOR Pro** hairdryer with the latest **DELTA-DRIVE** motor and **COLOR BOOST** system, thanks to its extreme drying speed, allows to enhance the radiance of dyed hair, making it a must-have for colour specialists. (p. 24-25)*
- *The new patent-pending **BACKSTOP** system from VALERA protects the motor from failures caused by hair getting caught in the inner workings of the dryer. (p. 7)*

You and your hairdresser clients will love our new products.

Thank you for being a loyal VALERA Salon Exclusive customer.

Claudio Soresina Flavio Soresina



Valera



**SALON
EXCLUSIVE**

A WORLD OF CREATIVITY

Backstage at shows, every day in the salon: hairstylists come up with creative ideas. They conjure up hairstyles and looks, and give personality to people. To make their creative ideas come to life, they need reliable, powerful and precise tools. The professional tools by VALERA Salon Exclusive are inspired by hairstylists and customised for them.

Creative technology for creative hair art.



Made for you in Switzerland

In their creative capacity, hair stylists expect nothing but the best from perfect tools. Perfect in terms of performance, durability, reliability, ergonomics, and ease of use. We analyzed these expectations and developed VALERA Salon Exclusive, a handcrafted selection of bespoke professional equipment.

From design to component selection, from assembly to final inspection – every step of the way is overseen by our most experienced specialists.

The VALERA Masters Team brings together the selected elite of VALERA's staff members: engineers and assembly workers with decades of experience and the highest level of qualification.

Together they guarantee VALERA Salon Exclusive, tools which are individually handcrafted in Switzerland by professionals and exclusively for professionals.

Our expertise for your creativity.

Discover more:
www.valera.com/mastersteam

Smart Technology

Valera



SALON
EXCLUSIVE

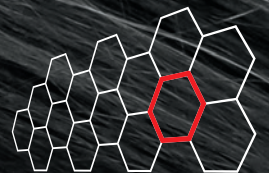
Backstop System

Prevents hair from blocking the motor

Styling without worries thanks to VALERA's latest innovation solving a common problem: when air is blown very close to the hair, a strong depression inside the hairdryer is created. In common professional hairdryers, this depression sometimes causes the suction of hair that twists around the fan and can permanently block the motor.

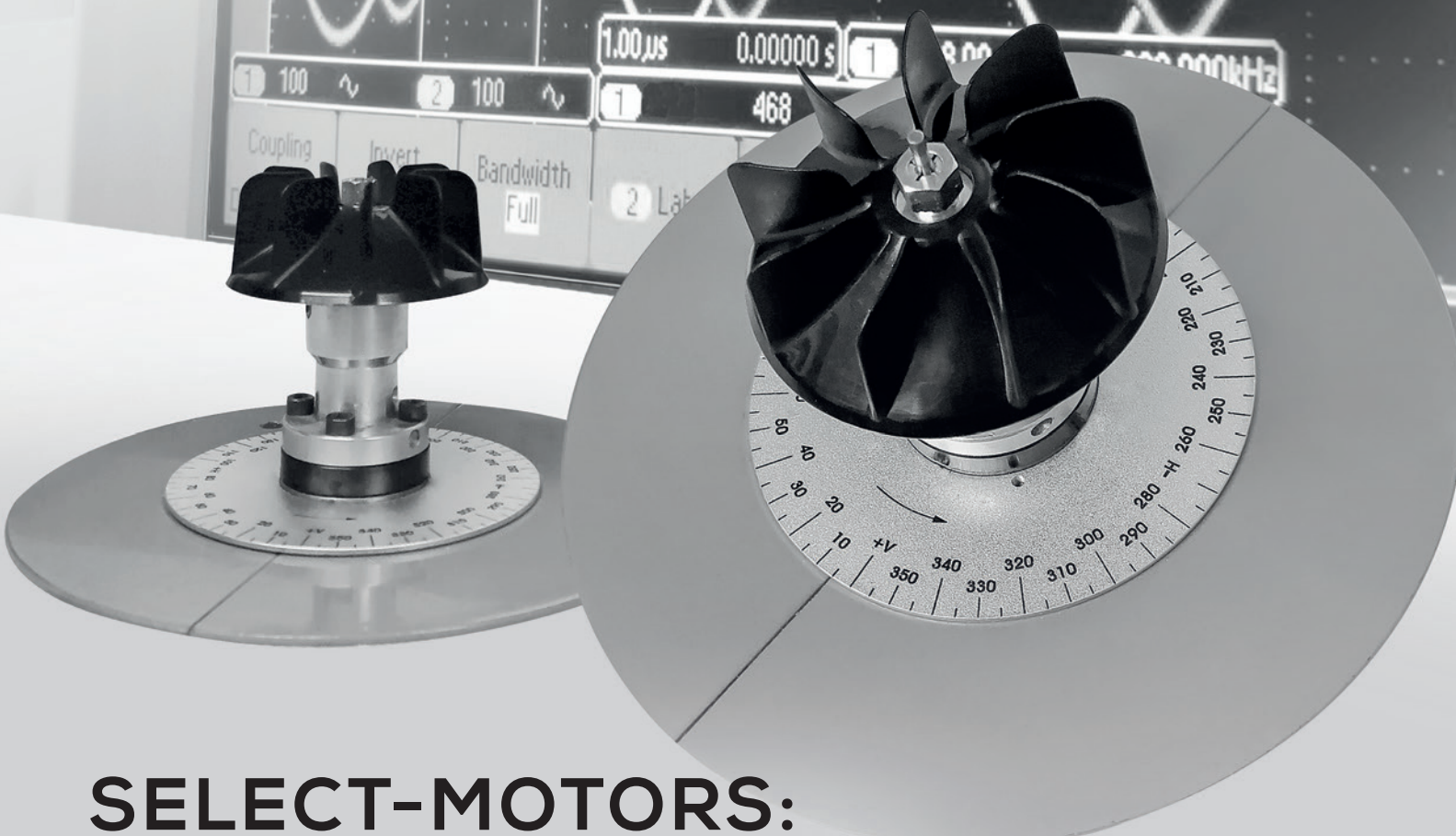
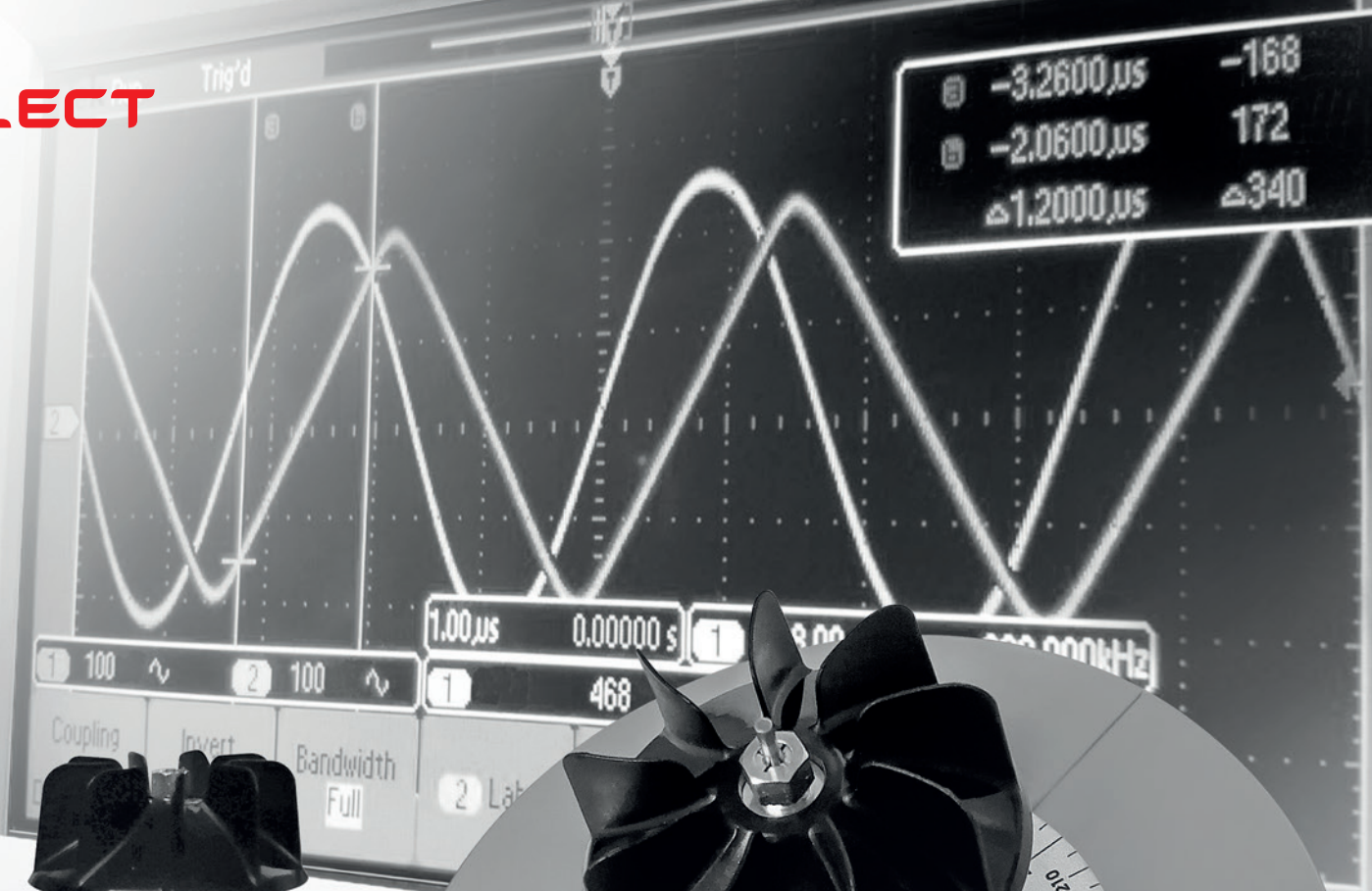
VALERA's exclusive **Backstop System** is a special device inside the hairdryer which prevents hair reverse suction into the ventilation group.

Backstop System is the result of VALERA research, patent pending and "Made in Switzerland".



BACK
STOP
SYSTEM

SELECT



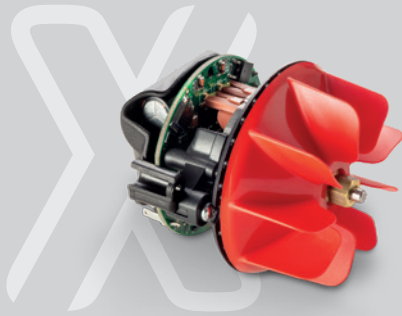
SELECT-MOTORS: SIMPLY THE BEST

In addition to the strict requirements and controls to which all VALERA motors are subject in relation to materials, power, efficiency and longevity, the SELECT motors are individually selected from series production with highly precise digital laboratory measuring devices.

Only motors that meet the most stringent criteria for wheel-balancing and lack of vibration in combination with the fan propeller are allowed to bear the name, SELECT.

The SELECT motors set a new milestone for the quality tradition of VALERA and are exclusively reserved for hairdryers in the VALERA SALON EXCLUSIVE line.

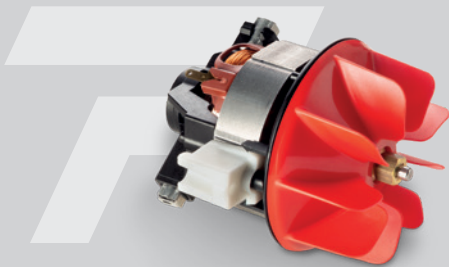
They guarantee optimal ergonomics for professional styling.



BLDC-ENDURO-X SELECT

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 SELECT motor, is even lighter than its predecessor.



AC-PERFORMANCE SELECT

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.

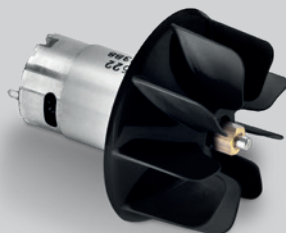


DELTA-DRIVE SELECT

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.

Efficient Solutions

SMART AIRFLOW Technology

The air flow: aerodynamically optimized

The new generation of VALERA hairdryers raises the standard for professional hairdryers. Using modern fluid dynamics simulation software, CFD (Computational Fluid Dynamics), VALERA Research and Development has developed Smart Airflow Technology. It optimizes the path of the air-stream through the hairdryer from the inlet grill to the air outlet. This guarantees:



Minimum friction and dispersion coefficients

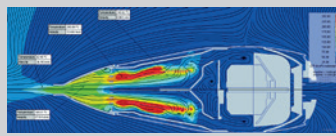


A highly efficient compression effect thanks to a re-designed aeration module (motor and fan)

Smart Airflow Technology enables these new hairdryers to 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 combination unique to the market.



Hairdryers with Smart Airflow Technology are NUMBER ONE in performance and noise minimization.



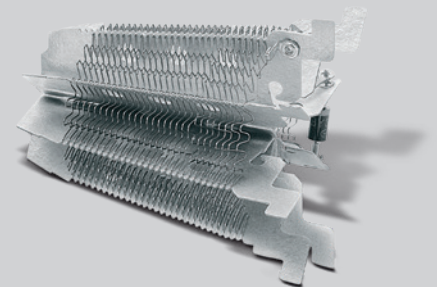
CFD ANALYSIS



THERMO-CONTROL

The temperature: perfectly regulated

VALERA uses exclusively 'THERMO-CONTROL' ripple wire heating elements for a perfect temperature regulation. 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.





Rotocord, the swivel device for a tangle-free cord

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



Touch Me, the styling nozzle that remains cool

An exclusive invention on the hairdryer market: the patented styling nozzle TOUCH ME, which, thanks to its innovative Self-Cooling Double-Layer System, 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.

Quality switches for heavy duty professional use

Temperature and airflow switches are designed for precise selection in rapid and frequent changes. Special 16A electrical contacts with a thick layer of pure silver make the LONG LIFE switches of VALERA hairdryers particularly resistant to the wear resulting from intensive professional use. They guarantee constant service of at least 50,000 switching vs. 10,000 cycles of standard hairdryer switches. Their soft and ergonomic design without sharp edges assures comfort and easy use.

Ergonomic handle and optimal weight balance

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



NEW
DYNAMICPRO



TAKE CONTROL

WITH FREEDOM OF MOVEMENT AND
SAFETY IN HANDLING, HAIR STYLING
BECOMES TRULY DYNAMIC.

Valera



SALON
EXCLUSIVE

THE NOZZLE CAN
BE GUIDED WITH
PRECISION

THE LONG TUBE
SERVES AS A SUPPORT

HIGHEST INDIVIDUALITY

VALERA, in designing the DYNAMIC PRO, has created a hairdryer that allows professionals the maximum individuality of use.

It is extra-long and particularly narrow, ensuring the technically ideal distance from the hair, allowing at the same time a broader and focused field of view.

The hairdryer has an ergonomic handle but for special techniques it can be held just as comfortably on the cool blowing tube or on the motor body. Using as a hair support the long tube in combination with a round brush allows easy blow-drying.

Dynamic styling for creative looks.

MAXIMUM RELIEF FOR THE JOINTS



NO STRESS

All VALERA hairdryers are ergonomically optimised to reduce the stress on hairstylists' shoulders, arms, hands and spine caused by repeated movements and one-sided postures.

The DYNAMIC PRO with its elongated, narrow design can be held in different ways: on the handle, on the blowing tube or on the motor body. In each position it fits perfectly in the hand without slipping.

More choice of positions, less stress.



**ERGONOMICALLY
MORE COMFORTABLE
AND FIRMER GRIP**

Valera

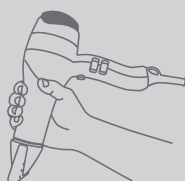


SALON EXCLUSIVE



4200
DYNAMICPRO
2400 W

DYNAMIC
HAIR STYLING



Extreme motor durability: 10,000 h	Ions generator
Drying faster: 50%*	2 ultra-slim nozzles (6-7.5 cm)
Adaptive air pressure stabilizer	Removable metallic filter
Air flow: 82 m ³ /h	6 air flow/temperature settings
Ultra-silent: 70 dB(A) [‡]	Cold air button INSTANT COLD
Super light: 480 g [‡]	3 m SuperFlex cable with ROTOCORD
	Excellent grip thanks to soft touch finish
	Diffuser

COLOUR	MOD.
SOFT BLACK ●	DP 4.2 RC

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

SWISSMADE



Valera

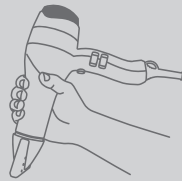


SALON EXCLUSIVE



4100
DYNAMICPRO
2400 W

DYNAMIC HAIR STYLING



Extra-long motor durability: 2000 h	Ions generator
Drying faster: 35%*	2 ultra-slim nozzles (6-7.5 cm)
Air pressure: 3200 Pa	Removable metallic filter
Air flow: 81 m ³ /h	6 air flow/temperature settings
Ultra-silent: 66 dB(A)*	Cold air button INSTANT COLD
Light: 585 g [▲]	3 m SuperFlex cable with ROTOCORD
	Excellent grip thanks to soft touch finish

COLOUR	MOD.
SOFT BLACK ●	DP 4.1 RC

* Compared with hairdryers with DC motor, 20% faster than hairdryers with AC motor.
 ■ L_{pmc} (sound pressure level)
 ▲ Weight without cable.

SWISSMADE

2.000 h
EXTRA-LONG LIFE
MOTOR

SMART AIRFLOW
TECHNOLOGY

BACK STOP
SYSTEM

66 dB(A)
ULTRA-SILENT

Valera

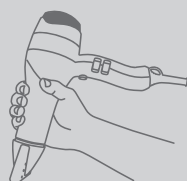


SALON EXCLUSIVE



4000
DYNAMICPRO LIGHT
2000 W

DYNAMIC
HAIR STYLING



Drying faster: 35%*	Ions generator
Air pressure: 3340 Pa	2 ultra-slim nozzles (6-7.5 cm)
Air flow: 65 m ³ /h	Removable metallic filter
Ultra-silent: 64 dB(A) [■]	6 air flow/temperature settings
Super Light: 475 g [▲]	Cool air button
	3 m SuperFlex cable with ROTOCORD
	Excellent grip thanks to soft touch finish

COLOUR	MOD.
SOFT BLACK ●	DP 4.0 RC

* Compared with hairdryers with DC motor, 20% faster than hairdryers with AC motor.
 ■ Lpmc (sound pressure level)
 ▲ Weight without cable.

SWISSMADE

LONG LIFE
MOTOR

SMART
AIRFLOW
TECHNOLOGY

BACK
STOP
SYSTEM

64 dB(A)
ULTRA-SILENT



HEAVY DUTY

THE UNLIMITED PRO HAIRDRYER
OFFERS EXTREME DURABILITY AND
UNPRECEDENTED DRYING PERFORMANCE.
THE PERFECT CHOICE FOR INTENSE
PROFESSIONAL USE.

Valera



SALON EXCLUSIVE



5000
UNLIMITEDPRO
2400 W

EXTREME PERFORMANCE 

X
BLDC ENDURO
MOTOR
SELECT



TOUCHME
COOL NOZZLE


Rotocord
TANGLE FREE CORD

Extreme motor durability: 10,000 h	Ions generator
Drying faster: 50%*	2 ultra-slim nozzles (6-7.5 cm)
Adaptive air pressure stabilizer	Removable metallic filter
Air flow: 85 m³/h	6 air flow/temperature settings
Ultra-silent: 69 dB(A)[■]	Cold air button INSTANT COLD
Super light: 495 g[▲]	3 m SuperFlex cable with ROTOCORD
	Deluxe organizer case

COLOUR		MOD.
SOFT BLACK	●	UP 5.0 RC
ROSE GOLD	●	UP 5.0 RC RG
PEARL WHITE	○	UP 5.0 RC PW

* Compared with hairdryers with DC motor, 25% faster than hairdryers with AC motor.
 ■ Lpmc (sound pressure level)
 ▲ Weight without cable.

SWISSMADE 


10.000 h
ULTRA-LONG LIFE
MOTOR


ZERO
CARBON DUST
EMISSION


SMART
AIRFLOW
TECHNOLOGY



FEEL THE POWER

HIGH ENERGY AND A SUPER STRONG
AIRFLOW COMBINED WITH MINIMUM NOISE:
EFFICIENCY AT ITS BEST.



Valera

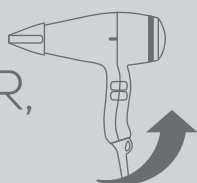


SALON EXCLUSIVE



3200
MASTERPRO
2400 W

HIGH POWER,
 LOW NOISE



COLOUR		MOD.
SOFT BLACK	●	MP 3.2X RC
ROSE GOLD	●	MP 3.2X RC RG
PEARL WHITE	○	MP 3.2X RC PW

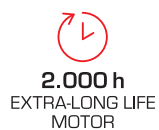
* Compared with hairdryers with DC motor, 20% faster than hairdryers with AC motor.

■ Lpmc (sound pressure level)

▲ Weight without cable.

SWISSMADE

Extra-long motor durability: 2000 h	Ions generator
Drying faster: 35%*	2 ultra-slim nozzles (6-7.5 cm)
Air pressure: 3150 Pa	Removable metallic filter
Air flow: 80 m ³ /h	6 air flow/temperature settings
Ultra-silent: 65 dB(A)*	Cold air button INSTANT COLD
Light: 560 g [▲]	3 m SuperFlex cable with ROTOCORD





ENJOY THE SILENCE

GREAT PERFORMANCE, LIGHTWEIGHT
AND INCREDIBLY QUIET: THE DAILY
WORK BECOMES A PLEASURE.



Valera



SALON EXCLUSIVE



3000
MASTERPRO LIGHT
2000 W

HIGH POWER,
LOW NOISE



TOUCHME
COOL NOZZLE



Rotacord
TANGLE FREE CORD

LONG-LIFE PM-Pro motor	Ions generator
Drying faster: 20%*	2 ultra-slim nozzles (6-7.5 cm)
Air pressure: 2750 Pa	Removable metallic filter
Air flow: 66 m³/h	6 air flow/temperature settings
Ultra-silent: 59 dB(A)*	Cool air button
Super Light: 450 g[▲]	3 m SuperFlex cable with ROTOCORD

COLOUR		MOD.
SOFT BLACK	●	MP 3.0X RC
ROSE GOLD	●	MP 3.0X RC RG
PEARL WHITE	○	MP 3.0X RC PW

* Compared with hairdryers with DC motor.

■ Lpmc (sound pressure level)

▲ Weight without cable.

SWISSMADE

LONG LIFE MOTOR

SMART AIRFLOW TECHNOLOGY

BACK STOP SYSTEM

59 dB(A) ULTRA-SILENT

NEW COLORPRO

FAST DRYING
LONGER
BRILLIANCE

CARING IONS
MORE SHINE

**COLOR BOOST
SYSTEM**

**SHORT HEAT
EXPOSURE**
LESS STRESS

BOOST THE COLOUR

Fast styling is essential for dyed hair. The hair can be damaged if exposed to heat for too long: it can lose its shine and vitality and the dye is not as effective.

The high drying speed of the COLOR PRO hairdryer enables much shorter heat exposure and protects the qualities and natural shine of the hair, particularly if dyed.

The COLOR BOOST SYSTEM is the perfect combination of

- fast drying,
- optimum temperature and
- strong air flow created by the DELTA DRIVE motor.



**DELTA DRIVE
MOTOR**

And moreover, millions of negative ions prevent the hair drying out and static build-up.

The result: shiny and radiant dyed hair.

Valera



SALON EXCLUSIVE



3000
COLORPRO LIGHT
2100 W

FAST
 AND GENTLE
 STYLING



Drying faster: 35%*	Ions generator
Air pressure: 3560 Pa	Ideal for coloured hair
Air flow: 78 m³/h	2 ultra-slim nozzles (6-7.5 cm)
Ultra-silent: 65 dB(A) [■]	Removable metallic filter
Super light: 470 g[▲]	6 air flow/temperature settings
	Cool air button
	3 m SuperFlex cable with ROTOCORD

COLOUR	MOD.
BLACK ●	CP 3.0 RC

* Compared with hairdryers with DC motor, 20% faster than hairdryers with AC motor.
 ■ Lpmc (sound pressure level)
 ▲ Weight without cable.

SWISSMADE





ULTRA-COMPACT, LOW WEIGHT

WHEN SIZE AND WEIGHT MATTER, GO FOR
A COMPACT FORMAT WITH THE ACADEMY
PRO HAIRDRYER OR FOR ULTRA-LIGHT
WEIGHT WITH THE PREMIER PRO MODEL.

Valera®

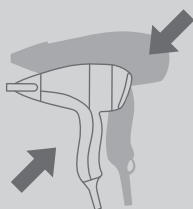


SALON EXCLUSIVE



2100
ACADEMYPRO
2000 W

COMPACT
POWER



7
AC PERFORMANCE
MOTOR
SELECT



TOUCHME
COOL NOZZLE



Rotacord
TANGLE FREE CORD

Extra-long motor durability: 2000 h	Ions generator
Air pressure: 3500 Pa	2 ultra-slim nozzles (6-7.5 cm)
Air flow: 72 m³/h	Removable metallic filter
Light: 540 g [▲]	6 air flow/temperature settings
	Cold air button INSTANT COLD
	3 m SuperFlex cable with ROTOCORD
	Excellent grip thanks to soft touch finish

COLOUR	MOD.
SOFT BLACK ●	AP 2.1 RC

▲ Weight without cable.

SWISSMADE

2.000 h
EXTRA-LONG LIFE
MOTOR

Valera



SALON
EXCLUSIVE

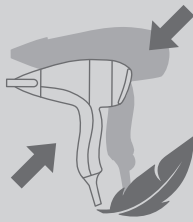


2000

ACADEMYPRO LIGHT

1800 W

COMPACT
LIGHTNESS



TOUCHME
COOL NOZZLE



Rotocord
TANGLE FREE CORD

LONG-LIFE PM-Pro motor	Ions generator
Air pressure: 2800 Pa	2 ultra-slim nozzles (6-7.5 cm)
Air flow: 60 m ³ /h	Removable metallic filter
Super light: 410 g [^]	6 air flow/temperature settings
	Cool air button
	3 m SuperFlex cable with ROTOCORD
	Excellent grip thanks to soft touch finish

COLOUR	MOD.
SOFT BLACK ●	AP 2.0 RC

[^] Weight without cable.

SWISSMADE

LONG LIFE
MOTOR

410 g
SUPER LIGHT

Valera®



SALON EXCLUSIVE



1.0
PREMIER**PRO**
1800 W

ULTRA
LIGHTWEIGHT 



Rotocord
TANGLE FREE CORD

LONG-LIFE DC motor	Ions generator
Air flow: 75 m³/h	1 narrow nozzle
Ultra-light: 380 g [▲]	Removable filter
	6 air flow/temperature settings
	Cool air button
	3 m SuperFlex cable with ROTOCORD
	Excellent grip thanks to soft touch finish

COLOUR	MOD.
SOFT BLACK ●	PP 1.0 RC

▲ Weight without cable.

SWISSMADE 


380 g
ULTRA-LIGHT



TRUST THE EXPERIENCE

THE ORIGINAL METALLIC HAIRDRYER
FOR SALONS. FROM VALERA, SWISS
HAIR SPECIALISTS SINCE 1955.

Valera



1955
CLASSIC
2000 W

CHROME-PLATED
PREMIUM STEEL



AC PERFORMANCE
MOTOR



TOUCHME
COOL NOZZLE

Chrome-plated premium steel

Ions generator

1 ultra-slim nozzle (7.5 cm)

Removable metallic filter

6 air flow/temperature settings

Cold air button

3 m SuperFlex cable

Flannel pouch

COLOUR

MOD.

BURGUNDY/CHROME ● CL 1955

SWISSMADE 



Classic
SINCE 1955

PREMIUM
STEEL
CHROME-PLATED





STYLE WITH PERFECTION

STRAIGHT OR CURLY - ALWAYS AWESOME!
CERAMIC COATED FLOATING PLATES WITH
TOURMALINE BRING THE HAIR INTO SHINY SHAPE.

Valera®



SALON
EXCLUSIVE



6.0
SLEEKPRO

THE DIGITAL PROFESSIONAL HAIR STRAIGHTENER



THERMOCAP
Instant put away

5 x ceramic coating with tourmaline for a better and healthier straightening

Floating plates system

Digital temperature regulation

Max. temperature: 230°C/450°F

Ultra-fast heat up: 20 sec.

Temperature stability

Safety temperature tutor:
HOT advisor, auto shut-off 60 min.

Memory function

Ions generator

Ideal for coloured hair

Swivel cord 3 m

Universal voltage 100V-240V

Excellent grip thanks to soft touch finish

Cool tips

Thermocap: thermo-insulating silicone protection cap

COLOUR

SOFT BLACK

MOD.

SP 6.0

SWISSMADE 



STRAIGHT
& Curl

Valera

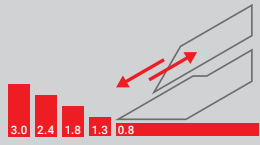


SALON
EXCLUSIVE

7.0

VARIOPRO

THE PROFESSIONAL HAIR CLIPPER SET



VARIO-CUT SYSTEM
5 CUTTING LENGTH SETTINGS

Durablade: Diamond-ground razor blades, Japanese Steel
Blades set 46 mm
5 attachment combs (4, 8, 12, 16 & 20 mm)
Professional motor
Cordless rechargeable or cord
Cordless operation: 100 min.
Universal voltage 100V-240V
Swiss Design

COLOUR	MOD.
SOFT BLACK ●	VP 7.0


DURABLADE
JAPAN STEEL


100 MIN.
CORDLESS
OPERATION

SWISSDESIGN 

Accessories

Hairdryer



Mod. DSN

Diffuser for mod. DP, UP, MP, CP, AP



Mod. 040 Universal

Wall holder for hairdryer



Mod. B01

Flannel pouch



Mod. DSL

Diffuser for mod. PP



Mod. 040/C Universal Chrome

Same as Mod. 040, chromium-plated

Straightener



Mod. TC100

Protection cup for mod. SP 6.0



Mod. XB100

Brush for mod. SP 6.0



Mod. 039

Straightener holder for mod. SP 6.0

Clipper



Blade 10 mm

For mod. VP 7.0



Blade 30 mm

For mod. VP 7.0

Valera®



**SALON
EXCLUSIVE**

LIGO ELECTRIC S.A.

Via Ponte Lavaggio, 9 / CH 6853 Ligornetto, Mendrisio / Switzerland
Tel. +41 91 6416620 / Fax +41 91 6473055 / info@ligo.com

WWW.VALERA.COM