



THE PROFESSIONAL'S CHOICE

PRODUCT
CATALOG

2025

**Probably the best professional
hair dryer in the world.
Until the next Parlux.**

WWW.PASSION.COM.MY



COMPANY

PARLUX. A modern and dynamic company that offers innovative technologies for the design, assembly, testing and assistance concerning professional products aimed at demanding and continuously evolving customers.

SERVICES. In addition to the guarantee of free repair or replacement of faulty parts resulting from manufacturing defects, all Parlux products are covered by a network of Authorised Assistance Centres in all the countries in its distribution area. The "Insurance for Civil Product Responsibility" is another precious safety aspect offered to the customers.

STRATEGY

The Parlux blueprint or scheme model has always been inspired by clean clear lines and simple symmetrical shapes that guarantee perfect efficiency and simplicity of use.

"Simplicity" is the feature that distinguishes the "elegance" of the Parlux products, together with being made of high-quality and state-of-the-art materials, hence making it a leader over the last few decades.



VALUES

1. Respect is the fundamental value that characterizes all the Company's activity;
2. Respect for our customers, continually investing in improving the quality and the features of our products including noise reduction;
3. Respect for our national and international Partners, building long-term relationship with them;
4. Respect for all the employees, who work daily inside the company recognizing and enhancing the characteristics of all of them;
5. Respect for the traders, acknowledging their rights;
6. Respect for the Environment Working, using the philosophy "Eco Friendly".

DESIGN

The PARLUX design has always been inspired by a clean aesthetic profile, with clear lines and simple geometric shapes, that guarantee perfect ergonomics and simplicity of use.

"Simplicity" is the feature that distinguishes the "beauty" of the PARLUX products, together with being made of high-quality and modern materials, thus making it a leader over the years.



Symbol list



Made in Italy



New wave heating element more heat



"HFS-HAIR FREE SYSTEM" hair capture system



Professional model



Lighter perfectly balanced



Eco-Friendly Product



Long-lasting



More air flow



Cold Air Button



Ergonomic handle



"Air Ionizer Tech" ionic and ceramic technology



Antibacterial Technology



Professional digital motor



New SLIM "straightener effect" nozzle



Swivel Cable



More powerful



"Anti-heating" front body



Even quieter



Filter with a new registered design

parlux DIGITALYON[®]

AIR IONIZER TECH • ANTIBACTERIAL



THE NEW "WAVE" HEATING ELEMENT, WITH "EVOLVED" VARIABLE GEOMETRY, **INCREASES POWER TO 2.400 WATTS** WITH A CONSEQUENT **INCREASE IN TEMPERATURE**.

PERMITS **UNIFORM HEAT DISTRIBUTION** AND OPTIMISED HEATING AREAS FOR **EVEN MORE EFFECTIVE POWER OUTPUT**.



HFS "HAIR FREE SYSTEM" (PATENTED) HAIR CATCHER THAT ENABLES THE USER TO KEEP THE HAIRDRYER **CLEAN** WITH A SIMPLE DAILY ACTION.



PROFESSIONAL **DIGITAL MOTOR** LIGHTWEIGHT AND WITH A RECORD OUTPUT OF **88M³/H**. DESIGNED AND TESTED FOR **INTENSIVE ALL-DAY USE** IN THE SALON.



Made in Italy



Antibacterial technology



"Air Ionizer Tech" ionic and ceramic technology



PROFESSIONAL HAIR DRYER WITH **DIGITAL MOTOR** AND THE **RELIABILITY** THAT DISTINGUISHES ALL **PARLUX** MODELS



INCREASED **POWER** AND **TEMPERATURE** FOR **FAST-DRYING** AND **PERFECT** HAIRSTYLES IN LESS 'STEPS'



EVEN **LIGHTER** AND MORE **BALANCED** FOR EVERYDAY WORK **WITHOUT CREATING FATIGUE** TO THE HAIRSTYLIST



QUIETER AND **MORE COMFORTABLE** TO USE THANKS TO LESS NOISE



ALSO INCLUDING THE NEW "SLIM" NOZZLE THE NEW SLIM NOZZLE, INCLUDED IN THE PACK, HAS BEEN SPECIALLY DESIGNED TO GIVE A **"STRAIGHTENER EFFECT"**, CREATING STRAIGHT AND SHINY HAIR IN NO TIME AT ALL.



THE NEW **PARLUX DIGITALYON[®]** FILTER, AS WELL AS CREATING THE HAIRDRYER WITH AN ELEGANT AND ATTRACTIVE DESIGN, HAS BEEN DESIGNED AND PATENTED TO **TRAP MORE OF THE DIRT** THAT GETS INTO THE HAIRDRYER, WHILE KEEPING ITS POWER COMPLETELY **UNALTERED**.



• Professional digital motor for longer life

- More powerful: 2.400 watts
- More heat with new wave heating element
- Lighter, perfectly balanced and ergonomic
- Ionic and ceramic "Air Ionizer Tech" technology
- Air flow rate: 88 m³/h
- Even quieter
- "Anti-heating" front body

- Patented "HFS - HAIR FREE SYSTEM" hair capture system
- New registered filter design
- New SLIM "straightener effect" nozzle included in the package
- Instant cold air operated by microswitch
- 3.30 metres of super strong cable
- 2 "SOFT" switches for better comfort of use
- 2 speeds - 4 temperatures
- Eco-Friendly product

Available colours

Silver



Anthracite



 **VARIABLE GEOMETRY HEATING ELEMENT**
WITH 2.250 WATT
POWER AND OPTIMISED
HEATING AREAS TO
ENSURE AN EVEN MORE
STABLE TEMPERATURE
DISTRIBUTION



HFS "HAIR FREE SYSTEM"
(PATENTED) HAIR CATCHER THAT
ENABLES THE USER TO KEEP
THE HAIRDRYER CLEAN WITH A
SIMPLE DAILY ACTION



PROFESSIONAL **K-ADVANCE PLUS[®]**
MOTOR WITH A **3.000 HOURS** LIFESPAN



Made in Italy



Professional model



*"Air Ionizer Tech" ionic
and ceramic technology*



Antibacterial technology



**MORE
POWERFUL**



**FRONT BODY
ANTI-HEATING**



**EVEN
QUIETER**



**LIGHT-WEIGHT
BALANCED**



- New professional **K-ADVANCE PLUS[®]** motor
- Longer lifespan: 3.000 hours
- Air flow: 84 m³/h
- Variable geometry heating element
- Power: 2.250 Watt
- "Air Ionizer Tech" ionic technology
- "Anti-heating" front body
- HFS - HAIR FREE SYSTEM included

- Antibacterial Technology
- Ultra light-weight, well balanced ergonomic design
- Cold air button
- New built-in cable-holder
- 3,30 metres of extra-strong cable
- 2 "SOFT" switches for improved user comfort
- 2 speeds - 4 temperatures

The colors of Parlux ALYON[®]

New **Parlux ALYON[®]** Antibacterial boasts a sophisticated, innovative ultra-ergonomic design.

Parlux ALYON[®] Antibacterial comes in a new range of trendy colours, in line with fashion and modern tastes of today.





HIGH
POWER
VARIABLE
GEOMETRY
HEATING
ELEMENT
1.800 WATT



ANTI-HEATING
FRONT BODY



COLD
AIR BUTTON



ECO-FRIENDLY
PRODUCT

- AC professional motor
- Lifespan: 2.000 hours
- Air flow: 61 m³/h
- New variable geometry heating element
- Power: 1.800 Watt
- "Air Ionizer Tech" ionic technology

- "Anti-heating" front body
- 3,30 metres of extra-strong cable
- Switches on the front to improve comfort, also for the use of left-handed hairdressers
- 2 speeds - 4 temperatures



AC PROFESSIONAL MOTOR
WITH 2.000 HOURS LIFESPAN



Made in Italy



Professional model



"Air Ionizer Tech" ionic
and ceramic technology

Available colours

Polished graphite



parlux3200[®] PLUS

INCLUDED IN THE BOX 2 NOZZLES
OF **DIFFERENT SIZES** THAT CAN
BE QUICKLY SNAPPED ON TO
REGULATE THE AIR FLOW.



ERGONOMIC
HANDLE



COLD
AIR BUTTON



ECO-FRIENDLY
PRODUCT

- More power
- More durability
- More professional!
- Lifespan: 2.000 hours

- Power: 1.900 Watt
- Air flow rate: 71 m³/h
- Very silent



NEW ASPIRATION CONCEPT
THAT GUARANTEES A
GREATER AIR FLOW



Made in Italy



Professional model



Even quieter

Available colours

Black



Parlux ADVANCE®



- **Motor: K-ADVANCE®**
- Long life: 2.500 hours
- More powerful: 2.200 Watt
- Light-weight
- Air flow: 83 m³/h
- Less noise-incorporated silencer
- Ergonomic design
- "Anti-heating" front body
- Instant cold shot button
- 3,30 meters of strong cable
- 2 "SOFT" switches for comfort in use
- 2 speeds - 4 temperatures
- Ionic & Ceramic Technology
- Eco-Friendly

Parlux 385 POWER LIGHT



- Long life: 2.200 hours
- Powerful: 2.150 Watt
- Air flow: 79 m³/h
- Incorporated silencer
- Instant cold shot button
- 3,30 meters of strong cable
- 2 speeds - 4 temperatures
- Ionic & Ceramic Technology
- Eco-Friendly

Available colours



Available colours



Parlux 2800



- Long life: 2.000 hours
- Powerful: 1.760 Watt
- Air flow: 67 m³/h
- Instant cold shot button
- 3,30 meters of strong cable
- 2 speeds - 4 temperature

Superturbo 2600



- Long life: 2.000 hours
- Powerful: 1.700 Watt
- Air flow: 65 m³/h
- 3,30 meters of strong cable
- 2 speeds - 4 temperatures

Available colours



Available colours



parlux® melody Silencer®

The **Melody Silencer®** helps to reduce the accumulation of dust and dirt in the hairdryer thus helping to increase the life span of the hairdryer.

For a salon without noise

THE **PARLUX MELODY SILENCER®** (PATENTED) IS AN ACCESSORY TO BE ATTACHED TO THE HAIRDRYER AIR INTAKE TO SIGNIFICANTLY REDUCE NOISE.

PARLUX RESEARCH LABORATORIES HAVE DEVELOPED A PATENTED ADVANCED TECHNOLOGY SYSTEM PROVIDING EXCEPTIONAL RESULTS IN ELIMINATING SOUND WAVES.

SMALL, LIGHT AND EASY TO INSTALL, **PARLUX MELODY SILENCER®** LETS YOU WORK IN PERFECT HARMONY WITH THE MUSIC IN YOUR SALON.



- REDUCTION OF SOUND WAVES
- HIGHLY SHOCK RESISTANT MATERIAL
- VERY LIGHT - 52 G
- RADIAL ASPIRATION AROUND THE ROOM
- RAPID ATTACHMENT TO FILTER HOLDER
- INTERNAL VIBRATION ABSORBING FILTER
- SOUND PROOF RUBBER SEAL AROUND THE HAIRDRYER

THE **PARLUX MELODY SILENCER®** CAN BE ATTACHED TO ALL **PARLUX** HAIRDRYERS

Magic Sense® SPECIAL DIFFUSER

MAGICSENSE® DIFFUSER THE NE PLUS ULTRA FOR PERFECT CURLING

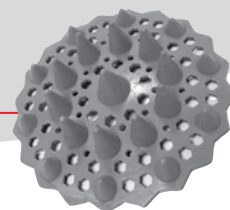
MagicSense® is the special Parlux diffuser that revolutionizes the hair drying to obtain perfect curls without messing up the hair.

Its optimal size and the distribution of its holes allows for **natural drying of curly** hair in less time by quickly drying the hair root without over-drying the tips thus reducing the frizzy effect.



DFO SYSTEM DYNAMIC FLOW OPTIMIZER

THE REVOLUTIONARY **MAGICSENSE®** DIFFUSER (PATENTED) INCORPORATES **DFO - DYNAMIC FLOW OPTIMIZER SYSTEM** THAT, MIXING THE AIR FLOW WITH THE RIGHT TEMPERATURE, ALLOWS FOR PERFECT HAIRSTYLES AND NATURAL CURLS **WITHOUT MESSING UP YOUR HAIR.**



Made in Italy



"Anti-heating" front body

UNIVERSAL ADAPTER THE INNOVATIVE **MAGICSENSE®** DIFFUSER HAS A SPECIFIC RAPID HOOK ON FOR THE **PARLUX DIGITALYON®, PARLUX ALYON®** AND **PARLUX ADVANCE®** MODELS.



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