

SKALA®  
*Brasil*



Product Catalog  
2024

beauty  
is for all

# beauty is for all

**"BEAUTY IS FOR ALL" IS ONE OF THE CORE CONCEPTS THAT GUIDES OUR PURPOSE.**

We decided to revolutionize the market by democratizing beauty with the best value equation, thus meeting the needs of diverse audiences, mainly hair types 3 and 4.

With the mission to bring beauty, care, and self-confidence to everyone, we are present in more than 70 countries.

Through innovation and technology, we develop high-quality products with great environmental responsibility.



**100%  
VEGAN**

**0% ANIMAL  
ORIGIN**

**RESPECT AND LOVE FOR ANIMALS AND THE ENVIRONMENT ARE PART OF OUR ESSENCE. SINCE 2018, SKALA HAS BEEN 100% VEGAN, AND WE BELIEVE NO ONE SHOULD HAVE TO PAY A PREMIUM TO MAKE A DIFFERENCE IN THE WORLD.**

Skala has a true legion of fans. With high engagement on social media, the brand's consumers are known as **SKALOVERS**.

This admiration is the result of our new positioning and the updated formulas of our products.



Illustrations inspired by real people create a connection with SKALOVERS, who see their own beauty celebrated on our labels.

Revamping and reformulating our product lines is part of our DNA.



**#1** IN  
**BRAZIL**  
**LEADING HAIR CARE  
BRAND\***

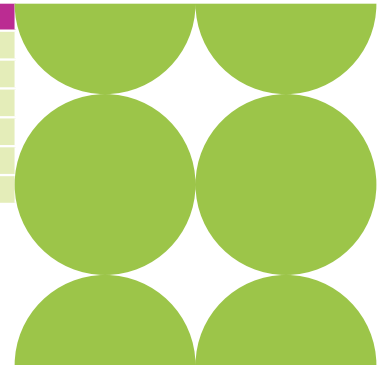
Source: Kantar, Worldpanel Division | Purchase Panel | T. Hair Care (Shampoo + Post-Shampoo) | January to December 2023 | Volume (KG).



## SHAMPOO 325ml



CODE	PRODUCT	EAN13	EAN14
24646	#MAISCACHOS	7897042018420	27897042018424
24643	#MAISLISOS	7897042018390	27897042018394
24644	MARACUJÁ E ÓLEO DE PATAUÁ	7897042018406	27897042018400
24642	BABOSA	7897042018383	27897042018387
24645	CRESCO DIVINO	7897042018413	27897042018417
24641	CRESPINHO DIVINO	7897042018376	27897042018370



## CONDITIONER 325ml



CODE	PRODUCT	EAN13	EAN14
24652	#MAISCACHOS	7897042018314	27897042018318
24656	#MAISLISOS	7897042018352	27897042018356
24657	MARACUJÁ E ÓLEO DE PATAUÁ	7897042018369	27897042018363
24655	BABOSA	7897042018345	27897042018349
24653	CRESCO DIVINO	7897042018321	27897042018325
24654	CRESPINHO DIVINO	7897042018338	27897042018332





# KIT SHAMPOO + CONDITIONER 325ml



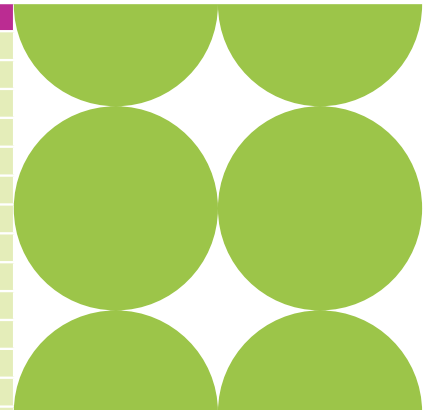
CODE	PRODUCT	EAN13	EAN14
24659	#MAISCACHOS	7897042018444	17897042018441
25683	MARACUJÁ E ÓLEO DE PATAJÁ	7897042019403	17897042019400
25684	BABOSA	7897042019410	17897042019417
24660	CRESPO DIVINO	7897042018451	17897042018458
24661	CRISPINHO DIVINO	7897042018468	17897042018465



# TREATMENT CREAM 1000g

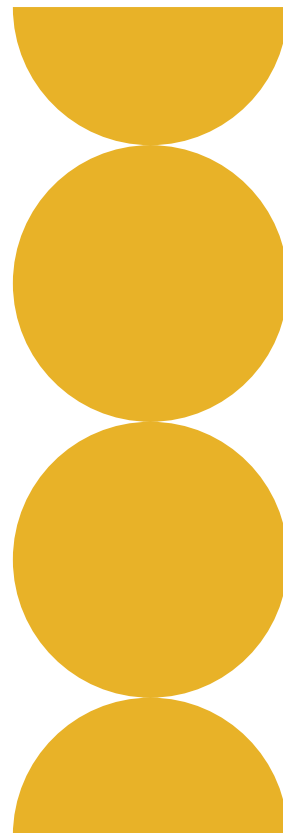


CODE	PRODUCT	EAN13	EAN14
24681	MARACUJÁ E ÓLEO DE PATAUÁ	7897042018659	17897042018656
24673	#MAISCACHOS	7897042018574	17897042018571
24672	#MAISCRESPOS	7897042018567	17897042018564
24677	#MAISLISOS	7897042018611	17897042018618
24689	AMIDO DE MILHO	7897042018727	17897042018724
24676	BABOSA	7897042018604	17897042018601
24674	DIVINO POTÃO	7897042018581	17897042018588
24671	DIVINA COR	7897042018550	17897042018557
24668	DONA SKALA	7897042018529	17897042018526
24669	POTÃO DESMAIADO	7897042018536	17897042018533
24678	POTÃO DO AMOR	7897042018628	17897042018625
24688	BOMBA DE BIOTINA	7897042018710	17897042018717
24679	BOMBA DE VITAMINAS	7897042018635	17897042018632
19818	ÓLEO DE COCO	7897042010974	17897042016188
24687	ÓLEO DE ARGAN	7897042018703	17897042018700
24682	#MAISCACHINHOS	7897042018666	17897042018663
24690	#MAISCRESPINHOS	7897042018734	17897042018731
24670	DIVINO POTINHO	7897042018543	17897042018540





## LEAVE-IN CONDITIONER 250g



## CACHOS LIQUID GEL 250g



## HAIR JELLY 1000g



CODE	PRODUCT	EAN13	EAN14
24664	#MAISCACHOS	7897042018499	27897042018493
24663	#MAISCACHINHOS	7897042018482	27897042018486
24665	CRESPO DIVINO	7897042018505	27897042018509
24662	CRESPINHO DIVINO	7897042018475	27897042018479
24658	GEL LÍQUIDO	7897042018437	27897042018431
24666	GELATINA CAPILAR	7897042018512	17897042018519



# SKALINHA® Bebê

New packaging in a complete line, specially developed for babies. Formula with natural ingredients, gentle compositions, and 100% vegan.

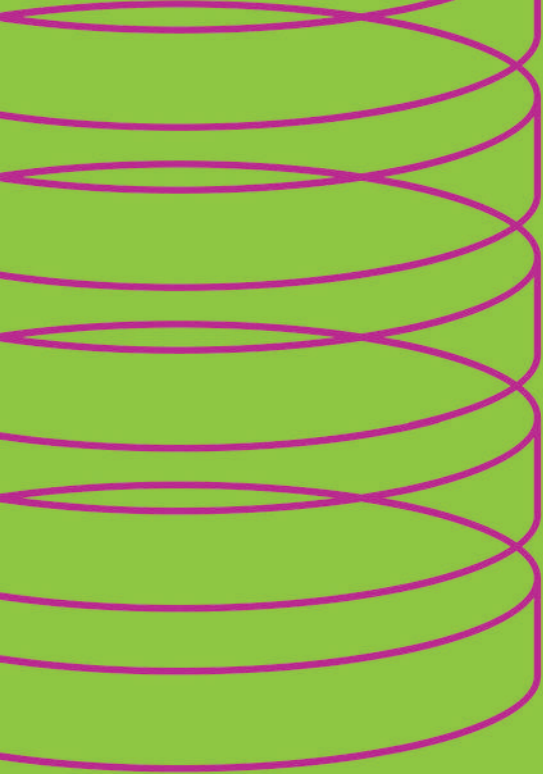
 **100% VEGAN**  
0% ANIMAL ORIGIN



CODE	PRODUCT	EAN13	EAN14
25417	SH CAMOMILA SKALINHA BEBÊ	7897042019373	27897042019377
25418	COND CAMOMILA SKALINHA BEBÊ	7897042019380	27897042019384
25419	COLONIA LAVANDA SKALINHA BEBÊ	7897042019397	27897042019391







GRUPO **SKALA** 

 **PLATINA**  
COSMÉTICOS

