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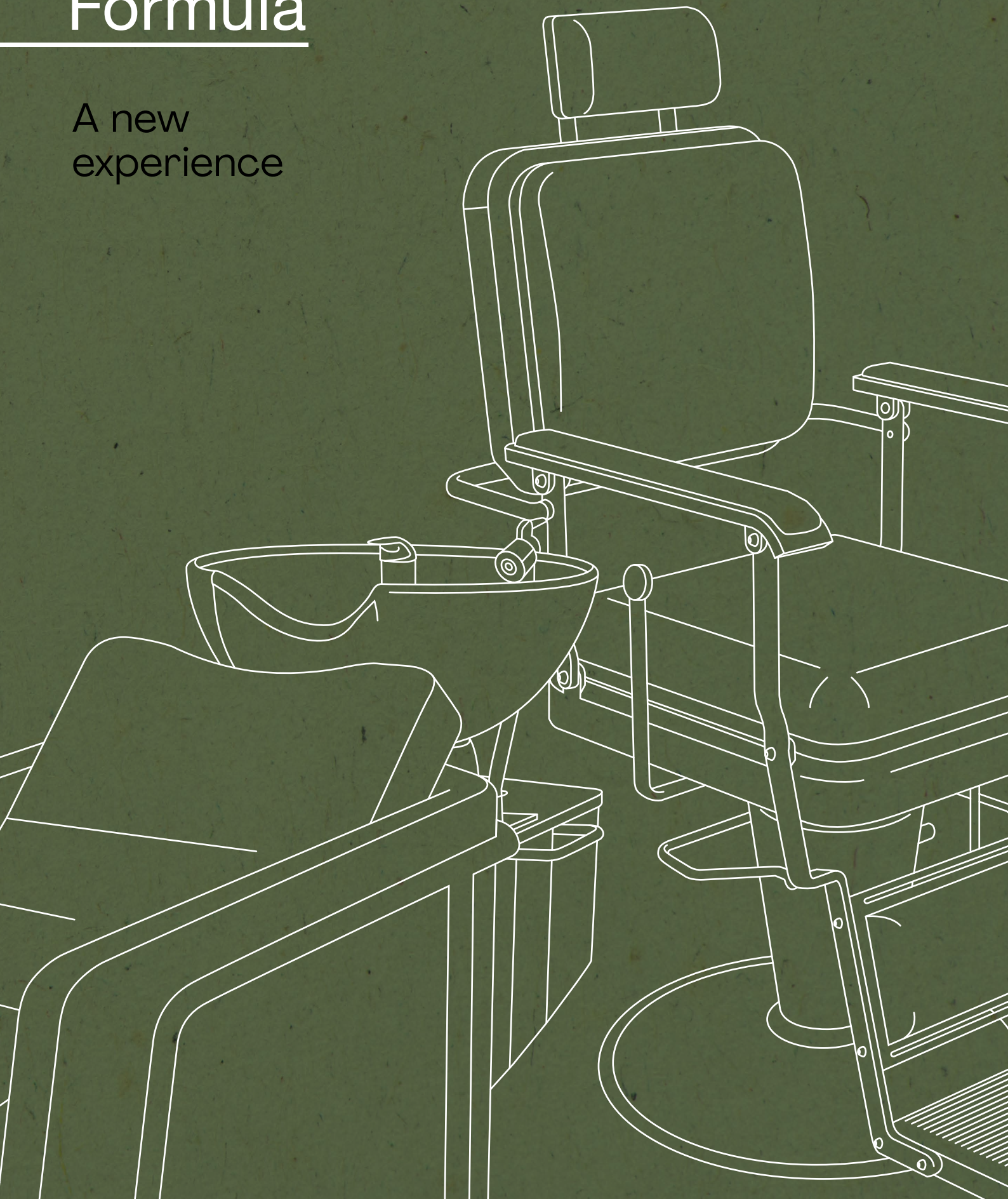
# MS

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# Formula

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A new  
experience







# A new formula

MS Formula is a new line for great experiences.

Because some businesses not only understand the customer attention as a service but as a sensory, aesthetical and transforming experience, and they aim for their furniture to create an attractive, surprising and remarkable space.

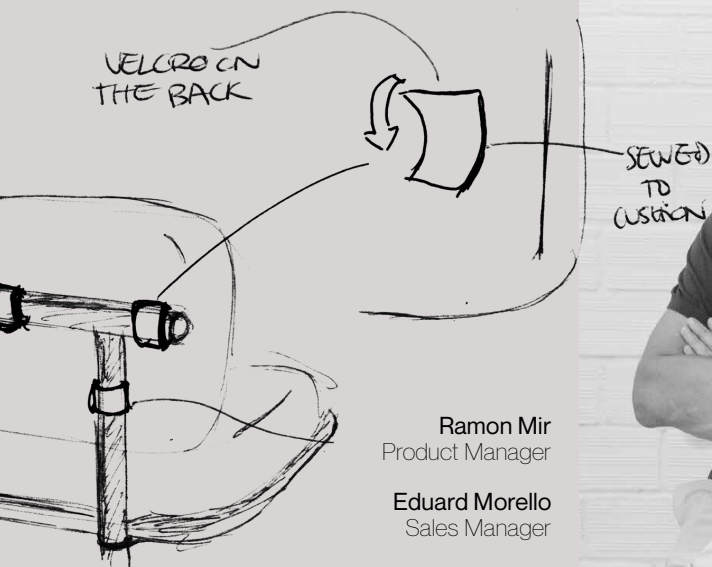
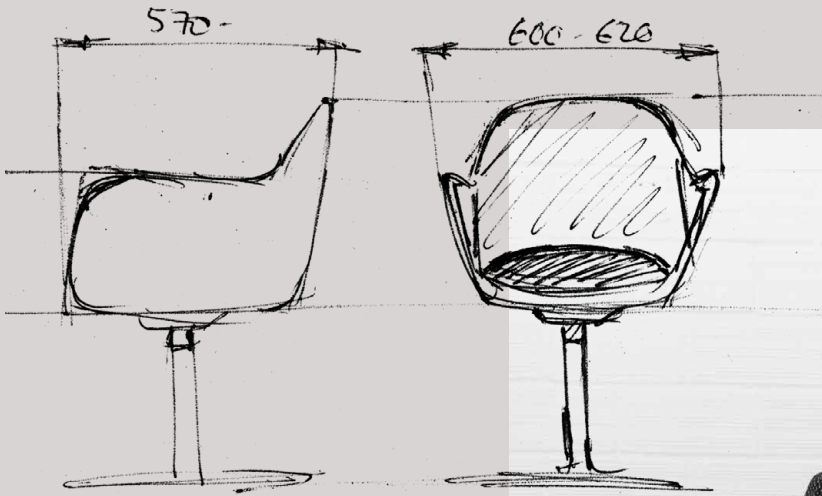
# Own design and affordable quality



Hairdressing is a sector where each piece of furniture communicates. The interior design is what brings personality to a salon, it talks about the quality of the service and it makes it more pleasant.

“Controlling the entire process allows us to offer the furniture we really want.”

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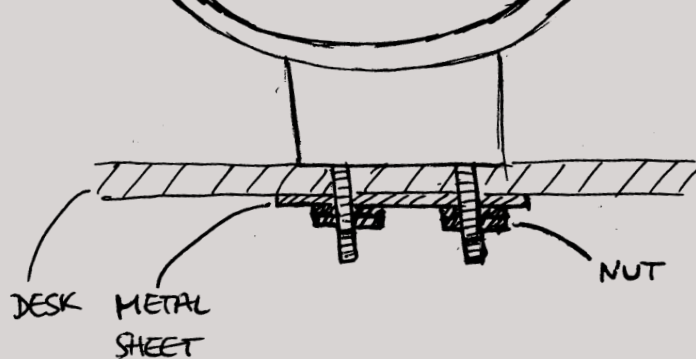


Ramon Mir  
Product Manager

Eduard Morello  
Sales Manager

Gabriel Boggio  
Sales Manager





## What if we want more and better?

Choosing the materials, innovating in shapes and colours, designing the unique details that make a difference and controlling the entire process, from the idea to the packaging. This has been the challenge of the MS Formula design and production team to revolutionize the sector.



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“The colour has plenty of communicative power; we want to offer freedom.”

**Sergi Aran**  
Industrial Designer

**Laia Sucarrats**  
Interior Designer

# Full colour freedom

Create unlimited proposal trends and designs? MS Formula debuts with unexpected colors and offers the last word to its customers who can personalize each piece by including their logo and choosing the color of the upholstery so that the space remains corporate.

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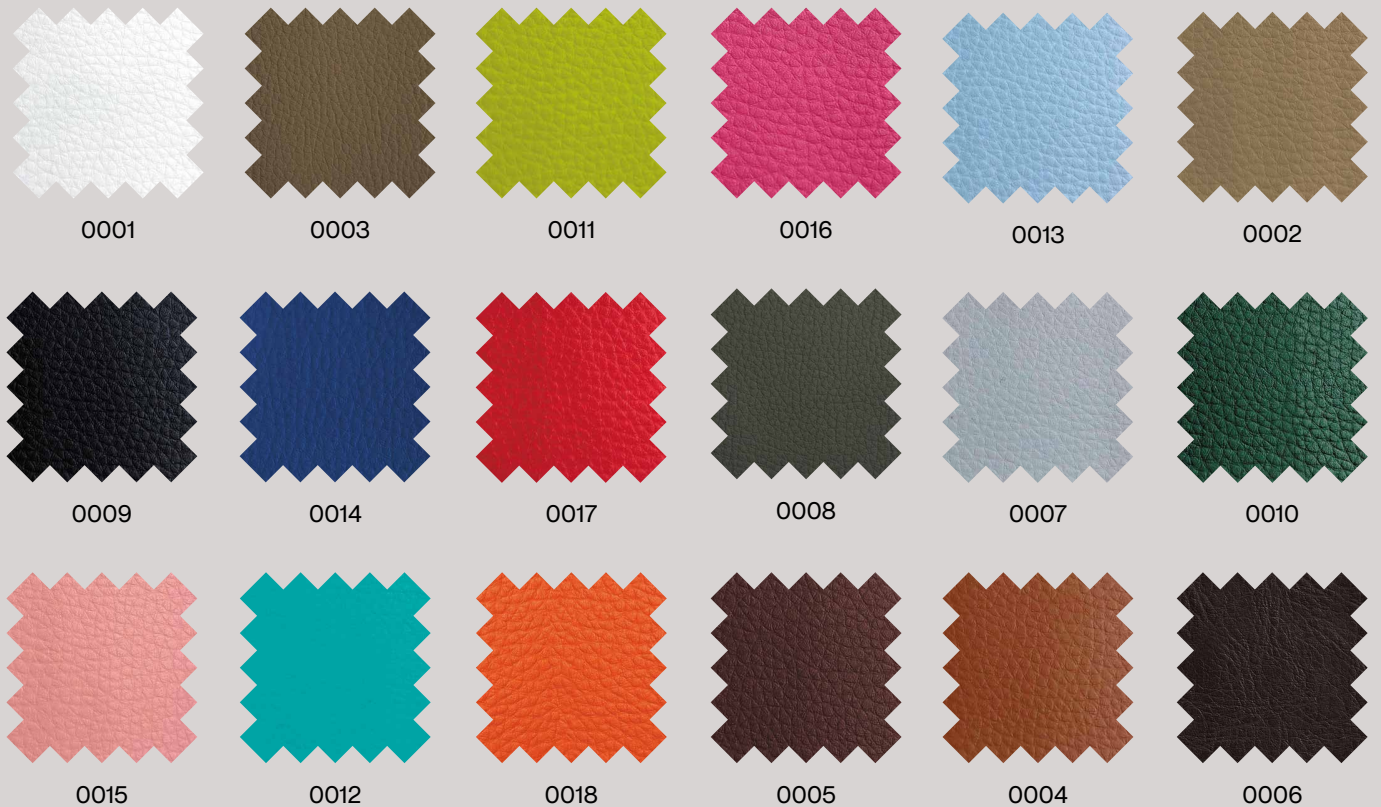


## Trending upholstery

The business brand has its space to shine: the new customized service of upholstery of MS Formula allows you to embroider or stamp your logo on the upholstery of your choice.

A palette of 19 colours for endless ideas

All our upholstery options are made of high quality fire retardant synthetic leather.



# Barbers

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of barbering



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comfort



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structures



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prints character



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great profession





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Barbershop

# Some businesses deserve everything

MS Formula is uniqueness, design and comfort.

It is also perfectionism, focusing on detail, betting  
on quality materials and working on ergonomics  
for an unforgettable experience.





# The elegance of barbering

The barbershops of yesteryear with state-of-the-art amenities. The vintage style is reformulated with materials built to last and an industrial design that is all about ergonomics and facilitating each movement.

Natural veneer with moldings, baseboards and trims made of resistant solid wood and tempered glass countertops that protect the wood from splashes and stains. Quality upholstery and chrome to make you fall in love now and for a long time.

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1. William 2B W 177 x D 45 x H 210 cm 2. Hugo GG W 67 x D 102-152 x H 86-119 cm













Furniture designed to last  
and make work much easier

In reception desks and display shelving,  
finishes make a difference: solidity and  
durability with solid wood structures,  
tempered and varnished glass tops.

The drawers have self-closing metal guides  
for easy handling and an independent lock.



1. Reno W 100 x D 60 x H 90 cm  
2. Earl W 100 x D 50 x H 110 cm



William collection gives you multiple choices: with or without display shelves, with or without a sink, with or without a molded mirror. It allows you to create a custom workplace.

Mouldings and mirror frames are made of solid wood. The iconic barber chair is the JONES, the elegance of its white lacquer and its die-cast aluminum structure: Gives it a unique style.



1. William 7B W 150 x D 9 x H 110 cm 2. William 6B 170 x D 45 x H 90 cm  
3. Jones B W 68 x D 125-154 x H 96-133 cm











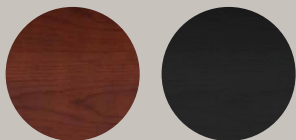
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# Classics rule

## Vintage Functionality

Classic barbershops, where wood, leather and white sinks are the protagonists, represent the “revival” of a trade that at the end of the 19th century gave way to the barber’s chair, one of the first functional pieces of furniture.

CLINT, the barber chair that reissues one of the references, with a brush-painted structure and brown or black upholstery, creates the perfect setting in front of a solid and complete cherry-colored styling unit.



1. Jules W 165 x D 45 x H 205 cm 2. Clint BR W 68 x D 120-153 x H 95-127 cm



# Wood comfort





## Minimalist design lines

The purity of the shapes, the quality materials with avant-garde design are the proposal for modern, light and functional spaces with a lot of personality.



1



2

1. Logan BR W 95,5 x D 37,5 x H 190 cm 2. Hugo B W 67 x D 102-152 x H 86-119 cm



# The industrial style prints character

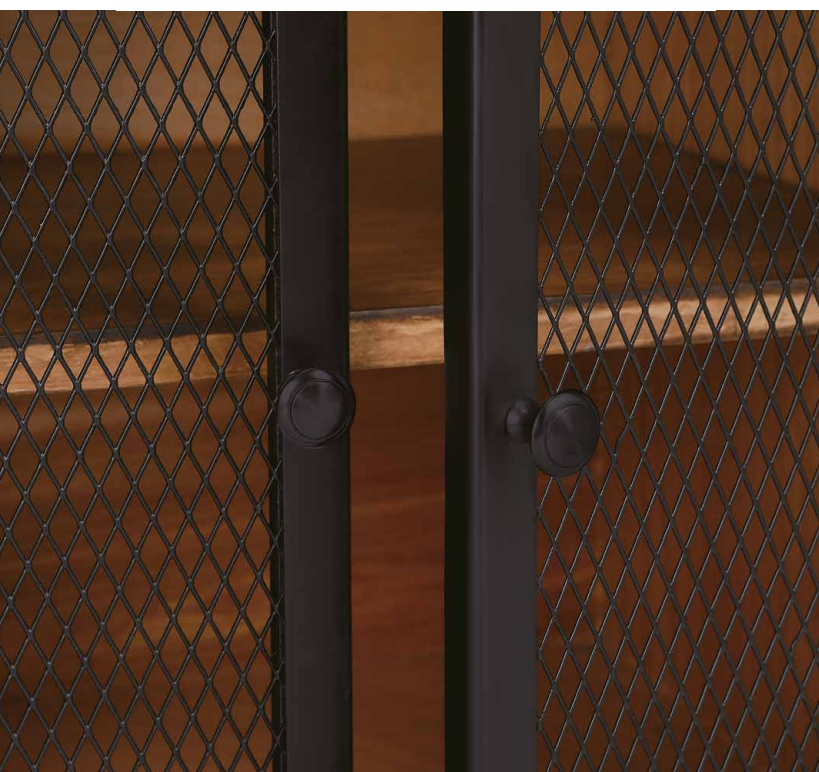


Rustic wood and painted metal, the bold and the refined, a tandem with its own stamp.

Quality and sturdiness come together in these pieces that give life to neutral or industrial-style spaces.



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1. Adrian W 107,5 x D 50 x H 100 cm 2. Noah W 60 x D 40 x H 182 cm













The industrial aesthetic of a space furnished with pieces of iron and wood only needs the leather of an elegant handmade chester.



1. Alan W50,6 x D 92,4 x H 40,6 cm 2. Wally W 60 x D 25 x H 100 cm  
3. Dock W 185 cm x H 90 cm x H 72 cm

# Minimalist and harmonious design



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## Light decorative structures

In black and white with a neutral coloured upholstery and wood details. This is how the chair of the new barber shop is reformulated: purity, order and elegance above all else.



Every detail is meticulously thought out, the curved steel tube and white structure is exclusive to this model.



1. Pur W 110 x D 25 x H 202 cm
2. Serge W 66 x D 117-155 x H 108-123cm

# The sign of a great profession



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## Maximum comfort for the client and the professional

With hydraulic pump to adjust the optimal working height and 360-degree rotation with brake, folding backrest and adjustable headrest and footrest.



## The secret is in the final details

The inspiration, the design, the materials and finishes and the avant-garde functionality are attributes to be valued in the most emblematic piece of furniture in this profession.

The wide base finished with a metal ring and the hook to hang the removable headrest are a trademark.







Salon

# Unique salons

The experience is different in salons furnished with MS Formula

The pleasure of beauty, the comfort of ergonomic design and noble materials and the attention to details build a unique experience

# Shall we go back to natural?

Organic lines to create a comfortable atmosphere

The design of minimalist and organic lines, with materials inspired by nature and neutral colours is a contemporary and refined proposal where the furniture is not flashy but stands out.

Made with a high quality and precision process, this sofa with a curved wooden back does not go unnoticed.



1. Claudia W 52 x D 37 x H 80 cm

2. Nicole W 100 x D 60 x H 180 cm 3. Minsk W 120 x D 80 x H 70 cm











1



2

Laquered wall styling unit, with handmade details crowned with a round mirror with integrated LED light and a metal frame. The curved wood with neutral upholstery matches any proposal.



3



4

1. Jade Ø 80 cm 2. Nara W 100 x D 30 x H 90 cm  
3. Cora W 98 x D 66 x H 105 cm 4. Alya W 67 x D 60 x H 87,5-99,5 cm

# Binomials work

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## Materials that create emotions

Cold black metal and light, warm and expressive wood. Its combination in refined and minimalist lines creates spacious and light spaces.



A tandem that creates an elegant atmosphere from simplicity and details. ANOUK backrest provides perfect ergonomics and PUR's styling unit with led lights illuminates the floor.

Together with SKYE trolley, mobile shelves and wheels, causes a real effect.



1. Pur W 110 x D 25 x H 202 cm

2. Anouk W 66 x D 65 x H 86-98 cm

# Simplicity is versatile

The double styling unit with a light structure and an industrial style is the perfect solution to create work areas in small spaces and without the need for a wall. Its versatility also allows it to be placed individually.

The simplicity of the lines is reinforced by the metal structure with perforated metal supports combined with wood.

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1. Rob doble W 75 x D 47,5 x H 202 cm 2. Ocean W 65 x D 61,5 x H 82-87 cm 3. Finch W 110 x D 50 x H 106 cm









Everything at hand  
and always like new

The auxiliary furniture is not the main character, although it could be: every detail is designed to facilitate work.

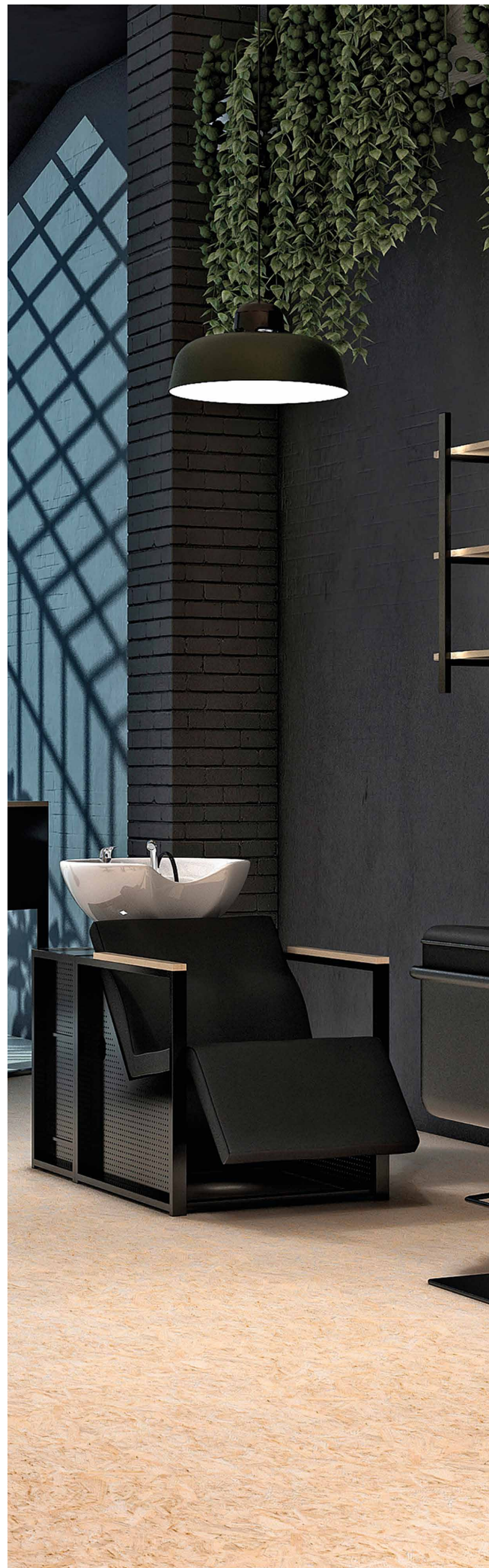
Acrylic-upholstered washing units protect wood from stains, shampoos, and products that could damage it.

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3

1. Iris W 84 x D 55 x H 120 cm 2. Skye W 50 x D 40 x H 82 cm  
3. Basil B Electric W 63,5 x D 125,5 x H 95,8 cm







Functional furniture,  
essential and  
thought-out elements.



# Elegant pop

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# All on black

## Defined style

This bold line finds its balance in the monocolour palette. A fresh, casual and at the same time elegant proposal for lovers of the retro and pop-art style.



1



2



3

Lacquered reception desk with a frontal showcase, lockable drawers and doors with integrated handles.

The comfort of this bold sofa is key thanks to its upholstery and reclining backrest.

1. Pam W 120 x D 50 x H 104 cm 2. Porto W 140 x D 70 x H 84 cm 3. Charls W 74 x D 139,5-170 x H 76-103 cm

# Minimalistic own style

What if we bet on the minimalist style with curved lines?  
With the beauty of wood and studied details for comfort.

A double-function reception desk that, in addition to receiving customers, offers a large storage capacity. A styling unit that has it all: a hairdryer holder and hooks for tools, a storage tray and an integrated footrest.



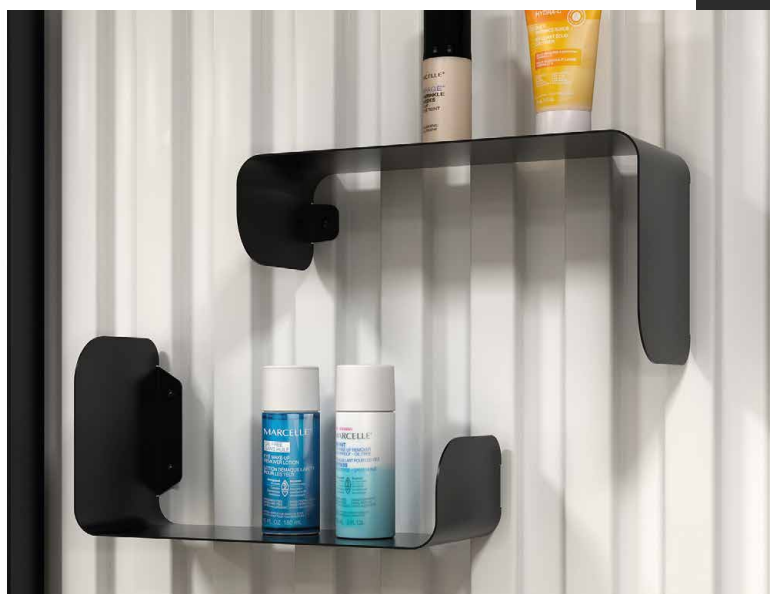
2



1



3



4

1. Erin W 120 x D 60 x H 107 cm 2. Ciara W 80 x H 80 cm 3. Dafne W 80 x D 30 x H 95 cm 4. Sia W 40 x D 15 x H 20 cm













Spaces where wood is the main character.  
The perfect helper is this three-tray trolley with a mobile tool holder accessory and anti-hair wheels.



1. Gisele W 50 x D 40 x H 95 cm 2. Hera W 75 x D 147-186 x H 90-105 cm



## The beauty of simplicity

A styling unit in refined and light lines, with a black metal profile and a wooden shelf that can be combined with a double shelf of the same style. The rounded shapes of this uniquely designed styling chair adapt comfortably to the body.



1. Vega W 67 x D 20,5 x H 105 cm 2. Gina W 35 x D 20 x H 70 cm  
3. Hydra W 70 x D 60 x H 82,5-96,5 cm







# A moment for relaxing



MS FORMULA



Design, comfort and functionality to switch off the mind and to take care of those who work: this is the secret of great washing units.

Our washing units are designed to improve the experience for both user and stylist and to hold up well over time.

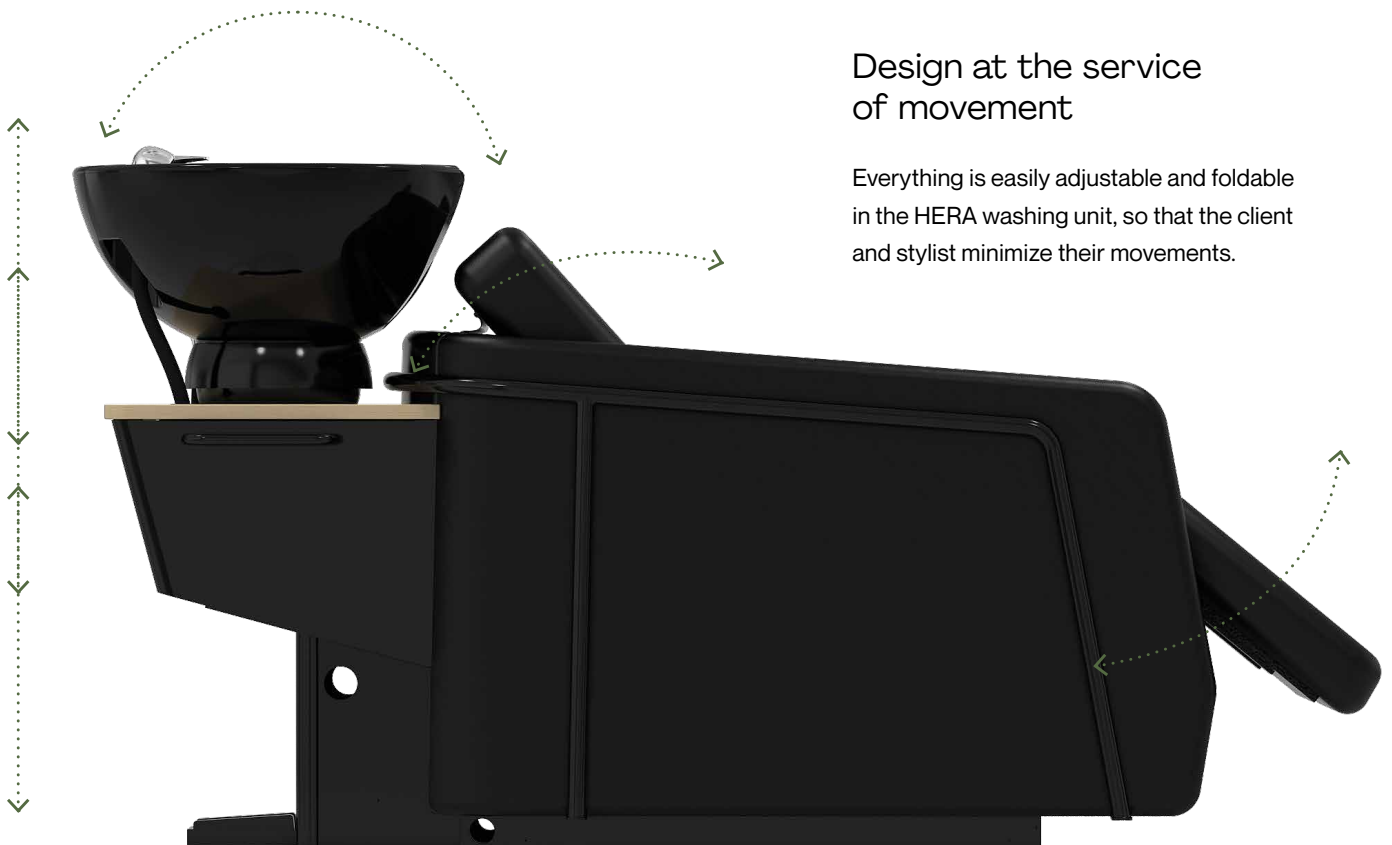
## Details for autonomy and comfort

The washing units are key pieces and work stations in which every detail is designed to optimize work: towel rack, space for products and tiltable basin.

Just by actioning the pedal, it is possible to adjust the height of the entire wash unit for greater comfort for the stylist and the user.



SALON



## Design at the service of movement

Everything is easily adjustable and foldable in the HERA washing unit, so that the client and stylist minimize their movements.

Products

# Overview





PRODUCTS

# Barber Chairs



**Hugo B**

W 67 x D 102-152 x H 86-119 cm



**Hugo BR**

W 67 x D 102-152 x H 86-119 cm



**Hugo GG**

W 67 x D 102-152 x H 86-119 cm



**Hugo**

W 67 x D 102-152 x H 86-119 cm



**Clint B**

W 68 x D 120-153 x H 95-127 cm



**Clint BR**

W 68 x D 120-153 x H 95-127 cm



**Kirk B**

W 68 x D 120-153 x H 95-127 cm



**Kirk R**

W 68 x D 120-153 x H 95-127 cm



**Kirk RS**

W 68 x D 120-153 x H 95-127 cm



**Kirk GRS**

W 68 x D 120-153 x H 95-127 cm



**Kirk CG**

W 68 x D 120-153 x H 95-127 cm



**Jones B**

W 68 x D 125-154 x H 96-133 cm



**Serge B**

W 66 x D 117-155 x H 108-123cm



**Serge BE**

W 66 x D 117-155 x H 108-123cm



## Sofas and waiting chairs

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Dock BR

W 185 x D 90 x H 72 cm



Dock B

W 185 x D 90 x H 72 cm



Minsk BE

W 120 x D 80 x H 70 cm



Minsk B

W 120 x D 80 x H 70 cm



Porto B

W 140 x D 70 x H 84 cm



# Washing units



**Basil BR**

W 63,5 x D 125,5 x H 95,8 cm

Basin



**Basil B**

W 63,5 x D 125,5 x H 95,8 cm

Basin



**E-Basil BR**

W 63,5 x D 125,5 x H 95,8 cm

Basin



**E-Basil B**

W 63,5 x D 125,5 x H 95,8 cm

Basin



**Charls B**

W 74 x D 139,5-170 x H 76-103 cm

Basin



**Yannik B**

W 65,5 x D 123,5-156 x H 95 cm

Basin



**Yannik BE**

W 65,5 x D 123,5-156 x H 95 cm

Basin



**Hera B**

W 75 x D 147-186 x H 90-105 cm

Basin



MS FORMULA



Larguy



Roundy



Comfy



Larguy



Roundy



Comfy



# Cutting chairs



Ocean BR

W 65 x D 61,5 x H 82-87 cm

Base ✕ ◻ ● ✕ ◼ ● ● ● ●



Ocean B

W 65 x D 61,5 x H 82-87 cm

Base ✕ ◻ ● ✕ ◼ ● ● ● ●



Anouk B

W 66 x D 65 x H 86-98 cm

Base ✕ ◻ ● ✕ ◼ ● ● ● ●



Anouk BE

W 66 x D 65 x H 86-98 cm

Base ✕ ◻ ● ✕ ◼ ● ● ● ●



Lyra B

W 68 x D 61 x H 85-97cm

Base ✕ ◻ ● ✕ ◼ ● ● ● ●



Lyra BE

W 68 x D 61 x H 85-97cm

Base ✕ ◻ ● ✕ ◼ ● ● ● ●



Hydra B

W 70 x D 60 x H 82,5-96,5 cm

Base ✕ ◻ ● ✕ ◼ ● ● ● ●



Alya B

W 67 x D 60 x H 87,5-99,5 cm

Base ✕ ◻ ● ✕ ◼ ● ● ● ●



Alya BE

W 67 x D 60 x H 87,5-99,5 cm

Base ✕ ◻ ● ✕ ◼ ● ● ● ●



Egan B

W 70 x D 61 x H 81-93 cm

Base ✕ ◻ ● ✕ ◼ ● ● ● ●



# Styling units and mirrors



Jules BR

W 165 x D 45 x H 205 cm

Basin



Jules B

W 165 x D 45 x H 205 cm

Basin



William 1B/22

W 177 x D 45 x H 210 cm

Basin



William 2B

W 177 x D 45 x H 210 cm



William 3B

W 170 x D 45 x H 90 cm

Basin



William 4B

W 170 x D 45 x H 90 cm



William 5B/22

W 170 x D 45 x H 90 cm

Basin



William 6B

W 170 x D 45 x H 90 cm



William 7B

W 150 x D 9 x H 110 cm



William 8B

W 170 x D 45 x H 170 cm



William 10B

W 170 x D 45 x H 170 cm

Basin



William 9B

W 170 x D 45 x H 170 cm



William 11B

W 170 x D 45 x H 170 cm

Basin



Richard

W 85,6 x D 20 x H 185,6 cm



Logan B

W 95,5 x D 37,5 x H 190 cm



Logan BR

W 95,5 x D 37,5 x H 190 cm





Rob

W 85 x D 12,5 x H 202 cm



Rob doble

W 75 x D 47,5 x H 202 cm



Pur

W 110 x D 25 x H 202 cm



Poppy

W 86 x D 23 x H 180 cm



Vega

W 67 x D 20,5 x H 105 cm



Dafne

W 80 x D 30 x H 95 cm



Nicole

W 100 x D 60 x H 180 cm



Nara

W 100 x D 30 x H 90 cm



Jade

Ø 80 cm



Ciara

W 80 x H 80 cm

# Storage and reception



Finch

W 110 x D 50 x H 106 cm



Pam

W 120 x D 50 x H 104 cm



Erin

W 120 x D 60 x H 107 cm



Adrian

W 107,5 x D 50 x H 100 cm



Cora

W 98 x D 66 x H 105 cm



Earl

W 100 x D 50 x H 110 cm



Reno

W 100 x D 60 x H 90 cm



Holly

W 85 x D 30 x H 82 cm



Iris

W 84 x D 55 x H 120 cm



Noah

W 60 x D 40 x H 182 cm



Wally

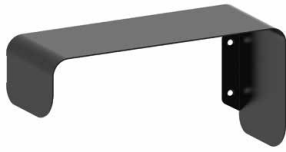
W 60 x D 25 x H 100 cm



Gina

W 35 x D 20 x H 70 cm





Sia

W 40 x D 15 x H 20 cm



Skye

W 50 x D 40 x H 82 cm



Gisele

W 50 x D 40 x H 95 cm



Claudia

W 52 x D 37 x H 80 cm



Alan

W50,6 x D 92,4 x H 40,6 cm



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# Comfort and design in over than 40 countries

We are a team with a family tradition and an international spirit that helps hair salons, beauty salons and barbershops around the world to improve their spaces.



INTERIOR  
DESIGN



AFFORDABLE  
PRICES



QUALITY  
MATERIALS



QUICK  
DELIVERY



INNOVATIVE  
PROPOSALS



CUSTOMIZED  
ATTENTION



CERTIFICATIONS

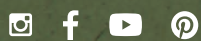






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salon



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