

PIERRA®

PROFESSIONAL



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About Us

Since 2000, Öz Sefa Cosmetics has been producing professional hair care products with experience, quality, and innovation. With more than 20 years of experience in the cosmetics industry, we have become a trusted manufacturer and a preferred brand by offering reliable and high-quality products. We are specialized in the production of hair shampoos, oxidant creams, hair bleaching products, hair serums, and hair masks. Our products are developed with carefully selected ingredients to provide effective and professional results. Our product range also includes hair conditioners, hair sprays, hair oils, two-phase conditioners, and many other innovative hair care products designed for professional and personal use. We offer different formulas and fragrances to meet the needs of professional hairdressers, beauty salons, distributors, and consumers around the world. Our goal is to provide high-quality hair care products at competitive prices without compromising on quality. We continue to improve our products through research, product development, and innovation to meet the changing needs of the market.

Our modern production facility is located in the Gaziantep Organized Industrial Zone, Türkiye, with 7,500 m² of indoor manufacturing space. We produce all our products under strict quality control to ensure safety, consistency, and customer satisfaction. At Öz Sefa Cosmetics, we believe that quality, innovation, and customer satisfaction are the keys to long-term success. We are committed to building strong business partnerships and delivering professional hair care solutions to customers around the world.





ÖZ SEFA®
KOZMETİK KİMYA SAN.



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Premium Lightener

Pierra Bleaching Powder is specially formulated for professional hair lightening applications. It helps achieve controlled lifting results by effectively removing natural and artificial hair pigments, preparing the hair for colouring, highlighting and other professional salon techniques. Its balanced formula provides smooth mixing and easy application while helping achieve the desired lightening level. Suitable for professional use by hairdressers and colour specialists.

Professional Series

BLEACHING POWDER SERIES

2000 ml e





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Reveal
your brightest
hair

Pierra Professional Oxidant Cream is specially formulated to support effective pigment development and accurate hair color results. Its stable hydrogen peroxide formula helps hairdressers achieve consistent shades with reliable color performance and long-lasting results. Designed for professional use, it ensures smooth and effective color processing.

**Oxidant
Cream**

Professional Oxidant Series





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Reveal
your brightest
hair



Pierra Gold Oxidant Cream is a professional oxidizing cream specially formulated to support effective pigment development and accurate hair color results. Its stable hydrogen peroxide formula helps achieve consistent shades while ensuring reliable color performance for professional hair coloring applications.

**Best Quality
Gold Oxidant
Cream**

Professional Series

Premium Gold Oxidant Series



5000 ml e
1000 ml e





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Hair that
brightens
your day

Pierra Sulfate-Free Shampoo is specially formulated to gently cleanse the hair while helping maintain its natural moisture balance. Its nourishing formula helps moisturize dry hair, improve the appearance of split ends, and leave hair feeling soft, smooth, and healthy. Enriched with carefully selected ingredients, it helps nourish the hair roots and supports stronger, healthier-looking hair with regular use. Suitable for daily use, it provides gentle care without drying the hair or scalp.

Professional Series

Sulfate Free Shampoo Series

AntiFade Complex Shampoo

1000 ml e



Sulfate
Free
Keratin
Shampoo



Sulfate
Free
Argan
Shampoo



Sulfate
Free
Color
Shampoo



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Your hair
is in safe
hands

Pierra Salt-Free Shampoo is specially formulated to gently cleanse the hair while helping maintain its natural moisture balance. Its sulfate-free and salt-free formula nourishes the hair from root to tip, leaving it soft, smooth, and healthy-looking. It helps reduce the appearance of dryness and split ends while supporting stronger, healthier-looking hair. Suitable for all hair types, it provides gentle daily care and leaves the hair shiny, manageable, and refreshed

Salt Free Shampoo Series

AntiFade Complex Shampoo

1000 ml'e



KERATIN

Enriched with Keratin, it helps strengthen chemically treated and damaged hair while supporting smoother and healthier-looking hair.

ARGAN

Enriched with Argan Oil, it helps moisturize dry hair, nourish the hair roots, and improve the appearance of split ends.

GOAT MILK

Formulated with Goat Milk, it helps deeply moisturize the hair while nourishing the scalp and supporting stronger, softer hair.

GARLIC

Enriched with Garlic Extract, it helps nourish the hair roots, strengthen the hair, and improve the appearance of damaged ends.

NETTLE

With Nettle Extract, it helps support stronger, fuller-looking hair while promoting a healthy-looking appearance.

HORSETAIL

Enriched with Horsetail Extract and Keratin, it helps support stronger hair, improve smoothness, and reduce the appearance of frizz for a sleek finish.



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All-in-One Hair Perfection

Pierra Salt-Free Creamy 3-in-1 Shampoo Series is specially formulated to gently cleanse, nourish, and condition the hair with its salt-free and gentle formula. Its creamy texture helps maintain the hair's natural moisture balance while providing softness, shine, and easy manageability. Suitable for different hair needs, the series helps improve the appearance of dry, damaged, colored, and weakened hair, leaving it healthier-looking, smoother, and more vibrant.

Creamy 3-in-1 Shampoo Series



Argan + Biotin

nourishing care

Enriched with Argan Oil and Biotin, this formula helps nourish and moisturize hair while supporting softness, shine, and a stronger-looking appearance.



Collagen + Color

color protector

With Collagen, this formula helps improve elasticity, reduce the appearance of breakage, and support fuller-looking, vibrant hair.



GOAT MILK

+ b vitamins high humidity and easy scanning

Enriched with Goat Milk and natural vitamins, this formula provides intensive moisture and nourishment while leaving hair softer, smoother, and easier to comb.



Keratin + Protein

restorative maintenance

With Keratin and Protein Complex, this formula helps strengthen the appearance of weakened hair while providing softness, flexibility, and manageability.



Menthol + Cooling Effect

Enriched with Menthol, this formula provides a refreshing care experience while leaving hair clean, fresh, and revitalized.

salt
free

850 ml e



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For your
dream
cool
blonde
tones

Silver Shampoo is specially formulated for treated and colored hair to help reduce unwanted warm and brassy tones while maintaining a cooler and more balanced hair tone. Its gentle formula refreshes the appearance of hair color and supports a brighter, healthier-looking, and more vibrant finish.

Professional Series

Silver Shampoo

500 ml e





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Let your
beautiful hair
complete
your look

Intensive Hair Care Conditioner helps care for and strengthen your hair. Its special formula helps bring back the moisture and volume that your hair has lost, making it look healthier and fuller. It helps improve the appearance of hair thickness and gives your hair a more voluminous look. It also helps make hair softer, smoother, and easier to comb. With regular use, it leaves your hair feeling fresh, silky, and well cared for.

Professional Series

Hair Cream Series

Intensive Hair Care Conditioner

1000 ml e



keratin oil
hair cream
smoothing
complex



argan oil
hair cream
smoothing
complex



colored
hair cream
smoothing
complex



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Reveal
your brightest
hair



**100%
Satisfaction
Guarantee**

PIERRA Gold Shampoo & Conditioner is specially formulated to provide effective daily care and help maintain the hair's softness and healthy-looking appearance. Enriched with botanical extracts, it helps nourish and condition the hair while making it easier to comb and style. Its gentle care formula helps protect the hair, leaving it feeling smoother, softer and more manageable. Suitable for regular use, it supports a polished and well-groomed hair look.

**Best Quality
Gold Shampoo
Conditioner**

Professional Series

5000 ml e

Premium Gold Shampoo & Conditioner Series





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Reveal your brightest hair

Pierra Shampoo & Conditioner is specially developed for professional hair care, helping to maintain the hair's softness, smoothness and healthy-looking appearance. Enriched with botanical extracts, it helps nourish and condition the hair while making it easier to comb and manage. Its caring formula helps protect the hair for longer, leaving it feeling softer, smoother and more refreshed after each use. Suitable for regular salon use and daily hair care routines

Professional Series

5000 ml e

Professional Shampoo & Conditioner Series





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Pamper your hair

Pierra Hair Mask Series is specially formulated to provide deep nourishment, moisture care, and intensive conditioning for dry, damaged, and weakened hair. Its rich formula helps improve the appearance of hair by supporting softness, smoothness, shine, and manageability. The 3in1 care system helps nourish, condition, and protect the hair while reducing the appearance of frizz and breakage, leaving hair healthier-looking, easier to comb, and easier to style.

Professional Series

Hair Mask Series

500 ml e



Argan

+ Biotin

nourishing
care

Enriched with Argan Oil and Biotin, this formula deeply nourishes and moisturizes hair while supporting elasticity, softness, shine, and a smoother finish.



Collagen

+ Color

color
protector

With Collagen Protein, this formula helps support hair strength and elasticity while providing intensive care for dry and damaged hair with a softer, healthier-looking finish.



GOAT MILK

+ b vitamine

high humidity and
easy scanning

Enriched with Goat Milk Extract, this formula nourishes and moisturizes hair while supporting softness, flexibility, and shine for easier combing and styling.



Keratin

+ Protein

restorative
maintenance

With Keratin Protein, this formula helps strengthen weakened hair while improving elasticity and providing a smoother, softer, and more manageable finish.



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Silky touch, Irresistible softness

Pierra Professional Hair Mask is specially developed for dry, damaged, and weakened hair. Its intensive formula helps nourish the hair fiber, improving softness, moisture balance, and overall hair appearance while leaving hair smoother, healthier-looking, and easy to manage without weighing it down. Suitable for different hair needs, it helps care for hair affected by chemical treatments, heat styling, and environmental stress, leaving it nourished, shiny, and more manageable.

Professional Hair Mask ^{1000 ml e}



KERATİN / GARLIC HAIR MASK

Formulated with Keratin and Garlic Extract, it helps strengthen weak and over-processed hair. It supports hair reconstruction, improves resilience, and provides a fuller and more revitalized appearance.



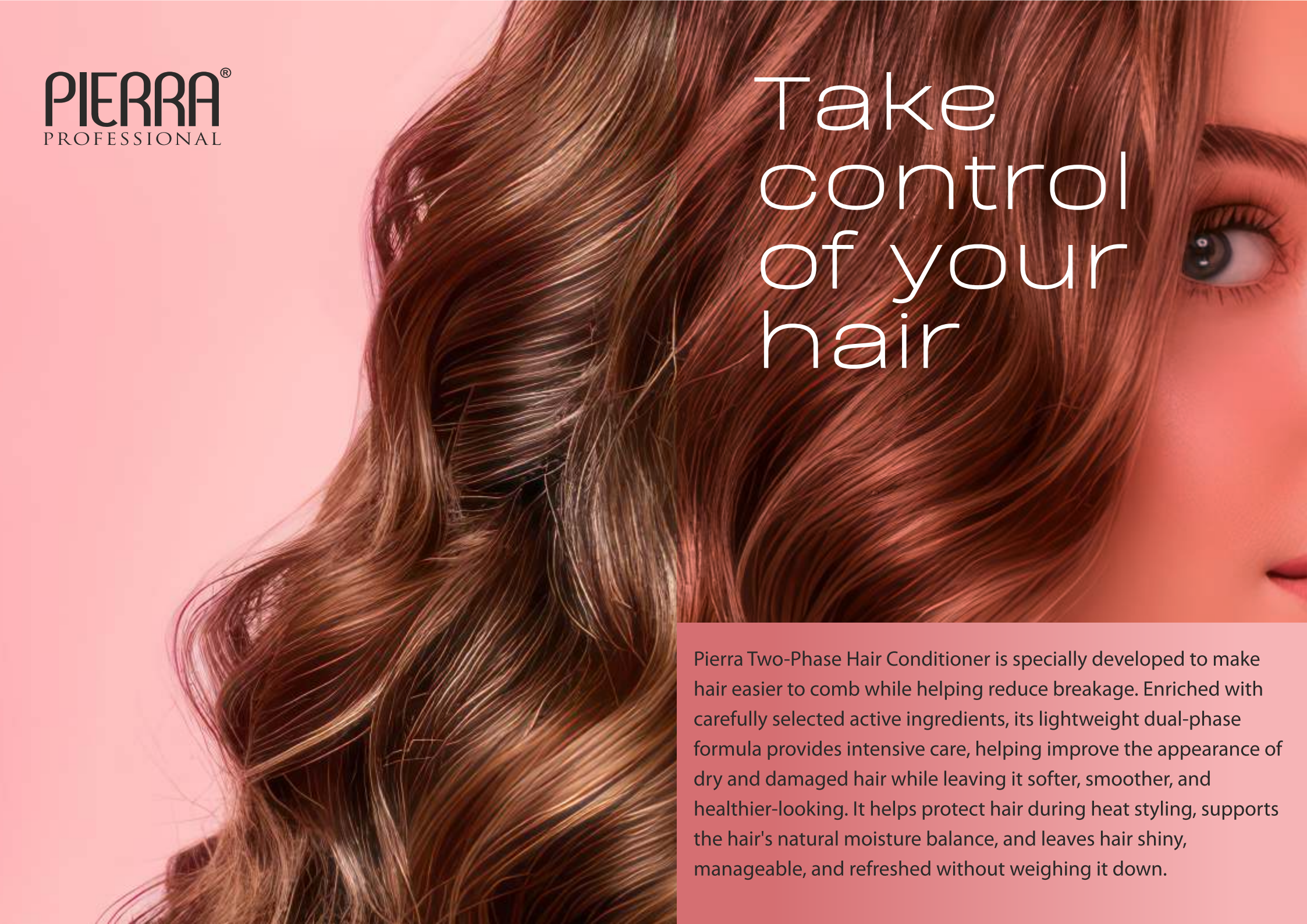
ALOEVERA / BIOTIN HAIR MASK

Enriched with Aloe Vera and Biotin, it helps moisturize dry hair and supports a healthier-looking scalp and hair. It improves softness, manageability, and helps reduce the appearance of dryness.



ARGAN / COLLAGEN HAIR MASK

Enriched with Argan Oil and Collagen, it helps nourish dry and damaged-looking hair while improving softness, shine, and elasticity. It supports a smoother and healthier-looking hair structure.



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Take control of your hair

Pierra Two-Phase Hair Conditioner is specially developed to make hair easier to comb while helping reduce breakage. Enriched with carefully selected active ingredients, its lightweight dual-phase formula provides intensive care, helping improve the appearance of dry and damaged hair while leaving it softer, smoother, and healthier-looking. It helps protect hair during heat styling, supports the hair's natural moisture balance, and leaves hair shiny, manageable, and refreshed without weighing it down.

Professional Series

Two-Phase Hair Conditioner

400 ml e





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More vibrant
every day

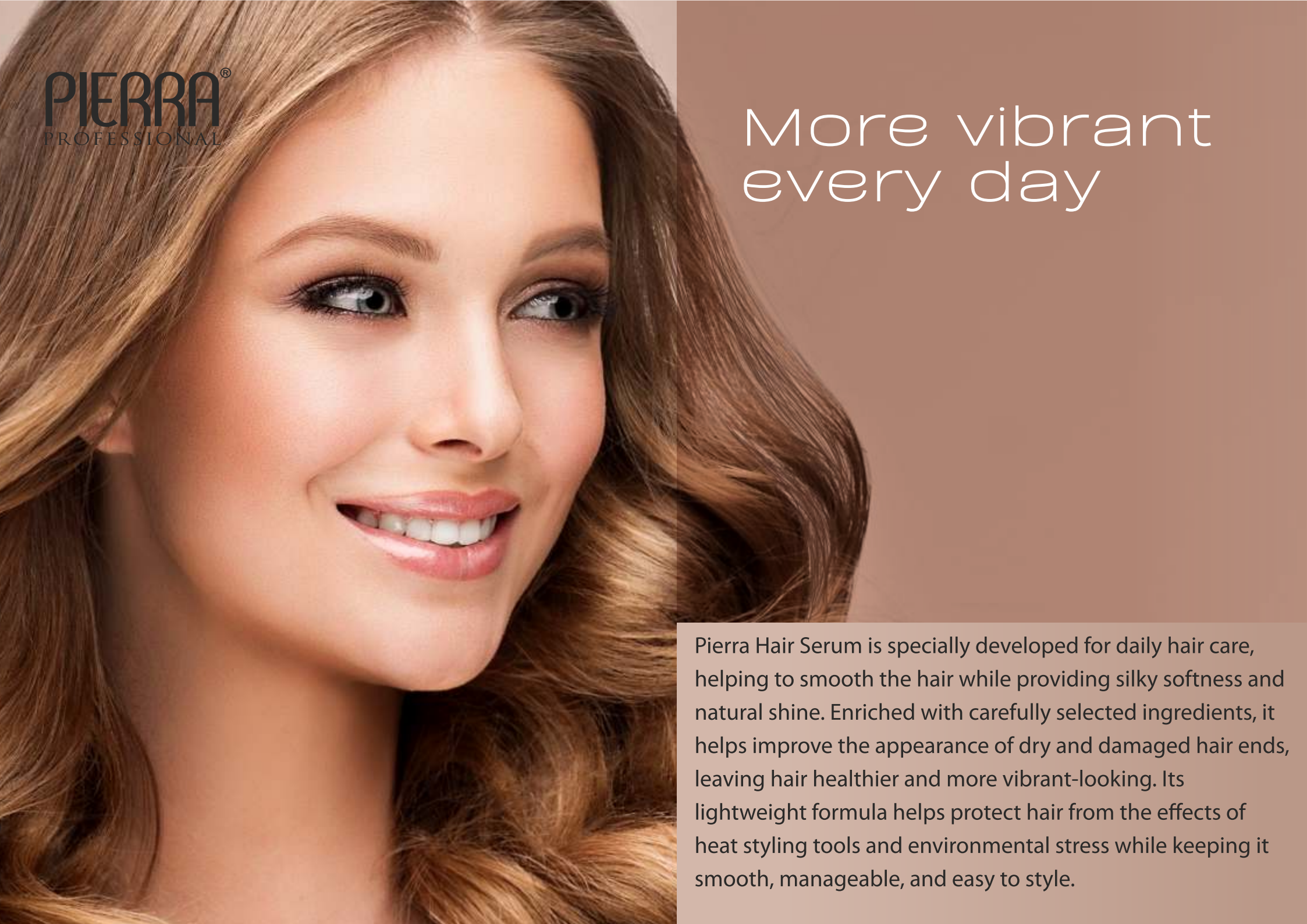
Pierra Elixir Serum with Hyaluronic Acid is a professional hair care serum specially developed to help increase moisture levels and maintain healthier-looking hair and scalp. Hyaluronic Acid helps improve hydration, softness, and the appearance of fuller, more vibrant hair. Enriched with carefully selected botanical extracts and 7 nourishing oils, the formula helps restore the look of dry and damaged hair while enhancing shine, smoothness, and flexibility. Its lightweight texture makes blow-drying easier, supports effortless styling, and leaves hair silky, radiant, and healthy-looking.

Professional Series

Elixir Serum Hyaluronic Acid 150 ml e



7in1



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More vibrant
every day

Pierra Hair Serum is specially developed for daily hair care, helping to smooth the hair while providing silky softness and natural shine. Enriched with carefully selected ingredients, it helps improve the appearance of dry and damaged hair ends, leaving hair healthier and more vibrant-looking. Its lightweight formula helps protect hair from the effects of heat styling tools and environmental stress while keeping it smooth, manageable, and easy to style.

Professional Series

Daily Care Serum

100 ml e



Enriched with Argan Oil to nourish the hair, support softness, and provide a smooth, glossy finish.

Formulated with Hyaluronic Acid to help maintain moisture balance, improve hydration, and support a fuller and healthier-looking hair appearance.



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Pierra Hair Care Oils are specially formulated to nourish, protect, and improve the appearance of dry, damaged, and weakened hair. Their lightweight formulas help leave hair softer, smoother, shinier, and healthier-looking without weighing it down.

Miracle Oil

Hair Care Oils

Argan Oil – 100 ml

Enriched with Argan Oil, Jojoba Oil, Macadamia Oil, Biotin, and Collagen, this formula helps nourish dry and damaged-looking hair while improving softness, shine, and manageability. It also helps reduce the appearance of frizz and split ends and provides heat protection before styling.

Keratin Oil – 100 ml

Enriched with Keratin and botanical extracts, Pierra Keratin Oil helps nourish weak and fragile-looking hair while improving smoothness, shine, and softness. Its lightweight formula supports easier styling, helps protect against humidity, and leaves hair looking healthy and manageable.





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The best for your hair

Pierra Keratin & Protein Care Milk is specially developed for damaged, weakened, and difficult-to-manage hair affected by bleaching and colouring treatments. Its nourishing formula helps restore softness, smoothness, and natural-looking shine while improving hair manageability and combability. Enriched with Keratin and Protein, it helps protect the hair fiber and provides a smoother, healthier-looking appearance with a lightweight finish without weighing the hair down

Professional Series

Keratin - Protein Milky Care

250 ml e





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Make
your
hair
happy

Pierra 24/7 Intensive Hair Cream is specially developed to provide daily care, protection, and styling support for all hair types. Its lightweight formula helps reduce the appearance of split ends and control frizz while keeping hair soft, smooth, and easy to manage. It protects against daily environmental and styling effects, leaving hair healthy-looking with a natural shine.

24/7 Intensive Hair Cream

300 ml

Repair & Protection Care

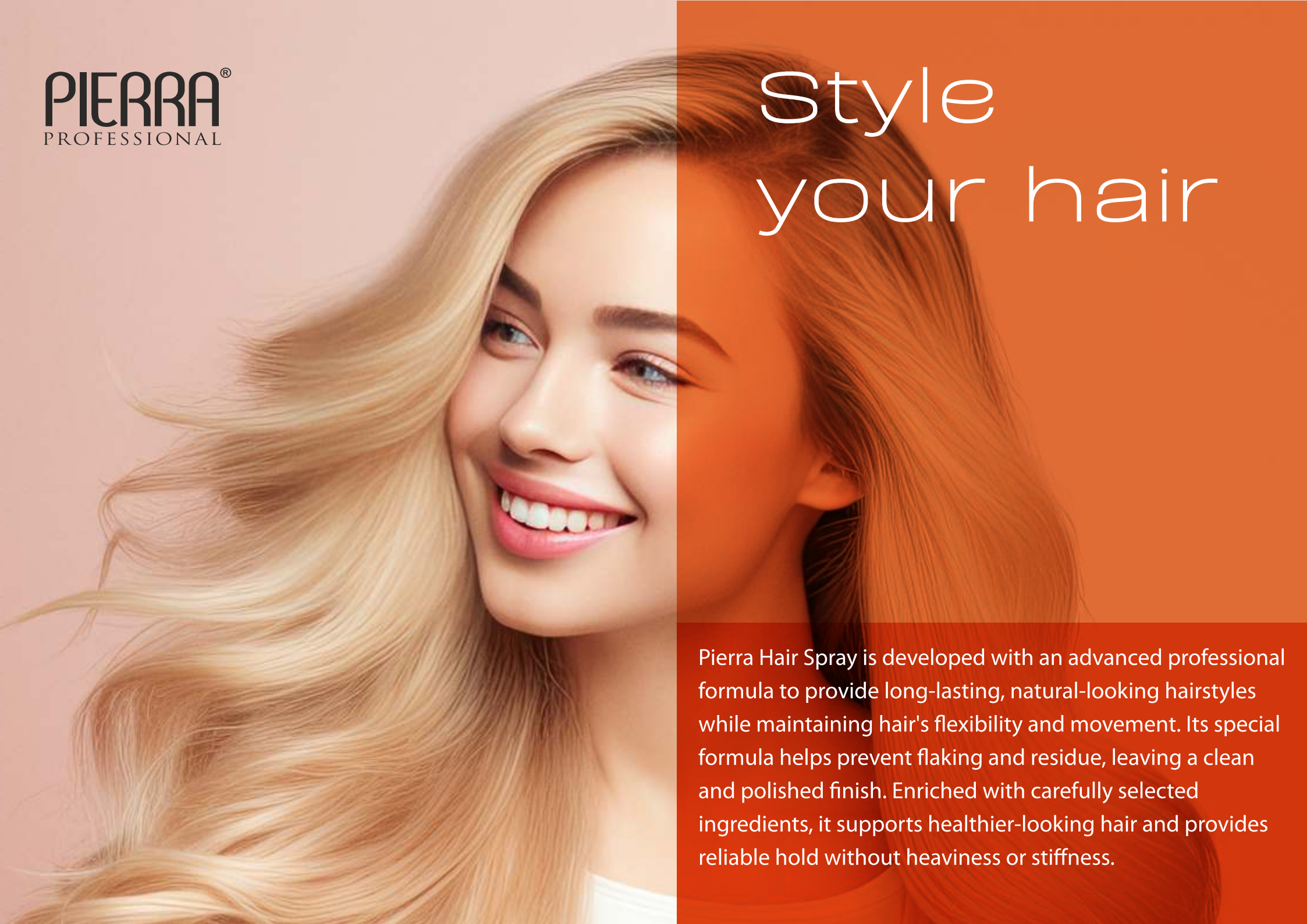
Enriched with plant extracts, this formula helps protect hair from daily damage while reducing the appearance of split ends and leaving it soft, smooth, and shiny.



Defined Curls

Specially formulated for curly and wavy hair, this cream helps define curls, reduce frizz, and enhance curl shape while leaving hair soft, natural-looking, and manageable.





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Style your hair

Pierra Hair Spray is developed with an advanced professional formula to provide long-lasting, natural-looking hairstyles while maintaining hair's flexibility and movement. Its special formula helps prevent flaking and residue, leaving a clean and polished finish. Enriched with carefully selected ingredients, it supports healthier-looking hair and provides reliable hold without heaviness or stiffness.

Professional Series

Hair Spray

400 ml e





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