



PRODUCT CATALOGUE

ABOUT BERINA

Berina is a leading brand that provides a professional range of hair care products and hair styling tools. We have a world-class Research and Development facility that constantly innovates products of the highest quality.

Berina was established in 1955 and has been one of the most promising brands in Asia. We opened our very first manufacturing plant in the year 1955 in Bangkok, Thailand with the initial launch of 3 shades of hair color. After acquiring the majority of the market share in Thailand, the brand has earned an irreplaceable position in the Indian subcontinent since its inception in 2005. Today, Berina is a brand closely associated with style and charismatic personality. We have, we are and we will remain true to our pioneering spirits by innovating & diversifying products to have a meaningful impact on our customers.

OUR VISION

We aim to make our brand synonymous with 'India's Best Hair Care Brand' by providing premium quality products to meet the needs of everyday professionals at an affordable price.

We aim to provide the Best Hair Care Experience.

OUR MISSION

Our mission is to educate people about hair and its requirements. Our R&D (Research & Development) team constantly works on finding the best hair treatment to battle hair issues caused in this nation.

We strive to bring international quality of products to carry out everyone's dream of long, beautiful, and healthy hair.

THE ART OF 360° HAIR CARE

ENHANCING **HAIRSTYLING** EXPERIENCE

Berina
PROFESSIONAL



PRO 3D TITANIUM SHINE

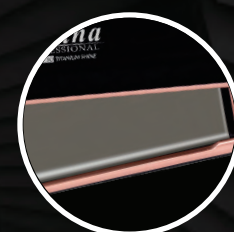
- 1.5 inch (38.1mm) floating titanium plates
- Adjustable temperature control between 80° - 250° C
- Super fast MCH heater-Metal-ceramic heating elements
- 100-250V AC Universal dual voltage
- 2.5 meters tangle-free 360° swivel cord
- 60 minutes auto shut off mode to prevent overheating
- Harmony cord to warn POWER ON and POWER OFF



Titanium Plates



Temperature Control
80° - 250°C



Super fast
MCH Element



STRAIGHTENERS

FLAUNT WITH
PREMIUM
HAIRSTYLING

BC-V21



1.25 inch
Plate Size



Super Fast
MCH Elements

MIRROR TITANIUM SHINE



SPECIFICATION

- Floating ceramic and titanium plates
- Super Fast Korean MCH Heating elements
- Professional 3 meters tangle-free 360° swivel cord
- Harmony Chord to warn power on and power off
- Adjustable temperature control from 100-230° C for all types of Styling, Texture, Straightening & Keratin Services
- Auto LED light panel for temperature display (low/medium/high)

**GLOSSY MIRROR LIKE
STUNNING HAIR**

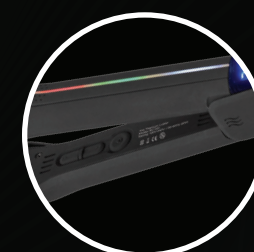
BC-028

STRAIGHTENERS

PRO TITANIUM LUSTER



1.5 inch
Plate Size



Auto 3 LED lights
(low/medium/high)



SPECIFICATION

- Floating ceramic and titanium plates
- Super Fast Korean MCH heating element
- Auto 3 LED lights on panel to show temperature changing (low/medium/high)
- Harmony cord when power on and power off
- Professional 3 meter tangle -free 360° C swivel cord
- 1.5 Inch wide plate size
- Adjustable temperature control from 100-250°C for all types of Styling, Texture, Straightening & Keratin Services

**BE BOLD WITH
3D SHINE LOOK**

BC-051

SILVER TITANIUM SHINE

New Gen
Silver Titanium
Plates



Fashionable Choice of Hair

SPECIFICATION

- Latest Technology Aluminium & Electroplated Silver Plates
- New Gen Silver Titanium Plates with MCH Fast Heating element
- Adjustable temperature range between 80-230°C
- Ideal tool for straightening, perming & Keratin Treatments
- LCD Display for clear temperature reading
- Professional 3 meters tangle-free 360° swivel cord

BC-168

STRAIGHTENERS

Definite Smooth Finish with
ROSE GOLD TITANIUM
WIDE PLATE

New Gen
Rose Gold
Titanium Plates



SPECIFICATION

- Latest Technology Aluminium & Electroplated Rose Gold Plates
- New Gen Rose Gold Titanium Plates with MCH Fast Heating element
- Adjustable temperature range between 80-230°C
- Ideal tool for straightening, perming & Keratin Treatments
- LCD Display for clear temperature reading
- Professional 3 meters tangle-free 360° swivel cord

BC-178

INTELLIGENT SMART



Flexing Copper
Alloy Plates

Intelligent Sensor
Care Technology

SPECIFICATION

- Only Straightener with Flexing Copper alloy 30mm width plates which enables smooth, consistent & desirable result
- Intelligent Sensor Care Technology with 18 different setting options based on personalized hair condition
- Uniform heat distribution and intelligent control to regulate the temperature of the plate with the integration of sensor system
- Suitable for all hair types to suit your need depending on the hair length, type and style
- Varied range of style to be versatile- easily created curls, waves and flips as well as sleek and straight style
- Auto adjustable temperature range 140°C - 220°C with precise heat settings
- PTC heating element with 2 temperature sensors

BC-60X

STRAIGHTENERS

DIGITAL CONTROL TITANIUM PLATES



Microchip Two
Plates System

Instant Heating
& Heat Retention

SPECIFICATION

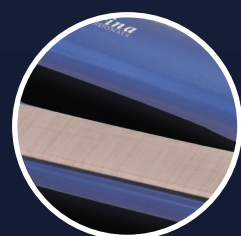
- Variable temperature range 140°C- 230°C for all types
- Revolutionary digital styling iron by fully touch panel control
- Microchip two plates system ensures instant heating and heat retention
- Effortless curls and waves with Titanium plates for a smooth and shiny finish
- Floating titanium plates for smooth, silky & shiny result
- Fast heat system professional tangle free 360° swivel cord
- Extra Large LCD digital display for easy reading.

BC-50X

ADVANCE

NANO THERMAL
NANO THERMAL

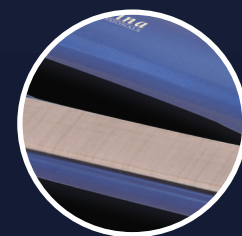
TECHNOLOGY



NST Coated
Plates



Moisture Lock
Function



NST Plates life:
30,000 times



Wet-dry
features

SPECIFICATION

- One-of-a-kind NST (Nano Silk Technology) coated plate system
- Negative ion technology: Anti-static technology to deliver instant frizz-free hair
- Suitable for all hair types to suit your need depending on the hair length, type and style
- Moisture lock function: prevents volatility and retains moisture
- Wet-dry feature: works well with dry and wet hair
- Adjustable temperature range 150°C - 230°C with precise heat settings
- Plate size: 25X100 mm with PTC heating element
- 360° tangle-free swivel cord



GROOVY
DESIGNS FOR
GROOVY STYLE

BC-098

TITANIUM 240° STRAIGHT



Specially Designed
Cylindrical Shape



Rapid Heating
Technology

Sleek Design, Effortless Styling

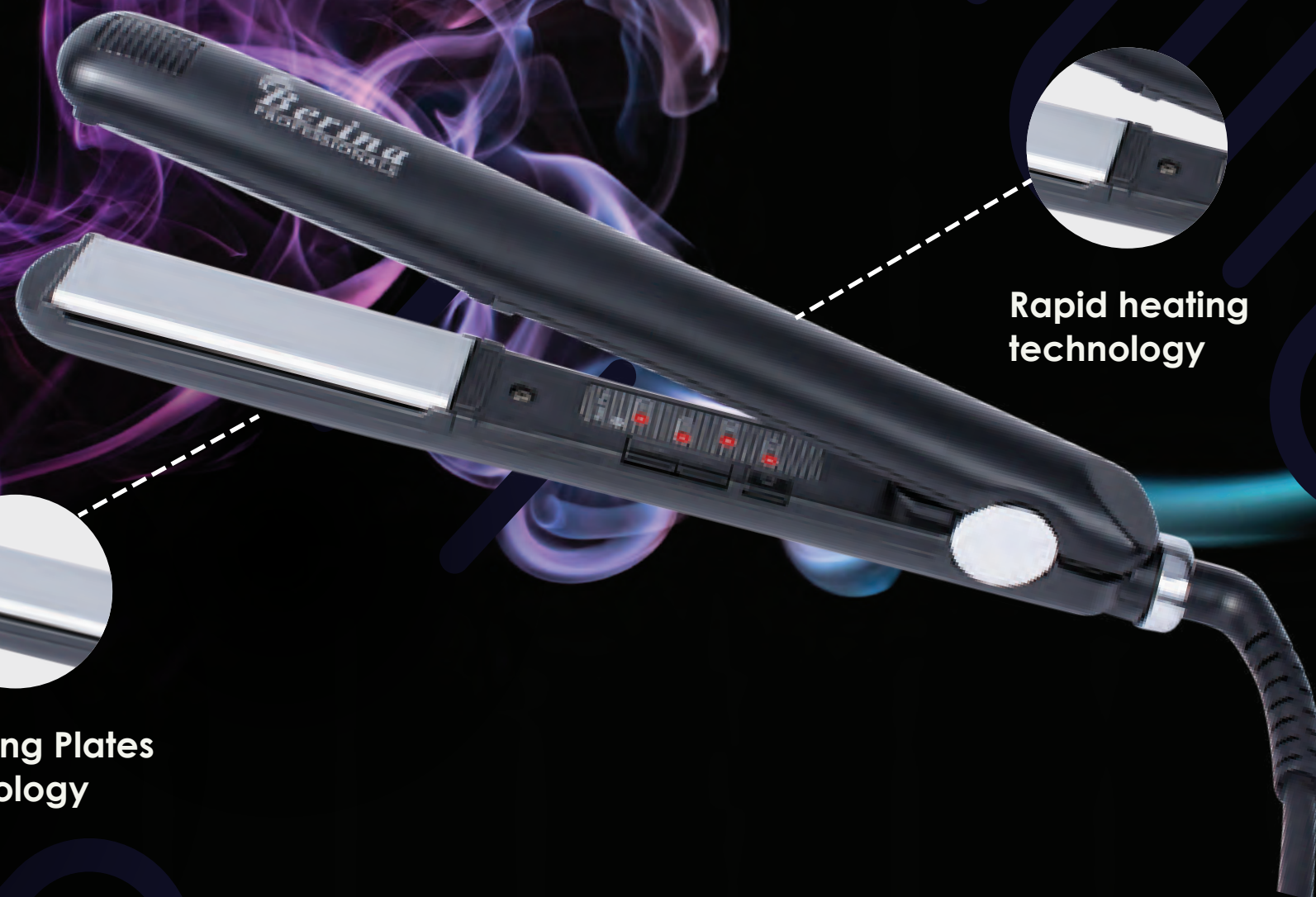
SPECIFICATION

- Specially designed cylindrical shape for perfectly enhanced curls, waves and flips as well as sleek and straight hair
- Microchip two plates system to ensure heat retention
- Enhances straightening motion to effortlessly allow the hair to glide through the plates
- Rapid heating technology: 240°C within 60 seconds
- Adjustable temperature range 160°C - 240°C
- Unlock plates by rotating the locking bottom situated near the cord swivel
- Titanium Plate size: 27X95 mm
- PTC heating element
- 3 meter power cord, 360° swivel cord

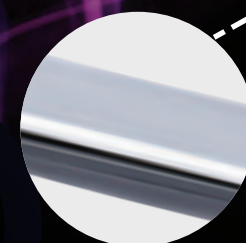
BC-069

STRAIGHTENERS

VIBRATION TECHNOLOGY



Rapid heating
technology



Vibrating Plates
Technology

SPECIFICATION

- Vibration and microchip technology
- Floating Ceramic and Tourmaline plates
- Dual plates temperature control technology
- Adjustable temperature range 160° C- 230° C
- Rapid heating technology: 100° C within 15 seconds
- 2.5 meter power cord, 360° swivel cord
- Enhances straightening motion to effortlessly allow the hair to glide through the plates

**Intelligent Choice,
Fashionable Style**

BC-30X

LCD TITANIUM

SPECIFICATION

- Floating Titanium plates
- Automated triple safety design
- Infrared and Ionic technology
- Sleep function mode-auto shutdown in 60 minutes if ideal
- Adjustable temperature range 130°C -230°C with LCD display
- Oscillation and massaging function
- Plate size: 28 X 100 mm
- 2.5 meter power cord, 360° swivel cord
- Universal voltage 100V-240V AC

BC-128





60 Minutes Auto
Switch Off Function



Temperature Setting from
130°C -230°C

LCD TITANIUM



Infrared and
Ionic technology



Triple Safety
Buttons

SPECIFICATION

- Floating Titanium plates
- Automated triple safety design
- Infrared and Ionic technology
- Sleep function mode-auto shutdown in 60 minutes if ideal
- Adjustable temperature range 130°C -230°C with LCD display
- Oscillation and massaging function
- Plate size: 28 X 100 mm
- 2.5 meter power cord, 360° swivel cord
- Universal voltage 100V-240V AC

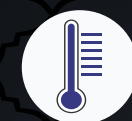
BC-122

STRAIGHTENERS

DIGITAL CONTROL FLAT STRAIGHTENER



60 Minutes Auto
Switch Off Function



Temperature Setting from
80°C -230°C



Rapid Heating
Technology



Negative Ion
Technology

SPECIFICATION

- Neon LED display with integrated microchip tech
- Korean tourmaline, rapid-heating & Negative-Ion technology
- Adjustable temperature range 80° C -230° C
- Sleep function mode- auto shutdown in 60 minutes if ideal
- Plate size: 24 X 90 mm
- 3 meter power cord, 360° swivel cord
- Universal voltage 100V-240V AC

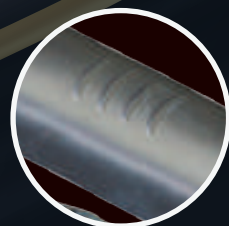
BC-040P

LONG SLIM DESIGN

STRAIGHTENER



Soft Touch Panel



Fin Design

SPECIFICATION

- Floating Ceramic and Tourmaline plates
- Automated triple safety design
- Sleep function mode – auto shutdown in 60 minutes if ideal
- Adjustable temperature range 130°C - 230°C
- Oscillation and massaging function
- Plate size: 25 X 115 mm
- 2.5 meter power cord, 360° swivel cord
- Universal voltage 100V-240V AC

BC-118

LONG SLIM DESIGN

STRAIGHTENER



Oscillation & massaging function



Triple Safety Buttons

SPECIFICATION

- Floating Ceramic and Tourmaline plates
- Automated triple safety design
- Adjustable temperature range 130°C - 230°C
- Oscillation and massaging function
- Plate size: 25 X 115 mm
- 2.5 meter power cord, 360° swivel cord
- Universal voltage 100V-240V AC

BC-115

SLIM DESIGN

STRAIGHTENER



Ergonomic Design



Soft Touch Panel



SPECIFICATION

- Floating Ceramic and Tourmaline plates
- Ergonomic design
- Automated triple safety design
- Sleep function mode – auto shutdown in 60 minutes if ideal
- Adjustable temperature range 130°C - 230°C
- LCD Display
- Plate size: 24 X 90 mm
- 2.5 meter power cord, 360° swivel cord
- Universal voltage 100V-240V AC

BC-121

LED DIAL CONTROL

STRAIGHTENER



SPECIFICATION

- Floating Ceramic and Tourmaline plates
- Automated triple safety design
- Sleep function mode – auto shutdown in 60 minutes if ideal
- Adjustable temperature range 120°C - 230°C
- Plate size: 24X90 mm
- 2.5 meter power cord, 360° swivel cord
- Universal voltage 100V-240V AC

BC-116

SILVER TITANIUM ROSE GOLD TITANIUM SHINE WIDE PLATE

Aluminium &
Electroplated
Silver Plates



SPECIFICATION

- Latest Technology Aluminium & Electroplated Silver Plates
- New Gen Silver Titanium Plates with MCH Fast Heating element
- Adjustable temperature range between 80-230°C
- 60 mins auto-shut off function to avoid over heating
- Clear LCD Display for clear temperature reading
- Professional 3 meters tangle-free 360°e swivel cord

BC-168

New Gen
Titanium Plates
with MCH



SPECIFICATION

- Latest Technology Aluminium & Electroplated Rose Gold Plates
- New Gen Titanium Plates with MCH Fast Heating element
- Adjustable temperature range between 80-230°C
- 60 mins auto-shut off function to avoid over heating
- LCD Display for clear temperature reading
- Professional 3 meters tangle-free 360°e swivel cord

BC-178

DIAMOND

NANO HI-TECH

CRIMPER



60 Minutes Auto
Switch Off Function

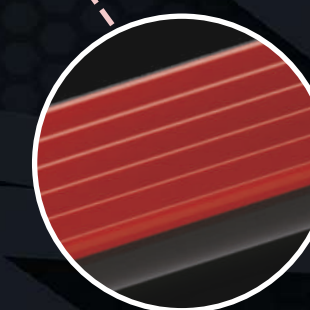
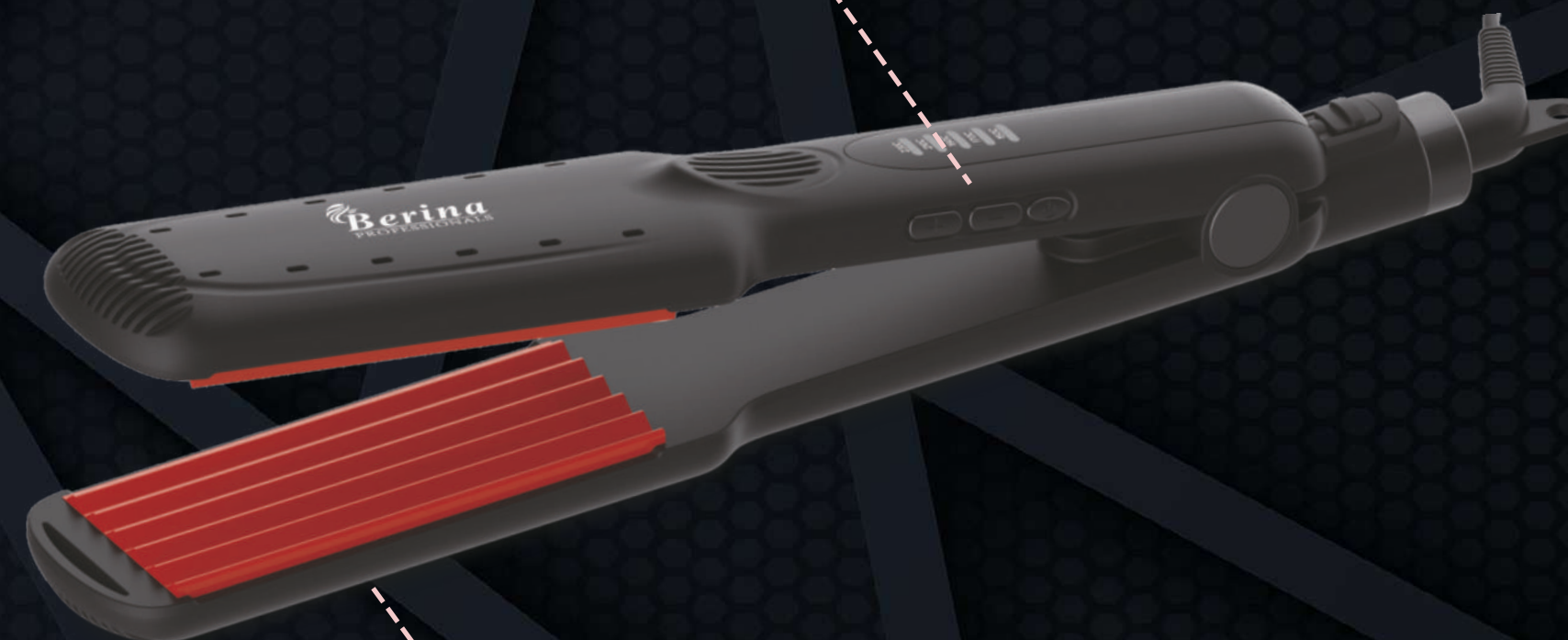


Adjustable temperature
up to 230°C

SPECIFICATION

- Ceramic plates with Tourmaline and Nano Silver for smooth and shiny results
- 5 different temperature settings
- High temperature setting to create instant texture
- Sleep function mode and safety lock- auto shutdown in 60 minutes if ideal
- Adjustable temperature up to 240° C
- 2.5 meter power cord, 360° swivel cord
- Universal voltage 100V-240V AC

5 Different
Temperature settings



Create Instant Texture

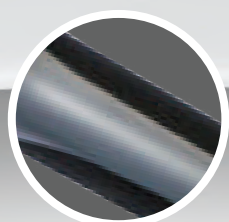
BC-8019

TRIMMER

HAIR SPILT END TRIMMER



Hair Chamber



Battery Handle

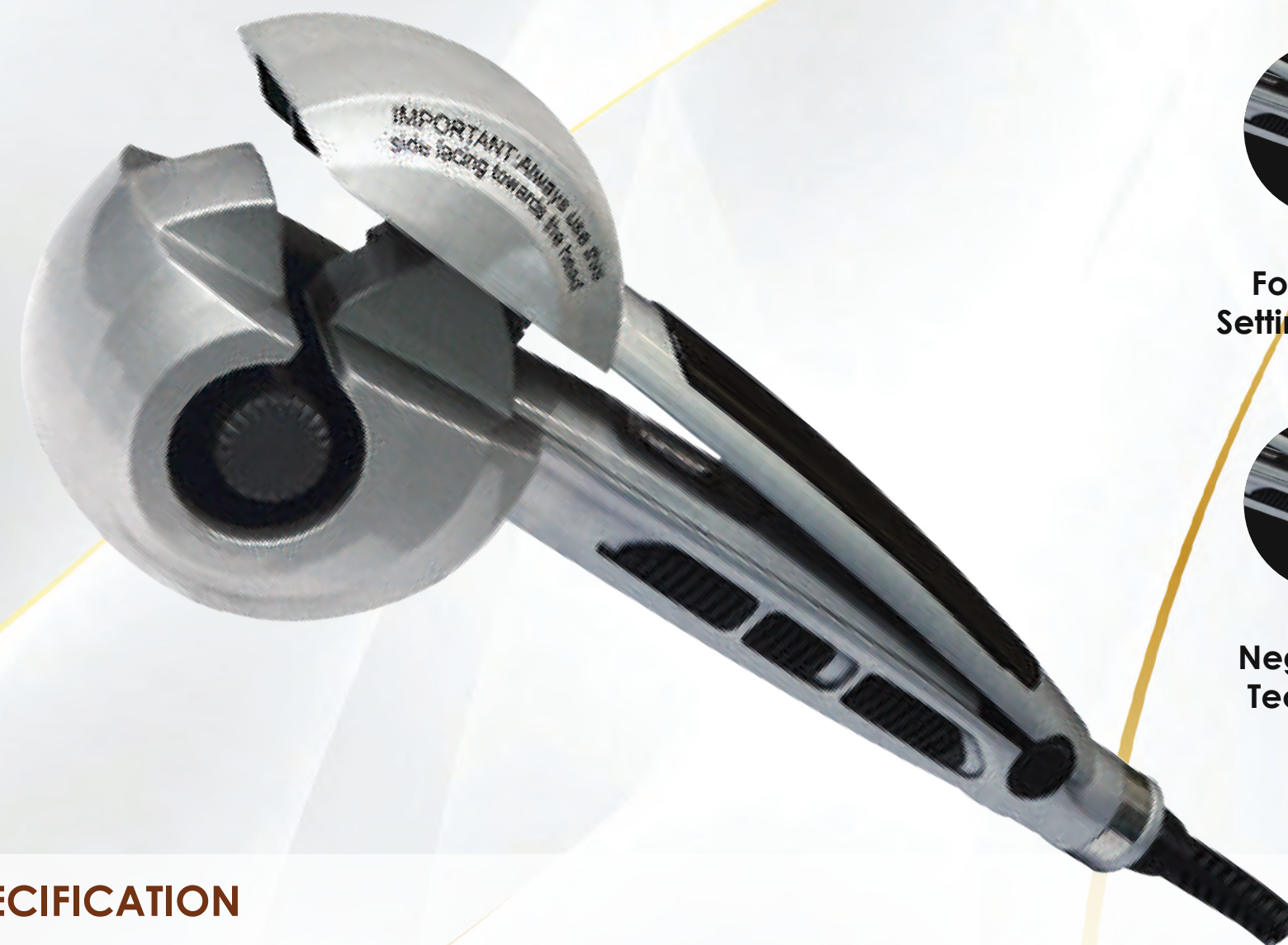
SPECIFICATION

- Spacer: To determine the hair length to be trimmed
- Blades: To safety and sharply cut the ends of the hair
- Clear window: Allows glancing at the hair being trimmed
- Hair Chamber: To store the trimmed hair
- Power supply charge plug in: To be able to charge the trimmer when connected to a power outlet.
- Directional: Switch Reversible switch selector with LED light technology
- Rubber grip: To ensure a comfortable hand grip
- Battery handle: Replaceable switch selector with LED light technology
- Lock on/off: To adjust and lock the hair cutting plates
- Hair Plate: To safety guide the blades to trim the hair in a straight motion

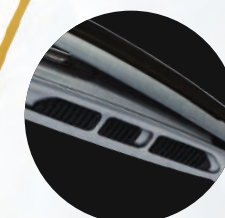
BC-6669

CURLER

AUTO INSTA HAIR CURL



Four Timer Setting Buttons



Negative Ion Technology

SPECIFICATION

- Heating tube coated with tourmaline and ceramic
- Adjustable temperature range 180° C- 230°C
- Ergonomic design for best results
- Suitable for natural hair, soft and thin hair, thick hair or colored hair
- 4 different setting options for different curl effects
- Automatic audio function to remind completion
- Advanced PTC technology heating element
- **Direction to use:** Put the hair onto the V-shaped groove. The curler will roll the hair inside. After completion, the curler will automatically withdraw the curled hair.

BC-6652

PRO LUSTER

CURLING TONG



25mm Barrel Size

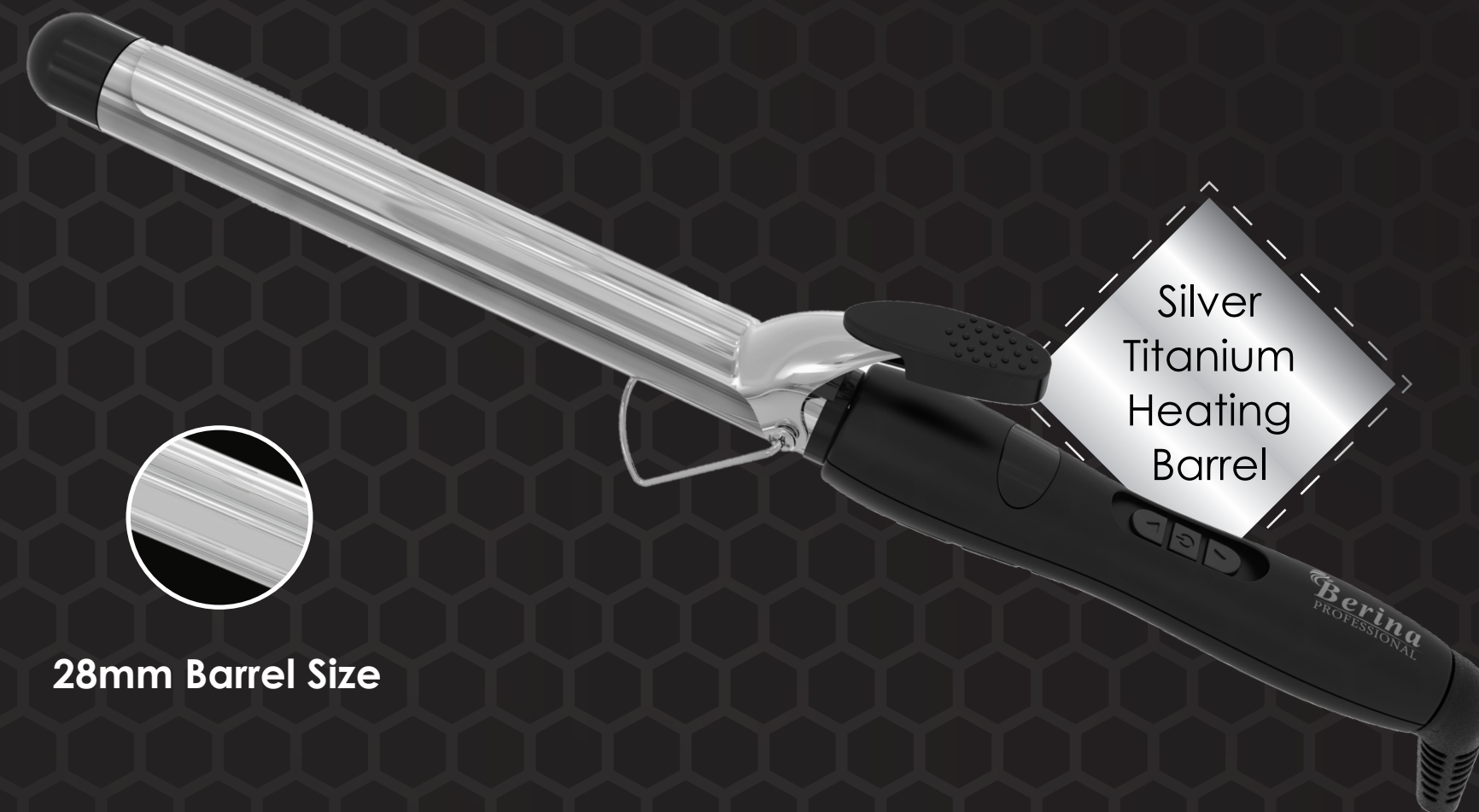
SPECIFICATION

- PTC heating element with Soft-Touch handle
- 25x180mm size Sliver-Titanium heating barrel
- 120 mins auto-shut off mode
- Digital LED Screen for temperature reading
- Styling Temperature range from 80°C-220°C
- 2.5m swivel cord with Hanging loop & EU plug
- 55W Power with 100-240V Universal Voltage

BC-725

PRO LUSTER

CURLING TONG



28mm Barrel Size

SPECIFICATION

- PTC heating element with Soft-Touch handle
- 28x180mm size Sliver-Titanium heating barrel
- 120 mins auto-shut off mode
- Digital LED Screen for temperature reading
- Styling Temperature range from 80°C-220°C
- 2.5m swivel cord with Hanging loop & EU plug
- 58W Power with 100-240V Universal Voltage

BC-728

LCD CURLING MULTI TONG (5+1)



22 & 25mm Barrel

SPECIFICATION

- Tourmaline & Ceramic coated Tong
- Interchangeable barrels for different uses
- 5 Barrel sizes: 19mm, 25mm, 32mm, 13-25mm, 19-32mm
- Automated triple safety device with LCD Display
- Negative Ion technology for anti-frizz hair
- Rapid heating technology
- Adjustable temperature range 130°C-220°C
- 2.5 meter power cord, 360° swivel cord



BC-214

DIAMOND LCD STYLING WAND



9mm
Barrel Size

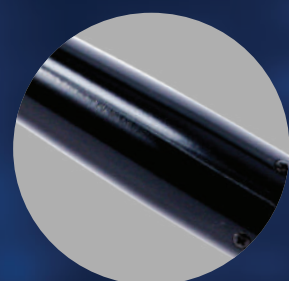
Diamond Powder-
Coated Plates

SPECIFICATION

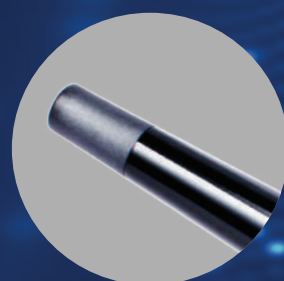
- Real Diamond powder-coated plates for better heat penetration in the hair
- Quick heating with controlled temperature settings with 5 different options.
- Surface Layering of real diamond powder to protect the plates
- Adjustable temperature range 140°C-230°C
- 9mm Barrel & 360° swivel cord
- Negative Ion technology for anti-frizz hair
- Uniform heat distribution and heat retention
- Anti-scratch and chemical resistant plate
- Silicone handle for a comfortable grip

BC-9388

LCD CONICAL CURLING WAND



Conical
Barrel



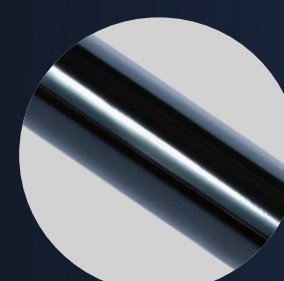
13-25mm Barrel

SPECIFICATION

- Barrel size: 13 mm - 25 mm
- Tourmaline & Ceramic coating
- Automated triple safety device
- Rapid heating technology
- Adjustable temperature range 130°C – 220°C
- Sleep function mode – auto shutdown in 60 minutes if ideal
- 2.5 meter power cord, 360° swivel cord

BC-102

LCD CURLING TONG



22 & 25mm
Barrel Size



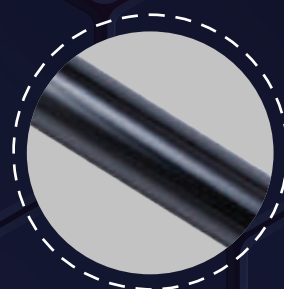
Digital LCD
Display

SPECIFICATION

- 2 barrel sizes: 22 & 25 mm
- Ceramic coating to eliminate friction
- Automated triple safety device
- Rapid heating technology
- LCD readout display
- Adjustable temperature range 130°C – 220°C
- 2.5 meter power cord, 360° swivel cord

BC-102

LCD CURLING TONG



19mm Barrel Size



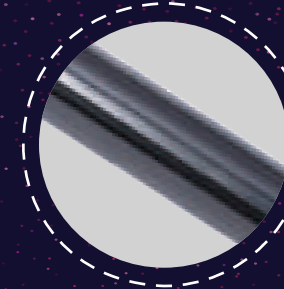
Rapid Heating
Technology

SPECIFICATION

- Tourmaline & Ceramic-coated tong
- 19 mm barrel
- Automated triple safety device
- Rapid heating technology
- Adjustable temperature range 180°C – 220°C
- Sleep function mode – auto shutdown in 60 minutes if ideal
- 2.5 meter power cord, 360° swivel cord

BC-210

LCD CURLING TONG



19mm Barrel Size



Rapid Heating
Technology

SPECIFICATION

- Tourmaline and Ceramic coated Tong
- 19 mm barrel
- Automated triple safety device
- Rapid heating technology
- Adjustable temperature range 180°C – 220°C
- Sleep function mode – auto shutdown in 60 minutes if ideal
- 2.5 meter power cord, 360° swivel cord

BC-211

HIGH POWER LIGHTWEIGHT

(2400W)



SPECIFICATION

- High-power airflow and 2400W Power
- Build with a lightweight & compact design
- 4 temperature & 2 speed settings for effective styling
- Ionic & Nano-coated with tourmaline technology to eliminate static electricity
- Anti-over-heating device with cool shot button
- 2 different nozzles with removable ceramic filter
- Professional 3 meter power cord



Speed Settings



Ceramic Filter



2 Different Nozzles

BC-8809

PRO-STYLE LIGHTWEIGHT

(2200W)



SPECIFICATION

- High-power airflow and 2200W Power
- Professionally designed lightweight & compact dryer for effortless styling
- 4 temperature & 2 speed settings for effective styling
- Ionic & Nano-coated with tourmaline technology to eliminate static electricity
- Anti-over-heating device with cool shot button
- 2 different nozzles with removable ceramic filter
- Professional 3 meter power cord



Speed Settings



Ceramic Filter



2 Different Nozzles

BC-5519

MIGHTY STYLER

(2400W)



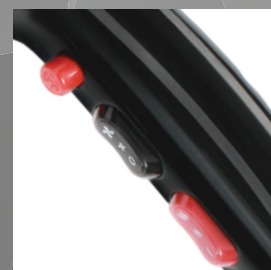
SPECIFICATION

- Super airflow and 2400W Power
- Modern design for mighty effortless styling
- Ionic & Nano-coated with tourmaline technology to eliminate static electricity
- Comes with 4 temperature & 2 speed settings for effective styling
- Anti-over-heating device with cool shot button
- 2 different nozzles with removable ceramic filter
- Professional 3 meter power cord

BC-5511



Ceramic Filter



Speed Settings



2 Different Nozzles

MAX BLOW

(2200W)



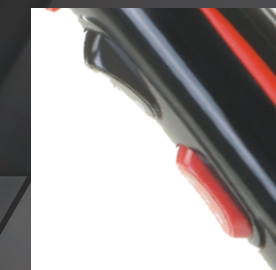
SPECIFICATION

- Max blow airflow and 2200W Power
- Modern design for fast and comfortable styling
- Ionic & Nano-coated with tourmaline technology to eliminate static electricity
- Comes with 4 temperature & 2 speed settings for effective styling
- Anti-over-heating device with cool shot button
- 2 different nozzles with removable ceramic filter
- Professional 3 meter power cord

DRYERS



Ceramic Filter



Speed Settings



2 Different Nozzles



Diffuser

BC-5506

SALON ONE-STEP

Hair Dryer & Volumizer



Tangle-Free
Bristles Combination



Multiple Heat Settings

SPECIFICATION

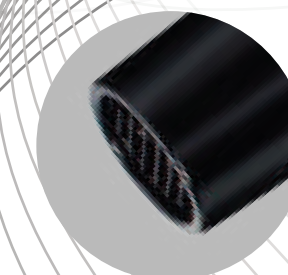
- Oval-designed brush with unique airflow vents for quick drying
- Lightweight, ergonomic design with ceramic coating to prevent heat damage
- Negative Ion technology for smooth and shiny hair
- Anti-over-heating device with multiple heat setting options
- Tangle-free tufted bristles combination to improve hair volume
- Non-slip grip with 2 meter tangle-free swivel cord

HY-036

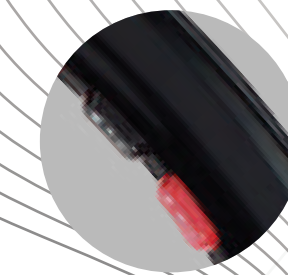
DRYERS

SUPERSONIC AIR

(2200W)



Ceramic Filter



Speed Settings

SPECIFICATION

- Supersonic airflow and 2200W Power
- Latest design for effective and effortless styling
- Ionic & Nano-coated with tourmaline technology to eliminate static electricity
- Comes with 4 temperature & 2 speed settings for effective styling
- Anti-over-heating device with cool shot button
- 2 different nozzles with removable ceramic filter
- Professional 3 meter power cord

BC-8805

MAXI AIR

(2000W)



Ceramic Filter



4 Temperature &
2 Speed settings



2 Different Nozzles

SPECIFICATION

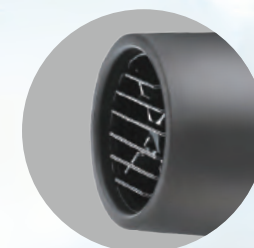
- Maxi air flow and 2000W Power
- Professional high power compact dryer for effortless styling
- 4 temperature & 2 speed settings for effective styling
- Anti-over-heating device with cool shot button
- 2 different nozzles with removable ceramic filter
- Professional 3 meter power cord
- Ionic & Nano-coated with tourmaline technology to eliminate static electricity



BC-8806

URBAN STYLER

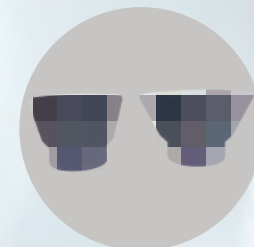
(1800W)



Ceramic Filter



Speed settings



2 Different Nozzles

SPECIFICATION

- Maxi air flow and 1800W Power
- Sleek design for quick and comfortable styling
- 4 temperature & 2 speed settings for effective styling
- Anti-over-heating device with cool shot button
- 2 different nozzles with removable ceramic filter
- Professional 3 meter power cord
- Ionic & Nano-coated with tourmaline technology to eliminate static electricity



BC-5501

INSTA-STYLE (1600W) DRYER



SPECIFICATION

- Strong airflow and Power of 1600W
- Compact style for quick and easy styling
- Ionic & Tourmaline technology to eliminate static electricity
- Anti-over-heating device with 2 speed & heat settings
- Small and foldable; Ideal for travelling

BC-1602

QUICK-DRY COMPACT (1200W) DRYER



SPECIFICATION

- Powerful airflow and Power of 1200W
- Compact and handy dryer for quick and easy styling
- Ionic & Tourmaline technology to eliminate static electricity
- Anti-over-heating device with 2 speed & heat settings
- Small and foldable; Ideal for travelling

BC-1106