

Valera



Healthy, shiny, beautiful hair along with well-being, safety and sustainable development are the reference points of our universe. With expertise and passion, we dedicate ourselves to the development of our Valera hair care appliances, trusted by professional stylists and consumers. Since our inception in 1955, we have proudly embraced our identity as Swiss Hair Specialists, upholding a time-honored tradition of excellence. At Valera, everything revolves around hair.

- Expertise in professional hairdressing and a passion for quality.
- Appliances that meet the highest demands.
- Renowned for its commitment to quality and innovation.



SCAN TO SHOP!