

PRODUCTS CATALOG

2023



skala ♦ synonymous with Brazilian beauty ♦ skala

SKALA[®]  100%
VEGAN
0% ANIMAL
ORIGIN

Beauty is for everyone

This is one of the main concepts that guides our purpose.

We decided to revolutionize the market and democratize beauty with quality products at affordable prices. This enables us to meet the needs of different audiences.

With the goal of bringing beauty, care and self-confidence to everyone, we are present in every Brazilian home. Our products are ideal for every type of skin, hair and person.

It's for the whole family!



Respect and love for animals and the environment are part of our essence. Since 2018, Skala has been 100% vegan and we believe that no one needs to pay a lot of money to make a difference in the world.

Through innovation and technology, we develop high-quality products with great responsibility for the environment.

We are proud to be a genuinely Brazilian brand. We seek to evolve with freedom, valuing our roots and doing more for people, the environment and the world.



**100%
VEGAN**

**0% ANIMAL
ORIGIN**





Skala has a true legion of fans. With a high level of engagement on social networks, the consumers of the brand are known on the internet as “Skalovers”.

All this admiration is the result of a new positioning and new formulas for our products. The illustrations inspired by the Brazilian people create a sense of recognition among Skalovers, who see their own beauty honored on the labels.

We are the first
100% VEGAN
RETAIL BRAND ON
THE BRAZILIAN
MARKET!

The redesigns and reformulations of our lines are part of our DNA.

RECLAME AQUI



RA 1000
9.1 /10

GERAL (08/2020 - 08/2023)

WITH A HIGH LEVEL OF CUSTOMER SERVICE SATISFACTION ON RECLAME AQUI, WE ARE A BRAND THAT IS INCREASINGLY ADMIRERD AND CLOSE TO CONSUMERS.



Skala is the brand with the highest growth for two years in a row

In the last mobile year Skala conquered

+2 million homes

From 41.7% in 2021 to **44.7% of Brazilian households**

Second brand in home penetration in the Hair Care range

Fonte: Worldpanel Division | T. Brasil | T. Canais | T. Hair | MAT Jun 23

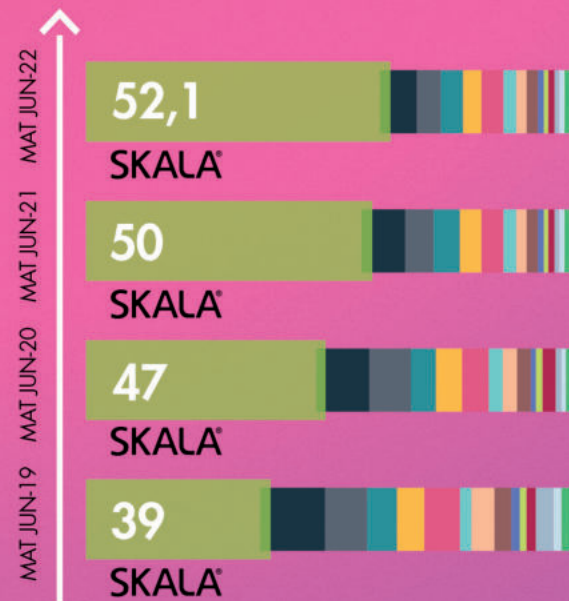
Skala Post-Shampoo is the standout, contributing

34% of the volume gain and becoming the leading brand

Fonte: Worldpanel Division | T. Brasil | T. Canais | T.Pós-Shampoo | MAT Jun '23 vs MAT Jun '22

VOLUME% | TOP BRANDS | JUNE

CONDITIONING HAIR TREATMENT



Fonte: Worldpanel Division | T. Brasil | T. Canais | T. Tratamento | MAT JUN-23 vs 22

Skala is the brand that contributes most to the growth of this segment, reaching more than half of households.

SHAMPOO

Skala is the brand that has gained the most in shampoo volume share, rising from 3.8% to 4.4%. From 9th place, we've taken 6th position.

Fonte: Worldpanel Division | T. Brasil | T. Canais | T. Shampoo

CONDITIONER

Skala's volume share rose from 5.7% to 6.2%. Moving from 7th to 4th place in the category.

Fonte: Worldpanel Division | T. Brasil | T. Canais | T. Condicionador



SHAMPOO AND CONDITIONER KITS ARE INCREASINGLY WINNING OVER THE PUBLIC

With a super modern and attractive look, the kits are guaranteed to stand out on the shelves.



beauty is for everyone



The purpose of bringing beauty to everyone is put into practice. Skala is present in most Brazilian homes with a variety of products for the whole family to take good care of themselves. Our brand has the face of Brazil.

SKALINHA[®] Bebê

New packaging in a complete line,
developed especially for babies.

Formula with natural active ingredients,
delicate compositions and 100% vegan.



LAUNCH

SAGE

PUMP VALVE
TO MAKE ROUTINE
EASIER



| CODE | PRODUCT | EAN13 | EAN14 |
|-------|---|---------------|----------------|
| 19892 | KIT SH + COND CAMOMILA SKALINHA BEBÊ 200ML CX6 | 7897042016303 | 17897042016300 |
| 23734 | KIT SH + COND SÁLVIA SKALINHA BEBÊ 200ML CX6 | 7897042018062 | 17897042018069 |
| 20594 | KIT SAB LIQ GLICERINA + LOÇÃO HID LAV SKALINHA BEBÊ 200ML CX6 | 7897042016877 | 17897042016874 |
| 23735 | SH GLICERINADO SÁLVIA SKALINHA BEBÊ 200ML CX12 | 7897042018079 | 27897042018073 |
| 19837 | SH CAMOMILA SKALINHA BEBÊ 200ML CX12 | 7897042016242 | 27897042016246 |
| 23736 | COND SÁLVIA SKALINHA BEBÊ 200ML CX12 | 7897042018086 | 27897042018080 |
| 19838 | COND CAMOMILA SKALINHA BEBÊ 200ML CX12 | 7897042016259 | 27897042016253 |
| 22369 | CR TRAT PENTEAR CAMOMILA SKALINHA BEBÊ 200ML CX12 | 7897042017867 | 27897042017861 |
| 19839 | SAB LIQ GLICERINA SKALINHA BEBÊ 200ML CX12 | 7897042016266 | 27897042016260 |
| 19841 | LOÇÃO HID LAVANDA SKALINHA BEBÊ 200ML CX12 | 7897042016297 | 17897042016294 |
| 19840 | COLÔNIA LAVANDA SKALINHA BEBÊ 200ML CX12 | 7897042016273 | 17897042016270 |

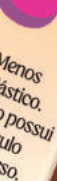
RAÍZES DO MORRO



A line that celebrates
Brazilian energy



Menos plástico.
Não possui
o rótulo do verso.

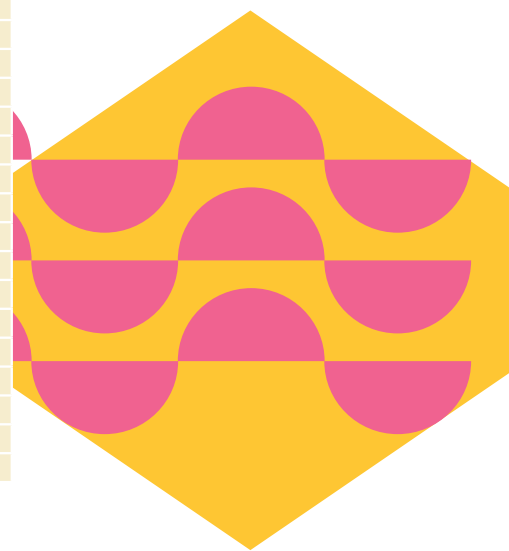


With part of the net proceeds
going to Gerando Falcões, we will
together be transforming the
poverty of the favelas into a
museum piece throughout Brazil.

Conditioning Hair Treatment 1000 g

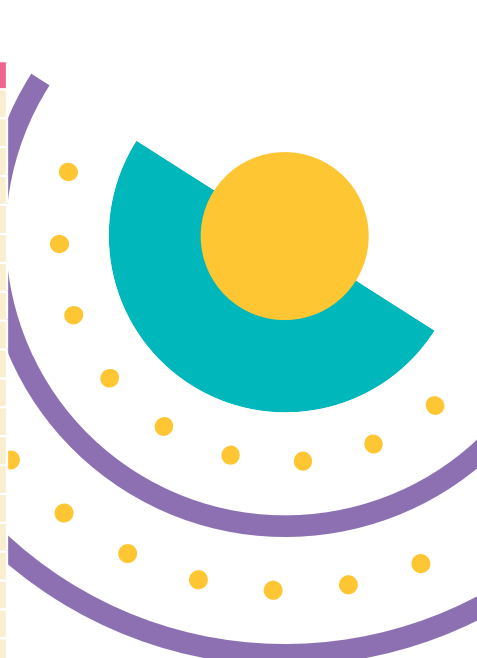


| PRODUCT CODE | PRODUCT | PRODUCT BARCODE EAN13 | BOX W/ 6 BARCODE EAN14 |
|--------------|--------------------|-----------------------|------------------------|
| 23737 | ACACHONADOS | 7897042018093 | 17897042018090 |
| 14606 | #MAIS CACHOS | 7897042012312 | 17897042012319 |
| 6151 | #MAIS CRESPOS | 7897042008827 | 17897042008824 |
| 4855 | #MAIS LISOS | 7897042008407 | 17897042008404 |
| 15140 | AMIDO DE MILHO | 7897042012732 | 17897042012739 |
| 3113 | BABOSA | 7897042005062 | 17897042005069 |
| 3110 | COQUETEL DE FRUTAS | 7897042005024 | 17897042005021 |
| 14922 | DIVINO POTÃO | 7897042012473 | 17897042012470 |
| 22360 | DIVINA COR | 7897042017782 | 17897042017789 |
| 15637 | DONA SKALA | 7897042013180 | 17897042013187 |
| 3114 | JABORANDI | 7897042004966 | 17897042004963 |
| 14625 | MAIONESE CAPILAR | 7897042012329 | 17897042012326 |
| 15139 | POTÃO DESMAIADO | 7897042012725 | 17897042012722 |
| 9098 | POTÃO DO AMOR | 7897042010714 | 17897042010711 |
| 22363 | #MAIS CACHINHOS | 7897042017812 | 17897042017819 |
| 22364 | #MAIS CRESPINHOS | 7897042017829 | 17897042017826 |
| 22362 | AMIDINHO DE MILHO | 7897042017805 | 17897042017802 |
| 4155 | DIVINO POTINHO | 7897042007226 | 17897042007223 |





| PRODUCT CODE | PRODUCT | PRODUCT BARCODE EAN13 | BOX W/ 6 BARCODE EAN14 |
|--------------|----------------------------------|-----------------------|------------------------|
| 3108 | ABACATE | 7897042005048 | 17897042005045 |
| 4036 | VINAGRE DE MAÇÃ | 7897042007066 | 17897042007063 |
| 9201 | ÓLEO DE ARGAN | 7897042010721 | 17897042010728 |
| 3403 | LEITE VEGETAL | 7897042005840 | 17897042005847 |
| 3116 | MANTEIGA DE KARITÉ | 7897042004942 | 17897042004949 |
| 4159 | ARGILA BRANCA E ÓLEO DE JASMIM | 7897042007240 | 17897042007247 |
| 24149 | BOMBA DE BIOTINA | 7897042018277 | 17897042018274 |
| 3109 | CERAMIDAS | 7897042004904 | 17897042004901 |
| 20966 | GENETIQS FORÇA E BRILHO | 7897042016907 | 17897042016904 |
| 6656 | 12 EM 1 | 7897042009121 | 17897042009128 |
| 22361 | VITAMINA C + COLÁGENO VEGETAL | 7897042017799 | 17897042017796 |
| 14423 | BOMBA VITAMINAS COM ÁCIDO HIALU. | 7897042012183 | 17897042012180 |
| 16602 | CAFÉ VERDE E UCUUBA | 7897042015252 | 17897042015259 |
| 15670 | CAJU E MURUMURU | 7897042013272 | 17897042013279 |
| 15664 | MANGA E CASTANHA-DO-PARÁ | 7897042013913 | 17897042013910 |
| 15658 | MARACUJÁ E ÓLEO PATAUÁ | 7897042013227 | 17897042013224 |
| 16603 | COQUETEL BRASIL | 7897042015269 | 17897042015266 |
| 15132 | BANANA E BACURI | 7897042012800 | 17897042012807 |
| 23739 | CACAU | 7897042018161 | 17897042018168 |
| 10312 | ÓLEO DE COCO | 7897042010974 | 17897042010971 |
| 3521 | LAMA NEGRA | 7897042006021 | 17897042006028 |
| 3401 | BANHO CRISTAL | 7897042005864 | 17897042005861 |
| 24121 | RAÍZES DO MORRO | 7897042018208 | 17897042018205 |



Shampoo 325 ml



| PRODUCT CODE | PRODUCT | PRODUCT BARCODE EAN13 | BOX W/ 12 BARCODE EAN14 |
|--------------|----------------------------------|-----------------------|-------------------------|
| 15737 | #MAIS CACHOS | 7897042013630 | 27897042013634 |
| 15700 | #MAIS LISOS | 7897042013517 | 27897042013511 |
| 15707 | AMIDO DE MILHO | 7897042013562 | 27897042013566 |
| 15850 | BABOSA | 7897042013869 | 27897042013863 |
| 16620 | CRESPO DIVINO | 7897042015436 | 27897042015430 |
| 15695 | JABORANDI | 7897042013470 | 27897042013474 |
| 20203 | CRESPINHO DIVINO | 7897042016396 | 27897042016390 |
| 15709 | ABACATE | 7897042013579 | 27897042013573 |
| 15705 | ÓLEO DE ARGAN | 7897042013548 | 27897042013542 |
| 15697 | MANTEIGA DE KARITÉ | 7897042013487 | 27897042013481 |
| 15938 | VINAGRE DE MAÇÃ | 7897042013982 | 27897042013986 |
| 16617 | ÓLEO DE COCO | 7897042015405 | 27897042015409 |
| 15706 | CRISTAL HORTELÃ | 7897042013555 | 27897042013559 |
| 20962 | GENETIQS FORÇA E BRILHO | 7897042016891 | 27897042016895 |
| 15704 | 12 EM 1 | 7897042013531 | 27897042013535 |
| 22350 | VITAMINA C + COLÁGENO VEGETAL | 7897042017683 | 27897042017687 |
| 15711 | BOMBA VITAMINAS COM ÁCIDO HIALU. | 7897042013593 | 27897042013597 |
| 15693 | CERAMIDAS | 7897042013456 | 27897042013450 |
| 15699 | ANTIRRRESÍDUOS | 7897042013500 | 27897042013504 |
| 14058 | MATIZADOR DESAMARELADOR | 7897042012053 | 27897042012057 |
| 15714 | MEN ANTICASPÁ PREBIÓTICO 2 EM 1 | 7897042013623 | 27897042013627 |
| 15659 | MEN ANTIQUEDA PREBIÓTICO | 7897042013890 | 27897042013894 |

Conditioner 325 ml



| PRODUCT CODE | PRODUCT | PRODUCT BARCODE EAN13 | BOX W/ 12 BARCODE EAN14 |
|--------------|----------------------------------|-----------------------|-------------------------|
| 15739 | #MAIS CACHOS | 7897042013647 | 27897042013641 |
| 15722 | #MAIS LISOS | 7897042013364 | 27897042013368 |
| 15726 | AMIDO DE MILHO | 7897042013401 | 27897042013405 |
| 15853 | BABOSA | 7897042013876 | 27897042013870 |
| 16621 | CRESPO DIVINO | 7897042015443 | 27897042015447 |
| 15719 | JABORANDI | 7897042013333 | 27897042013337 |
| 20204 | CRESPINHO DIVINO | 7897042016402 | 27897042016406 |
| 15727 | ABACATE | 7897042013418 | 27897042013412 |
| 15725 | ÓLEO DE ARGAN | 7897042013395 | 27897042013399 |
| 15720 | MANTEIGA DE KARITÉ | 7897042013340 | 27897042013344 |
| 15940 | VINAGRE DE MAÇÃ | 7897042013999 | 27897042013993 |
| 16618 | ÓLEO DE COCO | 7897042015412 | 27897042015416 |
| 15717 | CERAMIDAS | 7897042013319 | 27897042013313 |
| 20964 | GENETIQS FORÇA E BRILHO | 7897042016884 | 27897042016888 |
| 15724 | 12 EM 1 | 7897042013388 | 27897042013382 |
| 22356 | VITAMINA C + COLÁGENO VEGETAL | 7897042017744 | 27897042017748 |
| 15729 | BOMBA VITAMINAS COM ÁCIDO HIALU. | 7897042013432 | 27897042013436 |



The creaminess of cocoa becomes hydration

A powerful ingredient for hair care





**Shampoo +
Conditioner Kit
325 ml**

| PRODUCT CODE | PRODUCT | PRODUCT BARCODE EAN13 | BOX W/ 6 BARCODE EAN14 |
|--------------|-------------------|-----------------------|------------------------|
| 15832 | #MAIS CACHOS | 7897042013852 | 17897042013859 |
| 19365 | #MAIS LISOS | 7897042015801 | 17897042015808 |
| 15831 | AMIDO DE MILHO | 7897042013845 | 17897042013842 |
| 16091 | BABOSA | 7897042014026 | 17897042014023 |
| 16622 | CRESPO DIVINO | 7897042015450 | 17897042015457 |
| 22370 | AMOR PODEROSO | 7897042017874 | 17897042017871 |
| 22371 | DIVINA COR | 7897042017881 | 17897042017888 |
| 15822 | JABORANDI | 7897042013760 | 17897042013767 |
| 23738 | ACACHONADOS | 7897042018109 | 17897042018106 |
| 22374 | #MAIS CACHINHOS | 7897042017911 | 17897042017918 |
| 22482 | #MAIS CRESPINHOS | 7897042017973 | 17897042017970 |
| 22373 | AMIDINHO DE MILHO | 7897042017904 | 17897042017901 |
| 20205 | CRESPINHO DIVINO | 7897042016419 | 17897042016416 |
| 24124 | RAÍZES DO MORRO | 7897042018239 | 17897042018236 |





**Shampoo +
Conditioner Kit
325 ml**

| PRODUCT CODE | PRODUCT | PRODUCT BARCODE EAN13 | BOX W/ 6 BARCODE EAN14 |
|--------------|-------------------------------------|-----------------------|------------------------|
| 16601 | CAFÉ VERDE E UCUUBA | 7897042015245 | 17897042015242 |
| 15715 | CAJU E MURUMURU | 7897042013289 | 17897042013286 |
| 15657 | MANGA E CASTANHA-DO-PARÁ | 7897042013210 | 17897042013217 |
| 15716 | MARACUJÁ E ÓLEO PATAUÁ | 7897042013296 | 17897042013293 |
| 15830 | BANANA E BACURI | 7897042013838 | 17897042013835 |
| 23740 | CACAU | 7897042018178 | 17897042018175 |
| 15819 | ABACATE | 7897042013746 | 17897042013743 |
| 15826 | ÓLEO DE ARGAN | 7897042013807 | 17897042013804 |
| 15824 | MANTEIGA DE KARITÉ | 7897042013784 | 17897042013781 |
| 15823 | VINAGRE DE MAÇA | 7897042013777 | 17897042013774 |
| 16619 | ÓLEO DE COCO | 7897042015429 | 17897042015426 |
| 15821 | CERAMIDAS | 7897042013753 | 17897042013750 |
| 20970 | GENETIQS FORÇA E BRILHO | 7897042016921 | 17897042016928 |
| 15825 | 12 EM 1 | 7897042013791 | 17897042013798 |
| 22372 | VITAMINA C + COLÁGENO VEGETAL | 7897042017898 | 17897042017895 |
| 15828 | BOMBA DE VITAMINAS COM ÁCIDO HIALU. | 7897042013814 | 17897042013811 |
| 24150 | BOMBA DE BIOTINA | 7897042018284 | 17897042018281 |

Leave-in Conditioner 250 g



Liquid Gel 250 g



Hair Jelly 1000g



| PRODUCT CODE | PRODUCT | PRODUCT BARCODE EAN13 | BOX W/ 12 BARCODE EAN14 |
|--------------|-------------------------------------|-----------------------|-------------------------|
| 19916 | #MAIS CACHOS | 7897042016358 | 27897042016352 |
| 19914 | AMIDO DE MILHO | 7897042016334 | 27897042016338 |
| 19917 | CRESPLO DIVINO | 7897042016365 | 27897042016369 |
| 19915 | DONA SKALA | 7897042016341 | 27897042016345 |
| 13029 | ABACATE | 7897042011698 | 27897042011692 |
| 13030 | CERAMIDAS | 7897042011704 | 27897042011708 |
| 20968 | GENETIQS FORÇA E BRILHO | 7897042016914 | 27897042016918 |
| 22488 | VITAMINA C + COLÁGENO VEGETAL | 7897042017997 | 27897042017991 |
| 14422 | BOMBA DE VITAMINAS COM ÁCIDO HIALU. | 7897042012176 | 27897042012170 |
| 20613 | DIVINO POTINHO 2 EM 1 | 7897042016853 | 27897042016857 |
| 22368 | #MAIS CACHINHOS 2 EM 1 | 7897042017966 | 27897042017960 |
| 15561 | GEL LÍQUIDO CACHOS | 7897042013067 | 27897042013061 |
| 24430 | GELATINA CAPILAR CACHOS 1000G | 7897042018291 | 17897042018304 |
| 22375 | SPRAY CONDICIONADOR CRESPIÑO DIVINO | 7897042017928 | 27897042017922 |

Spray 250 ml



Barba's Line



| PRODUCT CODE | PRODUCT | PRODUCT BARCODE EAN13 | BOX W/ 12 BARCODE EAN14 |
|--------------|----------------------------------|-----------------------|-------------------------|
| 15227 | CERA BIGODE, BARBA & CABELO 100G | 7897042012909 | 27897042012903 |
| 18373 | POMADA MODELADORA BARBAS 100G | 7897042015528 | 27897042015522 |
| 15223 | SHAMPOO BARBA E FACE 200ML | 7897042012879 | 27897042012873 |
| 15224 | LOÇÃO BARBA E FACE 200ML | 7897042012886 | 27897042012880 |
| 15225 | ÓLEO BARBA & FACE 100ML | 7897042012893 | 27897042012897 |

OUR CLASSIC NATURAL
ACTIVES WITH A
NEW LOOK



Inspiration and care for the little Skalovers



Suitable for
children aged
8 and over



NEW LOOK



NEW FORMULA

Free of aluminum, alcohol,
parabens and triclosan.

Moisturizer 400 ml



| PRODUCT CODE | PRODUCT | PRODUCT BARCODE EAN13 | BOX W/ 12 BARCODE EAN14 |
|--------------|----------------------------|-----------------------|-------------------------|
| 19392 | PROTEÍNAS DE LEITE VEGETAL | 7897042015832 | 27897042015836 |
| 19391 | ROSAS E AMÊNDOAS | 7897042015825 | 27897042015829 |
| 19398 | LAVANDA | 7897042015894 | 27897042015898 |
| 19390 | AVEIA | 7897042015818 | 27897042015812 |
| 19394 | AMÊNDOAS DOÇES | 7897042015856 | 27897042015850 |
| 19396 | LEITE DE ARROZ E ROSAS | 7897042015979 | 27897042015973 |
| 19393 | MANTEIGA DE KARITÉ | 7897042015849 | 27897042015843 |
| 19400 | ERVA DOCE | 7897042015917 | 27897042015911 |
| 19399 | CAMOMILA | 7897042015986 | 27897042015980 |
| 19395 | FRESCOR NATURAL | 7897042015863 | 27897042015867 |
| 19405 | ÇAÍ | 7897042015962 | 27897042015966 |
| 19402 | ÓLEO DE ARGAN | 7897042015931 | 27897042015935 |
| 19403 | AMEIXA E FIGO | 7897042015948 | 27897042015942 |
| 19397 | CASTANHA-DO-PARÁ | 7897042015887 | 27897042015881 |
| 19404 | ÁGUA DE COCO | 7897042015955 | 27897042015959 |
| 19401 | LOVE INTENSE | 7897042015924 | 27897042015928 |
| 23741 | CACAU | 7897042018185 | 27897042018189 |



Roll-on Deodorant 60 ml



| PRODUCT CODE | PRODUCT | PRODUCT BARCODE EAN13 | BOX W/ 12 BARCODE EAN14 |
|--------------|----------------------------|-----------------------|-------------------------|
| 13469 | INVISÍVEL | 7897042012039 | 27897042012033 |
| 6146 | CRISTAL | 7897042008780 | 27897042008784 |
| 4309 | PROTEÍNAS DE LEITE VEGETAL | 7897042007325 | 27897042007329 |
| 4307 | ROSAS E AMÊNDOAS | 7897042007301 | 27897042007305 |
| 6951 | LAVANDA | 7897042009862 | 27897042009866 |
| 6949 | ERVA DOCE | 7897042009855 | 27897042009859 |
| 4308 | FRESCOR NATURAL | 7897042007318 | 27897042007312 |
| 4310 | AMÊNDOAS DOÇES | 7897042007332 | 27897042007336 |
| 4806 | LEITE DE ARROZ E ROSAS | 7897042008353 | 27897042008357 |
| 4807 | SUAVE | 7897042008360 | 27897042008364 |
| 7861 | LOVE INTENSE | 7897042010455 | 27897042010459 |
| 23423 | KIDS FUN SPORT | 7897042018192 | 27897042018196 |
| 21011 | MEN PROTECT URBAN | 7897042016945 | 27897042016949 |
| 21016 | MEN FRESH URBAN | 7897042016938 | 27897042016932 |
| 6142 | MEN ACTIVE | 7897042008766 | 27897042008760 |
| 6144 | MEN EXTREME | 7897042008773 | 27897042008777 |
| 8559 | MEN SPORT | 7897042010554 | 27897042010558 |

RADIANT BLACK EFFECT FOR CURL LOVERS





NutriForce

TECHNOLOGY
END-TO-END
REPAIR



GRUPO **SKALA** 

 **PLATINA**
COSMÉTICOS

     skalacosmeticos  skalacosmeticos.intl  skala.com.br