



BEST BEAUTY BRANDS
PRESENTATION DOSSIER



JLH



BIONDI



TUCABELLOSANO



BEAUTY SHOP



BEAUTY HAIR



BROAER



WELCOME



Grupo Heras begins with a vision, a dream, a personal challenge. I started working in the world of hairdressing since I was very young and I had the pleasure of learning from and working with some of the best Spanish hair stylists. From the beginning, it was clear to me that my personal challenge would be to own my own hair salon, my own chain, my own brands. As a stylist, I would be able to show my approach to the hairdresser profession to my direct customers. However, my ambition was to share this with my professional colleagues, too, especially with those who are - like myself - passionate about the world of hairdressing, image and hair aesthetics.

I will never forget my sisters' smiles when they played as models during my first years as a trainee, and how, after finishing a good job, a good color, a good haircut, I could easily read in their faces the self-esteem that comes from feeling good with their image. That smile of satisfaction is what made me fall in love with this profession, and that very smile is the one that I am still looking for in each customer. This is how the philosophy I have implemented in our hair salons came about, and it continues to be the leitmotiv that I share with the hairdressers and stylists who are part of my team.

Today, with more than 20 years of presence in the Spanish market, I can assure you that that dream remains unchanged, and that smile of satisfaction from my customers once the job is done keeps driving me. We intend that each of our hair salon brands brings closer to the needs and personal preferences of each sort of customer. Grupo Heras offers to them all the latest trends in hair fashion, while respecting each person's personality and individual requirements. This is our key demand, because we can only achieve full satisfaction if we handle well this two main things. In Grupo Heras, we pursue the image, we pursue the best service and we pursue the satisfaction of each of our customers.

Thanks to all of you who make Grupo Heras possible.

José Luis de Las Heras
Ceo & Founder



ABOUT US

Grupo Heras is a business chain dedicated to beauty and personal image. We have six leading brands in hairdressing and aesthetics salons with more than 40 establishments located in the main regions and a chain store where we sell the market's best products for the beauty of hair. Furthermore, we have a Major Beauty Brands Representation division that we exclusively distribute, both on a local and national level.

The main objective of Grupo Heras is our customers' satisfaction and loyalty. That is why we base and offer our professional hairdressing and hair aesthetics services on the following premises:

Excellent quality hairdressing services at the best price

The basic premise of our philosophy is that beauty is for everybody, it is not exclusive or elitist. Therefore, we offer everyone the latest tendencies and the best stylists at affordable prices, because fashion and quality are not at odds with the chance to make best use of our image.

Expert team of stylists and hair aesthetics' professionals

This is achieved by continuous training of our hairdressers and stylists. In addition to having our own schools and academies in order to train future professionals from the very beginning, our expert team of stylists attends periodic training and refresher programs to stay up-to-date and brings the latest innovations to our customers on hair care and aesthetics.



OUR PHILOSOPHY

The best products for hair care, both in our salons or at home

In order to maintain the quality standards we have set ourselves since our inception, in GRUPO HERAS we only use latest generation products from the most exclusive leading international brands. The careful selection of the products we use in our salons is one of our main assets regarding the quality of service we offer, thanks to which we have distinguish ourselves in this sector since we started. Moreover, as the experts know that the keeping and daily use of good products is key, we propose in every salon the possibility of buying the treatment products recommended by your stylist, so you can bring them home.

In its other business line, Grupo Heras is also the exclusive seller of some of the international beauty brands which have revolutionized the industry in recent times. This is one of the reasons why we can offer a high quality service at the best price: in any case the high quality of the products we use does lead to an increase in the final price.

A flawless look: latest trends to have a fashionable hair

Grupo Hera's artistic team pays particular attention to the latest tendencies in fashion and beauty and takes fashion runways and the streets of the main capitals as references, with the objective of provide new styles to our customers. Our hairdressers are open-minded and respectful as we endeavor to highlight the personality of each customer, while always caring for individual special requirements. Haircuts, color, full change of look... JLH Jose Luis de las Heras provides a broad range of services and hairdressing and aesthetics treatments in order to offer everything you are looking for to feel good with your own image.



**BEAUTY IS
OUR REASON
FOR BEING**

We make beauty accessible
for all through the quality
of our service and the best
market products.



1

PROFESSIONAL HAIRDRESSING
AND AESTHETICS SERVICES

2

SALE TO PROFESSIONALS AND
WHOLESALE DISTRIBUTION OF
HAIR AND BEAUTY PRODUCTS

3

E-COMMERCE



OUR BRANDS

JLH HAIRDRESSERS

BIONDI HAIRDRESSERS

BROAER HAIRDRESSERS

BEAUTYHAIR HAIRDRESSERS

JLH ACADEMY

BEAUTYSHOP STORES

TUCABELLOSANO.COM

JLH PREMIUM HAIR PRODUCTS



OUR BRANDS: JLH HAIRDRESSERS



JLH

JOSE LUIS DE LAS HERAS

HAIR & BEAUTY

OUR REFERENCE BRAND
BEAUTY AND FASHION AT YOUR FINGERTIPS

A chain of hair salons with a modern image and excellent service
by the best professionals. The full satisfaction of our customers
is our main objective and satisfaction.

BEST BEAUTY BRANDS

grupoheras
HAIRCARE EXPERTS

WWW.GRUPOHERAS.ES



OUR BRANDS: JLH HAIRDRESSERS



TENERIFE

C/ San Francisco, 56 • Tlf: 922 288 334
38001 Santa Cruz de Tenerife

C/ Méndez Núñez, 61 • Tlf: 922 288 035
38001 Santa Cruz de Tenerife

Avda. Asuncionistas, 2 • Tlf: 922 278 090
38006 Santa Cruz de Tenerife

C/ Coslada, 2 • Tlf: 922 251 922
38204 La Laguna, Tenerife

MADRID

C/ Eduardo Dato, 2
Tlf: 917 568 474
28010 Madrid

C/ Serrano, 230
(esquina Rodríguez Marín),
Tlf: 913 483 264 • 28016 Madrid

Próxima apertura:

c/ Embajadores, 111
28045 Madrid

GRAN CANARIA

C/ San Pedro, 7 (Zona Triana) • Tlf: 928 119 936
35002 Las Palmas de G.C.

C/ Juan Manuel Durán, 17 • Tlf: 928 269 261
35007 Las Palmas de G.C.

C.C. La Minilla • Tlf: 928 284 424
35011 Las Palmas de G.C.

Avda. Pintor Felo Monzón 33 • Tlf: 928 417 422
35019 7 Palmas - Las Palmas de G.C.

C/ Tomás Miller, 20 • Tlf: 928 277 230
35007 Las Palmas de G.C.

C/ Ripoche, 3 • Tlf: 928 504 917
35007 Las Palmas de G.C.

C/ Barcelona, 19 • Tlf: 928 291 869
35006 Las Palmas de G.C.

C/ Pso. Cayetano de Lugo, 15 • Tlf: 928 231 503
35004 Las Palmas de G.C.

C/ Poeta Pedro Lezcano • Tlf: 928 606 586
35400 Arucas • Gran Canaria

Avenida Cabildo Insular, 43 • Tlf: 928 506 633
35200 Telde • Gran Canaria

Avenida de Canarias 312 • Tlf: 928 567 862
35110 Vecindario • Gran Canaria



OUR BRANDS: BIONDI

One of our leading brands introduces the concept of hair salon-store with quality and service.

A chain of hair salons with a modern image and excellent service which includes a store to follow the treatment at home.

Our locations

El Muelle Shopping Center
1st floor
Tel: (+34) 928 265 187
35007 Las Palmas de G.C.

7 Palmas Shopping Center
1st floor
Tel: (+34) 928 415 882
35019 Las Palmas de G.C.

La Ballena Shopping Center
Premises 28
Tel: (+34) 828 909 172
35013 Las Palmas de G.C.

Avda. Mesa y López, 64
Tel: (+34) 928 274 573
35019 Las Palmas de G.C.

C/ Venegas, 12
Tel: (+34) 928 381 786
35007 Las Palmas de G.C.

C/ Ruiz de Alda, 24
Tel: (+34) 928 228 703
35007 Las Palmas de G.C.

C/ Constantino, 3 (Triana área)
Tel: (+34) 828 904 066
35002 Las Palmas de G.C.

C/ Pintor Juan Guillermo, 6
Tel: (+34) 928 284 247 La Minilla
35011 Las Palmas de G.C.

C/ Salamanca, 39
Tel: (+34) 922 281 606
38006 Sta. Cruz de Tenerife

C/ Benavides, 59
Tel: (+34) 922 275 556
38003 Sta. Cruz de Tenerife

C/ Alvaro Rdguez. López, s/n
Tel: (+34) 922 205 301
38005 Sta. Cruz de Tenerife

C/ Obispo Rey Redondo, 47
Tel: (+34) 922 898 353
38201 La Laguna – Tenerife

biondi
P E L U Q U E R Í A S



OUR BRANDS: JLH ACADEMIES



SCHOOL AND ADVANCED TRAINING CENTER
IN HAIRDRESSING AND AESTHETICS WITH
THE BEST TEACHING PROFESSIONALS

The JLH Academy is a hairdressing and aesthetics school where, in addition to training future professionals, we also conduct advanced training courses at various levels or refresher workshops with the most advanced techniques, all with a highly qualified teaching staff.

OUR ACADEMY

Avda. Rafael Cabrera, 10 • Tlf.: (+34) 928 361 977
35002 Las Palmas de Gran Canaria

JLH

JOSE LUIS DE LAS HERAS
ACADEMIA



OUR BRANDS: TUCABELLOSANO.COM



**tucabello
sano.com**

**THE BEST ONLINE
STORE FOR YOUR
HAIR CARE**

*The most exclusive
brands at the best prices
on the market*

L'ORÉAL
PROFESSIONNEL
PARIS

KÉRASTASE
PARIS

MOROCCANOIL

WELLA
PROFESSIONALS

ghd

PROFESSIONAL
SEBASTIAN.

REDKEN
5TH AVENUE NYC

REVLON®

BEST BEAUTY BRANDS

grupoheras
HAIRCARE EXPERTS

WWW.GRUPOHERAS.ES



OUR BRANDS: BEAUTYSHOP



Hairdressing and aesthetics products stores with the best beauty brands

Being distributors of leading brands in beauty and hairdressing products, our stores have an array of the best market products and at the best prices on the industry.

Our locations

La Ballena Shopping Center – Ground floor
Tlf.: (+34) 928 415 026
35013 Las Palmas de G.C.

c/ Pérez de Rozas, 48
Tlf.: (+34) 922 299 472 - (+34) 922 292 905
38004 Santa Cruz de Tenerife





OUR BRANDS: BROAER



A hair salon that offers the best service at the best prices

We offer a high quality hairdressing and aesthetics service at the best price on the market. Broaer is a pioneer in Canary Islands for introducing the "low cost" concept in the hairdressing industry. We are located in one of the capital's busiest shopping centers.

Our location

La Ballena Shopping Center, 1st floor – Tel: (+34) 928 417 521
35013 Las Palmas de G.C.





THE BRANDS WE WORK WITH



L'ORÉAL PROFESSIONNEL
KÉRASTASE
ALFAPARF MILANO
GHD
MOROCCANOIL
WELLA
SEBASTIAN
RENÉ FURTERER
DECLÉOR
ELEMIS
OLAPLEX
MATRIX
MASGLO
OLIVIA GARDEN
REVLON
SCHWARZKOPF
REDKEN
ABRIL ET NATURE
AND MANY MORE...



DISTRIBUTION AND MARKETING

Extensive commercial distribution and marketing network of the leading beauty brands

Grupo Heras distributes and markets the best brands for hair care, body and facial beauty products. We have a consolidated and a wide international distribution channel, we own several beauty and hair salon brands and we dispose of our own professional shop network within the Spanish market.

From our strategic points of distribution and our own salons and shops, we distribute and market to more than 10,000 beauty salons and retail stores in Spain and even across the globe. With more than 20 years of experience, we have a cross-functional team of qualified professionals and an extensive commercial distribution network which ensures a high quality service to our customers.

Grupo Heras is committed to become the leading distribution channel of hair care products within the Spanish market. We are every day one step closer to the achievement of this goal through constant research of market tendencies, contact with the highest quality developers and manufacturers and wider distribution. Today, our group is proud to represent and market the best brands on the market through our distribution channels and our own salons and stores. Our sales representatives are experts in the field of professional cosmetics. Consequently, they have a perfect understanding of the market and the demands of the industry.





OUR BRANDS

In our stores and hair salons we only have the best international beauty and hairdressing brands.

In addition to the brands we represent exclusively, in our stores and salons we only use and sell the best and most famous international brands of Beauty and Hairdressing.

L'ORÉAL
PARIS
PROFESSIONNEL


WELLA
PROFESSIONALS

ELEMIS
DEFINED BY NATURE, LED BY SCIENCE

KÉRASTASE
PARIS

MOROCCANOIL

SEBASTIAN®
PROFESSIONAL

REDKEN
5TH AVENUE NYC

ghd

MASGLO
BELLEZA PROFESIONAL

RENE
FURTERER
PARIS

OLAPLEX.

ALFAPARF
MILANO



PREMIUM PRODUCTS

JLH

BY JOSE LUIS DE LAS HERAS

*Formulated with plant
stem cell extract*



PREMIUM HAIR TREATMENT PRODUCTS

A range of moisturizing products with natural, vegan and sustainable ingredients

Jose Luis de las Heras, in his constant search for cutting-edge products for hair health and beauty care, presents his innovative range of Plant Stem Cells, a unique and revolutionary ingredient that helps maintain hair vitality thanks to its power to protect and renew scalp cells and hair bulbs.





CREATIVE TEAMS



*Fashion and trends
every season*

[Signature]





COLLECTIONS | LOOKBOOK





FASHION SHOWS

GRAN
CANARIA
MODA
CALIDA





Gran Canaria Office

**C/ Alfred Nobel, 2 • Warehouse 5
Los Tarahales Industrial Area
35013 Las Palmas de Gran Canaria • Spain**

Tlf: (+34) 928 373 563 • info@grupoheras.com

Tenerife Office

**c/ Pérez de Rozas, 48
38004 Santa Cruz de Tenerife • Spain**

Tlf: (+34) 922 299 472 • info@grupoheras.com

Madrid Office

**c/ San Erasmo, 42 • Warehouse 16
28021 • Madrid • Spain**

Tlf: (+34) 910 695 797 • info@grupoheras.com