

PRODUCT CATALOG

1948  
BARBERS SCIENCE

*High Cosmetics for Barbershops*



ENGLISH EDITION REV. 1.0  
12/2024

**1948**  
BARBERS&SCIENCE

“A different way  
of doing things”



**1948 BARBERS&SCIENCE<sup>®</sup> DEVELOPS ITS PRODUCTS USING CAREFULLY SELECTED RAW MATERIALS THROUGH THE MOST RIGOROUS MANUFACTURING PROCESSES. THE FINAL RESULT IS HIGH-QUALITY COSMETICS THAT PROVIDE AN UNMATCHED FINISH WHILE RESPECTING HAIR HEALTH.**

**WE ARE COMMITTED TO R&D, INNOVATION, AND HAIR HEALTH. THIS IS WHAT MOTIVATED US TO BE PIONEERS IN INTRODUCING CANNABIS AND ITS BENEFITS TO MEN'S COSMETICS.**

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# THERAPEUTIC SHAVING®

BY 1948 BARBERSCIENCE

A formula developed to combat common shaving problems for men, such as sensitive skin, coarse facial hair, ingrown hairs, etc. Its emollient substances soften facial hair optimally, and its anti-inflammatory components provide absolute calm to the face after shaving. It delivers maximum skin hydration, making aftershave unnecessary. Its powerful thermal effect reduces ingrown hairs by over 80%, and its transparency ensures precise shaving.

## HOW TO USE:

We recommend using Therapeutic Shaving after a shower. Even so, it is crucial to moisten the face with plenty of hot water—seven or eight splashes will suffice to dilate the pores. Then, apply enough gel to cover the entire shaving surface. The powerful thermal effect of Therapeutic Shaving contracts the pores, lifts the hairs, and makes the razor strokes more efficient, preventing ingrown hairs. Rinse the face with lukewarm water after shaving, and you're ready!



300 ML



300 ML

## **AFTER BARBER SHAVE**

**THERAPEUTIC FACIAL RESTRUCTURER**

This formula is developed to combat the common problems men face after shaving. Shaving often leaves the skin irritated by the blade's effect. Applying AFTER BARBER SHAVE provides an instant sensation of calm and freshness. It also hydrates and nourishes the skin, while the irritated areas disappear due to its anti-inflammatory effect. Enhanced with a high-perfumery masculine fragrance.

### HOW TO USE:

Rinse your face with lukewarm water. Apply a small amount of product and massage evenly across the shaved surface until the skin completely absorbs the product.



## BEARD OIL

The 1948 BARBERSCIENCE® Beard Oil has undergone a rigorous micro-filtration process to lose viscosity. This allows us to achieve the lightest textured oil on the market, penetrating the skin and hair optimally, delivering maximum hydration and softness without a greasy feel.

Recommended use: After each facial wash. Infused with natural herb and orchid oils. Enhanced with the latest trends in high-end masculine perfumery.

Packaging: 50 ml.



300 ml



## BEARD SHAMPOO

Features moisturizing and sebum-regulating properties that reduce beard itchiness and balance sebaceous gland secretion. It delays unsightly shine and excess facial oil. Provides softness, vitality, elasticity, and strength to both hair and skin.

**Formulation:** Based on herbal extracts, argan oil, keratin, and silk proteins.  
Combats hair loss.

### **Specifications:**

- Professional shampoo for hair and beard.
- Free of salts and sulfates.
- High-end cosmetics for skin, beard, and hair care.





## LIQUID BEARD WAX<sup>®</sup>

1948 BARBERSCIENCE Liquid Beard Wax with natural cannabis extract results from combining super-concentrated, non-greasy conditioners that add softness to the beard while giving body and texture to the hair. A perfect combination.



**0% Greasy Components.**



50 ml

“Make a difference with top-quality products.”



## SOPHISTICATED HAIR POMADE

This pomade offers combability and flexible, high-strength hold. Applied to dry hair, it enables the desired hairstyle while providing spectacular shine thanks to its gloss-enhancing substances—without the wet look typical of styling gels. Medium shine level.

Enhanced with a captivating perfume that will seduce you. Free of residue or greasy texture, it rinses out at the first contact with water. It respects your hair's health as it contains no alcohol, silicones, or acrylates.





*“With Natural Beeswax and  
Cannabis Extract”*

**MATTE FINISH  
AND HEALTH TREATMENT  
IN ONE PRODUCT**

**100% ORGANIC**



**90 ML**

# **BARBER CREAM<sup>®</sup>**

## **BARBER HAIRSTYLING CREAM**

A revolutionary matte wax introducing a new concept in men's styling products.

A novel, **natural cosmetic** with a matte, non-greasy finish, offering excellent hold and texturizing capacity.

### **Specifications:**

100% Organic.

0% Alcohol, Acrylates, Silicones, or Parabens.



# THE ICONIC PRODUCT OF MEN'S HAIRCARE

*“Never before have so many qualities  
been combined in a single product.”*

## 100% ORGANIC

0% ALCOHOL  
0% SILICONES  
0% PARABENS  
0% ACRYLATES



90 ML

## PURE CLAY®

The best matte wax on the market, combining all the possible qualities of its class.

### Properties:

- Natural matte effect.
- Ideal as a base and finish.
- Easy application due to its texture.
- Non-greasy, even 24 hours after application.
- Provides hold and body without needing another product afterward.
- 100% ORGANIC.

### HOW TO USE:

Rub a small amount of Pure Clay® between your fingertips with circular motions until the product disappears. Spread it evenly across the hair. Repeat as needed



# ENERGIZER BARBER®

VOLUMIZER, ENERGIZER, TEXTURIZER, AND CURL ENHANCER

Discover a new era in men's hairstyling techniques. Suitable for all hairstyles and hair types, ENERGIZER BARBER® provides combability, body, density, volume, and texture. Achieve naturalness and volume in your hairstyle as if nothing was applied! It also serves as an excellent base for any fixing product and is an outstanding curl enhancer.

## HOW TO USE (WITH HAIRDRYER):

Apply to damp hair, distribute it evenly, and blow-dry as usual to shape the style.

## HOW TO USE (WITHOUT HAIRDRYER):

Apply preferably to damp hair, style as desired, and let dry. Once dry, re-style or use your hands to add body, hold, and volume for a blow-dried look.



300 ml

# IMPROVED FORMULA

- \* MORE HOLD
- \* MORE FRAGRANCE
- \* MAXIMUM HAIR CARE

*“The only powder on the market with active ingredients to care for your hair.”*



## CANNABIS BARBER POWDER

With 1948 BARBERSCIENCE styling powder, you'll achieve volume, texture, and maximum naturalness in your hairstyles. Thanks to its anti-clump system® and small dispenser, the product application is practical, simple, and technically excellent. It offers great solubility when washing.

Additionally, it is the first powder on the market that cares for and protects your hair, thanks to the active ingredients of natural cannabis extract. Enhanced with high-end perfumery fragrance.

### HOW TO USE:

Apply to completely dry hair with a pre-structured style. Shake the container vigorously to eliminate possible clumps (patented system). Distribute a small amount of product evenly and finalize the hairstyle.



# IMPROVED FORMULA

- \* MORE HOLD
- \* MORE FRAGRANCE
- \* MAXIMUM HAIR CARE

*“Styling powders tend to provide similar results..  
However, **BARBER POWDER** is unique as it does not dry or open the hair cuticle”*



## BARBER POWDER

With 1948 BARBERSCIENCE styling powder wax, you'll achieve volume, texture, and maximum naturalness in your hairstyles. Thanks to its Anti-Clump System® and its small dispenser, the product application is practical, simple, and technically outstanding. Highly soluble when washing out.

### HOW TO USE:

Apply to completely dry hair with a pre-structured style. Shake the container vigorously to eliminate possible clumps (patented system). Distribute evenly across the hair, finishing the style.





A SPECIALIZED LINE  
WITH NATURAL CANNABIS EXTRACT

## BARBER INSPIRATION AND INNOVATION.

In addition to its many benefits, recent scientific studies show that natural cannabis extract has numerous therapeutic qualities for the beauty and care of skin and hair.

This gave rise to our **BARBERSCIENCE** barber line, fulfilling our two main promises: unbeatable finishes and maximum care and health for your hair.





PACKAGING SIZES: 280 ML / 540 ML.

“Break the rules  
of tradition.”

## SOFT POMADE®

This product has been developed over years by 1948 BARBERSCIENCE®. Its standout feature is the respect it shows for hair and scalp health. Thanks to its density and low water content, it provides a cosmetic that ensures maximum hold and style flexibility without residues.

### Specifications:

- With natural resins.
- Enhanced with high-end masculine perfumery.
- 0% Alcohol.
- Free of acrylates and silicones.
- UV sun filter.

### HOW TO USE:

Apply to damp or dry hair. Spread the product evenly between your palms and distribute it homogeneously through the hair.





300 ml



## ANTI-DANDRUFF/OILY HAIR SHAMPOO

A professional formula based on herbal extracts with anti-irritant and moisturizing properties, making it ideal for daily use. Regulates sebaceous gland activity, softens hair, and adds vitality, elasticity, and strength.

**Ingredients:** Contains argan oil, keratin, and silk proteins.

**Specifications:** Free of salts and sulfates.





“Take care of your hair every day.”



## DAILY USE SHAMPOO

Hydrates and protects, preventing issues like dandruff, seborrhea, dermatitis, etc. Made with wild herbs and argan oil, it cleanses the hair effectively and balances sebaceous gland activity. Its sulfate-free and salt-free formula makes it suitable for daily use.



300 ml

“Volume and hydration  
in a single shampoo”



## REPAIR SHAMPOO

Promotes hair growth thanks to active ingredients in cola extract, such as caffeine, phosphoric acid, vanilla, sorbitol, and silk proteins, which deeply repair the hair. It provides crystalline shine and natural volume.

Additionally, it has a high hydrating power due to its content of ingredients similar to the Natural Moisturizing Factors (NMF) of the skin, such as monosaccharides, disaccharides, amino acids, and urea. These increase the water content inside the hair, improving its elasticity.



300 ml



300 ml



## ANTI-HAIR LOSS SHAMPOO

Formulated with plant-based stem cells and rosemary extract, which stimulate blood circulation, prolonging the health of hair follicles and increasing hair strength and resistance.

Additionally, it includes the therapeutic properties of natural cannabis extract. Cleanses hair and scalp effectively, promoting sebum regulation.

### HOW TO USE:

Apply to damp hair, massage gently, and let it sit for a few minutes before rinsing.





300 ml

## SILVER SHAMPOO

Hydrates and conditions while prolonging color longevity. Neutralizes orange and yellow tones at the root. Visible results from the first application.

Specifications: High-end cosmetics for white and bleached hair care.



“The essence of the sea concentrated  
in a new  
concept of saline spray.”



300 ml

## BARBERSURF

We've reinvented the concept of marine water with a completely novel and revolutionary product suitable as both a base and a finishing touch for hairstyles.

**BARBERSURF** offers the highest salinity ever used in a hair cosmetic to deliver maximum volume and texture. It also contains our patented PURO BARRO formula, diluted to provide hold and an ultra-matte effect.

With natural cannabis extract, it treats both hair and scalp, ensuring hair health.

### HOW TO USE:

Spray as needed to achieve the desired volume and finish.



500 ml



# GRAFIXION ERBA PURA

GRAFIXION ERBA PURA is a fixing spray with CBD that provides extraordinary hold without drying out the hair, thanks to its low content of fast-evaporating alcohol.

It is also an efficient **cuticular hair restructurer** with visible results, even on the most damaged hair due to bleaching. It does not weigh down or dampen the hair.

The **CBD** in **GRAFIXION ERBA PURA** offers several benefits, especially when combined with quality ingredients. Its main positive effects are:

## 1. Hair Care and Health

**Deep Hydration** – CBD contains essential fatty acids (Omega 3, 6, and 9) that nourish the hair and prevent dryness.

**Strengthening** – Its properties strengthen the hair fiber, reducing breakage and hair weakening.

**Hair Regeneration** – It stimulates the scalp and helps improve follicle health, promoting stronger and healthier hair growth.

## 2. Benefits for the Scalp

**Soothing and anti-inflammatory effect** – Ideal for people with sensitive scalps, it helps reduce irritation and itching.

**Sebum Control** – It regulates oil production, preventing a greasy look without drying out the hair.

## 3. Quality in Hold and Finish

**Hold without Drying Out** – Unlike sprays with harsh alcohols, CBD maintains hair flexibility without making it stiff.

**Shine and Healthy Appearance** – It enhances the hair's natural shine without a greasy feel.

*“ A new generation of fixing spray  
That will make a statement in the best barbershops. ”*

“Stimulates hair growth,  
an effective hair regenerator.”



300 ml



## ANTI-HAIR LOSS LOTION

Formulated with biotin and a thermal effect, it regenerates, strengthens, and hydrates the hair, providing elasticity and shine. Its innovative stimulating action combines biotin with other active ingredients (vitamin B complex B1, B2, B6, panthenol, hydrolyzed keratin, and trace elements) to promote hair growth, stop hair loss, and improve blood flow to the scalp.

Contains: Natural cannabis extract.





500 gr

## DECO BARBER

Blue bleaching powder with ingredients extracted from red algae and a blend of amino acids that protect and hydrate the cuticle.

### HOW TO USE:

Mix 1 part powder with 2 parts developer in a non-metallic container. Apply to dry, unwashed hair for 20–50 minutes, depending on the desired lightening level and result. Rinse with lukewarm water until the mixture is completely removed.

### Notes:

- Wash with neutral or gentle shampoo afterward and apply a conditioner or softening cream to hydrate treated hair.
- Do not exceed recommended processing times.
- Not for use on damaged or sensitive scalp, eyebrows, or eyelashes.



# 1948<sup>®</sup> BARBERSCIENCE



*Alta Cosmética para Barbershops*

# 1948

# BARBERSCIENCE

A DIFFERENT WAY OF DOING THINGS

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SOUNDTRACK