



LA CROA

PREMIUM HAIR CARE

Your hair will love it!



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LA CROA CATALOGUE 2025

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ABOUT US

La Croa is a Croatian beauty brand, established in 2012, dedicated to creating professional-quality haircare products that are accessible to everyone. Our first collection was conceived as a high-performance salon treatment, created in collaboration with experienced professionals. Outstanding reviews, enthusiastic user feedback, and rapid brand growth led us in 2014 to expand into leading drugstore chains, making our products more accessible to a wider audience.

WHAT DRIVES US

La Croa is dedicated to those who want more from their daily beauty routine – a touch of luxury, exceptional performance, and effortless use, with the freedom to mix and match products across our ranges. Our approach to haircare is grounded in **a balance of nature and science, combining quality and accessibility.**

OUR MISSION & VISION

Mission: **To be a trusted partner in the care, health, and beauty of hair** – every day, for everyone.

Vision: **Our vision is to set new standards in haircare quality**, consistently exceeding market expectations through innovation, responsibility, and a commitment to customer satisfaction.

WHY CHOOSE LA CROA

If you're looking for a premium care experience without compromise – in results, ingredients, or price – La Croa is a choice you can rely on.

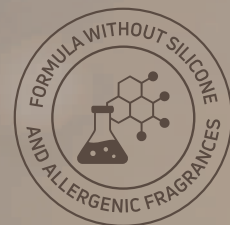
THE POWER OF NATURE

Our products are rooted in the power of natural oils, botanical extracts, proteins, vitamins, and amino acids. The formulations contain carefully selected ingredients renowned for their nourishing, restorative, and beneficial properties – keeping hair nurtured, healthy, and beautiful, day after day. La Croa products are free from parabens, reflecting our commitment to quality, safety, and care that honours the natural balance of hair and scalp.

LA CROA TODAY

Today, more than 50 La Croa products can be found in renowned retailers such as DM, Müller, and Bipa. Our presence now extends well beyond Croatia, **with customers in over 10 European countries placing their trust in our products.**





MOLECULAR PROTEIN

The La Croa Molecular Protein range, suitable for all hair types, provides molecular-level hair repair using wheat microproteins and amino acids that penetrate deep into the hair fibre. The range is enriched with organic grapeseed, shea, and castor oils, keratin, silk proteins, and hyaluronic acid. The formulas are free from sulfates, silicones, and allergenic fragrances, making them suitable even for sensitive scalps.



MOLECULAR PROTEIN SHAMPOO

Gentle cleansing. Deep reconstruction.

The La Croa Molecular Protein sulfate-free shampoo is suitable for all hair types, particularly dry, damaged hair. Enriched with wheat microproteins and amino acids, the formula works at a molecular level to restore the inner hair fibre structure and strengthen hair over time. Free from silicones and allergenic fragrances.

00 % SULFATE	00 % SILICONE	100 % COLOR SAFE
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300 ml e



MOLECULAR PROTEIN CONDITIONER

Deep repair in every strand.

The La Croa Molecular Protein Conditioner for all hair types restores elasticity, softness, and shine. Wheat microproteins and amino acids penetrate deep into the hair fibre, repairing damage from within and strengthening hair over time. Free from silicones or allergenic fragrances.

00 % SILICONE	100 % COLOR SAFE
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200 ml e



MOLECULAR PROTEIN HAIR MASK

Deep treatment for weakened hair.

The La Croa Molecular Protein Hair Mask is an intensive treatment suitable for all hair types. Repairs hair at the molecular level, restoring elasticity, softness, and shine. Wheat microproteins and amino acids penetrate deep into the hair fibre, repairing damage from within and strengthening hair over time. Free from silicones and allergenic fragrances.

00 % SILICONE	100 % COLOR SAFE
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25 ml e

200 ml e



MOLECULAR PROTEIN HAIR SERUM

The finishing step for renewed, silky hair.

The La Croa Molecular Protein Serum, suitable for all hair types, is enriched with highly concentrated actives that provide instant repair and protection. Enriched with wheat microproteins, amino acids, organic plant oils (grapeseed, castor, and shea), as well as keratin, silk proteins, and hyaluronic acid. The serum is silicone-free. Does not weigh hair down.

00 % SILICONE	100 % COLOR SAFE
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10 ml e



HYDRATING

The La Croa Hydrating range is designed for all hair types, with a particular focus on dry, dehydrated hair that requires intense, long-lasting hydration. Enriched with emollients such as organic argan and coconut oils, organic aloe vera, and shea butter, as well as natural humectants like hyaluronic acid and glycerin, this formula attracts and retains moisture within the hair fibre, providing optimal care, hydration, and shine.



HYDRATING SHAMPOO

Advanced cleansing, deep hydration.

The La Croa Hydrating Shampoo is sulfate-free and suitable for daily use on all hair types. Enriched with organic coconut and argan oils, aloe vera, and shea butter, this shampoo nourishes the hair as you wash, leaving it soft, smooth, and deeply hydrated. Its gentle formula, free from allergenic fragrances, is ideal for sensitive scalps.

00 %
SULFATE

00 %
SILICONE

100 %
COLOR SAFE

300 ml e



HYDRATING CONDITIONER

For deeply hydrated, silky hair.

La Croa Hydrating silicone-free conditioner detangles and instantly softens hair. Enriched with a blend of organic argan, coconut, and sesame oils, along with organic aloe vera, this conditioner deeply nourishes the hair fibre from within. Its gentle formula, free from allergenic fragrances, makes it suitable for daily use and all hair types, including sensitive scalps. Does not weigh hair down.

00 %
SILICONE

100 %
COLOR SAFE

200 ml e



HYDRATING HAIR MASK

Deep hydration for hair.

The La Croa Hydrating silicone-free hair mask deeply hydrates and helps repair hair. Enriched with organic argan, coconut, and sesame oils, along with organic aloe vera, it provides intensive care while restoring hair's natural softness and shine. Its gentle formula, free from allergenic fragrances, makes it suitable for all hair types, including sensitive scalps. Does not weigh hair down.

00 %
SILICONE

100 %
COLOR SAFE

25 ml e

200 ml e



REPAIR

The La Croa Repair product range is formulated for intensive repair of structurally damaged and chemically treated hair. The synergistic combination of argan oil and keratin deeply revitalises the hair fibre, restoring softness, shine, elasticity, and resistance to further damage. This range supports hair regeneration at every level, promoting a healthy appearance and optimal strength and function of the hair fibre.



REPAIR SHAMPOO

The essential step in repairing damaged hair.

The La Croa Repair Shampoo gently removes impurities and product buildup without harsh surfactants (SLS/SLES-free), helping to prevent further dryness and damage to scalp and hair. Enriched with argan oil and hydrolysed keratin, the shampoo helps restore the hair's natural barrier, improves elasticity, enhances shine, and maintains optimal moisture and hair fibre structure.

00 %
SLS/SLES

00 %
ALCOHOL

300 ml e



REPAIR CONDITIONER

Advanced formula for repair, softness, and strength.

The La Croa Repair Conditioner, enriched with argan and macadamia oils, keratin, collagen, and panthenol, targets damaged areas of the hair fibre, improving structure and elasticity. Provides intense hydration, facilitates detangling, and helps reduce breakage, leaving hair smoother, stronger, and visibly healthier – without weighing it down.

00 %
ALCOHOL

200 ml e



REPAIR HAIR MASK

Deep repair for smooth, healthy-looking hair.

The La Croa Repair Hair Mask is formulated for intensive repair of damaged and chemically treated hair. Enriched with argan, macadamia, castor, and flaxseed oils, along with keratin, glycerin, and panthenol, this rich formula deeply nourishes and strengthens hair from root to tip. Restores elasticity, flexibility, and natural shine, leaving hair smooth, supple, and visibly revitalised.

00 %
ALCOHOL

25 ml e

200 ml e



REPAIR HAIR SERUM

Advanced leave-in protection and repair.

The La Croa Repair Serum, enriched with keratin and silk proteins, provides targeted repair and protection for damaged strands. Enriched with evening primrose, grapeseed, and argan oils, it protects hair from heat damage, helps prevent split ends, and enhances shine and softness. Ideal for maintaining hair health and resilience following colouring, bleaching, or heat styling treatments.

00 %
ALCOHOL

10 ml e



CURL

The La Croa Curl product range is designed for naturally wavy and curly hair, providing targeted care, definition, and intense hydration. The formula is enriched with organic coconut oil, shea butter, keratin, and free amino acids, which enhance hair fibre elasticity, lock in moisture, and maintain long-lasting curl definition – without weighing hair down.



CURL SHAMPOO

A fresh start for beautifully defined curls.

The La Croa Curl sulfate-free shampoo is specially formulated to care for curly and wavy hair. Enriched with organic coconut oil, shea butter, keratin, and free amino acids, it gently cleanses hair and scalp while providing deep hydration and repair. Free from silicones or allergenic fragrances. Suitable for use with the Curly Girl Method (CGM).

00 % SULFATE	00 % SILICONE	100 % COLOR SAFE
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300 ml e



CURL CONDITIONER

Hydration and effortless detangling without compromise.

The La Croa Curl Conditioner delivers optimal hydration and makes detangling curly and wavy hair effortless. Enriched with organic coconut oil, shea butter, keratin, and free amino acids, it restores softness and elasticity to the hair. Formulated without allergenic fragrances, ideal for use in accordance with the Curly Girl Method (CGM).

00 % SILICONE	100 % COLOR SAFE
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200 ml e



CURL HAIR MASK

Intense nourishment and repair for elastic, supple curls.

The La Croa Curl Mask is formulated for intensive repair and deep hydration of curly and wavy hair. A blend of organic coconut oil, shea butter, keratin, and free amino acids strengthens the hair fibre, restoring shine and vitality. Free from allergenic fragrances. Compatible with the Curly Girl Method (CGM).

CURL JELLY HAIR GEL

Long-lasting, dynamic definition.

The La Croa Curl Jelly with medium hold shapes curly and wavy hair while enhancing elasticity and providing lasting control. Enriched with organic coconut oil, shea butter, and panthenol, it imparts silky shine, tames unwanted static, and makes styling effortless. Suitable for use in accordance with the Curly Girl Method (CGM).

00 % SILICONE	100 % COLOR SAFE
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25 ml e

00 % SILICONE	00 % SULFATE
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185 ml e



CURL CREAM

Weightless definition – just naturally beautiful hair.

The La Croa Curl Cream lightly defines and shapes curls and waves without weighing them down. Enriched with argan and macadamia oils, keratin, vitamin B5, and silk proteins, it provides intensive care, helps protect against dryness, and effectively controls static. For soft, defined, shiny, natural-looking curls.

00 % SULFATE	00 % ALCOHOL
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100 ml e



NOURISHING

The La Croa Nourishing product range is designed for dry and normal hair in need of care, hydration, and repair. Enriched with argan and macadamia oils, it enhances softness, elasticity, and natural shine. Protects against dryness, leaving hair silky smooth and looking healthy and well-cared-for. The result is hair that radiates vitality, softness, and luminous shine.



NOURISHING SHAMPOO

A luxurious start for hair that's full of life.

The La Croa Nourishing Shampoo for dry and normal hair thoroughly cleanses scalp and hair while providing nourishment and hydration. Enriched with argan and macadamia oils, this shampoo restores softness and natural elasticity to dry and normal hair, leaving it smooth, shiny, and manageable from the very first wash.

00 %
ALCOHOL

300 ml e



NOURISHING CONDITIONER

Care that envelops every strand.

The La Croa Nourishing Conditioner, formulated for normal and dry hair, nourishes, hydrates, and softens the hair fibre without weighing it down. The formula, enriched with argan and macadamia oils, penetrates the hair fibre, restores its structure, and restores smoothness, softness, and a silky shine. Ideal for daily use, leaving hair manageable and easy to style.

00 %
ALCOHOL

200 ml e



NOURISHING HAIR MASK

Intensive repair in a rich, creamy formula.

The La Croa Nourishing Hair Mask provides intensive care for normal and dry hair in need of moisture, vitality, and shine. Enriched with argan and macadamia oils, it deeply nourishes and repairs hair, leaving it velvety soft, smooth, and glossy.

00 %
ALCOHOL

25 ml e

200 ml e



VOLUME

The La Croa Volume product range is designed for fine, lifeless hair, formulated to revitalise without weighing it down. Enriched with organic avocado oil and organic gotu kola, it helps maintain hydration, strengthens the hair fibre, and promotes healthy-looking hair. The result is hair that appears thicker, fuller, and more vibrant, with natural, long-lasting volume.



VOLUME SHAMPOO

Weightless hydration. Limitless volume.

The La Croa Volume sulfate-free shampoo for fine hair gently cleanses scalp and hair, providing essential hydration while visibly enhancing volume. Enriched with organic avocado oil and organic gotu kola, it helps strengthen the hair fibre while keeping it light, hydrated, and full of body. Ideal for daily use.

00 %
SULFATE

00 %
ALCOHOL

300 ml e



VOLUME CONDITIONER

Softness, shine, and volume – without compromise.

The La Croa Volume Conditioner nourishes and hydrates fine hair while keeping it light and full of body. Enriched with organic avocado oil and organic gotu kola, it enhances hair elasticity, softness, and natural shine. Specially formulated for fine, lifeless hair that needs both volume and care.

100 %
COLOR SAFE

200 ml e



VOLUME MOUSSE 3 in 1

Instant volume with lasting results.

The La Croa Volume Mousse 3-in-1 instantly lifts hair at the roots and adds volume along the lengths, providing long-lasting, natural fullness. At the same time, it revitalises hair, smooths the hair fibres, and controls frizz, providing an anti-static effect. Suitable for all hair types, particularly fine hair, to provide visible, long-lasting fullness. Eases detangling, offers medium hold, and leaves hair light and non-greasy.

00 %
SULFATE

00 %
ALCOHOL

150 ml e



SILVER

The La Croa Silver product range is designed to neutralise yellow tones in blonde, grey, and lightened hair. The formula, enriched with nourishing purple pigments and active ingredients, effectively preserves cool tones and restores natural shine. Enriched with argan oil, silk proteins, and grapefruit extract, it provides intensive care and protection. A sulfate-free version is also available, specially formulated for sensitive hair.



SILVER SOFT SHAMPOO

Sulfate-free, no brassiness – just brilliant shine.

The La Croa Silver sulfate-free shampoo is designed to neutralise yellow tones in blonde, grey, and lightened hair. The formula, specially designed for sensitive hair and enriched with baobab and grapeseed oils, keeps the color fresh with cool undertones while protecting hair from dryness.

00 %
SULFATE

00 %
SILICONE

300 ml e



SILVER SHINE SHAMPOO

Perfectly cool tones, free from brassiness.

The La Croa Silver Shampoo neutralises unwanted yellow tones. The formula, enriched with purple pigments and active ingredients, helps maintain cool tones while restoring the hair's natural shine. Enriched with argan oil, silk proteins, and grapefruit extract. Ideal for blonde, gray, and lightened hair. Keeps hair soft and shiny while preventing dryness.

00 %
SILICONE

300 ml e



SILVER SHINE CONDITIONER

Intensive treatment for blonde and lightened hair.

The La Croa Silver Conditioner provides deep care following use of any shampoo from the Silver range. The formula is enriched with grapeseed, argan, and macadamia oils, silk proteins, keratin, and shea butter, which work together to strengthen the hair fibre and restore vitality.

00 %
ALCOHOL

200 ml e



VITAMIN & HYALURON

The La Croa Vitamin & Hyaluron range is formulated for normal and dry hair in need of deep hydration, repair, and a boost of vitality. It contains a vitamin complex – C, E, B3, B5, and B6 – alongside hyaluronic acid, which together provide potent antioxidant protection, stimulate scalp regeneration, and nourish the hair fibre from within. The formulas are suitable for daily use.

- C** antioxidant protection
- E** restoration and hydration
- B3** split ends protection
- B5** improved scalp circulation
- B6** hair health and shine

VITAMIN & HYALURON SHAMPOO

The energy of the vitamins. The power of hydration.

The La Croa Vitamin & Hyaluron Shampoo for normal and dry hair is enriched with a complex of essential vitamins C, E, B3, B5, and B6, along with hyaluronic acid, to deeply nourish the scalp, revitalise the hair, and restore its natural vitality. With regular use, hair regains vitality and a healthy appearance, while the vitamin complex provides long-lasting protection and resilience. Suitable for daily use.

00 %
SLS/SLES

00 %
SILICONE

300 ml e

VITAMIN & HYALURON CONDITIONER

Renewed strength. Long-lasting vitality.

The La Croa Vitamin & Hyaluron silicone-free conditioner is enriched with vitamins C, E, B3, B5, and B6, along with hyaluronic acid, providing intense hydration and vitality to the hair without weighing it down. The conditioner is suitable for normal and dry hair.

00 %
SILICONE

200 ml e



BALANCE SHAMPOO

Freshness and balance for hair prone to oiliness.

The La Croa Balance Shampoo, suitable for all hair types, gently yet thoroughly cleanses hair and scalp, helps regulate sebum production, and prevents excess oiliness. The formula is rich in nettle, rosemary, and hop extracts to soothe the scalp. It contains panthenol and keratin to provide extra nourishment and strengthen the hair fibre.

00 %
SILICONE

300 ml e



BALANCE

This silicone-free shampoo is suitable for daily use and perfect for those seeking fresh, balanced hair while maintaining the scalp's natural protective barrier.

HAIR GROWTH SHAMPOO

For stronger growth and a healthier scalp.

La Croa Hair Growth sulfate-free shampoo, suitable for all hair types, is designed to reduce hair loss and promote faster hair growth. Enriched with biotin, caffeine, pumpkin seed oil, and rosemary, which help block the harmful effects of the DHT hormone on hair. It also contains organic extracts of turmeric, mint, nettle, camphor, and chili pepper, along with high concentrations of panthenol and keratin. Free from allergenic fragrances. Also suitable for sensitive scalps.

00 %
SULFATE

00 %
SILICONE

300 ml e

HAIR GROWTH SCALP SERUM

Stimulates growth. Strengthens the roots.

The La Croa Hair Growth Serum, suitable for all hair types, promotes faster hair growth while deeply revitalising the scalp. Enriched with biotin, caffeine, pumpkin seed oil, and rosemary, alongside organic extracts of turmeric, mint, nettle, camphor, and chili pepper. The high concentrations of panthenol and low-molecular-weight keratin further strengthen the hair fibre, increase density, and promote healthier, fuller-looking hair.

00 %
SILICONE

00 %
ALCOHOL

30 ml e

ANTI-DANDRUFF SHAMPOO

Effective against dandruff, gentle on the scalp.

The La Croa Anti-Dandruff sulfate-free shampoo, suitable for all hair types, helps eliminate dandruff, calms itching and irritation, and soothes the scalp. Enriched with extracts of nettle, mint, rosemary, eucalyptus, horsetail, sage, and hops, and fortified with panthenol and climbazole for enhanced care and protection. The formula is free from allergenic fragrances, making it suitable even for sensitive scalps.

00 %
SULFATE

00 %
SILICONE

300 ml e

ANTI-DANDRUFF SCALP SERUM

For a healthy, dandruff-free scalp.

The La Croa Anti-Dandruff Serum is alcohol- and silicone-free, suitable for all hair types, and enriched with soothing botanical extracts of mint, rosemary, nettle, eucalyptus, and yarrow. This nourishing serum helps eliminate dandruff, calms itchiness and irritation, and soothes the scalp. Suitable for sensitive and problematic scalps.

00 %
SILICONE

00 %
ALCOHOL

30 ml e



ANTI-DANDRUFF

The La Croa Anti-Dandruff product range, suitable for all hair types, helps eliminate dandruff, reduces itching and irritation, and soothes the scalp. The advanced formula is enriched with plant extracts of nettle, mint, sage, eucalyptus, and hops, along with active ingredients including niacinamide, aloe vera, panthenol, and climbazole. These ingredients help balance the scalp and, with regular use, prevent dandruff from recurring.

HAIR GROWTH

The La Croa Hair Growth product range, suitable for all hair types, is designed to encourage faster growth and strengthen hair from root to tip. The formula blends active ingredients such as biotin, caffeine, pumpkin seed oil, and rosemary, alongside natural extracts of turmeric, mint, nettle, camphor, and chili pepper, as well as additives like panthenol and low-molecular-weight keratin. This range helps stimulate scalp microcirculation, reduces hair loss, and supports healthy hair growth.





SPECIAL TREATMENTS



10-in-1 SPRAY MASK

Luxurious, multi-purpose care in a single step.

The La Croa 10-in-1 Spray Mask is a leave-in treatment suitable for all hair types. Delivers multi-benefit protection, care, and repair for hair. Enriched with hyaluronic acid, keratin, argan and macadamia oils, evening primrose and black cumin seed oils, panthenol, silk proteins, shea butter, and UVA/UVB filters. Ideal for all hair types and daily use – no rinse required and lightweight on the hair.

00 %
ALCOHOL

150 ml e



PROTECT & SHINE OIL SPRAY

Shine without weighing down hair. Protection without compromise.

The La Croa Protect&Shine Oil Spray is suitable for daily use and all hair types. Enriched with argan, macadamia, and black cumin oils, it instantly hydrates, softens, and repairs hair, leaving it silky with a natural, long-lasting shine. UVA/UVB filters protect hair from harmful environmental factors, including sun exposure and heat styling. Lightweight and non-greasy, it leaves hair soft and manageable without weighing it down.

00 %
ALCOHOL

60 ml e



KERATIN HAIR FLUID

The power of keratin. Luxurious softness and lasting resilience.

The La Croa Keratin Hair Fluid is formulated for intensive care and protection of all hair types. Contains keratin, hyaluronic acid, collagen, and argan oil. Smooths the hair surface, facilitates blow-drying or straightening, and helps control static. Use as the final step in your hair care routine – leave in on damp or dry hair.

00 %
ALCOHOL

50 ml e



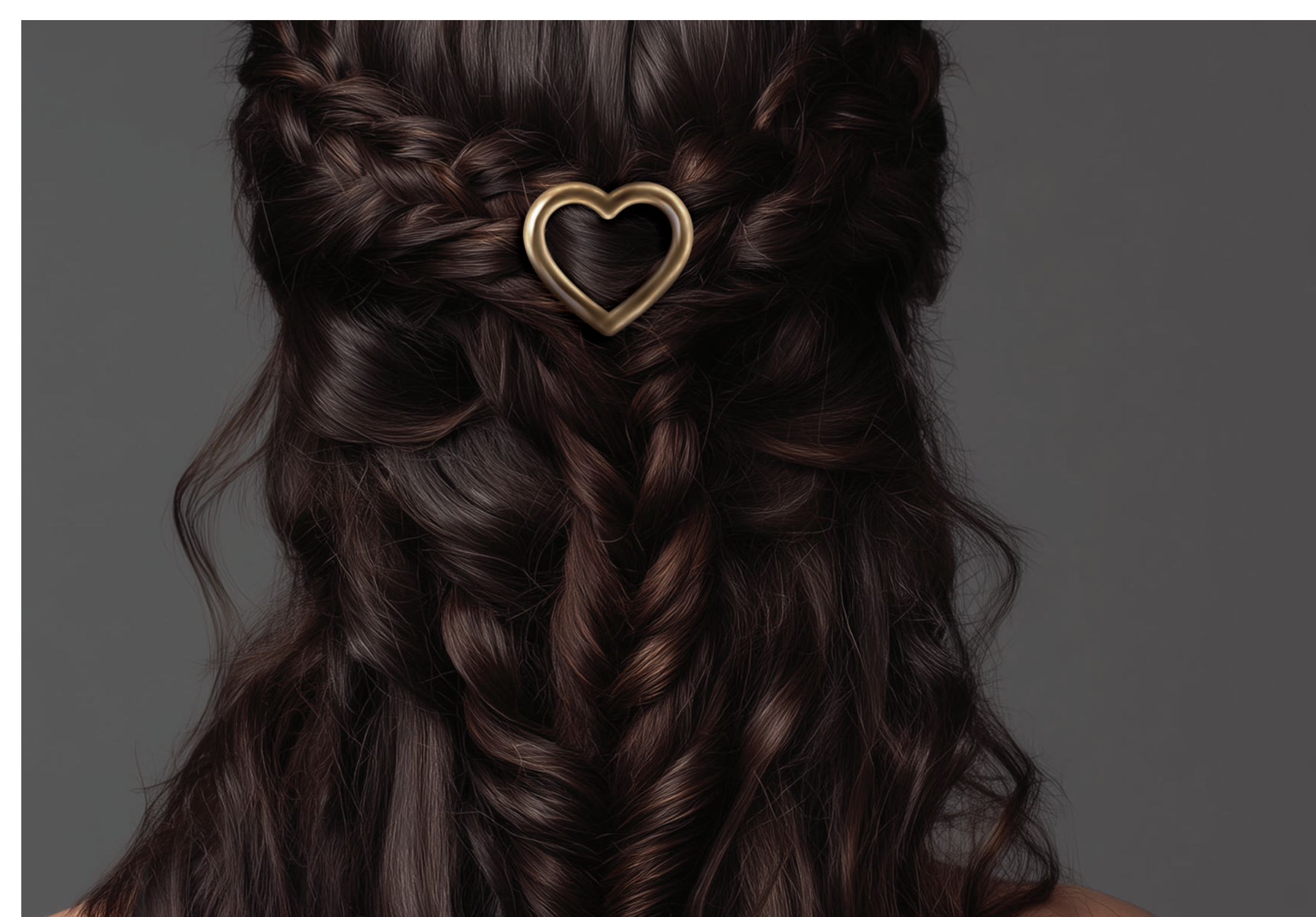
NOURISHING HAIR OIL

Luxurious care for soft, shiny, and manageable hair.

The La Croa Hair Oil is suitable for all hair types, particularly dry and damaged hair. The formula is enriched with argan, macadamia, flaxseed, and carrot oils, as well as vitamin E, providing intensive care and protection for the hair. Deeply nourishes and conditions hair, restoring elasticity and shine while effectively smoothing split ends and uneven texture. Use as the final step in your hair care routine. Lightweight texture that absorbs quickly, leaving hair soft and non-greasy.

00 %
ALCOHOL

20 ml e



Your hair will love it!



LA-CHRIS d.o.o.

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