



LAMMAR

.Brazilian Innovation .Global Precision

CATÁLOGO



Professional Hair Tools

LAMMAR

LAMMAR is not a word taken from a dictionary. It is a name intentionally constructed to express an engineering philosophy. Born from **B**RA**S**ILian innovation and developed through advanced research and professional insight, LAMMAR represents a disciplined approach to professional hair tools where design, structure and performance exist in precise balance. In LAMMAR, luxury is not decoration. It is the result of engineering.

Each letter reflects a foundational principle behind the architecture of our products, and none of them were chosen by chance.

“**L**” represents locking and structural stability, ensuring engineered integrity for controlled pressure and long term durability.

“**A**” stands for alignment and absolute accuracy, providing precise positioning for balanced contact and consistent results.

“**M**” signifies managed thermal control, an intelligent system that maintains stable and measurable heat performance.

“**M**” emphasizes material science and advanced plate technology, creating surfaces designed for smooth glide, structural strength and lasting reliability.

“**A**” represents advanced protection systems, an integrated safety architecture built for professional confidence.

“**R**” stands for refined professional performance, a portfolio designed to meet the highest global salon standards.

LAMMAR embodies Brazilian innovation structured to global precision. What defines the brand is a level of control that may not always be visible but is unmistakably felt in every movement and every result, a control born from structure, material intelligence and uncompromising engineering.



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Professional Hair Tools

MISSION

At LAMMAR, our mission is to engineer professional hair tools that redefine performance through structured precision and applied technology. We design instruments built to operate under pressure, deliver controlled power, and maintain measurable consistency in demanding professional environments. Every development cycle is driven by research, material advancement, and functional refinement to ensure that performance is not improvised but engineered. Our commitment is to equip professionals with tools that elevate technical execution, enhance workflow efficiency, and translate innovation into tangible results.

VISION

LAMMAR envisions becoming a global benchmark in engineered beauty technology, where innovation is embedded into structure rather than added as a feature. We aim to shape the future of professional hair tools through continuous technological evolution, advanced material research, and performance-driven design architecture. Our vision is a global industry aligned not by trends, but by higher standards of control, durability, and intelligent engineering. We do not follow technological change. We integrate it.

THE TECHNOLOGY BEHIND LAMMAR

Technology at LAMMAR is not an external layer. It is the internal framework of every product. Our engineering platform integrates calibrated alignment systems, intelligent thermal architecture, advanced composite materials, and structurally balanced construction to deliver controlled force, optimized heat distribution, and long-term durability.

Each component is designed within a unified system, where precision contact, thermal stability, material resilience, and protective integration function as a cohesive structure rather than isolated features. From internal circuitry optimization to surface performance engineering, every layer is measured, tested, and refined to exceed professional expectations.

LAMMAR technology is built to perform consistently under real salon intensity. It is not ornamental innovation. It is engineered authority.



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LAMMAR
ROSA NOIR



Professional Hairdryer
Engineered in Brazil



Engineered for Precision, Refined for Professionals



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LAMMAR

ROSA NOIR



Professional Hairdryer
Engineered in Brazil

Professional BLDC Hair Dryer

LAMMAR ROSA NOIR is designed for professionals who demand complete control, precision, and consistency in every styling session. Powered by a high speed 120,000 RPM BLDC motor, it delivers powerful and stable airflow while maintaining low noise and extended operational durability.

The intelligent NTC temperature control system continuously monitors and regulates heat output to ensure thermal stability and protect hair integrity during prolonged salon use. Advanced negative ion technology helps reduce frizz and static, enhancing smoothness and natural shine with every use.

With its integrated memory function, **ROSA NOIR** automatically restores the last selected settings, allowing uninterrupted workflow and professional efficiency. The lightweight 375 gram body is carefully balanced to reduce hand fatigue without compromising performance. Every detail, from airflow calibration to thermal management, is engineered to provide controlled power in demanding professional environments.

LAMMAR ROSA NOIR is not simply a hair dryer. It is a precision styling instrument created for modern professionals who expect reliability, performance, and refined design in one tool.



LAMMAR

ROSA NOIR



Professional Hairdryer
Engineered in Brazil



Specification	Details
• Model	• ROSA NOIR
• Motor	• 2nd Generation BLDC Motor
• Motor Speed	• 120,000 RPM
• Power Output	• 1800 – 2200 W
• Rated Voltage	• 100 ~120v, 220 – 240V
• Wind Speed	• 32 m/s
• Speed Levels	• 3
• Heat Levels	• 3
• Temperature Control	• NTC Intelligent Sensor
• Ionic System	• Advanced Negative Ion Technology
• Noise Level	• ≤ 75 dB
• Heating Element	• U-Shape Efficient Heater
• Thermal Protection	• Intelligent Overheat Protection
• Cold Shot	• Yes
• Display	• LED Temperature & Speed Indicator
• Rear Filter	• Removable
• Cable	• 3m Professional Thick Cord
• Weight	• 375 g (Lightweight)
• Body Material	• A+ Polycarbonate

Performance Highlights

- Consistent thermal balance for professional styling sessions
- Reliable performance across international voltage systems
- Stable power delivery for intensive salon environments
- Lightweight body engineered for reduced wrist fatigue
- Seamless workflow with smart memory recovery
- Ultra-fast drying with controlled airflow precision
- Designed for long-duration professional use
- Frizz control and enhanced natural shine

What's Included

- 2 Precision Nozzles
- 1 Professional Diffuser
- Premium Hard Box



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LAMMAR

ROSA EDGE



Professional Hairdryer
Engineered in Brazil

Professional AC Performance Architecture

LAMMAR EDGE is developed for salon professionals who demand structural endurance and sustained performance under continuous daily use. Designed around a high-torque AC performance platform, *EDGE* prioritizes operational stability, internal durability, and calibrated airflow balance rather than exaggerated output claims.

Its airflow architecture is engineered to maintain consistent pressure distribution throughout extended styling sessions, supporting controlled finishing without performance drop under load. The internal thermal management system is built to preserve mechanical stability during high-frequency salon cycles, reinforcing long-term reliability.

LAMMAR EDGE emphasizes structural resilience through a reinforced heat-resistant housing and precision-balanced weight distribution, reducing wrist strain during prolonged professional handling.

The ergonomic grip geometry enhances control and maneuverability, enabling confident performance across diverse styling environments.

Rather than relying on marketing exaggeration, **LAMMAR EDGE** is built to withstand real salon intensity, delivering dependable power architecture and engineered durability for professionals who prioritize consistency over hype.



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LAMMAR

ROSA EDGE



Professional Hairdryer
Engineered in Brazil



Performance Highlightes

- Reliable airflow consistency under continuous demand
- Structural durability for intensive salon environments
- Ergonomic handling stability during extended use
- Smooth finishing performance with reduced frizz
- Engineered for sustained professional operation
- Controlled thermal balance for precision styling



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ROSA EDGE



Professional Hairdryer
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Specification	Details
• Model	• LAMMAR EDGE
• Motor Type	• Professional High-Speed Copper-Wound AC Motor
• Power Range	• 2000 – 2600W
• Voltage	• 100 ~120v, 220 – 240V
• Operating Modes	• 6 Styling Modes (3 Heat × 2 Speed)
• Cold Shot	• Independent Cool Shot Button
• Temperature System	• Intelligent Constant Temperature Regulation
• Thermal Protection	• Built-in Overheat Safety System
• Ionic System	• Negative Ion Function
• Airflow Design	• Cuticle-Protect Airflow Structure
• Cable Length	• 3m Salon-Grade Heavy Duty Cord
• Body Material	• A+ Reinforced Technical Polymer Shell
• Optional Features	• UV Light • Far Infrared • Aromatherapy Module

What's Included



✓ VelVet Bag



✓ 2 Precision Nozzles



✓ 1 Professional Diffuser



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LAMMAR

AXIS - Plates Series



Professional Hair Straightener
Engineered in Brazil



Full Touch Precision Architecture

The **AXIS Plates Series** by **LAMMAR** represents the most advanced generation of engineered hair straightening technology. This platform is built on a fully integrated multi layer architecture where structural mechanics, intelligent thermal management, full touch user interface control, and advanced material science operate in seamless coordination. The system combines ultra precision plate alignment, dual independent thermal regulation, and a full touch temperature control interface to deliver an experience that is accurate, responsive, and fully controlled. The Full Touch panel allows direct and immediate temperature adjustment, working in conjunction with real time calibration technology to maintain thermal stability from the first pass to the final result.

The dual floating plate structure dynamically adapts to varying hair thickness, preventing localized pressure concentration while ensuring consistent surface contact. This promotes balanced force distribution, stable glide performance, and reduced mechanical stress on the cuticle layer.

At the core of **AXIS Plates** lies a titanium germanium plate structure enhanced with nano scale electrophoretic coating. This advanced composition ensures high thermal conductivity, static reduction, controlled glide performance, and long term surface durability. The result is calibrated energy transfer, color preservation, scratch resistant integrity, and sustained performance without degradation during continuous use.

AXIS Plates is not simply a styling tool. It is a fully engineered performance system built on precision, stability, and repeatable professional results.



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AXIS - Plates Series



Professional Hair Straightener
Engineered in Brazil



Specification	Details
• Model	• LAMMAR ROSA, AXIS Plates series, 1.25 inch
• User Interface	• Full Touch Capacitive Digital Control Panel
• Display Type	• Integrated LCD Temperature Display
• Plate Width	• 1.25 & 1.75 inch
• Plate Dimensions	• 30 × 110 mm
• Plate Material	• Titanium Germanium Black Mirror Plates
• Plate Coating	• EPD Electrophoretic Nano Coating
• Plate Architecture	• Dual Floating Adaptive Plate System
• Plate Alignment	• Ultra Precision Alignment less than 0.05 mm
• Positioning System	• Micro Positioning Rails Structure
• Heating Technology	• Dual Independent MCH Metal Ceramic Heaters
• Heat Settings	• 31 Adjustable Temperature Settings (5°C Increments)
• Maximum Temperature	• 480°F Optimized for Keratin and Protein Treatments
• Minimum Temperature	• 80°C
• Temperature Accuracy	• ±0.5°C Real Time Calibration
• Calibration System	• RTC Real Time Temperature Calibration
• Thermal Control Core	• PID Algorithm plus NTC Thermistor plus Closed Loop Feedback
• Heat Up Speed	• 2 Seconds Rapid Activation
• Thermal Recovery	• 3 Seconds Temperature Recovery with less than 5°C drop
• Independent Plate Control	• Autonomous Temperature Regulation per Plate
• Power Regulation	• Dual Independent PCB Regulation
• Ion Technology	• Internal Negative Ion Assistance System
• External Body Temperature	• Maintained below 40°C
• Grip Technology	• Micro Texture High Friction Grip Zone
• Ergonomic Support	• Tactile Stability Enhancement and Sensory Fatigue Reduction
• Lock Mechanism	• Rotary Compression Lock
• Lock Feedback	• Soft Click Confirmation Sound
• Body Material	• High Temperature Reinforced Polyamide
• Insulation Structure	• Thermal Insulated Structural Shell
• Rated Voltage	• 100 ~120V, 220-240V
• Frequency	• 50 and 60 Hz
• Cord System	• 360 Degree Tension Free Swivel Cord
• Electrical Protection	• Surge and Overcurrent Protection Module
• Safety System	• Auto Off Timer plus Overheat Protection
• Styling Function	• Suitable for Straight and Curl Applications
• Surface Protection	• Scratch Resistant Structural Integrity
• Accessories	• Velvet Carry Bag, Heat Resistant Glove



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AXIS - Plates Series



Professional Hair Straightener
Engineered in Brazil

Performance Highlightes

- Professional Stability Under Continuous Operation
- Advanced Pressure Distribution Optimization
- Precision Full Touch Control Experience
- Dual Floating Adaptive Plate Response
- Micro Texture High Friction Grip Zone
- Scratch Resistant Structural Integrity
- Calibrated Energy Transfer System
- Sensory Fatigue Reduction Design
- Nano Level Surface Uniformity
- Tactile Stability Enhancement



What's Included



VelVet Bag



Heat Resistant Glove



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X - Plates Series



Professional Hair Straightener
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Precision Button Control Architecture

The **LAMMAR X-Plates Series** represents a refined expression of engineered performance built around deliberate mechanical control. Designed on the same advanced multi layer structural platform, this model integrates precision mechanics, calibrated heat management, and advanced material science within a responsive button based interface. The tactile control system delivers intentional and stable temperature adjustment, ensuring reliability in high intensity professional environments. Unlike overly sensitive touch systems, the mechanical interface provides confident input precision and operational consistency during continuous styling sessions.

Ultra precision plate alignment and dual independent thermal regulation maintain calibrated heat distribution across the full plate surface. The adaptive floating plate architecture responds dynamically to hair density, promoting uniform contact while reducing localized stress.

At its core, the titanium germanium plate structure enhanced with nano scale electrophoretic coating ensures high conductivity, static reduction, smooth glide performance, color stability, and scratch resistant durability. The result is controlled energy transfer, structural integrity, and sustained performance without thermal fluctuation.

X-Plates is not an alternative to advanced technology. It is a deliberate control philosophy engineered for stability, consistency, and repeatable professional precis.



LAMMAR

X- Plates Series



Professional Hair Straightener
Engineered in Brazil



Specification	Details
• Model	• LAMMAR X-Plates 1.25 inch
• Control Interface	• Mechanical Button Temperature Control
• Display Type	• Integrated LCD Temperature Display
• Control Chipset	• Professional Grade IC Architecture with Patent Design
• Plate Material	• Nano Titanium Mirror Plate
• Plate Coating	• EPD Electrophoretic Nano Coating
• Plate Architecture	• Dual Floating Adaptive Plate System
• Plate Alignment	• Ultra Precision Alignment less than 0.05 mm
• Positioning System	• Micro Positioning Rails Structure
• Heating Technology	• Dual Independent Ceramic MCH Heaters
• Heat Settings	• 6 Adjustable Temperature Levels
• Minimum Temperature	• 300°F
• Maximum Temperature	• 480°F Optimized for Keratin and Protein Treatments
• Temperature Accuracy	• $\pm 0.5^{\circ}\text{C}$ Real Time Calibration
• Calibration System	• RTC Real Time Temperature Calibration
• Thermal Control Core	• PID Algorithm plus NTC Thermistor plus Closed Loop Feedback
• Heat Up Speed	• Rapid Heating in Seconds
• Thermal Recovery	• 3 Seconds Temperature Recovery with less than 5°C drop
• Temperature Memory	• Intelligent Temperature Memory Function
• Independent Plate Control	• Autonomous Temperature Regulation per Plate
• Power Regulation	• Dual Independent PCB Regulation
• Ion Technology	• Internal Negative Ion Assistance System
• External Body Temperature	• Maintained below 40°C
• Grip Technology	• Micro Texture High Friction Grip Zone
• Ergonomic Support	• Tactile Stability Enhancement and Sensory Fatigue Reduction
• Lock Mechanism	• Rotary Compression Lock
• Lock Feedback	• Soft Click Confirmation Sound
• Audio Feedback	• Temperature Adjustment Beep Tone
• Body Material	• High Temperature Reinforced Polyamide
• Insulation Structure	• Thermal Insulated Structural Shell
• Frequency	• 50 and 60 Hz
• Cord System	• 360 Degree Tension Free Swivel Cord
• Electrical Protection	• Surge and Overcurrent Protection Module
• Safety System	• Auto Off Timer plus Overheat Protection
• Styling Function	• Suitable for Straight and Curl Applications
• Surface Protection	• Scratch Resistant EPD Surface Protection
• Accessories	• Velvet Carry Bag plus Heat Resistant Glove



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LAMMAR

X - Plates Series



Professional Hair Straightener
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Performance Highlights

- Professional Stability Under Continuous Operation
- Advanced Pressure Distribution Optimization
- Dual Floating Adaptive Plate Response
- Mechanical Precision Control Stability
- Sensory Fatigue Reduction Design
Calibrated Energy Transfer System
- Nano Level Surface Uniformity
- Tactile Stability Enhancement

What's Included



VelVet Bag



Heat Resistant Glove



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