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On the cover: FALCO, the new reimagined hairdryer by BaBylissPRO

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THE ULTIMATE SALON COMPANION: OUR SUPER LIGHT IONIC FOR HAIRDRESSERS

In the fast-paced world of hairdressing, professionals often find themselves spending long hours working with various styling tools, with a hairdryer being a crucial component. This year, our Tecno Dry team also continues its innovation research aimed at prioritizing both technology and the end user. Recognizing the unique challenges faced by hairdressers, a revolutionary hairdryer has emerged to address common concerns such as weight, back pain, and the need for efficient technology. This article explores the features and benefits of a cutting-edge hair dryer designed with the modern hairdresser in mind.

LIGHTWEIGHT AND ERGONOMIC DESIGN:
One of the standout features of this hairdryer is its feather-light construction, ensuring that hairdressers can work for extended periods without experiencing the discomfort associated with heavier alternatives. The design takes into consideration the natural hand movements of a stylist, reducing strain on the wrists and shoulders.

Back pain is a common occupational hazard for hairdressers who spend significant time standing and using heavy equipment. Our Super Light Ionic aims to alleviate such concerns by offering a solution that minimizes strain on the user's back.
This lightweight and ergonomic combination makes it a game-changer for professionals who value both efficiency and their own well-being.

EMBEDDED IONIC GENERATOR:
The incorporation of an ionic generator is another noteworthy feature of this advanced hair dryer. Ionic technology works by breaking down water molecules faster, reducing drying time, and minimizing heat damage to the hair. Additionally, negative ions help to neutralize positive ions, reducing frizz and leaving hair smoother and shinier. The embedded ionic generator in this hairdryer not only enhances the efficiency of the drying process but also contributes to the overall health and appearance of the hair.
In conclusion, the featherlight design, embedded ionic generator, and extended hours of operation make this hairdryer an indispensable tool for today's professional hairdressers.

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SARANTIS GROUP

introduces clinéa, the new refillable clean pharmacy skincare brand

Sarantis Group, one of the leading consumer products companies boasting a significant international presence and top brands and partnerships, committed to its strategy, intensifies its efforts towards sustainable development and confirms yet again its dedication towards innovation and high product quality. The Group unveils its new clean beauty brand, clinéa – a revolutionary combination of natural and science-backed ingredients. Fully in line with the Group's culture and values, clinéa transcends nature and science, setting new standards for sustainable beauty and creating innovative solutions. By choosing only the best elements of both, Sarantis Group created the new refillable clean, pharmacy skincare brand that is effective, safe and respects the environment.

With its #refill_goodness tagline, clinéa presents a comprehensive selection of wellness skincare solutions, with distinct lines to cover any skin type and every beauty need: cleansers, moisturizers, age defense and illuminating line, serums, and refills for every product. clinéa offers an innovative skincare experience that transforms textures during use. The philosophy of the brand is based on "To refill us with goodness" by creating sustainable and refillable packaging, with refill pods. The inner pod is 100% recyclable and every time the jar is replenished 87% of multi-material packaging is saved, while the nonrefillable products are made of recycled and recyclable materials to help reduce our environmental impact. All products are made under the strict conditions of our unique clean formula concept, using only carefully selected ingredients that respect both your skin and the environment, excluding any ingredient that is harmful or suspicious for its impact on humans and the environment. In addition, they are vegan friendly, no cruelty, contain allergens-free fragrance and made of sustainable raw materials. In addition, all clinéa products are developed and produced in the Group's modern production facilities, under strict quality and safety standards, using more environmentally friendly production methods since a significant part of the plant's production energy is supplied by photovoltaic systems.
The brand's "clean beauty" philosophy is completed with the 4 Balance Boosters Innovation, an exclusive complex made of hyaluronic acid, fermented kombucha extract and prebiotics that helps protect skin's 4 balance pillars (microbiome, pH, physical barrier, cellular communication) for a healthy-looking skin. Sarantis Group is committed to promoting a more sustainable way of life to its consumers by supporting an ecological perspective in the usage of its products, while embracing recycling, responsible use of its products with respect to the environment, proper waste management and reuse of packaging.

Sarantis Group will welcome your interest for a Distribution partnership agreement, contact us at **info@sarantisgroup.com** or **tpetrou@sarantisgroup.com** or call us at **+30 210 6173000** - **www.sarantisgroup.com**

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DELYGLOW A REVOLUTIONARY MILESTONE IN ITELY HAIRFASHION'S 37-YEAR LEGACY

EXCLUSIVE INTERVIEW WITH **CHIARA FUSARO**

EXPORT MAGAZINE: **We find ourselves already taken by the vibrant energy of the upcoming Cosmoprof Bologna, celebrating not only ITELY HAIRFASHION's 37th year in the industry but also unveiling an exciting chapter with DELYGLOW. Can you share with us the significance of this moment?**
CHIARA FUSARO: Yes! It's indeed a momentous occasion for ITELY HAIRFASHION. As we mark 37 years of passion and innovation, Cosmoprof Bologna becomes the stage for the grand reveal of DELYGLOW, our latest breakthrough in the world of hair color.

EM: **A celebration of both legacy and innovation! What sets DELYGLOW apart in the ever-evolving landscape of hair coloring?**
CF: DELYGLOW is not just a hair color; it's a masterpiece of innovation. Picture this: a permanent ammonia-free color, ensuring a flawless 100% coverage of white hair, accompanied by the magic of up to 4 levels of lightening. But that's not all—DELGYLOW is a tone-on-tone wizard, delicately infusing hair with a mesmerizing array of vibrant and luminous reflections. As if that wasn't enough, it's also your go-to toner, equipped with ideal shades to neutralize unwanted tones or create dreamy pastel effects. The beauty of DELYGLOW lies in its ability to be a customized, perfect match for our diverse clientele.

EM: **A triple-action marvel! Now, let's delve into the science behind DELYGLOW. What cutting-edge technologies have been integrated into this revolutionary formula?**
CF: DELYGLOW houses an orchestra of innovations. The BoostColor technology, with its liposoluble complexity of natural bioesters (BECA - Bioesteril Carrier System), takes color penetration to new heights. Imagine a 38% surge in color dispersion within the fibers, ensuring better retention, uniformity post-wash, and even a 22% improvement in wet hair combability. Then comes ANTAQUA, the fermented rice water—an ancient secret for hair radiance. Sourced from certified organic farming in Piedmont, Italy, this liquid gold employs Hyperfermentation technology for enhanced efficacy. Not to forget &-PLEX Bond Repair™, a fusion of precious oils and vegetable butters, working harmoniously to enhance hair brightness and resilience, ensuring maximum color performance and superior fiber protection. And the pièce de résistance? Hyaluronic Acid, with its high molecular weight, delivering exceptional hydration, making your hair not just colored but luxuriously nourished, soft, elastic, and brilliantly shiny.

EM: **Truly a symphony of scientific wonders! Now, I hear DELYGLOW is not just a breakthrough in color but also in sustainability and ethics. Tell us more about this conscious evolution.**
CF: Absolutely. DELYGLOW is not just a testament to our commitment to beauty but also to the planet. The packaging itself is a work of eco-conscious art-crafted from recycled aluminum for the tube, FSC-certified paper for the box, and a bold move of eliminating plastic film. It's our way of ensuring that the entire packaging is not just recyclable but proudly 100% recycled. But that's not where the conscious journey ends. DELYGLOW proudly bears the VEGAN OK certification,

making it the third vegan-certified color line within the ITELY range. This certification assures our customers that DELYGLOW is not just about beauty but also about ethical choices, devoid of any animal-derived ingredients.

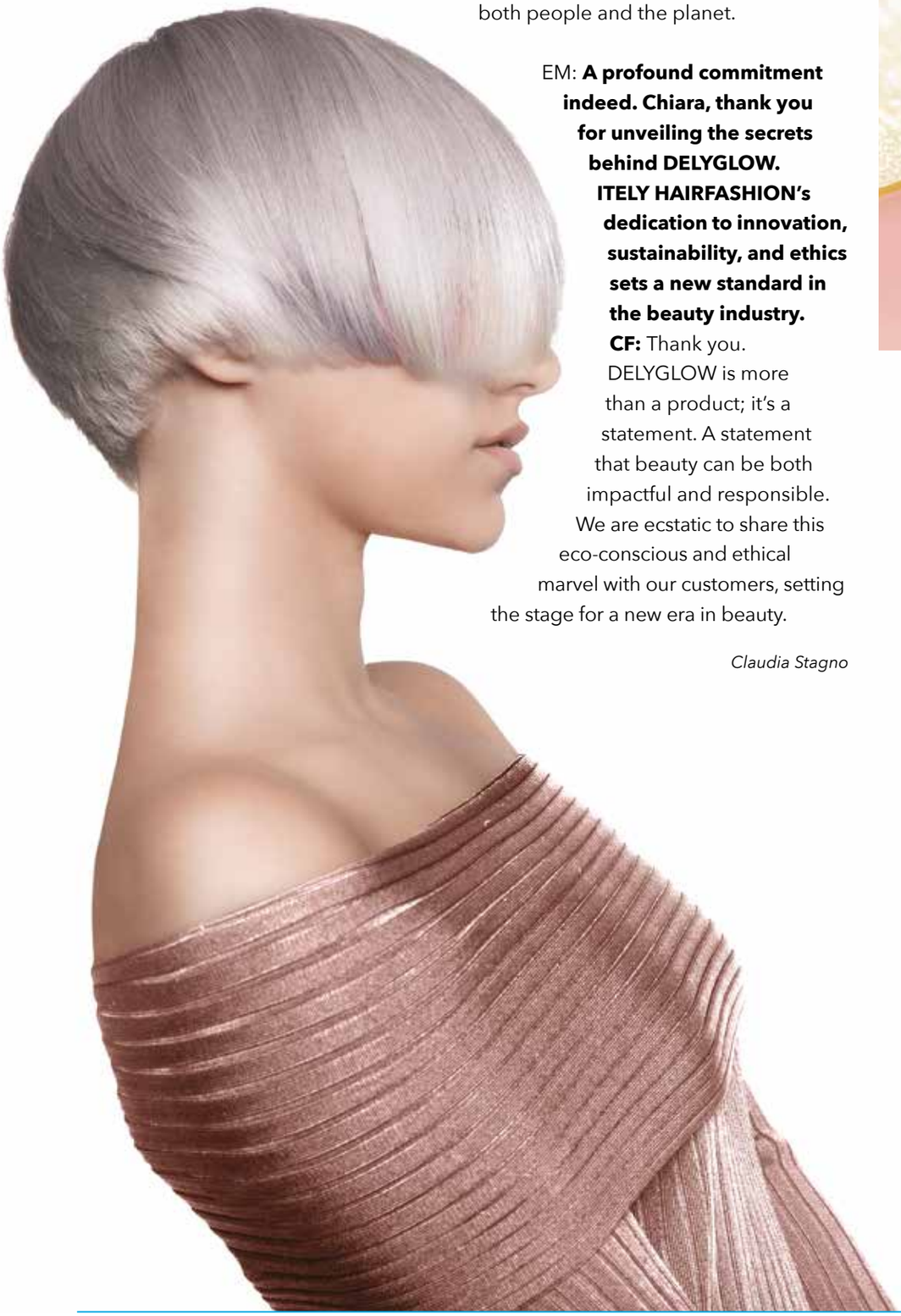
EM: **A harmonious blend of beauty, science, and conscience! How do these choices align with ITELY HAIRFASHION's overarching vision?**

CF: Our choices are an embodiment of ITELY HAIRFASHION's vision—creating products that redefine beauty by not only delivering outstanding results but doing so with respect for the environment and ethical values. DELYGLOW represents a commitment to a new era in beauty—an era that seamlessly blends innovation, performance, and a profound sense of responsibility to both people and the planet.

EM: **A profound commitment indeed. Chiara, thank you for unveiling the secrets behind DELYGLOW. ITELY HAIRFASHION's dedication to innovation, sustainability, and ethics sets a new standard in the beauty industry.**

CF: Thank you. DELYGLOW is more than a product; it's a statement. A statement that beauty can be both impactful and responsible. We are ecstatic to share this eco-conscious and ethical marvel with our customers, setting the stage for a new era in beauty.

Claudia Stagno



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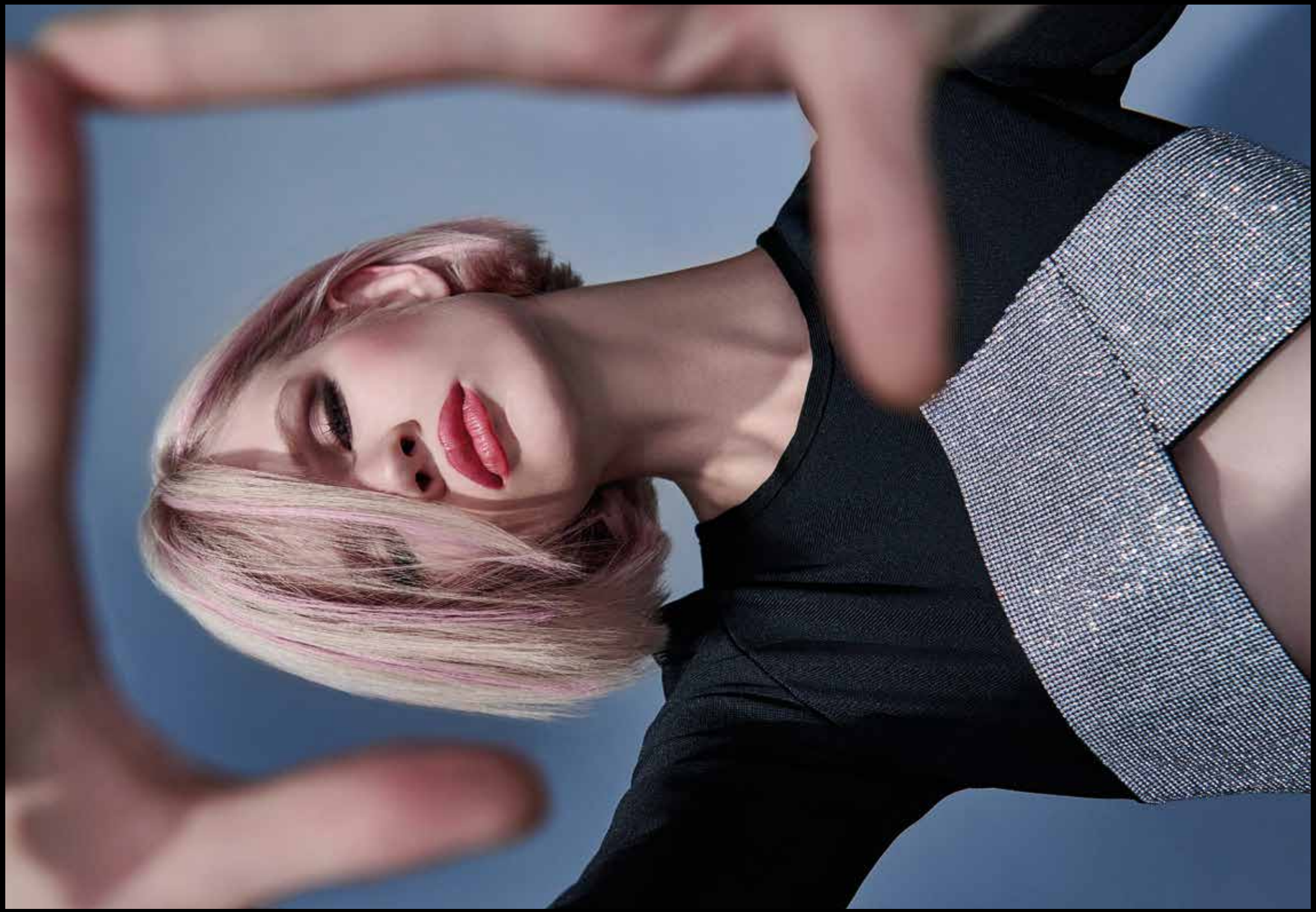

ON STAGE COLLECTION

Hair color trend 2024 - Helen Seward Milano BBCOLOR BEAUTY

Following the latest trends is simple thanks to the infinite creative possibilities offered by the color world of Helen Seward and the new ON STAGE COLLECTION is a succession of exclusive fashion proposals with a fashion soul.

BBCOLOR BEAUTY:

The hair color becomes a genuine cosmetic treatment for the hair. Vibrant color, extreme shine, faceted reflections without compromising on the structure of the hair fibre, thanks to a formula which is: AMMONIA FREE / PPD FREE / PARABEN FREE. The result is ultra-trendy with a shiny, silky touch finish.

COLOR TREND 2024: NEW ON-TREND NUANCES FOR RAPID AND CUSTOMIZED TONING RESULTS BBCOLOR BEAUTY introduces four new nuances to tone light/ultra-light blondes with pastel tons and to create on-trend blondes with different reflections: from warm to ultra-cold tones.

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Canopy Haircare series currently spearheads Ohmmm's entry. Canopy Powder Shampoo is Southeast Asia's first powder-to-lather shampoo and currently the region's only award-winning one. It delivers salon-grade scalp care in refillable, zero-plastic packaging, is suitable for all hair types, and safe for damaged/sensitive scalp. All-natural formulation brings myriad long-lasting benefits, including hairfall reduction, fast relief from scalp acne and itch, and volumizing. Each 113g bottle is good for up to 165 washes (for shoulder-length hair). Canopy Conditioner Bar makes hair shinier, softer, and smoother, while taming frizziness. It comes in zero-waste packs, has all-natural formulation, and is residue-free. As with the Powder Shampoo, each Conditioner Bar has 70% lower carbon footprint compared to its liquid counterpart and prevents 500g of marine plastic. Ohmmm has so far prevented almost 20 tons of marine plastic through its haircare solutions. Canopy Detangler completes the zero-plastic haircare regimen in style. It is anti-static, promotes scalp circulation, and packaging-free!

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Inspired by a familial dedication to hairdressing, Ida Fuga, CEO of Emsibeth, embarked on a journey fueled by her mother's teachings and the desire to create a sanctuary of authentic beauty.
From its inception, Emsibeth has stood firmly on the pillars of respect, reliability, and unwavering commitment to excellence.
As it strides into the future, Emsibeth is committed to internationalization and sustainability. Our journey toward a global presence is underlined by a dedication to ethical practices and environmental responsibility. We embrace the evolving role of companies in society, transitioning to become a Benefit company, where profit intertwines with positive impact.

Vegan-friendly formulations, eco-conscious packaging, and active participation in ecological initiatives underscore our pledge to a sustainable tomorrow.

THERMAL: CALL ME WATER, CALL ME LIFE

Among our brands, Thermal stands as a testament to holistic beauty philosophy. Rooted in the ancient Roman baths of Juno, Thermal's essence lies in the extraordinary properties of its thermal water. Committed to sustainability, our revamped Thermal line incorporates eco-friendly ingredients and packaging, ensuring a harmonious balance between efficacy and environmental consciousness. More than a product line, Thermal embodies a professional philosophy, nurturing personal well-being through rituals that transcend more beauty treatments.

The significance of Thermal and its thermal water cannot be overstated. Certified by the Ministry of Health, Thermal's products harness the rejuvenating properties of Juno's ancient waters, offering a transformative experience for scalp and hair health. Our commitment to sustainability extends beyond formulation to packaging, with bio-based materials derived from sugar cane reducing our carbon footprint. With nine distinct lines tailored to diverse hair and scalp needs, Thermal is not just about products but a holistic approach to salon wellness. As we navigate the ever-changing landscape of beauty and sustainability, Emsibeth remains steadfast in its commitment to excellence. As you consider potential partnerships, we invite you to join us on our journey as we celebrate tradition, embrace the future, and continue to set new benchmarks for excellence in beauty and wellness. Together, we can forge sustainable partnerships that not only elevate the industry but also to set new benchmarks for excellence in beauty and wellness.

UNVEILING ITALIAN EXCELLENCE: EXPLORING EMSIBETH COSMETICS, ARPÈGE, ETHÈ, AND THERMAL

At the heart of our endeavor lies our four distinguished brands: Emsibeth Cosmetics, Arpège, Ethè, and Thermal. Each brand epitomizes professionalism, global wellness, and uncompromising quality. From Emsibeth Cosmetics' diverse range of solutions to Arpège's revolutionary approach to color, our brands reflect the essence of Italian craftsmanship infused with innovation. Central to our mission is education, embodied by our newly established academy, where over 20 instructors impart the culture of beauty, fashion, and wellness with the highest standards of the Made in Italy tradition.

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Just when you thought the award-winning iQ Perfetto hairdryer couldn't get any better, it did! GAMA Professional has built upon its revolutionary success by introducing their third-generation hairdryer, the **iQ3**, that offers 'Smart Performance' in the sleekest, ultra-compact, Italian design. 'Smart Performance', an exceptional combination of power, performance, extended life-cycle, hair health, and luxe user experience, while being time and energy-efficient. Combining extreme lightness with elite power and performance, the new iQ3 is set to be the must-have professional tool. Designed with more power and intelligence, just as light as the original version but introducing the latest 'e-systemC' technology, a blinking light and audible reminder that goes off when conditions of use are not ideal, signalling that the filter needs to be cleaned or changed, guaranteeing constant performance, maximum power and energy savings.

The Turbo function allows the iQ3 to reach an impressive RPM of 120,000 for thirty seconds. Energy-efficient, the hairdryer is fitted with the patented Venturi Effect that creates a vacuum, increasing potency by multiplying the airflow without using extra-power. The iQ3 also contains a RAMP Cooling Effect that adjusts the temperature efficiently, guaranteeing a gradual regulation of temperature when turning on and off the hair dryer. More 'Smart Performance' features include the Stand-by function with Smart Pad to automatically deactivate your dryer upon contact, further reducing energy waste. As its predecessor, iQ3 has two washable micro-perforated filters which remove the accumulation of dust and micro bacteria. These sophisticated double filters were designed to prevent even the smallest dirt particles from settling in the engine and reaching the skin. The magnetized and washable filters are designed to facilitate daily cleaning and maintenance ensuring maximum performance after extensive use in the salon. To improve and facilitate the user experience, iQ3 is equipped with a Lock Function, an Auto-Diagnostics Function that identifies and highlights any operating problems, and Memory Function that allows the stylist to customize user preferences. The iQ3 Perfetto is complemented by three nozzles and a diffuser, including the exclusive GAMA patented Star Nozzle. Specifically designed for fine or damaged hair and sensitive scalps, this nozzle harnesses the power of Venturi while delicately distributing airflow to protect the hair.

G-EVO Vera Ceramika straightener, Professional straightener fitted with GAMA Ultra Heat Technology, that allows it to reach an impressive 250°C/ 484°F, the perfect temperature for salon beauty treatments and for working on even the most difficult hair types. The combination with IHT, allows the plates to reach working temperature in just 14,3 seconds, distributing the heat evenly and constantly along the plate, making it one of the most performing and fastest in the market; maintaining a constant and uniform temperature from root to tip during each pass, resulting in the prevention of thermal stress damage and guaranteeing exceptional performance. Equipped with cutting-edge hair-care technologies like the rejuvenating and anti-bacterial Oxy Active Technology also featured in the iQ Line. The heating plates are completely made from ceramic, material extremely delicate on the hair, that emits far infrared heat and negative ions, drying hair from the inside out, sealing the cuticles, maintaining its natural moisture, and protecting it from heat damage. Being 100% Ceramic, instead of coated, multiplies the material's benefits, leaving the hair soft and shiny, frizz-free and with healthy looking tips. The plates Vitrified Covering neutralizes the ceramic's natural porosity, allowing it to slide with ease, increasing durability and resistance to high temperatures and acids needed for chemical treatments. Ideal for thin, coloured or damaged hair, but also perfect for the most difficult hair types.

CERTIFIED QUALITY MANAGEMENT SYSTEM
CQY CERTIQUALITY
UNI EN ISO 9001:2015

IMPLEMENTATION IN GMP GUIDE IN COSMETIC SECTOR
CQY CERTIQUALITY
ISO 22716:2007

INDUSTRIE PAGODA SRL
BEAUTY SOLUTION FOR PRIVATE LABEL

Made in Italy

BLEACHING POWDER & CREAM

MANUFACTURING AND FILLING HAIR CARE PRODUCTS
PRIVATE LABEL ONLY

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EXHIBITIONS 2024

COSMOPROF BOLOGNA
21-24 march - Hall 25 - Booth B38

COSMOPROF LAS VEGAS
23-25 july

BEAUTY ISTANBUL
02-04 october - Booth 1M430

MY.CURLING

is the new line with an exclusive 100% natural active ingredient developed especially for curly hair by MY.ORGANICS

MY.CURLING is the first complete line conceived wholly for curly hair. The active ingredients present in the five products of the line work in harmony to give elasticity and hydration to the hair, giving it a healthy and luminous appearance. The formula with natural active ingredients and raw materials of very high quality is in line with the brand's philosophy which aims to seek out natural but innovative and sustainable ingredients.
This approach aims at the formulation of products without substances that are damaging for the health but at the same time with the highest standards of innovation and quality which are the basis of the work of MY.ORGANICS.

THE SYNERGY OF NATURAL INGREDIENTS FOR THE WELL-BEING OF THE CURLS

The main ingredients include proteins of hydrolysed seeds of baobab, which are moisturizing, protect from free radicals and are rich in omega 3; extract of mallow leaves, which are moisturizing and soothing and keep hair healthy; the extracts of althea root, which is antioxidant., and of carrot, which is regenerating. Lastly, achillea to strengthen and rice proteins to give volume.
What makes the formulation of the whole line innovative is an exclusive 100% natural active ingredient: a complex based on three essential amino acids (Sodium PCA, Arginine and Proline) which together with the hydrolysed proteins of rice, defends, strengthens and completely regenerates the hair. This formula allows restoring the natural protein structure of the hair, creating a protective film that preserves it from further damage and leaves it more supple and glossy, thanks to the high power of moisturization.
MY.CURLING, the products in the range:
POWDER, an innovative blend of herbs in powder to mix in water for an intensive after.-shampoo treatment; moisturizing and protective, it helps detangle knots.
The compound creates a protective film on the hair which retains moisture and nutrients in the hair fibres, leaving the hair visibly fuller-bodied and strong.
SHAMPOO, thanks to the proteins of hydrolysed sees of baobab, it is nourishing and volumizing and helps repair in depth.
CONDITIONER, to be used after the shampoo to complete its action, it helps leave the surface of the hair silky-soft and glossy.
SPRAY, rich in natural protective active ingredients, it repairs, restructures and gives strength and elasticity.
GEL, to use before drying, it gives great staying power to the curls.

THE FIRST
COMPLETE
NATURAL
LINE FOR
CURLY
HAIR

THE PROFESSIONAL
HAIR PRODUCTS DEPARTMENT
ESTABLISHED 2012

MY.ORGANICS®

VENICE - ITALY

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NUOVA LINEA RICCI • NEW CURLY LINE •

MY.CURLING

let it curl

envie

LUXURY TECNIC

ENVIE IS BY YOUR SIDE TO SUPPORT YOUR CHOICES TO EXPRESS YOUR UNIQUENESS, TOGETHER.

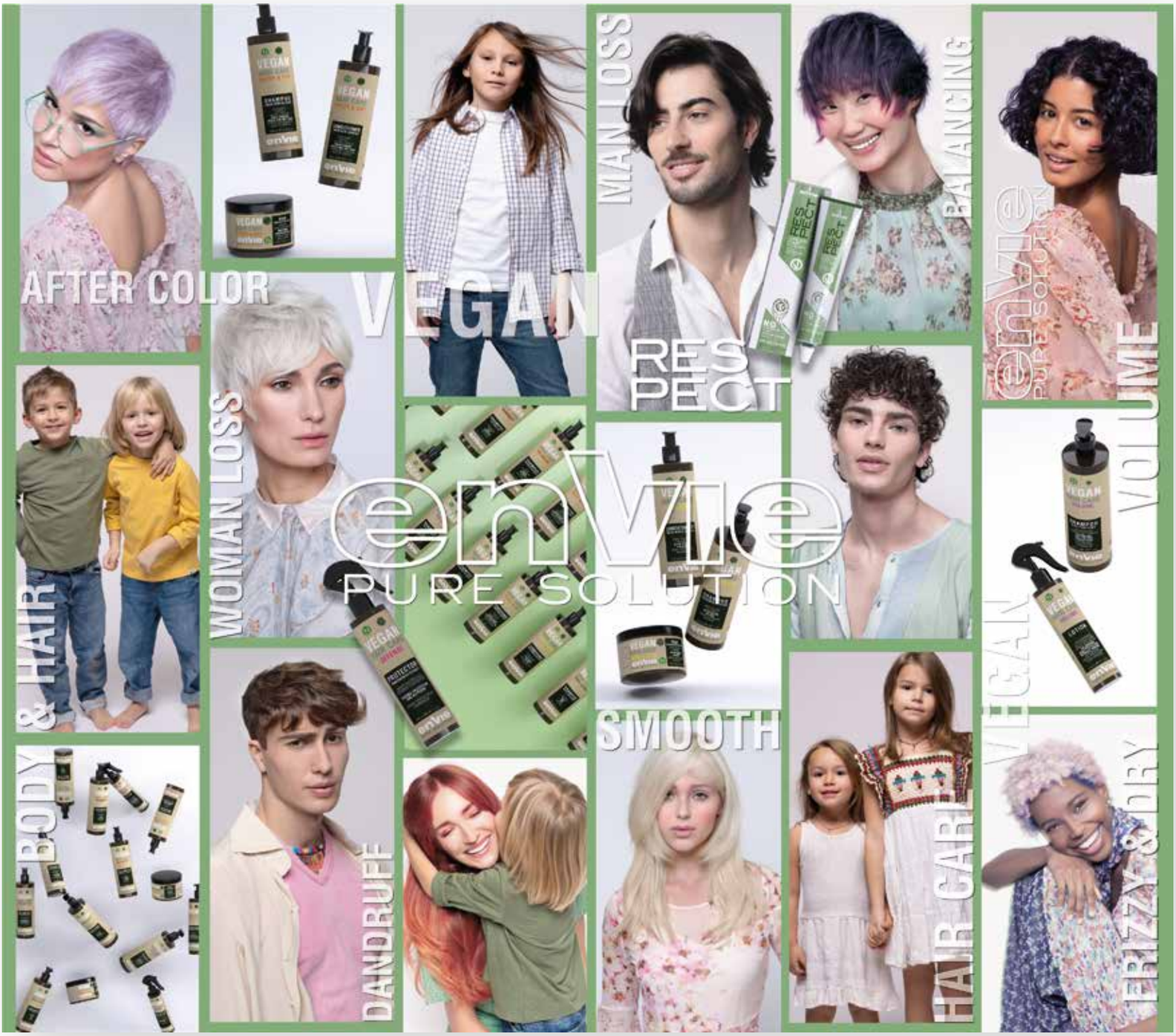
Our Luxury products are designed to address specific hair care challenges, ensuring visible, long-lasting results. Our range includes a vast selection of products, from regenerating treatments to styling formulas, all with the aim of improving the health and appearance of your hair.
Enter the world of the Envie Vegan line, created with total respect for the environment.

Better

WWW.ENVIEPOURFEMME.COM INFO@IMSRL.EU

envie

PURE SOLUTION RESPECT VEGAN



ENVIE È AL TUO FIANCO A SOSTEGNO DI OGNI TUA SCELTA PER ESPRIMERE INSIEME LA TUA UNICITÀ.

I nostri prodotti Luxury sono progettati per affrontare sfide specifiche nella cura dei capelli, garantendo risultati visibili e duraturi. La nostra gamma comprende una vasta scelta di prodotti, dai trattamenti rigeneranti alle formule per lo styling, tutti con l'obiettivo di migliorare la salute e l'aspetto dei tuoi capelli.
Entra nel mondo della linea Envie Vegan, creata nel totale rispetto dell'ambiente.

Together

INTERCOSMETICS
MILANO

ENVIE...

Family-friendly Credentials

Professionals and consumers can rely on ENVIE products to help contemporary families maintain stylish, healthier, more beautiful hair, as well as purified, balanced and nourished scalp. "ALL-CLUSIVITY" products are in high demand, particularly among large families who require formulas that work safely on a wide range of hair styles, hair types, scalp and skin conditions. No matter what your family needs, ENVIE has you covered. ENVIE… It's A Family Affair

ENVIE Molecular Bond Repair System

Technology: Our new Glucose-Based 3D Amino-Polymer and Biomimetic Protein Technologies have unique multifaceted modes of action deep within the cortex at a molecular level creating new hydrogen and ionic bonds which support and reconstruct the damaged internal keratin network to strengthen and improve hair's hydration, elasticity, softness, and shine with protection against chemical, mechanical and environmental stress before, during and after chemical services.

- Molecular Bond Repair Shampoo
- Molecular Bond Repair Mask
- Molecular Bond Repair Fluid
- Molecular Bond Protector Nutra-Plex Additive

ENVIE TANNINLISS HAIR SMOOTHING TREATMENT

Tanino Enzymotherapy Taninoplastia Smoothing Hair Treatment is a nature-based technology utilizing the highest-grade Tannic Acid extracted from the Black Wattle tree. Tannic Acid is activated using nanotechnology; HEAT + TRACTION (blow-dry & flatiron) to move and fix the keratin protein bonds resulting in a smoother, shinier, and more manageable appearance. Tanino Enzymotherapy is safer than keratin treatments because it uses naturally derived tannic acid instead of formaldehyde, its main ingredient, to straighten, recondition the hair.

ENVIE - LUXURY KERATIN COLLECTION for Thin and Fragile Color Treated Hair

Lack of keratin makes hair dry, matte and without vitality. Providing keratin to hair means nourishing it, restructuring it, giving it body and vitality. Daily use of the Envie Luxury Keratin line fortifies hair by giving it body and volume.

SOS INSTANT REPAIR FOR DAILY CARE

Envie's SOS Express Repair Treatment System gently cleanses and revitalizes all hair types, providing amino acids, hydration, softness, elasticity, strength and shine. It acts against frizz, adds body to fine hair and improves untangling of frizzy hair. The complete line includes shampoo, conditioner and the brand-new leave on heat activated crystal cream, a real beauty serum for the hair which penetrates deep into the hair structure during styling. It nourishes, revitalizes, moisturizes, and softens the hair without weighing it down. Controls static electricity and eliminates frizz. Repairs split ends. Protects hair from atmospheric aggression and styling tools.

ENVIE VEGAN HAIR CARE DEFENSE PROTECTOR SPRAY

Thermal protection & nutrients

This new thermal protective spray adds hydration and nutrients deep into the hair fibers whilst depositing our Thermal Nutra-Film protective layer that shields against aggressions from styling tool and aversive environmental conditions without leaving a greasy residue.

ENVIE RESPECT Cream permanent coloring

Respect for the hair, respect for the environment: the new production philosophy of ENVIE VEGAN GREEN HAIR COLOR, permanent coloring cream with 3D PLEX, without ammonia, without MEA, without PPD and without Resorcinol. This non-aggressive formula is able to cover grey hair, tone and lighten up to 2.5 tones. It ensures glossy reflections and an excellent natural scent of sage and lavender.

ENVIE - LUXURY MILK PROTEIN COLLECTION

Envie milk protein is a hair products line enriched with natural milk proteins that make it particularly indicated for frizzy and dry hair. Envie milk protein products contain special conditioning agents that make the hair soft and easy to comb. Special active agents help smoothen the hair eliminating uncomfortable frizz while protecting and nourishing the hair at the same time.

ENVIE MAN Collection

The Envie Man line offers a line of innovative and trendy Men's & Boy's hair products. The excellence of male grooming is now within reach. Water Wax. A water-based hair modeling wax enriched with macadamia oil, vitamin E with anti-aging effect. Let yourself be enveloped by its fruity scent and satisfy your desires to naturally shape your everyday styling. Glossy Wax is the ENVIE Man wax for you. Formulated with Japanese camellia oil, also known as tsubaki oil, it is known for its anti-age increasing elasticity properties.

ENVIE VEGAN HAIR CARE AFTER COLOR COLLECTION
After Color pH acid

This vegan formula contains murumuru butter, desert date oil and vitamin A, which provide softness a nd shine to the hair, increasing the duration of hair color.

ENVIE VEGAN Moisturizing frizzy & dry hair Collection

The vegan formula contains plant and oil extracts such as Linseed, Aloe Vera, Macadamia and Arnica, which bring hydration by eliminating frizziness and dryness from the ends.

ENVIE VEGAN HAIR CARE VOLUME COLLECTION
Volumizing for thin & brittle hair

The vegan formula contains active ingredients such as Rice Proteins, plant and oil extracts such as Linseed, Olive, Mallow and Lime, which bring volume to the hair making it strong and protecting it from damage caused by external agents.

eXtremo

NUTRA SHINE | PRE-PRO BIOTIC | TOTAL PROTECTOR | WITH HYALURONIC ACID KERATIN FILLER | WITH HYALURONIC ACID KARITE FILLER | SHEA BUTTER | SNAIL SLIME | UNIQUE ALL IN ONE | TWO PHASES | DYE OFF | MAXIMUM LIFT 3D PLEX WHIP IT UP

PRO. HAIR CARE, STYLING AND FINISHING PRODUCTS, HAIR LIGHTENING AND COLORING TECHNOLOGIES

Being authentic is the new cultural currency. We of the Extremo family are working towards the creation of professional quality products and services that meet the needs of an ever more diversified market.
Funtionality + Security ethically sourced and utilized for enhancing the celebration of each unique and special individual expression of beauty.

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VIOLET DECO MULTIACTION

BLU DECO POWDER

WHITE DECO POWDER

3D PLEX LIGHT-UP

ANTI YELLOW

EXTRA SMOOTH

COLOR CREAM
ULTRA REFINED PURE PIGMENTS
WITH ARGAN OIL
MALLOW & CHAMOMILE EXTRACT

MEGA TREND STYLING & FINISHING

PRODOTTI PRO. PER LA CURA DEI CAPELLI, PER LO STYLING E IL FINISSAGGIO, TECNOLOGIE PER SCHIARIRE E COLORARE I CAPELLi

Essere autentici è la nuova valuta culturale. Noi della famiglia Extremo lavoriamo per la creazione di prodotti e servizi di qualità professionale che soddisfino le esigenze di un mercato sempre più diversificato.
Funzionalità + Sicurezza selezionate e utilizzate in modo etico per valorizzare la celebrazione di ogni espressione individuale unica e speciale di bellezza.

INTERCOSMETICS
MILANO

EXTREMO EXPRESS YOURSELF...

GEN X, Y & Z Authenticity is the new cultural currency

The creators of the Extremo brand value all expressions of people's loving and authentic selfs. Being authentic is the new cultural currency, because people want to feel from the heart and want to interact with those they deem honest and real. The Extremo family work to create professional quality products and services that meet the needs of an increasingly diversified market. Functionality + Purpose, of ethical origin, used to enhance the celebration of each person and their unique and special expression of beauty.

EXTREMO TOTAL PROTECTOR
Molecular Amino-Polymer-Peptide Plex System

THE SCIENCE: Our new exclusive 3D Amino-Peptide and Glucose-Based Amino-Polymer Technologies have multifaceted modes of action deep into the cortex at a molecular level to create new hydrogen and ionic bonds while Amino-Peptides rebuild the keratin chains reconnecting proteins for improved fiber resistance and elasticity. Biomimetic Natural Keratin Proteins of Various Molecular Sizes act on improving the hair's strength whilst providing film forming effects to reinforce, lubricate and protect by filling and adhering perfectly to the cuticle surface giving exceptional hydration, shine and protection against chemical, mechanical and environmental stress.

- TOTAL PROTECTOR Amino-Peptide Molecular Plex Shampoo
- TOTAL PROTECTOR Amino-Peptide Molecular Plex Mask
- TOTAL PROTECTOR Amino-Peptide Molecular Plex Leave-on Paste
- TOTAL PROTECTOR Amino-Peptide Molecular Plex Spray.

This technology guarantees incrementally improved permanent hair fiber reconstruction over time.

TOTAL PROTECTOR NUTRA-FILM PLEX-ADDITIVE

Total Protector Nutra-Film Plex neutralizes histamines, calms, soothes and nourishes, generating an amino-bond protection polymer network that shields and is lenitive to the skin while sustaining and strengthens the hair structure during chemical applications, protecting the amino-peptide bonds from chemical aggression. Can be used before, during and after chemical services.

ACQUA GEL STRONG HOLD
Wet-Look Fixative

This lightweight strong hold gel is created to shape, style and hold your hairstyle in place, leaving hair with a soft, touchable and shiny wet look. It is water-based, leaves no residue and is easily removed by brushing the hair.

GEL BLOCK Effect
EXTRA-Strong-FIX

Gel with extra strong holding power for blocking into place looks that challenge the force of gravity. Its strengthening, protective and extra-fixing actives give natural shine to the hair, protecting the hair fiber. vvlt dries quickly without flaking.

EXTREMO ARGAN HAIR COLORING CREAM

The Extremo Argan Cream hair coloring system is born deposit a 99.9% pure and ultra-refined pigmentation deep into the hair structure, nourish and protect, leaving the hair bright, shiny, soft, and full of elasticity. This nourishing formula richly colors the hair and is enriched with pure Argan oil extracted from Argania spinosa which has soothing, antioxidant, emollient, hydrating and elasticizing properties with a pleasant fresh and fruity scent. Chamomile, Mallow and Citric Acid nourish, calm, soothe and protect the scalp and hair.

SNAIL SLIME AFTER COLOR Acidic pH Balancing & Restructuring System

These innovative formulas enriched with Snail Slime extract "Snail Secretion Filtrate" restores structure, hydration, volume, and vitality to the hair fiber. The perfect balance of moisturizing and nutritional substances gives anti-aging properties, making the hair instantly voluminous, elastic, and shiny.

- AFTER COLOR SNAIL SLIME Acidic pH SHAMPOO.
- AFTER COLOR SNAIL SLIME Acidic pH MASK.
- AFTER COLOR SNAIL SLIME Acidic pH LEAVE-IN RESTRUCTURING SPRAY.

NUTRA SHINE
Illuminating & Hydrating
Hair Care System
Nutra-Shine Ultra-Nourishing
Illuminating System

Immediate hydration and strengthening of all hair types, protects against environmental aggressors. Special heat-activated Hydro-Keratin Amino Complex Repair Technology penetrates deep into the hair structure to nourishe, revitalize, hydrate, soften and shine the hair without weighing it down. Controls static electricity and eliminate frizz.

- NUTRA SHINE SHAMPOO Illuminating & Hydrating.
- NUTRA SHINE CONDITIONER Illuminating & Hydrating.
- NUTRA SHINE LEAVE-on Repair CREAM Illuminating & Hydrating.

PRE-PROBIOTIC TRIVALENT Hair & Scalp Detoxification System

The pre- and probiotic actions stimulate the beneficial bacterial flora, rebalancing the microbiome while the stimulating botanical substances improve the microcirculation with an anti-seborrheic, antiseptic action. Exfoliating, hygienizing, nourishing, moisturizing. Detoxifies and purifies the scalp stimulating oxygenation and cell renewal, restores the skin's microbiome rebalances sebum production improving the life cycle of hair follicles improving hair growth. Leaves hair nourished, elastic, shiny and easy to comb.

- PRE-PROBIOTIC EXFOLIATING Detox Cream.
- PRE-PROBIOTIC TRIVALENT Detox Shampoo.
- PRE-PROBIOTIC TRIVALENT Detox Conditioner.
- PRE-PROBIOTIC SCALP LOTION Purifying Balancing Nutrient Growth Booster.

HOLD YOUR HAIR-STYLE IN PLACE...

Some of the most popular Extremo styling tools for modern hair trends
Eco-friendly hairsprays without ozone-depleting gases.
They fix, hold and support the style with a variety of holding power:
Delicate, Medium and Super Strong… giving the hair shine, volume and elasticity.
Just one brush is enough to soften the effect.

- LACCA Spray SOFT ECO-Friendly Volume Aerosol.
- LACCA Spray HARD HOLD ECO-Friendly Strong Fix Aerosol.
- LACCA Spray BLOCK Effect ECO-Friendly Strong-FIX Aerosol.

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Essential Urban Tribe
RAYWELL
TECNO PERFORMER
colorPLEX
VEGETAL KERATIN
Revolutionary Blonding Technology
colorIPLEX
EXCELLENCE ICY BLONDE
Practical No-Nonsense Quintessence Product Proposition
Biomimetic Reconstruction Technology
Treatment System for the reconstruction of all hair types.
Enriched with aminopeptides, hydrolysed wheat and silk protein
ECO-Sustainable, BIO-Compatible Cosmetic Technology
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RAYWELL®
NATURE PERFORMER
Everything for the modern beauty professional
RAYWELL
NATURE PERFORMER
GREEN Cosmetics without sodium laureth sulfate & parabens
High Performance Trichological Hair Care
AVANT X
Delicate Hair Color Free of:
P-PHENYLENEDIAMINE
& AMMONIA - NIKEL
BIOcompatible
Nature Friendly
Active Ingredients of Natural Origins
Raywell products are 100% Certified
MADE IN ITALY
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RAYWELL

Urban Essential
Practice, No-Nonsense… Quintessential

Raywell products are 100% Certified MADE IN ITALY.
The Raywell brand boasts an Essential Urban Appeal with its practical no-nonsense quintessence product proposition. Avant-garde cosmetic technology together with ECO-sustainable, BIO-compatible formulation ideal for the needs of the Essetial Urbanist. Raywell's cross-over pull-through consumer allure fits well into a variety of professional and retail markets. If you are looking for GREEN Technologies, the Raywell NATURE PERFORMER, BioNature Division has a rich offer of BIO-Compatible, ECO-Sustainable formulas in total respect of the physiological balance of hair and scalp. The Raywell brand is Intercosmetics premium brand maintaining a medium to medium-high market position and is presently distributed in over 50 countries around the world. Raywell is expanding it's world distribution at a rapid rate and participates with over 10 important international cosmetics trade shows in promotion of its global position.

The Raywell Molecular Biomimetic Reconstruction Technology
A revolutionary treatment system for the reconstruction of all hair types. It is the first reconstructive system that uses biomimetic peptides that contain a complex of 11 amino acids that naturally becomes a part of hair, mimicking its unique structure to restore hair to its healthiest state both immediately, and over time by developing interchain keratin protein linking that instantaneously add strength and structure to the hair ensuring flexibility, condition, and shine.

- X16 Molecular Primer Repair Fluid (Leave-On).
- X17 Instant Molecular Rebuilding Mask.
- X18 Molecular Amino-Building Leave-on Treatment.
- X19 Molecular Sealant Polishing Spray (leave-on).

RAYWELL ORGANIC TRAVEL KIT
You are ready? Summer is coming, the sea, the golden tan given by warm relaxing hours spent on the beach... It's time to travel! But who thinks about your hair?

Raywell has created the solutions for you to find your favorite: HYDRA TRAVEL KIT for dry and frizzy hair with sun protection and… BOMA TRAVEL KIT, to have your perfect smooth even on the beach. Convenient travel size and practical use.

HYDRA TRAVEL KIT DRY SCALP AND FRIZZY HAIR:
The Hidra Raywell Bio line helps to nourish the hair with all the substances capable of protecting the nutrition and hydration of the hair structure.
Let yourself be enveloped by the inebriating scent of the Hydra line... you will no longer be able to do without it!

BOMA TRAVEL KIT STOP YOUR FRIZZ, SMOOTH YOUR HAIR
Raywell Boma shampoo with bamboo extracts give anti-frizz super smooth effects. Your perfect straight hair comes from the Raywell laboratories. For your dehydrated hair, Raywell has created the hydration you were looking for: Raywell Hydra mask will soften and smooth like no other!

RAYWELL TEN-IN-ONE
Instant leave-in conditioner
The perfect trio to combat dry and frizzy hair: the shampoo and mask was made with green ingredients chosen specifically for you including Ylang Ylang extracts, while the Ten in One leave in instant conditioner allows you to have 10 solutions for beautiful hair in a single pump.

RAYWELL COLOR/PLEX OXIDATION HAIR COLORING SYSTEM
The RAYWELL high performance Italian hair coloring system is a result of 35 years in R&D to create beautifully natural, ultra-shiny hair color results. Formulated with Quinoa Complex, Phyto Keratin & Nine amino acids and antioxidant Lysine, Vegetal Keratins, vitamins C & E and CUTICLEX Ò 3D PLEX COMPOUND – structural reconstruction of cuticle for ultimate shine and hair protection during the hair coloring process.

Raywell COLOR/PLEX ICY BLONDE COLLECTION
The Color/Plex Icy Blonde Collection consists of two Ultra High-Lift cream lighteners and three specialized cream toners. The two ICY BLONDE Ultra High-Lift cream lighteners 12.81 and 12.18 were created to lighten natural hair, base level 7, up to 4 tones (levels) of lightening whilst delicately neutralizing the warm undertones.
The ICY BLONDE high performance coloring system is formulated with CUTICLEX Ò 3D PLEX COMPOUND – structural reconstruction of cuticle for ultimate shine and hair protection during the hair coloring process leaving hair in better condition than before coloring.

Raywell 2 Phase ICY BLONDE Toning Spray (Leave-On)

This heat-activated molecular hydro-keratin repair spray formulated with violet toning pigments created to neutralize unwanted yellow tones, it penetrates during styling to create new hydrogen and ionic bonds that rebuild the damaged keratin structures. It seals and repairs the cuticle layers, nourishes, revitalizes, hydrates, and softens the hair without weighing it down. Controls static electricity and eliminates frizz. Repairs split ends. Protects hair from atmospheric agents and hot styling tools.

RAYWELL TECNO PERFORMER BLEACH/PLEX
HIGH PROTECTION BLEACHING CREAM formulated with 3D PLEX Technology; to quickly and effectively guarantee the maximum levels of lightening while fully respecting the integrity of the hair structure. Enriched with Argan and Açai oil which give nourishment and shine to the hair and natural waxes which protect the scalp and hair during application. Lightens hair without ammonia vapors and volatile dust.

WWW.INTERCOSMETICSGROUP:COM INFO@IMSRL.EU

INTERCOSMETICS
MILANO

Manufacturing

Professional, Quality Personal Care,
Haircare & Hair Color Products

• Intercosmetics (IEMME srl) is a fully independent, family owned, Italian operation
• Our goal is total customer satisfaction from all cultures, in all markets, worldwide.
• Experimentation, flexibility, performance, and tailor-made solutions are our driving force

Intercosmetics Milano Italy
• Certified ISO 9001:2015, 22716:2007
• Certified Vegan Manufacturer
• Certified 100% Italian Made
Manufacturing Lines Fill Daily:
• 30,000 bottles, jars & tubes
• 25,000 hair color tubes
Bulk production capacity:
• 25,000kg per day

• State-of-the-art research & development laboratory and salon testing center
• Modern high-tech state of the art instruments
• Meticulous selections of the purest raw materials
• Highest quality formulations that comply with the strictest European regulations and international standards

INTERCOSMETICS
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For the most important thing you wear, Your Hair

INTERCOSMETICS
MILANO

Private Label

THIRD PARTY MANUFACTURING

- Full Service
- Create Your Own Brand
- Personalized Product Development
- Private Label & White Label Services
- Advanced Research & Development Laboratory

MADE IN ITALY

- SECURITY: all formulations are developed with professionalism and confidentiality
- DIFFERENTIATION BY EXPERIENCE: is what will set your brand apart from the competition
- IDENTIFY MARKET NEEDS: we constantly research a wide diversity of international sociological trends
- OUR PRIVATE LABEL MISSION will reflect the ethos, values and aspirations of your brand and support it in every way with the aim to give it a unique selling proposition (USP)

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We Create with You.
Your Beauty Brand
Dream Come True...
Brand
Design
Personalised
Image & Graphic
Services
INTERCOSMETICS
MILANO

MARCHESINI GROUP THE FUTURE, AI AND TECHNOLOGY AT COSMOPACK

Celebrating its 50th anniversary with all sights set on the future

Marchesini Group team celebrating the Award received at Cosmoprof Asia

This year, the Italian Marchesini Group celebrates its 50th anniversary, a major milestone in any company's history and a unique opportunity to start to think about the future. At Cosmopack in Bologna (21st to 23rd March), its participation will have as its themes leading-edge innovation and technology: at the show, visitors will be able to take a close look at state-of-the-art machines and lines for packaging cosmetic products.

At Stand A9PK in Hall 19PK, an impressive array of not only flexible stand-alone solutions tailored to the market's demands but also lines which can be customised to individual needs and ground-breaking technologies that respond perfectly to the latest trends will be on display. One of this edition's most eagerly awaited new references is the lipstick machine with SEA Vision's innovative a-eye lipstick system: the 360° lipstick inspection system, which recently won the Cosmoprof Asia Awards, is the world's first system for automatic quality control of lipsticks in production, based on AI technology, automating the process of qualitative inspection previously largely entrusted to manual human control.

THE SOLUTIONS ON SHOW

As well as the latest technologies developed at the Marchesini Group's Pianoro headquarters in Pianoro, in the centre of Italy, the stand will host the solutions of the specialist companies acquired in recent years which now make up the Group's Beauty Division: V2 engineering and Dumek from the Emilia-Romagna region, Axomatic, Cosmatic and Rejves Machinery from Lombardy and Vibrotech from Tuscany. Twenty machines will be on display at Stand A9PK : turbo-emulsifiers of different sizes and capacities developed by Dumek and Axomatic; a complete line for filling and packaging tubes; a liquid and cream filling line, able to process different types of bottles, originating from the close partnership of the Axomatic and Vibrotech brands; a soft mould lipstick machine built by Cosmatic; a fragrance cartoning machine that is the jewel in the crown of the V2 engineering brand; a rotary monobloc machine for filling bottles by Rejves Machinery; and last but not least, an area completely dedicated to laboratory machines.

COLLECTION
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the
new age
of...
Fable
discover more!
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ECO INSPIRED PRODUCTS
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2024 OPPORTUNITIES FOR YOUR BUSINESS

DELHI

Professional Beauty: 1 - 2 July 2024

DUBAI

Professional Beauty: 17 - 18 February 2025

DUBLIN

Professional Beauty & Hair: 14 - 15 April 2024

JOHANNESBURG

Professional Beauty: 1 - 2 September 2024

Salon International Africa: 1 - 2 September 2024

LONDON

Salon International: 14 - 16 October 2024

Aesthetic Medicine Live: 10 - 11 May 2024

Professional Beauty: 2 - 3 March 2025

MUMBAI

Professional Beauty: 30 September - 1 October 2024

Salon International Asia:

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PACKAGING GROUP

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of the packaging

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in the cap

induplastgroup.com

INDUPLAST PACKAGING GROUP

WE SHAKE YOUR BEAUTY MAKING THE MOST OUT OF PACKAGING

Induplast Packaging Group, which includes InduPlast Spa, Verve Spa, Vexel 74 Srl and Petroplast, stands out for high technology, innovation, ability to adapt to changing market conditions and high quality standards. Together, they have helped to create a diversified, complementary group within the packaging industry; a leader in cosmetics with unique and innovative proposals. Induplast Packaging Group is a reference point in the sector of plastic packaging, reliable and complete partner, with a very extensive catalogue of products (about 3,000 references distributed in various production sites) and it is able of developing customized packaging according to the design requested by customers, even using standard packaging that combines decorations, materials and accessories, to save costs and time of development. This activity is possible thanks to the R&D department which, starting from sharing specific designs by the customer, can engineer the packaging in all its components.

The presence of in house plastic moulds workshop to produce moulds and equipment allows rapid development times at competitive prices and with made-to-measure solutions. Internal production takes advantage of the most innovative technologies used in the sector:

With this in mind, a program of activities to improve its carbon footprint has been launched and recently a number of projects have been promoted for:

LCA (Life Cycle Assessment) studies on the product and on the process;
Experimentation of new materials from renewable sources;
Experimentation and introduction of new materials from PCR (Post Consumer Recycling);
Replacement of materials without a sector of recyclability (such as ABS and SAN) by recyclable materials (such as PP and PE);
Modification of existing products to obtain mono-material packaging;
Reduction of the weight of the existing products.

injection and multi-injection moulding, moulding of bottles using stretch-blow moulding, blow extrusion of plastic bottles, extrusion of plastic tubes, screen printing, offset, hot printing decoration, automatic assembly of multicomponent packaging, labelling and sleeving.
The Induplast Group focuses on the constant research for innovative materials, in compliance with legislation currently in force, with attention to the sustainability of their processes and materials.
Sustainability: a key word for the group. As manufacturers of plastic packaging, Induplast Group is aware that it has an important role in creating and offering packaging with a low environmental impact to protect ecosystems and promote greener consumption systems. The Group has obtained specific certifications, such as: RECYCLASS, where is traced the use of recycled plastic in the production process of products; the certification is based on the product traceability of the recycled plastic and on the verification of the pre-consumption and/or post-consumption recycled content. In addition, there is the ISO22000, MOCA certification, related to the food sector, for the food contact requirements in the packaging.
We are working on further certifications such as: ECOVADIS, a system of evaluation that allows measuring and improving ESG performance at international level, showing commitment for sustainability and ethics; B Corporation, a standard which requires respecting high performances of social and environmental sustainability.
Research and innovation allow to offer green solutions such as packaging made with post-consumption recycled materials (PCR, RPET, RPP and RPE) and with plastics obtained from renewable sources.
Such material innovation develops refillable and reusable packaging like refillable jars, sticks and airless. These options also come with monomaterial solutions.
The latest new product is the spices glass effect jars, available with the refill cup with 50ml capacity.
The increased thickness conveys a glass effect to the jar's aesthetic, without losing the distinctive lightweight and sustainable functionality of PET.
The Group continuously offers several new products on the market as a result of hard team-work where different professional skills work together, providing quality and sustainability.
The production of an eco low profile cap is also a recent development. Being a monomaterial PE cap, it guarantees high levels of compatibility with formulations and filling techniques. Thus, it can be fully recycled because it is easily disposed of in the same category of plastic waste.
Recent product developments include the airless refillable **Lira&Libra**. Airless technology is a solution with rapid dispensing, controlled and accurate dosage which reduces to a minimum the contamination of the product by external factors, such as air,

human contact or bacterial agents. Airless containers ensure a reduced use of preservatives and maintain the active ingredients in the formulations.
A thoughtful approach to sustainability is the chance of refilling, which allows the end consumer reuse the dispensing pump.
The use of a single material in the refill section of the body also helps disposal, so the product minimizes waste, with a low environmental impact.
The refillable technology of airless increases the possibility of consumer fidelity: the user will be more committed to reuse the material they already have and replace the refill section. Sustainability is a bi-directional topic: on one hand, the manufacturer does not throw away or change anything; on the other hand, the consumer can easily recycle the product.
The sustainability of the packaging is certified with COSMOS and ECOCERT standards. The new product developments also leave room for important eco-friendly products, such as the monomaterial 100% recyclable dispensers with new capacities and shapes available.

induPlast PACKAGING GROUP

Cosmopack 2024 will be an important showcase for Induplast Packaging Group and in Hall 20 stand C-39 D-42 it will be possible to admire the entire packaging range with exclusive previews dedicated to the latest innovations of the Group.

VITALFARCO HAIR COSMETICS

An excellence in the hair industry since 1969, among the Italian leaders in the production of hair bleaching and hair dyes

professional hairdressers products that exceed expectations, further qualifying their professionalism and talent in the eyes of customers. For this reason, the whole production cycle is monitored at all stages of product processing, from the selection of ingredients to the final packaging. Cutting-edge technology and artisan expertise come together, allowing us to achieve the highest quality standards, as certified by the UNI EN ISO 22716:2008 standard. The chemical laboratory, in collaboration with university departments, constantly deals with research and development as well as product quality control. Dozens of tests are performed daily in the internal technical room, while training courses are held regularly within Vitalfarco's academy for the correct use of the products. With more than 50 countries served and a global distribution network, the company can count on a solid and innovative structure, able to guarantee a service of absolute excellence both for its own brands and for private label, flagship of the business.

With over 50 years of experience in the hair care sector, Vitalfarco Hair Cosmetics ranks among the Italian leaders in the production of hair bleaches and dyes, exporting all over the world its know-how in the formulation of cutting-edge treatments for hairstyling professionals. Developed on an area of approximately 20.000 square meters, with headquarters on the outskirts of Milan, the company currently boasts an internal laboratory for R&D activities, three production sites with an annual capacity of 40 million pieces, two warehouses for the storage of raw materials and finished products and two academies for professional training activities. At Vitalfarco, the entire business is based on a clear and simple mission: to guarantee

SUSTAINABILITY

Always attentive to sustainable development, in recent years Vitalfarco decided to face a new challenge: to minimize the environmental impact of its business as much as possible. In addition to an advanced wastewater purification system and technologies for halving water consumption necessary for the activity, Vitalfarco installed a photovoltaic system which produces about the half of the energy needed. Part of this energy is also sold to the network and used to meet the energy needs of the headquarters neighborhood. As a further confirmation of the commitment in a more sustainable business model, Vitalfarco invest in the use of complete ecofriendly packaging, reducing packing materials and adopting FSC certificated cardboard and Green PE, the special bioplastic that allows to capture CO_2 from the atmosphere instead of introducing it.

PRIVATE LABEL

The company is able to provide its customers with all with all the know-how in the development of innovative formulas and in the creation of customized product lines. Customers can count on every type of service in production for third parties (bulk or private label full service):

- Development of customized formulas and lines
- Manufacture of the product in bulk and filling
- Issuing of quality certificates and technical documentation
- Creative and technical graphic support in the creation of packaging and color charts

SPECIAL FEATURES

More than 50 years of experience. Tailor - madeservice (bulk or full service). Internal laboratory for R&D activities with state-of-the-art instrumentation and daily quality control tests. A wide range of hair bleaches and hair dyes. More than 200 shades of oxidation dyes, formulated with ammonia as well as ammonia free, with permanent or demi permanent effect, creamy or oily based. Vegan formulations, certified organic ingredients and limits on the use of irritating chemicals, such as Sles, ammonia, paraffin, Dea. 360° customer support (quality control and regulation, graphic design and merchandising etc..).

PRODUCTION EXTENT

Vitalfarco offers a very complete range of products:

- HAIR DYES (permanent, demi permanent, direct colors)
- HAIR BLEACHING (dust-free powders, creams, scented, colored)
- DEVELOPERS
- STRAIGHTENING AND PERM PRODUCTS
- HAIR CARE TREATMENTS (shampoo, masks, conditioners, lotions).

All products are formulated and developed in the Research & Development laboratory and manufactured and packed in the production site. Tailor-made formulas can be developed for all products, adding extracts and active ingredients depending on customers' specific needs. Several packaging options can be offered to private label customers, customized with color printed graphics. Finally, the company provides support and assistance in training before and after sales to ensure that products are safe and effective.

PRODUCTION CAPACITY
HAIR DYES: 24 million tubes per year
HAIR BLEACHING: 900 tons per year
3 production site on an area of about 7000 square meters
90,000 units per production shift
Manufacturing and filling process with a completely closed circuit
HD cameras for on-screen control of the product

BIOFACH/VIVANESS 2024 LOOKING AT THE FUTURE OF THE ORGANIC WORLD

The international food and natural and organic cosmetics community met in Nuremberg from 13 to 16 February. A total of 35,000 trade visitors from 128 countries visited Biofach/Vivaness in the Bavarian city this year. A diversified range of products and services were offered by a total of 2,550 exhibitors from 94 countries. Held in Hall 3C of the Nürnberg Messe, Vivaness, the international trade fair for natural and organic personal care, comprised 154 exhibitors from all over the world, from Finland to Peru, from Mozambique to Bulgaria. Visitors were able to exchange with the exhibitors on their products, developments and strategies, with several suppliers of raw ingredients present, such as Afrikan Ornamentals, a company based in Zimbabwe and a producer of indigenous natural oils from Southern Africa with a particular focus on Baobab Oil, Marula Oil and Mafura Butter, all 100% natural, cold-pressed, sustainable and satisfying the highest standards of quality, or Tawa Apu Kuntur, based in Cusco, Peru, and a supplier of products including organic-based aromatherapy balms, creams and salves, organic deodorants and lip balms, pure and wild harvested essential oils, pure jojoba and sesame seed oils, blends of aromatherapy oils and herbal baths. Vivaness is also an opportunity for innovative products to be rewarded by the Best New Product Awards and this year the winners were: in Face Care, 4peoplewhocare GmbH with their solid sunscreen; Body Care: N&B srl, Body Butter – skin super food; Hair care; Greendoor Naturkosmetik GmbH with a Moisturising spray for the hair; Decorative Cosmetics; Lip Flower Lipstick by Bio Make-Up; Special Cosmetics/Care: Purpose Products GmbH with their organic tooth powder in compostable refill bags; Drugstore Articles, turn of beauty GmbH with turn Starter set and Wellness Products, "Frozen" and "Jungle Book" Bath bombs and bath tabs by Outdoor Freakz GmbH.

TRENDS IN NATURAL AND ORGANIC COSMETICS

Vivaness also puts the spotlight on trends in the natural and organic cosmetics sector.
In its trend forecast for 2024, market research company Mintel identified three global beauty and personal care trends, which it calls NeuroGlow, Beaut-AI and Sophisticated Simplicity.
The NeutroGlow trend promotes a holistic approach to beauty that links emotional well-being and physical appearance.
The use of transparent and verifiable ingredients helps meet the requirements of health-conscious consumers.
Beaut-AI explores the transformative role of Artificial Intelligence (AI) in the cosmetics sector. It supports product development and inclusivity, and when combined with biotechnology offers opportunities for natural and organic cosmetic brands.
Detailed skin type analyses can address specific needs and facilitate the manufacture of personalized cosmetics.
Sophisticated Simplicity expresses the increasing importance attached by consumers to the quality of ingredients and the proven effectiveness of products.
These and other trends in natural and organic cosmetics were explored at Vivaness at a number of sessions on the first two days of the show, with topics such as mood-boosting natural fragrances, creator economy and branding, consumer behaviour on the global cosmetics market and generations on the Internet: how baby boomers, X, Y , Z and Alpha search for products.

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Sunflower Phytoceramides

PIGMENT control system

Pigment Control System

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ALFAPARF GROUP

A valuable partner to develop innovative products to support customers' brands on the market

COMPANY PRESENTATION

The Alfaparf Group is the world's leading Italian beauty company in the professional channel. Our Company was established in 1980, taking the first steps in the north of Italy, then in the 90s, we broadened our horizons beyond national borders, becoming the first Italian cosmetics company in the world in the professional channel. Since our early beginnings, we have taken steps to create an independent and integrated group, attentive to innovation and market trends: our numerous brands and the number of international companies and leaders in the beauty market who rely on our expertise to develop projects and products for the hair and body are evidence of this. Our business divisions constantly interact with each other, circulating skills and transforming them into the best responses to the evolution in the industry; by doing so, we continue to improve the quality of the service offered by professional operators, leaving a better world for future generations.

OUR HISTORY

We launched in 1980 thanks to the idea of Roberto Franchina, who, along with around ten people, began to design products in northern Italy for the hairdressing channel. In the 90s we began the adventure abroad. The first exports were to Spain and Latin America, followed by the commercial branches and first factories opened in Brazil, Mexico, Argentina and Venezuela. At the end of the 90s, Alfaparf Milano took the qualitative leap towards being a global benchmark company in the professional cosmetics market. In fact, in 2000, we completed the development of the Osio Sotto headquarters, a total area of 25 thousand square meters, where manufacturing and storage still take place today, as well as office space. In the early 2000s, we expanded the two flagship factories (Mexico and Brazil) to reach their current size of about 30 thousand square meters. The Group's international vocation has been confirmed and grown over the years with the opening of various branches in Latin America, the USA, and Australia. Alongside the activities related to the Group's brands, the Private Label business has also grown substantially. The production on behalf of third parties, especially in the colour area, has become a flagship thanks to Alfaparf Group's know-how and development of commercial relationships with increasingly high-quality and outstanding clients. Over recent years, Alfaparf Group has been determined to move towards globalization, both in terms of new geographical locations and new brands and/or distribution channels. The globalization phenomenon has influenced the way we work. Today, all the Group's branches work in an interconnected way, ensuring consistent standards which are recognized internationally.

PRIVATE LABEL

For decades, the Alfaparf Group has made its formulation know-how and the international presence of its manufacturing sites available to win over customers who are looking for a partner capable of developing innovative products to support their brands on the market. Specialist technical competence, a strong relationship with the customer and a strong predisposition to build lasting partnerships are the characteristics that distinguish the Private Label division of Alfaparf Group. The consolidated technical and regulatory competence allows custom development and product validation to be carried out in Italy, Brazil and Mexico, the three main manufacturing sites of the group.

HIGHLIGHTS

- Over 40 years of experience in professional cosmetics
- 5 manufacturing plants (Italy, Brazil, Mexico, Venezuela and Argentina)
- 25 branches
- Over 100 countries around the world
- More than 2,800 collaborators
- A portfolio of 15 brands
- Over 100 million consumers

CERTIFICATION

ITALY (BEAUTY & BUSINESS S.p.A.)
- ISO 9001:2015
- GMP ISO 22716:2007
- ISO 13485:2016 MEDICAL DEVICE

MEXICO (DOBOS S.A.de C.V.)
- ISO 9001:2015
- ISO 22716:2007
- GMP - COFEPRIS
- INDUSTRIA LIMPIA (clean industry)
- environmental certification

BRAZIL (DELLY KOSMETIC LTDA)
- ISO 9001:2015
- GMP - ANVISA
- BRC AUDIT

SUSTAINABILITY

In Fall 2018, Alfaparf Milano began its path towards sustainability, guided by the belief that the ultimate goal in business activity is not limited just to maximizing profit: it must include the creation of shared long-term value, for the benefit of all corporate stakeholders and in the interest of future generations. We want to conduct our activities in a transparent and responsible way, communicating our strategy, our objectives and our results to all stakeholders and integrating their expectations into our decisionmaking processes. We undertake to manage our resources efficiently and strategically, to generate value for the company and also to contribute to the socio-economic development of the territory in which we operate, the growth of our people and of all the individuals that make up our value chain, the protection of the environment, and the promotion of respect for human rights. The efforts made and the results achieved have been recognized: in 2021 and 2022, we were awarded as Sustainability Leader in the ranking prepared by Statista for Il Sole 24 Ore. This research was based on the analysis of sustainability reports, by evaluating the achievement of a series of KPIs in three macroareas: environmental, social, and economic.

HERE ARE A FEW EXAMPLES OF THE COMMITMENT THAT HAS LED US TO BE A LEADER IN SUSTAINABILITY:

- CLEAN ENERGY: 2 out of 5 production plants use exclusively 100% renewable electricity, 1 plant uses more than 80% renewable electricity.
- CO2 OFFSET: Natural gas CO2 emissions of the Italian production plant are offset.
- SUSTAINABLE INGREDIENTS: 40% of the ingredients used in our formulations are of natural origin and 18% are certified;
- SUSTAINABLE PACKAGING: We only use 100% recycled materials (aluminium, plastic and paper) for Alfaparf Milano branded color tubes and Private Label tailor-made projects, produced in Italy. We have eliminated leaflets in favor of QR codes.

This project won The Procurement Award 2021 in the Ethical and Sustainable Purchasing category.

- EQUAL OPPORTUNITIES: Almost all employees are hired on permanent contracts and women represent more than half of the workforce;
- SUSTAINABLE SUPPLY CHAIN: 100% of new suppliers are selected on the basis of ethical, social and environmental criteria and almost 60% of 2021 expenditure is on local suppliers;
- ETHICS: The company has adopted a new Code of Ethics, committing to uphold and promote respect for human rights, nondiscrimination, health and safety in the workplace, zero tolerance for child labour, the right to fair and supportive working conditions, environmental protection and the achievement of the Sustainable Development Goals (SDGs) promoted by the United Nations.
- DIVERSITY&INCLUSION: "Beauty in all its forms" project was created by Alfaparf Milano to offer young people with Down's syndrome the opportunity to undertake a training course to become hairstylist assistants.
- SUPPORT TO VULNERABLE PEOPLE: Through the Alfaparf Milano Professional brand, we are supporting Dynamo Campo, a non-profit organization, which arranges holiday camps with recreational therapy for children suffering from serious or chronic diseases and their families.
- HUMAN RIGHTS PROTECTION: We are at the forefront fighting violence against women by supporting D.i.Re., an Italian organization of non-institutional antiviolence centers and shelters.

PRODUCTION CAPACITY

ITALY (BEAUTY AND BUSINESS S.p.A.)
SITE AREA: 25.000 SQM
COVERED AREA: 11.000 SQM
ANNUAL CAPACITY: 100.000.000 UNITS
EMPLOYES: 451

MEXICO (DOBOS S.A.de C.V.)
SITE AREA: 15.000 SQM
COVERED AREA: 11.000 SQM
ANNUAL CAPACITY: 90.000.000 UNITS EMPLOYES: 523

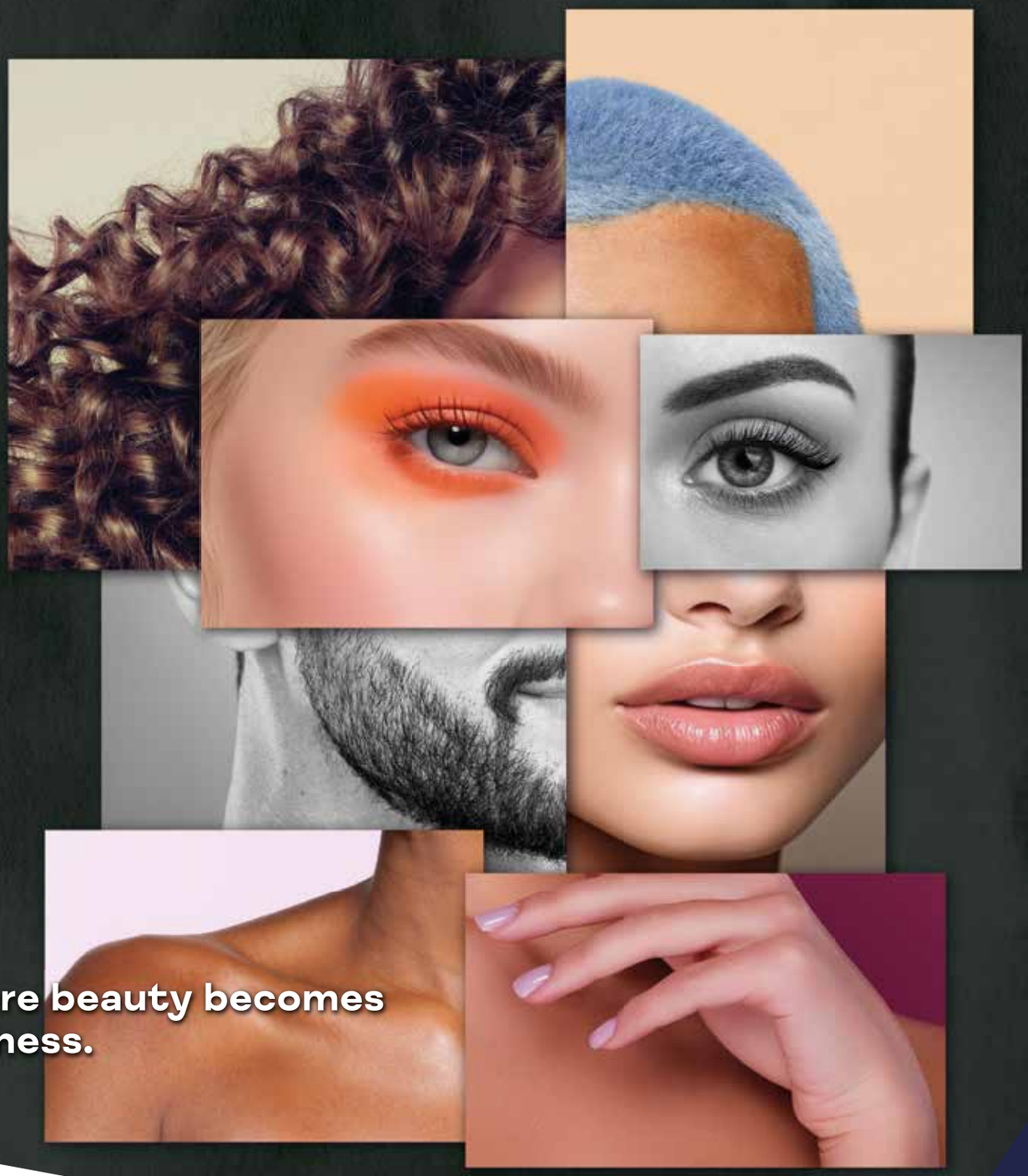
BRAZIL (DELLY KOSMETIC LTDA)
SITE AREA: 35.000 SQM
COVERED AREA: 15.000 SQM
ANNUAL CAPACITY: 80.000.000 UNITS EMPLOYES: 233

Production extent

- **HAIR DYES:** permanent - demi permanent - direct colors. cream, oil, gel textures
- **HAIR COLOR KITS**
- **TECHNICAL PRODUCTS:** developers - bleaching powders - straightening and perm products)
- **HAIR CARE TREATMENTS:** shampoo - conditioners - masks - leave in - vials
- **SKIN CARE:** face and body products

SALÓN LOOK

International Image and Integral Aesthetics Exhibition



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ETHOS®
AIR IONIZER TECH
Patented twisting cable
Professional digital motor
Lighter, perfectly balanced
Ionic technology
parlux
ELYSIUM®
AIR IONIZER TECH
Wonder.
NEW PARLUX ETHOS® AND ELYSIUM®,
EXPRESS YOUR TALENT BY EXPLORING NEW STYLE UNIVERSES.
Even Lighter, quieter, reliable and with exceptional performance, the new Parlux Ethos® and Parlux Elysium® professional hair dryers ensure fast drying and perfect long-lasting hairstyles.
Achieve perfection with nine speed/temperature combinations and a revolutionary patented twisting cable for complete freedom of movement.
Thanks to the intuitive user interface, you can choose the Parlux you love, without compromise.
Parlux Ethos® and Elysium® reliable professional hair-dryers.
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Parlux ELYSIUM
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THE PROFESSIONAL'S CHOICE

THE NEW PARLUX ETHOS® AND PARLUX ELYSIUM®

The hairdryers of the future

The world of hairdrying and hairstyling is evolving even further thanks to two new professional hairdryers with unique and exceptional features: the Parlux ETHOS® and the Parlux ELYSIUM®.
Their names from the Greek accentuate the peculiarities that characterize them. The name ETHOS means Ethics and recalls the tradition and the values that, even in this product of great technology, are found in its classic design and in the professional quality, for which Parlux is known all over the world.
The name ELYSIUM evokes the future, reflected in its design and in the technology it encloses. Both these products represent the new generation of professional Parlux hairdryers.
Increasingly lighter, quieter, reliable and with truly effective performances, these models ensure the possibility of very fast drying and perfect long-lasting styles. With the same interface of use and high performances, Parlux ETHOS® and Parlux ELYSIUM® allow choosing the design of the model you prefer without compromises in the results. Both have ergonomic designs, professional digital motors, excellent balance, optimum power, sturdiness and in particular technological innovation, with two exclusive new features.
One of the main new features of the Parlux ETHOS® and Parlux ELYSIUM® is the revolutionary and patented 360° twisting cable, STC – "Special Twisting cable", which allows complete freedom of movement at every moment of styling, eliminating tangling and owing more comfortable and efficient handling of the cable during use.
In addition, thanks to the intuitive digital interface, it is possible to customize the drying experience as never before.
Both models have 3 speeds and 3 temperatures which allow selecting 9 combinations in order to easily choose the optimum setting for the type of style to be achieved.
This freedom of combination between temperature and air speed in the Parlux ETHOS® and Parlux ELYSIUM® models lets the hairstylist once again find the performances of the best loved Parlux models such as the Digitalyon, the Alyon and many others.

CHARACTERISTICS Parlux ELYSIUM® model
Professional boosted digital mini-motor
STC – Special Twisting Cable – patented special twisting cable
New digital switches
9 combinations - 3 speeds and 3 temperatures
Powerful – 2,300 Watt
Air flow - 80 m3/h
"Anti-heating" front body
Lightweight, perfectly balanced
Traditional ergonomic grip
"Air Ionizer Tech" ionic technology
Easy and fast cleaning system
Length of cable – 3.30 metres

The new on-off button, in the rear part of the handle, has a "block" function to stop the professional changing their optimum selected combination by mistake. Thanks to the memory function, it will return when the hairdryer is switched on again, for rapid and immediate use. The ideal power of 2,300 Watt ensures very fast drying in a few movements, to let each hairstylist explore new universes of style thanks also to the already consolidated Air Ionizer Tech technology, which emits negative ions neutralizing static electricity for healthy, soft, glossy and frizz-free hair. Parlux ETHOS® and Parlux ELYSIUM® have an anti-heating front part, for greater comfort of use.

Both models are available in seven appealing technological colours (Matt White, Fuchsia, Lilac, Galaxy Blue, Copper, Titanium, Black) with anti-bacterial paint. The unique characteristic of the Parlux ETHOS® model is the exclusive texture which makes the experience of use enjoyable and safe. Parlux ETHOS® and Parlux ELYSIUM® represent the best the market offers in terms of technological innovation applied to the real needs of the hairstylist as per the Parlux tradition which has been designing and manufacturing hairdryers in Italy for over 40 years. Specifically, the Parlux ELYSIUM® model (available at the end of 2024) is a mini digital professional hairdryer, with compact dimensions but exceptional power! It also offers an innovative easiness of cleaning, with filter made from washable and replaceable sponge for simple and fast maintenance. Parlux ETHOS® is already available both in the "PACK" version, complete with diffuser, and in the standard version with 2 nozzles (one classic nozzle and a slim nozzle for perfect straight hair styles). Parlux ETHOS® and Parlux ELYSIUM® are intended to accompany the best hairstylists in the world on any occasion (live shows, backstage, hairstyling contests) to express their talent to the best with the use of professional and high quality products.

CHARACTERISTICS Parlux ETHOS® model Professional digital motor
STC – Special Twisting Cable – patented special twisting cable
New digital switches
9 combinations - 3 speeds and 3 temperatures
Powerful – 2,300 Watt
Resistance with double coaxial section
Air flow - 88 m3/h
"Anti-heating" front body
Lightweight, perfectly balanced
Ergonomic grip
"Air Ionizer Tech" ionic technology
"HFS - Hair Free System" – patented hair capture system
Length of cable – 3.30 metres

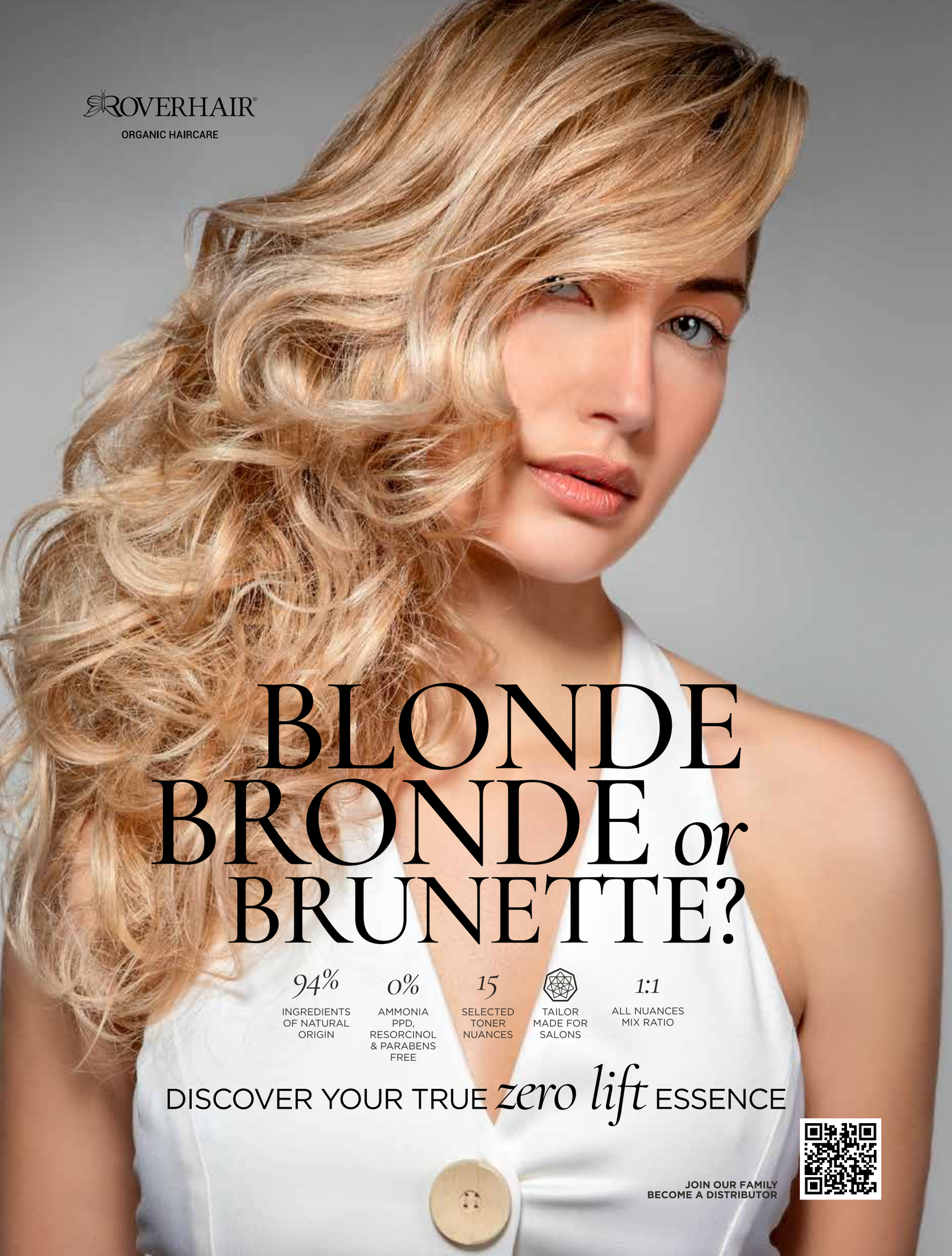
DUBAI: ORGANIC EXPO SETS NEW HIGHS!

The exclusive trade event in the Middle East for organic and natural products was a resounding success

The 21st Middle East Organic and Natural Products Expo, held at the Dubai World Trade Centre (DWTC) from 12th to 14th December 2023 attracted over 12,000 trade visitors from 59 countries, seamlessly bringing together some of the world's finest brands and products in Food &Beverages, Health & Wellness, Beauty & Cosmetics, Agriculture & Environment, and Sustainable Living. With 300 exhibitors from 63 countries, the show is recognized as the largest and most comprehensive b2b sourcing platform in the Middle East.
The largest and most attended in the event's 20-year history, the expo was 102% larger in size and surpassed all goals in trade buyer attendance.

A standout accomplishment of this year's event was its incredible expansion, by not just doubling in size but attracting a substantial increase in both exhibitors and attendees. The event saw an astounding rise in the number of participating countries, reflecting the global significant and appeal of the Middle East Organic and Natural Products expo. Notably, bookings for next year have already surged to an impressive 42%.
Thanks to a 365-day export promotion platform, exhibitors received monthly buyer leads curated by the buyer teams and online sales and enquiries through the wholesale eCommerce portal, www.arabianorganics.com throughout the year before the show. Almost 2,000 appointments between exhibitors and buyers were scheduled before the show was opened and a further 800 onsite meetings between exhibitors and VIP Buyers took place which increased the effectiveness of expo participation.

The event showcased continuous participation from top producing countries such as Greece, Turkiye, Poland, Ukraine, Russia and Iran. Korea, Italy, Malaysia, Sri Lanka, Rwanda, Ghana, Turkmenistan, Bhutan, China and the Philippines made their debut through their national country pavilions. Next year's expo, which celebrates 22 years of creating a year-round export promotion platform, will be held from 18th to 20th November at the Dubai World Trade Centre.


ROVERHAIR®
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BLONDE
BRONDE or
BRUNETTE?
94%
INGREDIENTS OF NATURAL ORIGIN
0%
AMMONIA PPD, RESORCINOL & PARABENS FREE
15
SELECTED TONER NUANCES
TAILOR MADE FOR SALONS
1:1
ALL NUANCES MIX RATIO
DISCOVER YOUR TRUE zero lift ESSENCE
JOIN OUR FAMILY
BECOME A DISTRIBUTOR

REBITALIA WELL-BEING FOR THE SCALP AND HAIR

An extensive range of professional treatments for hair and scalp problems

Rebitalia Professional Cosmetics is a company that produces and sells haircare treatments for the well-being of the scalp and hair. It is based in Friuli Venezia Giulia, near Udine and Slovenia, in the north-east of Italy and has over 30 years of experience in haircare products. Rebitalia produces a complete range of haircare products, with about 100 references to meet the needs of every type of hair.

There is a continuous search for organic, natural raw materials to further raise the quality of the products. The products are made almost totally with natural and biological ingredients (about 94% in the BioNatural line and 100% in the BioNatural green line). Since 2019, the company has invested in renewing its corporate image: first of all the packaging, and now bottles are made from bio-plastic from sugar cane and the caps are 100% recycled plastic; labels are made from polypropylene of sugar cane to promote eco-sustainability. The core business is products for haircare treatments (hair loss, dandruff, sebum balancing…) to solve scalp and hair problems. Its products are used in several trichological clinics all around the world and especially in Europe. There are 4 lines for hair loss; because hair loss has various origins and causes. Energizzante and Vitalizzante stops hair loss with a strong effect; Energizing plus stimulates the regrowth of fine hair; the Tea tree line is for maintenance in seasonal hair loss. Pityremove and Detoxy plus are lines for dandruff, seborrheic dermatitis and for excess sebum in the hair. Nutry Argan, Keratin and Color are 3 lines for hair structure: these product lines have been created to respond to fine, dry hair and hair treated using chemicals.
Rebitalia does not sell directly online to protect its wholesalers and beauty salons as it wants to have and start good partnerships with its importers, distributors and wholesalers. Upon request private label lines can be produced for clients, with Rebitalia products with another name on the labels. Orders are prepared fast, thanks to a well-stocked warehouse of 2200 square metres, always ready to satisfy customers. The company has Made in Italy and VeganOK certifications.

Website: **www.rebitalia.it**
email: **info@rebitalia.it**
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BANGKOK
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IRELAND
THE BEAUTY DESTINATION EVERYONE IS TALKING ABOUT

Ireland's reputation in the beauty world is going from strength to strength. It's not just about the well-established firms either, the country is fast becoming recognised as an incubator for the future of beauty on the global stage. Known for the quality and authenticity of products, the rich bounty of Irish beauty brands are being sought after around the world. Names like VOYA, Fragrances of Ireland, Pestle & Mortar, The Handmade Soap Company and Formulae Prescott already enjoy global recognition.
One of the reasons that Irish beauty is so dynamic and interesting is the convergence of individuality, innovation and inspiration that equates to a winning formula. You will find founders influenced by the Irish landscape, by travels, heritage or a ground-breaking ingredient; their vision is not simply about being another beauty brand but to create products that will make a difference. Their stories are often characterised by a rare level of passion and purpose that is leading Irish companies to break new ground across a wealth of beauty categories.

The Business Side

The year-on-year double digit growth of the Irish beauty category clearly demonstrates the strength of the sector. When you look at brands Ella & Jo, Skingredients, The Burren Perfumery, Seabody, AYU Cosmetics, The Handmade Soap Company, Sculpted by Aimee and health supplement brand Sisterly you understand how they are playing a big part in this commercial success across all the categories within beauty and wellness.
A further component is the well-established reputation of Ireland's pharmaceutical grade manufacturing and research laboratories which is also contributing to Ireland's recognition as an increasing influence in the beauty industry. Irish brands excel at the more intangible side of what makes a business succeed. With many this starts with a forward-looking mindset and a distinctive vision about what they want to achieve which is often aligned intuitively to a gap in the market. The equation grows stronger when you add in the contributing factors of an emphasis on sustainability, passion for quality at every level, innovation in ingredients and techniques as well as a focus on customer-centricity. Rachael James, Senior Development Adviser Enterprise Ireland explains, *"A strong characteristic of Irish brands is an entrepreneurial approach that is intertwined with their founding concept. Rarely constricted by what others do and have done, many Irish brands are born from an authentic passion that continues to set new standards on the global stage. Whether driving change for good or advancing performance, our highly individual and frequently ground-breaking brands are delivering best in class results."*
Rachael James goes on to say *"An important value added asset with Irish businesses is their customer-centricity which comes through an innate ability to connect, engage and proactively evolve. This translates into sales, positive business growth and an exceptional level of customer loyalty."*

Enterprise Ireland – Taking Irish Brands Global

With many Irish beauty brands targeting global growth, Enterprise Ireland, the Irish government's trade and innovation agency and the number 1 VC in Europe according to Pitchbook has taken a very proactive role in helping Irish businesses to achieve global growth. This support comes with a network of 39 international offices that help Irish companies to develop the most effective and sustainable strategy for new markets.
One of the busiest offices for beauty is Germany where Jane Greene, Senior Market Adviser for Enterprise Ireland DACH is based, *"Ireland has long held a strong affinity with the German market both in tourism and commercial terms. Within the beauty sector, the German market values Irish brands that evoke nature, our distinctive landscape, originality and science-led innovation. Germany is one of Europe's*

Enterprise Ireland

most competitive marketplaces, it offers a range of opportunities and potential for every size and category. The success of brands such as Pestle & Mortar, VOYA TanOrganic and Fragrances of Ireland in the German market is testament to the industry leading standards Irish beauty represents." Enterprise Ireland's close interaction with the brands begins in the domestic market, providing seed funding, capability and leadership development and investment in innovation as well as support to scale internationally. An enormous benefit for international partners is the fact that most brands have established a template of success in their home market before considering expansion plans. They have evolved and honed their products and developed a connection to multiple audience sectors which enables a more effective entry into new countries or through new channels with the help and expertise of Enterprise Ireland's international teams. Roberta Di Gesu' Market Adviser Enterprise Ireland Italy adds *"we are seeing an uptake in interest for Irish beauty brands in Italy. The quality of raw ingredients, craftsmanship, natural focus and the uniquely Irish storytelling resonate well with the consumers, press and trade partners here. This combination of style and substance resonates particularly with the highly discerning Italian market."* A universal statement around the world relates to the ease of working with Irish brands, on both a business level and a personal level - to quote one brand founder *"we always get a warm welcome".*

A Culture of Sustainability

Irish brands demonstrate an exceptional commitment to making a positive impact on the environment, culture and society as they grow and innovate in the beauty realm. This focus on sustainability is seeing a rise in high quality, natural and sustainable products as well as driving positive business practices creating collaboration and solutions that are leading to real change in the industry. Teri Smith, Manager Retail, Consumer & Online Enterprise Ireland comments, *"Many of our brands are founder-led and come from a commitment to make a difference both for the consumer and the planet. Their decisions are based on a principle to drive sustainable innovation. This focus impacts every step of their business and many brands are highly adept at using digital platforms to help further this messaging. In a country renowned for our exceptional landscape, it is in many ways not surprising that Irish beauty brands are renowned for their leading expertise in organic and natural beauty but we are seeing a much deeper and wider purpose that is embedded in innovation and integrity which is raising the benchmark in the beauty industry."* The development of natural beauty is in the DNA of many Irish brands, it is a founding value of their business ethos but also a great advancer of the sector making it an exciting and rewarding time to buy Irish beauty.

Cosmoprof 2024

2023 saw Enterprise Ireland's and its health and beauty clients' debut at Cosmoprof with their dedicated Ireland Pavilion. *"Our inaugural year in Bologna was marked by exceptional successes for all of the Irish companies exhibiting on our pavilion. It also included the remarkable achievement of Nunaïa Beauty who was awarded the top 'Green & Organic' accolade, to win what can only be deemed as the Beauty Oscars was a feat we are all very proud of. We are delighted to be returning in 2024 with some new brands, G5® Haute Cosmétiques by LLR-G5, GROUND Wellbeing, Pestle & Mortar and The Kind Brand Company and look forward to meeting the high calibre buyers and distributors who come from around the world. We look forward to welcoming them to the Ireland Pavilion."* says Rachael James, Enterprise Ireland. The theme of the pavilion this year will be 'Driven by purpose, perfected by nature' which reflects the sustainability-first message that Irish health and beauty brands are characterised by. Their combination of clean, natural and biodiverse ingredients with scientific technologies is bringing innovative, independent skincare and cosmetics to the global market. There will be 8 brands on the Ireland pavilion, ranging from well-established names to first time exhibitors. The selection represents the diversity of the Irish beauty sector as well as an impressive collection of award-winners making the pavilion a must-visit for buyers, press and trade partners.

INTRODUCING THE IRELAND PAVILION - COSMOPROF 2024

ELAVE SENSITIVE SKINCARE BY GARDINER FAMILY APOTHECARY

Gardiner Family Apothecary is one of Ireland's oldest family-owned pharmaceutical firms. For over 90 years their skincare formulas have been at the forefront of dermatological solutions for sensitive skin. This pioneering tradition has continued through three generations, the current CEO and granddaughter of the founder Joanna Gardiner, added to their portfolio with the introduction in 2000 of the Elave Sensitive Skincare range which has been specifically designed as an everyday head-to-toe regime to cleanse, hydrate and protecti sensitive skin.

This proactive approach comes from their research which found that there was a considerable amount of skin concerns for the size of their domestic population. From eczema, rosacea, dermatitis and acne, 9 out of 10 people in Ireland experience some form of skin sensitivity in any given year. *"While traditional formulations are fantastic at soothing and repairing damaged skin, there was clearly a need for a more practical solution that could be used every day to reduce the risk of breakouts occurring."* says Joanna Gardiner, CEO Family Gardiner Apothecary. Created and manufactured at their GMP Pharma grade facility in Ireland, Elave Sensitive Skincare (alongside their other flagship brand Ovelle) are globally recognised for formulations that pass the highest international Pharma and ethical standards. Their unwavering commitment to cruelty free, ethical testing and sustainable, eco-friendly, 100% recyclable packaging has seen them set a very high benchmark in the industry. The innovative range is formulated for every age (including baby and junior). Following a prevention rather than cure philosophy, these highly effective products are closely aligned to how our lifestyles have changed with a focus on reducing the harmful impact the skin can experience on a daily basis. *"There has been an enormous increase in skin sensitivity in a very short space of time." Joanna Gardiner explains "In the 1950s for example, 1 in every 20 babies might develop eczema. Today that number is as high as 1 in every 4. A 500% increase in just two generations."* In line with this proactive approach to caring for your skin, a recommendation that Gardiner herself follows as a daily habit is their SPF infused moisturiser Elave Daily Skin Defence SPF45. Their home market of Ireland has been a template for success and they have grown their presence across the UK as well as further afield with great success in Hong Kong and more recently the Gulf States. A key factor to their winning formula is the Gardiner Family Apothecary's understanding of the need to grow and evolve to meet the changes around them.

G5® HAUTE COSMÉTIQUES BY LLR-G5

John Loftus

Innovation and one of the most inventive ingredients on the market has inspired G5® Haute Cosmétiques by LLR-G5. Rapidly being regarded as an industry gamechanger this gender neutral brand is reimagining the luxury skincare sector. G5® Haute Cosmétiques by LLR-G5 is the brainchild the pioneering Irish business LLR-G5 who have been at the forefront of wellbeing and skin science technology since their inception in 1999. Their boundary-pushing molecule MMST (Monomethylsilanetriol) in combination with advanced ingredients have created an active molecular cosmetic range designed for all skin types, all ages and all genders. *"The most valuable benefit of MMST is in its ability to promote natural collagen production, " explains John Loftus, Managing Director & CEO "thus actively regenerating the skin, bringing elasticity and tone while maintaining hydration. It's truly remarkable."* This new star ingredient can be found in G5® Haute Cosmétiques by LLR-G5 compact collection of currently four products (The Cleanser, The Lotion, The Mist and The Cream). The Cream has rapidly become a stand-out product particularly in combination with the Mist, this double MMST application is the perfect boost to restore, regenerate and replenish the skin.

A soon-to-be introduced addition is a mineral based SPF face cream that will continue their clean, environmentally and ecologically friendly credentials. Being designed, developed and made in Ireland resonates locally as well as creating strong interest from their existing markets who already know and trust LLR-G5 high-calibre research credentials. *"We love the European*

market, being established in continental Europe has been rather uplifting knowing the focus by the consumer on quality, healthy ingredients and proven benefits. We plan to expand here and to move into the Gulf States over the coming year." advises John Loftus. G5® Haute Cosmétiques by LLR-G5 is the story of scientific innovation, cosmetics advancement and a passion to shape the future of the beauty industry. Its deceptively simple, highly regenerative and stylishly packaged collection is set to be one of the most interesting, effective and inventive skincare brands on the market.

GREEN ANGEL SKINCARE

Chris and Mary Mitchell

Rich, locally sourced organic Irish seaweed is a signature ingredient of Green Angel Skincare. Founded in 2006 by Mary and Chris Mitchell this luxury skincare brand is recognised for its fusion of the two ancient practices Thalassotherapy and Aromatherapy, this translates through the use of locally harvested seaweed

and essential oils as the foundation formula and the building block on which all their skincare products are born. As Mary Mitchell explains, *"the key differentiator for Green Angel Skincare is the unique way the distinctive blend of 4 different seaweed extracts we use in all our products is cleverly combined with very specific botanical and essential oils. The outcome is a superior delivery of these ingredients to the skin resulting in better, healthier and more sustained results which also aligns with the growing consumer demand for cleaner and safer beauty products."* The extensive multi-award winning collection features products encompassing facial skincare, body care, hair care and a lifestyle range. Each new formulation has been created with proactive focus on their customer who they view as co-creators, this customer-centricity has resulted in a loyal fan base around the world including the USA and saw in 2021 the opening of their first flagship store in Wicklow, Ireland. When it comes to signature products *"our Green Angel Seaweed & Collagen Face Cream and our Pro-Collagen Serum with hyaluronic spheres are our hero products."* Mary Mitchell advises. *"Our Green Angel face cream also includes Irish seaweed, which of course contains lots of vital vitamins, minerals, trace elements and iron which helps to feed and nourish the skin. The Pro-Collagen Serum with hyaluronic spheres is oil-based which helps to reduce fine lines and wrinkles and helps to increase the elasticity of the skin and has absorbing properties to promote long-term hydration."* With the ongoing success of the brand on the global stage Mary and Chris Mitchell are looking to expand further into the Southeast Asian market, in particular South Korea, Japan, Hong Kong and China. Each of these countries has a synergy with seaweed as well as a familiarity with the green natural landscape of Ireland.

GROUND WELLBEING

Peigin Crowley

Having worked as a massage therapist for over 25 years Peigin Crowley took a more connected approach to creating her award winning spa and wellbeing brand. *"I've spent years working with different brands that focus on anti-aging, cellulite and kind of how we look on the outside versus how we feel on the inside so GROUND was very much based on coming home to ourselves."* Now at the forefront of the wellness evolution GROUND has a hands-on approach to inclusive wellness. Their natural products, home rituals and spa treatments are designed to encourage self-care and address modern day issues including: sleep, anxiety, burn out, gut health, menopause, pregnancy and cancer care. This comprehensive vision has led them to work with some enviable hotel partners who benefit from the combination of therapist centricity, customisation and creativity. GROUND proudly celebrates Ireland and the influences that create threads through everything they do. *"All of our product families have Irish names from Codladh for sleep. Talamh for grounding, Beo for vitality and Curam for care and pregnancy. Our cancer care collection is called Barróg, which is Irish for the hug."* Everything Peigin does is through the lens of sustainability and she firmly believes in the circular economy, which means they are committed to working closely with local suppliers and partners. The purpose and intention of their signature rituals prioritises how you feel as well as making wellbeing more accessible. Their signature Grounding Ritual demonstrates this combination of treating both the physical and the emotional at the same time. The blend of massage techniques, plant-based aromatherapy and gua sha help manage body tension and an overthinking mind. Wellbeing provide at home self-care are products that are locally handmade in small batches, with carefully crafted formulations of natural plant-based ingredients which are designed to address specific issues. In line with their passion for sustainability every element of the process is considered and committed to making a positive difference. A new ritual being introduced is a cleansing one focused on the abdomen which features a cleanse abdominal oil complemented by a castor oil with fennel, ginger and peppermint. This focuses on the centre of our second brain the gut and works in two ways: relaxation through soothing nerve endings, assisting circulation and boosting detoxification as well as helping increase connectivity to ourselves.

L.A. PACIFIC

Fran Egan

L.A. PACIFIC's founding concept was not simply to be another oral hygiene brand but to look at the bigger picture and respond to the shifting consumer mindset. *"We positioned L.A. PACIFIC as an oral wellness brand"* explains Fran Egan, CEO Innov8labs *"because we spotted a trend emerging in the market – the intersection of beauty and oral care."* This redefining approach is enhanced further by their commitment to not using harsh ingredients or damaging substances such as hydrogen peroxide

which can have a long-term negative impact. Instead through extensive research and development they formulated dental whitening oral care that utilises active enzymes to remove stains from the teeth without causing sensitivity or harm. The impressive results achieved are testament to the in-depth scientific research and forward-looking innovation by oral care experts. Their latest whitening strips reflect this considered approach; this new product is based on harnessing patented formulas that have been specifically designed to effectively and safely whiten teeth with minimal sensitivity. Further demonstrating L.A. PACIFICS's dedication to delivering the most efficacious and safe products is their close collaboration with the dental industry. As Fran Egan explains *"for us, the importance of professional validation and expertise in developing products will help us to keep providing our customers with the best possible oral care solutions."* It isn't just about being kind to the teeth, they are also about being kind to the planet. L.A. PACIFIC have an industry leading focus on sustainability, their belief in the reduction of overconsumption, inclusion of community, consciously sourced ingredients and recyclable packaging are all part of their goals to reduce waste and minimize their ecological footprint. Coming in two premium ranges of Stain Removal and Extra Sensitive, L.A. PACIFIC Enzyme Whitening oral care has a multi-generational fan base. Notably they have also seen a strong uptake in Millennial and Gen Z markets, these digital natives recognise the brand's core values in oral care ingredients, customer-centricity and of course the proven performance of the collection.

NUNAÏA BEAUTY

Nicola Connolly

Purpose and passion are defining characteristics of Nunaïa's founder Nicola Connolly who since launching her brand in 2018 has won an impressive array of awards including Cosmoprof 2023 best 'Green & Organic' product. In a highly competitive category of over 700 international brands, Nunaïa's Ground & Glow Ritual Set achieved the top accolade. As Nicola explains the importance of this win, *"this award helped position our brand on the international stage and highlighted the strength of our 'regenerative skincare' vision which goes beyond sustainability to leave our community of growers and partners and the special places where we source our unique rainforest botanicals healthier and more resilient."* The Nunaïa story began when Nicola was living overseas in the Galapagos Islands, Amazon Rainforest, Andes Mountains of Peru and Ecuador. Within each country she saw their unique ecosystems and through her work with indigenous communities she saw how plants from the natural environment were being used to heal their bodies and their minds. Intrigued by this combination of natural remedies, ancestral traditions and wisdom Nicola worked with a team of local biologists, cosmetic chemists and sustainability experts to research these local superfood plant actives. to research these local superfood plant actives and the idea for Nunaïa was born. Following a soil-to-skin ethos Nunaïa sources key raw materials directly from growers, these include the little known high-performance bio-active ingredients such as Sacha Inchi, Maracuja and Chia. Each product is developed with a 'Slow Beauty' approach which focuses on their purpose and being used in multiple ways. Their newest Earth Blossom Micro-biome Moisture Cream will be an exciting debut at Cosmoprof 2024. Nunaïa's exemplary eco-credentials include the highest organic certifications on the EU market currently and is both vegan and cruelty free certified. A core part of each product is their signature Nunaïa Ritual™, which enhances efficacy and achieves a greater inner balance. *"I think we're seeing a growing shift away from consumers seeking out skincare products that focus purely on the aesthetic,"* explains Nicola Connolly *"and towards products that can also help us change the way we feel both about our skin and appearance and also our wider emotional wellbeing."* It is not surprising that the brand has launched in France, Germany, Italy and Hong Kong with great success and is rapidly gaining a global following.

PESTLE & MORTAR

Sonia Deasy

Ground-breaking, category defining and visionary are just a few of the ways you can describe Sonia Deasy and her brand Pestle & Mortar. This highly successful brand launched in 2014 and since then has become an award winning global phenomenon that continues to set an industry leading standard. Sonia's less-is-more concept to skin care was introduced at a time when the beauty industry was dominated by confusing multi-step

routines. Her focus on creating a science-led premium skincare powered by cutting-edge ingredients and combined simplicity with efficacy, was a departure from these complicated regimens. Her forward-thinking philosophy rapidly gained traction with a wider consumer base and has been instrumental in developing beauty's minimalist movement.
"By incorporating a diverse range of active ingredients, each addressing different skin concerns, we enable customers to tailor a skincare routine that specifically meets their individual needs." explains Founder & CEO Sonia Deasy. *"When customers layer multiple Pestle & Mortar products, they are not overloading their skin with the same ingredients, which can be redundant and potentially irritating. Instead they're applying a spectrum of beneficial actives, leading to a more efficient skincare routine."*
This beauty and skin wellness thinking stems from Sonia's heritage, she comes from a family with six generations of Indian Medicine men (her uncle still practises). At Pestle & Mortar the blend of ancient wisdoms from Indian natural healing with cutting-edge science creates simple but highly effective skincare that is suitable for all skin types. Sonia's first Pestle & Mortar product was the Pure Hyaluronic Serum, formulated with hyaluronic acid across various molecular weights. A cult favourite since it launched, its philosophy of deep, effective hydration represents their core ethos around their skincare. Pestle & Mortar now has a signature collection of 12 products as well as dermatologist approved DERMA SKINCARE, formulated to repair and protect sensitised skin, and NIMBU for the body.
Pestle & Mortar winning science and nature formula has resulted in it being one of the most successful Irish luxury beauty brands, with representation in 30 countries across 3 continents. One moment that stands out for Sonia as the time she realised her brand was a success was *"selling out on QVC US in 7 minutes in 2017. We were first-timers among huge global brands. And we sold out – we were selling so well they added an unscheduled minute to my slot."*
Pestle & Mortar has deservedly won international recognition and awards for its category defining style that is rooted in the founding vision to create more streamlined, effective skincare that doesn't come at a price tag for the planet.

THE KIND BRAND COMPANY

The Kind Brand Company's Founder Noelle O'Connor is known as a trailblazer in the beauty industry. Her catalogue of 'firsts' has seen a complete shift in the sunless tanning category and now she is going even further with their B Corp certification pending for their suncare range. As a former skin care therapist Noelle has a deep understanding of how to care for the wellbeing of the skin. *"Our proactive approach to skin health has been fundamental in shaping our product development."* explains Noelle O'Connor. *"It drives us to innovate, leading to specialized ranges that cater to diverse skin needs. This focus ensures that our products not only meet the highest organic cosmetic standards of skincare but also resonate with our customers evolving needs."* This approach started with the safe sunless tanning brand TanOrganic, formulated to give a natural-looking, streak free tan without the harsh ingredients typically used in traditional self-tanning products. This ahead-of-the-curve thinking regarding clean and organic is reflected throughout the company as skin health and environmental care share equal importance. Noelle's passion for sustainability being integral in the brand's identity is unwavering, *"it manifests in every aspect, from responsibly sourcing ingredients to our eco-friendly packaging… we are cosmos eco-certified, vegan society certified, cruelty free certified and have a 100 score on the ethical organization. Only 8 cosmetic companies globally have that score."*
A further social responsibility initiative is their collaboration with a recycling partner in India to help promote a circular economy and reduce waste. The most recent and highly successful launch of VeganTan is testament to the company's connectivity and value alignment with the younger generation. Designed as a masstige brand with a premium feel, VeganTan uses vegan and cruelty-free ingredients combined with sustainable practices. The outstanding success of TanOrganic has seen exceptional growth around the world which is reinforced by a repeat purchase factor of 88%. Their TanOrganic Self-Oil has been a hero product for over a decade, with a cult following who love its natural results and skin nourishing properties. One of the most exciting new developments is the launch of TanOrganic's certified organic reef safe non nano SPF range.

INTERNATIONAL LUXURY BRAND CONSULTANCY

To arrange a meeting with any of the brands on the Ireland Pavilion at Cosmoprof 2024 or for more information please get in touch with Valérie Kaminov, Founder IL Brand Consultancy
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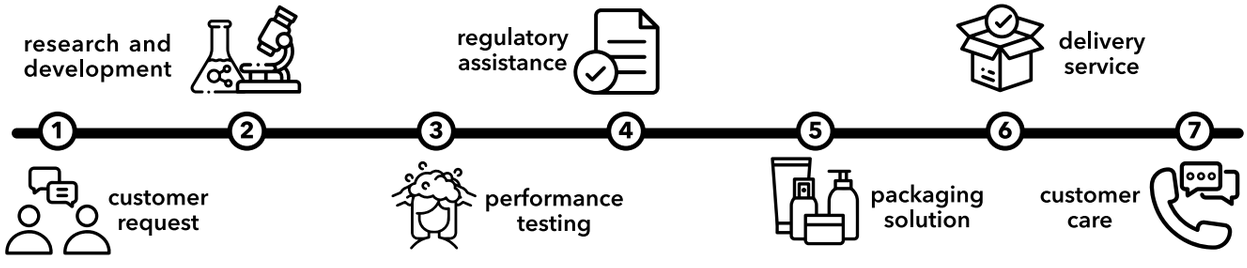
100% ITALIAN INNOVATION
AND EXPERIENCE IN THE PROFESSIONAL HAIRCARE MARKET

Founded in the 90s, Cosm.o is an Italian company specialized in the trichological sector, located in Lombardy, one of the most influential areas for the development of cosmetic products.
The company portfolio offers the professional sector the entire range of products, from haircare, styling and treatments to bleaching products and the various types of permanent and semi-permanent colors available, from the traditional ammonia dye to the innovative 10-minute color, all free and oil colors of all types.
Moreover, Cosm.o recently added a new and advanced range of products designed to meet the daily needs of face and body skin.
The company's core business is focused on the research and development of innovative formulations that can satisfy, but also anticipate, the needs of the professional market all over the world. For this purpose, Cosm.o is equipped with two chemical laboratories, one dedicated to product quality control, and one entirely for research and development.

Cosm.o operates on an integrated surface of 10,000 sq m. A space specially designed to ensure maximum synergy between the departments. The production areas include 1 color unit production with 3 automated filling lines; 1 care unit production, dedicated to the manufacture and filling of creamy and liquid products; 2 bleach units for the production of bleaching formulas, both in powder and cream form and 8 internal warehouses dedicated to both receiving and storing materials and finished products.
To keep up with the high standards of the market, the company has obtained two important certifications: ISO 9001:2015, for the quality management system, and ISO 22716, to guarantee Good Manufacturing Practices for all products. The bleaching production department is also Halal certified.



The fundamental focus of Cosm.o is to provide private solutions to customers by developing a coordinated and continuous relationship. Starting from the initial customer request, the R&D department deals with the ad hoc formulation of the product and, through technicians and the internal salon, with performance testing. Complete assistance is also provided both in the regulatory and documentary field and in the graphics and choice of packaging. The company's aim is to ensure coordination and supervision of all activities up to the delivery of the finished product and any after-sales assistance and customer care.
In the last few years this approach to the work allowed the company to create long-term partnerships with Italian customers and also companies worldwide, for the development and the production of new commercial lines.

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MAAD: A BRAND WITH A STRONGLY RECOGNIZABLE IDENTITY MADE UP OF EXPERIENCE AND INNOVATION

EXPORT MAGAZINE: **What is the DNA of MAAD and what makes you specialists in the sector?**
MAAD: Maad has a distinctive DNA coming from its background of over 25 years of experience in sales in the sector. This experience has allowed us to formulate high quality products suitable for a wide range of hair types. Our constant research is translated into the use of premium ingredients, guaranteeing visible and lasting results without compromising the health of the hair. In addition, our exclusive fragrances give a unique sensory touch, creating a recognizable identity for our brand. In short, our experience, advanced formulas and inebriating fragrances make us stand out as specialists in the sector, offering products of excellence for the care and beauty of the hair.

EM: **In addition to expertise in the trichological sector, your company has an inclination towards the 'natural', as shown by the name 'The Horto'. How was this line conceived?**
MAAD: "The Horto" line was conceived with a profound inspiration at the roots of the family tradition and the bond with nature. We took inspiration from our grandmother's garden, a place full of aromatic herbs, plants and secrets handed down over generations. This connection with the origins made us create hair treatments which reflect the authenticity and the purity of nature. Thanks to the combination of herbs, pure essential oils and trichological studies, we have been able to develop products that not only improve the health of the hair but also offer an exciting sensory experience, transporting clients on a journey through the aromas and benefits of Mediterranean nature.

EM: **Your communication is definitely 'provocative'. What type of reaction do you get from your clientele, from hairdressers to consumers?**
MAAD: Our communication strategy for the brand, which we could define 'provocative', has obtained an extremely positive reaction both from our clientele and from hairdressers and consumers. The distinctive and audacious nature of our presentation has captured the public' attention, allowing them to stand out from the mass and to perceive our brand as a unique and innovative option. In addition, the hairdressers have emphasized how our distinctive communication has contributed to differentiating their salons, attracting a younger clientele looking for innovative proposals in hair care.

EM: **Is the development of international markets one of your priorities?**
MAAD: Of course, the development of international markets is one of our main priorities. We believe that our presence at global level not only allows us to gain new market opportunities but also contributes to our objective of sustainable growth and the consolidation of our brand at international level. We are committed to developing effective strategies to penetrate new markets, meet the needs of clients all over the world and build up solid international partnerships.

C.S.

Organizer – USA Beauty LLC

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A new world for beauty

Bologna, Hong Kong, Las Vegas, Mumbai, Bangkok, Miami

COSMOPROF NORTH AMERICA MIAMI A HIT FOR THE INAUGURAL EDITION

The Florida venue was a bustling hub for networking

The inaugural edition of Cosmoprof North America Miami was held from 23rd to 25th January, showcasing products and services of over 700 exhibitors from 40 different countries. Visitors numbered an amazing 19,000 from 113 countries.

The categories on display comprised skin care, make-up, fragrance, hair care, nails and the beauty supply chain, with the show highlighting the latest trends and groundbreaking beauty solutions.

There was great satisfaction all round, with Antonio Bruzzone, CEO of BolognaFiere Group, saying, *"The success of the first edition of Cosmoprof North America Miami is really a positive signal for the development strategy of the Cosmoprof network. As a global partner for business for all beauty stakeholders, our aim is to facilitate networking and commercial relationships, starting from today we can provide our global community with two specific events dedicated to the US market, enriching the global offer of our international platform."* From the professionals' side, *"With the success at Cosmoprof North America Miami, we look forward to the sustained momentum at Cosmoprof North America Las Vegas in July,"* said the Professional Beauty Association's Executive Director, Nina Daily. *"These notable events underscore the power of collaboration and a collective vision dedicated to empowering beauty professionals, strategically shaping the future of the industry."*

The country pavilions (Brazil, China, Colombia, France, Germany, South Korea, Spain and Turkey) added a global dimension to the event, fostering international collaboration and showcasing the beauty industry's diversity. The Buyer Program, to facilitate impactful B2B networking between exhibitors and buyers, organized many highly productive meetings. In collaboration with the U.S. Commercial Service, 175 delegates were registered from 17 countries, including Colombia, Ecuador, Ghana, Jamaica and Mexico, fostering meaningful B2B engagements with exhibitors. Many of the CosmoTalks and Cosmopack Education sessions sold out before the event, showing the industry's great interest for these events. Topics drew keen attendees seeking invaluable insights and expertise from illustrious speakers. All this went to make Cosmoprof North America Miami a catalyst for industry professionals, providing a unique platform for networking, business expansion, and knowledge exchange. As the inaugural edition came to a close, the overwhelmingly positive response from both exhibitors and attendees affirmed the event's success and marked the beginning of a new era for beauty innovation in the vibrant city of Miami Beach. The second stop of the Cosmoprof Network for the US beauty community will be Las Vegas for the 21st edition of Cosmoprof North America Las Vegas at the Mandalay Bay Convention Center from 23rd to 25th July 2024, with registration now open. The second edition of Cosmoprof North America Miami is scheduled for 21st to 23rd January 2025 in Miami Beach, Florida, further consolidating its role as a crucial platform of the beauty industry in the Americas.

COSMOPROF WORLDWIDE 2024. THE GLOBAL CELEBRATION OF BEAUTY!

New opening days to better meet professionals' needs

Held at the Bologna Fair District between 21st and 24th March 2024, Cosmoprof Worldwide has a new format this year, with the coordinated opening of all pavilions on the same day, Thursday, March 21st, to facilitate a multi-channel approach. Cosmopack and Cosmo Perfumery & Cosmetics is open for 3 days and closes on Saturday 23rd March. The pavilions dedicated to the professional channels of Cosmo Hair Nail & Beauty Salon are open for 4 days and close on Sunday 24th March.
The opening of all pavilions on Thursday facilitates contacts between companies and international operators across all distribution channels.
A significant change is that the fair is closed on Monday, reflecting actual transformations in the professional channel: Monday is a working day for most professional salons. Salon owners and operators of beauty centres have the opportunity to visit the fair on Thursday and Friday, usually the days most dedicated to business.

This 55th edition promises highly positive results, with over 3,000 companies from 67 countries having confirmed their presence (+4% compared to 2023) and the exhibition area is sold out.
Over one-third (35%) of the total exhibitors are showcasing at Cosmoprof for the first time, while 30 country pavilions confirm the international appeal of the event, there with the best production from Austria, Brazil, China, the Czech Republic, France, Germany, Greece, India, Indonesia, Ireland, Japan, Korea, Latvia, Poland, Romania, Spain, Sweden, Taiwan Region, Turkey, Ukraine, UK and USA. Newcomers are Estonia, Norway, the Pacific Islands, Palestine and Singapore.
Visitor registrations and online ticket sales are also showing very positive results: since September, the Cosmoprof website has recorded over 1.7 million views from approximately 217 countries and regions worldwide.

This increased interest is thanks to the promotional campaigns activated in recent months on the main digital channels.
The official social media profiles of the event are also experiencing steady growth, totalling over 400,000 followers.
Online ticketing was activated earlier than in previous years, resulting in significant growth compared to last year, especially in registrations from abroad. Under a month from the start of the event, visitors from over 110 countries had registered.
Cosmoprof reaffirms its status as a global reference for suppliers, manufacturers, brand owners, buyers, distributors, retailers and operators, at an exciting time for the cosmetics industry globally: according to McKinsey & Company's beauty report for 2023-2027, the sector reached a turnover of $427 bn in 2023, and is forecast to reach $580 bn by 2027, with an annual growth rates of 6%.

From left: Benedetto Lavino, President of Cosmetica Italia; Gianpiero Calzolari, President of BolognaFiere; Matteo Masini, Executive Head of Consumer Goods, ITA Agency and Enrico Zannini, General Manager, BolognaFiere Cosmoprof

EVENTS

CosmoTalks returns for the three days of the show, to share insights, inspirations and future strategies to address the most current issues for the cosmetics industry. Roundtables will feature more than 70 speakers, representatives of market and trend analysis agencies, brands and media worldwide discussing the state of the art of the industry and its future evolution. Cosmopack Stage in Hall 20 is a dedicated space for exhibitors to present their technologies and innovations, and is strategically placed near the Ingredients Zone. The perfumery sector is at the centre of dedicated initiatives, aiming to facilitate a dialogue between demand and supply. The Accademia del Profumo is at the Service Centre with an installation dedicated to the excellency of bergamot, one of the most iconic notes in the fragrance sector. A CosmoForum is held on the World Massage Meeting stage on Thursday 21st March on Egypt's entrepreneurial perspectives, organized by the ITA Agency in Cairo, with the analysis of the market, export and contract manufacturing. The B2B Beauty2 Business Awards 2024 is taking place on Thursday 21st March, with the mass-market stakeholders rewarding companies that developed and realized creative and innovative marketing and communication activities. On Saturday and Sunday, 23rd and 24th March, CosmoForum sessions dedicated at the Nail sector are presented in the Nail Gallery, in the Buyer Lounge in Hall 36.

COSMOPACK

The exhibition dedicated to the supply chain, is the only trade fair event that hosts all sectors of the supply chain: ingredients and raw materials, contract manufacturing and private labels, packaging, applicators, machinery, automation, and full-service solutions. For the 2024 edition, over 550 companies from 36 countries have already confirmed their participation (19% o the total exhibitors at Cosmoprof Worldwide) marking an 8% growth compared to 2023. New technologies, innovative packaging solutions and cutting-edge production processes await stakeholders for three days, also in Hall 28. In Hall 20, the Ingredients Zone hosts suppliers of raw materials, ingredients, essential oils, and fragrances for cosmetic bulk. In a circular economy and with growing attention to a more sustainable development of all production activities, ingredients are the starting point for the cosmetic supply chain to study new solutions that reduce the sector's environmental impact.

"WITH LOTUS" A VERSATILE OIL FROM THE ORIENT

Very important in Oriental culture, the lotus is at the centre of this femcare oil

The lotus flower is deeply rooted in Chinese culture and has influenced many aspects of East Asian society over the centuries. It is an important symbol not only in Confucianism, but also in Buddhism, Taoism, and other Eastern philosophies. Growing in muddy waters, its stems are edible and leave behind many seeds to sustain life and benefit others. Its glossy pink flowers are beautiful and even though the lotus flower blooms in a murky pond, it retains its beauty. Let us now consider femininity. Perceptions of femininity are complex and multifaceted, shaped by cultural, social, and personal factors, and vary greatly from society to society and era to era. This oil hopes to achieve an environment where women can honestly express their femininity without criticism and can be proud of being women.

The product is composed of sage oil. Sea buckthorn oil, also known as "Sugee oil," is a nutrient-rich oil extracted from the fruit of the Hippophae rhamnoides plant by the cold-pressing method. It contains a whopping 200 nutrients! It belongs to the Elaeagnaceae family of the plant kingdom. Native to the cool temperate regions of Europe and Asia, it is widely used in traditional medicine in China, India, and Russia, where the leaves and fruits are processed into paste, tea, and juice to treat various types of infections. The sea buckthorn tree is widely known as the vitamin tree; its fruit contains 200-800 times more vitamin C than an apple, three times more vitamin A than a carrot, and four times more superoxide dismutase than ginseng. Itis also rich in fatty acids, amino acids, vitamins, minerals, and omega 6 and 7 fatty acids. Its benefits are numerous: it is an excellent skin and scalp moisturizer, it promotes cell regeneration and prevents early signs of ageing, wrinkles, spots, and hair

loss. It promotes skin repair and cell rejuvenation. Rich in natural antioxidants such as polyphenols and flavonoids, it protects skin from sun and heat damage. Antibacterial and antifungal oils help protect the scalp from dandruff and other microbial attacks, keep the scalp's oil balanced and also protects the hair's natural colour. All the ingredients are pure, natural, and suitable for all skin types and are 100% plant-based, with no added chemicals or preservatives.

It is deodorized to make it suitable for use in cosmetics. The ingredients are so safe and reliable that they can even be used on babies. This versatile oil can be used all over the body: it moisturizes the body, face, nails, and hair; it prevents and treats stretch marks; it can relieve discomfort and lack of moisture during sexual intercourse and soothes skin after hair removal. Men can even use it after shaving. Its fragrance is very relaxing. The innovation of this oil is that it can be used in particular in the delicate female zone. It is effective against odor, dark spots, discomfort, dryness, itching, menopause, PMS, etc. Used plentifully in massage, its effects can be felt in a few days. In case of feeling uncomfortable about applying it to the female area, using it on the face and body first can be a first step. Femcare, which is widespread in Europe, is not customary yet in most of Asia. The packaging of the products is based on origami and the lotus motif, and when the box is opened, it unfolds like a flower.

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NAT KERATIN CALMAR

Rebuilding Keratin Treatment

Founded in April 1941, CALMAR is a company that has always focused attention on the needs of hair stylists.

Calmar's products have the merit of exploiting the properties of naturally based active ingredients for the benefit of hair beauty and health. Calmar's products have positioned themselves as outstanding and top-quality products on both national and international market thanks to a constant and continuous research carried out by a highly-qualified staff, which confirms the company's prestige worldwide. Nat Keratin CALMAR is a Rebuilding treatment based on the hydrolysed protein renowned for its strengthening properties. This protein provides hair with hydration and nourishment. Keratin has the practical advantage to adapt to any hair type.

NAT KERATIN CALMAR® TREATMENT FEATURES TWO MAIN STEPS:

Step 1

Enriched with the revitalizing properties of Argan, Nat Keratin SHAMPOO gently cleanses hair making it fully moisturized, smoother, silky soft and shining.

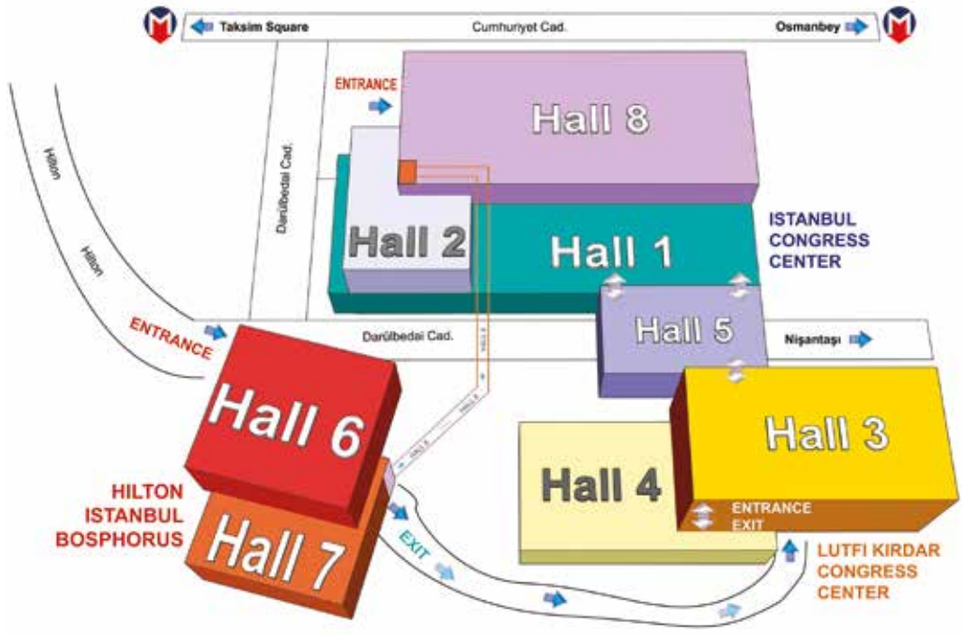
Step 2

Nat Keratin MASK.
The restorative properties of Argan rebuild and strengthen hair imparting lustrous shine.

However, Nat Keratin CALMAR is a rebuilding treatment especially useful to give volume and body back to thin, weak and brittle hair and provide an anti-frizz, smoothing and straightening result to those who have curly hair. In addition, this is the ideal treatment for long brittle hair weakened and damaged by frequent brushing and use of iron and hairdryer. Nat Keratin Boost&Care: this is a specific treatment especially designed to restore extremely damaged, weakened or chemically treated hair. It is used instead of Nat Keratin step 2. Perfect to make hair softer and brighter.

BEAUTYISTANBUL SET TO REACH 1,000 EXHIBITORS MILESTONE WITH HALL 8 LAUNCH

The 5th edition of the BEAUTYISTANBUL Exhibition is poised to achieve a landmark milestone by hosting over 1,000 exhibitors, a significant achievement marked by the inauguration of Hall 8. This expansion introduces around 200 distinguished international manufacturers and brands. The CosMaking area will also expand to Hall 8 to accommodate Supply Chain exhibitors, including the China pavilion.



Scheduled for October 2-4, 2024, at the prestigious Istanbul Congress Center, Lutfi Kirdar, and Hilton Istanbul Bosphorus in Taksim-Istanbul-Türkiye, the 5th BEAUTYISTANBUL International Exhibition for Cosmetics, Beauty, Hair, Home Care, Private Label, Packaging, and Ingredients promises an unparalleled industry gathering. With 1,000+ exhibitors from 62 countries across 8 halls, BEAUTYISTANBUL is one of the top five largest cosmetics exhibitions globally. It is also the most international event in the cosmetics sector, attracting trade visitors from 169 countries. BEAUTYISTANBUL has earned a reputation as the go-to event for buyers from the Middle East, Africa, Eastern Europe and CIS regions. The Hosted Buyer Program, extending sponsorships to buyers from Latin America and the Far East, underscores the exhibition's global appeal, uniting buyers worldwide at a singular event. The event serves as a crucial platform for connecting manufacturers, brands, private label and contract manufacturers, and suppliers with B2B buyers, importers, distributors, wholesalers, cosmetics chain stores, retailers, pharmacy chains, supermarkets, online stores interested in a broad range of categories, including personal care, skin care, makeup, hair care, perfume, natural & organic products, home care & cleaning products, dermocosmetics, OTC & Pharmaceuticals, baby care, beauty accessories, professional beauty, private label, ingredients, packaging, and machinery, making BEAUTYISTANBUL a pivotal event for industry stakeholders.

Download the Mobile App by scanning the QR code to register and connect with international manufacturers, brands, and suppliers. This includes exclusive country pavilions from Italy, France, Spain, Poland, Brazil, South Africa, Ukraine, Indonesia, Pakistan, Russia, South Korea, China, among others.

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2-3-4 October 2024

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VALÉRIE KAMINOV – BIOGRAPHY
Trailblazer, entrepreneur, advisor and business strategist are just some of the ways to describe Valérie Kaminov, Founder & Managing Director of International Luxury Brand Consultancy. Valérie's enviable reputation in the world of international beauty, stems from her highly effective approach to developing brands. Her forward-thinking acumen and smart strategies are based on an innate insight into global markets, an ability that has led her to take brands to up-and-coming beauty destinations before others. This deep understanding of the industry, how to position products, where to go, who to speak to and how to get results has made IL Brand Consultancy the go-to company for beauty brands looking to grow their business around the world. Since establishing her influential consultancy, Valérie has successfully steered emerging talents to global recognition, re-established well-known names, advised on growth plans and introduced a host of beauty brands to new distribution channels. She has been instrumental in the transformation of many businesses around the world and always on the belief that profitable market entry and sustained growth require the right partners. It is why she is regarded as one of the most well-connected people in the industry. Having been at the forefront of the global cosmetics industry for over 25 years, Valerie's thought leadership and knowledge have led her to be a regular contributor to Export Magazine, creator of Connect Beauty, host at the IMF Convention, developer of the Cannes Duty Free programme as well as author of the informative market-focused Inside Cosmetics Collection that have become required reading for brands looking at global expansion. From launching brands on the international stage to being a business intelligence resource, Valérie's rare combination of skills make her an exceptional consultant and advisor.

UNLOCKING THE LUCRATIVE EUROPEAN BEAUTY MARKET: ESSENTIAL INSIGHT FOR SUCCESSFUL EXPANSION

In spite of its economic instability, Europe continues to show growth in the cosmetics and personal care market across the region. The European consumer, even in times of financial constraints, have become savvy to brands and their benefits and are reshaping their demands to maintain the quality of the health and beauty routines.

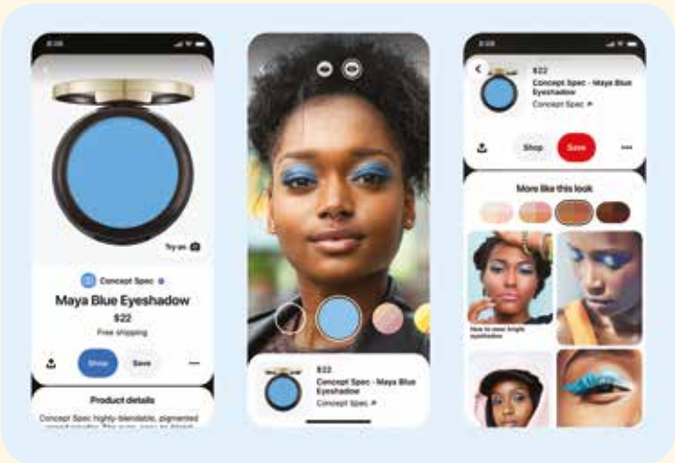
AN OVERVIEW OF THE MARKET AND ITS CONSUMERS

The revenue in the European Beauty and Personal Care market is projected to generate a substantial revenue of US$144.60bn in 2024, with an expected growth of 1.8% CAGR (2024-2028). The market's largest segment is Personal Care which is estimated to reach a market volume of US$61.02bn in 2024. These statistics, coupled with the freedom of trade agreement, makes Europe a very attractive region for brands to consider as part of their global strategy.

However, when it comes to launching into Europe, it's important to consider the key trends that underpin and typify European consumer behaviour.

COST VS QUALITY: A FINE BALANCE

In Europe as a whole, cost sensitivities are present but balanced with key values such as health and wellbeing, as well as environmental concerns. A heightened demand for quality in the composition of products prevails, with visible markers of this deemed highly important. The use of natural and organic products continues to grow in Europe, as consumers become increasingly aware of their carbon footprint, environmental impact and the health qualities that can be found in natural and active ingredients. The European consumer is ingredient savvy and is happy to research prior to purchasing a product. A no nasties policy should be adopted by all brands looking to penetrate the European market.



GEN Z AND EUROPE'S AGEING POPULATION

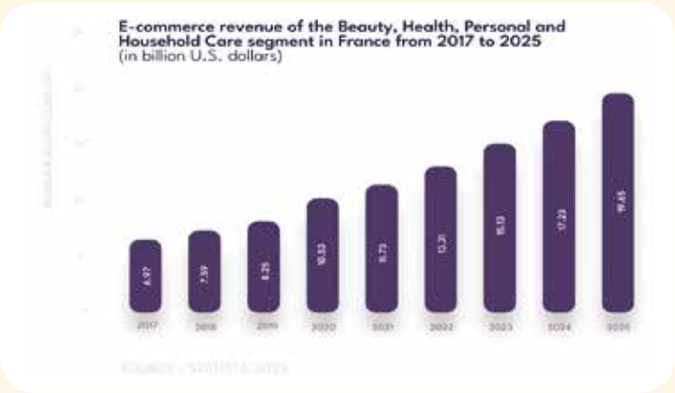
It's important to note that Europe benefits from a duality in demographic profile where we see the presence of an ageing population situated alongside a younger vocal generation. Given this, segments such as skincare remain prominent, whilst there is significant drive towards sustainability.

The younger generation is set to continue demonstrating heightened attention to the interrelationship between their products and the environment.
Gen Z, described as the first generation to grow up with internet and portable digital technology, brands must focus on their digital and online presence when targeting this consumer. Novel digital or hybrid means of experiencing products, commercialising and marketing products and selling products are emerging. This is presenting opportunities for newer and smaller brands to infiltrate markets and gain visibility.
Europe is made up of 44 countries - 30 of these are part of the EEA (European Economic Area) which allows free movement of goods, capital, services and people between member states.
This free movement of goods makes Europe very attractive for brands looking to service new markets.
Of course, cross-cutting trends in the European beauty industry can be identified. However, at the same time it's important to both acknowledge and understand the nuances and contextual variability between countries.

EUROPE: A QUICK TOUR BY COUNTRY

FRANCE

Revenue in the Beauty & Personal Care market in France is projected to amount to US$17.29bn in 2024 and is expected that the market will experience an annual growth rate of 0.98% (CAGR 2024-2028).



France is the 8th largest cosmetics market in the world, with 23% of the market share. France is, without a doubt, the forerunner in the world of beauty and are pioneers in

skincare and fragrance. France is the largest exporter of beauty products globally, exporting a staggering US$19 billion in 2023. The french consumer is conscious and value driven with a focus on wellness and clean living.
Gen Z has propelled the concern for sustainability and natural and organic are in high demand. Though the market is considered somewhat saturated, there is room for brands offering clean beauty. Traditional distribution channels such as chemists and beauty specialists are still favoured by consumers although the shift to ecommerce is underway with a total of 37% of sales taking place online in 2023.

GERMANY

Germany is the largest European market with sales amounting to US$18.37bn in 2022, with an expected growth rate of 1.24%. The cosmetics market plays a fundamental and strategic role in the german economy, being one of the government's top ten priorities for economic growth German brands have a reputation for being organic and sustainable and the consumer makes evidence-based/ science-led decisions when purchasing. The consumer favours natural and organic and spend time researching before purchasing. Entry into the German market is complex due to its maturity. Partnership with local distribution is key to penetration as entry without this is extremely difficult. Acquisition of local brands has been a clever way of infiltrating the market by larger global brands such as L'Oreal. Despite this, online sales are growing rapidly with over 38% of sales generated online in 2022.

AUSTRIA

The revenue generated in the Beauty & Personal Care market in Austria is estimated to reach US$2,414.00m in 2024 and is projected to experience an annual growth rate of 1.82% (CAGR 2024-2028). The Austrian market, although close to Germany in location, differs quite dramatically from its neighboring country with a substantial demand for Spa style treatments and brands. With over 3500 qualified beauticians, Austria should be considered for all premium skincare brands.

L'ORÉAL
AUSTRIA • GERMANY

SWITZERLAND

The revenue generated in the Beauty & Personal Care market in Switzerland is expected to amount to US$2,787.00m in 2024. According to projections, the market is expected to grow annually by 1.68% (CAGR 2024-2028). Switzerland is well renowned for producing some of the finest skincare in the market. Legislation varies from the rest of Europe and should be taken into consideration by brands when entering the market.

ITALY

In Italy, the revenue generated in the Beauty & Personal Care market in 2024 amounts to US$12.05bn and is projected to experience an annual growth rate of 0.80% (CAGR 2024-2028). AS a founding member of the G7, the Eurozone and OECD, the country is regarded as one of the world's most industrialised nations. Highly respected for its production of colour cosmetics, this forms the main channel of export for Italy. Personal Care takes the lead in terms of segments with a

market volume of US$5.11bn in 2023. The Italian consumer is focused on health, prevention and selfcare, particularly when it comes to protecting their skin. Products that are naturally positioned and environmentally conscious are becoming a more favourable purchasing choice. Beauty specialist retailers and pharmacies remain the source of knowledge and means to make an informed decision and is still the preferred method of distribution in Italy. Although ecommerce is thriving, it's important to note that the Italian market doesn't run a centralised system and therefore it's important to have a team on the ground to build trust with retailers.

SPAIN

In 2024, the revenue in the Beauty & Personal Care market in Spain amounts to US$10.07bn and is projected that the market will experience an annual growth rate of 1.53% (CAGR 2024-2028). Spain has one of the oldest demographics in Western Europe and the consumer looks for security in health and wellness, especially in terms of product they purchase. As a reflection of the age of the population, consumers are willing to pay more for better quality products. Modern grocery retailers are the leading distribution channel for beauty and personal care, ahead of pharmacies. Although traditional methods of distribution are preferred, the growth of ecommerce was accelerated by the pandemic and continues to grow, opening up opportunities for brands to penetrate the market.

PORTUGAL

Portugal is a developed and high-income country. The Beauty & Personal Care market is projected to generate a revenue of US$2,206.00m in 2024 and is expected to experience an annual growth rate of 1.52% (CAGR 2024-2028). The Portuguese consumer searches for the best formulation/quality vs price ratio. The younger generation in Portugal are much more aware of environmental issues, adopting more sustainable consumption habits and paying greater attention to ingredients, packaging and transportation. The digital space is having a notable impact on the behaviour of consumers, with a tendency to adopt a more intense beauty regime at a younger age. Driven by social media and celebrity culture.
This market represents a space where novel mechanisms of distribution are emerging. Brands who invest heavily in creating interaction between consumer and product online are likely to experience great success in this market.

E-COMMERCE SITES

Perfume's club Beauty Lovers

SKIN

LOJA DO SHAMPOO COSMÉTICA E PERFUMES

THE NETHERLANDS

In the Netherlands, the Beauty & Personal Care market is projected to generate a revenue of US$4.11bn in 2024. With an annual growth rate of 0.90% (CAGR 2024-2028), the market is expected to continue expanding. The dutch consumer favours luxury brands and products, with fragrances performing well in the market. In 2022, consumers spent over US$0.55bn on fragrances alone. However, this is expected to slow due to the rise in cost of the supply chain, leaving retailers no option but to pass on the cost to the consumer. This is just a quick snapshot of each of the markets that form Europe, their positioning and the potential opportunities that exist for brands when expanding territory. Without a doubt, Europe is an exciting region but it doesn't come without its complexities. Although common trends can be identified, each country has slight differences in terms of labeling requirements, distribution channels and should be navigated carefully. Partnering with an expert who can take your brand and product and identify markets that could hold potential opportunities will be key to success and intricacies of each country should not be overlooked.

BELGIUM

The revenue generated in the Beauty & Personal Care market in Belgium is estimated to be US$2.97bn in 2024 and is projected to experience an annual growth rate of 1.96% (CAGR 2024-2028. Consumers in Belgium have been tightening their purse strings following the pandemic which has had an impact on market growth across the country. This has also had an impact on ecommerce, however, brands looking to penetrate new markets should seriously consider the Belgium market with huge potential for growth with its young demographic.

REPUBLIC OF IRELAND

In 2024, the Beauty & Personal Care market in Ireland is projected to generate a revenue of US$1.21bn and the market is expected to grow at an annual rate of 1.81% (CAGR 2024-2028). Ireland benefits from the freedom of movement of people, goods, services and capital across the border. The Irish consumer is typically price conscious whilst desiring quality, transparency and multifunctionality in products. They look for simplicity in formulations and the increasing cost in the

supply chain is predicted to move people to downgrading to mass products. Distribution remains a mix of better established mechanisms and e-commerce with innovation surrounding the use of technologies.

UNITED KINGDOM

The revenue in the Beauty & Personal Care market in the United Kingdom is projected to reach US$16.85bn in 2024 and is expected to grow annually by 2.29% (CAGR 2024-2028). The UK ranks 8th in global sales of beauty products and therefore is a very attractive market for brands to enter. The UK consumer is preoccupied with a concern for sustainability and has a heightened awareness of mental well-being. The rising cost of living means that consumers are trading down from premium products to cheaper price points and looking for more holistic ways to manage their beauty regimes. Ecommerce is growing rapidly and is allowing for smaller, less known brands to penetrate into this market, a way of increasing their visibility with small investment. For new brands entering the UK, it is imperative that products comply with the UK regulatory legislation, a new directive that was introduced post Brexit. The UK beauty and personal care market is experiencing a demand for clean and sustainable beauty products and to further interact with brands prior to purchase, meaning that online sales are growing, with 27.2% of sales predicted to be completed online by the end of 2024. Consumers look for positive reviews, active marketing and strong USPs so that brands that can satisfy the calls of the UK consumer will do well in this market.

SWEDEN

In 2024, the revenue in the Beauty & Personal Care market in Sweden amounts to US$2,482.00m and is projected to experience an annual growth rate of 3.08% (CAGR 2024-2028). The Swedish market is primarily led by large, international players. The Swedish consumer is both knowledgeable and demanding in relation to beauty and personal care properties. The particulars of the Swedish climate is driving a need for dermocosmetics to alleviate associated skin conditions such as eczema.
The consumer also demands sustainable and organic products. Distribution in Sweden looks slightly different to that of other European countries. Department stores and apparel specialist retailers are dominated by international mass and premium brands across all categories.

NORWAY

In Norway, the Beauty & Personal Care market is projected to generate a revenue of US$1,570.00m by 2024 and this market is expected to experience an annual growth rate of 1.87% (CAGR 2024-2028). The Norwegian consumer has a relatively high disposable income which allows for price insensitivity to some extent. However, the consumer still demands quality and will price compare before purchasing. The consumer is led by appearance and wellbeing and for this reason, within the Norwegian market, natural, organic and sustainable products are well-developed. Digital innovation is gaining performance in the marketplace, with brands who have invested in the area seeing gains from this, with sales online growing to 29.8% by the end of 2024.

FINLAND

In Finland, the revenue in the Beauty & Personal Care market is projected to reach US$1,502.00m by 2024.This market is expected to grow annually by 1.64% (CAGR 2024-2028) and will make up 19.9% of total revenue in Finland in 2024. As of 2022, the GDP per capita in Finland is the 16th highest in the world. Add to that that Finland is one of the richest countries in the world, it is well known for its well-developed welfare system. This means that consumers have a relatively high purchasing power but brands can take advantage of the yet immature market, finding opportunities to successfully launch into Finland. There is a rising demand for natural and organic and the Finnish consumer is very open to trying a new product, whilst remaining price conscious. Finland takes a different route when it comes to sales and haircare is one of the strongest categories, unlike many other countries.

DENMARK

Denmark's Beauty & Personal Care market is projected to generate revenue of US$1,766.00m in 2024. With an expected annual growth rate of 2.63% (CAGR 2024-2028), the market is anticipated to expand steadily. Denmark is the strongest market in Scandinavia. Consumers in Denmark are keen skincare enthusiasts and there is a demand for gentler formulations in skincare. Many international brands in the Danish market use Denmark as a gateway for distribution to the rest of Scandinavia.

CZECH REPUBLIC

In 2024, the Beauty & Personal Care market in Czechia is projected to generate a revenue of US$1,539.00m. This market is expected to display an annual growth rate of 1.66% (CAGR 2024-2028). The beauty and fragrance market are extremely important to the Czech consumer. So much so, that in spite of the cost of living crisis, consumers continue to purchase their products as they did before. This market benefits from long-standing agreements with Germany to strengthen their e-commerce beauty business, with the likes of Zalando, Sephora and Amazon.

HUNGARY

In Hungary, the revenue in the Beauty & Personal Care market is projected to reach US$1,009.00m in 2024 and is expected to grow by 2.21% annually between 2024 and 2028 (CAGR 2024-2028). Multinationals continue to lead beauty and personal care in this market with a price-conscious consumer with a focus on promotional periods. As a whole, the Hungarian consumer tends to purchase higher-end mass products over premium. Lifestyle and environmental factors have meant that the Hungarian consumer experiences more allergies than other countries and therefore a focus on plant-based formulations has emerged. To be successful in this market, brands must pay close attention to labeling and transparency regarding chemical ingredients is essential. Pharmacies have remained the most important distribution channel for beauty in Hungary with hypermarkets following closely behind.

ROMANIA

In Romania, the revenue in the Beauty & Personal Care market is projected to reach US$1,897.00m in 2024 and is expected to experience an annual growth rate of 2.65% (CAGR 2024-2028). The landscape is almost entirely dominated by multinational companies and is supported by large advertising budgets, wide availability of products and development of new products. By 2024, online sales are projected to contribute 21.9% of the total revenue in the Beauty & Personal Care market. The Romanian consumer is price conscious, health orientated and influenced by the "trendiness" of products.

POLAND

The Beauty & Personal Care market in Poland is projected to generate a revenue of US$5.72bn in 2024. It is anticipated to experience an annual growth rate of 3.80% (CAGR 2024-2028). The market is growing steadily with the introduction of a number of beauty and personal care brands, with their ethos anchored in ecology. The polish consumer looks for discounts and is aware of the price of popular products. They look for safe formulations, natural and highly effective, all at a reasonable price. Due to their call for "trendiness", social media is having an impact on consumer behaviour.

BULGARIA

The Beauty & Personal Care market in Bulgaria is projected to reach a revenue of US$606.90m in 2024. This market is expected to grow at an annual rate of 0.41% (CAGR 2024-2028). Younger consumers are the pillars for growth in the market in bulgaria. The average Bulgarian consumer is more than willing to sacrifice spending on other necessities in favour of purchasing beauty, health and wellbeing products. Mass-market propositions are favoured in the region due to the low incomes received by the population.

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BEAUTYASIA SINGAPORE 2024 RETURNS TO THE FIRST QUARTER OF THE YEAR WITH LEADING PRODUCT INNOVATIONS

As the saying goes, the early bird catches the worm

The 26th edition of BeautyAsia returns to its original event period in the first quarter of the year and saw an increase in international exhibitors ready to showcase newest trends and a wide variety of products.

Setting the pace for the year, exhibitors from 17 countries lead the way in the annual BeautyAsia extravaganza with their diverse range of innovative products and services, networking and gathering potential contacts and business opportunities for the year.

The three-day distinguished exhibition, held in February at the prominent Marina Bay Sands, saw more than 40% increase in exhibitors from Japan and welcomed exhibitors from Australia, Austria, China, Hong Kong, Indonesia, Italy, Korea, Malaysia, Singapore, Taiwan, Thailand, Vietnam, among others.

"It's another exciting time early in the year for the beauty and wellness industry in Asia. We have witnessed how the market has evolved over the recent years and are glad to continue to gather encouraging support for BeautyAsia from foreign exhibitors near and far participating in the trade show. We are pleased to receive the heartening feedback from exhibitors at this year's event for their participation, citing new business contacts gained, successful market testing and valuable branding awareness. As the call continues for clean beauty, natural and organic skincare, inner personal well-being, sustainable holistic solutions and the emergence of AI to redefine beauty, it is without a doubt that we will see a rise in exhibitors bringing in bold innovations, latest technologies and new-to-market product developments to BeautyAsia Singapore. We are excited to see what's new and upcoming in the 27th edition of BeautyAsia next year from 17-19 February 2025 at Marina Bay Sands Singapore." added Gillian Loh, Project Manager of Lines Exhibition.

BeautyAsia has been the trusted avenue for professionals, global businesses and budding entrepreneurs to convene, connect and network with invaluable opportunities within the region's beauty and wellness industry.

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Nazih Group celebrates the beauty and innovation in the world of professional cosmetics. Founded in 1975 in Beirut, Lebanon and in 1980 in Dubai, U.A.E. Nazih Group is now present in 21 countries across the MENA (Middle East & North Africa) region in addition to Europe & Canada. Nazih Group is the largest manufacturer and distributor of cosmetics in the MENA region. The cosmetics care and beauty products vary from hair, skin, makeup, manicure & pedicure, electrical beauty items, health & medical, as well as premium salon and spa equipment.

Nazih Group is distinguished in more than 41 countries and has more than 250 showrooms and offices distributed around the world. Their distribution channels include providing sales and after-sales care to professional beauty salons and spas, modern trade retail shops, pharmacy and FMCG channels, wholesale, and sales in the robust e-commerce applications. Nazih Group's after-sales care goes beyond the Nazih Educational Center, which is equipped with the latest equipment and qualified trainees on the latest methods and techniques in the field of professional beauty.

The group's vision is to direct human efforts to build a sustainable society, which emphasizes the human value, culture, and unique identity of each person. The unique identity creation is related to their business strategy. Nazih Group always expresses their gratitude for their personnel who are an integral part of their team. They articulate that their work has been valuable to the success, and are grateful to have them in the group. They work as a big family with an upbeat attitude, collaboration, originality, and dedication.

NAZIH GROUP UNIQUENESS - LIFE STORY OF A HAIRDRESSER

Nazih Hamad, the 15-year-old boy, who used to sweep hair and clean the hairdressing salons in Beirut, founded Nazih Group. Ever since, with his passion and resilience he decided to travel the world instead to conquer the beauty industry and set his scissors and cosmetics in action. Wherever he went, he left his clients in awe. Nazih Hamad is an entrepreneur who likes to encourage all the beauty experts to always maintain integrity with every step they make since values are what lets a person be a professional. His biggest mission in life has always been to help others to embrace their unique natural beauty. Living up to his aspirations, Nazih Hamad established his first salon in Dubai, U.A.E. in 1980 and expanded the business that is now an empire that is recognized for its premium cosmetic and beauty designer products. This is a story of beauty, where passion for hair combines with desire to make an inspiring adventure that has enhanced the natural charm of women and men around the world.

MRS. YAMAMA HACHEM

Nazih Hamad always mentions that Mrs. Yamama Hachem his wife is the important basis for the success of their family unity and business success.

Mrs. Yamama was everyone's companion. Mr. Nazih's wife, children, and siblings are the foundation for him in the family-run corporate "Nazih Group".

Mr. Nazih and Mrs. Yamama raised eight children with a sound and upright upbringing, endeavored to arm them with science and knowledge, and accustomed them to bearing responsibility and commitment to national values and noble social principles. This qualified them to become a distinguished constellation of specialists in various fields such as business, engineering, and medicine, through which they are keen to serve their country, put their positive imprints on the development of society, and improve its individuals and institutions. Their 8 children all work in Nazih Group companies, each embarking on their own strengths. They believe their family-run business is the tagline that differentiates them from the competitors.

Mr. Nazih's five brothers are in business as well: they implemented one simple strategy in which each managed a department and country. This allowed them to focus on one core area and progress without duplicating efforts. They divide the responsibilities, conquer, and watch the efforts multiply.

A NEW WORLD HAS EMERGED

Consumers in the MENA region are adapting and recovering to a new consumerism order amidst global unrest. Today's leaders need to pivot their strategies to better understand how to succeed in rapidly changing environments. Beauty, in its unique way, inspires strength. Nazih Group stands united by the power of beauty and its desire for humanity. Since separately we set the standard; Together, we raise the bar. Brands must make differentiating choices to find success in the increasingly competitive landscape that calls for humanity and peace.

CHANGE IS THE ONLY CONSTANT

Each year, Nazih Group participates in the Beauty World exhibition held in Dubai to deliver to its beauty professionals and consumers the latest innovations, trends, & products in the beauty industry. The products change yearly in both formulation and packaging, adapting to both the varying consumer needs and the global regulations. Each country is unique in its product registration requirements, customs, and consumer purchase behavior. In fact, several countries have sub-laws and regulations depending on the city or district within it. This is taken into account when Nazih Group studies a project to ensure it is pivoted and supplied to the consumers that demand it due to the value of these products, which are healthy for hair and skin care.

SUSTAINABLE BEAUTY GOES BEYOND THE INGREDIENTS THEMSELVES

In terms of formulations, the sustainability act goes beyond the ingredients in order to protect the environment and thus ourselves. The sync of health and beauty in Nazih

Group's cosmetics industry is targeted at both its consumers B2C and business professionals B2B.

For beauty consumers, it is achieved in their physical and mental well-being. Consumers' physical beauty is attained by beauty cosmetics ingredients aligned with the safety of the products and components. Consumers' mental beauty well-being is attained by the effectiveness of the product's claim intended to cleanse or beautify.

The beauty and wellness of Nazih Group's salon, spa, and business professionals is achieved by providing them with new beauty trends and growth strategies.

Beauty regimes will streamline into further commitments to sustainability in the beauty industry. The development of sustainable products alongside recycling initiatives protects the environment and the consumer. The investment priorities shall be in sustainability in order to reach the sync between health and beauty. Investing in cosmetic products that are "green" and "sustainable" made with natural ingredients derived from renewable resources.

THE DIGITAL WORLD AND INVESTMENTS

The impact that the digital world – social media and online sales channels – in the beauty and cosmetic segments is the creation of mass brand awareness.

By understanding that the most successful marketing strategy in the beauty and cosmetics industry has become influencer marketing and consumer advocacy, it is no longer about what brands tell consumers, it is about what consumers tell each other.

As a market leader in the distribution of professional beauty products, Nazih Group aims and strives to always provide its end users, salons and all beauty centers product quality updated to the industry standards. They always inspire consumers and beauty professionals to be creative and innovative by providing them with the latest trends, as **Nazih Group is Where Beauty Begins**.

Nazih Group was able to provide services to customers and work to fulfill their requirements successfully thanks to the distribution chain management and reliance on advanced technology and competent professionals. A high investment had been employed that advanced Nazih Group's technology systems internationally. The investments were massively used in social media and marketing to extend the reach to consumers and beauty professionals exponentially and to innovate and enhance customer interactions. The group's upcoming plans are to cater to the increased demand for AI, the artificial intelligence of virtual try-on, to experience virtual reality. For example, a makeup or skincare brand can use face recognition to scan a consumer's face and suggest make-up and products accordingly.

Nazih Group has investments in factories, human resources, technology, infrastructure, etc. in all the countries that they operate. Their revenues are not just the monetary benefits that they derive, but the improvement of the society in which they operate and therefore do their part in improving the life of the society and thus contributing to the country's GDP and economic development where they operate.

AWARDS

THE LATEST AWARDS THAT NAZIH GROUP WAS GRANTED WITH EXCLUSIVE VICTORIES:

OCTOBER 2020

Messe Frankfurt Middle East, the organizers of the Beauty World Middle East exhibition, announced a surprise "Lifetime Achievement Award" for Nazih Group founder Mr. Nazih Hamad during the Beauty World Middle East Awards Week. Mr. Hamad was awarded as "the region's most recognized industry figure". Nazih Group was the first company along with its founder Mr. Nazih to be granted the "Lifetime Achievement Award" in recognition of outstanding industry contributions over a career spanning more than 40 years. Nazih Group has a long association with Beauty World Middle East as a Launch Partner and Official Salon Supply Partner that continues to provide beauty professionals with the latest trends in the market. Beauty World is the largest international trade fair for beauty in the Middle East and highlights the innovations of the professional industry.

FEBRUARY 2023

Mr. Nazih Hamad was awarded with the "Lifetime Achievement Award" at CosmoProf Bologna 40th exhibition. Cosmoprof exhibition is held yearly in Italy and is the proving ground where companies do business and the perfect stage for the sharpest trendsetters to present breakthrough product launches and innovative solutions. The "Lifetime Achievement Award" recognizes a professional or company founder from all members of the entire beauty industry.

OCTOBER 2023

During the Beauty World exhibition in Dubai, Nazih Group won the best "Hair

Product of the Year " award. The item is the Hair Toxx Kryotherapy treatment machine and products from the Brazilian brand Brazilian Secrets Hair. The Hair Toxx treatment is a complete hair recovery that uses the regenerative power of ice for hair care. The freezing technique provides an incredible boost to the hair, preserves hydration and nutrition, and heals even the deeply injured hair fiber.

NEW HORIZONS-PREMIUMIZATION

Overall, beauty is expected to be characterized by "premiumization," with the premium beauty tier projected to grow. Since there are always a lot of brands and

sub-brands for all cosmetic and beauty items, quality always wins.

Premiumization is a strategy that Nazih Group brands and retailers leverage to help emphasize the value or quality of their products. It is the science of motivating consumers to pay more for the quality of brands, products and services. Product quality is a crucial factor in the beauty industry. It can be influenced by factors such as the ingredients used, the manufacturing process, and the certification of the product. Consumers expect high-quality products that provide the desired results. Nazih Group always apprises its strategies and marketing plans to keep pace with the latest technology to ensure communication with its various customer segments and to provide them with bespoke beauty professional cosmetics.

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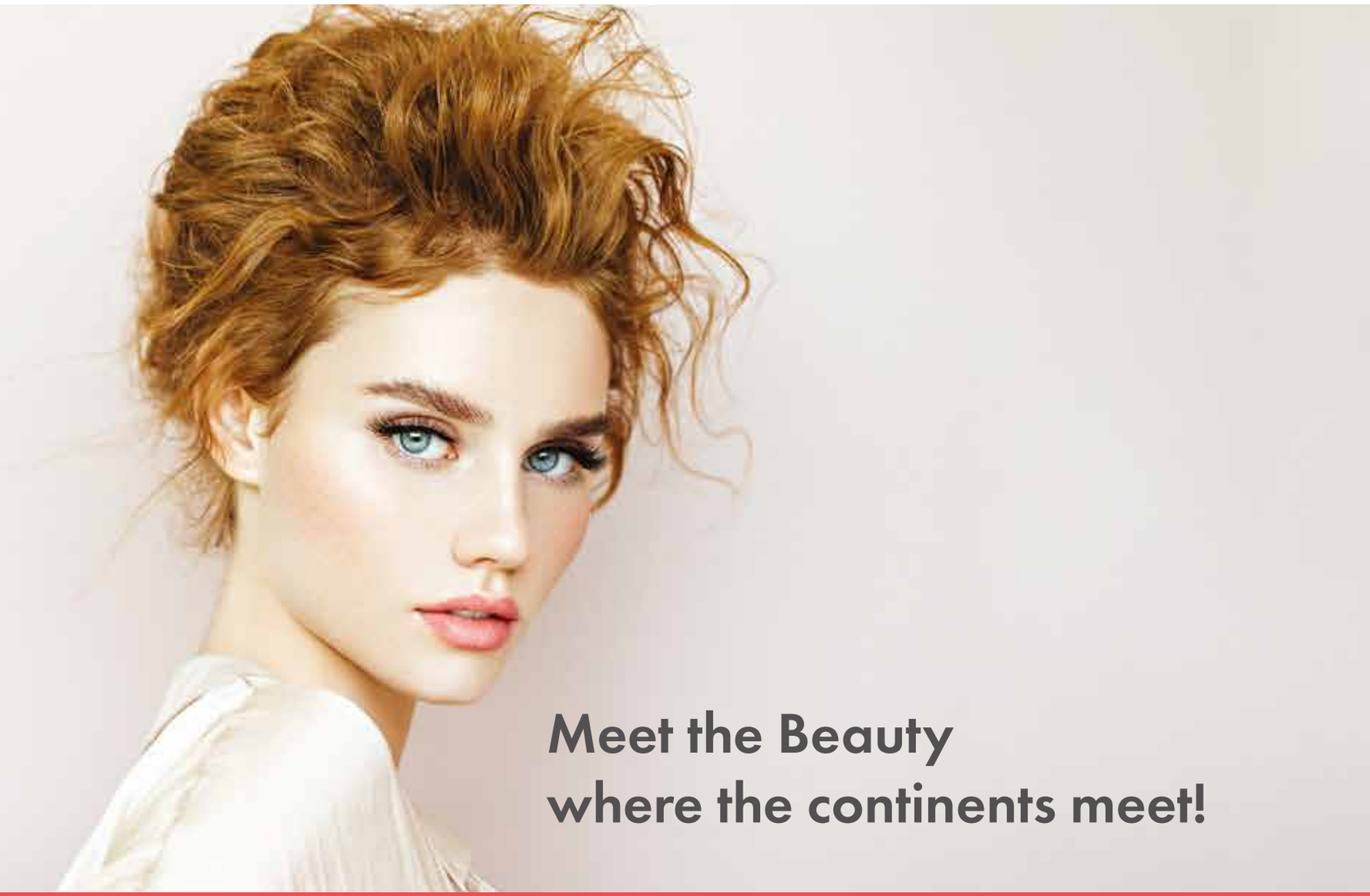

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