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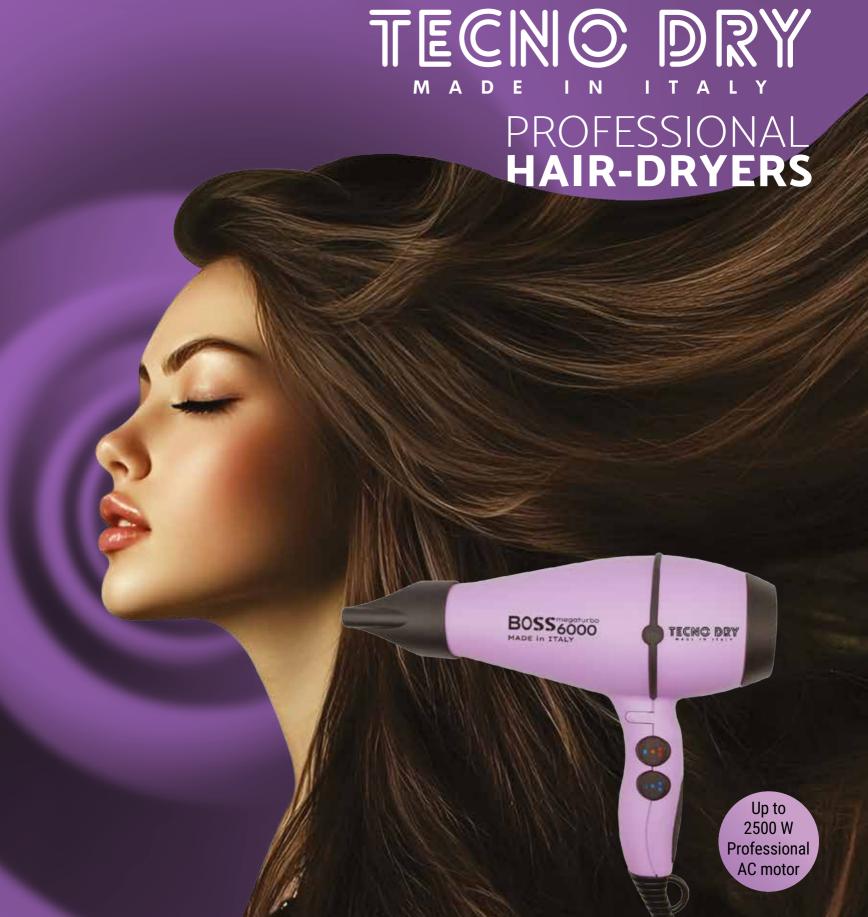


On the cover: BaBylissPRO Stilista, the Advanced Ceramics treating system

ADVERTISERS' INDEX

BaByliss	Cover-6-7
Beauty Eurasia	88
Beautylstanbul	81
CBE	89
CMPL	93
Central Asia Beauty Expo	83
Cosm.o	48/49-74/75
Cosmetica North Africa - Algeria	87
Cosmobeauty Seoul	70
Cosmoprof NA Las Vegas-Miami	73
Cosmoprof Worldwide Bologna	60
Cotril	IV-104-III
CTL	102-103
Cutinol Plus - Oyster	13
Elchim	43
ESLA	61
Fanola	24-25
Farmagan	66-67
GA.MA	14-15
Go International	82
Hair Company	28/31
Helen Seward	32-33
HSA	57
Huwell	17
Induplast	35
Industrie Pagoda	65
It&ly	18-19
Kemon	39
La Dispensa	4
Lab37	44-45
LuxePack	101
MakeUp in Paris	91
Myosotis	Insert
Nazih Group	94/99
Nook	27
Parisienne	62-63
Parlux	22-23
Polydros	26
Raywell	II-1
Salon International London	78-79
Salon Look	85
Sarantis	9
Silvio Mora	71
Tecno Dry	3
Turati Idrofilo	8
Vietbeauty-Cosmobeauté	100
Vitality's	5





















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SARANTIS GROUP

Introduces clinéa, the new refillable 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.



For more information visit www.clineacosmetics.com

CLINÉA

The Group unveils its new 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 pharmacy skincare brand that is effective, safe and respects the environment.

BIOTEN

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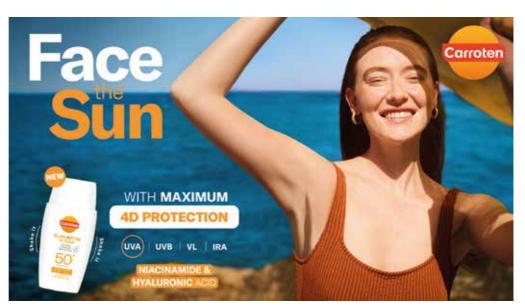
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Bioten's, Hyaluronic Gold line, is a breakthrough novelty with 5 distinct types of Hyaluronic Acid that target different layers of the epidermis and Golden Proteins. This innovative formulation targets wrinkles, dark spots and discolorations providing a full spectrum filler action that ensures long lasting hydration for a supple and elastic skin complexion. Each Hyaluronic Gold product is a testament to innovation and results-driven skincare. A complete and robust mechanism specially developed to redefine daily skincare routine and unveil your most radiant complexion yet. Embark on a journey towards flawless and revitalized skin.

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CUTINOL PLUS

Cutinol Plus is the professional system created for professionals and their clients

CUTINOL PLUS has been studied, created and produced by OYSTER COSMETICS, an all-Italian company founded by two brothers, Alessandro and Norberto Gnaccarini, skillful businessmen who have been able to develop over time an enviable business in the hair and skincare sector. The numbers speak for themselves: a 65,000 sq. m. plant, production capacity of 100 million pieces a year, 4 Research & Development laboratories which give rise to produce that re always ahead of their times and 15,000 pallet places. Thanks to the optimization of all the resources, Oyster Cosmetics operate successfullt both domestically and internationally on all the continents.

Cutinol Plus is based on three sequential steps of professional treatment specially developed for different types and needs of the hair. The Professional Haircare Ritual + consists of three steps: cleansing, conditioning and completing. The shampoo products have a very great foam-producing action, with a soft, pleasant and easy to rinse texture. The masks have a high detangling action, are nourishing, softening and protection, to that the hair is not weighted down and in made flowing and smooth. The styling products contain brightening and long-lasting heat-protective molecules easy to use.







All the formulas are concentrated to have an instantaneous action and obtain results from the very first application; the scents are intense, enveloping and feminine.

Cutinol Plus is based on a professional philosophy with specific instructions for use.

The line comprises products developed for different hair types and lengths, with specific active ingredients for each line: Keratin, with Keratin and Hyaluronic Acid for brittle and treated hair; Nutritive, with Argan Oil and Marula for dry and fragile hair; Curly, with Elastin and Jojoba for curly hair; Discipline, with Monoi Oil

and Macadamia for frizzy and undisciplined hair, and Color Up, with Collagen and C3-Plex for coloured and bleached hair. For hair that is very damaged, it's highly recommended Rebirth, the reconstruction programme based on Keratin and Proteins. The star product is **Glossy Booster**, a lamellar conditioner with a wow effect after only 5 seconds, from the very first application! The line is completed by four **Cutinol Scalp** product families: these are dermatologically tested products especially for the treatment of skin and scalp anomalies, dandruff and sebum protection and sensitive skin.





Mhy Gama?

gamaprofessional.com



GAMA Professional presents itself at Cosmoprof 2025 with a clear and ambitious vision: to rationalize and strengthen its brand identity, consolidating its leadership in the electric tools sector for hair and beard beauty. A true game changer in the industry, GAMA has been pioneering innovation since 1969, when it launched the world's first mass-produced professional hair straightener. This revolutionary spirit continued with the introduction of the iconic iQ, a T-shaped professional hairdryer as light as a smartphone, redefining the standards of the industry. The company has embarked on a significant reorganization process that integrates the GAMA Italy and GAMA Professional brands under a clearer and more structured identity.

GAMA PROFESSIONAL

A true game changer in the hair and beard industry

This initiative aims to provide its target audiences with increasingly innovative and high-performance tools, designed to enhance the work of professionals worldwide. This strategic step translates into a new product line organization: the iQ Line, Lumine Line, and Bravo Line represent the brand's flagship professional ranges. Each line encompasses a complete portfolio of products, from hair styling to grooming, ensuring a comprehensive vision of GAMA Professional's philosophy. At the core of this evolution is the Smart Performance philosophy, the guiding principle behind GAMA's Research & Development division. Every technology is designed to optimize performance, delivering outstanding results while ensuring maximum hair health. This approach combines innovation and reliability, equipping hairstylists with tools that enhance their artistry with efficiency and precision.

- iQ Line: A revolution in professional hair dryers, featuring cutting-edge technologies, extreme lightness, and ergonomic design for superior comfort and performance.

 The iQ dryer, with its ultra-lightweight structure and advanced digital brushless motor, sets a new industry benchmark, allowing hairstylists to work faster and with greater precision.
- Lumine Line: A refined design range dedicated to enhancing hair shine and health, offering advanced styling tools with technologies that protect the hair shaft. Featuring Plasma Technology, Lumine products release millions of positive and negative ions combined with ozone to deeply regenerate the hair, ensuring long-lasting styling and superior luminosity.



• Bravo Line: The perfect combination of power, reliability, and durability, with high-performance motors and robust materials to ensure maximum longevity in salons. Designed for demanding professionals, Bravo tools integrate Oxy-Active Technology, which enhances color longevity and hair structure, providing unparalleled styling results. "The rationalization of our brand and professional lines is a crucial step in addressing the new challenges of the global market," says Leonardo Facchini, Commercial and Marketing Director of GAMA. "With our iQ, Lumine, and Bravo professional lines, we provide hairstylists with the best of GAMA technology: a top-tier, well-structured product



range that embodies our DNA

of innovation and quality."





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ITELY HAIRFASHION THE ART OF COLOR AND THE SCIENCE OF HAIRCARE



Itely Hairfashion is a dynamic, reliable, and forward-thinking Italian company, renowned worldwide for its expertise in color and commitment to hair and scalp health. With a vast range of innovative solutions that enhance the natural brilliance of healthy hair, the brand combines research, science, and technology to create superior-quality products based on real, tested, and verifiable results.

At the heart of Itely Hairfashion lies a deep-rooted culture of excellence, where knowledge, shared experience, and passion merge to create a true Master Expertise asset. This philosophy has allowed the brand to evolve into an international leader in professional hair color, earning recognition from hairstylists across the globe. Their appreciation for Itely Hairfashion's high-performance products and dedication to innovation reinforces its reputation as a trusted partner for salon professionals.

Itely Hairfashion's identity is also strongly connected to its sustainability efforts, as demonstrated by the Biolife Medical & Beauty Village, the company's

headquarters in Vernate, Milan. This state-of-the-art green hub, spanning 27,000 square meters, was designed with eco-friendly principles in mind. It houses the Advanced Training Center, Marketing Intelligence and Trade Marketing departments, Quality Control, Research Laboratories, Warehouses, and Administrative Offices, alongside a cutting-edge production area. The facility integrates solar panels, energy-efficient LED lighting, and a rainwater recycling system to minimize environmental impact. Every detail, from the titanium dioxide ceramic flooring that neutralizes air pollutants to the eco-conscious furniture and thermoregulating fabrics, reflects the brand's commitment to energy efficiency, waste reduction, and environmental protection. With this solid foundation of expertise, innovation, and sustainability, Itely Hairfashion continues to set new standards in professional haircare.



The latest addition to its portfolio is a revolutionary range of treatments designed to enhance the effectiveness of technical color and bleaching services, offering salon clients an unprecedented level of hair care and beauty.

A NEW ERA OF **PROFESSIONAL** HAIRCARE: TREATMENTS THAT ELEVATE COLOR **PERFORMANCE**

In today's fast-paced salon environment, hairstylists seek products that maximize results without extending service times. Itely Hairfashion responds to this need with a cutting-edge treatment system that works in perfect synergy with color and bleaching processes, ensuring optimal color vibrancy, longevity, and hair health.

This exclusive treatment range allows hairstylists to provide a personalized, high-value service, giving clients more than just beautiful color-offering real hair transformation. By incorporating these treatments seamlessly into their color services, professionals can enhance the integrity of the hair fiber while ensuring a flawless finish. At the core of this innovation is a specially designed treatment menu that addresses every hair concern while complementing technical services. Clients who undergo a coloring service can now benefit from treatments that prolong and protect their color, such as Color Elisir, which enhances shine and durability, or Blond Diva, which



With Itely Hairfashion, the future of professional haircare is already here. Color has never been so vibrant, intense, and protected.

maintains the luminosity of blonde shades while counteracting brassiness. For those looking to restore hair health, the range includes reconstructive and fortifying treatments that repair deep damage, strengthening the hair from within. Advanced filler and botox-inspired formulas provide a plumping, rejuvenating effect, bringing renewed elasticity and smoothness. Hydration-focused solutions, such as Gloss, leave hair silky and luminous, while Lamination and Biomolecular

Lamination seal the cuticle, boosting shine and color longevity. Managing hair texture is also effortless with specialized treatments for frizz control, curl definition, and volume enhancement, allowing hairstylists to tailor their services to each client's unique hair type. Additionally, scalpfocused solutions address common concerns such as hair loss, excess oil, and dandruff, promoting overall scalp health and ensuring a balanced foundation for beautiful hair.

EMPOWERING HAIRSTYLISTS: INNOVATION MEETS PRACTICALITY

Beyond its transformative benefits, this new range was designed with hairstylists' needs in mind. The formulations are not only highly effective but also intuitive and timeefficient, allowing professionals to integrate them into standard color and bleaching services without adding extra time to the appointment. This streamlined approach elevates the client experience while optimizing the hairstylist's workflow, making it a practical yet luxurious addition to any salon service. For salons, this innovation represents a unique business opportunity. By offering

clients a treatment experience that goes beyond traditional hair color, hairstylists can increase customer satisfaction, build long-term loyalty, and enhance their reputation as expert colorists and haircare specialists. Clients will not only leave the salon with flawless, vibrant color but also healthier, stronger, and shinier hair-a visible transformation that speaks for itself. With this pioneering treatment concept, Itely Hairfashion once again reinforces its commitment to excellence in professional haircare. By blending scientific innovation with salon expertise, the brand empowers hairstylists to deliver exceptional results while preserving the health and integrity of the hair.



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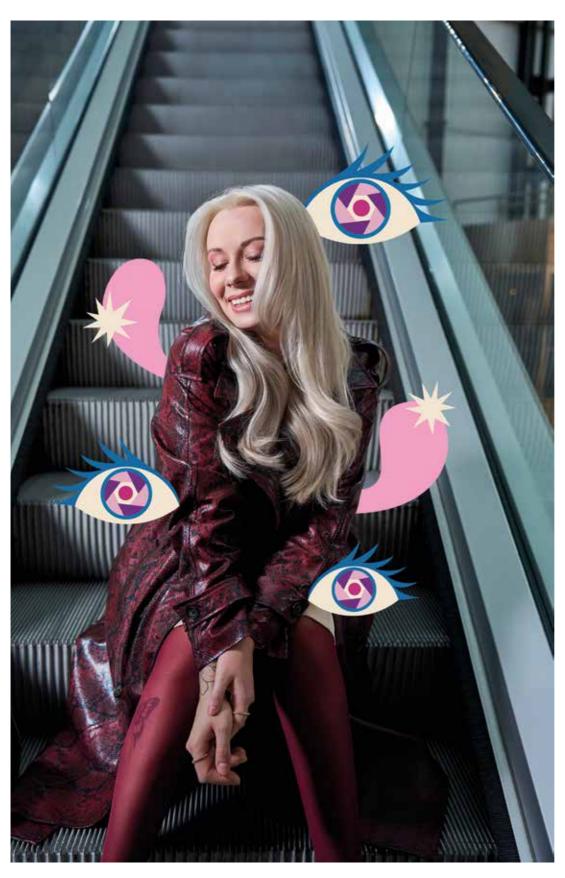


by Parlux





FANOLA 20 YEARS OF COLOR, SHARING AND CREATIVITY



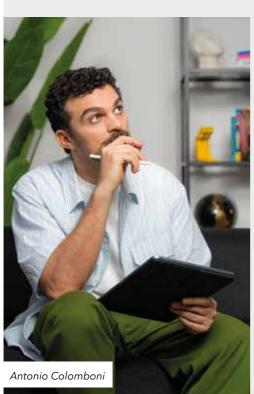
as a professional brand offering a complete range of treatments, technical products, and styling solutions. Over the years, it has grown to become a leading name in the hair care industry, becoming an international benchmark for the most creative and innovative hairstylists and consumers, thanks to a strong presence on social media. Fanola is the Made in Italy brand of professional hair products, designed to keep up with the latest trends and meet the needs of hairstylists around the world who want to share their creations online. We focus on building a strong relationship between the brand and its followersboth hairstylists and end consumers-while also creating an international community with our distributors to communicate the brand's identity consistently, reinforcing its core values. Fanola is known for its vibrant and exuberant diversity; it loves to challenge conventions and push the boundaries of beauty. The brand embraces an unconventional vision of beauty, one that goes beyond traditional aesthetic norms. Fanola celebrates the beauty of each individual, breaking free from stereotypes and celebrating diversity and multiculturalism.

Fanola was founded in 2005



AN UNCONVENTIONAL BRAND

With a 20-year history, Fanola represents multiculturalism, inclusivity, and creativity. Two decades of growth have cemented the brand's position as an international leader in professional hair care, with color and creativity at its heart. To celebrate this milestone, the brand partnered with illustrator and art director Antonio Colomboni, also known as Scombinanto, whose unique style is deeply rooted in color and creativity. Together, they reimagined the packaging of the iconic Wonder No Yellow Shampoo. Alongside a new and vibrant Hair Mist, this collaboration has resulted in a limited edition Anniversary Kit, featuring a captivating fragrance that further emphasizes its fun, pop-inspired spirit. The launch also includes the new Celebration collection, under the artistic direction of Stefano Conte and the technical



education team. In addition to offering innovative hair looks, the collection celebrates unconventional beauty, with models representing inclusivity and boundless diversity.

WONDER **NO YELLOW**

Wonder No Yellow takes center stage in Fanola's remarkable range for blonde hair. To mark the 20th anniversary, in collaboration with Antonio Colomboni, Fanola



has revamped the packaging of its famous Wonder No Yellow Shampoo, the brand's most iconic products, now with a new Almond & Milk fragrance.

YOUR CUSTOMERS DESERVE THIS PUMICE STONE



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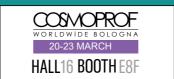
Imagine offering your customers a high-performance, ergonomic, and durable tool designed to make skincare effortless. One side clears away roughness, the other polishes to perfection, delivering noticeable results from the first use.

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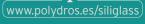
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Nook is 100% Italian brand, based in Verona, and all production is strictly Made in Italy. For over 15 years, we have been developing professional, innovative and functional hair care products both for italian and international markets.

Our presence extends to over 60 countries and continues to grow in the global market.

WE ARE BEAUTY

Our mission is driven by an awareness of the impact that every business decision can have on the planet. We continually seek innovative solutions to promote an environmentally sustainable lifestyle and business.

"Nook believes in a culture of universal beauty: every individual possesses a naturally alluring blend of uniqueness and harmony."

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It is the point in which texture and concept merge, where the visible meets the invisible.



Discover more on www.helenseward.it







DETAILS COLLECTION

Hair color trend 2025 - Helen Seward Milano

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

NEW SHADES: TO CREATE INFINITE TRENDY LOOKS



COLOR SYSTEM LUMIA: NEW VIBRANT AND INTENSE REDS

The LUMIA RED range is completed with new trendy shades: two reds with vibrant violet reflections and a new proposal characterised by warm and intense copper tones. Three new shades to create stylish effects and bold looks.

5.57 - LIGHT RED VIOLET BROWN 7.57 - RED VIOLET BLOND Personalize with refined violet shades. 7.54 - RED COPPER BLOND

Illuminates and lights up with bold red-copper shades.





HELEN SEWARD COLOR GLOSS: CUSTOMIZED, EXTRA-GLOSS TONES RESULT

COLOR GLOSS is the new demi-permanent Gloss Gel Color in 13 nuances with acid technology for toning services with an extra-gloss color result. It offers a delicate, customized technical service for with maximum respect for the hair fibre, without lightening the base.

6.21 - DARK BEIGE ASH BLOND

Neutralizes warm reflections to obtain a color result with maximum naturalness.



9.22 - VERY LIGHT INTENSE **BEIGE BLOND**

Creates sophisticated beige shades.



10.071 - PLATINUM PEARL **ASH BLOND**

Create a bright blond with pearl reflections.





More info: www.helenseward.it • Helen Seward Milano • helenseward_official • Helen Seward Milano





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INDUPLAST PACKAGING GROUP WE SHAKE YOUR BEAUTY MAKING THE MOST OUT OF PACKAGING

Sustainability and innovation: The Future of packaging with Refillable Jars

In recent years, sustainability has become one of the most discussed and sought-after topics by consumers worldwide. Growing awareness of the environmental impact of the products we use daily has led to a true revolution in the packaging world, where a new trend is emerging: refillable jars. These packaging systems, which allow the container to be reused and only the inner product to be replaced, fully align with the 3 R philosophy: Reduce, Reuse, Recycle.

REDUCING ENVIRONMENTAL IMPACT

Every year, millions of plastic packaging are used for beauty, body care, and hair products, with many of these containers being discarded after a single use. The solution comes from refillable jars, which provide a tangible way to reduce waste production by decreasing the need for single-use packaging. Thanks to the refill system, the container can be reused multiple times, with only the inner part being replaced, typically in a compact and easily recyclable format. PET, a highly recyclable material, is the ideal choice for a smaller environmental impact.

INDUPLAST'S COMMITMENT TO SUSTAINABILITY

Induplast, a leading brand in the packaging sector, is deeply committed to promoting a greener future. The company is dedicated to using increasingly sustainable plastics, transitioning from traditional styrenic plastics to more ecofriendly solutions. It has also revamped its products, moving from ABS and SAN materials to mono-material PP to improve recyclability.

The main advantages of PP include:

- 1. Weight reduction: less raw material is needed for production.
- 2. Shorter supply chain: reduced emissions related to the transportation of raw materials.
- 3. Lower environmental impact: PP material has a lower impact compared to SAN, ABS, and POM materials, thanks to the simpler production process (no need for drying and mixing materials), resulting in energy savings.
- End-of-life recycling: mono-material PP packs can be recycled, while multi-material packs require more complex end-of-life management (product disposal, energy recovery).





AN ETHICAL AND ENVIRONMENTALLY RESPECTFUL CHOICE

Adopting the refillable system means responding to the needs of an evolving market where consumers are more conscious of the origin and nature of the products they buy. The cosmetics market, in particular, is adapting to this new demand, with numerous companies offering innovative solutions to reduce waste. If the future teaches us to consume more consciously, refillable jars are proof that a small change in our daily behavior can have a significant impact on our planet.

In summary, polypropylene offers significant advantages in terms of weight reduction, environmental impact, and ease of recycling.

This strategic shift ensures greater sustainability, supporting the company's goal of reducing its environmental footprint while offering high-quality, durable packaging solutions.

Induplast's commitment to sustainability is an important example for the entire industry, showing that innovation can go hand-in-hand with environmental responsibility.

A WIDE RANGE FOR EVERY NEED

One of the strengths of refillable jars is their versatility and ability to meet a variety of needs, from practical to aesthetic. Recently, Induplast Packaging Group introduced a 50 ml refillable PET couvette, which pairs perfectly with the Spices PET jars in 75 and 100 ml sizes. Additionally, the Spritz, V60, and Vanille models in 100 ml PET can be used with the new refill system, making the purchasing and product usage experience even more convenient and cost-effective.

These jars are not only functional but also elegant, perfect for those seeking a minimalist and refined design. The ability to refill the container with a new product purchased separately also helps reduce plastic consumption, favoring more eco-friendly solutions.

BUILDING CUSTOMER LOYALTY WITH ADDED VALUE

In addition to being an environmentally responsible choice, adopting refillable packaging also helps build a stronger relationship with consumers. Increasingly aware of environmental issues, customers reward companies that demonstrate a concrete commitment to reducing their impact. Offering products that can be refilled not only benefits the planet but also fosters customer loyalty, as they feel like active participants in a sustainability process. Therefore, companies gain both economic and reputational advantages.

COSMOPACK 2025 will be an important showcase for Induplast Packaging Group, and at **Pavilion 20**, **Stand C39 D42**, you can admire the entire range of packaging with exclusive previews dedicated to the latest innovations of the Group.

PARLUX AT COSMOPROF **WORLDWIDE BOLOGNA 2025**





the most important beauty exhibition of the world, Cosmoprof worldwide Bologna 2025 where they are going to present new interesting products. On that occasion, they will show for the first time, exclusive innovative products, created by the attentive, precise work of their internal R&S laboratory which has been studying and creating for years, high quality professional tools devoted to the improvement of the hairdresser's daily work. Parlux Elysium®, an extremely small, lightweight, and powerful (2300 watt) digital technology hairdryer (choice possibility among 3 speeds and 3 temperatures allowing for 9 different combinations) will offer new professional creative opportunities and help hairstylists to obtain quick, efficacious dryings with the same performances of the most well known and loved Parlux hairdryer models and sometimes overwhelm their own performances. Thanks to the on/off button and its memory function it can find again the latest setting for a quick, immediate use. It is supplied with a patented twisting cable (STC Special Twisting Cable) and the Air Ionizer Tech system (negative ion emission), a new washable and replaceable sponge filter ensures an easy, fast mantainance assuring your mini-hairdryer constant reliability and performance during use.

Blue, Copper, Titanium, Black and will bring a modern, efficiency breath of new tools in the salon. A new nozzle desgined to optimize the air flow called AirFusion, ensures a quick, perfect hair styling reduing the mess effect on your hair. Two sizes available: standard and SLIM. For those loving curly hair, the

new MagicCompact® diffuser ensures defined, natural curls. These won't be the only Parlux novelty products on show! The brand new Setra® iron and the Evolis® curling iron will ensure perfect, defined, longlife hair stylings thanks to advanced technologies and high quality materials - features which have been distinguishing the Parlux trademark for long time. Parlux SETRA® and Parlux EVOLIS® are supplied with the innovative accelerometer device oeprating the "Low Power Mode", or better, after 5 minutes of the tool inactivity, it automatically reduces the temperatures without turning the appliance off, permitting a safer use and energy saving. In addition, their plasma

coating (nano particles treatment) improves the materials with which they are made, making these tools much more efficient and use-resistant. Having sliding surfaces and anti-adhesive, anti-friction features, they allow for a extraordinary fluidity on your hair, leaving it brilliant and silky for new hair creative possibilities and a considerable reduction of the styling times. The correct electronic control of the

temperatures (165° - 185° 195° 210°) allows for the personalization of each hair treatment according to customer's hair type that will remain brilliant and healthy. Parlux SETRA® is available in two different sizes 25 and 40 mm, while Parlux EVOLIS® in three different diametres 18-25-32 mm. Both models are available in five different

> color versions: White, Lilac, Fucsia,

Galaxy Blue, Black and included in a smart ecoskin pochette for an easy transportation both during business or leisure trips. With Parlux SETRA and: EVOLIS®, design and technology together redefine the standard of professional hair tools. These are products offering an innovative styling experience - they are elegant and practical, thought to be able to satisfy the professional needs and enphasize the beauty of any hair styling.



THE ESSENCE OF MADE IN ITALY IN PROFESSIONAL COSMETICS



In an ever-changing world, **Made in Italy** remains synonymous with excellence, tradition and innovation. K.lab by Kemon was founded in Umbria, the green heart of Italy, the family-run business proudly carrying on a history that began in 1959 and spans three generations. Today, thanks to a winning combination of experience, passion and technology, the company is a benchmark in the production of private label hair cosmetics focused on sustainability and quality.













www.kemon.com/it/klab

INNOVATIVE PRODUCTS

Kemon has a long track record of formulating hair colours and owns unique patents in colouring and plex treatments. The company offers ammonia-based and ammonia-free permanent hair dyes as well as demi and semi-permanent hair colours, creams, toners, reconstructing and anti-yellow products, to mention only a few. With its expertise, Kemon creates highly diversified formulations: from the most luxurious and sensory solutions, designed for refined experiences, to natural and sustainable formulas, to cost-effective and problem-solving products, always with a high level of scientific rigour and attention to quality. Every formula is tailored to meet market trends and incorporate sustainable and certified ingredients.







A RELIABLE PARTNER

Kemon's strength lies in the combination of tradition and innovation: three generations of expertise, a history of success in the world of beauty and continuous investment in research and sustainability. With customisable product lines, Kemon is the ideal partner for brands seeking reliability, innovation and a positive impact on the planet.

A GROWING COMPANY

The expansion of its production unit, which culminated in building a new plant and an advanced R&D laboratory, demonstrates the company's commitment to the future. With a production area of over 60,000 m², +200 people (employees and salesforce), it can produce up to 80 million units each year, including hair colours, treatments and styling products.

SUSTAINABILITY TAKES CENTRE STAGE

Kemon's manufacturing processes meet strict environmental standards, guaranteed by ISO 14001, 9001 and 22716 certifications as well as by

a decades-long partnership with ICEA (Institute for Ethical and Environmental Certification).

The company uses renewable energy, recycled techniques such as reverse osmosis to reduce water waste. In addition, Vegan certification proves the absence of animal









CUTTING-EDGE TECHNOLOGIES

The company's state-of-the-art machinery ensures the highest quality standards. Innovative solutions such as pouch bags and aerosol technical products are made and packaged in-house, enhancing the company's process control and environmental sustainability.

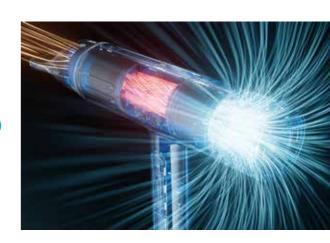
AN INTEGRATED APPROACH

Kemon's activities are not limited to production alone. The company also offers regulatory and marketing support, packaging design services, advice on international registrations and training activities for its customers' sales teams. With an in-house creative lab, photographic, graphic and video content can be produced to craft winning product stories.



8th sense DYNAMOS PROFESSIONALS

PROFESSIONAL SONIC MICRO-BRUSHLESS ENGINEERED AND MADE IN ITALY EXCLUSIVELY FOR



With 80 years of experience and R&D, Elchim has crafted a new generation of hair dryers. The name Dynamos evokes power and energy in action. Featuring a new micro-brushless digital motor with an even stronger air flow, Dynamos drastically reduces the drying times with an incomparable energy saving.





LIGHTWEIGHT AND EVEN MORE POWERFUL

To make it unique, here are the main features:

- AMAZING AIR PRESSURE AND SPEED Highly advanced micro-brushless digital motor, even more powerful with increased air pressure for matchless drying and professional styling thanks to the special 40mm (1.6") size Turbo-Flow fan size that enhances air pressure and flow, ensuring a perfectly concentrated airflow.
- LIGHTWEIGHT AND ERGONOMIC Perfect ergonomics and top lightweight for the category of hairdryers with a digital motor and 40mm fan.
- TOP-OF-THE-LINE PERFORMANCE: outstanding power for professional styling with drying time drastically reduced and energy saving.
- SUITABLE FOR ALL HAIR TYPES Effective on thick and frizzy hair as well as on fine hair, following the philosophy of the 8th Sense line.
- SPECIAL FILTER Designed by Elchim R&D for easy cleaning and replacement.
- VERSATILE More settings thanks to the 3 speeds and 4 temperatures for easy styling on all types of hair and respecting the hair integrity.

ELCHIM 80 YEARS LOVING HAIR PASSION STANDS EVEN BEFORE TECHNOLOGY

It was in 1945 that Riccardo Chiminello, Elchim's creative and technological mind, and his sister Egle, commercial and marketing soul, founded the brand and opened their first offices in Via Larga, just behind the famous Piazza Duomo. From that moment moment Elchim saw its growing presence first in the household appliances business and then in the professional industry, having Riccardo started a close collaboration with some prominent representatives of the Milan hairdressing industry, who had provided the right advice to the entrepreneur from Vicenza. An intuition after listening to the hairdresser who led Riccardo to create the first hairdryer with the name "professional",



Luca Sabbatini, Elchim CEO

specifically designed and built for professional hairdressers and which in 75 years of history has conquered generations of hairdressers in many Countries. Design, innovation and components of the highest quality, allowed the company, in 1963, to win ADI Compasso d'Oro Award, the oldest but above all the most reknown design award all over the world; moreover, in these years some of the company's products are at the MOMA in New York. Today Elchim products are distributed in about 48 countries around the world and online on www.elchim.com







Lab37

Innovation and quality in the service of hairstyling

Lab37's Company Brand BBCOS was born from the intuition of its founding members, whose thirty-years long experience in the professional hairdressing products field, lead to mastering the perfect eye for the newest and best trends. In the middle of Langhe Hills and Monviso, precisely located in Cherasco, BBCOS lines, entirely built by the development and research team and distributed to an average of 60 countries world-wide, are born. This is a strategic hub location, situated just a couple of hours from Milan, the worldwide capital of fashion and the perfect place to learn the most advanced trends in the hairdressing sector and distribution of our high-quality products all over the world.





BBCOS is an entirely made in italy, constantly evolving and dynamic brand providing all the products needed in a hair salon stimulating every professionists' inspiration in creating glamorous hairstyles, all within an extensive catalog. BBCOS meticulous and constant search for the finest actives and effective materials, guarantee the efficacy of all the products, all along with a high naturality percentage and care for vegan and sustainable formulas. Put together, we obtain a highly valuable brand with special attention towards both the Customer and the environment. The professionality of our products, along with the support and education provided by our tech team, are the fundamentals for following and fulfilling every distributor's and professionist's needs.

EARTHIA COLOR: TECHNOLOGY AND NATURE

Among BBCOS's most interesting products is Earthia Color, a vegan and ammonia-free permanent hair dye. This cutting-edge formula combines nature and science to strengthen hair fibers and give hair a healthy, radiant appearance. Enriched with natural ingredients such as hemp, rice, microalgae Chlorella Vulgaris, and white lupin, Earthia offers 81 shades ranging from warm to cool tones, enabling unique and natural expressions of identity.





EMPHASIS YAO-TECH HAIR MOLECULAR REMEDY

The molecular revolution for regenerated hair

In the world of professional cosmetics, innovation meets tradition with Emphasis Yao-Tech 4'Repair, the advanced treatment that redefines hair regeneration. Using Hair Molecular Remedy technology, this state-of-the-art formula acts deep within the hair fiber, repairing and strengthening damaged hair molecule by molecule. The heart of its effectiveness lies within the strength of Double Peptides. The innovative combination of plant pectides, Pisium Sativum Peptide and the Phytochest, work in depth to rebuild and protect the hair fiber.

- Pisium Sativum Peptide gives volume, strength and reduces signs of aging.
- Pytochest hydrates and repairs the hair surface and creates a natural barrier against external aggressions and heat stress. Peptides act in combination with active ingredients: fermented rice water promotes nourishment and regeneration, while Luminescine, with its extraordinary plant photoluminescence effect, amplifies the hair's natural shine. The innovative products that make Emphasis Yao-Tech treatment unique:
- Repair Washer Shampoo
- Repair Mask
- 4'Repair.

TIME EXPERT SHIELD

The new invisible shield by BBCOS for perfect hair

The new TIME Expert Shield is the ideal solution for achieving impeccable style, even in the most challenging conditions. This innovative anti-frizz spray is easy and immediate to use, formulated to create an invisible barrier against humidity while also providing thermal protection up to 230°C. Perfect for those who love using hairdryers and straighteners without compromising hair health. Advanced heat-activated polymer technology and the silk amino acid complex derived from biotechnology, Vegansilk, ensure hair shine and softness.



COSM.O

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.

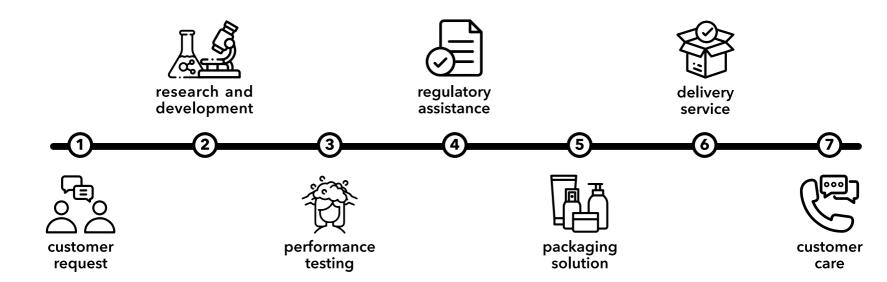
Moreover, Cosm.o recently added a new and advanced range of products designed to meet the daily needs of face and body skin.

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, equipped with turboemulsifiers with a capacity of 100 to 1000 kg, to meet the customer's needs with extreme flexibility. The 3 automated filling lines make it possible to produce up to 100,000 pieces per day in various formats;
- 1 care unit production, dedicated to the manufacture and filling of creamy and liquid products such as treatments, haircare, styling and oxidizing emulsions in quantities from 100 to 5000 kg. The packaging area includes two automatic, two semi-automatic and 4 manual lines, with the possibility of filling packaging from 50 ml to 10 L and both plastic and aluminum tubes;
- 2 bleach units for the production of bleaching formulas, both in powder and cream form;
- 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.





THE INSPIRATION & INNOVATION OF IRISH BEAUTY



Over the last decade Ireland's beauty sector has become one of the most dynamic and distinctive in the world. Being both intrinsically Irish and absolutely international is one of the signature characteristics of Irish beauty. Brands are not limited by mass trends or destination styles, they are defined by inspiration, innovation, enterprise and their own individuality. An approach that is seeing Irish beauty businesses becoming some of the most globally talked about names in the industry. Brands like Pestle & Mortar, Sculpted by Aimee, The Burren Perfumery, VOYA, Inis, Skingredients, The Kind Brand Company are being joined by the likes of GROUND Wellbeing, AYU Cosmetics, The Smooth Stick Company, Ella & Jo and Seabody, on the global stage. The domestic and international success of the beauty sector is creating a thriving industry in Ireland, supported by Irish consumers and retailers alike and is making Irish beauty one of the biggest emerging markets of the 2020s. A position reinforced by how the sector has evolved to include a greater diversity of categories in beauty and personal care. What unites Irish beauty brands is their strong commitment to quality, excellence, originality and sustainability. Qualities that are shaping the industry not just in Ireland but around the world.

SIGNATURE ENTERPRISE

The double-digit growth of the Irish beauty sector is helped by organisations such as Enterprise Ireland. This government trade and innovation agency, with 39 international offices, works with Irish companies and founders to assist with their international growth strategies. They invest in and support the development of companies by providing a platform that actively helps their brands with market discovery, entering new markets, facilitating introductions as well as making available the tools for ongoing success such as digitalisation roadmaps, e-commerce optimisation and eco-advisory. Research and bringing a science-led approach to product formulation is also a key focus for Enterprise Ireland, this often plays an important role at the foundation stage of Irish brands. One of the many businesses that they have helped is Bánór skincare, whose founders benefitted from an Innovation Voucher which enabled them to work with a research scientist at a leading facility. This level of support, interaction and commitment is demonstrated by the rising number of Irish entrepreneurs in the beauty and cosmetics sector.



IRELAND & THE GLOBAL MARKETPLACE

The authenticity of Irish brands is an important asset with international markets. Jane Greene, Senior Market Advisor, Consumer Retail & Digital Technologies DACH, Enterprise Ireland explains, "Irish brands have a strong reputation in DACH markets, and despite the high level of competition brands such as GROUND Wellbeing, Pestle & Mortar, TanOrganic and Fragrances of Ireland are expanding their footprint each year. New names, particularly those in the natural and science-led categories, are gaining traction and interest across the different channels and younger generations.

What resonates so well in these markets is the undeniable connection of Irish brands with their natural landscape and locally-sourced ingredients, as well as their creativity, genuine originality and product advances. We always advise any of our brands looking for international growth to share their brand story and expand their audience reach, which is one of the reasons we emphasise and support digital development." Italy is another country of focus, "Italy remains a very competitive market for Irish brands, where it will take time and communication efforts to succeed as well as having good multi-dimension distribution strategies." advises Roberta Di Gesú, Market Advisor Italy. "A key of opportunity is the natural sector in which Irish beauty brands lead the way. This is a growing consumer sector in Italy with consumers in 2023 purchasing approximating € 1.8 billion of beauty products with sustainable or eco-friendly claims. With Irish beauty sustainability leadership, we are looking forward to introducing more brands to the market." Ireland's regulatory framework, stringent standards for product safety and environmental sustainability as well as geographical diversity (urban and rural) deliver benefits for international partners. Innovation is another important value; whether through ground-breaking science, advanced pharmaceutical grade manufacturing and research laboratories, Irish beauty has a pioneering reputation. One of the newer science-led brands is Doctrine, who are rapidly gaining an impressive reputation for their innovation and 'formulation matters' ethos. Irish entrepreneurs are well-known for breaking new ground, whether with ingredients or redefining categories. Suzanne Jackson's, Founder of SOSU Cosmetics ahead-of-the-curve approach centred on bridging the gap between the consumer and the professional. She channelled her make-up artist and influencer background to create a landmark brand that stays relevant through its continual evolution, which is also helping to driver younger generations to the sector.

NATURAL & SUSTAINABLE INSPIRATION

Ireland's strong reputation for high-quality, natural, and sustainable products, often featuring locally sourced ingredients, makes brands stand-out in the global beauty market. Seaweed is one of the country's most inspiring natural resources and is featured in some of Ireland's best skin and body care.

Brands like VOYA, Seabody, Inis and Green Angel have harnessed locally sourced seaweed's powerhouse of nutrients and bioactive compounds to create luxury oceanic-based products. Kinvara Skincare sources premium plant-based ingredients, many of which are local, while Soak Wellness captures the benefits of the sea and organic herbs in their therapeutic range. The uniquely Irish artisan perfumer Cloon Keen selects oils from growers who know how the weather, soil and the seasons can affect the scent of raw materials to create their world-class fragrances.



'Fresh from the farm' brand Bánór are the first in Ireland to use sheep's milk in their products, their concept illustrates a next generation approach to the inclusion of the many dimensions of sustainability. A path already established by the multi-award winning The Handmade Soap Company whose leading eco-credentials are recognised globally, were the first Irish personal care brand to achieve B Corp certification. The Kind Brand Company and Gardiner Family Apothecary are two further brands that have achieved the B Corp designation. Irish beauty's leading standards in sustainability have been recognised with multiple industry accolades including Cosmoprof's prestigious Green & Organic award which in 2023 was presented to Nunaïa Beauty. The brand's latest launch, Earth Blossom Moisturising Cream is already being tipped as a future award-winner. With more and more consumers prioritising clean

A SHOWCASE OF IRISH BEAUTY

and sustainable beauty, Irish brands are well-placed

environmental consciousness is reflected in the theme

'Driven by Purpose, Perfected by Nature' for Enterprise

to lead this category. This cultural shift towards

Ireland's 2025 Ireland Pavilion at Cosmoprof.

2025 will see the return of Enterprise Ireland's showcase Ireland Pavilion at Cosmoprof. This highly popular destination is designed to offer the opportunity to both established and new Irish brands to participate in the show. "As the largest beauty event in Europe and one of the leading global trade shows for the sector, Cosmoprof is an important platform for Irish brands with international ambitions." explains Rachael James, Senior Development Advisor, Consumer Products, Enterprise Ireland. "It provides a valuable opportunity to drive awareness on a global scale and for companies to position themselves in front of buyers and distributors. This year's line-up will feature new-tothe-pavilion brands, Bánór, Cosmetic Creations, Formulae Prescott, Kinvara Natural Skincare, Regency Fragrances, SOSU Cosmetics and returning will be Elave Sensitive Skincare and Green Angel Skincare. We are greatly looking forward to welcoming distributors and buyers from around the world to the Ireland Pavilion and introducing them to what makes Irish beauty so different and so successful."

INTRODUCING THE IRELAND PAVILION, COSMOPROF 2025

BÁNÓR

As Ireland's first skincare line made from sheep's milk, Bánór is part of an exciting new generation of Irish brands. Founders Nicola Lyons and Elaine Cross, first conceived the idea for the brand when sitting with Elaine's brothers and father who are sheep farmers. Their knowledge of the benefits of



Nicola Lyons & Elaine Cross, Co-Founders Bánór

sheep milk was then taken up by pharmacist Nicola's dermatology expertise - this 'farm meets pharmacy' approach creates a fusion of the best of nature and science as well as creating opportunities for diversification for Irish farmers. As Nicola and Elaine explain, "Sheep milk is one of the most nutritious milks available. It is truly a unique ingredient, not widely available. We shouldn't forget that milk has been used in beauty and medicinal treatments for thousands of years. Sheep milk is also an opportunity to provide a much-needed alternative agri-industry for both climate concerns and to support farm families in Ireland. Developing Irish sheep milk could make a significant improvement to the viability and resilience of the entire sheep sector."



Bánór's natural body collection unlocks the benefits that sheep milk and wool (lanolin) have on the skin. Research carried out by a leading Irish research centre showed that Bánór's products provide antioxidant, anti-aging and hydrating properties, increase collagen product and deliver skin barrier protection - even when compared to leading international companies. "Sheep milk has many properties that help the skin in acting as the body's protective barrier. Its naturally high fat content nourishes the skin, it is a readymade source of vitamins and minerals that all preserve and improve the skin's appearance

and it contains proteins and essential amino acids which are richer than cows' or goats' milk." advise Elaine Crosse and Nicola Lyons, Co-Founders Bánór. Suitable for all ages and skin types, Bánór's hand and body range features a Milk Wash, Milk Lotion, Butter Body Scrub, wool Body and Hair Oil and a Natural Soy Wax candle with natural scents derived from Lavender, Geranium and Ylang Ylang. The Milk Lotion is so loved, it is on a repeat purchase while the wool oil is proving popular with men and women for its versatility. This new brand has been making a big impression within Irish beauty. Known as 'The Skin's Shepherd' Bánór is featured in pharmacies, gift shops, tourism outlets and online which reflects their broad customer base. This engagement stems from their brand authenticity and educational approach. As first time exhibitors at Cosmoprof Nicola and Elaine are excited about sharing their story and judging by their success in Ireland, it won't be long before Bánór will be seen on the global stage.

COSMETIC CREATIONS

Cosmetic Creations is one of Ireland's leading full-service contract manufacturers specialising in cosmetics. Their state-of-art facility and highly experienced team are much in demand for those looking for innovative, quality products. This expertise has led them to create their own branded



Laura Partington, Head of Sales & Marketing Cosmetic Creations

products across skincare, sports performance, haircare, self-tan and wellness. Through leveraging their R&D skill and their understanding of the consumer market Cosmetic Creations have developed the Ready Set Recover sports range, Bond Renew for hair, ByZen skincare for 'tweens', and self-tanning Santorini Sun, a collection of fragrance body mists and a bath and body collection.

As Laura Partington, Head of Sales & Marketing at Cosmetic Creations advises, "Our team ensures that every formulation created is developed to the highest standard and with their commitment to quality. Packaging design is another critical step, where we ensure that aesthetics and functionality work harmoniously to enhance the brand's presence on shelves and online. From initial concepts to scaling production, we maintain a collaborative partnership to guarantee that the final product meets and exceeds expectations."

Their customer connectivity focus is demonstrated by ByZen, which has been designed to empower teenagers to take charge of their skincare routine with confidence and enjoyable ease. Products bridge the gap between playful and practical, with formulations designed to boost the skin barrier using key ingredients such as Green Tea extract, Aloe Vera, Ceramides, Vitamin B5 and E whilst the packaging is vibrant, playful and perfectly aligned to the 'tween' demographic. Another very current and successful range is the sports



focused 'Ready Set Recover'. As Laura Partington explains, "This brand concept was initially inspired by a member of our team, who played Gaelic football and noticed a demand across her teammates for a sports range that worked both pre-and-post match, in addition to training sessions. We recognised that there was a gap in the market for an affordable range that was not heavy on scent and could be easily carried around and applied. All four products have been developed to the highest quality and tried and tested on Irish athletes, with great product feedback given on the performance and application." This approach to product development is further supported by Cosmetic Creations continual review of the latest market trends as well as areas of innovation; a combination that is designing up-to-the-minute ranges that work across multiple audiences, categories, beauty and wellness sectors.

ELAVE SENSITIVE SKINCARE BY GARDINER FAMILY APOTHECARY

For over 90 years the Gardiner Family have been changing the face of skincare in Ireland, from being the first family apothecary in the country to three generations later a global leader in sensitive skincare solutions. The current CEO and



Joanna Gardiner, CEO and Founder Gardiner Family Apothecary

granddaughter of the founder, Joanna Gardiner states "Skin sensitivity doesn't have to get in the way of life. It can be helped with the right formulations and consistency of use. We see first-hand how sensitive skin is very much a global issue and there has been a universal increase

of skin sensitivity due to the impact of our modern lifestyle. With Elave Sensitive Skincare we have developed a regime that doesn't just deliver care and prevention for sensitive skin, it helps build a happier, healthier skin that in turn enhances self-confidence." This understanding of both the physical and psycho-dermatological aspects of sensitive skin care is setting a new standard within the industry and creating a skin wellbeing movement that encompasses all ages and sexes. Elave Sensitive Skincare products are designed to address itchy, annoying conditions like dermatitis, rosacea, eczema, psoriasis and dry, flaky, sensitive skin - all of which can be managed with gentle, effective formulas that are easy to use every day. 'Cleanse. Hydrate. Protect'. is the Elave Sensitive Skincare mantra and all of their creams, washes and ointments are expertly created to the highest standards founded on clinical expertise and always manufactured in their advanced pharma facilities in Ireland. Elave Sensitive Skincare's leadership credentials have been further recognised with their recent B Corp Certification. They are now one of the few beauty businesses in Ireland to have gained this recognition for high standards in social and environmental performance, accountability, and transparency. A particularly impressive achievement when you consider it includes their manufacturing site and over 80 people within their team. "Being a force for good is part of our heritage; our business is about people and how we interact with the community and the planet is of the utmost importance to us.



We are extremely proud to have achieved this B Corp Certification, it is validation for all the work we are doing with our sustainable eco-systems and our commitment to ethical behaviours." states Joanna Gardiner.

With products spanning five distinct skincare categories of Body, Face, Sun, Junior and Baby, the Elave Sensitive Skincare product collection is an in-demand skincare solution that is changing lives across four continents. Launching at Cosmoprof will be their Daily Skin Defence SPF50, and its formulation is reflective of their forward-looking approach.

To achieve a higher zinc content and therefore increase defence against UV aging and blue light damage, they combined Beta-Carotene and vitamins that ensure a natural tint rather than the typical zinc lightening.

FORMULAE PRESCOTT

The multi-award winning
Formulae Prescott is a beauty
industry trailblazer. Their
pioneering 'skinimalism'
approach combines luxury
with practicality, offering
multi-function products that
deliver exceptional results
with minimal efforts. Each
product is designed to be
gender-neutral, waterless,



Pauline Prescott, Founder and CEO Formulae Prescot

and packed with high-performance, natural ingredients, such as plant-based oils, enzymes and botanical extracts that nourish and protect the skin. An ethos that also demonstrates the brand's commitment to ethical skincare and sustainability. As Founder Pauline Prescott, explains, "At Formulae Prescott, it's all about thoughtful formulation. Every ingredient has a purpose, whether it's cleansing, exfoliating, or moisturising. For example our bestselling Tri-Balm uses natural oils for cleansing, fruit enzymes for gentle exfoliation, and wax esters to lock in moisture. The result is a product that's simple to use but doesn't cut corners on performance." This belief in "fewer products, better results" has led to an impressive growth trajectory for the brand through e-commerce and worldwide premium retail partnerships as well as travel retail. Tri-Balm quickly gained traction with airlines, and its success is attracting more airline partners who are expanding their product offerings. Additionally, Formulae Prescott is targeting further expansion in airports across Europe, North America, and the Asia-Pacific region, as well as on luxury cruise ships. Another area of development has been the spa sector.



"We launched our Spa and Wellness protocols in 2023 with plans to work with hotels, spas and resorts globally as an integral part of their business." advises Pauline Prescott "Our Spa and Wellness products have been embraced for their ability to elevate professional treatments with natural, effective formulations and our clean multitasking skin care products are ideal for spa professionals and their clients. Multi-functionality is at the core of all Formulae Prescott's skincare solutions – streamlining beauty routines by experiencing multiple benefits within one product. This efficiency caters to spa goers seeking effective yet time-

saving treatments while spa owners benefit from a versatile but luxurious product line-up that maximises treatment options and enhances the overall experience. Our treatments are ideal for the on-the-go lifestyle, offering spa-quality results in minimal time". Formulae Prescott's collection of facial and body skin care centres on their philosophy of doing more with less, while never compromising on quality or responsibility', a guiding principle that informs their development culture. A recent launch is Tri Solé SPF Sun Shield, an advanced SPF40+ sunscreen in a lightweight but rich daily moisturiser which works to protect against hyperpigmentation, visible fine lines, skin tone and wrinkles. Other new products are looking to the at-home spa experience with a luxury shower oil, hand wash, aromatherapy candle and bath soak.

GREEN ANGEL SKINCARE

Green Angel is one of Ireland's most established and well-recognised luxury skincare brands. Created by Mary and Chris Mitchell, Green Angel is a true Irish story that combines Mary's background in beauty therapy, Chris' lifelong interest in seaweed and a deep connection with Ireland's



Mary and Chris Mitchell, Co-Founders Green Angel

natural resources and traditions of holistic wellness. The origination of the brand stems from Mary's quest to find natural skincare that worked on her dry, sensitive skin. Recognising both a gap in the market and a consumer need, Green Angel was launched in 2006 to provide effective skincare solutions featuring Ireland's unique, nutrient-rich ingredients. Sustainably sourced seaweed, one of the country's greatest natural assets, is undoubtedly one of their hero ingredients. As Mary and Chris Mitchell explain, "Seaweed is packed with vitamins, minerals, trace elements and antioxidants that are incredibly beneficial for the skin. We pair it with plant-based botanical oils and extracts such as Argan Oil and an array of Essential Oils, such as Lavender, renowned for their nourishing and calming properties. These ingredients not only provide visible results, but also align with our commitment to sustainability and natural beauty." This approach creates a superior delivery of the skinimproving formulas resulting in better, healthier and more prolonged results as well as being aligned to the consumer demand for cleaner and safer beauty products. Green Angel's comprehensive and multi-award winning collection now encompasses skincare, haircare, body care and lifestyle products. A stand-out product that is a consistent bestseller with their global fan base is "our Seaweed & Collagen Face Cream ... customers love its unique blend of plant-based ingredients (from both land and sea) that hydrate and rejuvenate the skin. While all our collections perform well, this product has truly become a favourite across different markets." advise Chris and Mary





Mitchell. Currently sold through pharmacies, high-end retail and department stores, lifestyle & health shops as well as travel retail and online; Green Angel's consumer centricity is an important part of their product development ethos. Each luxurious formulation is carefully developed with the customer in mind, along with their values of Irish heritage, sustainable sourcing, natural ingredients and being cruelty free. This customer connectivity is further demonstrated through their digital channels with platforms like Instagram and Facebook being used to share their story and showcase the products globally. This online visibility has helped their growth and the development of their European partner network as well as markets such as the U.S.A, Canada and South Korea, which are all demonstrating a growing interest in the style of natural, sustainable skincare that Green Angel Luxury Irish Skincare excels at.

KINVARA NATURAL **SKINCARE**

Scientist turned skincare pioneer Dr. Joanne Reilly established Kinvara Natural Skincare in 2010, and since then the brand has gone on to receive over 75 UK and Irish industry awards. This impressive recognition is reflective of Joanne Reilly's founding commitment



Dr. Joanne Reilly, CEO & Founder **Kinvara Natural Skincare**

to proven efficacy, experience, giving value, accessibility, innovation, quality and celebrating plant-based natural skincare. As she explains, 'we give our customers results, quality products and a positive experience - we work really hard to over deliver for customers - we want them to be delighted." Since founding their mission is to serve their customer, by creating for them the best natural products, to care for their skin and feel good, every day. Their hyperfocus on the products and the customers is reflected by their impressive statistics when it comes to client retention, recommendations and reviews. "These are the two things that we prioritise at all costs and look at the business needs and decisions through those two lenses - when we do that we actually capture a lot - like is that a fair price, can the customer use this easily, will people value the cost of going this extra step to live our sustainability values." advises Dr. Joanne Reilly, Founder Kinvara Natural Skincare.

The range is developed through Dr. Reilly's background as a natural scientist as well as her own personal understanding of the difficulty in finding skincare solutions for complex skin at affordable prices. 'Having a degree and PhD in a natural science really means that I view the world from a nature-first perspective - my focus is there and it means that I look to nature for solutions first - nature has the answer ... so when I started Kinvara I was always going to look up plants, natural extracts and traditional herbal medicine coupled with newer scientific innovations to develop really effective natural skincare." states Dr. Reilly. A further cornerstone value is sustainability, with close attention paid to packaging (no plastic, foiling) and the main componentry being glass, sugarcane plastic or PCR plastic as well as the introduction of refill pouches where possible.



Their ethical commitment is further demonstrated by their support of environmental projects. They also place a high priority on product formulations by offering products in waterless formulations (powder or pure oil blends). Top bestsellers include the 24Hr Rosehip Face Serum, Active Rosehip Day Cream, Absolute Cleansing Oil and Precious Facial Oil, which have become cult products among their many fans. Available from over 700 Irish retail partners and online, it is easy to see why Kinvara Natural Skincare has been named "The Number One Bestselling Irish skincare brand in Irish health stores".

REGENCY FRAGRANCES

Founded on the goal to create high-quality fragrances at affordable prices, Regency Fragrances extensive collection features perfumes and after shaves that are created with premium ingredients. Each fragrance has been designed with quality and a clearly differentiated



Director Regency Fragrances

brand identity in mind but with an entry level price point. Robbie Scanlan, Managing Director at Regency Fragrances advises, "We are not trying to replace the gifting experience of the fashion house fragrance but rather complement the experience." A concept that is appealing to different consumer



profiles. "Our customer profile is two-fold, we have the customer who augments the original brand with our dupe for day to day use. Our second customer profile is money conscious consumers who want to experience a high quality fragrance but cannot afford an original fashion house price." Their 'affordable luxury at every day prices' approach along with the wide ranging selection of perfumes and after shaves have made Regency Fragrances a firm favourite with Irish consumers. Purchasing behaviour reflects how the value and quality ethos resonate with their customers, many of which buy more than one fragrance as well as repeat purchase. With online being their most successful channel for their expertly crafted scents, the brand maintains a close connectivity and engagement with its customer, which additionally helps areas of development. As Robbie Scanlan explains, "We will continue to grow our offering of fragrances by introducing new and sought after scents as well as extending into 100ml bottles. We will allow our customers to experience testers of new fragrances by gifting 2ml testers both online and in store." In developing each scent the formulators play close attention to the captivating top notes, bold heart notes and long-lasting base notes whilst also ensuring all ingredients are cruelty and phthalate free. This commitment to the sensory experience rivals many well-known brands, but without the designer price tag and is just one of the reasons why Regency Fragrances is so popular with its customers.

SOSU COSMETICS

Founded by make-up artist and leading influencer Suzanne Jackson, SOSU Cosmetics is one of Ireland's most dynamic and fast-growing brands with their products sold across 47 countries in over 2000 stores and online. At the heart of this success is Suzanne's founding vision to create



a brand that provides professional-quality, innovative and accessible products for everyone. Founder Suzanne Jackson explains, 'My goal was to empower people to feel confident

and beautiful, and that is what inspired me to start. I debuted in the beauty industry with my 25-piece gel-inspired nail collection in 2015, achieving year one sales in a record sevenweek period. It was all about bridging the gap between artistry and everyday beauty." The growth of the brand has been exceptional, starting with just one product the portfolio now has over 400 across multiple categories. "The success of SOSU Cosmetics lies in a few key factors: innovation, quality, and most importantly listening to our incredible community. From day one, I have made it a priority to stay connected with our audience, ensuring our products meet their needs. Every product - whether it's the Dripping Gold Luxury Tanning range, Bahama Body by Terrie McEvoy, or Bahama Skin - has been meticulously created with attention to detail, from the formula, right through to packaging. Collaboration has also been vital, and partnering with influencers and beauty professionals has helped us continuously evolve." advises Suzanne Jackson.



Each of the ranges within the portfolio reflects a commitment to delivering the best. The premium tanning experience of Dripping Gold is a complete collection for the face and body, Bahama Skin centred on the idea of simplicity and quality being combined to create a line that is effective and enjoyable while Bahama Body tanning solutions are enriched with skin-nourishing ingredients as well as being cruelty free and vegan friendly. While SOSU Cosmetics collection of cosmetics, lashes, nails, tools and accessories is a favourite with both beauty enthusiasts and professionals. The range embraces all skill levels and empowers everyone to achieve professional-level results at home. This inclusive positioning set SOSU Cosmetics at the forefront of the beauty landscape. A signature forte of SOSU Cosmetics is their creative social media which stems directly from Suzanne Jackson. From the beginning of her company she focused on building a strong engaged community by delivering relatable, high-quality content including tutorials, behind-the-scenes moments and direct interactions. Innovation is a further core characteristic, a factor which is demonstrated by brand initiatives as well as their formulas. "For me, it's about giving our customers something they've never seen before or didn't know they needed and seeing them fall in love with it." says Suzanne Jackson.





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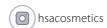


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DRIVING INNOVATION IN THE PRIVATE LABEL INDUSTRY



EXPORT MAGAZINE: Your arrival at HSA is quite recent. What were the main reasons that led you to accept the role of CCO for the Private Label Division? ALESSANDRO MIATELLO: I joined

HSA in September 2024, coming from a company in the industry where I spent over 20 years, during which I had the opportunity to grow the private label sector, bringing it to significant success. The need to challenge myself and step out of my comfort zone were the main reasons for my change. From the very first interviews with senior management, I noticed that the objectives set for me were not just about increasing business volume through my industry expertise but also about managing the entire supply chain of the Division, with a particular focus on the team.

EM: What does it mean to you to take on this challenge in a company whose DNA has been deeply rooted in Private Label for years?

AM: More than a challenge, I see it as an opportunity to contribute my field experience and knowledge to what search engines consider the No. 1 company in the private label sector. We will implement improvements in the various stages of the supply chain to keep raising the bar. Managing people, for instance, is a key focus for

ALESSANDRO MIATELLO ON HSA'S VISION AND GLOBAL STRATEGY



us, ensuring that all work departments integrate seamlessly. In a company that has achieved fantastic results over the years, I see room for improvement in internal interactions—an expected work-in-progress for a company with increasingly ambitious goals.

EM: How do you approach customer relations, considering that HSA has always had an international focus?

AM: Our approach is to sit on the same side as the customer, establishing a true partnership. We have long-term clients thanks to our deep customization capabilities, which ensure high customer satisfaction. We serve clients worldwide and actively listen to their diverse needs, whether in terms of product or marketing.

EM: HSA also owns its own brands, each following its own path. Is there any interaction between the brand and private label activities?

AM: To use a common term, today we talk about "cross-fertilization," meaning that the two sides feed into each other: the brand side brings know-how and

benefits to private label, while private label provides valuable support to the brands in terms of research and production chain efficiency. All of this also benefits private label clients, always in accordance with the highest professional ethics.

EM: Is it preferable to work with large, medium, or small clients? And how important is flexibility?

AM: The ideal scenario is having a diverse client base. After all, a supplier's role is to be able to meet the needs of clients of different sizes. Processes and customer segments vary based on client characteristics, making flexibility essential, along with the ability to provide a comprehensive, 360-degree service.

EM: Can you summarize the different ways your company operates based on client requests?

AM: We offer three main service models:

 Full-service - The client places an order, and we provide the finished product, sourcing raw materials, primary and secondary packaging, and handling all necessary steps.

- 2. Product filling We fill the product after certifying the raw materials and conducting various compatibility and safety checks.
- 3. Bulk supply We provide the bulk product, which the client then uses according to their needs.

EM: HSA was founded with a strong specialization in professional hair care. Given the ongoing market changes, where retail haircare lines

increasingly resemble professional products, has this influenced HSA's Private Label division strategies?

AM: We closely monitor market trends. Our way of protecting our clients is by offering products with a strong price-quality ratio, ensuring repeatability and manageability. Ultimately, it is up to individual brands to navigate pricing strategies wisely in an increasingly multi-channel world.

Claudia Stagno





EXPORT MAGAZINE: Do you think the omni-channel approach is significantly influencing brand management, particularly in the hair sector? LUISA BERTOLATTI: This is a crucial topic that demands careful consideration, especially for companies like ours that also operate in the proprietary brand sector. Protecting the brand across all channels is an absolute priority; to achieve this, a careful pricing policy must be implemented, ensuring full respect for the channel it belongs to. The pandemic, along with the natural transformation of the market, has led to a decline in retail within salons and, consequently, a rise in retail sales through other channels. Many consumers, even after salons reopened, continued to purchase hair products-ranging from treatments to hair dyes-through retail distribution channels.

INTERVIEW WITH LUISA BERTOLATTI, MARKETING MANAGER FOR THE BRAND DIVISION AT HSA

Whether this is beneficial or detrimental is not for us to determine, as we operate within a free market - it is simply a fact. However, it is essential to continuously monitor brand positioning to ensure its market value and image are maintained. For brands that choose salon distribution, it is crucial to implement all necessary strategies to create and sustain a brand identity built on key factors such as product performance, supported by the expertise of hairstylists, who are the true experts and consultants in style and beauty. Let's not forget that the professional market remains the most significant in terms of customer loyalty and must always be a priority.

EM: HSA owns several brands; we assume that maintaining the identity of each one is crucial for you...

LB: We are undertaking an important journey and have deployed all necessary resources to ensure each brand is properly valued. Our team has been strengthened with the arrival of highly experienced professionals, each bringing valuable contributions based on their market expertise. We are currently focusing on three key brands, each with a well-defined positioning:

• SILKY is a professional line that,

- despite being entry-level and offering competitive prices, has been well-appreciated in the market for years, especially in wholesale distribution. It also includes a small retail line to support the professional range.
- NOUVELLE is an intermediate-range line, highly comprehensive and designed to fully meet the needs of mid-level hairstylists. It is equipped with a wealth of support materials, which are also very useful for client communication.
- ESLA is the latest addition to the HSA portfolio. From the beginning, its characteristics positioned it as a premium brand for top-tier salons, despite being initially developed as a retail brand. Its innovative formulas, elegant and sophisticated packaging, and outstanding performance quickly led to its success beyond national borders. The line is continuously expanding—we have just launched hair color and bleaching products to ensure we are supporting our professional clients as they join this beautiful brand.

 Lastly, I would like to highlight that the strength of our brands is further enhanced by the momentum generated

the strength of our brands is further enhanced by the momentum generated by our Private Label division—an asset that few companies can claim and that gives our brands a competitive advantage.

Claudia Stagno



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PARISIENNE ITALIA

ITALIAN EXCELLENCE SINCE 1955

Around 1955, Italy was living in the years of la dolce vita. It was in this period of great enthusiasm that the company put itself firmly on the market. Shortly afterwards, the company Fape, renamed Parisienne Italia, began producing - the first in Italy hairsprays for the Italian market. Since then, Parisienne Italia has contributed every day to the evolution of cosmetic excellence, naturally labelled Made in Italy, successfully reaching many markets on the five continents.



In 2021, Parisienne Italia became part of HQ Holding, a 100% Italian industrial group specialized in the production of professional hairdressing products, including hair colouring and aerosols.



Today, in 2025, Parisienne Italia celebrates 70 years but always keeps the same simple goal: to share the wide experience in the cosmetic tradition with the best international partners.



PROFESSIONAL BEAUTY PRODUCTS: A PORTFOLIO OF **BRANDS DESIGNED** HAVING PROFESSIONAL HAIR STYLISTS IN MIND

BLACK PROFESSIONAL HAIR: products with hi-tech and modern formulas. This is the brand for specialists, by specialists. PARISIENNE-ALLWAVES: a range of professional products and treatments crafted to fulfil the wishes of the stylist who thinks outside the box. NIAMH Hair Koncept: hi-tech and high quality active ingredients gave rise to the Niamh ritual, introducing professionals to a new era of excellence for scalp and hair. REBEEL: performance that raises the benchmark of perfection, new design, urban style and



hair trends for the 3.0 hairstylist. PARISIENNE PROFESSIONAL: exclusive treatments and products for the world of beauty. Quality and innovation for hair care with respect for its natural structure. EVELON PRO: pro beauty, pro you, Evelon Pro is a range of professional products that can offer instant solutions for all types of hair.

PRIVATE LABEL AND THIRD PARTY **COSMETIC MANUFACTURING**

Parisienne Italia has increased the business of its private label division, creating products according to brands' needs. Quality, customization and flexibility are the assets that make Parisienne Italia competitive and successful



on both the Italian and international markets. "After listening carefully to our customers' needs, we make our long-time experience available to offer a personalized service, from the study of formulas, thanks to our advanced R & D laboratory, to industrialization planning. The Marketing Team can also study and realize the appropriate design for each brand," says Antonio Penna, Parisienne Italia CEO.

GLOWING EFFECT

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DAVINES GROUP LONG-TERM GROWTH CONTINUES

Export revenue further increases, making up 82% of sales



Davide Bollati, Chairman of Davines Group, commented, "This year's results are particularly encouraging, as they highlight and confirm a virtuous development path, with a long-term strategy that reflects our values, and an independent family business and model focused on regenerative growth. Since 2019, our revenue has increased by over 80% in a completely organic way, our exports continue to grow, along with our commitment to sustainability and the environment. These achievements are the result of a journey that requires consistency and determination; today, those who choose our haircare and skincare products are not just selecting an effective formula, but also embracing a new paradigm, a new way of doing business - one that is truly and tenaciously focused on people and the environment." Results are driven by export sales, which have increased further to 82%. The USA remains the leading market, while Italy is the second. Revenue in North America (USA and Canada) reached %115 million, 1 +12% increase compared to 2023, while Italy's revenue exceeded €54 million (+6% compared

The cosmetics group in the professional sector which comprises the Davines brand for haircare and [comfort zone] for skincare, and a B Corp since 2016, closed 2024 with double-digit revenue growth: +12% compared to 2023, reaching €295 million (preliminary figures).

to 2023). The UK recorded remarkable performances (+30% compared to 2023) as did Germany (+27% compared to 2023), where a new subsidiary and headquarters were inaugurated in 2023, and France (+16%). With 136 original formulas developed for haircare and skincare, Davines (haircare) serves 50,000 professional salons, while [comfort zone] (skincare) supplies 6,000 beauty centres and spas throughout the world. In 2024, the number of salons choosing Davines continued to grow steadily, driving a 12% increase in product sales compared to 2023. The [comfort zone] brand, a leader in the professional skincare market, also maintained its strong momentum, recording an annual growth of over 9%. Davines Group also remains committed to research and innovation, investing in raw materials, new ingredients, production processes, innovative

formulas and sustainable packaging. In 2024, more than 3% of total revenue was allocated to R&D, supporting a team of 65 professionals working in three laboratories and four expertise centres at the Davines Group Village in Parma. Davines West Village, inaugurated in 2024, is a 1,000 sq.m. expansion with new offices and recreational spaces. The plant's production

capacity increased by 50% thanks to recent investments made in new production facilities. It is now home to the Innovation & Technology department offices, international logistics, a Skincare Test Space as well as recreational areas and new meeting rooms. By the end of 2024, Davines Group had over 1,000 employees worldwide, an increase of 100 compared to 2023, marking a growth of over 13%. The workforce has an average age of 40, with women making up more than 50% of the team. "Davines Group towards Planet Regeneration" is the company's ambitious 2030 environmental sustainability programme, which has at its heart separating the company's environmental impact from its business growth, with quantifiable goals to tackle climate change, focusing on decarbonisation, circularity, biodiversity and water.







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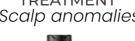














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COSMOPROF WORLDWIDE BOLOGNA 56TH EDITION

The Premier Event for the Global Cosmetics Industry focuses on innovation and new business opportunities



With over 3,000 companies from 65 countries, representing more than 10,000 brands, the exhibition space exceeds 170,000 square meters, marking a 5.8% increase compared to the previous edition. Cosmoprof Worldwide Bologna reaffirms its international scope, with 56% of exhibitors coming from Europe, 44% from non-European countries, and 22% from Italy. A total of 29 national pavilions are present in Bologna, showcasing the beauty trends and characteristics of countries such as Australia, Brazil, China, South Korea, Estonia, France, Germany, Japan, Greece, India, Indonesia, Ireland, Latvia, Norway, Pacific Islands, Poland, Czech Republic, Romania, Spain, Sweden, Ukraine, the UK, Taiwan,

Turkey, and the USA. New additions for 2025 include California and Tunisia. Cosmoprof Worldwide Bologna remains a key platform for the launch of new brands and products. This is evident in the particularly high percentage of new exhibitors compared to 2024, accounting for 35% of the total. "Cosmoprof Worldwide Bologna continues to be a strategic platform for business and innovation. The number of participating companies and the growing interest from global industry players demonstrate the vitality and resilience of the sector," states Gianpiero Calzolari, President

of BolognaFiere. "The success of this event is the result of a constant commitment to creating growth opportunities for the cosmetics industry by providing tools that facilitate networking, innovation, and collaboration among key players. Thanks to these characteristics, Cosmoprof remains the most internationally oriented trade fair, a strategic business partner recognized by the Ministry of Foreign Affairs and International Cooperation, ICE - Agency for the Promotion Abroad and the Internationalization of Italian Companies, as well as Cosmetica Italia, the national association of cosmetics companies, and public and private associations from key markets."











The collaboration with the Ministry of Foreign Affairs and International Cooperation, as well as ITA - Italian Trade Agency, has enabled the participation of over 80 delegations, including major importers, distributors, and retailers from around the world, with

particular focus on the United States, Africa, and the Gulf and Middle Eastern regions. "Cosmetics Confirmed as a Pillar of Made in Italy Excellence, Driving Innovation and Global Market Growth," declares Matteo Zoppas, President of ITA Agency. "Cosmetics continues to be a hallmark of Made in Italy, demonstrating dynamism, innovation, and an extraordinary ability to adapt to global market shifts," says Matteo Zoppas, President of ICE Agency. "From January to October 2024, Italian exports in the sector reached nearly 7 billion euros, marking a growth of over 10% compared to the same period in 2023, a year that had already seen an impressive 20.3% increase over 2022. These results confirm the leadership of our companies, which are at the forefront of research and innovation, anticipating the demands of international markets. Today, exports represent over 40% of the sector's revenue, with Italy solidifying its leadership in makeup production:

67% of products used in Europe and 55% of those worldwide are made in our country. ITA continues to support the sector's internationalisation by collaborating with BolognaFiere to expand the Cosmoprof format into key foreign markets, further strengthening the role of Italian cosmetics as an ambassador of Made in Italy worldwide". Supporting the business activities of Cosmoprof Worldwide Bologna is also Cosmetica Italia - the National Association of Cosmetics Companies, present at Block D of the Service Center with a dedicated installation. "In synergy with the Cosmoprof exhibition system, Cosmetica Italia has always promoted the competitiveness and international expansion of its member companies," says Benedetto Lavino, President of Cosmetica Italia. "Italian cosmetic manufacturing is widely recognized and appreciated internationally for its innovation, high quality standards, flexibility, craftsmanship, creativity, and tradition.

DYNAMIC AND FUNCTIONAL **BUSINESS TOOLS AND NEW SOLUTIONS TO FACILITATE OPERATORS**

Cosmoprof Worldwide Bologna continues to be a strategic event for stakeholders from around the world. "The event remains the only international exhibition offering a comprehensive view of the latest developments in the beauty industry, thanks to the presence of all industry sectors in one location, from the supply chain to the finished product," highlights Enrico Zannini, General Director of BolognaFiere Cosmoprof. "The coordinated opening of all pavilions on the same day, Thursday, March 20, a formula successfully introduced last year, increases interaction between various channels and sectors. To meet the needs of operators and exhibitors looking for more dynamic and immediate tools to approach the market, this year's edition of Cosmoprof also introduces a new exhibition layout. This solution allowed us to expand the exhibition offering to include new product categories particularly influential for the market, adapting to the needs of our community." Cosmoprof also provides essential business opportunities for the growth of the industry through services such as Cosmoprof My Match, an exclusive matchmaking software available to professionals to organize business meetings directly at the fair, and personalized consultancy services backed by the expertise of the Cosmoprof team to address the needs of all distribution channels. To optimize the participation of buyers from all major continents, the Buyer Lounges, set up in Pavilions 14 and 36, catering to the premium and prestige Cosmoprime channel and the mass market Fragrance and Cosmetics sector, play a crucial role by offering a welcoming and functional space for discreet interactions. Pavilion 37 hosts the Hair Lounge for hairstyling professionals. There is also a lounge curated by the Group of Cosmetics with Natural and Herbal Characteristics of Cosmetica Italia, located in the mezzanine between Pavilions 21 and 22, dedicated to the herbal sector.

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BARALAN PRESENTS ITS FIRST ESG REPORT

By staying true to its values and embracing innovation, it continues to lead the way toward a more sustainable future for the beauty packaging industry

Baralan, a leading company in primary packaging for the cosmetics and beauty industry, presents its first ESG 2024 Report.

OVERALL COMMITMENTS

In an ever-changing environment, Baralan's efforts in packaging sustainability are integral to its broader sustainability agenda, which encompasses vital issues such as climate change, sustainable sourcing, packaging and human rights. With global customers in the beauty industry in more than 70 countries, with Europe and United States as its main markets, Baralan announces a vision and strategy to validate its commitment with a guiding framework for continuous improvement. The company, which has been innovating for over 60 years, is committed to optimizing its packaging portfolio through strict environmental



criteria, following a comprehensive approach to improving recyclability, promoting reusability, reducing packaging weight and incorporating higher levels of recycled content. Moreover, it is committed to

driving recycling performance across its operations, by leveraging in technology and research, investing to contribute to a more sustainable future. Lastly, it is focusing on fostering a culture of responsibility and accountability throughout the supply chain, aiming to promote more consciousness and to raise awareness creating a more robust infrastructure that reduces carbon emissions through concrete actions.

HOLISTIC SUSTAINABILITY FRAMEWORK AND OPTIMIZING PACKAGING PORTFOLIO

Baralan's corporate strategy is inspired by the current legislations and principles that guide the company in promoting policies and practices that ensure decent working conditions, gender equality, social protection and inclusion. The Company commits to link business continuity with the idea of a more sustainable future, going beyond simple compliance with the law, but enriching management choices with purpose and a broader perspective. Baralan also adopts a circular economy model to reduce its environmental impact by designing recyclable, reusable and sustainable products and decreasing consumption of virgin raw materials. The Company takes a comprehensive approach based on strict environmental criteria, ranging from improving recyclability to promoting reusability, from reducing packaging weight to incorporating higher levels of recycled content. It understands that the quality of its products begins at the very foundation of its operations and the supply chain plays a key role. The company currently measures GHG emissions in Scope 1 and 2 and is preparing Scope 3 (supply chain) GHG emissions measurements for the current year. An ongoing commitment to increase internal awareness and engagement on sustainability issues through targeted communication, promoting training programs and employer branding activities.



The company is committed to maintaining the highest standards of quality and compliance, being certified by, ISO 9001, Ecovadis and Sedex andin 2025 the company is working to obtain the SA8000 certification. Baralan has chosen to build this report with the help of re/sources, the beauty sustainability consultancy, "Reporting ESG commitment will become a standard in the beauty industry. Companies like Baralan are not only demonstrating their efforts to improve their product portfolio but also their work in the entire sourcing and supply chain. Sustainability is about improving beauty products for the environment while taking a higher perspective on building a more meaningful future for our industry." Eva Lagarde, founder of re/sources and co-writer of this report. Baralan looks to the future with the aim of creating value for shareholders, the environment, employees, customers and the community. Sustainability permeates every aspect of operations, recognizing the urgency of addressing climate change and working to reduce emissions globally.













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COSMOPROF NORTH AMERICA MIAMI

SUCCESSFULLY CONCLUDED ITS SECOND EDITION, BUILDING ON FIRST-YEAR MOMENTUM



The second edition of Cosmoprof North America Miami successfully concluded, marking another significant milestone for the event, which maintained the momentum of its inaugural year.

The three-day event, held from January 21-23, attracted approximately 19,000 visits from 115 countries, firmly establishing Cosmoprof North America Miami as a premier global beauty event. The sustained high turnout further underscores the growing demand for two major North American

events to meet the evolving needs of the beauty industry.
With nearly 900 exhibitors from 49 countries showcasing innovations across various categories, including skin care, makeup, fragrance, hair care, nails, and the entire beauty supply chain, the event saw a 28% increase in exhibitors compared to the previous year.
This growth reflects the rising demand from both established brands and emerging startups eager

to present their latest offerings to domestic and international audiences comprised of retailers, distributors, brands, and more. The show demonstrated the growth of the Cosmopack and hair sectors while demonstrating the ongoing popularity of skin care, including notable ingredients like exosomes and LED devices for the hair, face, and body. Additionally, fragrance emerged as a standout feature, with a significant increase in the number of brands represented. "We're thrilled to see that the second edition of Cosmoprof North America Miami has not only sustained the energy and dynamism of the launch edition but has truly established itself as an essential event for the beauty industry," declared Antonio Bruzzone, Chief Executive Officer of BolognaFiere Group. A key highlight of this year's event was the continued increase in the number of countries represented, with attendees from around the world coming together to explore the latest trends, innovations, and opportunities within the beauty sector.









Notably, 70% of attendees were identified as having significant buying influence, underscoring the event's role as a vital hub for business development and networking.



Liza Rapay, VP, Head of Cosmoprof North America & Founder of Beauty New York, stated, "We've seen significant growth in both the number of exhibitors and the diversity of international attendees, which speaks volumes about the event's global relevance and the strength of the U.S. beauty market." As the beauty industry evolves at an unprecedented pace, Cosmoprof North America is committed to supporting its growth and fostering valuable connections. Looking ahead, the next edition of Cosmoprof North America will take place in Las Vegas, bringing together even more global participants for its highly anticipated 22nd edition. "The overwhelmingly positive feedback we've received in Miami confirms that the improvements we've made have resonated well with our community, and we are already looking forward to our second U.S. event in Las Vegas this July," said Leslie Perry, Executive Director of the Professional Beauty Association.









Cosmoprof North America's third showcase in Miami Beach is scheduled for January 27-29, 2026, at the Miami Beach Convention Center.

The 22nd edition of Cosmoprof North America in Las Vegas will return to the Mandalay Bay Convention Center from July 15-17, 2025.



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8-10 May 2025, TUYAP FAIR CENTER, Istanbul-Türkiye







The 6th BEAUTYISTANBUL International Exhibition for Cosmetics, Beauty, Hair, Cleaning, Private Label, Packaging and Ingredients will be held on 8-10 MAY 2025 at TÜYAP FAIR CENTER, Istanbul-Türkiye, with NEW DATE and NEW VENUE!

with NEW DATE and NEW VENUE! Thanks to the new layout, visitors will experience a more easily navigable exhibition, with halls categorized by exhibitor product groups for more efficient visits. Featuring 1,162 exhibitors from 67 countries in 10 Halls, BEAUTYISTANBUL is among the Top 5 largest cosmetics exhibitions worldwide and it is the most international cosmetics event with trade visitors from 167 countries. Visit the event to meet 600+ exhibitors from Türkiye and 600+ international exhibitors, including the confirmed Country Pavilions from Italy, France, Spain, Poland, Brazil, South Africa, Ukraine, UAE, Indonesia, Malaysia, Palestine, Pakistan, India, Iran, Lesotho, South Korea, China and more. Register online now at "online.beauty-istanbul.com" to attend the exhibition for free. Upon registration, you can browse exhibitor profiles and products to interact 24/7 with messaging, online meetings or arranging physical meetings. Start conducting business before the physical event! You can download the Mobile App to use the Online Platform on the go!



Hall categorization is detailed below:

HALL 1-2a-6-7-8-9: "COSMETICS" - Personal Care, Skin Care, Make Up, Perfume, Cleaning, Baby Care, OTC Products

HALL 2b-3: Hair, Salon Equipments, Accessories, Professional Beauty, Nail

HALL 4-5-10: "COSMAKING" - Ingredients, Packaging, Machinery, Business Services

We look forward to welcoming you at the 6th BEAUTYISTANBUL Exhibition on 8-10 May 2025 at TUYAP FAIR CENTER, Istanbul, Türkiye.



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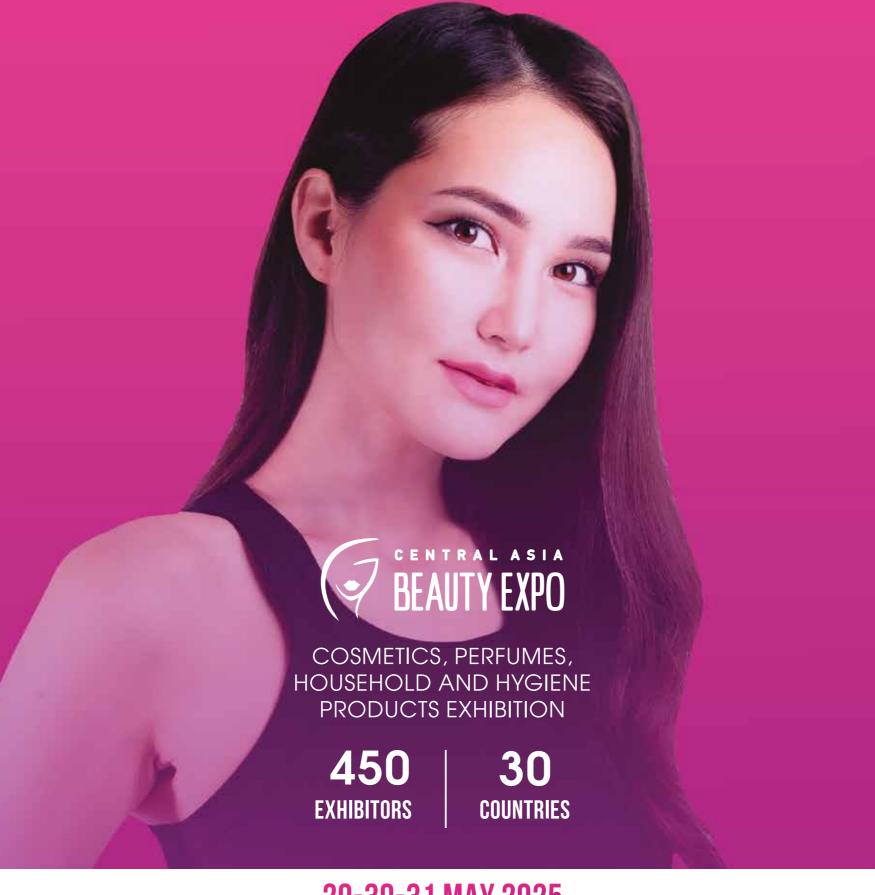
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MARCHESINI GROUP

Beauty at Cosmopack 2025: know-how and technology at the service of the world of fragrances

Marchesini Group Beauty is preparing to take part in Cosmopack 2025, the latest edition of the biggest international show dedicated to the cosmetics production chain, to be held at BolognaFiere from 20 to 22 March. In line with the market's demands, the Marchesini Group's Beauty Division has invested in the design and production of complete solutions for liquids of varying viscosity, including foundation, mascara and above all fragrances. In fact, visitors to stand A9 - Hall 19 will find an exhibit comprising several machines for packaging a variety of products including fragrances, the market's top current trend: from a versatile filling machine to a vertical cartoner for cartoning bottles and an automatic overwrapper able to process multiple types of products, with thermo-sealing film and edge weld sealing. In addition to the solutions on show at the Bologna exhibition centre, the Marchesini Group Beauty team will be



at customers' service to illustrate the vast range of flexible, versatile machines highly suitable for the operating speeds and other demands imposed by the perfumery market.

Plenty of space will also be allocated to cream and foundation production technologies: from the turbo-emulsifiers of

different sizes and capacities developed by the Axomatic and Dumek brands, meeting the needs of both small producers and large industrial plants, through to a liquid and cream filling line able to handle various types of bottles, developed by the Axomatic and Vibrotech brands working in close partnership. The offering is also completed by a monobloc bottle filling and capping machine by Rejves Machinery. In addition, the stand will feature a lipstick machine built by Cosmatic, equipped at the show with silicone moulds but also available with metal mould technology, more suitable for the new trend for products made using natural ingredients. Last but not least, an area will be dedicated to Auteco's software services and the vision systems developed by SEA Vision, which will be exhibiting both its Digital Product Passport end-to-end traceability solution designed to safeguard cosmetics' authenticity and a demo of the world's first AI system for the automatic in-production quality control of lipsticks.

VALERIO SOLI APPOINTED NEW CEO OF MARCHESINI GROUP

Marchesini Group has appointed Valerio Soli as its new CEO, effective from 20 January 2025



Born in Bologna in 1964, Valerio Soli is a graduate in Mechanical Engineering from the University of Bologna. He arrives at Marchesini Group after many years with the Coesia Group and has also been Chairman of Ipack Ima, a leading packaging, materials and technologies event, for over 5 years. He will therefore bring significant knowledge of the packaging sector and the international market to the Group. "We are delighted to welcome Valerio Soli in the role of new Group CEO," comments Maurizio Marchesini, Chairman of Marchesini Group. "With his many years of experience in the world of automatic machines and processes, we are confident that he will be able to support and help drive our growth, fully respecting the values with which our company has always been synonymous. We never had any doubt about bringing in a CEO from outside the family who could offer a fresh perspective, different skills, a new vision. In 2024, Marchesini Group continued its positive trend with an increase in orders and exports still above 80%. These trends have laid the foundations for a positive 2025. We welcome Valerio and wish him good luck in his role," concludes Chairman Marchesini. "I would like to thank the Chairman and the Board of Directors of Marchesini Group for this opportunity. I am delighted to join the great Marchesini family, not just because it is an amazing company but also because of the values that it stands for, values that I also hold dear," emphasises Marchesini Group CEO, Valerio Soli. "On my first day, I had the opportunity to meet around 60 young people hired in recent months during their Welcome Day at the company. It was very nice, also symbolically, to start this new chapter surrounded by young people, looking to the future together."

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COSMETICA NORTH AFRICA ALGERIA NEXT JANUARY 2026

Notable growth of the cosmetics market in Algeria and North Africa









The 2025 edition of Cosmetica Algeria, held from January 22 to 25 at the Palais des Expositions d'Alger, SAFEX, marked a significant milestone in the North African beauty industry. The event attracted +35.000 b2b visitors, over 250 exhibitors from 15 countries, including a substantial presence of Italian and European brands, underscoring the region's growing appeal to international markets. The exhibition showcased a comprehensive range of beauty products and services, from skincare innovations to salon equipment and fragrances. This diversity provided attendees with valuable insights into current trends and future directions of the industry. The event's success was further highlighted by the participation of numerous Italian and European exhibitors, who reported positive outcomes and expressed strong intentions to return for future editions. The robust turnout of over 35,000 professionals and decision-makers from across the region reflects Algeria's burgeoning status as a key player in the beauty sector.







This growing interest aligns with market projections, which estimate that revenue in Algeria's cosmetics market will reach approximately US\$500 million in 2025, with an annual growth rate of 2.12% from 2025 to 2030. The success of Cosmetica Algeria 2025 not only highlighted the country's expanding market potential but also reinforced its position as a strategic hub for international beauty brands aiming to penetrate the North African market. Looking ahead, the next edition is scheduled for January 21 to 24, 2026,

with expectations of even greater participation and continued growth in the region's beauty industry.

The Algerian cosmetics market is booming, driven by a growing middle class, a young, beauty-conscious population, increasing e-commerce activity, and a demand for both luxury and natural beauty products.

The country's strategic location in North Africa and its rising consumer base make it a crucial market for international beauty brands, further solidifying Algeria's place as a key player in the regional beauty industry.



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MEDICOS

A COMPANY DRIVEN BY VISION AND COMMITMENT





"Vision" and "Commitment" perfectly sum up what drives Medicos. By refocusing in 2018 on its core business of plastic injection moulding and glass processing for the Beauty & Food sector, its vision has always been to maintain its independence while pursuing a proactive diversification strategy. By maintaining local roots, it continues to respond to the specific needs of each market while ensuring quality and innovation. The four industrial units that make up Medicos have a combined age of 300 years: 100 years for the plant in Izernore (formerly Mino Gaillard), 100 years for the plant in Chassal (formerly Janvier), 60 years for the plant in Milan (formerly CO.VE), and 40 years for the plant in Rombach in Alsace (formerly Dinamic Emballages). Medicos is first and foremost a group of reactive and financially independent SMEs with an organization that prioritizes integration, and flexible through its industrial and commercial choices (60% custom products / 40% standard products with minimum production runs from 5,000 units to over a million units). The Group has more than 90 injection moulding machines, from 30 to 350 tons,

equipped with robots, several rotary machines for the production of glass pipettes, and a host of assembly and finishing machines to offer increasingly environmentally friendly packaging solutions. At Medicos, the implementation of recyclability and circularity principles in its design processes is an essential approach to create products that can be reused or effectively recycled at the end of their life cycle, in particular through the RecyClass label. Its aim is to create minimalist packaging and assess the overall footprint of products by taking into account the different stages of the life cycle. Sustainable decoration solutions are also studied to minimize their environmental impact. Medicos also incorporates recycled materials into its production process to reduce plastic waste and develop the circular economy. The Medicos production processes are both environmentally friendly and economically profitable, using more sustainable materials wherever possible. Medicos' commitments emphasize the importance of people and the development of the local economy.

to the protection and sustainable management of France's natural heritage. Medicos currently sells around 3200 product references per year, with a wide range of customizations, and... around 300 new products. All the ranges are available with Medicos products, but its customers also ask for their specific developments, which make up the bulk of its beauty business. The size of the group means that it is recognized for its flexibility and responsiveness. Regarding sustainability, the aim of Medicos is to make products that are easy to disassemble for easier recycling, and mono-material products are offered wherever possible, for easier sorting. Five of Medicos' "highlight developments" are the La Roche Posay Roll-On Dropper which combines two areas of expertise: droppers and roll-ons. The roll-on tip makes it easy to use, with an integrated cold massage effect for an innovative gesture. Melvita has chosen the innovative Re-CliCK refill system, a Medicos patent, combined with a refillable glass jar. Thanks to Medicos' expertise, the Armani Refillable Foundation allows both the glass bottle and the plastic refill to be embellished. For the Roger & Gallet perfume cap, Medicos proposed an eco-designed solution with an engraved metal insert at the top that protrudes at the top and bottom to visually meet the customer's original brief, with the advantage of one less part. Lastly, the Helena Rubinstein

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LA DISPENSA s.r.l. Via Circonvallazione, 67 - I-20882 Bellusco (MB) www.ladispensacosmesinaturale.it ladispensa@tin.it

LADY BURD Manhattan office - 130 West 42nd Street, Suite 801 New York, NY-10036, USA 1.212.679.4941 - 1.800.533.0749 (TOLL FREE) 1.212.679.6415 (FAX)

Via Milano, 18/B - I-26016 Spino d'Adda (CR) tel. + 39/0194-89829 - fax +39/0194-8135 www.lamande.it - e-mail: lamande@lamande.it

LANDOLL MILANO s.r.l. Via Soncino, 15 - I-26010 Ricengo (CR) tel. +39/0373-267757 - fax +39/0373/267973 e-mail: info@landoll.it vww.landoll.it Contact: Mr. Fabrizio Luca Ascoli

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Via XX Settembre, 9 1-37129 Verona (VR) tel. +39/045-502798 - fax +39/045-8207770 Contact: Mr. M. Mattiello

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info@naturaliatantum.com - www.naturaliatantum.com

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NAZIH HAMAD
President, Nazih Group

ur customers and business partners trust us for the quality of our products and services across various sectors, including:

- Manufacturing of cosmetics and detergents
- Cosmetics marketing and distribution
- Personal care and wellness (salons and spas)
- Food and beverages
- Real estate and investment
- Advertising and media
- Regulation and registration
- Medical device manufacturing

We are committed to continuously developing and strengthening our holding company to meet our long-term growth and strategic objectives.

OUR TRADE PRINCIPLES

Customer Relationships and Operational Excellence

- Customer satisfaction is central to our success.
- We strive for excellence and operational efficiency.

People, Culture, and Safety

- We invest in employee training and development through our education center of excellence.
- Our core principles drive our diverse and innovative culture.
- We prioritize employee well-being and a strong culture of safety.

Nazih Having it all

Nazih Holding Group

ABOUT US

Nazih Hamad is the founder and chairman of the board of Nazih Holding Group for Trade and Industry. The company was established in 1975 in Beirut, Lebanon, and expanded to Dubai, U.A.E., in 1980. Today, it operates in 21 countries across the MENA (Middle East and North Africa) region, as well as in Europe and Canada. The group's headquarters is in Sharjah, UAE, employing more than 4,000 professionals. It has operations in the UAE, KSA, Qatar, Bahrain, Oman, Kuwait, Lebanon, Egypt, Algeria, Italy, Canada, the UK, and Turkey.

Finance, Governance, and Risk Management

- We uphold the highest ethical standards.
- We implement robust governance frameworks.
- We maintain solid risk management practices to sustain our leadership in the industry.



LAYING THE FOUNDATION FOR HUMANITARIAN WORK

Launch Of Ahda Foundation: Abdou Hamad Development Association

Nazih Holding launched AHDA Foundation in 1999 to support local, regional, and international humanitarian initiatives. The foundation focuses on



health, education, food security, and overall well-being. By working with relevant partners, we aim to achieve sustainable growth in humanitarian efforts.

CORPORATE GOVERNANCE

LEADERSHIP

The company's Board of Directors ensures that Nazih Holding Group and its subsidiaries are managed prudently and efficiently. The board's primary responsibility is to foster the long-term success of the organization.

OPENNESS AND TRANSPARENCY

Nazih Holding promotes openness, transparency, and knowledge-sharing among employees, business partners, suppliers, customers, and government entities.

ENGAGING WITH OUR STAKEHOLDERS

We have strengthened relationships with key stakeholders, positioning Nazih Holding as a trusted global provider of end-to-end smart solutions. Our partnerships with leading industry brands allow us to stay ahead of market trends and innovations.

Our mission is to:

- Solidify customer trust while leading the market with international brands.
- Expand our regional reach.
- Successfully build brands and services across the Middle East.
- Establish strategic partnerships and invest in innovation to continually add value for consumers.



STRATEGIC PRIORITIES

Nazih Holding's success is driven by the relentless efforts of our teams to ensure consistent growth. Our business strategies continuously evolve to adapt to changes in the market. We focus on:

- Sustainable Growth
- Customer Satisfaction
- Business Innovation
- Effective Risk Management

OPERATIONAL AND STRATEGIC HIGHLIGHTS-NAZIH HOLDING COMPANIES

1. MANUFACTURING OF COSMETICS & DETERGENTS

The first manufacturing unit of Nazih Holding Group (L'Origine) was established in the year 1999 in Bekaa, Lebanon, its second location was established in the year 2005 in Sharjah, UAE, and the third location was established in the year 2017 in London, UK. These three companies manufacture hair care, skin and body care, color cosmetics, baby care, sanitizers and disinfectants, in addition to general and personal care products under private brand names. Cosmetics and Detergents Factories Manufacturing extended to factories in UK, Egypt, and Algeria. In Milano, Italy Nazih Holding Group has Nuova Donatella Factory for household manufacturing. In 2020, the Nazih Holding Group launched Eurotech Factory that is specialized in plastic technology manufacturing in UAE.

Nazih Manufacturing units perform R&D and private-label manufacturing for companies in Europe, Middle East, Asia and Africa. The major brands manufactured include Energy Cosmetics, Enercos Professional, Moroccanoil, Fashkool, Krem Kap, Royal Beauty, Home Beauty, Shea Miracles, Steriguard, Sumita, St. Moritz, Sara, Silkeratine, Pritty, Nature's Bounty, Novell, Accutest, Perfect Cosmetics, Annucci, Brix, Kholasat, and Wild Color among many other.



- L'Origine FZC, Sharjah UAE 2005 www.lorigine.me
- The Interational Company for Cosmetics, S.A.E – Egypt 2020 www.ifcxb.com
- CPC CLASS PERFUME AND COSMETICS – Egypt 2016 www.classperfume-eg.com
- L'Origine UK LTD, Uxbridge UK 2017
- L'Origine LLC, Umm Al Quwain -UAE 2015
- Nature House SRL Algeria 2019 www.naturehousealgeria.com
- L'Origine SAL, Bekaa- Lebanon 1999
- Detergent Technology, Rabigh KSA
- HDCO Chemical Detergents, Zahle – Lebanon 2007 detergent-lb.com
- Nuova Donatella Factory Italy 2001
- Eurotech Factory Umm Al Quwain -UAE 2020

2. COSMETICS MARKETING & DISTRIBUTION (NAZIH COSMETICS)

Nazih Cosmetics is a leader in professional cosmetics manufacturing and distribution in the MENA region. Our offerings include hair care, skin care, makeup, manicure and pedicure products, electrical beauty items, health and medical supplies, and premium

salon and spa equipment.

We operate in over 41 countries, with more than 250 showrooms and offices worldwide. Our distribution channels include:

- Professional beauty salons and spas
- Modern retail stores
- Pharmacies and FMCG channels
- Wholesale markets
- Robust e-commerce platforms

NEW SALON PROJECTS

Committed to servicing the professional beauty and wellness industry with top-notch salon furnishings, trendy equipment, and cutting-edge design concepts. We specialize in state-of-the-art solutions for salon remodeling and new salon design, staying up-to-date with the latest market trends and demands. Nazih Salon Projects center is a division of Nazih Holding dedicated to servicing the professional beauty industry (men's, women's, spa's, health and beauty clinics) by offering the best in salon furnishings, equipment and design concepts.

3. SALONS & SPAS

This group's division includes salons, beauty parlors and wellness spas located in prime cities and key malls in the Middle East including Nazih Gents Salons and Rivera Beauty Centers & SPA Centers.

- Gents Salon (www.nazihsalon.com) Nazih Gents Salon started in Lebanon in 1975 and branched out in Dubai in 1980.
- Ladies Salon and Spa (www.rivierab.com)

Since 2002, Riviera Beauty Center has expanded its operation to open stores in Dubai, Fujairah and Ras AlKhaimah with the goal of fulfilling the demands of women's beauty.

4. FOOD & BEVERAGES Bakery

• Al Ameer Bakery – UAE www.alameerbakery.com

The journey of Al Ameer Bakeries started in 1990. Thanks to its product diversity and meticulousness in production and sales, a large audience has recognized the brand. Lately, the business expanded to three branches in Sharjah, U.A.E. The main branch in the heart of Sharjah Al Majaz, the second in Al Butina, and the third in Al Buhaira.

Our quality has been proven and documented through international ISO and HACCP certificates. Production takes place on a daily basis, ensuring ultimate hygiene, yet with absolute home-made quality in order to make sure that traditional recipes are preserved and fabricated mass production is challenged. We aim to maintain a connection between the flavors of the past and the technology of the future, hence creating a unique synthesis. We have over 1200 products' varieties.

• Bottled Mineral Water

SAFSAF Natural spring Mineral Water -Lebanon

www.rozanawater.com / www.chebaawater.com The Spring of Life from the Foothills of Jabal Elsheikh.

This business unit has its bottled mineral water plant in Lebanon and is marketed in Lebanon & GCC under the brand name Rozana and Chebaa.

Rozana is a fresh and pure truly local mineral water. The water is collected from the valleys of Chebaa, Lebanon and goes through a sophisticated purification system to ensure producing the best quality while offering all the minerals that Chebaa valleys has to offer.

Chebaa water company is chiefly engaged in the bottling and marketing of natural mineral water under brand Rozana. Natural mineral water is collected from the valleys of Chebaa, Lebanon. The plastic bottles are of high quality and the company uses high-end equipment so that the natural water is bottled untouched by any human being.

5. REAL ESTATE & INVESTMENT

The Real Estate Business unit of Nazih Holding Group offers an extensive portfolio of leading property projects, both commercial and residential in the UAE and other Middle East countries including Saudi Arabia and Egypt. The business objective is to bring together sellers and buyers of properties, and advise our clients about the Real Estate market trends, demand-supply projections and market developments.

- ASAS Real Estate Lebanon www.asas-lb.com
- AMR Real Estate UAE www.amrdubai.com





6. ADVERTISING & MEDIA

• Silicon Advertising – UAE Dubai www.silicon-me.com

Silicon Advertising is a leading large format digital printing and advertising solutions company for outdoor and indoor media in Dubai and KSA. Its wide range of printing services cover indoor and outdoor media, vehicle branding, acrylic fabrication, events and exhibition requirements in addition to individual printing requirements. Silicon has started in UAE in 2013, and in KSA in 2015. In 2016, the company added to its massive machineries the longest digital printing machine (5 Meter).

• XYZ – UAE (www.xyz.ae)

XYZ is a UAE based Advertising Agency since 7 years. It is appreciated in the design business for its quality, commitment, uniqueness and high standards. We have set benchmark standards for our competitors on product design, branding and much more. Its services include graphic design, branding, video creation, content creation, website development and web design among others.

7. REGULATION & REGISTRATION

• Glucona Biomed General Trading

L.L.C - UAE www.gluconabiomed.com

Glucona is a compliance and regulatory service-consulting firm with more than 10







years of experience dealing with Gulf Co-operation Council (GCC) Directives and regulations

• Regulatory & Compliance • Business Development • Logistics & Distribution • Product Registration, Distribution, & Development

8. MEDICAL DEVICE MANUFACTURING

• Glucona Biomed Medical Equipment

This unit manufactures and markets its medical products and equipment to Pharmacies (drugstores), large & medium consumer stores, and chains.

OUR PURPOSE

As a diversified organization, we facilitate trade to transform possibilities for everyone by expanding our reach across the world. Nazih Holding Group's diversification stems from decades of experience, enabling it to embrace and foster innovative, forward-thinking business practices. The group's diversification aligns with its mission to operate across multiple sectors, enhancing and enriching the lives of millions every day. A diversified business strategy ensures financial stability during economic uncertainty, while a diverse workforce drives growth.

Nazih Hamad, founder of Nazih Holding Group, believes that staying still is not an option when it comes to enhancing people's experiences. Mr. Hamad asserts that any dream is achievable—there are no time limits. Passion can be discovered in the right environment, through continuous learning and skill development. He encourages individuals to utilize all available resources and support systems to pave the way for success, transform failures into opportunities, and cultivate a mindset that views challenges from multiple perspectives.

Mr. Hamad inspires everyone to "Make a Mark" and create a significant impact in life and the community.

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L'Origine SAL

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EGYPT

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ICC: The International Company For Cosmetics

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