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WITH STYLE

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Direttore responsabile: Giuseppe Tirabasso

Direttore editoriale: Claudia Stagno

Collaboratori:

Annalisa Aita, Judy Bloom, Francesca Bonelli, Valérie Kaminov, Rebecca Lazzari, Joan Rundo, Simona Verga

Correspondent for France: Catherine du Villard

### P.R. & PROMOTION:

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On the cover: DETAILS Collection by Helen Seward

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## VITALITYS

### HEART

### FOR STRONG, HEALTHY, SHINY HAIR WITH INTENSE COLOUR



Heart is the Vitality's colour range that strengthens as it colours, improving hair compactness and increasing its resistance by



\* Live test for resistance of hair to breakage after Heart colour treatment (with Heart activator) performed by an independent external laboratory, comparing hair treated with Heart and non-treated hair.





# 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.

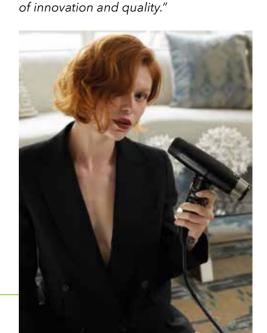
  The iQ dryer, with its ultra-lightweight structure and advanced digital brushless motor, sets a new industry benchmark, allowing hairstylists to work faster and with greater precision.
- Lumine Line: A refined design range dedicated to enhancing hair shine and health, offering advanced styling tools 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





www.compagniadelleindie.com

### **MY LUNA'S JOURNEY**

# Fragrances and Beauty Products Made in Italy conquering the world

# From the relaunch of Compagnia delle Indie to the export boom: a success strategy in over 25 Countries

For over 10 years, MyLuna Group has been a leading player in the Italian and international markets, operating both in private label and through established brands such as Compagnia delle Indie, Lady Venezia, and Liabel. Specializing in make-up, skincare, fragrances and homecare, it continues to expand its catalog with increasingly diverse and innovative solutions.

For the fourth consecutive year,
MyLuna has confirmed a double-digit
growth trend. In 2024, the company
closed the year with a 20% increase
in turnover compared to 2023

– a virtuous path that continues
in 2025 with a record-breaking first
quarter, despite market trends.
These results reward the strategic
investments made, including the
acquisition of the Compagnia delle
Indie brand, a historic Italian label
founded in the 1990s and deeply
rooted in consumer imagination thanks
to its famous TV advertising campaigns.

Through this operation, MyLuna aimed to revive a symbol of Made in Italy, inheriting its evocative heritage linked to exploration and the fascination of the exotic, while reinterpreting it with a contemporary approach.

Almost two years after its relaunch, Compagnia delle Indie continues to grow and conquer new markets.

From April to December 2024, the brand doubled its presence in retail stores, with a 10% monthly increase.

Today, Compagnia delle Indie products are distributed in over 2,000 multibrand stores in Italy and abroad.







Canada, Guatemala, United Arab Emirates, Qatar, Egypt, Jordan, Ghana, Australia, Germany, Greece, Romania, Poland, Ukraine, South Korea, and Vietnam.
The rapid expansion of exports reflects MyLuna's dynamic spirit, which in 2025 focuses on technological innovation, the development of new product lines, and strategic investments, all supported by a high-impact marketing plan that prioritizes digital communication and the global consolidation of its brands.



The brand offers exclusive fragrances inspired by dreamlike metaverse scenarios and scented worlds of imagination. The product range includes Eau de Parfum, Scented Bath and Shower Gels, Moisturizing Body



Lotions, Nourishing Body Butters, Hand Soaps, alongside the new collections of "Parfum de Voyage" and Handcrafted Glass Home Diffusers. Alongside Compagnia delle Indie, the positioning of Lady Venezia continues. The brand offers compact and functional lines of make-up, skincare and personal care products, as well as home diffusers that complement the homecare segment. An excellent synergy between quality, attractive packaging and affordable prices is the winning formula of MyLuna, which boasts an in-house laboratory constantly researching cutting-edge raw materials and an internal graphic design department dedicated to creative development, both for its brands and for private label projects. Today, approximately 30% of the business is dedicated to private label production, including for major Italian and international brands. Expanding exports is a strategic priority for MyLuna. Today, MyLuna exports its innovative approach to cosmetic artistry to over 25 international markets, including the United States,



"International development is advancing at a sustained pace, as demonstrated by the increasing market shares of our brands.

Two years after entering international markets, we are already present in over 25 countries and we are currently establishing new contacts in areas such as Türkiye, from which we have received numerous requests and where we are looking for an exclusive distributor," says Rocco Callipari, Export Manager at MyLuna.



### **EXENCE BY REVIVRE** WHERE NATURE **AND TRICHOLOGY FIND HARMONY**

In today's beauty landscape, haircare is no longer just about shine and style-it's about well-being. And no brand embodies this evolution quite like Revivre. With over fifty years of experience in professional trichology, Revivre's Exence Aromatherapy line is a testament to how nature, science, and sensorial pleasure can come together in perfect harmony. Born from a profound passion for essential oils and their transformative properties, Exence is the result of decades of research, craftsmanship, and respect for the natural balance of scalp and hair. Each formula is infused with refined blends of pure essential oils-true treasures extracted in small quantities to preserve their

potency and purity. These oils are more than just fragrant additions; they are active agents that purify, rebalance, soothe, and revitalize the scalp with every application. But the beauty of Exence goes far beyond its aromatic heart. Behind each product lies advanced scientific formulation. Revivre's laboratories have developed a new generation of gentle surfactants and incorporated Italian-patented biofermented plant complexes. These innovations help maintain the microbiota equilibrium of the scalp-an essential factor in long-term hair health. Combined with prebiotics, vitamins, trace elements, and botanical actives, Exence offers a multi-dimensional approach that supports the scalp's natural defenses while enhancing the vitality of the hair. The result is a line that doesn't treat scalp concerns in isolation, but considers the entire ecosystem of hair and skin. Whether it's thinning, flaking, excess sebum, irritation, or a simple need for nourishment, Exence responds with elegance and efficacy.

Its vegan formulations and sensory-rich textures transform everyday routines into luxurious rituals of care. Shampoos become silky infusions, oils become soothing tonics, and even scalp muds offer a spa-like experience-restoring balance not only to the skin, but to the senses. At the core of Exence's philosophy is personalization. The line has been designed to create custom protocols for every type of scalp and hair condition. And yet, despite its scientific rigor, it never loses its human touch. It's a line that speaks not only to professionals seeking performance, but to clients longing for a deeper connection to their beauty ritual. With Exence, Revivre has rewritten the rules of trichology-replacing the clinical with the sensorial, the functional with the holistic. It is a line that does more than care for the scalp; it honors it. And in doing so, it invites us to rediscover haircare not just as a necessity, but as a daily act of self-respect and renewal.

Revivre. Drops of nature, for scalp and hair wellness.







# Drops of nature for scalp and hair wellness

Produced in small quantities, essential oils are a veritable concentration of virtues, encapsulated in the precious **synergies** of **Exence Aromatherapy**.

Expert Revivre formulators had created wise blends of essential oils to give best results in scalp treatments, evoking pleasant sensorial emotions.



# REVIVRE AESTHETIC DIVISION A NEW ERA OF SKINCARE EXCELLENCE



In the world of professional aesthetics, innovation meets elegance through Revivre's Aesthetic Division—a space where scientific precision and timeless beauty converge to create groundbreaking skincare experiences. At the heart of this vision lies Platinum+, an exclusive line developed to commemorate Revivre's 50th anniversary. More than a celebration, Platinum+ is a declaration of commitment: to quality, to progress, and above all, to the skin's natural potential.

### **NATURE MEETS SCIENCE**

Platinum+ bridges the best of both worlds by enriching its formulas with natural treasures like Kahai Oil–a potent source of natural retinol and omega-6 fatty acids. This powerful ingredient helps nourish and regenerate mature skin, reinforcing its resilience and youthfulness. In tune with the skin's ecosystem, the line also features Microbiota Friendly botanical complexes, carefully curated to preserve the balance of the skin's microbiome.

### **ADVANCED FORMULAS FOR MODERN BEAUTY**

Platinum+ represents a new frontier in anti-aging skincare. Each product is the result of meticulous research and cutting-edge technology, incorporating ingredients designed to deliver visible, lasting results. Central to the collection is HYA-7/24, a multi-molecular hyaluronic acid matrix that hydrates the skin across different layers and timeframes—offering instant freshness and long-term elasticity. Another standout feature is the inclusion of biomimetic peptides, such as Palmitoyl Hexapeptide-12 and Tripeptide-29, which mimic the skin's natural signals to stimulate the synthesis of collagen, elastin, and fibronectin. The result? Firmer, smoother, and more radiant skin.

Gentle yet effective, these blends enhance skin vitality while respecting its natural defense mechanisms.

### SENSORY INDULGENCE IN EVERY APPLICATION

Platinum+ is more than a treatment—it's an experience. With silky, multisensory textures that melt into the skin, each product transforms daily routines into rituals of self-care and pleasure.

### THE FUTURE OF SKINCARE, TODAY

From the dual-action Milk Tonic to the deeply rejuvenating Revitalizing Serum

and Cream, and the revolutionary Hyalu Filler microneedling patches made entirely of 100% soluble hyaluronic acid—each formula is a testament to Revivre's dedication to excellence. Revivre's Aesthetic Division doesn't just follow trends—it sets them. With Platinum+, the brand delivers a skincare line that reflects the evolving needs of modern beauty professionals and their clients: scientifically advanced, sensorially rich, and unforgettably effective.

Revivre. The Science of Innovation. For Infinite Beauty.





# THE SCIENCE OF INNOVATION FOR INFINITE BEAUTY





















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



# 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 m<sup>2</sup>, +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.





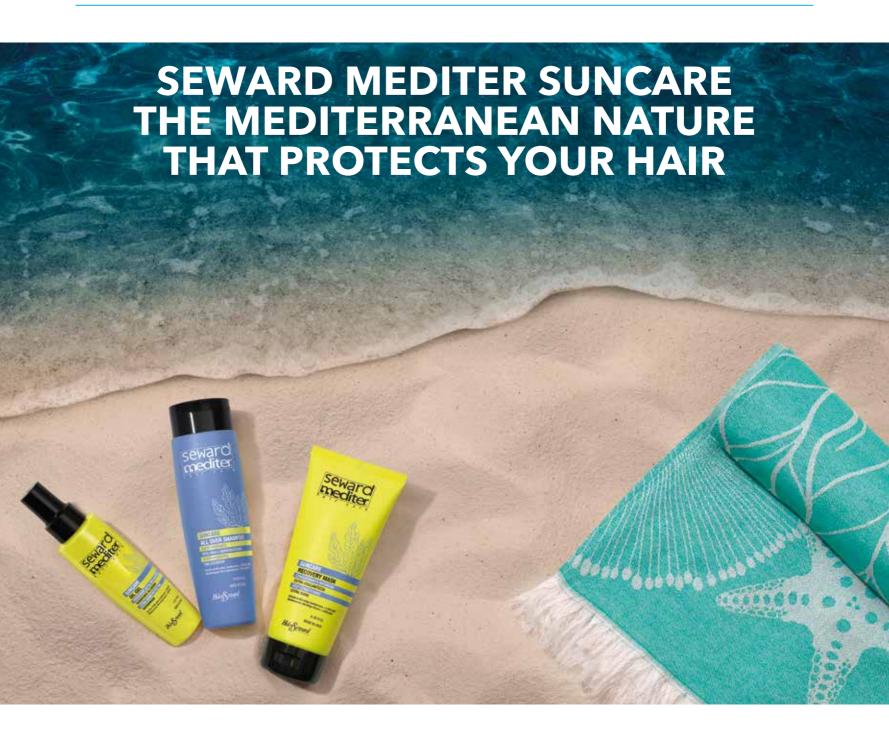












TAKE CARE OF YOUR HAIR THIS SUMMER RESPECTING THE NATURE WITH MEDITER SUNCARE: SUSTAINABLE FORMULATIONS THAT FAVOUR THE USE OF NATURAL INGREDIENTS AND BIODEGRADABLE RAW MATERIALS, RESPECTING THE SEA AND THE MARINE ENVIRONMENT.

Everything you need in one handy kit, ideal for protecting, moisturizing and adding shine to your hair, even after exposure to the sun. A choice of three formulations enriched with valuable functional active ingredients: Mediterranean MicroAlga Extract from Blue Biotechnology for UV protection and shine, TRY-GLICINE for super hydration and LUXPLANT for an illuminating effect.



### **ALL OVER SHAMPOO**

Super hydrating Shower-Shampoo, with mediterranean MicroAlga Extract and TRY-GLICINE. Very gently cleanses eliminating sand, salt and chlorine residue. Its powerful moisturizing action helps to prolong tans and makes the hair soft, light and shiny. SULPHATE-FREE formula. TRY-GLICINE is a natural compound extracted from sugar beet, it provides enhanced hydration, ensures protection and prolongs your tan. It has a fortifying, anti-breakage effect and an anti-frizz smoothing effect while enhancing hair shine.

### **RECOVERY MASK**

Extra-shine deep conditioning hair Mask with mediterranean MicroAlga Extract and LUXPLANT. Restores the hair fibre thanks to its reconstructing action. The detangling and disciplining anti-frizz formula leaves the hair fibre extremely soft and shiny, offering longer-lasting cosmetic colouring. Luxplant is an active ingredient of plant origin. It guarantees a brightening effect and prevents split ends and hair fibre breakage, ensuring hydrated, soft hair.





### OIL GEL

Mediter Suncare features a novelty: Oil Gel. Extra-shine hair protective Oil-Gel with mediterranean MicroAlga Extract and LUXPLANT. Waterproof formulation. Used before and during exposure to the sun, it protects against UV rays, leaving the hair extra shiny, soft, natural and flexible, without weighing it down. The Mediterranean MicroAlga Extract is an ingredient obtained using an environmentally friendly and sustainable BLUE BIOTECHNOLOGY process. The innovative active ingredient protects the hair fibre from damage caused by UV rays and improves the condition of your hair, enhancing shine.



### THE SEA: A IMMENSE AND INVALUABLE RESOURCE TO BE PROTECTED. WITH MEDITER SUNCARE. **OUR "BLUE" COMMITMENT CONTINUES through:**

- THE SUPPORT FOR SEA SHEPHERD AND ITS GHOSTNET CAMPAIGN for the removal of abandoned plastics fishing gear in the Mediterranean Sea.
- THE FORMULATIONS WITH A LOW ENVIRONMENTAL IMPACT and a high percentage of biodegradable ingredients.
- THE INNOVATIVE BLUE BIO-TECHNOLOGY PROCESS thanks to which it has been created functional active ingredients for our formulations, using the resources offered by the oceans in a green and sustainable way: this is where our Mediterranean MicroAlga Extract comes from.



# PARLUX AT COSMOPROF WORLDWIDE BOLOGNA 2025







# Quality, technology and reliability for the three new professional Parlux products officially presented at the show

The presence of Parlux at the 56th edition of Cosmoprof did not disappoint its addicts and new fans, with the event being confirmed as one of the most important trade fairs in the world in the beauty, hair, cosmetics industry and this year it registered an increase in the number of exhibitors and visitors compared to previous editions. Many visitors, mainly professionals who, stopping by the Parlux booths in halls 33 and 35, could directly realize how research and development, innovative technologies and the aim for satisfying all hair stylists' professional needs, are present in all the Parlux models, especially in the brand new, small Elysium® hairdryer as well as in the Setra® and Evolis® irons. As usual for the well-known "made in Italy" brand, these are ultra-performing and safe appliances which are always reliable and energy saving; they will surely be valuable aids for the work of any hair stylist. The new hairdryer is extremely small, lightweight and powerful (2300 watt) and presents a digital technology (choice of 3 speeds and 3 temperatures allowing the selection of 9 combinations). Its on and off button and its memory function

allow you to return to the last setting for fast, immediate use; in addition, it comes with a patented twisting cable (STC Special Twisting Cable) and an Air Ionizer Tech system (negative ion emission) as well as a new sponge filter which is washable and replaceable for quick and easy maintenance. The Cosmoprof 2025 visitors were particularly curious and interested in discovering the offerings of the new Parlux products. In a dedicated corner of the Parlux booth at the Hall 33, visitors could test at first hand the Elysium® hairdryer and above all the Setra® and Evolis® irons, nowadays indispensable tools to create the trendiest hairstyles of the season. These two new models are supplied with the innovative accelerometer, a device acting in the "Low Mode Power Mode" (after 5 minutes of not being used, the temperatured is decreased without turning the tool off, allowing greater energy saving and safety during use) and a special plasma coating with sliding, anti-adhesive and anti-friction properties for surprising results on the client's hair which will be always glossy and silky-smooth. At the Parlux booth at Pavilion 35, the styling group Threedom,

took care of demonstrations and live shows on the practical use of the new tools, which were highly appreciated by the professionals due to their technical features and the real creative possibilities they offer. Besides their construction and advanced technology qualities, they are available in different colourful versions which can offer additional happiness and a breath of fresh air for your place of work and are suitable for any hair salon. The three new 2025 Parlux models reflect the Italian company's philosophy that has always been assuring and warranting reliability, quality tools for any demanding professional or user, both in Italy and abroad.





# THE PARLUX ETHOS® HAIRDRYER DELIGHTS THE 2025 TOP HAIR FAIR VISITORS IN DUESSELDORF

Interesting Parlux attendance at the German trade fair, Top Hair 2025, held on March 29th-30th in the Halls of the Duesseldorf Messe

This exhibition on schedule since 2006. is confirmed to be one of the most important in Europe; this year in fact, more than 25 thousand professionals have been registered together with the presence of about 440 well-known trademarks in the hair, cosmetics, nail industries and exhibitors coming from 24 different countries. The hair fashion shows in the programme, held by the most famous hair designers, as well as the workshops and the trendiest educational courses of present-day hairstyling, attract a large number of professionals. The Parlux Ethos® hair dryers were on display at the Fripac booth, Parlux distributors for Germany and caught the attention of plenty of German and European professionals thanks to their technical features devoted to those who use the hairdryers professionally and all day long. The Parlux Ethos® hairdryer, with

a classical, smart design, presents a latest generation digital motor to enable realiability and superior performances. It is lightweight, has an ideal power (2300 watt), presents sturdiness, ergonomics and optimal balance, a new patented twisting cable (STC Special Twisting Cable) offering complete freedom of movement and a more comfortable, efficient management of the cable during use. Its digital interface with 3 speeds and 3 temperatures allows for the selection of 9 different combinations for fast, personalized and creative drying. In addition, thanks to its memory function,

when switched on again, you can find

the last settings to speed up your work. The well experienced Air Ionizer Tech technology (negative ions emission) eliminates static electricity for soft, silky and glossy hair free from frizz while the HFS "Hair Free system" system (dust and hair catcher) keeps the mechanical parts and the motor clean. There are seven colourful anti-bacterial versions available (Matte White, Fuchsia, Lilac, Galaxy Blue, Copper, Titanium, Black); thanks to the above mentioned technical features the Parlux Ethos® hairdryer gathered, also aroused great interest on this occasion among old and new Parlux users, both in Germany and abroad.













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### **COSMOPROF WORLDWIDE BOLOGNA**

### A successful show for all concerned





For the 56<sup>th</sup> time, Bologna became, for a few days in spring, the world capital of beauty. With Cosmopack and Cosmo Perfumery & Cosmetics held from 20 to 22 March and Cosmo Hair & Nails Beauty Salon f rom 20 to 23 March, the city became the essential meeting point for industry stakeholders. The exclusive Buyer Programme by Cosmoprof, with its networking and matchmaking tools, helped professionals maximize their time at the event.

### RECORD-BREAKING FIGURES

With over 255,000 beauty professionals from 150 countries and 3,128 companies from 65 countries, representing more than 10,000 brands, this year's show has broken all records. The number of visitors increased by 4.5% compared to 2024, with a high number of international attendees of outstanding quality. This was made possible by the buyer recruitment programmes and the

support of the Italian Ministry of
Foreign Affairs and the Trade Agency,
which facilitated the presence of 80
delegations from major global markets.
There was also a 5.8% growth in
exhibition space compared to 2024.
With 29 country pavilions and 78%
of exhibitors from outside Italy,
Cosmoprof reaffirmed its leadership
as a strategic event for industry
stakeholders. The Italian Trade
Agency also played a key role in
bringing 220 operators, buyers and















Key Opinion Leaders from 80 countries to Cosmoprof.

The Italian cosmetic industry has also announced record-breaking numbers: a trade surplus of close to €4.7 million confirms the strategic role of cosmetics in Italian manufacturing and Italian beauty companies are the secondlargest exporter in Europe and the fourth worldwide.

The sector is also important in job creation, with 400,000 professionals working across the entire supply chain.

# SHOWCASING INNOVATION AND NEW TRENDS

The evolving needs and habits of consumers who are increasingly informed, responsible and conscious of how their choices impact their well-being, society and the environment were highlighted at Cosmoprof Worldwide Bologna 2025. The exhibition gave industry professionals from around

the world insights into the evolution of the beauty sector and the most impactful trends, from sustainability to the demand for products that cater to emerging customer clusters, from wellness-focused solutions to the influence of new technologies and AI on product experiences. In addition, a rich programme of educational sessions, training workshops, live demonstrations, shows and special initiatives enriched the experience for attendees.





# COSMOPROF CBE ASEAN BANGKOK 2025

# Highly anticipated return of Southeast Asia's premier beauty trade platform







Cosmoprof CBE ASEAN Bangkok, the preeminent beauty trade exhibition in Southeast Asia covering all the beauty sectors, from the supply chain to finished products, announces it return from June 25-27, 2025, at the Queen Sirikit National Convention Center, Bangkok, Thailand. The 2025 edition is poised to deliver an enhanced and more comprehensive experience for industry professionals. The event is organized through a strategic partnership between Informa Markets Asia Ltd, BolognaFiere Group, and Shanghai Baiwen Exhibition Co Ltd, This alliance ensures an event adhering to international standards of excellence, reinforcing its status as the region's premier beauty trade exhibition. Building upon its established reputation as the region's leading platform, Cosmoprof CBE ASEAN Bangkok 2025 will showcase an expanded array of exhibitors and products from international sources.

This event reaffirms its position as a pivotal destination for stakeholders within the beauty sector across the Southeast Asia region.

# ASEAN BEAUTY MARKET DEMONSTRATES SUBSTANTIAL GROWTH

With over 600 million population the ASEAN beauty market is currently experiencing significant expansion, driven by increasing consumer expenditure and a growing demand for innovative beauty products.

The Southeast Asian beauty and personal care market is projected to generate approximately USD 35.74 billion in 2025, with a compound annual growth rate (CAGR) of 3.49% from 2025 to 2029). In particular, the cosmetics market within Southeast Asia is projected to reach USD 5.45 billion in 2025, with a CAGR of 3.32% during the same

period. Analyzing the data from every specific countries in the Southeast Asia region, Thailand is recognized as a hub to the wider ASEAN market, with the cosmetics industry being a substantial portion of Thailand's economy. Thailand has become a preferred location for manufacturing by global cosmetic brands due to its competitive pricing, advanced infrastructure, and skilled workforce. The country offers high-quality local products that are recognized globally, especially in the natural and organic beauty segments. Further to that, the increasing affluence of Thailand's growing middle class is driving the demand for premium beauty products, both locally and internationally, making the country an essential player in the region. The country is rich in essential oils, herbs, and tropical plants, which form the base of many traditional and modern cosmetic products in the country. In addition, the SPA industry plays a significant role in Thailand's tourism sector, contributing to its status as a leading destination for medical beauty and wellness tourism. Thanks to these elements, Thailand is recognized as a key exporter of cosmetic products, particularly in the Asia-Pacific region, reinforcing its influence in global markets.

### **DRIVING MARKET GROWTH, 2022-2024**

From 2022 to 2024, Cosmoprof CBE ASEAN has seen impressive growth in both exhibition space and exhibitor numbers. The event's space expanded by a remarkable 96% from its inaugural year, followed by another 28% growth in the subsequent year, resulting in an average annual growth rate of 62%. Simultaneously, the number of exhibitors has steadily increased, rising by 65% from the first year and an additional 27% in the third year, reflecting the growing interest in this event.

To register at www.cosmoprofcbeasean.com









# Express Yourself in Every Shade!



# k.man

Your routine Your style naturally Our line of skincare products for face, beard, and hair has been created to bring out the best in you.

Rich in selected active ingredients to hydrate, strengthen, and protect, each formula harnesses the power of kiwi extract, the ideal ally for toned skin and a perfectly groomed beard.

Care, energy, and style: everything you need, in one product line.





## CMPL INDIA: YOUR NEXT EXPORT HUB FOR BEAUTY, COSMETICS, PERSONAL CARE & PACKAGING



AND PRIVATE LABEL SOURCING EVENT

WHY ATTEND?









International Brands

WHO SHOULD JOIN?



Importers



Retail Chains



Discover innovative formulas



Access cost-effective solutions



# GAUDIUM RITUALS.

VEGAN | EFFECTIVE | GENDERLESS

Combining natural ingredients with advanced technology, Gaudium Rituals offers the best of science and nature, for results that are not only visible and long-lasting but engage all the senses. A multi-sensory experience that culminates in the joy of truly feeling good about yourself. Each bottle, each ritual, is designed to offer not just a treatment, but a whole experience. A genuine joy.

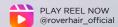
**BECAUSE BEAUTY IS A FORM OF HAPPINESS.** 

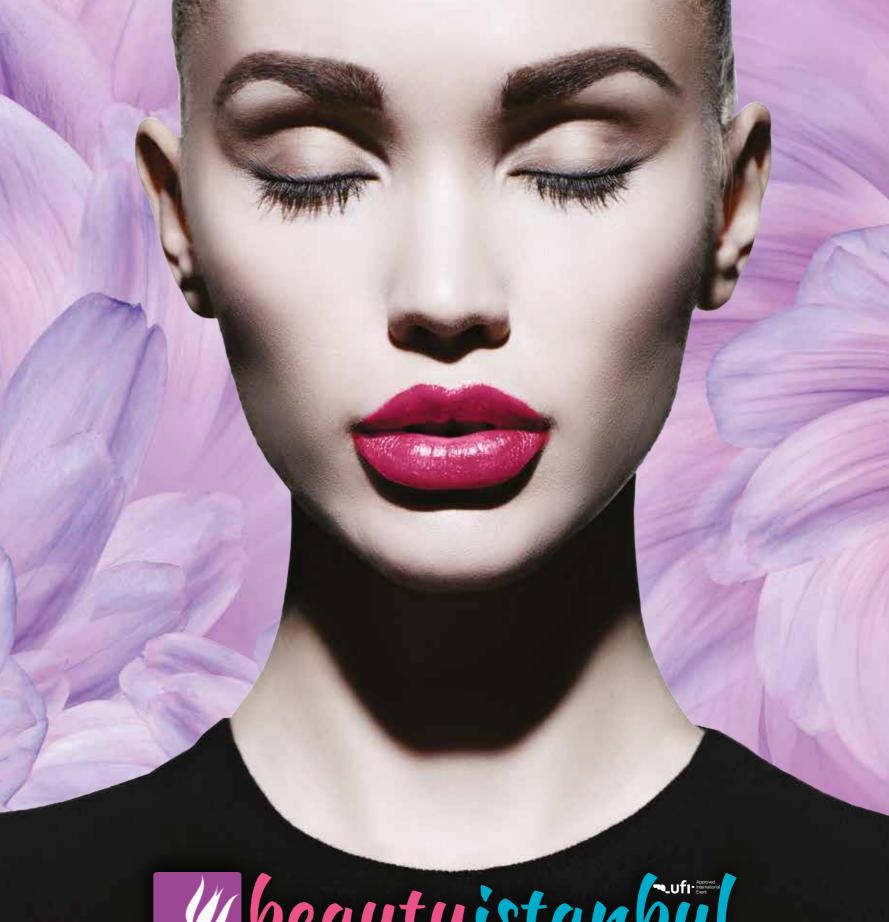




**ORGANIC HAIRCARE** 







# beautyistanbu

7<sup>th</sup> International Exhibition for Cosmetics, Beauty, Hair Cleaning, Private Label, Packaging and Ingredients

IPEKYOLU Lufi.... (C) +90 533 4843030 www.beauty-istanbul.com 7-9 MAY 2026 TUYAP Fair Center Istanbul - Türkiye

1300 Exhibitors from 60 Countries



# WE FULFILL HAIR DREAMS BRINGING YOUR BRAND TO LIFE









# CRAFTING EXCELLENCE FOR YOUR BRAND, EMPOWERING INNOVATION IN EVERY FORMULA

From color to treatments and styling, we develop private label products with the most advanced and sustainable approach for your business.











# THE NEXT BEAUTYISTANBUL EXHIBITION IS TO BE HELD ON 7-9 MAY 2026!



In addition to 600 exhibitors from Türkiye, Country Pavilions include China, Italy, Korea, India, Poland, United Arab Emirates, France, Pakistan, Spain, Malaysia, South Africa, Indonesia, Russia, Iran, Ukraine, Brazil, Palestine, Senegal, Ghana, Colombia and over 700 international exhibitors. BEAUTYISTANBUL is recognized not only as a key event for buyers from the Middle East but also as the most visited cosmetics exhibition by trade professionals from Africa, Eastern Europe, the CIS, and Central Asia. The Hosted Buyer Program further extends its global impact by sponsoring buyers from Latin America and the Far East, making it a truly international event.

Following the 6<sup>th</sup> edition with a new venue and new dates on 8-10 May 2025 at the TUYAP Fair Center in Istanbul, Türkiye, the 7<sup>th</sup> edition of the BEAUTYISTANBUL International Exhibition for Cosmetics, Beauty, Hair, Cleaning, Private Label, Packaging, and Ingredients will take place on 7-9 May 2026. The addition of Hall 11 will further expand the COSMETICS and COSMAKING sections of the exhibition, continuing the event's growth and enhancing the hall categorization structure. Featuring 1,300 manufacturers, brands, and suppliers from 63 countries across 11 halls, BEAUTYISTANBUL ranks among the Top 5 largest cosmetics exhibitions worldwide. In addition, it is the most international cosmetics event, welcoming trade visitors from 167 countries.



#### The updated hall categorization is detailed below:

HALL 1-2a-6-7-8-9-10-11: "COSMETICS" - Personal Care, Skin Care, Make Up, Perfume, Cleaning, Baby Care, OTC Products

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

HALL 4-5-10-11: "COSMAKING" - Ingredients, Packaging, Machinery, Business Services

We look forward to welcoming you to the 7th BEAUTYISTANBUL Exhibition on 7-9 May 2026 at the TUYAP Fair Center in Istanbul, Türkiye.



Huwell Chemicals is the ideal partner for every type of private label hair lightener



## **EXCITEMENT BUILDS AT BEAUTYASIA SINGAPORE 2025**

### When opportunities meets innovations

Everyone was ready to roll right before the exhibition started. With enthusiasm and a positive mindset from exhibitors and visitors all ready to network, BeautyAsia 2025 lead the start of the year with plentiful of business opportunities in the beauty and wellness market. Esteemed exhibitors share exciting bold innovations and improved formulations, while respected visitors attended with the willingness to learn and explore new possibilities. It is as such that the 27th edition of BeautyAsia remain a successful networking stage for international professionals to gather annually at this well-regarded event. BeautyAsia continues to see a rise in international participation year on year. The 2025 exhibition attracted exhibitors from 21 countries with leading pavilions from Japan, Poland, Singapore and Taiwan, as well as notable participants from Australia, China, Germany, Hong Kong, Israel, Italy, Macau,









Malaysia, South Korea, Switzerland, UAE, USA, amongst others. Trade visitors were treated to a plethora of up-to-the-minute trends and soughtafter products. Not only a platform for new business opportunities, at BeautyAsia 2025, exhibitors offered interactive demonstrations that unveil new technological products, shed light on the science behind the innovation and the eventual beneficial effects. It was a case where exhibitors impart knowledge and visitors gaining insightful value which improved their decision-making process. "We are heartened to see the invaluable interaction between the exhibitors and visitors as they network to discover new possibilities in the beauty and wellness industry. This year we see a stronger presence of health products for men and women, natural essential oils and fragrances as part of the exhibition as compared to previous editions. Not forgetting the





customisable beauty care formulations, all of these continue to meet the emphasis on inner beauty as well as physical and mental well-being. 'Successful Event', 'Valuable Interactions', 'New Business Contacts' are some encouraging feedback we are thankful to have received from our esteemed exhibitors. We are appreciative of the continuous gathered support from exhibitors around the world for BeautyAsia Singapore. With a promising outlook for the beauty and wellness industry, we are certainly thrilled to look forward to new cuttingedge developments exhibitors would bring to the product showcase at the 28th edition of BeautyAsia next April 20-22, 2026 at Marina Bay Sands Singapore." said Gillian Loh, Project Manager of Lines Exhibition. BeautyAsia Singapore, the gateway into the Southeast Asian region - a perfect avenue to test bed pioneering products, initiate market penetration and engage in brand strengthening.



# beautyworld MIDDLE EAST

27 – 29 October 2025 Dubai World Trade Centre

# Join us at the region's largest international trade fair for beauty, cosmetics & fragrance.

With 71,000+ visitors from 164 countries, 2,000 exhibitors, a wide range of 11 product sections, and 7 exciting show features, last year was unmissable—2025 will be even bigger.





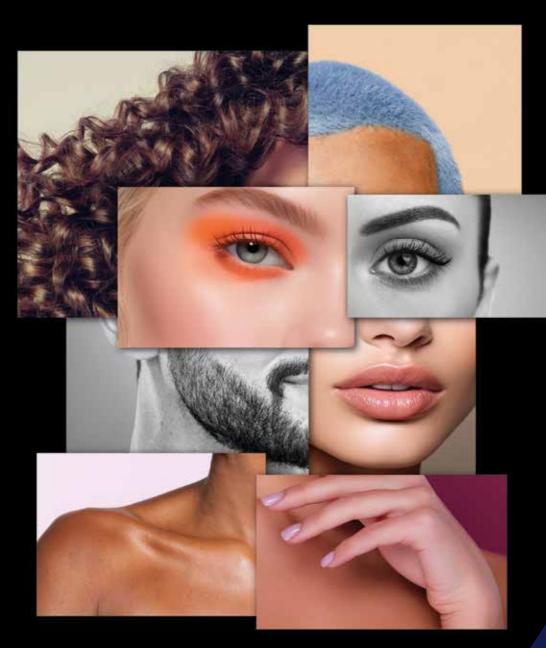
# S A L Ó N International Image and Integral Aesthetics Exhibition

A unique **professional space** where **innovation**, **business** and **trends** come together to redefine the concept of beauty.

Be part of Salon Look 2025



Scan the QR to receive a personalised space proposal



Where beauty becomes business.

17-19 Oct

2025
Recinto Ferial ifema.es





**Sweetness** is the new family dedicated to the beauty routine of delicate and thin hair. With fermented extracts of **Rice** and **Chestnut** from organic farming.



discover more!







## GOINTERNATIONAL

The export services fair





Go International® is the essential annual event for those who want to expand their presence on international markets. A unique opportunity to connect with experts, professionals and companies in the sector. If you are an exhibitor, don't miss the chance to present your services to companies looking for global solutions. If you are a visitor, come and discover innovations and network to grow your business abroad!

### Why exhibit?

By exhibiting at Go International® 2025, your company will have the opportunity to come into direct contact with a highly qualified audience of manufacturing SMEs, ready to discover solutions for their internationalization journey. Participating as an exhibitor will allow you to present your export services to potential partners and expand the visibility of your brand internationally. Located in the heart of Milan, the commercial capital of Italy, Go International® is the ideal meeting point to start new collaborations, make commercial agreements and seize exclusive networking opportunities. Every meeting at Go International® can turn into a new opportunity for growth for your business.

### Why visit it?

Visiting Go International® offers you a unique opportunity to connect with a large international network of potential business partners. Thanks to our Buyer Program and International Matching, you will have the opportunity to meet selected buyers and foreign professionals from different regions of the world. These B2B meetings are designed to optimize your growth opportunities and build solid and lasting relationships. In an increasingly globalized context, Go International® represents the point of reference companies that want to interact with industry specialists and establish contacts with the main international trade institutions. You will be able to participate in informative workshops and access a dedicated platform to facilitate B2B meetings. In addition, you will have the opportunity to receive personalized advice on internationalization and export. to strengthen your business on global markets.

#### **Gallery**









## Who will you find?

CUSTOMS ASSISTANCE

EXPORT CONSULTANCY

CHAMBERS OF COMMERCE

CERTIFICATIONS FOR FOREIGN MARKETS

TRANSPORT, SHIPPING AND LOGISTICS

**BUSINESS ASSOCIATIONS** 

INSURANCE AND EXPORT CREDITS

NEW TECHNOLOGIES FOR EXPORT

PROMOTION FOREIGN MARKETS

E-COMMERCE & MARKETPLACE FOR FOREIGN TRADE

EDUCATION (UNIVERSITIES, INSTITUTES, COMPANIES)

EDITORIAL GROUPS AND ONLINE AND OFFLINE MEDIA

LEGAL/TAX ADVICE FOR INTERNATIONALIZATION

OTHER SERVICES FOR INTERNATIONALIZATION FINANCE FOR INTERNATIONALIZATION

TEM-DTEM

+200 **EXPECTED EXHIBITORS** 

+50 THEMATIC

+3k



GET MORE INFORMATION
ON OUR WEBSITE
go-international.it

## **GROW YOUR BUSINESS WORLDWIDE!**



Go International® 2025 will host a new and exclusive **Buyer Programme**, with the participation of international buyers from different sectors. Companies will from different sectors. Companies will have the opportunity to meet potential business partners and global distributors, through targeted B2B meetings. A unique opportunity to expand their business internationally.

go-international.it/visitatori/

#### **FREE ENTRY**

Scan the QR code or visit the website to download your free entry badge.



Inside Go International® you can find the dedicated sectors:



Latin America Expo is the reference event for developing relationships and business contacts with Latin America. Discover services and opportunities to expand

your business in Latin American market

MORE INFORMATION:



Africa International Expo is the reference event for developing relationships and business contacts with Africa. Discover services and opportunities to expand

your business in the African market

MORE INFORMATION: africainternational expo.com



With the contribution of:



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**CONTACTS:** Tel.+39/3883839995 +39/3287447088 | info@go-international.it | go-international.it

#### **HYDRATION • BRIGHTNESS • POLISHING**

# B.10

### LAMELLAR

- with VITIS VINIFERA VINE SAP of Italian origin
- All packs are made of RECYCLED plastic



## RAYWELL



## **SAVE THE DATE**

September 17 & 18, 2025

Javits Center





## **MAKEUP IN PARIS 2025**

### **Celebrating 15 years of beauty innovation**







participants able to enjoy a private tour of the Louvre, exploring iconic works of art such as the Mona Lisa and Botticelli's Venus and the Three Graces: the African Beauty Corner, showcasing the rich heritage and innovative products of African beauty brands, guided by Omolola Faleye, Founder

include an exclusive Louvre visit, with

of The Makeup Fair Series; PopUp in Lab, for a hands-on session of cosmetic creation with Luisa Oliva and her team, experimenting with natural ingredients and unique formulations and the Secondary Packaging Showcase, to discover cutting-edge packaging solutions that enhance product appeal and sustainability.

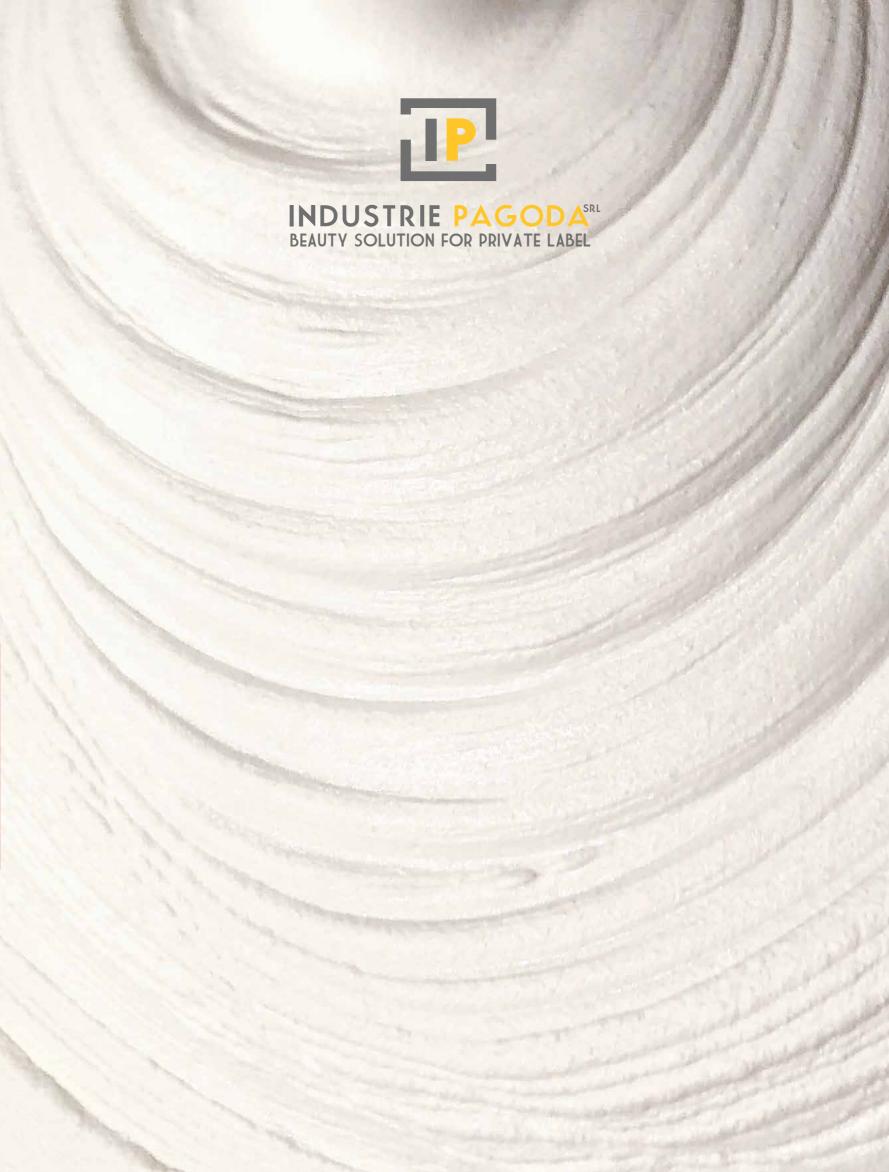
MakeUp in Paris is thrilled to announce its 15<sup>th</sup> anniversary edition, taking place on 18-19 June 2025, at the Carrousel du Louvre in the French capital. This milestone event will honour the evolution of the beauty industry and showcase the latest trends, innovations and key players shaping the future of cosmetics. The highlights of the event will

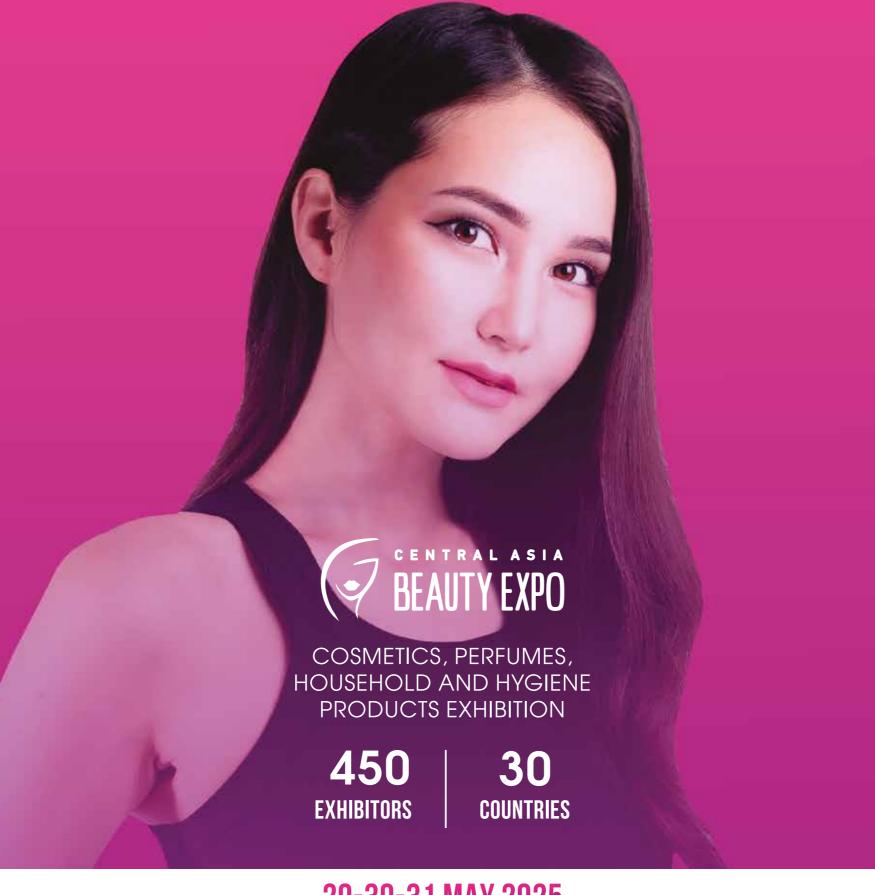
#### THE CONFERENCE PROGRAMME AND INNOVATION AWARDS

The two days of the event have a full calendar of talks, ranging from the Rise of Men's Skincare and Grooming, How AI is Empowering the Beauty Market, the Vibrant British Beauty Market and The Valuer of Beauty on the first day, 18 June, while on the second day, 19 June, topics will include Trending Asian Ingredients, Holistic Haircare Treatments, The Rise of African Beauty Brands, Fashion & Makeup Synergy and Beauty in 2040. The Innovation Awards comprise the IT Awards, which recognize the best innovations in accessories, formulation, full service and packaging; the Ocean Beauty Award, celebrating marine-resource-based innovations that preserve ocean ecosystems and Beauty Tank, a platform for emerging brands to pitch their unique concepts in makeup and skincare.









29-30-31 MAY 2025

ALMATY, KAZAKHSTAN

www.cabeauty.kz





### INDUSTRIE PAGODA<sup>SRL</sup>

BEAUTY SOLUTION FOR PRIVATE LABEL

Made in Italy

# BLEACHING POWDER&CREAM

MANUFACTURING AND FILLING HAIR CARE PRODUCTS
PRIVATE LABEL ONLY



EXHIBITIONS 2025 VISIT US AT:

#### **BEAUTY ISTANBUL**

08-10 may - Booth 3E 540

#### CENTRAL ASIA BEAUTY EXPO

29-31 may - Booth A9 - Almaty

#### **COSMOPROFLAS VEGAS**

15-17 july





www.industriepagoda.it

### **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.

KERATIN PROTEIN

PERLÉ

REGENERATING

**WITH KERATIN** 

PERLÉ DEEP REGENERATION





ARGAN TREATMENT

DORÉ

**NOURISHING** 

WITH ARGAN OIL

DORÉ
MAXIMUM
NUTRITION
AND HYDRATION



# **LONDON**EXCEL LONDON 11-13 OCTOBER 2025



# YOU DON'T WANT



## **#SALON25**

MARK YOUR CALENDAR FOR THIS OCTOBER AND BE PART OF THE MUST ATTEND EVENT FOR THE HAIRDRESSING INDUSTRY. CONNECT, COLLABORATE AND CREATE LASTING INDUSTRY RELATIONSHIPS THAT WILL SHAPE YOUR SUCCESS IN 2025 AND BEYOND.



# TO MISS THIS!

HJI.CO.UK/SALON-INTERNATIONAL









### **VERTIGO SRL**

# A reliable partner for made-to-measure solutions

#### THE HISTORY OF THE COMPANY

Vertigo Srl was founded in the early 2000s in Somaglia by Pietro Solari. The origins date back to 1985 when Giuseppe Solari, his father started the business of Erbochimica. It is a family story and a common thread that has always characterized this history: the private label. The company has always worked alongside other firms in their growth producing private label professional haircare and skincare products. Over the course of the years, the private label has become an increasingly significant part and in constant growth of Vertigo.



#### A RELIABLE PARTNER

Private label represents an important part for Vertigo, even though the business of the company is oriented for more than 70% to the production and distribution of its Italian brands in Italy and abroad, Private Label remains an important stimulus for formulation research and technological innovation. For companies in the cosmetics sector, Vertigo represents a reliable partner for bulk manufacturing and full service lines for haircare and skincare.



#### **PRODUCT RANGES**

Thanks to the know-how that comes from over forty years of business and its extensive formula portfolio, Vertigo can offer its clients a rich assortment of products tested and approved by its clients. The proposal to the client is made in close collaboration with the marketing department, to help it in the development of haircare and skincare systems which are best adapted to the market launches. The client can then select Premium formulas - with the highest performances and enriched with the most valuable ingredients - or Smart formulas - which are dynamic and versatile - for the care of the lengths and of the scalp for the styling products. A wide range of active and functional ingredients and fragrances available and tested allows ample customization of the formulas, guaranteeing exclusivity on the market.





## RESEARCH AND DEVELOPMENT LABORATORY

The quality of the formulations represents one of the strengths of Vertigo. The Research and Development Laboratory can help the client in the phases of development of the private label lines, from finalizing the desired formulas to creating samples before production.

#### **PRODUCTION**

A modern production department with extensive use of automated technologies allows the preparation of bulk products from 250 kg to 1000 kg in liquids and emulsions.

#### Care of scalp and lengths

Shampoos, Treatments, Pre shampoo, Post shampoo, Toning for blondes, Serums and Lotions.

#### Styling

 $Fixing gels, Waxes \ and \ pastes, Anti-frizz \ products, Products \ for \ straight \ hair, Products \ for \ curly \ hair.$ 

#### **Skincare**

Face and body creams and milks, Body washes, Face and body lotions and serums.

The filling department has automatic and semi-automatic lines for production lots from 1000 to 5000 pcs.

#### **QUALITY CONTROL**

Our Quality Control laboratory checks the conformity of the raw materials, the packaging and the finished products, to guarantee high standards for every production. Microbiological tests are carried out on bulk and finished products to guarantee quality and safety. Our formulas are completed with Challenge Tests that check the efficacy of the preservatives, simulating the conditions of use to ensure product safety over time.



#### Vertigo s.r.l.

Via Autostrada del Sole 6/B, 26867 - Somaglia (LO) - Italy T. +39.0377.57613 - F. +39.0377.447210

#### **REGULATORY**

To guarantee the conformity with the European cosmetic legislation (EC Regulation no EC. 1223/2009) and with that of the United Kingdom (UKCR 2013), our team carried out daily:

- ➤ Revision of the formulas to verify the conformity with the legislation.
- ➤ Revision of the labels and of the marketing claim to quarantee precision and truthfulness of the product.
- ➤ Preparation of the PIF (Product Information File) and of the Cosmetic Product Safety Report: management of the compulsory notification for cosmetic products.

#### **GRAPHIC DESIGN**

The Private Label service by Vertigo goes beyond production: our team of experts is ready to help you in every phase of the process to realization.

- ➤ Graphic Ideas: we help develop attractive graphics for your products, making them unique and recognizable.
- ➤ Choice of the Packaging: we assist you in the choice of the ideal packaging, combining aesthetics and functionality to increase the value of your products.

In Vertigo, attention is shown to every detail to guarantee that your products not only meet the standards of quality but also the hearts of the consumers.

**MADE IN ITALY WITH LOVE** 

### VITALFARCO HAIR COSMETICS



With over 50 years of experience in the hair care sector, Vitalfarco Hair Cosmetics ranks among the Italian leaders in the production of hair bleaches and dyes, exporting all over the world its know-how in the formulation of cutting-edge treatments for hairstyling professionals

Developed on an area of approximately 20.000 square meters, with headquarters on the outskirts of Milan, the company currently boasts an internal laboratory for R&D activities, three production sites with an annual capacity of 40 million pieces, two warehouses for the storage of raw materials and finished product and two academies for professional training activities. At Vitalfarco, the entire business is based on a clear and simple mission: to guarantee professional hairdressers products that exceed expectations, further qualifying their professionalism and talent in the eyes of customers. For this reason, the whole production cycle is monitored at all stages of product processing, from the selection of ingredients to the final packaging. Cutting-edge technology and artisan expertise









come together, allowing us to achieve the highest quality standards, as certified by the UNI EN ISO 22716:2008 standard. Our chemical laboratory, in collaboration with university departments, constantly deals with research and development as well as product quality control. Dozens of tests are performed daily in the internal technical room, while training courses are held regularly within our academy for the correct use of the products. With more than 50 countries served and a global distribution network, the company can count on a solid and innovative structure, able to guarantee a service of absolute excellence both for its own brands and for private label, flagship of the business.

#### **PRIVATE LABEL**

We provide our customers with all our know-how in the development of innovative formulas and in the creation of customized product lines.

We can offer customers every type of service in production for third parties (bulkor private label full service):

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



#### **SUSTAINABILITY**

Always attentive to sustainable development, in recent years Vitalfarco decided to face a new challenge: to minimize the environmental impact of its business as much as possible. In addition to an advanced wastewater purification system and technologies for halving water consumption necessary for the activity, Vitalfarco installed a photovoltaic system which produces about the half of the energy needed. Part of this energy is also sold to the network and used to meet the energy needs of the headquarters neighborhood.

As a further confirmation of the commitment in a more sustainable business model, Vitalfarco invest in the use of complete ecofriendly packaging, reducing packing materials and adopting FSC certificated cardboardpost-consumer recycled plastic (PCR) and Green PE, the special bioplastic that allows to capture  $CO_2$  from the atmosphere instead of introducing it. Vitalfarco actively supports Ogyre's international Fishing for Litter operations, contributing to the protection of the oceans.



#### **SPECIAL FEATURES**

More than 50 years of experience Tailor-made service (bulkor full service) Internal laboratory for R&D activities with state-of-the-art instrumentation and daily quality control tests. A wide range of hair bleaches and hair dyes. More than 200 shades of oxidation dyes, formulated with

ammonia as well as ammonia free, with permanent or demi permanent effect, creamy or oily based.

Vegan and cruelty-free formulations (PETA approved), 40% of ingredients from natural origin and dermatologically tested products.

360° customer support (quality control and regulation, graphic design and merchandising etc..)

#### **PRODUCTION EXTENT**

Vitalfarco offers a very complete range of products:

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

All products are formulated and developed in our Research & Development laboratory and manufactured and packed in our production site.

Tailor-made formulas can be developed for all products, adding extracts and active ingredients depending on customers' specific needs.

Several packaging options can be offered to private label customers, customized with color printed graphics. Finally, the company provides support and assistance in training before and after sales to ensure that products are safe and effective.

#### PRODUCTION CAPACITY

HAIR DYES: 24 million tubes per year

HAIR BLEACHING: 900 tons per year

3 production site on an area of about 7000 square meters

90,000 units per production shift

Manufacturing and filling process with a completely closed circuit

HD cameras for on-screen control of the product



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

an exceptional consultant and advisor.

# MASTERING THE SAUDI ARABIAN MARKET



Within the GCC (Gulf Cooperation Council), the Kingdom of Saudi Arabia stands out as the fastest growing beauty market. Rapid urbanization, increasing disposable incomes, a younger tech-savvy population eager to explore new products and services, are reshaping the country's beauty landscape. The Kingdom has always been known for its considerable interest in beauty, and it is this historic engagement in combination with social and cultural changes that are fuelling the rapid growth the Personal Care & Beauty industry. The result is a highly dynamic market that is exciting, complex and unique. Navigating this market requires a clearly defined strategy, well-planned collaboration with the right partners and maintaining a strong brand presence. This effort is worth it as the market is demonstrating exceptional potential. Recent Statista data values the Personal & Beauty Care market revenue at \$6.22bn, the largest segment is Personal Care at US\$2.78bn and the overall market is expected to grow 3.43% (CAGR 2025 - 2030). The Cosmetics segment revenue amounts to US\$899.81m and has a higher expected growth rate at 4.17%. A significant point is that online sales contribute to 45.5% of the total revenue for Personal & Beauty Care, which highlights the importance of brands and retailers digital channels. In terms of trends there is a surge in demand for halal certified products.

#### **DRIVERS OF GROWTH**

Understanding what is driving the exponential growth of Saudi beauty is key to mastering this emerging market. A convergence of internal and external factors is redefining the marketplace, its impact is creating new opportunities for brands, driving development in the industry and influencing purchasing behaviours.

These include:

- 1. Economic diversification the strategic framework of Vision 2030 has created a greater focus on the beauty and wellness sectors, promoted entrepreneurship and provided a favourable environment for local beauty brands and those looking to enter the market.
- 2. High-spend market Saudi consumers have a strong preference for luxury beauty products, particularly in make-up, skincare and fragrances. This higher spending is reflective of the shifting cultural norms and an increased receptivity to global beauty influences.
- 3. Generational influx the influence of the dominant younger population (over 63% are under the age of 30), their purchasing behaviour is shaped by global trends, social media and e-commerce, and can be seen through a more diversified approach to daily regimes.
- 4. Increase in opportunities both home-grown and international brands are benefitting from the increase in events such as Beautyworld Saudi Arabia, the greater diversity of retail and the evolving channels to the consumer.
- 5. Cultural shift the change in societal norms have led to an evolution of beauty standards that is reflected by a rising popularity in make-up and skincare regimens.
- 6. E-commerce revolution the digital transformation continues to make beauty more accessible and has been instrumental in introducing a greater variety of available products. This in combination with competitive pricing and a focus on personalised shopping experiences have been the main drivers behind the industry's growth. Scaling one-to-one relationships and authentic connections with the customer is key to success in the region.
- 7. Social Media with Saudi Arabia's high internet and social media penetration, it is easy to see how this channel is at the forefront of communication channels in the market. Instagram, Snapchat, Facebook and TikTok are popular while there is also a high YouTube watch time per capita. By creating easy access to trends and new products, providing inspiration and education as well as enhancing brand visibility, social media is vital asset for any beauty brand in the region.
- 8. Clean Beauty the trend for natural and organic products is linked to health and wellbeing, environmental concerns and a strong preference to avoid harmful ingredients. With local brands this is reflected by the uplift in appreciation of natural indigenous plants as hero ingredients.

A further consideration is the regional dynamics. Riyadh, the capital city, is a significant market for beauty and personal care, the large urban population are focusing more on personal grooming and appearance. The more commercial and cosmopolitan city of Jeddah has a vibrant fashion and

beauty scene with a diverse consumer base. With its growing population Dammam presents an increasing opportunity for brands. Other regions are also contributing to the profile of the country's beauty landscape.

#### **WOMEN LEADING THE WAY**

The rise of the female beauty entrepreneur is a noteworthy characteristic in Saudi Arabia and the MENA region. In many ways how their beauty industry is evolving is becoming a narrative of the overall social and cultural shifts taking place.





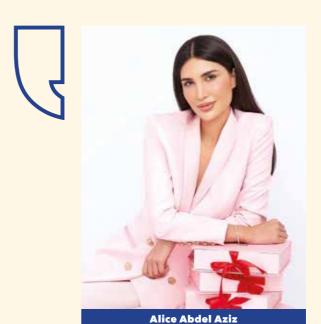




One of the most successful local beauty founders is Muzon Ashgar, Founder & CEO of MZN Bodycare, which when it launched in 2015 was the first Saudi handmade skin care brand. Led by Muzon Ashgar, the brand is the story of women supporting women, from vision to creation MZN Bodycare is a women-only operation. As Muzon explains, "Supporting and empowering

women has always been at the heart of MZN Bodycare. When

I first started, I knew I wanted to build more than just a skincare brand - I wanted to create a space where Saudi women could grow, learn and succeed. Today, we are proud to prioritize hiring and training women, giving them opportunities in manufacturing, marketing, and business development. Seeing them flourish in their careers and knowing that MZN Bodycare plays a role in their journey is one of the most rewarding aspects of this business." Over the last decade the brand's impressive growth stems from three core elements of authenticity, quality and community engagement. Muzon's focus on creating products that resonate with local consumers, addressing their specific skincare needs with natural ingredients and maintaining strict quality standards clearly showcases the importance of these values in the Saudi market. Her connection to the consumer goes deeper as her products tell the story of the region's heritage with modernity. "Using natural and locally sourced ingredients isn't just a business decision: it's a way to honor memories of my childhood and bring them to life through skincare. Ingredients like date seed oil, Moringa Peregina oil, pomegranate extract and frankincense hold deep cultural significance and offer incredible skincare benefits. I see MZN Bodycare as an opportunity to provide cruelty-free, sustainable, and locally inspired formulations that not only nourish the skin but also tell a story of heritage and authenticity."





Entrepreneur, Digital Influencer, Media Personality and Founder of Take Me To Wonder Alice Abdel Aziz is one of the new beauty trailblazers looking to enter the Saudi Arabia market. As she explains "I first started my career in reality TV, my show was on a Saudi broadcasting channel so my first supporters and my core community is actually based in this country, that's why it has such a special place in my heart so once the brand is present here it will be a full circle moment for me." Since launching, Take Me To Wonder has become a phenomenal success with impressive results that demonstrate how Alice's vision "to create products



The brand's presence in major pharmacies, premium retail locations, boutique stores and high-end spas across Saudi Arabia and the UAE is combined with their very genuine customer connections. Social media particularly Instagram and TikTok is playing an important role in the customer journey, making education and engagement more interactive but this also highlights the importance of transparency, influencer recommendations and reviews.









that make you feel good, both physically and emotionally, and bringing that sense of excitement and curiosity back to the beauty experience" has resonated with her consumer and built an influential community. Her mastery of staying ahead of the curve by being innovative with her products, packaging and communication is combined with a strong focus on consumer behaviour, trends and market shifts, and has created an unmistakable dynamism in her brand. Sustainability and ethical production are also at the top of Take Me To Wonder's priority list as Alice explains, "For me, it's all about creating products that not only make you feel amazing but also align with a greater responsibility to the planet and its people... it's a way to help our customers feel good about their choices, knowing that beauty and responsibility can go hand in hand."







The prioritisation of ethical beauty is at the heart of Powder, MENA's first e-commerce platform for conscious, sustainable and purpose-driven beauty that operates in Saudi Arabia, UAE, Qatar, Kuwait, Bahrain and Oman. Brainchild of Ayat Toufeeg who co-founded www.powderbeauty.com with high-profile Saudi entrepreneur Mariam Mossalli and communications consultant Amina Grimen, Powder has redefined the beauty retail landscape and has set a new standard and style in product curation. As Ayat explains, "we're building the home of beauty; an ecommerce platform that's a source of education and discovery for the best products on earth - products that help us be the best version of ourselves." Their portfolio of beauty brands is exceptional, the classic and the exclusive alongside "gateway brands" all of which have been carefully selected with their audience in mind and to enhance discoverability. "We see our role as facilitators, and it is our mission to help brands whose values align with ours, grow. We work with so many purpose-driven brands, many

of whom are female-founded, who champion values such as inclusivity as part of their DNA." states Ayat Toufeeq. This forward-looking approach is combined with creating a high-touch service focus that results in Ayat and her co-founders regularly speaking with their customers to hear directly what they want, which brands interest them and the best ways to communicate with them. Customer satisfaction and repeat purchasing is a defining benchmark of success for Powder Beauty.



#### THE INFLUENCE OF VISION 2030

Currently valued at \$19.8 billion the Kingdom of Saudi Arabia's wellness economy is one of the fastest growing markets in the Middle East and North Africa Region (MENA). This growth is driven by strategic investments outlined in the Kingdom's Vision 2030 which emphasises enhancing Saudi's health and wellbeing whilst also supporting industry diversification. As Muzon Ashgar, MZN Bodycare explains, "Vision 2030 has been instrumental in our growth by fostering an environment that supports local businesses, particularly women-led enterprises. The initiative has made it easier for us to scale operations, access funding, and navigate regulatory requirements. With the focus on diversifying the economy and promoting Saudi-made products, we've benefited from increased visibility and expanded opportunities to partner with major retailers, luxury hotels and spas." This focus on wellness is creating significant opportunities for home-grown and international brands in the wellness tourism sector, which according to the Global Wellness Instituted experienced an average annual growth rate of 66% (2020 - 2022). In 2023 Saudi Arabia achieved the historic milestone of welcoming over 100 million tourists, hitting its target seven years early.

#### **ENTERING THE MARKET**

More and more international brands are now looking to enter the Saudi beauty market. Muzon Ashgar, MZN Bodycare, advises the importance of having a deep understanding of local culture, consumer behaviour, and regulatory requirements as well as prioritising quality, ingredient transparency, and compliance with SFDA regulations. She also highlights how strategic partnerships with established retailers and pharmacies can accelerate market entry. "Localization is key - whether in marketing, packaging, or formulation - to ensure products align with the preferences and needs of Saudi consumers. Finally, leveraging digital platforms and influencer marketing can significantly boost brand awareness and consumer trust."







One international company who has just launched 22 major Korean brands in Saudi Arabia is Ryan Beauty. Founder Ryan Ha initially targeted the UAE in 2019, and through in depth research he identified the potential of the KSA market even though Korean cosmetics were not highly popular at that time. For four years he reached out to the leading chain Al Nahdi Pharmacy and in 2024 the breakthrough came with Ryan Beauty's participation in Beautyworld Riyadh. This unwavering dedication has led them to become the only Korean company directly supplying Al Nahdi Pharmacy, who are now one of the biggest chains in GCC with 1,153 stores. Ryan Ha's recommendation to international brands "involves prioritizing global branding alongside local social media marketing in KSA. Throughout my ten years of experience in this field, I've observed numerous brands achieve success through this process." For Ryan Beauty and his brands including TIRTIR, Etude, Espoir, Atopalm and Isntree, his chosen channels are "definitely pharmacy chains which hold over 80% of the market share, and without a doubt, the ideal partner is Al Nahdi Pharmacy, which commands 65% of the market share in the skincare sector."







Another thriving category attracting international interest is Saudi Arabia's fragrance sector. A notable name looking at the opportunity is The Fragrance Shop, one of the largest and most successful names in the industry and also the recipient of the Guinness Book of Records for their remarkable "Wall of Fragrances" in 2024. Their renowned CEO Sanjay Vadera MBE, has revolutionised The Fragrance Shop since he took ownership in 2008, making it into the UK's largest independent fragrance retailer with 215 stores and a thriving online presence. He is now focusing on the Middle East and specifically Saudi Arabia. Inspired by the transformative Vision 2030, Sanjay Vadera's concept for The Fragrance Shop is to blend global excellence with local resonance. As he explains "Our aim is to bring the magic of The Fragrance Shop in a way that is aligned with local preferences – from store design and service style to product assortment and marketing. It's about bringing something fresh, but doing so with humility and cultural understanding". As he highlights "what sets us apart is the way we bring it all together - through immersive experiences, expert service, and a genuine love for the craft of perfumery." Taking a collaborative approach is his primary route, with a focus on strong local partners who share their values and vision. This local foundation will be combined with the industry leading innovation and customer-centricity that The Fragrance Shop is well-known for. "The Fragrance Shop is a growth-oriented, entrepreneurial business, and we strongly align with the goals of Vision 2030 especially the Kingdom's commitment to economic diversification, retail innovation, and cultural enrichment. We aim to create jobs, empower local talent, and serve both local consumers and the growing number of international visitors coming to the Kingdom."

The opportunities within Saudi Arabia for beauty brands are exciting and extensive. To master the market's fast-paced evolution think innovation, differentiation and localization.



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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.

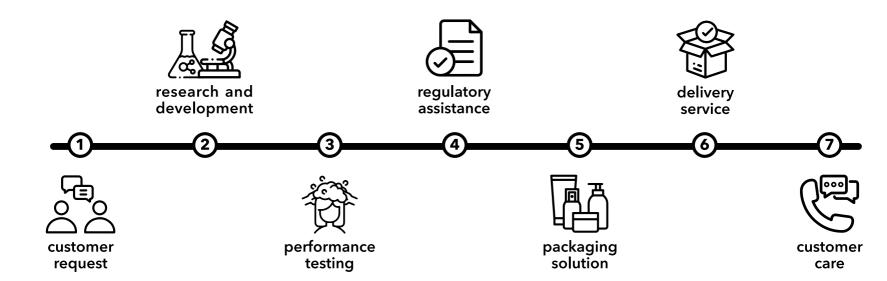
Moreover, Cosm.o recently added a new and advanced range of products designed to meet the daily needs of face and body skin.

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.





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## **BEAUTY EXPO 2025 TAIPEI**

#### Four days of successful business interactions





Following four days of business interactions, Beauty Expo 2025 concluded successfully on 30 March at Taipei World Trade Center. The fair's largest-ever edition featured 230 exhibitors from China, Japan, Korea, Thailand, Taiwan and beyond - a 91% increase compared to the previous year - who engaged with over 16,720 visitors from 22 countries and regions. This was also the most international edition to date, bolstered by a new partnership that connects the Taiwanese market with key overseas industry players, fostering global networking opportunities and enriching the exchange of beauty trends and innovations. Visitors were exposed to a comprehensive showcase spanning a broad spectrum of beauty sub-sectors, complemented by an inspiring fringe programme that explored emerging trends within the industry.

Speaking on the last day of the fair, Ms Regina Tsai, General Manager of Messe Frankfurt (HK) Ltd, Taiwan Branch, said: "We are proud that Messe Frankfurt has been able to come in and help take Beauty Expo to new heights in 2025 by introducing its B2B focus and international appeal. The expanded fair has solidified its position as the premier business platform and an economic driver for Taiwan's beauty industry, with numerous exhibitors, buyers, and fringe speakers providing positive testimonials.

As beauty enthusiasts and professionals alike seek to elevate their offerings through innovation, this fair plays a vital role in shaping the future of beauty, fostering collaboration and inspiring new heights of creativity."



## A COMPLETE ECO-SYSTEM FOR BEAUTY INDUSTRY PLAYERS

From cutting-edge skincare formulations to pioneering beauty equipment, the fair emphasised the need for continuous exploration and adaptation. Themed "Beauty by Innovation", Beauty Expo 2025 successfully brought together industry leaders, brands, and beauty enthusiasts, showcasing an expansive range of products and services for salons, hotels, spas and retail businesses. Prominent brand buyers included Daiso, Kissme, Rohto, CosMed, Watsons, and Shiseido. Across 11,142 sqm of exhibition space, visitors explored a diverse range of products and experiences, including skincare,

cosmetics, personal care, spa and salon equipment, and wellness products. The fair's popular product zones - Skincare, Makeup & Fragrance, Nail, Eyelash & Permanent Makeup, Hair Products & Salon, and OEM / ODM - highlighted the industry's latest breakthroughs, inspiring beauty businesses to stay ahead of the curve. Emphasising the show's international scope and the growing industry in Asia, the fair featured three pavilions that highlighted the strengths of each country: China Pavilion, Japan Pavilion, and Korea Pavilion. Particularly notable was Lien Co from Japan, which utilises innovative ingredients such as enzyme to support the wellness of customers.



Meanwhile, A-Bio from Korea presented its cutting-edge biotechnology along with a variety of products designed to enhance health and wellness.

Additionally, many companies highlighted their exosome-based offerings, an emerging trend in the industry. Many Taiwanese innovations also stood out, with advancements such as

biotechnology breakthroughs presented by Chorus, natural ingredient innovations by Goosepear, and cutting-edge teeth whitening technology from Snow Shine Beauty, among many others. The fringe programme, meanwhile, allowed for a rich exchange of ideas, positioning attendees at the forefront of the latest knowledge, technologies, and trends in the beauty sector, both in Taiwan and globally. A notable highlight was the APAC Beauty Industry Trend Forum, which gathered beauty professionals from Japan, Korea, and beyond to conduct expert discussions. Among other key events, awards presentations for makeup and hair artistry, and a manicure competition also fostered creativity onsite.

"This is our first overseas fair, and we chose Taiwan for its familiarity as a market. We are presenting our high-quality enzyme products and supplements that emphasise natural ingredients. Taiwanese customers have shown a strong appreciation for Japanese products. We've connected with potential partners, including pharmacies and department stores. Interestingly, while Japanese consumers seek moisturising solutions, visitors here are looking for diverse skincare options and nutritional supplements. Each day has brought a different mix of visitors, making this fair an enriching experience." Mr Subaru Toki, Director, Lien Co, Japan

#### **EXHIBITORS' EXPERIENCES**

"The fair's focus has shifted this edition from a B2C to a B2B model, attracting more international participation from major companies in Japan, Korea, China, Malaysia, and Thailand. This increased emphasis is a positive change and indicates greater success than in previous years. Hosting the fair is important because it offers a platform for stakeholders to exchange ideas and stay informed with global industry standards, thereby elevating the quality of cosmetics and beauty care products in Taiwan." Mr Benson Hsieh, Chairman of Board for Taipei Cosmetics Industry Association, CEO of Healtdeva Manor, Taiwan

#### **VISITORS' FEEDBACK**

"We are a brand and manufacturer of false eyelashes and eye makeup products, participating in this fair for the first time to explore the Taiwanese market and find potential business partners. The event surpassed our expectations in size and attendance, highlighting significant market potential. Although the false eyelash market is well-established in Korea, with over 88% usage among women, it's less popular in Taiwan. We hope to discover innovative products and this fair has provided a valuable platform to engage with a wide range of international exhibitors." Mr Jerry Yu, Division Director, Normmund Inc, Korea

THBA 養英沙龍俱樂部 素人改造大 "I work in the nail industry and attended the show to acquire nail and keratin products while exploring new market trends. The large number of exhibitors requires more time to visit, but I find it an excellent one-stop purchasing platform for my needs. Taiwan's nail industry remains popular despite fierce competition, and I believe it will continue to develop with ongoing innovations. Compared to past editions, this year's setup is more organised, particularly with the dedicated country pavilions, enhancing the international feel. I've enjoyed communicating with manufacturers to learn more about their products."

Ms Huang Jialing, Manicurist, Ruiyan Beauty Salon, Taiwan

#### FRINGE SPEAKERS' INSIGHTS

"The APAC Beauty Industry Trends Forum allowed us to share our beauty data solutions to a broader audience, since our clientele has primarily been in Japan and the US. Seminars like this are valuable for the industry, helping exhibitors stay updated on the latest trends in Asia's rapidly evolving beauty market, driven by K-beauty, J-beauty, and social media's influence. Overall, this fair is well-organised, and I would definitely recommend it to friends and colleagues as a fantastic opportunity to reconnect with clients and meet new ones." Ms Lucie Shin, Chief Industry Analyst, Trendier.ai, Korea

"This forum is vital for connecting Taiwan's industry players with international trends. By learning from successful experts abroad, we can strengthen links between local companies and consumers, driving greater success for their high-quality products. This approach helps us align with global trends and improves decision-making in import and export. Currently, Taiwanese startups face the challenge of educating the market about the benefits of their products. Forums provide opportunities for meaningful interaction and collaboration, as personal connections foster a more impactful engagement than impersonal communication through online channels." Mr Tsai Feng-Chou, Chairman, Taiwan Aesthetic Medicine and Industry Organization, Taiwan

For more information about Beauty Expo in Taipei, please visit: www.beautyexpotaipei.com

# InterCHARM Korea will be held at COEX, Seoul from 2-4 July

- Simultaneously held with 'in-cosmetics Korea', The First Global Total B2B Professional Beauty Show in Korea will be launched under the slogan '360 Degree Beauty Journey: from Personal Care Ingredients to Products'.
- Supporting the Entry of K-Beauty into the Global Market by Simultaneously Hosting a Consultation Meeting with over 200 Overseas Buyers.
- Providing International Business Networking Opportunities through Hosting Global Market Trend and Business Seminars.



The Global Total Cosmetics & Beauty Show '2025 InterCHARM Korea' is set to take place at COEX, Seoul for three days from July 2 to July 4. This marks the 23rd edition of the event, co-hosted by Seoul Messe Co., Ltd. and Reed K Exhibitions Ltd., and annually certified by the Ministry of Trade, Industry, and Energy as a global beauty industry trade exhibition. Over the years, it has earned accolades as a must-visit global event, with more than 3,000 international buyers from 50 countries attending annually, cementing its status as the exhibition where global buyers converge. The recently held exhibition, which is the largest in the country, featured participation from 461 domestic and international companies with 604 booths. It attracted over 3,000 overseas buyers from 25 countries, providing various business opportunities and programs, establishing itself as a prominent global B2B event. Starting

from 2024, InterCHARM Korea has been held simultaneously with the global personal care ingredients exhibition 'in-cosmetics Korea', creating a global total B2B professional beauty show where attendees can see everything from cosmetic ingredients to finished products in one place. As a result, there was a 47% increase in participating companies and a 61% increase in visiting buyers. The simultaneous hosting will continue in 2025, and visitors can attend both exhibitions without an entrance fee with pre-registration. (On-site registration costs 20,000 KRW) Detailed information and pre-registration can be checked through the link.

## What to Expect at InterCHARM Korea 2025

Invitation of the Largest-Ever Overseas Big Buyers: This year, InterCHARM Korea is expanding in scale to become the largest beauty and cosmetics trade fair in South Korea. The organizers are allocating their largest-ever budget to host extensive offline consultation meetings, personally inviting key buyers from major countries, including the Americas, Europe, Japan, and emerging markets in Southeast Asia, thereby creating a platform for domestic companies to enhance their overseas export opportunities. All About That Beauty Seminar: Attendees can expect a wealth of insights into the latest beauty and cosmetics trends, technologies, and

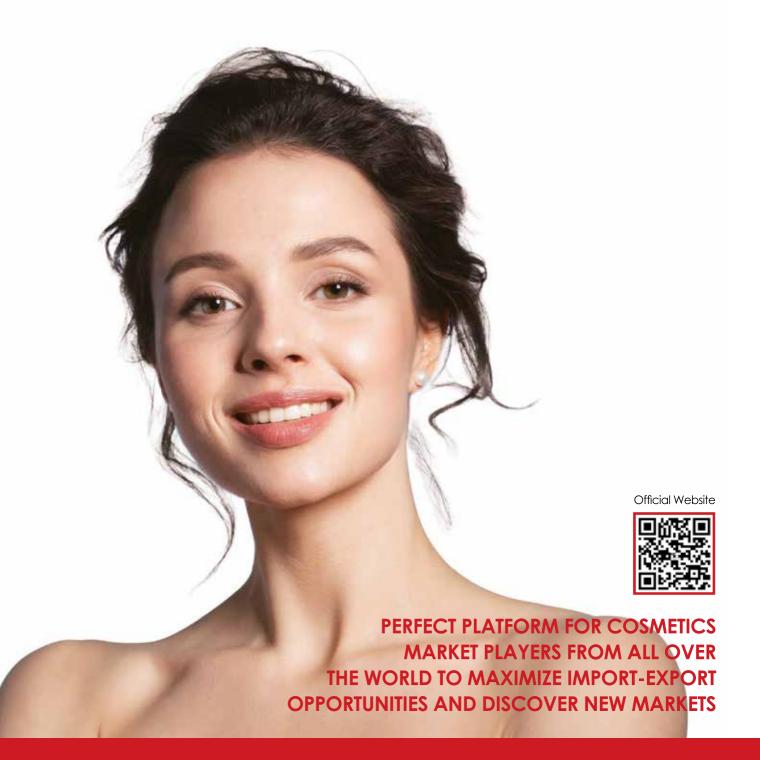




sustainability during the 'All About That Beauty Seminar'. The semiar will also serve as a networking opportunity to discuss the industry's future. Experts from the beauty and cosmetics industry will share the latest information and practical experiences, providing attendees with fresh ideas and perspectives. It is expected to be a venue where business opportunities can be actively expanded through networking with global experts.' Through the hosting of InterCHARM Korea from July 2 to July 4, we will do our utmost to provide various business opportunities to cosmetics companies and buyers from around the world. Additionally, by laying the foundation as a global exhibition in 2025, we plan to hold the largest exhibition again in the country in 2026, using the entire COEX from the 1st to the 3rd floor, together with 'in-cosmetics Korea'.

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